

SAFE COMMUNITIES

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To be notified of the latest Safe Communities Newsletter, send your request to the Safe Communities Service Center at safe.communities@dot.gov.

Lead Story

2008 National Impaired Driving Crackdown

Contributed by Cheryl Neverman, NHTSA

The year 2008 marks the sixth Anniversary of the National Impaired Driving Law Enforcement Crackdown. This year's Crackdown will take place around the Labor Day Holiday, from August 15 - September 1, and then again in December during Drunk and Drugged Driving (3D) Prevention Month.

Impaired driving is one of America's most frequently committed and deadliest crimes. In 2006, 13,470 people died in traffic crashes in which at least one driver or motorcycle operator had a blood alcohol concentration (BAC) of .08g/dL or higher. The summer months, especially around the Labor Day holiday, and the month of December, are high-risk times for alcohol-related fatalities.

One of the most effective ways to reduce impaired driving is by creating general deterrence through high visibility law enforcement. When the perceived risk of getting caught by law enforcement goes up, the likelihood decreases that people will drive impaired. To achieve effective general deterrence, the public must be well aware of law enforcement efforts. Your organization can help make sure this happens.

What You Can do as a Community Organization

As a local community organization, you can help! When planning how you can support this year's National Impaired Driving Labor Day Crackdown, consider the following four ways to support high

visibility enforcement efforts in your community:

- Encourage local law enforcement agencies to participate in the National Crackdown and to increase their levels of participation
- Assist local law enforcement agencies before or during sobriety checkpoints or saturation patrol operations by doing things like helping direct traffic, handing out brochures, or simply providing coffee and snacks to the officers
- Generate publicity by drawing media attention to law enforcement activities
- Recognize law enforcement officers and agencies for their efforts.

For additional information about grassroots community support for law enforcement efforts, please see the following report: Grassroots Support for Impaired-Driving Law Enforcement Crackdown Efforts, which can be found at <http://www.nhtsa.dot.gov/people/injury/alcohol/GrassRootsEfforts/index.htm>.

The theme of this year's Crackdown is "Drunk Driving. Over the Limit. Under Arrest." You may have seen the television ads last year. They showed young men driving in vehicles, filled to their necks with beer, wine or mixed drinks. Drinking drivers are pulled over by law enforcement, asked if they have been drinking and then arrested. The message is strong and clear. Law enforcement will

be out in force during the Crackdown. If you are driving drunk (over the limit), law enforcement will find you and you will be arrested.

Steps are being taken to enhance the Campaign even further this year. Law enforcement agencies, large and small, all across America will be participating. Research has shown that well publicized, high visibility impaired driving enforcement has the potential to reduce alcohol-related traffic fatalities by as much as 20 percent.

What do Drivers Need to Know?

Driving impaired is not worth the risk. The consequences are serious. Not only do you risk your life and the lives of others, but also the trauma and financial cost incurred from a crash or arrest also can be significant. Violators face jail time, suspension of their driver's license, confiscation of their vehicle, increased insurance rates, attorney costs, court fees and many other consequences.

If drivers are planning to drink alcohol, they should keep the following in mind:

- Plan ahead
- Designate a sober driver BEFORE you go out
- Eat something
- If you're impaired, don't even think about driving. Ask a sober friend for a ride home, call a cab, your local sober ride program or a friend or family member to come and pick you up; use mass transit if it's available; or just stay where you are and sleep it off until you are sober
- If a friend or family member is about to drive impaired, take the keys and help them find another way home.

The 2007 Crackdown was the largest effort in history, involving a 25 percent increase from 2006 of participating law enforcement agencies and a 9.2

million dollar paid advertising and earned media campaign. Your organization can become involved and make it even better this year. To learn more about the "Drunk Driving. Over the Limit. Under Arrest." Campaign and how you can help your community stop impaired driving, visit www.StopImpairedDriving.org.

Community Highlights

Franklin County Safe Communities – Ohio

*Contributed by Ann Lewicki, MPH, CHES,
Coordinator*

Motorcycle Safety

Given the challenge of creating programs in a new goal area, Franklin County Safe Communities hit the ground running. The focus of this year's motorcycle campaign was to form community partnerships and create awareness of the importance of motorcycle safety issues among both motorists and motorcyclists in the Franklin County community. To better understand the needs and characteristics in the local motorcycle community, Safe Communities consulted with respected members of this community such as the American Motorcycle Association (AMA) and American Bikers Aimed Toward Education (ABATE) of Ohio. With their input, Safe Communities created a number of activities and promotions that simply encourage motorcyclists to ride safely.

The Motorcycle Safety Coupon Program is a joint effort by Safe Communities and Ohio Motorcycles, a local motorcycle and safety gear dealer, to make safety gear more appealing and affordable in order to increase use of proper safety gear among motorcyclists. Through the coupon program, the partnering dealership has the opportunity to offer riders a discount on safety gear, generate new business, and receive recognition as a supporter of safe riding. Safe Communities in turn, covers the

design, printing and promotion of the offer.

In effort to share information on motorcycle safety with the riding community, Safe Communities partnered with a well-known local motorcycle website www.columbusbiker.com. Columbus Biker will post three safety segments covering impaired riding, proper safety gear, and sharing the road throughout motorcycle season. Safe Communities authored the safety segments for the webpage. Each segment includes facts, data and/or video and audio motorcycle safety PSAs. The webmaster designed an entire section on the ColumbusBiker website, solely dedicated to the campaign. The webmaster also shares information about the campaign through the website list serve. Safe Communities in turn, promotes www.columbusbiker.com at events on program motorcycle safety materials to direct more people to the website.

Safe Communities works to gain support from the motorcycle community and increase their involvement in future promotions by participating in motorcycle events around the city. Through bike nights, garage parties, and rallies, we promote the ride safe message, provide education, and gain trust and respect in the motorcycle community.

Safe Communities also has several activities to help raise motorist awareness about the importance of sharing the road with motorcycles. Through a partnership with the African American Church Call to Buckle Up (AACCTBU) program, bulletin inserts on the importance of sharing the road were created by Safe Communities and will be distributed to all of AACCTBU's partner churches. "Sight the Cycle" is another activity used to teach motorists how to properly share the road with motorcyclists. Motorists sit in the driver's seat of a car and attempt to "sight the cycle," or see the motorcycle in their rearview mirrors, that is set up in their

blind spot. Both the vehicle and motorcycle are donated for use by partner dealerships. The activity teaches motorists how to properly look for motorcyclists and drive safely with them on the road.

Go to page 18 for more exciting information on Franklin County Safe Communities.

Mahoning County Safe Communities – Ohio

Contributed by Sue Viars, Coordinator

Review of Activities – A Collaborative Effort

The Mahoning County Safe Communities (MCSC) has had a very busy schedule this year and have many activities planned for future events. Their coalition membership represents over 35 disciplines including law enforcement, educational institutions, insurance companies, Safe Kids, EMS, traffic engineers, local government, MADD, and many more partners dedicated to healthy communities throughout OHIO.

In their most recent event, MCSC conducted a successful mock crash docudrama where approximately 550 students attended. Plans are underway for a 2009 Mahoning County Mock Crash. These docudramas are extremely intensive in time, delivery and emotions for all involved. "Battle of the Belts" is another project involving a safety belt campaign where students perform, much like the state highway safety offices, in conducting pre and post surveys of student motorists' entrance and exit on campus parking lots. In between the surveys, they conduct a four to six week safety belt awareness campaign using their own students for peer education. The participating schools were awarded for "Greatest Overall Safety Belt Use" and "Greatest Safety Belt Increase" where trophies were presented at

Youngstown State University's What's Holding You Back (WHYB) Kick-Off Luncheon.

Other projects include:

- Vince and Larry costumes – loaners for churches, hospitals, and high schools used for traffic safety awareness
- Products that display the WHYB and “Drunk Driving. Over the Limit. Under Arrest.” (OLUA) logos
- Fatal vision goggles – students wear these during events to understand the affects of impaired driving.

These are only a few of the activities and resources provided by MCSC to increase traffic safety awareness.

Upcoming events

- “Click It and Win” coupons will be distributed to citizens as a reward for wearing their safety belts during safety belt checks in local business parking lots by law enforcement with help from Mahoning County Safe Communities Coalition. “Click It and Win” is an opportunity for community members to receive free ice cream coupons, a donation from Handel’s Homemade Ice Cream. Click here to learn about joint efforts with the Ohio Department of Public Safety and the Ohio State Highway Patrol Click It or Ticket campaign
<http://www.vindy.com/news/2008/may/16/seat-belt-patrols-to-be-increased/>
- Cocktail napkins with the “Designate A Sober Driver” slogan related to Memorial Day were delivered to local alcohol distributors, and then in turn taken to restaurants and bars to educate patrons on not to drink and drive during the Memorial Day weekend. The cocktail napkins will also be delivered for July 4th and Labor Day, as these are high alcohol consumption

holidays.

- For Motorcycle Awareness Month, MCSC went to the local DMV and had a drawing to give away tickets for free Motorcycle Ohio training classes that were purchased through their grant. Ride Smart banners were given to police departments to display in their areas.
- The Mahoning County Fair opens in August and MCSC will have a prominent booth space. They will be partnering with the Mahoning County OVI Task Force to help increase impaired driving visibility and awareness. OVI simulators will be featured at the booth.

Cuyahoga County Ohio Partnership

Contributed by Rainbow Babies & Children's Hospital

Cuyahoga County CIOT Kickoff

On May 19, the Northeast Ohio Law Enforcement and the Cuyahoga County Speed Reckless, Aggressive Driving & DUI Reduction Task Forces presented the local kickoff for the 2008 “Click It or Ticket” law enforcement mobilization. Held at the Cleveland House of Blues, free lunch was on the ticket for invited guests as well as an awards ceremony. The keynote speaker was Commander Mark Kwiatkowski from the Bedford Heights Police Department.

Sponsors of the event were:

- Rainbows Babies & Children's Hospital Injury Prevention Center – the lead agency for the Greater Cleveland Safe Kids/Safe Communities Coalition where they outreach to the community to reduce crash incidents involving injuries, fatalities and associated costs.
- Kohl's, based in Menomonee Falls, Wisconsin – supports Rainbow's “Use It or

Lose It High School Seat Belt Challenge” through the Kohl's Cares for Kids® program, which raises funds for children's health and educational opportunities through the sale of special gift items. Kohl's community outreach also includes Kohl's Kids Who Care®, an annual youth volunteer recognition program as well as an associate program to encourage volunteerism.

- Liberty Mutual Insurance Liberty Mutual Group – “Helping people live safer, more secure lives” is a community centric effort that sponsors events such as:
 - Bike Safety Fairs -- Helps kids and their families understand the rules of the road.
 - Child Safety -- Fingerprinting, dangerous strangers video, coloring books and more to teach children the importance of safety awareness.
 - Fire Safety Teachers Kits -- Lesson plans and artwork that teaches children about fire safety hazards in the home.
 - Seatbelt Challenge -- Student-run programs designed to prevent motor vehicle injuries and deaths by increasing seat belt use among teenagers.
 - VIN Etching -- Applies vehicle identification number to all windows on a vehicle, making them less vulnerable to theft.
 - Liberty Mutual/SADD -- joint seminars with Students Against Drunk Driving that teach how to keep teen drivers safer on the road.

Awards presented:

- Sgt. Scott Zahniser received the Saved by the Belt Award for his family after his father and son were in a crash where a pickup truck failed to stop at the red light, rear-ending his father's car. Because Sgt.

Zahniser's father and son were properly belted, they received minor injuries; incidentally, Sgt. Zahniser was one of the arriving officers called to the scene.

- Winners among the finalists in Rainbow's ‘Use It or Lose It High School Seat Belt Challenge,” which was sponsored by Kohl's, performed and screen their creative entries after which winners were announced. Winning entries will receive airplay or screen time throughout Greater Cleveland this summer.

For more information regarding Rainbow Babies & Children's Hospital, contact Chrystal Gullett (216) 983-1108 or

<mailto:Chrystal.Gullett@UHHospitals.org>.

Lake County Safe Communities – Ohio

Contributed by Kathy Milo

“A Whole Lot of Shaken Going On”

Impaired Driving campaigns are just a few months away and looking at best practices of other coalitions helps to minimize the cost on tried and true events. Lake County Safe Communities Coalition held its 5th Annual Mixer and Shakers Contest this past April where local police departments competed to mix and shake the best mocktails (non-alcoholic drink). Prizes were awarded for the “Best Mocktail,” “Best Mocktail Name,” “Best Table Decoration” and a “People's Choice” award. The selected audience for this event was juniors and seniors from local high schools, who were educated on not drinking and driving, not drinking on graduation day and prom night. High schools that attended the event were:

- Mentor High
- Lake Catholic High
- Perry High
- Madison High

- Wickliffe High
- North High
- South High
- Riverside High
- Harvey High
- Kirtland High
- Auburn Career Center
- Fairport Harbor

There were multiple events and some were centered around the fatal vision goggles where the students attempted to shoot a basketball and ride a big wheel. There was a driving simulator and seatbelt safety challenge activities. The judges for the 5th Annual Mixer and Shaker were students who had completed the impaired driving training.

Teen Seat Belt Education Day

Contributed by Sharon George

Understanding that the leading cause of death for teenagers is motor vehicle crashes, Stark County Safe Communities and Stark County OVI (Operating a Vehicle while Intoxicated) Task Force sponsored the 4th Annual Seatbelt Challenge for Teenagers. On May 17, two four-person teams (a football player team and a cheerleader team) from each area high school competed in timed obstacle races. Half of each team wore "Fatal Vision Goggles" to simulate alcohol impairment. Part of the obstacle courses required buckling-up in an Army Humvee. The winning teams took home a large traveling trophy to be proudly displayed at their schools for a year.

Other fun activities included: appearance by ROCK 106.9, a football toss, corn hole game, free admission to Hall of Fame for participants, DARE and police cars, 1953 Aultman ambulance, Aultman Sports Medicine clinic and free Pizza Hut, cotton candy and popcorn. Additional sponsors included Aultman Health Foundation, Pro Football Hall of

Fame, Stark County Sheriff's Office, Pizza Hut, Esber Beverage and ROCK 106.9 FM.

On May 14, Stark County Safe Communities in support of Motorcycle Awareness Month sponsored "Bike Night" at the Quaker Steak and Lube restaurant in North Canton, OH. The fun feast included: free raffles for motorcycle training classes, hands on instructions with questions and answers, games, radio broadcasts and great bikes to view. Another event was a fundraiser where Chick-Fil-A donated 10 percent of all proceeds on April 30 between the hours of 5:00 – 8:00 PM to Safe Communities to help promote safe driving practices and to prevent traffic injuries and deaths.

Medina Safe Communities – Ohio

Contributed by Jerome Klue

Bike to Biker Day

On May 10, the Medina Township Police Department, a member of the Medina County Safe Communities coalition and Century Harley-Davidson presented a Bike to Biker Day. The events participants had the opportunity to attend were:

- Youth Activities

The purpose of the event was to educate parents and children about the safety aspects of riding a bicycle on the streets and roads. The Bike Safety Rodeo was conducted for children kindergarten through 14-years of age to empower young cyclists with skills for on-road riding and to teach them the rules of the road that will help keep them safe. The safety clinic consisted of bike safety inspections, helmet fitting, a short lecture on "Rules of the Road" and a ride on a miniature "chalk street" course set up in the parking lot. Each session was approximately 45 minutes long with each participant receiving a Safety Certificate.

- Motorcycles and Alcohol

There was a “Riding Straight” session where motorcyclists were provided with informative and motivating details on motorcyclists’ choices about separating drinking and riding activities. Hands-on-training included putting on the fatal vision goggles, to simulate effects alcohol can have when attempting to walk a straight line.

- Seasoned Riders

The goal of this session was to acquaint participants’ with the general effects of aging on the skills necessary to ride safely and to encourage active steps to become increasingly safer and responsible motorcyclists.

- Group Riding

A session for riders of all levels of experience, this session was designed to cover riding with groups and events of all sizes. Tips included preparation on how to communicate with the group and ride in a safe formation.

Passenger Safety Week (September 21–27) will emphasize the continuing need for consumers to have their car seats inspected to ensure their children are riding securely and safely. The second annual “Seat Check Saturday” will kickoff CPS Week on September 20, and will draw national attention to the value of child safety seat inspections. The goal of the program is to spur consumers to visit local inspection stations to ensure that their child safety seats are correctly installed.

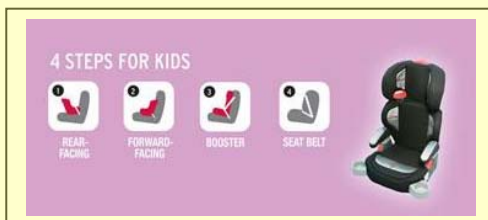
NHTSA headquarters staff is working with the Regions, the States and national partner groups to arrange as many local seat inspection events as possible, with a goal of no less than one in every state, making this a truly nationwide observance. Events may be held locally at other times during CPS Week (not necessarily on Seat Check Saturday itself), due to scheduling issues and other local circumstances).

Local press events may feature survivors of crashes who had visited an inspection station, or who have otherwise had a profound personal involvement in a crash involving child passengers.

In addition, a complementary and culturally appropriate approach will be developed for Latino consumers, stressing the importance of car seat inspections and “Seat Check Saturday.”

Pre-planning and coordination will enable NHTSA and its partners to capture data from the Seat Check Saturday events (e.g., tallies of seats checked, predominant types of misuse encountered; etc.) for use in a national wrap-up summary looking at these and other key indicators of event success. Visit www.nhtsa.gov for more information about CPS and go to NHTSA’s CPS Week Planner page at <http://www.nhtsa.gov/childps/planner/index.cfm>.

Child Passenger Safety



Coordinated Nationwide CPS Week Program to Focus on Car Seat Inspections

Contributed by Sandy Sinclair, NHTSA

Because the incorrect installation and misuse of child safety seats and booster seats remains a frequent occurrence, local inspection services have become even more important in the long-term strategy to reduce the frequency of these problems and better protect child passengers.

To help ensure that children are correctly restrained, this year’s observance of Child

New Drivers Program

New Law Enforcement/Public Awareness Initiative Highlighted in Recommendations of Teen Driver Study Commission Report

Contributed by Maureen Sczpanski

Park Ridge, NJ – The Division of Highway Traffic Safety (DHTS) launched a pilot program in Bergen County that includes law enforcement checkpoints for young drivers, a recommendation that was highlighted by the Teen Driver Study Commission in its recently released report. A public education component was also featured in the initiative, which ran from April 7–25.

According to Division Director and Commission Chairwoman Pam Fischer, the initiative ties directly into the recommendation to establish teen driving checkpoints. This is the first recommendation to be implemented since the report was delivered to Governor Jon S. Corzine and the Legislature March 27.

“This program directly supports the recommendation of the Teen Driver Study Commission calling for the establishment of teen driving checkpoints near high schools and other locations frequented by teens. By coupling law enforcement with public education we’re working to ensure that teens are kept safe and free from harm behind-the-wheel,” Fischer said. “In New Jersey in 2006, there were 55,792 teen driver crashes. Although many of these crashes were not life threatening, sadly, 48 teen drivers and 19 teen passengers lost their lives. With teens clearly at risk on our roadways, it is imperative that we implement initiatives that let young people know first-hand about the consequences of unsafe driving.” Fischer added that speed, driver distraction (particularly caused by cell phones and too many passengers), inexperience, overconfidence and lack of seat belt use are all

contributing factors in teen crashes.

Under the Bergen County initiative, law enforcement officers will run a series of special enforcement details, where they will look for teens who may be in violation of the Graduated Driver License (GDL) law. All teen drivers who go through the checkpoints will receive a handout outlining the GDL restrictions as well as tips for behind-the-wheel safety. While summonses will be issued to teens in violation of the GDL law, the program will place equal emphasis on education.

The handouts, along with posters and other written materials, help to round-out the public education component, entitled “Don’t Drive Stupid.” The effort was adapted from materials developed and tested with teens in Utah. All high schools in Bergen County received information about the “Don’t Drive Stupid” campaign and were encouraged to display the posters and other promotional items in and around their campuses. Talking points were also distributed to schools for use as public service announcements in school-based media, during assemblies, at sporting and other school events, and in conjunction with daily morning announcements.

As part of the pilot program, the DHTS provided grants of \$2,000 each to 37 police departments in Bergen County to run the teen driver checkpoints. A list of those towns receiving grants, as well as information on the campaign, including posters and handouts, is available on the Division’s web site, at www.njsaferoads.com.

National Youth Traffic Safety Month

Contributed by Cheryl Neverman, NHTSA

A teen survey conducted on behalf of the National Organizations for Youth Safety (NOYS) and The Allstate Foundation revealed startling results concerning the behaviors of new teen drivers. The

survey was given to 610 teens 16 and 17 years of age on driving behaviors when transporting other teen passengers. Results showed that when asked by the other occupants to change certain driving behaviors, compliance was low. Only 33 percent said they would stop text messaging while driving, 35 percent said they would stop talking on their mobile phone, 49 percent said they would keep their eyes on the road, 46 percent said they would stop speeding and 24 percent said they would fasten their seatbelt.

“Every unsafe driving choice has the potential to be deadly,” said Sandy Spavone, executive director of NOYS. “Teens are on the road a lot more during the summer, often in vehicles filled with friends and distractions. Teens must help their peers understand that each unsafe choice – one cell phone call, an unbuckled seatbelt or additional passengers – can mean the difference between life and death.”

Along with other events designated as program awareness in the month of May, National Youth Traffic Safety Month was lead by NOYS. In partnership with “High School Musical” star Lucas Grabeel, NOYS is sponsoring “Act Out Loud: Raising Voices for Safe Teen Driving,” which is funded by Allstate Foundation. “Act Out Loud” was designed to empower teens to speak up and become active in their communities on teen driving issues. www.ActOutLoud.org allows teen-led teams to document their activities through blog, photos and video postings. The teams are competitive and the winners are given cash awards for their achievement of \$10,000, \$5,000, and \$3,000.

The top 10 finalist teams are:

- Bishop McNamara High School, Forestville, MD
- Bloomingdale High School, Valrico, FL

- Chelsea Public School, Chelsea, VT
- Dermott High School, Dermott, AR
- Kearney High School, Kearney, NE
- Notre Dame Preparatory, Scottsdale, AZ
- The Okeechobee High School, Okeechobee, FL
- The Oxford Academy, Cypress, CA
- Richmond High School, Richmond, IN
- The Wayne High School, Huber Heights, OH

To learn more about NOYS, The Allstate Foundation, and National Youth Traffic Safety Month contact:

- Whitney Mares, Weber Shandwick at (612) 963.8619 or wmares@webershandwick.com
- Sandy Spavone at (703) 981-0264 or sspavone@noys.org
- Joanna Augustynski at (847) 402-5604 or jauge@allstate.com

GHSA and State Farm® Partner to Keep Tweens and Teens Safe

Contributed by Jonathan Adkins, GHSA

The Governors Highway Safety Association (GHSA) has published new best practices manual on occupant protection for children (OPC) titled “Occupant Protection for Children: Best Practices.” The guide was developed with the resources and support of State Farm Insurance Companies®. The new publication follows previously developed comprehensive guidelines and an assessment tool for state highway safety offices to examine their OPC programs and focus their resources where they are most needed. The Occupant Protection for Children: Best Practices manual is a two-page PDF file that can be downloaded online at

<http://www.ghsa.org/html/publications/OPC/OPC2.exec.summary.pdf>. A printed version is

available in limited quantities by emailing Jonathan Adkins at jadkins@ghsa.org.

Rehabilitation. It serves as an affiliate chapter member of the ThinkFirst National Injury Prevention Foundation (www.thinkfirst.org).

Awards



ThinkFirst Missouri Receives International Safety Media Award

Contributed by Michelle Gibler, PhD

ThinkFirst Missouri received the prestigious Silver Award (2nd place) from the International Safety Media Awards Committee during a ceremony at the 9th World Conference on Injury Prevention and Safety Promotion in Merida, Mexico in March.

ThinkFirst was honored for its innovative "We'd Like to Crash Your Party" traffic safety campaign (see flyer on page 20). The creative media services of local ad agency WoodmffSweitzer were utilized for the development of the campaign. The project was funded by a grant the Missouri Department of Transportation. Over 150 entries of print, audio and video media materials from around the world were entered into the competition.

ThinkFirst Missouri is a trauma prevention program of the University of Missouri–Columbia, School of Medicine, Department of Physical Medicine and

Local Students Take Top Honors in Statewide Safe Driving Competition

Contributed by Thomas R. Glass

Three students within PennDOT District 8's region took the top honors while competing against students from across the Commonwealth on May 9, at the Radisson Penn Harris Hotel in Camp Hill, to see who could grab the distinction of being the best student driver in the state. The 12th annual Youth Driving Championships, sponsored by the Pennsylvania Motor Truck Association (PMTA), had students progress through a series of driving tests, perceptual slide tests, written tests and a vehicle inspection to search for defects, with total scores providing a first, second and third place winner. The 18 students who participated had previously taken top honors in their respective regional competitions.

Michelle L. Gettle, a student at Northern High School (York County), received a \$5,000 scholarship for further education in honor of her achievement as the "best" student driver in the Commonwealth. Edward W. Benish, a student at Carlisle High School (Cumberland County), received a \$3,000 scholarship while Joshua C. Luginbuhl, a student from Cocalico High School (Lancaster County), received a \$2,000 scholarship.

Other students from District 8's region who participated in the statewide competition included Lauren Viguers (West Perry High School, Perry County), Ben Dunkelberger (West Perry High School, Perry County), Michael Smith (Northeastern High School, York County), Corey Weaver (Lancaster Mennonite High School, Lancaster County) and

Garrison Plessinger (James Buchanan High School, Franklin County). For more information, contact Fritz Schreffler at (717) 787-4335.



Community Anti-Drug Coalitions of America 2007 Awards

Contributed by CADCA Institute

Coalition as a Whole

The Franklin County Communities That Care Coalition, Greenfield, MA, won in the “Coalition as a Whole” category, which recognizes coalitions that achieved targeted population-level outcomes through the use of comprehensive communitywide strategies. By implementing a variety of community-level strategies, such as parenting education, alcohol server training, compliance checks, a social norms marketing campaign and drug prevention curriculum in schools, the group achieved a number of reductions in alcohol and drug use among teens. For example, among 8th grade students, they reduced alcohol use by 24 percent and lowered marijuana use by 39 percent. Among 12th graders, they cut down on binge drinking by 2 percent. [Click here](#) to see the Franklin County Communities That Care Coalition's logic model.

Single Substance/Substance-Abuse Related Problem

The Missoula Forum for Children and Youth, Missoula, MT, was selected in the “Single Substance or Substance-Related Problem category,” which highlights coalitions that have successfully implemented multiple strategies to address one unique drug-related issue in their community. After

an assessment revealed alarmingly high levels of alcohol use among 8th graders, 10th graders and 12th graders—giving Missoula the highest underage drinking rate in the state—the coalition developed a plan to reduce the availability of alcohol, change the perception among Missoula youth that underage drinking is tolerated, change positive youth attitudes toward alcohol, and increase parental supervision. This led to fewer youth reporting alcohol use within the past 30 days, more youth perceiving underage drinking to be wrong, fewer youth reporting poor family management practices and a greater number of youth delaying onset of alcohol use. [Click here](#) to see the Missoula Forum for Children and Youth's logic model.

Intermediate Outcomes

The Butte Youth Now Coalition, Butte, MT, won in the “Intermediate Outcomes Category,” which recognizes coalitions that are showing progress toward meeting long-term outcomes. The group implemented a variety of strategies to reduce binge drinking among youth, tobacco and methamphetamine use. While still in the process of implementing their long-range plan, the coalition is on the right path to meeting its goals, helping to pass several environmental strategies to reduce the availability of alcohol and change the community's lax attitudes toward underage drinking. Among other things, the group implemented the Parents Who Host Lose the Most campaign and created more learning opportunities for youth to increase their protective factors. [Click here](#) to see the Butte Youth Now Coalition's logic model.

For more information on CADCA, community building events and training, technical assistance, evaluation and research, coalition resources and strategic prevention framework, visit <http://cadca.org>.

Walkable Communities

Time to Review Mode of Transportation

Contributed by Thomas Clouse, Reporter

Spokane, WA is taking a second look at walkable communities based on cost and the fact that it has not changed its Master Bike Plan since 1960. Spokane's city manager, Louis Meuler, says that for the money Spokane has to spend, they need a reality-based plan. The city has held meetings that included the state Department of Transportation to get input on the state's Bicycle and Pedestrian Walkways Plan. Issues of discussion include bike boulevards to make streets more bike friendly and installing sidewalks for pedestrians. At this time, approximately 6 percent of transportation involves walking and biking with another 6 percent using mass transit. WSDOT worker Paula Reeves states, "It's very inexpensive to put in a stretch of sidewalk to get kids safely to school or to put in a new bike lane. The plan we are working on makes a statewide assessment for need and safety and filling in those gaps." In March, Governor Chris Gregorie signed a bill into law that establishes goals of reducing the commuter miles driven by 18 percent, 30 percent and 50 percent by 2020, 2035 and 2050, respectively.

Roll Call Video

Contributed by Diane Wigle, NHTSA

Pedestrian fatalities account for 11 percent of all traffic fatalities. Community based pedestrian safety programs including the three E's, education, enforcement, and engineering, have been proven the most effective way to reduce pedestrian crashes. Law enforcement involvement in pedestrian safety is vital and there are strategies they can employ that can significantly reduce the kind of violations that frequently contribute to pedestrian fatalities.

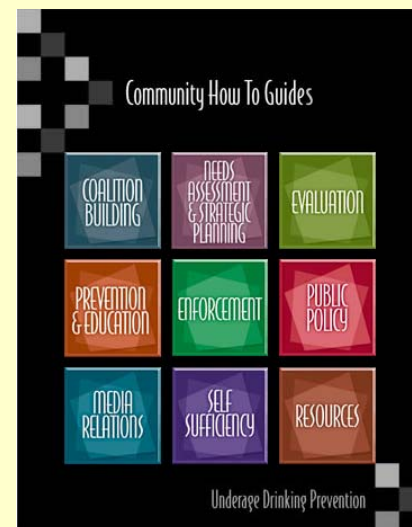
The National Highway Traffic Safety Administration (NHTSA) recently developed a roll call video for law enforcement officers to provide an introduction to some of the common violations by both pedestrians and motorists that contribute to pedestrian crashes. Highlights include high-risk crash groups, crash types and locations of which to be aware. It discusses the important role law enforcement plays in pedestrian safety, the importance of reporting pedestrian crashes when they do occur, and activities to implement to improve pedestrian safety.

The material in the video also includes information on Safe Routes to School that can be applied to pedestrian enforcement efforts in assisting communities in improving quality of life through enhanced pedestrian and bicycle safety.

The roll call video is available on line at:

[mms://trinilearn.wmod.llnwd.net/a607/o1/NHTSA/PedestrianSafety.wmv](https://trinilearn.wmod.llnwd.net/a607/o1/NHTSA/PedestrianSafety.wmv).

For more information on pedestrian issues, contact Leah Preiss at NHTSA, by phone at (202) 366-4301 or via email at leah.preiss@dot.gov.



Download this free community guide at www.nhtsa.gov



Roadway Safety Foundation Seeks Partners for “Safer Roads” Campaign

The Roadway Safety Foundation (RSF) is seeking applicants for technical assistance to pilot test a “Safer Roads” public information and education campaign in several areas of the country early next year. RSF is a 501 c(3) nonprofit, educational and charitable organization headquartered in Washington, DC. The mission of the Foundation is to reduce the frequency and severity of motor vehicle crashes, injuries and fatalities through improvements to roadway systems and their environment.

The technical assistance may be in the form of such items as staff time to assist with news conferences and other such events, production of PSAs or advertising time on local radio stations and websites, and local research firms to undertake pre- and post-campaign research.

The application, which can be downloaded at www.roadwaysafety.org, asks for five items including: an identification of a current roadway safety problem in the community; identification of appropriate solutions to the problem; a public information and education plan to address it; the organization’s ability to leverage existing grassroots networks to reach key target audiences (which include older drivers and decision makers);

and a plan for measuring the results of the campaign’s success.

The types of groups eligible for the technical assistance include but are not limited to: Roadway Safety Foundation members; GHSA members; AAA clubs; AARP state offices; American Association of State Highway and Transportation Officials members; National Association of County Engineers (NACE) members; local safety advocacy groups and Safe Communities coalitions; cities; townships; Institute of Transportation Engineers members and chapters; American Public Works Association members and chapters; chambers of commerce and local council of governments to name just a few.

A technical review panel consisting of representatives from the Roadway Safety Foundation, The Federal Highway Administration, AARP and AAA will select and announce the winners of the technical assistance this fall with campaigns scheduled to be launched in the winter. The campaign is funded through an agreement with the Federal Highway Administration. Applications are due by COB on Friday, August 22.

For additional information please visit www.roadwaysafety.org or contact Cathy Gillen, RSF Managing Director at (202) 857-1203 or email her at cathygillen@roadwaysafety.org.

Impaired Driving



District Justice Theodore J. Giglio of Old Forge, center, discusses highway fatality statistics with Kathy Fox, coordinator of the Lackawanna County Highway Safety Program; and Bob Webre, of Buckle Up Pennsylvania.

PennDOT Program Targets Aggressive Drivers, DUI, Seat Belt Usage

Contributed by Thomas R. Glass

The Pennsylvania Department of Transportation (PennDOT) is spearheading an effort to reduce injuries and fatalities in the Commonwealth.

As part of the PennDOT initiative, safety officials are meeting with district justices and municipal police departments to provide information on efforts to reduce fatalities on area roads. Programs include Smooth Operator; Sobriety Checkpoints, DUI and impaired driving; and seat belt campaigns.

“Smooth Operator: is aimed at combating aggressive driving and has been in existence for more than a decade in Maryland, Virginia and Washington, D.C. After beginning in Pennsylvania in 2006 as a pilot program, “Smooth Operator” expanded statewide in

March of 2007.

More safety information may be obtained by checking out www.neparoads.com PennDOT's Northeastern Pennsylvania transportation website. For more safety tips, click on “Safety.”

Speed

Tulsa Police are Joining Effort to Promote Safe Driving in Neighborhoods

Contributed by David Schulte

A motorist's race through a residential area can become as deadly as any crime if a child steps out into the street. That's why one of the most common complaints to police is about speeding motorists in neighborhoods.

To call attention to the 25-mph speed limit through most residential areas, the Tulsa Police Department promoted the national MayDay campaign to raise awareness of the serious problem of speeding, said Officer Craig Murray, the department's traffic safety coordinator. MayDay was sponsored by Keeps Kids Alive: Drive 25, a nonprofit organization that aims to end deaths and injuries caused by speeding in residential areas.

The organization's concern is supported by statistics that show that death rates on residential streets -- measured per miles driven -- are more than twice that on highways, according to the National Highway Traffic Safety Administration. Although Tulsa officers receive calls about people speeding through neighborhoods throughout the year, calls can be more frequent in the spring.

"Kids are more likely to ride their bikes and walk to school, and when it's not raining, people are outside more," Murray said. The likelihood of pedestrian death increases with the speed of an automobile. If a motorist hits a pedestrian at 30 mph, the fatality rate is 45 percent, the National Highway Traffic Safety Administration said. At 40 mph, the fatality rate jumps to 85 percent.

The city can provide signs to help reduce speeding in neighborhoods, Murray said. Many of the signs promote the Keep Kids Alive: Drive 25 program and include catchy phrases such as "No Need to Speed" and "Be Aware! Drive with Care."

The signs can be obtained through the Crime Commission by calling 585-5209. Signs also can be ordered for a fee by calling the organization at (402) 334-1391 or going online to www.keepkidsalivedrive25.org.

Motorcycles



New Resources for Motorcycle Safety

Contributed by Diane Wigle, NHTSA

Motorcycle fatalities have more than doubled (an increase of 127 percent) in the past nine years, from 2,116 in 1997 to 4,810 in 2006. Motorcycles make up approximately 3 percent

of all registered vehicles; however, they account for 11 percent of the total traffic fatalities.

Motorcyclists are 37 times more likely than passenger vehicle occupants to die in a crash and are 8 times more likely to be injured.

With the increasing popularity of motorcycling, the devastating impact of injuries and fatalities has become more widespread in families, throughout our communities, and in the workplace. There is a better chance of meeting the challenge of reducing motorcycle crashes by engaging all those who may be affected – new and potential riders, their families, the community, and employers.

The National Highway Traffic Safety Administration's (NHTSA) 2008 Motorcycle Safety Awareness Planner, "Share the Road with Motorcyclists," is now available online. Coordinated to parallel the start of the riding season, there are materials that will help meet a wide variety of potential venues.

Two new videos highlight the 2008 campaign. "Wear it Every Time You Ride," is a PSA on the importance of wearing a DOT-compliant motorcycle helmet. "How to Choose the Right Helmet," will help riders understand how to select the right helmet for the proper fit.

Earned media materials, fact sheets, news releases, letters to the editor, sample proclamations, and logos will assist your motorcycle safety communication efforts.

NHTSA's planner can be found online at:

<http://www.nhtsa.gov/planners/ShareTheRoad2008/index.cfm>.

For more information on motorcycle issues, contact William Cosby, NHTSA, at 202-366-4969 or william.cosby@dot.gov.

Bicycles

Spring into Safe Bicycling

Contributed by Paula Bawer, NHTSA

With increased gasoline prices, a national obesity epidemic, a national program to increase safety for children who walk and bicycle to school, and a national interest in the environment and air quality, bicycling is becoming an appealing option for transportation, exercise, and fun.

As with many activities, risks are involved and bicycling is no exception. According to the National Center for Statistics and Analysis, in 2006, 725 bicyclists were killed in traffic related crashes, and another 41,000 injured. Almost 80 percent of those killed were not wearing a bicycle helmet. Further, the average age of bicyclists killed in traffic related crashes is 41, and 30 for those injured. What this data tells the National Highway Traffic Safety Administration (NHTSA) and others dedicated to injury prevention is there is a need to broaden our safety outreach from a major focus on children to inclusion of adult bicyclists and motorists interacting with bicyclists. Influencing safe behaviors is where community partnerships serve a critical function in promoting bicycle safety. Such bicycle safety efforts include:

- Promoting bicycle helmet use for all riders (bicycle helmets are proven to be up to 85 percent effective in preventing serious head injury)
- Promoting share the road principles including safe behaviors between motorists and bicyclists (bicycles are vehicles on the roadway and have the same rules, same rights, and same

responsibilities as motorized vehicles)

- Engaging law enforcement officers in the effort to protect the lives of all road users-- including bicyclists
- Promoting and encouraging bicycle skills training courses (bicyclists young and old should learn and practice safe roadway riding and the rules of the road to prevent crashes).

There are many resources available to communities to help promote bicycle safety.

Among those offered by NHTSA are:

- Materials for employers and employees developed in partnership with Network of Employers for Traffic Safety (NETS) see: <http://www.trafficsafety.org/worklife/bike/web/bike.html>
- Training for law enforcement officers on bicycle safety, see: http://www.nhtsa.dot.gov/portal/site/nhtsa/template.MAXIMIZE/menuitem.810acae50c651189ca8e410dba046a0/?javax.portlet.tpst=4670b93a0b088a006bc1d6b760008a0c_ws_MX&javax.portlet.prp_4670b93a0b088a006bc1d6b760008a0c_viewID=detail_view&itemID=77a9682bf9352110VgnVCM100002c567798RCRD&overrideViewName=Article
- Bicycle Safety Activity Kit (English and Spanish) for children ages 4–12, see: <http://www.nhtsa.gov/people/injury/pedbi/mot/bike/BSKitBoth/index.htm>
- A video on how to properly fit a bicycle helmet, see: <http://www.nhtsa.gov/portal/site/nhtsa/menuitem.810acae50c651189ca8e410dba046a0/>
- Coming soon: Bicycle Helmet Effectiveness: A How to Guide and Bicycle Rodeos: A How to Guide.

For more information on bicycle safety resources go to www.nhtsa.dot.gov; click Traffic **Safety** (on banner), then click **Bicycle** (on right navigation pane). For additional information, contact Paula Bawer at paula.bawer@nhtsa.dot.gov or your NHTSA Regional Office at <http://www.nhtsa.dot.gov/nhtsa/whatis/regions/>

Judicial Community Outreach

Judicial Community Outreach

Contributed by Garrett Morford, NHTSA

*Written by Senior Judge Larry Sage, ABA / NHTSA
Judicial Outreach Liaison*

Much has been written about judicial ethics and the ethical propriety of extra-judicial community outreach activities. Numerous Ethics Advisory and/or Committee Opinions have been issued on this subject and several cases have addressed the topic. At the 2005 ABA Annual Meeting, the National Conference of Specialized Court Judges sponsored a seminar on "The Ethics of Judicial Community Outreach." All of the aforementioned concluded that community judicial outreach may be done in compliance with all Codes/Canons of Judicial Conduct. More importantly, judicial community outreach should be done and should especially be directed to school children. This is so because the bottom line is that community outreach saves lives.

The 1997 ABA report, *An Independent Judiciary*, states, quoting the American Judicature Society: It is the obligation of judges to educate the public about important concepts of the rule of law and the independence of the judiciary.

The media will not do so, and the public schools and colleges are apparently failing to do so.

Therefore, judges are encouraged to reach out and educate the public. This does not mean giving speeches to attorney audiences, but to civic organizations, schools and colleges, and religious organizations.

"Better guide well the young than reclaim them when they are old." (Malin)

There are numerous programs of judicial community outreach in the various states. These vary and include programs that conduct entire actual trials at schools and in courtrooms, actual criminal sentencing on campus, bring students to actual court sessions (whether live in court or from jail via video), conduct student only court sessions; and criminal justice programs. The names of just a few of these programs are: "Real DUI Trials;" "Traffic Court Video Arraignments," "Campus Court," "Little Red Driving Hood" by Judge Jan Berry, "Every 15 Minutes," "Live Theatrical," "Reality Check, Student Press Conference," "Staying Alive," "Seat Belt Challenge," "Teen Traffic Safety," "Friday Night Live," "Choices and Consequences," "Impact Weekend," Judge Yvette Diamond's Emmy Award winning "Branded DUI," Judge Michael Martone's "Courts in the Schools / Critical Life Choices," and the National Judicial College's (NJC) program, "Courage to Live." NHTSA funded the design and undertaking of the "Courage 2000" program at NJC. This is the first youth oriented alcohol/safety community outreach program for NJC.

Judge Karl Grube, ABA/NHTSA Judicial Outreach Liaison, recently noted that the Campus Court program of Judge Vic Fleming in Little Rock, Arkansas has been operating for ten years. Judge Fleming credited Judge Michael Martone of Troy, Michigan for the original program idea, as well as the NJC judicial community outreach training

program. Indeed, Judge Fleming made a campaign promise to voters that, “If elected, I will find a way to take the court into the schools for educational purposes.” He kept that promise and, like his mentor, Judge Martone, Judge Fleming has touched and/or saved countless lives.

In its 2006 Annual Performance Report, the California Office of Traffic Safety reported that it had expended NHTSA funds for: 756 educational programs, 184 “Every 15 Minutes” programs impacting 40,361 students, 11 “Real DUI Trials” in high schools impacting 3,762 students, 2 “Live Theatrical Middle/High School” programs impacting 300 students, 25 “Reality Check, Student Press Conference” high school presentations impacting 5,690 students, 101 “Staying Alive from Education” high school programs impacting 101 students, 1,347 occupant safety educational programs, 512 occupational safety school assemblies impacting 132,808 students, 44 “Seat Belt Challenge” high school programs impacting 28,146 students, 601 “School Traffic Safety/Bicycle Rodeos” impacting 23,918 students, 664 “Community Traffic Safety/Bicycle Rodeos” impacting 60,721 people, 3,841 “Classroom Educational Workshops” impacting 194,833 students, and 15 “Parent Workshops” impacting 560 parents. These are but a few of the proven, results-driven programs from one Western State, which save lives.

For further information, judges, please contact the ABA/NHTSA Judicial Fellows or ABA/NHTSA Judicial Outreach Liaisons.

More Community Outreach

Continued from page 3.

Franklin County Safe Communities Grab-A-Cab

The Grab-A-Cab program is a unique and innovative collaboration between Franklin County Safe Communities, local bars and restaurants and several taxicab companies to prevent impaired driving. Patrons can pick up a Grab-A-Cab card with the name and phone number of participating taxicab companies at partner bars or restaurants. Through year round promotion of the Grab-A-Cab program and the benefits of taking a cab, patrons take taxicabs to and from destinations as a safe, affordable and convenient alternative to impaired driving. When funding through trauma organizations or responsible vending programs is available, the Grab-A-Cab card serves as a coupon for a discount on the cab ride. Participating taxicab companies collect the cards and are reimbursed by the funding agency. Over thirty local bars and restaurants participated in the Grab-A-Cab New Years Eve and St. Patrick’s Day promotions this grant year.

Franklin County Safe Communities Mini-Grant Programs

The Public Health Traffic Safety Institute (PHTSI) is a joint effort by the National Highway Traffic Safety Administration (NHTSA) and the American Public Health Association (APHA). Each year, a focus area is chosen and APHA selects teams of up to five people to receive mini-grant funds. This year, the focus area is teen traffic safety. Franklin County Safe Communities (FCSC) ran a mini-grant program in high schools for the past two fiscal years. FCSC Coordinator Ann Lewicki is leading a team that includes members from the Grant Medical Center

Trauma Program, Franklin County DUI Task Force, Franklin Heights High School and Canal Winchester High School.

In 2007, the program won a Model Practice Award from the National Association of County and City Health Officials. Receiving the PHTSI mini-grant funds, allowed FCSC to continue the program and take it one-step further. This year, the students at Franklin Heights High School and Canal Winchester High School came up with their own traffic safety campaign. Each group was given a budget and a few guidelines. The groups were required to do pre and post intervention safety belt surveys, attend training on peer leadership and traffic safety topics and attend regular meetings to plan activities. The students were asked to focus on safety belt use, access to alcohol/impaired driving and graduated driver's licensing laws.

Student Council and Youth to Youth Groups, under the advisement of their school's PHTSI team member, have done or will do by the end of the school year the following amazing activities:

- Created traffic safety super heroes (Traffic Teen and Safety Belt Boy)
- Members had students sign safety belt pledge cards
- Handed out "Save Face" wrist bands (FHHS)
- Handed out "Don't Drive Naked, Wear a Seatbelt" wrist bands
- Conducted surprise safety belt spot checks and handed out a prize for being buckled up (air fresheners, candy with safety belt message labels, etc.)
- Created a slogan and t-shirts
- Painted murals in the school with their campaign slogan and logo

- Created photo/message collages themed with "What I will do instead of drinking for prom and graduation"
- Held assemblies
- Incorporated safety belt relays into the school "Quest Games"
- Conducted the "Every 30 minutes"/Ghost Out Day
- Performed pre/post observational safety belt surveys
- Created announcements and hanging banners and posters.

Below is a sample of Franklin Heights High School's logo/slogan, which was printed on t-shirts as well as air fresheners and painted on a wall in the school:



In addition the activities done by the students, Safe Communities and Grant Medical Center facilitated communication with parents, activity implementation (providing supplies) and the research aspect of the project. They also led the student training. A 90-question pre/post intervention written survey was created and given Institutional Review Board approval/exemption by Grant Medical Center. A best practices manual for teen traffic safety intervention strategies and a data report regarding teen attitudes and behaviors with respect to safety belts, alcohol and graduated driver's licensing will be created, with the hope of publication.

We'd like to crash your party.



Does this poster disturb you? Good.

Our mission is to wake people up to the
harsh realities of brain and spinal cord injuries.
They are preventable, so be alert.

Always wear your seatbelt. Always wear a helmet.
And always think first to protect your body.

ThinkFirst!
Missouri
www.thinkfirst.umh.edu


Missouri Department of Transportation
Highway Safety Division

2008 and 2009 Calendar of Events

August 3-9

NATIONAL STOP ON RED WEEK
Federal Highway Administration
<http://safety.fhwa.dot.gov>

August 15-September 1

"DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST."
NATIONAL CRACKDOWN
National Highway Traffic Safety Administration
www.stopimpaireddriving.org

September 7-10

GOVERNORS HIGHWAY SAFETY ASSOCIATION ANNUAL MEETING
Scottsdale, AZ
Governors Highway Safety Association
www.ghsa.org

September 19-24

NSC ANNUAL CONGRESS & EXPO NATIONAL SAFETY COUNCIL
Anaheim, CA
<http://congress.nsc.org>

September 20

NATIONAL SEAT CHECK SATURDAY
National Highway Traffic Safety Administration
www.nhtsa.gov

September 21-27

CHILD PASSENGER SAFETY WEEK
National Highway Traffic Safety Administration
www.nhtsa.gov

September 29-October 1, 2008

CREATING SAFE COMMUNITIES
"Improving Communities through Multi-Jurisdictional Relationships"
Hinckley, MN
Fox Valley Tech College
Call 1-800-735-3882
<http://www.fvtc.edu/public/content.aspx?ID=1237&PID=3>

October Observances

INTERNATIONAL WALK TO SCHOOL MONTH
Safe Routes to School
www.iwalktoschool.org

October 6-10

DRIVE SAFELY TO WORK WEEK
Network of Employers for Traffic Safety
www.trafficsafety.org/dsww.asp

October 8

INTERNATIONAL WALK TO SCHOOL DAY
Safe Routes to School
www.walktoschool.org

October 13-17

NATIONAL TEEN DRIVER SAFETY WEEK
State Farm, The Children's Hospital of Philadelphia

October 19-25

NATIONAL SCHOOL BUS SAFETY WEEK
National Association for Pupil Transportation
<http://www.napt.org/displaycommon.cfm?an=7>

December Observances

NATIONAL DRUNK & DRUGGED DRIVING PREVENTION MONTH (3D Month)
NHTSA, MADD, GHSA
www.stopimpaireddriving.org

December 13-31

"Drunk Driving. Over the Limit. Under Arrest." National Crackdown
NHTSA, MADD, GHSA
www.stopimpaireddriving.org

Contact the Safe Communities Service Center if you have a Safe Communities or traffic safety calendar event that you would like to share at safe.communities@dot.gov.

2009 Calendar of Events

LIFESAVERS CONFERENCE

March 30-April 1, 2009
Gaylord Opryland
Nashville, Tennessee
www.lifesaversconference.org