



ANNUAL EVALUATION REPORT 2010





2010 Annual Evaluation Report

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING

Contents

2010 ANNUAL EVALUATION REPORT	III	POLICE TRAFFIC SERVICES	24
CONTENTS	IV	TRAFFIC ENFORCEMENT	24
GUIDING VALUES AND PRINCIPLES	VI	Safe Communities: Overtime Traffic Enforcement	24
OHSP Mission	vi	High Visibility Impaired Driving Enforcement.....	25
DIRECTOR'S MESSAGE	1	Corridor Enforcement	26
FISCAL YEAR 2010 HIGHLIGHTS	2	ENFORCEMENT SUPPORT	26
VEHICLE CRASH STATISTICS	3	Michigan Association of Chiefs of Police Awards	26
Vehicle Crash Statistics	3	Impaired Driving Enforcement Signage	27
Michigan Crash Changes in 2009	3	Speed Kits.....	27
OCCUPANT PROTECTION	12	Data-Driven Approaches to Crime and Traffic Safety (DDACTS)	27
CHILD PASSENGER SAFETY	12	EDUCATION AND COMMUNICATION	28
Statewide Child Passenger Safety Program	12	Paid Advertising	28
Lower Peninsula Child Passenger Safety Program	12	Mobilization Message Development and Outreach ..	28
Upper Peninsula Child Passenger Safety Program	12	Evaluation: Telephone Surveys.....	28
Safe Communities: Child Safety Seat Distribution & Training	13	PEDESTRIAN AND BICYCLIST SAFETY	29
Paid Advertising: Booster Seats.....	13	EDUCATION AND COMMUNICATION	29
Public Information and Education	14	Bicycle Helmet Brochures.....	29
EVALUATION	14	Pedestrian Safety Materials	29
Direct Observation Surveys:		TRAFFIC RECORDS	30
Safety Belt Use	14	ENFORCEMENT SUPPORT	30
Direct Observation Surveys: Booster Seat Use	15	Criminal Justice Information Center Trainer	30
ALCOHOL	17	Electronic Crash Capture and Data Submission (ECCS 3)	30
ENFORCEMENT SUPPORT	17	BAC Investigation.....	30
Standardized Field Sobriety Test Training	17	DATA SYSTEMS	31
Michigan State Police Toxicology Lab.....	17	Traffic Records Assessment	31
Interactive Video Technology	18	Crash Process Redesign—Release 8	32
Mothers Against Drunk Driving Recognition and Training	18	EDUCATION AND COMMUNICATION	32
ADJUDICATION	18	Michigan Traffic Crash Facts	32
Prosecutorial training.....	18	COMMUNITY TRAFFIC SAFETY	33
Adjudication Training.....	19	SAFE COMMUNITY COALITIONS	33
DUI/Drug Court Enhancement.....	20	Safe Communities: Coalition Mini-Grants	33
DUI Court Training.....	20	Safe Communities: Detroit Comprehensive Traffic Safety Project	33
Fatal Alcohol Crash Team.....	20	NETWORK OF EMPLOYERS FOR TRAFFIC SAFETY	34
REDUCING UNDERAGE DRINKING	21	Corporate Outreach.....	34
Safe Communities:		EDUCATION AND COMMUNICATION	34
Enforcement of Underage Drinking Laws.....	21	In-House Public Information and Education	34
Underage Drinking Prevention	22	Materials Storage and Distribution	35
		Communications Strategic Counsel	35

PAID ADVERTISING	36
Summary.....	36
Paid advertising.....	36
Advertising evaluation, assessment and outcomes	41
High visibility enforcement (HVE)	41
May 2010 <i>Click it or Ticket</i>	41
July 2010 <i>Drunk Driving. Over the Limit. Under Arrest...</i>	42
August 2010	
<i>Drunk Driving. Over the Limit. Under Arrest.....</i>	43
<i>Ride Safe to Ride Again</i> motorcycle campaign.....	44
<i>Just as Dangerous</i> booster seat campaign.....	44
DRIVER EDUCATION	46
EDUCATION AND COMMUNICATION	46
Teen Traffic Safety Campaign	46
Distracted, Drowsy and	
Aggressive Driving Campaign.....	46
Senior Mobility Campaign	47
MOTORCYCLE SAFETY	48
TRAINING AND EDUCATION.....	48
Motorcycle Public Information Campaign	48
Interagency Coordination	48
EMERGENCY MEDICAL SERVICES	50
EMS SUPPORT	50
Emergency Medical Service Provider Support.....	50
ADMINISTRATIVE ISSUES	51
Governor’s Traffic Safety	
Advisory Commission (GTSAC)	51
Michigan Traffic Safety Summit	51
Legislative Update.....	51
MOBILIZATIONS	52
December <i>Drunk Driving. Over the Limit. Under Arrest.</i>	
crackdown	52
May <i>Click It or Ticket, Buckle Up or Pay Up</i>	
mobilization	52
July <i>Drunk Driving. Over the Limit. Under Arrest.</i>	
crackdown	53
August <i>Drunk Driving. Over the Limit. Under Arrest.</i>	
crackdown	53
FY2011 FOCUS	54
FY2010 OHSP STATUS REPORT	56

Guiding Values and Principles

- >> We strive for integrity, commitment, and excellence in our daily work, and fairness and mutual respect in our relationships with our partners.
- >> We embrace a team-focused working environment and are committed to promoting professional growth and development.
- >> We value our role as leaders in fostering cooperation, collaboration, and innovation with other public and private organizations at the local, state, and national levels.
- >> We understand that a sound process of problem solving, including problem identification, strategy development, and evaluation, will result in effective outcomes.
- >> We believe it is essential to actively seek the input of local community representatives to achieve long-term safety improvements.
- >> We are committed to providing resources in an objective manner.

OHSP MISSION

To save lives and reduce injuries on Michigan roads through leadership, innovation, facilitation, and program support in partnership with other public and private organizations



Director's Message

As the sun sets on 2010, Michigan recounts its successes and sets the course for the upcoming year's challenges in its mission to save lives and reduce injuries on the state's roadways.

For the past seven years, our state has maintained a seat belt use rate of over 90 percent and has watched as fatalities plummeted to levels not seen since the 1920s. Fueled in part by this high belt use rate, 2009 had fewer traffic fatalities than any year since 1925 with 871 traffic deaths compared to 2008's 980. In addition, fatalities resulting from alcohol and/or drug-related crashes decreased from 379 in 2008 to 351 in 2009.

These achievements continue a trend in traffic safety improvements experienced over the past five years, including:

- >>23 percent reduction in traffic fatalities
- >>22 percent reduction in traffic injuries
- >>28 percent reduction in alcohol-involved fatal and serious injuries
- >>22 percent reduction in intersection crashes
- >>30 percent reduction in fatalities and serious traffic injuries to children ages 0 to 8 years

The reduction in traffic fatalities alone over the last five years has resulted in an economic savings of over \$4.3 billion to Michigan families, businesses, and government.

Michigan continues to be seen as a leader in traffic safety both regionally and nationally. This is due in large part to the combined contributions of local, state, and federal agencies; the private sector; non-profit organizations; and many other individuals and organizations.

We are fortunate to have outstanding working relationships between agencies at all levels and across disciplines, as this collaboration is essential in our quest to ensure all motorists reach their destination safely. We are proud of the work accomplished through our traffic safety partners across the state and look forward to continued progress in 2011.

A cursive handwritten signature in black ink, appearing to read 'Michael L. Prince'.

MICHAEL L. PRINCE

Director

Office of Highway Safety Planning

Fiscal Year 2010 Highlights

- »Michigan became the 24th state to ban texting while driving. The ban, which took effect July 1, is a primary offense. To promote awareness and compliance with the new law, OHSP developed an informational campaign including a public service announcement, billboards, and poster for use throughout the state. In addition, a news event in Lansing garnered significant media interest in the new law.
- »OHSP partnered with the Skilled Motorcyclist Association-Responsible Trained and Educated Riders Inc., for Michigan's first motorcyclist safety conference. Approximately 100 motorcycle Rider Coach trainers, law enforcement, and civilian riders attended the conference which featured national speakers and authors addressing topics such as cornering, braking, conspicuity, safety equipment, and the basics of the Motorcycle Safety Foundation rider coach risk awareness module.
- »Thirty-six law enforcement agencies purchased and distributed more than 3,600 child safety seats to low income communities in efforts to improve the safe transportation of young children.
- »To garner interest in and attention for booster seat use, an advertising campaign featured children riding on top of cars with a clear message - without a booster seat, kids ages four to eight could be in just as much danger. The television ad, which ran in the metro Detroit market, reminded parents of the state's booster seat law which requires all children to ride in a booster seat until they reach 8 years old or 4'9" tall.
- »Approximately 51 percent of law enforcement agencies now collect and submit crash data electronically compared to 30 percent in FY2009.
- »Video equipment was installed in six additional courts to allow Michigan State Police toxicologists to testify through the use of interactive video technology. At least nine impaired driving hearings have utilized the video testimony option, resulting in thousands of tax dollars saved in time and travel costs. A dozen courts in Michigan now have this capability due to grant awards from OHSP.
- »In an effort to reach more employers economically and in a time-saving manner, a new direction was developed for the Employer Outreach program and a series of webinars about pertinent traffic safety issues and how they relate to the workplace were planned.
- »Law enforcement agencies in thirty counties conducted underage drinking enforcement. Many of these agencies used social media web sites to identify underage drinking parties, thereby targeting their enforcement efforts. Agencies worked nearly 15,000 hours of overtime enforcement and dispersed 1,244 parties. Citations issued included:
 - > 1,805 Minor-In-Possession of Alcohol (MIPs)
 - > 820 open intoxicants
 - > 430 adults furnishing alcohol
 - > 3,450 compliance checks conducted with 622 violations (82 percent compliance)
- »Local, county, and state law enforcement agencies in thirty counties received grant funding to conduct overtime traffic enforcement. Agencies worked 43,872 hours of enforcement which resulted in:
 - > 51,682 vehicles stopped
 - > 11,631 seat belt and child restraint citations
 - > 1,381 OWI arrests
 - > 426 driving while license suspended citations
 - > 284 drug arrests
 - > 2,157 misdemeanor and 255 felony arrests
 - > 4,159 speeding citations
- »The third year of a High Visibility Enforcement (HVE) effort expanded from four to seven counties. More than 8,175 hours of HVE resulted in:
 - > 8,905 vehicles stopped
 - > 249 seat belt/child passenger safety violations
 - > 257 OWI arrests
 - > 774 uninsured or suspended license violations
 - > 68 drug arrests
 - > 3,615 other traffic violations

Vehicle Crash Statistics

VEHICLE CRASH STATISTICS

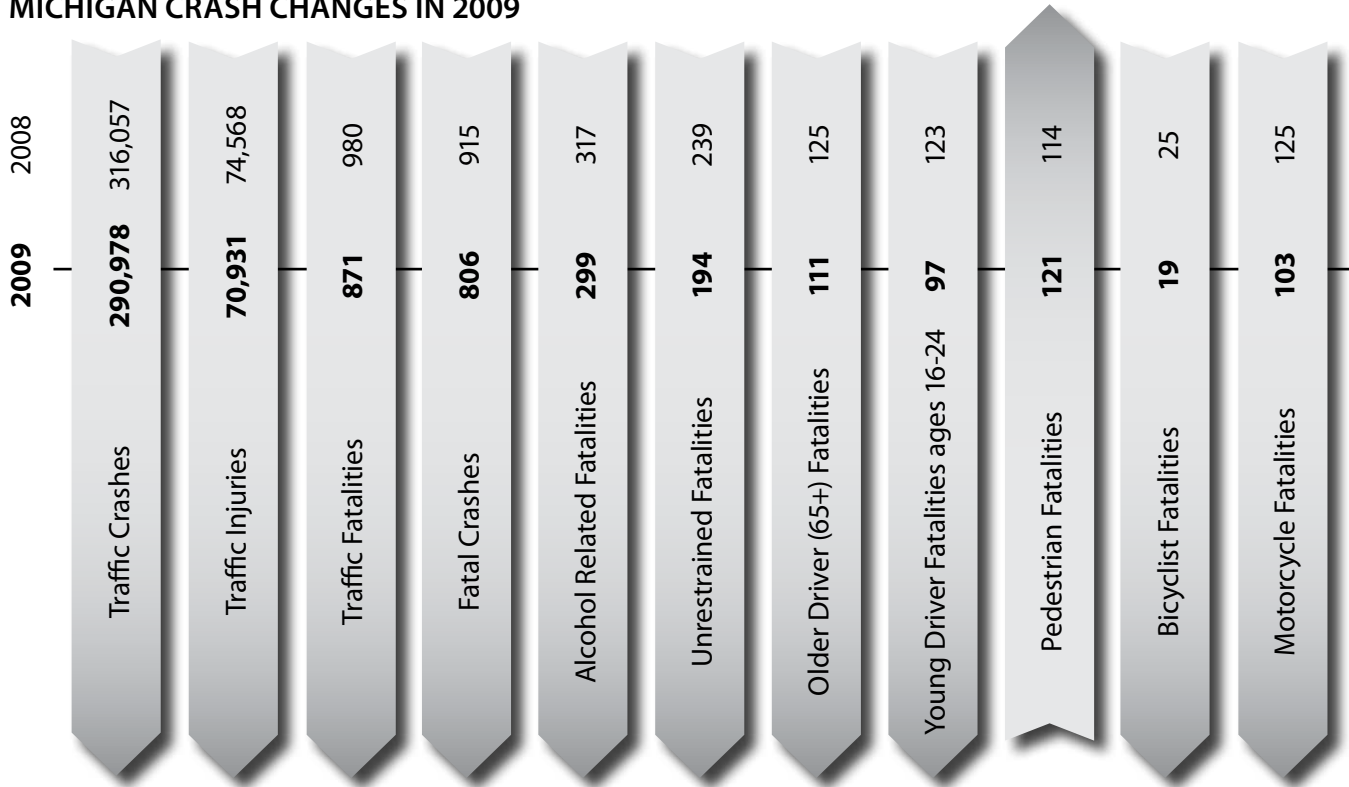
	MICHIGAN						UNITED STATES					
	2005	2006	2007	2008	2009	2005 2009 % CHANGE	2005	2006	2007	2008	2009	2005 2009 % CHANGE
CRASHES	350,838	315,322	324,174	316,057	290,978	-17.1%	6,159,000	5,974,000	6,024,000	5,811,000	5,505,000	-10.6%
INJURIES	90,510	81,942	80,576	74,568	70,931	-21.6%	2,699,000	2,575,000	2,491,000	2,346,000	2,217,000	-17.9%
FATALITIES	1,129	1,084	1,084	980	871	-22.9%	43,510	42,708	41,259	37,423	33,808	-22.3%
VMT (MI=BILLIONS US=TRILLIONS)	103.2	104.0	104.6	100.9	95.9	-7.1%	2.99	3.01	3.03	2.97	2.98	-0.3%
FATALITY RATE (PER 100M VMT)	1.09	1.04	1.04	0.97	0.91	-17.0%	1.46	1.42	1.36	1.26	1.13	-22.0%
ALCOHOL-RELATED FATALITIES	360	383	345	317	299	-16.9%	15,985	15,970	15,534	13,826	12,744	-20.3%
ALCOHOL AS A % OF TOTAL FATALITIES	31.9%	35.3%	31.8%	32.3%	34.3%	7.7%	36.7%	37.4%	37.6%	36.9%	37.7%	2.6%
LARGE TRUCK-INVOLVED FATALITIES	130	130	136	106	76	-41.5%	5,240	5,027	4,822	4,245	3,380	-35.5%
PEDESTRIAN FATALITIES	138	137	134	114	121	-12.3%	4,892	4,795	4,699	4,414	4,092	-16.4%
MOTORCYCLIST FATALITIES	122	110	120	125	103	-15.6%	4,576	4,836	5,174	5,312	4,462	-2.5%

*VMT – Vehicle Miles Traveled

Source: Michigan Traffic Crash Facts

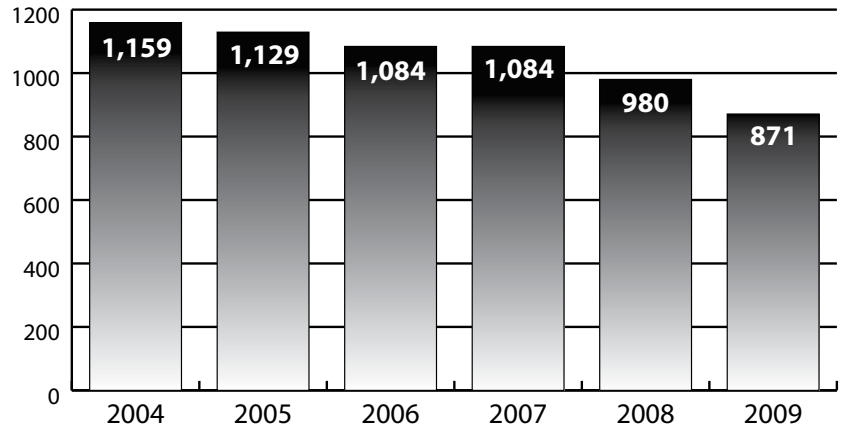
Source: National Highway Traffic Safety Administration

MICHIGAN CRASH CHANGES IN 2009



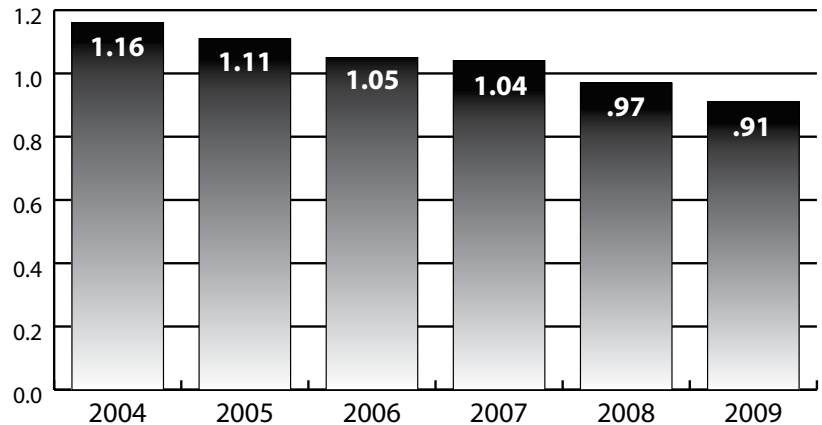
TRAFFIC FATALITIES

GOAL: reduce fatalities to 973 by 2009. Traffic fatalities have fallen by more than 100 for two years, with a 23 percent decrease since 2005. Fatalities are at unprecedented lows with 871 traffic deaths in 2009.



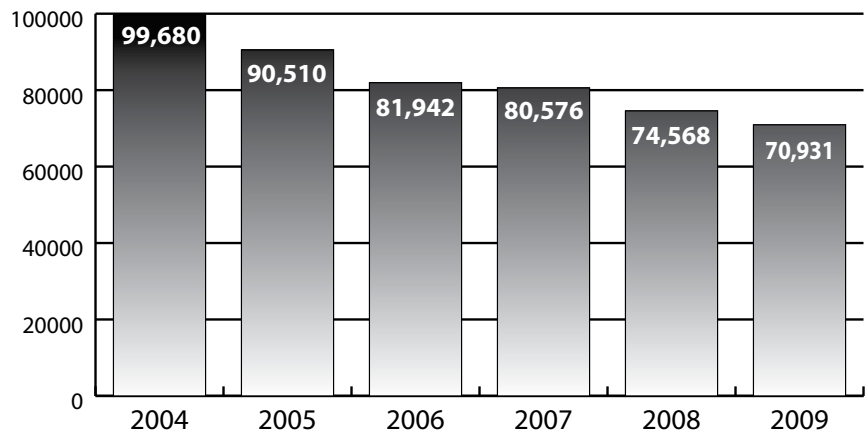
DEATHS PER 100 MILLION VEHICLE MILES TRAVELED (VMT)

GOAL: reduce the VMT death rate (per 100 million miles) to 0.93 by 2009. Traffic fatalities per mile driven fell 18 percent from 2005 to 2009, meeting the 2009 goal of 0.93 deaths per 100 million miles driven.



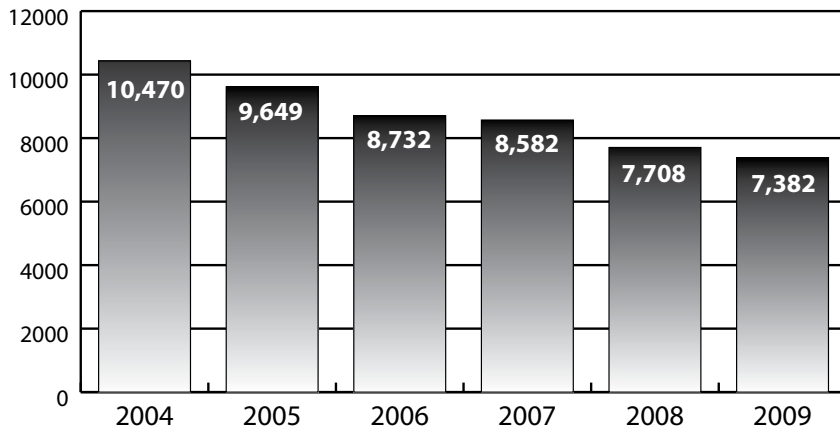
TRAFFIC INJURIES

GOAL: reduce the number of injuries of all severities to 72,049 by 2009. Injuries fell 5 percent in 2009 and 22 percent since 2005.



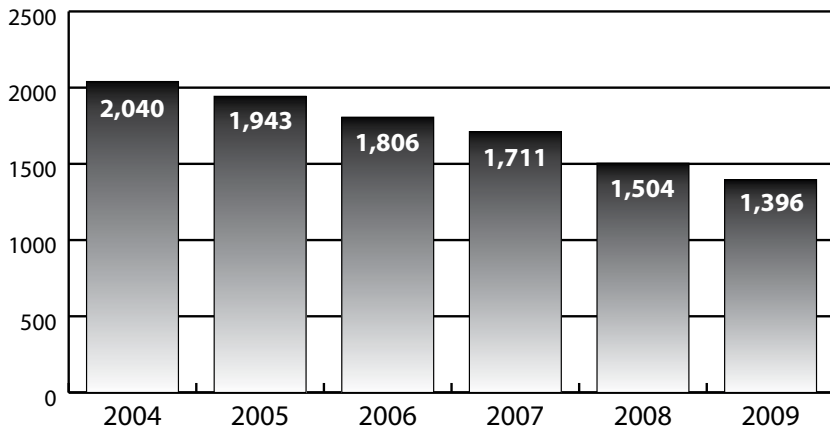
FATAL AND INCAPACITATING INJURIES

GOAL: reduce the number of deaths and incapacitating injuries to 7,671 by 2009. Fatal and incapacitating injuries fell below the 2009 goal of 7,671.



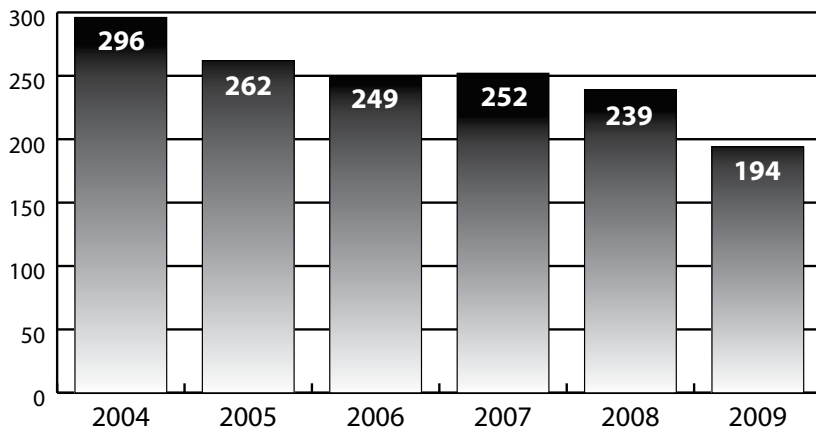
IMPAIRED DRIVING

GOAL: reduce the number of fatalities and serious injuries involving alcohol to 1,575 by 2009. Decreases in fatalities and serious injuries involving alcohol remained ahead of trend in 2009, falling to 1,396. That is substantially ahead of the benchmark goals, with a 28 percent decrease since 2005.



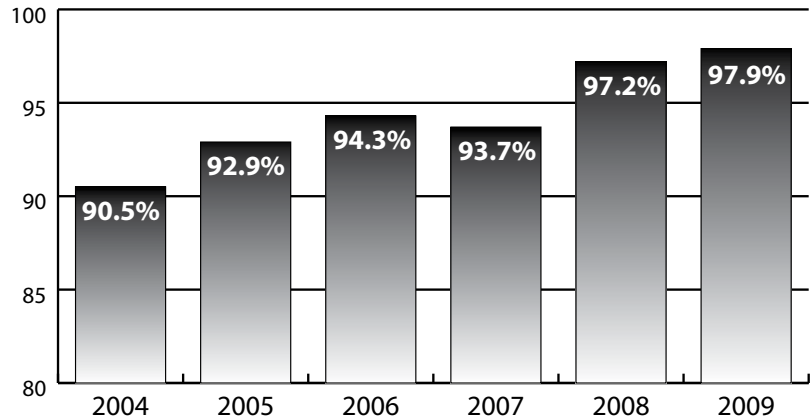
UNRESTRAINED DEATHS

GOAL: reduce the number of fatalities to unrestrained vehicle occupants to 216 by 2009. Unrestrained deaths continued to fall with very high seat belt use.



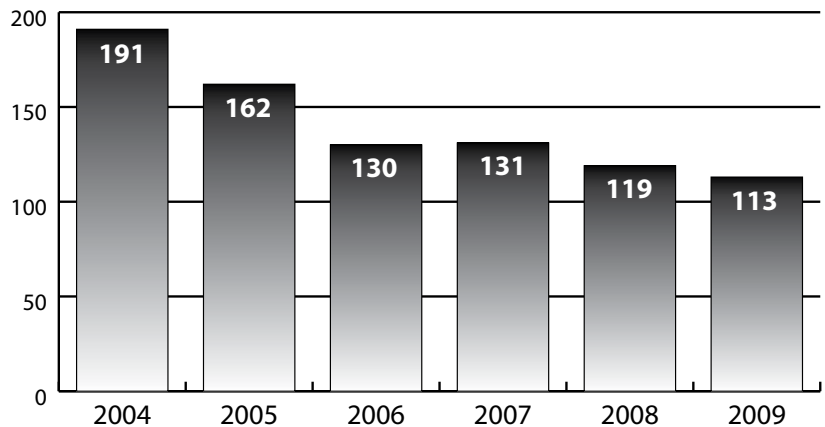
SEAT BELT USE

GOAL: increase seat belt use to 97 percent by 2009. Michigan again had the highest seat belt use rate in the nation in 2009. The 0.7 percent increase in belt use means a 25 percent decrease in non-use (of the 2.8 percent who were not belted in 2008).



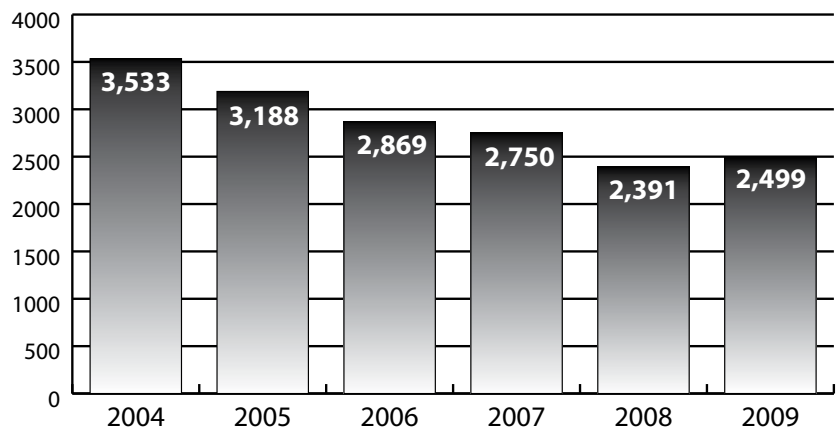
CHILD PASSENGER SAFETY

GOAL: reduce fatalities and serious injuries to vehicle occupants (ages 0 to 8) to 106 by 2009. Child deaths and serious injuries continue to fall, down 30 percent since 2005, but not fast enough to meet the 2009 goal of 106.



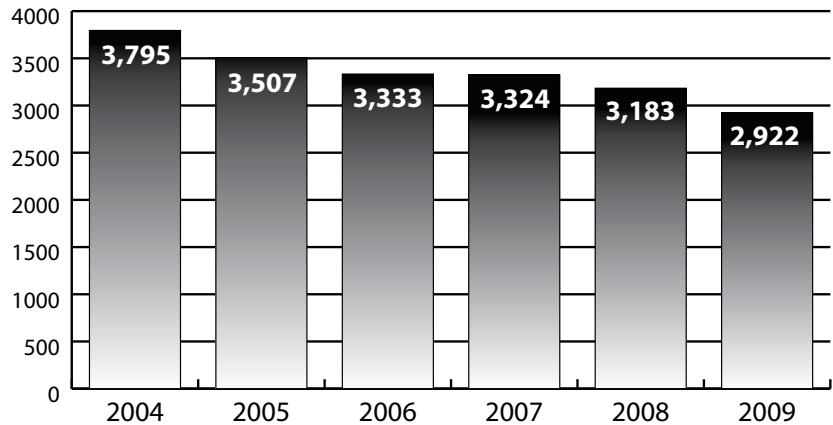
INTERSECTION CRASHES

GOAL: reduce fatalities and serious injuries within 150 feet of intersections to 2,468 by 2009. Fatal and serious injury crashes at intersections increased in 2009. After a particularly good 2008, Michigan was slightly short of the goal of 2,468.



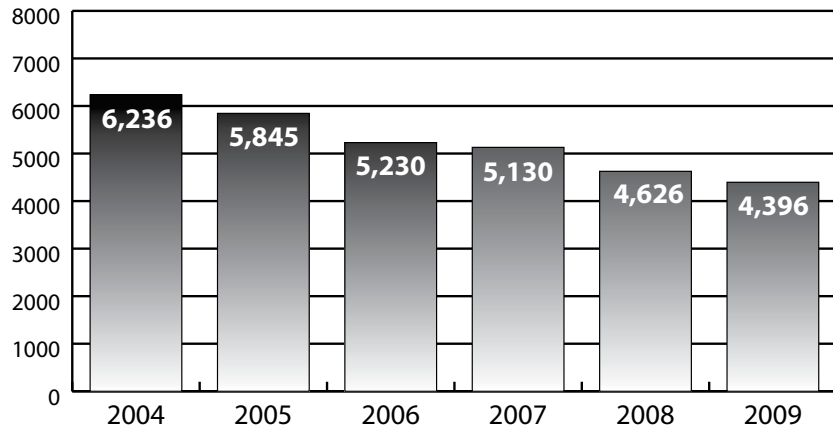
LANE DEPARTURE

GOAL: reduce fatalities and serious injuries involving lane departure to 2,956 by 2009. Rumble strips contributed to an 8 percent decrease in fatalities and serious injuries involving lane departure. This surpassed the 2009 goal of 2,956.



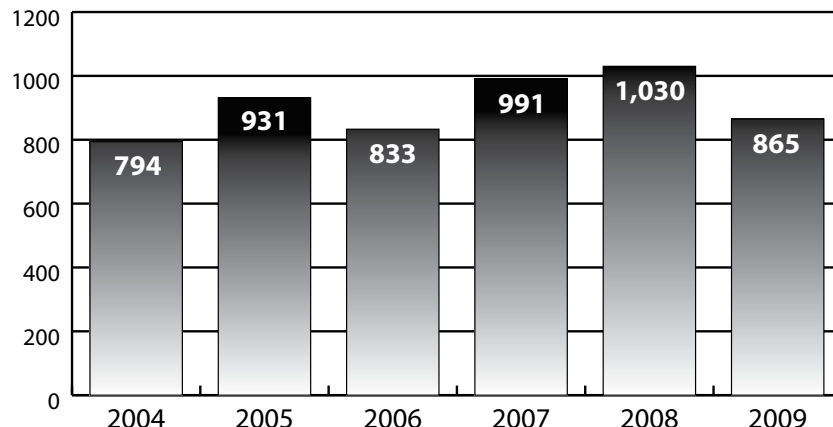
LOCAL ROADS

GOAL: reduce fatalities and serious injuries on city and county roads to 4,557 by 2009. The trend in fatal and serious injuries on local roads follows the overall trend, down 25 percent since 2005. The 4,396 deaths and injuries in 2009 were below the goal of 4,557.



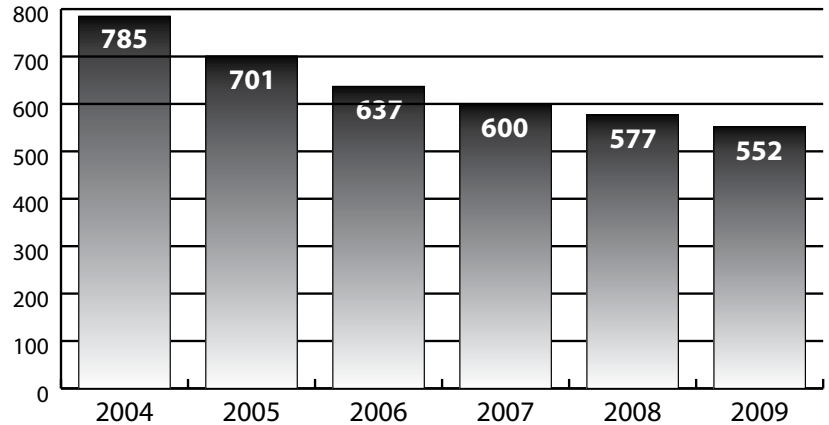
MOTORCYCLES

GOAL: reduce fatalities and serious injuries involving motorcycles to 954 by 2009. Fatalities and serious injuries involving motorcycles fell by 16 percent in 2009, the largest in any category. Motorcycle crashes had been increasing steadily, so this works out to a 7 percent decrease since 2005 and beats the 2009 goal of 954.



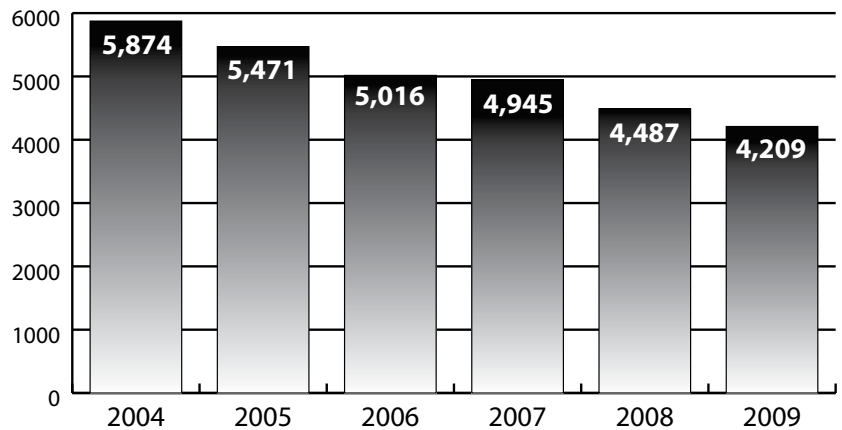
PEDESTRIANS

GOAL: reduce fatalities and serious injuries to pedestrians to 555 by 2009. Improvements in pedestrian fatalities and serious injuries again matched the goal in 2009. The 4 percent annual improvement puts Michigan slightly ahead of the 555 goal.



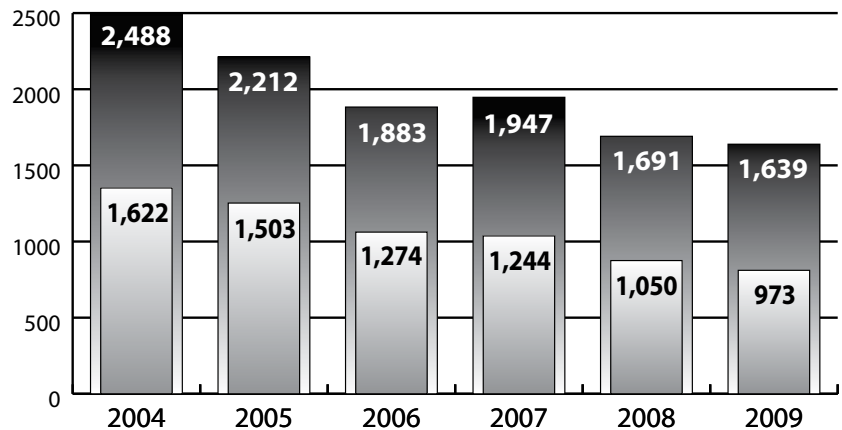
MEN

GOAL: reduce fatalities and serious injuries to males to 4,451 by 2009. Women had more improvement than men in 2009, but both genders shared the statewide average of a 23 percent decrease in fatal and serious injuries since 2005.



YOUNG DRIVERS

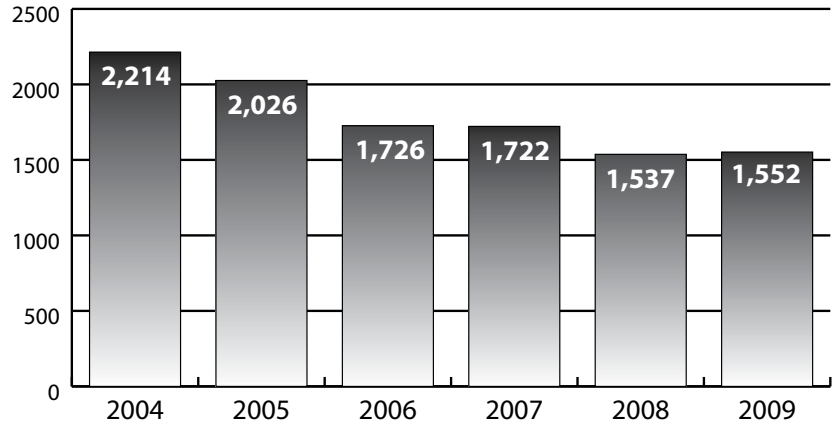
GOAL: reduce fatalities and serious injuries involving drivers ages 16 to 20 to 1,691 by 2009; reduce fatalities and serious injuries involving drivers ages 21 to 24 to 1,110 by 2009. The largest five-year improvement was in drivers ages 21 to 24, a 35 percent decrease. This is driven by decreased alcohol involvement, down 41 percent. Newer drivers in the 16 to 20 age range saw only a 3 percent improvement in 2009 but are still ahead of the overall trend with a 26 percent five-year decrease.



The darker columns represent drivers 16-20 years of age and the lighter are 21-24.

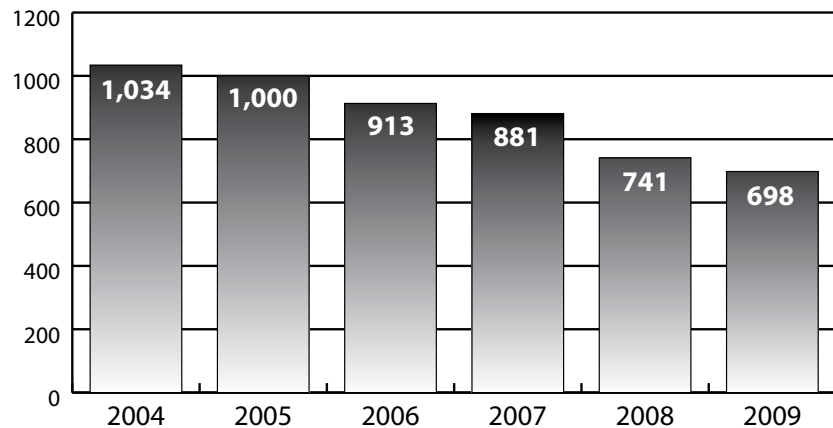
RUSH HOUR

GOAL: reduce fatalities and serious injuries between 3 and 6 p.m. to 1,547 by 2009. While matching the five-year trend, fatalities and serious injuries during rush hour marginally increased to 1,552 in 2009, just short of the 1,547 goal.



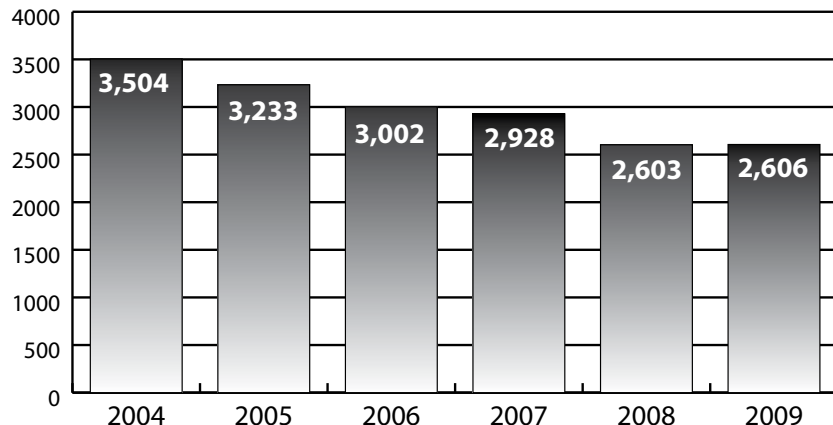
CLOSING TIME

GOAL: reduce fatalities and serious injuries between midnight and 3 a.m. to 739 by 2009. Large improvements on this goal will be tied to large improvements in alcohol-involved crashes and lane departure. 698 in 2009 is a 6 percent annual improvement and 30 percent five-year improvement.



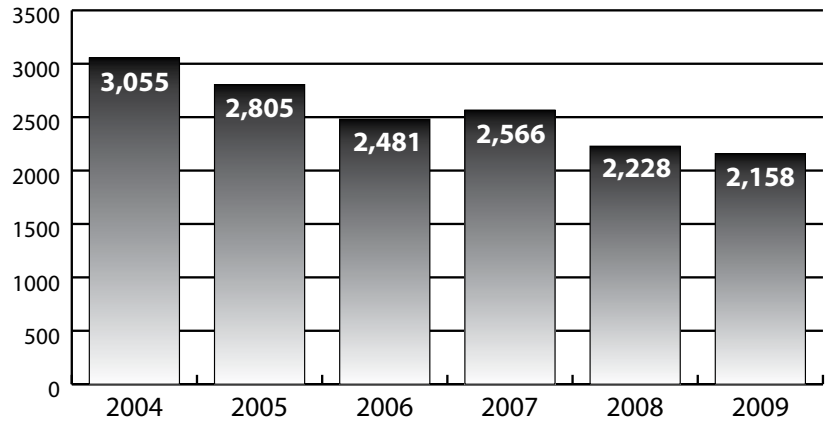
WEEKEND CRASHES

GOAL: reduce fatalities and serious injuries between noon Friday and noon Sunday to 2,643 by 2009. Almost unchanged in 2009, from 2,603 to 2,606, fatalities and serious injuries on the weekend remained ahead of the 2009 goal of 2,643.



SUMMER CRASHES

GOAL: reduce fatalities and serious injuries from July to September to 2,238 by 2009. The summer is the peak period for crashes and therefore for OHSP programs. Fatal and serious injuries were down 23 percent over five years and 3 percent in 2009.





Occupant Protection

CHILD PASSENGER SAFETY

STATEWIDE CHILD PASSENGER SAFETY PROGRAM

LOWER PENINSULA CHILD PASSENGER SAFETY PROGRAM

Section 405, 2011

UPPER PENINSULA CHILD PASSENGER SAFETY PROGRAM

Section 405

BACKGROUND: The Michigan Department of Community Health (MDCH) coordinates activities for the Lower Peninsula, while the Marquette County Sheriff's Office and the Marquette County Health Department coordinates activities for the Upper Peninsula. Regional coordinators train child passenger safety (CPS) technicians who provide education on the proper use of child safety seats.

This program has resulted in more than 800 certified child safety seat technicians in Michigan, 231 child seat inspection station locations, and more than 100 community child safety seat events each year resulting in the distribution of thousands of car seats, primarily to low income families.

Crash data shows that between 2003 and 2009, there has been a 50 percent reduction in fatal/serious injuries for children ages 0-8 years of age, evidenced by a decrease from 240 fatalities/serious injuries in 2003 to 120 in 2009.

GOALS:

- » Reduce child safety seat non-use and misuse by educating those who transport children on proper child safety seat use.
- » Decrease KA injuries for children ages 0-8 statewide 17 percent (from 119 in 2008 to 98 by 2011).

ACTIVITIES:

Lower Peninsula

- » Four CPS Technician CEU trainings were held to assist in the recertification of 145 technicians
- » Three CPS Technician certification classes were conducted with forty-one new CPS technicians certified
- » Two CPS for School Buses trainings were conducted to provide CPS awareness to thirty school bus drivers
- » One CPS Technician Renewal course was held for ten technicians whose certifications had expired

- » Two CPS for Law Enforcement training classes were conducted to provide CPS awareness to twelve law enforcement officers
- » A one-day CPS for Special Needs class was conducted for thirteen students with thirty-four special needs car seats provided to the students who attended
- » Six community car seat events were held in conjunction with Head Start agencies in which 111 seats were inspected, seventy-three seats were replaced, and the average misuse rate was 82 percent



- » Four CPS education and car seat events were held in conjunction with Migrant Head Start agencies in which 120 seats were inspected, 103 seats were replaced, and the average misuse rate was 99 percent
- » A CPS Instructor Development training was conducted in March, with thirty of Michigan's forty-nine CPS instructors attending
- » Seat belt kits and training dolls were purchased for CPS instructors use during trainings
- » 445 child safety seats were purchased for distribution at community events

Upper Peninsula

- » One CPS Technician Certification training was conducted and resulted in thirteen new car seat technicians
- » Two CPS Technician CEU trainings were conducted to assist twenty-one car seat technicians with re-certification
- » 561 car seats have been purchased for distribution at local car seat events

- » Eighteen car seat events were held where 476 child safety seats were inspected and 172 seats were distributed
- » Established a referral system with local health departments and Department of Human Services staff to provide CPS education to clients involved with protective services or foster care. Ninety-three seats have been inspected with fifty-one seats distributed to families
- » Seventeen presentations were provided to community groups
- » Worked with tribal groups on car seat events, car seat inventory and distribution, and technician recruitment
- » Developed an Upper Peninsula CPS web site and Facebook page

OHSP also received Section 2011 federal funding in FY2010 due to a law which removed the nursing mother's exemption. A portion of this funding was programmed to ensure that every county was provided the opportunity to receive child safety seats for distribution in their communities. The funding was also used to conduct four CPS Technician Certification training courses in four of Michigan's largest counties that were in need of additional technicians due to the size of the populations they must serve. The results of these efforts included:

- » 1,600 child car seats were purchased for distribution in local communities
- » 147 seats distributed at local car seat events and inspection stations
- » Fifty-seven new CPS technicians trained in Michigan
- » More than 200 child safety seats checked at events following each training class
- » Eighty-four seats distributed to families in need during car seat events

SAFE COMMUNITIES: CHILD SAFETY SEAT DISTRIBUTION & TRAINING

Section 405

BACKGROUND: A 2009 study by Wayne State University (WSU) showed that child restraint use is consistently high at 94.2 percent; however, 77.8 percent of those child restraints were installed incorrectly. The use of child restraints has increased steadily, but the rate of misuse has not fallen. The 2009 misuse rate of 77.8 percent was lower than 80.1 percent in 2007, but both are higher than the 2005 rate of 71.4 percent.

There continues to be a need to provide CPS education and car seats to parents and persons who transport children, but especially to low-income families and families in diverse and underserved communities. With the passage of Michigan's booster seat law in 2008, there is especially a need to provide booster seats to low-income families.

Prior to the law, a 2007 University of Michigan Transportation Research Institute (UMTRI) study reported a 27 percent booster seat use for children 4-7 years old. Most recently, a 2009 WSU study showed an increase to 51 percent booster seat use for this same age group.

GOALS:

- » Increase child safety seat use by providing car seats to low-income families and families in underserved communities.
- » Decrease KA injuries for children ages 0-8 statewide 17 percent (from 119 in 2008 to 98 by 2011).

ACTIVITIES: More than \$260,000 was provided to thirty-six law enforcement agencies to purchase more than 3,600 child safety seats. Some agencies also used their car seat funding to support child passenger safety technician certification training for officers.

Examples of child safety seat programs conducted by the participating law enforcement agencies include:

- » The Holland Police Department partnered with the Safe Kids Lakeshore Coalition to purchase child safety seats for distribution twice per month at the Holland Charter Township Fire Station. The car seats were provided to low income families referred by the Ottawa County Health Department.
- » The Bay County Sheriff's Office collaborated with the Bay City Police Department, the Michigan State Police Bay City Post, and the Red Cross to develop a strategic CPS plan for the county.
- » The Kalamazoo County Sheriff's Office partnered with the local Safe Kids group to conduct car seat check events. Their efforts resulted in 269 car seats being inspected and 107 car seats distributed.
- » The Detroit Police Department partnered with Children's Hospital of Michigan to distribute eighty-three child safety seats during a Child Passenger Safety Week's Seat Check Saturday event.

PAID ADVERTISING: BOOSTER SEATS

Section 2011 PM

BACKGROUND: While seat belt and child safety seat use is nearly universal in Michigan, half of children who should be in booster seats are not, despite a law requiring their use.

Public service announcements are only effective if they reach the target audience. The most effective way to reach specific audiences is through paid advertising, using booster seat surveys to help determine key audiences and geography.

GOAL: Increase booster seat use for children ages 4-8 from the current 51.2 percent.

ACTIVITIES: Paid advertising was focused in the metro Detroit market, primarily Wayne County, the area below the state average for booster seat use. The target audience was women with children ages 4-8, with a focus on minorities including African American, Hispanic, and Arab American audiences.

New TV and radio ads as well as billboards ran from June through August, the time when traffic fatalities are highest.

A phone survey in the fall, following the completion of the campaign, indicated that nearly 60 percent of women felt it was at least somewhat likely that they could receive a citation if their child was not in a booster seat. Almost 43 percent had heard information regarding the benefits of using a booster seat. Sixty-one percent had seen the message on TV.

Through a partnership with Radio Disney, booster seats and information flyers were distributed during a series of family-friendly events in the summer and fall.

Banners were displayed near the Radio Disney performance stage at each event and flyers were distributed to parents and other caregivers. At the Detroit River Days event, twenty-five booster seats were given away in hourly raffles. More than 7,000 flyers were distributed.

The events created public awareness of the booster seat



law and importance of child safety seat use by reaching an estimated 100,000 people.

PUBLIC INFORMATION AND EDUCATION

Section 2011

BACKGROUND: Use of seat belts and child safety seats is nearly universal in Michigan, but the relatively new require-

ment for booster seats goes frequently unheeded. Half of children who should be riding in booster seats are not.

Public information materials are another media campaign component which complements the booster seat message promoted through the paid media efforts.

GOAL: Increase booster seat use for children ages 4-8 from the current 51.2 percent.



ACTIVITIES: To garner interest in and attention for booster seat use, a shocking campaign featured children riding on top of cars with a clear message - without a booster seat, kids ages 4-8 could be in just as much danger. The television ad, shot on a green screen and digitally enhanced to ensure no children were in danger, reminded parents of Michigan's booster seat law which requires all children to ride in a booster seat until they reach 8 years old or 4'9" tall.

In addition, an Upper Peninsula TV station agreed to run the spot for two months on two stations at no cost.

EVALUATION

DIRECT OBSERVATION SURVEYS: SAFETY BELT USE

Section 405

BACKGROUND: Seat belt use is one of the few objectives for which progress can be measured immediately and directly. The annual survey tracks safety belt use as it has since 1983, with an additional survey after the *May Buckle Up or Pay Up, Click It or Ticket* mobilization.

GOAL: Determine Michigan's seat belt use rate after the *Buckle Up or Pay Up, Click It or Ticket* mobilization and again at the end of the summer.

ACTIVITIES: WSU updated the survey methodology and sites, trained student observers, dispatched them to randomly selected street corners to observe seat belt use, analyzed the resultant data, and reported out.

Seat belt use was observed in early June and in the weeks surrounding Labor Day. Unlike previous years, there was no *Click It or Ticket* pre-survey; with little movement in the seat belt use rate, no actionable information was expected from the pre-survey.

After the *Click It or Ticket* mobilization, seat belt use was 94.5 percent, down from 97.9 percent after the previous June. This was an unexpectedly large change that may have reflected significant changes in use, lowered seat belt enforcement activity or shifts to nighttime enforcement activity, or changes in survey timing or details. The pre-surveys conducted in previous years, but cancelled as a cost-saving measure, would have been useful for checking some of these hypotheses. Seat belt use rose to 95.2 percent at the end of the summer, still lower than the previous year's use rate. The full report includes information by demographics, vehicle type, and location.

DIRECT OBSERVATION SURVEYS: BOOSTER SEAT USE

Section 405

BACKGROUND: Michigan law has required the use of child restraints for children under four since 1982. This law was updated in 2008 to require booster seats from ages four to seven. Booster seats raise small children and adjust the safety belt to fit properly over the hips and shoulder. Belts designed for adults normally fall on a child's neck and/or abdomen, leading to discomfort, non-use, and internal injuries in crashes.

The six-month follow-up survey found 37.2 percent booster seat use in January 2009. The one-year follow-up survey, in July 2009, found 51.2 percent booster seat use.

GOAL: Determine Michigan's booster seat use rate to determine effectiveness of Michigan's booster seat programming

ACTIVITIES: Wayne State University updated the survey methodology and sites, trained student observers, dispatched them to a sample of sites with relatively high numbers of child passengers to document use, analyzed the resultant data, and reported out. Observations took place over the summer, starting at the end of the school year and continuing through combined trips with the seat belt observations and later into the summer.

Observed booster seat use fell to 44.4 percent. This was a statistically significant decrease, but likely represents sta-

ble use given subsets in the data. Booster seat use was significantly lower for elementary school observations and higher at day care centers. This observation survey and the January 2009 survey included elementary school observations because school was in session. This survey and the July 2009 survey included day care centers during summer observations.

This difference in timing somewhat impairs the comparability of the three survey periods, but it highlights the differences in booster seat use between different kinds of trips and how these have changed over time. Booster seat use increased at every site type except elementary schools, where it fell. It was still below 50 percent at every site type except day care centers. The unique deficiency at elementary schools suggests real potential for educational efforts, while high use at day care suggests a source to consult for successful safety techniques.

Details and demographics are available in the full report.





Alcohol

ENFORCEMENT SUPPORT

STANDARDIZED FIELD SOBRIETY TEST TRAINING

Section 410

BACKGROUND: When trained with current alcohol detection techniques, law enforcement officers are better able to make arrests that result in the successful prosecution of impaired drivers. Because all Michigan police officers are not fully certified in the NHTSA-IACP Standard Field Sobriety Testing (SFST), OHSP funds ongoing opportunities to provide this training at no cost to law enforcement partners. This program works in conjunction with drunk driving overtime enforcement grants from OHSP to comply with the mandate that all officers working grant-funded overtime enforcement are SFST certified.

The SFST Program is assigned to a Michigan State Police sergeant within the Traffic Safety Division who is responsible for all training coordination and the centralization of all the SFST training records and materials.

Last fiscal year, three ARIDE (Advanced Roadside Impaired Driving Enforcement) classes were pilot tested. Due to the interest and demand for the class, the program was continued and expanded this year.

GOALS:

- » Increase SFST training by 3 percent and increase the number of ARIDE classes from three to five.
- » Institute IACP/NHTSA-approved refresher training for SFST practitioners once every four years and instructors once every two years.

ACTIVITIES: Thirty-eight SFST practitioner classes were conducted with more than 500 officers receiving training. Nineteen SFST refresher classes were conducted with more than 450 officers receiving the training. One SFST instructor class was conducted with twenty-seven officers trained. Three SFST Instructor Refresher classes were conducted with 108 instructors completing the training. These classes resulted in 500 more students trained than in FY2009.

The Michigan State Police sergeant collected all available SFST training records to create a central database for the information.

Six ARIDE classes were scheduled with 144 law enforcement officers and prosecutors completing training.

In August 2009, an assessment of the Michigan SFST Program was conducted. Based on recommendations from this assessment, several changes were implemented in FY2010. The 16-hour SFST curriculum has been elimi-

nated with all classes now complying with the 24-hour IACP/NHTSA approved curriculum. A state DRE coordinator has been assigned within OHSP and the DRE Policy and Procedures for Michigan have been developed and submitted to the IACP for review and approval.

As of January 2010, SFST practitioner training is being taught in all basic police training academies within the state.

MICHIGAN STATE POLICE TOXICOLOGY LAB

Section 410

BACKGROUND: The MSP Forensic Science Division's Toxicology Laboratory faces an ever-increasing caseload and demand for services, due in large part to the passage of the state's .08 BAC law in 2003 which included criminalizing driving with a Schedule One drug in the driver's system. Blood alcohol analysis took up to three weeks under the state's .10 BAC standard for drunk driving. After passage of the .08 law, the analysis time doubled. Analysis for Schedule One drugs took four to six weeks under the .10 BAC law and increased to over ten weeks after passage of the .08 BAC law. In the past decade, requests have increased almost 100 percent despite staffing levels remaining constant.

GOAL: To decrease the turnaround time for drug toxicology analysis from sixty-nine to sixty days and to maintain a turnaround time for blood alcohol analysis of fourteen days or less.

ACTIVITIES: OHSP continued to provide funding for five scientist positions and one lab technician. Scientists process approximately 1,500 cases per person annually. The grant accounts for nearly half of the unit's annual production. Without these positions, law enforcement requests for analysis would either be processed at a slower rate or result in increased costs to local agencies that would need to pay outside labs to conduct analysis. MSP provides blood alcohol and drug testing at no cost to Michigan law enforcement agencies.

Blood analysis evidence is critical for prosecutors to secure convictions in DUI trials and significant delays in getting evidence to trial can result in a dismissal of charges. The casework resulting from this grant comprises a significant portion of the 50,000 DUI arrests and blood analysis requests each year.

With the assistance of grant-funded personnel and overtime, the Forensics Science Blood Toxicology Unit achieved its goal in reducing the average turnaround time to slightly over 60 days for drug toxicology and thirteen days for blood alcohol analysis. In meeting this goal, the grant-funded scientists processed more than 7,000 alcohol and

drug cases and provided testimony in hundreds of DUI court trials.

INTERACTIVE VIDEO TECHNOLOGY

Section 410

BACKGROUND: Expert testimony by toxicologists can significantly impact the outcome of drunk driving trials. The presence and/or testimony of an examiner at preliminary examination, pre-trial, or evidential hearing may result in a plea bargain. Due to the small number of examiners analyzing evidence gathered statewide, conflicts occur when cases are scheduled for hearing in multiple courts for the same date.

MSP estimates that each toxicologist receives an average of 500 subpoenas per year, but may only testify twenty to forty times. When multiple subpoenas are received for the same date, examiners can only testify at one trial.

The use of interactive video technology allows toxicologists to testify from their office, thereby eliminating the need to travel. It also allows toxicologists to testify in multiple proceedings on the same day. By increasing the number of courts using video testimony, the number of cases adjourned because of the lack of expert testimony should decrease. In addition, toxicologists will spend fewer hours away from lab duties, thereby reducing turnaround time for drug toxicology and blood analysis. In 2006 and 2007, OHSP funded grants to install video testimony equipment in six courts in Emmet, Delta, Kent, Tuscola, and Bay counties, resulting in the savings of thousands of dollars and hundreds of man hours. This has allowed for more time spent in the lab processing cases.

GOALS:

- >> Increase the number of courts capable of using video testimony.
- >> Reduce the number of hearings and trials for which an MSP toxicology expert witness must travel and be taken out of the lab.

ACTIVITIES: The State Court Administrators Office and OHSP selected six courts to install video conferencing equipment based on the number of testimony requests sent to MSP Toxicology scientists and geographic distance from the Lansing-based lab.

Savings is achieved by freeing scientists from having to spend an entire day or days traveling to and from courts to testify for possibly an hour or having their testimony not required once they arrive.

Video equipment was installed in six courts in Marquette, Ishpeming, Manistee, Charlevoix, Menominee, and

Dickinson counties. At least nine impaired driving hearings have utilized the video testimony option of the Forensic Science Department, resulting in thousands of tax dollars saved in time and travel costs.



MADD

Activism | Victim Services | Education

MOTHERS AGAINST DRUNK DRIVING RECOGNITION AND TRAINING

Section 410

BACKGROUND: Recognition of law enforcement efforts to arrest drunk drivers is one method to sustain officers' focus on maintaining a high number of impaired driving arrests. Through this program, officers are recognized at an awards ceremony following nominations by supervising officers, sheriffs, or post commanders for high numbers of drunk driving arrests, contributions to their communities' efforts to address the drunk driving problem, and assistance with local courts such as being a member of a DUI court team.

GOAL: Recognize the number of OWI arrests made by law enforcement through a recognition ceremony and sponsored attendance at the annual Michigan Traffic Safety Summit.

ACTIVITIES: Three local officers, one sheriff's deputy, and two MSP troopers were selected for their high level of drunk driving arrests and service to their communities. The officers were recognized at a spring awards ceremony and four officers attended the 2010 Michigan Traffic Safety Summit.

These six officers arrested more than 500 drunk drivers during a one-year period, including a driver with a .39 Blood Alcohol Content level and another driver with five children in his vehicle.

ADJUDICATION

PROSECUTORIAL TRAINING

Sections 410

BACKGROUND: Prosecutors and law enforcement officers must stay abreast of new traffic safety-related legislation and case law as well as priority issues within the state and nation. Since 2000, OHSP has supported the Traffic Safety Resource Prosecutor (TSRP) program within the Prosecuting Attorney's Association of Michigan (PAAM) to provide

a single resource for traffic safety-related training and information for county prosecutors as well as serving as a technical training resource for law enforcement.

GOAL: To provide prosecutors and law enforcement with traffic safety training.

ACTIVITIES: Michigan continued its long-running partnership with PAAM to retain a TSRP to provide training and legal analysis for the law enforcement community. The TSRP provided twenty-five workshops and webinars to several hundred prosecutors and law enforcement personnel.

Michigan's TSRP helped develop a national Cops in Court Training curriculum to train police officers on how to testify more effectively in court. The TSRP was one of only two TSRPs in the nation who were requested by NHTSA to participate in the project.

The TSRP also assisted the state Attorney General's office with a civil lawsuit in which the plaintiffs asked the court to order the MSP to stop all alcohol breath testing in the state. The lawsuit alleged that the BAC DataMaster device was not approved or formally adopted under the Administrative Procedures Act. In February, the Ingham County Circuit Court ruled that the state and MSP "properly adopted the BAC DataMaster device."

A notable highlight of the TSRP activities this year included the formation of a Medical Marijuana Advisory Committee comprised of prosecutors and PAAM personnel.

The committee's goal is to provide guidance, legal analysis, and keep prosecutors informed on how to handle the many different legal issues related to this new law.

The TSRP played a significant role in two Michigan prosecutors receiving statewide and national recognition for their service in prosecuting drunk drivers. The first award winner was David Schieber, a Kent County prosecutor who continued to serve as an advisor to prosecutors even after being diagnosed with a terminal illness that prevented him from trying cases in court. After his passing in the fall of 2009, his service and dedication were recognized by renaming the Michigan MADD Lifesavers award after him.

At the national level, the MADD National Prosecutors Lifesavers Award was presented to James Benison, an assistant prosecutor from Kent County. The TSRP selected and provided the application to the national awards committee thereby allowing Benison the opportunity to receive national recognition for his service in convicting drunk drivers in Kent County.

ADJUDICATION TRAINING

Section 410

BACKGROUND: The adjudication community must stay abreast of priority traffic safety issues within the state and nation, for Michigan courts to effectively focus on these concerns. This allows the state to better address impaired driving and underage drinking issues. In support of this effort, OHSP has been funding training for the magistrates and probation officers for more than ten years through the Michigan Judicial Institute (MJI).

GOAL: Provide training for the adjudication community that will help to uphold effective sentencing and treatment of impaired driving cases.

ACTIVITIES: The annual Michigan Association of Drug Court Professionals conference was attended by nearly 500 participants and offered the following sessions supported by MJI: Rediscovering Alcoholism . . . Reenergizing Treatment and Prevention, Fundamentals of Drug (Including DUI) Courts, Nuts and Bolts of the New Michigan OWI Bill, Effective Assessment in DUI Courts, and When Sanctions and Incentives Don't Work.

Several traffic safety sessions at the Michigan Association of District Court Probation Officers conference were supported through MJI including: High BAC and Other New Legislation, Recovery-Oriented Systems of Care, and a Medical Marijuana Update.

MJI also continued to host a drunk driving web-based interactive education program for K-12 students. The pro-

The screenshot shows a web browser window displaying the website for the Prosecuting Attorneys Association of Michigan. The page title is "Traffic Safety Training Program". The browser address bar shows "http://www.paastrafficsafety.com". The page content includes a navigation menu on the left with links like Home, Seminar Registration, Members Only, Traffic Safety Forum, Newsletters, Links, MADD Nomination Form, and About TSTP. The main content area features a "HOT TOPICS" section with a sub-heading "MICHIGAN'S IGNITION INTERLOCK LAW-EFFECTIVE OCTOBER 31, 2010". The text discusses the purpose of Michigan drunk driving laws to prevent crashes, injuries, and deaths caused by impaired drivers. It mentions that alcohol-impaired driving takes an enormous toll in the United States, killing approximately one person every 45 minutes. In 2008, nearly 11,773 people were killed in alcohol-impaired driving crashes, accounting for nearly one-third (29%) of all traffic-related deaths in the United States. Of the 216 child passengers ages 14 and younger who died in alcohol-impaired driving crashes in 2008, about half (99) were riding in the vehicle with the alcohol-impaired driver. Below this is a "HAPPENINGS" section with a sub-heading "Effective, July 1, 2010, Public Act 50 prohibits drivers from reading, writing and sending text messages while operating a motor vehicle." It specifies that the law states: "A person shall not read, manually type, or send a text message on a wireless 2-way communication device that is located in the person's hand or in the person's lap, including a wireless telephone used in cellular telephone service or personal communication service, while operating a motor vehicle that is". There is also a "TRAFFIC SAFETY Case of the Month" section with a sub-heading "Michigan Supreme Court Overrules People v Derron; 11-Carboxy-THC is not a Derivative of Marijuana". The text describes a case where the victim was walking on a paved portion of a 5-lane road, the defendant's BAC was .268, it was dark and raining, and the defendant left the scene. The trial judge precluded admission of any evidence regarding the victim's intoxication. The defendant was convicted of operating with the presence of a schedule 1 controlled substance causing death, leaving the scene of an accident resulting in death, and OWI, 2nd offense. The defendant appealed, claiming that evidence of the victim's intoxication should have been admitted on the issuance of causation, and that. The page also includes contact information for the Prosecuting Attorneys Association of Michigan: 116 West Ottawa Street - Suite 200, Lansing MI 48913, (517) 334-6060 - Fax: 334-6351, www.michiganprosecutor.org.

gram is designed to educate minors on the effects of drunk driving and the legal process a drunk driver undergoes, from arrest to conviction. Several hundred students have accessed the web site this year from schools across Michigan.

DUI/DRUG COURT ENHANCEMENT

Section 410

BACKGROUND: The prevalence of specialty court programs that deal solely with drivers convicted of driving under the influence of drugs or alcohol has expanded. In 2004, there were twelve specialty court programs in the state that identified themselves as Driving While Under the Influence (DUI) or sobriety courts. That number increased to twenty-four in 2009, however due to funding cuts, one non-OHSP funded sobriety court program was unable to continue activity into 2010.

In addition, there has been an increase in the number of adult circuit and district drug court programs that accept drunk drivers. There are twenty-nine adult drug court programs across the state and about 30 percent of enrollees are DUI offenders. Although the number of evaluations that include long-term recidivism measures are few, DUI courts have been demonstrated to be more effective in reducing repeat drunk driving offenses than traditional case processing.

GOALS:

- >>To increase the number of DUI courts in Michigan.
- >>To increase the percentage of drunk driving or "driving under the influence of controlled substance" cases in traditional drug courts from 40 percent to 50 percent.

ACTIVITIES: Two additional courts were added this year in Ann Arbor and Taylor. There are now twenty-three DUI-only courts and fourteen hybrid DUI and Drug courts, for a total of thirty-seven courts dealing with DUI offenders.

Efficiencies gained in the planning and operation from previous years allowed for the expansion to nine specialty court programs with the same funding level as previous years. These nine courts have increased their participant total to 483 from 329 the previous year.

DUI court participants are offenders who would otherwise not be receiving treatment for their alcohol and/or drug addiction, and a significant percentage would continue to re-offend once their traditional jail sentence was complete. These 483 offenders are saving the state funding and jail space by staying employed, paying taxes, or completing their GED. Recent studies have shown that once they graduate from their court treatment program, offenders have a

very high chance of becoming productive members of society at a cost significantly less than incarceration.

DUI COURT TRAINING

Section 410

BACKGROUND: Drug and sobriety courts have been shown to significantly reduce recidivism in participants who graduate from the program. Courts with an active drug court or that are seeking to start one require training to update their staff on the latest court treatment programs and to learn how to run an effective and self-sustaining program.

GOAL: Provide training for new and experienced drug/sobriety court staff.

ACTIVITIES: Staff from two courts in Gratiot and Calhoun counties attended a four-day training for new sobriety court personnel. Personnel from two courts in Macomb and Mackinac counties attended a one-day training for existing DUI courts in Washington, D.C. Training for the thirty-nine people focused on building a team-oriented approach to participant supervision and monitoring, the role of each team member, the ten guiding principles of a sobriety/drug court specialty program, resources for treatment, and monitoring and funding of the specialty court program.

FATAL ALCOHOL CRASH TEAM

Section 410

BACKGROUND: Drunk driving continues to be one of Michigan's deadliest problems, resulting in 28,199 fatal and serious injuries since 2004. A crash data analysis identified Genesee County as a leading county with regard to alcohol involvement in fatal crashes. As a result, in 2006 OHSP and the Genesee County Prosecutor's Office, in cooperation with county police agencies, embarked on a grant-funded pilot program, the Fatal Alcohol Crash Team (F.A.C.T.). The goal was to help increase the conviction rate of alcohol and drug-related crashes and to reduce the county's high number of crashes involving alcohol and drugs. This group of specially trained law enforcement officers, along with a member of the prosecutor's office, are called out to the scene of all fatal and serious injury crashes where alcohol or drugs are suspected or involved. Using the latest technology and training provided through the grant, these individuals investigate every aspect of the crash, compiling a detailed report. The purpose is to hold accountable, under the law, those individuals who choose to drive while impaired and kill or seriously injure others in a traffic crash.

Over the past five years (2005-2009), Genesee County averaged 542 crashes annually where alcohol was a contributing factor which resulted in an average of twenty-one deaths and more than 335 injured persons. In 2009, fourteen people died and 262 people were injured in alcohol-involved crashes in Genesee County. F.A.C.T. responded to 84 percent of impaired driving-related crashes and of the fatal crash cases which had been investigated by the F.A.C.T. and in which charges were filed, none have been plea bargained or dismissed because of the quality evidence F.A.C.T. brings to the prosecution.

Over the past three years, F.A.C.T. has equipped and fully trained three teams which deploy on a rotating basis to any crash in Genesee County which is believed to have drugs or alcohol involved. The project's goal has been to develop a countywide team to investigate alcohol and drug-related crashes that result in death or serious injury and achieve a 100 percent conviction rate.

GOAL: Complete final analysis for two dozen alcohol-related crashes which occurred in fall 2009.

ACTIVITIES: Final case analysis and reporting from two dozen DUI crashes which occurred at the end of FY2009 were completed during the first quarter of this fiscal year. A handbook, detailing the development and implementation of F.A.C.T., was also developed for agencies interested in starting their own program, thereby completing the goals of this pilot project.

REDUCING UNDERAGE DRINKING

SAFE COMMUNITIES: ENFORCEMENT OF UNDERAGE DRINKING LAWS

Sections 410, OJJDP

BACKGROUND: Research and experience confirm that strong enforcement helps to reduce underage drinking by limiting access to alcohol, reducing the opportunities for youth to drink, and curbing impaired driving.

The Department of Justice, Office of Juvenile Justice & Delinquency Prevention's Enforcing Underage Drinking Laws (EUDL) program has provided funding for overtime enforcement of underage drinking laws for since 1998. Agencies in more than forty counties participate in a multi-tiered approach to enforcement – seeking out parties where underage drinkers are, targeting adults who furnish alcohol

to minors, working special events where minors may drink alcohol, and watching for retailers who sell alcohol to minors.

Underage drinking is associated with a host of problems, ranging from academic issues to alcohol poisoning, and suicide. From 2005 to 2009, 25,858 drivers ages 13-20 were arrested for driving under the influence and 64,833 people under twenty-one were arrested for possession and other liquor law violations in Michigan. A total of 6,665 underage drinking drivers crashed from 2005 to 2009; 723 of those crashes involved death or serious injury.

GOALS:

- >> Maintain the proportion of drivers under age twenty-one in fatal or serious injury crashes who had been drinking at or below 5 percent in 2010.
- >> Decrease consumption of alcohol by minors by 3 percent through strict enforcement of underage drinking laws.
- >> Identify the rate of non-compliant licensees within local jurisdiction by conducting compliance checks.

ACTIVITIES: Law enforcement agencies in thirty counties worked nearly 15,000 hours of overtime enforcement and dispersed 1,244 parties. Citations issued:

- >> 1,805 Minor-In-Possession of Alcohol (MIPs)
- >> 820 open intoxicants
- >> 430 adults furnishing alcohol
- >> 3,450 compliance checks conducted with 622 violations (82 percent compliance)

While the number of counties being funded decreased from forty in FY2009 to thirty, the number of MIP citations issued increased by 12.4 percent. This may be due to the fact that several agencies used social media web sites to identify



underage drinking parties, thereby targeting their enforcement efforts more efficiently.

The compliance rate for retailers who sell alcohol declined from nearly 90 percent in FY2009 to 82 percent in FY2010.

Enforcements highlights include:

- »The Detroit Police Department (DPD) has been consistently using social media web sites to determine where minors are having parties. Officers conduct surveillance on the location and gather building ownership and licensing information. The majority of parties are being held in empty commercial buildings which are not licensed to serve alcohol. Using this tactic, officers have dispersed eight large parties and written more than 100 MIP tickets. Because of their fresh approach to enforcement, the project director was invited to speak at the OJJDP National Leadership Conference on Underage Drinking in California in August. The workshop, "Innovative Enforcement Techniques in Detroit," was well-received and put DPD in the national spotlight. The project director also highlighted the fact DPD conducted 866 compliance checks, citing 224 licensees for furnishing alcohol to a decoy minor—a 25 percent failure rate. Oftentimes, licensees are also cited for selling tobacco, narcotics paraphernalia, fireworks, and other illegal items.
- »Grosse Ile Police Department issued thirty-eight MIP citations in one night. After receiving information about a limo-bus of underage drinkers, officers located the vehicle and cited twenty teens for MIP. During the same night, officers also received a tip about an after-prom party where another fourteen teens were cited.
- »The Baroda-Lake Township Police Department received an anonymous tip about a possible party at a private residence in which the parents were going to be out-of-town for the weekend, leaving their teenager home alone. During the week leading up to the proposed party, officers met with the parents to discuss what they heard. The parents subsequently decided to postpone their travel plans and the party never occurred.
- »Underage drinking enforcement on college campuses netted nearly 600 MIP citations being issued at seven universities across the state.
- »The Ottawa County Sheriff's Office, in conjunction with Grand Valley State University Department of Public Safety, met with the owners of off-campus student housing complexes to give them information about enforcement efforts taking place on their properties. The owners were very receptive to this partnership and have noted a decrease in destruction of property issues after football tailgate weekends. This proactive approach was taken to a new level by the president of Central Michigan University, who sent an e-mail to students in late August, reminding them of extra enforcement efforts and the collective responsibility they have to uphold the university's reputation.

»Grand Valley State University DPS also received information on Facebook about an end-of-school-year party to be held at a large off-campus apartment complexes. According to the Facebook event page, more than 1,500 people planned to attend. Officers checked local ordinances and found the party could not be held under a township law. The event organizer was contacted in person by law enforcement and the party was canceled.

UNDERAGE DRINKING PREVENTION

Section 410

BACKGROUND: Implementing prevention best practices at the local level is a vital component of an effective underage drinking prevention program. To achieve this, OHSP partners with the Michigan Office of Drug Control Policy (ODCP) to fund Prevention Network (PN). A statewide organization that supports substance abuse prevention and related efforts, PN provides services which build the capacities of grassroots groups to carry out effective local solutions, and coordinates statewide awareness and advocacy initiatives. PN is the only statewide organization that provides training, technical assistance, and guidance on the prevention of substance abuse in an attempt to encourage local coalitions to move beyond the perception that prevention is about teaching healthy behaviors.

GOAL: Reduce youth access to alcohol by serving as a clear-



inghouse for local citizens, coalitions, and communities to obtain information on underage drinking initiatives. This is evaluated by the increase in prevention capacity the locals have after receiving services from PN staff.

ACTIVITIES: PN continues to re-invent itself as new trends in underage drinking and drunk driving emerge. A reorganization of its staffing has allowed staff to focus more on

programming and several new staff members have been hired due to retirements and the reorganization.

The campus coordinator coordinated three Brief Alcohol Screening and Intervention of College Students (BASICS): A Harm Reduction Approach trainings for nearly seventy staff members at nine colleges. These trainings are a preventive intervention for college students 18 to 24 years old. They are aimed at students who drink alcohol heavily and have experienced or are at risk for alcohol-related problems such as poor class attendance, missed assignments, accidents, sexual assault, and violence.

The ongoing Life of an Athlete program, which seeks to increase the strength of student codes of conduct regarding alcohol and substance use, provided a three-day train-the-trainer program for seventy-five middle and high school coaches. Nearly forty communities across the state have adopted some or part of the Life of an Athlete model student code of conduct.

A satisfaction survey of PN's services to the regional substance abuse coordinating agencies was conducted and PN received high marks for customer service, technical assistance, and support to volunteer groups interested in providing substance abuse prevention programs. One of the agency's reported, "PN's work is valuable in sustaining the work of local coalitions and communities. With ever-decreasing funding, utilizing PN's services for assessment and capacity building is very important. They also are on the cutting edge of providing training in social media."

During the first half of the fiscal year, mini-grant inquiries were up nearly 50 percent from the same time last year. This increase is due to the new grant coordinator at PN as well as the organization's use of social media web sites to advertise programs.

PN provided nearly \$50,000 in funding to thirty-eight organizations for projects. A sample of these projects included:

- » **Ingham Substance Abuse Prevention Coalition** has consistently identified evidence-based prevention strategies to address their local contributing factors, such as their current efforts to implement Life of an Athlete as a policy change program at two school districts and working with festival coordinators on policy and procedure changes that can reduce underage and high-risk drinking at events. Members provided alcohol server training to festival coordinators who have volunteers serve alcohol at events.
- » **Alpena Community College** implemented a prevention initiative for students and plans to include drive safely components. Information was provided to the group on evidence-based prevention strategies and

how to engage in a strategic planning process to select the appropriate strategies for their campus community. Technical assistance was also provided on how to access resources for drive safely activities. The college hosted a safety event for more than 300 people that focused on safe driving techniques, including winter driving and avoiding car-deer crashes.

- » **Freedom Institute (Detroit)** High school students were trained as peer mentors to help deliver underage drinking education and awareness to their peers via social media web sites and blogs. Students were trained on how to manage web site tools such as discussion boards and reader comments.
- » **Tri Community Coalition** (Berkley, Huntington Woods, and Oak Park) taught leadership skills to a selected group of youth to become YOU Peer Educators. These youth made presentations on alcohol-refusal skills at elementary and middle schools and to parents in their communities. Six sessions with special emphasis on communication skills and decision making were provided to participants.



Police Traffic Services

TRAFFIC ENFORCEMENT

SAFE COMMUNITIES: OVERTIME TRAFFIC ENFORCEMENT

Section 402

BACKGROUND: To make the best use of traffic safety funds, 2004-2008 crash data was used to identify locations in the state where grant-funded overtime had the greatest potential to impact traffic fatalities and injuries. Focused analysis means efficiently and effectively reaching the majority of drivers. Qualifying counties received grants for overtime traffic enforcement involving local, county, and state law enforcement agencies.

Funding also supported operation of four previously purchased traffic enforcement vans in Ingham, Marquette, Monroe, and Ottawa counties. The vans, purchased in

SUCCESS STORY:

During the Memorial Day *Click it or Ticket. Buckle Up or Pay Up.* mobilization, police pulled over a van for improper display of license plate and improper lane usage. The officer was suspicious because the cargo in the back of the van was covered with a blanket. Upon inspection of the vehicle, 700 pounds of marijuana were discovered. The driver's license of the driver was suspended and the passenger was wanted on an outstanding misdemeanor warrant. The officer later found out that another van, with similar cargo, was headed for Battle Creek. Both driver and passenger were found guilty in federal court of possession with intent to distribute marijuana.



2001, are used to promote enforcement education in local communities.

GOALS:

- » Maintain 97 percent seat belt use rate.
- » Reduce statewide alcohol involvement in serious and fatal crashes from 1,711 in 2007 to 1,511 by the end of 2010.

ACTIVITIES: State, local, and county law enforcement agencies conducted traffic enforcement during several enforcement periods throughout the year – Halloween, Christmas/New Year's, Memorial Day, 4th of July, and Labor Day.

During the Memorial Day *Click It or Ticket* mobilization, 12,816 hours of grant-funded daytime seat belt enforcement resulted in the following:

- » 17,992 vehicles stopped
- » 10,551 seat belt and child restraint citations
- » 64 OWI arrests
- » 359 driving while license suspended citations
- » 37 drug arrests
- » 585 misdemeanor and 32 felony arrests

2,066 hours of nighttime seat belt enforcement resulted in:

- » 2,404 vehicles stopped
- » 371 seat belt and child restraint citations
- » 56 OWI arrests
- » 67 driving while license suspended
- » 18 drug arrests and 2 other alcohol arrests



Direct observation surveys of seat belt use took place before and after the Memorial Day mobilization, along with the annual survey conducted around Labor Day. Seat belt use declined slightly from the record-high of 97.9 percent to 95.2 percent.

During four waves of impaired driving enforcement, 28,990 hours of impaired driving enforcement resulted in:

- »31,286 vehicles stopped
- »1,261 OWI arrests
- »229 drug arrests
- »93 other alcohol arrests
- »4,159 speeding citations
- »1,572 misdemeanor and 223 felony arrests
- »709 seat belt and child restraint citations

The Holland Police Department utilizes a traffic enforcement van for each impaired driving enforcement detail. The van is set up as a mobile breath alcohol testing facility and officers bring drivers suspected of being under the influence of alcohol to the van, where a breath test is administered.

If the driver is found to be under the influence, police reserve officers transport the person to jail, allowing the road officer to get back out patrolling. Throughout the year, 159 people were tested in the van with 143 of them transported to jail. The average time to transport a prisoner is forty-five minutes. By using a reserve officer to transport drunk drivers to jail, patrol officers were allowed more than 100 hours to look for OWIs. The van was also used as a display at several events to assist with educating the public about traffic safety.

SUCCESS STORIES:

During the Christmas and New Year's *Drunk Driving. Over the Limit. Under Arrest.* crackdown, police attempted to stop a driver for erratic driving. This led to car and foot chases before the man was apprehended. Both driver and passenger were arrested on outstanding warrants as well as possession of methamphetamine discovered by a police dog that assisted in the foot chase.

During the Labor Day *Drunk Driving. Over the Limit. Under Arrest.* crackdown, police clocked a vehicle traveling at 108 mph in a 70 mph zone. The driver was arrested for OWI. In addition to being impaired, two juvenile passengers were arrested for Minor in Possession and another juvenile was taken into custody for being a runaway.

HIGH VISIBILITY IMPAIRED DRIVING ENFORCEMENT

Sections 406, 410, 406-PM, 410-PM

BACKGROUND: Conducting high visibility drunk driving enforcement is challenging because it generally takes place during evening hours when fewer people are on the road and visibility is limited. High visibility enforcement

(HVE) is a directed patrol activity that takes place on corridors that are identified through traffic crash data as being prone to crashes involving drunk drivers. HVE seeks to make late-night traffic enforcement more visible through unique awareness tactics and special advertising messages. In 2008, Michigan initiated a pilot program in two West Michigan counties to increase the visibility of drunk driving enforcement. This strategy was expanded to four counties in 2009 and seven counties in 2010. These counties were selected based on their number of alcohol-related crashes.

GOAL: Reduce alcohol involvement in serious and fatal crashes from 1,711 in 2007 to 1,511 by the end of 2010.

ACTIVITIES: HVE was conducted throughout the year in East Michigan in Genesee, Saginaw, and Washtenaw counties and in West Michigan in Kalamazoo, Kent, Muskegon and Ottawa counties. Paid advertising ran for a two-week period in West Michigan in April and in East Michigan in June.

More than 8,175 hours of HVE resulted in:

- »8,905 vehicles stopped
- »249 seat belt/child passenger safety violations
- »257 OWI arrests
- »774 uninsured or suspended license violations
- »68 drug arrests
- »3,615 other traffic violations

This strategy for impaired driving enforcement is working to reduce alcohol involvement in crashes. A review of the rankings for fatal and serious injuries in crashes that involved alcohol in two of the counties that conducted HVE in 2009 demonstrates remarkable results. Kalamazoo County was ranked sixth in the state when the 2004-2008 data was reviewed, but fell to ninth when 2005-2009 data



SUCCESS STORIES:

During the first weekend of HVE in Washtenaw County, a motorist driving 15 mph on a local road was observed. After the emergency lights were activated, the driver rolled down the window and stated, "Officer I am OK, I'm almost home, just go on by." The driver was found to be under the influence of drugs.

Officers in Kalamazoo County assisted the Western Michigan University Department of Public Safety with a pursuit. Spike strips were used to flatten the tires of the vehicle. Four suspects fled on foot and three were apprehended. The suspects were charged with Fleeing and Eluding, OWI under age 21, Resisting and Obstructing, and Minor in Possession. One officer, who remained with the suspect vehicle, arrested a drunk driver who stopped to find out what was going on. The subject's BAC was .24.

was reviewed. Ottawa County was ranked thirteenth and fell to fifteenth when the 2005-2009 data was reviewed.

CORRIDOR ENFORCEMENT

Section 402

BACKGROUND: I-94 is the busiest and most injury crash-prone freeway in Michigan. It is also a major commercial truck route and corridor for criminal activity. From 2007 through 2009, there have been more than 520 fatal or serious injury crashes, averaging 176 per year. Data has shown that the first week of July is one of the top ten worst single weeks of the year for crashes. Michigan decided to conduct one night of concentrated traffic enforcement on I-94 and asked six other states - Indiana, Illinois, Wisconsin, Minnesota, North Dakota, and Montana - with sections of I-94 to participate in this effort.



GOAL: Increase traffic safety and criminal interdiction along the I-94 corridor and generate media coverage of this multi-state effort.

ACTIVITIES: This four-hour enforcement along I-94 from the Canadian border in Michigan to Billings, Montana, focused on OWI enforcement, aggressive driving, and criminal interdiction activity.

More than thirty police agencies and over 300 law enforcement officers in the seven states participated in the effort. This resulted in:

- >>155 seat belt citations
- >>514 aggressive driving/speeding citations
- >>46 OWI arrests
- >>18 drug arrests
- >>20 warrant arrests

In Michigan, the I-94 Corridor Traffic Enforcement Project resulted in:

- >>15 OWI arrests
- >>13 drug-related arrests
- >>16 warrant
- >>3 felony arrests

More than 300 traffic citations including thirty-six seat belt and child passenger safety citations were issued. Michigan State Police Motor Carrier officers also issued eighteen aggressive driving citations.

ENFORCEMENT SUPPORT

MICHIGAN ASSOCIATION OF CHIEFS OF POLICE AWARDS

Section 402

BACKGROUND: The Award for Excellence in Traffic Safety is a cooperative effort with the Michigan Association of Chiefs of Police (MACP), OHSP, and AAA Michigan. OHSP has provided grants for traffic safety efforts to winning agencies since 2002, with the exception of 2008 when budget constraints did not allow for the awarding of such grants.

GOAL: Recognize outstanding traffic safety efforts conducted by police and public safety departments across the state.

ACTIVITIES: The judging committee reviewed fifty-nine applications for MACP traffic safety awards, with eighteen agencies receiving honors. Award presentations were made at the MACP Mid-Winter Training Conference in February. First place winners received \$6,000 traffic safety grants; sec-

ond place received \$3,000; and third place received \$2,000 grants.

A grand prize was awarded for the first time to the MSP 3rd District Headquarters for ongoing and positive public safety messages and working with the media to promote traffic safety awareness.

The winning agencies included ten local police agencies, three county sheriff's offices, and four Michigan State Police posts.

Equipment purchased by the agencies using grant funds included lasers, radars, flashlights, a traffic equipment trailer, a light bar, reflective rain gear, digital cameras, a speed trailer, driver's license readers, and PBTs. One agency used the funds to lease two motorcycles to conduct traffic enforcement throughout the summer.

SUCCESS STORY

One agency, utilizing a portion of the MACP award funding for overtime, conducted a traffic stop resulting in the arrest of a Mexican national in possession of a firearm. In addition, the violator was in possession of equipment for a marijuana grow operation. The DEA and other federal authorities verified the subject was a "person of interest" who is growing marijuana plants with other parties.

IMPAIRED DRIVING ENFORCEMENT SIGNAGE

Section 410

BACKGROUND: Conducting high visibility drunk driving enforcement is challenging because it generally takes place during evening hours when fewer people are on the road and visibility is limited. HVE increases the perceived likelihood that a drunk driver will be detected, stopped, and arrested for driving under the influence. Based upon the success of safety belt enforcement zones, as well as studies of HVE conducted in other states, the use of highly reflective "drunk driving enforcement area" signs help improve the perception that police are looking for impaired/drunken drivers.

GOAL: Enhance the visibility of impaired driving enforcement.

ACTIVITIES: Twenty-four reflective drunk driving signs were ordered and delivered to four project directors to use during HVE. Portable, electronic message boards were also rented to increase visibility of HVE in seven counties.

SPEED KITS

Unfunded

BACKGROUND: From 2005 to 2009, law enforcement recorded more than 600,000 drivers that crashed while driving too quickly or following too closely, with 38 percent of crashes involving excessive speed. Although overtime funding is not currently available for speed enforcement, law enforcement agencies do conduct periodic enforcement efforts in their communities which should be publicized to alert motorists.

GOAL: To increase the visibility and deterrent effect of local speed enforcement efforts.

ACTIVITIES: Materials development was completed in FY2009. In FY2010, law enforcement agencies were provided banners, posters, template news releases, and NHTSA-produced PSAs to promote local speed enforcement efforts.

DATA-DRIVEN APPROACHES TO CRIME AND TRAFFIC SAFETY (DDACTS)

Section 406

BACKGROUND: DDACTS integrates location-based crime and traffic data to establish effective and efficient methods for deploying law enforcement and other resources. Using geo-mapping to identify areas that have high incidences of crime and crashes, DDACTS uses traffic enforcement strategies that play a dual role in fighting crime and reducing crashes and traffic violations. Drawing on the deterrent of highly visible traffic enforcement and the knowledge that crimes often involve the use of motor vehicles, the goal of DDACTS is to reduce the incidence of crime, crashes, and traffic violations across the country.

GOAL: Establish a Michigan DDACTS strategic plan.

ACTIVITIES: Michigan is continuing to research the DDACTS philosophy by reviewing the evaluation report from the national pilot project to determine if introducing this to Michigan law enforcement agencies will be beneficial. If so, OHSP will continue to work with partner agencies to create a Michigan strategic plan and to prioritize next steps.

EDUCATION AND COMMUNICATION

PAID ADVERTISING

Sections 402-PM, 406-PM, 410-PM

BACKGROUND: Stepped-up enforcement has the greatest impact when motorists are aware of these efforts. Using paid advertising allows OHSP to target messages to key groups effectively and efficiently. This strategy has allowed OHSP to increase its message awareness and help drive positive behavior changes.

GOAL: Continue high levels of awareness for the *Buckle Up or Pay Up, Click It or Ticket* and *Drunk Driving. Over the Limit. Under Arrest.* campaign messages during enforcement mobilizations.

ACTIVITIES: Information about this task can be found in the Paid Advertising section on page 35.

MOBILIZATION MESSAGE DEVELOPMENT AND OUTREACH

Section 402

BACKGROUND: Well researched, audience-specific mobilization advertising campaigns have helped Michigan steadily increase seat belt use and reduce the number of alcohol-involved traffic deaths. Ad campaigns are brief but intense, designed to convince motorists that stepped up enforcement means a greater likelihood of a seat belt ticket or drunk driving arrest.

Creative campaigns for the seat belt and drunk driving mobilizations were developed in 2009 and will be used for a second year to promote continued awareness of these state-wide traffic enforcement campaigns.

GOAL: Develop new elements to keep *Click it or Ticket* and *Over the Limit. Under Arrest.* campaigns fresh and interesting.

ACTIVITIES: OHSP continued to provide law enforcement agencies with materials to promote stepped up enforcement locally, including banners and posters for each campaign.

In addition, web-based advertising and outreach materials were updated and refreshed to reflect rapid changes in Internet advertising and campaigns. Web ads were created that were more dynamic rather than static images. Further, ads were created for a Facebook element and mobile advertising.



Finally, a mobile phone “app” for iPhones was created to alert users to stepped up drunk driving enforcement. The Michigan DUI tracker sought to make enforcement visible in a unique way, using the phone’s GPS system to remind users that enforcement can be anywhere at any time – including just down the street or around the corner. Because officers are always on the lookout for drunk drivers, app users are presented with a list for calling a taxi or a friend for a safe and sober ride home.

The app was downloaded more than 800 times during the August drunk driving crackdown and it was prominently featured on news stories regarding the effort.

EVALUATION: TELEPHONE SURVEYS

Section 402

BACKGROUND: Ongoing evaluation supports the effectiveness of enforcement mobilizations. Surveys of driver attitudes and beliefs can illuminate areas for improvement, identify program enhancements and new programs, and determine a program’s effectiveness.

GOAL: Determine public perception of the enforcement efforts and their advertising support.

ACTIVITIES: There were seven waves of surveys in 2010. The first served as a pre-survey for evaluating high visibility enforcement projects. Four surveys evaluated the *Click It or Ticket* mobilization and *Over the Limit. Under Arrest.* crackdowns, as well as providing later data on high visibility enforcement. Two additional surveys evaluated the impact of the motorcycle safety campaign.

Survey results are included in the Paid Advertising section on page 35.

Pedestrian and Bicyclist Safety

EDUCATION AND COMMUNICATION

BICYCLE HELMET BROCHURES

Section 402

BACKGROUND: Most bicyclist injuries and deaths could be prevented if riders wore helmets. Bicycle-related injury and helmet use data in Michigan indicates that the potential target populations are children under ten years of age and their parents. OHSP has developed brochures on proper bicycle helmet use.

GOAL: To provide bicycle helmet information statewide, thereby increasing proper helmet use and decreasing serious injuries and fatalities of bicyclists.

ACTIVITIES : In order to sustain awareness on the importance of using bike helmets as well as having a proper fit, OHSP continued to distribute a bicycle safety helmet brochure. This brochure was included in OHSP's materials catalog and SAFE KIDS chapters were encouraged to utilize the information during their bicycle safety events.

PEDESTRIAN SAFETY MATERIALS

Section 406

BACKGROUND: Statistics regarding pedestrian fatalities and injuries remain an issue in Michigan and specifically in Detroit.

GOAL: Decrease fatalities and injuries involving pedestrians.

ACTIVITIES : Pedestrian activities were postponed awaiting additional problem identification and evaluation.



Traffic Records

ENFORCEMENT SUPPORT

CRIMINAL JUSTICE INFORMATION CENTER TRAINER

Section 408

BACKGROUND: The basis for crash data is the Standardized State Traffic Crash Report form (UD-10) utilized by law enforcement across Michigan. With more than 22,000 officers from 600 law enforcement agencies completing UD-10s each year, regular training ensures officers are filling out the crash report completely and correctly. In 2007, a trainer position was created within the Michigan State Police, Criminal Justice Information Center (MSP-CJIC) through a grant from OHSP to provide UD-10 training to law enforcement. The training was designed to improve the quality, accuracy, and speed by which crash information is captured and submitted. Since that time, eighty training classes have been held for supervisors and officers. In 84 percent of the cases in which agencies attended training, error/crash rates were reduced and reporting days decreased. Those agencies that sent both supervisors and officers had a larger reduction of errors than those agencies that sent either officers or supervisors.

GOALS: Improve the quality of crash data by reducing the average number of data errors per crash from 1.0 to less than 1.0 by the end of 2010.

Reduce the number of unknown BAC and restraint use reporting levels on fatal crashes by 1 percent annually.

ACTIVITIES: Statewide trainings were conducted for 486 attendees including thirty-six officer classes, five supervisor training classes, four law enforcement academy classes, two specialized trainings for MDOT and county road commission personnel, and three regional Traffic Safety Committee meetings around the state.

The Warren Police Department requested several days of training to address key issues. Following the training, the department was able to improve its top errors.

WARREN POLICE DEPARTMENT	2009	2010	Reduction
Missing Airbag Deployed	273	183	-33%
Invalid Direction for Crash Type-Angle	112	81	-28%
Missing Passenger Position Code	105	44	-58%
Invalid Direction for Crash Type-Head On Left	62	24	-61%

Other agencies that received training also were able to see significant reductions in the number of errors made on

crash reports. The trainer improved and expanded training programs to cover train crashes, roundabouts, and alcohol/drug results. He also met with personnel from the rail association in reference to train/vehicle crashes, provided them with crash data, and established a new contact for rail information and education.

The trainer also worked with several training coordinators for law enforcement agencies on information to present during their annual training programs. These reductions in error rates by agencies submitting crash report forms result in more timely and accurate data and reduces the cost of edits and follow-up by MSP-CJIC personnel.

ELECTRONIC CRASH CAPTURE AND DATA SUBMISSION (ECCS 3)

Section 408

BACKGROUND: Since 2007, law enforcement agencies have been able to apply for grants to collect and transmit crash information electronically. Twenty-seven proposals from law enforcement agencies were received in 2007, thirty-six proposals were received in 2008, and twenty-two proposals were received in 2009. Proposals were scored based on the quality, completeness, and depth of how each agency was going to accomplish an ECCS system. Nine agencies were selected for participation the first year; eleven agencies were selected the second year; and ten agencies were selected for the third year. A vendor/agency day in 2008 was attended by more than 150 participants and provided ECCS vendors the opportunity to meet with agencies and showcase their systems.

GOAL: Increase the percentage of police agencies collecting and submitting crash information from 35 percent in 2009 to 50 percent in 2010

ACTIVITIES: Fourteen law enforcement agencies received funding to purchase laptops, mag-strip readers, air-cards, software, and training to set up a system to collect and submit crash forms electronically. As of September 2010, approximately 51 percent of Michigan's law enforcement agencies collect and submit crash data electronically.

BAC INVESTIGATION

Section 403

BACKGROUND: Michigan law requires blood alcohol content (BAC) testing for all deceased drivers in fatal crashes. Best practice recommends testing all surviving drivers as well. In 2008, Michigan successfully collected BAC results

for 77 percent of deceased drivers and 60 percent of all drivers in fatal crashes.

GOALS: Reduce the number of unknown BAC reporting levels on fatal crashes by 1 percent annually.

ACTIVITIES: OHSP worked with the Michigan State Police Criminal Justice Information Center to secure a part-time position to assist with BAC reporting follow-up with law enforcement agencies. The staff person made calls to law enforcement agencies to follow-up on outstanding 2009 BAC reports and secure results. Staff also explored possible changes to the crash form (UD-10) that would assist in reporting BAC results, as well as documented the main reasons why law enforcement do not report BAC results.

The project resulted in the development of a UD-10 Agency Contact Form to establish one point of contact at each agency to assist with securing BAC results and to make education and compliance streamlined throughout the state. Other results included a BAC quick reference guide and training webinar to educate law enforcement agencies on the process to secure and report BAC results.

DATA SYSTEMS

TRAFFIC RECORDS ASSESSMENT

Section 402

BACKGROUND: Upon request by OHSP, in 2009 NHTSA assembled a team of professionals with backgrounds and expertise in traffic records data systems to conduct a traffic records assessment. The scope of this assessment covered all of the components of a traffic records system. The assessment's purpose was to determine whether the state's traffic records system is capable of identifying safety problems, managing the countermeasures applied to reduce or eliminate those problems, and evaluating those programs for their effectiveness. A similar assessment was conducted in 2004.

GOAL: Conduct an assessment of Michigan's traffic records system.

ACTIVITIES: In October 2009, a team of experts representing all areas of traffic safety systems and data interviewed more than forty key stakeholders to gauge the progress made since 2004 and determine if any new recommendations were required. The team was impressed with Michigan's data programs, particularly its quality controls, stating, "It must be noted that the state's crash data quality

control process is the most comprehensive that the team has encountered anywhere. Users have almost universally praised the improvement in the accuracy and timeliness of the crash data. It truly is a model for other states to copy."



Some of the recommendations made by the assessment team include:

- » Develop a formal plan to spread electronic crash data reporting implementations throughout law enforcement agencies
 - » Add the capability to access relevant additional files - such as an image of the crash, crash scene photos, additional narratives, etc. - into a future release of Traffic Crash Records System
 - » Establish a data set through the integration of crash, EMS, and hospital discharge data to enhance problem identification and program analysis efforts
 - » Determine how best to develop the information available in the Judicial Data Warehouse into a citation tracking system and a DUI tracking system
 - » Design and commit to a consistent and complete data collection procedure for road features on the state system, including more discrete roadway data segmentation
- A strategic plan based on the assessment recommendations is being developed by the Crash Data Users group for implementation by various traffic record network partners.

CRASH PROCESS REDESIGN—RELEASE 8

Section 408

BACKGROUND: In the past seven years the state crash system has been updated through the Crash Process Redesign (CPR) project. System changes in 2008 included: the ability to accept and edit crash reports electronically, improved FARS processing and integration with crash location, expanded Traffic Crash Reporting System (TCRS) security, and development of sanitized crash reports. Despite improvements, users continue to identify system enhancements.

GOAL: Increase the timeliness, quality, accuracy, and availability of crash information.

ACTIVITIES: Although various CPR discussions and planning activities occurred throughout the year, the project was not at a point in which funding was needed in FY2010 for system improvements. Therefore, no funded activity took place on this project this year. However, it is anticipated that in FY2012, there may be improvements ready for implementation and grant funding.

EDUCATION AND COMMUNICATION

MICHIGAN TRAFFIC CRASH FACTS

Section 402

BACKGROUND: Michigan's traffic crash data is used to identify and analyze problems, implement countermeasures, and evaluate impact. The Michigan Traffic Crash Facts Web site is updated annually and provides comprehensive traffic crash data and reports. Since its inception in 2004, many enhancements have been made including the addition of a data query tool, mapping capabilities, table creation, additional geographic views, and sanitized UD-10 report retrieval.

GOAL: Produce the 2009 Michigan Traffic Crash Facts (TCF) web site including reports and query capabilities

ACTIVITIES: The 2009 version of TCF query tool was completed and released to the public in March 2009. A key enhancement to the tool is the ability to locate crashes and data based on a specific intersection. The TCF web site also won a national award at the International Traffic Records Forum for the Best Traffic Records Web Site.

Community Traffic Safety

SAFE COMMUNITY COALITIONS

SAFE COMMUNITIES: COALITION MINI-GRANTS

Section 402

BACKGROUND: The National Highway Traffic Safety Administration (NHTSA) is committed to the philosophy that communities are in the best position to affect improvements in motor vehicle and other transportation-related safety problems. Following the NHTSA model, Safe Community Coalitions and Traffic Safety Committees are comprised of business and civic leaders, health care professionals, elected officials, concerned citizens, law enforcement officers, educators, safety advocates, traffic engineers, emergency response personnel, and other key partners within a community. These groups develop action plans and galvanize support for traffic-related injury reduction activities in their respective communities.

GOAL: To save lives and reduce injuries caused by traffic crashes by delivering traffic safety programs at the community level.

ACTIVITIES: In an effort to increase the knowledge of Muskegon area teens about underage drinking, safe driving habits, and impaired driving, the West Shore Safe Community Coalition utilized an OHSP grant to purchase a Global Electronic Motor (GEM) vehicle. GEMs are low-speed, battery-electric vehicles that allow for the creation of real-world driving scenarios in a safe environment to demonstrate the effects of impaired driving, the importance of seat belt use, and the risks of driver distractions. Due to technical issues, the vehicle was not able to be utilized in FY2010, but is slated for use in FY2011.

The Berrien Springs-Oronoko Township Police Department, the Berrien County Sheriff's Office, and the Berrien County Alcohol Task Force will be utilizing a distracted/impaired driving kit and fatal vision goggles to provide a program to young drivers on the dangers and consequences of driving while impaired, intoxicated, or distracted. The materials were not received in time to schedule presentations before the end of FY2010. Presentations will be scheduled in FY2011.

SAFE COMMUNITIES: DETROIT COMPREHENSIVE TRAFFIC SAFETY PROJECT

Section 402

BACKGROUND: Wayne County contains nearly 20 percent of the entire population of Michigan as well as the state's largest city, Detroit. As a result of its size and population, Detroit experiences a large percentage of Michigan's traffic fatalities. In 2009, there were 871 traffic fatalities in Michigan with 112 (13 percent) occurring in Detroit. While this represents a decrease from 2008's 123 traffic fatalities (11 percent), it also demonstrates an increase in the percent of fatalities occurring in Detroit.



2009 also resulted in 121 pedestrian deaths in Michigan with thirty-two (26 percent) occurring in Detroit. This is an increase from Detroit's twenty-seven pedestrian fatalities in 2008. Pedestrians accounted for nearly 30 percent of Detroit's 2009 traffic fatalities.

Not only is Detroit one of the most densely populated areas in Michigan, it is also home to the greatest proportion of low income and underserved populations in the state.

Beginning in 2005, the Detroit Police Department (DPD), through a partnership involving OHSP, the City of Detroit, Detroit Safe Community Coalitions, the faith-based community, schools, and multi-cultural groups, has been successful in providing programs directed toward reducing traffic-related crashes, injuries, and fatalities. As a result of their knowledge and understanding of the community they serve, DPD is uniquely qualified and positioned to carry out the programs needed to address traffic safety issues in this underserved population.

GOAL: Reduce traffic and pedestrian crashes, fatalities, and injuries in Detroit.

ACTIVITIES: DPD officers conducted 124 traffic safety presentations on seat belt and booster seat use, pedestrian and bicycle safety, and sober driving. The presentations were customized to be age appropriate and for multi-cultural audiences. Traffic information booths were set-up at several local stores to further educate community members. These activities provided traffic safety messages to hundreds of people in Detroit throughout the year.

Officers utilized the Global Electronic Motorcar (GEM) at thirty-six community events to demonstrate to teens the effects of impaired driving and the importance of seat belt use. The GEM car was also used in the Eco-Experience during the 2010 North American International Auto Show.

DPD continued to coordinate Detroit Safety Belt Committee activities and provide oversight and support to the local Safe Communities Coalition. Plans are underway to conduct seat belt use observation surveys around the city to evaluate the effectiveness of their efforts.

Officers also worked with the Wayne State University Detroit Area Pedestrian Safety Action Team to identify and develop countermeasures for high pedestrian crash intersections.

Throughout the year, Police Community Services officers fitted and distributed more than 500 bicycle helmets to young children and teens at Detroit area community and traffic safety events.

As a result of all of these efforts and activities, traffic crashes in Detroit have decreased by 13 percent since this project began in 2006. Pedestrian crashes have declined by 18 percent, fatalities by 3.5 percent, and injuries by 21 percent.

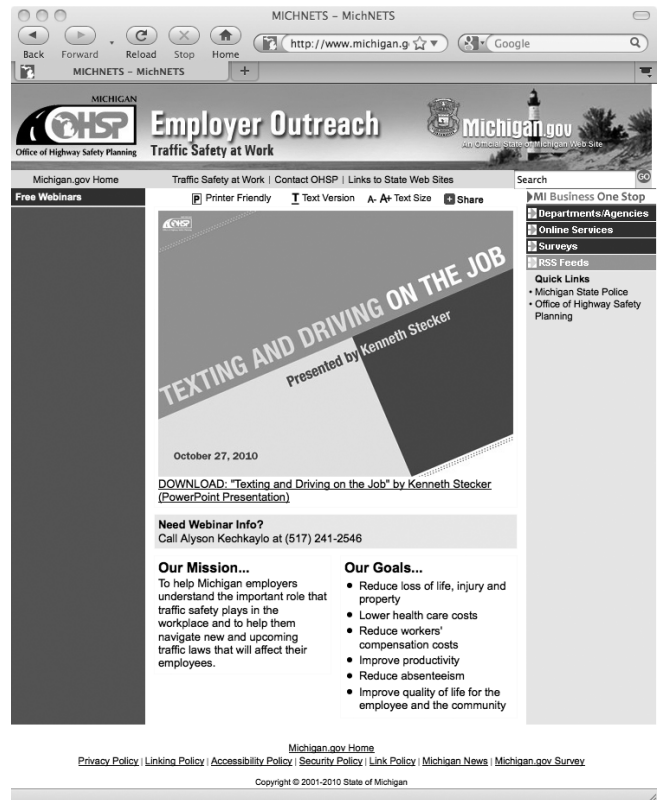
NETWORK OF EMPLOYERS FOR TRAFFIC SAFETY

CORPORATE OUTREACH

Sections 402, 406

BACKGROUND: For more than ten years, OHSP has supported and promoted employer workplace traffic safety programs through NETS – Network of Employers for Traffic Safety. Public and private sector employers have been part of this program where they receive regular traffic safety updates, access to free materials, and sample policies promoting seat belt compliance and sober driving.

GOAL: Evaluate the corporate outreach program, build on strengths, and incorporate changes to fully utilize web-based communication tools.



ACTIVITIES: Through evaluation and strategic planning, a new direction was developed and a series of webinars for employers about pertinent traffic safety issues and how they relate to the workplace were planned. It was determined that more employers could be reached in a money and time-saving manner by offering training and resources online.

The first of these, on the topic of texting and driving, will be conducted in FY2011.

Changes were also made to the Employer Outreach web page including renaming the site, removing old materials, and promoting online training webinars.

Two additional webinars are planned for FY2011 and more than 150 employers are expected to receive free training.

EDUCATION AND COMMUNICATION

IN-HOUSE PUBLIC INFORMATION AND EDUCATION

Section 402

BACKGROUND: To promote seat belt use, sober driving, and other traffic safety issues, the OHSP Communications Section carries out many activities, including a statewide,

general interest traffic safety newsletter. The section also oversees the development of posters and other printed materials to promote traffic safety campaigns, and hosts news conferences to promote traffic safety initiatives.

GOAL: Continue communication programs and materials for grantees, partners, and the general public to support traffic safety issues that address traffic deaths and injuries.



ACTIVITIES: Projects included:

- »Produced OHSP's annual report, as well as the state-funded Michigan Truck Safety Commission, and Secondary Road Patrol and Accident Prevention Program reports
- »Updated CPS flyers and poster and seat belt informational flyer to reflect law changes
- »Developed new materials including texting poster and flyer, OHSP traffic safety calendar for grantees, and registration brochure and program for a first-time motorcycle safety conference
- »Issued twenty-four statewide news releases and forty localized news releases
- »Developed post cards, registration materials, and programs for the Michigan Traffic Safety Summit
- »Published six editions of OHSP's newsletter the Safety Network News

MATERIALS STORAGE AND DISTRIBUTION

Section 402

BACKGROUND: OHSP supports the storage and dissemination of traffic safety materials so that anyone has access to this information at no charge. This allows grantees, partners, and others to utilize posters and other printed materials for local traffic safety efforts.

GOAL: Continue support for the efficient storage and dissemination of traffic safety materials in support of ongoing traffic safety programs and campaigns.

ACTIVITIES: OHSP proactively distributes traffic safety materials statewide. When new flyers, brochures, or other traffic safety-related items are published, a targeted mailing is conducted to pertinent audiences.

Seventeen special mailings of more than 425,000 items were shipped to nearly 7,000 locations and included: summer mobilization/crackdown kits, Michigan Traffic Safety Summit information, distracted driving posters to high schools, and child passenger safety kits.

Overall, more than 1.2 million items were shipped to 7,700 sites throughout the year. This is a decrease from 2009 when 1.4 million items were shipped to more than 21,200 sites. In several cases, mailings were combined to improve efficiency and decrease cost.

COMMUNICATIONS STRATEGIC COUNSEL

Section 402

BACKGROUND: While planning takes into account the vast majority of activities for a fiscal year, from time to time unanticipated issues and needs arise. Strategic counsel provides the ability to review and respond to these situations in a timely manner.

GOAL: Provide strategic counsel, when needed, for unanticipated issues that arise.

ACTIVITIES: Under strategic counsel activities, OHSP's creative contractor quickly developed an online, e-mail sober driving holiday gift card to promote media interest in the December drunk driving crackdown as well as spread the message regarding stepped up enforcement to young adults. The online card generated significant interest among radio station personalities and many stations highlighted the card on their web sites.

Paid Advertising

SUMMARY

Earned media efforts remain the bedrock of enforcement publicity efforts. News stories are credible with the public and are an effective means of reaching a wide population base. Unlike advertising, earned media often carries more weight and credibility in the minds of consumers because it is delivered through the recognized filter of a credible third-party organization or person. However, it is challenging to reach crucial groups solely through a news-only strategy.

OHSP follows the traffic enforcement mobilization model established by NHTSA. This model calls for paid advertising starting a week prior to enforcement and continuing through the first week of enforcement action. The timing allows motorists a warning period before enforcement action begins.

PAID ADVERTISING

Paid advertising guarantees messages will be played on stations and programs that appeal to the target group. Advertising programming is selected based on its efficiency and effectiveness.

Young men remain the focus of messaging efforts for both safety belts and drunk driving enforcement. Advertising vehicles included radio, television, and cable programs as well as Internet sites that are popular with the audience, movie theaters, and projection advertising in metro Detroit and Grand Rapids.

Michigan Office of Highway Safety Planning ~ Fiscal 2010 Media Recap ~

Campaign Targeted toward Men 21-34 ~ 2010 HVE ~ 4/12, 4/19

Michigan Office of Highway Safety Planning ~ Broadcast TV ~ HVE ~ 4/12, 4/19							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value :05 Spots	Total
Grand Rapids	75.1%	4.8	360.5	142	2	24	\$56,729.00
Total				142	2	24	\$56,729.00
Total Value Added Worth							\$5,800.00

Michigan Office of Highway Safety Planning ~ Radio ~ HVE ~ 2 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Billboards	Total
Grand Rapids	68.5	7.5	513.8	457	48	888	\$13,600.00
Ann Arbor	4.1	26	111.9	152		18	\$5,763.00
Kalamazoo	62.1%	7.8	484.5	297	10	38	\$8,497.45
Total				906	58	944	\$27,860.45
Total Value Added Worth							\$7,539.00

Michigan Office of Highway Safety Planning ~ Cable ~ HVE ~ 4/12, 4/19						
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value Taggables	Total
Grand Rapids	80.1%	2.8	217.7	604	100	\$38,568.75
Ann Arbor Zone	86.0%	4.2	309.7	527	50	\$8,749.05
Total				1131	150	\$47,317.80
Total Value Added Worth						\$11,250.00

Michigan Office of Highway Safety Planning ~ Interactive ~ HVE ~ 4/12, 4/19				
Site	Market	Impressions	CPM	Total
Mlive.com	Washtenaw/Ann Arbor, Grand Rapids	884,393	\$11.76	\$8,844.68
Total				\$8,844.68

Michigan Office of Highway Safety Planning ~ Transit ~ HVE ~ 4/12, 4/19			
Market	Number of Units	Impressions	Total
Ann Arbor	50	13,195,000	\$28,500.00
Total	50	13,195,000	\$28,500.00

Total Media Spending	\$169,251.93
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Brogan and Partners

Campaign Targeted toward Men, Motorcycle Drivers 35-64 ~ 2010 Motorcycle Safety ~ 4/26, 5/3, 5/10, 5/17, 5/24

Michigan Office of Highway Safety Planning ~ Cable ~ Motorcycle Safety ~ 4/26, 5/3, 5/10, 5/17, 5/24						
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value Taggables	Total
Detroit	95.7%	5.5	518.2	1091	150	\$106,148.00
Total				1091	150	\$106,148.00
Total Value Added Worth						\$7,500.00

Michigan Office of Highway Safety Planning ~ Interactive ~ Motorcycle Safety ~ 4/26, 5/3, 5/10, 5/17, 5/24				
Site	Market	Impressions	CPM	Total
Undertone	Michigan	2,968,769	\$7.78	\$19,623.56
Facebook.com	Michigan	7,919,197	\$0.17	\$1,391.51
Total				\$21,015.07

Michigan Office of Highway Safety Planning ~ Outdoor ~ Motorcycle Safety ~ 4/26, 5/3, 5/10, 5/17, 5/24			
Market	Number of Units	Impressions	Total
Detroit	14	41,113,000	\$42,000.00
Total	14	41,113,000	\$42,000.00

Total Media Spending	\$169,163.07
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Campaign Targeted toward Men 18-34 ~ May 2010 Safety Belt ~ 5/17, 5/24

Michigan Office of Highway Safety Planning ~ Broadcast TV ~ May Safety Belt ~ 5/17, 5/24							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value :10 Spots	Total
Detroit	85.3%	4.7	401.1	256	67	15	\$148,227.24
Flint	87.7%	5	438.5	292	60	75	\$41,237.75
Grand Rapids	71.3%	6.4	456.6	255	4	18	\$87,864.50
Total				803	131	108	\$277,329.49
Total Value Added Worth							\$25,765.00

Michigan Office of Highway Safety Planning ~ Cable ~ May Safety Belt ~ 5/17, 5/24							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Taggables	Total
Detroit	93.6%	4.1	387.9	747		150	\$112,654.75
Flint	81.4%	3.8	312.0	1,053		150	\$40,069.00
Grand Rapids	78.2%	3.3	251.2	1,468		150	\$40,685.25
FSN			236.9	171	112		\$41,310.00
Total				3,439	112	450	\$234,719.00
Total Value Added Worth							\$30,900.00

Michigan Office of Highway Safety Planning ~ Radio ~ May Safety Belt ~ 5/17, 5/24							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :60 Spots	Added Value Billboards	Total
Detroit	83.7%	5.2	435.1	608	76	330	\$40,950.45
Flint	71.8%	7.3	524.1	549	12	10	\$8,330.00
Grand Rapids	71.6%	6.0	429.5	441		324	\$13,998.65
Total				1598	88	664	\$63,279.10
Total Value Added Worth							\$36,600.00

Michigan Office of Highway Safety Planning ~ Interactive ~ May Safety Belt ~ 5/17, 5/24				
Site	Market	Impressions	CPM	Total
FoxSports.com	Detroit, Flint, Grand Rapids	1,732,457	\$0.00	\$0.00
CNET.com	Detroit, Flint, Grand Rapids	908,137	\$16.41	\$14,099.59
gamespot.com	Detroit, Flint, Grand Rapids	846,823	\$8.74	\$7,265.87
The Turner Network	Detroit, Flint, Grand Rapids	2,300,283	\$17.50	\$21,750.40
ESPN.com	Detroit, Flint, Grand Rapids	1,091,207	\$13.50	\$12,684.44
Mlive.com	Detroit, Flint, Grand Rapids	2,765,339	\$1.24	\$3,434.00
Facebook.com	Detroit, Flint, Grand Rapids	16,680,665	\$0.23	\$3,849.92
MLB.com	Detroit, Flint, Grand Rapids	1,478,824	\$15.40	\$12,758.49
Total				\$75,842.71

Michigan Office of Highway Safety Planning ~ Mobile ~ 5/17, 5/24				
Ad Unit	Market	Impressions	CPM	Total
Banner	Detroit, Flint, Grand Rapids	1,907,905		\$15,862.20
Total				\$15,862.20

Total Media Spending \$667,032.50

Campaign Targeted toward Men 21-34 ~ 2010 HVE Flint Saginaw ~ 6/7, 6/14

Michigan Office of Highway Safety Planning ~ Broadcast TV ~ HVE ~ 6/7, 6/14							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Billboards	Total
Flint	72.2	4.1	296.1	208	23	16	\$34,276.25
Total				208	23	16	\$34,276.25
Total Value Added Worth							\$4,570.00

Michigan Office of Highway Safety Planning ~ Radio ~ HVE ~ 6/7, 6/14							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :60 Spots	Added Value Billboards	Total
Flint	63.2%	7.7	486.6	372	6	48	\$9,426.50
Saginaw	77.0%	6	461.7	355	18	30	\$10,276.50
Total				727	24	78	\$19,703.00
Total Value Added Worth							\$3,700.00

Michigan Office of Highway Safety Planning ~ Cable ~ HVE ~ 6/7, 6/14						
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value Taggables	Total
Flint-Saginaw	87.7%	4.0	296.6	918	100	\$31,382.00
Total				918	100	\$31,382.00
Total Value Added Worth						\$5,000.00

Michigan Office of Highway Safety Planning ~ Interactive ~ HVE ~ 6/7, 6/14				
Site	Market	Impressions	CPM	Total
Mlive.com	Flint/Saginaw	258,156	\$8.02	\$2,072.00
Total				\$2,072.00

Total Media Spending \$87,433.25

Campaign Targeted toward African American, Hispanic and Arab American Women with children ages 4-8 ~ 2010 Booster Seats ~ 6/7 - 8/9

Michigan Office of Highway Safety Planning ~ Broadcast TV ~ Booster Seats ~ 6/7 - 8/9							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value :10 Spots	Total
Detroit	67.8%	10.1	684.7	892	37	95	\$119,476.00
Total				892	37	95	\$119,476.00
Total Value Added Worth							\$17,550.00

Michigan Office of Highway Safety Planning ~ Radio ~ Booster Seats ~ 6/7 - 8/9							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value :15 Spots	Total
Detroit	75.8%	7.7	583.3	1490	390	358	\$89,250.00
Total				1490	390	358	\$89,250.00
Total Value Added Worth							\$49,260.00

Michigan Office of Highway Safety Planning ~ Outdoor ~ Booster Seats ~ 6/7 - 8/29				
Market	Number of Units	Impressions	Value Add Units	Total
Detroit	80	27,007,700	40	\$50,000.00
Total	80	27,007,700	40	\$50,000.00
Total Value Added Worth				\$25,000.00

Michigan Office of Highway Safety Planning ~ Radio Disney ~ Booster Seats ~ 6/7 - 8/9			
Market	Spot Total	Added Value :30 Spots	Total
Detroit	109	52	\$4,845.00
Total	109	52	\$4,845.00
Total Value Added Worth			\$3,000.00

Michigan Office of Highway Safety Planning ~ MEA TV ~ Booster Seats ~ 6/7 - 8/9			
Market	Spot Total	Added Value :30 Spots	Total
Detroit	168	7	\$8,389.50
Total	168	7	\$8,389.50
Total Value Added Worth			\$780.00

Michigan Office of Highway Safety Planning ~ MEA Radio ~ Booster Seats ~ 6/7 - 8/9			
Market	Spot Total	Added Value :60 Spots	Total
Detroit	60	5	\$1,657.50
Total	60	5	\$1,657.50
Total Value Added Worth			\$780.00

Total Media Spending \$273,618.00

Campaign Targeted toward Men 21-34 ~ August 2010 Drinking & Driving ~ 8/16, 8/23, 8/30

Michigan Office of Highway Safety Planning ~ Broadcast TV ~ Drinking & Driving ~ 8/16, 8/23, 8/30							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Promos	Total
Detroit	81.1%	5.2	421.6	424	37	125	\$163,935.25
Flint	87.5%	4.9	428.8	286	60	75	\$38,764.25
Grand Rapids	84.5%	6.3	532.1	334		53	\$98,757.25
Total				1044	97	253	\$301,456.75
Total Value Added Worth							\$45,265.00

Michigan Office of Highway Safety Planning ~ Cable ~ Drinking & Driving ~ 8/16, 8/23, 8/30							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Taggables	Total
Detroit	99.6%	8.1	796.4	1196		175	\$145,532.75
Flint	88.5%	4.2	363.4	1379		175	\$50,660.00
Grand Rapids	76.3%	4.1	259.0	944		175	\$68,416.50
FSN			339.5	280	175		\$61,752.60
Total				3799	175	525	\$326,361.85
Total Value Added Worth							\$39,850.00

Michigan Office of Highway Safety Planning ~ Radio ~ Drinking & Driving ~ 8/16, 8/23, 8/30							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :60 Spots	Added Value Mentions	Total
Detroit	94.3%	7.6	716.5	1067	117	525	\$70,661.35
Flint	76.3%	11.1	302.5	876	18	10	\$13,209.00
Grand Rapids	73.7%	8.7	531.3	617	12	274	\$18,838.55
Total				2560	147	809	\$102,708.90
Total Value Added Worth							\$45,300.00

Campaign Targeted toward Men 21-34 ~ July 2010 Drinking & Driving ~ 6/28, 7/5

Michigan Office of Highway Safety Planning ~ TV ~ July Drinking & Driving ~ 6/28, 7/5							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value :05 Spots	Total
Detroit	67.1%	3.8	255.0	263	94	25	\$89,126.75
Total				263	94	25	\$89,126.75
Total Value Added Worth							\$20,350.00

Michigan Office of Highway Safety Planning ~ Cable ~ July Drinking & Driving ~ 6/28, 7/5							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Taggables	Total
Detroit	92.7%	4.4	382.1	532		150	\$68,607.75
FSN			108.2	146	56		\$16,575.00
Total				678	56	150	\$85,182.75
Total Value Added Worth							\$18,900.00

Michigan Office of Highway Safety Planning ~ Radio ~ July Drinking & Driving ~ 6/28, 7/5							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :60 Spots	Added Value Mentions	Total
Detroit	83.5%	5.1	425.8	597	50	380	\$44,625.00
Total				597	50	380	\$44,625.00
Total Value Added Worth							\$25,000.00

Michigan Office of Highway Safety Planning ~ Interactive ~ July Drinking and Driving ~ 6/28, 7/5				
Site	Market	Impressions	CPM	Total
Foxsports.com	Detroit	4,198,434	\$0.00	\$0.00
CNET.com	Detroit	560,844	\$17.86	\$8,500.01
gamespot.com	Detroit	516,970	\$12.91	\$4,567.33
The Turner Network	Detroit	1,864,457	\$17.16	\$16,251.09
ESPN.com	Detroit	837,010	\$13.50	\$9,029.16
Massive (XBOX)	Detroit	1,640,782	\$13.80	\$7,155.89
MLB.com	Detroit	1,057,101	\$15.40	\$7,048.19
Total				\$52,551.67

Total Media Spending \$271,486.17

Michigan Office of Highway Safety Planning ~ Interactive ~ Drinking & Driving ~ 8/16, 8/23, 8/30				
Site	Market	Impressions	CPM	Total
Turner (Adultswim.com, NBA.com, Yahoo.com)	Detroit, Flint, Grand Rapids	2,910,940	\$17.17	\$26,071.23
Mlive.com	Detroit, Flint, Grand Rapids	968,000	\$5.32	\$5,151.00
CNET.com	Detroit, Flint, Grand Rapids	846,337	\$17.44	\$12,749.93
Gamespot.com	Detroit, Flint, Grand Rapids	1,070,076	\$10.53	\$9,859.06
ESPN.com	Detroit, Flint, Grand Rapids	920,006	\$15.17	\$12,403.27
MLB.com	Detroit, Flint, Grand Rapids	1,521,922	\$15.40	\$12,750.00
Facebook.com	Michigan	12,187,719	\$0.24	\$2,977.51
Massive (XBOX)	Detroit, Flint, Grand Rapids	1,640,782	\$13.80	\$11,730.00
Total				\$93,692.00

Michigan Office of Highway Safety Planning ~ Cinema ~ Drinking & Driving ~ 8/16, 8/23, 8/30				
Company - Market	Market	# of Theaters	# of Screens	Total
Screenvision	Detroit, Flint, Grand Rapids	46	393.0	\$80,880.00
Total				\$80,880.00

Michigan Office of Highway Safety Planning ~ Mobile ~ Drinking & Driving ~ 8/16, 8/23, 8/30				
Ad Unit	Market	Impressions	CPM	Total
Banner	Detroit, Grand Rapids	546,460		\$1,835.84
Total				\$1,835.84

Total Media Spending \$906,935.34

ADVERTISING EVALUATION, ASSESSMENT AND OUTCOMES

Before and after each enforcement mobilization, OHSP sponsors 400-sample statewide telephone surveys, with a

150 over sampling of male drivers under thirty. The surveys assist with measuring awareness of the enforcement efforts and how effective the advertising buy was at reaching the target group.

HIGH VISIBILITY ENFORCEMENT (HVE)

A high visibility enforcement pilot project took place in Kalamazoo, Kent, Ottawa, Genesee, Saginaw, Washtenaw, and Muskegon counties. Enforcement times varied from county to county.

Police in my community are arresting more people for drunk driving now than they were a few months ago. (strongly agree/somewhat agree)

	April	June	September
	Pre survey	Mid survey	Post survey
General population	39.5%	39.5%	41.7%
Young men	43.3%	43.3	53.4%

In the past thirty days, have you seen or heard of any special effort by police to arrest drivers in your community for drunk driving?

	April	June	September
	Pre survey	Mid survey	Post survey
General population	18.8%	18.8%	34%
Young men	22.7%	22.7%	42.7%

Would you say that the number of these messages you have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same? (More than usual)

	April	June	September
	Pre survey	Mid survey	Post Survey
General population	13.6%	13.6%	27.1%
Young men	6.8%	6.8%	27.5%

MAY 2010 CLICK IT OR TICKET

Police in my community are writing more safety belt tickets now than they were a few months ago. (strongly agree/somewhat agree)

	2008		2009		2010	
	Pre survey	Post Survey	Pre survey	Post survey	Pre survey	Post survey
General population	41.1%	64.1%	38.6%	47.5%	33%	40.5%
Young men	51.3%	61.3%	52.7%	61.3%	38.7%	47.4%

In the past thirty days, have you seen or heard of any special effort by police to ticket drivers in your community for safety belt violations?

	2008		2009		2010	
	Pre survey	Post Survey	Pre survey	Post survey	Pre survey	Post survey
General population	18.5%	57.3%	16.3%	39.3%	12.3%	30.5%
Young men	15.3%	53.3%	20.7%	41.3%	12%	36.7%

Would you say that the number of these messages you have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same? (More than usual)

	2008		2009		2010	
	Pre survey	Post Survey	Pre survey	Post survey	Pre survey	Post survey
General population	9.1%	54.7%	15.1%	44.3%	10.1%	19.6%
Young men	15.1%	55%	22.8%	51.3%	11%	29.6%

JULY 2010 DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST.

Police in my community are arresting more people for drunk driving now than they were a few months ago. (strongly agree/somewhat agree)

	2008		2009		2010	
	Pre survey	Post survey	Pre survey	Post survey	Pre survey	Post survey
General population	52.3%	51.8%	39.8%	46.8%	39.5%	36.1%
Young men	46.6%	54%	46.0%	50.0%	43.3%	41.3%

In the past thirty days, have you seen or heard of any special effort by police to arrest drivers in your community for drunk driving?

	2008		2009		2010	
	Pre survey	Post survey	Pre survey	Post survey	Pre survey	Post survey
General population	20%	21.5%	17.0%	32.0%	18.8%	23.3%
Young men	14.7%	29%	19.3%	22.0%	22.7%	25.3%

Would you say that the number of these messages you have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same? (More than usual)

	2008		2009		2010	
	Pre survey	Post survey	Pre survey	Post survey	Pre survey	Post Survey
General population	37.1%	32.1%	26.3%	25.8%	13.6%	10.5%
Young men	31.5%	36.5%	32.9%	32.8%	6.8%	13.8%

AUGUST 2010 DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST.

Police in my community are arresting more people for drunk driving now than they were a few months ago. (strongly agree/somewhat agree)

	2008		2009		2010	
	Pre survey	Post Survey	Pre survey	Post survey	Pre survey	Post survey
General population	55.6%	58.1%	47.8%	44.6%	36.1%	41.8%
Young men	62.6%	61.3%	51.3%	50.0%	41.3%	53.4%

Have you heard of any special enforcement in the past thirty days related to police efforts to arrest drunk drivers?

	2008		2009		2010	
	Pre survey	Post Survey	Pre survey	Post survey	Pre survey	Post survey
General population	16%	29%	19.8%	24.0%	23.3%	34%
Young men	20.7%	34.7%	18.0%	30.7%	13.8%	42.7%

Would you say that the number of these messages you have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same? (More than usual)

	2008		2009		2010	
	Pre survey	Post Survey	Pre survey	Post survey	Pre survey	Post survey
General population	21.7%	40.6%	21.8%	34.0%	10.5%	27.1%
Young men	13.3%	51.9%	16.5%	38.5%	13.8%	27.5%

RIDE SAFE TO RIDE AGAIN MOTORCYCLE CAMPAIGN

In the past 30 days, have you seen or heard any message encouraging safe motorcycling?

	Pre Survey	Post Survey
Motorcycle riders	29.8%	51%
Message recall	Pre Survey	Post Survey
Ride Safe/Ride Again	28.3%	33.5%

JUST AS DANGEROUS BOOSTER SEAT CAMPAIGN

Survey of women with children aged 4-8 years old in metro Detroit

How often do you put your child between the ages of 4 and 8 in a booster seat?

All the time	92%
Most of the time	2.7%
Some of the time	.7%

When was the last time you did not put your child in a booster seat while driving?

Within the last week	1.4%
Within the last month	3.6%
Within the last year	3.6%

In the past few months, have you seen or heard information about the benefits of putting your child in a booster seat?

Yes	42.7%
No	56.7%

Recall a slogan?

Click It or Ticket	80.7%
Just as dangerous	16%



Driver Education

EDUCATION AND COMMUNICATION

TEEN TRAFFIC SAFETY CAMPAIGN

Section 406

BACKGROUND: Teen drivers pose a unique driving challenge. As novice drivers they are building their skill set and experience. Teens have a more difficult time dealing with distractions—like passengers and cell phones—than their older, more experienced counterparts. Furthermore, if they drive off the road, they tend to overcorrect which makes roll-over crashes more likely.

Michigan was one of the first states to adopt a graduated driver licensing law. This law has helped reduce teen driver crashes and fatalities. The state's high seat belt use rate has also help reduce teen fatalities.

Much research has been done into successful efforts to promote safe teen driving efforts. These efforts generally are two-fold: they involve peer-to-peer elements and engage parents to ensure the new driver's rules and responsibilities are clearly laid out.

GOAL: Conduct research into successful teen driver safety programs and craft programs to further reinforce teen driver safety in Michigan.



ACTIVITIES: In recognition of the challenges facing young drivers, OHSP reorganized and created a new position with a special focus on developing messages and campaigns aimed at teen drivers.

To help draw attention to the dangers of texting while driving, especially for teen drivers, OHSP organized a media event for National Teen Driver Safety Week in October 2009. During the event, teen drivers attempted to navigate a driving course while using cell phones to make calls and text while driving.

In addition, nearly 100 teen drivers received advanced driving instruction from nationally recognized experts in the Michigan State Police (MSP) Precision Driving Unit as part of the Ford Driving Skills for Life Program sponsored by OHSP and the Ford Motor Company Fund. The event contained a mix of classroom and hands-on instruction in patrol cars on the MSP training track. Participants received one-on-one interaction with instructors and lessons focused on driving techniques for speed and space management, vehicle handling, and hazard recognition. The lack of these skills is identified as the cause in approximately 60 percent of crashes by newly licensed teen drivers.

DISTRACTED, DROWSY AND AGGRESSIVE DRIVING CAMPAIGN

Section 406

BACKGROUND: The issue of distraction and its involvement in traffic crashes is not new. The challenge has been how to identify distractions most likely to lead to crashes and how to bring about positive driver behavior change.

While interest in regulating and restricting the use of cell phones by drivers has gotten a great deal of interest in recent years, the issue of texting while driving gained national attention when U.S. Department of Transportation Secretary Ray LaHood sponsored national driver distraction summits in 2009 and 2010 where the potential dangers of texting while driving were highlighted.

Following the first summit, states have been rapidly adopting driver texting bans. Michigan was the twenty-fourth state to adopt a driver texting ban.

GOAL: Create widespread awareness of and compliance with Michigan's driver texting ban.

ACTIVITIES: A statewide public information campaign was launched at the end of June to promote driver awareness of the texting while driving ban that began July 1. The campaign included a public service announcement; twenty-four donated billboards in the Lansing, Flint, Grand Rapids, and Detroit markets; posters, and earned media activities. The TV PSA ran more than 16,000 times in July and August. Media outreach garnered more than 150 news stories about the new law. Posters were sent to more than 600 law enforcement agencies, provided to hundreds of other traffic safety partners, and sent to 800 high schools across the state.

SENIOR MOBILITY CAMPAIGN


Section 406

BACKGROUND: The American population continues to mature with an impending “aging tsunami” just a few years away. In Michigan, the percentage of senior drivers (65+) is expected to more than double to 17 percent of the state’s population by 2020. As the number of older citizens continues to increase, important issues affecting this population need to be addressed. One of the most critical concerns is preserving the mobility and enhancing the safety of seniors.

GOAL: Preserve the mobility and enhance the safety of a growing senior population.

**MOBILITY
OPTIONS
COUNSELING**

**Helping Seniors Plan for
Lifelong Mobility**

**Area
Agency on
Aging 1-B**
Advocacy • Action • Answers on Aging

29100 Northwestern Highway
Suite 400
Southfield, MI 48034
248-357-2255
www.aa1b.com

ACTIVITIES: The Area Agency on Aging 1B created the Mobility Options Counseling Project which provided training to resource consultants in areas such as medical conditions and driving, specialized adaptive equipment in vehicles, licensing issues, mobility planning, and identifying when driving is no longer an option. These resource consultants work directly with seniors and their families to provide information on alternative transportation, driving education and cessation, and other mobility resources.

In addition, a brochure for the Mobility Options Counseling Project was developed for distribution to senior centers and other interested parties. The brochure answers questions such as where can I go to get an evaluation of my driving skills or take a refresher course; how do medical conditions/medications affect my driving; and what to do when driving is no longer an option.

Motorcycle Safety

TRAINING AND EDUCATION

MOTORCYCLE PUBLIC INFORMATION CAMPAIGN

Sections 402, 402-PM, 406-PM, 2010

BACKGROUND: In the last decade, motorcycle fatalities have increased largely because of a surge in motorcycle ownership. Many riders are Baby Boomers who are newly entering or re-entering as motorcycle riders. In Michigan, the number of motorcycles involved in fatal crashes has increased 58.8 percent from 1999 to 2008.

Two areas are key to preventing and reducing motorcycle fatalities: increasing the number of properly endorsed riders and increasing the number of riders who take introductory and/or advanced rider training. In support of rider education, OHSP has helped purchase new motorcycles for state-sponsored training programs and provided funds to update rider coach training in recent years.

MICHIGAN 2006-09 CRASH DATA REVEALS:

- >>Average age of motorcyclists killed is 43 years
- >>Of those killed, more than 90 percent are male
- >>Almost half of all fatal motorcycle crashes occur in Wayne (18.6 percent), Macomb (6.2 percent), Genesee (5.9 percent), Kent (5.6 percent), Oakland (5.3 percent), Washtenaw (3.4 percent), and Livingston counties (2.8 percent)
- >>45 percent are single-vehicle crashes. In these events, riders are most often failing to negotiate curves and leaving the road due to speed, improper braking, and over-riding their skill level.

Efforts to encourage passenger vehicle drivers to watch for motorcycle riders are well established. To complement these messages, OHSP developed a campaign to address single-vehicle crashes.



GOAL: Develop a rider education campaign with safety and skill messages designed to prevent crashes, especially single-vehicle events.

ACTIVITIES: Campaign development began with focus groups involving older, male riders who rode fewer miles for

pleasure, "weekend warriors," and those who put significant miles on their bikes during riding season, "lifestyle riders."

Whether they rode few or many miles, riders were keenly aware of their vulnerability. The motivation to ride safely for all respondents was their own mortality; they want to avoid death as long as they can - for themselves, their family, and to "ride another day."

In addition, OHSP conducted informal focus groups with law enforcement in Southeast Michigan. By and large, officers agreed that older riders generally complied with traffic laws and that additional enforcement would not be a practical response to rider training/endorsement issues.

Working with Michigan Department of State (MDOS), three key skills were identified that can be crucial for a motorcyclist to avoid a crash:

- >>handling curves
- >>moving your eyes and head in the direction in which you want to turn
- >>proper use of the front brake

A multi-tiered campaign was developed to include cable TV advertising, billboards, and internet ads. With limited funding, the campaign was focused in metro Detroit where the greatest number of motorcycle fatalities occur.

The *Ride Safe to Ride Again* campaign featured a spot where, following a motorcycle crash, a rider and his bike are restored to good condition by a fairy godmother. The spot concludes with the message: "Unless you have a fairy godmother, the best person to look out for you is you."

In addition, the ad was supported by web-based advertising that included more in depth information on key safety tips: handling curves, using the front brake, and turning your head and your eyes when turning.

In a post-advertising statewide survey of riders, more than 80 percent said that motorcyclists are most responsible for keeping riders safe on the road. More than half had never taken a formal rider training course.

Following the ad campaign, the number of riders who had seen safe riding messages increased from 30 percent to 51 percent. The majority, 37 percent, saw the message on TV. A third of riders said they had heard the message *Ride Safe to Ride Again*.

INTERAGENCY COORDINATION

Unfunded

BACKGROUND: MDOS houses the Motorcycle Safety Training program which is responsible for all approved training and third party endorsement testing programs. By sharing information and resources with MDOS, OHSP's motorcycle safety program is better able reach a large seg-

ment of the riding population and also provide information and guidance to the rider training program.

GOAL: OHSP and MDOS will communicate and collaborate to implement recommendations from the motorcycle assessment and the Michigan Strategic Highway Safety Plan Motorcycle Action Plan.

ACTIVITIES: OHSP assisted MDOS with its May motorcycle month media event. OHSP's director provided remarks and the latest 2009 motorcycle crash statistics to the media and public attending. MDOS assisted with OHSP's *Ride Safe to Ride Again* media campaign by providing technical details for skill sets needed by motorcyclists to ride safely on the roads.



In order to directly reach the target audience for the *Ride Safe to Ride Again* campaign, OHSP exhibited at the Muskegon Bike Time Motorcycle rally. The three-day event was attended by thousands of motorcycle riders and enthusiasts. The 40+ male demographic was a large percentage of those attending and the event proved to be an ideal location to continue to promote the *Ride Safe to Ride Again*



campaign. OHSP and MDOS staff made contact with several thousand rally attendees and were able to promote motorcycle safety information through a helmet giveaway and information provided at the event. Attendance at additional motorcycle events is planned for 2011.

In September, OHSP partnered with the Skilled Motorcyclist Association-Responsible Trained and Educated Riders Inc., (S.M.A.R.T.E.R.) for Michigan's first motorcyclist safety conference. With approximately 100 motorcycle Rider Coach trainers, law enforcement, and civilian riders in attendance, post event evaluations rated the conference a success.

National speakers and authors addressed topics such as cornering, braking, conspicuity, safety equipment, Michigan tourist locations, and the basics of the Motorcycle Safety Foundations rider coach risk awareness module. Based on the level of interest and success of the first conference, a second conference is planned for 2011.



Emergency Medical Services

EMS SUPPORT

EMERGENCY MEDICAL SERVICE PROVIDER SUPPORT

Section 406

BACKGROUND: The Michigan Department of Community Health Emergency Medical Services & Trauma Section works to improve pre-hospital treatment and hospital care. One key element in improving that care is the creation of linkages to other applicable information, such as crash data and outpatient treatment information. Once implemented, all first responders will be able to input their call data into a central database. This data can then be analyzed for trends, patterns, and high volumes of similar issues.

Last year, a web-based EMS database tool capable of capturing data from EMS agencies statewide was implemented.

GOAL: Work with Michigan's EMS community to reduce the severity of motor vehicle crash injuries.

ACTIVITIES: OHSP continued to monitor the use of the EMS database and web input tool. Currently, 590 of 822 (72 percent) of Michigan's EMS agencies are using the database, with 467 (57 percent) of the agencies submitting data into the system.



Administrative Issues

GOVERNOR'S TRAFFIC SAFETY ADVISORY COMMISSION (GTSAC)

The GTSAC continues to meet bi-monthly to share information, coordinate resources, and address concerns among the state's traffic safety community. Implementation of the



state Strategic Highway Safety Plan remains the focus of the GTSAC. At each meeting, several action team chairs provide an update on activities that have taken place to implement their respective action plans.

Over this past year there have been a few changes to the members on the commission. The commander of the Michigan State Police Traffic Safety Division retired and was replaced with a new commander. In addition, the commissioner representing the Office of Services to the Aging accepted a new position and was unable to continue on the commission. This position will be replaced with a newly appointed representative in early FY2011.

MICHIGAN TRAFFIC SAFETY SUMMIT

Since 1996, the Michigan Traffic Safety Summit has served as the premier traffic safety event in Michigan bringing together highway safety professionals and advocates from around the state. The 15th annual traffic safety summit hosted nearly 500 exhibitors, attendees, and speakers. The conference featured speakers from the Traffic Safety

Bureau of the New Mexico Department of Transportation, the National Highway Traffic Safety Administration Office of Communications and Consumer Information, the National Safety Council, and the co-author of *Mistaken Identity*. This is the tragic story of how one family coped with learning that their daughter had been killed in a car crash only to find out that a mistake in identity had been made and their daughter was not the one who died.

An additional twenty-eight workshops on a variety of traffic safety issues were offered on topics such as distracted driving, repeat offenders, new traffic laws, senior mobility, roundabouts, railroad crossings, motorcycle crashes, crash investigation, and young driver programs. The Summit has proven to be one of the most popular and cost-effective means of bringing together Michigan's traffic safety community to learn and share best-practices.

LEGISLATIVE UPDATE

In May, the Michigan Legislature approved and the Governor signed into law a ban on texting while driving. The ban, which took effect July 1, is a primary offense. A first offense is a \$100 fine and subsequent offenses are a \$200 fine.

To promote awareness and compliance with the new law, OHSP developed a public service announcement, billboards, and poster for use throughout the state. In addition, a news event in Lansing garnered significant media interest in the new law.



Mobilizations

OVERVIEW

The Selective Traffic Enforcement Program (STEP) model is used to focus enforcement efforts for maximum effectiveness rather than provide a uniform level of patrol. This not only directs enforcement to key times and places, but also creates a greater perceived level of enforcement than uniform patrols. Drivers are more likely to notice the heightened enforcement, and they take it as the norm.

Traffic enforcement mobilizations implement STEP through periodic, intensive enforcement on specific traffic



safety problems. During mobilization periods, OHSP grantees conduct extra patrols, while other law enforcement agencies across the state place additional attention on traffic enforcement. Earned and paid media efforts bring attention to the increased enforcement; state and national evaluations consistently show the necessity of media support to make enforcement visible and behavior-changing. There were five periods of heightened enforcement for FY2010: *Over the Limit*, *Under Arrest*, drunk-driving enforcement around the holidays of Halloween, Christmas/New Year's, Independence Day, and Labor Day, and seat belt enforcement around Memorial Day.

GOALS: Increase seat belt use and decrease drunk driving by increasing the perceived threat of arrest or citation for unsafe driving behaviors.

ACTIVITIES : The traffic enforcement mobilization program is a concerted effort to reduce deaths, serious injuries, and economic loss in traffic crashes by funding dedicated overtime enforcement hours. The number of law enforcement agencies working an OHSP overtime traffic enforcement grant declined from 315 in 2009 to 227 in 2010. In addition, the number of enforcement periods were reduced, allowing only sixty days of stepped-up traffic enforcement to be scheduled during the year.

DECEMBER DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST. CRACKDOWN

SUMMARY

Law enforcement participation	227 agencies reported enforcement
Drunk driving arrests	292
News stories	130

The December crackdown was smaller than the previous year due to fewer law enforcement grants. Activity focused on the New Year's crash peak. Because increased enforcement is already expected around the New Year, earned media was used to support the campaign, with no paid ads.

MAY CLICK IT OR TICKET, BUCKLE UP OR PAY UP MOBILIZATION

SUMMARY

Law enforcement participation	227 agencies reported enforcement
Seat belt citations	10,507
Child restraint citations	253
Paid advertising	\$750,000
Media events	Four
News stories	239

The Memorial Day seat belt mobilization is probably the most visible traffic enforcement event each year. It is an opportunity to take advantage of support from state and national advertising and to reach the driving population at the start of the summer travel season.

Because Michigan had the highest seat belt use rate in the country for two consecutive years, the amount of funding for paid advertising to publicize the enforcement campaign was reduced in 2010 and funding was redirected to increase emphasis on drunk driving. Paid media targeted young men, those most likely to be unbelted. In addition to



standard advertising channels of cable, broadcast television, and radio, OHSP also reached its audience through mobile phone and web impressions.

Earned media included media events and localized press releases across the state. Network outreach again placed audience-relevant posters and items in venues patronized by young men to increase campaign awareness.

As in previous years, telephone surveys showed large increases in awareness of seat belt efforts during the mobilization. The general population had a significant increase in the perception that law enforcement was writing more tickets before the May mobilization - this carried through the September telephone survey results. There was a very small increase in general population perception of night time belt enforcement. Young men showed a slightly greater level of perception and awareness of law enforcement writing more belt tickets than the general population.

Direct observation surveys of seat belt use showed that use fell to 94.4 percent at the end of the mobilization, but rose to 95.2 by the end of September. OHSP is currently planning modifications to the FY2011 plan to address the drop in seat belt use.

JULY DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST. CRACKDOWN

SUMMARY

Law enforcement participation	227 agencies reported enforcement activities.
Drunk driving arrests	239
Seat belt citations	115
Child restraint citations	25
Paid advertising	\$300,000
Media events	Two
News stories	39

The Fourth of July is the worst day of the year for drunk driving crashes in Michigan. It combines higher daytime

driving and drinking to yield the most alcohol-involved fatal and serious injuries. OHSP selected ten days in July for increased drunk driving enforcement. This was a Michigan-specific effort rather than a national campaign and all OHSP law enforcement grantees participated in overtime patrols for drunk drivers.

Paid advertising targeted young men and was purchased in the Detroit media market only.

Telephone surveys showed awareness of enforcement was up slightly for the general population including an even greater increase in awareness levels of enforcement for young men. There was no significant change for either demographic for perception of arrest.

AUGUST DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST. CRACKDOWN

SUMMARY

Law enforcement participation	227 agencies reported enforcement activities.
Drunk driving arrests	586
Paid advertising	\$1 million
Media events	Three
News stories	195

To reduce alcohol-involved deaths around the Labor Day holiday and end the summer safely, OHSP took part in the national *Drunk Driving. Over the Limit. Under Arrest.* crackdown. The media plan included more paid advertising than last year's crackdown, with paid ads in a variety of media. All OHSP law enforcement grantees participated in overtime patrols for drunk drivers.

Telephone surveys showed that young men had increased awareness of enforcement and perceived risk of arrest for drunk driving, not only during the crackdown itself but trending upwards with each summer enforcement campaign. There was no corresponding increase in the general population, suggesting the effect was mostly contained within the target audience.

	Enforcement totals						
	Traffic stops	Seat belt citations	Child restraint citations	Drunk driving arrests	Other felony arrests	Other misdemeanors	Other citations and arrests
December	7,260	80	33	292	59	770	1,205
Memorial Day	20,396	10,661	261	120	50	1,895	5,919
4th of July	6,845	204	21	239	21	204	3,236
Labor Day	13,450	303	43	586	94	1,829	7,815
Totals	47,951	13,981	358	1,237	224	4,698	18,175

FY2011 FOCUS

In 2009, traffic deaths in Michigan fell below 900, the fewest since 1924. The most important traffic safety goal for 2011 is to not only retain that progress but to reduce fatalities even further, with the ultimate goal that all of our roadway users will arrive safely at their destinations.

While priorities shift with changes in crash data, the top issues in traffic safety remain the same. Young men still crash more often, alcohol remains a factor in a third of crashes, and more than 100 pedestrians die each year. While motorcycle crashes still remain high, they are beginning to show a downward trend. Far too many unbelted fatalities continue to occur. Distracted driving, particularly texting while driving, is becoming a more prominent issue and teen drivers continue to be overrepresented in the crash data.

OHSP has a long record of successful partnerships with committed traffic safety professionals across the state and the nation. Continuing cooperation and promoting a culture of safety will enable OHSP to further capitalize on efforts to drive down traffic deaths and injuries on Michigan roadways

KEY FOCUS AREAS FOR FY2011 INCLUDE:

TRAFFIC ENFORCEMENT

Summer traffic enforcement begins with the Buckle Up or Pay Up, Click It or Ticket mobilization around Memorial Day and ends with the Drunk Driving: Over the Limit. Under Arrest. crackdown around Labor Day. Sustained enforcement will also take place on summer weekends, the time in Michigan when most serious and fatal injury crashes occur.

Michigan's seat belt use rate fell slightly in 2010 but seat belt use in Michigan continues to be one of the highest in the nation. Despite the high belt use, nighttime use continues to lag and far too many unbelted fatalities and serious injuries continue to occur not only costing lives but having a tremendous economic impact on our state. As a result, enforcement of Michigan's primary safety belt law will continue, with a special focus on nighttime enforcement.

Alcohol-impaired driving remains the top driver behavioral issue in Michigan traffic deaths. Since the mid-1990s, alcohol-involved deaths have fallen only to the extent that all fatalities have fallen. They remain a constant percentage of all fatalities. It will be the primary focus of OHSP funded enforcement efforts, supported by effective public messaging strategies. Other alcohol prevention, deterrence, and adjudication programs will continue, including enforcement of underage drinking laws, support for highly-effective DUI courts, and blood alcohol testing at the MSP toxicology laboratory.

WHERE

Freeways, for all their speed and traffic, are the safest roads. Local roads have the greatest problems, particularly with lane departure. Oncoming traffic to the left and narrow shoulders to the right create a limited margin of error, with disastrous consequences to drowsy, distracted, or drunk drivers that drift beyond their lanes.

Intersections give cars chances to interact, at variable speeds and with turns. They combine any local design problems with high cognitive loads and the chance for cars to crash at all angles. Part of the problem arises from exposure: there are more intersections in the cities, where there are more people, so many crashes happen near or within intersections because that is where the cars are.

WHO

For the past few years, motorcycle crashes have been the only number rising amidst historic progress. In 2009, this trend appeared to be reversing. However, rider information suggests that young motorcyclists are not seeking proper training and licensure, and older riders are using more powerful motorcycles than they may be used to. These two issues point to the need to support education and training in 2011 to continue the favorable direction of this trend.

It is no secret that men, particularly young men, are the core traffic safety audience. No one crashes or dies as often. Almost all media and education programs are targeted at this demographic. Young drivers of both sexes have crash problems, including new drivers, new drinkers, and the overlap between those two groups.

Pedestrians are the other large group needing greater traffic safety support. Pedestrians constitute about one-eighth of those killed in traffic crashes. They have no protection in a crash, but there are few proven-effective behavioral means of improving pedestrian safety.

WHEN

In absolute terms, after work is the worst time for crashes. This is mostly a matter of exposure, but one cannot ignore such high numbers. High traffic combines with fatigue and early drinking to create many chances for crashes and deaths. Education and enforcement can both address this time period.

In relative terms, after midnight is the worst time for crashes. Darkness, drowsiness, and the close of bars combine to make 2 a.m. to 3 a.m. the peak time for alcohol-involved crashes. The hours after midnight are the focus for impaired driving enforcement, deterring drunk driving, and arresting the undeterred.

These are all worse on the weekends. Friday night (and therefore early Saturday morning) has the most crashes.

Crashes are worse in the Friday evening rush hour, and alcohol-involved crashes are worst just after midnight on Saturday.

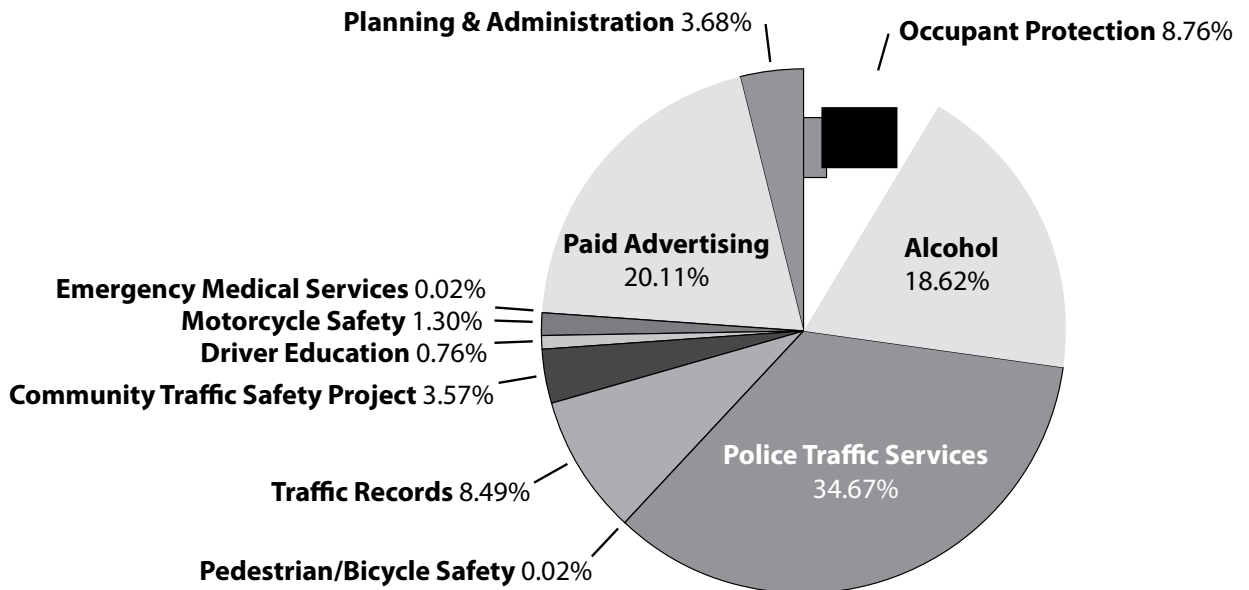
WHAT NEXT

Michigan has one of the best traffic crash records systems in the nation, but there are more improvements needed for our existing system. Improving the state of knowledge of who is crashing, when, and where will direct programs where they can be most effective and identify the next problem area before it becomes a crisis. Projects to further improve the timeliness, accessibility, and accuracy of Michigan's traffic crash data are scheduled.

FY2010 OHSP Status Report

TRAFFIC SAFETY BUDGET BREAKDOWN, BY PROGRAM AREA

	402	405	406	408	410	2010	2011	403	TOTAL	Percent
Occupant Protection	250,482	762,203					177,391		1,190,076	8.76%
Alcohol	427,715				2,103,211				2,530,926	18.62%
Police Traffic Services	4,100,630		87,971		524,273				4,712,874	34.67%
Pedestrian/Bicycle Safety	2,713								2,713	0.02%
Traffic Records	388,536			748,691				16,944	1,154,171	8.49%
Community Traffic Safety Project	470,262		14,638						484,900	3.57%
Driver Education	54,313		49,270						103,583	0.76%
Motorcycle Safety	124,409					52,552			176,961	1.30%
Emergency Medical Services	2,713								2,713	0.02%
Paid Advertising	816,310		469,695		1,154,071		293,339		2,733,415	20.11%
Planning & Administration	499,983								499,983	3.68%
TOTAL	7,138,066	762,203	621,574	748,691	3,781,555	52,552	470,730	16,944	13,592,315	100%







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