

**MONTANA**  
**Highway Traffic Safety Program**  
**2006 Annual Evaluation Report**

**Table of Contents**

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I.	Sources and Uses of Funds.....	2
II.	Planned <i>versus</i> Expended Funds .....	2
III.	Progress in Meeting Performance Goals by Programs, Projects and Activities .....	5
	3.2.1 General Problem.....	5
	3.2.2 Alcohol and Other Drugs .....	8
	3.2.3 Occupant Protection .....	21
	3.2.4 Driver's Hazardous Actions .....	28
	3.2.5 Traffic Safety Records/License Compliance.....	30
	3.2.6 Emergency Medical Services/Trauma System Development .	33
	3.2.7 Motorcycle Involvement in Crashes .....	35
	3.2.8.1 General Education .....	37
	3.2.8.2 Paid & Earned Media Report .....	39
IV.	Legislative & Administrative Changes .....	92
V.	Comprehensive Safety Plan .....	92
VI.	Attachment .....	93

## I. Sources and Uses of Funds

The National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation, provided funding as mandated under Section 402 of Title 23, U.S. Code that provides for reimbursement of expenditures incurred in following the Governor's Highway Safety Plan (HSP). The basic grant was supplemented by additional federal funds from other NHTSA application-based programs, financial incentives and penalty transfers. Where required, MDT fuel tax revenues spent in support of the Montana Highway Patrol were applied as match to federal funds. While little is documented, many localities also spent their own funds in support of traffic safety programs.

We analyze and identify problems on a historic basis to determine what improvements can be made in traffic safety issues, and then relate these to national priority problem areas. We also conducted a NHTSA supported assessment of safety belt usage within Montana. Problem areas were then matched with known countermeasures and countermeasures recommended by the assessment team that could help solve the known problems, given the level of funding available.

The additional grants are used to strengthen our law enforcement programs, public information and education efforts, and training of people in proper child safety seat use and installation. We also received grants to help the state identify potential racial profiling problems during traffic stops by law enforcement personnel and to help improve the state's electronic traffic records systems for law enforcement, the courts, and other key stakeholders. We continued our effort to merge occupant protection with impaired driving abatement efforts at both the state and local level, and in combination with national mobilization efforts.

This annual report covers Federal Fiscal Year 2006. The year runs from October 1, 2005 through September 30, 2006. Each July, after all of the previous year's statistics are available, we complete an updated Problem Identification Paper. Known and estimated changes through the end of each calendar year are provided to complete the evaluation on a calendar year basis.

Persons interested in the data that guides the annual plan are referred to the Problem Identification Paper available on the Montana Department of Transportation's Internet site at <http://www.mdt.mt.gov/safety/safetyprg.shtml>.

## II. Planned *versus* Expended Funds

Funds used in FFY 2006 included basic Section 402 and additional allocated funds, penalty transfer funds, and occupant protection program support funds applied for and received by the State Highway Traffic Safety Office. Differences between the planned level of expenditure and the actual level occur when contracts are issued using estimated levels of activity developed at the beginning of each fiscal year. As the year progresses, needs and safety focuses change, causing variations between the planned funding use and the actual expenditure of funds.

The following table provides totals rounded to the nearest whole dollar for expenditures, original annual NHTSA obligations, and funds carried forward which were not expended in the previous

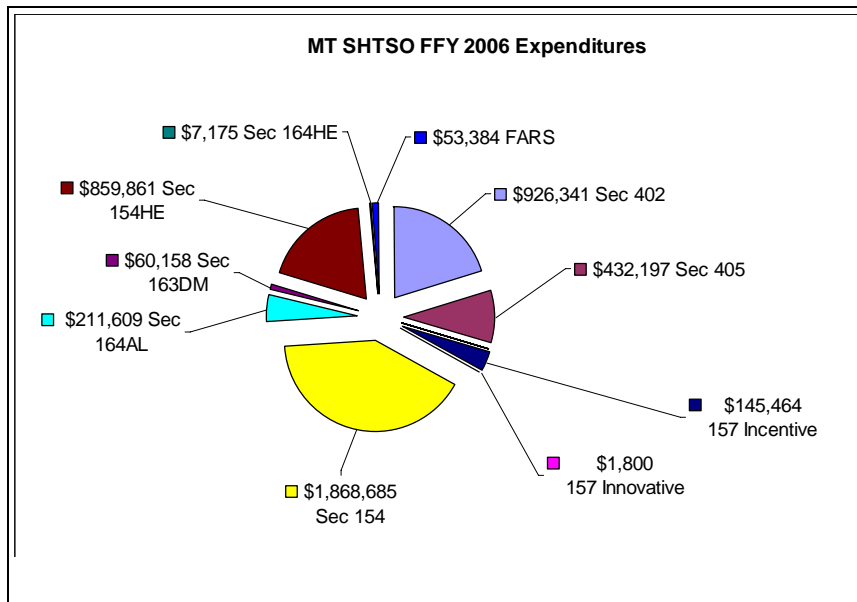
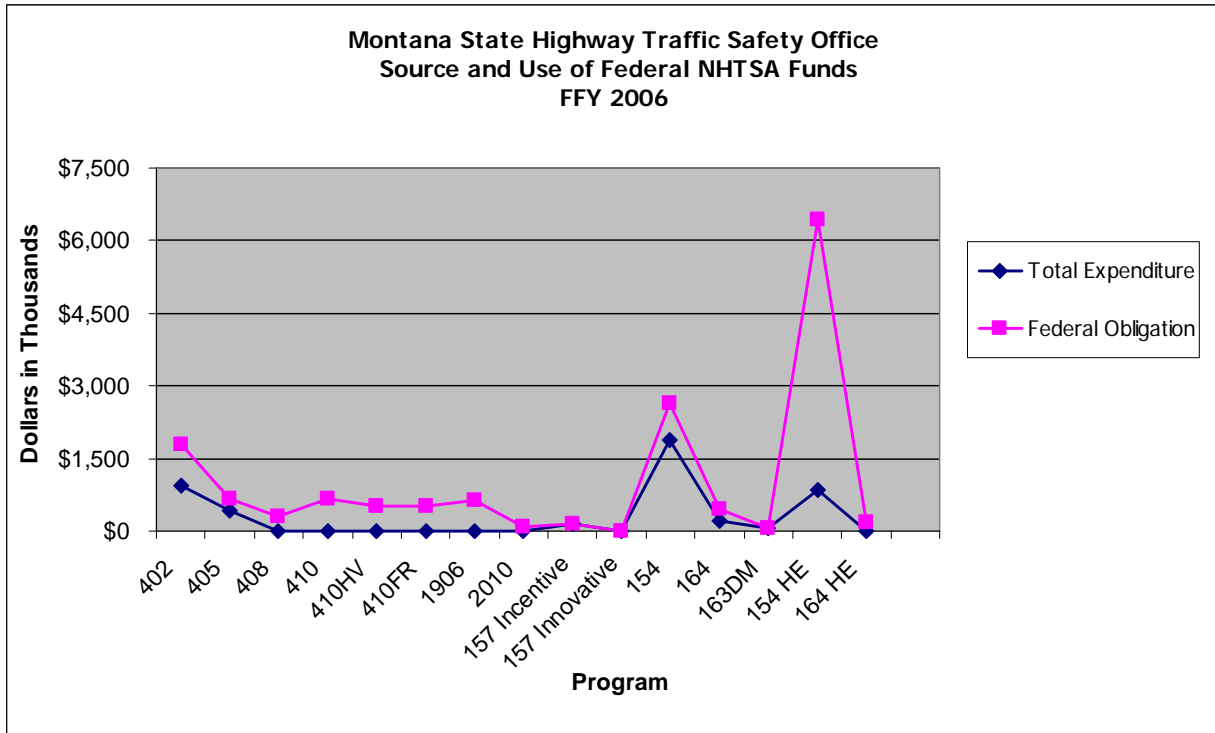
year.

New funding made available under SAFETEA-LU was received late in September 2006. There are no expenditures for these funds (Sections 408, 410, 1906 and 2010) as timing left no opportunity in the federal year in which to execute contracted activities. In addition to the basic Section 410 award, Montana received additional section 410 funding for high visibility enforcement (410HV) and for being a high fatality rate state (410FR).

There were no expenditures of the 2005 appropriation of Section 154HE penalty transfer funds. The project chosen to receive these funds, *Hamilton-N of Woodside*, is located on US 93 south between Hamilton and Victor from milepost 49 to 54. The project was held up pending resolution of condemnation court proceedings. These proceedings have since been completed and the project is planned to be awarded in January 2007.

<b>HIGHWAY TRAFFIC SAFETY TABLE OF FUNDS – GOVERNOR’S HIGHWAY SAFETY PLAN</b>				
Program	FFY06 Amount	Carryforward Amount	Total Available	Expended
Section 402 base (HSP)	\$ 1,371,742	\$ 416,569	\$ 1,788,311	\$ 926,341
Section 405 OP Enforcement	210,766	450,907	661,673	432,197
Section 408 Data Program	300,000	0	300,000	0
Section 410 Alcohol	677,979	0	677,979	0
Section 410 High Visibility	523,878	0	523,878	0
Section 410 High Fatality	523,878	0	523,878	0
Section 157 Incentive	0	165,276	165,276	145,464
Section 157 Innovative	0	1,800	1,800	1,800
Section 2010 Motorcycle Safety	100,000	0	100,000	0
Section 1906 Prohibit Racial Profiling	643,613	0	643,613	0
<b>NHTSA Total</b>	<b>\$ 4,351,856</b>	<b>\$ 1,034,552</b>	<b>\$ 5,386,408</b>	<b>\$ 1,505,802</b>
Section 154 Transfer	0	2,636,955	2,636,955	1,868,685
Section 154 Transfer HE	0	6,438,885	6,438,885	859,861
Section 163 DM	0	60,158	60,158	60,158
Section 164 Transfer	0	441,053	441,053	211,609
Section 164 Transfer HE	0	167,633	167,633	7,175
<b>Total Transfer Funds</b>	<b>0</b>	<b>9,744,684</b>	<b>9,744,684</b>	<b>8,012,274</b>
<b>GRAND TOTAL</b>	<b>\$ 4,351,856</b>	<b>\$ 10,779,236</b>	<b>\$ 15,131,092</b>	<b>\$ 4,513,290</b>

Sections 154 and 164 penalty transfer funds used for hazard elimination construction resulted from a lack of open container and repeat offender laws. These transfers are much larger than the normal appropriation to our annual funding that is available for non-construction highway safety programs. Funding will eventually decrease to a historically normal level since Montana has enacted both a .08 Blood Alcohol Level (BAC) and open container law. Other grants that helped add funding to our programs included Sections 405, 408, 410, 157 Incentive, 157 Innovative, 1906, 2010, and 163 NHTSA grant awards. Unexpended funds are carried forward into the following year’s plan. Closeout of the grants, including this report, will occur by the end of December 2006.



### III. Progress in Meeting Performance Goals by Programs, Projects, and Activities

Fatalities increased 9.6% over 2004 to 251 during 2005, but were still below the number of fatalities during 2002 and 2003. Severe injuries (incapacitating injuries plus fatalities) have declined generally over the last ten years. During 1994, there were 2,621 serious injuries. By 1999, these injuries declined to 1,959 and continued to decrease to the current level of 1,792. This decrease is attributed in large part to safety belt usage along with airbags and more forgiving roads and vehicles. The fatality rate for Montana has been relatively level during the last six years, with a significant decrease during 2004 reaching an all time low of 2.04, followed by an increase in 2005 to 2.26.

Vehicle Miles Traveled (VMT) in Montana decreased by 0.45% during 2005. Although there are other indicators for exposure to crashes, this is usually the best indicator. The Montana Alcohol Fatality Rate was 0.95 during 2004, which was an 18.8% decrease from 2003. This rate was now the second highest rate of any state in the nation. The rate is expected to increase with 2005 data, which may push Montana's rate back to the highest in the nation. NHTSA will release this information on alcohol fatality rates sometime in early 2007. During 2005, approximately 47% of Montana fatalities were related to alcohol. The American Indian population is over-represented in both fatality rate and alcohol-related fatality rate.

The Insurance Institute for Highway Safety reports in one of their studies that "policymakers and others should not use death rate statistics as a basis for judging the effectiveness of, or need for, specific highway safety countermeasures". In this study, examining urban and rural death rates and standardizing the data using national weights, Montana went from 50<sup>th</sup> in fatality rate to 27<sup>th</sup> in fatality rate. The gist of this study is that states with a lot of urban travel like New Jersey, have fatality rates that are lower than more rural states. These rates have nothing to do with traffic safety programs--they are simply a function of slower urban travel speeds caused by speed limits and/or congestion.

Montana safety belt usage during 2006 was 79.0%. Over the last eighteen years, usage has climbed about 0.5 to 1.5% each year until 2005 and 2006 when it dropped approximately one % each year. Many feel that during the 2005 legislative session, when a primary safety belt law was narrowly defeated, that many citizens first came to understand that enforcement of our law secondary and that they could not be stopped for non-use of a safety belt alone.

#### 3.2.1 General Problem

The State Highway Traffic Safety Office (SHTSO) benchmarked the state fatality rate at 2.29 during 1995. A fatality rate goal of 2.0 was set for the year 2000 and it was not reached. The goal of 2.0 was then pushed back to 2005 and was nearly attained in 2004 when the rate was 2.05. The Montana Comprehensive Highway Safety Plan has now set a goal of 1.50 by 2008.

**Goal: To reduce the Montana statewide fatality rate from 2.05 per 100 million vehicle miles**

**traveled (VMT) (2004) to 1.79 per 100 M VMT by 2008.**

General Problem Goal	
Year	Fatality Rate
Benchmark (1999)	2.25
2000	2.40
2001	2.30
2002	2.57
2003	2.40
2004	2.05
2005	2.26
Goal (2008)	1.79

The high fatality rate in Montana is elevated primarily because of the heavy alcohol involvement in fatalities. In addition, Montana has a number of demographics that tend to push it toward a higher fatality rate.

American Indians have a very high rate of fatality deaths in Montana. Because of the number of long distance trips driven by Montanan's, high annual vehicle miles traveled, the state also has a high rate of non-alcohol-related fatalities. Montana is usually one of the three highest states in percentage of single vehicle fatalities. Most of these single vehicle crashes are run off the road and often become rollovers when overcorrecting occurs.

The state also has the highest percentage of registered pickups in the nation and a very high percentage of SUVs. Pickups and SUVs have significantly higher fatality rates than passenger cars (approximately 50% higher). Montana had the highest percentage of total fatalities occurring from occupants of pickups and SUVs during 2002. More recent data is not available. Vehicle miles traveled outside of our 15 urban areas is over 75%, which is usually the highest percentage of rural travel in the United States. These factors all contribute to higher fatalities.

Vehicle miles traveled (VMT) stood at 11.1 billion during 2005, which was a decrease of 0.5%. There were over 715,000 licensed drivers in Montana and 1.35 million registered motor vehicles during 2005.

During five different years between 1988 and 1996, less than 200 fatalities occurred during each of the five years. Since then every year has seen over 220 fatalities. Non-alcohol-related fatalities have been significantly higher since 1995, ranging from 111 to 143. The eight years previous to that were all less than 99. This is probably related to both increased vehicle speed and increased VMT. Possible other factors are increases in inattentive driving and aggressive driving.

Alcohol-related fatalities had been trending upwards since 1996, but decreased during 2004. The number of alcohol-related fatalities during both 2002 and 2003 were higher than any year since 1987, but during 2004 this number dropped from 128 to 106 then increased to 120 during 2005.

Montana Fatalities			
Year	Alcohol-related Fatalities	Non- Alcohol-related Fatalities	Total Fatalities
1982	171	83	254
1983	184	102	286
1984	145	93	238
1985	154	69	223
1986	122	100	222
1987	143	91	234
1988	117	81	198
1989	94	87	181
1990	119	93	212
1991	112	88	200
1992	104	88	192
1993	115	80	195
1994	104	98	202
1995	95	120	215
1996	78	122	200
1997	124	141	265
1998	105	132	237
1999	109	111	220
2000	117	120	237
2001	104	126	230
2002	126	143	269
2003	128	134	262
2004	106	123	229
2005	120	131	251

When analyzing data from Montana, one cannot accurately draw conclusions on any one or two years of fatality data. The numbers are simply not large enough. It usually requires examining five, ten or twenty years in order to spot trends. Major conclusions should never be attempted on one or two year trends in fatalities.

Examining a statistic such as fatalities plus incapacitating injuries (serious injuries) can often provide much quicker conclusions to trends. Because injury numbers approach 2,000 rather than just over 200, they can be reviewed as a source of more immediate trend feedback.

The number of serious injuries was between 2,350 and 2,470 each year from 1986 until 1993. During 1994 and 1995 this number surpassed 2,600. Since then there has been a definite decrease to 1,792 during 2005.

A decrease during 1988 was expected because a secondary safety belt law was passed, effective January 1, 1988. Although there was no decrease in serious injuries, there was a decrease in fatalities. During subsequent years, there was a decrease in both injuries and fatalities. Some of the decrease can attributed to the safety belt law, and some to the increase in the number of vehicles with airbags and improved characteristics of roads.

Montana Serious Injuries	
Year	Injuries
1986	2,463
1987	2,465
1988	2,360
1989	2,381
1990	2,411
1991	2,363
1992	2,423
1993	2,455
1994	2,676
1995	2,621
1996	2,241
1997	2,182
1998	2,071
1999	1,959
2000	2,027
2001	1,663
2002	2,007
2003	1,896
2004	1,796
2005	1,792

### 3.2.2 Alcohol & Other Drugs

**Goals: To reduce alcohol-related fatality rate to 0.9 per 100 million vehicle miles traveled**

**by 2008.**

**To reduce the percentage of alcohol-related fatalities to 40% of all fatalities by 2008.**

**Achieve 85% safety belt usage rate by 2008 or 90% if a primary/standard safety belt law is passed.**

**Reduce severe injuries in motor vehicle crashes to below 1,700 by 2008.**

During 2005, alcohol and drug-related crashes accounted for 9.8 % of all reported traffic crashes and 17.6 % of all injuries from alcohol-related crashes. In comparison to the previous year, this constitutes a 3.3 % increase in the number of alcohol-related crashes but an 8.1 % decrease in the number of injuries from alcohol-related crashes.

Those in the 21 to 24 year old age group had the highest representation, followed by the 18 to 20 age group. American Indian fatalities constituted 22.5 % of the alcohol-related fatalities during 2005, which is disproportionately higher than their 6.2 % of Montana's population.

As requested by NHTSA, we are now tracking the alcohol-related fatality rate. Montana's fatality rate for 2004 was 0.95 per million vehicle miles traveled. Although we do not have the official rate for 2005, we expect it to have increased significantly and the current estimate is 1.08 per million vehicle miles traveled.

Complete DUI arrest data is not yet summarized by any agency in Montana although there are efforts in this direction. In lieu of arrest data, we present conviction data. Total convictions were somewhat higher during 2005 than during the previous year: 5043 compared to 4970. The number of convictions per million vehicle miles traveled for 2005 was estimated at 0.45.

Table 20  
**Alcohol Fatalities & Fatality Rates**

Year	Total Fatalities	Alcohol-related Fatalities	Alcohol-related Percent	Total Fatality Rate	Alcohol-related Fatality Rate
1996	200	78	39.0%	2.10	0.83
1997	265	124	46.8%	2.84	1.32
1998	237	105	44.3%	2.50	1.10
1999	220	109	49.5%	2.25	1.11
2000	237	117	49.4%	2.40	1.18
2001	230	104	45.2%	2.30	1.04
2002	269	126	46.8%	2.57	1.20
2003	262	128	48.9%	2.40	1.17
2004	229	106	46.3%	2.04	0.95



Year	Total Fatalities	Alcohol-related Fatalities	Alcohol-related Percent	Total Fatality Rate	Alcohol-related Fatality Rate
2005	251	120	47.8%	2.26	1.08 (est)

*Source: Fatal Analysis Reporting System*

Many of those who would drive drunk or drugged are considered risk takers, and are unlikely to routinely buckle up. Because a drunk driver who is buckled has a greater chance of surviving a crash than does a non-buckled drunk driver, the occupant protection goals are listed alongside the impaired driving goals at the beginning of this section.

***Countermeasures***

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During FFY 2006, our strategy for reducing impaired driving was three-fold by focusing on education, enforcement, and equipment. Our education efforts included grassroots coalitions, DUI task forces, media programs, and special attention toward bringing those services to Montana’s reservations. In support of the goals to reduce impaired driving, the SHTSO contracted with Healthy Mothers/Healthy Babies (HMHB), who in turn sub-contracted with 16 local SAFE KIDS/SAFE COMMUNITIES (SKSC) coalitions to address impaired driving prevention through a variety of PI&E efforts, listed below.

**1. Alcohol Assessment**

The 27 main recommendations from the FFY 2005 Montana Alcohol Assessment co-hosted by NHTSA and MDT were integrated as countermeasures into the FFY 2006 and FFY 2007 Governor’s Highway Safety Plan and the Montana Comprehensive Safety Plan. The main objective of these recommendations is to help reduce impaired driving fatalities and injuries on Montana roadways.

**2. SAFE KIDS/SAFE COMMUNITIES**

The FFY 2006 Highway Safety Plan included funding for state and local countermeasures to help abate alcohol-related crashes. Section 402 continued funding 16 local SAFE KIDS/SAFE KIDS COMMUNITIES (SKSC) via our main contractor Healthy Mothers, Healthy Babies (HMHB), the Montana Coalition. HMHB administered pass-through funding to each of the 16 SKSC coalitions plus their catchment areas that total to 24 counties. The coalitions conducted impaired driving public information and education campaigns that focused on youth and adults to avoid drinking and driving and increase occupant protection usage that covered approximately 80% of the population.

All SAFE KIDS/SAFE COMMUNITIES were required by their FFY 2006 contract with HMHB to continue spending approximately 50% of their time on impaired driving abatement programs and approximately 50% of their time on occupant protection programs. In FFY 2006, local

SKSC’s conducted a variety of projects that included state and national mobilization programs, alcohol server trainings for local retail alcohol outlets, designated driver programs such as “safe

ride home,” Native American outreach programs, public information and education, and programs that reduce underage drinking and driving.

#### **a. State and National Mobilizations**

The local SAFE KIDS/SAFE COMMUNITIES coalitions participated in three mobilization periods where they worked with law enforcement to focus their attention on impaired driving and safety belt mobilization efforts via radio spots, posters, news releases, and other forms of earned media.

- **Christmas/New Years** – impaired driving with a slogan of “This holiday season, you drink & drive, you lose” occurred December 15, 2005 – January 1, 2006.
- **Memorial Day** – during this mobilization period from May 22, 2006 – June 4, 2006, coalitions focused on occupant protection, and gave positive recognition to those wearing their safety belts via a coffee mug incentive campaign performed with the cooperation of drive-through coffee houses. The slogan was “Click-It or Ticket”.
- **Labor Day** – this mobilization occurred from August 18, 2006 – September 4, 2006 and focused on impaired driving with the national slogan “Drunk Driving. Over the limit. Under Arrest.”

#### **b. Responsible Alcohol Server Training**

During FFY 2006, the SAFE KIDS/SAFE COMMUNITIES coalitions conducted a total of 70 Montana Department of Revenue “Let’s Control It” alcohol server training sessions for taverns, convenience stores, bars and others that sell alcohol beverages. The trainings lasted 3 hours and addressed the following topics:

- DUI arrest and crash statistics
- Penalties for selling to minors
- How alcohol affects the body
- Techniques for responsible alcohol service

Law enforcement assisted in these trainings by answering questions asked by the servers and sharing their expertise about such topics as false ID’s and penalties of serving to minors. Four videos were shown during the training and a final exam was administered at the end of the trainings.

#### **c. Designated Driver Safe Ride Home Program**

Over half of the coalitions sponsored designated driver “Safe Ride Home” programs. The following are examples of this program:

- Incentive program to encourage designated drivers: each month they have a \$50 cash drawing and once a year they have a \$1,000 cash drawing. Participants register when they enter the participating bars and taverns, identify themselves as a DD, and fill out a card that enters them in the drawing.
- Bitterroot Safe Kids/Safe Communities has agreed to purchase DD cups that taverns can distribute to DD’s with free soda, coffee, or tea while they are in the bar. And Bitterroot

Safe Kids has agreed to purchase year-long billboards advertising the Ravalli County Designated Driver Program. The RCTA has printed posters that are now being distributed to member taverns and bars advertising the DD program.

- Radio ads paid for by an alcohol distributor promoted using a designated driver or a free safe ride home.
- In concert with local taverns of the Tavern Association, mugs with a “Sober & Safe” logo were distributed to persons identified as the designated driver and then provided with free soft drinks; napkins imprinted with the costs of DUI were displayed in taverns; posters displayed advertising Designated Driver Program and New Year’s Eve Home Free Program.
- In partnership with a hospital and AAA Montana, promoted a new partnership and the “Topsy Tow” program, where a towing company tows both the vehicle and its impaired driver home.
- Coalition administered Home Free program whereby coupon books with taxi ride vouchers are provided to impaired drivers at participating taverns. The coalition also provided "Designated Driver" cups that change color when cold beverages are poured in to them at a media event. The cups have the slogan “Designated Drivers set the mood for safety” and have the phone number for the SKSC office on them.

#### **d. Native American Outreach Programs**

The coalitions began reaching out to Montana’s American Indian population by inviting them to participate on the SKSC coalitions. Both Lake and Flathead Counties now have health care representatives from Flathead and Blackfeet Reservations respectively serving on their local coalitions. Additionally, Hill County has a Blackfeet Reservation law enforcement officer serving on their coalition. Outreach to Native Americans in urban areas as well as the reservations will be increased during FFY 2007 with the goal of having seven reservations represented on the SKSC coalitions.

During FFY 2006, HMHB conducted six week-long *Crash Injury and Healthcare Grand Rounds* educational outreach tours across the state, delivering a combined message about impaired driving and occupant protection. Crow, Northern Cheyenne, Flathead, and Fort Peck reservations were included in the tour. Audiences consisted of educators, legislators, medical personnel, first responders, and other traffic safety advocates.

#### **e. Public Information and Education Programs (PI&E)**

Local SKSC’s distributed over 4,200 PI&E packets of information on impaired driving and occupant protection during FFY 2006 at local events including safety seat clinics, rodeos, and fairs. HMHB continues as a clearinghouse by putting together and disseminating these packets of information to each coalition as well as other advocates of traffic safety, and upon request.

#### **f. Underage Drinking Programs**

All 16 SKSC coalition coordinators work with their respective county's DUI Task Force in developing and implementing alcohol-related messages and programs. "Every 15 Minutes" and mock crash activities are examples of alcohol-related programs shown in high schools around the state. Several coalitions participated in Red Ribbon week that addresses drug prevention and awareness among the local schools by delivering educational seminars on these topics. Many coalitions deliver alcohol-related PI&E brochures to Montana schools each fall.

### **g. Missoula City County Health Department Support**

The State Highway Traffic Safety Office continued using Section 402 grant monies to fund a contract with the Missoula City/County Health Department to provide technical assistance to local SAFE KIDS/SAFE COMMUNITIES coalitions in the western portion of the state. The goal was having a coordinator from this Health Department mentor SKSC coordinators to help them improve their training and resources so each coalition could have more effective occupant protection and impaired driving programs within their respective counties. The mentor shared with these coalitions 20 years of her experience in the development and implementation of effective alcohol-related projects such as "safe ride home" programs, alcohol sever training, and the importance of educating the public about safety belt usage. The coordinator from Missoula

Health Department mentored coordinators on how to effectively partner with other traffic safety advocates such as law enforcement, DUI Task Forces, school-based prevention groups, and others within their communities. This mentor also taught coalition members how to work with the media, implement traffic safety best practices, and utilize local crash data to develop effective traffic safety programs.

### **3. DUI Task Forces**

County DUI Task Forces are authorized under Montana Code Annotated 61-2-106 to conduct county drinking and driving prevention programs. Montana currently has 19 DUI Task Forces. The Governor or Governor's Representative for Highway Safety has the authority to approve plans developed by the counties which outline impaired driving prevention programs. The counties must also submit proof that their County Commissioners have appointed the DUI Task Force and approve of their plan. The Task Forces are charged with studying the problem of impaired driving related traffic crashes and recommend a program designed to:

- Prevent driving while impaired (eg. alcohol, legal or illegal drugs)
- Reduce impaired driving crashes and economic losses that result from such crashes
- Educate the public on the dangers of driving after consuming alcoholic beverage or other chemical substances that impair judgment or motor functions.

The State Highway Traffic Safety Office monitors these plans and works jointly with the Department of Justice serving as a conduit to distribute funds to the task forces based on the license reinstatement fees collected locally. In September 2006, the SHTSO funded a statewide DUI Task Force Conference. All 19 DUI Task Forces were represented as well as representatives

from three American Indian nations who are considering creating DUI Task Forces on their reservations. Alcohol-related challenges were shared among the DUI Task Forces and Native Americans as The challenges addressed during this meeting included:

- The need to address problems associated with full tribal jails
- Limited prosecutorial services
- Maintaining law enforcement's level of interest in overtime activities
- More counties with DUI Task Forces
- Improved education for DUI offenders
- Tribal courts short staffed
- Sharing of DUI data between tribes, states, and feds
- Need for night time safety spot checks

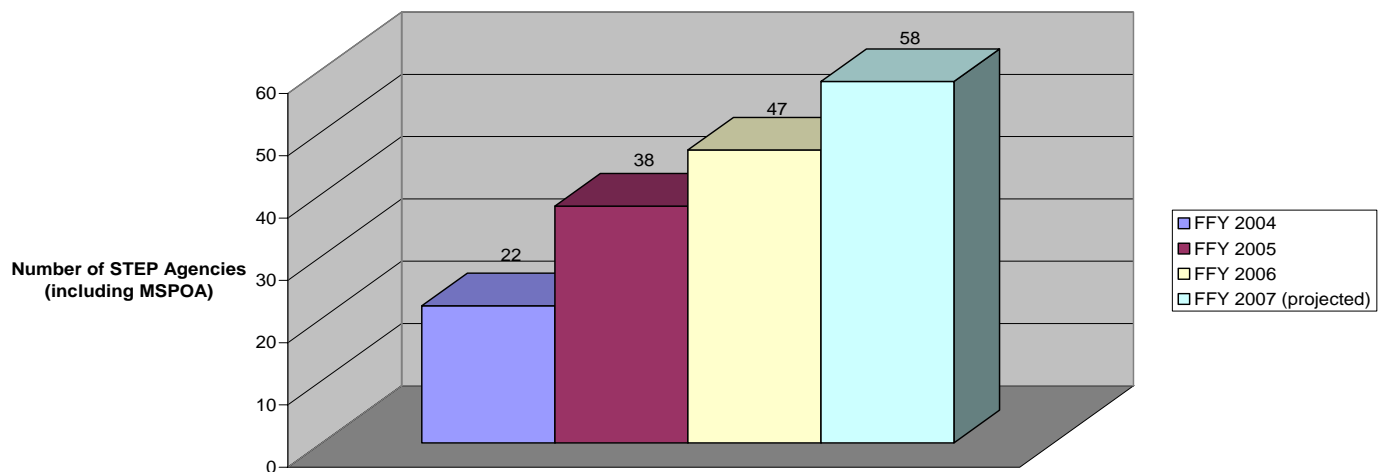
These challenges were then compiled to help serve as a template in the development and implementation of more effective alcohol programs for implementation by the DUI Task Forces and American Indians.

#### **4. Selective Traffic Enforcement Program (STEP)**

The second strategy for combating impaired driving is through enforcement overtime activities. In FFY 2006, the SHTSO funded STEP (Selective Traffic Enforcement Program) for law enforcement agencies using Section 154 alcohol funds. STEP is designed to provide overtime funding for law enforcement agencies in Montana to conduct traffic enforcement focused on enforcing impaired driving and occupant protection laws. When possible, law enforcement spent 50% of their time enforcing impaired driving laws and 50% of their time enforcing occupant protection laws during the same traffic stop. Speeding violations were used by law enforcement as a trigger violation to stop those driving impaired and not wearing their safety belts.

The SHTSO contracted with the Montana Highway Patrol, 14 local police departments, eight sheriff offices, one tribal law enforcement entity, and the Montana Sheriff and Peace Officers Association (MSPOA) to participate in STEP. MSPOA sub-contracted with 23 additional, more rural sheriff offices in Montana to participate in this program. In total, 46 law enforcement agencies across the state were provided NHTSA funds to conduct overtime patrols to combat impaired and unrestrained drivers and occupants. With the help of these 46 law enforcement agencies, over 85% of Montana's population was covered by a STEP overtime contract.

**Number of Participating STEP Agencies by Year**



During FFY 2006, these law enforcement agencies participated in three national mobilizations—two of which were focused on alcohol. From December 15-31, 2005, law enforcement participated in a state sponsored Christmas/New Year’s impaired driving mobilization. Law enforcement also participated in the national Labor Day “Drunk Driving: Over the Limit. Under Arrest” impaired driving mobilization, which occurred from August 16 – September 4, 2006.

During the Christmas/New Year’s mobilization, law enforcement made 105 DUI arrests during STEP overtime. This number is down 11 DUIs from FFY 2005 for the same timeframe. During the Labor Day mobilization, law enforcement logged 121 DUI arrests during STEP overtime. This number is down 106 DUIs from FFY 2005 for the same timeframe. This decrease in DUI arrests could mean many things. This could be interpreted that the number of impaired drivers was down this year, and that law enforcement is having a positive impact. Or, the numbers could be down for no known or measurable reason.

Totals for the two national mobilizations (Memorial Day and Labor Day) for agencies participating in STEP:

Organization	DUI Arrest
Montana Highway Patrol	107
13 Police Departments	47
9 Sheriffs’ Departments	54
1 Tribal Law Enforcement Agency	20
Montana Sheriff’s & Peace Officer Association (23 Sheriffs’ Departments)	31
<b>GRAND TOTAL</b>	<b>259</b>

In addition to mobilization periods, law enforcement agencies with STEP contracts also conducted at least one overtime patrol shift per month that preferably centered on a major event, e.g. rodeo football game, fair, etc. This enforcement effort was called “sustained enforcement,” and all STEP

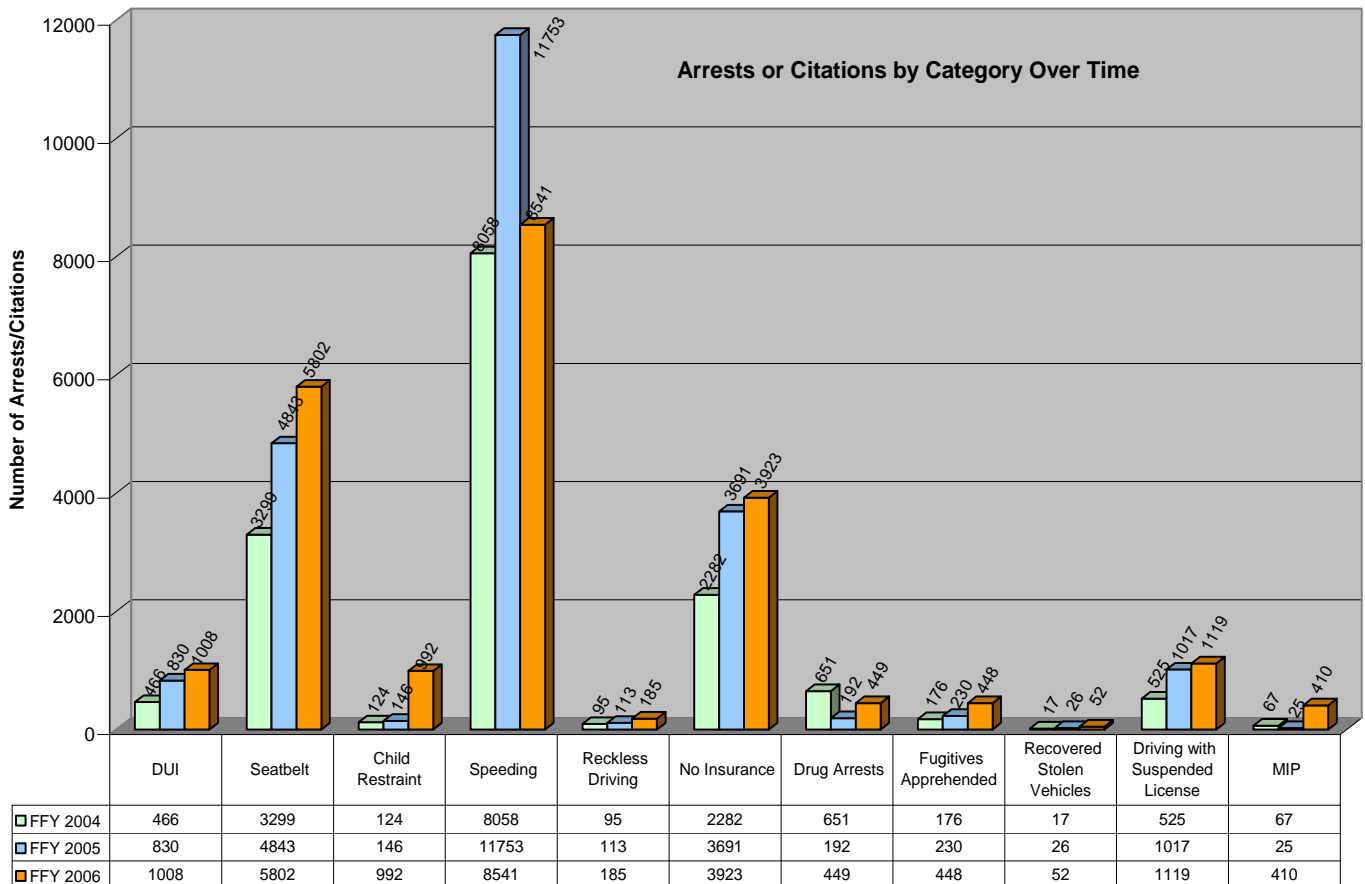
agencies were required to participate and report on the number of citations and arrests made. More often than not, a vast majority of agencies conducted well over the one overtime patrol per month—some ran anywhere from 5 to 10 overtime shifts. The number of overtime shifts that were conducted by each respective agency usually depended on two things: (a) the number of officers willing and able to work STEP overtime shifts, and (b) the amount of grant money the agency had contracted with the SHTSO for FFY 2006.

In total for FFY 2006, the law enforcement agencies with STEP overtime contracts logged 601 DUI arrests during STEP overtime shifts. This is a 67.9% increase from FFY 2005, where law enforcement made 358 DUI arrests during STEP overtime. Law enforcement focused much of their sustained enforcement STEP overtime activities around local events where alcohol was present. Rodeos, fairs, concerts, heritage days, and other annual events often witnessed increased DUI patrols thanks to the STEP overtime program.

Totals of citations for sustained enforcement for FFY 2006 for agencies participating in STEP:

Organization	Safety belt Citations	Child Restraint Citations	Total Citations
Montana Highway Patrol	2758	88	2846
13 Police Departments	677	22	699
9 Sheriffs' Departments	314	8	322
1 Tribal Law Enforcement Agency	7	0	7
Montana Sheriff's & Peace Officer Association (23 Sheriffs' Departments)	32	1	33
GRAND TOTAL	3788	119	3907

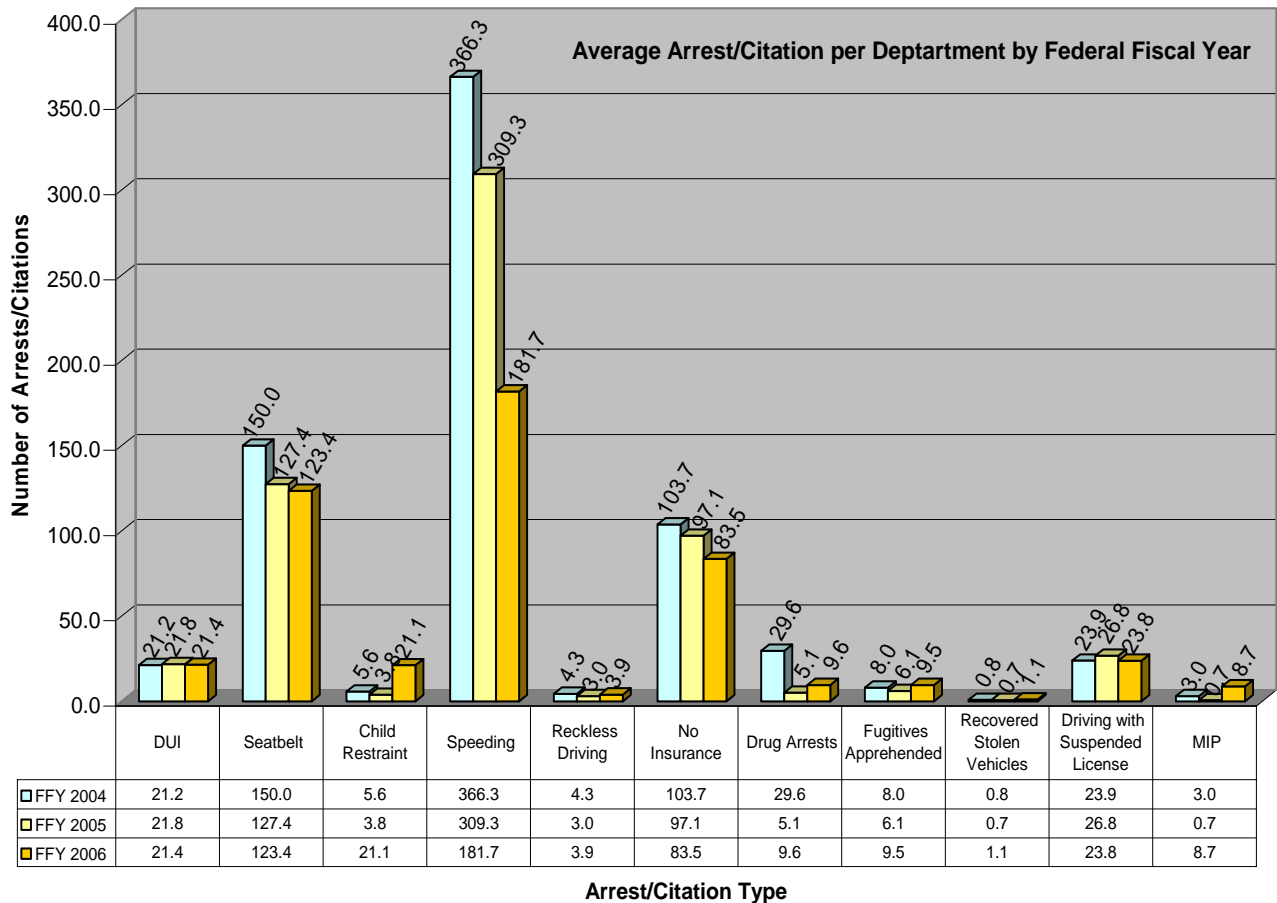
The following graph outlines total, raw number, STEP citations and arrests over a three-year period. This includes both sustained enforcement efforts and mobilization period efforts.



**STEP Activity**

The following graph on the next page outlines the average number of arrests and citations per department participating in STEP over the last three years. Some of the rates of arrests and citations are seeing a decline due to the addition of many MSPOA county sheriff offices. The MSPOA agencies are not able to work as much STEP overtime as some of the bigger agencies in Montana, yet they carry the same weight when taking a department average. Feedback from the MSPOA indicated the public in these smaller counties knows law enforcement is present which in itself is a contributing factor in countering impaired driving.





Law enforcement agencies with STEP contracts were required to submit reports to the SHTSO on a regular basis throughout FFY 2006. STEP contracts required law enforcement agencies to report the number and type of citations they wrote for mobilizations and sustained enforcement overtime activities. The SHTSO provided standardized reporting forms as part of these STEP contracts with law enforcement agencies for both DUI and safety belts. New planning forms were included in law enforcement contracts that requested specific information on when and where STEP patrols would take place during sustained timeframes and mobilizations. This included information on high-risk events, times and roads with a history of known alcohol-related fatalities. These same reporting requirements will continue during FFY 2007.

When reports channeled into the SHTSO, many law enforcement agencies wrote summaries about the successes of the STEP program, and where improvement could be made. One of our agencies wrote, “the STEP program is a very productive program. We were able to take many felons off of the street, as well as make many DUI arrests, and issue many suspended license citations.” Many other agencies made similar statements about STEP.

In the summer of 2006, the law enforcement liaison (LEL) position for the SHTSO was created and filled. The salary of the LEL is funded by Section 402 money. The liaison is tasked to work with law enforcement agencies with STEP contracts and to encourage them to enforce DUI laws and ticket vehicle occupants who refrain from wearing safety belts. This includes tribal law enforcement.

All STEP overtime activities for FFY 2006 were funded with Sections 405, 402 alcohol and

occupant protection, 154 alcohol, 163 NHTSA, and 157 occupant protection funds.

## **5. Mobile Data Program**

### **a. Montana Highway Patrol**

During FFY 2006, the SHTSO continued with the Montana Highway Patrol Mobile Data program using Section 154 Alcohol grant monies. A program manager provided oversight of this project and submitted monthly status reports until their contract expired with MDT in March 2006.

The Montana Highway Patrol continued the development and installation of mobile data systems for a variety of the local law enforcement agencies. This system is used to improve the ability of many law enforcement agencies and emergency medical services to effectively communicate alcohol-related incidents and other traffic incidents occurring on Montana's roads.

The SHTSO granted an extension to the Montana Highway Patrol to complete the infrastructure work for this project up to April 30, 2006. Mobile data base stations were installed at key locations in Montana and upgrades were made to microwave equipment. Under Phase II of this project, the mobile data infrastructure was expanded to 4 locations. The Mobile Data Task Force strengthened its ties with the state's efforts to implement a statewide voice radio system which resulted in close coordination and communications among the projects. The Task Force also initiated efforts to plan for the next phases of interoperable mobile data system expansion. A preliminary list of projects to expand/improve infrastructure and mobile data functionality was developed.

### **b. Western Mobile Data**

During FFY 2006, the SHTSO funded the Western Mobile Data project for Missoula County Emergency Medical Services who served as the pass-through agency for the following counties: Ravalli, Mineral, Lake, Flathead, and of course Missoula. The goal of this project was to provide a reliable network delivering mobile data communication on both the local and regional level to improve Montana's roadway safety against impaired drivers and other major traffic violations.

This Mobile Data equipment provides high speeds of communication allowing law enforcement to quickly access a driver's record after typing in a driver's license or vehicle registration. The system allows the officer to see what other officers are on duty and to see what zone they are working including the Montana Highway Patrol if the need for assistance is required from another county. For example, this equipment allows law enforcement the ability to communicate with other counties when tracking someone suspected of driving impaired who is driving into another region or county. This improves law enforcement's capability to apprehend this person.

## **6. Assessment, Course, & Treatment (ACT) Program**

An educational outcome of enforcement activities is found in the legislatively mandated ACT program. DUI offenders are ordered by the court to participate in the ACT program for assessment, course and treatment. Participating licensed addiction counselors located throughout Montana determine whether or not each offender is chemically dependent and return a

recommendation to the sentencing judge for the least restrictive but effective course of treatment for each individual. They also provide eight hours of instruction to the offenders in a classroom setting, and provide attendance and compliance information to the referring court.

This fiscal year, in conjunction with the Montana Department of Public Health & Human Services, the SHTSO hosted two ACT train-the-trainer courses, resulting in over 35 licensed addictions counselors and others being certified to teach ACT program to those convicted by the courts for DUI. This program was funded by Section 402 grant monies.

## **7. Judges Web-Ex Training**

The Supreme Court Administrator's Office has statutory authority to provide training to judges in courts of limited jurisdiction and district courts. SHTSO funded this office to purchase a subscription to Web-Ex, an online training system. The subscription provides the Judiciary with the ability to provide on-line courses to judges at all levels. This program targets traffic offenses including impaired driving which includes topics such as evidence and sentencing related to DUI cases. This tool is also intended to provide information and training to judges newly appointed to a vacant office. The contract for this service was extended into FFY 2007 by the SHTSO. This will allow the Court Administration to report of the results of this Web-Ex online training system for judges traffic safety related training.

Background: Limited jurisdiction judges in Montana handle the vast majority of the traffic violations in the state. While some of the cases may be routine, such as speeding violations, the most critical public safety cases are not routine. DUI cases, for example, can be quite complex and present a myriad of issues for the typical judge to review. These may include substantive decisions involving search seizure and arrest issues in addition to questions about the admissibility of evidence. These misdemeanor level cases involve offenders that may pose the greatest risk to public safety on the roads. In order to offer continuous education for Montana judges, the courts are offering on-line education.

## **8. Prosecutors training**

MDT entered into a \$10,000 contract with a prosecutor from Yellowstone County to update the 1990 DUI Prosecution Manual. The purpose of this document was to serve as reference guide for all county prosecutors within Montana on the importance of DUI convictions and the process involved in DUI convictions. Unfortunately the prosecutor contracted by MDT did not finish this document and as a result did not receive any payment for this service. During FFY 2007, SHTOS plans to go out for bid to find a prosecutor to produce this document. The contractor is expected to update this manual with the following information that will help better serve the trial attorney through the entire prosecution process:

- A. Annotations to mandatory or advisory statutes and relevant case law, particularly decisions regarding DUI prosecutions. This aids a prosecutor in understanding the relevant laws to make persuasive arguments to the court.
- B. All the chapters of the DUI manual will contain a relevant discussion of the use of

technology, especially for the presentation of evidence and supporting arguments, when applicable. The extensive use of electronic aids (i.e. Microsoft PowerPoint, etc.) is quickly becoming the normal practice in the courtroom.

- C. The updated manual will contain comprehensive information on the prosecution of a DUI refusal case, where no evidence exists to prove a defendant's alcohol concentration as defined by § 61-8-407, MCA. Unlike a traditional DUI case, a refusal case attempts to prove the element of "Under the Influence" beyond a reasonable doubt specifically through the use of circumstantial evidence.

We are also tentatively planning to fund a resource prosecutor to reach out to other county prosecutors by training them on the importance of convicting DUI's and how to actually do DUI convictions.

## **9. Equipment**

Another mechanism for addressing impaired driving also has ties to enforcement. We support our law enforcement personnel by providing them with the equipment they need to substantiate a DUI arrest, especially if the defendant is taken to court. All equipment that the SHTSO purchased During FFY 2006, fit within the four following categories: (a) radar, (b) in-car video camera systems, (c) preliminary/portable breath testing devices, and (d) speed trailers that display and record vehicle speeds. All equipment for FFY 2006 was funded with Sections 154 and 164 transfer monies.

From FFY 2004 to FFY 2006, most, if not all, local and county law enforcement agencies were approached and asked about their equipment needs to improve their ability to apprehend impaired drivers. Also, for the first time, we asked all seven of Montana's tribal law enforcement departments about their equipment needs. Several entities submitted requests for equipment, and SHTSO was able to meet these requests: in total, the SHTSO was able to provide funding for DUI equipment for 10 local police departments, 23 sheriffs' offices, and four tribal law enforcement agencies. Additionally, the SHTSO funded the Department of Justice with two equipment contracts: one for the Montana Law Enforcement Academy, and one for the Forensic Sciences Division.

In FFY 2006, the SHTSO used NHTSA alcohol funds to purchase five speed trailers for law enforcement agencies throughout Montana. When a vehicle approaches the speed trailer, the speed of that vehicle is displayed. The speed limit for the particular area where the trailer is placed is also clearly displayed. The five trailers not only display the speed of vehicles, but also record and save data to an internal hard drive. The hard drive saves such data as: speed, location of speed trailer, and time of day. Law enforcement personnel can then analyze the collected data and decide which times of day have the greatest speed problem (i.e. the most speeders). Law enforcement can then do speed enforcement at that respective time and location.

Additionally, all five speed trailers can be pulled behind a vehicle so that the speed trailers may be placed in strategic parts of the State. This allows the five law enforcement agencies who purchased the speed trailers to share the trailers with nearby departments. The SHTSO purchased

speed trailers for: Kalispell Police Department, Missoula County Sheriff's Office, Gallatin County Sheriff's Office, Havre Police Department, and Yellowstone County Sheriff's Office. These departments are required to loan the speed trailers to nearby law enforcement agencies and report to the SHTSO on a quarterly basis through FFY2008. Quarterly reports will illustrate which agencies in Montana have been using the speed trailers, and demonstrate how the speed trailers have helped promote highway safety.

### 10. Summary and next steps

Montana is making progress addressing drinking and driving. Since the FFY 2005 annual report, we have moved from first to second place in terms of alcohol-related fatalities per million vehicle mile traveled.

During the upcoming year, we will be increasing our efforts to effect a cultural change that is against drinking and driving. We will provide mini-grants of up to \$4,999 for PI&E programs per each DUI task force. We have also begun a transition with the SAFE KIDS/SAFE COMMUNITIES local coalitions toward outcome-based programming to ensure that efforts are maximized by focusing on problem areas indicated by their local data. We are providing local law enforcement plus the Montana Highway Patrol with 110 Intoxilyzer 8000s. In total, we have direct STEP contracts with 28 law enforcement entities and 26 contracts through the Montana Sheriff and Peace Officers Association. We'll be participating in the national impaired driving mobilization over Labor Day during FFY 2007, and a special STEP overtime periods over New Year's weekend where the SKSC coalitions will be emphasizing designated drivers with PI&E. As mentioned, we will also be pursuing a contract for a state resource prosecutor to assist law enforcement and prosecutors in successfully prosecuting and defending DUI offenders.

### 3.2.3 Occupant Protection

**Goal C: To achieve an 85% overall safety belt usage rate by 2008 or 90% if a standard (primary) safety belt law is passed.**

Occupant Protection Goal C	
Year	Safety Belt Usage
Benchmark (2000)	75.6%
Goal (2008)	85.0%
2001	76.3%
2002	78.4%
2003	79.5%
2004	80.9%
2005	80.0%
2006	79.0%

During 2006 the state achieved a 79.0% safety belt usage rate as a secondary state compared to an 80.0% usage rate in 2005. The goal is to achieve a usage rate of 85% by 2008. If a primary safety belt law became effective, this goal is expected to change to 90%.

The slight decrease in safety belt usage rate is not a statistically significant and may result from statistical variation only. During the FFY 2005 legislative session, Senator Mike Cooney sponsored a primary safety belt law prepared by the Montana Attorney General and supported by

the Director of the Montana Department of Transportation and other stakeholders. The bill was passed by the Senate and made it to floor of the House of Representatives where it died. However, this is the first time that any safety belt legislation introduced to a Montana legislature ever made it on the floor of both chambers and debated.

The debates on the safety belt law during the legislative session received much publicity via radio, television, and newspaper. Much of the public learned from this publicity that not wearing a safety belt was a secondary and not a primary offense. It is possible that a few citizens then took the liberty of not wearing their safety belts and caused a small reduction in its usage during 2006. The goal now is to do an increased education campaign with both the Governor and the Governor's Representative for Highway Safety advocating the importance for the public to buckle up to help save lives. The Attorney General will, again, prepare a primary safety belt law for introduction during the 2007 legislative session. Senator Cooney is again prepared to sponsor the bill.

The history of Montana safety belt usage is listed in the following table:

Year	Interstate	Primary	City	Other	All Roads
1984	24.7%	20.7%	8.4%	8.4%	16.8%
1985	30.6%	25.8%	9.7%	12.2%	21.7%
1986	43.4%	33.9%	14.8%	17.1%	29.5%
1987	54.8%	44.0%	24.0%	27.0%	39.7%
1988	75.8%	64.7%	41.2%	45.6%	59.5%
1989	78.6%	69.3%	40.6%	47.5%	61.8%
1990	79.1%	70.5%	40.2%	48.4%	62.6%
1991	80.9%	72.8%	41.4%	49.3%	64.5%
1992	83.1%	75.3%	47.8%	53.7%	68.0%
1993	84.2%	75.9%	49.6%	56.2%	69.2%
1994	84.7%	75.4%	51.1%	56.4%	69.6%
1995	86.4%	75.0%	51.3%	57.5%	70.1%
1996	86.2%	75.5%	51.8%	61.0%	70.8%
1997	87.9%	79.3%	52.4%	60.2%	72.6%
1998	88.4%	78.2%	54.0%	63.5%	73.1%
1999	89.1%	78.9%	55.3%	65.0%	74.0%

2000	91.3%	79.5%	58.3%	65.5%	75.6%
2001	92.5%	79.6%	59.7%	65.7%	76.3%
Year	Interstate	Primary	City	Other	All Roads
2002	94.3%	82.5%	60.8%	69.7%	78.4%
2003	93.6%	82.3%	65.1%	71.7%	79.5%
2004	93.0%	83.3%	67.7%	73.1%	80.9%
2005	92.6%	82.4%	66.9%	72.6%	80.0%
2006	92.6%	81.7%	64.9%	70.6%	79.0%
Chg 1 Year	---	-0.8%	-3.0%	-2.8%	-1.1%
Chg 5 Year	-0.6%	-0.4%	+1.3%	+0.1%	---

Source: TIS – Montana Department of Transportation

Safety belt usage rates in Montana varied depending upon the road type. On the interstate, the safety belt usage rate remained constant at 92.6% in both 2005 and 2006. For city roads, safety belt usage dropped from 66.9% in 2005 to 64.9% in 2006. Primary roads experienced a decrease from 82.4% in 2005 to 81.7% in 2006. For all other roads (rural), there was a slight decrease from 72.6% in 2005 to 70.6% in 2006.

During 2005 safety belt citations resulted in 14,139 convictions compared to 15,485 in 2004. The Montana Highway Patrol accounted for 71% of the convictions statewide by writing 10,072 citations during 2005. The local police departments followed the Patrol in the number of citations by writing 3,179. The Montana Highway Patrol was more aggressive in writing safety belt tickets during 2005 since they are a much larger law enforcement agency. Police Departments accounted for over 22% of statewide citations. Sheriff departments wrote 886 citations that accounted for over 6% of the statewide total. During the 4<sup>th</sup> quarter of FFY06, the State Highway Traffic Safety Office's newly hired Law Enforcement Liaison worked closely with local law enforcement agencies to encourage higher safety belt usage on local roads and city streets. This included contacting and/or visiting the Montana Highway Patrol, local police chiefs in Billings, Bozeman, Great Falls, Helena, Kalispell, and the sheriffs in Missoula, Yellowstone, Gallatin and Silver Bow Counties to get them involved in writing more safety belt and DUI citations.

## ***Countermeasures***

### **1. SAFE KIDS/SAFE COMMUNITIES**

Montana's local SAFE KIDS/SAFE COMMUNITIES (SKSC) coalitions continuously strive to impact the safety belt usage rate in the city and on rural roads through their local education campaigns for the public through radio spots, newspapers, billboards, presentations, training, and PI&E materials on the importance of safety belt usage. There are 16 coalitions that include catchment areas that total 30 counties. Funded by Sections 163 FHWA, 157 Incentive and 402 grant monies, Healthy Mothers Healthy Babies (HMHB) as the lead agency was contracted by the Montana Department of Transportation during 2006 to manage all 16 coalitions' occupant protection education programs for the public.

### **a. Saved by the Belt Award**

Throughout Montana, the SKSC coalitions cumulatively awarded 70 “Saved by the Belt” awards to individuals involved in motor vehicle crashes that were saved by wearing a safety belt. Once law enforcement determines an individual is eligible, the nomination form is completed by the investigating officer and sent to Healthy Mothers, Healthy Babies. These awards are typically presented at a press conference with the survivor(s), law enforcement, and public officials. A positive message and increased public awareness by participants and relative, followed by a new article will hopefully have the effect of influencing more people to wear their safety belts.

### **b. Child Passenger Safety**

The SKSC coalitions are the invaluable and fundamental element involved in all the child passenger safety car seat clinics and inspection stations throughout the state. During 2006, they developed and ran Child Passenger Safety (CPS) Awareness workshops, CPS Training Courses, developed safety belt surveys, and provided numerous community presentations on child passenger safety. During fiscal year 2007, the coalitions are expected to continue their public outreach and PI&E programs using mobilization materials provided by the State Highway Traffic Safety Office, NHTSA and Banik Communications Media Company.

Unintentional injuries from motor vehicle crashes still constitute the highest risk to younger passengers under the age of 18. During 2005, five fatalities occurred for children ages 4 years old and under. This is an increase by one since 2004. For the same age range, injuries increased to 225 from the previous year’s 214. As a means to reduce the death and injury rate among children riding in motor vehicles, federal grant money was used to focus on educating parents and care providers about the proper use and installation of child safety seats for children.

### **c. Grand Rounds Tour**

The State Highway Traffic Safety Office partially funded Healthy Mothers, Healthy Babies and national expert, Joe Colella, to travel the state presenting occupant protection awareness workshops to healthcare providers. During FFY06, the Crash Injury & Healthcare Grand Rounds tour visited 26 cities and 4 native American reservations (Crow, Northern Cheyenne, Fort Peck, and Flathead). These sessions created an opportunity to help healthcare providers understand the basics of crash dynamics, occupant kinematics and mechanisms for injury, as well as the effect of appropriate restraint systems. Through graphic demonstrations, presenters emphasize commonly misunderstood and misrepresented topics to these professionals, including: 1) increased injury potential for children facing forward too early; 2) the dangers of premature graduation to vehicle safety belts; and 3) discrepancies between state laws and the laws of physics.

After an interactive session, attendees better understood:

- What happens to children in motor vehicle collisions.
- How specialized safety equipment manages injury-producing energy.
- What restraint systems are optimal for children of various ages and why.
- How this information can be incorporated into healthcare practices.
- What tools and resources are available to health professionals.



Tailored delivery and content has enhanced attendee receptivity. For example, presentations on Native American reservations included specific information about racial disparities in injury frequency. Presentations in Montana's rural areas included information on how to form community coalitions.

Five week-long phases of the Grand Rounds tour provided presentations to over half of the 62 healthcare provider facilities in the state. Primary attendee categories included hospital-based and private practice physicians, nurses, community health educators, hospital administrators, trauma directors, nursing directors, continuing education specialists, and others.

Many providers received continuing education credit for participating in this program. Participant assessment of this program showed high regard for the content, delivery methods, and clinical relevance. Following initial visits, two large hospitals have requested repeat visits that would allow virtually all physicians to attend. Less formal feedback and requests for educational materials, from individual attendees, have also been quite positive.

In addition to the intended education for healthcare professionals, communities have also invited select representatives from other specialties. These include over thirty state legislators, city leaders, first responders, print and broadcast media, childcare providers, sponsoring agencies and more. This has led to many unplanned benefits beyond the original programming. Interest in improving the state laws and local ordinances has increased, and caregivers have been directly reached through news coverage and at least four educational television segments.

Because of the project's nature and diverse participation, many of the results are difficult to measure. State and local coordinators have seen increased interest in expanding community coalition activity, formation of new coalitions in communities that did not have them, training hospital and other personnel to provide community education, expanding CPS (child passenger safety) inspection stations, and more. They have also noted higher call volumes from parents, caregivers and professionals, as well as more requests for printed materials and awareness classes.

Throughout the process, program coordinators learned about the value of local partnering, and the advantages of certain logistics. By effectively working with community partners, appropriate attendance is improved and local support is enhanced. Affected factors include the availability of continuing education credits, convenient scheduling, supportive administrators, and more. This program will continue in FFY 2007.

#### **d. Occupant Protection Public Information and Education (PI&E)**

SAFE KIDS/SAFE COMMUNITIES coalitions provided PI&E to the public on child safety seats by hosting safety seat clinics, and developing and disseminating local information about child safety seat usage. Healthy Mothers Healthy Babies, during fiscal year 2006, was contracted as a clearinghouse by the Montana Department of Transportation to disseminate free PI&E materials to the public on occupant protection and impaired driving. These packets include information about child safety seat usage as well as the importance of adult use of safety belts. Over 4,000 packets and 5,500 promotional cards were disseminated statewide during fiscal year 2006 in over 30

counties and 3 reservations covering approximately 80% of the population. Section 402 funded this PI&E project.

## **2. Native American Occupant Protection PI&E Program**

In FFY 2006, a pilot public relations program was continued on Native American Reservations. Begun in FFY 2004, the program has been managed by Banik Communications, an advertising agency contracted by MDT. The project was funded by Section 157 Innovative and 402 grant monies.

The primary strategy was to have occupant protection communications developed and delivered from within the Native American communities rather than from outside, non-Indian sources. The primary objective was to increase safety belt use among Indian males 18 – 34. Native American interns from each of the reservations are hired to oversee this project under the guidance of Banik Communications. Interns managed focus groups where Native American occupant protection messages were tested, helping the interns determine the best direction to take in developing and disseminating occupant related messages for their target audiences.

During FFY 2006, the following Montana Indian reservations participated in this project: Blackfeet, Fort Peck, Fort Belknap, and Rocky Boy's. A new family based traffic safety slogan "SOAR" (Safe On All Roads) was introduced on those four reservations. The SOAR logo was provided to the interns for their usage on all materials. Between the four reservations, they produced television ads, radio spots, billboards, newspaper ads, banners and safety belt fact fliers. The interns and law enforcement partners are looking for safety belt education that is appropriate and specific for their populations. A similar Native American impaired driving PI&E project was conducted on the same reservations with the assistance of interns and focus groups that developed media messages. The impaired driving PI&E Native American project was funded by Section 402.

More information about the Native American public information and education campaign in impaired driving and occupant protection is in section 3.2.8.2 of this document.

## **3. Child Passenger Safety Training**

Since FFY 2002, the Montana Department of Transportation has used federal grant funds to support four-day NHTSA Standardized Child Passenger Safety Technical Training classes resulting in the certification of over 400 students. Montana currently has over 200 certified technicians. Thirteen are certified instructors. Four 32-hour courses took place during federal fiscal year 2006 in Billings (twice), Great Falls, and Missoula. Students who attended these classes included law enforcement, RNs, fire department personnel, health department employees, childcare providers, EMTs, Native Americans, and others.

As part of the training, volunteer and regular fire departments were encouraged to develop and conduct projects throughout the state to establish a network of fitting stations. Hosted by the Billings Area Indian Health Service, one of the Billings four-day CPS trainings was just for Native Americans from Montana and Wyoming. Missoula also hosted two technician recertification courses and Great Falls conducted the first 16-hour NHTSA Special Needs Child Passenger Safety

Course. Continuing education credits from this course fulfill technicians' and instructors' two-year recertification responsibilities. Montana contracted national expert and independent consultant Joe Colella to conduct an eight-hour instructor training course in Bozeman.

In conjunction with the child safety seat training, during federal fiscal year 2006, approximately 84 known child safety seat clinics were held statewide for parents and care providers to learn how to properly use and install child safety seats. Twenty four permanent fitting stations are currently established in Montana.

#### **4. Occupant Protection for Children Assessment (OPC)**

In September 2005, Montana hosted its first NHTSA-sponsored *Occupant Protection for Children* Assessment. The assessment was designed to take a comprehensive look at existing state, local and tribal child passenger safety programs, which will then help Montana create a strategic plan for the future.

The Governor's Highway Safety Association developed the following key program elements for the assessment:

- a. Management and Leadership
- b. Data
- c. Evaluation
- d. Training
- e. Child Restraint Inspection and Distribution Program
- f. Legislation/Regulation/Policy
- g. Law Enforcement
- h. Public Information and Education
- i. Community Programs

Following this assessment, Montana formed an OPC Task Force comprised of representatives from the State Highway Traffic Safety Office, Healthy Mothers Healthy Babies, and one lead instructor from Billings, Missoula, Kalispell and Great Falls. The task force developed a 1–3 year action plan with 38 tasks. Half of the tasks listed are the priority recommendations that the OPC Assessment Team asked Montana to address. Many of the tasks have either begun or are complete (**see attachment**).

#### **5. Pre- and Post-Mobilization Safety Belt Survey**

The State Highway Traffic Safety Office Operations Research Analyst, in support of the May Mobilization campaign, did a pre- and post-mobilization safety belt survey as required by NHTSA. A certification of this process was submitted to the NHTSA regional office in Denver August 2006 by the SHTSO. The April 2006 pre-survey report showed a statewide safety belt usage rate prior to the May Mobilization timeframe at 75.7%. The June 2006 post survey report summarized the results of the safety belt usage rate at 79% after the mobilization. This increase in the safety belt usage rate shows that the media messages that ran in conjunction with the law enforcement overtime activities most likely contributed to the increase in safety belt usage.

#### **6. Seatbelt Assessment**

The State Highway Traffic Safety Office co-hosted with NHTSA a seatbelt assessment during FFY 2006. Currently recommendations from this report are being implemented during FFY 2007 as part of the Highway Safety Plan and will be reported in the FFY 2007 annual report.

## 7. Legislative Initiatives

During the 2005 State Legislature, the Attorney General of Montana prepared a primary safety belt bill for introduction by Senator Cooney. It was considered and, regrettably, rejected. Current legislation requires children up to 6 years of age and 60 pounds to be in the proper child restraints, but unfortunately, the primary enforcement aspect of this law was unintentionally eliminated after the 2003 legislative session. During the 2007 legislature, a new primary safety belt bill will be introduced by the Montana Department of Justice under Senator Cooney's sponsorship. If passed, this will change the existing child passenger safety law to a primary offense.

### 3.2.4 Driver's Hazardous Actions

**Goal (D): To reduce the speed too fast for condition, failed to yield, careless driving, alcohol, follow too closely, improper turn, and improper backing to 16,000 by 2008.**

The eventual goal is to reduce hazardous actions including speed reported in crashes by 10% in 2008. Benchmarking of citations for DUI of alcohol and other drugs, and safety belt misuse or non-use is summarized sections 3.2.2 and 3.2.3 of this document.

During FFY 2005, 830 DUI arrests were made during STEP overtime by those agencies participating in STEP. These same agencies produced 4,843 safety belt citations during STEP overtime for FFY 2005. Unfortunately, Montana does not have the capability to track the total number of DUI arrests made and safety belt tickets issued for the entire State. Therefore, the SHTSO relies on reporting from agencies participating in STEP for overtime patrols funded by NHTSA grant monies. Additionally, the State of Montana is unable to measure the rate of conviction for DUI arrests because total arrest data is unavailable.

Fortunately, however, it is possible to report the total number of DUI convictions in Montana. For 2005, total DUI arrests made by all law enforcement agencies resulted in 5,043 convictions. This is a 1.5% increase from the previous year. In 2004, prosecutors produced 4,970 DUI convictions.

In calendar year 2005, law enforcement safety belt citations resulted in 14,001 convictions. The effort is to average 16,000 safety belt convictions over a 3 year period. These goals were to carry us through the end of calendar year 2006. While these remain reasonable goals, the need remains to maintain effective traffic law enforcement and education for the public.

The sum of the following contributing actions is used for this goal: Alcohol, Speed too Fast, Failed to Yield, Careless Driving, Follow too Closely, Improper Turn, Improper Backing.

Hazardous Actions Goal D	
Year	Hazardous Actions
Benchmark (2002)	18,691
Goal (2008)	16,000
2003	18,546
2004	17,363
2005	18,095

When officers investigate a crash, they identify the presence of alcohol, other contributing circumstances leading to the crash, and whether or not occupants were wearing safety belts. Careless driving, inattentive driving and speeding are the most common hazardous actions drivers make in Montana.

Additionally, there is a correlation between alcohol-related crashes and exceeding the speed limit in fatal crashes. In 2005, vehicles were speeding in 51.7% of alcohol-related crashes and only 26.0% of the non-alcohol-related crashes. In comparison, during 2004, vehicles were speeding in 58.5% of alcohol-related crashes and 31.7% of non-alcohol-related crashes.

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## ***Countermeasures***

### **1. Drivers Education: Young & Old**

Young and old drivers are provided training in driving skills and habits. Because the percentage of crashes involving young drivers in Montana has not changed significantly during the last nineteen years, Montana's Traffic Education Curriculum was updated throughout FFY05 and FFY06 and partially funded by SHTSO Section 402 funds. This project was designed to address one aspect of education by developing a contemporary curriculum and teacher resource guide for Montana Traffic Education teachers at the end of FFY 2006. Successful completion of this project resulted in a Montana curriculum and resource guide that incorporates present day driver education technologies for each Montana driver education teacher.

The Montana curriculum guide and instructional resources exceed or meet the minimum standards recommended of the Model Curriculum of the American Driver and Traffic Safety Education Association, which was funded by NHTSA. This curriculum includes model lesson plans, instructional activities and assessment instruments. The draft form of the curriculum guide was presented to the driver education community at the April, 2006 Montana Traffic Education Association Conference and field tested by the curriculum committee. The final curriculum was placed on a CD ROM and distributed to all Montana Traffic Education teachers. The Office of Public Instruction will eventually place this curriculum on their web page.

Montana's elderly are being served through the American Association of Retired Persons (AARP) who provide approved elderly driving training programs in the state. The American Automobile Association (AAA) and the National Safety Council (NSC) also have an approved eight-hour curricula for this particular group.

### **2. Public Information & Education**

Public information through newspaper flyers, radio spots, and brochures on the reasons to avoid drinking and driving and to buckle up was provided to the public by local SAFE KIDS/SAFE COMMUNITIES coalitions throughout the state in support of law enforcements' efforts. Section 402 funded this project. Some of this information was made available from free packets of information including brochures. Over 4,200 informational packets of occupant protection and impaired driving information plus 5500 promotional cards were disseminated statewide during FFY 2006 to over 24 counties and 3 reservations covering about 80% of the state's population. Healthy Mothers, Health Babies is contracted by the State Highway Traffic Safety Office as a clearinghouse to disseminate these packets to the public on request.

### **3. Selective Traffic Enforcement Program (STEP)**

The SHTSO directly contracted the Montana Highway Patrol, one tribal law enforcement agency, and 22 police departments and sheriffs departments to do impaired driving and safety belt overtime enforcement. MDT contracted MSPOA to sub-contract 23 smaller counties to participate in STEP. Their overtime activities are summarized in section 3.2.2 and 3.2.3 of this document. Law enforcement agencies stopped drivers for speeding that provided the trigger violation to cite drivers for not wearing their safety belts. This strategy was important since Montana is a secondary state for safety belts. Also, stopping drivers for speeding provided law enforcement the opportunity to stop drivers who may also be impaired from drugs and/or alcohol. Sections 163 NHTSA and 154 alcohol grant monies funded this impaired driving portion of the STEP contracts. Sections 405 and 157 Innovative funded safety belt overtime as appropriate.

#### **3.2.5 Traffic Records/License Compliance**

**Goal E: To improve traffic records data and information in Montana to help provide better and more accurate data for decision-making, law enforcement, health, and other traffic safety stakeholders.**

This program area was re-benchmarked in 2002 with a goal to improve coordination of statewide traffic records systems. Several national organizations are promoting the improvement to traffic records. NHTSA has made the formation of a Traffic Records Coordinating Committee along with the implementation of the Traffic Records Strategic Plan (Feb 2006) a priority. The current Transportation Bill has a special category for Traffic Records funding, namely Section 408. Montana received \$300,000 of Section 408 funding during FFY 2006, and will apply for an additional \$500,000 of this funding during FFY 2007.

#### ***Countermeasures***

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##### **1. Traffic Records Coordinating Committee (TRCC) & Section 408 Traffic Records Grant**

Background: In FFY 2004, Montana co-hosted a Traffic Records Assessment with NHTSA. The Assessment was published and finalized in July 2004. Two of the major recommendations from the Assessment suggested the development of a two-tiered Traffic Records Coordinating Committee (TRCC). Cambridge Systematic was contracted during FFY 2005 to develop a Strategic Plan based upon this assessment, which was funded by remaining Section 411 grant monies and funds provided by MDT's Rail, Transit & Planning Division. Completion of this plan occurred in February 2006 and was later modified on June 2, 2006 to more accurately reflect NHTSA 408 funding requirements.

The TRCC has been implemented and is meeting regularly. The working level TRCC committee held their first meeting during October 2004 and another meeting during 2005. During 2006 five

meetings were conducted. This committee will continue to meet about four or more times per year with many more subcommittee meetings concerning specific tasks listed in the Strategic Plan.

This current push on Traffic Records is coming at the right time. During the past 20 years until about three years ago, agencies in Montana had not been very supportive of traffic records except for the crash database, the road inventory database and the traffic count database. Currently, there is widespread interest in the development of traffic records. The Department of Justice is now involved in a program to improve their business practices related to driver's license, vehicle registration and title databases. MDT is participating in that project and improving the databases and hardware where needed. The Department of Health and Human Services is implementing an Emergency Medical Service (EMS) trip report database. The Office of The Court Administration has provided software to most courts of limited jurisdiction for entry of citation and adjudication information.

MDT and the Department of Justice have been undertaking a project to move information in the court database to the Department of Justice conviction files. This project allowed the transferring of citation/adjudication data to the Department of Justice beginning August 2006 which provides the state about two-thirds of a citation/conviction tracking system. The Department of Justice will be working toward an electronic ticket for use in enforcement vehicles with computers during the latter stages of their project. They may have the basis for this in place by the end of FFY 2007. Law Enforcement is moving forward with mobile data terminals in many vehicles and has communication capabilities over a microwave backbone in much of Montana east of the continental divide. The information within an electronic ticket will eventually be transferred to the Full Court software.

The Department of Justice is currently undertaking projects on Crime Victims Notification, and Criminal Photo Repository, and will be starting soon on Enhanced Fingerprint Processing and Disposition Reporting. Also MDT, law enforcement, and emergency responders are beginning to use global positioning systems (GPS). The Montana Highway Patrol is currently enhancing the crash system to be able to tie crash photos and other types of reports to the crash records within the database.

This is the perfect time for the TRCC to try to bring in the appropriate players to help link these databases. NHTSA traffic records funding will help move some of these projects forward.

### **FFY 06 Activities**

The Montana Traffic Records Strategic Plan (TReSP) was developed. Cambridge Systematics wrote this plan with input from all members of the TRCC.

The application for 408 funds was developed and sent to NHTSA by the due date of June 15, 2006. Notification of receipt of these funds amounting to \$300,000 was received in late September. Motor Carrier Services within MDT houses the Commercial Vehicle Accident Record System (CVARS). MCS has been given \$100,000, some of which may be used to help develop the crash records system so that it can be integrated to CVARS. The State Highway Traffic Safety

Office received a racial profiling prevention grant during September 2006. A part of this grant may be used to develop information concerning race, age and gender with traffic records.

An Information Technology Procurement Request (ITPR) was submitted by the Montana Department of Transportation to the Montana Department of Administration for the overall project on June 28, 2006. This is required for all IT projects in the state of Montana.

A business case application was developed by the State Highway Traffic Safety Office and submitted to the Montana Department of Administration on September 7, 2006. This is also required in order to move ahead with this project. As we move ahead to work on each specific project task, we will need to submit an addendum to this business case.

### **FFY 07 Activities**

The Montana Department of Transportation finished drafting a statement of work in order to hire a program manager for the implementation of the Traffic Records Strategic Plan. The hiring of the contracted program manager is expected to occur during February 2007 to help lead the effort of implementing the Strategic Plan.

It is recommended by the Montana Department of Administration that we document the system architecture of the various systems to enhance our ability to integrate the systems.

The first major task may be to upgrade the Montana Accident Records System (MARS) database that is housed at the Montana Highway Patrol. This server based system is quite modern, having been implemented in 1996 and modified slightly twice since. The major areas to explore with this modification are: 1) to become more Model Minimum Uniform Crash Criteria (MMUCC) compliant--Montana is currently about 90% MMUCC compliant and will attempt to get close to 100% compliance; 2) to place commercial vehicle data within the database, so that CVARS can acquire this data directly from the MARS database, rather than duplicating data entry; 3) to add fields that will allow matching crash records to the driver license data base; and 4) to add fields that will allow for improved matching of hospital and EMS data.

The TRCC invited Maximus, Inc. to a recent TRCC meeting. This is a national company with an office in Helena. They have been hired by the Department of Justice to provide the broker that moves the court citation data to the Department of Justice conviction database. They presented information on this project, so that members of the TRCC not involved in this project can learn about the complexities and difficulties of integrating databases, so that we will be able to move forward and hopefully avoid potential pitfalls.

### **Section 1906 Racial Profiling Prevention Grant**

The Program Manager will receive funding from the Section 1906 racial profiling prevention grant for the time they spend on the demographic portion of this traffic records project. Section 1906 is also slated to support the Strategic Records Plan to help fund the citation and conviction data collection from tribal courts which is also part of the 2006 Strategic Record Plan. All together, this data will assist in the development of public information and education programs for law

enforcement especially in areas of Montana where racial profiling may be prevalent as proven by



this data. The data may actually show certain areas of Montana that have law enforcement personnel stopping drivers based solely on their race and require education to help prevent this unwelcome behavior.

### **3.2.5 Emergency Medical Services (EMS)/Trauma System Development:**

In support of the following evaluation measures from the FY 2006 Performance and Highway Safety Plan, MDT reserved \$10,000 of Section 402 grant monies to fund a recruitment and retention program for the Montana Department of Public Health and Human Service's Emergency Medical Services (EMS) program:

**Goal (A): To reduce alcohol-related fatality rate to 0.9 per 100 million vehicle miles traveled by 2008.**

**Goal (B): To reduce the percentage of alcohol-related fatalities to 40% of all fatalities by 2008.**

**Goal (C): To achieve 85% safety belt usage rate by 2008 or 90% if a standard enforcement safety belt law is passed.**

**Goal (F): To reduce severe injuries in motor vehicle crashes to below 1700 by 2008.**

The program was not completed according to the contractual requirements between MDT and DPHHS, despite several reminders and requests for progress updates from the subgrantee. No payment was made and funding is being reallocated to another project.

***The following is background information about the EMS project that was contracted during FFY 2006 but did not happen:***

Emergency Medical Services in Montana is experiencing a manpower shortage as volunteers age and become harder to recruit. Rural areas are especially hard hit in the manpower shortage. Since most fatality crashes happen in rural areas this directly impacts traffic crash fatalities in Montana. Montana EMS completed an EMS Assessment in June of 2005, which recommended that a recruitment and retention program be initiated by EMS in the state. This project will take a recruitment package designed by another state, change the information to Montana related information and then distribute these packages to all EMS Services in the state. The State Highway Traffic Safety Office (SHTSO) will specifically pay for a portion of the copy editing to change the text of the package, printing of the manual and distribution to all EMS agencies. EMS will pay for a significant portion of the copyediting and any additions to the package that is made.

The EMS and Trauma Systems Section (EMSTS) of the Department of Public Health and Human Services has legislative authority to develop and implement a comprehensive statewide EMS system. Since early 2004, an EMS System Task Force has been EMS system needs and issues, ultimately to adopt a statewide EMS System Plan. Also, in June 2005, a NHTSA re-assessment visit was conducted to provide additional information from an outside source about what is needed

in Montana towards developing an EMS system. From these sources and numerous conversations with services, EMS providers and others, recruitment and retention of EMTs continues to lead as a

high priority issue. Therefore, a high priority of the Section and Montana's EMS community for this next year will be to begin development of a comprehensive recruitment and retention program.

Rural EMS is highly dependent upon volunteer personnel. The majority of Montana's communities EMS services are staffed with volunteer personnel. Most of the state's volunteer personnel work full-time in non-health related positions within the community. Some employers are not supportive of employees taking time from work to be involved in emergency care provision or training. Volunteer EMS providers donate their personal time to pre-hospital care provision and are usually expected to be available 24 hours a day, and on weekends and holidays. Some of the main reasons why local residents agree to participate in local EMS include the crucial medical need within the community and the town pride in their autonomy and independence. Yet many communities have little knowledge of the volunteer needs of local EMS services and how to support them.

**The 2006 EMS Assessment recommended the following:**

Use SHTSO, EMS Block Grant and other funding to develop and implement a recruitment and retention toolkit to include:

Volunteer EMS recruitment brochures that target specific populations.

Volunteer EMS recruitment campaign material for television, radio, newspaper and direct mail advertising.

New member orientation packets with constitution, bylaws and training requirements.

An advertisement thanking a local business that allows their employees to respond to daytime calls.

Scholarships for EMS agencies to send their Public Information Officer to NHTSA PIER and R&R training programs.

Public relations audio-tapes and air time for local radio advertising and promotion.

Exhibit booth backdrops for local fairs, community events and recruitment advertisements.

**Timeline:**

March 2006: Form a recruitment and retention workgroup of the EMS System Task Force to develop a plan and implement strategies.

May – June, 2005: Develop a recruitment and retention plan and implement strategies.

July – August, 2006: Develop and distribute toolkit materials

### 3.2.7 Motorcycle Involvement in Crashes:

**Goal G: To reduce motorcycle crashes to 1.6% of all crashes by 2008.**

**Goal H: To reduce motorcycle fatal crashes to 6% of all fatal crashes by 2008.**

The number of motorcycle crashes as a percentage of total crashes was originally benchmarked in 1999 at 1.3%. The goal for 2002 was to stay at 1.3%. This goal was changed in 2002 to keep these crashes below 1.6% of all crashes through 2008. The goal was changed since motorcycle registrations and crashes are continuing to rise. Motorcycle registrations doubled in seven years from 1997 to 2004 necessitating this goal change. The percent of fatalities is above the goal during 2004, but Goal H will be higher yet during 2005. Perhaps a rate of crashes per 1000 motorcycle registrations should eventually replace this measure.

Motorcycle Goal G	
Year	Percentage of Motorcycle Crashes
Benchmark (1999)	1.3%
Goal (2008)	1.6%
2000	1.5%
2001	1.4%
2002	1.5%
2003	1.6%
2004	1.8%
2005	2.1%
Motorcycle Goal H	
Year	Percentage of Motorcycle Fatal Crashes
Benchmark (1999)	7.7%
Goal (2008)	6.0%
2000	7.0%
2001	5.5%
2002	10.3%
2003	4.6%
2004	9.6%
2005	12.5%

As people age and can afford motorcycles and their upkeep, motorcycle use increases. Higher gasoline prices have also contributed to the increase in motorcycle riders. Motorcycle registrations increased substantially since 1993 and the highest occurrence of injuries occur among those between age 35 and 64. During 2003, there were 34,433 motorcycle registrations, in 2004 registrations reached 42,967 and in 2005 registrations reached 64,841 reflecting a one-year increase of 50.9%.

Motorcyclist deaths are a continuing concern in Montana. The chance of severe injury is nearly ten times higher when riding motorcycles than in other types of motor vehicles.

#### *Countermeasures*

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#### 1. Motorcycle Training

The state conducts two forms of motorcycle training. One is through Montana State University (MSU) Northern, in Havre, Montana, using the Motorcycle Safety Foundation's curriculum and taught by local, contracted instructors. The second is an off-road motorcycle (dirt bike) training program conducted by the Montana Department of Fish Wildlife and Parks that focuses on off-road riding and requirements on state and federal forest and public lands. Both promote safety, helmet use and practice to ensure survival and to reduce injuries.

### **Section 2010 Motorcycle Education Grant**

If approved by the Governor's Representative for Highway Safety, Section 2010 will help fund a public information and education campaign by contracting MSU Northern to address the problems associated with driving a motorcycle while intoxicated. This grant, if approved, will also help fund other traffic safety related education associated with motorcycles such as information about the other drivers in vehicles that could endanger safe passage of motorcycles on Montana's roads.

MSU Northern already has established motorcycle training at approximately 13 locations throughout the state. Much of this information on motorcycle safety can be also disseminated through the Healthy Mothers, Healthy Babies clearing-house where they already send free packets of information to the public on occupant protection and impaired driving.

#### **2. MT Motorcycle Rider Safety Committee**

The State Highway Traffic Safety Office joined the Montana Motorcycle Rider Safety committee that is part of MSU. This committee meets periodically to discuss issues related to motorcycle safety within Montana such as licensing, helmets, and the aging population buying motorcycles.

#### **3. Kalispell Police Department Motorcycle Program**

Part of the FFY 2006 Section 410 grant money that MDT received will be spent on purchasing two Harley-Davidson motorcycles for the Kalispell Police Department (KPD). The addition of these bikes to Kalispell's traffic enforcement program will help in many ways. First, the motorcycles will help officers navigate through traffic more efficiently, and have better success rates at catching unsafe motorists. Second, the motorcycles will provide KPD a great public awareness tool. Kalispell plans on displaying the motorcycles at various community events throughout the summer, in an effort to promote traffic safety and safe driving habits. Finally, the motorcycles will enhance Kalispell Police Department's STEP overtime efforts. The bikes will provide two additional vehicles that the police force can use to arrest impaired drivers and cite those drivers not wearing a safety belt.

The SHTSO also believes that the motorcycles will have somewhat of a "spill-over" effect to the public. When motorcyclists observe community leaders (i.e. police officers) practicing safe motorcycling habits, they may have a tendency to follow. Officers will abide by all laws and motorcycle regulations—additionally, they will wear DOT approved helmets whenever they operate the motorcycles. Montana does not have a primary helmet law, but officers, nonetheless, will wear helmets. The hope is that the motoring public will follow the lead of the police force.

##### **3.2.8.1 General Education**

## Goals:

### *Impaired Driving*

- A. To reduce alcohol-related fatality rate to 0.9 per 100 million vehicle miles traveled by 2008**
- B. To reduce the percentage of alcohol-related fatalities to 40% of all fatalities by 2008**

### *Occupant Protection*

- C. To achieve an 85% overall safety belt usage rate by 2008 or 90% if a primary/standard safety belt law is passed.**

General education to promote the reduction of highway traffic crashes, deaths, and property loss has been accomplished through numerous avenues this fiscal year. The majority of the funding we have received from the National Highway Traffic Safety Administration (NHTSA) has been used toward public information and education about our two major issues: occupant protection and impaired driving. Funding comes from Section 402. Through contracts with our sub-grantees, such as SAFE KIDS/SAFE COMMUNITIES as well as our own internal efforts, we have made great strides educating the public. The key has been to produce and distribute educational materials that publicize the importance of not driving impaired and the importance of wearing a safety belt as a means to influence better driver behavior.

The educational materials listed below are available either in hardcopy at the Montana State Highway Traffic Safety Office or on our Montana Department of Transportation website <http://www.mdt.mt.gov/safety/safetyprg.shtml> for public use. These are frequently used by the Montana School Districts K-12 and Higher Education School Systems; Healthy Mothers, Healthy Babies, Safe Kids Safe Communities coalitions; the Office of Public Instruction; Montana hospitals; state and local Public Health and Human Services; law enforcement agencies; Montana bars/taverns; Montana courts; Driver's Education; and Drivers' Licensing Agencies.

- A. Impaired driving prevention educational materials, including posters, produced and disseminated by the State Highway Traffic Safety Office:
  - 1. *Assessment Course Treatment (A.C.T.) Program- (Brochure)*: An explanation of the mandatory program for those convicted of driving under the influence (DUI). This document describes one's responsibilities and rights. It explains vehicle licensing reinstatement fees and driver's license suspensions. Updated 2/05.
  - 2. *Blood Alcohol Concentration (BAC) & You- (Brochure)*: An explanation of what BAC is, how it affects your body, behavior and your driving abilities. Updated 4/04.
  - 3. *Blood Alcohol Concentration (BAC) & Youth (Brochure)*: An explanation of what BAC is, how it affects your body, behavior and driving abilities. It also explains minors in possession (MIP) laws and penalties for purchasing or possessing alcoholic beverages. Updated 10/05.
  - 4. *Montana's Minors in Possession (MIP) Drinking & Driving Laws (Brochure)*: An

overview of what could happen if you are a minor stopped for drinking and driving beginning with an alcohol screening test, conviction, vehicle confiscation, A.C.T. program, treatment, fines, and driver's license suspensions and restrictions. This brochure is being updated to incorporate the new MIP laws. Updated 10/05.

5. *Drinking Decisions – Think BEFORE You Drink (Brochure)*: An overview of what could happen if you are stopped for drinking and driving beginning with an alcohol screening test, conviction, vehicle confiscation, A.C.T. program, treatment, fines, and driver's license suspensions and restrictions. Updated 3/06.
6. *Montana DUI Laws- (Poster)*: Jointly developed by the Department of Justice and the State Highway Traffic Safety Office of Montana's 12 DUI laws, and can also be used as a power point presentation for training. Developed 6/05.
7. *Alcohol Sales and Underage Drinking Laws in Montana- (Pamphlet)*: An explanation of legal responsibilities for those selling alcohol, liability for licensees, tips for reducing liability for licensees, staff training, establishment environment, recognizing false identifications, working with law enforcement, underage sales and penalties, serving alcoholic beverages in a bar and recognizing behavioral cues in excessive drinkers. Montana laws pertaining to alcohol sales and underage drinking are also listed. This pamphlet was updated 10/05 to incorporate the new MIP laws. Updated 10/05.
8. *Montana's Open Container Law (Pamphlet)*: Montana's Open Container Law became effective October 1, 2005. This pamphlet explains the law and is signed by the Governor's Highway Safety Representative/Director of the Department of Transportation. Developed 9/05.
9. *Montana Gets Tough on DUI (Brochure)*: An explanation of Montana's DUI Law; the penalties for getting a DUI; the Standard Field Sobriety Test process; and how anyone can help keep impaired drivers off Montana's roads. Updated 4/04

B. Occupant Protection educational materials produced and disseminated by the State Highway Traffic Safety Office:

1. *Safety Belt and Child Restraints (Brochure)*: This document consists of Montana laws regarding the use of adult safety belts and child restraints, why we use them, facts, statistics, how to wear them and the penalty for non-use. An overview of air bags and their impact on child seats and size and weight guide for child safety seats are also included in this document. Updated 4/04.
2. *Friends Ask Their Friends to...BUCKLE UP! (Pamphlet)*: This brochure targets teen

drivers. The 3 kinds of collisions are explained; how to properly wear safety belts; and how the air bag works in conjunction with the safety belt are defined. The Montana safety belt law explains the legal consequences of being cited for not wearing a safety belt.

Finally, this brochure lists a dozen facts about teenagers and safety belt use/non-use. Updated 9/05.

3. *Graduated Driver's License Law Brochure*: This Montana law became effective July 1, 2006. This brochure was jointly produced by the SHTSO and other state agencies and explains who is affected and details within each of the steps toward obtaining a full privilege driver's license. The law emphasizes the need for parental/guardian supervision throughout the 18-month driver-training period, remaining free from traffic violations or alcohol/drug offenses are outlined, as well as the requirement for all occupants wearing their safety belts.
4. *Keep Your Child Safe While Traveling (Brochure)*: This Native American Occupant Protection for Children brochure details the four steps of safe child transportation. It was developed by the United Tribes Technical College in North Dakota. The State Highway Traffic Safety Office has been given permission to reproduce this brochure for distribution on Montana's reservations and throughout the state once the contact information is changed. Updates are currently underway.

### **3.2.8.2 Paid and Earned Media Report**

#### **Goals:**

- A. To reduce alcohol-related fatality rate to 0.9 per 100 million miles traveled by 2008**
- B. To reduce the percentage of alcohol-related fatalities to 40% of all fatalities by 2008.**
- C. To achieve 85% overall safety belt usage rate by 2008 or 90% if a standard safety belt law is passed.**

Purchases of media were used to further extend our messages on safety to the traveling public. Television, radio, billboards, and printed media were purchased in campaigns directed at impaired driving and occupant protection. The State Highway Traffic Safety Office (SHTSO) contracted services with a media company. This ad agency developed and placed traffic safety related campaigns with a special emphasis on safety belts and DUI.

The ad agency promoted state messages to run concurrent with our statewide national mobilization and sustained enforcement overtime efforts. The ad agency's use of paid media in many cases includes monitoring of their use of one for one paid ads and free public service ads. They receive reports at the end of each year or campaign that track the media purchases ensuring that ads were run in purchased slots and venues, and received for the purchase price.

#### **Paid Media Funding Sources for Occupant Protection and Impaired Driving**

The ad agency received funding for paid media ads that came from various NHTSA grant funds. Sections 154 alcohol grant monies funded the placement of non-Native American impaired

driving campaigns. Section 154 alcohol specifically funded the designated driver campaign. As a side note, Section 163 NHTSA funded *earned* media in support of law enforcement impaired driving sustained and mobilization overtime activities.

Sections 402, 157 Innovative and 157 Incentive grant monies funded production and paid media for occupant protection campaigns including the May mobilization that ran in conjunction with law enforcement overtime activities.

The Native American occupant protection PI&E program on 4 reservations was funded by Sections 402 and 157 Incentive grants for production and paid placement. The Native American PI &E impaired driving received funding from Section 402 and 154 Alcohol. SKSC live remotes at the child passenger safety clinics were funded by Section 157 Incentive.

## **1. Christmas/New Years Holiday Designated Driver Campaign (Paid Placement)**

### **a. Television Spots**

The ad agency conducted impaired driving media buys during FFY 2006, Christmas/New Years Holiday timeframe (December 15 – December 30, 2005) that informed the public about the importance of not drinking and driving. This campaign targeted adults 21 to 34 with a secondary demographic of adults 35 – 49. This included television play in all seven major markets on networks and cable TV: Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula. Television play also occurred in the smaller markets in Havre, Livingston, and Polson/Ronan. The ad agency received \$51,000 for two 30 second paid television spots. The two spots, entitled “Holiday – Governor” and “Holiday – Lynch”, had a designated driver message. The television spot, when played, averaged 451 gross rating points (GRPs) in each major market. (Gross rating points = reach x frequency.) This schedule achieved an average reach of 80.2% and a 6 frequency. The advertising agency achieved a total of 1,525 paid television spots matching this with 1,544 bonus spots.

### **b. Radio Spots**

Two 30 second radio commercials were created and produced titled “Holiday – Lynch” and “Holiday – Governor”. These commercials, like the television spots, had a designated driver message and aired statewide. They delivered the designated driver message: “Be the life of the party, be the designated driver.” Additional 30 second radio commercials were produced using local STEP partners. They delivered this designated driver message: “If you you are drinking alcohol, always have a designated driver.”

The following radio PSAs were produced for each market using the local STEP law enforcement officers. These PSAs rotated one to every four with the Governor’s PSA.

Billings:	Sheriff Chuck Maxwell Deputy Chief Rich ST. John
Bozeman:	Officer Brian Adams



Butte: Sheriff John Walsh  
Great Falls: Sheriff David Castle  
Officer Cory Reeves  
Kalispell: Under-sheriff Mike Meehan  
Whitefish: Chief Police Bill Dial  
Missoula: Sheriff Mike McMeekin  
MT HWY Patrol: Colonel Paul Grimstad

The ad agency paid \$28,000 for radio paid placement. The GRP's averaged 1196 in each market, with an average reach of 83.3% and a frequency of 10.2. Banik placed 2,260 radio spots. MDT ended up with 3,055 bonus spots.

## **2. Labor Day Impaired Driving Campaign (Paid Placement)**

### **a. Radio Spots**

The ad agency conducted impaired driving media placement during the Labor Day Mobilization August 18 – September 4, 2006. This campaign primarily targeted adults 21-34 with a secondary demographic of adults 35 – 49. This involved use of radio and television conveying DUI related messages with a strong law enforcement tag.

One 30-second radio commercial was produced for each individual market as paid placement using police chiefs and sheriffs participating in Selective Traffic Enforcement Program (STEP) overtime from the major markets in Billings, Bozeman, Butte, Great Falls, Helena, Kalispell, and Missoula. A 30-second radio spot with Colonel Paul Grimstad from the Montana Highway Patrol and Jim Lynch, the Governor's Representative for Highway Safety, was used last year and again during FFY 2006. It delivered the enforcement message: "If you are driving and you are intoxicated you will be arrested, you will be prosecuted and stopped from killing yourself or someone else. If you drink and drive – you lose!"

The ad agency paid \$28,460 for placing these radio spots. The GRP for each market was 860 with an average reach of 80.6% and an 13.6 frequency. A total of 2370 paid radio and 2436 of bonus radio spots were placed during the Labor Day mobilization timeframe.

### **b. Television Spots**

For the Labor Day Mobilization three 30 second television commercials from last year were used entitled "One Foot," "Eyes," and "Walk." All three of these television spots had a strong enforcement message and aired statewide. For example, "One Foot" television spot involved a police officer standing on the shoulder of the road with a young man whom he as pulled over and administers a sobriety test to the young man. A strong enforcement tag then follows this venue: "If you drive while you are intoxicated you will be arrested and you will be prosecuted and stopped from killing yourself or someone else. You drink and drive, you lose."

The ad agency paid \$33,900 for placing all three television spots. Total paid spots placed were 1,250. MDT received 1,316 bonus spots in return. The television placement achieved 430 GRPs in each major market. This schedule achieved an average reach of 80% and a 5 frequency.

### c. Results of Labor Day Impaired Driving Survey

Presented below is an executive summary of a message evaluation study designed to assess impaired driving perceptions and the exposure of impaired driving messages during the Labor Day campaign. In order to obtain these results, a one-page questionnaire was distributed at the Department of Motor Vehicle offices in Billings, Great Falls and Missoula, Montana from September 5 through September 21, 2006. Trained interviewers administered the questionnaire.

Respondent gender was half male and half female. Of the collection goal of 130 interviews per market, the demographic composition goal was determined to be:

- 30-35 samples from 21-34 year old men;
- 30-35 samples from 21-34 year old women;
- no more than 65 samples from 35-54 year olds of either gender.

In the total collection of interview samples, 86 were obtained from 26 to 34 year-olds and 109 were obtained from 21 to 25 year olds. This assured an adequate response from the primary target audience of our media campaign: 21-34 year old male Montana residents. The preponderance of the respondents (82%) were white, with Native Americans represented slightly higher than their percentage of the state population, at 8% of the total 21-34 year old sample.

Among the samples from 35 to 54 year-olds, 52% were female and 48% male. Most respondents, (86%) were white, with 7% of the sample from Native Americans.

#### *Summary of Results from 21-34 target audience*

- 40% of respondents said they had heard about DUI enforcement more than usual in the past 30 to 40 days.
- 70% of respondents reported they had heard or seen an announcement from the Department of Transportation or from a law enforcement officer asking them not to drink and drive, in the past 30 to 40 days,
- Of respondents, 51% thought they would be likely to be arrested nearly always or always, if driving after drinking.
- 89% of respondents thought Montana State/Local Police and Sheriff's departments enforce drinking and driving laws very strictly (41%) or somewhat strictly (48%).
- None of the respondents said they were drinking and driving more often now than three months ago, and 3% said they were drinking and driving less often.
- 65% of respondents said they never drink and drive or don't drink.
- 75% of respondents have recently read, seen or heard something about impaired driving or DUI enforcement in Montana.
- 63% had heard about a spot safety check in the past 30 days.
- Most (65%) respondents saw the messages about impaired driving enforcement on television. Radio advertising reached 64% and newspaper reached 25% of respondents.
- The alcohol enforcement messages that were most recognized were: "You, Drink, You Drive, You Lose" at 68%, and "If you drink and drive, you will be caught, you will be prosecuted" at 48%. 30% recognized the new national "Drunk driving: Over the Limit, Under Arrest" slogan that was introduced with this campaign.
- If they are drinking or planning to drink, 62% of respondents designate a sober driver every time or most times.
- Most respondents (78%) do not subscribe to a newspaper. 90% of respondents watch television between 0 and fifteen hours a week, with the largest group (36%) watching between 6 and 10 hours. The remainder of respondents watch more than 16 hours of television a week. 75% of respondents listen to 6 hours or more of radio a week.

### *Summary of Results for 35-54 year olds*

- 44% of respondents reported seeing or hearing more than usual messages about DUI enforcement in the last 30-40 days.
- 74% of respondents, in the last 30-40 days, heard or saw an announcement from the Department of Transportation or from a law enforcement officer asking them not to drink and drive.
- Of respondents, 47% thought the likelihood of getting arrested if driving after drinking is “always” or “nearly always.”
- 42% of respondents thought Montana State/Local Police and Sheriff’s departments enforce drinking and driving laws very strictly, and 43% said laws were enforced “somewhat strictly.”
- 73% of respondents said they never drink and drive or don’t drink.
- 42% of respondents saw or heard about a safety checkpoint with police or the Montana Highway Patrol in the past 30 days.
- 75% of respondents reported they had recently read, seen or heard something about impaired driving or DUI enforcement in Montana.
- Most (66%) respondents saw ID or DUI enforcement on television. Radio advertising reached 55% and newspaper reached 24%.
- The alcohol enforcement messages that were most recognized were: “You, Drink, You Drive, You Lose” at 66%, and “If you drink and drive, you will be caught, you will be prosecuted...” at 52%. The new national slogan introduced for this campaign was mentioned by 25% of respondents in this group.
- If they are drinking or planning to drink, 56% of respondents designate a sober driver every time or most times.
- Most respondents (68%) do not subscribe to a newspaper. 70% watch television between 0 and fifteen hours a week; the largest group (36%) watching between 6 and 10 hours. The remainder of respondents reported watching more than 16 hours of television a week. 70% of respondents listen to 6 or more hours of radio weekly.

## **II. Impaired Driving Campaign (Earned Media)**

Campaign efforts consisted of the following elements;

1. St. Patrick’s Day STEP PSAs: March 14-17, 2006
2. MHP-STEP PR support for Sustained Enforcement PSAs: March 1 – September 7, 2006
3. Radio Talk Show Opportunities: April – September 2006
4. 99 Days of Heat: June 1 – September 7, 2006
5. Coordinate PR supporting high risk traffic areas and events
6. Coordinate PR support for monthly MHP Spot Checks
7. Develop editorial stories and PR related to year-around sustained enforcement efforts
8. Media/press conference in Helena, August 15, 2006
9. Evaluation survey at Department of Motor Vehicles in three markets
10. Print brochures for STEP officers.

### **1) Impaired Driving / St. Patrick’s Day STEP Enforcement (March 14-17, 06)**

Because high volumes of alcohol are consumed during St. Patrick’s day celebrations in Montana, our goal was to communicate to the public the importance of not drinking and driving while enjoying the celebration of this holiday.

#### **Process**

The advertising agency began coordination with radio stations and STEP officers to record public service announcements (PSAs) to air statewide from March 14, 2006 through March 17, 2006. Radio scripts were written for the law enforcement officers to record at participating radio stations. The scripts focused on increased law enforcement patrols and safety spot checks, with the enforcement message; “Enjoy the celebration of St. Patrick’s Day, but remember, don’t drink and drive. It’s the law!”

The ad agency contacted law enforcement agencies participating in the STEP program and encouraged them to record a radio public service announcement. After determining their commitment, the contracted ad agency contacted the radio stations to request their support and establish production-time availability. Coordination of recording dates and times were confirmed with officers and radio stations through the ad agency. Approved radio scripts were provided to the officers, giving them an opportunity to review and recite the 30-second message prior to recording dates. Scripts and music mix were sent to all radio stations prior to production.

The following STEP officers and radio networks agreed to support the efforts of this Saint Patrick’s Day enforcement message:

Belgrade	Sheriff Cashell	Clear Channel Radio
Belgrade	Asst. Chief Clark	Clear Channel Radio
Billings	Sheriff Maxwell	Clear Channel Radio
Bozeman	Depty. Chf. Schumacker	Clear Channel Radio
Butte	Sheriff Walsh	Fisher Radio
Columbia Falls	Chief Perry	Bee Broadcasting
Flathead	Sheriff Dupont	Bee Broadcasting
Whitefish	Chief Dial	Bee Broadcasting
Kalispell	Chief Garner	Bee Broadcasting
Glendive	Chief Michaels	KXGN/KDZN
Great Falls	Captain Reeves	Fisher Radio
Cascade County	Sheriff Castle	Fisher Radio
Havre	Chief Barthel	KOMJ/KPQX
Helena	Colonel Grimstad	Cherry Creek Radio
Helena	Chief McGee	Cherry Creek Radio
Jefferson County	Sheriff Doolittle	Cherry Creek Radio
Missoula	Chief McMeekin	Fisher Radio
Missoula	Mike Collier (TSO)	Fisher Radio
Ravalli County	Under sheriff McConnell	Clear Channel
Salish / Kootenai	Tribal Chief Couture	Anderson Radio Broadcasting
Sidney	Chief Larson	KG CX

The ad agency requested affidavits from all radio stations to measure the amount of times the public service announcements aired during the scheduled four-day flight. Affidavits were only received from Butte, Great Falls, Havre, Kalispell and Missoula. Many radio stations do not use written orders to schedule PSA rotation, but rather use a “fill category” method where the DJ hits a button at designated times throughout the day to play four or five PSAs that will be running during the week. Below are tracked PSA records for Butte, Great Falls, Havre, Kalispell and Missoula. Also included are PSAs played on the Flathead Reservation for the Salish & Kootenai Tribe.

Butte / Fisher Radio (Affidavits provided)	KMBR 10x per day for 4 days = 40 KAAR 10x per day for 4 days = 40 KXLT 10x per day for 4 days = 40
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Great Falls / Fisher Radio (Affidavits provided)	KQDI 5 x per day for 4 days = 20 KINX 5 x per day for 1 day = 5 KQDI AM 8x per day for 4 days= 32 KXGF 5 x per day for 4 days = 20 KAAK 5 x per day for 4 days = 20 KIKF 5 x per day for 4 days = 20
Kalispell / Bee Broadcasting (Affidavits provided)	KBBZ 6 x per day for 4 days = 24 KDBR 6 x per day for 4 days = 24 KHNK 6 x per day for 4 days = 24 KJJR 6 x per day for 4 days = 24 KSAM 6 x per day for 4 days = 24 KWOL 6 x per day for 4 days = 24
Missoula / Fisher Radio (Affidavits provided)	KXLT 5 x per day for 4 days = 20 KZOQ 5 x per day for 4 days = 20 KGGL 5 x per day for 4 days = 20 KXDR 5 x per day for 4 days = 20 KBQQ 5 x per day for 4 days = 20 KGRZ 5 x per day for 4 days = 20
Havre / New Media Broadcasting (Affidavit provided)	KOJM 4 x per day for 4 days = 16 KPQX 4 x per day for 4 days = 16 KRYK 4 x per day for 4 days = 16
Flathead / Anderson Broadcasting (Salish /Kootenai)	KERR Average 5x per day for 4 days = 20 KQRK Average 5x per day for 4 days = 20 KIBG Average 5x per day for 4 days = 20

**2) MPH & STEP Officers Talk Show & Radio Station Guest Opportunities (April-September, 2006)**

The ad agency contacted radio and television talk shows for opportunities for MPH and STEP officers to discuss of the importance of not drinking and driving. Impaired driving talking points had been developed for talk show discussions. The radio and television interviews involved Director Lynch and Colonel Grimstad of the MHP:

**3) Sustained Enforcement – 99 Days of Heat (June 1-September 7, 2006)**

The 99 Days of Heat focused on 99 days of impaired driving sustained enforcement, consisting of increased patrols and safety spot checks. Live radio remotes with STEP officers kicked off the campaign in Billings, Great Falls, Helena, Kalispell and Missoula. Banik Communications started reserving remotes around the beginning of June. The convincer crash simulator was present at four of the radio remotes.

To enhance this promotion, a proposal to McDonalds was submitted for support. The ad agency asked for 30,000 free ice-cream cone coupons for MHP Troopers to distribute to passengers who are practicing highway traffic safety and to hand out at safety spot checks. McDonalds was excited to accept the sponsorship, and printed the MDT logo and messages; “It’s cool to buckle up”, on each coupon. McDonalds flew Ronald McDonald in to attend the kick off of the campaign in Helena at a McDonald’s location. McDonalds requested expansion of the promotion to include

the police and sheriff departments who are participating in the STEP programs. To do this, they provided an additional 10,000 coupons, for a total donation of 40,000.

The 99 days of heat continued to grow in popularity with the public and law enforcement agencies statewide. Law enforcement agencies not participating in the STEP program have been inquiring about the McDonald soft serve ice cream cone coupons, and many agencies that are participating, requested additional coupons.

**4) Sustained Enforcement – Coordinate PR for high-risk traffic areas and events (May 1-September 30, 2006)**

High-risk areas with a history of high levels of alcohol usage were implemented as part of law enforcements’ sustained enforcement program. This helped elevate the public’s awareness of increased patrols to counter impaired drivers. Radio public service announcements were recorded by STEP officers and aired before and during the high-risk activity periods. This strategy was extended to include the Salish/Kootenai Tribes.

Public service announcements targeting high risk groups aired in the following markets on the radio stations listed below:

EVENT	LOCATION	RADIO STATION
Brewfest	Gardner	Clear Channel – KXLB, KMMS, KZMY
North American Indian Days	Browning	Clear Channel – KSEN, KZIN
Arlee 4 <sup>th</sup> of July Powwow	Arlee	Anderson Broadcasting – KERR
Rockin the Rivers	Three Forks	Clear Channel – KXLB, KMMS, KZMY
Gallatin County Fair	Bozeman	Clear Channel – KXLB, KMMS, KZMY
Great Northern Fair	Havre	New Media Broadcasters - KOJM, KPQX
Last Chance Stampede & Fair	Helena	Cherry Creek – KBLL, KCAP, KHKR
Evil Knievel Days	Butte	Fisher – KMBR, KAAR, KXTL
Columbia Falls Rodeo	Columbia Falls	Bee Broadcasting – KHNK, KWOL, KDBR, KSAM
Montana State Fair	Great Falls	Fisher Radio – KIK, 1450, SAM, ESPN, K99, Q106
Butte Silver Bow County Fair	Butte	Fisher Radio – KMBR, KAAR, KXTL
Dawson County Fair	Glendive	The Marks Group – KXGN, KDZN
Montana Fair & Rodeo	Billings	Clear Channel Radio – KBBB, KBUL, KCTR, KKBR, KMHK
Western Montana Fair	Missoula	Fisher Radio – KZOQ, KGGL, KBQQ, KYLT, KGRZ
Testicle Festival	Missoula	Fisher Radio – KZOQ, KGGL, KBQQ, KYLT, KGRZ
Northwest Montana Fair	Kalispell	Bee Broadcasting – KHNK, KWOL, KDBR, KSAM
Ravalli County Fair	Hamilton	Clear Channel –

		KYLQ, KXDR
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The ad agency prepared news releases to be distributed in conjunction with the radio public service announcements for additional media exposure. The news releases were built as a template for use in each market, representing quotes from several law enforcement officers from the police and sheriff's offices. News releases were distributed to daily and weekly newspapers in each county holding the high-risk alcohol events. Charity Watt Levis, MDT's public information officer, was notified prior to the event of each release, for preparation of questions from the media.

EVENT	LOCATION	LAW ENFORCEMENT QUOTES
Gallatin County Fair	Bozeman	Undersheriff Jim Oberhofer
Montana State Fair	Great Falls	Sheriff Dave Castle
Helena Last Chance Stampede and Fair	Helena	Sheriff Troy McGee
Columbia Falls Rodeo	Columbia Falls	Police Chief Dave Perry
Silver bow Fair and Rodeo	Butte	Sheriff John Walsh
Western Montana Fair and Rodeo	Missoula	Police Chief Rusty Wickman
Dawson County Fair and Rodeo	Glendive	Police Chief Michaels
Montana Fair and Rodeo	Billings	Sheriff Chuck Maxwell

**5) Sustained Enforcement – Coordinate PR for MPH Spot Checks (May 1-September 30, 2006)**

Continued efforts to follow up with the radio stations were done monthly to assure the sustained enforcement and MHP's safety spot check. PSAs remained in rotation statewide through September 4, 2006. The ad agency wrote a news release to educate the public about Montana Highway Patrol Safety Spot checks.

DATE	NEWSPAPER	TITLE	SIZE
5/10/06	Anaconda Leader	MHP starts spot traffic checks	14 Col. Inch
5/10/06	Dillon Tribune	Law enforcement mobilizes for "Click It or Ticket" Campaign	14 Col. Inch

**6) Sustained Enforcement – Media Conference in Helena (August 2006)**

The contracted ad agency created press conference elements consisting of a media invitation, press conference agenda, fact sheet, and news release. These materials were submitted to the Montana Department of Transportation for approval.

Upon approval, press kits were distributed to; ABC, NBC, CBS, Helena Civic TV, Lee Newspapers State Bureau, Associated Press, Independent Record, State Freelance Reporter, NPR Radio, and Cherry Creek Radio. Follow-up telephone confirmations were made to the media, participants and guests to assure attendance.

Media attendance consisted of:

Media	Reporters
ABC	Marissa Kozel
CBS	Carolyn Bunce

NBC	Lisa Wolf
HCTV	Stephen Maly
INDEPENDENT RECORD	Eliza Wiley
LEE NEWSPAPER STATE BUREAU	Chuck Johnson
NPR RADIO	Hope Stockwell

Follow up for statewide coverage was made to determine which markets ran the story.

TV coverage aired in the following markets:

Televisions Stations	Broadcast Times
CBS – KTVQ – Billings	5:30 and 10:00 Newscasts
CBS – KBZK – Bozeman	5:30 and 10:00 Newscasts
CBS – KXLf – Butte	5:30 and 10:00 Newscasts
CBS – KRTV – Great Falls	5:30 and 10:00 Newscasts
CBS – KXLH – Helena	5:30 and 10:00 Newscasts
NBC – KULR – Billings	5:30 and 10:00 Newscasts
NBC – KTGF – Great Falls	5:30 and 10:00 Newscasts
NBC – KTVH – Helena	5:30 and 10:00 Newscasts
ABC – KFBB – Great Falls	5:30 and 10:00 Newscasts
ABC – KHBB – Helena	5:30 and 10:00 Newscasts
HCTV – Helena Civic TV	August 15, 2006

Dubs were requested and received from ABC, CBS and NBC networks, as well as Helena Civic TV (HCTV).

Newspaper articles appeared in the Great Falls Tribune and the Helena Independent Record. Tracking of additional articles in statewide newspaper publications are in progress.

**7. Sample New Releases Developed by Contracted Advertising Agency and Approved by MDT:**

**a. MHP Safety Spot Check News Release**

<p><b>Slow Traffic, or Highway Patrol Safety Spot Check?</b></p> <p>Don't assume the motorist you see pulled over on the side of the road has violated the speed limit, or a traffic safety law. It may be the result of the Safety Spot Check Special Enforcement Program being conducted by the Montana Highway Patrol Division.</p> <p>The Montana Department of Transportation provides funding to law enforcement agencies to increase the hours they spend on patrol. This program is called the Selective Traffic Enforcement Program (STEP). As part of the STEP program, the Montana Highway Patrol is committed to conducting safety spot checks in strategic areas throughout the state in support of sustained and mobilization efforts.</p> <p>Safety spot check points are predetermined by the Montana Highway Patrol, and may be conducted day or night. The dates of the safety spot checks are of public record, however, the time and locations of the checkpoints are not disclosed. Location sites are selected due to anticipation of a steady flow of traffic and in areas that provide ample space to safely contact vehicles without creating a traffic hazard. Safety officers determine the sequence of vehicle contact by the measure of traffic intensity, and at no time will the Safety Officer deviate from the prescribed sequence, or single out vehicles for screening.</p>
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Safety spot checks are designed to ensure motorists have a valid driver's license, vehicle registration, and current automobile liability insurance. Warnings or citations may be imposed if drivers fail to provide proper documentation, or have outstanding misdemeanor warrants.

If a vehicle inspected is deemed unsafe for continued travel, during an inspection, the vehicle will be towed or repaired at the site. If less serious defects are found, a warning ticket may be issued requiring the repairs be made within five Cont.

days.

Safety spot checks are conducted as a service to motorists traveling on Montana highways, and are performed in accordance with the state law and Division policy.

Inspectors are available to answer questions and provide guidance to motorists as needed.

The Montana Highway Patrol Department advises motorists to carry current proof of automobile liability insurance, vehicle registration and a driver's license while operating a motor vehicle.

## **b. High-Risk Event News Release**

### **Summer Events Draw Crowds—and the Law**

Local law enforcement and the Montana Highway Patrol are working together this summer to increase patrols during summer events and activities. Motorists will see a higher number of patrol units looking to catch drivers under the influence of alcohol at venues where celebration, alcohol use, young drivers and greater traffic can be a deadly combination.

Carnivals, rodeos and concerts draw an increasing number of motorists, intensifying traffic on Montana roads. But many of these are also family events, where concern for traffic safety is high.

“Motorists can expect to see more patrols, especially during summer events with high risk of alcohol use,” said Missoula Chief of Police Rusty Wickman. “Thanks to the support of the Montana Department of Transportation, we can step up our efforts to keep drunk drivers off the road.”

Adding to the concern is the increased number of traffic deaths reported the first part of July, as we continue to enter the deadliest months for vehicle fatalities. Historically, the greatest number of alcohol-related fatalities occur during the months of June, July, August and September, than any other months of the year.

The effort is the Montana Department of Transportation's Selective Traffic Enforcement Program (STEP). This program provides law enforcement agencies with additional funding for overtime hours, increasing the time officers spend out on patrol.

Montana saw a ten % increase in traffic fatalities during 2005, and fatalities are up this year over the same period in 2005. Alcohol use is involved in 45 to 50 % of all fatal crashes, the most recent year accounting for 46.3 percent. In 2005, Montana lawmakers approved a ban on open containers of alcohol in vehicles, in effort to change the way Montanans look at drinking and driving. Beverages containing alcohol are illegal in the passenger compartments of vehicles, which means that passengers can't have open alcohol containers either.

“We encourage people to come out and enjoy the summer events, we just ask that when they do, they drive safely and responsibly, and that means sober,” Chief Wickman said. “We'll be enforcing the laws to the fullest,” he said.

The Western Montana Fair and Rodeo begins Tuesday August 8<sup>th</sup> and ends Sunday August 13<sup>th</sup>. The Montana Department of Transportation and your local law enforcement agencies ask that you drive safely and responsibly and if you're going to be drinking, make sure you have a designated driver.

“This program isn't just for the summer months, said Wickman, we're out there all year long.”

**c. Press Kit Including News Releases In Support of Labor Day Press Conference:**

**You are invited to be present for a statewide announcement  
 Tuesday, August 15 at 10 a.m. at the  
 Montana Department of Transportation courtyard**

Hosted by the Director of the Montana Department of Transportation  
 and Governor's Representative for Highway Safety, Jim Lynch.

*The news:*

- Montana's effort in the national crackdown on drunk driving
- Update on the success of DUI apprehension in Montana
- Trends in DUI citations in Montana
- How the public can help keep criminal drivers off the road

*Photo opportunities:*

Field sobriety test  
 Demonstration of advances in DUI training

*Scheduled speakers and interviews (confirmation of speakers list to come):*

MDT Director, Jim Lynch  
 Col. Paul Grimstad of the Montana Highway Patrol  
 Dept of Justice Forensic Division  
 DUI Task Force representatives

**d. Sample Press Conference Participant List in Support of August 15, 2006 Labor Day Mobilization:**

Dignitaries – Speakers			
Jim Lynch	MDT Director		
	Waverly Engebretson	444-6201	
Col. Paul Grimstad	MHP	444-4695	<a href="mailto:pgrimstad@mt.gov">pgrimstad@mt.gov</a>
Sgt, Steve Baiamonte	MHP		<a href="mailto:sbaiamonte@mt.gov">sbaiamonte@mt.gov</a>
Sara Hansen	State Crime Lab, Dept of Justice	728-4970	<a href="mailto:sahansen@mt.gov">sahansen@mt.gov</a>
Sheriff Cheryl Liedle	Lewis and Clark County		<a href="mailto:cliedle@co.lewis-clark.mt.us">cliedle@co.lewis-clark.mt.us</a>
Police Dept. Sgt. Steve Hagen	Helena Police Department	447-8479	<a href="mailto:tmcgee@ci.helena.mt.us">tmcgee@ci.helena.mt.us</a>
Community Partners			
Safe Kids Safe Communities	Patty Carrell	449.8611 Will be in Missoula	<a href="mailto:pattycarrell@hotmail.com">pattycarrell@hotmail.com</a>
Sen. Mike Cooney			<a href="http://mcooney.mt.gov">mcooney.mt.gov</a>
Bette Hall	Executive Director, HMHB	449-8611	Patty will forward the invite
Tracy Nielsen	St. Peter's Wellness; SKSC; mornings only		
Al Recke	Cascade Cty DUI Task Force	727-1353	<a href="mailto:al@gfprc.org">al@gfprc.org</a>
Denice Harris	AAA Mountain West	(406) 447-	<a href="mailto:dharris@mtw.aaa.com">dharris@mtw.aaa.com</a>

		8100	
<b>MDT Representatives</b>			
Charity Watt Levis	Information Specialist	444-7205	cwattlevis@mt.gov
Priscilla Sinclair	Traffic Safety Officer	444-7417	psinclair@mt.gov
Lorelle Demont	Training Development	444-7411	
Jack Williams	Statistician	444-3298	jawilliams@mt.gov
<b>Banik Communications</b>			
Ronda Banik			
Randi Szabo			
Janet Fritz			
Rosanne Hatzenbeller			
<b>Media</b>			
HCTV	Executive Director- Stephen Maly	406.447.1608	<a href="mailto:Maly.hctv@bresnan.net">Maly.hctv@bresnan.net</a>
KFBB	News Director – Julie	406.453.4377	<a href="mailto:jklesh@kfbb.com">jklesh@kfbb.com</a>
KHBB	Helena Reporter	406.459.2819	<a href="mailto:marissa@maxmontana.com">marissa@maxmontana.com</a>
KRTV	News Director – Jerry	406.791.5400	<a href="mailto:jerry@krtv.com">jerry@krtv.com</a>
KTVH	News Director – Casey	406.457.1212	<a href="mailto:News12@ktvh.com">News12@ktvh.com</a>
Lee Newspapers State Bureau	Chuck Johnson	406.443.4920	<a href="mailto:Chuck.johnson@lee.net">Chuck.johnson@lee.net</a>
Associated Press	John McDonald	406.442.7440	<a href="mailto:apmontana@ap.org">apmontana@ap.org</a>
Cherry Creek Radio	Jay Scott	406.442.6620	<a href="mailto:jscott@cherrycreekradio.com">jscott@cherrycreekradio.com</a>
Freelance writer	Carol Waller 2527 Ferndale Lane Helena MT 59601	406.442.2022	<a href="mailto:cfpioneer202@yahoo.com">cfpioneer202@yahoo.com</a>

**e. Sample Press Conference News Release**

NEWS RELEASE  
 For immediate release – August 15, 2006  
 Contact: Charity Watt Levis, Public Information Officer, Montana Department of Transportation  
 406-444-7205 [cwattlevis@mt.gov](mailto:cwattlevis@mt.gov) Labor Day Law Enforcement Mobilization Begins

Helena—As summer winds down, Montana law enforcement will step up the effort to detect and deter Montana’s deadliest offenders—drunk drivers. August and September are typically the months of the year with the highest number of alcohol-related fatalities in Montana.

Extra patrols, overtime shifts and highway spot safety checks are supported with funds from the Montana Department of Transportation as part of a national impaired driving crackdown. In making the crackdown announcement today in Helena, MDT Director Jim Lynch pointed out that the law enforcement mobilizations have been effective in getting drunk drivers off the road.

“Last year, the number of DUI citations by the Montana Highway Patrol was up 31 % over the average of the previous four years,” he said. “More hours on the road, better equipment and better training are all adding up to more arrests.”

Under the slogan Drunk Driving. Over the Limit. Under Arrest, the national campaign focus is on a blood alcohol limit of .08. All fifty states have now enacted the lower limit.

“People don’t know what their limit is, so driving after consuming alcohol simply isn’t worth the risk,” Lynch stated. “Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for impaired driving can be significant,” he said. “Violators often face jail time, the loss of their driver’s license, higher insurance rates, attorney fees, time away from work, and dozens of other expenses.”

“We’ve been saying Montana is tough on DUIs and it’s true,” said Lynch. “If you drink and drive, you will be

caught.”

So far this year, more people have died on Montana roads than during the same period in 2005. “Our most dangerous weekend is still ahead,” Lynch reminded today’s gathering in Helena. “When alcohol is involved, the crash event is deadly.”

The campaign encourages the public to take action to help keep impaired drivers off the road. If you know someone who is about to drive while impaired, take their keys and help them make other arrangements to get to where they are going safely. If you plan to drink, designate a sober driver. And if you see a driver demonstrating dangerously impaired judgment, call 9-1-1 to report them.

## f. Sample Press Conference Fact Sheet

### LABOR DAY MOBILIZATION: FACT SHEET

The Drunk Driving, Over the Limit. Under Arrest. Law enforcement mobilization is August 18 – September 4, 2006.

In 2005, 5 people died on Montana roads during the Labor Day weekend. Over the last five years, the average for the Labor Day holiday has been 4 deaths.

Alcohol-related crashes and fatalities are a top priority for the Montana Department of Transportation to address.

Fifty- eight people have died in alcohol –related crashes in Montana so far in 2006.

#### MONTANA IS TOUGH ON DUI

In 2005, citations for driving under the influence increased almost 22 % over 2004 (3,244 citations were issued in 2005 compared to 2,666 in 2004). Measured against the average of the previous four years, the number of citations increased over 31 percent. – Montana Highway Patrol Annual Report for 2005

Arrests for illegal possession of drugs and illegal possession of alcohol both increased dramatically.

#### DUI Trends

Montana's alcohol-related fatality rate dropped to .95 per million vehicle miles traveled in 2004, but still is far above the national rate of .58 deaths per million vehicle miles traveled. The 2005 alcohol fatality rate increased over 2004.

Alcohol-related crashes are about 10 % of all crashes, but tend to be roughly 50 % of all fatal crashes.

The typical Blood Alcohol Content (BAC) of persons arrested for Driving Under the Influence (DUI) is about 0.17, or over twice the legal limit and so high as to greatly impair a person's motor and mental skills.

The state's Crime Lab reports that increasingly a variety of illegal drugs are present, with and without alcohol, in blood samples tested for autopsies on drivers, passengers, motorcyclists and pedestrians killed in these traffic crashes. In 2005, 41-43 % tested positive for drugs other than alcohol.

#### MDT Law Enforcement Equipment Funding

Through sustained enforcement programs and these mobilizations, MDT continues to get more equipment into the hands of patrol officers. MDT has supplied: video cameras, preliminary alcohol testing devices (PBTs) and radar guns.

MDT has contracted for just over \$498,000 in equipment (Radars, PBTs and In-Car-Video systems) for law enforcement for FY 2006. This is up from \$393,000 in FY 2005.

**g. Sample of Agenda for Press Conference**



Montana Department of Transportation  
Labor Day Law Enforcement Mobilization Press Conference  
August 15, 2006  
10:00 a.m.

MDT Courtyard, 2701 Prospect Avenue, Helena MT, 59601

AGENDA

- 10:00 Jim Lynch ..... Director, MDT  
Announcement of campaign August 18-Sept 4  
Partnering for success in DUI apprehension
  - 10:05 Sheriff Cheryl Liedle ..... Pres., Montana Sheriffs and Peace Officers
  - 10:08 Colonel Paul Grimstad ..... Montana Highway Patrol  
Increase in citations  
Highly trained detection and scientific field evaluation  
  
Field Sobriety Test  
  
Trooper Kurt Sager and  
“DUI Suspect” MDT Engineer Tom Gocksch
  - 10: 25 Sara Hansen State Crime Lab, Department of Justice  
Advances in training  
DUI trends
  - 10:30 Jim Lynch ..... Director, MDT; Governor’s Representative for Highway Safety  
Conclusion
- Follow-up interviews

## h. Sustained Enforcement Radio Script

**Note: Law enforcement person who is recording the spot will fill in the appropriate words at the introduction.**

:30 PSA

Note: Law enforcement person who is recording the spot will fill in the appropriate words at the introduction.

OFFICER: :23

Hello, this is (*Law enforcement person*), with the (*Law enforcement agency*). I want to remind you to not drink and drive. Your local law enforcement will be out in force with increased patrols and the Montana Highway Patrol will be conducting safety spot checks. The Montana Department of Transportation and your law enforcement officers want to keep Montana's roads safe. Remember, don't drink and drive. It's the law!

Enforcement music in.

RADIO STATION ANNOC: :06

This message is brought to you by the Montana Department of Transportation, and *ADD STATION CALL LETTERS*.

Music out.

## 3. Open Container Media Education

In support of the Montana Department of Transportation's impaired driving program, Banik developed and placed a 30 second radio media message to educate the public about the new open container legislation passed by the 2005 legislature. The educational message delivered was as follows: "Drinking and driving has been killing more than 100 Montanans every year. The open container law is about saving lives." Section 154 alcohol grant monies funded the open container media coverage. This ad, played at the beginning of FFY 2006, was aired in the seven major markets and smaller rural markets including Anaconda, Big Fork, Deer Lodge, Glasgow, Havre, Lewistown, Polson, Ronan, Shelby and Wolf Point for four weeks. The production of open container media campaign occurred in FFY 2005. GRPs purchased in each market varied. The average radio per market was 86.7% based upon the current Arbitron and Eastlan ratings data. The average frequency was 19+. The radio campaign's average was 1668 per market. This campaign was funded by Section 154 alcohol money for both paid media and production. The primary audience for this campaign was adults 21 – 54. Paid placement was approximately \$48,785. Total paid spots were 3,396 and bonus spots totaled to 3,794.

Banik also designed and produced one newspaper ad to inform the public about the new open container law for four weeks. The message was as follows: "The open container law is about saving lives-maybe yours or your loved ones. Please join our commitment to make Montana's roads safer." Banik placed a 40 column-inch ad four times in 38 rural markets papers and 7 major markets that cost \$74,705.

Banik developed a color two-fold educational brochure on open container in FFY 2005. This

brochure were distributed through SAFE KIDS/SAFE COMMUNITIES local coalitions, Motor

Vehicle Registration Offices, Universities and Community Colleges, Montana Highway Patrol, MDT Motor Vehicle Pool, and Montana Sheriff and Peace Officers Association.

#### **4. May Mobilization**

##### **a. Television Spots (Paid Media)**

The contracted ad agency supported the May Mobilization May 8 – June 4, 2006 with a safety belt media campaign that focused on adult males 18 – 34 years of age who do not always wear their safety belts. This agency created one 30-second television commercial directed at the adult male 18 – 34 to get them to buckle up. The television spots was titled, “Don’t be stupid and become a flying object.” This ad had a strong emphasis on how important to wear your safety belt for the safety of others in the vehicle and based it on an enforcement message that tied in closely with the national “Click It or Ticket” campaign. A 30 second television spot supporting this message was played in all major markets and some rural markets. The ad agency received \$48,000 from MDT for paid television media. In turn, MDT received an additional \$52,984 of bonus television commercials. The television placement received an average of 428 GRP’s in each major market. The schedule achieved an average reach of 88.1% and a 4.9 frequency. The ad agency’s paid television spots were 4837 matched with 5237 bonus spots.

##### **b. Radio Spots (Paid Media)**

One 30-second radio spot for the May Mobilization safety belt campaign was also created by the contracted ad agency and directed at males 18 – 34 years of age. This commercial was created and produced using Colonel Grimstad of the Montana Highway Patrol and Governor Brian Schweitzer as spokes persons. These commercials had a strong emphasis on the importance of wearing your safety belt as well as letting people know it is the law and it will be enforced. This radio spot aired delivering the occupant protection message “If you get into a car crash and one person is not buckled up, that person becomes a deadly flying projectile.”

Additional 30 second radio commercials were added using local STEP partners. They delivered this enforcement message: “Wearing safety belts is our law and it WILL be enforced. If you are stopped and not seen wearing your safety belt, you will be ticketed. We’re here to protect all Montana citizens.” The following PSAs were produced for each market using these individual STEP partners. These PSAs rotated one to every 4 with the Governors PSA:

Billings: LT Bryce  
Bozeman: Sheriff Jim Cashell  
Butte: Sheriff Walsh  
Helena: Chief of Police Troy McGee  
Kalispell: Chief of Police Frank Garner  
Missoula: Sgt. Shawn Paul

This ad agency placed these radio spots in all these markets for \$33,817. MDT received \$48,437 in no-charge radio commercials throughout the campaign. The average radio reach per market was



80.9% based on current Arbitron ratings data. The expected average frequency was 13.8. The total paid radio spots were 3164 matched with 4132 bonus spots.

### c. Billboards (Paid Media):

The contracted ad agency posted 22 paid billboards in four markets that included Billings, Great Falls, Helena, and Kalispell and received seven bonus boards in support of the May Mobilization campaign. This agency paid for one-month showing with any remaining exposure at no extra charge.

Billboard design included “Don’t be a flying object. Make sure everyone is buckled up. It’s the law!” Lamar Outdoor Company provided one no-charge bonus billboard for every two paid locations. Due to no availability in the Kalispell market with Lamar, the ad agency had to use a different company that did not have any additional bonus boards. In total, the ad agency paid \$10,089 for outdoor paid placement. 50% of the billboards remained posted for 1 month free of charge. 25% remained for two additional months at no charge and 15% remained posted for three additional months at no charge.



### d. May Mobilization News Conference & New Releases (Earned Media)

Campaign Timing: May 8 – June 6, 2006

Target Audience:

Primary Demo: Male: 21 – 35

Secondary Demo: Adults 35 – 54

#### *Campaign Launch Press Conference in Helena*

“Surviving the Crash”

The May Mobilization News Conference was held Wednesday, May 3, at 10:00 a.m. in the ambulance garage at St. Peter’s Hospital in Helena. The keynote speaker was Jim Lynch, Director, Montana Department of Transportation and Governor’s Representative for Highway Safety.

Other speakers included Mike O’Brien, Ambulance Supervisor at St. Peter’s Hospital, a professional paramedic and Sergeant Henry Devereaux, Montana Highway Patrol, Great Falls. Jenny Walker of Alzada, MT, survivor of a February 7 car crash spoke about her painful experience, permanent injuries, medical bills and loss of independence—all because she was not wearing a safety belt. The news conference was covered by all three broadcast television networks, CBS, ABC and ABC. The electronic press kit for the news conference was sent out statewide. See the accompanying file for examples of news clips during May and June.

***Development of Media Opportunities; Editorial and Releases***

The ad agency wrote and distributed additional news items to focus on the issue of safety belt use. See the accompanying file for examples of news clips.

**MDT OP News releases: May- June 2006**

TITLE OF RELEASE and/or EDITORIALS	RELEASE DATE	DISTRIBUTION
Law Enforcement Mobilizes for “Click It Or Ticket” Campaign	May 3	Statewide media
Unbelted Vehicle occupants are costly to Montanans	May 3	Statewide media
Occupant Protection Fact Sheet	May 3	Statewide media
Unbelted backseat passengers put drivers at risk (Backseat bullet)	May 15	Montana Newspapers
Backseat Bullet Fact Sheet	May 15	Montana Newspapers
Jenny’s Story; Alzada crash survivor	May 3 and again May 22	Montana Newspapers; Associated Press

The newspaper articles appeared in the following newspapers:

DATE	PUBLICATION	HEADLINE	COLUMN INCHES
5/10/06	The Mountaineer	Law Enforcement Mobilizes for “Click It Or Ticket” Campaign	12
5/10/06	Sheridan County News	“Click It or Ticket” begins	10
5/10/06	Liberty County Times	Law Enforcement Mobilizes for “Click It Or Ticket” Campaign	16
5/10/06	Anaconda Leader	MHP starts spot traffic checks	14
5/10/06	Dillon Tribune	Law enforcement mobilizes for “Click It or Ticket” Campaign	14
5/11/06	Wibaux Pioneer	Law enforcement agencies to institute spot traffic checks	18
5/11/06	Big Horn County News	Law enforcement mobilizes for “Click It or Ticket” campaign	14
5/11/06	The Townsend Star	Law enforcement mobilizes for “Click It Or Ticket” Campaign	18
5/11/06	Shelby Promoter	MHP mobilizes for “Click It or Ticket” campaign	14
5/11/06	Searchlight	Law Enforcement Mobilizes for “Click It Or Ticket” Campaign	15

5/11/06	The Herald-News	Law Enforcement Mobilizes for “Click It Or Ticket” Campaign	18
5/11/06	Lake County Leader	“Click It Or Ticket” campaign kicks off	9
5/11/06	The Meagher County News	Law enforcement mobilizes for “Click It Or Ticket” campaign	14
5/11/06	Miles City Star	“Click It Or Ticket” campaign under way	16
5/13/06	Great Falls Tribune	Officials, police team up for safety belt campaign	11
5/19/06	Great Falls Tribune	State seat-belt campaign a fine thing’ if only...	21
5/19/06	Fallon County Times	Law Enforcement Mobilizes for “Click It Or Ticket” Campaign	7
5/21/06	Ranger-Review	“Click It or Ticket” program under way	18
5/23/06	Havre Daily News	Traffic safety checks begin	8
5/24/06	Glasgow Courier	Law enforcement mobilizes for “Click It Or Ticket” campaign	15
5/24/06	Valley Journal	Montana Highway Patrol urges caution while summer driving	9
5/25/06	Billings Gazette	Buckle up for life and look for kids	16
5/26/06	Bozeman Daily Chronicle	Police to increase patrol on holiday weekend	12
5/28/06	Montana Standard	Buckle up for life, look for kids	12
7/21/06		Total column inches	331

### Sample Occupant Protection News Release

#### Unbelted backseat passengers put drivers at risk

Helena—They call it the “backseat bullet.” Drivers who are buckled up are 277 % more likely to die in a head-on crash if the passenger sitting behind them is not restrained according to research reported in the journal of Academic Emergency Medicine.

Montana law says that drivers are responsible for making sure every passenger in their vehicles is belted. But in addition to a fine, drivers have a more personal reason to insist that everyone in their vehicle is belted in: the loose passenger becomes a projectile.

“This study confirms what emergency responders and Highway Patrol have seen over the years,” said Montana’s Department of Transportation director, Jim Lynch. Lynch is also the Governor’s Representative for Highway Safety. “How tragic is killing a loved one because you didn’t buckle up?”

The research report, which came out in 2005, was based on a study of all fatal crashes in the U.S between 1995 and 2001. The study by James Mayrose, PhD, Dietrich Jehle, MD, Marc Hayes, BS, Dylan Tinnesz, MD, Gina Piazza, DO, Gregory E. Wilding, PhD, concluded that “Not only are unbelted rear-seat passengers at greater risk of being fatally injured in a crash, they also pose an enormous threat to belted drivers.”

The results of this research provide support for public information campaigns, including media materials developed for the Montana Department of Transportation.

“If anyone still needs convincing, go to youtube.com, key word horrible safety belt,” Lynch said. “This television spot produced in Ireland graphically depicts a true event. It’s haunting.” The television spot depicts one unbelted backseat passenger impacting two belted friends in the front seat, resulting in their deaths and also inflicting permanent brain damage to his girlfriend who was in the back seat.”

“During a collision, even at 30 mph, the unrestrained human body is hurled with a tremendous amount of force,” said Lynch. “If you don’t think you need a safety belt—think about your fellow occupants in the vehicle...they need you to wear a safety belt.”

#### **e. Evaluation Safety belt Surveys at Department of Motor Vehicles**

Intercept surveys were obtained at DMV locations in Billings, Great Falls and Missoula. The survey responses were obtained approximately two to three weeks following the end of the May Mobilization media campaign.

The objective of the survey was to measure the message exposure and retention. Results were fairly similar among all interviews and the 21 to 34 age group, with the younger respondents having a slightly lower report of having seen or heard messages about safety belts.

When asked if they had seen or heard more, the same or fewer messages about safety belt use or enforcement in the past 30 to 40 days, 25 % of 21-34 year-olds and 29 % of all ages surveyed said they had seen more messages.

Our primary campaign materials were focused on “don’t become a flying projectile,” and this seemed to have reached our audience. Among all ages surveyed, 59 % remembered the flying projectile message, while 55 % of the 21-34 year olds reported hearing it.

A greater disparity in the age-segment responses showed when they were asked if they remembered hearing or seeing the Governor tell them to buckle up. 37 % of all ages said yes, while 29 % of 21-34 year-olds said yes, they had seen or heard the Governor. Interestingly, this question had a high percentage of “maybe” answers.

The “Click It Or Ticket” campaign slogan tested at 77 % recognition among all respondents and 74 % among 21-34 year olds.

#### **5. Child Passenger Safety**

The ad agency continued their media support by increasing public awareness on the importance of installing child safety seats. The primary target was adults 25 – 64 year olds. Their media objective was to inform the public (parents, grandparents, care providers) on the date, time, and location of child safety seat clinics with the assistance of the local SAFE KIDS/SAFE COMMUNITIES local coalitions. The media for this campaign included live remotes with the local DJ host, radio promotional announcements of the event, and 30 second commercials that air the week of the remote. Banik placed 20 child safety seat clinic remotes that ran from January 7, 2006 to June 22, 2006. The budget for this campaign was \$18,000 and funded from Section 157 Incentive grant monies.

#### **6. Native American Occupant Protection and Impaired Driving Media Program**

The objective of the Native American media program is to increase safety belt usage and reduce impaired driving among 18-34 year old Native American males. The secondary demographic were young Native American women and high school students. This pilot project was managed by a contracted media company and was conducted on the following reservations: Blackfeet, Fort Belknap, Fort Peck, and Rocky Boys. Three of the reservations already had a public relations program in place to promote traffic safety issues. Rocky Boys was added to this public information and education program by MDT in FFY 2006. The subject of safety belts and impaired driving was all intertwined.

Sections 157 Incentive and 402 grant monies funded Native American occupant protection media program while Sections 154 alcohol and 402 grant monies funded Native American Impaired Driving. Native American interns from four reservations managed the development of a variety of safety belt and impaired driving messages and test responses using a focus group of members that targeted 18 – 34 year old Native American males. The message development was family-based and showed excellent retention and resonance among the target audience. The program included training; survey development and collection; writing and distribution of news releases; creative development; production and distribution of promotional items; coordination with community agencies and organizations; and facilitation for public events such as powwows.

The overall goal of this program is to reduce traffic deaths and injuries on these reservations by reducing impaired driving and increasing safety belt usage.

### **The basic strategies of this program:**

- A. Traffic Safety Communications Intern
  - Structure and fund a part-time stipend for a resident of the reservation
  - Partner with local tribal college to select and oversee the recipient of the stipend
  - Encourage creative and innovative methods of communications
- B. Coordinate with other agencies and organizations
  - Indian Health Service, law enforcement, schools, clubs
  - Highlight the burden of vehicle crash injuries on health care budgets
- C. Presence at events such as powwows, festivals and health fairs
- D. Utilize paid and unpaid media, where available

### **Time Frame**

- Soliciting applicants, hiring and training: January through March
- Safety belt message development: April and May
- Safety belt Campaign: June (Father's Day)
- Impaired driving message development: July-August
- Impaired Driving campaign: August-September (Labor Day)
- Activities and events: May through August (or early September)
  - Prom, Graduation
  - Powwows
  - Community events and fairs
  - Parades
  - Rodeos

### **Introduction of Traffic Safety Program**

In late May of 2006, the SOAR program—Safe On All Roads—was introduced on the four reservations. Branding activities began with news releases that were published in each market. A SOAR logo was created by the contracted advertising agency and was utilized on all materials, such as banners, newspaper ads, posters



and fliers by the interns. The paid interns, in their capacity as program coordinators on their

respective reservations, also received electronic files of SOAR letterhead for their use in all correspondence.

### **Message Strategy**

Finalization of a slogan for a Labor Day impaired driving campaign took place in August. Potential headlines were tested at two focus groups, resulting in a series of newspaper ads. Discussions in these groups confirmed that young men are more likely to be concerned about the possibility of killing or injuring a friend than the possibility of consequences to themselves. We also found that family is the primary force in influencing behavior among this target audience. Respect for family and for the tribe should continue to be part of our messages on the reservations.

On two of the 2006 contracted reservations (Fort Peck and Rocky Boy's) the ad agency worked closely with law enforcement to publicize increased patrols and check points. While we've been focusing on safety belt use in the May-June efforts, graduation campaigns especially emphasized the need to avoid driving under the influence. Media and community relations materials during the summer months have had central points:

- 1) Be Safe On All Roads—your path is important to all
- 2) Do not get into a vehicle with a driver who has been drinking

In addition, a banner was developed and used in parades and contests:

- 3) A Safe Car has a Sober Driver

Since the low usage rate for safety belts contributes significantly to the serious injuries and deaths from alcohol-related crashes on reservations in Montana, it was found the two issues (safety belt use and impaired driving) somewhat inseparable for these particular populations. This is the basis for the rationale behind our program name, and the mention of both points in many of our advertising materials.

### **Radio Announcements**

Summer powwow season began in June and continued through Labor Day on Indian reservations in Montana. During the summer season, radio announcements that were aired on our four target reservations. In addition to paid placement, these spots were aired as PSAs on rotation in our four markets, including airing on KGVA in Fort Belknap. The three powwow season radio spots were produced by Darren Kipp of 360degreefilms on the Blackfeet Reservation.

2006 RADIO PSA :30 "Heartbeat"

Background Music: Native American drum group Round Dance

The summer season will hear the sound of drums. It is the rhythm of the Indian people, the power of tradition in the gathering of our families, our tribes.

You have this power. (DRUM BEAT SWELLS VOLUME, THEN BACK DOWN TO SOFTER LEVEL).

You have more than this.

You have the power to save lives and prevent injuries. Every time you and your friends get into a vehicle, make sure the driver is sober and everyone is wearing their safety belts. It is in your power.

Find your rhythm along a safer path. Be Safe On All Roads. (FINISH WITH DRUM BEAT INCREASE IN VOLUME AND STOP.)

Two more radio announcements were produced in conjunction with our impaired driving media campaign. These spots were placed in paid schedules in September. Two versions of the “Lucky” spot were produced. Mike Todd of Fort Peck Reservation wrote the script for the “Funerals” radio spot.

2006 Impaired Driving :30 radio:

VOICEOVER (MIKE TODD):

Have you ever been to one of those funerals... for a person who died in a drinking and driving crash?

I was born and raised on the Reservation... I've been to a lot of funerals like that...

I've watched my mother cry, watched grandmothers cry.

There is a simple way to stop those tears.

If you drink, don't drive. If you drive, don't drink.

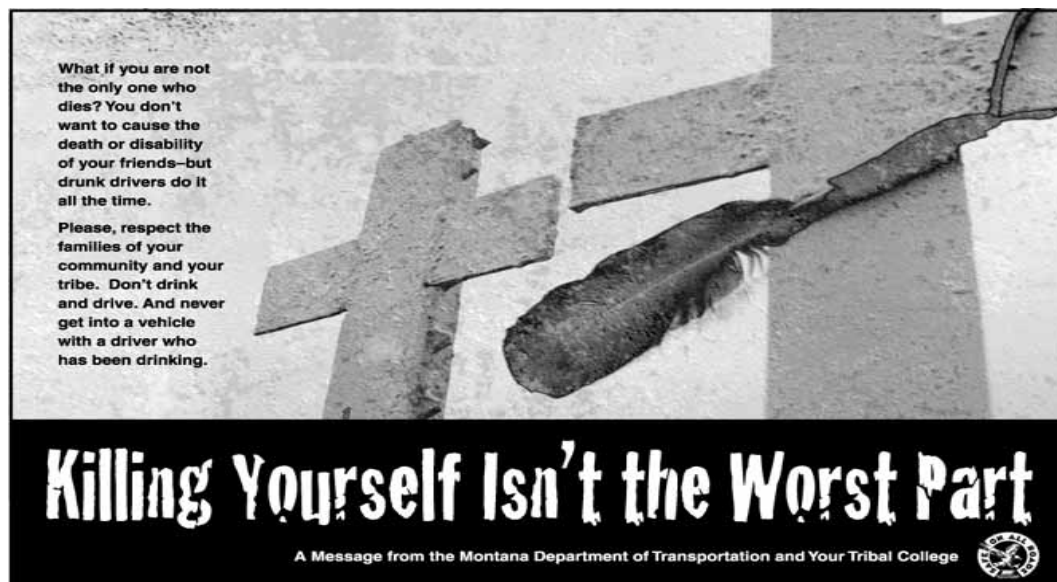
It took me a lot of DUIs to learn that lesson. You can learn it now, before another funeral.

TAG— (Announcer voice/female):

A message from the Montana Department of Transportation and your tribal college. Be Safe On All Roads. It's your Life.

During countless discussions on our target reservations, the intern program has sought an effective direction for impaired driving media materials. Information and evaluations obtained in focus groups in 2005 and 2006 led to the creation of our first full-fledged impaired driving campaign for Montana's Native American audiences. The interns, community partners and advisors on the four internship reservations participated in the development process. Art was finalized in September, 2006.

## Newspaper ads:



What if you are not the only one who dies? You don't want to cause the death or disability of your friends—but drunk drivers do it all the time.

Please, respect the families of your community and your tribe. Don't drink and drive. And never get into a vehicle with a driver who has been drinking.

**Killing Yourself Isn't the Worst Part**

A Message from the Montana Department of Transportation and Your Tribal College

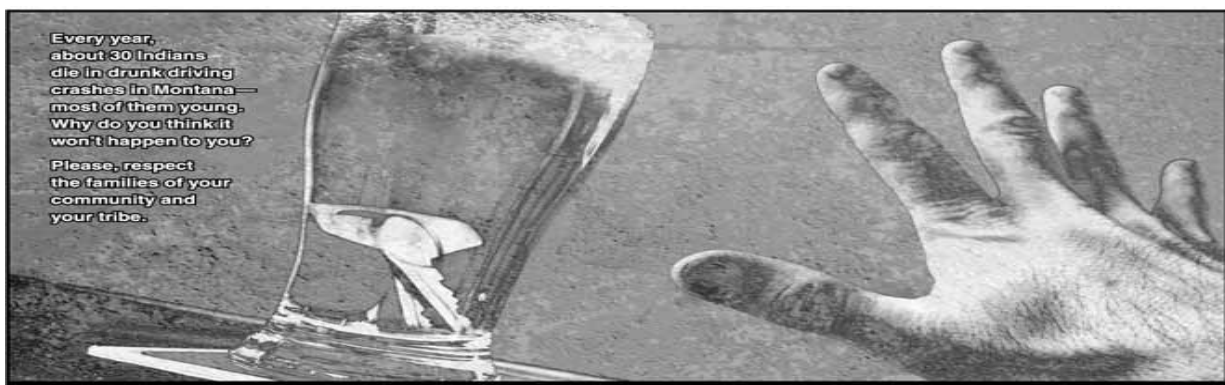




If you have been drinking, you are a danger on the roads, to yourself, your passengers, and to other vehicles. Please, respect the families of your community and your tribe.


**Drunk Driving + 2,000 Pound Weapon = Violent Crime!**  
Don't drink and drive. Don't ride with a driver who has been drinking.

A Message from the Montana Department of Transportation and Your Tribal College 



Every year, about 30 Indians die in drunk driving crashes in Montana—most of them young. Why do you think it won't happen to you? Please, respect the families of your community and your tribe.

**Your Life is in Your Hands!**  
Don't drink and drive. Don't ride with a driver who has been drinking.

A Message from the Montana Department of Transportation and Your Tribal College 

Billboard artwork:



**Killing Yourself Isn't the Worst Part**  
A SAFE CAR HAS A SOBER DRIVER





Billboard locations are at Harlem, near the Fort Belknap Reservation, and at Tule Creek between Poplar and Wolf Point on the Fort Peck Reservation.

### **Traffic Safety Survey**

In early June, the traffic safety interns on each reservation were given a written questionnaire based upon a survey form created by the Fort Peck Community College interns in conjunction with this MDT project in 2005. Responses about attitudes regarding safety belt use, alcohol-related driving and traffic safety law enforcement were collected at powwows and college campuses, as well as other locations in the community. A prize drawing incentive was used to encourage the participation of young adults.

The drawings for the traffic safety survey incentives were held in August and September. One winner received an iPod shuffle on each of the Crow, Blackfeet, Fort Peck, Fort Belknap and Rocky Boy's Reservations.

In all about 659 complete survey responses were collected. The majority of these were from the Blackfeet and Fort Peck Reservations. Those that were completed by Montana residents who were Native American and age 18 and older were compiled. A complete analysis of the survey data accompanies this report.

### **Powwows and Other Events**

In the relatively small communities of our targeted reservations, local events are an ideal opportunity to engage our audiences on the topic of impaired driving. Almost without exception, everyone in the community responds to this concern. Our interns worked to give the people of their communities a focus on this issue. Each of our interns uses their own personal experience and concerns to talk one-on-one with the public. Listeners young and old find Cheryl Little Dog compelling when she tells them that one mistake can mean the rest of their life in a wheelchair, or worse. Mike Todd tells young men he has known all their lives that they don't want to make the same mistakes he did. As the mother of young children, Lynette Chandler speaks to her community about the need to protect the families and the traditions of the tribe.

A list of some of the events where the public received impaired driving messages is shown on the next page. Our interns also added other opportunities as they arose, such as Wild West Days in Wolf Point, the "Hottest Chili Contest" in Wolf Point, health fairs and others.

DATES	CELEBRATION/GATHERING	LOCATION	RESERVATION
NOV 9-10, 2005	Veterans' Powwow	Fort Belknap	Fort Belknap
JAN 12-13, 2006	Career Fair	Fort Belknap	Fort Belknap
FEB 10-12	Midwinter Fair	Fort Belknap	Fort Belknap
APRIL 7	College Powwow	Fort Belknap	Fort Belknap
MAY 13	College Powwow	Browning	Blackfeet
MAY 26-27	Molly and George Kicking Woman Memorial Powwow	Browning	Blackfeet
JUNE 13	Health Fair	Rocky Boy's	Rocky Boy's
JUNE 14-18	Traditional Games	Fort Belknap	Fort Belknap
JUNE 23-25	Badlands Celebration	Brockton	Fort Peck
JULY 6-9	North American Indian Days	Browning	Blackfeet
JULY 21-23	Wahcinca Dakota Oyate	Poplar	Fort Peck
JULY 28-30	Milk River Indian Days	Fort Belknap	Fort Belknap
AUGUST 4-6	Rocky Boy's Annual Powwow	Box Elder	Rocky Boy's
AUGUST 4-6	Wadopana Celebration	Wolf Point	Fort Peck
AUGUST 11-13	Hays Powwow	Hays	Fort Belknap
AUGUST 17-20	Crow Fair	Crow Agency	Crow
AUGUST 23-29	College registration and orientation	All four reservations	All four reservations
SEPT 1 - 3	Poplar Indian Days	Poplar	Fort Peck
SEPT 22, 29	Homecoming	Fort Belknap	Fort Belknap

### Earned Media

We have experienced generous cooperation and support from local newspapers and radio on these reservations. In the spring of 2006, an additional weekly newspaper was initiated on the Fort Peck Reservation, for a total of three newspapers targeted for that reservation. (Note: Most area newspapers are weekly or monthly.)

Title of release	Release date	Fort peck res. Area media	Fort Belknap area	Blackfeet reservation	Rocky boy's reservation
MDT Traffic Safety Job Opening	March 13			X	X
MDT Traffic Safety Grant Awarded	March 27	X			
Night Patrol	March 29	X			
Cheryl Little Dog to Coordinate Traffic Safety	April 7			X	
Safety during Memorial Day weekend	April 24		X		
Graduation Powwow results	May 8	X			
Powwow sponsorship	May 9			X	
Chassidy Parisian Hired for Traffic Safety	May 11				X

Title of release	Release date	Fort peck res. Area media	Fort Belknap area	Blackfeet reservation	Rocky boy's reservation
Law Enforcement Mobilization	May 15	X		X	X
S.O.A.R.: Native American Traffic Safety Program Unveiled	May 26	X	X	X	X
Wild West Days sponsorship	June 5	X			
Checkpoints Held News Release	June 5	X			
MDT Coupon News Release (law enforcement)	June 19	X			
Survey respondents at powwows will have chance at free iPod		X	X	X	X
North American Indian Days giveaway scheduled				X	
MDT Director Lynch at NAID giveaway				X	
Traffic Safety survey drawing winner	Sept	X	X	X	X
New Campaign against Drunk Driving	Sept	X	X	X	X

### Blackfeet Reservation Impaired Driving Program

On April 4, 2006, Cheryl Little Dog was selected as the MDT traffic safety coordinator for the Blackfeet Reservation. Cheryl is not a student at the college, but the college has supplied her with an office.

Intern: Cheryl Little Dog

- 33-year old East Glacier resident
- BA in elementary education
- Paraplegic since alcohol-related crash when she was 19

Cheryl's Activities:

- April appearance at MIP forum at the local high school
- Wrote and recorded a radio PSA targeted at graduating seniors
- Wrote and recorded a series of :30 radio PSAs for airing during the summer months
- Worked with 360degree films of Babb and Akihksa'sit Productions of Browning to record a testimonial-style television spot
- Letter to the Editor against alcohol published in the Glacier-Reporter
- Presence at North American Indian Days powwow
- Introduction of the Safe On All Roads traffic safety program to the community
- Presentation to the tribal council
- Development of local coalition
- School presentations

- Browning Art Class project to design a permanent memorial reminder of those who died in alcohol-related crashes

Cheryl feels that the community has poured more into grieving for those who die in drunk driving crashes rather than taking steps to end the tragedy. Her idea is to ask the community for an end to the grief; let's remember those we've lost, but in their memory, make these deaths stop. From parents who have lost two sons to drunk drivers, she was encouraged to educate teenagers not to get into a vehicle with a driver who is drunk. Young people—even those who aren't drinking—have lost their lives because they accepted a ride.

### **Television PSA**

A thirty-second and a sixty-second television announcement were produced in 2006. Shot against the mountain skyline of Glacier Park seen from the Blackfeet Reservation, the television spot is a testimonial by Cheryl Little Dog about her 1991 alcohol-related crash that cost her the use of her legs. Cheryl wrote the script and the spot was produced with the collaboration of Banik Communications and two film production professionals from the Blackfeet Reservation, Mark Maggi and Darren Kipp. Spot has been provided to Starlink Cable and Channel 37 in Browning to run as a PSA in rotation.

RADIO PSA :30 Cheryl Blackfeet Graduation I

My name is Cheryl Little Dog.

15 years ago I was a lot like you...

I let my friends talk me into partying at graduation.

I drove my car when I was too drunk to make a smart decision.

I traded one party for the rest of my life in a wheelchair.

Please, respect your family. Respect your future. Respect yourself.

Don't get in a vehicle with a driver who has been drinking. And always buckle your safety belt. It's your life. Be Safe On All Roads.

### **North American Indian Days**

We achieved exceptional success at North American Indian Days, the annual celebration on the Blackfeet Reservation. Cheryl developed a list of 49 families who has lost a loved one to an alcohol-related crash, and invited them to the powwow for a traditional giveaway. A giveaway is a spiritual balancing, and it was effective in making the point that we wish an end to the grief of these needless deaths, closure for the families, and a time of change and education where we all take responsibility to stop such tragedies. Jim Lynch, the director of the Montana Department of Transportation traveled to Browning to give away blankets to the families in attendance on the evening of July 6, the opening night of the powwow. The blankets were embroidered with the SOAR logo.



Jim Lynch's speech to the gathered spectators and families was broadcast live on the local cable channel. The president of Blackfeet Community College also spoke in support of the program and the importance of preserving the future of the Blackfeet Nation. While the comments of these gentlemen were planned in advance, we also had spontaneous support from the Master of Ceremonies, tribal councilman Earl Old Person, who commended Cheryl on her important effort to save lives and invited the families to participate in an honor dance for Cheryl. Cheryl's uncle,

Forest Little Dog, a tribal elder, provided a prayer for the families in the Blackfeet language. **Participating families expressed gratitude to Jim Lynch, Governor Schweitzer and the state for focusing on a problem that has affected so many people on the Blackfeet Reservation.**



Cheryl also arranged for a "float" in the popular NAID parade held on Saturday morning. In previous communications efforts, we've looked for help among health service and law enforcement, political figures and educators. Cheryl had a completely new idea, however, and enlisted the support of the owner of the local tow-truck and auto body company. As a person who sees the aftermath of the crash scenes, he was very generous in his support. The wrecked vehicle in the parade carried our "Sober Driver" banner."

Cheryl also manned a booth at the celebration for three days, with the assistance of the advertising agency and the project director. One of Saturday's activities was the collection of suggestions for

a drunk driving campaign slogan. Those who stopped to take the survey were invited to think of a headline or slogan against drinking and driving. If they wrote down the slogan on our master sheet, they received a free can of soda pop. The best of these suggested headlines were among those tested at focus groups held in late August.

## **Recommendations**

Cheryl is well known on the Blackfeet Reservation and she has been able to bring a lot of visibility to our traffic safety program. Her September activities focused on coalition-building for the future, and she has been able to win the formal support of the Blackfeet Tribal Business Council. She is a valuable spokesperson for our efforts and we'd like to have her continue the program throughout the year. One of her suggestions for a continuing campaign against impaired driving is to enlist the assistance of parents who have lost children in drunk driving crashes. She already has developed a network of these parents, and several have agreed to tell their son's or daughter's stories to help influence other parents and youth.

## **Fort Belknap Impaired Driving Program**

Intern: Lynette Stein-Chandler

- Director of Gros Ventre (White Clay) language studies at Fort Belknap College
- Master's Degree in Native American Studies, Montana State University-Bozeman
- 2nd year Doctoral Student in Educational Leadership from the University of Montana.
- Contributing to an international book on Indigenous Education models.

### *Activities*

- Display and fact sheets distributed at events
- School presentations
- Message ideas for posters
- Partnering with KGVA public radio on spots, announcements and programming
- Booth at events, including popular traditional games event in May
- Prom, graduation and homecoming traffic safety messages for high school students
- Survey collection
- Coordinating with tribal injury prevention and traffic safety
- Newspaper articles
- Radio interviews

## **Mid-winter Fair**

The traffic safety communications contractor of the Fort Belknap Reservation provided a display booth at the community event of the Mid-winter Fair February 8-14, 2006 which included the development of display materials, booth set up, distribution of materials, all equipment provided by consultant (TV, video booth, decorative material), arrangements with community participation in events, visitation with people, and distribution of materials.

## **Harlem High School**

The contractor at Fort Belknap also completed a visit with the junior and senior class of Harlem High School on April 19, 2006. The contractor developed a presentation for Native American

youth on the topics of safety belt use and alcohol resistance. The contractor also spoke of traditional values that include the protection of community members and especially families of the community transcending and drawing a correlation of today's needed traffic safety. Members of the class were invited to join in projects such as taping radio programs about safety belt use and drinking and driving.

### **Traditional Games**

The traffic safety contractor completed a booth for the Traditional Games Competition in the Little Rockies at Hays, MT. The event was very well attended by Fort Belknap Reservation community members, as well as members of other Montana tribes. A booth was displayed with wonderful banners and information was distributed. The Fort Belknap traffic contractor also gave a live radio interview about the booth, information and the Father's Day Campaign by the Montana Department of Transportation. The Traditional Indigenous Games were held June 14-17, 2006.

### **Health Fair: Health and Safety**

On May 5, 2006 the traffic safety communications contractor of the Fort Belknap Reservation set up materials for the Health and Safety fair at the Fort Belknap Community Indian Health Fair. The contractor distributed materials, pamphlets and facts about safety belt safety and alcohol-related crashes and fatalities.

### **Media Relations**

Interview with Sergeant Curtis Fox of Fort Belknap Police Department April 25, 2006. A written article was submitted to the Blaine County Journal about safety belt safety and traffic safety for the up coming summer season. Sergeant Fox was contacted about the article.

### **Radio Announcements**

In April, the intern/contractor wrote a total of four scripts to be recorded on KGVA, which included 2 for safety belt use and 2 for impaired driving. The contractor contacted community members and included three high school students from Harlem High School to record the scripts with the contractor. The project was met with much success and positive feedback from the community was appreciated. The contractor also translated the scripts into the White Clay language and they were recorded and aired generously.

Two homecoming radio spots were recorded with KGVA by the traffic safety contractor and were played very frequently throughout the dates of homecoming. Homecoming for the Hays district on the southern end of the reservation was September 29, 2006 and for the northern area of Fort Belknap agency and Harlem was September 22, 2006.

A visit to the Harlem Elementary School was completed and pennants were handed out after the completion of the presentation to the students. The pennants were a huge success and were

colored and displayed on homecoming floats by the Harlem Elementary and the White Clay Immersion School of 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> graders on September 22, 2006.

### **College Registration**

During August 28-31, Lynette Chandler set up a booth at the registration and orientation of new and returning students. Information was distributed and students were asked to complete a traffic safety survey. A drawing was held for an iPod, which was the incentive to stop at the booth and fill out the survey. Savannah Doney won the iPod.

### **Recommendations**

Lynette Chandler is a professional educator and excellent communicator and a great asset to the traffic safety program. She would like to continue to work with the program and expand her activities to a greater part of the year. When we supply Lynette with materials and information, she makes the most of them to reach the people of the Fort Belknap Indian community.

### **Fort Peck Reservation**

Fort Peck Community College recommended the current traffic safety intern on the Fort Peck Reservation. He is Michael Todd, a 33 year-old student working on a degree in counseling. He has a family and is active in the Assiniboine Medicine Lodge. Mike has been working with the program since July. Activities prior to July were performed by the previous traffic safety intern from 2005.



Mike Todd is shown here, at the right, as he awarded the traffic safety survey incentive iPod to Poplar resident James Brown.

### **Activities**

- School presentations in conjunction with DARE program, March – May
- Developing and recording monthly radio announcements, March – September
- Working with local law enforcement, March – September
- Assisting other interns, April – July
- Newspaper articles and radio interviews, March – September
- Powwow booths and sponsorships, May – September
- Survey collection at powwows and college registration
- Development of impaired driving message for the Fort Peck Reservation
- Sponsorships of powwow events such as “rez” car contest
- Focus group to test impaired driving messages
- Recording of radio interviews and radio PSAs on DUI
- Counseling at Spotted Bull Treatment Center
- Distribution of impaired driving posters





### Television PSAs

Missouri River Communications, a local broadcast channel, is currently running Impaired Driving PSAs provided by the ad agency at the request of the Fort Peck Department of Law & Justice Highway Safety officer, Edison Elliott Tapaha.

We've also helped with publicity for traffic safety enforcement. Officer Steve Barr is shown at a checkpoint in a photo distributed to Fort Peck newspapers with a news article.

### Recommendations

Fort Peck Community College would like to continue the program and this institution is a strong partner in our traffic safety efforts. The current intern, Mike Todd, is hoping to continue working for the program and eventually tie some of the program's objectives to his volunteer work at the Spotted Bull Treatment Center. Mike is working with the Fort Peck Tribes Law and Justice Department on education efforts. We have excellent working relationships with law enforcement and public health and safety personnel on this reservation, in addition to very positive relationships with the media. With the end of 2006, we've begun a carefully developed impaired driving campaign, and the messages of this campaign need to be reinforced in other outreach activities.

### Rocky Boy's Reservation

Stone Child College agreed to sponsor an intern, providing in kind administrative support, work station, etc. The primary contact at the college is the Dean of Academics, Nate St. Pierre. Applicants were interviewed during April, leading to the selection of Chassidy Parisian on April 24.

#### Chassidy Parisian

- Age 20
- Associate degree in business, '06
- Supported and supervised by Stone Child College

#### Activities

- Fact sheet
- Collection of crash, fatality and citation information for Rocky Boy
- Rodeos, tourneys, health fair, youth camps, powwow displays and public engagement
- Messages, testimonials for radio



- Coordinating with law enforcement, including Sgt. Allen Parisian and Officer Myron Oates, Jr. of the DUI Task force
- Newspaper articles and news releases
- Development of DUI messages
- Traffic safety survey collection
- Booth at the annual Rocky Boy's powwow in August
- Focus group on impaired driving messages at Stone Child College

### **Focus Group**

A focus group of male Rocky Boy's residents age 18 to 34 was held August 29 at Stone Child College. Chassidy Parisian organized the event and recruited the participants. She videotaped the discussion. A full report of the focus group results accompanies this report.



Eleven young men, all students at Stone Child College, participated in the focus group discussion of impaired driving attitudes. The group provided insight on about 18 proposed impaired driving media headlines.

### **Recommendations**

Many positive comments on the traffic safety program were received. The program should continue, and will be helped by coordination from within Rocky Boy's Tribal Law and Justice. Police dispatcher Shannon Stump is interested in helping to continue the program and has taken charge of the materials that were used throughout the summer to promote traffic safety. Education on the reservation's safety belt laws and proper use of child safety seats should be a part of the continuing program.

### **Native American Impaired Driving Paid Media Summary**

#### **a. Rocky Boy's Annual Powwow**

Target Audience: The primary demographic is Native American men 18 to 34 years of age.

Market: Havre, Montana

Campaign Timing: July 24 – August 6

#### **RADIO**

For the Rocky Boy's Annual Powwow campaign the "You Pay" spot was run in the Havre market. The contracted ad agency negotiated a paid schedule with a matching no charge schedule that aired on two radio stations in the Rocky Boy's Reservation area.

The spots were placed on KPQX-FM and KRYK-AM. These spots aired July 24 – August 6.

KPQX-FM (July – August)..... \$289.80 (includes bonus match value)  
KRYK-AM (July – August)..... \$289.80 (includes bonus match value)

**CAMPAIGN**

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**Labor Day Impaired Driving**

Target Audience: The primary demographic is Native American Men 18 to 34 years of age.

**Market:**

- Blackfeet Reservation (Browning/Shelby)
- Fort Peck Reservation (Wolf Point)
- Fort Belknap Reservation (Fort Belknap/Malta)
- Rocky Boy’s Reservation (Havre)

Campaign Timing: August 31 – September 4

**RADIO**

For the Impaired Driving Labor Day campaign the “Risk of One” spot was run in the Wolf Point market and in the Glasgow market, which also reaches the Fort Peck Reservation. Banik Communications negotiated a paid schedule with a matching no charge schedule that aired on four radio stations in the Fort Peck Reservation area.

KVCK-AM (August – September) ..... \$191.00 (includes bonus match value)  
KVCK-FM (August – September)..... \$191.00 (includes bonus match value)  
  
KLAN-FM (August – September) ..... \$441.00 (includes bonus match value)  
KLTZ-AM (August – September) ..... \$441.00 (includes bonus match value)

For the Labor Day Impaired Driving campaign, the “Risk of One” spot was run in the Shelby market. Banik Communications negotiated a paid schedule with a matching no charge schedule that aired on one radio station in the Blackfeet Reservation area.

KZIN-FM (August – September)..... \$235.50 (includes bonus match value)

For the Labor Day Impaired Driving campaign the “Risk of One” spot was run in the Havre market. Banik Communications negotiated a paid schedule with a matching no charge schedule that aired on three radio stations in the Fort Belknap Reservation area.

KRYK-FM (August – September)..... \$402.50 (includes bonus match value)  
KPQX-FM (August – September) ..... \$402.50 (includes bonus match value)  
KOJM-AM (August – September)..... \$402.50 (includes bonus match value)

For the Labor Day Impaired Driving campaign the “Risk of One,” “Heartbeat” and “You

Pay” spots were run in the Malta market. Banik Communications negotiated a paid schedule with a matching no charge schedule that aired on one radio station in the Fort Belknap Reservation area.

These three spots also aired as public service announcements on KGVA Public Radio, fort Belknap.

KMMR-FM (August – September) ..... \$493.80 (includes bonus match value)

Total Radio Paid Placement – \$3,200.80

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## CAMPAIGN

### **Native American Impaired Driving 2006**

Target Audience: The primary demographic is Native American men 18 to 34 years of age.

#### Markets:

- Blackfeet Reservation (Browning/Shelby)
- Fort Peck Reservation (Wolf Point)
- Fort Belknap Reservation (Fort Belknap)
- Rocky Boy’s Reservation (Havre)

Campaign Timing: October 9-November 26

Media: Radio, outdoor boards and newspaper.

### **RADIO**

The contracted advertising agency negotiated a no-charge bonus radio commercial for every paid commercial scheduled, as appropriate for a non-profit entity. For the impaired driving campaign, the “Lucky” and “Mike Todd with DUI” spots were run in the Wolf Point market. The ad agency negotiated a paid schedule with a matching no charge schedule that aired on two radio stations in the Fort Peck Reservation area.

KVCK-AM (October – November) ..... \$611.20 (includes bonus match value)

KVCK-FM (October – November)..... \$611.20 (includes bonus match value)

For the Impaired Driving campaign the “Lucky” spot was run on the Shelby station that reaches Browning and Cut Bank. Banik Communications negotiated a paid schedule with a matching no charge schedule that aired on one radio station in the Blackfeet Reservation area.

KZIN-FM (October – November) ..... \$791.28 (includes bonus match value)

For the impaired driving campaign, the “Lucky” spot was run in the Havre market. Banik Communications negotiated a paid schedule with a matching no charge schedule that aired on two radio stations in the Rocky Boy’s Reservation area.

KRYK-FM (October – November)..... \$748.00 (includes bonus match value)

KPQX-FM (October – November) ..... \$748.00 (includes bonus match value)

For the Impaired Driving campaign the “Lucky” and “Mike Todd with DUI” spots were aired as public service announcements on KGVA Public Radio in Fort Belknap.

Total Radio Paid Placement – \$3,509.68

## **BILLBOARD**

Banik Communications negotiated for a paid schedule. We posted a total of two paid boards: one in Harlem and one midway between Wolf Point and Poplar. These boards provide excellent exposure to the residents of the Fort Belknap and Fort Peck Reservations, respectively.

The billboard message will be in place November 2006 through March 2007.

Harlem and Tule Creek billboards..... \$4,220.11

Total Paid Outdoor Boards Placement – \$4,220.11

## **NEWSPAPER**

For the Impaired Driving newspaper Banik Communications placed 6 column x 6” black and white newspaper ads (“Crosses,” “Truck,” and “Keys”) in the Browning Glacier Reporter, Chinook Blaine County Journal News, Fort Belknap News, Fort Peck Journal, Havre Daily News, Rocky Boy’s Tribal News, Wolf Point Herald News and the Wotanin Wowapi. These covered the Blackfeet, Fort Peck, Fort Belknap and the Rocky Boy’s Reservations. These are weekly publications with the exception of the Rocky Boy’s Tribal News and the Fort Belknap Tribal News, which are printed monthly.

Browning Glacier Reporter ..... September 26, 2006  
..... October 12, 2006  
..... November 9, 2006  
..... \$645.48 total

Chinook Blaine County Journal..... September 27, 2006  
..... October 11, 2006  
..... November 8, 2006  
..... \$599.73 total

Fort Belknap News ..... October 1, 2006  
..... November 1, 2006  
..... \$262.60 total

Fort Peck Journal ..... September 26, 2006  
..... October 12, 2006  
..... November 9, 2006  
..... \$381.19 total

Havre Daily News.....	September 29, 2006
.....	October 13, 2006
.....	November 10, 2006
.....	\$1,043.60 total
Rocky Boy’s Tribal News.....	October 1, 2006
.....	November 1, 2006
.....	\$211.77 total
Wolf Point Herald News.....	September 26, 2006
.....	October 12, 2006
.....	November 9, 2006
.....	\$615.99 total
Wotanin Wowapi .....	September 26, 2006
.....	October 12, 2006
.....	November 9, 2006
.....	\$571.78 total

Total Newspaper Paid Placement – \$4,332.14

## 2. Native American Occupant Protection Campaign

### Message Strategy

Media and community relations materials for 2006 have these central points:

- 1) Be Safe On All Roads (SOAR)—your path is important to all
- 2) Buckle Up Because You Love Me
- 3) Respect your family, Respect your life, Buckle Up

The Native American Traffic Safety program included its publicity with the national “Click It Or Ticket”It mobilization. In addition, McDonald’s ice-cream cone coupons rewarding safety belt use were distributed to Indian law enforcement partners on the Fort Peck and Rocky Boy’s reservations.



### Powwows and Other Events

In the relatively small communities of our targeted reservations, local events are an ideal opportunity to engage audiences on the topic of safety belt use. The intern program provides a trained local contact who can perform community outreach and engage the public on traffic safety



topics at local events. Opportunities as they arise are utilized, such as Wild West Days in Wolf Point, the “Hottest Chili Contest” in Wolf Point, a child safety seat clinic at the Stone Child College, and others.

Dreamcatchers were given out at local events. People were asked to give the dreamcatcher to a loved one with the admonition to buckle up, and keep the dreamcatcher in their vehicle to remind them. A ribbon imprinted with the words, “Buckle Up Because You Love Me” was attached to the dreamcatchers.

Approximately 1600 authentic dreamcatchers made by a Native-owned company were distributed to the interns, along with the imprinted ribbons. The dreamcatchers were given away at traffic safety booths at powwows and health fairs. The dreamcatchers were also used as a gift to adults who participated in the traffic safety survey.

Other items given away at the powwows included blue silicone bracelets imprinted “Safe On All Roads,” blue and yellow pens, and coloring pennants for children.



### Safety belt Campaign 2006 (Father’s Day Campaign)

Our major media campaign for the year was aimed at young men and utilized paid media in June.

Posters were distributed to support the media, which consisted of newspaper, radio and billboard.

#### Billboard artwork:



#### Poster artwork:



The newspaper ad art was the same as the poster, reproduced in black and white. The radio spot utilized for this campaign featured several Native American voices asking young men and young fathers to buckle up to keep the future of their family strong, and to uphold the traditions of the Indian people.

**Earned Media**

News releases for Native American Traffic Safety are listed below in a brief overview. In the spring of 2006, an additional weekly newspaper was initiated on the Fort Peck Reservation, for a total of three newspapers targeted for that reservation. (Note: Most area newspapers are weekly or monthly.)

Title Of Release	Release Date	Fort Peck Res. Area Media	Fort Belknap Area	Blackfeet Reservation	Rocky Boy's Reservation
MDT Traffic Safety Job Opening	March 13			X	X
MDT Traffic Safety Grant Awarded	March 27	X			
Night Patrol, story of a law enforcement ride-along	March 29	X			
Cheryl Little Dog to Coordinate Traffic Safety	April 7			X	
Dance Sponsorship	April 24	X			
Safety during Memorial Day weekend	April 24		X		
Buckle Up during powwow season	May 1		X		
Graduation Powwow results	May 8	X			
Powwow sponsorship	May 9			X	
Chassidy Parisian Hired for Traffic Safety	May 11				X
Law Enforcement Mobilization	May 15	X		X	X
Safety Seat Clinic					X
S.O.A.R.: Native American Traffic Safety Program Unveiled	May 26	X	X	X	X
Wild West Days sponsorship	June 5	X			
Checkpoints Held News Release	June 5	X			
Father's Day Campaign News Release	June 15	X	X	X	X
MDT Coupon News Release (law enforcement)	June 19	X			

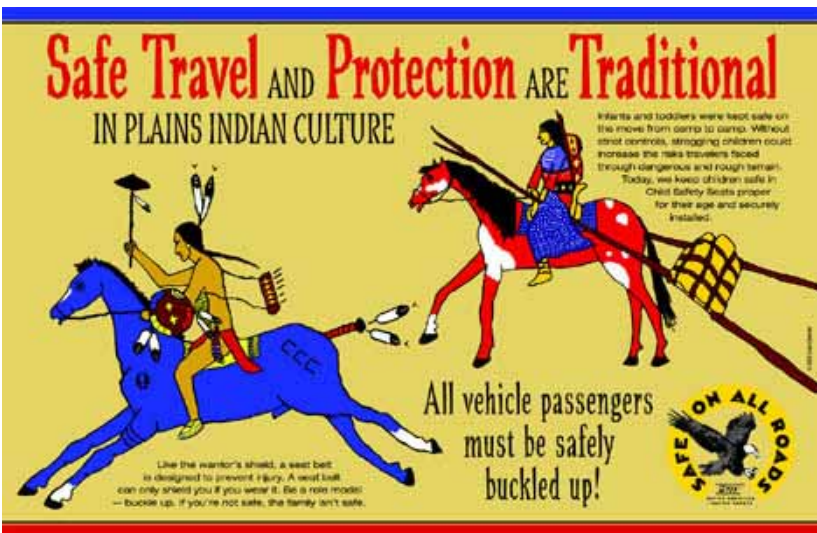


Survey respondents at powwows will have chance at free iPod	various	X	X	X	X
North American Indian Days giveaway scheduled	June 30			X	
MDT Director Lynch at NAID giveaway	July 10			X	
Traffic Safety survey drawing winner	Sept	X	X	X	X

**Safety belt Education: New Materials**

Interns and law enforcement partners in these communities are looking for safety belt education that is appropriate and specific for their populations, and our traffic safety program is ideally positioned to provide these materials. For instance, the Fort Peck Law and Justice Department of the Sioux and Assiniboine tribes has asked for an educational video that they can utilize as mandatory sentencing for offenders. We’ve proposed to begin building these materials, starting with the videotaping of child safety seat clinics. An outline for the potential content of a comprehensive safety belt education video for Montana’s Indian tribes is in progress.

During discussions in April and May of 2006, we also explored the need for education materials that tie proper safety restraint to the traditions of the formerly nomadic Northern Plains tribes. At



an occupant protection assessment in May, the need for such a brochure was identified by Safe Kids, Safe Communities, the Montana Department of Transportation SHTSO training coordinator, and the Governor’s appointed coordinator for Indian tribes in Montana. Our program undertook to create such a brochure. Lynette Chandler of the Gros Ventre tribe has developed a draft. However, when we learned in September that the State Highway Traffic Safety Office

was ordering and distributing child safety seat brochures from NHTSA for Native American audiences, we revised our plan and developed a poster instead.

The poster content and illustrations were approved by community partners in health education and injury prevention. The illustrations were provided by Indian artist Sean Chandler of the Fort Belknap Reservation. The text was also approved, with one revision, by the Governor’s Coordinator for Indian Affairs, Reno Charette. We hope the concept behind this poster can be expanded to presentations and a story-telling approach to educational outreach in 2007.

The posters have been distributed to the Area Indian Health Service injury prevention specialist in

Billings, to the Little Shell Tribe of the Chippewa Cree in Great Falls and to public locations, classrooms and clinics on the Fort Peck, Fort Belknap and Blackfeet Reservations, to date.

### **Blackfeet Reservation Occupant Protection Program**

Cheryl Little Dog is the MDT traffic safety coordinator for the Blackfeet Reservation and did the following safety belt announcement for her tribe:

MDT NA OP 11494: Blackfeet Graduation Radio  
SCRIPT  
:30 radio: Cheryl PSA II

My name is Cheryl Little Dog.

One party at graduation cost me the use of my legs.

I was a crash waiting to happen, but I didn't even buckle my safety belt.

If you could know what it is like to spend 15 years in a wheelchair, you'd understand that drinking isn't worth the risk.

Please, respect your family. Respect your future. Respect yourself.

Don't get in a vehicle with a driver who has been drinking. And always buckle your safety belt. It's your life.

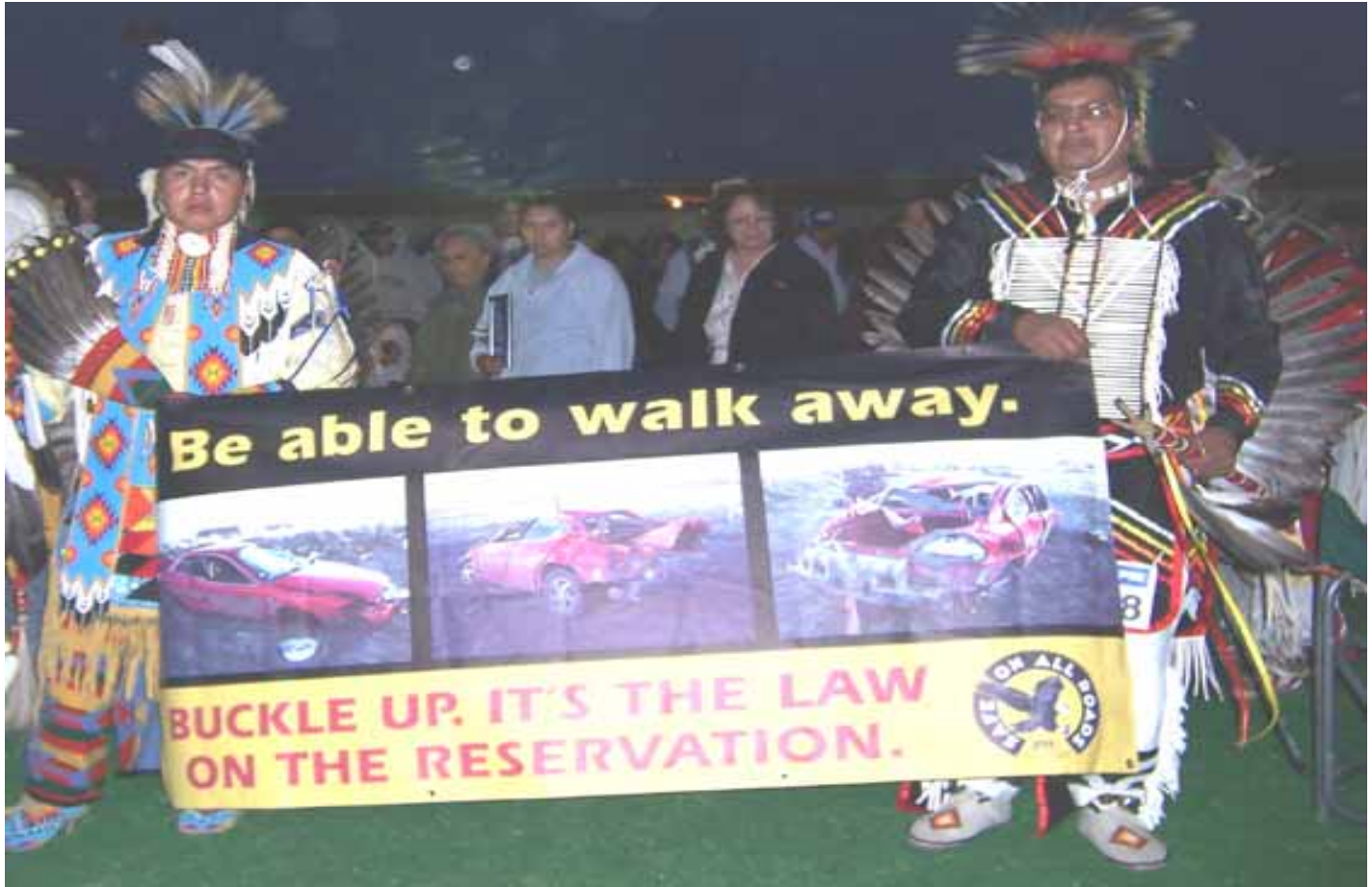
Be Safe On All Roads.

### **North American Indian Days**

Cheryl obtained responses to surveys and handed out child safety seat literature, fact sheets and mini-fliers with our Respect your family, Respect your life, Buckle Up slogan. She gave out dreamcatchers, bracelets, posters and pens. Many people came to her booth to tell her they had heard her radio spots and thought she was doing a good job at an important project.



We achieved exceptional success at the opening evening of North American Indian Days, the annual celebration on the Blackfeet Reservation. Cheryl developed a list of 49 families who has lost a loved one to a vehicle crash, and invited them to the powwow for a traditional giveaway. A giveaway is a spiritual balancing, and it was effective in making the point that we wish an end to the grief of these needless deaths, closure for the families, and a time of change and education where we all take responsibility to stop such tragedies. Jim Lynch, the director of the Montana Department of Transportation traveled to Browning to giveaway blankets to the families in attendance on the evening of July 6, the opening night of the powwow. The blankets were embroidered with the SOAR logo.



## **Recommendations**

Cheryl is well-known on the Blackfeet Reservation and she has been able to bring a lot of visibility to our traffic safety program. Her September activities focused on coalition-building for the future, and she has been able to win the formal support of the Blackfeet Tribal Business Council. She is a valuable spokesperson for our efforts and we'd like to have her continue the program throughout the year.

## **Fort Belknap Occupant Protection Program**

Lynette Stein-Chandler the intern from Fort Belknap conducted the following activities in support of occupant protection activities:

### **Health Fair: Health and Safety**

On May 5, 2006 the traffic safety intern of the Fort Belknap Reservation set up materials for the Health and Safety fair at the Fort Belknap Community Indian Health Fair. The intern distributed materials, pamphlets and facts about safety belt safety and alcohol-related crashes and fatalities.

## **Media Relations**

Interview with Sergeant Curtis Fox of Fort Belknap Police Department April 25, 2006.  
A written article was submitted to the Blaine County Journal about safety belt safety and traffic

safety for the up coming summer season. Sergeant Fox was contacted about the article. April 27, 2006 a written article was submitted to the Fort Belknap News and the contractor worked with the senior editor, Jennifer Perez.

### **Radio Announcements - Week of April 17-April 28**

The intern wrote a total of four scripts to be recorded on KGVA, which included two for safety belt use and two for impaired driving. The contractor contacted community members and included three high school students from Harlem High School to record the scripts. The project was met with much success and positive feedback from the community was appreciated. The contractor also translated the scripts into the White Clay language and they were recorded and aired successfully. These pieces are currently still being aired.

### **Site Visits**

A site visit to Hays Lodgepole took place on May 8, 2006. The traffic safety intern for Fort Belknap Reservation developed presentations for Native American children and youth on the topics of safety belt use and alcohol resistance. Visitation to area schools: Hays High school/Junior High school and gave talks to 2 groups of various grades about safety and facts of no safety belt use and alcohol fatalities in Montana and on the Fort Belknap Reservation.

Two Homecoming radio spots were recorded with KGVA by the traffic safety contractor and are being played very frequently through out the day. The dialogue consists of safety belt use and no drinking and driving. Homecoming for the Hays district on the southern end of the reservation is September 29, 2006 and for the northern area of Fort Belknap agency and Harlem is September 22, 2006.

### **Recommendations**

Lynette Chandler is a professional educator and excellent communicator and a great asset to the traffic safety program. She would like to continue to work with the program and expand her activities to a greater part of the year.

### **Fort Peck Occupant Protection Program**

Fort Peck Community College recommended the current traffic safety intern on the Fort Peck Reservation. He is Michael Todd, a 33 year-old student working on a degree in counseling. The activities that he supported are as follows:

#### ***Television PSAs***

Missouri River Communications, a local broadcast channel, ran Occupant Protection PSAs provided by Banik Communications at the request of the Fort Peck Tribal Police Highway Safety officer, Ed Tapaha.

#### ***Coordination with the May Mobilization "Click It Or Ticket" Campaign***

The contracted advertising agency and the Fort Peck intern provide public relations support for



Fort Peck law enforcement, as needed.

At the Blue Stone Indian Club (graduation) powwow, a men's dance under the name of the traffic safety program was sponsored. This resulted in a successful exposure of safety belt messages. This activity includes pre-and post-event news stories, talking points for the Master of Ceremonies and placing of a safety belt banner as well as mentions at the close of the day.



The three top finishers in the men's free for all dance contest in Wolf Point are shown here.

The dance was dedicated to safety belt use. All styles of dancers were invited to participate. Our original plan was to limit the dance to men age 18-34, but older dancers wanted to participate, too, so the age range extended to mid-forties.

#### **Recommendations:**

Fort Peck Community College would like to continue the program. The current intern,

Mike Todd, is hoping to continue working for the program and eventually tie some of the program's objectives to his volunteer work at the Spotted Bull Treatment Center. We have excellent working relationships with law enforcement and public health and safety personnel on this reservation, in addition to very positive relationships with the media locally. School presentations can continue to be a part of the program, along with engaging the public at winter and spring powwows.

### **Rocky Boy's Reservation Occupant Protection Program**

Chassidy Parisian is the intern from the Rocky Boy's Reservation and supported the following activities:

#### **Car Seat Clinic Traffic Safety Booth**

The Rocky Boy's Police Department and the Highway Safety Program held a car seat



clinic at the new Stone Child College on May 20<sup>th</sup> of 2006. They provided car seats to the people of Rocky Boy's Reservation. Certified Child Passenger Safety Technicians from Havre were there to assist people on how to use the car seats and place them in the vehicle. Chassidy Parisian, the coordinator for the Rocky Boy's Reservation Safe On All Roads Traffic Safety Program, helped publicize the event. At the clinic, she passed out a fact sheet about traffic safety and dream catchers with the Buckle Up Because You Love Me phrase attached to them. Chassidy also talked to each person about how a safety belt can save lives.

### Health Fair Traffic Safety Booth

On June 13, 2006, the Rocky Boy's Health Board hosted a Health Fair for the people of the Rocky Boy's Reservation. The Safe On All Roads Traffic Safety Program setup a traffic safety booth at the health fair. Chassidy Parisian provided people with information on traffic fatalities that happened on the Montana roads due to car crashes. She passed out a fact sheet about traffic fatalities on the Montana roads and dream catchers with the Buckle Up Because You Love Me phrase attached. Chassidy also handed out a survey about traffic safety and informed people on how safety belts can save lives. Other information about traffic safety and drunk driving was on display at the booth. **Article that was printed in the Rocky Boy's newspaper:**



#### Proper use of safety seats and safety belts urged for Rocky Boy residents

On May 20, 2006, the Rocky Boy Police Department and the Highway Safety Program organized a child car seat clinic at the new Stone Child College. The clinic provided 15 car seats and 15 booster seats to infants and children of the Rocky Boy Reservation. Certified Child Passenger Safety Technicians from Havre were there to assist people on how to use the car seats and place them in the vehicle. Proper use of the car seats is life-saving for children, as many as 98 percent of all car seats are not installed properly.

Chassidy Parisian, employed by the Montana Department of Transportation and Stone Child College to promote traffic safety on Rocky Boy Reservation, also provided education materials on safety belt use at the safety seat clinic.

Safety belt use on the Rocky Boy reservation is an important issue that needs to get across to the people of the reservation. The Montana Department of Transportation records show that 210 American Indians died on Montana roads in the last five years. Even though the Indian population in the state is about 6.2 percent, they represent 17 percent of all traffic fatalities. One in five highway deaths in 2004 was a Native American fatality. A major reason for the high number of traffic deaths on Montana reservations is the failure to wear safety belts. Unintentional injury, primarily from traffic crashes is the greatest killer of persons age 3 to 44.

The Rocky Boy Police Department has set a goal to increase safety belt use through increased enforcement and public education. Their efforts so far have increased the use of safety belts on the Reservation by an estimated 10 percent.

**T** Safety belts can reduce the high number of traffic fatalities on Montana reservations. We need to be safe on all roads. Buckle Up!!!

Roadside signs located between Box Elder and Rocky Boy's Agency would have a lot of visibility with the residents of the community. Chassidy recommended a traffic safety phrase that could be divided into parts. The proposed signs will read "Respect your elders, Respect your culture, Respect yourself...Buckle Up." Picture of how the phrase will be placed on the signs:



### **Traffic Safety Survey Collection**

Residents of the Rocky Boy's Reservation were asked to fill out a written survey on traffic safety topics, including their use of safety belts. The survey responses were collected at the annual powwow and at a traffic safety table set up during the college registration in late August. Participants were given the opportunity to enter a drawing for a free iPod as an incentive for filling out the survey. The iPod was awarded in September and the winner was announced in the Rocky Boy's Tribal Newsletter.

### **Rocky Boy's Powwow Traffic Safety Booth**

During the Rocky Boy's Powwow of 2006, Chassidy Parisian displayed a traffic safety booth. The booth was setup as an art and crafts table to work with the children of the powwow. The children had the opportunity to make items that promote safety belt use to give to their family and friends. There was also information about traffic safety and items that promote safety belt use available to the public.

We had a lot of kids come and do arts and crafts. They enjoyed making and coloring items for their parents and family. Parents and family thought it was a great idea because having their child tell them to buckle up brought more perspective on wearing a safety belt.

We also honored people of the Rocky Boy's Reservation who promoted traffic safety or helped promote traffic safety. We honored each person with a blanket that had the Safe On All Roads logo printed on them. Those honored included law enforcement, educators and the editor of the tribal newspaper.

### **Focus Group**

A focus group of male Rocky Boy's residents age 18 to 34 was held August 29 at Stone Child College. Chassidy Parisian organized the event and recruited the participants. She videotaped the

discussion, which included evaluation of the Buckle Up Because You Love Me safety belt

campaign. All of the participants reported familiarity with the campaign and rated it as highly effective. Eleven young men, all students at Stone Child College, participated in the focus group discussion of safety belt use .

## Recommendations

Many positive comments on the traffic safety program were received. The program should continue, and will be helped by coordination from within Rocky Boy's Tribal Law and Justice. Police dispatcher Shannon Stump is interested in helping to continue the program and has taken charge of the materials that were used throughout the summer to promote traffic safety. Education on the reservation's safety belt laws and proper use of child safety seats should be a part of the continuing program.

## Native American Occupant Protection Paid Media

### CAMPAIGN

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#### Fort Peck Safety Belt (OP) Radio

**Target Audience:** The primary demographic is Native American Men 18 to 34 years of age. Secondary demographic is teenagers on the reservation.

**Market:** Fort Peck Reservation

**Campaign Timing:** March 27 – May 28, 2006 and June 12 – September 3, 2006

#### RADIO

For the Fort Peck OP campaign from late March through May, local 30-second radio announcements were produced for various events, such as high school proms and graduation for both high schools and college. Radio announcements about buckling up were also produced for the Fort Peck powwow season and ran June through September. Banik Communications negotiated a paid schedule with a matching no charge schedule that aired on two radio stations in the Fort Peck Reservation area.

KVCK-AM (March – May) .....	\$100.81 (spot value)
KVCK-FM (March – May).....	\$144.01 (spot value)
KVCK-AM (June – September) .....	\$151.21 (spot value)
KVCK-FM (June – September) .....	\$237.61 (spot value)

### CAMPAIGN

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#### Browning High School Graduation

**Target Audience:** The primary demographic is high school students on the Blackfeet Reservation.

**Market:** Blackfeet Reservation

**Campaign Timing:** May 26 – 29, 2006



## RADIO

For the Blackfeet Radio the Cheryl Little Dog spots were produced for the Shelby/Browning/Cut Bank market. Banik Communications negotiated a paid schedule with a matching no charge schedule that aired on one radio station in the Blackfeet Reservation area.

KZIN-FM ..... \$110.83 (spot value)

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## CAMPAIGN

### Father's Day Campaign 2006

**Target Audience:** The primary demographic is Native American men age 18-34.

**Market:**

Blackfeet Reservation  
Fort Peck Reservation  
Fort Belknap Reservation  
Rocky Boy's Reservation

**Campaign Timing:** June 12 – June 21, 2006

## RADIO

For the Father's Day campaign, the Blackfeet Father's Day radio spot from 2005 was aired in the Havre, Malta, Shelby and Wolf Point markets (Also running as a Public Service Announcement on KGVA in the Fort Belknap market). The ad agency negotiated a paid schedule with a matching no charge schedule that aired on seven radio stations reaching the reservation communities.

KPQX-FM ..... \$241.50 (spot value)  
KRYK-FM ..... \$241.50 (spot value)  
KMMR-FM ..... \$423.60 (spot value)  
KZIN-FM ..... \$282.60 (spot value)  
  
KSEN-AM ..... \$282.60 (spot value)  
KVCK-AM ..... \$244.80 (spot value)  
KVCK-FM ..... \$244.80 (spot value)

**Total Paid Placement Radio Dollars – \$2,705.87**  
**Total Bonus Value – \$2,705.87**

## BILLBOARD

The ad agency negotiated for a paid schedule. We posted a total of two paid boards in Harlem for six months and at Tule Creek on the Fort Peck Reservation for six months. The boards cover the Fort Belknap and Fort Peck Reservations with excellent exposure to travelers on Highway 2. The artwork was posted in early June to coincide with our Father's Day campaign.

Fort Belknap and Fort Peck boards..... \$4,632.50

**Total Paid Placement Outdoor Board Dollars – \$4,632.50**

## **NEWSPAPER**

For the Father's Day campaign, the ad agency placed a 5 column x 7" black and white newspaper ad (Buckle Up Because You Love Me) in the Fort Belknap News, Fort Peck Journal, Blaine County Journal News, Browning Glacier Reporter, Rocky Boy's Tribal News and the Wotanin Wowapi. These covered the Fort Peck, Blackfeet, Rocky Boy's and Fort Belknap Reservations. The Rocky Boy's Tribal News and the Fort Belknap News print once a month.

Fort Belknap News	July 1, 2006	\$117.65
Fort Peck Journal	June 15 & June 22, 2006	\$247.07
Blaine County Journal News	June 14 & June 21, 2006	\$432.36
Browning Glacier Reporter	June 15 & June 22, 2006	\$465.31
Rocky Boy's Tribal News	July 1, 2006	\$105.89
Wotanin Wowapi	June 15 & June 22, 2006	\$370.60

**Campaign Total Paid Newspaper Placement – \$1,738.88**

## **CAMPAIGN**

### **KGVA Radio traffic safety sponsorship**

**Target Audience:** The primary demographic is Native American teenagers and young adults in the Fort Belknap Indian community.

**Market:** Fort Belknap Reservation

**Campaign Timing:** April – May, 2006; September 2006

## **RADIO**

Lynette Chandler and local high school White Clay language students created radio spots asked young people to buckle up during times of high risk events, such as prom, graduation and homecoming. The spots were aired on KGVA Public Radio as part of an on-going traffic

safety sponsorship agreement. As a public radio station, KGVA does not accept paid advertising.

## CAMPAIGN

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### **Rocky Boy's Annual Powwow**

**Target Audience:** The primary demographic is Native American Men 18 to 34 years of age.

**Market:** Havre, Montana

**Campaign Timing:** July 24 – August 6

#### **RADIO**

For the Rocky Boy's Annual Powwow campaign the "Indian Way" spot was run in the Havre market. Banik Communications negotiated a paid schedule with a matching no charge schedule that aired on two radio stations in the Rocky Boy's Reservation area.

KPQX-FM (July – August)	\$144.90 (spot value)
KRYK-AM (July – August)	\$144.90 (spot value)

**Total Paid Placement Radio Dollars – \$289.80**

**Total Bonus Value – \$289.80**

## CAMPAIGN

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### **Father's Day Campaign Reinsertion (Buckle Up Because You Love Me)**

To support the "Buckle Up Because You Love Me" safety belt campaign materials that were being distributed at summer powwows on these reservations, we ran a repeat insertion of the ads that appeared in these newspapers in June.

**Target Audience:** The primary demographic is Native American Men 18 to 34 years of age.

**Market:**

- Blackfeet Reservation
- Fort Belknap Reservation
- Fort Peck Reservation
- Rocky Boy's Reservation

**Campaign Timing:** July 26 – August 1

#### **NEWSPAPER**

Banik Communications placed a 5 column x 7" black and white newspaper reinsertion ad ("Buckle Up Because You Love Me") in the Browning Glacier Reporter, Chinook Blaine

County Journal, Fort Belknap News, Fort Peck Journal and Rocky Boy's Tribal News. These

covered the Blackfeet, Fort Peck, Fort Belknap and Rocky Boy's Reservations.

Browning Glacier Reporter	July 27, 2006	\$232.65
Chinook Blaine Count Journal	July 26, 2006	\$216.18
Fort Belknap News	August 1, 2006	\$117.65
Fort Peck Journal	July 27, 2006	\$123.53
Rocky Boy's Tribal News	August 1, 2006	\$105.89

**Campaign Total Paid Newspaper Placement – \$795.90**

#### **IV. Legislative and Administrative Changes**

During FFY 2005, a primary safety belt law was introduced and unfortunately failed on the floor of the House of Representatives. The Attorney General has prepared primary safety belt legislation again, and Senator Cooney will be sponsoring it during the 2007 legislative session.

We continued updating our State Highway Traffic Safety Office (SHTSO) Policies and Procedures Manual to improve how we develop and implement our Highway Safety Plan, budget, monitor our projects, etc. The entire SHTSO staff received training on the SHTSO's financial and administrative processes outlined in this same manual. The SHTSO also hired a temporary law enforcement liaison (LEL). The LEL position will be advertised as a permanent position during spring of FFY 2007.

To help support the implementation of *Montana's Comprehensive Safety Plan* (more below) document in FFY 2007 and beyond, the Governor's Representative for Highway Safety integrated SHTSO into MDT's Rail, Transit & Planning Division as a Bureau, effective December 11, 2006.

#### **V. Comprehensive Safety Plan**

The SHTSO continued supporting the development of *Montana's Comprehensive Safety Plan* during FFY 2006, by working jointly on this project with the Montana Department of Transportation's Rail, Transit & Planning Division. The Comprehensive Plan encompasses all areas of highway safety and reaches out for commitments to the agencies that manage the following areas: Office of Public Instruction, Department of Health and Human Services, local law enforcement, Montana Highway Patrol, MDT Engineering, emergency medical responders, etc. The plan's overall goal is to significantly reduce death and injury and Montana's roads.

The American Indians from Montana's seven reservations are also participating in the development of the Comprehensive Plan. Montana's Traffic Safety Committee chaired by the Governor's Representative for Highway Safety comprises of state agency heads and tribal leaders that make key decisions in terms of the goals and objectives of the Comprehensive Safety Plan.

