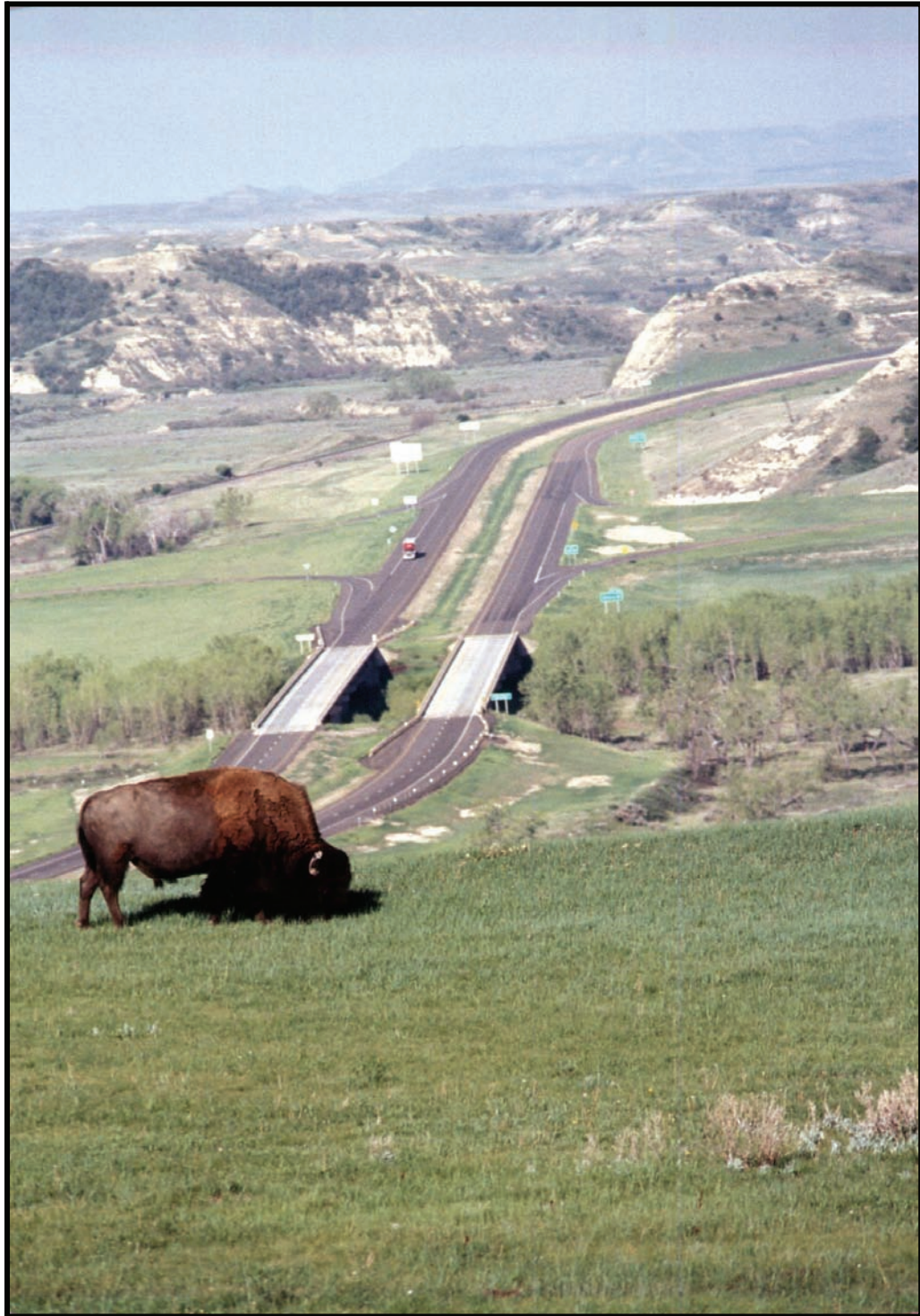


North Dakota Department of Transportation  
Traffic Safety Office  
Fiscal Year 2008 Annual Report



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## INTRODUCTION

The Traffic Safety Office (TSO) of the North Dakota Department of Transportation (NDDOT) receives federal funds through the National Highway Traffic Safety Administration (NHTSA) to administer programs designed to reduce the number of people injured and killed in motor vehicle crashes on North Dakota roadways each year.

The TSO identifies the traffic safety problems resulting in the greatest number of lives lost and injuries sustained to target the greatest resources to the greatest problems.

The TSO supports traffic safety activities at the state and community level through the development of a comprehensive Highway Safety Plan (HSP). The HSP describes the projects and activities planned to reach national and state traffic safety goals in priority traffic safety problem areas including seat belt use, impaired driving and speed.

The Annual Report is an account of previous fiscal year (FY) activity and progress toward achieving the goals set forth in the HSP.

## CRASH TRENDS AND PERFORMANCE GOALS

North Dakota's progress in meeting FY 2008 HSP performance measures is shown in the data that follow on pages 3-8.

The data show a positive trend decrease in motor vehicle injury crashes, injuries, the injury rate per 100 million vehicle miles traveled (VMT) and the total crash rate per 100 million VMT.

The data also show a negative trend increase in motor vehicle fatalities, alcohol-related fatalities, and motorcycle crashes.

And, while there had been a positive trend increase in North Dakota's seat belt use rate, this trend may have peaked in 2007 at 82.2 percent.



## Traffic Fatalities, Injuries, and Crashes: A Decade in Review

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
<b>Fatalities (Actual)</b>	92	119	86	105	97	105	100	123	111	111
<b>Fatality Rate / 100 million VMT</b>	1.30	1.68	1.22	1.48	1.37	1.44	1.34	1.65	1.45	1.44
<b>Injuries (Actual)</b>	4,917	4,962	4,619	4,608	4,886	4,817	4,611	4,360	4,141	4,180
<b>Injury Rate/ 100 million VMT</b>	69.32	69.88	65.42	65.05	68.88	66.08	61.98	58.59	54.03	54.61
<b>Injury Crashes (Actual)</b>	3,394	3,312	3,153	3,129	3,252	3,244	2,701	2,735	2,701	3,001
<b>Total Crash Rate</b>	203.34	203.22	205.74	208.34	227.15	227.05	227.48	212.15	196.94	212.03
<b>Alcohol Related Fatalities</b>	43	58	42	52	48	53	38	56	47	63
<b>Percent of Alcohol-Related Fatalities</b>	46.7%	48.7%	35.3%	49.5%	49.5%	50.5%	38.0%	45.5%	42.3%	56.8%
<b>Total Number of Motorcycle Crashes</b>	118	112	91	123	143	163	175	240	217	245

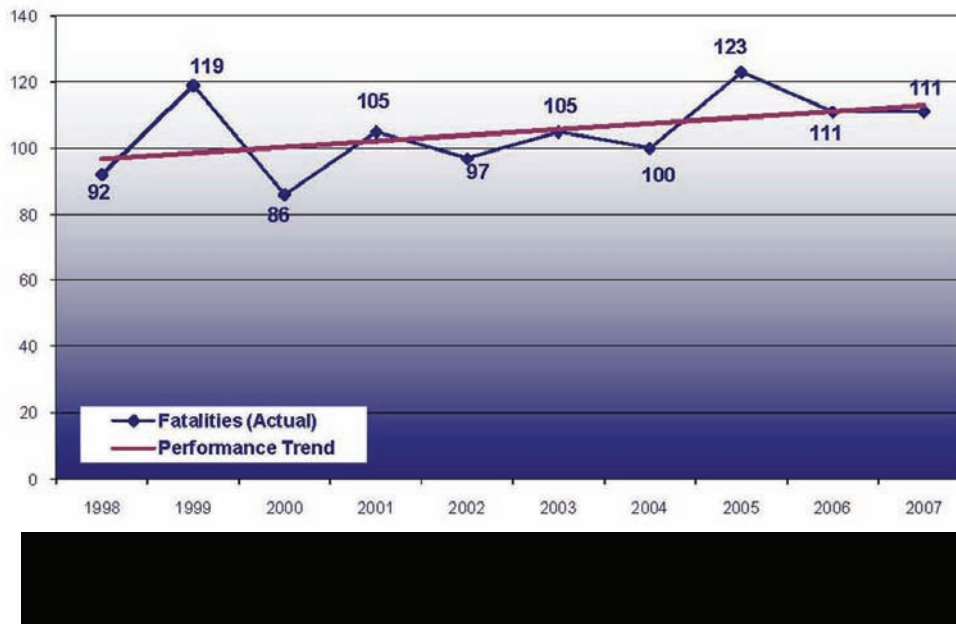
## Seat Belt Progress in the Last Ten Years

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
<b>Percent of Population Using Seat Belts</b>	46.7%	47.7%	57.9%	63.4%	63.7%	67.4%	76.3%	79.0%	82.2%	81.6%

## Performance Goals and Trends: A Decade in Review

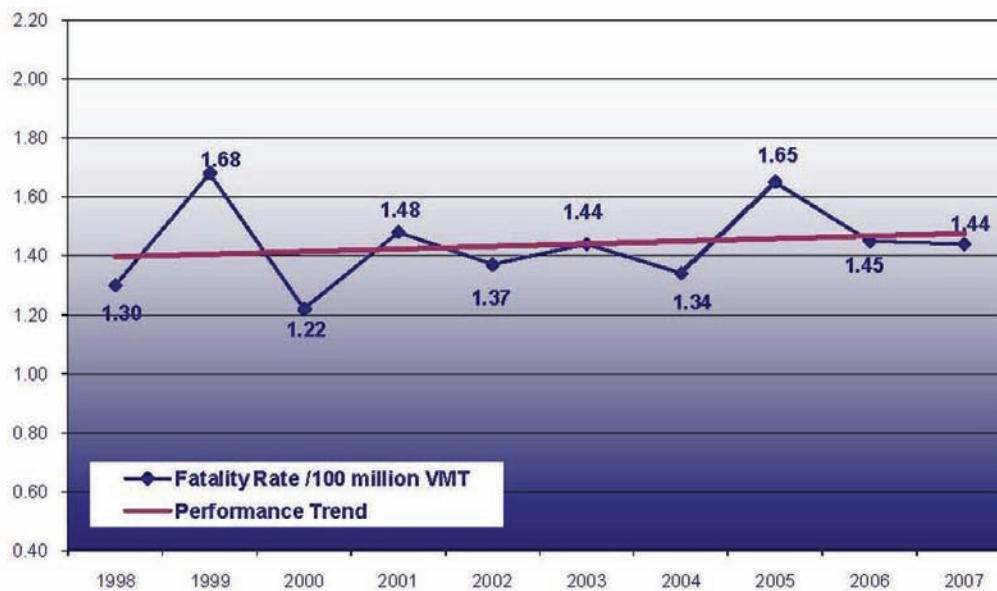
### Fatalities

Goal: Reduce fatalities



### Fatality Rate per 100 Million Vehicle Miles Traveled (VMT)

Goal: Reduce fatality rates per 100 million VMT

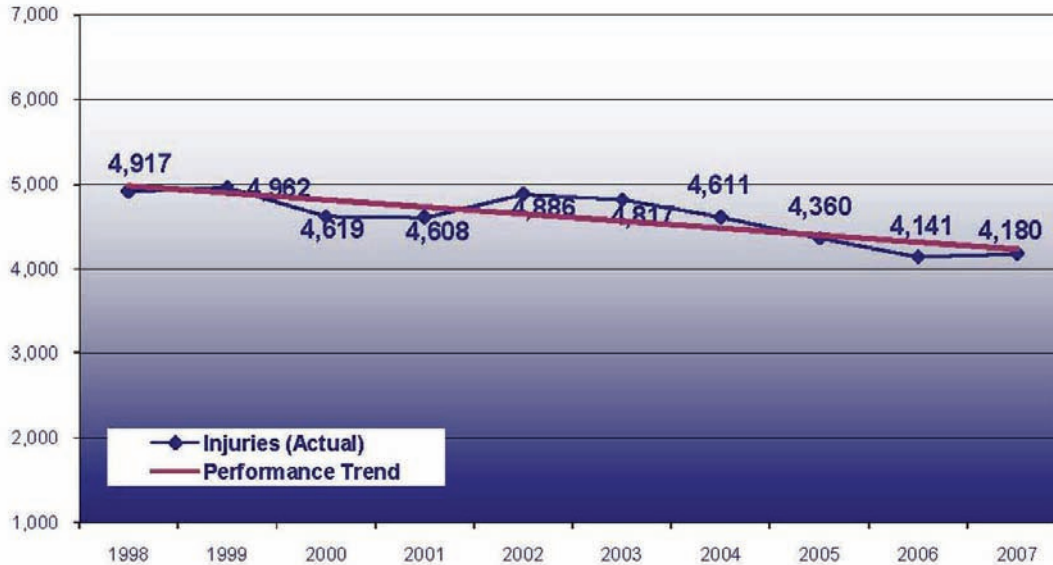


While fatality rate per 100 million VMT varies, there is an increase from 1.30 fatalities per 100 million VMT in 1998 to 1.44 fatalities per 100 million VMT in 2007. The lowest recorded number is 1.22 fatalities per 100 million VMT in 2000.

## Performance Goals and Trends: A Decade in Review

### Actual Number of Injuries

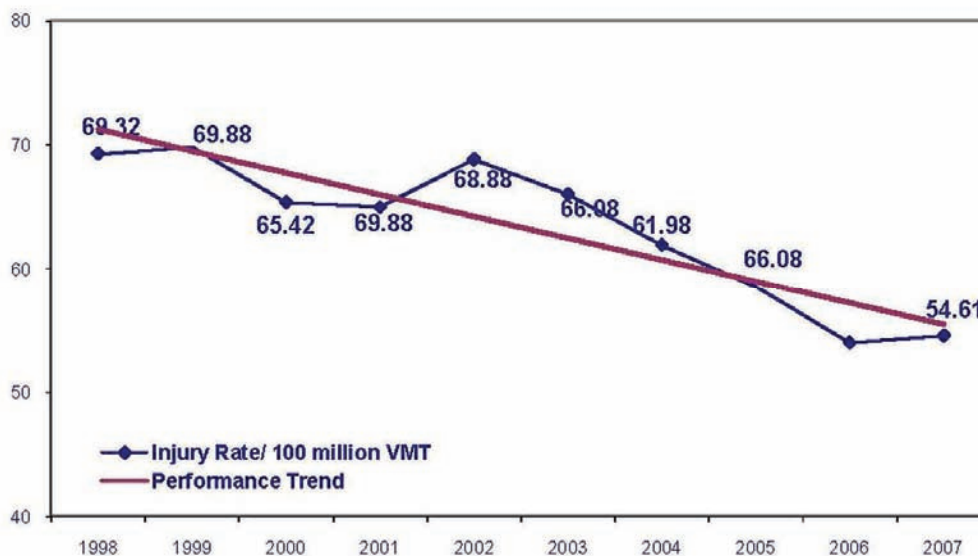
Goal: Reduce injuries



The number of injuries per year decreased from 4,917 in 1998 to 4,180 in 2007.

### Injury Rate per 100 Million Vehicle Miles Traveled (VMT)

Goal: Reduce injury rates per 100 million VMT

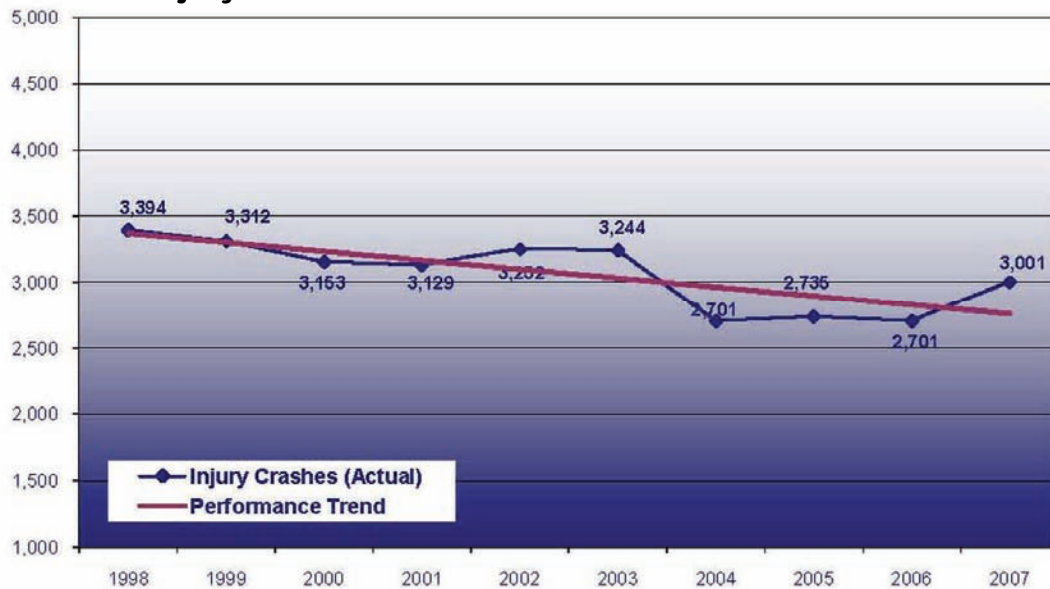


The injury rate per 100 million VMT decreased from 69.32 injuries per 100 million VMT in 1998 to 54.61 injuries per 100 million VMT in 2007.

## Performance Goals and Trends: A Decade in Review

### Injury Crash Numbers

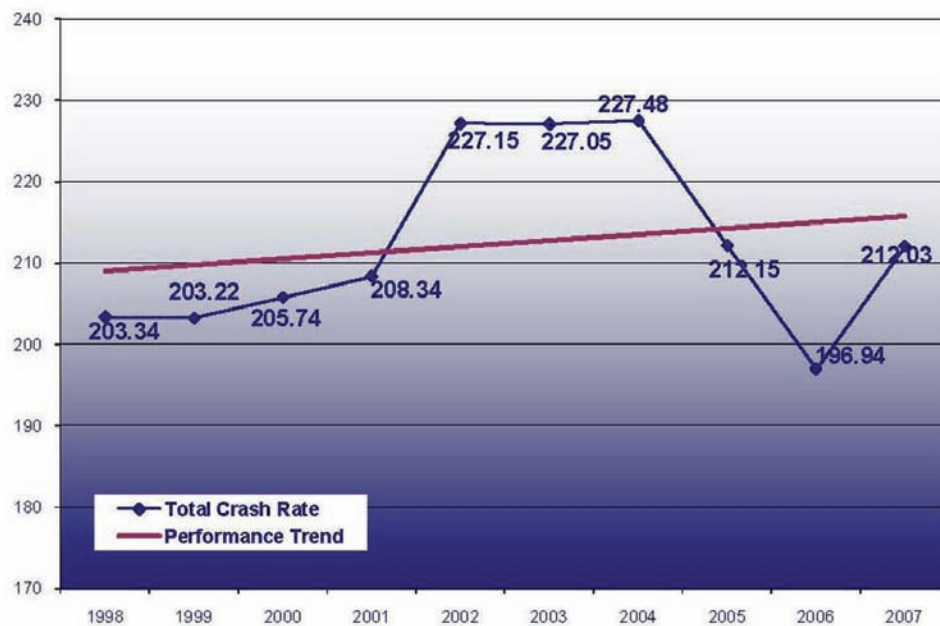
Goal: Reduce injury crashes



The number of crashes where occupants received injuries decreased from 3,394 in 1998 to 3,001 in 2007.

### Crash Rate per 100 Million Vehicle Miles Traveled (VMT)

Goal: Reduce crash rate

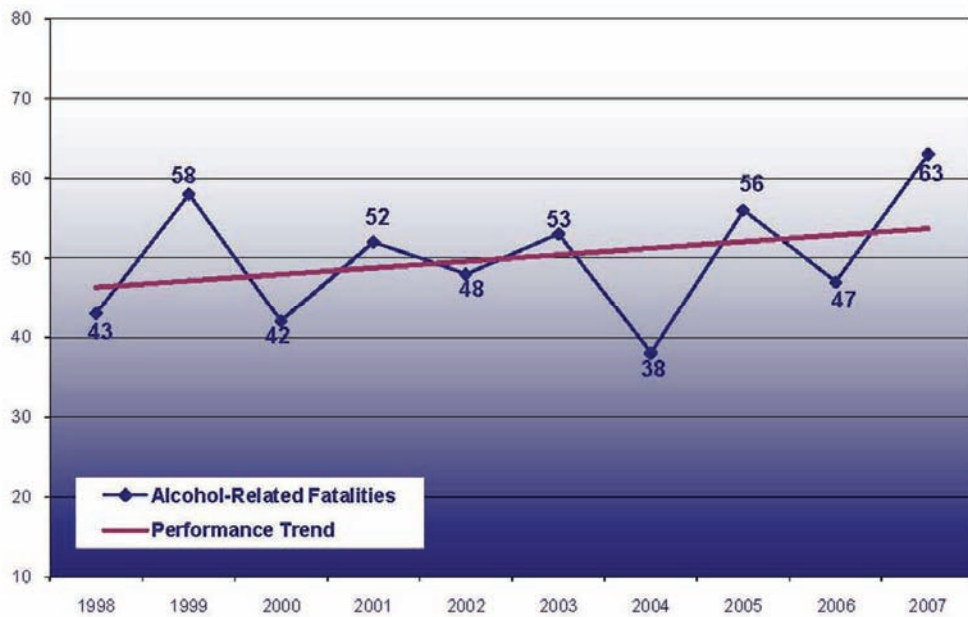


Crash rates per 100 million VMT over the past decade varied from a low point of 196.94 crashes in 2006 to a high point of 227.48 crashes in 2004. In 2007, there were 212.03 crashes per 100 million VMT.

## Performance Goals and Trends: A Decade in Review

### Alcohol-Related Fatalities 1998-2007

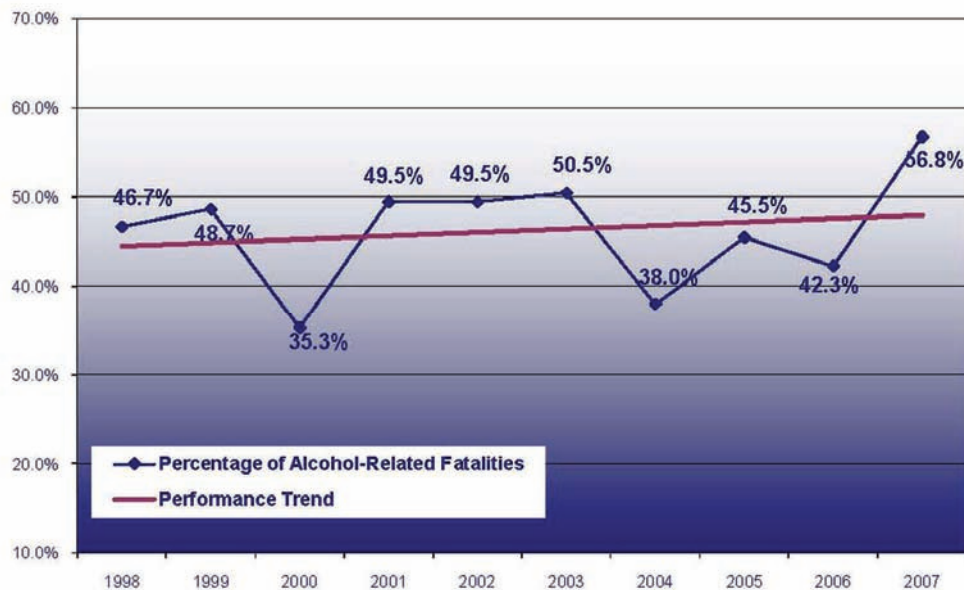
Goal: Reduce alcohol-related fatalities



In 2007, there were 63 alcohol-related fatalities in North Dakota. The lowest number of recorded alcohol-related fatalities was 38 in 2004.

### Alcohol-Related Fatalities as a Percentage of Total Fatalities

Goal: Reduce the percentage of alcohol-related fatalities

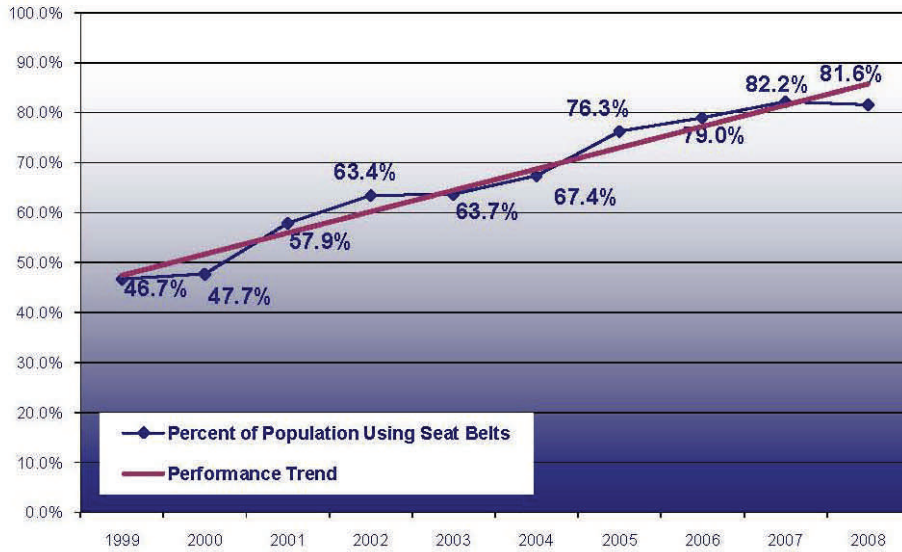


The percentage of alcohol-related fatalities in 2007 was 56.8 percent, an increase of 10.1 percent from 1998. The lowest percentage of alcohol-related fatalities in the last decade was 35.3 percent in 2000.

## Performance Goals and Trends: A Decade in Review

### Injury Crash Numbers

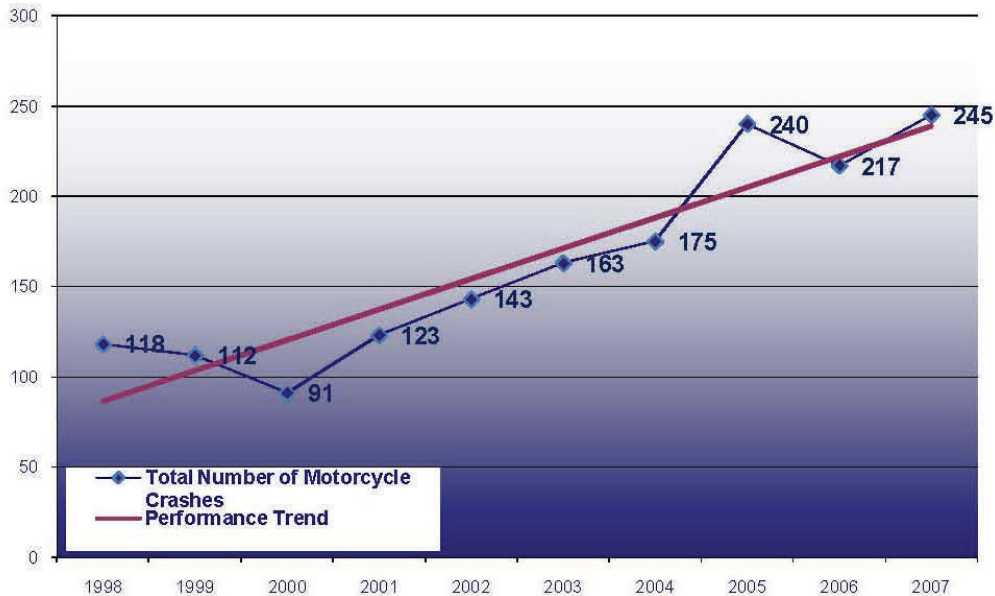
Goal: Reduce injury crashes



Seat belt use improved from 46.7 percent in 1999 to 81.6 percent in 2007. Seat belt use was statistically stable from 2007 to 2008.

### Motorcycle Crash Numbers

Goal: Reduce motorcycle crashes



Motorcycle crashes have steadily increased since 2000 when there were 91 crashes. In 2007, there were 245 crashes, the highest number in ten years.



## FY 2008 ACCOMPLISHMENTS

Through the efforts of the NDDOT and numerous traffic safety advocates across the state, the following traffic safety accomplishments occurred in FY 2008.

Statewide seat belt use was maintained at about 82 percent. In 2007, North Dakota achieved the highest seat belt use rate in North Dakota's history at 82.2 percent, but this rate decreased slightly to 81.6 percent in 2008. The decrease is likely due to the seat belt survey's sampling variability and may not confirm an actual decrease, but is indicative of a plateau in seat belt use in the state and the need for higher levels of intervention in this program area.

The TSO applied for and received Year 3 funding for the following grant programs to support traffic safety programming statewide.

- Section 410 (S410), *Alcohol Incentive*
- Section 408 (S408), *Traffic Safety Information System Improvement*
- Section 2010 (S2010), *Motorcycle Safety Incentive*

Notably, North Dakota was the first state in the nation to qualify for S410 funding under Criterion #7, *Administrative License Suspension or Revocation System*, by using data to prove that the state exceeds federal requirements for the length of driver's license suspension/revocation periods received by DUI offenders.

The TSO completed a NHTSA assessment of North Dakota's Occupant Protection (OP) program in October 2007 and made significant progress toward implementing some of the key recommendations from the assessment.

**Recommendation:** Convene a statewide occupant protection coalition with a broad representation of state level organizations and other key stakeholders that mirrors the strong relationships established at the local level.

**Progress:** North Dakota's Injury Prevention Coalition developed an OP subcommittee consisting of representation from law enforcement, the North Dakota Department of Transportation, the North Dakota Department of Health Division of Emergency Services and

Trauma, AAA of North Dakota, Safe KIDS, Safe Communities programs, the North Dakota Motor Carriers Association (NDMCA), the North Dakota Safety Council, St. Alexius and MedCenter One hospitals, Indian Health Services, and private entities. Representatives from the NDMCA, with support from various subcommittee members, have worked to draft a primary seat belt bill for North Dakota's 2009 legislative session.

**Recommendation:** Participate in a medical services study to be conducted by the Upper Great Plains Transportation Institute that will deliver cost figures for unrestrained motor vehicle crash victims hospitalized in North Dakota.

**Progress:** This medical services study has been initiated by the Upper Great Plains Transportation Institute and is anticipated to be complete during the legislative session. This study will report the medical costs of unbelted motor vehicle crash injuries and the impact of these injuries on the cost of health care and particularly the state's Medicaid program which accounts for one-third of the state's budget. The study information will likely be used to support the need for a primary seat belt law in the 2009 legislative session.



**Recommendation:** Conduct a statewide knowledge and attitude survey of North Dakota drivers to acquire information in support of public information campaigns, enforcement and legislation.

**Progress:** The TSO contracted with Upper Great Plains Transportation Institute to conduct statewide focus groups of North Dakota males ages 21-34. The focus groups collected information on participant's knowledge, attitude, behavior and beliefs around seat belt use and impaired driving. The focus groups results have served as a valuable resource to guide traffic safety programming.

**Recommendation:** Increase outreach efforts and foster improved relationships with Native American tribal leaders.

**Progress:** The TSO executed a contract with an agency with Native American expertise to provide liaison services between the NDDOT and North Dakota's four Tribal Nations (Standing Rock, Spirit Lake, Ft. Berthold, and Turtle Mountain) to plan, coordinate, and advance traffic safety programs on each reservation. The liaison agency will work with the NDDOT to: (1) collect baseline crash data from each tribe, (2) develop a Tribal Highway Safety Plan to identify and address specific crash problems on each reservation, and (3) identify alternate funding sources to implement the Tribal Highway Safety Plan.

The TSO partnered with NHTSA and Mothers Against Drunk Drivers (MADD) to conduct a Rural Law Enforcement Summit. The Summit provided training to law enforcement officers under contract with the TSO to conduct overtime enforcement of impaired driving. Forty-seven law enforcement officers participated in two one-day Summits. The primary Summit training topic was *Conducting Effective Enforcement Programs: (1) Low-Staffing Sobriety Checkpoints, (2) Multi-Agency Operations, (3) Data-Driven Deployment, and (4) Creative Enforcement Strategies* presented by Chief Michael Magnant, Portsmouth Police Department, Portsmouth, NH and Chief Ron Sager, Isanti Police Department, Isanti, MN. The Summit participant evaluations were very positive and the TSO has decided to conduct the Summit on an annual basis. North Dakota was the first state in the nation to conduct a Rural Law Enforcement Summit in partnership with NHTSA and MADD.

The TSO had significant success with continued deployment of the electronic crash reporting software, TraCS (Traffic and Criminal Software), to law enforcement agencies statewide. To date, 26 law enforcement agencies, including the North Dakota Highway Patrol, are using TraCS. As a result, 42 percent of crash reports received by the OTS are submitted electronically.

## FY 2008 PROGRAM SUMMARIES

### Impaired Driving

#### Objective

Reduce alcohol-related fatalities in North Dakota through prevention, education, and enforcement activities.

#### Noteworthy Programs

##### High Visibility Enforcement

During FY 2008, the TSO received NHTSA Section 410 funding as a High Fatality Rate (HFR) state. Fifty percent of HFR funding was earmarked for high visibility enforcement (HVE) as required by federal regulation. As a result, the TSO entered into enforcement contracts with 42 city and county law enforcement agencies and the North Dakota Highway Patrol to conduct impaired driving enforcement activities including saturation patrols and sobriety checkpoints through FY 2008. This is an increase of 22 law enforcement agencies from FY 2007.

Agencies were required to participate in the national **Drunk Driving. Over the Limit. Under Arrest.** campaign conducted over the Labor Day and the Christmas/New Year holiday and to conduct quarterly HVE activities scheduled around high-risk community events.

The North Dakota Highway Patrol conducted 17 sobriety checkpoints as the lead agency and committed 1,945 overtime hours to saturation patrols. There were 15 police departments and 27 sheriff's departments participating. These agencies cover more than 70 percent of North Dakota's population. All agencies combined for a total of 6,735 overtime hours and 995 alcohol-related citations through the year.

The Fargo Police Department (PD) collaborated with the Fargo District Highway Patrol and Mothers Against Drunk Drivers (MADD) to conduct five checkpoints resulting in three DUI arrests. Survey cards distributed to those who passed through the checkpoints showed broad public support for Fargo's efforts. Data collected by the Fargo PD shows that the checkpoints appear to be deterring impaired driving because fewer DUIs were issued during checkpoints than in prior years.



The

Three Affiliated Tribes COPS FAST program committed the most overtime hours (344 hours), followed by Fargo PD (308 hours). Three Affiliated Tribes was the only tribe to conduct impaired driving enforcement under contract with the TSO in FY 2008. The TSO did contact several other tribal law enforcement agencies for participation, but lack of law enforcement officers to commit the hours prohibited the execution of contracts.

## Other Alcohol Countermeasures

### Traffic Safety Resource Prosecutor

The TSO contracts for the services of a half-time Traffic Safety Resource Prosecutor (TSRP). The TSRP provides training, technical assistance, and resources to court personnel (prosecutors, judges, etc.) and law enforcement to assure appropriate prosecution and adjudication of DUI cases. In FY 2008, the TSRP provided training to over 225 individuals on various topics including: (1) *Mock DUI Trial Testimony*, (2) *Making Alcohol Enforcement Stick*, (3) *Testifying in Courtroom Proceedings*, and (4) *Innovative Approaches to Alcohol Enforcement*. The *Innovative Approaches to Alcohol Enforcement* training helped the TSO fulfill S410 programmatic criterion #2 for a *Prosecution and Adjudication Outreach Program* that met federal requirements.

The TSRP is a vital line of communication from the TSO to prosecutors and law enforcement and is considered a reliable source of information. As a result, the TSRP is often consulted regarding complex impaired driving cases, clarification of laws, and interpretation of supporting case law. For example, the TSO recently became aware that defense attorneys were using plea bargains as a means to obtain lesser sentences for DUI offenders through the courts and then requesting that law enforcement avoid scheduled administrative hearings so the administrative process and associated sanctions were dismissed. The TSRP was able to communicate to prosecutors and law enforcement that this practice was allowing the offender to avoid the immediate sanctions of the administrative process while also receiving lesser sentences through the courts. Awareness of this loophole in state law has led the prosecutor's association to draft a bill to close the loophole.



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## Safe Communities

The TSO promoted Alcohol Screening and Brief Intervention (SBI) through partnerships between the Safe Communities coordinators and the trauma coordinators throughout the state. SBI kits were purchased and distributed by Safe Communities coordinators to Level II Trauma Centers and college/university student health centers where SBI is conducted.

Two Safe Communities programs in North Dakota have SIDNEs (**S**imulated **I**mpaired **D**riving **E**xperience), a battery-powered vehicle that simulates the effects of impairment from alcohol or other drugs on a motorist's ability to drive. SIDNEs are intended for use at schools and other locations to educate drivers and/or soon-to-be drivers. The Safe Communities coordinators have trained several law enforcement officers and coalition members to operate the SIDNE to conduct SIDNE events in their communities. The SIDNE is rented through the Safe Communities programs to generate funds to assist the Safe Communities to become self-sustainable. To date, more than 2,000 North Dakotans have participated in SIDNE events. In addition, SIDNE has been requested by over 25 driver education teachers in north central North Dakota as a tool to teach students about the consequences of impaired driving.

## University Initiatives

The TSO provided funding to support and develop alternatives to alcohol activities on two university campuses – the North Dakota State University and the University of North Dakota, both in eastern North Dakota. These programs attracted more than 8,000 student participants. Evaluation data related to the number of annual alcohol-related citations on campus is being collected to determine whether alternative activities may be influencing alcohol consumption on these campuses.

The North Dakota Higher Education Consortium for Substance Abuse Prevention received funds through the TSO to conduct a project targeted to the parents of college/university freshman. The project involved the development and distribution of a handbook entitled, “*A Parent Handbook for Talking with Teens About Alcohol Before They Enter College.*” This project was evaluated in FY 2008 through a survey process with quantitative analysis completed by a research

analyst with Penn State. The survey results suggested that parental discussions can influence their children's choices about drinking and overconsumption. However, survey results also showed that the handbook had minimal impact with only two colleges experiencing marginal improvement with alcohol-related citations on campus.

## Compliance Checks and Beverage Server Training

Four law enforcement agencies received funds through the TSO to conduct alcohol compliance checks and server training programs in FY 2008: (1) Bismarck PD, (2) Jamestown PD, (3) Richland County Sheriff's Department, and (4) Burleigh County Sheriff's Department. Other communities conduct server training as required through city or county ordinances including Dickinson, Fargo, Grand Forks and Williston.

The TSO contracted with a consulting firm to develop a standardized Beverage Server Training curriculum for statewide use by Safe Communities programs and law enforcement. A toolkit was also developed to enable law enforcement and/or the Safe Communities coordinators to acquire support for server training from retail establishments, city council members, and county commissioners. As a result, the state hopes to increase the number of retail alcohol establishments participating in server training by ten percent each year. Currently, only about 450 of 1,425 licensed liquor establishments are participating.

## Native American Public Information Campaign

The TSO contracted with a communications firm to develop and distribute a traffic safety public information campaign applicable to North Dakota's Native American population. The campaign entitled *Up2Me* was developed in partnership with a Native American Tribal Advisory Committee with representation from each of the four North Dakota reservations. The *Up2Me* campaign addresses seat belt use and impaired driving and consists of a website (<http://goodhealthtv.com/up2me/>), an activity book, personalized calendars, educator resources, personal video testimonies, a poster/coloring contest, etc. Local Native American talent was used for campaign design and to develop each campaign component.

## Professional Education

The TSO conducted its' Fifth Annual Statewide Alcohol Forum in Bismarck on February 20-21, 2008. The Forum exists to build partnerships between community coalitions, law enforcement and college/university campuses for innovative approaches to alcohol prevention and programming. This Forum focused on underage drinking with sessions provided by both in-state and out-of-state experts in underage drinking issues. Agenda items included: (1) an opening address from the First Lady of North Dakota, (2) *The Legacy of Hope*, a theatrical one-woman drama portraying the real-life stress and chaos of substance abuse and its impact on the child and adult characters portrayed in the performance, (3) a SIDNE demonstration, (4) standardized server training program information, (5) presentations from law enforcement related to alcohol enforcement, (6) information about alcohol screening and brief intervention, and (7) a closing session entitled the *IT Factor* presented by Bob Upgren, a motivational speaker and chalk artist from North Dakota. The Forum drew 127 participants – the highest number of participants since the Forum's inception five years ago.

Funding was also provided for analyst training and to support a temporary forensic scientist to assist with training and other requirements related to upgrading the evidentiary-testing equipment. One analyst attended a training workshop/seminar on the *Intoxilyzer 8000* and is now qualified to repair, calibrate, and certify *Intoxilyzer 8000s* for North Dakota. A temporary forensic scientist was hired and attended maintenance/repair and instructor courses for the *Intoxilyzer 5000* and the *Intoxilyzer 8000*.



In February 2008, the TSO hosted a Rural Law Enforcement Summit in collaboration with NHTSA and MADD. This was a pilot effort by NHTSA and MADD to assist states to engage their rural law enforcement agencies to conduct overtime enforcement of impaired driving. Thirty-four law enforcement officers participated in two one-day Summits. The primary Summit training topic was *Conducting Effective Enforcement Programs: (1) Low-Staffing Sobriety Checkpoints, (2) Multi-Agency Operations, (3) Data-Driven Deployment, and (4) Creative Enforcement Strategies* by Chief Michael Magnant, Portsmouth Police Department, Portsmouth, NH and Chief Ron Sager, Isanti Police Department, Isanti, MN. North Dakota was the first state in the nation to conduct a Rural Law Enforcement Summit in partnership with NHTSA and MADD. Engaging rural law enforcement officers to be proactive in local enforcement is a high priority for the TSO; therefore, the TSO will continue to conduct the Summit annually.

The Drug Recognition Expert (DRE) program continued through FY 2008. There are currently 15 certified DREs in North Dakota and a DRE instructor with the North Dakota Highway Patrol. Several DREs attended the DRE Annual Conference, which is supported by the local agencies. The conference provides information on partnering with prosecutors, case preparation for the toxicologist, the affects of various drugs (marijuana, meth, dextromethorphan, etc.), and updates on the latest policies/procedures, innovative technology and research.

## Equipment

The Crime Laboratory Division, Toxicology Section, of the North Dakota Attorney General's Office, was funded through the TSO to purchase 16 *Intoxilyzer 8000s*, 44 Guth Simulators, 200 S-D5 preliminary breath test (PBT) screening devices, one hydrogen generator, and an upgrade for the Atlas Software System. The *Intoxilyzer 8000* is a portable evidentiary unit that is designed to be used in the field, such as during sobriety checkpoints, and allows officers to process impaired motorists on-site. Simulators are used to calibrate all breath testing devices in North Dakota. The S-D5 is easier to operate, calibrate, and maintain in the field and will enable the upgrade of existing technology in the field. Both the hydrogen generator and the Atlas Software System are used in the laboratory for analyzing blood-alcohol samples, and the generator increases the capacity of the laboratory to process more samples at the same time.

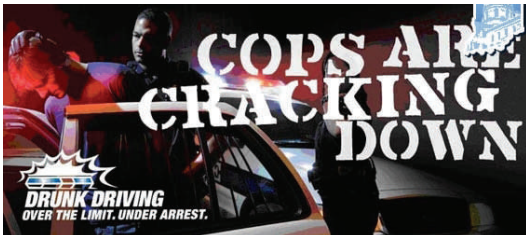
## Miscellaneous

Funds provided by the North Dakota Department of Human Services, Office of Juvenile Justice and Delinquency Prevention (OJJDP), allowed some law enforcement agencies to deter underage drinking through “Cops ’n Shops,” shoulder taps, and saturation patrols aimed at underage drinking.

## Future Strategies

Continue with HVE of impaired driving through:

1. Participation in the national ***Drunk Driving. Over the Limit. Under Arrest.*** campaign conducted over Labor Day and the Christmas/New Year holiday.
2. Overtime grants to law enforcement to conduct quarterly impaired driving enforcement activity including saturation patrols, sobriety checkpoints, compliance checks and server training.
3. Increased contracts with local law enforcement agencies that have historically not participated in impaired driving enforcement to further deter impaired driving through greater HVE on a statewide basis.



Conduct Rural Law Enforcement Summits to orientate new law enforcement agencies under contract with the TSO to grant management and effective impaired driving enforcement techniques. A Rural Law Enforcement Summit is scheduled for February 2009.

Market the recently standardized Alcohol Beverage Server Training program and increase participation in server training by alcohol establishments throughout the state.

Continue to fund community-based impaired driving prevention programs through Safe Communities programs, colleges/universities and other venues.

Develop a strategic plan to identify appropriate traffic safety intervention on North Dakota’s Native American reservations. The strategic plan will be developed in partnership with a liaison agency and each tribe to identify data-driven goals around impaired driving and interventions to be implemented to achieve the goals.

Actively participate as a member of the Governor’s Prevention Advisory Council and the State Epidemiological Outcomes Workgroup (SEOW) to identify gaps and leverage prevention resources on a statewide basis to deter underage drinking, alcohol abuse, impaired driving and other alcohol-related consequences.

Provide law enforcement with equipment grants to purchase in-car video or digital surveillance units to facilitate enforcement and adjudication of impaired driving offenders.

Build capacity within the Traffic Safety Resource Prosecutor (TSRP) program to provide further technical assistance and resources to law enforcement and judicial partners on a statewide basis to more effectively prosecute impaired-driving cases.

Support additional training and education to expand the DRE program within North Dakota. The additional training would place DRE certified officers in the more rural regions of North Dakota.



## OCCUPANT PROTECTION

Statewide public information and education (PI&E) programs continued to promote seat belt use on a statewide basis. Occupant protection (OP) program activities paralleled and complimented national campaigns during special emphasis periods. North Dakota's *Click It or Ticket* campaign served as the primary PI&E vehicle for seat belt programs.

### Objective

Increase statewide awareness, enforcement and correct use of occupant protection devices.

### Noteworthy Programs

North Dakota's *Click It or Ticket* (May Mobilization) campaign included 22 law enforcement agencies (city, county and state law enforcement) conducting HVE statewide from May 18-30, 2008. Participating law enforcement agencies accounted for just 13 percent of the total number of law enforcement agencies in the state but covered 50 percent of the statewide population. The agencies worked 1,920 hours of overtime and issued a total of 2,817 citations (1.47 citations/hour) with 1,133 OP citations issued (0.64 citations/hour). The TSO's media vendor coordinated the paid and earned media for the *Click It or Ticket* campaign. Media placement exceeded NHTSA's recommended Gross Rating Point (GRP) level of six hundred. Combined media buys, negotiated in-kind match and the waived agency discount buys resulted in 14,141.5 GRPs. A total of \$107,532 of negotiated in-kind match and waived agency discounts enhanced the paid media.

The TSO completed a NHTSA assessment of North Dakota's OP program and made significant progress with implementing priority recommendations from the assessment (see *FY 2008 Accomplishments* for more information).

And, the TSO contracted with a communications firm to develop and distribute a traffic safety public information campaign applicable to North Dakota's Native American population. The campaign entitled *Up2Me* was developed in partnership with a Native American Tribal Advisory Committee with representation from each of the four North Dakota reservations. The *Up2Me* campaign addresses seat belt use and impaired driving and consists of a website (<http://goodhealthtv.com/up2me/>), an activity book, personalized calendars, educator resources, personal video testimonies, a poster/coloring contest, etc. Local Native American talent was used for campaign design and to develop each campaign component.



The TSO continued its' partnership with the North Dakota Department of Health (NDDH), Safe Communities programs, and state and local law enforcement agencies to increase public awareness and promotion of proper use of OP devices through routine distribution of education materials. The NDDH, under contract with the TSO to administer the Child Passenger Safety (CPS) program, provided technical assistance and resources to the public related to child restraint devices and North Dakota's CPS law. Earned media was generated through OP partners through media interviews with radio, television, and news media on these topics.

The CPS goal is to increase the use of car safety seats, booster seats, and seat belts by infants, toddlers, children and tweens (children age eight through 12). The following activities were conducted by the CPS program in FY 2008.

- Integrated CPS education as a routine component of other programs including Women, Infant and Children (WIC), immunization, pre-school screening, and other programs. This was completed through use of a variety of materials including audiovisual aids, exhibits, etc.
- Participated in national *CPS Month* activities through the development and distribution of CPS education materials and resources to over 75 agencies reaching nearly 20,000 people. Participating agencies included Safe Communities programs, local law enforcement agencies, local public health agencies, child care providers, WIC programs, Head Start programs, Safe KIDS North Dakota and schools. The number of individuals reached with CPS information decreased dramatically from FY 2007 due to the movement of *CPS Month* from February to September which has impacted school participation. At the time of this report, just 38 of 75 agency evaluations were returned. Agency evaluations will assist the TSO to identify opportunities for improvement with subsequent *CPS Month* activity.
- Promoted the ***Boost, Then Buckle*** campaign to encourage the use of booster seats for children from 40 to 80 pounds.
- Purchased and provided car seats and supplies to local agencies to distribute to families in their communities. A total of 1,737 car seats were purchased (802 convertible seats, 502 combination seats, 302 backless boosters, 88 infant seats, 15 forward facing seats, 8 Hippo special needs seats, and 20 Dream Ride car beds). The seats were provided to 41 distribution programs including four Native American reservations and one Indian Health Service (IHS) unit. Approximately \$10,000 worth of car seats was distributed to the reservations and IHS (Spirit Lake [50 seats], Three Affiliated Tribes [68 seats], Turtle Mountain [52 seats], Standing Rock [52 seats], and Trenton IHS [50 seats]).
- Coordinated car safety seat checkups throughout the state in partnership between the NDDH, Safe Communities programs and auto dealerships. The NDDH assisted with 86 car seat checkups, inspecting 1,303 car seats.
- Conducted a variety of CPS workshops and courses including four 32-hour NHTSA standardized courses with 57 participants and 53 participants completing all course requirements. And, conducted 26 other CPS workshops throughout the state with over 850 participants attending.
- Assisted certified CPS technicians to maintain their certification.
- Worked with Safe KIDS North Dakota on the *Community Package* pilot program to enhance CPS awareness and create self sustainability of car seat checkups in rural North Dakota communities. *Community Package* used regional CPS advocates and resources to educate the public and local law enforcement about CPS programs. The pilot proved successful with promoting car seat checkups but less successful with law enforcement training due to a lack of officer participation in a 32-hour CPS Technician course.
- Conducted CPS observation surveys in 10 communities and identified the following percentages of children restrained with either a car seat, booster seat or seat belt: (1) 98.7 percent of infants, (2) 92.9 percent of toddlers ages 1-5, (3) 80.1 percent of children aged 6-10, and (4) 87.2 percent of children younger than age 11.
- Conducted a self-reported, multiple choice survey to measure seat belt use practices and attitudes of children ages eight through 12 (tweens). The survey was conducted at the North Dakota State Fair with 145 youth completing the survey. The survey showed that the majority of youth wore their seat belts every time they got into a car and most indicated they rode in the back seat rather than the front seat.



## Future Strategies

Participate in the national *Click It or Ticket* campaign (May Mobilization) in FY 2009.

Conduct outreach through *Safe Communities* programs to rural counties with higher rates of unbelted serious injuries and fatalities to develop and implement OP projects.

Develop a strategic plan to identify appropriate traffic safety intervention on North Dakota's Native American reservations. The strategic plan will be developed in partnership with a liaison agency and each tribe. The strategic plan will identify data-driven goals, objectives and interventions to be implemented to achieve the goals.

## POLICE TRAFFIC SERVICES

### Objective

Support North Dakota law enforcement agencies to reduce traffic violations and crashes and to promote traffic safety.



### Noteworthy Programs

The North Dakota Peace Officer Association (NDPOA) Traffic Safety Committee is involved in an advisory capacity related to the Police Traffic Services (PTS) program area. The committee is comprised of nine state and local law enforcement officers from around the state and provides the TSO with: (1) technical assistance regarding enforcement or related activities, and (2) review of equipment and enforcement grant proposals submitted by state and local law enforcement agencies with recommendations on grant recipients and award amounts.

In FY 2008, funding was provided to ten local law enforcement agencies to purchase twelve radar units. In addition, funding was provided

to the North Dakota Highway Patrol for the purchase of radar/LIDAR units.

The ASSISTS (Alcohol, Seatbelt, and Speed Intervention to Support Traffic Safety) incentive program entered its' third year. ASSISTS recognizes law enforcement agencies for extraordinary efforts in traffic safety. Agencies submit an application documenting their efforts in enforcement, media, public information and education, and continued training of staff. The applications are reviewed by TSO staff. The TSO presented two ASSISTS awards in FY 2008. The awards were presented to the following law enforcement agencies during county commission or city council meetings: (1) Traill County Sheriff's Department, and (2) Beulah Police Department. The ASSISTS incentive program will continue in FY 2009.

North Dakota's Law Enforcement Liaison (LEL), Capt. Mike Argall of the Cass County Sheriff's Department, works on an informal basis (i.e., not under contract with the TSO) to gain support from city and county law enforcement agencies to conduct traffic safety activities within their jurisdiction. Capt. Argall addresses various concerns with the agencies including whether they have the staff to commit to traffic safety or whether they have support from their city or county commissioners to conduct enforcement programs. Capt. Argall promotes the ASSISTS incentive program to agencies that are not under contract with the TSO to encourage them to conduct traffic safety activity for recognition through the program. Capt. Argall made several contacts in the eastern part of the state with chiefs and sheriffs of several counties. The informal arrangement between the TSO and Capt. Argall to provide LEL services without cost to the TSO speaks to the dedication of Cass County Sheriff's Department, and many other law enforcement agencies throughout the state, and their commitment to traffic safety.

Funding was provided to Cass County Sheriff's Department for travel expenses for Capt. Argall to attend LEL events sponsored by NHTSA. Capt. Argall attended a LEL meeting in Denver in February 2008.

## Future Strategies

The TSO will work with the North Dakota Highway Patrol, the LEL and the TSRP to provide training to rural law enforcement agencies on Standardized Field Sobriety Testing (SFST), the NDDOT's administrative hearing process, completing accurate and complete *Report and Notice* forms for DUI processing, and Intoxilyzer training. The vast majority of law enforcement officers have had SFST training but many have requested an SFST refresher course. The SFST refresher course would also incorporate the administrative hearing process and Intoxilyzer training to assure broad applicability.

The LEL will increase contacts with law enforcement agencies throughout the state in FY 2009 and work with the TSO to develop an innovative plan for multi-jurisdictional enforcement in rural North Dakota. Multi-jurisdictional enforcement will benefit rural law enforcement agencies with limited resources and assist them to assure enforcement efforts are highly visible within the jurisdiction.

The TSO will address speed management as a separate and distinct program area in FY 2009. S402 funds have been allocated to support speed management interventions including a HVE campaign scheduled to occur in September 2009. The national *Obey the Sign or Pay the Fine* campaign slogan will be used.

Further develop and market the ASSISTS incentive program.

Continue to provide training to law enforcement related to the enforcement and adjudication of traffic safety laws.

Continue to provide funding for law enforcement to purchase equipment needed to conduct speed enforcement, seat belt, and child restraint enforcement.

## EMERGENCY MEDICAL SERVICES

The North Dakota Department of Health Division of Emergency Medical Services and Trauma (DEMST) was funded through the TSO to advance the delivery of emergency medical services (EMS) to motor vehicle crash trauma victims through training to EMS providers statewide.

Training EMS providers in North Dakota poses many challenges. Ninety-five percent of EMS providers are volunteers resulting in a high level of attrition and with North Dakota's population decreasing and shifting from rural to urban areas, there are fewer people in the potential pool of volunteers to staff rural EMS services. Volunteers in rural areas also tend to be older.

DEMST staff are responsible to provide training, testing, and certification for EMS personnel statewide.

## Objective

Provide support and training for North Dakota's Emergency Response System.



## Noteworthy Programs

The following courses were conducted in FY 2008:

- North Dakota Automobile Extrication (NDAE) Course
- First Responder Course
- Emergency Medical Technician-Basic (EMT-B) Course
- Emergency Medical Technician-Intermediate (EMT-I) Course
- Emergency Medical Technician-Paramedic (EMT-P) Course
- Emergency Medical Services (EMS) Instructor Course
- Emergency Vehicles Operations (EVO) Course

Depending upon the level of the course, a local or centralized practical examination test site is prepared. On January 1, 2007, a computer-based testing (CBT) exam was adapted, and three sites were set up.

CBT replaces the written test and offers more convenience for the individual taking the test and a more secure testing method. CBT has improved the delivery of cognitive examinations and additional test sites were established in 2008.

The Emergency Medical Services Advisory Committee (EMSAC), formed in late 2003, met twice in 2008 to determine “reasonable EMS” standards as required by the 2007 legislative session and assisted to prioritize the recommendations received from a NHTSA EMS Assessment conducted in April 2008.

The EMSAC continues to be a valuable asset to determine goals and direction for EMS in North Dakota.

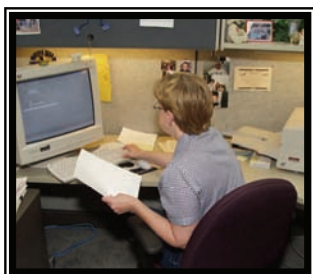
In FY 2008, the TSO provided funds to DEMST to support a full-time data analyst position to manage EMS system data including the North Dakota Trauma Registry and the Statewide Online Ambulance Reporting (SOAR) system. This allows the TSO and traffic safety partners improved access to EMS systems data that is accurate, complete and timely. This position is funded through NHTSA S408 funds.

### Future Strategies

Continue to provide funds to DEMS to support the training of EMS providers on a statewide basis and for the data analyst position.

### TRAFFIC RECORDS

Effective traffic safety intervention is contingent on accurate, timely, and complete traffic records. Traffic records data includes crash and drivers license records. These data are continually analyzed to monitor existing traffic safety trends or to identify emerging trends. Access to the crash records and the capability to query multiple factors simultaneously is necessary to conduct effective crash trend analyses.



### Objectives

Analyze and use state, regional, and local crash data to determine appropriate traffic safety intervention.

Establish and maintain accurate, reliable, and consistent data collection, analysis, and reporting processes.

### Noteworthy Programs

North Dakota’s Traffic Records Coordinating Committee (TRCC) continued to work toward the objectives of the state’s Traffic Records Strategic Plan (Plan). The Plan was revised and approved by the TRCC following a NHTSA Traffic Records Assessment (TRA) completed in March 2006 with the majority of the significant recommendations from the TRA incorporated into the Plan. The revised Plan includes projects to address timeliness, accuracy, completeness, uniformity, integration, and accessibility of the Crash Reporting System (CRS), driver system, vehicle system, adjudication/court system, roadway information quality system, and injury surveillance system.

The TSO continued to deploy TraCS (Traffic and Criminal Software), North Dakota’s electronic crash reporting system, through FY 2008. The TSO worked with an information technology (IT) vendor to install TraCS software at the local level, train law enforcement officers and administrative staff, and provide IT support for agencies using TraCS. TraCS installations and trainings were provided to 16 law enforcement agencies (seven police departments and nine sheriff’s departments) in FY 2008.

Also, 40 additional officers from the Fargo Police Department were trained on TraCS use to advance the agency to 100 percent electronic reporting.

North Dakota currently has 41 law enforcement agencies using TraCS for electronic submission of crash reports to the NDDOT. And, four of these agencies are also using TraCS to electronically submit citation data to the courts. Approximately 55 percent of all crash reports received by the NDDOT are electronic.

In August 2007, the TSO published the *North Dakota 2007 Crash Summary* which combines numerous crash analysis documents into a single comprehensive analysis of annual and historical crash data in North Dakota. This document has been a valuable reference for the TSO and traffic safety partners for program identification, planning, evaluation, and media inquiries. The document is available on the NDDOT website at: <http://www.dot.nd.gov/divisions/dlts/tsmanuals.htm>.

## Future Strategies

Continue to:

- Convene quarterly meetings of the TRCC.
- Enhance TraCS and the CRS to facilitate timeliness, accuracy, completeness, uniformity, integration, and accessibility in crash reporting.
- Implement projects from the Traffic Records Strategic Plan, with immediate focus on a project to convert the NDDOT's current node-based crash location to a Geographic Information System (GIS)-based location. This will assure more accurate crash locations. Five years of historical crash data will be converted from node to GIS locations.

## MOTORCYCLE SAFETY

The North Dakota Motorcycle Safety Program (NDMSP) exists to keep North Dakota's roadways safe for motorcyclists. The TSO contracts with ABATE of North Dakota, Inc. (ABATE), to administer the NDMSP. ABATE is responsible to coordinate local and mobile motorcycle training courses to assure statewide access to training by the public. The NDMSP prepares motorcyclists who participate in the course to develop skills and attitudes to assist them to reduce their riding risk.

## Objective

Provide training and education to motorcyclists to decrease motorcycle crashes, injuries and fatalities in North Dakota.

## Noteworthy Programs

In FY 2008, ABATE employed 30 rider coaches statewide and provided them training in preparation for the training season which begins in May. The rider coaches taught 232 courses with a total of 2,300 students – a 5 percent increase in student participation from the previous year. Ten dollars from each motorcycle registration went to the state's motorcycle education fund to support the training costs of the NDMSP.

During the riding season, ABATE continued to promote May as *Motorcycle Safety and Awareness Month* with sponsorship of a motorcycle safety public service announcement (PSA). ABATE worked with MidContinent Communications to secure more than \$200,000 in contributions to promote this campaign.

ABATE also administered the *Share the Road* campaign, a national campaign designed to remind drivers to be cognizant of motorcycle riders during the busier riding months. The *Share the Road* television paid media spot aired via Midcontinent Cable and the station provided an additional \$10,000 in-kind donations to expand the reach of the message.

ABATE partnered with the North Dakota National Guard (NDNG) to develop a motorcycle safety program for military personnel that met the U.S. Department of Defense requirements. The program allowed the NDNG to achieve record numbers for motorcycle training of their personnel and has been reviewed with great enthusiasm from the National Headquarters in Washington, D.C. ABATE is in the process of working on an agenda with the NDNG for several marketing and safety campaigns in North Dakota. The NDNG has opened Camp Grafton Post to conduct the training program.

During the 2008 riding season, three additional rider coaches were trained and three more candidates are participating in a rider coach mentoring program and will be fully certified by the spring.

A total of six new motorcycles were added to the fleet. ABATE continued to show their commitment to the program by contributing a total of \$155,200 in in-kind contributions.



## Future Strategies

Apply for Year 4 of NHTSA's S2010 *Motorcycle Safety Incentive* grant to build further capacity within the NDMSP.

Continue the *Share the Road* awareness campaign during the FY 2009 riding season.

Continue to add rider coaches through the rider coach mentoring program.

Add scooters to the Basic Rider Course training and develop a scooter awareness public information campaign.

Develop a NDNG motorcycle safety media campaign. .



## SAFE COMMUNITIES

Traffic safety programs in North Dakota are advanced to the local level through a network of community-based Safe Communities coalitions.

### Objective

Promote and support community-based, traffic safety and injury prevention networks and programs.

### Noteworthy Programs

Safe Communities programs are data-driven, evaluation-based and incorporate the following seven elements of a Safe Community into their processes: (1) use of multiple data sources, (2) citizen involvement, (3) expanded partnerships,

(4) comprehensive injury prevention and control, (5) program planning, (6) program effectiveness, and (7) self-sufficiency.

Safe Communities programs gather local data to prioritize injury problems and determine appropriate intervention. The intervention is delivered through grassroots efforts of local citizens serving on Safe Communities coalitions. The program ownership resultant from grassroots involvement has helped to develop local capacity to conduct statewide and community-level traffic safety projects. In North Dakota, there are seven regional and three county-based Safe Communities programs serving each of North Dakota's 53 counties as follows.

- **Southwest Coalition of Safe Communities** – Stark, Dunn, Billings, Golden Valley, Slope, Bowman, Adams, and Hettinger
- **Region I Safe Communities Coalition** – Williams, Divide, and McKenzie
- **Region VII Safe & Drug Free Communities Coalition (Region VII)** – Burleigh, Morton, Oliver, Mercer, McLean, Sheridan, Kidder, Emmons, Sioux, and Grant
- **Safe Communities of North Central North Dakota** – Ward, Bottineau, Burke, Mountrail, McHenry, Pierce, and Renville
- **Region III Safe Communities** – Rolette, Towner, Cavalier, Ramsey, Benson, and Eddy
- **Sheyenne Valley Safe Communities** – Barnes, Griggs, Steele, Stutsman, Foster, Wells, LaMoure, Dickey, McIntosh, Logan and Ransom
- **Northern Valley Safe Communities** – Grand Forks, Nelson, Walsh, and Pembina
- **Safe Communities Coalition of the Red River Valley** – Cass
- **Trail County** – Trail
- **Head of the Red Safe Communities** – Richland and Sargent

Safe Communities programs are supported through the TSO with technical assistance and resources. The TSO also contracts with a consulting firm to provide consultation and outreach coordination to each Safe Communities coordinator and coalition. Consultation services are targeted to data collection and analysis, council development, citizen involvement, and program planning and evaluation.

The North Dakota Safe Communities website, [www.safecommunities.org](http://www.safecommunities.org), is an increasingly popular site. This website is mainly used by Safe Communities' coordinators, coalition members, and injury prevention professionals.

## Future Strategies

Safe Communities programs will:

Develop capacity in the rural counties within their service region with the highest rates of motor vehicle fatalities and serious injuries to more effectively target traffic safety intervention for greater impact.

Continue to develop partnerships with the four Indian reservations and provide technical assistance and resources to advance traffic safety programs on the reservations.

Work with the TSO to advance all traffic safety programs and public information campaigns to the local level.

## MEDIA

### Objective

Increase public awareness related to traffic safety problems.

### Paid and Earned Media

Paid and earned media are integral to the success of traffic safety programming. FY 2008 media efforts focused primarily on seat belt use and impaired driving and throughout FY 2008, North Dakota continued to use *Click it or Ticket* and *Drunk Driving. Over the Limit. Under Arrest.* as primary messages during enforcement periods.

The following social-norming messages were used during non-enforcement periods.

***Buzzed Driving is Drunk Driving.  
Will 1 more be 1 too many?  
Designate a Driver and Live.  
Buckle Up. Every Trip. Every Time.***

Media buys and in-kind match were negotiated based on the promotional strategy and target audience identified by NHTSA and the TSO for each campaign period. All media purchase decisions were based on Nielson, Arbitron, and Scarborough ratings, as well as counsel from NHTSA and the TSO. A primary target audience for each campaign was male pickup truck drivers aged 18-34. This population has low seat belt use and higher impaired driving rates than other populations in the state.

The table on the following page shows the media campaigns that were conducted through FY 2008.



Event	Dates	Message	Campaign Type
National Drunk and Drugged Driving (3D) Prevention Month	December 1-31, 2007	<b>Designate a Driver and Live.</b>	Impaired driving – social-norming
National Holiday Crackdown	December 14, 2007-January 1, 2008	<b>Drunk Driving. Over the Limit. Under Arrest.</b>	Impaired driving – enforcement
Super Bowl	January 28-February 4, 2008	<b>Will 1 more be 1 too many?</b>	Impaired driving – social norming
St. Patrick's Day	March 10-17, 2008	<b>Buzzed Driving is Drunk Driving.</b>	Impaired driving – social-norming
4 <sup>th</sup> of July	June 22-July 6, 2008	<b>Will 1 more be 1 too many?</b>	Impaired driving – social-norming
North Dakota State Fair	July 15-31, 2008	<b>Will 1 more be 1 too many?</b>	Impaired driving – social-norming
National Labor Day Crackdown	August 15-September 1, 2008	<b>Drunk Driving. Over the Limit. Under Arrest.</b>	Impaired driving – enforcement
National Memorial Day Mobilization	May 19-June 1, 2008	<b>Click It or Ticket.</b>	Occupant protection – enforcement

## Trees to note accident victims

Elementary students across the state will encourage sober driving by constructing trees that feature 111 snowflakes — each of them representing one of the 111 people who died in North Dakota vehicle crashes last year.

The trees will be featured in Kirkwood Mall, the Capitol and the North Dakota Department of Transportation office until Dec. 30. The trees are painted silver and have bare branches to symbolize the loss of life, said Linda Butts of the transportation department.

Of the 111 fatalities in 2007, 63 involved alcohol. Sixty-five drivers were not wearing seat belts, according to the transportation department.

Lt. Mike Gerhardt of the North Dakota Highway Patrol said December is the most dangerous month for driving, because many people get behind the wheel after drinking at holiday celebrations.

Gerhardt urged drivers to plan ahead if they do decide to drink.

“If you make a poor decision, it can cost you your life or others,” he said.

— Brian Duggan

Bismarck Tribune, ran Nov. 26, 2008



*In 2007, 111 special lives were lost in car crashes across North Dakota.*

*Most of these deaths occurred because someone was drinking and driving, or did not wear a seat belt.*

*The bare tree branch, used in contrast to an evergreen, symbolizes the loss of life. Each snowflake, crafted by area school children, represents the uniqueness of each life lost.*

*The North Dakota Department of Transportation wants you to celebrate many more holidays.*

- ★ Always designate a driver if you plan to drink.
- ★ Always buckle up.
- ★ Every trip. Every time.

For each media campaign, the TSO worked with a media consultant to develop promotional plans that included defined partnerships and collateral materials to be used by the TSO, Safe Communities programs and other traffic safety partners during outreach activity to assure campaign messages were consistent and widespread.

Extensive earned media for each campaign was garnered by Safe Communities programs, law enforcement and other traffic safety partners through PSAs, news releases, news conferences, live radio or television remotes, and other earned media activities.

The TSO also provided funding to support the Fargo Police Department's (PD) paid media efforts to inform the public of sobriety checkpoints to be conducted in Fargo. The local media was no longer providing proper placement and attention to the PD's checkpoints and subsequently the public was not fully informed prior to each checkpoint. The paid media consisted of indoor advertising and billboards and was considered successful in providing the necessary visibility of the checkpoints. DUI citations during checkpoints decreased as a result.

#### ***Click It or Ticket.***

In-kind partnerships developed for the 2008 Memorial Day Mobilization valued \$91,075.04. The enhanced total value of media buy for Memorial Day Mobilization was nearly 100 percent.

- A. Media Buy: \$100,408.56
- B. Negotiated In-Kind match: \$91,075.04
- C. Waived Agency Discounts: \$16,457.63
- D. Total Value of Media Buy: **\$207,941.23**

#### ***Drunk Driving. Over the Limit. Under Arrest. and other Impaired Driving Campaigns***

In-kind partnerships developed for the FY 2008 impaired driving campaigns valued \$136,172.86. Using population estimates from the 2000 US Census Bureau, every person in North Dakota has seen or heard alcohol-themed traffic safety messages over 26 times during the contract year.

The enhanced total value of media buy for Memorial Day Mobilization was about 90 percent.

- A. Media Buy: \$94,717.74
- B. Negotiated In-Kind match: \$71,038.90
- C. Waived Agency Discounts: \$15,650.80
- D. Total Value of Media Buy: **\$181,407.44**

#### ***Will 1 more be 1 too many?***

The "Will 1 more be 1 too many?" campaign was launched in FY 2008 during Independence Day holiday promotion. The campaign included paid and earned media (television and radio) and print materials.

"Will 1 more be 1 too many?" was developed as a social-norming message and used the "Buzzed Driving is Drunk Driving" nationally-recognized tagline. The campaign message encouraged individuals to understand when they have had too much to drink to avoid driving impaired.

A campaign poster is shown below:





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**Parents LEAD (Listen, Educate And Discuss Alcohol with Your Kids)**

The Parents LEAD (Listen, Educate, and Discuss Alcohol) program was developed by the TSO and launched in FY 2005. The program provides parents/adults with resources and information to candidly discuss with youth the dangers and consequences of underage drinking and alcohol poisoning.



It is proven that parents are the greatest influence on their children's perceptions, attitudes, behaviors and beliefs. It is important that parents understand the risks and support a zero tolerance policy regarding underage drinking.

The Parents LEAD program conducted several promotions during FY 2008. A spring promotion was conducted during Class B boys and girls basketball playoffs and championships, prom, and spring break. The promotion included network television advertising and in-kind display advertisements distributed to statewide partners. The fall promotion was a "back to school" awareness program.

The Parents LEAD program also reached out to college-aged youth to inform them of the consequences of overconsumption and impaired driving.

The Parents LEAD spokesperson, Anne Buchanan, whose son died of alcohol poisoning in 2004, made several presentations at North Dakota schools throughout the year. Anne has presented to over 3,000 people across the state about the dangers of Power Hour and binge drinking.

Throughout the past two years, Parents LEAD has secured partnerships with and support from

nearly 20 organizations and businesses statewide, including: Blue Cross Blue Shield of North Dakota, the North Dakota Association of Insurance and Financial Advisors, the North Dakota Council of Educational Leaders, the North Dakota Department of Instruction and more.

The program also operates a Parents LEAD program website – [www.parentslead.org](http://www.parentslead.org) – that provides additional information for parents, teachers and the public. There were 1,876 unique visitors to the Parents LEAD website in 2008 – an increase of 237 percent from 2007.

OTHER CAMPAIGN MATERIALS

If not for yourself,  
do it for  
**him.**



**DO BUCKLE**  
**DON'T BOOZE**

Always wear your safety belt.  
Never drive distracted or impaired.

You are **4** times more likely  
if you are **ejected** to die in a crash  
from your vehicle.

Always wear your safety belt. **OR TICKET.**

Is someone waiting for  
you to come home?

If not for  
yourself,  
do it for  
**him.**

Always wear your safety belt. **DO BUCKLE**  
Never drink and drive. **DON'T BOOZE**

**Parents**  
underage  
**drinking**  
is illegal.

Parents Listen, Educate And Discuss **LEAD**  
alcohol with your kids.



Traffic Safety

**Parents:**  
underage  
**drinking**  
is illegal.

Parents Listen, Educate And Discuss **LEAD**  
Alcohol with Your Kids

For more information, go online to: [www.ParentsLEAD.org](http://www.ParentsLEAD.org)




- First kiss
- First car
- First beer

If you miss talking about  
this part of her life, you could  
miss an opportunity to save it.

Need help?  
**Parents**  
**LEAD**  
Listen, Educate And Discuss  
Alcohol with Your Kids  
[www.ParentsLEAD.org](http://www.ParentsLEAD.org)

## NOTEWORTHY PROGRAMS

### Sheyenne Valley Safe Communities Coalition “YIELDD Program”

#### Target Group

Juvenile Offenders

#### Program Area

Traffic Safety/ Safe Communities

#### Problem Statement

North Dakota Legislature moved specific juvenile traffic offenses from a citation process to a juvenile court process. With this new process, the only traffic offenses for which the juvenile courts could impose fines were DUIs. In response to this change, there was a need for a program that would provide an alternate solution for dealing with juvenile traffic offenders. The Court Officer II, who is in charge of five counties in the Valley City area, requested assistance from the Sheyenne Valley Safe Communities Coalition.

#### Objective

To develop an educational program that would address traffic violations with first-time juvenile offenders and prevent these juveniles from repeating or committing other traffic offenses.

#### Strategies

The YIELDD program, “Young Individuals Establishing Logical Driving Decisions,” was the solution developed by the Sheyenne Valley Safe Communities Coalition:

The Court Officer II refers first-time juvenile offenders to the YIELDD program.

The juvenile is given a brochure that explains the program, contains instructions for completion, and includes a Parent-Teen Driving Agreement.

The Parent-Teen Driving Agreement must be signed by the juvenile and his/her parents(s) and submitted for record, upon attending the program.

The juvenile must call the Sheyenne Valley Safe Communities Coordinator to schedule a time to complete the program.

To successfully complete the YIELDD program the juvenile must: (1) pay a fee of \$25.00, (2) complete a questionnaire about knowledge of traffic safety messages and programs, knowledge of laws, parental consequences, and personal perceptions, (3) view a video that addresses various traffic safety issues, (4) complete one essay explaining his/her offense, how and why it occurred, and how to avoid future traffic offenses, and (5) complete a second essay describing how the offense could have impacted someone else and how the offense personally affected the juvenile.

#### Results

The \$25 fee makes the program self-sustaining and adds a monetary deterrent.

The YIELDD program has been instituted in five counties, and there have been questions about the program from juvenile court officers in neighboring counties.

The youth respond well to the program, and the essay requirements put a lot of thought into the consequences of their actions.

Recidivism tracking indicates there have been no repeat offenders to date.

#### Cost

The fee of \$25 covers the cost of printing of the brochure and the Parent-Teen Driving Agreement and purchase of traffic safety videos.

Coalition members volunteer their time to run the program for the referred juveniles.

**Name:** Kasey Skalicky

**Title:** Sheyenne Valley Safe Communities

**Agency:** City-County Health Department

**Phone #:** 701-845-6672

**Email:** kskalicky@co.arnes.nd.us

## Southwest Coalition of Safe Communities Trooper Trivia

### Target Group

*All motorists*

### Program Area

*Traffic Safety Awareness*

### Objective

To educate the public about traffic laws and traffic safety and to reach a large audience

### Strategies

Trooper Trivia was developed as a fun way to educate the public about traffic safety and traffic safety laws. These messages have the ability to reach a large segment of the population through local radio broadcasts. A trooper records a question, which is aired on the radio. The public audience is then allowed to call in and provide what they believe to be the correct answer. When the correct answer is provided, a small prize (usually donated by a business within the community) is awarded to the winner. Trooper Trivia can be completely cost free by soliciting donations for airtime from the radio station and prizes from local businesses

### Results

Community members have a chance to identify and interact with law enforcement in a positive manner

Traffic law and roadway safety information is disseminated to the public in a fun and memorable way

Community awareness of traffic laws and roadway safety information  
The ability to bring a specific message to the attention of many people in the community in a low or no cost manner

### Cost

Costs for this project will vary dependent upon donations from the community.

Funding or donations will be needed for:

- Prizes for trivia winners
- Airtime for the trivia game

### Funding Source

**Name:** Becky Byzewski  
**Title:** Southwest Coalition of Safe Communities  
**Agency:** Community Action Partnership  
**Phone #:** 701-227-0131  
**Email:** beckyb@dickinsoncap.org

Local match for Safe Communities Coalition of the Red River Valley

### Future Strategies

Pursue additional funds to support the cost of additional HVE campaigns, particularly HVE for OP to move seat belt use rate beyond the current 81.6 percent.

Continue to support public information and education campaigns developed through Safe Communities. Outreach through Safe Communities has been extremely effective in advancing traffic safety messages and reaching rural populations.

## FINANCIAL SUMMARY

**Figure 1**

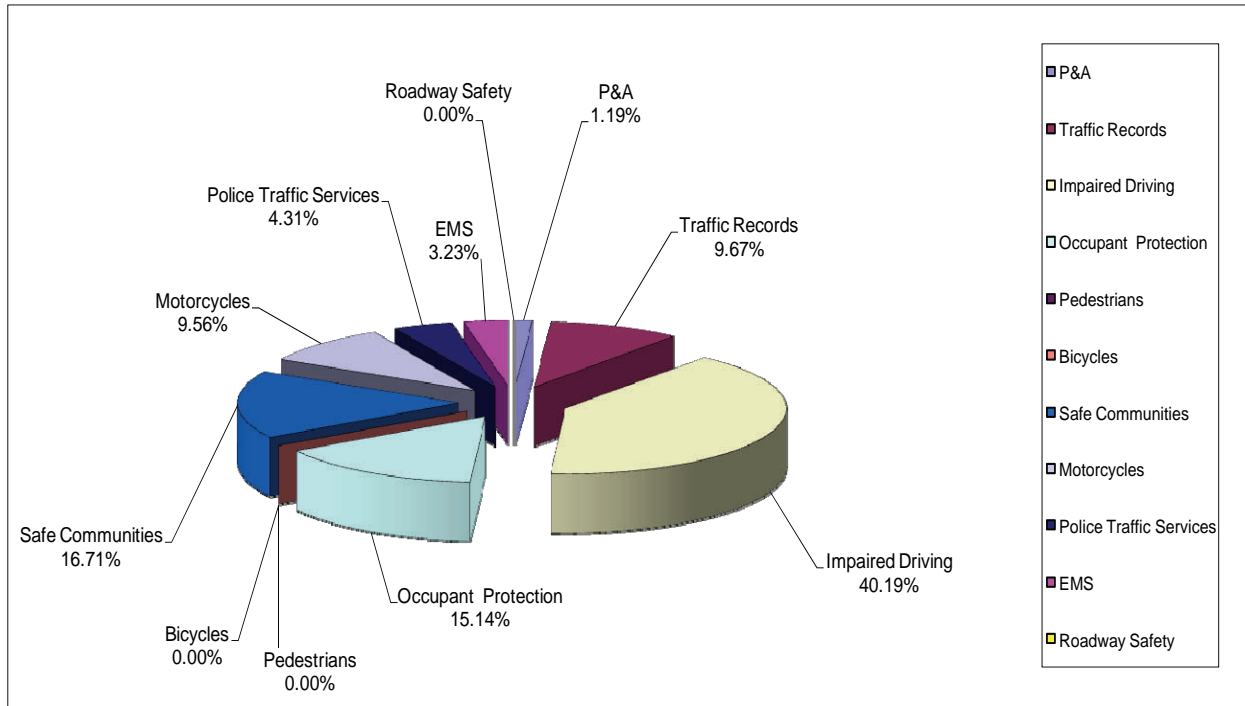


Figure 1 shows the TSO's expenditures by program area as a portion of total FY 2008 expenditures.

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## LOOKING TO THE FUTURE

### CHALLENGES

The TSO will be faced with the following challenges in FY 2009.

North Dakota was number ten of ten states in the nation with the *highest rate of alcohol-related crash fatalities* based on FY 2005 FARS data. North Dakota may enter the “top ten” again in FY 2009 based on FY 2007 FARS data.

North Dakota continues to work hard to meet the eligibility criterion for S410 *Alcohol Incentive* funds. The loss of S410 funds would drastically impede the state’s ability to decrease alcohol-related crashes and fatalities when half of the state’s motor vehicle fatalities continue to be alcohol-related.

North Dakota’s seat belt use rate was observed to be 81.6 percent in 2008; this is a slight decrease from 82.2 percent in 2007. North Dakota’s seat belt use rate is currently below the national rate and it will be difficult to maintain or increase seat belt use beyond status quo without substantial increases in the use of S402 funds to expand OP programming.

Male pickup-truck drivers aged 18-34 continue to have the lowest seat belt use rates in the state. And, pickups, vans and sport utility vehicles are overrepresented in fatal crashes accounting for half of the fatal crashes that occurred in 2007.

In 2007, 74 percent of fatal motor vehicle crash victims were not wearing a seat belt at the time of the crash.

The number of registered motorcycles in North Dakota increased by nearly 20 percent over the past five years. As a result, motorcycle crashes continue to increase resulting in a need to expand the reach of motorcycle safety courses throughout the state.

North Dakota’s Native American population continues to be disproportionately impacted by fatal crashes. Native Americans account for less than 5 percent of North Dakota’s population but about 15-20 percent of the state’s total crash fatalities over the past five years.

About 75 percent of paper crash reports submitted by law enforcement have errors. While the TSO continues to train law enforcement on accurate paper reporting, the continued deployment and use of TraCS by law enforcement should facilitate timely and accurate reporting and decrease TSO staff resources committed to editing and data entry of crash reports.

Over the past ten years, deer crashes in North Dakota have increased by more than 90 percent due to increases in both the deer population and vehicle miles traveled. In 2007, there were more than 4,000 deer crashes resulting in two fatalities, 43 injuries and property damage. Historically, the month of November results in the most deer crashes (approximately a three-fold increase from other months).

Approximately 20 percent of fatal crashes in North Dakota involve a teenage driver.

Interim continuing resolution obligation limitations make it difficult to assure traffic safety projects are funded without interruption.

North Dakota’s motor vehicle fatalities remained constant at 111 in 2007 with a fatality rate of 1.44 per 100 million VMT which is higher than the national rate. North Dakota will continue to work to effectively target and refine traffic safety programming in order to achieve a continual reduction in motor vehicle fatalities and serious injuries in the state.

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