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# **MESSAGE FROM THE DIRECTOR**

**The Delaware Office of Highway Safety is committed to improving safety and security on Delaware roadways through the administration of federal highway safety funds, the development of countermeasures to combat unsafe driving behaviors, and the collection and analysis of crash data.**

**It is our sincere belief that through a data driven approach to program planning, focused public information and education efforts, and coordinated enforcement initiatives; we can realize our goal of making Delaware roads the safest in the country.**

**The Fiscal Year 2007 Annual Evaluation Report reflects our major accomplishments in impacting our priority areas, and highlights the programming initiatives undertaken to increase public awareness about highway safety. Throughout the coming year, we will continue in our quest to achieve our outlined goals in each priority area, to identify additional highway safety partners, and work toward improving Delaware's data collection and analysis processes.**



**Mrs. Tricia Roberts, Director  
Delaware Office of Highway Safety**

# **Delaware Office of Highway Safety**

The Office currently consists of seven full-time employees and six part-time employees, who serve as a resource to many different customers including the citizens of the First State, the Delaware General Assembly, various State and local public and private organizations, and approximately thirty sub-grantee agencies.

As a division of the Department of Safety and Homeland Security, the Office of Highway Safety (OHS) fulfills its mission through the implementation of public information/education and enforcement initiatives. OHS staff members are committed to maintaining and expanding our partnerships with agencies statewide, including the Delaware State Police, the Division of Alcohol and Tobacco Enforcement, municipal law enforcement agencies, the Delaware Department of Transportation, the Division of Motor Vehicles, State and County emergency medical services, the Department of Justice, the Courts, the Division of Substance Abuse and Mental Health, the Department of Education, the Delaware MADD chapter and other private citizen organizations, and the corporate community. We believe it is through these vital statewide alliances that effective outreach and implementation of safe driving practices by the motoring public will be accomplished.

By focusing on the state's identified highway safety priority areas, developing state-wide partnerships, and increasing public awareness of the importance of safe driving behaviors, the Office of Highway Safety, under the leadership and direction of Mrs. Tricia Roberts, is striving to make Delaware's roadways the safest in the country.



**Tricia Roberts addresses the media, law enforcement, and other safety partners at Delaware State Police's Highway Safety Saturday event.**

## Office Staff

**Tricia Roberts, Director** – Responsible for planning, organizing, and directing the operations and programs of the Office of Highway Safety in accordance with Federal and State rules, regulations, and guidelines. Monitors State and Federal legislation that impacts highway safety and the State of Delaware. Serves as the Governor’s Representative for Highway Safety.

**Jana Simpler, Management Analyst III** – Responsible for monitoring and evaluation of approved highway safety projects, administration and distribution of federal funds to state, local, and private agencies and preparation of the State Highway Safety Plan. Performs duties as necessary as the **Occupant Protection Coordinator, Aggressive Driving Coordinator, and Traffic Records Coordinator.**

**Lisa Moore, Management Analyst III** – Responsible for coordinating and organizing impaired driving countermeasures across the state, managing the statewide DUI Provider Program, and the administration of the Section 154 transfer program established under TEA-21. Prepares the Annual Evaluation Report and coordinates the distribution of funds received by the State under the Office of Juvenile Justice and Delinquency Prevention (OJJDP) Federal grant program. Performs duties as necessary as the **DUI Program Coordinator, the Pedestrian Safety Coordinator, and the Motorcycle Safety Coordinator.**

**Andrea Summers, Community Relations Officer** – Responsible for dissemination of information regarding agency programs and events, coordination of public awareness campaigns and media events, and presentation of safety education programs for schools, businesses, and other State and local agencies. Serves as the official agency spokesperson and media liaison.

**Gohar Qureshi, Information Systems Support Specialist** – Responsible for the administration of the network computer system, modification of existing programs and implementation of new programs as needed, and maintenance of the OHS website. Maintains internal and external equipment inventory.

**Bonnie Whaley, Accounting Specialist** – Responsible for processing fiscal documents as required for the daily operations of the office. Manages the agency timesheets and serves as the agency liaison with the Department’s Human Resources Section.

**Linda Kouse, Operations Support Specialist** – Responsible for ordering public information materials, coordinates distribution of materials to increase public awareness, and assists the Community Relations Officer with public information and education initiatives. Serves as the agency receptionist.

**Jim Brown, Law Enforcement Liaison** – Responsible for the coordination of law enforcement mobilizations throughout the grant year and for organizing law enforcement training opportunities (part-time position).

**Nadine Holleger, Russell Holleger, Larry Kelley, and Dawn Weaver, Statewide Fitting Station Coordinators** – Responsible for the coordination of the Office of Highway Safety’s three statewide Child Passenger Safety Fitting Stations, in cooperation with the Division of Motor Vehicles (part-time positions).

**Trish Bachman, Corporate Outreach Coordinator** – Responsible for the creation and implementation of programming initiatives aimed at providing traffic safety-related public information and education to our corporate partners (part-time position).



**Front Row: Andrea Summers, Tricia Roberts, Lisa Moore, Jana Simpler  
Back Row: Linda Kouse, Jim Brown, Trish Bachman, Gohar Qureshi,  
Larry Kelley, Bonnie Whaley; Not Pictured: Nadine Holleger,  
Russell Holleger, and Dawn Weaver**

# Planning & Administration

**Mission Statement:** *The Office of Highway Safety is committed to improving safety and security on Delaware roadways through the administration of Federal highway safety funds, the development of countermeasures to combat unsafe driving behaviors, and the collection and analysis of traffic crash data.*

The Delaware Office of Highway Safety, established in accordance with the Highway Safety Act of 1966, is a state agency dedicated to promoting safe travel throughout Delaware. The Office of Highway Safety is a division of the Department of Safety and Homeland Security.

Through the administration of Federal highway safety funds, the Office employs a comprehensive approach to impacting each of the State's identified priority areas. The majority of our programming efforts are focused on the following six traffic safety areas:

- Occupant Protection
- Impaired Driving
- Aggressive Driving
- Traffic Records
- Pedestrian Safety
- Motorcycle Safety



# FY 2007 Initiatives

## Occupant Protection

- Click It or Ticket Enforcement and Education Campaign
- Seat Belt Use Maintenance Mobilization
- Statewide Seat Belt Use Survey
- Child Restraint Law Upgrade
- Child Passenger Safety Awareness Week (CPSAW)
- Child Passenger Safety Fitting Stations
- SAFETEA-LU Occupant Protection Incentive Grant Administration  
– Sections 405 and 406

## Impaired Driving

- Checkpoint StrikeForce Impaired Driving Enforcement Campaign
- Drug Recognition Expert Program
- Safe Family Holiday Campaign
- Traffic Safety Resource Prosecutor (TSRP) Position
- Underage Drinking Prevention
- DUI Enforcement Mobilizations
- DUI Training Initiatives
- Partnership with the Division of Substance Abuse & Mental Health
- SAFETEA-LU Impaired Driving Incentive Grant and Transfer Sanction Program Administration – Sections 410 and 154



## Aggressive Driving

- **Winter 2007 Stop Aggressive Driving Enforcement and Education Campaign**
- **Summer/Fall 2007 Stop Aggressive Driving Enforcement and Education Campaign**
- **Operation ACE (Aggressive Cycle Enforcement)**
- **Speed Management Workshops**
- **Law Enforcement Radar Equipment Purchase**

## Traffic Records

- **Traffic Records Coordinating Committee (TRCC) Reorganization**
- **TRCC Strategic Plan Development and Implementation**
- **Criminal and Highway Analysis and Mapping for Public Safety (CHAMPS) GIS-based Mapping System Development**
- **SAFETEA-LU Data Improvements Incentive Grant Administration - Section 408**

## Pedestrian Safety

- **Pedestrian Safety Presentations and Exhibits**
- **Advisory Council on Walkability and Pedestrian Awareness Member**
- **Delaware State Police Pedestrian Safety Initiative**
- **Pedestrian and Bicycle Safety Checkpoints**
- **Safety Town**



The CTSP trailer is adorned with a pedestrian safety message.



## Motorcycle Safety

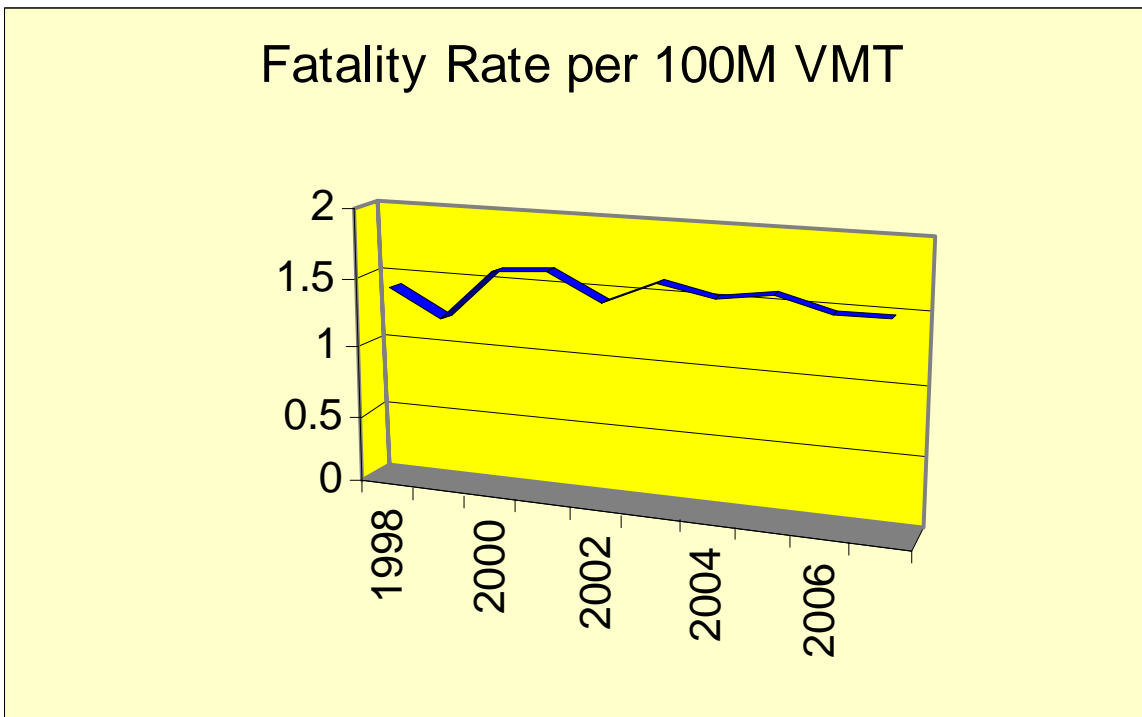
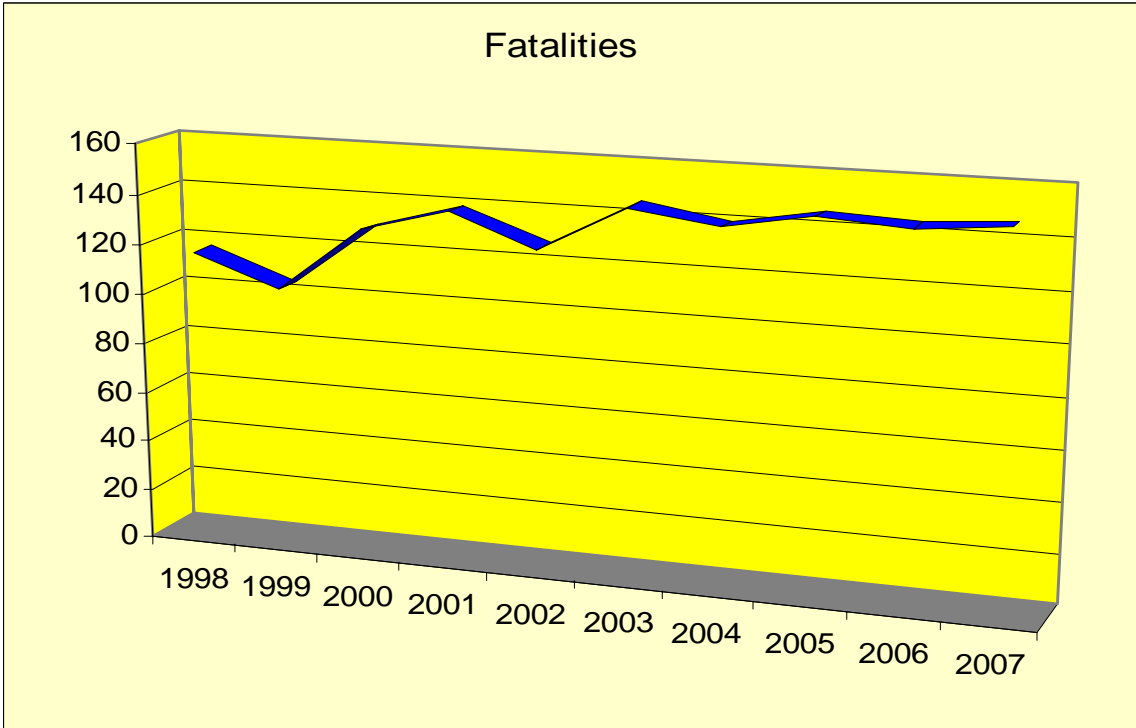
- **“Bike Week” Enforcement Initiative**
- **Public Information and Education Campaign**
- **Motorcycle Rider Education Committee**
- **SAFETEA-LU Motorcycle Safety Incentive Grant Administration – Section 2010**



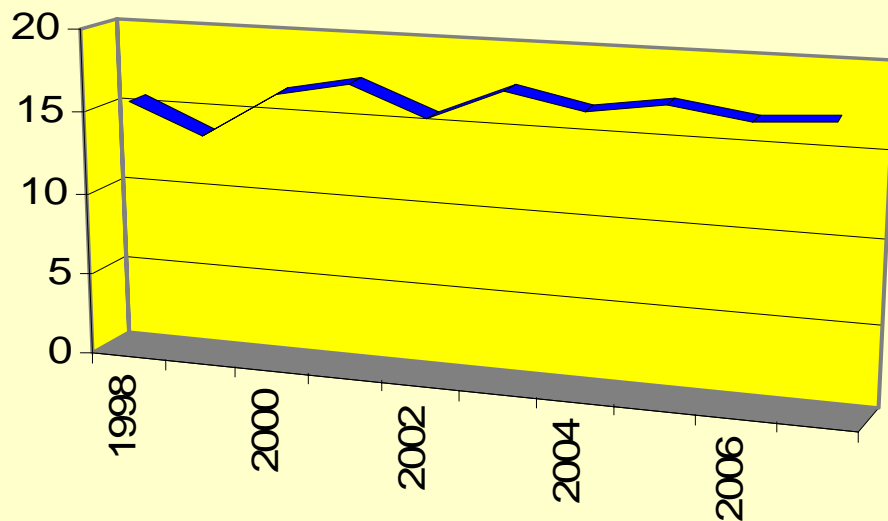
## Corporate Outreach Program

- **Monthly Corporate Communication**
- **Semi-Annual Corporate Partners Meeting**
- **Coordination of Corporate Community Involvement in national and State Safety Campaigns**

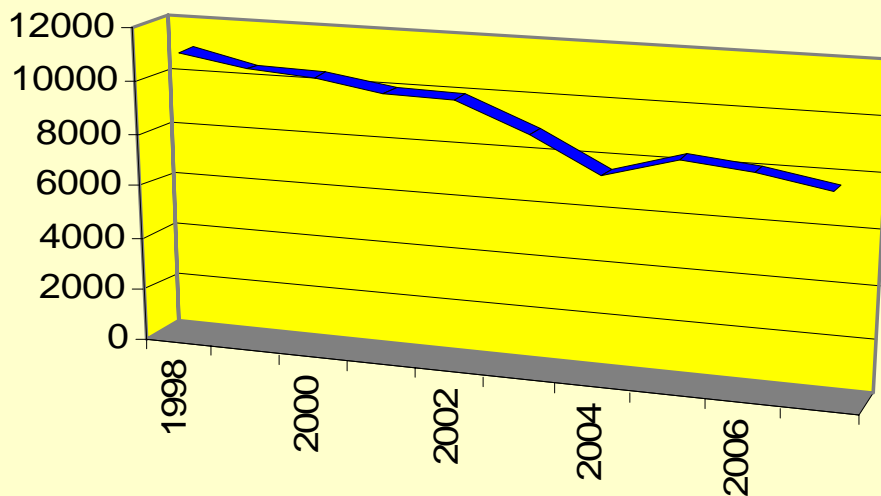




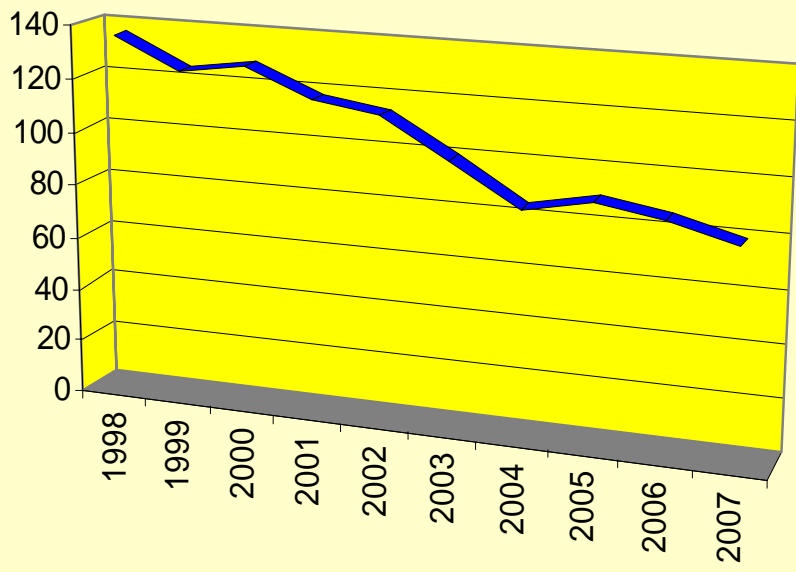
### Fatality Rate per 100K Population



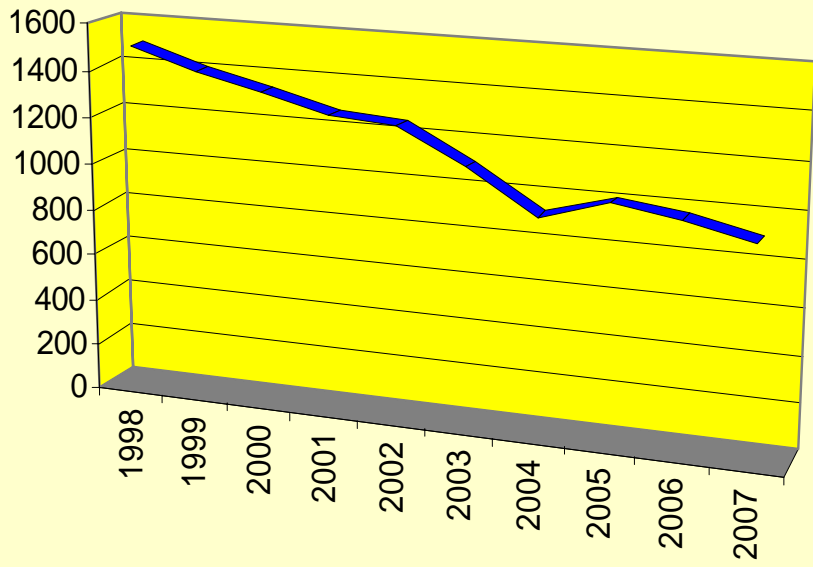
### Serious Injuries Resulting from Traffic Crashes

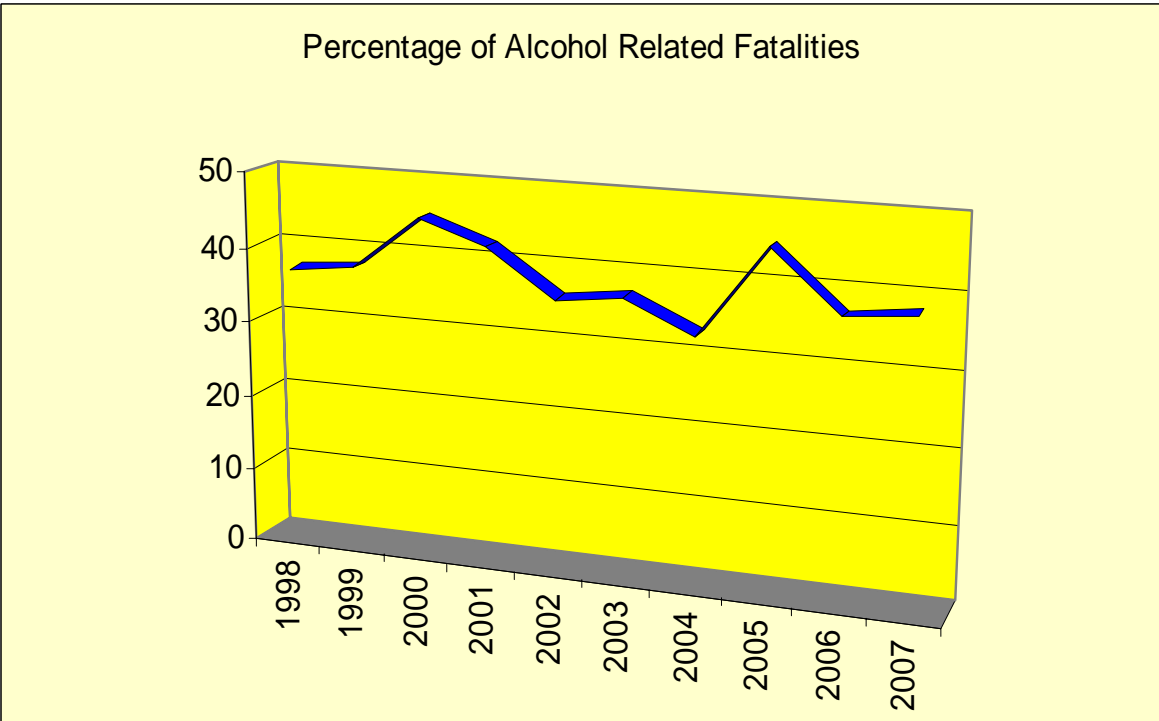
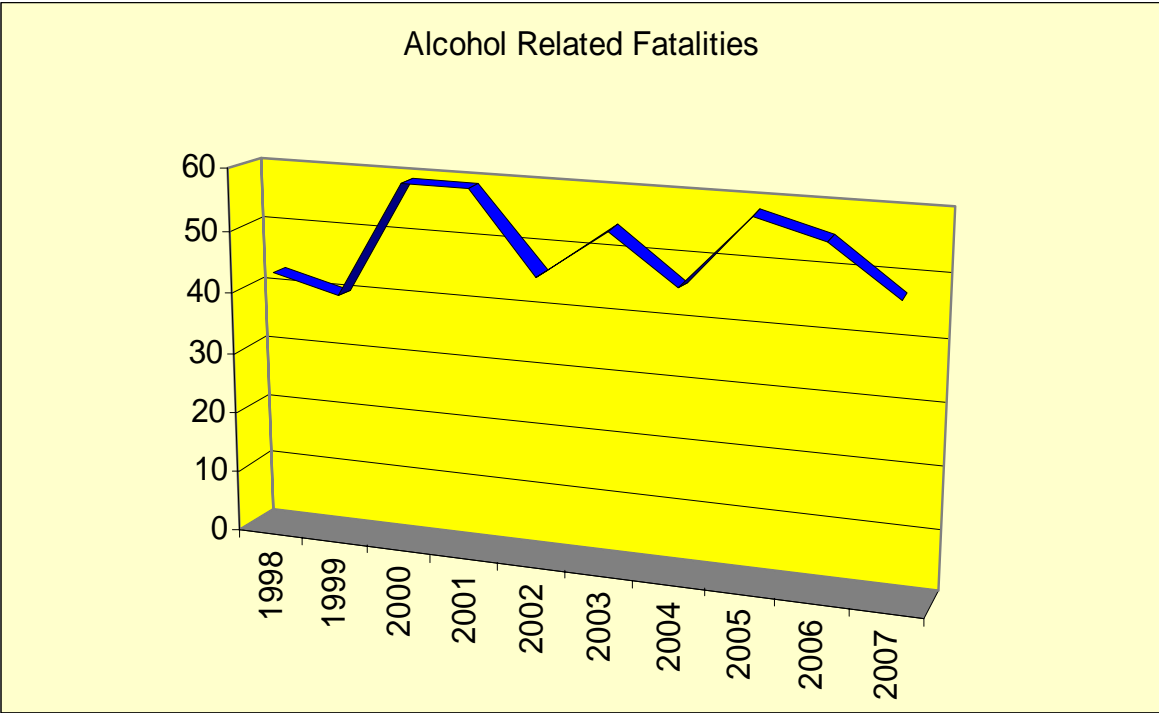


Fatality&Serious Injury Rate per 100M VMT

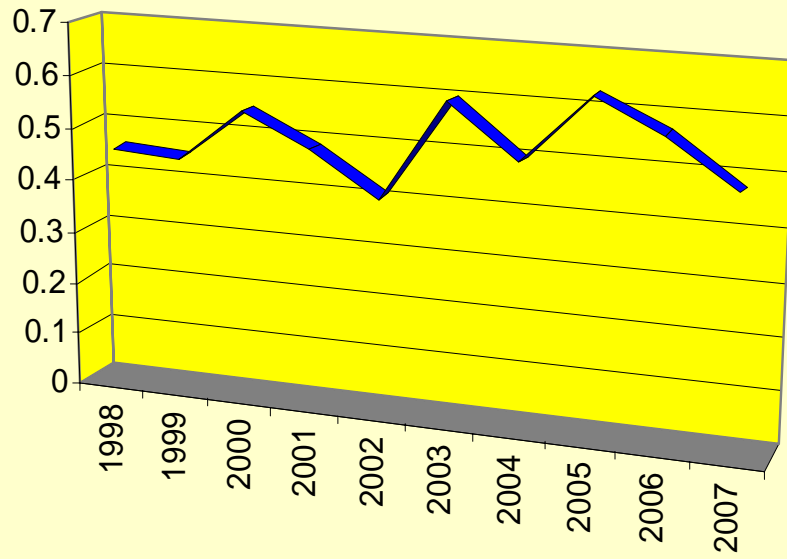


Fatality & Serious Injury Rate per 100K Population

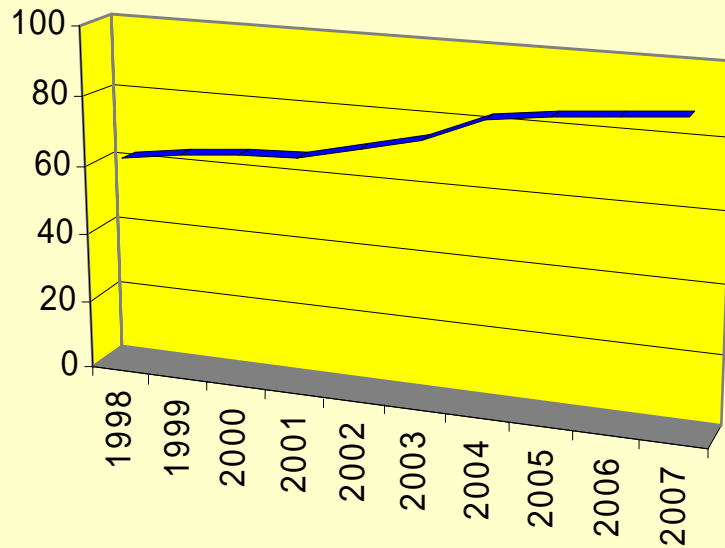




Alcohol Related Fatality Rate per 100M VMT



Percentage of Population Using Safety Belts



# Summary of Priority Areas

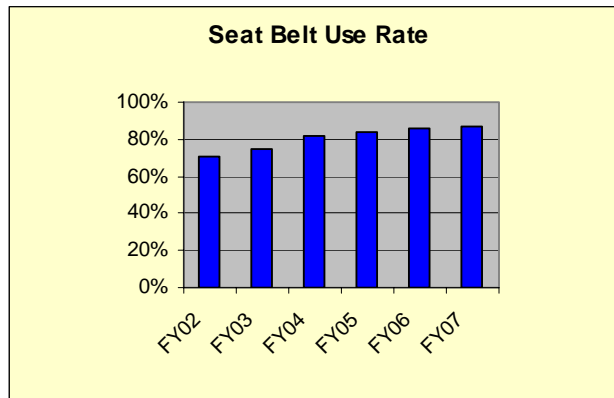
## Occupant Protection

### Overview

Based on the Annual Statewide Observational Seat Belt Use Survey conducted in Delaware in June 2007, Delaware's seat belt use rate is currently 87%, up from 86% in 2006. Although the nation's average seat belt use rate has remained at 82% for the last three years, Delaware's seat belt use rate has steadily improved. The State's seat belt use rate was 62% in 1997. Legislative enhancements, high visibility enforcement, and proactive educational efforts have contributed to the steady increase from the low in 1997 to the current use rate of 87%.

In 2006, 52% (54 of 104) of those occupants killed in motor vehicle crashes on Delaware roadways were not wearing seat belts, down from 58% in 2005 (48% in 2004). In addition, in 2006, 15% (6,347 of 7,449) of those injured were not wearing seat belts at the time of the crash. This has remained fairly constant since 2005. Based on crash data, the greatest percentage of crashes where the victims were not wearing their seat belts occurred in Sussex County. This has been the case for two of the last three years.

In 2006, twelve motor vehicle occupants between the ages of 15 and 19 were killed in crashes. Of these twelve, 50% (6 of 12) were not wearing their seat belt at the time of the crash. Of the sixteen teens killed in 2005, 44% (7 of 16) were not wearing their seat belt. Overall in 2006, the age groups with the lowest belt use in crashes are those between the ages of 20 and 34.



### Performance Goals

#### *Increase Seat Belt Usage Rates*

	FY 2007	FY 2008	FY 2009
% use goal	87%	88%	89%
<b>FY 2007 % actual</b>	<b>87%</b>		



## Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our occupant protection goals for FY 2007:

□ **Click It or Ticket (CIOT) Enforcement and Education Campaign**

The Office of Highway Safety coordinated our sixth annual Click it or Ticket high-visibility enforcement and education campaign in May of 2007. The initiative is designed to raise public awareness about the importance of seat belt use through coordinated enforcement and outreach activities. In 2007, OHS identified a community with historically low seat belt use and created a unique education and enforcement campaign specifically for motorists in that area. Ultimately, seat belt use increased from 68-76% to 82% in those areas with the lowest seat belt use in the state. Additionally, OHS partnered with NASCAR, Nextel, and the Dover International Speedway during the June 2007 race to bring the CIOT message to its race fans. Fans had the opportunity to record a highway safety-related public service announcement which aired prior to the September 2007 NASCAR race in Dover. Lastly, OHS partnered with Delaware State University, Monster Racing, and a number of DE high schools to bring the CIOT message to teens during the prom season. Thirty-one law enforcement agencies participated in the two-week enforcement blitz across the state. Officers conducted 440 saturation patrols and 24 checkpoints, made 3,174 seat belt arrests, 1,442 other traffic arrests, apprehended 43 wanted persons, and arrested 7 persons for DUI. OHS also coordinated the paid media component of the campaign, including the TV and radio spots, the billboard placements, and the print media as well.



The Delaware State Police conduct a Click It or Ticket checkpoint near Rising Sun.



Jana Simpler represents OHS at the Nascar display.

**State and Municipal Law Enforcement Officers were Recognized for their Participation in the Click It or Ticket Campaign**

**Secretary David Mitchell, Safety & Homeland Security,  
and Director Tricia Roberts, OHS, pose with  
Click It or Ticket award recipients.**



**Chief Brown & Cpl. Thomas, Felton Police**



**Chief Anderson & PFC Shyers, Harrington Police**



**Lt. Col Seifert & Cpl. Hall, Delaware State Police**

- ❑ **Seat Belt Use Maintenance Mobilization**  
In FY 2004, the Office of Highway Safety developed the concept of a maintenance mobilization following the traditional CIOT campaign to continue to reinforce the need for motorists to wear seat belts. In FY 2007, the Office of Highway Safety targeted certain months of the year and used innovative methods of message distribution to reach the intended audience with a seat belt message beyond the traditional CIOT campaign. This year, we utilized radio spots, gas pump toppers, and newspaper masthead messages to reinforce the need to wear seat belts.
- ❑ **Statewide Observational Seat Belt Use Survey**  
In June 2007, following the Click it or Ticket campaign, OHS conducted the state's annual seat belt observational use survey which revealed an all-time high use rate in Delaware of 87%, up one percentage point from 2006. The current national seat belt use rate is 82%. Delaware's use rate has exceeded the national average use rate for the past four years.
- ❑ **Child Passenger Safety Awareness Week (CPSAW) Initiative**  
In February 2007, the Office of Highway Safety coordinated an education and enforcement initiative during this National CPS Awareness Week. Thirteen law enforcement agencies conducted 594 hours of enforcement, and made 77 child restraint arrests and over 580 seat belt arrests during saturation patrols and child restraint checkpoints. Throughout the week-long campaign, OHS coordinated three community car seat checks, including one at a Hispanic Church near Seaford, Delaware, plus two booster seat distribution programs to low income families through the Head Start program. OHS partnered with Risk Watch, Think First and Safe Kids DE to provide the booster seats to families in need.



**Russell Holleger buckles in another satisfied customer.**

❑ **Child Passenger Safety Fitting Stations**

The Office of Highway Safety presently has four child passenger safety fitting stations at locations across the state. Three are located at the Division of Motor Vehicles in Kent, Sussex, and New Castle Counties, and another is located at the CP Diver Chevrolet automobile dealership in Sussex County. At these locations, certified Child Passenger Safety Technicians assist parents and other caregivers with the correct installation of their car seats. In FY 2007, the four fitting stations checked 2,039 car seats, nearly surpassing the 2,100 seats checked in FY 2006.

**Secure your most precious cargo**

4 out of 5 kids in child safety seats are not buckled properly.  
**Is your child riding at risk?**

**INFANT**

**A child under age 1 and less than 20 pounds:**

- Always rides in a rear-facing car seat
- Always rides in the back seat
- Must be in a size-appropriate infant or convertible seat
- Must have harness straps pulled snugly against body and be secured so straps fall at or below shoulders
- Is in seat at 35-40° angle to ensure proper breathing (newborns must recline at 45° angle)

**TODDLERS**

**A child over age 1 and 20-40 pounds:**

- May ride in a forward-facing car seat (best if remains rear-facing until weight and height limits are reached)
- Always rides in the back seat
- Must be in a size-appropriate convertible or forward-facing seat
- Must fit snugly in the seat's straps—harness should be at or above shoulders, usually in top slots

**YOUNG KIDS**

**A child under age 8 and over 40 pounds:**

- Always rides in a booster seat, as long as both lap and shoulder belts are available
- Always rides in the back seat
- Must be secured by both lap and shoulder belts
- Lap belt is on hips, not stomach
- Shoulder belt is on shoulder, not neck
- Is not too tall for a booster seat until ears rise above seat frame

**OLDER KIDS**

**A child age 8+ and at least 49":**

- Always rides secured in the adult safety belt
- Rides in the back seat
- Must be secured by both lap and shoulder belts
- Lap belt is on hips, not stomach
- Shoulder belt is on shoulder, not neck

**State of Delaware Child Restraint Law**

- Children from birth through age 6 or 60 lbs. must be properly secured according to manufacturer's instructions in a child safety seat or booster seat.
- Children from age 7 or 60 lbs. up to age 16 must be properly restrained in a seat belt.
- No child younger than 12 years of age and less than 55" inches in height shall occupy the front passenger seat of any vehicle with an active passenger-side airbag.

**To be sure your child is riding safely, the Office of Highway Safety will check your seat for free. Contact your nearest fitting station for more information.**

**New Castle County**  
Wilmington DMV  
Rt. 13 South in New Castle  
Please call 302.434.3234 for an appointment.

**Kent County**  
Dover DMV  
Rt. 113 South in Dover  
Please call 302.744.2749 for an appointment.

**Sussex County**  
DSP Troop 5: Rt. 13 North in Bridgeville  
C.P. Diver: Rt. 1 North in Lewes (Thursdays only)  
Please call 302.233.1083 for an appointment.

For more information, go to [www.state.de.us/highway](http://www.state.de.us/highway)

❑ **Child Restraint Law Upgrade**

In June of 2007, the State of Delaware's General Assembly unanimously voted to pass legislation upgrading Delaware's child restraint law to require child restraint use through the age of 7 or up to and including 65 lbs. The upgraded law will provide greater protection for our youngest citizens and also brought DE into compliance with SAFTEA-LU Section 2011 requirements, which provides funds to states for child passenger safety programming and initiatives.

□ **SAFETEA-LU Occupant Protection Incentive Grant Administration—Sections 405 and 2011**

In FY 2007, the Office of Highway Safety was successful in qualifying for and receiving both Sections 405 and 2011 occupant protection incentive grants. The State of Delaware qualified for the FY 07 Section 405 funds by having certain occupant protection laws in place and by outlining a qualifying Click it or Ticket campaign. These funds supported the Click it or Ticket campaign, including paid media and enforcement activities. In addition, the State qualified for Section 2011 funds by upgrading the state’s child passenger safety law to provide increased protection for older children. These funds will support the 2008 CPSAW campaign, in addition to the child passenger safety fitting stations.

**Evaluation**

Based on the Statewide Observational Seat Belt Use Survey conducted in June 2007, Delaware’s seat belt use rate is currently 87%, up from 86% in 2006. Based on the National Highway Traffic Safety Administration’s conversion formula, Delaware converted 14% of its non-seat belt users to seat belt users by increasing the state’s use rate to an all-time high of 87%. According to the National Occupant Protection Use Survey (NOPUS), the national seat belt use rate is 82%, thus for the fourth year in a row, Delaware’s use rate for seat belts has exceeded the national use rate.

Based on preliminary DE FARS data, in FY 2007, there were 89 motor vehicle occupant deaths. Of those 89, 38 (43%) were not wearing their seat belt at the time of the crash. This is a vast improvement over FY 2006 when 55% (58 of 105) of those motor vehicle occupants killed were not wearing their seat belt.

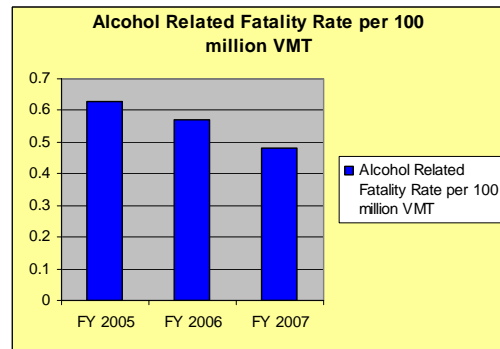
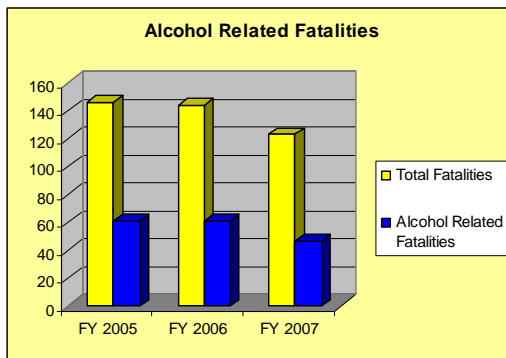


## Impaired Driving

### Overview

In FY 2007, Delaware identified impaired driving as a priority area based on the number of alcohol-related crash fatalities. In FY 2007, 47 of 123 crash fatalities (38%) were alcohol-related. This is a decrease since FY 2006, when 61 of 144 crash fatalities (42%) involved alcohol. In FY 2007 the alcohol-related fatality rate was 0.48 per 100 million vehicle miles traveled. This is a decrease from FY 2006, when the rate was 0.57.

Further crash analysis indicates males aged 21-34 are three times as likely to be killed in an alcohol-related crash. 31% of the alcohol-related crash fatalities that occurred during 2006 were individuals aged 21 – 34; 71% of those individuals were male. In addition, males in that age group are more than four times as likely to suffer serious injury as a result of an alcohol-related crash.



### Performance Goals

#### Decrease Alcohol related fatalities

	FY 2007	FY 2008	FY 2009
% goal	42%	34%	32%
<b>FY 2007 % actual</b>	<b>38%</b>		

#### Decrease Alcohol-related fatality rate

	FY 2007	FY 2008	FY 2009
goal	0.59	0.56	0.54
<b>FY 2007 actual</b>	<b>0.48</b>		

## **Programming Efforts**

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our impaired driving prevention goals for FY 2007:

□ **CheckPoint StrikeForce (CPSF)**

Delaware is once again participating in the CPSF program initiated by the NHTSA Region III office. In FY 2007, OHS completed its fifth year of this six-month initiative. Delaware had 31 participating agencies that conducted 112 checkpoints, resulting in 618 DUI arrests and over 75,000 vehicle contacts. Most importantly, during the campaign period, alcohol-related fatalities accounted for only 29% of all fatalities, compared to 52% during the same time period in FY 2006. In a cooperative agreement with Delaware's Department of Justice, the Attorney General granted statewide arrest authority to 204 officers from the 31 participating law enforcement agencies statewide. Under the direction of OHS, these officers form teams in each county and work together conducting checkpoints in every jurisdiction represented on the "team." To maintain the momentum, OHS continued CPSF on a modified basis from January 2<sup>nd</sup> through June 29<sup>th</sup>, completing 11 checkpoints, resulting in 56 DUI arrests and nearly 8,400 vehicle contacts. The program picked up steam again June 29<sup>th</sup>, and thus far, year six of CPSF has continued to show outstanding results. By the end of September, 61 checkpoints had been conducted, resulting in 351 DUI arrests and nearly 52,000 vehicle contacts. In addition, 97 fugitives were apprehended, 161 drug arrests were made, 94 felony arrests were made, 4 stolen vehicles were recovered, and more than 1,900 other arrests were made.



**Attorney General Beau Biden signs oaths after swearing in officers to participate in Checkpoint Strikeforce**

**State and Municipal Law Enforcement Officers were Recognized for their Participation in Checkpoint Strikeforce**



**Secretary David Mitchell addresses the group of officers being recognized.**



**Officers from the Division of Alcohol and Tobacco Enforcement**



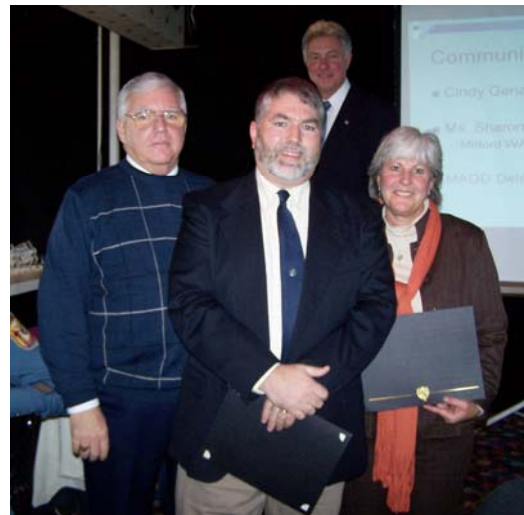
**Officers from the Sussex County Taskforce**



**Troopers from Delaware State Police Troop 9 with Jim Brown from OHS**



**Trish Bachman, MADD Delaware; Jim Brown, OHS; and Bill Tower, NHTSA**



**Mike Love and Cindy Genau, CTSP program; Jim Brown, OHS; and Bill Tower, NHTSA**



❑ **Drug Recognition Expert (DRE) Program**

Delaware became the 41st DRE state in the nation on April 9, 2005. The program began in earnest in early 2006. The eight trained officers represent the Delaware State Police, New Castle County Police, Newark Police, and Dover Police. In FY 2007, Delaware's eight trained officers completed 32 DRE evaluations. Since program inception, officers have conducted a total of 72 DRE evaluations. More than 50% of these evaluations indicate poly-drug use. An evaluation of the first full year of the program indicated that officers are 98% accurate in determining drug impairment. Delaware's DRE officers are all scheduled for recertification in FY 2008.

❑ **Safe Family Holiday Campaign**

OHS implemented this 9<sup>th</sup> annual comprehensive education and enforcement campaign over the 2006 holiday season. The paid media for this campaign included DUI prevention radio and television advertising, magazine and billboard ads, distribution of anti-drinking and driving messages on Christmas tree tags, distribution of safe party planning booklets, as well as two mocktail parties. In addition, OHS placed a DUI Victim's tree in the lobby of the Safety and Homeland Security Building, as well as the lobby of the Georgetown and Wilmington DMV buildings, using green and red light bulbs to illustrate the number of alcohol-related crash injuries and fatalities during the holiday season. The enforcement component of the campaign included 22 checkpoints and 180 saturation patrols conducted by 31 law enforcement agencies statewide between Thanksgiving and New Year's Eve.



The DUI Victims Tree is displayed in the lobby of the DMV building.

❑ **Traffic Safety Resource Prosecutor (TSRP) Position**

In FY 2006, OHS met with Delaware's Attorney General to discuss the creation of a TSRP position within their organization. A Full Time Equivalent (FTE) position was requested in their State FY 2007 budget, contingent upon funding from OHS. In early September 2007, we were notified that the position was approved. OHS is met with members of the Attorney General's staff in early FY 2008. Mark Neil, a Senior Attorney with the National Traffic Law Center, and former TSRP for West Virginia, attended this meeting as well. OHS outlined the requirements for the position and was involved in the hiring process. DAG Sean Lugg was selected for the TSRP position in mid-November 2007 and officially assumed the responsibilities on November 26, 2007.

❑ **Underage Drinking Prevention**

OHS partnered with the State's Division of Substance Abuse and Mental Health to coordinate four statewide Town Hall Meetings with parents, children, and community leaders. Speakers included members of law enforcement, the Attorney General, substance abuse prevention professionals, highway safety professionals, and concerned citizens. In addition, the Community Traffic Safety Program coordinators provided educational and demonstration sessions at area high schools throughout the fiscal year. Information is distributed and educational activities are provided, including the use of mock crashes, the SIDNE, and Fatal Vision Goggles. These interactive sessions have proven successful with middle and high school students.



A student takes the SIDNE through the course.



Cpl. Gary Fournier (Delaware State Police) investigates the mock crash at Cape Henlopen High School.

❑ **DUI Enforcement Mobilizations**

OHS coordinated six impaired driving enforcement mobilizations and two underage drinking prevention mobilizations during the 2007 fiscal year. The underage drinking enforcement mobilizations consisted of saturation patrols and Cops In Shops operations conducted April 21 – May 26, 2007 and June 1 – June 16, 2007 to target prom and graduation events, as well as the first two weeks of June, when students move to the Delaware beach areas for the summer. A total of 15 agencies worked more than 400 hours, yielding 29 unlawful entry arrests, 38 underage consumption arrests, 3 underage possession arrests, 26 false id's confiscated, 4 violations against liquor licensees, 5 DUI arrests, and 63 various other arrests. The impaired driving mobilizations were held October 27 – October 31, 2006 (Halloween), November 20 – December 31, 2006 (Christmas/New Year's), February 4, 2007 (Superbowl), March 17, 2007 (St. Patrick's Day), May 5, 2007 (Cinco de Mayo), and August 17 – September 3, 2006 (National Crackdown). A total of 32 agencies worked over 2,300 hours, yielding 221 DUI arrests and over 2,000 various other arrests.

□ **DUI Training Initiatives**

**In FY 2007, the Office of Highway Safety funded and/or participated in several significant training opportunities for Delaware law enforcement, prosecutors, and the judiciary. In October 2006, the Impaired Driving Coordinator provided a presentation to members of the defense bar, explaining the process for DUI offenders to satisfy the legal requirement for an alcohol and/or drug abuse evaluation and subsequent education or outpatient treatment program. In November 2006, OHS coordinated a round-table discussion of DUI issues at the Annual Justice of the Peace Court Judges' Retreat. Discussion topics included SFST administration, DMV's Administrative License Revocation hearing process, and Checkpoint Strikeforce. In March 2007, OHS was able to fund five officers to attend the Virginia Beach Annual Mid-Atlantic DUI Conference. During FY 2007, 38 officers completed the SFST Refresher program, 15 seasoned law enforcement officers completed the standard SFST course for the first time, and two cadet classes, comprised of a total of 67 students, completed the standard SFST course. In addition, 12 officers completed the SFST Instructor course. OHS provided training manuals and other materials for these courses. OHS was also able to fund six of Delaware's eight Drug Recognition Experts (DRE) to attend the Annual DRE Conference in June 2007. Finally, OHS funded training for two Justice of the Peace Court judges at the ABA's National Judicial College.**

□ **Division of Substance Abuse and Mental Health (DSAMH) Partnership**

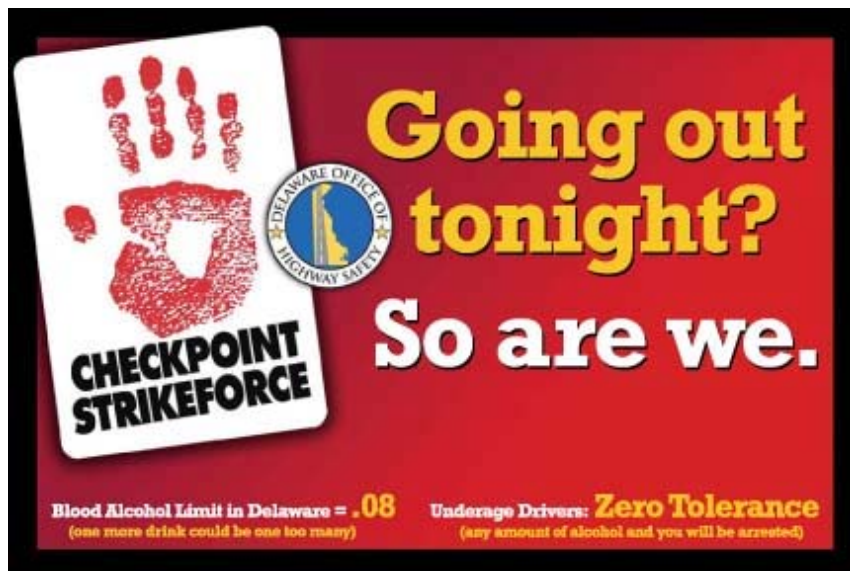
**OHS partnered with DSAMH on a number of worthwhile initiatives in FY 2007. First, using the network of DUI Education and Treatment providers, we coordinated efforts for National Alcohol Screening Day on April 5, 2007. In addition, OHS is a member of the Underage Drinking Coalition led by DSAMH, which works to promote and coordinate statewide underage drinking Town Hall Meetings each year. In addition, OHS participates in the First State Prevention Coalition. This group works to bring together partners across various disciplines to provide a continuum of care – from prevention to intervention and through recovery. Additionally, this group pools information to allow DSAMH to apply for various grants to fund group sponsored activities. Finally, OHS is part of the Delaware Drug and Alcohol Tracking Alliance (DDATA) coordinated by DSAMH and the University of Delaware's Center for Drug and Alcohol Studies. This committee works to make data available across disciplines, to aid in effective problem identification and subsequent programming.**

□ **SAFETEA-LU Impaired Driving Incentive Grant and Transfer Sanction Program Administration – Sections 410 and 154**

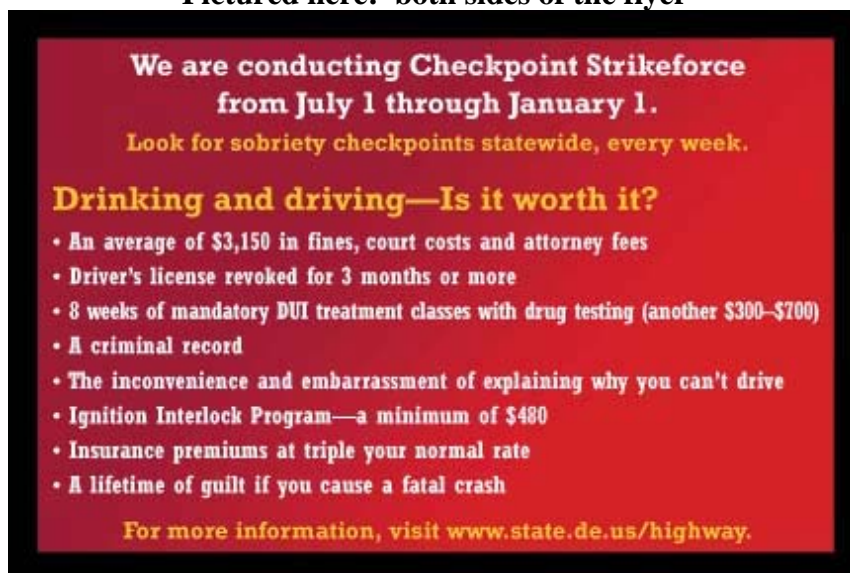
**In FY 2007, the Office of Highway Safety applied for and was awarded funding under Section 410 and administered Section 154 transfer sanction funds. Specific programming initiatives included enforcement funding opportunities, updating public awareness materials, and providing training for law enforcement, prosecutors, and the judiciary.**

## Evaluation

Through comprehensive efforts including high-visibility enforcement initiatives, purchase of impaired driving enforcement equipment, and distribution of public information and education materials, Delaware works to reduce the incidence of impaired driving on our roadways. There was a decrease in alcohol-related fatalities from the FY 2006 levels (42% of all fatalities) to 38% in FY 2007. We believe that by continuing our comprehensive strategies, including sustained enforcement efforts like Checkpoint Strikeforce, we can again realize reductions in alcohol-related fatalities in the years to come. Impaired driving programming efforts will continue to be closely monitored and evaluated for effectiveness.



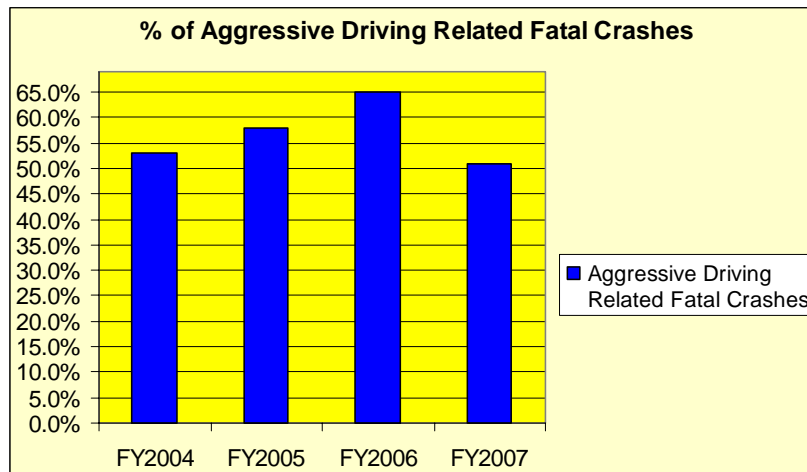
This flyer is distributed at DUI checkpoints statewide.  
Pictured here: both sides of the flyer



## Aggressive Driving

### Overview

In 2006, 50% of fatal motor vehicle crashes were aggressive driving-related, compared to 58% in 2005. Of these fatalities, the larger percentage was men. The top four primary contributing circumstances for fatal aggressive driving-related crashes in 2006 were speed, failure to yield the right of way, passing a stop sign and disregarding a red light. In 2006, fatal and personal injury aggressive driving-related crashes occurred most often on Fridays and most often in April and August. Additionally, the majority of these crashes occurred between the hours of 12pm and 8pm. Since 1997, the percentage of all crashes resulting from aggressive driving behaviors has remained on average close to 51%, yet the percentage of fatal crashes resulting from aggressive driving behavior has slowly risen from a low of 38% (46 of 121) in 2000 to a high of 58% (69 of 118) in 2005. Again, in 2006, that percentage dropped slightly to 50%, which is an encouraging trend.



### Performance Goals

*Decrease Percentage of fatal crashes resulting from aggressive driving behavior*

	2007	2008	2009
% goal	55%	53%	51%
<b>FY 2007 % actual</b>	<b>57%</b>		

\*Based on preliminary FARS data

## **Programming Efforts**

The Office of Highway Safety coordinated the following programming initiative in an effort to reach our aggressive driving prevention goals for FY 2007:

- **Winter 2007 Stop Aggressive Driving Enforcement and Education Campaign**  
Based on crash data supporting a February and March aggressive driving mobilization, the Office of Highway Safety coordinated a high visibility enforcement and education campaign to reduce aggressive driving-related crashes. Prior to the kick-off of the campaign, OHS coordinated with DelDOT to place roadside signs at strategic locations to encourage motorists that witness aggressive driving behavior to call 911. The two-month statewide campaign incorporated billboards and radio spots and netted over 3,200 aggressive driving arrests, plus 303 seatbelt violations.



- **Summer/Fall 2007 Stop Aggressive Driving Enforcement and Education Campaign**  
In the summer of 2007, the Office of Highway Safety coordinated the third annual high visibility aggressive driving prevention campaign aimed at reducing aggressive driving-related crashes. The aggressive driving campaign ran from July 2007 through November 2007 as data analysis identified these as the most critical months to conduct the campaign. In addition, OHS staff identified the most appropriate days of the week and times of the day to conduct the enforcement and target the media buy. The high-visibility enforcement and media initiative combined several innovative components, as follows:
  - Law enforcement agencies utilized two-person teams and an unconventional vehicle to identify those drivers that were driving aggressively.

- In addition to billboards and radio advertisements, OHS created new aggressive driving flyers to coordinate with the highly successful billboard campaign.
  - Due to the volume of aggressive driving-related crashes in New Castle County, the team enforcement was conducted in this county, while law enforcement agencies in the remaining counties conducted additional saturation patrols to support the initiative. From July 2007 through September 2007, officers had issued 5,203 citations for aggressive driving behaviors during 2,758 hours of enforcement. Of the 5,203 aggressive driving-related arrests, 171 were for drivers that committed three or more aggressive driving violations in one driving incident. Additionally, 370 arrests for seatbelt violations were made.
- **Operation ACE (Aggressive Cycle Enforcement)**  
In the summer of 2007, in response to an increase in motorcycle crashes where aggressive driving was involved, the Office of Highway Safety and the Delaware State Police created an enforcement and education campaign designed to reduce these crashes. The campaign was incorporated into the summer Stop Aggressive Driving Campaign and enforcement focused on locations where motorcycle enthusiasts congregated. Once they left the location, typically the driver would speed, perform stunts, and/or operate the bike in some other aggressive manner and officers would be present to issue arrests for violations. The campaign was kicked off with a very successful press event which was followed with numerous enforcement activities conducted at these motorcycle hotspots. Complete arrest data is not yet available, but anecdotal information indicates that this was a very successful operation.



**Sgt. Joshua Bushweller speaks at the Operation ACE (Aggressive Cycle Enforcement) kickoff event held at Mike's Famous Harley Davidson in Smyrna, DE.**

□ **Speed Management Workshops**

In August 2007, members of the Office of Highway Safety staff, Delaware State Police Traffic Section, Delaware Department of Transportation Safety Engineers, and a Justice of the Peace Court judge attended a NHTSA/FHWA/FMCSA-sponsored Speed Management Workshop. Attendees learned about the relationships between enforcement, engineering, and public policy in developing effective speed management programs. The intent was for attendees to develop localized speed management workshops in various communities within the state in order to coordinate comprehensive programs aimed at speed management. The first local speed management workshop is slated for spring 2008 in the Seaford, DE community.

□ **Law Enforcement Radar Equipment Purchase**

In the fall of 2006, the Office of Highway Safety purchased 99 radar units for both state, county and local police departments across the state to assist with speed enforcement activities. OHS contacted each police department in advance of placing the order to determine their current levels of radar inventory, the number of police vehicles used for patrol, and the age of the units currently in service. This information was used to determine which units to order, what type, and how many of each. The units were delivered to identified agencies in need of the units in January 2007.

## **Evaluation**

Preliminary DE FARS data indicates that in FY 2007, 57% of the fatal crashes were attributed to aggressive driving behaviors. In FY 2006, 65% of the state's fatal crashes were attributed to aggressive driving behaviors. This is slightly higher than FY 2004, when 53% of all fatal crashes were attributed to aggressive driving behaviors. This upward trend in the percentage of aggressive driving-related crashes is of particular concern to the Office of Highway Safety. We are addressing this trend by using data to determine the hot spot locations of aggressive driving crashes and implementing high visibility enforcement and education campaigns in and around those areas to impact the problem. Currently in calendar year 2007, through September 30, 61% of the fatal crashes are attributed to aggressive driving behaviors, with speed being the primary contributing factor. To date, this represents a significant increase over last year. We are hopeful that continued enforcement throughout the Stop Aggressive Driving campaign will make a significant impact in these numbers prior to the end of 2007.



# **Traffic Records/Safety Management Systems**

## **Overview**

The absence of comprehensive statewide data on injuries and fatalities resulting from motor vehicle crashes has hindered a fully efficient problem identification process. These deficiencies include an inability to link traffic records from one agency to another and a lack of a comprehensive system to analyze crash data from the crash scene, patient care systems, licensing, and adjudication of the violations. Currently there are efforts underway to prepare the primary data files (crash, vehicle, location, injury, adjudication, and registration) and ensure that they are fully operational to create an integrated data collection network in order to capture crash, driver licensing, location, and medical data relating to location of crashes, demographics of those involved, occupant protection use, primary contributing circumstances in crashes, severity of injury data, and specifics with regard to fatalities. The integrated data collection system will allow for comprehensive problem identification for the purpose of improving highway safety in Delaware.

Efforts currently underway include the continued implementation of an automated crash report, restructuring of pre-hospital care reporting procedures, review, analysis, and on-going linkage of CODES data (Crash Outcome Data Evaluation System), implementation of paperless tickets, and utilization of the restructured DUI Tracking System. Problem identification remains a key function of the Office of Highway Safety. In order to ensure that the federal funds received by the state of Delaware are allocated in an efficient and effective manner, it is critical to review as much highway safety data as possible to determine the types of crashes that are occurring, where and when they are occurring and who is our target audience. Additionally, the Office will be implementing a GIS based mapping solution (CHAMPS) to assist with identification of high crash locations to target additional enforcement and educational campaigns.

## **Performance Goals**

Short-term performance goals:

- Restructure and reorganize the Traffic Records Coordinating Committee (TRCC) as recommended in the 2005 Traffic Records Assessment.
- Review and update the 2004 TRCC Strategic Plan in preparation for applying for SAFETEA-LU Section 408 funding in FY 2007.
- Continue with the statewide implementation of the automated crash reporting system and ensure that the locator tool component of the TraCS system is completed and implemented.
- Implement a GIS based crash mapping system within the Office of Highway Safety.
- Finalize development and implement an electronic ticket component for law enforcement statewide.

**Long-range performance goal: To implement a statewide-integrated crash data collection system to allow for comprehensive analysis of all traffic crashes and thus improve the timeliness, accuracy, and completeness of transportation safety information.**

### **Programming Efforts**

**The Office of Highway Safety coordinated the following initiatives in an effort to reach our traffic records goal for FY 2007:**

- **Traffic Records Coordinating Committee (TRCC) Reorganization**  
In 2007, the Office of Highway Safety strived to continue to implement the recommendations from the Traffic Records Assessment conducted in December of 2005. A key recommendation was the restructuring of the TRCC, including the development of an Executive Committee. The TRCC was reorganized to include the Executive Committee, a Core Group, and a variety of subcommittees involved in the implementation of a variety of traffic records improvements. In the Spring of 2007, each member of the Executive Committee of the TRCC was briefed on the TRCC Strategic Plan and ultimately each signed a Memorandum of Understanding (MOU). The MOU outlined the TRCC mission, purpose, goals, and the roles and responsibility of each of the levels of the TRCC. The Core Team has met a number of times to finalize the TRCC Strategic Plan and the SAFETEA-LU Section 408 application. The subcommittees met regularly as well to guide the implementation of a variety of traffic records improvement initiatives.
- **TRCC Strategic Plan Development**  
Much of the spring of 2007 was dedicated to the development of the TRCC Strategic Plan. The entire TRCC participated in the effort and were instrumental in reviewing the document to ensure that the information was appropriate, in providing details about current projects, and in determining the future direction of the TRCC and project identification. The plan outlines each of the six information systems' (crash, roadway, vehicle, driver, enforcement/adjudication, and injury surveillance) status, goal/objective (if appropriate) and performance measure (if appropriate). The plan outlines specific traffic records improvement projects in place as well as plans for future initiatives to improve the consistency, accuracy, and timeliness of all data related to crashes.
- **CHAMPS (Criminal and Highway Analysis and Mapping for Public Safety)**  
Recognizing the need for complete and accurate location information reference crashes, the Office of Highway Safety and the Delaware State Police are partnering on the development of a GIS-based mapping system to map crash locations as well as to provide analysis of crash data. The system will pull crash data from the automated crash reporting system (TraCS) as well as data from e-tickets once ready for implementation. Additionally, the system will be available for a variety of users to further enhance problem identification, including local,

county and state law enforcement officials. Anticipated completion date is the fall of 2007. OHS looks forward to utilizing the system for strategic planning for FY 2009 and ultimately highway safety project selection and prioritization.

- **SAFETEA-LU Data Improvements Incentive Grant Administration**  
The State of Delaware did not meet the established criteria to apply for Section 408 funds in FY 2006, however specific steps were taken to ensure that the state did qualify in FY 2007. The TRCC Core Team met repeatedly over the course of a year to prepare the application to NHTSA. Much effort was expended to create the strategic plan, but this comprehensive guide is Delaware's blueprint for improving safety on Delaware roadways and we look forward to tackling the challenges the document presents.

### **Evaluation**

The State of Delaware continues to make great progress in improving the collection and analysis of crash data and we are pleased to note that all of the 2007 short-range traffic records goals were achieved, as outlined above. The TRCC continues to guide the efforts intended to improve the collection of the data, including the development and implementation of the automated crash report. Statewide use of the electronic reporting form will greatly improve access to the data, reduce officer time spent on data collection and reporting, and will create a mechanism for real-time crash analysis. These tools are key to highway safety countermeasure selection and for resource allocation decision making.

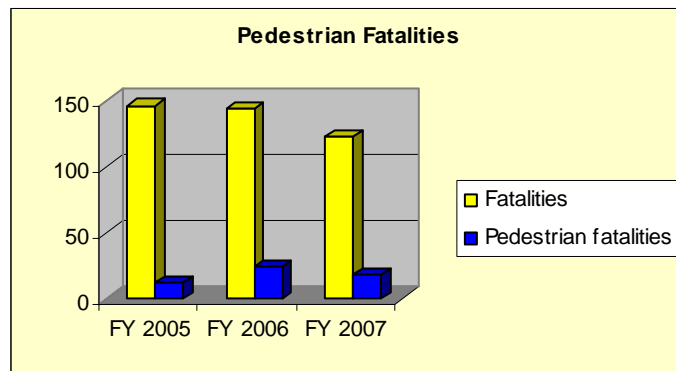
In FY 2008, the Office of Highway Safety and the Traffic Records Coordinating Committee look forward to guiding the following traffic records initiatives:

- **Implementation of CHAMPS (Criminal and Highway Analysis and Mapping for Public Safety) GIS-based mapping system**
- **Implementation of the electronic citation initiative**
- **Implementation of the TRCC Strategic Plan**
- **Continued enhancement of the automated crash reporting system**
- **Applying for and receiving FY 2008 Section 408 funds and tracking TR projects to help achieve goals outlined in the TRCC Strategic Plan**

## Pedestrian Safety

### Overview

In FY 2007, pedestrian fatalities accounted for 14% (18 of 123) of our total fatalities. This number represents a decrease from 17% (24 of 144) in FY 2006. 55% of these crashes occurred in New Castle County, 15% in Sussex County, and 30% in Kent County. Enforcement efforts were focused in each county as appropriate. 55% of all pedestrian fatalities were between the ages of 25-54, and 56% occurred in low-light conditions (at dusk or dawn), or after dark. In 14 of the 18 cases, the pedestrian was deemed at-fault. Enforcement efforts were focused in those geographic areas with the highest incidence of pedestrian fatal crashes, and directed in the evening, late night, and early morning hours to specifically target the at-risk populations. This year efforts were focused to provide public information and education materials to the corporate community, and to encourage pedestrian enforcement efforts in communities where crashes involving pedestrians were occurring.



### Performance Goals

#### Decrease Pedestrian Fatalities

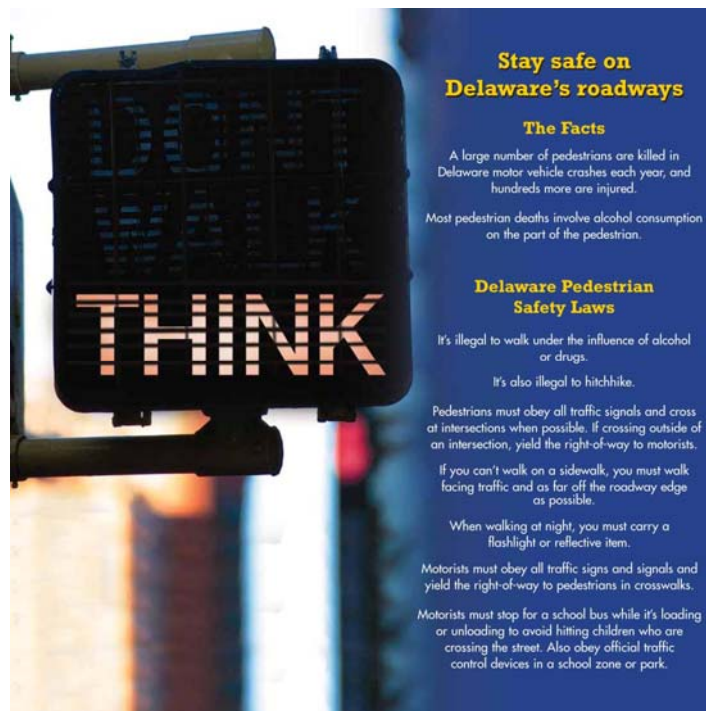
	FY 2007	FY 2008	FY 2009
% goal	13%	13%	12%
<b>FY 2007 % actual</b>	<b>14%</b>		

## Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our pedestrian safety goals for FY 2007:

□ **Pedestrian Safety Presentations and Exhibits**

During FY 2007, the Office of Highway Safety's Corporate Outreach Coordinator and the Community Traffic Safety Program coordinators provided statewide pedestrian safety classes, presentations, and exhibits at health and safety fairs. The programs highlighted Delaware's pedestrian traffic laws, safety guidelines for protecting oneself, and additional awareness tips for motorists. Classes and presentations were conducted at area elementary and middle schools, businesses statewide, law enforcement officers, and other safety professionals.



- **Advisory Council on Walkability and Pedestrian Awareness Member**
- OHS is a participating member of the Advisory Council on Walkability and Pedestrian Awareness, as appointed by the Governor. The Council serves to assist the Department of Transportation with the development, adoption, and implementation of a Statewide Pedestrian Action Plan. Other members include DelDOT, the Division of Parks and Recreation, Delaware Greenways, the American Heart Association, county Metropolitan Planning groups, the League of Local Governments, and many others.

- **Delaware State Police Pedestrian Safety Initiative**  
The Delaware State Police Troop 7 initiated a pedestrian safety program during the summer of 2007. Troopers were assigned to bicycle patrols in the resort beach areas, to identify pedestrians who did not adhere to Delaware’s pedestrian traffic laws. These patrols were scheduled during weekend days, when pedestrian traffic is heaviest. In addition, Troopers made contact with area merchants to identify high risk areas and to identify any other safety concerns within the community. They also participated in community events, providing pedestrian safety education materials.
  
- **Pedestrian and Bicycle Safety Checkpoints – DelDOT Partnership**  
In a partnership with the Delaware Department of Transportation, the Delaware Bicycle Council, and the Delaware State Police, the Kent/Sussex County Community Traffic Safety Program coordinator participated in a series of pedestrian and bicycle safety checkpoints along the Route 1 corridor in the resort beach areas. Initially, partners attended international student meals at area churches. These meals were hosted for those young adults from foreign nations working in the resort areas during the summer. At the meals, partners provided information on safe walking and biking for these young adults. The pedestrian and bicycle laws can vary dramatically in the U.S. compared to their home countries. LED lights, reflective materials, and other safety equipment were distributed. At the checkpoints, those individuals passing through could have their bicycles or gear inspected for safety and pedestrians were given instruction as to following pedestrian traffic laws. A total of eight checkpoints were conducted during the summer of 2007.



**Doug Mills, President of the Delaware Bicycle Council; Tom Felice, Delaware Dept. of Transportation; and Christopher Massafieri, AAA prepare for the first Pedestrian and Bicycle Safety Checkpoint.**

□ **Safety Town**

The Kent/Sussex County CTSP coordinator conducted a total of twelve Safety Town presentations during FY 2007, averaging 75-110 students per event. The Safety Town display includes stations depicting a variety of highway safety priority areas, but in the elementary schools, pedestrian safety is one the most widely utilized. Children are taught the proper way to cross the street, to identify marked intersections and signals, and are instructed about basic pedestrian safety laws.



Students learn about pedestrian safety using Safety Town.

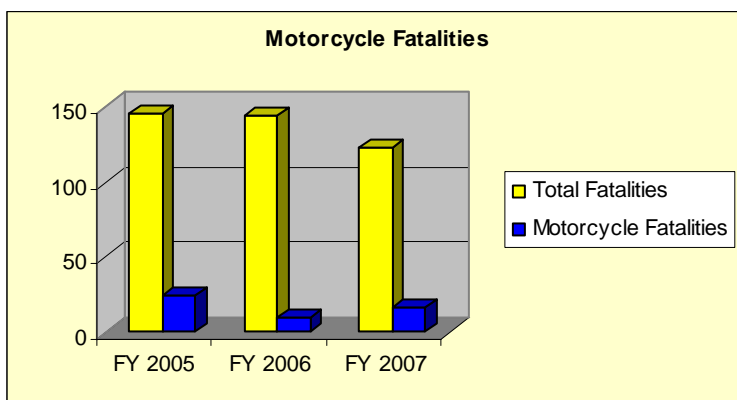
### **Evaluation**

There was a decrease in pedestrian fatalities during this fiscal year, from 17% in FY 2006 to 14% in FY 2007, which fell short of our goal. We have refocused our efforts to include regular updates to law enforcement, alerts to the corporate community, and regular press releases to encouraged both pedestrians and motorists to be more alert to the walking public. OHS is partnering with the Delaware State Police to identify the most common types of violations of Delaware's pedestrian laws to help determine the most appropriate types of enforcement. We will continue to strive to meet the goals outlined in our FY 2008 Highway Safety Plan.

## Motorcycle Safety

### Overview

In FY 2007, motorcycle fatalities accounted for 13% (16 of 123) of all traffic crash fatalities. Although this is an increase from 7% (10 of 144) in FY 2006, it is still an overall decrease from the high in FY 2005 of 16% (24 of 146). Helmet use in fatal motorcycle crashes has improved in FY 2007, at 50% (8 of 16), compared to only 20% (2 of 10) in FY 2006. During this fiscal year, alcohol was a factor in 31% of these fatal crashes (5 of 16). Aggressive driving behavior, on both the part of the motorcyclist and motorist, is the leading cause of fatal motorcycle crashes. The second and third leading causes are inattention, on the part of the motorist, and alcohol use, on the part of the motorcyclist. It should also be noted that of the 16 fatal motorcycle crashes in FY 2007, only two of those killed had completed a motorcycle rider education course. In FY 2006, none of those killed had done so.



### Performance Goals

#### Decrease Motorcycle Fatalities

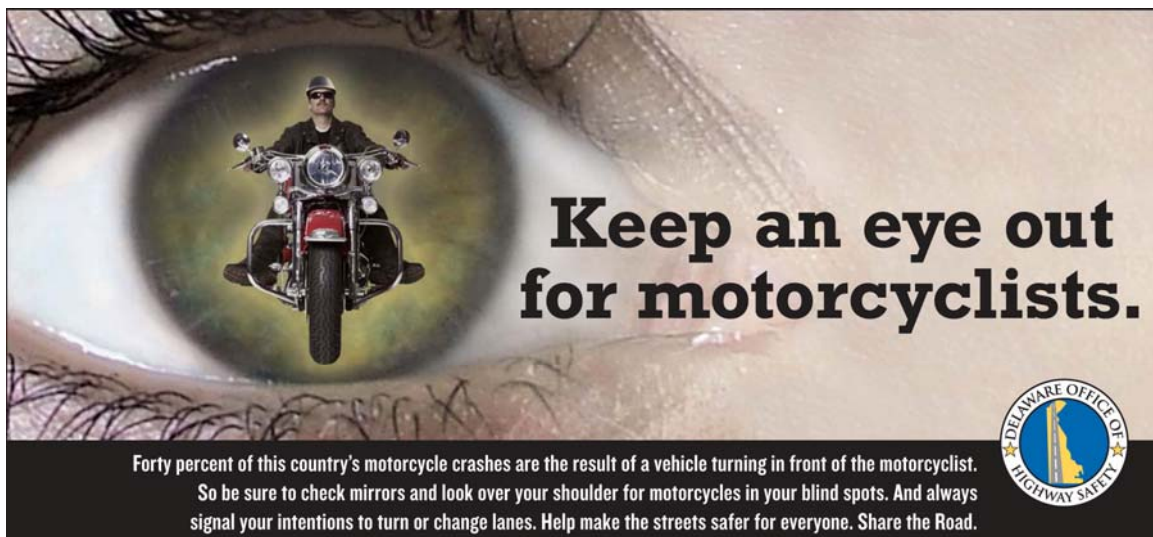
	FY 2007	FY 2008	FY 2009
% goal	13%	11%	9%
<b>FY 2007 % actual</b>	<b>13%</b>		



## **Programming Efforts**


The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our motorcycle safety goals for FY 2007:

- **“Bike Week” Enforcement Initiative**  
In September 2007, Ocean City, Maryland hosts Bike Week. This year, officers from the Delaware State Police and various municipal police departments conducted overtime patrols on Delaware roadways leading to Ocean City, Maryland during this time period. Patrols were scheduled statewide on Delaware’s major arteries on both the day prior and the day after Bike Week. In addition, during this four-day event, police agencies within close proximity to Ocean City provided additional patrols. Officers were alert for motorcyclists exhibiting aggressive driving behaviors as well as potentially impaired motorcyclists. In total, officers issued 342 aggressive driving-related citations and made 4 DUI arrests.
  
- **Public Information and Education Campaign**  
Paid media materials were developed, targeting both motorcyclists and motorists. These materials encourage motorcyclists to wear all appropriate safety gear, to be alert, and to never drive impaired. Motorists are encouraged to be alert for motorcycles and to share the road. Materials include a billboard advertisement, which was placed in fourteen locations statewide, in areas identified as high crash locations. In addition, a brochure was developed and placed in various motorcycle retail stores, distributed at safety fairs statewide, and provided to our partners on the Motorcycle Rider Education Committee for distribution at various motorcycling events. Bumper stickers were also designed and distributed through various similar channels.



**Keep an eye out  
for motorcyclists.**

Forty percent of this country's motorcycle crashes are the result of a vehicle turning in front of the motorcyclist. So be sure to check mirrors and look over your shoulder for motorcycles in your blind spots. And always signal your intentions to turn or change lanes. Help make the streets safer for everyone. Share the Road.



- **Motorcycle Rider Education Committee**  
OHS is now a participating member of the Motorcycle Rider Education Committee co-chaired by State Representatives Bruce Ennis and Daniel Short. The committee is also comprised of members from the Division of Motor Vehicles (DMV), members of ABATE, motorcycle retail shop owners, the Dover Air Force Base safety office, and other motorcycling enthusiasts. The committee plays an active role in coordinating motorcycle safety events throughout the year, including a Legislator's Ride, a Fourth of July parade, and other events designed to raise awareness. Both DMV and OHS participate on this committee to ensure adequate availability of Novice and Experienced Rider Education programs. Currently, DMV coordinates the MSF-approved safety courses.
  
- **SAFETEA-LU Motorcycle Safety Incentive Grant Administration—Section 2010**  
In FY 2007, the Office of Highway Safety was successful in qualifying for and receiving a Section 2010 motorcycle safety incentive grant. The State of Delaware qualified for the FY 07 Section 2010 funds by having conforming motorcycle rider training courses and motorcyclist awareness programs. These funds are used to develop new media materials and to purchase public information and education materials, such as brochures. In addition, a sub-grant was issued to the Division of Motor Vehicles to enhance the services they offer through their administration of the state's motorcycle rider education courses. Funds are used for training instructors, purchasing training motorcycles, and making repairs to those motorcycles.

## **Evaluation**

There was an increase in motorcycle fatalities during this fiscal year, from 7% in FY 2006 to 13% in FY 2007. However, we did meet our goal, as we identified the rising trend early. We have refocused our efforts to include regular updates to law enforcement, alerts to the corporate community, and regular press releases to encouraged both motorcyclists and motorists to be more alert. OHS partnered with the Delaware State Police and municipal law enforcement during the Stop Aggressive Driving campaign to target motorcyclists exhibiting aggressive driving behaviors. In addition, extra enforcement during Bike Week proved to be successful. Further, our collaboration with the Division of Motor Vehicles to improve the availability of the motorcycle rider education courses could prove to be the most important strategy in preventing motorcycle fatalities.

## **Corporate Outreach Program**

### **Overview**

To reach the greatest number of people with OHS's vital safety programs, the Corporate Outreach Program was established to reach the hundreds of thousands of people working in the private sector in the State of Delaware. Corporate partners have proven to be an invaluable resource in assisting OHS in reaching the motoring public with safe driving messages.

Introduced in 2006, Corporate Outreach was implemented as a strategic effort to help companies educate their employees about specific traffic laws and safe driving behaviors. The program is aimed at partnering with the corporate community to help save lives and prevent injuries on Delaware's roadways through education and awareness.

### **Programming Efforts**

- **Monthly Corporate Communication**  
A contact list for Delaware business organizations was developed and is regularly updated. This list is used to communicate, via various forums and formats, the urgent messages of our highway safety campaigns. Each month, the Corporate Outreach Coordinator sends out an email outlining all of the priority areas for the month. Each email includes clear graphics and links to program area information and resources that are available.
- **Semi Annual Corporate Partners Meeting**  
In 2007 a new component to the program was introduced, the semi-annual Corporate Partner Meeting. These roundtable discussions bring corporate safety managers together with highway safety advocates to brain storm about effective ways to bring the safety message to groups of employees and implement safe driving policy. Two partners meetings were held this year, in March and September. These round-table discussions were attended by corporate businesses from across the state.
- **Coordination of Corporate Community Involvement in National and State Safety Campaigns**  
Partners are provided with posters and other materials to display during a variety of safety campaigns throughout the year. In additions, safety presentations are provided upon request, highlighting the specific priority area(s) in the campaign.

## Example of Monthly Corporate Email



STATE OF DELAWARE  
OFFICE OF HIGHWAY SAFETY  
P.O. BOX 1321  
DOVER, DELAWARE 19903-1321  
[www.state.de.us/highway](http://www.state.de.us/highway)

### Delaware Office of Highway Safety Corporate Outreach Programs for September 2007



Checkpoint Strikeforce



Stop Aggressive Driving



HERO Campaign

Did you know that 55 people died as a result of driving under the influence of alcohol last year in Delaware? Did you know that over half of all crashes can be attributed to aggressive driving?

That's why Delaware Office of Highway Safety and Law Enforcement Agencies statewide have partnered for ongoing Driving Under the Influence (DUI) and Aggressive Driving enforcement and awareness. Never before has it been more important to get the message out to the business community that safe driving habits are important, if not essential to the health and safety of your associates.

- August 15 – September 3<sup>rd</sup> is the national "Over the Limit. Under Arrest." DUI Crackdown. As part of this nationwide effort, Delaware is partnering with the HERO campaign to promote designated drivers. Visit their website at [www.herocampaign.org](http://www.herocampaign.org) to learn more. We have a limited supply of posters, window clings and decals.
- September 13 – 15 is Delmarva Bike Week. OHS would like to remind the public to "Keep an eye out for motorcyclists". We have a supply of bumper stickers available.
- September 17<sup>th</sup> is our semi-annual Corporate Partners Meeting. The meeting will begin at 9 am and will be held at the Public Safety Building in Dover in Suite 205. More details to follow.
- October 1 – 5<sup>th</sup> is Drive Safely to Work Week. For more information and planning tools, go to Network of Employers for Safety (NETS) website at <http://www.trafficsafety.org/dsw.asp>.

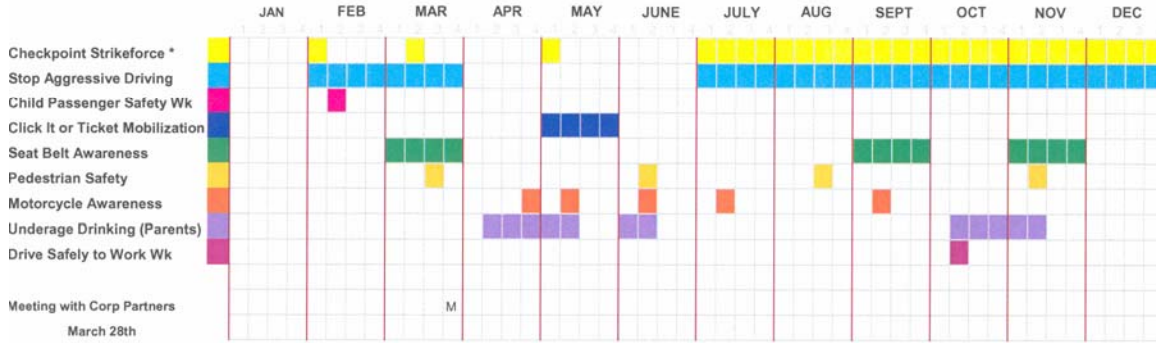
**Thank you for all you do to keep Delaware Roadways safe!**

For more information on OHS Corporate Outreach, feel free to contact me directly at [patricia.bachman@state.de.us](mailto:patricia.bachman@state.de.us) or check out our website at <http://www.ohs.delaware.gov/information/Corp.shtml>

# Example of Yearly Corporate Outreach Programs Calendar



## OFFICE OF HIGHWAY SAFETY CORPORATE CAMPAIGN CALENDAR 2007



## **Paid Media Summary**

### **Overview**

**In FY 2007, the Delaware Office of Highway Safety continued to use a combination of paid and earned media to increase awareness of critical highway safety issues in the First State. Most paid media efforts undertaken by OHS support its enforcement campaigns as national research shows that the greatest impact can be made by combining the two. As with its enforcement efforts, the OHS paid media plan is driven by crash data to identify primary and secondary audiences for each of the agency's priority areas, as well as provide information on times of day and days of the week when crashes were occurring. Not only did this information dictate where and when enforcement would be conducted, it helped determine where and when paid media messages would run, so that it most effectively supported the enforcement efforts. OHS used this formula and applied it across the board to all of its media awareness campaigns.**

**In FY 2007 OHS spent more than \$750,000 in Section 402 and other Incentive Grants to maximize the effectiveness of enforcement and educational programming initiatives. In addition to what is reflected in this document, OHS also spent more than \$45,000 on an Underage DUI prevention media campaign, funded through a grant from the Office of Juvenile Justice and Delinquency Prevention (OJJDP), and another \$24,000 from the Section 406 grant award on educational materials to support OHS's Graduated Driver Licensing Parent Orientation Program.**

**This section of the Annual Report provides a description of OHS's paid media efforts for FY 2007. It is presented in four different formats.**

- I. A breakdown of projects funded with Section 402 and other Incentive Funds**
- II. A chart of OHS's sustained media efforts reflected by calendar month**
- III. A narrative explanation of the highlights and achievements of paid media efforts by program area**
- IV. A summary chart of paid media efforts for the entire 2007 Federal fiscal year**

## I. Paid Media Funds Spent in FY 2007

<b>Use of 402 and Incentive Grant Funds for Paid Media in FY 2007</b>		
<b>Federal Grant Code</b>	<b>Campaign</b>	<b>Total Funds Spent</b>
<b>Section 402</b>	<ol style="list-style-type: none"> <li>1) "Stop Aggressive Driving" campaign (\$40,000)</li> <li>2) "Walk Smart" Pedestrian Safety campaign (\$17,000)</li> <li>3) "Click It or Ticket" (\$20,000)</li> <li>4) Child Passenger Safety Awareness and Seat Belt Maintenance campaign (\$43,000)</li> </ol>	<b>\$120,000.00</b>
<b>Section 163</b>	<ol style="list-style-type: none"> <li>1) Seat Belt Awareness campaign (\$6,500)</li> <li>2) "Stop Aggressive Driving" campaign (\$48,395.98)</li> <li>3) Checkpoint Strikeforce (\$54,490.89)</li> <li>5) Ride Safe, Ride Smart – Motorcycle Safety Campaign (\$564.49)</li> <li>6) Strategic Planning (\$3,605.07)</li> </ol>	<b>\$106,661.98</b>
<b>Section 410</b>	Checkpoint Strikeforce (\$150,000.00)	<b>\$150,000.00</b>
<b>Section 154</b>	1) Checkpoint Strikeforce (\$103,708.17)	<b>\$103,708.17</b>
<b>Section 406</b>	<ol style="list-style-type: none"> <li>1) "Stop Aggressive Driving" campaign (\$51,378.71)</li> <li>2) Click It or Ticket (\$200,000)</li> <li>3) Ride Safe, Ride Smart Motorcycle Safety Campaign (\$45,000)</li> <li>4) Seat Belt Maintenance (\$17,000.00)</li> </ol>	<b>\$313,378.71</b>
<b>Section 157 Incentive</b>	1) Seat Belt Use Maintenance Campaign (gas pump toppers) (\$1,219.07)	<b>\$1,219.07</b>
<b>Total Funds Spent</b>		<b>\$777,967.93</b>

II. Paid Media Activities Color Chart by Calendar Month

Campaign	Oct '06	Nov	Dec	Jan '07	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Checkpoint Strikeforce '06	Red	Red	Red									
"Stop Aggressive Driving Campaign '06	Blue	Blue	Blue									
Seat Belt Reminder Campaign						Dark Green					Dark Olive	Dark Olive
Holiday Checkpoint Strikeforce: New Years Superbowl, St. Patrick's Day )				Dark Red		Dark Red						
Child Passenger Safety Awareness Week '07					Dark Blue							Dark Blue
Click It or Ticket								Orange				
Checkpoint Strikeforce '07										Blue	Blue	Blue
"Stop Aggressive Driving" campaign										Purple	Purple	Purple
Underage drinking							Green	Green				
"Walk Smart" Pedestrian Safety						Teal						
Ride Smart Motorcycle safety							Red	Red	Red	Red	Red	Red
911 Campaign					Cyan	Cyan						



### III. Narrative Explanation of Paid Media Highlights and Achievements by Program Area

#### Occupant Protection

##### A. *Click It or Ticket* 2007

**Total Budget - \$268,000.00**

Delaware utilized the national model, a combination of paid media and enforcement activities, to obtain maximum impact and behavior change during the 2007 *Click It or Ticket* campaign. In the end, seat belt use statewide increased from 86% in 2006 to 87% in 2007.

This year, the length and amount of paid media was reduced slightly. The radio and TV schedules were reduced from a four week run to a three week run. The decision to cut back on the number of paid ads was made due to the fact that *Click It or Ticket* is such a recognizable brand name that the same level of advertising is no longer needed to achieve the desired impact.

The target age demographic for *Click It or Ticket* also changed slightly to target 16 – 27 year olds. The emphasis was only slightly skewed toward males vs. females. Our secondary audience was pick up truck drivers in the state’s rural areas. This age group was identified based on data which revealed that they are most often involved in crashes and least likely to wear seat belts. A mix of radio, billboards, print ads, and Myspace.com were chosen as the most appropriate mediums for spreading the message. Cable television was also selected as the most appropriate choice for the media buy because Delaware does not have its own network TV market.

<b>"Click it or Ticket" 2007 Paid Media BUDGET SUMMARY</b>	
Radio	\$36,210
Cable & Broadcast	\$41,570
Outdoor	\$30,120
Print (Spanish & Entertainment Magazines)	\$25,500
	\$11800
	Internet
	Total:
	\$145,200

Eighty percent of the target audience saw the message on TV an average of 3 times per week. In New Castle County (the most populated and heavily urban) 25% of the target audience heard the message on radio an average of 3 times as well, and in the two more rural southernmost counties 71% of the target audience heard the radio ads an average of 11 times. In addition to the paid media message, 26 stories about the campaign appeared in statewide TV, radio, and print media outlets. Some of the stories ran in newspapers in states as far away as Michigan based on a “Top 10 Excuses” for not wearing a seat belt press release that OHS issued.

The remainder of the budget was used to produce materials to support the campaign and support a new partnership with Dover International Speedway and the TEAM (Techniques for Effective Alcohol Management) Coalition called *Click It for Tickets*. Under this effort, law enforcement officers rewarded motorists who were buckled up with a coupon that

directed them to the TEAM website. Visitors then had the chance to register for one of five pairs of tickets to the June Dover Speedway NASCAR race. OHS and TEAM further supported the message by setting up space within the AAA booth at the race, and providing visitors a chance to win tickets for the September race at Dover if they signed a buckle up pledge. Additionally, the public enjoyed the opportunity to film and download their own seat belt commercial. The PSA's were edited together into one spot and shown at the September race.

In OHS's ongoing effort to more strategically target non-seat belt users, special fliers were designed, printed and distributed in two of Delaware's identified low belt use communities. This information, along with participation in safety fairs and presentations to community groups in those locations, helped increase belt use there and raise the state's belt use rate in return.

Funding was also used to maintain a partnership with Delaware's military community by designing special fliers targeting the need for military personnel to buckle up.



OHS at the June NASCAR race.

## **B. National Child Passenger Safety Awareness Week (CPSAW) 2007 & Support of OHS Fitting Stations**

**Total Budget \$43,000**

In 2007 OHS decided to do a more limited amount of paid media for child passenger safety activities and chose to concentrate more on awareness activities. Interestingly enough, there were actually two Child Passenger Safety Weeks in 2007...one in February, and a second in September after NHTSA decided to move it to a warmer weather month.

In February a limited amount of print advertising was used to encourage parents to have child seats checked at OHS Fitting Stations located statewide. In September, radio advertising was used to inform parents about recent upgrades to Delaware's child passenger safety law.

Reach and frequency information can be found in the chart at the end of this section.

CHILD PASSENGER SAFETY MEDIA 2007

<b>BUDGET SUMMARY</b>	
Radio	\$26,900
Print	\$560
Total:	\$27,460

The remainder of the \$43,000 budget was spent on the creation of 3 portable tri-fold display boards that the Fitting Station Coordinators take to classes or safety and community fairs, brochures with updated information on the state’s cps laws, and new posters that the Fitting Station Coordinators distribute to doctor’s offices, daycare provider locations, and service centers to raise awareness of their services.

**C. Seat Belt Reminder Campaign**  
**Total Budget - \$28,937.93**

OHS utilized a three pronged approach to maintaining the level of awareness of Delaware’s seat belt law outside the Click It or Ticket and Child Passenger Safety Awareness Week enforcement periods. The Office used advertising space on top of gas pumps (commonly known as gas pump toppers) at Valero gas stations to remind motorists at the pumps to “Buckle Up after you fill up.” Additionally, 10-second traffic radio spots were utilized to reach drivers and colorful Buckle Up It’s the Law stickers were placed on the front page Sunday edition of the State’s leading daily newspaper.

<b>BUDGET SUMMARY</b>	
Gas Pump Toppers	\$10,450
Radio	\$4500
Total:	\$14,950

The remainder of the \$28,000 budget was used for this portion of the reminder campaign.



Gas pump toppers

## Impaired Driving

### **A. Checkpoint Strikeforce Total Budget - \$254,697.00**

*Checkpoint Strikeforce* is a regional sobriety checkpoint campaign aimed at arresting impaired drivers and deterring those who may otherwise choose to drink and drive. It also served as the second of the three “120 Days of Summer HEAT” traffic safety campaigns.

The CPSF campaign truly evolved into a year-round initiative in 2007 with the addition of monthly checkpoints from January through June and DUI saturation patrols on major holidays such as St. Patrick’s Day.

The media component of the campaign involves a media buy, the printing and distribution of fliers at checkpoints and posters through businesses and schools, and weekly press releases featuring results from the previous weekend and locations (towns only) of upcoming checkpoints.

The media mix relies heavily on radio, particularly in the spring months, and billboards to get the message out. In 2007, advertising on city transit buses was added to increase reach to motorists. Internet ads on My Space continued in ’07 as an effective method of reaching young adults. Other efforts to reach out more effectively to young adults included adding electronic messages at the US 13 Speedway, restroom signage and tavern/bar coaster distribution. Billboards were placed at strategic locations statewide targeting the beach crowd, University of Delaware in Newark, and Trolley Square in New Castle County where many younger adults reside. A concerted effort to reach the Hispanic community through radio and print was also utilized.

### **Paid Media Budget -**

*Checkpoint Strikeforce* (Oct. – Dec.) 2006 Total Budget \$77,450

*Checkpoint Strikeforce* (Jan – June) 2007 Total Budget \$10,000

*Checkpoint Strikeforce* (July – Sept.) 2007 Total Budget \$173,430

<b>BUDGET SUMMARY - Holiday Checkpoint Strikeforce 2007 - all radio</b>	
Superbowl Sunday	\$5000
St. Patrick’s Day	\$5000
Total:	\$10,000

OHS also increased the level of media advertising during the NHTSA mobilization times of December 2006, and Labor Day 2007 for the “Drunk Driving. Over the Limit. Under Arrest.” campaign periods. The media levels for these holidays, as well as for the Halloween “Buzzed Driving is Drunk Driving” mobilization is not detailed in the table above, but is included in total figures for the table below.

## **TOTAL MEDIA COSTS- CHECKPOINT STRIKEFORCE (Oct. – Dec 2006 and July – Sept. 2007)**

<b>BUDGET SUMMARY</b>	
Print	\$27,000
Radio (including Hispanic)	\$81,837
TV	\$67,913
Internet	\$18,000
Outdoor	\$56,130
<b>Total:</b>	<b>\$250,880</b>

The remainder of the budget was used for the creation of the media elements and print materials for distribution to the public.

In the area of public awareness, OHS also launched two new major initiatives as part of this year’s CPSF campaign. In July, OHS kicked off its Dedicated DUI Checkpoint Initiative with a ceremony to honor Cpl. Christopher Shea, a Delaware State Trooper killed in 2004 by an impaired driver. Approximately 10 checkpoints in all are scheduled in 2007 to be dedicated to the memory of those killed in alcohol-related crashes. The victim’s family is invited to attend a pre-checkpoint ceremony for each and to attend the checkpoint afterward.

The second initiative, called the HERO campaign for Designated Drivers, was launched in August with a Governor’s proclamation establishing Delaware as the nation’s second HERO state. The HERO campaign was founded by the family of Naval Ensign John Elliott who was killed by an impaired driver in 2000. The campaign encourages the use of designated drivers. OHS announced the new partnership with a press conference and proclamation signing, followed it that evening with a dedicated checkpoint, and in FY 2008 is implementing a statewide plan through restaurants, bars, corporations, colleges and enforcement to promote HERO. Below, Lt. Governor John Carney signs Delaware’s proclamation while Bill and Muriel Elliott, Secretary David Mitchell, and Dr. Beth Baker look on.



Earned media coverage for the 2006 and early 2007 campaign was again strong, especially among print media who consistently report out the results of weekly enforcement. Opportunities for T.V. live shots were also provided to broadcast media during high enforcement times, including Halloween and New Year’s Eve holidays.

## Aggressive Driving

### **A. The “Stop Aggressive Driving” campaign**

**Total Budget – Oct. 2006 – Sept. 2007 \$ 236,562.84**

In 2007 the “Stop Aggressive Driving campaign” entered its third year. The enforcement campaign was structured in two parts this year. A short-term mobilization in February and March was conducted after crash data revealed a spike in crashes during this period in 2006. During this time the first efforts toward new public awareness messaging began. In November of 2006, 12 roadway signs had been erected in high crash areas statewide encouraging motorists to call 911 to report aggressive drivers. In February 2007, billboards and radio messaging was added to increase awareness of the call-to-action.

<b>BUDGET SUMMARY (Feb 2007-March 2007)</b>	
Radio	\$46,532
Outdoor (Billboard and Transit)	\$14,200
Total:	\$60,730

The second round of enforcement activities were conducted weekly beginning July 4<sup>th</sup>. As with the 2006 campaign, crash data revealed that the primary target audience was young, adult males ages 16 – 25, the population most frequently involved in aggressive driving-related crashes. Data also showed crashes most frequently occurred on Wednesdays and Saturdays. Subsequently, corresponding radio advertising was aired on these days. As with the Checkpoint Strikeforce campaign, advertising on the side and backs of transit buses was used to capture the driving public’s attention.

Initial data from the 911 call centers indicates significant increases in “Be on the Lookout” calls when comparing July through October 2006 to July through October 2007. Dispatch supervisors feel that much of the increase can be attributed to calls spurred by messaging for the aggressive driving campaign.

<b>BUDGET SUMMARY (Oct 2006 – Sept. 2007)</b>	
Radio	\$80,165
Internet (2007 only)	\$5,900
Print	\$4,000
Outdoor (Billboard and Transit)	\$61,250
Total:	\$151,315

The remainder of the budget was used for production costs related to a new series of billboards, as well to produce collateral materials for the campaign including posters, fliers and magnets for distribution in the corporate community and at health and safety fairs.



## Pedestrian Safety

**Total Budget - \$17,000**

Addressing the issue of pedestrian safety is one of the most challenging that OHS faces. In consultation with AB & C, we felt that it would be more effective and costwise to address pedestrian safety issues through awareness efforts versus paid media. As a result, in addition to awareness activities, limited 10-second radio traffic sponsorships were used to increase awareness at times of the year when Daylight Savings Time went into effect.

<b>BUDGET SUMMARY</b>	
Radio	\$3,880
Total:	\$3,880

The remainder of the budget was used to produce new pedestrian safety brochures for distribution, posters with pedestrian safety tips which were placed on transit buses in partnership with the Department of Transportation and were provided through our corporate outreach program, as well as for the production and distribution of reflective lights for those who may be walking or exercising on or near roadways.



## Motorcycle Safety

### **“Ride Safe. Ride Smart.” Campaign**

**Total Budget - \$45,564.49**

Though motorcycle fatalities dropped from 27 to 12 in 2006, motorcycle safety continued to be a top priority for OHS in FY 2007. This year, OHS was officially named as a member of Delaware’s Motorcycle Safety Committee, chaired by Delaware State Representative Bruce Ennis. Committee members also include representatives from the DMV Motorcycle Program, ABATE, the Dover Air Force Base, and motorcycle retailers. OHS provides statistical data on crashes to the group and coordinates the paid media activities with input from the group. Participation in this committee, in turn, provides OHS with an outlet for distributing informational brochures and bumper stickers.

For the media plan, OHS implemented a combination of strategies aimed at reaching both the motorcyclist, and the motorist as well. They included billboards (aimed at motorists), print ads (aimed at motorcyclists) and brochures (aimed at motorcyclists). Billboards were placed in high crash locations statewide between April and September, the peak motorcycle riding time.

<b>BUDGET SUMMARY (April 2007 – Sept. 2007)</b>	
Print	\$21,700
Outdoor (Billboard and Transit)	\$17,964
total:	\$39,664

The remainder of the budget was used to produce and print the billboards, the brochures, and the print ad.

#### IV. Summary Chart of Paid Media Activities

<b>Program Area/ Campaign Name</b>	<b>Television Airings</b>	<b>Radio Spots</b>	<b>Prints Ads</b>	<b>Other Media</b>	<b>Target Demo</b>	<b>Evaluation\Results</b>	<b>Funding Source</b>	<b>Amount</b>
<b><u>Occupant Protection</u></b>  Seat Belt Reminder Campaign March - Sep 07		139		Gas pump ads- 16 per month statewide	Adults 25+	NCC Reach- 15% Freq 3x GRPs- 50  Kent/Sussex Reach- 27% Freq 3x GRPs-75	402 163 406 157 Incentive	Media Buy: \$14,950  Includes: Gas Pump Tops \$10,450  Radio: \$4,500
Child Passenger Safety Awareness  Feb 07 and Sept 07	0	580	10,000 circ. Ran once		Women 25-64	Radio NCC Reach- 33% Frequency- 5x GRPs- 150  Kent/Sussex Reach- 55% Frequency- x GRPs: 300	402	Total Budget \$43,000  Includes: Media Buy: Radio \$26,900  Print Feb: \$560
May 2007 Click It or Ticket	Cable: 258 EBOC-22	1130	News Journal Spark El Tiempo Latino Arlifter	49 billboard posters statewide 1 billboard vinyl on I-95 1 billboard vinyl in Milford  Myspace  Press releases issued on launch and	Men 16 - 27	TV-statewide: Reach: 80% Frequency 3x GRPs- 240  Radio: NCC:	402 406	Total Budget \$268,000.00  Includes: Media Buy total

<b>Program Area/ Campaign Name</b>	<b>Television Airings</b>	<b>Radio Spots</b>	<b>Prints Ads</b>	<b>Other Media</b>	<b>Target Demo</b>	<b>Evaluation\Results</b>	<b>Funding Source</b>	<b>Amount</b>
			Out and About	enforcement results of CIOT. Two dozen stories on campaign appeared in print, radio, t.v. and online media.		Reach- 25% Frequency- 3x GRPs- 100  Kent/Sussex: Reach: 71% Frequency- 11x GRPs- 800  Evaluation: Statewide seat belt use increased to 87% from 86%		\$145,200  (Print – \$25,500  Radio - \$36,210  TV - \$ 41,570  Outdoor – \$30,120  Internet- \$11,800
<b><u>Impaired Driving</u></b>  Oct. – Dec. 2006 Checkpoint Strikeforce	240	880	Out and About Spark	13 posters statewide Milford billboard  25 ads in restrooms of bars and restaurants  Earned Media – weekly press releases on upcoming checkpoints and weekly results. Ongoing radio, print and t.v. interviews were conducted. In December supporting activities included non-alcoholic mocktail parties in DMV locations,	Males 18 - 34	TV: statewide avg. Reach- 40% Frequency- 2x GRPs- 80  Radio NCC: Reach- 45% Frequency- 4x GRPs- 160  Kent/Sussex	163 154	Total Media buy - \$80,040  Print- \$9550  Radio- \$31,825  TV- \$17,205

<b>Program Area/ Campaign Name</b>	<b>Television Airings</b>	<b>Radio Spots</b>	<b>Prints Ads</b>	<b>Other Media</b>	<b>Target Demo</b>	<b>Evaluation\Results</b>	<b>Funding Source</b>	<b>Amount</b>
				the distribution of DUI information to the public, and the distribution of MADD red ribbons.		Reach- 75% Frequency- 7x GRPs- 540  DMV surveys conducted at conclusion of campaign indicated an increase in campaign name recognition from the year before.  Additionally surveys indicated that 1/3 <sup>rd</sup> of the individuals who had heard of the campaign said the message influenced their behavior. Particularly encouraging was the percentage of people within the target age range who said the message influenced their behavior not to drink and drive.		Outdoor- \$21,460
February 2007 Superbowl Sunday	None	190	None	Earned - Placed a designated driver message on state employee paycheck stubs on the Friday before the Super Bowl.  OHS issued a press release regarding the Superbowl initiative.	Target Demo – Young adult males 18-34.	NCC: Reach- 20% Frequency- 2x GRPs- 40  Kent/Sussex: Reach- 40% Frequency- 2.5x GRPs- 100	Section 163	\$5000
March 2007		190		Earned media – OHS issued a press	Young	NCC:	163	\$5000

<b>Program Area/ Campaign Name</b>	<b>Television Airings</b>	<b>Radio Spots</b>	<b>Prints Ads</b>	<b>Other Media</b>	<b>Target Demo</b>	<b>Evaluation\Results</b>	<b>Funding Source</b>	<b>Amount</b>
St. Patrick's Day DUI prevention				release about the enforcement initiative which resulted in TV live shots.  OHS also distributed posters from NHTSA planners to bars and restaurants.	adult males 18 - 34	Reach- 20% Frequency- 2x GRPs- 40  Kent/Sussex: Reach- 40% Frequency- 2.5x GRPs- 100	154	
July 2007-Sept. 2007  Checkpoint Strikeforce	1100	1600	Out and about 2x  Spark 5x  Beachcomber 9x	1 billboard vinyl on Rt 1/Milford 1 billboard I-95 1 rotating billboard in NCC  18 bus signs in NCC  5 bus signs Intercounty buses  US 13 speedway messaging  Restaurant/bar restroom signage- 25 signs statewide per month  Fliers and posters printed for distribution at checkpoints  Earned media: Weekly press releases issued on upcoming checkpoints and results of enforcement	Persons 18-34	TV: statewide avg  Reach-60% Frequency- 4x GRPs- 240  Radio NCC: Reach- 40% Frequency- 4x GRPs- 160  Kent/Sussex Reach- 65% Frequency- 20x GRPs- 1200  Evaluation will be conducted at end of calendar year 2007.	410 154	Media Buy Total -  \$111,250 (Print – 17,450  Radio - \$50,012  TV - \$ 50,700  Outdoor - \$34,677  Internet- \$18,000

<b>Program Area/ Campaign Name</b>	<b>Television Airings</b>	<b>Radio Spots</b>	<b>Prints Ads</b>	<b>Other Media</b>	<b>Target Demo</b>	<b>Evaluation\Results</b>	<b>Funding Source</b>	<b>Amount</b>
<u><b>Aggressive Driving</b></u> “Stop Aggressive Driving” October-December 2006		665		16 billboard posters statewide I-95 bulletin 18 bus signs  OHS issued weekly releases on results of enforcement.	Men 18- 24	NCC: Reach- 40% Frequency- 5x GRPs- 200  Kent/Sussex: Reach: 40% Frequency- 8x GRPs- 320	163	Includes: Media Buy Total \$64,340  (Radio - \$31,220  Outdoor - \$33,120
“Stop Aggressive Driving” call 911 Campaign ( Feb – March 2007)		1600		Two billboards	Adults 35+	NCC: Reach- 50% Frequency- 11x GRPs- 550  Kent/Sussex: Reach: 65% Frequency- 10x GRPs- 680	402	Media Buy Total \$60,650  Radio - \$46,530  Outdoor- \$14,120
July-September 2007  “Stop Aggressive		660	Spark  Out and ABout	18 billboard posters statewide  5 bus backs- intercounty buses	Men 18- 24	NCC: Reach- 30% Frequency- 6x GRPs- 180	402 406	<b>Includes: Media Buy Total \$67,540</b>

<b>Program Area/ Campaign Name</b>	<b>Television Airings</b>	<b>Radio Spots</b>	<b>Prints Ads</b>	<b>Other Media</b>	<b>Target Demo</b>	<b>Evaluation\Results</b>	<b>Funding Source</b>	<b>Amount</b>
Driving” campaign				I-95 bulletin  Earned media – OHS issued weekly releases on enforcement		Kent/Sussex: Reach: 20% Frequency- 5x GRPs- 100  TBD at end of campaign		(Radio - \$29,424  Outdoor - \$31,895  Print- \$6220
<b><u>Pedestrian Safety</u></b>  March 2007 “Walk Smart” campaign		95		Distribution of fliers, posters, and Walk Smart reflective wristbands for increased pedestrian visibility.	General audience	NCC: Reach- 20% Frequency- 4x GRPs- 80	402	<b>Total Budget \$17,000</b>  <b>Includes: Media Buy Total - \$7764</b>
<b><u>Motorcycle Safety</u></b>  April 07-September 07			Spark Delaware weekly newspaper network	14 billboard posters statewide	Cycle riders and drivers		<b>406 163</b>	Media Buy: \$45,564  Print: \$21,700  Outdoor: \$17964