

THE LEL

Law Enforcement Improving Traffic Safety

October 2014

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Inhibitors to Effective Traffic Safety and Enforcement

Sheldon Greenberg, Ph.D.

Traffic safety programs form an integral component of the effective, comprehensive law enforcement operation. Unfortunately, not all law enforcement executives recognize this important fact.

EFFECTIVE TRAFFIC ENFORCEMENT IS important to the quality of life in and sustainability of neighborhoods and communities. It decreases death, disability and injury, and is directly correlated to crime reduction. Research shows that people support aggressive, meaningful traffic enforcement activity and that officers are most visible in patrol and traffic functions, which contributes significantly to people's perception of the police.

The amount of time officers spend on traffic enforcement varies by agency and size and type of jurisdiction. Police officers' outlook toward and engagement in traffic safety activities is contingent on many factors including the agency's culture, commitment of executives and supervisors, availability of data to target enforcement activities, belief in the

value of traffic safety and emphasis (in some jurisdictions) on traffic enforcement as a primary source of revenue for the local government.

According to a diverse group of police officers participating in a roundtable discussion on traffic safety, the quality of traffic enforcement varies considerably. The participants cited the need for agencies to overcome the obstacles or inhibitors to effective traffic enforcement. The following is a **brief summary of 20 of the identified inhibitors to effective traffic safety and enforcement**, all of which are manageable and can be overcome.



Inhibitors to Effective Traffic Safety and Enforcement continued

The following is a brief summary of 20 of the identified inhibitors to effective traffic safety and enforcement, all of which are manageable and can be overcome.



1. Lack of vision (a tangible picture) of the intended end product or outcome of traffic safety and enforcement efforts.
2. Lack of direction or well-stated expectations of the chief of police or sheriff (or the district, precinct, or barrack commander) relevant to traffic enforcement.
3. Dependence on overtime as a primary driver of traffic enforcement activities.
4. Dependence on grants as a primary driver of traffic enforcement activities.
5. Statistical outputs perceived as more important than substantive outcomes.
6. Lack of data or evidence to support targeted or “hot spot” traffic enforcement.
7. Tolerating mediocre traffic-related performance (“good enough will do”).
8. Failure to routinely inspect/review the traffic-related performance of patrol officers.
9. Lack of commitment or engagement by first line supervisors in directing and ensuring the quality of traffic safety and enforcement.
10. “Fishing hole” traffic enforcement.
11. Overemphasis on crime mitigation and reduction as the primary purpose for traffic enforcement.
12. Failure among personnel to view a traffic crash as a violent encounter and a traffic offender as the initiator of or contributor to a violent act.
13. Officers’ belief that traffic enforcement is a choice or option rather than an obligation or responsibility.
14. Enforcement activity based on officers’ whim rather than as a planned, purposeful endeavor.
15. Lack of consequence for officers who fail to provide quality traffic enforcement and lack of positive reinforcement for officers routinely engaged in quality traffic enforcement.
16. Misperceptions about the time officers have available to allocate to traffic enforcement.
17. Lack of quality traffic-related training, particularly at the in-service and supervisory levels.
18. Insufficient, mediocre and/or poorly sequenced traffic-related training.
19. Reliance on specialized traffic units, rather than patrol, for primary traffic safety and enforcement activity.
20. Failure to engage fully and routinely in sobriety checkpoints, DUI enforcement, seatbelt initiatives, child safety seat initiatives and other prevention and enforcement programs.



Inhibitors to Effective Traffic Safety and Enforcement continued

Traffic safety programs form an integral component of the effective, comprehensive law enforcement operation. Unfortunately, not all law enforcement executives recognize this important fact.

- National Highway Safety Administrator

Law Enforcement Liaisons (LELs) play a pivotal role in overcoming these inhibitors. LELs are in a position to provide an objective perspective on and offer suggestions and support to advance an agency's traffic safety activities. Recommendations for LELs include:

- Focus on communicating to meet the unique perspective of the varied stakeholders, each of whom views traffic safety and enforcement from a different vantage point. Target messages so they connect to chiefs and sheriffs, commanders, supervisors and front line officers, deputies and troopers based on their role, expectations and needs.
- Work with those responsible for training, particularly state and local academy directors and instructors, to ensure that traffic-related courses focus on purpose (saving lives, preventing disability and injury, strengthening neighborhoods and communities) as well as process (laws, forms and reports and tactics).
- When promoting effective traffic safety and enforcement initiatives, focus on well-defined action steps. Balance discussion about theory, programs, policies, improvements and expansions with the "how to's" in order to avoid delays, minimize confusion and advance implementation.
- Work with Field Training Officers (FTOs) and Police Training Officers (PTOs) to ensure that these experienced officers positively influence new recruits toward traffic safety and provide the needed knowledge, skill and connection to purpose.
- Support agencies in conducting a comprehensive annual assessment of traffic safety and enforcement efforts that goes beyond statistical analysis. Areas to consider in conducting a qualitative assessment include patrol officers' self-initiated enforcement activity on roadways of highest crash frequency, patrol supervisors' attention

to and direction of traffic safety and enforcement activity, efforts to minimize "fishing hole" enforcement, interaction between the traffic unit and patrol and the extent of traffic enforcement activity independent of grants or overtime funding. The National Law Enforcement Challenge (NLEC) is a national traffic safety awards program that recognizes excellent traffic safety programs. Participation in the NLEC is one way an agency can engage in a recognized assessment process.

Visit www.nlel.org/oct-cover-story for more information, including citations of sources used in this article.

Sheldon Greenberg is Professor of Management in the Johns Hopkins University, School of Education, Division of Public Safety Leadership.



Vernon Betkey
PROGRAM MANAGER



A Year in Review

JUST OVER ONE YEAR AGO,

I was selected to serve as the National Law Enforcement Liaison Program Manager. It has been an exciting and rewarding year laced with a number of program enhancements and opportunities to meet many state and regional LELs.

More than 400 messages have crossed the LEL ListServ over the past year. However, only 116 of the 240 LELs across the country are participating. I encourage those LELs not currently on the list to subscribe, and for those who are, to please share your state stories and best practices.

We launched a new, LEL website at www.nlelp.org, featuring individual state pages to highlight stories and successes. We will soon be adding features such as podcasts and expanded best practices to the website. And, in response to interest from supporters, we launched LEL Facebook and Twitter accounts: www.facebook.com/nlelp and [@NLELP](https://twitter.com/NLELP).

This publication, **THE LEL**, is a quarterly newsletter designed specifically for the LEL network, launched in April with the help of a LEL Technical Advisory Group that remains instrumental in identifying articles and contributors for the newsletter and the website. Please continue to share **THE LEL** with your law enforcement partners.

We hosted two LEL webinars this year in partnership with NHTSA and GHSA. Recordings of both are on the LEL website at www.nlelp.org/training/recorded-webinars. Plans are underway to conduct additional webinars spread across the next year.

The LEL Training and Guidance Workshop has been completely redesigned. The new training will include a two part course: an interactive online introduction to the LEL program and an in-classroom instruction segment. The plan is to conduct a pilot class this fall and have it ready for primetime the beginning of 2015.

As program manager, I have participated in a number of meetings throughout the year, including a meeting with the National Judicial College (NJC) academic staff. Idaho LEL Officer Kyle Will and I helped develop an outline for a new traffic safety related course for judges, which has been converted into a course titled *Behind the Wheel: Today's Traffic Offender* to be launched in March 2015.

As we continue our busy schedule we'll be sure to keep you updated through the various LEL communications tools.

Vernon Betkey
NLELP Program Manager



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Best Practices



CHALLENGE: 5,681 Miles, Four Days, Zero Fatalities

RECENTLY, 15 STATE PATROL and state police agencies participated with local and municipal law enforcement agencies on the *CHALLENGE: 5,681 Miles, Four Days, Zero Fatalities*, during a high visibility enforcement (HVE) campaign along the entire length of Interstates 90 and 94.

The *CHALLENGE* goal was to prevent crashes, injuries and fatalities during peak summer time travel. The campaign involved education, awareness and strict enforcement to save lives and remind all motorists to drive safely and obey important traffic laws. The ultimate goal was to reduce traffic crashes by half, and to prevent fatal crashes during the four-day HVE effort.

During the HVE, which ran from August 1-4, 2014, law enforcement agencies in 15 states participated in the *CHALLENGE*: Massachusetts, New York, Penn-

sylvania, Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, South Dakota, North Dakota, Wyoming, Montana, Idaho and Washington. Activity reports were collected from participating agencies, and they reported 14,267 traffic stops resulting in 21,214 citations and written warnings during the enforcement period.

During this same time frame over the past three years, the I-90/94 traffic corridor has averaged 534 crashes involving four fatalities. This year, law enforcement officers investigated 427 crashes involving three fatalities. Additionally, the *CHALLENGE* resulted in 154 impaired driver arrests and 1,046 occupants cited or warned for not wearing their seat belt, and law enforcement agencies conducted 1,690 commercial vehicle inspections.

The Interstate *CHALLENGE* was initiated and coordinated by the Minnesota State Patrol in cooperation with the International Association of Chiefs of Police's Drive Campaign, which has the goal of reducing U.S. traffic fatalities by 15 percent. "There was enthusiastic participation by all law enforcement agencies, and a strong spirit of proactivity by law enforcement officers during the campaign," said Minnesota State Patrol Major Jeff Huettl.

Minnesota State Patrol Lieutenant Colonel Matthew Langer stated: "The *CHALLENGE* was suc-

cessful in promoting positive media coverage, resulting in safer travel along the corridor." State patrol agencies will likely conduct and coordinate future HVE campaigns along the I-90/94 corridor.

To view a promotional video for the *CHALLENGE* created by the Minnesota State Patrol, visit <http://youtu.be/KGDx-WwbSmVA>.

Steven Cardarella is the NHTSA Region 5 Law Enforcement Liaison (Contractor)

Data Challenges and Opportunities from Legalized Recreational Marijuana in CO



COLORADO STATE Constitutional Amendment 64 legalized use of marijuana for persons 21 years or older on January 1, 2014. The Colorado Highway Safety Office (CHSO) has been busy addressing some of the immediate ramifications from this amendment, including data, media strategies, partnerships and law enforcement training.

The campaign involved education, awareness and strict enforcement to save lives and remind all motorists to drive safely and obey important traffic laws.

Best Practices

Data collectors are often surprised to hear that the data is not readily available, is not collected, there are no immediate countermeasures in place to increase data collection and that the arrestee has significant input on what type of sample they will provide.

Since the state legalized marijuana for recreational use there have been many requests from media, government officials, citizenry and other interested parties for data about impaired driving involving marijuana.

Data requesters want immediate hard data on the effect of changes to marijuana laws on impaired driving. They are often surprised to hear that the data is not readily available, is not collected, there are no immediate countermeasures in place to increase data collection and that the arrestee has significant input on what type of sample they will provide.

Drivers arrested for DUI in Colorado have three options on how they proceed with chemical testing, post-arrest. Arrestees can choose a blood or breath test if indicators of impairment from alcohol is present, or the arrestee can refuse to comply with testing. If a breath test is collected and shows alcohol present at levels consistent with observed impairment, it is unlikely that there will be more investigation into other impairing substances the arrestee may have in their system, such as marijuana. Recent changes in Colorado law have changed the penalty for refusal from one year to 30 days with interlock for one year. There is a possibility that as a result of this change, the already-substantial number of drivers refusing tests will increase.

This data environment puts whoever is the spokesperson for the situation—often someone from the highway safety office (HSO) or the law enforcement liaison/coordinator (LEC)—in a position to explain gaps in the data system of which they have been aware, but in which they have not had any interest until recently.

The LEC/HSO representatives have used this as an opportunity to educate and inform data requesters, policy makers, partners and stakeholders on limitations with the current data situation. This can also be an opportunity to bring to light challenges that law

enforcement face with impaired driver processing. The LEC/HSO can help identify data gaps and opportunities involving impaired driving.

Though legalized recreational marijuana is not an ideal situation for a HSO or LEC to take on in regards to traffic safety it creates immediate interest in impaired driving. If/when it happens in a state, it can be used to bring to light gaps and challenges that have existed in impaired driving awareness, education and analysis and create a forum on how to address them.

OH/KY/WV Join Forces for Drive Sober Or Get Pulled Over Crack down Message



ON AUGUST 13, 2014, three states (Ohio, Kentucky and West Virginia) and two NHTSA regions (Region 3 and Region 5) came together in support of one common goal—reducing the number of impaired driving and boating fatalities. The boats in the image are from Ohio Watercraft, the United States Coast Guard, and Kentucky/West Virginia Watercraft. With the message to be safe “on the land and in the water” on Labor Day, this joint effort shows the power of multi-jurisdictional traffic safety campaigns.



First Person

HVE helps modify driver behavior by creating the perception that there is a much greater potential for detection and arrest than the reality.

What is High Visibility Enforcement?

By Glenn Cramer

HIGH VISIBILITY ENFORCEMENT (HVE) is, essentially, energized traffic law enforcement with advertising. Why is HVE so important for promoting traffic safety? Enforcement works, but there is only a limited number of officers available. HVE helps modify driver behavior by creating the perception that there is a much greater potential for detection and arrest than the reality.

One of the best examples of the effects of HVE that I have experienced occurred while on a family trip in Southeast Idaho. While renting a car in Idaho Falls, the rental clerk asked where I was travelling. I told him, and was met with a concerned look and the advice, "Whatever you do, wear your seatbelt and don't speed." He shared that recently one of their customers had been stopped for speeding in the area through which I would be travelling and was cited for not wearing a seatbelt. He said that the notice about this traffic enforcement had been "all over the news." Later, when driving through the area, we passed a deputy's patrol car, prompting my daughter to say, "They are on their J-O-B."

Even though I didn't see the enforcement, the message from the rental clerk and the visual reminder of a deputy's patrol car, most likely on patrol, was an effective deterrent. People believe what they hear from others and it influences their actions. This acts as a deterrent to risky driving behavior.

Many communities THINK they're conducting HVE, but to run an effective enforcement program, the effort must have the following four components:

- **Intensity** over and above what normally takes place and based on the number of law enforcement agencies, officers and hours dedicated to this effort.
- **Frequency** that is often enough to create a general deterrence for the public, such as every weekend night during mobilizations or crack-downs or every weekend on a sustained basis.
- **Visibility**, so the public sees the enforcement on the roads in their community, assisted by variable message boards and/or signs on enforcement vehicles. The message must be repeatedly reinforced.
- **Proper placement of the enforcement message** at high risk locations and during appropriate hours. Effective campaigns reach the public at times when they are more receptive to the message, such as on the radio at "drive time," so that it is heard while in the car.

The ultimate goal of HVE is not necessarily the number of citations written, but to raise public awareness to the point where everyone is aware that if they commit a violation, they will be caught, and to encourage people to share this information with their families and friends.

Glenn Cramer is the NHTSA Region 10 Law Enforcement Liaison.

LEL Spot light



Maryland TSRPs, JOL and LEL Join Forces to Aid Law Enforcement, Prosecutors

IN MID 2013, the Maryland Highway Safety Office (MHSO) hired two full-time Traffic Safety Resource Prosecutors (TSRPs) to close the gap between law enforcement and the legal community on traffic safety issues. These TSRPs quickly developed productive working relationships with Maryland's Law Enforcement Liaison and the NHTSA regional Judicial Outreach Liaison (JOL).

Traffic laws in Maryland are dynamic and the high turnover rate in police departments hampers the continuity of traffic safety knowledge among officers. Close coordination with MHSO's Law Enforcement Liaison serves to break down any barriers that might otherwise

arise with prosecutors addressing police officers and forms the basis of a comprehensive training plan.

The TSRPs developed training for law enforcement personnel to enhance knowledge of traffic stops, search and seizure, report writing and courtroom testimony. Law enforcement supervisors also receive case law instruction at a week-long training class developed to educate traffic safety supervisors on the tools required to lead successful traffic enforcement programs.

Since many jurisdictions provide little guidance to new prosecutors on traffic safety issues, the TSRPs created a basic DUI course for prosecutors and are developing a three-day "Prosecutors' DUI Institute" to hone skills and emphasize the importance of traffic safety to Maryland's legal community. The TSRPs, monthly blog helps to distribute information to both prosecutors and law enforcement regarding traffic safety legal issues and the prosecution of traffic-related cases.

The TSRP's are members of the Maryland's Chiefs of Police and Sheriffs' Associations and active in Maryland's Crash Reconstruction Committee. These memberships, along with close coordination with the MHSO's LEL, helps target their professional assistance appropriately to the needs of major law enforcement groups in the state.

For more information, contact Dave Daggett (Maryland State's Attorneys' Association, ddaggett@mdsaa.org), Jon Naylor (Maryland State's Attorneys' Association, jnaylor@mdsaa.org) or John Hipps (MHSO LEL, jhipps@mdot.state.md.us).



Corporal Jermaine Galloway
Boise Police Department

Officer Jermaine Galloway has trained numerous police officers, prevention personnel, educators, counselors, parents, treatment providers, health care professionals and community coalition members across the country on alcohol and drug trends.

As the Alcohol Compliance Officer at the Boise Police Department, which he joined in 1999, he is passionate about education, training, enforcement and prevention of alcohol and drug use, and has acquired extensive experience in underage drinking, drug and alcohol enforcement.

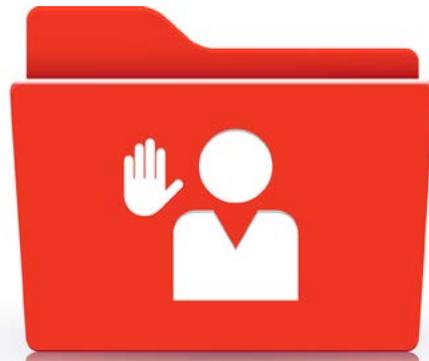
Officer Galloway spends time speaking to youth and adults on the harms of substance abuse and, with his wife, created the Northwest Alcohol Conference, a gathering of law enforcement and prevention providers focused on alcohol-related problems and issues among youth. Thanks to his passion for prevention and education, Officer Galloway and the Boise Police Department have created new and proactive city codes, underage drinking enforcement and education programs.

For more information on Officer Galloway and his work, visit www.tallcopsaysstop.com.

Close coordination with MHSO's Law Enforcement Liaison serves to break down any barriers that might otherwise arise with prosecutors addressing police officers and forms the basis of a comprehensive training plan.



Tips to Testify



Preparing for Effective Verbal and Nonverbal Communication

By Judge Earl G. Penrod

POLICE OFFICERS RECEIVE considerable training and instruction on how to be a good witness in court, and it has been my experience that officers understand the importance of testifying in a professional manner. Most police officers appreciate that their effectiveness as a witness depends not only on what is said but also on how it is said. Just as in every day interactions, supportive body language and reinforcing nonverbal communication cues can be critical for effective communication in the courtroom.

Most police officers know that the key to providing effective testimony is to prepare fully and carefully by reviewing all documentation related to the case. In fact, becoming fully reacquainted with the facts is essential not only for the substance of the testimony but also for what will be conveyed through nonverbal communications.

Even with this level of preparation, testifying in court can be stressful, regardless of the type of proceeding. If the case is particularly contentious with

aggressive cross-examination, testifying in court can be an uncomfortable and disconcerting experience. Further, if the officer has not had the time or taken the time to properly prepare, it will be that much more difficult to remain composed and testify in an objective and even-handed fashion. In fact, even if the officer successfully resists the temptation to verbally respond in a defensive or dismissive manner, the officer's discomfort and ire may be observed through the various nonverbal communications, which may negatively impact the officer's credibility.

Tip to testify: thorough preparation is the key to effective verbal and nonverbal communications in the courtroom.

Judge Earl G. Penrod is a justice with the Gibson Superior Court in Indiana, and an ABA/NHTSA Judicial Fellow.



Training & Research



GHSAs Traffic Records Training Online Course

The Governors Highway Safety Association has developed a downloadable online course, "Traffic Records Training for State Highway Safety Office Leadership," that outlines the critical role traffic records data plays in a State Highway Safety Office's planning and evaluation ef-

orts, their data-related responsibilities under MAP-21, and additional resources. The project was funded by a grant from the National Highway Traffic Safety Administration.

The online course has two modules: Overview of Traffic Records and Getting Help with Traffic Records. In addition, there is a downloadable executive briefing outline to help agencies explain why traffic records are worth attention and support.

To download the course materials, visit ghsa.org/html/resources/tr/.

New Research

Distracted & Dangerous: Helping States Keep Teens Focused on the Road

Teens represent the largest proportion of drivers who are distracted at the time of a fatal crash. This report looks at legislation, enforcement and educational programs developed and implemented by the public and private sector at the national, state and local levels.

www.ghsa.org/html/publications/teens/sfteens14.html

National Safety Council Motor Vehicle Fatality Estimates

Motor-vehicle deaths for January through June of 2014 totaled 16,180, which is a 4 percent decrease from the corresponding 6-month period in 2013. The estimated annual population death rate is 10.8 deaths per 100,000 people, down 3 percent from the preliminary 2013 rate of 11.1.

www.nsc.org/Documents/Communications/June_2014_fatality_estimates.pdf

2012 Traffic Safety Fact Sheet: "Rural/Urban Comparison"

In 2012, rural areas accounted for 53 percent (16,443) of fatal crashes and 54 percent (18,170) of the fatalities, as compared to urban areas, based on data from the Fatality Analysis Reporting System (FARS).

www-nrd.nhtsa.dot.gov/Pubs/812050.pdf



Awards & Events



Left to right: Judge John S. Kennedy, Commissioner Joseph Farrow, AT&T's Andrea Brands, GHSA Chairman Kendall Poole, Nassau County Assistant District Attorney Maureen McCormick, Tim Hollister, and Jeff Larason of the Safe Roads Alliance.

GHSA Presents 2014 Highway Safety Awards

THE GOVERNORS HIGHWAY Safety Association (GHSA) presented its 2014 highway safety awards to two individuals who have made a national impact on issues related to impaired driving and highway safety and four programs focusing on the nation's most pressing highway safety problems during its Annual Meeting in Grand Rapids.

This year's individual winners are the Honorable Kathleen Rice, District Attorney for Nassau County, New York, who received the James J. Howard Highway Safety Trailblazer Award, and Joseph Farrow, Commissioner of the California Highway Patrol, who received the Kathryn J.R. Swanson Public Service Award.

Four programs were recognized with Peter K. O'Rourke Special Achievement Awards for outstanding highway safety accomplishments during the previous calendar year:

- Tim Hollister of Hartford, Connecticut, a parent, author, and advocate devoted to educating and informing parents of teen drivers.
- AT&T's *It Can Wait* Campaign, a national initiative to combat distracted driving.
- Judge John S. Kennedy and the Target 25 Program, an anti-DUI recidivism campaign in York County, Pennsylvania.
- The Parent's Supervised Driving Program, a resource kit for parents and guardians who are helping their teens learn how to drive.

For more information about the award winners, visit www.ghsa.org/html/meetings/awards/2014/14index.html.

IACP Announces 2014 NLEC Winners

THE INTERNATIONAL Association of Chiefs of Police (IACP) recently announced the winners of the 2014 National Law Enforcement Challenge (NLEC). A total of 40 offices, agencies and organizations were recognized in this year's contest.

The NLEC is a friendly, international traffic safety enforcement competition that focuses on impaired driving, occupant protection, and speed. The program allows agencies to make a difference in the communities they serve and helps departments learn from each other.

The NLEC benefits drivers on the road, law enforcement, and civilians alike, as agencies set future goals for traffic safety by identifying issues and developing programs to address those problems. The complete list of winners can be found on the NLEC website: www.theiacp.org/NLEC.

The winners of the NLEC will be presented their awards at the Highway Safety Awards Breakfast held in conjunction with the 121st Annual IACP Conference and Expo, which will take place in Orlando, Florida from October 25-28, 2014.

Applications for the 2015 NLEC will open this fall. If you have questions about the NLEC, please direct them to Bethany Petersen at petersen@theiacp.org.



NHTSA Campaign Calendar

OCTOBER

OCTOBER 19-25

NATIONAL TEEN DRIVER SAFETY WEEK

Primary Message: *5 to Drive—Set the Rules Before They Hit the Road.*

Motor vehicle crashes are the leading cause of death for 14-18 year olds in the U.S.

OCTOBER 31

HALLOWEEN IMPAIRED DRIVING MESSAGING

Primary Message: *Buzzed Driving Is Drunk Driving*

The scariest part of Halloween isn't the spooky costumes and scary pranks; it's alcohol-impaired drivers. From 2007-2011, 52 percent of all national fatalities occurring on Halloween night lost their lives in a drunk driving-related crash.

www.trafficsafetymarketing.gov/Halloween

NOVEMBER

NOVEMBER 27

THANKSGIVING HOLIDAY TRAVEL MESSAGING

Primary Message: *Buckle Up America. Every Trip. Every Time.*

Seat belts are the most effective safety feature ever invented and have helped save thousands of lives, yet one in five Americans fail to regularly wear a seat belt when driving or riding in a motor vehicle.

www.trafficsafetymarketing.gov/Thanksgiving

DECEMBER

NOVEMBER 28 - DECEMBER 9

PRE-HOLIDAY SEASON MESSAGING

Primary Message: *Buzzed Driving Is Drunk Driving*

Twitter Chat: *Buzzed Driving*

DECEMBER 10-31

HOLIDAY IMPAIRED DRIVING CAMPAIGN

Primary Message: *Drive Sober or Get Pulled Over*

Alcohol-impaired driving claimed 10,322 lives in 2012, an increase of 4.6 percent compared with 2011. Between Thanksgiving and New Year's Eve, as many as 900 people could lose their lives in drunk driving crashes nationwide.

FEBRUARY

FEBRUARY 1

SUPER BOWL XLIX IMPAIRED DRIVING MESSAGING

Primary Message: *Fans Don't Let Fans Drive Drunk*

On Super Bowl Sunday alone, 40 percent of fatalities from motor vehicle crashes were connected to drunk driving.

MARCH

MARCH 17

ST. PATRICK'S DAY IMPAIRED DRIVING MESSAGING

Primary Message: *Buzzed Driving Is Drunk Driving*

St. Patrick's Day is prime time for impaired driving fatalities; in 2010, 80 percent of the holiday's drunk driving deaths involved drivers who were nearly twice the legal limit.

For many more resources to help you with your traffic safety marketing and messaging, visit www.trafficsafetymarketing.gov.