



THE LEL

Law Enforcement Improving Traffic Safety

October 2016

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(below)
Grundy County,
Tennessee, Sheriff
Clint Shrum



A Rural Sheriff's Perspective on Traffic Safety

Sheriff Shrum shares insight on how his experiences as a police officer and an LEL helped him achieve success in his role as sheriff.

By Janet K. Hawkins

The following is an excerpt from an interview with Grundy County (Tennessee) Sheriff Clint Shrum. To read the entire interview, visit www.nlelp.org/oct-2016-lel-cover.

SINCE HIS ELECTION IN 2014, SHERIFF CLINT Shrum has been at the head of roadway safety accomplishments in Grundy County, Tennes-

see. Traffic fatalities have decreased dramatically, while impaired driving arrests and safety restraint usage rates have soared, and the Department of Safety and the Tennessee Highway Patrol formally recognized the sheriff's office and two area police departments for their accomplishments in 2015.

In this interview, Sheriff Shrum shares insight on how his experiences as a police officer and an LEL have helped him achieve success in his role as sheriff.

Training is vital to traffic and DUI enforcement because officers and deputies need to know the signs and symptoms of impairment.

A Rural Sheriff's Perspective on Traffic Safety

First, would you briefly describe your professional background?

I really got involved in traffic safety in 1999, while with the Winchester Police Department. At the time, the [Tennessee] Governor's Highway Safety Office (GHSO) was promoting *Click It or Ticket*. Through that initiative, we developed a child passenger safety program, and it blossomed from there.

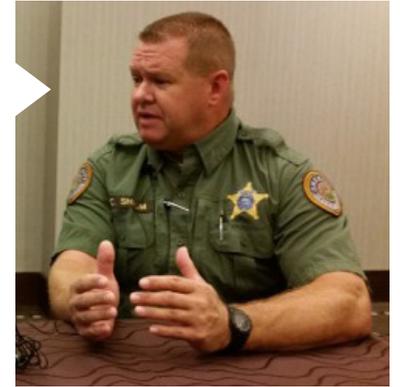
My work as a local area network coordinator led to a full-time position as an LEL for the Tennessee Cumberland region. I took over in 2006, when state traffic fatalities were at an all-time high, at approximately 1,300 per year. Grant money was tight, and law enforcement's perception of traffic safety was poor. We had to "sell" the need for better enforcement, especially to sheriffs, who are overtasked already.

How did you persuade hesitant agencies?

We had to be creative. I identified which of the 28 counties in my region were experiencing high fatalities and visited law enforcement agencies in each one to determine their strengths. We were then able to incorporate some of their weaknesses with their strengths. For example, if a sheriff's office was strong in DUI or criminal interdiction but weak in seatbelt enforcement, we would encourage them to use seat belts as another tool—not a task—to bolster their DUI or criminal interdiction enforcement.



"We adopted a data-driven approach to crime and safety, basically using a white board to pinpoint where crime and traffic crashes were occurring."



This approach took off, and we began to have 100 percent reporting. In my eight-year tenure, traffic fatalities have decreased 33 percent.

As sheriff, you have made traffic safety a top priority. What initiatives have you taken so far?

Grundy County used to have about 10 traffic fatalities a year—an extremely high number for a rural county with just 14 miles of interstate. About a month into office, I called in my deputies, handed them citation books, and told them we were going to become more proactive in traffic safety. Some long-time officers had to be shown how to write a ticket! We also adopted a data-driven approach to crime and safety, basically using a white board to pinpoint where crime and traffic crashes were occurring. By focusing on these areas, we went from 10 to zero fatalities in 2015.

Additionally, we have increased seat belt education and enforcement. We follow an agency seat belt policy, both to protect our

deputies and staff and to set a good example for the public. In 2014, the sheriff's office wrote just 20 citations, but last year, we wrote 700. Safety restraint compliance rose to 73 percent in 2015 and, according to a survey done this past June, it has remained steady.

Training is vital to traffic and DUI enforcement because officers and deputies need to know the signs and symptoms of impairment. I'm a drug recognition instructor and brought tools associated with that program, ARIDE (Advanced Roadside Impaired Driving Enforcement), and SFST (Standardized Field Sobriety Testing) from my time as an LEL. Most of my deputies have completed ARIDE classes. As a result, our impaired driving arrests increased 400 percent in 2015.

To continue reading this article, visit www.nlelp.org/oct-2016-lel-cover.

Janet Hawkins is a freelance writer and former Editor-in-Chief of Sheriff magazine.



Vernon Betkey
PROGRAM MANAGER

The Importance of Capturing Good Data

AS A FIRST RESPONDER TO A

crash, law enforcement officers are responsible not only for the care and safety of the victim(s), but also for the complete and accurate documentation of the crash scene. This documentation is critical to understanding the roadway, environmental, and behavioral factors that contributed to the crash, and this data, in aggregate, provides insight into trends that help guide traffic safety initiatives.

This data is captured on crash reports that vary from state to state, and many states look to the federal government for guidance on which data to collect. The **Model Minimum Uniform Crash Criteria** (MMUCC) is a voluntary guideline that provides a minimum, standardized data set for describing motor vehicle crashes and the vehicles and persons involved. Work is now underway on the guideline's 5th edition.

Earlier this year, the Governors Highway Safety Association (GHSA) and National Highway Traffic Safety Administration (NHTSA) conducted an online forum to gather public input on a series of proposed changes to MMUCC. An expert panel reviewed and considered this input, and are now considering additional proposals that were submitted through the online forum, in comments provided to NHTSA and by several small working groups of expert panel

members. A second online forum is now open for public comments on this new set of proposals. The forum is available at <https://fs8.formsite.com/ghsa/mmuccforum2/index.html> and closes on Friday, October 7.

The challenge for officers at a crash scene is balancing the need to collect comprehensive, accurate data and the time required to collect this data. As the primary users of crash data forms, it is important for law enforcement's perspective to be considered in the MMUCC revision process. Several law enforcement representatives are participating on the expert panel, but it is critical that front-line individuals tasked with collecting this data provide their input on the proposals as well.

Data-driven and evidence-based traffic safety projects rely on the crash data collected by law enforcement officers. I urge all LELs to reach out to their law enforcement partners to inform them about this update process and encourage them to submit their comments through the online forum. For more information, visit ghsa.org/html/resources/tr/mmuccupdate.html.



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Best Practices

Illinois Speed Awareness Day Campaign

By Scott Kristiansen

IN 2015 ILLINOIS SAW A 5.7 PERCENT jump in highway deaths, and speed-related fatalities in Illinois accounted for 37 percent of all roadway deaths, in the state.

In response to this data, the Traffic Safety Committee of the Illinois Association of Chiefs of Police developed a proactive statewide education, enforcement and partnership campaign to bring attention to the dangers of speeding. Local, county and state agencies were recruited to participate in a one-day campaign called *Illinois Speed Awareness Day*. Data collection forms and information pamphlets were developed along with a media packet and made available to participating agencies.

Much of the public concern about speeding has been focused on higher-speed roadways; however, in Illinois, a large number of speed-related fatalities occurred on lower-speed collector and local roads. Participating agencies were asked to plan their local high visibility enforcement (HVE) efforts using data to identify specific roadways where crashes involve speed-related causes.

Illinois Speed Awareness Day took place on July 27 and featured law enforcement agencies from across the state working together. The campaign involved

education and strict enforcement to raise public awareness about reducing speed-related traffic crashes and to prevent fatal crashes.

Activity reports were collected from all participating agencies. These agencies helped generate a significant amount of earned media coverage through press conferences, presentations, press releases and online announcements. Agencies displayed banners and posters and distributed campaign flyers and handouts to motorists. A total of 3,413 hours were dedicated to HVE enforcement, resulting in 5,228 citations and written warnings during the campaign.

Coordinating statewide enforcement campaigns outside of national campaigns can have significant impacts on traffic safety, especially when organized by a central planning entity. Campaigns can be led by state highway safety offices, state chiefs of police associations, state LELs or law enforcement agencies.

For more information about the program, visit www.faces4.org/illinois-speed-awareness-day-2016 or contact Deputy Chief Lou Jogmen at ljogmen@parkridgepolice.org, or Illinois LEL Scott Kristiansen at kristiansenscott@aol.com.

Scott Kristiansen is a Law Enforcement Liaison with the Illinois Department of Transportation.

Keeping Law Enforcement Engaged and Safe

By Steven Cardarella

A GENERAL SESSION TITLED “Keeping Law Enforcement Engaged and Safe” kicked off the final day of the GHSA 2016 Annual Meeting in Seattle, Washington. Risk management expert Gordon Graham, National Sheriffs' Association Executive Director & CEO Jonathan Thompson, and Washington State Patrol Chief John Batiste comprised the panel, and Chuck DeWeese, Assistant Commissioner at the New York Governor's Traffic Safety Committee, moderated the session.

Panelists discussed the continued need for traffic enforcement as traffic fatalities rise across our nation, and the impact that recent nationally publicized police actions might have on traffic stop enforcement. Additionally, they addressed the topic of police culture and mentoring new officers entering into the police profession.

LELs have to encourage police leadership to support traffic enforcement while also responding to the challenges and demands facing policing today. DeWeese noted, “Police leadership is the key element in addressing the emphasis of traffic enforcement for police organizations.” Additionally, DeWeese stressed that new officers need



Coordinating statewide enforcement campaigns outside of national campaigns can have significant impacts on traffic safety.

Best Practices

From left: Gordon Graham, Chief John Batiste and Jonathan Thompson.



“Traffic enforcement is the critical component in maintaining justice in our communities.”

-Washington State Patrol Chief John Batiste

to be supported and mentored by veteran officers, and that the belief that the younger generation of officers has policing priorities other than traffic enforcement is unfounded.

Thompson noted that crime is on the rise across the nation, and said it is more than likely the result of a national drug epidemic. Both Thompson and Batiste focused on the need for law enforcement officers to continue patrolling and making traffic stops, but also to think beyond the ticket. Batiste concluded, “Traffic enforcement is the critical component in maintaining justice in our communities.”

Graham shared that, on average, the tenure for a police chief is about three years, and that these individuals are challenged with the responsibility of organizational planning for a period that will likely extend beyond the term of their appointment. Thus, Graham encouraged senior officers within every police organization to make it a priority to engage with younger officers, helping them develop the necessary future leadership skills.

This session and the discussion not only benefited attendees, it will also help state highway safety offices and their LELs provide ongoing support of traffic enforcement to law enforcement partners.

Steven Cardarella is the NHTSA Region 5 LEL.

The Florida Law Enforcement Challenge

By Larry E. Coggins, Jr.

THE FLORIDA LAW ENFORCEMENT Challenge began as a showcase for agencies’ policies, programs, efforts and outcomes; today, the program is web-based, focusing on hard data and the effectiveness of an agency’s efforts. Law enforcement agencies compete in categories determined by agency size (corrections and court personnel are not calculated into this formula). University Police Departments, first-time participants, last year’s first place winners and the Florida Highway Patrol all have their own categories. Over the past 10 years, participation has

grown from a meager handful to more than 200 participating agencies.

The program looks at policies, training of personnel, social and community outreach, earned media throughout the calendar year, enforcement efforts and overall effectiveness of efforts. All data is scored via a computer program, and the top three agencies within each category are invited to the annual awards ceremony to receive their recognition. First place agencies in each category receive a key to a new patrol car, and the agency with the winning key that starts the car drives home in a state-of-the-art patrol car for the agency’s traffic unit. Florida also awards much-needed equipment for use in traffic enforcement in the agency’s jurisdiction to the top three agencies within each category.

In addition to the Florida Law Enforcement Challenge, the Florida LEL Program manages the Florida Motor Unit Challenge, Florida DUI Challenge and the Florida *Click It or Ticket* Challenge, which also give participants an opportunity to win a new patrol vehicle and equipment. The overall goal in each of the Florida Challenges is to make Florida a safer place, one traffic stop at a time. For more information, visit www.floridalel.org.

Larry E. Coggins, Jr. is the District 1 LEL with the Florida LEL program.

Engineering

EMS

Enforcement

Education

Solutions and Counter- measures

The New National Definition for Serious Injuries

By **Danielle Betkey**
and **Dana Gigliotti**

YOU ARE A LAW ENFORCEMENT officer on the scene of a single vehicle crash. The driver's wound is bleeding profusely. As you complete the crash report, you suspect the driver's injuries are serious and document the injury accordingly. After medical personnel evaluate the driver, the head wound turns out to be a minor cut. Some wounds, particularly head wounds, tend to bleed more, but that does not necessarily mean it is a serious injury. So, how do you classify this injury? And why does assessing the severity of an injury—and reporting it accurately and consistently—matter?

Law enforcement, transportation professionals, and health practitioners use crash data to help identify and solve highway safety issues. Serious injuries are

often reported using different coding conventions and definitions, making it challenging to gauge serious injury trends. The accuracy of serious injury reporting must be improved nationwide to better assess highway safety issues and determine effective countermeasures.

The Federal Highway Administration (FHWA) and NHTSA have established a single, national definition for serious injuries, to ensure a consistent and comparable system for reporting. The definition will help align injury classification systems and injury coding within and across states. FHWA's Safety Performance Management Measures Final Rule (23 CFR 490) and NHTSA's Uniform Procedures for State Highway Safety Grants Program Interim Final Rule (23 CFR 1300) require that serious injuries be reported per the Model Minimum Uniform Crash Criteria (MMUCC) 4th Edition attribute for **Suspected Serious Injury (A)**. Although compliance with the new serious injury

definition is required by April 15, 2019, FHWA and NHTSA are encouraging adoption of the new definition on or before January 1, 2019, to ensure a consistent data set for the entire calendar year.

It is critical for law enforcement officers to receive training on how the new definition will affect crash investigations and reporting. As a result, FHWA and NHTSA will be providing technical assistance and resources to assist law enforcement agencies, including distributing a short roll call video that describes the new definition and helps officers identify and report serious injuries. By better identifying serious injuries, together we can determine the most effective strategies to reduce such injuries in the future and save lives.

Danielle Betkey and Dana Gigliotti are Transportation Specialists with the Office of Safety at the Federal Highway Administration.

LEL Spot light

YOVASO
YOUTH OF VIRGINIA SPEAK
OUT ABOUT TRAFFIC SAFETY

Partnering to Promote Youth Leadership in Virginia

By Casey Taylor

YOUTH OF VIRGINIA SPEAK OUT About Traffic Safety (YOVASO) is a nonprofit organization that provides a peer-to-peer education and prevention program for teen driver safety. The organization has active safe driving clubs at 142 middle and high schools in all regions of the Commonwealth. It is administered by the Virginia State Police (VSP) and funded through donations and a grant from the Virginia Highway Safety Office.

This past summer, YOVASO recognized a VSP sergeant and spokesman for his exemplary efforts to promote traffic safety

among youth. The organization's staff presented Sgt. Les Tyler with the Law Enforcement Officer of the Year award during their annual awards banquet, which honored schools, students, teachers and law enforcement officers from across Virginia who demonstrated exemplary efforts to encourage safe driving and passenger safety among teenagers during the 2015/16 school year.

Sgt. Tyler began working closely with YOVASO when he was assigned to oversee security for the 2015 YOVASO Summer Leadership Retreat. "Since that time, he has been an advocate, friend and champion of YOVASO and its mission to save young lives," said Mary King, YOVASO program manager. King added that Sgt. Tyler has worked diligently to help find ways for troopers and YOVASO to work together to better reach young drivers and passengers.

Among his many accomplishments, Sgt. Tyler assisted with an after-action report on the 2015 YOVASO Retreat that led to additional troopers and sergeants being assigned for the 2016 YOVASO Retreat. He helped facilitate a training workshop at the Virginia State Police Academy this spring to introduce troopers to YOVASO and the various ways in which they could assist the program.



YOVASO Regional Trainer Callie Clary presents Sgt. Tyler with the VA Officer of the Year Award at the organization's 2016 annual banquet.

"I enjoy working with YOVASO in all capacities, so it was an honor to receive the award," Sgt. Tyler said. "It's a great program with a peer-to-peer element that's very important in our efforts to reduce teen-related traffic crashes and deaths."

Sgt. Tyler also helped organize and work a two-day training session this spring for the YOVASO Youth Leaders and regional trainers at the VSP Driver Training Complex that enabled the students to get behind the wheel with a state police driving instructor to learn skills in steering, skid control, backing and crash avoidance.

Casey Taylor is the Program Development and Event Coordinator for YOVASO.

Sgt. Tyler has worked diligently to help find ways for troopers and YOVASO to work together to better reach young drivers and passengers.

Partner Spot light



National Coalition for Safer Roads

By Melissa Wandall

THE NATIONAL COALITION FOR Safer Roads (NCSR) is a non-profit organization that works to help save lives and protect communities by demonstrating how automated traffic enforcement can reduce dangerous crashes by improving driver behavior. NCSR works with experts—traffic experts, engineers, law enforcement officials and others—to research and analyze red light, speed and school bus stop arm safety cameras so that it can establish “best practices” for their use.

The organization’s president, Melissa Wandall, first got involved in traffic safety when her husband Mark died in a red-light running crash just blocks from their home in 2003, two weeks before their

RED-LIGHT RUNNING FATALITY MAP

Red-light running fatalities that occurred in cities throughout the United States from 2004-2013



TOP 10 MOST DANGEROUS CITIES FOR RED-LIGHT RUNNING

Below are the top ten cities that had the highest number of red light running fatalities between 2004-2013.

- | | |
|-------------------|--------------------|
| 1 HOUSTON, TX | 6 MIAMI, FL |
| 2 PHOENIX, AZ | 7 DALLAS, TX |
| 3 LOS ANGELES, CA | 8 PHILADELPHIA, PA |
| 4 LAS VEGAS, NV | 9 TUCSON, AZ |
| 5 CHICAGO, IL | 10 DENVER, CO |

daughter Madisyn was born. Her mission has been to turn the unspeakable loss of her husband into positive energy, and to save lives. Additionally, she wants her daughter to know that her dad is still helping people today.

Wandall became the face of traffic safety first in her neighborhood, then her county, then her state and is now a nationally recognized traffic safety advocate. She worked tirelessly to see the Mark Wandall Traffic Safety Act signed into law in the state of Florida in 2010, which has significantly changed traffic safety in Florida and saved hundreds of lives. In addition to saving lives, the Act has raised over \$12.3 million for The Miami Project to Cure Paralysis and \$33.5 million for 22 Level 1 Trauma Centers in Florida.

Because the Mark Wandall story resonates with people, it provides an impetus for getting communities involved in reducing this reckless driving. To communicate how deadly red light running is, NCSR created an interactive Red Light Running Fatality Map that features the 7,799 red light

running fatalities that occurred in the United States between 2004-2013. The map shows the intersections where the fatalities occurred and highlights the top 10 most dangerous U.S. cities for red light running. Additionally, the NCSR website, www.ncsrsafety.org, contains research articles, videos and news accounts about how camera technology is making a difference.

NCSR encourages LELs and law enforcement partners to take an active role in stopping the senseless deaths caused by red light running, and asks that motorists drive safely, whether they are on the road for five minutes or five hours. There is no need to rush and no sense in risking a crash. Safety Saves Lives!

For more information, contact Melissa Wandall at Melissa@MelissaWandall.com or (941) 545-3359.

Melissa Wandall is President of the National Coalition for Safer Roads.

Tips to Testify



Separation/Sequestration of Witnesses

By Judge Earl G. Penrod

In many trials, witnesses are required to remain outside the courtroom during the case and are prohibited from hearing or discussing the testimony of other witnesses. A Motion to Exclude/Separate/Sequester Witnesses typically is granted at the beginning of the trial and witnesses are advised of the specific requirements in the order.

The purpose of excluding witnesses from the courtroom and prohibiting communication among witnesses during trial is to avoid having the testimony of one witness influenced, intentionally or inadvertently, by the testimony of other witnesses.

When there is an Order of Separation/Sequestration in a criminal trial, the defendant will be permitted to remain in the courtroom during the entire trial, regardless of whether the defendant will testify. Also, most jurisdictions allow the state/prosecution to designate one representative, such as the lead or investigating officer, to remain in the courtroom throughout the trial, even if that person will testify at some point.

Separation/Sequestration Orders are relatively common, but the specific restrictions may differ from jurisdiction to jurisdiction. Even a conscientious and experienced law enforcement witness may run into a problem in a particular court or in a specific case.

For example, sometimes a police officer on the witness stand is asked whether he or

she has talked to anyone about the case. If the officer interprets the question to be an inquiry about a possible violation of the Separation/Sequestration Order, the officer may deny any conversation or communication. However, the order does not prohibit an officer from communicating with the prosecuting attorney, and the officer may have talked to witnesses and others during the investigation of the case. Therefore, the defense attorney may follow up the denial with questions about the officer's previous conversations with the prosecuting attorney or communications held as part of the investigation. Even though the officer can explain what was meant by the earlier denial, the exchange is not to the officer's advantage.

Another potential problem may surface when the officer arrives to testify after the trial has commenced, and the officer has not been made aware of the existence of or specifics of an Order of Separation/Sequestration. Most officers understand the inadvisability of walking into a courtroom while another witness is on the stand, but officers should also appreciate that there may be other less obvious mandates imposed by the order.

TIP TO TESTIFY: Every police officer witness must be aware of Orders of Separation/Sequestration and comply with the restrictions and requirements.

The Honorable Earl G. Penrod is a Judge of the Gibson Superior Court in Indiana.



Training & Research

FY17 LEL Professional Development Training

THE FY17 DATES HAVE BEEN RELEASED FOR THE LEL PROFESSIONAL Development Training classes that will be held at the Transportation Safety Institute (TSI) in Oklahoma City. The purpose of the training course is to provide a basic foundation for an LEL to learn standard business practices that cross all LEL program models.

The upcoming class dates are:

OCTOBER 31-NOVEMBER 3, 2016

JANUARY 30-FEBRUARY 2, 2017

JUNE 5-8, 2017

AUGUST 14-17, 2017

Space is limited to 14 participants per class, and states may register one LEL per session. The course is also suitable for state highway safety office staff that manage or have direct involvement with their state's LEL program.

For more information, visit the [TSI Online Catalog](#) or contact Vernon Betkey at vbetkey@ghsa.org or Wil Price at wil.price@dot.gov.



Wake Up Call: Drowsy Driving

GHS's NEW REPORT, *Wake Up Call! Understanding Drowsy Driving and What States Can Do*, points out that nearly 83.6 million sleep-deprived Americans are driving every day and that an estimated 5,000 lives were lost in drowsy driving-related crashes last year. The report, funded by State Farm®, examines the causes and effects of drowsy driving as well as how states and others can best address it.

Visit ghsa.org/html/publications/sfdrowsy.html to download the report and view a recording of a webinar that discussed the report's findings.

New Publications

2015 Motor Vehicle Crashes: Overview

NHTSA released its final 2015 data showing 35,092 people died in crashes on U.S. roadways during 2015, a 7.2 percent increase from the previous year and the largest percentage increase in nearly 50 years.

Lives Saved in 2015 by Restraint Use and Minimum Drinking Age Laws

The use of seat belts in passenger vehicles saved an estimated 13,941 lives of occupants age five and older in 2015, and an estimated 2,573 lives of occupants 13 and older were saved by frontal air bags.

Mandating Treatment Based on Interlock Performance: Evidence for Effectiveness

This new study funded by the Centers for Disease Control and Prevention (CDC) evaluates the impact of a Florida policy mandating alcohol use disorder treatment for DUI offenders using alcohol ignition interlocks.



Awards & Events

GHSA Honors 2016 Highway Safety Awards Winners

TWO INDIVIDUALS WHO HAVE made a strong impact on improving highway safety nationally and four programs focusing on highway safety challenges were honored during the GHSA 2016 Highway Safety Awards luncheon, held during the organization's 2016 Annual Meeting in Seattle.

GHSA presented its most prestigious honor, the James J. Howard Highway Safety Trailblazer Award, to David A. Sleet, Ph.D., Associate Director for Science with the National Center for Injury Prevention and Control at the CDC. The Kathryn J.R. Swanson Public Service Award was presented to Betty Mercer, a former Governor's Representative at the Michigan Office of Highway Safety Planning who now runs a consulting practice focusing on traffic safety policy, planning and leadership development. Additionally, four projects received Peter K. O'Rourke Special Achievement Awards:

- Connecticut DOT and UConn Transportation Safety Research Center Crash Data Improvement
- New York State Governor's Traffic Safety Committee and ITSMR DRE Tablet Application
- North Carolina Initiative to Reduce Underage Drinking
- Texas Municipal Traffic Safety Initiatives

For more information on the awards and this year's recipients, visit ghsa.org/html/meetings/awards/2016/16index.html.



SAFE participants with crash test dummy mascots Vince and Larry.

Kansas SAFE Receives National Award

By William Sullivan

THE NATIONAL SAFETY COUNCIL announced that the Kansas traffic safety program, SAFE (Seatbelts Are for Everyone) will receive the 2016 Teen Driving Safety Leadership Award in October. Since 2009, the program has demonstrated sustained commitment improving seat belt usage among teens, with a 23 percent improvement in observed usage, a reduction in disabling injuries and fatalities among the target population, and expansion into 62 counties throughout the state.

The goal of SAFE is to increase seat belt use among students

while providing strong traffic safety messages throughout the school year. It is a teen-run, peer-to-peer program focusing on increasing teen restraint compliance through education, positive rewards and enforcement. It is designed to bring awareness to the importance of wearing a seat belt, thereby reducing the number of motor vehicle-related injuries and fatalities among Kansas teens.

SAFE is promoted by the Kansas Department of Transportation's Traffic Safety Section and the Kansas LELs.

William Sullivan is the NHTSA Region 7 Law Enforcement Liaison.



Traffic Safety Calendar

OCTOBER

OCTOBER 15-18

INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE ANNUAL CONFERENCE & EXPOSITION

San Diego, CA

[More information.](#)

OCTOBER 19

NLELP OCTOBER WEBINAR: IMPAIRED DRIVING ENFORCEMENT:

The 2016 Drive Sober or Get Pulled Over Holiday Campaign

This webinar will feature a first look at the communications assets the National Highway Traffic Safety Administration (NHTSA) has developed to support law enforcement and state highway safety offices for the 2016 December mobilization, as well as planned activities and initiatives from NHTSA's Impaired Driving Division. [Register.](#)



OCTOBER 31

HALLOWEEN IMPAIRED DRIVING MESSAGING

Primary Message: Buzzed Driving is Drunk Driving

When it comes to drunk driving, Halloween can turn the roads into a horror fest.

OCT 31 - NOV 3

LEL PROFESSIONAL DEVELOPMENT TRAINING CLASS

Transportation Safety Institute, Oklahoma City, OK

[See article, page 10.](#)

NOVEMBER

NOVEMBER 25

THANKSGIVING HOLIDAY TRAVEL

Primary Message: Buckle Up America. Every trip. Every time.

Many Americans travel to visit loved ones over the Thanksgiving holiday. Unfortunately, a large number of those Americans aren't wearing a seat belt, and it can cost them their lives.

NOV 25 - DEC 11

PRE-HOLIDAY SEASON IMPAIRED DRIVING MESSAGING

Primary Message: Buzzed Driving is Drunk Driving

DECEMBER

DEC 14 - JAN 1, 2017

HOLIDAY IMPAIRED DRIVING MESSAGING & MOBILIZATION

Primary Message: Drive Sober or Get Pulled Over

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