

2011

# NHTSA Region 5

## Safe Communities Special Edition

The National Highway Traffic Safety Administration's Region 5 proudly supports the community and stakeholders' dedication to traffic injury prevention. In this special edition of the Safe Communities Service Center's Building Safe Communities newsletter, Federal and State program managers, and coalitions share best practices and successful programs.



## REGION 5 SPECIAL EDITION



Since the mid-1990s, the National Highway Traffic Safety Administration has promoted and supported the Safe Communities program, which to date has over 520 coalitions nationwide. During the last few years, in its Safe Communities Service Center's newsletter, *Building Safe Communities* has highlighted NHTSA Regions that have strong coalition activity. For this special edition, the Service Center is featuring NHTSA Region 5, in which three of its States, Ohio, Michigan, and Minnesota, tell how they have reinvented their Safe Communities programs by changing processes, structure, traffic safety focus, and even how they define their community traffic safety coalitions.

### OHIO



In 2009, there were 298,658 crashes in Ohio: 1,022 people were killed and 9,774 people were seriously injured. The economic cost to Ohio was more than \$8 billion. Ohio's ultimate goal is to eliminate all fatalities. The short-term goal is to reduce the number of fatalities by 5 percent by 2015 and achieving this goal will equate to 150 lives being saved over a 5-year period. Ohio can achieve this goal by targeting key crash types in each county.

Many of the crashes that occur each year can be prevented through safer driving behavior. Motor vehicle injuries and fatalities can be prevented by increasing seat belt use and by decreasing speeds and alcohol use. Local agencies can help reduce crashes by developing and investing in education, enforcement, and engineering strategies that target the worst crash types at risk locations, and driver behaviors in their counties.

The Ohio Department of Public Safety's Traffic Safety Office (OTSO) recently conducted a thorough look into its Safe Communities program and its effectiveness in the State. The State reviewed the Safe Communities model using multiple sources to identify community injury problems, assess community involvement, expand partnerships, and maintain a comprehensive and integrated injury control system.

OTSO instituted an elected Safe Communities advisory panel to give guidance and to focus coalition efforts on programs that have strong, measurable outcomes and that were not identified with "redundant partner effort."

The new direction for coalitions focuses on impaired-driving enforcement and education, seat belt enforcement and education, youth driving programs, and motorcycle awareness and education.

The child passenger safety program was redirected to Safe Kids USA. Coalition activities include:

- Fatal Crash Data Review committees that meet monthly;
- Quarterly traffic fatality updates to local media;
- Participation in eight OTSO-designated blitzes;
- Coordinate multi-jurisdictional representation press events;
- Post-mobilization press releases;
- Recruit ethnic/non-English-speaking communities in coalition membership;
- Conduct seat belt surveys; and
- Participate in annual county fair to promote traffic safety.

To accurately measure the coalitions' effectiveness in the counties they serve, it required a better reporting tool in the form of an enhanced E-grant reporting system. OTSO contracted with the E-grant system developer to train a member of its staff to modify and enhance the user forms with more intuitive and user-friendly screens. This allowed OTSO to evaluate each of its 88 counties and focus on establishing coalitions where the need for traffic safety education was most warranted. As a result of the research report, it was determined that there would be 38 Safe Communities coalitions to lead the State's community traffic safety outreach efforts.

The research also brought about change in managing coalition activities in the way they measure successful education and awareness outreach efforts throughout the State. Following NHTSA's communications models, the coalitions now use quantifiable metrics to allow for social media tracking.

The Safe Communities program in Ohio is comprehensive with all coalitions adhering to a specialized process for conducting traffic safety business; therefore, there are many similarities in the initiatives and types of traffic safety marketing by the counties. The difference comes in the customization of the programs to fit the individual needs of the communities they serve.

NHTSA Region 5 program managers, OTSO, law enforcement, hospitals, other traffic safety partners, and the coalitions have worked diligently to achieve a cohesive traffic safety policy that works for the people of Ohio. OTSO Federal Program Manager Felice Moretti says there are additional interventions to be implemented to better serve other counties that do not have coalitions, including mini grants to law enforcement and established partners. Members of the advisory panel may not always agree with OTSO's recommendations for the coalitions but their interactive forum gives them the tools they need to reach a consensus that achieves a positive outcome for the greater good of the communities. OTSO committed \$1.5 million in fiscal year 2010 toward its support and sustainability of Ohio Safe Communities coalitions.

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## FRANKLIN COUNTY SAFE COMMUNITIES

### S.T.O.P.P.E.D. PROGRAM

Sheriffs Telling Our Parents & Promoting Educated Drivers

### PROBLEM IDENTIFICATION

According to NHTSA's Traffic Safety Facts 2009 Data -- Young Drivers (DOT HS 811 400) nationwide, motor vehicle crashes are the leading cause of fatalities for 15- to 20-year-olds. In 2009, 2,336 15- to 20-year-old drivers were killed and an additional 5,000 were injured in motor vehicle crashes. In Franklin County, 6 teens, were fatally injured in motor vehicle crashes in 2009 and 1,495 teens were injured as a result of motor vehicle crashes.

### GOALS AND OBJECTIVES

The S.T.O.P.P.E.D. is a collaborative program of Columbus Public Health's Franklin County Safe Communities and local law enforcement agencies to encourage safe driving behaviors among teen drivers. The goal of S.T.O.P.P.E.D. is to reduce risk-taking behavior of teen drivers, to educate parents, and to improve the dialogue between parents and teens about the importance of safe driving habits.

### STRATEGIES AND ACTIVITIES

Participating law enforcement agencies provide Safe Communities with information on their monthly juvenile traffic stops, including each juvenile's name, address, age, type of violation, and where and when it occurred. Safe Communities sends a letter and educational material to the parent or guardian of the juvenile who was stopped. S.T.O.P.P.E.D. has been in place since August 2007. It began as a pilot program with the New Albany Police Department. Since its successful launch, the Sharon Township, Whitehall Grandview Heights, and Hilliard Police Departments have joined. Additional agencies are in the process of putting the program in place.

The program was evaluated in March and April 2010 in order to test the effectiveness in achieving the goals, community demand, and support. A total of 212 letters were sent to the parents or guardians of the students who were stopped by one of the four participating agencies from January 2009 until February 2010. A self-addressed, stamped envelope was included in the mailing for the evaluations to be returned to Columbus Public Health.

The evaluation letter asked the parent or guardian to check the answers with which they agreed. The following questions were asked in the evaluation letters:

- Yes, I support efforts to inform parents or guardians of teen traffic violations using the S.T.O.P.P.E.D. program.
- No, I do not support efforts to inform parents or guardians of teen traffic violations using the S.T.O.P.P.E.D. program.
- Communication concerning traffic safety issues between my teen and me has improved because of the S.T.O.P.P.E.D. program.
- Communication concerning traffic safety issues between my teen and me has not improved because of the S.T.O.P.P.E.D. program.

- My teen participated in either CarTeens or Bloom School of Driving Dynamix, Inc. after receiving the S.T.O.P.P.E.D. letter.
- Since receiving the S.T.O.P.P.E.D. letter, my teen has: received a traffic citation, been involved in a crash, or neither.

Each letter notified the parent or guardian of which police department in the S.T.O.P.P.E.D. program sent the evaluation letter. They were also told that their information would remain anonymous. These were broken down according to each police agency and department:

- There were 20 evaluation letters sent to parents or guardians of violators stopped by Grandview Heights Division of Police and 6 evaluations were returned.
- There were 135 evaluation letters sent to parents or guardians of violators stopped by New Albany Police Department and 50 evaluations were returned.
- There were 30 evaluation letters sent to parents or guardians of violators stopped by Sharon Township Police Department and 9 evaluations were returned.
- There were 27 evaluation letters sent to parents or guardians of violators stopped by Whitehall Police Department and 4 evaluations were returned.

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## EVALUATION RESULTS

Overall, a total of 69 evaluations or 32.5 percent were returned. Another 7 of those 212 sent were returned with no forwarding address and 4 others were re-sent. Of the 69 returned, 62 (90%) were in favor of continuing the S.T.O.P.P.E.D. program and five (7%) did not support the program.

- Thirty-seven (54%) answered that communication between the adults and the teens improved as a result of S.T.O.P.P.E.D and three (4%) said that communication between the adults and the teens did NOT improve as a result of S.T.O.P.P.E.D.
- Three evaluations (4%) reported that their teens attended either CarTeens or Bloom Driving Dynamix, Inc., but did not designate which one the teen attended.
- Forty-one (59%) reported their teens had not received traffic citations or been involved in a crash after receiving the S.T.O.P.P.E.D. notification and only 1 (1%) reported that a teen had received a citation since receiving the S.T.O.P.P.E.D. letter.

Other comments included:

- I have requested the info one more time.
- I will encourage my son to attend CarTeens.
- Great program. Our son slept at a friend's house and we had no idea he left their house until we received your letter. We now have new rules. Thanks!
- It would have been nice to have been told that you DON'T have to go to court to pay the ticket. We took a half day off work and school to go downtown because that was what the officer checked said to do.
- I was with my child - license plate light was out.
- My son was stopped and the officer had him call us on his cell phone, we talked and I don't think there was anything more effective than that and I made sure I called the Columbus P.D. and told them. The N.A. policeman just gave my son a ticket, was harsh and militaristic but I think any correspondence with the parents is a move in the right direction.

- Do not support - because it is another program needing my tax dollars. Honorable motive - but enough programs. Let parents feel the \$ responsibility if their child needs their parenting.
- I do not know enough about the program to have an opinion - this letter is confusing.
- This is an excellent program! Thank you.

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## CONCLUSION

As a result of this evaluation, it is evident that the majority (62 or 90%) of those parents or guardians who sent back the evaluation letters are in favor of the S.T.O.P.P.E.D. program. In addition, 37 (54%) said that communication between the adults and the teens has improved as a result of this program. The other important factor is that 41 (59%) of the teens have not received a traffic citation or been involved in crashes since their parents or guardians were sent a S.T.O.P.P.E.D. letter. This led Safe Communities and the participating agencies and departments to conclude that the S.T.O.P.P.E.D. program is reaching its goals of reducing risk-taking behavior by the teens, educating parents and improving communication between the parents or guardians and the teens and that the program should continue.

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## STARK COUNTY SAFE COMMUNITIES

### CARES PROGRAM

Stark County Safe Communities is initiating a new program geared to the support of safe alcohol sales. CARES was modeled after the CARD ME program that was developed by the Office of Substance Abuse- Department of Health and Human Services of Maine. The Card Me Program is a voluntary responsible alcohol sales and service program that takes an innovative approach to reducing sales of alcohol to minors and visibly intoxicated persons. CARES stands for:

- Checks identification cards for restricted sales;
- Adheres to State licensing laws;
- Reserves the right to refuse questionable sales;
- Educates employees in proper sales and service; and
- Sells responsibly.

The purpose of CARES is to support retailers in complying with Federal, State, and local laws, and store policies pertaining to the sale of alcohol. The program supports and encourages retailers to:

- Review their current policies and practices related to the sale of alcohol;
- Review their current policies and practices related to over-serving of alcohol;
- Identify “Best Practices” that may be absent in their business; and
- Assist in the adoption of effective responsible retailing practices that are not yet in use.

Businesses that sell or serve alcohol are given a guide that covers the items listed above and the coalition assists them in developing a strong and effective alcohol sales policy for their businesses. Some topics covered in the guide are:

- Best practices;
- Hiring practices;
- Preventing underage sales;
- Preventing over-serving;
- Identifying fake identifications;
- Store set-up and promotions;
- Signage;
- Reducing theft and loitering; and
- Listing useful contacts for the businesses.

In addition to the guide, the coalition also provides material to assist retailers in implementing best practices. Some of these resources include:

- Posters and signage for the business in both customer and employees areas, which communicate State laws and store policies related to the proper sale of alcohol;
- Register cards to inform customers of the businesses’ commitment to responsible retailing;
- Occurrence logs for employees and management to record illegal or questionable attempts to purchase alcohol;

- Material on how to spot fake identification; and
- Cooler and window clings, coasters, napkins, and placements that include safety messages.

Another important and very popular part of the program is that Safe Communities has joined with Esber Beverage that provides free State-certified TIPS (Training for Intervention Procedures) for businesses in the county that sell and serve alcohol. Classes are held every quarter in an attempt to ensure important training is available to all servers and these classes fill up quickly. Other partners in this training are the Stark County Sheriff's Office, which provides the classroom, Ohio Investigative Unit that has an agent on hand at the classes to answer any questions participants have, and the Stark County Anti-Drug Coalition that helps with notifications for the training.

Businesses that participate in the total program receive certificates to display stating they are a part of the CARES program and are committed to the safe sale and service of alcohol in Stark County. Enlisting the business owners, managers, and employees in the coalition's quest to stop impaired driving is vital if the coalition is to reduce the number of alcohol related traffic crashes, injuries, and fatalities in Stark County.

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## START SMART

Stark County Safe Communities' Start Smart program is gearing up for another year of community activities and safe driving education. The Start Smart program consists of the Start Smart cart (impaired-driving vehicle), Intoxiclock (BAC calculator), Fatal Reflections Program, Fatal Reaction Program, Fatal Vision Goggles, and the Walk the Line Program, which are used to address driving issues such as impaired driving, distracted driving, and seat belt use.

These programs were purchased for Safe Communities by the Stark County Sheriff's Office and the Louisville Police Department using citation and forfeiture funds that were designated for traffic education. The Start Smart Team is comprised of local law enforcement, medical professionals, educators, emergency services, fire departments, driving safety instructors, and other interested parties. The Start Smart program is free of charge on a first-request basis. It is used at high schools, colleges, and community events to promote traffic safety. Although new to the community, the program has been well received and requests for various components of the program come in to the office regularly.

Start Smart is equally effective with teens and adults in a large event or in a classroom setting. The program provides the ability to get the traffic safety message out with personalized, hands-on activity that is not only fun and educational to participate in, but also to watch. An additional benefit of this program is that it has opened doors within the community, both in program requests and partnership building.

Stark County Safe Communities joined with the Stark County OVI (Operating a Vehicle While Intoxicated) Task Force to conduct a communitywide Over the Limit, Under Arrest Campaign. Partners in the campaign included all area municipal courts, law enforcement agencies, prosecutor's office, engineer's office, coroner's office, OIU, all local hospitals and health departments, emergency services, Quest, Mothers Against Drunk Driving, Anti-Drug Coalition, Ohio Traffic Safety Office, Ohio Department of Public Safety, Ohio Department of Transportation and elected State officials. The goal of this campaign was to involve the entire community and address the impaired driving problem through education, enforcement, engineering, judicial and legislative elements.



## EMPTY PLATE



An “Empty Plate Dinner” media event kicked off the campaign on August 19, 2010 at AA Executive Caterers. A banquet room was set up with tables that held empty plates, each one representing the alcohol/drug traffic fatality victims in our county since 2000. The centerpieces held flowers that represented the other traffic victims of crashes that were not alcohol/drug related. White carnations were used to represent our adult victims, red represented our teenagers, and yellow our child victims.

Many partners were on hand to show their support for the campaign and to address questions the media had. Judge Stephen Belden of Canton Municipal Court spoke on behalf of the judiciary and its efforts to provide both treatment for the offenders and justice for the community. Canton, Alliance, and Massillon Municipal Courts scheduled an OVI Warrant Amnesty Day for August 20, 2010, the first day of the Over the Limit Under Arrest campaign. Chief Mike Pomesky, head of the OVI Task Force, outlined the increased efforts that would take place during the campaign, such as additional checkpoints, saturation patrols, and a countywide OVI warrant roundup at the end of the campaign.

A representative from MADD shared her story on how these senseless crashes affect families. Her family was tragically affected when her mother was fatally injured in a traffic crash caused by an impaired driver. Congressman John Boccieri outlined legislative efforts as they pertain to traffic safety and the importance of continuing our efforts to stop impaired driving. Safe Communities outlined several educational efforts that are ongoing in the community, as well as introducing the partnership with the OIU to visit bars and restaurants during the campaign to deliver coasters and cocktail napkins printed with impaired-driving messages. They also announced that they were joining with the local beverage distributor to offer free State-certified TIPS training to employees who sell or serve alcohol.



At the event, Safe Communities unveiled their new Traffic Crash Memorial Wall that will be on display at the Stark County Fair and other locations in the community throughout the year. This wall has the names of all traffic crash victims in the county (since 2000) displayed on bricks and is a very effective and visual way to make people contemplate the lives that are affected by traffic crashes.

At the end of the event, people were all asked to take a flower to help them remember the victims and their families and the fact that it is our job as a community to act now so that there are no more empty plates at dinner tables in Stark County.

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## CUYAHOGA COUNTY SAFE COMMUNITIES

The Rainbow Babies & Children's Hospital Injury Prevention Center (RBCHIPC) is the lead agency for Cuyahoga County Safe Communities Coalition. Under the direction of Kathryn Wesolowski, the RBCHIPC team supports a large service area that includes 59 cities, townships, and villages, including the large metropolitan city of Cleveland. Along with leading Safe Communities, the RBCHIPC is home to a regional Safe Kids USA coalition and has a range of programs that include the Kohl's Safe Rides for All Kids traffic safety program, Safe Sitter, Safe Routes to School, child safety seat inspection stations, CPS training, and child safety seat distribution centers. Adhering to the true concept of Safe Communities, RBCHIPC's extensive injury prevention programs also include fire and burn prevention, smoke alarm promotion, poison safety, and water safety. Traffic safety efforts focus on impaired driving, seat belts, motorcycles, reckless and distracted driving, speeding, and teen and senior drivers.

The RBCHIPC's teen driving program features interactive components that encourage participation from students in campaigns such as *Use It or Lose It* interschool competition and multimedia contest, Pop Stops (where teens are rewarded for buckling up), the [Facebook.com/MyRideMyRules](https://www.facebook.com/MyRideMyRules) campaign, prom season promotions and postcard mailings to parents of high school students. In addition, the coalition's *Pause to Click* program promotes seat belt use and riding in the back seat for middle schoolers through school-based activities and a multimedia contest.



The RBCHIPC also leads the Cuyahoga County Speed, Reckless and Aggressive Driving/DUI Reduction Task Force (SRAD/DUI), a coalition that includes 53 law enforcement agencies in the Cuyahoga County area. The task force actively participates in national safety initiatives such as *Drunk Driving. Over the Limit. Under Arrest.* and *Click It or Ticket* with the Safe Communities team providing public information and education activities to compliment and publicize enforcement efforts.

In 2010, the RBCHIPC kicked off its impaired driving prevention campaign by providing free Super Bowl Mocktails kits that encouraged the use of designated drivers and responsible party hosting and included recipes for fun non-alcohol drinks (mocktails) for celebrants to include in their party planning. The Safe Communities team also collects and processes regular observational surveys of seat belt use, then reports the findings to its member law enforcement agencies. The Safe Communities team tracks motor vehicle crash and fatality trends and regularly reports to its law enforcement partners to support enforcement efforts and media outreach. The innovative



programs and cooperative nature of the Cuyahoga County DUI Task Force was recognized with a second place award in the multijurisdictional category of the International Association of Chiefs of Police National Law Enforcement Challenge for 2009 and 2007, and first place awards for 2004, 2005, and 2006.



Diversity outreach efforts include targeted programs in metro Cleveland's African-American and Hispanic neighborhoods that engage community partners in shaping and leading seat belt promotion efforts in their neighborhoods. The RBCHIPC's Safe Communities efforts reach the public through special programs at senior centers, libraries, churches, community centers, and community festivals like Body and Soul 2010, Hispanic Convención, Latin Festival, East Cleveland Teen Summit, and First Things First. In 2010, the Safe Communities team launched the Keep Your Family Tight! campaign, which engaged African-Americans in acting as community ambassadors and promoting seat belt use with their own friends and families.

Like 19 people like this.

**USING SEATBELTS  
COULD WIN YOU  
\$500 to MARC'S**  
*Fun for your money!*  
Enter the *Keep Your Family Tight*  
contest at [wzakcleveland.com](http://wzakcleveland.com)



The campaign included a competition that solicited photo submissions representing the theme "Keep Your Family

Tight!" and sharing the message that seat belts are important to your family. Submissions included photos of families, friends, church groups or anything competitors felt represented family. The competition was promoted on air and online through one of the area's most popular minority radio stations, WZAK, with a grand prize of a \$500 gift certificate for a backyard barbeque. In the fall of 2010, the coalition launched the *Buckle Your Beats* campaign, which was designed specifically for urban males 18 to 44. *Buckle Your Beats* is a call to action for urban males to produce hip and innovative tracks using seat belt and vehicle sounds. WZAK joined in the effort and prizes included gift cards provided by sponsors and a chance to be showcased for two months as the intro to one of the region's most popular radio shows, the hip-hop DJ "Latin Assassin" and his "7 at 7" feature on Z107.9 FM.

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## LIMA-ALLEN SAFE COMMUNITIES

Lima-Allen County Regional Planning Commission (LACRPC) is the lead agency for Lima-Allen Safe Communities. LACRPC has a very active Safe Communities coalition that features a core, partner membership that includes the St. Rita's Medical Center, Lima Memorial Health System, Allen County Sheriff's Office, and Crime Victim Services. The coalition is currently under the guidance of Director Evelyn Smith.

Since 1996, the LACRPC has managed safety related projects using Federal funds through grants administered by the Ohio Department of Public Safety. The 2009 Safe Communities Grant models a NHTSA plan that targets interventions to reduce the occurrence of traffic crashes, as well as reduce associated costs. Some of the interventions implemented in 2009 included:

- Over 4.5 million media impressions targeting restraint use and impaired driving;
- Over 3,970 parents received letters from local law enforcement about the risks assumed when allowing underage youth to consume alcohol;
- "Parents Who Host Lose the Most" was conducted through the Allen County Health Department in partnership with the coalition;
- Through partnerships with the Allen County Sheriff's Office and high school mock crash committees, 1,500 high school students received awareness education about the hazards of impaired driving;
- Restraint-use awareness education was provided to 1,400 elementary students at area health fairs;
- Operation Lifesaver presentations, focusing on not only highway rail grade crossing safety, but restraint use, were given to over 600 novice drivers;
- Over 1,200 elementary students received railroad safety and/or seat belt awareness education;
- In partnership with the Fraternal Order of Police and Fraternal Order of Police Associates (FOP and FOPA), promoted motorcycle safety awareness to 100 riders and friends who attended a motorcycle safety poker run and hog roast;
- In partnership with MADD, the coalition hosted the annual Top Cop Banquet, held public awareness events, assisted with area sobriety checkpoints, and provided victim services;
- Completion of countywide observational seat belt surveys that documented a 72.6 percent restraint use—far below the 2009 national use rate of 84.0 percent;
- The Allen County Fair, *National Night Out*, Noon Optimist Home Show, local health fairs, and other similar venues gave staff the opportunity to reach over 325,000 area residents with traffic safety messages, focusing primarily on restraint use and sober driving; and
- Annually, the Lima-Allen County Safe Community Coalition recognizes local "heroes" who have made a significant contribution to the safety of area residents.

In 2010, the coalition received over 2,000 McDonald's McFlurry coupons to give out to buckled passengers during one of its positive seat belt observation campaigns. The coupons were a huge hit with passengers and sponsoring McDonald's as it mimics the "I'm Lovin' It" with "I'm Bucklin' It" slogan. For those passengers who were not buckled up, they received a card with a penny stuck on the front with seat belt facts (Did you know 3 out of 5 motor vehicle fatalities are unbuckled...). With the help of Kathy Lund at the Health Department, SADD and three of Allen County Police Chiefs helped distribute the coupons.

The Allen County Fair, held in Lima, was the next large event the coalition sponsored. Balloons were released to represent each crash the 2009 Allen County OVI (operating a vehicle while intoxicated) conviction. Lima-Allen County Safe Community Coalition, MADD, local hospitals, injury prevention advocates, and local law enforcement

agencies joined together at Grandstand Park on August 25 to release 566 red balloons. The event was aimed at raising public awareness about the risks associated with impaired driving, as well as the risks associated with sharing the road with those who are impaired. St. Rita's purchased the helium for the balloons.

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## LAKE COUNTY SAFE COMMUNITY COALITION

In 2000, according to the Census Bureau, Lake County's population demographics were distributed by age groups in which the majority population was between 18 and 44 years of age. The median age was 39 years, which identifies this community as a young community with almost a quarter of its population between elementary and high school age. Aware of the challenges facing Lake County's injury prevention program, the Safe Communities coalition works with the community supporting various programs, including its prom night programs, the Traffic Safety Expo Mixers and Shakers Contest, just to name a few.

Some teens look forward to the prom after-parties where alcoholic beverages are served. To counteract this unsafe practice, many high schools have after-prom committees that try to make the last party for the graduating seniors safe and substance-free. Parents and concerned adults are the driving force behind this campaign. These events provide excellent opportunities for the coalition to promote its impaired driving and seat belt programs.

The Traffic Safety Expo Mixers and Shakers Contest bring out the competitive side of participants as they create their most popular non-alcoholic beverages. Last year, the event drew 17 area police departments, the Ohio Army National Guard, and every high school in Lake County. In addition, students were asked to navigate an obstacle course driving an electric go-cart while texting; bringing focus to distracted driving. Other aspects of safety awareness were highlighted: work zone, highway, bike, and bus safety. In addition, a representative gave an air bag demonstration. Seven fire departments conducted a mock crash scene with Life Flight, a medical emergency helicopter team, during the event.

In cooperation with local police departments, surveillance and traffic safety education for Lake County



communities occurs throughout the year. The coalition also participates in *What's Holding You Back?* and *Drunk Driving. Over the Limit. Under Arrest.* During the *What's Holding You Back?* campaign, a McDonald's "Buckle Down" occurs at nine locations during the lunch hours on a specific day. McDonald's owners Ali Mandovi and John Powers have been great supporters for the last six years. Other Buckle Downs at local high schools, speedways, and other local businesses occur.

During the summer months, the coalition participates in the Captains Bike Night at the Lake County Captains stadium and the North Coast Motorcycle Safety Run, as well as other motorcycle safety activities. The Captains Bike Night had more than 80 bikers parade the field before the first pitch. Ohio Highway Patrol officer threw out the first pitch of the game

and recognized all of the bikers present. Motorcycle safety videos were played during the game and there was a booth on the concourse with motorcycle safety information and an opportunity to register for a Motorcycle Ohio basic training course. Prizes were distributed throughout the game, including Motorcycle Ohio basic training course certificates, motorcycle roadside safety kits, T-shirts, and backpacks. In addition, the "No Zone" "semi" truck was available for patrons to experience. This exhibit gives patrons the opportunity to sit in a semi and actually observe what a truck driver can and cannot see. Motorcycles were used as part of the exhibit.



The North Coast Motorcycle Safety Run was held in June, with over 150 bikers participating. The run covered five counties and ended with food and prizes. Motorcycle safety activities focusing on turning, maneuvering, safety equipment, and impaired driving were addressed.

The Lake County Safe Community Coalition participated in the Lake County Fair Kids Day event and released some 200 balloons with a "buckle up" safety message. About 200 children wrote their personal "buckle up" messages with e-mail addresses on the back side. The balloons were released and over the next week, about 10 e-mail responses were received. Two of the buckle up message cards were found in Canada, over 100 miles away. The goal of the project was to see how far the "buckle up" message would go.

In the past two years, more than 50 booster seats have been distributed to families entering Kids Day at the Lake County Fair. Lake County Safe Community Coalition also participates in other national campaigns such as Red Ribbon Week, National Drive Safely to Work Week, National Walk to School Week, and the Impaired Driving 3-D Month.

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## LORAIN COUNTY SAFE COMMUNITY

Lorain County Safe Community is located in the Greater Cleveland area with a population of 284,664 people, as reported in the 2000 Census. The Lorain County General Health District is the lead organization for the coalition located in Elyria. The Lorain County Safe Community Coalition is a group of concerned citizens, government officials, educators, students, civic leaders, engineers, emergency and medical personnel, and health professionals.

In 2009, Lorain County's traffic-related crashes showed a 74-percent seat belt use rate. Between 2007 and 2009, there were 20,853 crashes in the county; 86 people died and 614 people were seriously injured. Fixed-object crashes were the number one cause of fatalities and intersection crashes were the number one cause of serious injuries. Fixed-object crashes represented 31 percent of all fatalities and intersection crashes represented 37 percent of all serious injuries. The most common fixed objects struck were utility poles, ditches, or guard rails, respectively. A significant percentage of all serious crashes involved young drivers, unbelted drivers and passengers, alcohol, and speed. Lorain County also has a high number of motorcycle crashes.

## Girls Only Motorcycle Mixer



A lot has changed since these girls were bikin'!

But, the goal remains the same... girls just wanna ride!

To create countermeasures to address the traffic injury problems in Lorain County, Joyce Davis and Sara Abdollahian coordinate the Safe Community efforts. Working with organizations like Communities That Care of Lorain County to address the needs and issues facing youth as they face challenges with alcohol, drugs, peer pressure, violence, and other issues that affect good decision-making. This partnership has been successful in addressing problems with impaired driving and decision-making for young drivers. For their motorcycle program, the coalition teamed up with Kawasaki, Yamaha, Sports Cycles, and other sponsors for the Girls Only Motorcycle Mixer held at the Kennedy's Sports Cycles, where visitors viewed the latest fashions in bike gear, talked with motorcycle safety experts, and learned how to do motorcycle maintenance.

For the holidays, the coalition and Lorain County Community College (LCCC) hosted the 9th Annual Zero-Proof



Mix-Off where hundreds of attendees lined up to sample 18 special non-alcoholic drinks as part of a contest for six categories: best student drink, best name, best presentation, best taste, best overall, and the people’s choice. Names like the Senator, the Reindeer Wake-Up Float, Pinkalicious, Jail House Hooch, High Voltage and Felony 4 were the prize winners. In addition, the coalition had the opportunity to work with the college students to provide input in to the implementation of interventions that encourage LCCC students, faculty, and staff to buckle up. The coalition sponsored the 2010 Buckle Up Bowl, where 11 Lorain County high schools participated. Brookside High School was the winner for Most Improved Seat Belt Usage and Amherst Steele High School was the winner of the Highest Overall Seat Belt Usage award.

The Safe Community coalition’s Web site is where the community can access the latest in traffic safety facts for Lorain County, injury prevention partner events and links, the latest on child passenger safety laws, to parent’s guide to buying and using booster seats, latest information on impaired driving initiatives such as *Drunk Driving. Over the Limit. Under Arrest.* In addition, visitors can download the Zero-Proof Mix-Off recipe books created for the last three years, download posters from the motorcycle safety section, as well as valuable resources provided for the Center for Transportation Safety and Innovation. Even a link to public health resources is available along with many links for more valuable information about teen driver

safety, traffic safety, and walking and biking safety. This information is available in the Resources section of the Web site.

One of the hot topics on the Web site is the new tool “Widgets” that lets visitors navigate to a code generator that writes script that can be copied and pasted into a Web page to give the latest Safe Community happenings, Lorain County Health Department, and more right from your own Web site. The home page features latest happenings, news to know, information on the children’s product recalls, bicycle helmet purchases, partner news and more. The *What’s Holding You Back?* program is a national seat belt program that is part of the *CLOT* campaign and supported by Lorain County Safe Community and all Ohio Safe Communities coalitions.

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## LUCAS COUNTY SAFE COMMUNITIES

Lucas County is located in Northwest Ohio and has a population of 460,000, with Toledo as the major city. Lucas County is traversed by several interstate highways, the Ohio Turnpike, and numerous railroad lines. Toledo is also a busy shipping port on Lake Erie, a major truck route for automotive parts to Detroit, and has an air freight company at the Toledo Express Airport. All of these modes of transportation contribute to high traffic volumes on Lucas County roadways.

Lucas County Safe Communities has been housed in the Lucas County Educational Service Center since its



**Are You Guilty Of...???**

Texting While Driving • Drowsy Driving • Talking on a Cell Phone • Eating While Driving • Not Wearing Your Seatbelt • Driving Impaired • Daydreaming

**Remember, the space outside of your windshield is your "room to live."**



**Keep your mind on your driving, keep your hands on the wheel, keep your eyes on the road ahead...**

Lucas County Traffic Safety Program / Truck Safety Committee      USDOT / NHTSA / ODPS / OTSO

beginning in October 1988. The office is in the Challenger Learning Center, which includes a NASA Mission Control Center and Space Lab. Just as interesting are the many creative activities introduced by Coordinator Gwen Neundorfer. Being proactive requires having the ability to consistently and faithfully knock on doors at roadside cafes to deliver tabletop traffic safety placemats or table toppers for public awareness campaigns, targeting areas of traffic safety such as impaired driving and seat belts. Other focus areas include motorcycle safety, working with senior citizens on driving issues, heavy truck safety, writing traffic safety editorials and advocating national and local traffic safety initiatives, which are all in a day's work for Gwen. Additionally, she is a member of several community partnerships such as the Law Enforcement/Underage Access to Alcohol Task Force and Ohio's Advisory Committee for Safe Communities programs.

To support the Safe Communities efforts, the Lucas County Traffic Safety Coalition has approximately 30 member organizations including the Lucas County Educational Service Center, which acts as the administering agency for the traffic safety grants. Projects, programs, and targeted initiatives performed in the Federal fiscal year (FFY) 2009 grant

period include:

Young Drivers:

- Established a youth program committee to plan for and present safe driving programs to students in Lucas County high schools;
- Developed a flyer for parents of Lucas County high school students discussing safe teen driving, distracted driving, texting, seat belts, and other teen-related traffic safety issues; and
- Conducted a presentation for students at the University of Toledo on traffic safety;

#### Seat Belts and Impaired Driving:

- Planned three major press conferences: Ohio's *CIOT* seat belt campaign in May, Ohio's impaired driving campaign, *Drunk Driving. Over the Limit. Under Arrest*, in August, and a 3D Month (drunk and drugged driving month) press conference in December prior to the holidays;
- Sent press releases for the grant announcement, Halloween, Thanksgiving, Christmas, New Year's, Super Bowl, St. Patrick's Day, prom season, and the Fourth of July promoting seat belt use and warning drivers to not drink and drive;
- Conducted two countywide seat belt surveys at 19 sites in Lucas County in June and September;

#### Public Outreach:

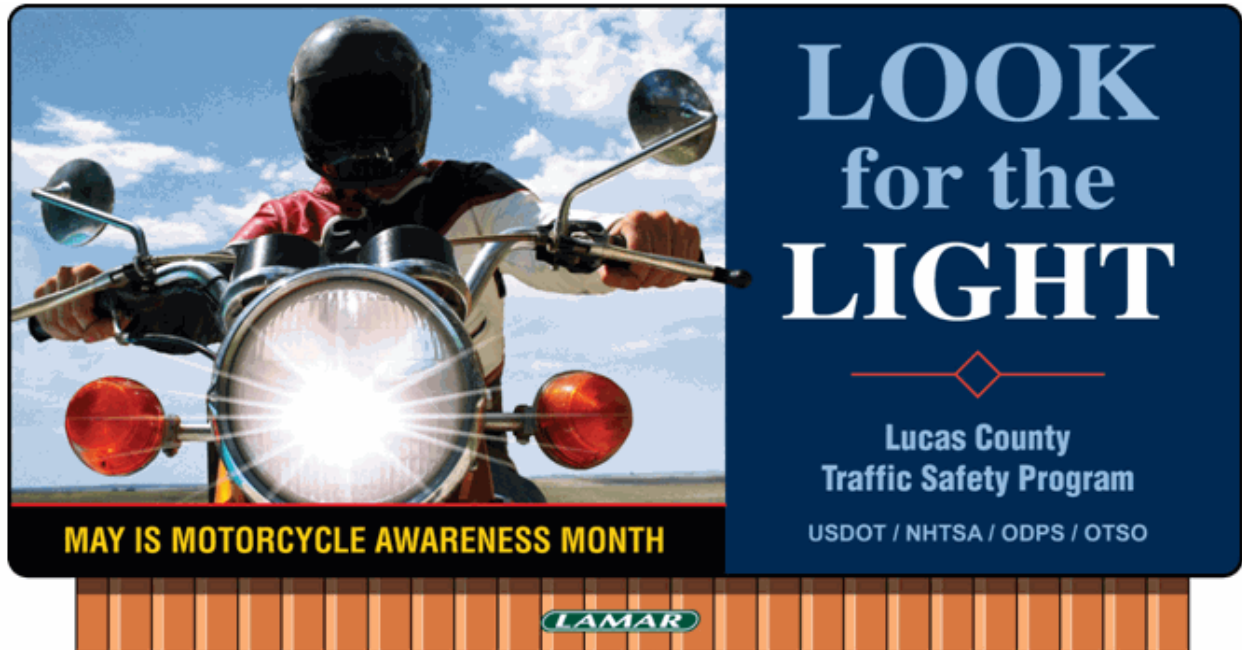
- Participated in a TV interview for the Sunday morning program "The Roundtable" discussing traffic crashes and fatalities on a major highway within Lucas County, and an interview with a Toledo *Blade* reporter on senior driver safety issues
- Joined with the Lucas County Sheriff's Office to promote traffic safety issues at the Lucas County Fair; and
- Distributed 10,000 placemats to restaurants promoting safe driving;

#### Senior Drivers:

- Hosted and attended two AARP Instructor meetings and worked with this group to promote senior driver safety;
- Distributed 1,000 class schedules for the AARP Driver Safety Classes being held in Lucas County;
- Attended the Senior Citizen Day event and distributed safety information to over 500 senior citizens;

#### Chaired and attended meetings:

- Underage Access to Alcohol Task Force at the Community Partnership;
- Fatal Crash Review Committee meetings;
- Lucas County DUI Task Force meetings and served as the media and promotions committee chair;
- Toledo Trucking Association meetings; and
- Chaired bi-monthly Truck Safety Committee meetings;



Motorcycle Safety:

- Attended a Motorcycle Safety Workshop in February;
- Promoted motorcycle safety by securing five donated billboards from Lamar Outdoor Advertising to highlight May as *Motorcycle Safety Awareness Month* with a "Look for the Light" message; and
- Distributed Ride SMART banners to law enforcement and the Metroparks and "Watch for Motorcycles" magnets to motorcycle dealerships;

Truck Safety:

- Worked with the Truck Safety Committee to develop and distribute four safety posters targeting commercial drivers that were emailed to trucking companies with membership in the Toledo Trucking Association and the Ohio Trucking Association; and
- Conducted presentation on truck safety to the North Baltimore Rotary Club.

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## MINNESOTA

### MINNESOTA TOWARD ZERO DEATHS (TZD) SAFE ROADS PROGRAM

To continue working toward its goal of zero traffic fatalities on State and local roads, the Office of Traffic Safety (OTS) in Minnesota's Department of Public Safety is funding community coalition work through the TZD Safe Roads program. Beginning in 2009, the program was no longer called Safe Communities, but rather the TZD Safe Roads program.

The TZD Safe Roads grant funding program integrates with the Toward Zero Deaths (TZD) statewide initiative ([www.minnesotatzd.org/](http://www.minnesotatzd.org/)). The TZD Safe Roads Program emphasizes increasing local involvement in traffic safety issues. The program incorporates three elements: the development of local coalitions (diverse community partnerships that focus on traffic safety), fatal review committees (that analyze community traffic fatalities) and the identification of practices and strategies that might have prevented them.

TZD Safe Roads grants focus on connecting crash data and statewide efforts with local collaborations and activities. It also makes use of research and evaluation studies that point to the activities and best practices for the greatest impact in reducing traffic fatalities and serious crashes.

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#### WHAT METHODS ARE USED TO CONDUCT THE PROGRAM?

The Minnesota Office of Traffic Safety relies on crash data from the three previous years to provide the direction for those eligible for funds and what research-based interventions can be done with those funds. There are eligibility requirements to determine if applicants are eligible for a TZD Safe Roads grant. Tables showing over-involvement based on three-year averages for impaired driving, speeding, and non-use of seat belts by county and city are provided. The agency is eligible to receive a grant if the county and/or city is over-involved, compared to the State average for some of those areas.

TZD Safe Roads is primarily a rural coalition program. The size and populations of the metro areas make it challenging to have successful coalitions with all the stakeholders present, thereby decreasing their effectiveness; OTS has adapted the TZD Safe Roads model to take that into account and focuses primarily on rural communities that are over-involved in fatal and serious-injury crashes compared to the State.

The makeup of local coalitions may take several different forms. County-initiated coalitions are the most common, but counties may also form coalitions in collaboration with cities and smaller counties may join together to form coalitions. In addition, a city may initiate a coalition with another city or county and larger cities may form their own coalitions. Each coalition should discuss a defined, geographical coverage area.

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#### WHAT INTERVENTIONS ARE USED BY THE PROGRAM?

Research has consistently shown that media or public information campaigns on their own are not effective in changing traffic safety behavior; the campaign must be tied to a larger activity such as enhanced high-visibility enforcement, to be effective. The perception of a high likelihood of receiving a citation for violating traffic laws has a strong impact on driver and passenger behavior.



The primary document used to define the allowable strategies is Countermeasures That Work, 4th Edition, 2009, NHTSA publication DOT HS 811 081, which can be accessed at [http://safety.fhwa.dot.gov/speedmgt/ref\\_mats/fhwasa09028/resources/countermeasures.pdf](http://safety.fhwa.dot.gov/speedmgt/ref_mats/fhwasa09028/resources/countermeasures.pdf).

The Request for Proposals for the program includes a menu of options for activities that are based on best practices, with the strongest track record of success in impacting traffic safety. Applicants may select from those identified options only to develop activities reimbursable by the TZD Safe Roads grants. Options are listed below.

Minnesota has 87 counties and a population of more than 5 million people. Since modifying the program, Minnesota TZD Safe Roads grant program has given grants to 13 community groups, all of which were completed successfully over the FFY 2009-2010. In FFY 2011, 16 grants began October 1, 2010.

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#### TZD SAFE ROADS PROGRAM - MENU OF OPTIONS –FFY 2011

- High-visibility campaign conducted in conjunction with law enforcement
- Court monitoring program
- Support for DWI court
- Collaborations with local employers to develop workplace traffic-safety-related policies
- Collaborations to improve enforcement at liquor establishments
- Development of sober cab and alternative transportation
- Local government education

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#### TZD SAFE ROADS PROGRAM - MENU OF OPTIONS WITH DETAIL –FFY 2011

- High-visibility campaign conducted in conjunction with law enforcement
- Distribution of information during mobilization periods (lawn signs, posters, changeable message signs, media interviews): Labor Day and December (DWI), July (speeding), and May and October (seat belt use)
- Mock crashes for youth involving enforcement officers that take place during and refer to seat belt mobilizations (May and October) to encourage seat belt use
- Organization of media efforts, such as interviews and news conferences that take place during mobilizations and involve law enforcement in planning and in speaking
- Court monitoring program
- Mobilization of community volunteers to determine and track outcomes of DWI cases
- Analysis and reporting of DWI conviction rates and sentences by individual judges in area
- Support for DWI court
- In areas where there is no DWI court, research, outline the benefits, and share information with county officials and community members
- In areas where there is a DWI court, develop activities in collaboration with the court to support reduced recidivism
- Collaborations with employers in the area to develop workplace policies with defined sanctions for non-compliance in one or more of the following areas: seat belt use, alcohol use, speeding, auto cell phone use
- Assistance with workplace training once policies are in place
- Collaborations to improve enforcement at liquor establishments
- Development of a method to track the level of impaired driving arrests from various on-sale locations



- Development and implementation of an action plan in collaboration with law enforcement and businesses to address locations with the high drinking-and-driving levels
- Partnerships with liquor establishment management to increase or clarify their support of responsible server practices
- Development of sober cab and alternative transportation
- Development of a plan and related activities to launch or reinforce sober cab and alternative transportation options
- Local government education
- Partnerships with local governing bodies to improve ordinances related to traffic safety
- Presentations to city and/or county officials on traffic safety issues, problems, and solutions to increase support for law enforcement

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## COALITION INFORMATION

**Douglas County Safe Communities Coalition** is located in the Alexandria area and led by Coordinator Crystal Hoepner. Since the fall of 2008, the Douglas County Safe Communities Coalition has been presenting a five-panel display, “IMPACT – Lives lost in a split second,” around central Minnesota. Too often, a community has the perception about serious injury and fatal crashes that “it won’t happen to me or my family.”

The coalition, along with the support of crash victims’ families and AAA of Minnesota/Iowa, hopes to change that mentality with its display of IMPACT stories. The display features 15 stories, each one placing a face with the horrific statistics of impaired driving, not wearing seat belts, distracted driving, and speeding. The stories bring home the reality of fatal traffic crashes in central Minnesota and the perception of “it can happen to me.”

The crash victims range from 2 to 76 years old. They were sons, daughters, mothers, fathers, grandparents, students, co-workers, and friends. Each story describes special characteristics about the victim, contributing factors of the crash, and a very important lesson to be learned from the family. Messages from the family such as “Please, Please, Please pay attention when you are driving,” “Teach teens to buckle up,” and “One senseless act has such a rippling effect on so many innocent people” are featured throughout the display. The IMPACT display has traveled to schools, businesses, community events, and fairs throughout the State. The display was also featured at the 2008 Toward Zero Death Conference in Rochester.

**Lake Superior Region Safe Communities Coalition** is a newly formed coalition that encompasses Southern St. Louis County as well as Carlton County, in the Northeastern part of the State. The coalition has been in existence for one year and it is making a difference already. At the annual Toward Zero Deaths Conference held in Duluth, members sponsored a display table to advertise the coalition’s existence and enroll new members. They developed a display board that listed its mission and goals, as well as its diverse membership.



In December, the coalition held its first official press conference. The intent of the conference was two-fold, announcing its existence and announcing the upcoming December Driving While Intoxicated enforcement wave. The response from the media was excellent, as local television stations and newspapers attended and picked up the story. The number of coalition members that participated was phenomenal and really showed a presence. Those who spoke included a coalition member, a State patrol sergeant, and a St. Luke's emergency room doctor. Each of them had great messages to share. Great job, Lake Superior Region Safe Communities Coalition!

**Safe Communities Coalition of the Red River Valley** is located in Cass County of North Dakota and Clay County of Minnesota. This coalition is the longest running coalition in the country and has been in existence for 25 years. Each year the coalition honors those on the front lines of traffic safety, with a Law Enforcement Appreciation Luncheon. These officers were honored for exemplary enforcement in the areas of child passenger safety laws, seat belt laws, speed enforcement, impaired driving laws, and underage drinking laws. The event focuses on law enforcement as a vital player of the Safe Communities Coalition and rewards them for their efforts in traffic safety throughout the year. Letters are sent out prior to the awards to all law enforcement departments in the county asking them to make nominations for the awards. Local media covered the successful event. For 2010, a special award was given to Officer Scott Kostohryz of Moorhead Police Department for issuing five DWIs in a 24-hour period. Law Enforcement Liaison Tom Kummrow and Lt. Joel Scharf, also from Moorhead Police Department, were on hand to present a special award of a coin, a hat, and a windbreaker for excellence in his work. Thank you to all the hard working law enforcement out there across the State!



Southeastern Minnesota law enforcement again joined forces at a May news conference and photo opportunity in Red Wing, depicting them with their squads, a crash car, and signage showing the importance of buckling up. The group photo was then turned into a poster to be used during annual events depicting stepped-up enforcement that is combined with regional education efforts during both the May Mobilization wave and the July Speed wave. The event also shows support of the law enforcement efforts, engages, and educates the media who attend, and increases community awareness. Planning begins at the regional Safe & Sober meeting, where dates are set for the July Speed wave and other wave logistics are discussed. The annual May Mobilization regional kickoff news conference and resulting poster have become annual traditions rotated throughout the 11-county district. The regional TZD coordinator and Safe Communities grantees also assist in organizing, assembling media kits and talking points, and attendance. Other regional locations have included Rochester, Owatonna, and Winona.

**Safe Communities of Wright County** is led by Coordinator Pat Hackman and a very dedicated board of directors. One of the large projects the coalition has recently implemented is the *What's Your DUI.Q?* campaign. The campaign consists of billboards, Web pages, video, newspaper ads and articles, posters, and beverage napkins for liquor establishments. The campaign kicked off Labor Day weekend of 2009 and continues to be active. Some activities coalition members were involved in is promoting the Web site information, putting up posters in the communities, and distributing the napkins to liquor establishments. The coordinator is now looking into the visitor activity on the Web site, which is being used to gauge the amount of education the public is receiving.

To check out the *What's Your DUI.Q?* Web site, visit [www.your-duiq.com](http://www.your-duiq.com). The coalition also has Web site link access to its site including the above link at [www.safecomm.org](http://www.safecomm.org).



**Morrison County Safe Roads Coalition** is another Minnesota organization, based out of Little Falls and led by Carolyn Suska of Morrison County Public Health. The Morrison County Safe Roads Coalition and Healthy Communities Collaborative partnered to sponsor and host the May 15 Traffic Safety Day at Wal-Mart and at Little Falls/Morrison County Airport-Lindbergh Field. At the Wal-Mart location, a *Safe and Sober* press conference and child safety seat inspection clinic was held and at the Lindbergh Field-Airport location, a Morrison County Right Track Teen Advanced Driving School was held. The *Safe and Sober* press conference gave local law enforcement the opportunity to talk about the May seat belt mobilization wave live on WYRQ radio station and two Morrison County teens were also presented with a “Saved by the Belt” award. Simultaneously, at the Lindbergh Airport, area teens were learning how to drive on the “Right Track.” Students experienced firsthand how to handle themselves on different road conditions. Minnesota State Patrol Lt. Dave Zumberge was on hand to facilitate the “How to Save a Life” video and present another teen with a “Saved by the Belt Award.” Safe Roads Coalition members were on hand to share educational information with the public on seat belt statistics and impaired driving consequences. The “Traffic Safety Event” had favorable feedback from the general public and the coalition would like to continue its participation at future events. Great work by the Morrison County Safe Roads Coalition in getting traffic safety messages out there!

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## MICHIGAN

At one time, Safe Community coalitions actively operated in Michigan. Coalitions met regularly throughout the year and worked on traffic safety initiatives developed as from crash data analysis and problem identification. Annually, a Safe Community coalition conference was sponsored by the Michigan Office of Highway Safety Planning (OHSP) to provide coalitions the opportunity to assemble to discuss their individual initiatives, hear from other coalitions about what they were doing, and look for ideas and suggestions on program expansion.

Several years ago, when the economy took a downward spin, Michigan was hit particularly hard, probably as a result of the problems in the automobile industry. The economy was hemorrhaging and thousands of people were losing jobs in the State. It was at this time that the Safe Community coalitions began to encounter problems with participation. While employers might still believe in the core values of the coalition, they could no longer afford to sponsor the participation of employees. Gradually, the Safe Community coalitions began to dissolve.

OHSP began looking for another means by which to deliver the Safe Communities concept and the decision was made to use the existing Traffic Safety Committees (TSCs). OHSP and AAA Michigan actively sponsored the TSCs, which operate in 12 regions covering most of Michigan. The TSCs typically meet bi-monthly from September through May. They are comprised of a staff member from OHSP, business and civic leaders, health care professionals, elected officials, concerned citizens, law enforcement officers, educators, safety advocates, traffic engineers, emergency personnel, and other key partners within the local community.

The TSCs are provided with crash data for their local area and are encouraged to identify programs to address traffic related injury reduction in their respective communities. The TSCs have grant opportunities in the amount of \$5,000 for traffic safety projects developed through problem identification and data analysis. While the TSCs don't operate exactly as the Safe Community coalitions once did, they are the best opportunity Michigan has to deliver the Safe Communities concept.

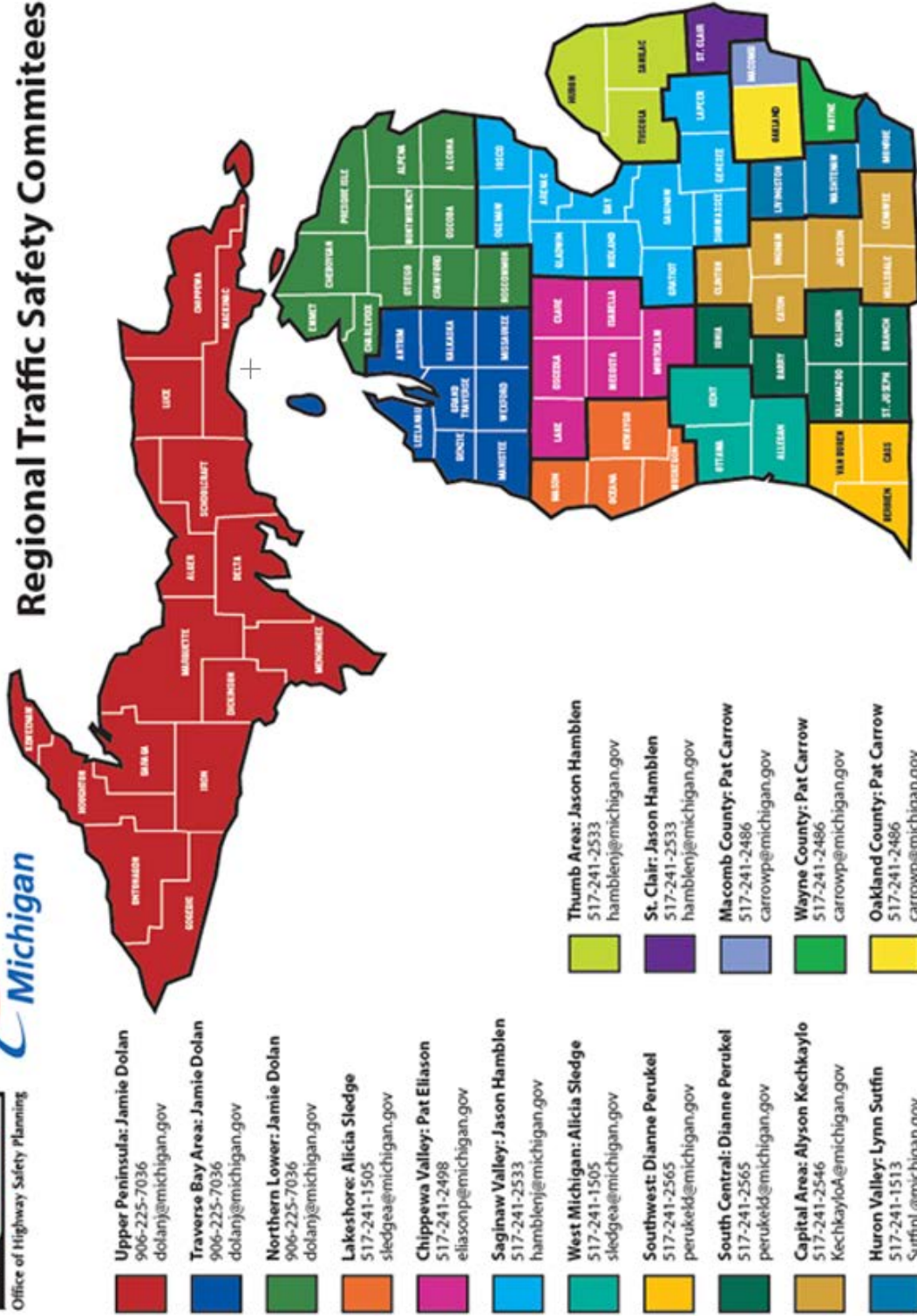
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# Regional Traffic Safety Committees



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