

State of Alabama Highway Safety Annual Report

For the Year
2005



*Alabama Department of Economic & Community Affairs
Law Enforcement / Traffic Safety Division
Highway Traffic Safety Section*

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Crash Summary

In Alabama in 2004, 1,154 persons were killed, up 15.3% from the 1,001 fatalities reported in 2003. A total of 46,544 persons were injured, up 3.8% from 44,845 in 2003. In addition, 146,358 crashes were reported, up 3.8% from 141,067 in 2003. The total vehicle miles traveled in 2004 were 58.86 billion miles, up 0.4% from the 58.63 billion miles reported in 2003.

In spite of an upward surge in crash data, Alabama continues to make substantial progress toward highway traffic safety improvements. Population growth, increases in tourism and trade, and being a major corridor for beach bound traffic makes Alabama one of the most traveled states in the United States. Our major challenge in 2005 has been sustaining the progress we have experienced over the past three years: mobilizing our law enforcement officers, increasing our safety belt use rates, increasing our enforcement efforts, and renewing the commitment to decreasing the crashes, injuries and tragic loss of life our roadways.

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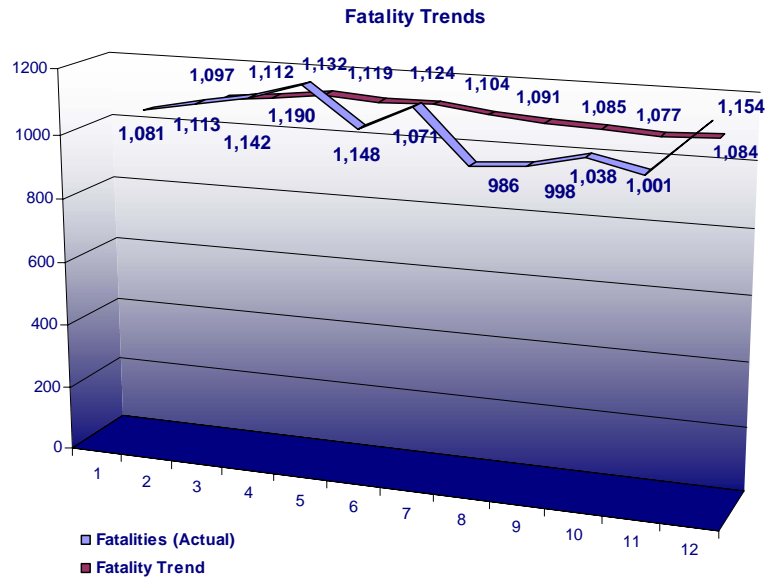
Crash Data

	Baseline Data 1994-1997				Progress Report Data 1998-2000						
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Fatalities (Actual)	1,081	1,113	1,142	1,190	1,071	1,148	986	998	1,038	1,001	1,154
Fatality Rate /100 million VMT	2.21	2.20	2.22	2.23	1.94	2.03	1.74	1.76	1.80	1.71	1.96
Injuries (Actual)	49,219	49,352	49,396	50,529	48,692	48,213	44,484	43,917	45,375	44,845	46,544
Fatality & Serious Injury Rate/(100 million VMT)	58.3	56.5	55.7	54.9	51.1	49.6	45.6	44.9	45.8	43.7	46.1
Fatality Rate/100K Population	25.7	26.2	26.7	27.5	24.5	26.1	22.2	22.3	23.1	22.2	25.5
Fatal & Serious Injury Rate/100K population	678.8	674.5	669.1	678.3	646.5	635.4	580	570.4	586.8	568.7	598.3
Alcohol Related Fatalities	379	402	420	403	314	295	265	242	252	415	442
Proportion of Alcohol Related Fatalities	35.1	36.1	36.8	33.9	29.3	25.7	26.9	24.2	24.3	41.5	38.3
Alcohol Related Fatality Rate/100M VMT	0.77	0.79	0.82	0.75	0.57	0.52	0.47	0.43	0.44	0.71	0.75
Percent of Population Using Safety Belts*	55.00%	52.00%	54.00%	52.00%	52.00%	58.00%	71.00%	79.00%	79%	77%	80%

Crash Data Trends

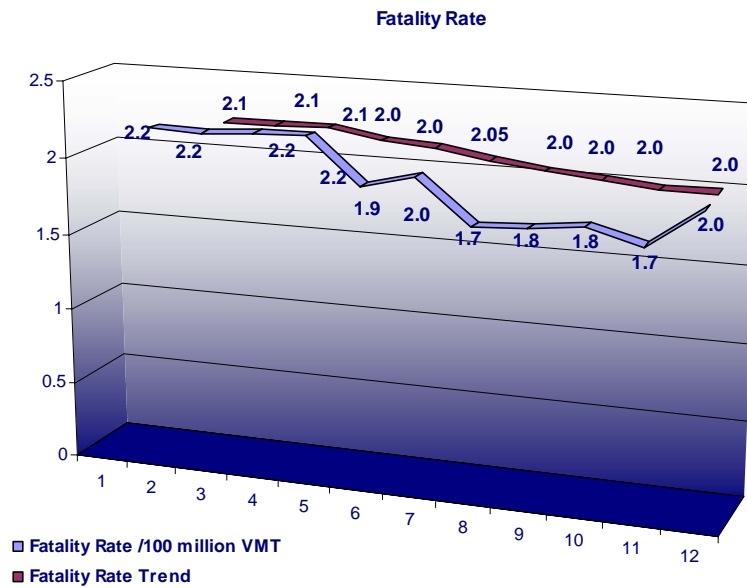
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Fatalities (Actual)	1,081	1,113	1,142	1,190	1,071	1,148	986	998	1,038	1,001	1,154
Fatality Trend		1,097	1,112	1,132	1,119	1,124	1,104	1,091	1,085	1,077	1,084
Fatality Rate /100 million VMT	2.2	2.2	2.2	2.2	1.9	2.0	1.7	1.8	1.8	1.7	2.0
Fatality Rate Trend		2.2	2.2	2.2	2.2	2.1	2.1	2.0	2.0	2.0	2.0
Injuries (Actual)	49,219	49,352	49,396	50,529	48,692	48,213	44,484	43,917	45,375	44,845	46,544
Injury Trend		49,286	49,322	49,624	49,438	49,234	48,555	47,975	47,686	47,402	47,324
Fatality & Serious Injury Rate/(100 million VMT)	58.3	56.5	55.7	54.9	51.1	49.6	45.6	44.9	45.8	43.7	46.1
Fatality & Serious Injury Rate Trend		57.4	56.8	56.4	55.3	54.4	53.1	52.1	51.4	50.6	50.2
Fatality Rate/100K Population	25.7	26.2	26.7	27.5	24.5	26.1	22.2	22.3	23.1	22.2	25.5
Fatality Rate Trend/100K Population		26.0	26.2	26.5	26.1	26.1	25.6	25.2	24.9	24.7	24.7
Fatal & Serious Injury Rate/100K population	678.8	674.5	669.1	678.3	646.5	635.4	580	570.4	586.8	568.7	598.3
Fatal & Serious Injury Rate Trend /100K population		676.7	674.1	675.2	669.4	663.8	651.8	641.6	635.5	628.9	626.1
Alcohol Related Fatalities	379	402	420	403	314	295	265	242	252	415	442
Alcohol Related Fatality Trend		390.5	400.3	401.0	383.6	368.8	354.0	340.0	330.2	338.7	348.1
% of Alcohol Related Fatalities	35.1	36.1	36.8	33.9	29.3	25.7	26.9	24.2	24.3	41.5	38.3
Alcohol Proportion Trend		35.6	36.0	35.5	34.2	32.8	32.0	31.0	30.3	31.4	32.0
Alcohol Related Fatality Rate/100M VMT	0.77	0.79	0.82	0.75	0.57	0.52	0.47	0.43	0.44	0.71	0.75
Alcohol Fatality Rate Trend		0.78	0.79	0.78	0.74	0.70	0.67	0.64	0.62	0.63	0.64
% Population Using Safety Belts*	55%	52%	54%	52%	52%	58%	71%	79%	79%	77%	80%
Safety Belt Use Trend		53.50%	53.67%	53.25%	53.00%	53.83%	56.29%	59.13%	61.33%	62.90%	64.45%

Performance Goals and Trends

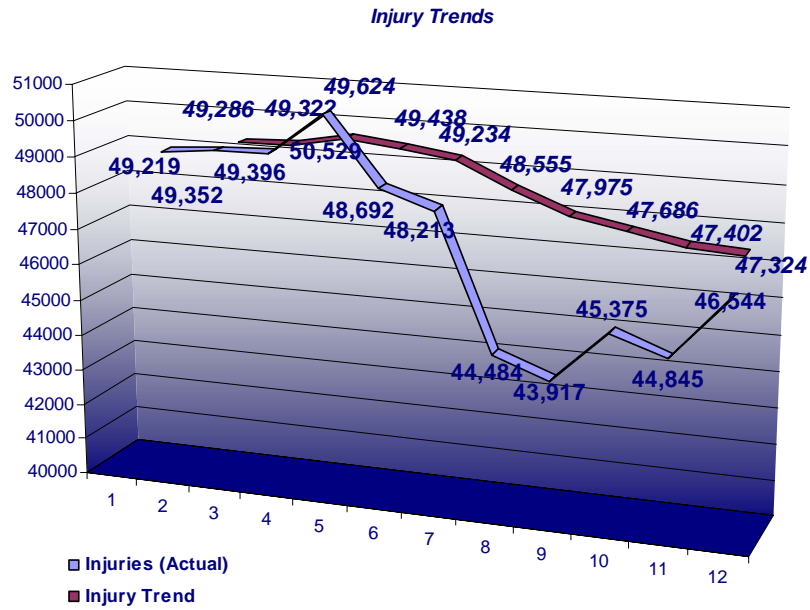


Fatality Rate

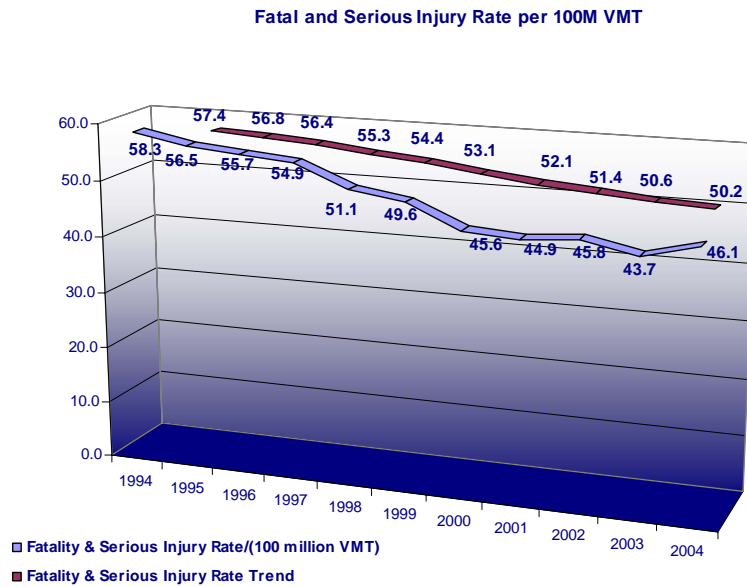
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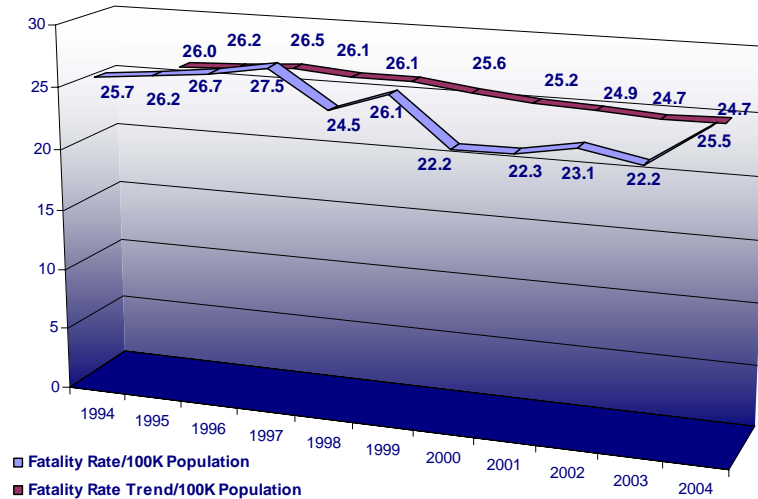
Injuries



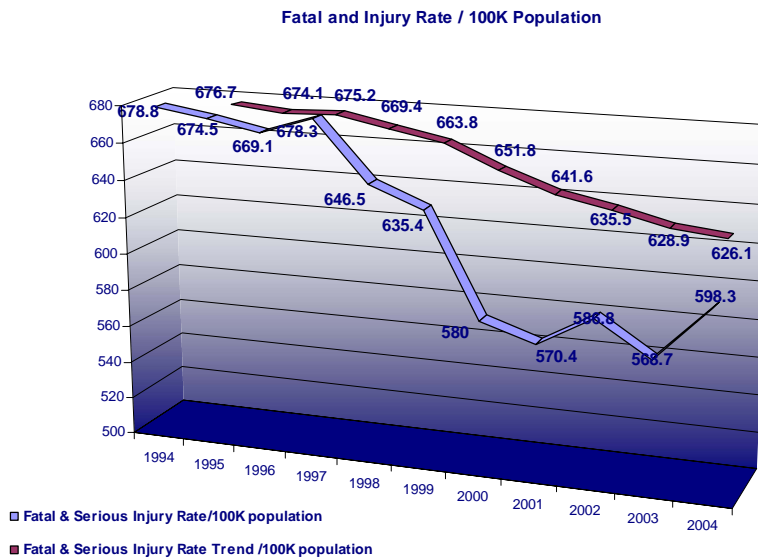
Fatal and Injury Rate/VMT



Fatality Rate / 100K Population



Fatal Injury Rate / 100K Population

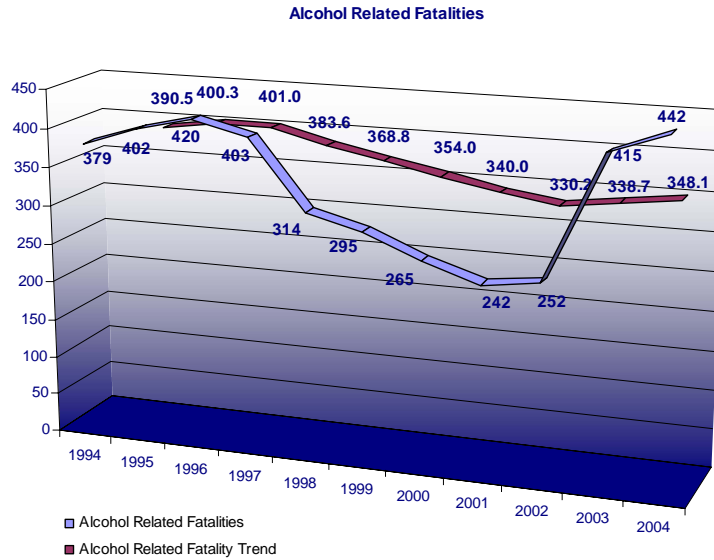


Goal: Alcohol Fatalities

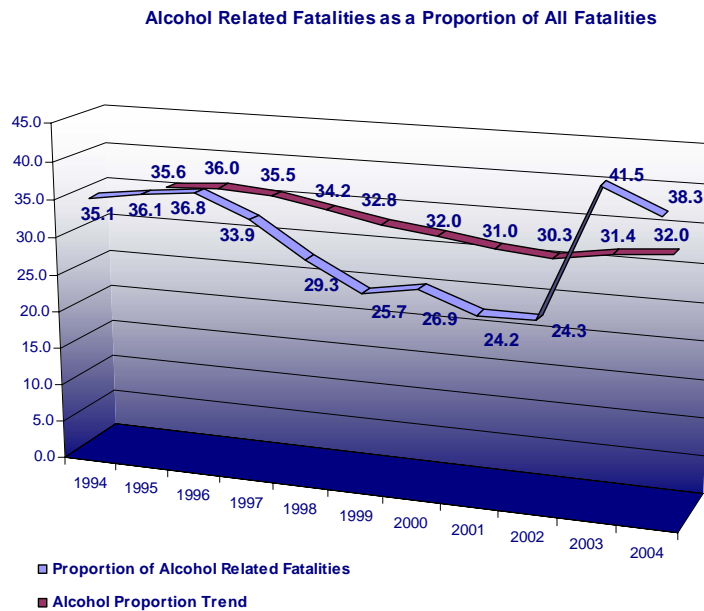
To reduce, by 1.5% or more, the percentage of fatalities that are alcohol involved by end of reporting year 2005.

Baseline: The percentage of fatalities that are alcohol involved were 24.9% in the reporting year 2003.

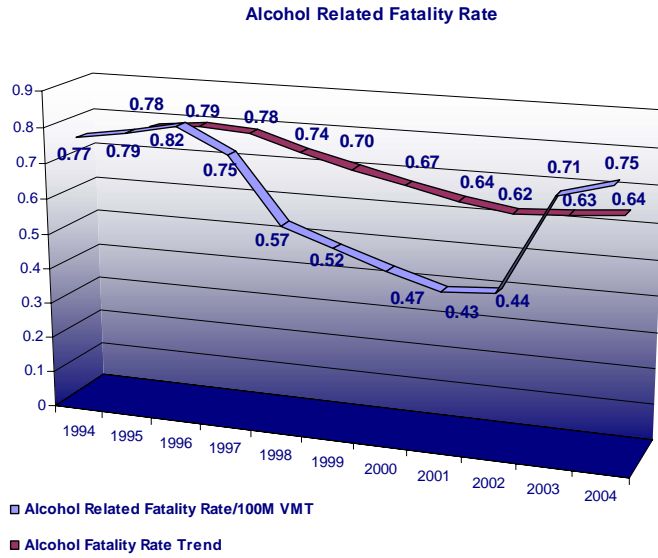
Alcohol Related Fatalities



Alcohol Fatality Proportion



Alcohol Fatality Rate / VMT



Goal: Safety Belt Use

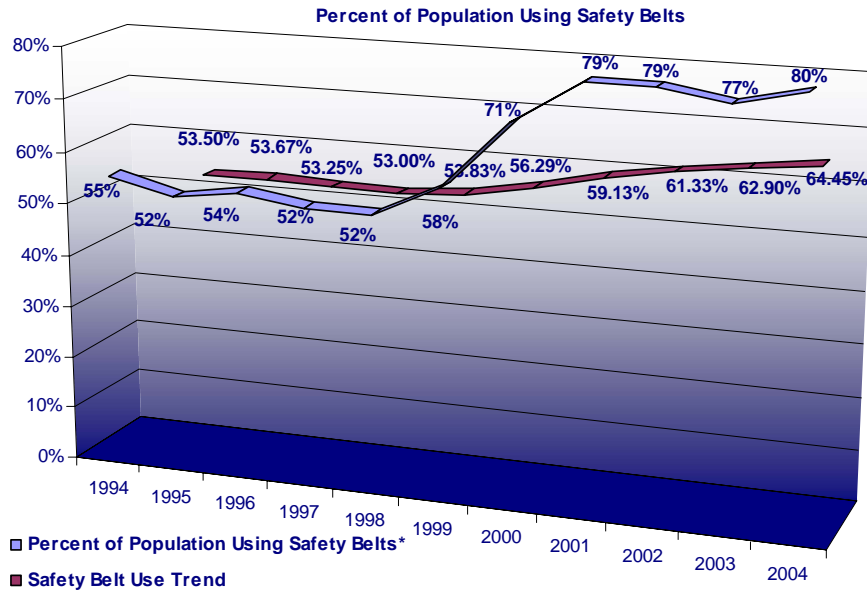
To reduce the number of reported fatalities and injuries for vehicle occupants by 1.5% or more, by end of reporting year 2005.

To increase safety belt compliance by 1.5% by the end of the reporting year 2005.

Baseline Date for reporting:

The baseline data used for comparison and percentage increase/decrease is measured from reporting year 2004. In that year, safety belt compliance was at 80.0%.

Percent of Population Using Safety Belts



Community Traffic Safety Programs

There are nine Community Traffic Safety Program (CTSP) regions in the State of Alabama. Most of the state's traffic safety enforcement, educational and training programs for local communities are directed through the CTSP projects. In fact, most of the funding received by the State Highway Safety Office is given directly to these regions for disbursement to local, county, and State law enforcement agencies. This affords greater coverage, opportunity, participation, and productivity across the State. In addition to the Regional Highway Safety Offices, various other civic and non-profit organizations benefit from this funding as well.

The nine regional CTSPs participated in two statewide enforcement blitz mobilizations in 2005: the Memorial Day and Labor Day holiday periods. There were no statewide blitz mobilizations for the Thanksgiving or Christmas / New Year's holiday periods. However, several regions coordinated local enforcement activities during those periods, as well as other blitzes throughout the year.

The regional Highway Safety Coordinators appointed officers within their regions to serve on Law Enforcement Committees. These committees were used for various purposes that include, but were not limited to: the enlistment of other agencies to participate in enforcement blitz periods; disbursement of law enforcement equipment to local agencies; gathering and reporting any enforcement data that may be needed by the CTSP; and other duties as needed so as to insure all qualifications for federal funding were met.

In 2005, the Director of Law Enforcement / Traffic Safety Division of ADECA continued conducting CTSP quarterly meetings. During the meetings, which began in 2003, CTSP staffs from all nine offices statewide were brought to the State Highway Safety Office to discuss their programs, timelines, and expectations for enforcement activities. These meetings have been extremely productive, and will continue in 2006.

Impaired Driving

The mission of Alabama's impaired driving program is to reduce alcohol-related crashes, injuries and fatalities and is coordinated by the Law Enforcement / Traffic Safety Division (LETS) of the Alabama Department of Economic & Community Affairs (ADECA) Law enforcement agencies throughout the state in conjunction with the Alabama Department of Public Safety (ADPS) conduct checkpoints and saturation patrols designed to deter the drinking driver.

Local law enforcement activities were coordinated through the regional Community Traffic Safety Programs (CTSP). The CTSPs were instrumental in implementing the Labor Day "You Drink & Drive, You Lose" and the "Click It or Ticket" Memorial Day holiday mobilizations were conducted during the 2005 grant period. These two statewide mobilizations enforcement efforts resulted in the operation of several hundred checkpoints that resulted in several thousand citations and many other enforcement actions.

The Industrial Engineering Department of the University of Alabama continues to act as the data-gathering source for the LETS Division. Under the direction of Dr. David Brown, the Critical Analysis Reporting Environment (CARE) system was developed. The University of Alabama's activities included redesigning CARE software to make CARE move extensible and adaptable for future growth; redesigning the CARE website to provide a more user friendly environment, better on-line analysis and better access to safety reports; producing and distributing the annual Crash Facts book; working with State Highway Safety Office staff to produce the Highway Safety Plan.

Alabama's CARE system continues to receive notoriety for it's indispensable use in gathering and processing statistical data for the Highway Traffic Safety Program.

Occupant Protection

The Law Enforcement / Traffic Safety Division (LETS) of the Alabama Department of Economic and Community Affairs (ADECA) serve as the lead agency for the State's coordination of occupant protection programs. The Alabama Department of Public Health (ADPH) and Huntsville Safety City were the only two occupant protection programs funded with the Section 402 funds. However, both organizations collaborated with various state and local agencies throughout the state to reinforce the importance of safety belt usage.

The ADPH coordinated the statewide observational surveys for safety belt usage. In 2005, the safety belt use rate was 81.8%. This reflects an overall increase of 2.86%, which is almost double the original goal of 1.5% for the reporting year 2005.

Huntsville's Safety City continued to conduct a traffic safety educational program that emphasized bicycle training, pedestrian safety, traffic safety, child passenger safety, and child restraint monitoring. This program also supports a court-based program implemented by Safety City and the Municipal Court called Kids Court and Alive at 25, a safety education program for young drivers.

The state's nine CTSP coordinators worked with state, county and city law enforcement agencies to conduct traffic enforcement blitzes during mobilizations. Each CTSP also implemented occupant protection programs to promote safety belt use, provide safety belt education and training, and have begun special efforts to address seat belt usage in pick-up trucks. Various committees established through CTSP programs helped assure that maximum benefit was obtained from combined public information and education which complements law enforcement efforts throughout the year and particularly during the Memorial Day mobilization.

In addition, under 405A and 2003B funding, the Children's Hospital operated the Safe Kids Child Passenger Safety Program. The Safe Kids program trained qualified personnel to become certified as child passenger safety technicians and child passenger safety technician instructors in order to maintain the infrastructure to support occupant protection for children services statewide. This year the Children's Hospital, under the Safe Kids program inspected 8,023 child seats, issued 1,227, and answered 2,691 calls concerning child passenger restraints. Further, Safe Kids training events taught 90 four and eight hour classes to 165 students.

Emergency Services

The Emergency Medical Services Division of the Alabama Department of Public Health serves as the host for the EMS effort. The EMS division is responsible for improving patient care by improving test scores for EMT's.

The department continues developing new data software for use in the National Registry examination process. During this reporting year, there were 16 on-site examination sessions, where 551 EMT students at all levels were tested using the National Registry Examinations.

Due to changes brought about by new State EMS Rules, the shift to strictly Credentialing Education Refresher Programs has required the EMS Division to shift the burden of the review, coordination and approval of all Credentialing Refresher courses to the educational institutions, instructors and individual EMTs which will have a positive effect on patient care.

The department continues to enter, maintain, and analyze all the data and individual information for approximately thirteen thousand (13,000) individuals, both EMTs and Ambulance Drivers, who will be participating in the Credentialing Education Refresher process.

These services will not be funded in FY2006. Funds used to support this service will be disbursed in support of the SHARP programs identified in the State Highway Safety Plan.

Trauma Registry

The Alabama Trauma Registry Division (ATR) of the Alabama Department of Public Health (DPH) serves as the host for the data collection services and maintains a database on trauma cases from several trauma facilities and acute care facilities within the state.

As of this reporting year, the ATR internet database contained 4,316 cases and the in-house database contained 84,376 cases. To date, all Alabama hospitals have submitted traumatic head and /or spinal cord injury data to the registry program.

WEB Site update changes related to data extraction will soon allow for semi-annual reports to be sent to each acute care hospital in the state. The purpose of these reports will not only be aimed at improving information related to data compliance monitoring for ADPH but will provide case load and related trauma information back to the reporting facilities.

The ATR continues to use the National Trauma Registry of the American College of Surgeons (NTRACS) 3.4 software. Hospitals using this software submit data files to the program via a file upload utility feature provided at the registry site. This year, working with DB Consulting, LLC, we developed a WEB site utility that will allow ATR staff to monitor data compliance by downloading hospital-specific data and aggregate data. The utility is also designed to allow hospital registrars to view and/or download records entered by their respective facilities.

These services will not be funded in FY2006. Funds used to support this service will be disbursed in support of the SHARP programs identified in the State Highway Safety Plan.

Forensic Sciences (BAC)

Alabama's Traffic Laws (Act 96-324) brought roadside testing into evidence gathering from DUI suspects. The Standardized Field Sobriety Test Battery (SFSTB), Breath Alcohol Screening Devices (BASD) and Evidential Breath Testers (EBT) are among the tools the Alabama Legislature has recognized as being suitable in efforts to suppress drunk driving.

This reporting year, 23 SFST practitioner schools were presented which added approximately 640 new SFST trained officers to the roster of Alabama practitioners. The roster contains an approximate total of 9,552 officers who have been trained under this project.

In addition, 240 DRAEGER ALCOTEST 7110 MKIIC Breath Alcohol Instruments have been placed in use in Alabama. Approximately 9,949 operators have been trained to use the instruments and approximately 153,475 cases have been collected in the database.

Also, two SFST Instructor Classes were conducted which certified 28 new SFST Instructors. Five SFST upper level Instructor classes were conducted in which 44 SFST Instructors were retrained. Currently, 60 SFST Instructors have been retrained.

These services will not be funded in FY2006. Funds used to support this service will be disbursed in support of the SHARP programs identified in the State Highway Safety Plan.

Police Traffic Services

In years past, the State Highway Safety Office has issued Selective Traffic Enforcement Program (STEP) grants with Section 402 funding to the Alabama Department of Public Safety and the nine regional Community Traffic Safety Programs (CTSPs) to conduct various enforcement activities mandated by NHTSA that require overtime to be paid to law enforcement officers. In 2005, Section 402 STEP grant was issued to DPS to fulfill this mandated requirement.

In 2006, Grants have been issued to all nine CTSP regions for continuous enforcement in support of SHARP (Speed Hazards, Alcohol, and Restraint Programs) as defined in the State Highway Traffic Safety Plan.

Law Enforcement Liaison (LEL) Program

Problem Statement:

The State of Alabama's Law Enforcement / Traffic Safety Division of the Alabama Department of Economic and Community Affairs and the Alabama Department of Public Safety are working to greatly reduce traffic crashes, injuries, and fatalities statewide of persons of all age groups. This program will emphasize occupant protection, impaired driving, and speeding.

Objectives:

The goal of the LEL Program is to plan, develop, monitor and implement statewide initiatives to promote the enforcement of current and needed laws designed to increase occupant protection usage and reduce the number of motor vehicle crashes resulting in injuries and fatalities. The program also involves facilitating educational and training programs for law enforcement officers as well as campaigns to increase public awareness of all occupant protections and traffic safety laws.

Strategies:

The mission of the LEL Program is to provide a law enforcement presence that serves as a link connecting the ADECA program managers and community Traffic Safety Program (CTSP) coordinators to the city, county and state law enforcement community.

The LEL program also will actively assist the nine CTSP Coordinators in establishing and participating in Education, Engineering, Emergency Medical, and Enforcement Committees. These committees will build an infrastructure that will support a multi-jurisdictional and multi-disciplinary approach to traffic safety.

Results:

Two statewide mobilizations were conducted during the 2005 grant period. These mobilizations were conducted during the Memorial and Labor Day holiday periods.

This program staffing, management, and reporting process are currently under review for improvement.

Paid Media

One of the missions of the Alabama Film Office was to produce and direct a statewide multimedia campaign for “You Drink, You Drive, You Lose” , -- a comprehensive , high visibility initiative of the national enforcement mobilization, a partnership of criminal justice and traffic safety partners. The campaign is designed to increase awareness that sobriety checkpoints, saturation patrols, and undercover officers and concerned citizens will conduct massive enforcement efforts, usually involving multiple agencies that target specific areas to identify and arrest impaired drivers.

This was accomplished via the following:

1. Development of the You Drink & Drive, You Lose marketing approaches, based on Nielsen and Arbitron Ratings and targeted toward the 18-34 age group, primarily males and slanted toward rural areas.
2. Produced two television and two radio advertising spots, 15 and 30 second segments for both television and radio
3. Negotiated placements of approved, paid You Drink & Drive, You Lose program broadcast television, cable television, and radio spots, in addition to free and public service spots. Paid advertising for the campaign was place with 24 stations in five major metro areas, 59 cable stations and multiple radio networks that cover 114 AM and FM radio stations across the state.
4. Management of public relations efforts, including press releases, to stimulate media coverage and special media events.

The Paid Media Campaign for “You Drink, You Drive, You Lose” was funded through 157 Incentive Funds and through the Alabama Highway Safety Trust Fund. The contribution from the 157 Incentive Fund was \$47,288.00 and the contribution from the Alabama Highway Safety Trust Fund was \$441,817.38 for a combined total of \$489,105.38.

Another mission of the Alabama Film Office was the “Buckle Up in Your Truck Campaign”. The Alabama Film Office placed paid media for this program from May 2 through the 15th in several selected markets. More than 4,500 paid and earned commercials were aired in these priority markets. This campaign targeted males, 18 to 34 years of age, who drive pickup trucks (and their passengers), that typically live and/or work in secondary or tertiary cities and communities and primarily view and listen to comedy, sports and top 40 entertainment.

According to the University of Alabama assessment, based on a telephone survey, eighty eight percent (88%) of phoned respondents had seen or heard the safety belt message during the assessment period.

Further, From May 23 to June 5, the Alabama Film Office coupled efforts with law enforcement supporting the State wide “Click It or Ticket” campaigns. The Alabama Film Office incorporated advertising, bonus spots, website links, and support of government

agencies, local coalitions and school officials in an effort that resulted in a dramatic increase in seat belt usage for the State of Alabama.

The Paid Media Campaign was funded through 157 Innovative Funds. The cost of the program was \$646,049.95.

For both campaigns, paid media was engaged base on parameters outlined below.

TELEVISION:

The buy focused on programming in prime time (M-F, 7PM to 11PM and Su 7PM to 10PM), late fringe (M-Su 10:30 PM to 1AM) with various spots during sporting events.

CABLE:

There are a number of cable networks that can be effective in building frequency against men 18-34. Networks considered were Spike TV, comedy Central, TNT, TBS, BET, MTV, and ESPN. Of these networks Spike TV, ESPN and Comedy Central enjoys the highest composition of men 18-34 who drive a pickup truck.

The buy focused on programming in prime time (M-F, 7PM – 11PM and Su 7PM – 10PM) and various spots during sporting events. Early fringe (M-F 4 – 6 PM) and prime access (M-F 7-8PM) were also considered.

RADIO:

The campaign targeted the same key at risk group, 18 – 34 year old males. The buy focused on the following: morning drive (M-F 7-9AM) midday (M-F 11AM to 1PM) afternoon (M-F 4-7PM) evening (M-F 7PM to Midnight). Selected portions of the weekend were considered as well.

Budget targets were provided to all stations with instructions to maximize the financial efforts without exceeding the allocations and provide detailed proposals that included:

- A schedule of specific media spots with cost per spot and the Nielsen ratings for the proposed buys
- Free media / public service announcement schedules
- Any special website postings or enhancements, and
- Proposals for creating / enhancing the spots to be used

Media plans and 30-second video/audio commercials produced by the Tombras Group were customized for Alabama and used in both campaigns, as requested by ADECA. A second 30-second commercial featuring Governor Bob Riley was produced for use in Click It or Ticket. In addition, ten and fifteen second scripts were prepared and used in radio traffic and news bonus spots.

Other efforts included extensive research followed by the development of a new look and website content for both campaigns, a new Click It or Ticket brochure, and press releases.

Looking to the Future

In its role as the State Highway Safety Office, the Law Enforcement / Traffic Safety Division of ADECA will continue to provide the leadership, coordination, and direction to the State's Highway Safety Program. Below is a sample of program activities and future initiatives.

- The LETS Division will again continue highway safety efforts to upgrade the State's Graduated Driver License law.
- Enhance the paid media and enforcement efforts to include a pick-up truck occupant protection campaign
- The LETS Division will review projects in the Traffic Records System and Emergency Medical Services areas and establish a plan to enhance these areas
- The Lets Division will continue in its efforts to coordinate and support programs to increase the statewide safety belt use rate.
- Develop educational and training programs targeting Hispanics to enhance state traffic safety efforts.
- The LETS Division will revisit the Child Passenger Safety Training and certification process
- The LETS Division will participate in the development of the Alabama State Highway Safety Plan.