

## Partners Update

Spring Edition

### April is National Distracted Driving Awareness Month

April is designated as National Distracted Driving Awareness Month and law enforcement around the Nation will be stepping up enforcement efforts to stop drivers who are using their cell phone or texting, depending on the specifics of each State's cell phone ban and/or texting law [www.ghsa.org/state-laws/issues/Distracted-Driving](http://www.ghsa.org/state-laws/issues/Distracted-Driving). In addition, safety advocates will be increasing public information and education awareness efforts as a comprehensive approach to help curb distracted driving. For useful resources to support local efforts, visit [www.distraction.gov/](http://www.distraction.gov/).



U Drive. U Text. U Pay.  
Planners available at:  
[www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov)

### Now Available – New Distracted Driving Enforcement Strategies Course

NHTSA recently developed a new course for law enforcement officers designed to strengthen their efforts to support state distracted driving laws. Information for this course is available on TSI's Learning Management System at <https://tsi-dot.csod.com>. (Click on Highway Traffic Safety - NHTSA)

### Click It or Ticket is Just Around the Corner

The National Seat Belt Enforcement Mobilization runs from May 22 to June 4, 2017. The paid media runs from May 15th through June 4th. NHTSA has prepared a CIOT Products for Enforcement Action Kit (PEAK) to help law enforcement alert the public to prepare for maximum high-visibility seat belt enforcement. Materials can be found [here](#).



May 22–June 4, 2017  
National *Click it or Ticket*  
Planners available at:  
[www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov)

High-visibility seat belt enforcement is important 24 hours a day, but nighttime is especially deadly for unbuckled occupants. In 2015, 57 percent of passenger vehicle occupants killed at night (6 p.m. - 5:59 a.m.) were not wearing their seat belts.

### Fact of the Month

The national seat belt use rate reached a historic high of 90.1% in 2016, but about 48% of passenger vehicle occupants killed in crashes in 2015 were unrestrained.

---

## New PSAs for Child Passenger Safety (CPS) and Tweens Campaigns

NHTSA has released two new projects for the CPS and Tween Seat Belt Safety campaigns. The CPS project blends education and entertainment in a fun social video series “[The Wide World of Car Seats](#)” to share vital information about choosing the right seat. The videos direct viewers to [SaferCar.gov/TheRightSeat](#) to learn how to determine if a child is in the right seat. The videos were also featured in a recent [Parents.com article](#). In addition to that great placement, blog outreach is also underway to help promote the videos. For the Tweens campaign, NHTSA wanted to remind parents about the importance of not wimping out when it comes to buckling up. So a [new PSA was created](#) around 20th Century Fox’s upcoming summer road trip adventure *Diary of a Wimpy Kid: The Long Haul*. In addition to the video, social graphics were created, and blog pitching is ongoing to help promote the partnership. NHTSA worked with the Ad Council to develop both campaigns.

## MythBuster's Adam Savage Talks about New Vehicle Safety Technologies that Help Save Lives

In 2015, approximately one person died in a motor vehicle crash every 15 minutes. To help drive this number down, NHTSA has worked tirelessly to promote new vehicle technologies with the potential to help prevent crashes and save thousands of lives every year. NHTSA teamed up with self-described science and technology champion Adam Savage to test and explain the value of each of these. Savage was part of the original duo that created and fronted Discovery Channel’s *MythBusters* 10 years ago to educate and entertain millions of viewers around the world. [Check out all the videos!](#)

## Expanding the Seat Belt Program Strategies Toolbox: A Starter Kit for Trying New Program Ideas (DOT HS 812 341)

Researchers examined behavioral-change strategies proven effective in education, healthcare, and advertising as possible approaches to increase seat belt use. This report is the result, a “starter kit” of ideas of varying levels of readiness that occupant protection programmers can use in seat belt programming across the country. Five strategies include high school service-learning programs, hospital discharge programs, targeted online advertising, online learning and e-learning, and product/message placement. Click [here](#) to review the report.

## More Cops, More Stops: Evaluation of a Combined HVE Program in Oklahoma and Tennessee (DOT HS 812 337):

This report evaluates the “More Cops, More Stops” combined enforcement program in Oklahoma and Tennessee, and should help the traffic safety community make better informed programming decisions. This evaluation provides little evidence to support the continued use of “More Cops, More Stops” to enhance the effect of “Click It or Ticket” and “Drive Sober or Get Pulled Over.” The combined concept appears to be taxing on law enforcement and to have limits in communicating specific traffic safety messages. Click [here](#) to review the report.

---

# Updates from Region 1 States

## Maine

The Maine Bureau of Highway Safety and AAA Northern New England will be hosting the 2017 Maine Impaired Driving Summit on Friday, May 19, 2017 from 8:00 a.m. to 4:30 p.m. The Summit will be taking place at Husson University in Bangor. With the recent legalization of marijuana in Maine, they are bringing together national experts from law enforcement, prosecution and pharmacology to discuss and share their expertise on impaired driving. Presenters include Chris Halsor, "Colorado: What We Have Learned"; Dr. Marilyn Huestis, "Marijuana Pharmacology and Effects on Driving"; Lt. Kevin Eldridge, "Driving High: Colorado Enforcement Efforts"; and Jon Delena, "DEA: The 360 Degree Strategy." Additional information and directions about how to register can be found at <https://tinyurl.com/joy7x3y>. If you have any questions, you can contact Dan Goodman at [goodman.daniel@nne.aaa.com](mailto:goodman.daniel@nne.aaa.com).

## Massachusetts

Massachusetts conducted five Law Enforcement Partnership Forums attended by 84 police department personnel from 55 law enforcement agencies in January and February.

After a spate of early winter crashes, the Highway Safety Division (HSD) partnered with the Massachusetts Department of Transportation (MassDOT) on a social media initiative to promote safe winter driving near snow plows with the *Don't Crowd the Plow* campaign. The message was highlighted in advance of incoming inclement weather and was picked up by traditional media and on social media feeds throughout the state.

In March, HSD has conducted a series of Editorial Board meetings with media outlets around Massachusetts. The primary goal was to have an in-depth discussion about the current lay of the land with regard to road safety. Subjects included the recent spike in fatalities in the US and MA, distracted driving, seat belt use, and impaired driving as well as the recent passage of recreational marijuana. HSD asked media to follow a recent AP Stylebook recommendation to avoid use of the word "accident" in reporting crash stories. HSD also encouraged media to report on seat belt use for all crash injury and fatalities in an effort to get the public to recognize the relationship between belt use and harm.

HSD is launching its "Drive Present" distracted driving campaign and mobilization in April. This year, HSD is moving away from a "no" message (don't text and drive) to a "yes" message (Drive Present). Instead of telling drivers what not to do, we want to tell them what to do - pay attention - Drive Present. HSD is also funding overtime enforcement of the Texting While Driving law by state and local police.

## New Hampshire

The New Hampshire Office of Highway Safety (NHOHS) is proud to have implemented our first electronic N-Forms system pilot test training for potential grantees that will begin the process of submitting highway safety applications and other important documentation electronically for review by NHOHS staff. This new implementation of submitting information electronically will help make the NHOHS more efficient by allowing staff to focus on other critical needs as opposed to manually communicating the upcoming grant and application process that can be easily accessed on the State of NH N-Forms system.

NHOHS has approved a contract for the Department of Safety Division of Homeland Security and Emergency Management to hire a Public Information Officer to assist the NHOHS in the planning, preparation, and implementation of news events, NHTSA campaigns, and other media activities to inform the public of highway safety related topics relevant to impaired driving, seat belt use, speeding, motorcycle safety, pedestrian/bicycle safety, distracted driving, and special enforcement mobilizations. This is an exciting opportunity for the NHOHS to have important highway safety messaging advertised on virtually all media fronts throughout the year and in conjunction with enforcement efforts, NHTSA mobilizations, and campaigns to support positive driving behaviors among motorists.

The NHOHS has entered in to a contract with NH's Minor League Baseball Team, the Fisher Cats, who will be conducting a seat belt and impaired driving campaign. The University of New Hampshire Wildcats, is also under contract with the NHOHS, and has been conducting an impaired driving campaign for all 2016-2017 events. These two large venues provide an excellent way to get important highway safety messaging to the public through advertising (radio, electronic display boards, banners, billboards, social media, game pamphlets, etc.).

Melissa Fifield, a NASCAR Whelen Modified Series race car driver, is currently only 1 of 3 female NASCAR drivers. In 2016, the 24 year old Wakefield, NH resident received the circuit's most Popular Driver Award for the third year in a row as the only full-time female driver on the Whelen Modified Tour. It is not only Melissa's popularity among peers and fans that has interested the NHOHS to partner with her, but more importantly, her New Hampshire homegrown roots as well as her family history that has shown active involvement in Highway Safety (her father Chief Fifield of Wakefield P.D.). Melissa has a high degree of integrity and a high standard of morals and values that will only complement the NHOHS making her perfect fit. Melissa will help the NHOHS and serve as a spokesperson to message the public on important highway safety issues at various venues to educate on the importance of being responsible and making good choices. With her race car, Melissa will also be attending the upcoming Safe Kids 500 Event, Traffic Safety Conference, the NH Seatbelt Challenge, the press conference for the CIOT/Boarder to Boarder kickoff event, and other events. She will also be a guest speaker at an upcoming Belmont High School highway safety event and will continue to present at other schools during events in the spring. Melissa will also be creating a stay safe PSA and putting together a HERO kit for schools.

The NHOHS is planning to provide funding for a Traffic Safety Resource Prosecutor (TSRP) position in May. This Department of Justice TSRP position will serve as a resource for law enforcement and prosecutors and provide training and technical assistance on: The New Hampshire DUI Manual (to be updated and re-issued by TSRP) and DUI Cases (felony blood draw cases, effective legal research, writing motions and objections for police prosecutors, pretrial preparation, etc.). New Hampshire has been without a TSRP since November of 2015 and is looking forward to filling this very important, much needed position.

The NHOHS has applied for the Ford Driving Skills for Life (Ford DSLF) grant to support teen safe driving efforts in New Hampshire. This grant funding is presented by the Ford Motor Company Fund and administered through the Governors Highway Safety Association (GHSA).

If approved for funding, this grant through Ford DSFL will provide the tools necessary for the teen driver program in New Hampshire to help save many more lives through changing behaviors. In addition to pursuing these funds, Ford will be bringing their DSFL NH in July to promote safe driving for older teens for a two day event.

On May 9<sup>th</sup> at the Grappone Center in Concord, NHOHS will hold the Traffic Safety Conference. Attendees will include New Hampshire State Police, local law enforcement, county sheriffs, NH representatives and senators, NH department heads, NH Chiefs of Police Association, federal representatives (NHTSA, Federal Motor Carrier Safety Administration, Federal Highway Administration, etc.) and other highway safety partners. Presentations during the conference will be given by guest speakers on “Impaired Driving - Opioids, Marijuana and More”, and “A Distracted Driving Fatal Crash Story.” Workshops will be conducted as well during the conference with presentations given on the following topics: High Intensity Drug Trafficking, Crash Analysis Reporting; Room to Live - Why Seat Belts Really Make a Difference; Child Passenger Safety Overview; Medically at Risk Drivers - Older Drivers; Impaired Driving - Opioids; Marijuana and More; Teen Driving - An Understanding of Risk; New Hampshire Teen Driver Program Update; New Hampshire DOT Traffic Management System/Driving Toward Zero Program; Medically at Risk Drivers - Autism Spectrum Disorder; and Drugged Driving - The Opioid Crises. This exciting NHTSA sponsored conference will also include a law enforcement partnership forum and much more!

FY 2017 looks to be an exciting year that involves some new programs that will help address highway safety related issues and provide law enforcement and other partners the tools necessary to get the job done, ultimately, reducing crashes and the resulting injuries and or deaths.

## **Rhode Island**

The Rhode Island Department of Transportation (RIDOT) hired a new Program Coordinator for the Office on Highway Safety (OHS), Andrew Tainsh, retired Captain of Detectives for the Warwick, RI Police Department. Andrew comes to OHS with 21 years of law enforcement experience.

RIDOT facilitated an Impaired Driving Educational Forum at Big Blue Bug Solutions pest control with officers from the Rhode Island State Police for their 35 company drivers. The presentation was well received, as evidenced by the number of drivers seeking answers to additional questions one on one with the Troopers following the formal presentation. RIDOT held an Impaired Driving Message Board Staff Competition internally for its employees. The competition was deemed a success as the highway Dynamic Message Signs generated earned and social media buzz. With the assistance of its TSRP, RIDOT redesigned its DUI educational sanction pamphlet, which had not been updated for many years.

With the assistance of its Law Enforcement Liaison (LEL), RIDOT created a Law Enforcement Distracted Driving Training to be held in April (designated “Distracted Driving Awareness Month”) to instruct officers on best practices to enforce RI’s ban against texting while driving during the State’s April mobilization.

Since December 2016, the LEL has conducted Advanced Roadside Impaired Driving Enforcement (ARIDE) and Standardized Field Sobriety Test (SFST) training. The Providence Police Department deployed the Breath Alcohol Testing (BAT) Mobile four times. RIDOT conducted a Joint Press event with the Cranston Police Department to highlight New Year's Eve Impaired Driving enforcement. RIDOT held a Press event with Burrillville Police Dept. and Providence Police Dept. with high school Super Bowl Champions for Super Bowl Impaired Driving Awareness event. RIDOT supported the Warwick Police Department's St. Patrick's Day Impaired Driving event, which included safe-rides for revelers traveling within city limits. RIDOT developed a faith-based prevention program with six pastors. Pastors offered collaborative efforts (homilies, and church and community message boards) on April 2nd. They used "Are you your brother's keeper? Then, what are you doing to prevent impaired driving?" as their slogan.

## **Vermont**

The Vermont Agency of Transportation (VTrans) and the Governor's Highway Safety Program (GHSP) are proud to introduce an Electronic Grant Management System (EGMS) to our highway safety partners. The software is built by Agate IntelliGrants, and our system is named "GEARS" Grant Electronic Application and Reporting System. \*Special thanks to the Utah Highway Safety Office for the name.

We have been hard at work building a user friendly, intuitive EGMS that approved applicants will use for the entire life cycle of a GHSP award and beyond. An all-encompassing FFY2018 RFP has been emailed to potential Law Enforcement, Education partners and the Traffic Records Coordinating Committee. We have already begun training our partners on how to use and apply for awards in the FFY2018 application cycle. The staff will offer further trainings on how to submit FFY 2018 financial report forms and quarterly reports in August in GEARS. This NHTSA funded project will greatly benefit our office, as well as partner organizations, saving staff administrative time, improving the delivery time of services, all while improving error rates in the processing and tracking of documents. For everything grants, you will be able to get it in "GEARS!"

Welcome Sue McAvoy! Sue joined the GHSP office in February. She comes to us from the VTrans Contract Administration Unit. Sue has over 20 years experience working with Grants, Contracts and MOUs. As one of the three GHSP Program Coordinators, Sue will be the Impaired Driving Project Coordinator, specializing in the Drug Recognition Expert (DRE) program and Impaired Driving projects. Sue will oversee contracts such as Media and Outreach as well as data gathering surveys. You can contact Sue at (802)-522-4584 or Susan.McAvoy@Vermont.gov.

We would also like to thank all of those involved in the planning and execution of the NY Impaired Driving Summit in Suffern, NY. This was a very informative learning and networking opportunity for all those in attendance. Thank you New York for hosting!