Panelists discuss tools and tactics to strengthen law enforcement/SHSO relationships at the GHSA 2019 Annual Meeting. From left: Darrin Grondel, Director, Washington Traffic Safety Commission; GHSA consultant Tom Gianni; National LEL Program Manager Tim Burrows; Greg Fredericksen, Regional Administrator, NHTSA Region 10; Amy Davey, Administrator, Nevada Office of Traffic Safety; and Oro Valley (AZ) Police Department Chief Daniel Sharp.

The project first kicked off in 2017 with a series of interviews to determine the scope of the problem. Among the issues identified were a lack of motivation and interest within law enforcement leadership to prioritize traffic safety among numerous competing priorities, law enforcement leadership turnover and resource challenges in law enforcement agencies (staffing and funding).

These interviews informed a series of facilitated expert panel meetings that brought together a diverse set of stakeholders representing law enforcement (the International Association of Chiefs of Police, National Sheriffs’ Association and National As-

LAW ENFORCEMENT IS A CRITICAL PARTNER IN EFFORTS to make our roadways safer, but too often the connections between law enforcement agencies and the SHSO are weak or non-existent. A set of tools developed by GHSA, under contract with the National Highway Traffic Safety Administration (NHTSA), is now available to help strengthen those relationships.

Partners in Safety
A new toolkit from the Governors Highway Safety Association (GHSA) will help strengthen interactions between State Highway Safety Offices (SHSOs) and law enforcement.

By Amadie Hart

November 2019
3 Enforcement & Education
4 Best Practices
7 Being a Professional
8 Region 10 Spotlight
9 Partner Spotlight: FMCSA
10 From the Bench
11 Awards & Events
12 Traffic Safety Calendar
The purpose of these tools is to help SHSO leadership develop executive-to-executive relationships with law enforcement leaders that lay the groundwork for the work that LELs do in the state.

The toolkit, which is available on the GHSA website, includes:

- A self-assessment tool for SHSO executives to review their law enforcement outreach and engagement activities and develop plans to strengthen these relationships.
- A directory of state-level law enforcement association contacts.
- A customizable PowerPoint presentation for SHSO executives to use in meetings with law enforcement executives.
- A companion guide for the PowerPoint presentation that includes customization instructions, talking points and discussion topics.

Among the resources created for the toolkit are a customizable PowerPoint presentation for SHSO executives to use in meetings with law enforcement and a companion guide that provides talking points and discussion topics.

A set of case studies examining effective state LEL programs and their relationship with the SHSO.

The purpose of these tools is to help SHSO leadership develop executive-to-executive relationships with law enforcement leaders that lay the groundwork for the work that LELs do in the state. Encouraging law enforcement leaders to make traffic safety a priority in their agency not only makes it easier to secure participation in mobilizations and other traffic safety enforcement efforts, it also garners benefits in the attitudes and enthusiasm of the line officers with whom an LEL works.

The resources that were developed through this project will continue to be enhanced with additional LEL case studies and supported by ongoing outreach and messaging efforts that encourage SHSO leadership to use the tools and what they have learned to increase their interactions and deepen their relationships with law enforcement executives in their state.

For more information on the toolkit or other resources to support law enforcement/SHSO relationship-building, contact Amadie Hart at ahart@ghsa.org.

Amadie Hart is a Communications and Events Consultant for GHSA.
Enforcement Through Education

THERE WERE VERY FEW TIMES, relatively speaking, during my 25 years as a law enforcement officer that I approached a vehicle stop knowing for sure that the driver would walk away with a ticket. My general mindset was to let the violator determine the severity of the outcome of our meeting. More often than not I was looking to educate and give a warning.

I wanted to make sure that at the end of our interaction the offender knew the importance of traffic laws, the reason general or specific enforcement was conducted, any specific reasons the particular location warranted increased enforcement (e.g. it was a crash hot spot or serious crash area) and anything else that would help the person change their behavior due to an understanding of the larger safety picture and not just because they had a healthy fear of a ticket.

Every interaction I had with an offender was an opportunity to improve community relations, build trust and convey the importance of enforcement activities.

The vast majority of all community and law enforcement contacts begin with a traffic stop. The overwhelming majority of those are with mostly law-abiding members of the community. Some law enforcement personnel shy away from traffic enforcement because they don’t want to deal with complaints, accusations or arguments. But by avoiding traffic stops, an officer minimizes the opportunity to create positive outcomes and community trust.

Another negative side effect of avoiding traffic stops is that an agency misses opportunities to fight crime and improve the quality of life within their community. Remember, criminals do drive; vehicles are a conveyance for human trafficking and stolen goods and multiple acts of terrorism have been carried out using vehicles.

Ignoring the enforcement component of traffic safety is ignoring the needs of your community. While I never focused on the number of tickets I wrote as an officer, I can assure you that the people who deserved them got them. At the end of the day, quality mattered more to me than quantity, with my goals being greater compliance, long-term learning and better interactions.

Traffic enforcement is a good thing for communities and law enforcement agencies, and it is important for law enforcement leaders and officers to understand this.
THIS PAST SPRING, LAW ENFORCEMENT AGENCIES IN SOUTHWEST OHIO PARTNERED WITH AAA ON EVENTS RELATED TO THE ORGANIZATION’S DON’T DRIVE INTOXICATED, DON’T DRIVE INTEXTICATED MULTI-YEAR TRAFFIC SAFETY INITIATIVE. OHIO’S LELs HAVE PROVIDED VALUABLE SUPPORT IN PROMOTING THIS INITIATIVE TO LAW ENFORCEMENT AGENCIES.

As part of the campaign, high schools in the region hosted kickoff events to build awareness about these risky driving behaviors. At these events, students had the opportunity to experience these dangers first-hand with the AAA Teen Driving Experience, where teens navigated a closed course behind the wheel of a car while attempting to use a mobile device. They also attempted to drive while wearing impairment goggles to simulate the experience of impaired driving. Each teen was asked to take the pledge not to drive distracted and to spread the campaign message to their families.

The engagement and visibility of law enforcement agencies was critical to the success of the events. Their participation allowed the teens to make a personal connection with those protecting our roadways, and law enforcement officers were able to observe during the driving demonstrations that the students were “getting it.” Initial reactions from the teen drivers were mostly those of amusement and light-hearted joking, as cones along the course representing other road users and obstacles were knocked down. These reactions soon turned to ones of alarm and concern by the second or third student driver failure.

Similar programs can be brought to high schools across the country; however, AAA encourages those seeking to replicate this program to use vehicles, not golf carts. Having the teens drive an actual vehicle makes the experience realistic for them and delivers the clear message that driving impaired or distracted is dangerous to them and for others who share the roadways.

Paul Humphries is the Southwest Ohio LEL with the Ohio Department of Public Safety Office of Criminal Justice Services.
Best Practices

The El Protector Program is the type of community-oriented policing strategy that allows law enforcement agencies and members of the community to work together to identify and resolve public safety issues.

Through the El Protector program, Washington State Patrol troopers work with a variety of community groups that represent members of the Hispanic community.

**Washington State Patrol Prioritizes Hispanic Outreach**

By Captain Shane Nelson

**PEOPLE OF HISPANIC ORIGIN** currently form the largest minority group in Washington State. Data show that while Hispanic male teenagers travel fewer vehicle miles than their Caucasian counterparts, they are twice as likely to die in a motor vehicle collision. Many of the injuries and deaths in the Hispanic community are preventable through traffic safety education.

In February 2003, the Washington State Patrol (WSP) developed and implemented a Hispanic outreach program entitled "El Protector" to provide bilingual and bicultural traffic safety public education programs to the Latino community in Southeast Washington. The El Protector program places a special emphasis on reaching people with limited English-speaking abilities and provides traffic safety public education with a focus on occupant protection and preventing impaired driving.

WSP’s El Protector Program engages the Hispanic community in traffic safety efforts through advisory committees and community coalitions that assist in tailoring interventions to specific groups focusing on changing individuals’ risky driving behaviors. The program uses mass media and partnerships with schools, churches, works sites and volunteer organizations to engage individuals, families and social networks in educating the Hispanic community about traffic safety.

Over the last 10 years of this program, Washington has seen a substantial decrease in the frequency of fatal impaired driving crashes involving Hispanic drivers. The El Protector Program is the type of community-oriented policing strategy that allows law enforcement agencies and members of the community to work together to identify and resolve public safety issues.

For more information about the WSP El Protector Program, contact Captain Shane Nelson at shane.nelson@wsp.wa.gov or (509) 249-6701.

Captain Shane Nelson is the District 3 (Yakima) Commander with the Washington State Patrol.

**Minnesota Tackles Speeding from Border-to-Border**

By Scott McConkey

**ON JULY 3, LAW ENFORCEMENT** agencies across Minnesota teamed up for their second annual Highway 14 “border-to-border” saturation effort. The primary focus of the enforcement effort was speed, coinciding with the state’s ongoing Toward Zero Deaths speed campaign.

U.S. 14 is an east-west highway that runs from Chicago, Illinois, to Yellowstone National Park in Wyoming. A little more than 275 miles of the highway traverses the southern part of the
This year’s campaign yielded 503 traffic stops and 119 speed citations.

state, ranging from two to four lanes in width. During the saturation, law enforcement agencies along the route posted officers and squad cars on the highway when they were not responding to calls for service.

This year’s campaign yielded 503 traffic stops and 119 speed citations.

The one-day Highway 14 saturation concept began in 2017, when I reached out to officers along the southwestern portion corridor to ask if they would be interested in participating in this type of effort. I enlisted Sergeant Adam Connor of the Lyon County Sheriff’s Office to lead the endeavor, and provided him with a variety of resources to help organize the activities: a contact list of key law enforcement officers along the route, messaging to announce the corridor saturation and encourage law enforcement agency participation, and a template for law enforcement agencies to share with their local media. The Minnesota Department of Transportation supported the initiative with message signs posted along the highway featuring information about the saturation and speed enforcement efforts.

This success led to the expansion of the campaign in 2018 to the entire length of Highway 14 in the state. One key factor in the initiative’s success was to keep it simple—we wanted it to be easy for anyone to participate without significant impacts on local demands for law enforcement services, and we wanted officers and agencies to be able to jump in without much need for forethought or planning.

For this year’s campaign, I decided to start at the Wisconsin border and follow the sun on Highway 14 all the way to South Dakota. I hoped to engage officers along the route, visit with them, observe their work, take some photos and get the flavor for what it was like for the cops on the road this day. I am so glad I did, because it was one of the most exciting and rewarding days in my career as an LEL.

Next year, we hope to extend the invitation to Wisconsin and South Dakota to join us.

Nothing thrills me more than when cops come together to accomplish something that can’t be done working alone. We are doing just that with this effort.

Scott McConkey is the Southern Minnesota Law Enforcement Liaison with the Minnesota Office of Traffic Safety.
The Nature of Being a Professional

By Wil Price

RECENTLY, NHTSA AND THE TRANSPORTATION Safety Institute (TSI) gathered a small group of people in Oklahoma City to review, update and fine-tune the Law Enforcement Liaison Professional Development Course curriculum. The objective of the meeting was to ensure the course materials are timely and relevant to the work LELs do and that they provide the type of content that contributes to capacity building in an LEL program.

We included “Professional Development Course” in the title for a very specific reason. A “profession” is a field that requires specialized skills based on theoretical knowledge and education, operates within an organized structure or governing body and provides services for the public good. Professions also require ongoing education and training to remain current in the state of the art. Medicine and the law are good examples of professions, as is law enforcement. By virtue of their specialized knowledge of traffic safety issues and their work with law enforcement, LELs are also considered professionals.

As we worked through the course content, we relied heavily on feedback about the class provided by previous students and input from practitioners in the field. Texas LEL Katie Alexander, NHTSA Region 10 LEL Glenn Cramer and NHTSA Region 3 Program Manager Dave Ennis helped Tim Burrows and me work through the course content. We departed Oklahoma City with an offering that we are sure is better than before, featuring new content and approaches designed to enhance the learning experience and build the professional skills of individual LELs. The feedback, insight and suggestions many of you have offered in the past has also been invaluable.

Tim and I frequently talk about capacity building: how to identify opportunities for this type of growth and finding the pathway to success. But does “capacity building” simply mean hiring more LELs? While we would love to see more LELs in the field, perhaps more importantly, it also means helping to build the capacity of the individual. One of the great qualities I have observed in LELs over the years I have managed NHTSA’s program is an openness to new ideas and desire to grow professionally. Many of you have heard me say that we should always be contributing, but that we should also be capable of being “contributed to.” In other words, stay open to the idea of learning something new and accepting the help it takes to get there!

It is so important to our success that we resist the temptation to accept “good enough.” That is why we put so much into the LEL Professional Development Course. We are proud of what we have delivered thus far, but want to make a good training course even better. We are committed to meeting the challenges a changing landscape presents to the LEL community and hope you will join us in the next year at one of the course deliveries to let us know if we were successful.

Wil Price serves in the Enforcement and Justice Services Division at NHTSA and is NHTSA’s manager of the National Law Enforcement Liaison Program.
The 2019 Pacific Northwest Law Enforcement Liaison Workshop

By Tim Burrows

LELS, TRAFFIC SAFETY RESOURCE Prosecutors (TSPRs) and Judicial Outreach Liaisons (JOLs) from Region 10 recently gathered in Coeur d'Alene, Idaho, for the 2019 Pacific Northwest Law Enforcement Liaison Workshop, a two-day workshop “to provide guidance and professional development for attendees to understand their role as a Law Enforcement Liaison (LEL) and...to work collaboratively with law enforcement agencies and other partners to deliver traffic safety programs.”

Attendees, along with partners from NHTSA and the International Association of Chiefs of Police (IACP), discussed strategies for collaborating to improve relationships with federal and state governments, the courts, prosecutors and law enforcement, all in an effort to improve road safety and save lives.

Colonel Kedrick Wills of the Idaho State Police opened the meeting with an inspiring presentation delving into the aspects that create the fine line between power and authority. Other presentations included promoting anti-drugged driving programs, developing and implementing multi-jurisdictional enforcement initiatives and lessons learned on the frontlines from newer LELs.

Speakers included John Tomlinson, Manager of the Idaho Office of Highway Safety, who hosted the workshop; NHTSA Region 10 Administrator Greg Fredericksen; Idaho TSRP Jared Olson; and the Honorable Mary Jane Knisley, NHTSA Region 10 JOL.

All in all, it was two days that helped to educate, inspire and motivate an important group of traffic safety professionals.

During the workshop, Chuck Hayes, IACP Western Region Drug Evaluation and Classification (DEC) Program Manager (above, left), presented two awards for outstanding achievement by Drug Recognition Experts (DREs) to Trooper Troy Tulleners of the Idaho State Police and Officer Nick Knoll of the Coeur d'Alene Police Department (above, right). Combined, the two officers have conducted more than 100 evaluations in the last year.

Officer Knoll has a simple philosophy: “My most important job as a DRE isn’t to evaluate people under the influence of drugs, but to share my knowledge with other officers....You don’t have to be a DRE Instructor in a formal setting to share your knowledge. I encourage people to call whenever they run across things they aren’t sure about.”
The Importance of Large Truck and Bus Traffic Enforcement

By Jack Van Steenburg

FOR THE YEAR 2018, NHTSA reported that 5,184 people were killed in crashes involving large trucks and buses, a 3.5 percent increase from the previous year and the continuation of a nearly decade-long increase in these types of fatalities.

The Federal Motor Carrier Safety Administration (FMCSA) has noted a 31 percent increase in large truck and bus fatalities since 2010. The majority of the victims were passenger car and pick-up truck occupants.

Up to 50 percent of the large truck occupants killed in crashes were not wearing a seat belt, and over the past several years there has been an increase in impaired driving among large truck operators involved in a fatal crash. Speeding is the number one causative factor identified in these crashes.

How do we prevent these crashes from occurring? Simple—highly visible sustained traffic enforcement by all law enforcement.

Many preventable large truck crash deaths result from illegal or unsafe driver behavior, such as impairment, speeding, distracted driving, following too closely, or lack of occupant restraints. Research has consistently shown sustained traffic enforcement will deter drivers from such behaviors. However, law enforcement officers assigned traffic enforcement responsibilities are often reluctant to conduct a vehicle stop of a truck or bus. This reluctance is grounded in both a lack of knowledge and skills related to these types of vehicle stops and a level of comfort which often comes with experience.

FMCSA, in collaboration with law enforcement, the International Association of Chiefs of Police (IACP), GHSA, the American Association of Motor Vehicle Administrators (AAMVA) and NHTSA, created a training program to address the lack of knowledge and skills specific to compliance with truck and bus traffic enforcement. The Truck and Bus Traffic Enforcement Training is designed to enhance officers’ knowledge about the dangers of unsafe truck and bus driving behaviors. It is not an inspection training program. It is available and free to all law enforcement agencies and officers. The curriculum is formatted to be delivered as a brief instructor-led training or divided into short segments for delivery during roll call.

LELs can be the catalysts in their jurisdictions to promote and carry out this training. One life lost is one too many.

For more information on the Truck and Bus Traffic Enforcement training, contact Jack Van Steenburg, Chief Safety Officer at the Federal Motor Carrier Safety Administration at john.vansteenburg@dot.gov.

Jack Van Steenburg is Chief Safety Officer at FMCSA.
From the Bench

DWI Treatment Courts: An Evidence-Based Approach to Sentencing
By Judge Neil Edward Axel

In a 2010 State of the Judiciary Speech, Missouri Supreme Court Chief Justice Ray Price commented that we need to "move from anger-based sentencing that ignores cost and effectiveness to evidence-based sentencing that focuses on results." This sentiment is shared by the general public, with surveys showing support for spending tax dollars on training and treatment for offenders instead of prisons. One approach that saves tax dollars and also has the benefit of reducing recidivism is the use of DWI courts as an alternative to traditional sentencing.

DWI courts are post-conviction programs dedicated to changing the behavior of hardcore or repeat DWI offenders through intensive supervision and treatment. They are based upon the drug court model used throughout the country and follow the same guiding principles and best practices. In a DWI court, the judge oversees a specialized docket and works with a team of professionals to directly manage, oversee and supervise a participant’s treatment and recovery. That team typically includes a prosecutor, defense counsel and representatives from probation, law enforcement and treatment.

All participants in a DWI court must undergo one or more assessments to determine an individualized, long-term treatment plan. The court supervises compliance with the plan and probation requirements through weekly and bi-weekly court sessions, frequent drug and alcohol monitoring, meetings with probation agents or case managers and regular reports from treatment providers. Compliance or non-compliance is addressed immediately through a system of immediate incentives and sanctions to help promote behavioral change, while the court also works with treatment providers to enforce and adjust treatment plans.

According to a research review by the Foundation for Advancing Alcohol Responsibility, studies have shown that DWI courts reduce recidivism anywhere from 12 percent up to 60 percent. An evaluation of Minnesota’s DWI courts found an average return on investment of $2.06 for every $1 invested in these problem-solving courts. In addition to reducing DWI recidivism, the programs also have contributed to a reduction in general criminal recidivism.

The bottom line is that DWI courts are a cost-effective, successful and evidence-based sentencing approach that demonstrates that the cycle of drug and alcohol addiction can be broken. In doing so, the courts change lives, strengthen families, and improve communities.

More information about DWI courts is available at www.dwicourts.org.

Judge Axel has served on the District Court of Maryland for 22 years, and currently sits as a Senior Judge throughout the state. He is the American Bar Association National Judicial Fellow for traffic safety issues.
GHSA Honors Highway Safety Leaders in Anaheim

GHSA HONORED TWO INDIVIDUALS and four programs during an awards luncheon at its 2019 Annual Meeting, held in Anaheim, California.

Mothers Against Drunk Driving (MADD) founder Candace Lightner, who has devoted much of her life to changing America’s attitudes and laws surrounding impaired driving, received the Association’s most prestigious honor, the James J. Howard Highway Safety Trailblazer Award. Global Program Manager for Ford Driving Skills for Life, James M. Graham received the Kathryn J.R. Swanson Public Service Award for his ongoing service to advancing the driver skills and attitudes in newly licensed drivers.

Peter K. O’Rourke Special Achievement Awards were presented to the Washington Regional Alcohol Program’s SoberRide program, which has increased the number of safe rides home in the Washington, D.C. area to record-setting levels by removing tens of thousands of potential drunk drivers from the region’s roadways; the South Dakota Office of Highway Safety’s “Jim Reaper” campaign, a marketing strategy designed to keep drivers safe by reminding them that death is always waiting for them to slip up; the Montana Family, Career and Community Leaders of America’s Traffic Safety Program, which is leading the way in saving lives in rural communities across the state; and the Connecticut Superior Court’s Online Adjudication System that enables individuals who plead “not guilty” to a traffic infraction to participate in the court process electronically, rather than be required to physically appear in court.

The luncheon kicked off with sponsor remarks from Brandi Nannini Axdahl, Senior Vice President, Foundation for Advancing Alcohol Responsibility, and Michelle Anderson, Director of Operations, The National Road Safety Foundation, Inc. Terry Pence, Traffic Safety Director, Texas Department of Transportation, was the master of ceremonies.

Lifesavers National Conference on Highway Safety Priorities

REGISTRATION IS NOW OPEN for the 2020 Lifesavers National Conference on Highway Safety Priorities, which will take place March 15-17 at the Tampa Convention Center in Tampa, Florida. More than 80 workshops in 10 educational tracks are offered, including sessions related to enforcement, officer safety, impaired driving and occupant protection.

The National LEL Program is organizing a networking and training session for LELs in conjunction with the Lifesavers Conference on Saturday, March 14. LELs interested in receiving additional information about the session or participating should contact Tim Burrows at tburrows@ghsa.org.
### November

#### NOVEMBER 27
**BLACKOUT WEDNESDAY**
Primary Message: *Boycott Blackout Wednesday*
Excessive intoxication is prevalent over Thanksgiving due in part to cultural phenomena like "Blackout Wednesday" that highlight and even encourage the heavy consumption of alcohol throughout this holiday weekend.

#### NOVEMBER 28
**THANKSGIVING HOLIDAY TRAVEL**
Primary Message: *Buckle Up – Every Trip. Every Time.*
Thanksgiving is one of the busiest travel times of the year, and more people on the roads means the potential for more vehicle crashes. For those who aren’t wearing a seat belt, it can be deadly.

#### NOVEMBER 28-DECEMBER 1
**DITCH DANKSGIVING**
Primary Message: *If You Feel Different, You Drive Different*

### December

#### DECEMBER 1-7
**OLDER DRIVER SAFETY AWARENESS WEEK**

#### DECEMBER 11-JANUARY 1
**HOLIDAY SEASON IMPAIRED DRIVING MESSAGING & MOBILIZATION**
Primary Message: *Drive Sober or Get Pulled Over*

#### DECEMBER 18
**LEL WEBINAR: PURSUITS**

### January

#### JANUARY 12-16
**TRANSPORTATION RESEARCH BOARD ANNUAL MEETING**

### February

#### FEBRUARY 2
**SUPER BOWL LIV IMPAIRED DRIVING CAMPAIGN**
Primary Message: *Fans Don’t Let Fans Drive Drunk*

#### FEBRUARY 8-11
**NATIONAL SHERIFFS’ ASSOCIATION WINTER LEGISLATIVE & TECHNOLOGY CONFERENCE**
J.W. Marriott
Washington, D.C.

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