



THE LEL

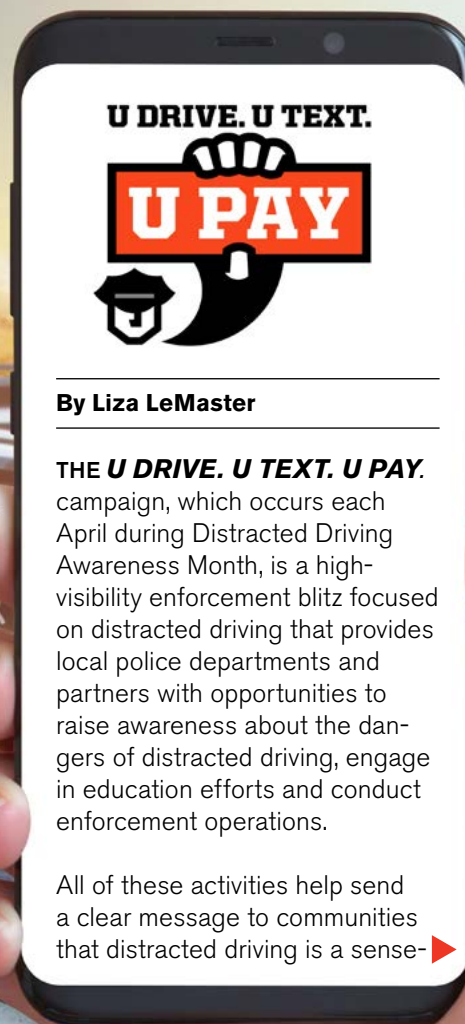
Law Enforcement Improving Traffic Safety

May 2018

- 3 **Distraction Epidemic**
- 4 **Best Practices**
- 6 **Distraction Enforcement**
- 7 **Inspiring Millennial LEOs**
- 8 **LEL Spotlight: Tennessee**
- 9 **Partner Spotlight: NSA**
- 10 **Tips to Testify**
- 11 **Training & Research**
- 12 **Traffic Safety Calendar**

Mobilizing to Fight Distracted Driving

The *U Drive. U Text. U Pay.* campaign sends a clear message to communities that distracted driving is a senseless, selfish behavior that shatters lives.



Mobilizing to Fight Distracted Driving



less, selfish behavior that shatters lives. While the enforcement mobilization across the country is slated to run over a five-day period, all law enforcement partners are also encouraged to continue distracted driving enforcement during regular enforcement activities beyond April.

Taking action to increase awareness about the dangers and consequences of distracted driving is critically important year-round, and April is the prime time to re-

inforce the message by spending time on enforcement as well. a young driver issue. The data also show that female drivers are most at-risk for being involved in a fatal crash involving a distracted driver. Furthermore, female drivers with a cell phone have been more likely to be involved in fatal distracted driving crashes as compared to male drivers. This is an issue about which all drivers need to be aware and everyone needs to practice safer behaviors behind the wheel. To emphasize the importance of the issue, there are many tactics that law enforce-


- **Distracted Driving Observations.** Conducting local distracted driving observations is a perfect and easy practice to help capture the extent of the local problem. The results of local distracted driving observations can help frame outreach and enforcement activities. More important, this information will make the matter more personal both for officers and the community. NHTSA has developed *A Three-Step Plan for a Successful Campaign*, which includes information on how to launch an observation protocol.

- **Integrated Enforcement.** Integrated enforcement is a strategy used to help police agencies conduct distracted driving enforcement during regular patrols, dedicating at least 30 minutes per shift to looking for and citing drivers who are violating distracted driving laws.

- **Partnerships.** Finally, collaborative efforts across municipal, county, state and regional borders would be ideal.

For more information on the *U Drive. U Text. U Pay.* campaign, resources related to the national mobilization, and evergreen materials to use for earned and social media throughout the year, visit NHTSA's *Traffic Safety Marketing* website.

Liza LeMaster is a Highway Safety Specialist in the Occupant Protection Division of NHTSA.



According to NHTSA, drivers between the ages of 16 and 24 have been observed using handheld electronic devices while driving at higher rates than older drivers; however, the problem is not solely a young driver issue... This is an issue about which all drivers need to be aware and everyone needs to practice safer behaviors behind the wheel.

inforce the message by spending time on enforcement as well.

According to the National Highway Traffic Safety Administration (NHTSA), 3,450 people were killed in motor vehicle crashes involving distracted drivers in 2016. Nearly one-tenth of all fatal crashes in 2016 were reported as distraction-affected.

Texting while driving has become an especially problematic trend among younger drivers. According to NHTSA, drivers between the ages of 16 and 24 have been observed using handheld electronic devices while driving at higher rates than older drivers; however, the problem is not solely

ment can use to help reduce the incidence of distracted driving and enforce local laws.

The strategies that police agencies and local advocates/partners can implement during the month of April and beyond include:

- **Data Collection.** Consider the importance and need for complete data collection on crash reports and the value that data play in setting an enforcement and awareness plan in motion. While national and state data have relevance, local and timely data can help agencies prioritize precious resources.

Vernon Betkey
PROGRAM MANAGER



Distracted Driving: The New Epidemic

NHTSA reports that at any given moment, approximately 660,000 drivers are using or manipulating electronic devices while driving.

THE NATIONAL HIGHWAY TRAFFIC Safety Administration (NHTSA) designates April as National Distracted Driving Awareness Month to help combat this growing highway safety epidemic. NHTSA reports that at any given moment, approximately 660,000 drivers are manipulating electronic devices while driving. That does not include other dangerous distractions such as grooming, tending to children in the back seat, eating, drinking, tuning the radio and checking GPS.

The AAA Foundation for Traffic Safety's **2017 Traffic Safety Culture Index** shows that the proportion of drivers who reported talking on a cellphone regularly or fairly often when behind the wheel jumped 46 percent since 2013. Nearly half reported recently talking on a hand-held phone while driving and just over one-third have sent a text or email. The survey also reveals that 88 percent of drivers believe distracted driving is on the rise, topping other risky behaviors such as aggressive driving, drug-impaired driving, and drunken driving.

It is no wonder that distracted driving has become a deadly epidemic on America's roadways. It has been several years since I patrolled the highways as a Maryland Trooper, but I still find myself eyeing driver behavior and it is appalling to see the total disregard for traffic laws. I am sure that you have also seen the

proliferation and use of electronic devices while driving.

In my unofficial survey, it appears that cell phone use is catching up to speeding in the number of law breakers. Distracted driving is one of the fastest growing safety issues on the roads today, and distracted drivers are not just a threat to themselves—they are a danger to all of us using the roads.

To provide law enforcement with tools and countermeasures for enforcing distracted driving laws, NHTSA and the Transportation Safety Institute (TSI) developed an online Distracted Driving Enforcement Strategies Course. The course highlights resources and strategies for effective enforcement of state and local laws intended to reduce distraction-affected crashes. The virtual-live training is delivered in two three-hour blocks over two consecutive days. Two sessions are scheduled in 2018: May 15–16, 2018 and August 7–8, 2018. Registration is available on the **TSI website** (select "Highway Traffic Safety" and then search the catalog with the keyword "distracted"). I encourage LELs and law enforcement partners to take this course and work towards curbing the distracted driving epidemic.



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Best Practices

It is no secret to law enforcement officers that for the past two decades, traffic crashes have been the leading cause of line-of-duty deaths.



Patrol Safe Arrive Alive

By Paul M. Bernat

ACCORDING TO THE NATIONAL Law Enforcement Officers Memorial Fund, preliminary numbers indicate that 128 law enforcement officers died in the line of duty in 2017. Forty-seven of those deaths were in traffic-related incidents, 14 of which were single-vehicle crashes. It is no secret to law enforcement officers that for the past two decades, traffic crashes have been the leading cause of line-of-duty deaths. Law enforcement officers can reduce these numbers by following three basic rules.

First, law enforcement officers should always wear their seat belts. I learned this while attending the Delaware State Police Academy during the Emergency Vehicle Operators Course (EVOC) training. I was operating a 1984 Dodge Diplomat with vinyl bench seats. While on the driving range, driving through a coned course just before a sharp left turn, the instructor reached over and unbuckled me. Needless to say, we were immediately

shoulder to shoulder on the passenger side...lesson learned!

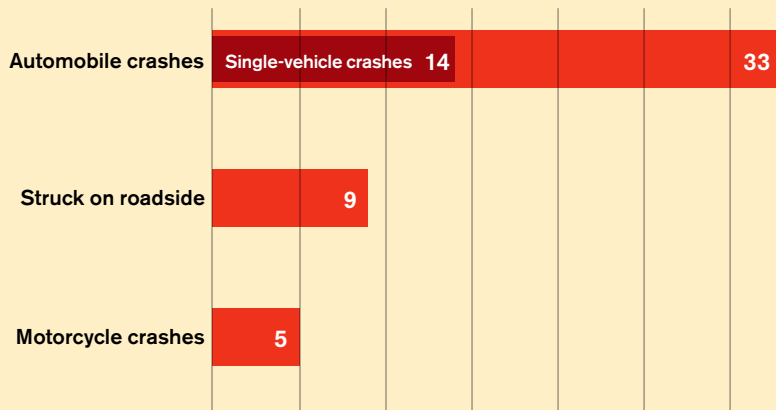
Second, avoid distractions while driving. In 2018, police cruisers have multiple distractions: police radio, car radio, Mobile Data Terminal, in-car camera system, radar, overhead lights, siren and the almighty cell phone. Although these are necessary tools of the trade, it is imperative that law enforcement officers minimize the use of these distractions, especially during a pursuit or hot call. You are one step closer to safety just by being aware that these items can be deadly.

The last rule is to drive safely and within your ability. Police cruisers are more powerful and faster than ever before. Test your abilities during EVOC training on the driving range, not on the streets, roads and highways. Know and drive within your limits. As flight attendants say, "grab your oxygen first and then help others"—if you don't arrive to the scene, you will not be able to help others.

The Delaware Office of Highway Safety has created a video, [Patrol Safe Arrive Alive](#), to help save law enforcement officers' lives. The video is in honor of [Trooper Sandra Wagner](#), who lost her life in a crash on April 5, 1996 when her cruiser was struck by a tractor trailer as she was making a U-turn to pursue a speeder.

Paul M. Bernat is an LEL with the Delaware Office of Highway Safety and a retired police chief from the Dover (DE) Police Department.

Circumstances of Traffic-related Fatalities



Best Practices

“Building Your Future” College Internship Program

By Edmund Hedge

Tisa Williams, a CDOT student intern, practices the Standardized Field Sobriety Test (SFST) battery on a volunteer, with LEL Edmund Hedge monitoring.



The students of today are the law enforcement leaders of tomorrow.

IN THE FALL OF 2014, THE CONNECTICUT Highway Safety Office was invited to participate in a student intern program. As the state’s LEL, I quickly recognized this as an opportunity to expand our network and expose students to the highway safety and the law enforcement professions. I requested intern candidates majoring in Criminal Justice and have discovered that the program has provided a great opportunity for college students to work in a unique law enforcement field, with the long-term goal of creating tomorrow’s traffic safety professionals and advocates.

The Highway Safety Office works with Manchester Community College and Central Connecticut State College to identify participants for the program. Since September 2014, five college students have completed the internship program. The students selected work approximately six to eight hours a day over the course of one semester.

The intern schedule is organized so that each day provides a different learning experience for

the student. These experiences range from the planning and coordination of a traffic safety campaign to providing law enforcement training. The intern also has the opportunity to participate in a ride-along with law enforcement officers from various sized law enforcement agencies.

The Connecticut Department of Transportation (CDOT) is committed to the program, and I am a staunch advocate and supporter. The students of today are the law enforcement leaders of tomorrow, and this intern program is an opportunity and experience that the student will never forget.

Edmund Hedge is an LEL with the Connecticut Office of Highway Safety.



**Don't get thrown a curve.
Distracted Driving Kills.**

WIN:

What's Important Now?



This poster produced by the Snohomish County Sheriff's Office, Washington State © 2014 Below 100

www.Below100.org



**NATIONAL ASSOCIATION
OF FIELD TRAINING OFFICERS**

Below 100 has a variety of resources, including brochures and posters (similar to the one above) available for download from their website, www.below100.org.

Engineering

EMS

Enforcement

Education

Solutions and Counter- measures

In 2008, the first year that texting/use of electronics while driving was illegal in Minnesota, 90 people were cited. In 2015, 4,145 drivers were cited for this violation.

Enforcing Distracted Driving: Defeating the Monster

By Lieutenant Brad Norland

TEXTING, TALKING ON THE phone, eating, daydreaming, reading books and visiting with passengers are just some of the ways drivers can be distracted. The drivers are making a bad choice and don't realize that they are threatening our lives and the lives of our families, friends and partners.

In 2008, the first year that texting/use of electronics while driving was illegal in Minnesota, 90 people were cited. In 2015, 4,145 drivers were cited for this violation. This growth in citations mainly has to do with officers' improved ability to detect and enforce the distracted driving law. Truly distracted drivers will not see a fully marked squad car, even if we pass them.

First, you need to be on the lookout for indicators of dis-

tracted driving. Watch the driving conduct of those around you. Look at a driver's body and head positioning, see where his or her eyes are looking, and also see what is in his or her hands. Take note of the time you witness the possible distraction.

After seeing a possible distracted driver, attempt to get behind that vehicle and look for driving conduct that backs up your suspicions. Once you determine that you have enough poor or illegal driving conduct, then make the stop. During your conversation with the driver, be transparent and tell the driver exactly what you observed and ask what they were doing. Drivers will often lie, so you need to determine whether their excuse makes sense against what you observed. Trust your instincts.

Ask the driver to show you the last thing they did on their cell phone. Pay close attention to how the driver manipulates the phone. Depending on the type of cell phone, there are ways to

see what screens are behind the home screen. Most times the screen directly behind the home screen is the application they were working on when you observed them. Then, call them out on their behavior. You'll usually get an admission at this point. Document the time of the last sent or received text, a quote from the texting string, and the name of the person they were texting with. Then explain that these are behaviors that will get the driver or others injured or killed. Most of the people driving distracted are good people making bad choices.

It takes practice, practice, practice to get good at working this violation. We need all law enforcement officers to work this violation and educate people so that they'll stop this dangerous behavior that threatens all of us.

Lt. Brad Norland is with the Minnesota State Patrol.



First Person

Each generation has moved our profession forward in their own way, and so will the Millennials.

Inspiring the Next Generation of LEOs

By Wil Price

IT IS FAIR TO SAY THAT MOST OF US working in the LEL universe fall into the category of “Baby Boomers” (those born between 1946 and 1964). For much of our lives, we have been the dominant generation in terms of sheer numbers. The Pew Research Center tells us that we hit our peak with nearly 79 million people at the end of the last century. And now the Millennials, the people born between 1981 and 1996, are projected to overtake our generation in numbers next year.

Those of us who have remained involved with traffic safety have seen the profession evolve over the years. Rapid advancements in technology, societal changes and a shifting view of law enforcement have, in part, characterized our time in the profession. This has led to some interesting discussions recently about how to lead, inspire and influence Millennial law enforcement officers to meet the demands of the job in general and to become invested in traffic safety and enforcement efforts.

At times we have heard that Millennials don't care about traffic safety, they don't want to work overtime details, they are more interested in time away from the job, or that they empathize with violators and don't want to take enforcement action. Our predecessors said similar things about us 35 years ago. Each generation has moved our profession forward in their own way, and so will the Millennials.

If you spend a little time reading about what motivates this next generation, you are likely to see some common themes.

There is a dissatisfaction with the status quo and the propensity to communicate more frequently and through a wider variety of channels than we might. They tend to look for lasting solutions—not fast or easy ones—and they place a high value on authenticity. These are the very characteristics we need to help us re-engage law enforcement and apply new approaches to attack the problem of increasing traffic injuries and deaths.

This generation is different. They grew up immersed in the changes we lived through and as a result are technologically sophisticated, generally unwilling to accept the status quo, and tend to become active in issues they care about. This presents us with a golden opportunity to engage and involve this newest generation of law enforcement officers in traffic safety issues—with an emphasis on involving (not directing) them. Part of the solution to our concerns about engagement are likely to be found in getting Millennial-generation officers involved and leveraging their skills and energy to advance traffic safety. We owe this to our profession and also to this next generation who will pick up the mantle of protecting our communities.

Wil Price is a Highway Safety Specialist with the NHTSA Office of Enforcement and Justice Services and is the Contracting Officer Representative (COR) for the National Law Enforcement Liaison Program.

LEL Spot light

The campaign resulted in 224 traffic citations over the four-day period.

Tennessee Bus Tour to Fight Distracted Driving

By Arriale Tabson

OVER THE PAST 14 MONTHS, THE Tennessee Highway Patrol (THP) and the Tennessee Highway Safety Office (THSO) have coordinated three statewide bus tours to crack down on distracted driving. These tours were based on distracted driving enforcement efforts conducted by the THP Nashville District at the local level.

From April 10–13, 2017, THSO and THP partnered with local law enforcement agencies for the first statewide distracted driving enforcement bus tour to promote National Distracted Driving Awareness Month. THP provided a large black-and-tan bus marked with THP logos to transport law enforcement as they observed motorists for traffic violations. During the tour, officers within the THP bus communicated to patrol vehicles on the road for execution of enforcement action. Each



Clockwise from left: officers discuss strategy before hitting the road; media join law enforcement on the tour; a bus used for enforcement provided by the Knoxville Police Department.

participating district conducted approximately one to two hours of enforcement. Local media outlets from each major market were invited to attend the scheduled press briefings and ride along to observe and record the initiative. The campaign resulted in 224 traffic citations over the four-day period.

Following the campaign's success, THSO initiated a second statewide distracted driving enforcement bus tour from October 9–12, 2017. This time, THP provided two large black-and-tan buses marked with THP logos. On Monday, one bus toured through West Tennessee while the other toured through East Tennessee. By Thursday, both buses met in Middle Tennessee to conduct simultaneous enforcement throughout downtown Nashville's interstate loop. This campaign resulted in 905 total traffic citations issued statewide during the four-day period. The success of the second bus tour was directly related to the increase in partnership and participation.

Earlier this month, THSO and THP executed their third statewide distracted driving enforcement bus tour, which ran from April 2–5. This year, the focus shifted toward the effectiveness of enforcement efforts, which meant utilizing additional passenger vehicles capable of traveling more efficiently on the highways. These vehicles were provided by the THP, Knoxville Police Department, and Memphis Police Department. Depending on available resources, enforcement lasted between two to eight hours each day. During the third bus tour, officers issued a total of 1,816 citations statewide.

For more information on the bus tours, contact Arriale Tabson at arriale.tabson@tn.gov.

Arriale Tabson is a Public Information Officer with the Tennessee Highway Safety Office.

Partner Spot light

For all law enforcement working in traffic safety, it is necessary to identify signs of impairment and then to verify the presence of any drugs that cause impairment.

Advanced Roadside Impaired Driving Enforcement

By Edward Hutchison

THE UNITED STATES HAS TWO very serious issues with drugged driving enforcement: 1) There is no single measure for a specific level of drugs in an individual's system that correlates to impairment, as in the case of blood alcohol concentration (BAC) and alcohol; and 2) Sufficient research is not available to help determine a parallel measure between different types of drugs and impairment. As traffic crashes increase, evidence shows that drug impairment is a likely factor in many of those crashes.

A 2015 NHTSA report, [*Results of the 2013–2014 National Roadside Survey of Alcohol and Drug Use by Drivers*](#), noted an increase in the number of drivers testing positive for marijuana and



other drugs, as well as significant levels of poly-drug use and mixing drugs and alcohol. Nearly one in four drivers tested positive for at least one drug that could potentially affect safe driving skills. And, according to the U.S. Surgeon General, “in 2015, 66.7 million people in the United States reported binge drinking in the past month and 27.1 million people were current users of illicit drugs or misused prescription drugs.”

While NHTSA, the Centers for Disease Control and Prevention and other federal entities continue their research, law enforcement remains at the forefront of identifying impaired drivers on our roadways. For all law enforcement working in traffic safety, it is necessary to identify signs of impairment and then to verify the presence of any drugs that cause impairment.

Until states and the federal government determine a standard for drug impairment, law enforcement can use the Standardized Field Sobriety Test (SFST) to determine whether a driver is impaired. Advanced Roadside Impaired Driving Enforcement (ARIDE) is intended to bridge the gap between SFSTs and the Drug Evaluation and Classification (DEC) Program by training officers to conduct various drug-impairment detection

tests and look for clues at roadside for use in drugged driving investigations.

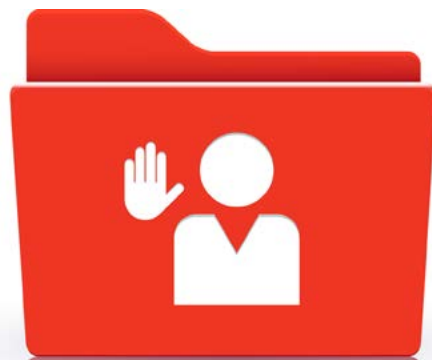
The ARIDE program stresses the importance of securing the most appropriate biological sample in order to identify substances likely to be causing impairment and promoting the use of Drug Recognition Experts (DREs) in the states that have a DEC Program.

This training, developed under the auspices and direction of NHTSA and the International Association of Chiefs of Police (IACP), and supported by the National Sheriffs' Association (NSA), has experienced increasing interest and success since its inception in 2009 and will be offered at no cost for law enforcement officers on June 18-19 at the NSA Summer Conference, in New Orleans, LA. More information and registration is available on the [conference website](#).

For further information, contact Edward Hutchison at ehutchison@sheriffs.org.

Edward Hutchison is the Director of Traffic, Triad, and Officer Safety and the Staff Liaison for Traffic Safety & Drug Enforcement for the National Sheriffs' Association.

Tips to Testify



Judges can and should be engaged in outreach and ethical collaboration that improves the administration of justice and promotes confidence in the judiciary.

Making a Difference

By Judge Earl G. Penrod

IN MORE THAN 35 YEARS AS A judicial officer, I have observed a number of changes in the criminal justice system but left unchanged is the fundamental constitutional requirement that the government prove an accused guilty as charged. And, in spite of ever-advancing technology that sometimes requires a more complex evidentiary presentation, competent and credible testimony of witnesses continues to be the key to a proper disposition of a court case.

When I accepted National LEL Program Manager Vernon Betkey's invitation to submit a regular column a few years ago, the goal was to provide practical assistance and usable information to witnesses and potential witnesses. Although I knew police officers would be the primary audience, I have endeavored to write so that any witness could benefit from the suggestions and tips. I have been mindful of my obligation to remain fair and neutral and not appear to be part of the prosecution team and have focused on straightforward

but vitally important concepts such as the rules of evidence, demeanor, preparation, practice, tone and tenor, and local custom.

This column arose from my role as the American Bar Association Judicial Fellow in cooperation with NHTSA, which was devoted to providing greater understanding of the role of the judiciary and fostering ethical collaboration between the judicial branch and other criminal justice stakeholders. That the judiciary is a separate, co-equal branch of government devoted to administering justice and ensuring individual due process does not mean that there can be no communication or contact among judges and other participants in the criminal justice system. While judges cannot engage in conduct designed to enhance or assist in the prosecution of offenders, judges can and should be engaged in outreach and ethical collaboration that improves the administration of justice and promotes confidence in the judiciary.

My service as Judicial Fellow has been a great honor and the highlight of my professional career and I am excited to pass the baton to my friend and colleague, Judge Neil Edward Axel, Senior Judge of the District

Court of Maryland, who has readily agreed to continue this column. I am certain that Judge Axel, who has been a respected national judicial leader for a number of years, will provide new column topics that readers will find insightful and helpful.

I have enjoyed the opportunity to try to help make a difference. While remaining fully cognizant of the duty to be fair and impartial, my work over the last several years has reinforced my utmost respect and admiration for all the dedicated law enforcement professionals who are out there every day making a positive and lasting difference.

I offer my sincere appreciation and heartfelt encouragement with my final tip: **keep making a difference.**

The Honorable Earl G. Penrod is the Senior Judge for the Indiana Office of Court Services and the NHTSA/ American Bar Association Judicial Fellow.

Archives of past columns are available on the [NLELP website](#).



Training & Research



LELs gathered in Oklahoma City in February for the eighth session of the LEL Professional Development Course. The next session of the course is scheduled for September 18–20; registration is available via the *TSI catalog* (select “Highway Traffic Safety” and then search the catalog with keyword “LEL”).

Road Map to Zero Deaths

THE ROAD TO ZERO COALITION recently released a comprehensive report that provides strategies for reducing the number of deaths on our nation’s roadways to zero by the year 2050. *A Road to Zero: A vision for achieving zero roadway deaths by 2050* highlights three initiatives to reach that goal:

- Double down on what works through proven, evidence-based strategies.
- Advance life-saving technology in vehicles and infrastructure.



- Prioritize safety by adopting a safe systems approach and creating a positive safety culture.

In the short term, the report stresses enforcing and strengthening current traffic safety laws, providing new resources for traffic safety researchers and practitioners, and supporting those who design and build roads and vehicles.

The report stresses enforcing and strengthening current traffic safety laws.



GHSA Reports Highlight Partnerships, Motorcyclist Deaths

TWO RECENT REPORTS FROM the Governors Highway Safety Association (GHSA) provide helpful advice for organizations and agencies interested in partnering with State Highway Safety Offices (SHSOs) and take a look at preliminary state data on motorcyclist fatalities.

A Guide for Effectively Partnering with State Highway Safety Offices

This guide explains how SHSOs operate; provides examples of partnership opportunities, both non-funded and funded; and includes a handy checklist for potential partners to reference as they work toward establishing relationships with SHSOs.

Motorcyclist Fatalities by State: 2017 Preliminary Data

Preliminary data from all 50 SHSOs and the District of Columbia are the basis for a projected 5.6% decrease in motorcyclist fatalities in 2017. The report also outlines a number of state strategies and programs working to reduce motorcyclist deaths and injuries.



Traffic Safety Calendar



MAY

MOTORCYCLE SAFETY AWARENESS MONTH

Primary Message: *Motorists: Share the Road With Motorcyclists and Scooter Riders*

BICYCLE SAFETY MONTH

Primary Message: *Share the Road With Bicyclists*

MAY 15 - 16

DISTRACTED DRIVING ENFORCEMENT STRATEGIES

(virtual-live course) The course highlights resources and strategies for effective enforcement of state and local laws that restrict and prohibit behaviors to reduce distraction-affected crashes.

MAY 21 - JUNE 3

CLICK IT OR TICKET NATIONAL ENFORCEMENT MOBILIZATION

Primary Message: *Click It or Ticket*
In 2016, the use of seat belts in passenger vehicles saved an estimated 14,668 lives of occupants ages 5 and older.

MAY 23

NLELP WEBINAR: SURVIVING THE MINEFIELD OF CROSS EXAMINATION

Officers and prosecutors will come away from this webinar, cosponsored by the National LEL Program and the National Traffic Law Center, with a stronger knowledge of the cross examination process that will help them successfully prepare testimony for all types of traffic cases.

JUNE

JUNE 15 - 19

NATIONAL SHERIFFS ASSOCIATION 2018 ANNUAL CONFERENCE AND EXHIBITION

New Orleans, LA

JUNE 18

NATIONAL RIDE TO WORK DAY

Primary Message: *Share the Road With Motorcyclists and Scooter Riders*

JUNE 20

NLELP WEBINAR: DRIVE SOBER OR GET PULLED OVER SUMMER CAMPAIGN

JULY

VEHICLE THEFT PREVENTION MONTH

JULY 4

FOURTH OF JULY IMPAIRED DRIVING PREVENTION

Primary Message: *Drive Sober or Get Pulled Over*
Secondary Message: *Buzzed Driving Is Drunk Driving*

JULY 18

NLELP WEBINAR: MOBILE DRIVERS' LICENSES

JULY 31

NATIONAL HEATSTROKE PREVENTION DAY

This campaign for parents, caregivers, schools and organizations reminds everyone

A calendar of events, recordings of past webinars, newsletter archives and many more resources for LELs are available at www.nlelp.org. For campaign materials and tools to help you with your traffic safety marketing and messaging, visit www.trafficsafetymarketing.gov.