



Montana Department of
REVENUE



Public Health

Missoula City-County Health Dept.



Success through partnerships

MONTANA

HIGHWAY TRAFFIC SAFETY

Annual Report
for
federal fiscal year 2010

Prepared by

Montana Department of Transportation

State Highway Traffic Safety Office

PO Box 201001, 2701 Prospect Ave

Helena, MT 59601

Online at www.mdt.mt.gov/safety/safetyprg.shtml





M I S S I O N

**To reduce
the number and severity
of traffic crashes,
injuries and fatalities
on Montana highways.**

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LETTER FROM THE DIRECTOR



Montana Department of Transportation

2701 Prospect Avenue
PO Box 201001
Helena MT 59620-1001

Jim Lynch, Director
Brian Schweitzer, Governor

December 20, 2010

John Moffat, Administrator
Region 10
National Highway Traffic Safety Administration
915 Second Ave, Suite 3140
Seattle WA 98174-1079

Subject: FFY 2010 Annual Report

Dear Mr. Moffat,

Montana is pleased to submit this annual report describing programs and progress in the highway traffic safety program during FFY 2010.

Montana continues to have reductions in traffic fatalities and injuries. During 2009 there were 221 total fatalities compared to 229 in 2008. The total number of severe injuries (fatal injuries and incapacitating injuries) in 2009 was 1,331 this is 234 injuries less than 2008. The number of alcohol-impaired fatalities in 2009 was 81, compared to 90 in 2008. As of December 20, 2010 there are 29 less total fatalities when compared to the same time last year.

The following are examples of MDT programs funded by NHTSA that contributed to this improvement:

MDT contracted 58 state, local and tribal law enforcement agencies to participate in the Selective Traffic Enforcement Program (STEP) during FFY 2010. These agencies were funded to conduct statewide impaired driving prevention and occupant protection enforcement overtime activities. These activities were conducted in support of state and national high visibility enforcement efforts including mobilizations. The Department is continuing this program in FFY 2011.

MDT continued contracting with the Montana Highway Patrol (MHP) in FFY 2010 to dedicate six officers to conduct strategic concentrated patrols. These patrols focused on roads identified as high crash corridors with a history of fatalities related to alcohol use and low seatbelt use. This program is continuing in FFY 2011.

MDT continued the *Safe On All Roads* (SOAR) program. Native American coordinators implemented traffic safety related programs designed to resonate culturally within the target audience. The goal of this program is to increase occupant protection use and decrease impaired driving on the reservations.

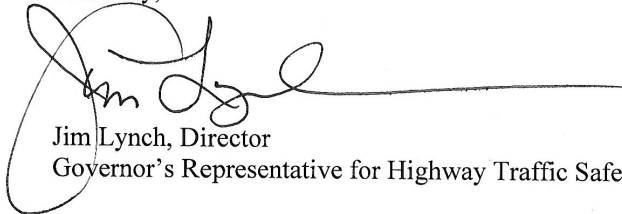
We continue our commitment to increase our seatbelt usage rate through education that targets 18 to 34 year olds. In FFY 2009 and FFY 2010, MDT developed and implemented a program called *Respect the Cage*. This program includes the car from MDT's room to live video and a rollover simulator. The *Respect the Cage* caravan travels around the state educating the public on the importance of buckling up as well as driving sober.

MDT contracted a Traffic Safety Resource Officer and Traffic Safety Resource Prosecutor to increase training opportunities for prosecutors and law enforcement that focus on the importance of following through on impaired driving convictions.

We also doubled the number of DUI courts that has improved accountability and treatment for some of the state's hard core repeat DUI offenders.

MDT would like to thank you for the federal grant monies that have made this year's work possible. We appreciate your continued support for our highway safety program.

Sincerely,



Jim Lynch, Director
Governor's Representative for Highway Traffic Safety

copies: Priscilla Sinclair, State Highway Traffic Safety Office

Jim Lynch

**Director
Montana Department of Transportation**

Governor's Representative for Highway Safety





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**View from an observational
seat belt survey site near
Somers, MT**

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**View from an observational
seat belt survey site near
Fairmont Hot Springs, MT**

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INTRODUCTION

In 2009, the State of Montana had 8 fewer fatalities statewide in comparison to 2008 (January 1 through December 31). We believe this reduction in traffic fatalities is due in large part to the continued implementation of Montana's *Comprehensive Highway Safety Plan*. We also recognize that seatbelt and impaired driving prevention and intervention projects funded by NHTSA contributed to this reduction. This includes funding additional law enforcement overtime, Montana Highway Patrol (MHP) Roving Patrols, and implementation of DUI courts.

In 2010, our observed seatbelt use rate as a secondary state has remained fairly constant at 78.9%. As a secondary state we consider this an accomplishment. However, we continue to seek ways to increase seatbelt usage as an important element in our traffic safety program to reduce the number of people killed on our roadways. Many of Montana's law enforcement agencies are committed to enforcing seatbelt usage, including the MHP Roving Patrol officers. These officers focus their attention on Montana's high-risk roadways identified as having a history of alcohol-related crashes and high rates of non-seatbelt usage.

Montana's Governor's Representative (GR) for Highway Safety continues to fill an important leadership role in advocating traffic safety throughout the state as a guest speaker at a variety of community forums, the annual DUI Task Force and Comprehensive Highway Safety Planning meetings, and other venues.

The GR approves traffic safety related projects to be funded by NHTSA. Some of these projects are also included as countermeasures in support of some of the emphasis areas identified in our *Comprehensive Highway Safety Plan*. These emphasis areas include Safety Belt Use, Alcohol & Drug Impaired Crashes, Native American Crashes, Traffic Records Management, Reduction of Young Driver Crashes, and more. For additional information about our *Comprehensive Highway Safety Plan* please visit www.mdt.mt.gov/pubinvolve/chsp/

When analyzing the state's fatal and incapacitating injury crash data for the past calendar year, we see our major traffic safety challenge is still impaired driving followed by non-seatbelt usage. We believe continuing our partnerships with other traffic safety stakeholders such as our 34 local DUI Task forces, the MT Sheriff's & Peace Officers Association, local police and tribal law enforcement agencies, the Montana Highway Patrol, the Department of Public Health & Human Services, the Department of Revenue, and others will help us continue making significant strides in reducing traffic related fatalities.

We will continue working with our NHTSA Regional Office to determine other strategies that will help us further reduce our DUI fatality rates.

.....
Kootenai Falls near Troy, MT
.....



M O N T A N A C R A S H D A T A

The following section provides ten years of raw data, when available, for Montana's performance measures. Each of these measures are for a specific traffic safety area where the State Highway Traffic Safety Office and its partners focuses.

NOTE: 2009 figures are based on preliminary data and are subject to change as more information becomes available.

General Traffic Safety	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Fatalities	237	230	269	262	229	251	263	277	229	221
Incapacitating Injuries	1,790	1,433	1,738	1,634	1,557	1,541	1,607	1,427	1,336	1,110
Fatality Rate, per 100M VMT	2.40	2.30	2.57	2.40	2.05	2.26	2.33	2.45	2.12	2.01
Urban Fatality Rate, per 100M VMT					0.85	1.21	0.53	0.52	0.69	
Rural Fatality Rate, per 100M VMT					2.40	2.57	2.89	3.05	2.57	
Pedestrian Fatalities	11	9	14	10	7	13	12	15	11	15
Safety Belt Use	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Seat Belt Use, Outboard, Front Seat Occupants	75.6%	76.3%	78.4%	79.5%	80.9%	80.0%	79.0%	79.6%	79.3%	79.2%
Seat Belt Use, Drivers	75.1%	76.1%	78.2%	79.3%	80.7%	79.7%	78.6%	79.1%	79.1%	79.1%
Unrestrained Occupant Fatalities, Total	126	141	166	161	135	148	149	158	124	107
Unrestrained Occupant Fatalities, % of All Vehicle Occupant Fatalities	62.7%	69.1%	72.8%	69.1%	70.7%	72.9%	68.0%	72.8%	71.3%	62.6%
Alcohol & Impaired Driving	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Fatalities Involving BAC 0.08+	92	96	106	102	97	105	103	106	91	81
Alcohol-Impaired Fatality Rate, per 100M VMT	0.93	0.96	1.01	0.94	0.87	0.94	0.91	0.94	0.84	0.74
Fatalities Involving BAC 0.01+, Total	117	104	126	128	106	124	126	124	103	104
Fatalities Involving BAC 0.01+, % of All Fatalities	49.4%	45.2%	46.8%	48.9%	46.3%	49.4%	47.9%	44.8%	45.0%	47.1%
* Alcohol-Related Fatality Rate, per 100M VMT	1.19	1.04	1.20	1.17	0.95	1.11	1.12	1.10	0.96	0.94
Native American	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Native American Fatalities, Total	35	37	51	42	46	34	46	43	27	34
Native American Fatalities, % of All Fatalities	14.8%	16.1%	19.0%	16.0%	20.1%	13.5%	17.5%	15.5%	11.8%	15.4%
Single Vehicle Run-Off-the-Road	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Single Vehicle Run-Off-the-Road Crashes	6,882	6,265	7,211	7,216	6,395	6,808	6,727	6,406	6,740	6,054
Single Vehicle Run-Off-the-Road Fatal Crashes	107	122	139	144	131	139	138	154	117	117

Young Driver (Age 20 and Below)	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Young Driver Crash Rate, per 1,000 Licenses	126	121	129	121	114	117	119	119	115	111
Young Driver Fatal Crash Rate, per 1,000 Licenses	0.78	0.62	0.74	0.91	0.63	0.61	0.62	0.58	0.62	0.79
Young Drivers Involved in Fatal Crashes	49	40	47	57	39	37	37	32	33	41
High Crash Corridors	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Fatalities in High Crash Corridors	14	21	20	21	14	14	23	12	21	11
Incapacitating Injuries in High Crash Corridors	110	126	183	155	122	132	133	95	91	69
Crashes in High Crash Corridors	996	971	1,063	1,122	1,034	1,005	1,061	997	872	737
Trucks	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Crashes Involving Trucks	1,346	1,159	1,228	1,288	1,163	1,241	1,227	1,223	1,212	1,052
Fatal Crashes Involving Trucks	24	25	20	21	15	22	24	31	24	22
Urban Areas	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Fatal Crashes in Urban Areas	18	14	23	25	25	30	17	19	33	18
Motorcycles	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Fatal Crashes Involving Motorcyclists	13	11	24	12	20	28	25	33	38	24
Motorcyclist Fatalities, Total	13	12	24	12	20	28	26	36	36	26
Motorcyclist Fatalities, Unhelmeted	7	8	15	9	12	15	14	19	21	20
Older Drivers (Age 65 and Above)	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Older Driver Crash Rate, per 1,000 Licenses	30	28	30	29	28	28	26	25	24	24
Older Driver Fatal Crash Rate, per 1,000 Licenses	0.41	0.32	0.37	0.36	0.32	0.38	0.34	0.31	0.27	0.30
Older Driver Crashes, % of All Crashes	17.8%	18.1%	18.7%	18.9%	20.0%	19.8%	13.0%	13.5%	13.3%	14.3%
Older Driver Fatal Crashes, % of All Fatal Crashes	26.6%	22.4%	23.7%	23.0%	23.9%	26.3%	17.3%	14.9%	15.9%	18.7%
Speed Control	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Speeding-Related Fatalities	96	99	102	113	101	96	112	96	72	86
Speeding-Related Fatal Crashes, % of All Fatal Crashes	41.4%	43.3%	37.9%	43.1%	42.1%	36.6%	41.6%	35.3%	33.7%	38.9%
* Vehicles in Fatal Crashes Above the Speed Limit, % of All Vehicles in Fatal Crashes	6.0%	5.2%	6.2%	7.0%	7.7%	7.7%	7.1%	5.1%	6.3%	14.6%
* Vehicles in Fatal Crashes Too Fast for Conditions, % of All Vehicles in Fatal Crashes	12.4%	12.7%	11.6%	10.7%	11.0%	11.5%	11.6%	11.7%	10.6%	6.3%
Grant-Funded Enforcement Activities	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Seat Belt Citations Issued					3,299	4,843	5,892	5,514	3,257	7,159
Impaired Driving Arrests					466	830	951	791	1,194	878
Speeding Citations Issued					10,738	19,561	18,389	16,148	10,891	14,489

* This performance measure no longer being monitored. Other performance measures being used in its place.

PERFORMANCE GOALS AND TRENDS

The following section provides the specific current (2013) goals for each performance measure, including the previous (2010) goal, when available. The charts provide a visual of the historical data for the goal, the associated trend, and the current value. It is important to note that some goals measure annual numbers while others measure a three- or five-year average.

For a more detailed analysis, please refer to the Traffic Safety Problem Identification at the following web location: www.mdt.mt.gov/safety/safetyprg.shtml.

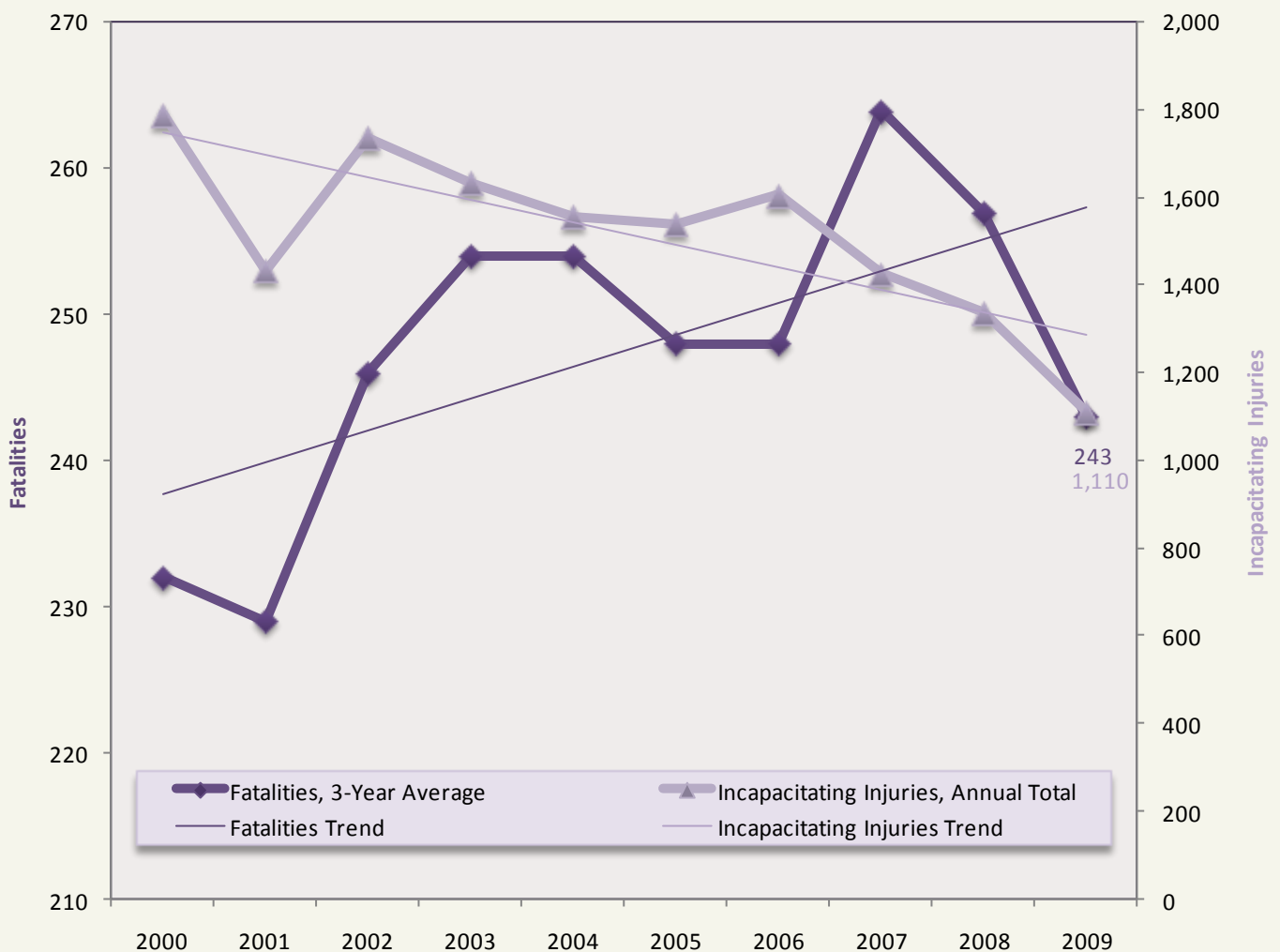
General Traffic Safety

2012 Goal: Reduce Fatalities

Reduce the three-year average number of fatalities from 257 in 2008 to 220 by 2012.

2013 Goal: Reduce Incapacitating Injuries

Reduce the total annual number of incapacitating injuries from 1,336 in 2008 to 1,200 by 2013.



General Traffic Safety

2013 Goal: Reduce the Fatality Rate

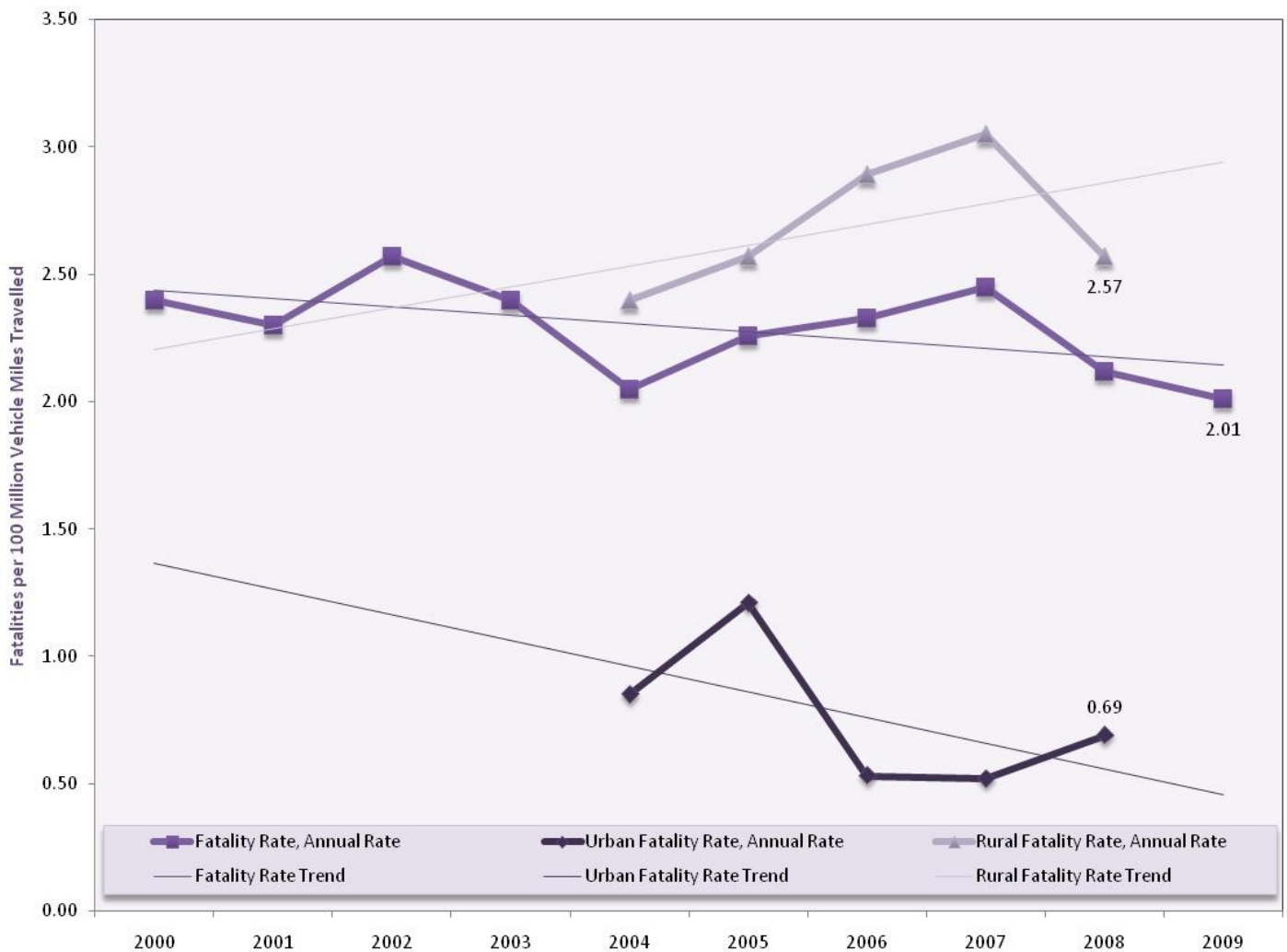
Reduce the annual fatality rate per 100 million vehicle miles travelled from 2.45 in 2007 to 2.00 by 2013.

2013 Goal: Reduce the Urban Fatality Rate

Reduce the annual urban fatality rate per 100 million vehicle miles travelled from 0.52 in 2007 to 0.45 by 2013.

2013 Goal: Reduce the Rural Fatality Rate

Reduce the annual rural fatality rate per 100 million vehicle miles travelled from 3.05 in 2007 to 2.40 by 2013.



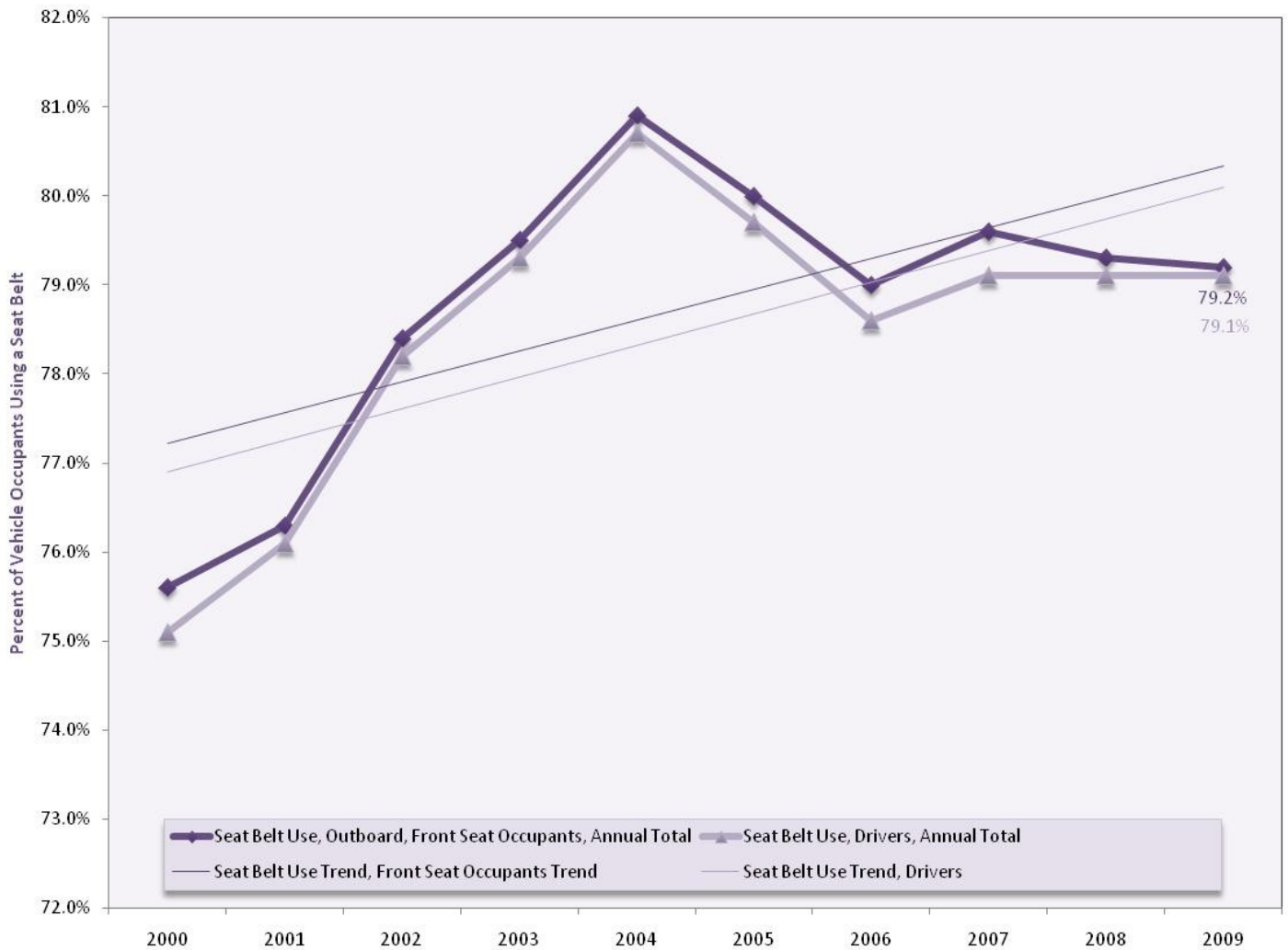
Seat Belt Use

2013 Goal: Increase Seat Belt Use of Outboard, Front Seat Vehicle Occupants

Increase the annual statewide seat belt use for outboard, front seat vehicle occupants from 79.2% in 2009 to 87% by 2013.

2013 Goal: Increase Seat Belt Use by Drivers

Increase the annual statewide seat belt use for vehicle drivers from 79.1% in 2009 to 87% by 2013.



2010 Goal: Increase Seat Belt Use of Outboard, Front Seat Vehicle Occupants

Increase the annual statewide seat belt use for outboard, front seat vehicle occupants from 79.3% in 2008 to 90% by 2013. 2009 value is 79.2%.

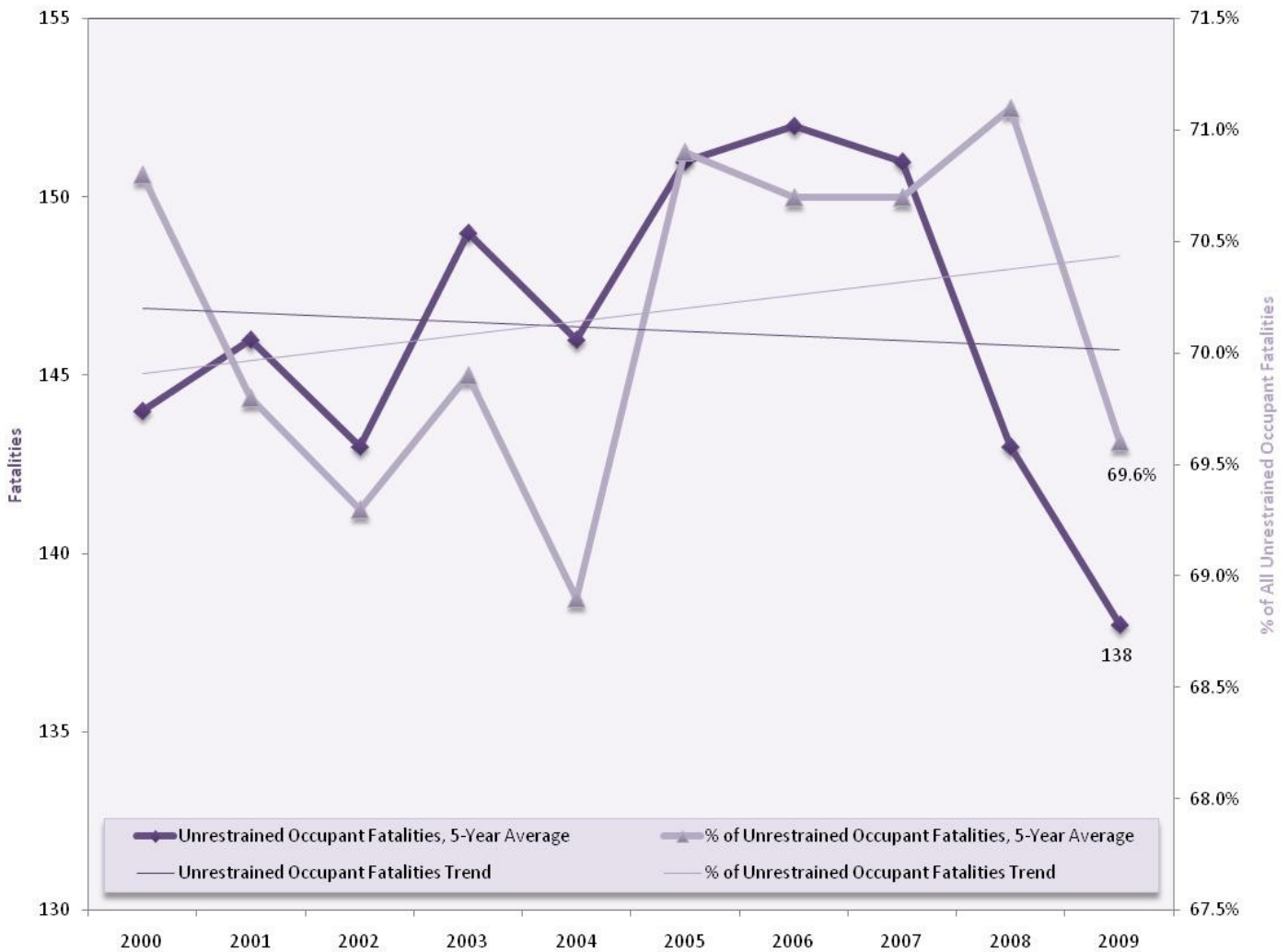
Seat Belt Use

2013 Goal: Reduce Unrestrained Vehicle Occupant Fatalities, Total

Reduce the five-year average number of unrestrained vehicle occupant fatalities from 143 in 2008 to 135 by 2013.

2013 Goal: Reduce Unrestrained Vehicle Occupant Fatalities, Percent

Reduce the five-year average number of unrestrained vehicle occupant fatalities as a percent of all vehicle occupant fatalities from 71.1% in 2008 to 67.5% by 2013.



2010 Goal: Increase Restraint Use by Vehicle Occupant Fatalities, Percent

Increase the annual number of unrestrained vehicle occupant fatalities as a percent of all vehicle occupant fatalities from 26.3% in 2007 to 45% by 2010. 2009 value is 33.3%.

Alcohol & Impaired Driving Fatalities

2013 Goal: Reduce Alcohol-Impaired Fatalities

Reduce the three-year average number of fatalities in crashes involving an alcohol-impaired driver or motorcycle operator (BAC 0.08+) from 105 in 2007 to 99 by 2013.

2013 Goal: Reduce Alcohol-Impaired Fatality Rate

Reduce the three-year average alcohol-impaired (driver or motorcycle operator with BAC 0.08+) fatality rate per 100 million vehicle miles travelled from 0.93 in 2007 to 0.88 by 2013.



2010 Goal: Reduce Alcohol-Related Fatality Rate

Reduce the annual alcohol-related (driver or motorcycle operator with BAC 0.01+) fatality rate per 100 million vehicle miles travelled from 1.12 in 2006 to less than 0.80 by 2010. 2009 value is 0.94.

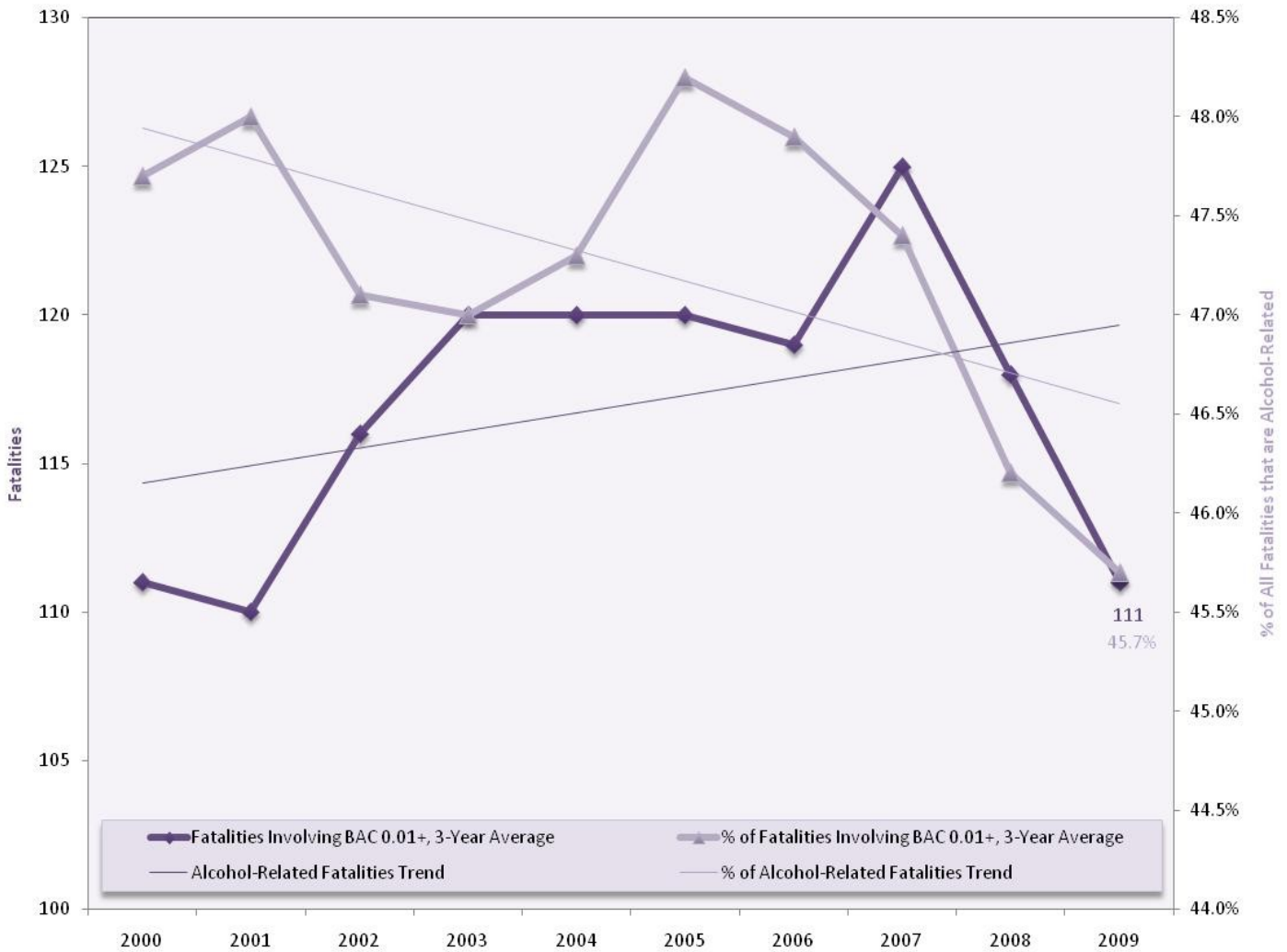
Alcohol & Impaired Driving Fatalities

2013 Goal: Reduce Alcohol-Related Fatalities, Total

Reduce the three-year average number of fatalities in crashes involving a driver or motorcycle operator with BAC 0.01+ from 125 in 2007 to 110 by 2013.

2013 Goal: Reduce Alcohol-Related Fatalities, Percent

Reduce the three-year average number of fatalities in crashes involving a driver or motorcycle operator with BAC 0.01+ as a percent of all fatalities from 47.4% in 2007 to 42% by 2013.



2010 Goal: Reduce Alcohol-Related Fatalities, Total

Reduce the annual number of fatalities in crashes involving a driver or motorcycle operator with BAC 0.01+ from 126 in 2006 to less than 90 by 2010. 2009 value is 104.

2010 Goal: Reduce Alcohol-Related Fatalities, Percent

Reduce the annual number of fatalities in crashes involving a driver or motorcycle operator with BAC 0.01+ as a percent of all fatalities from 47.9% in 2006 to less than 40% by 2010. 2009 value is 47.1%.

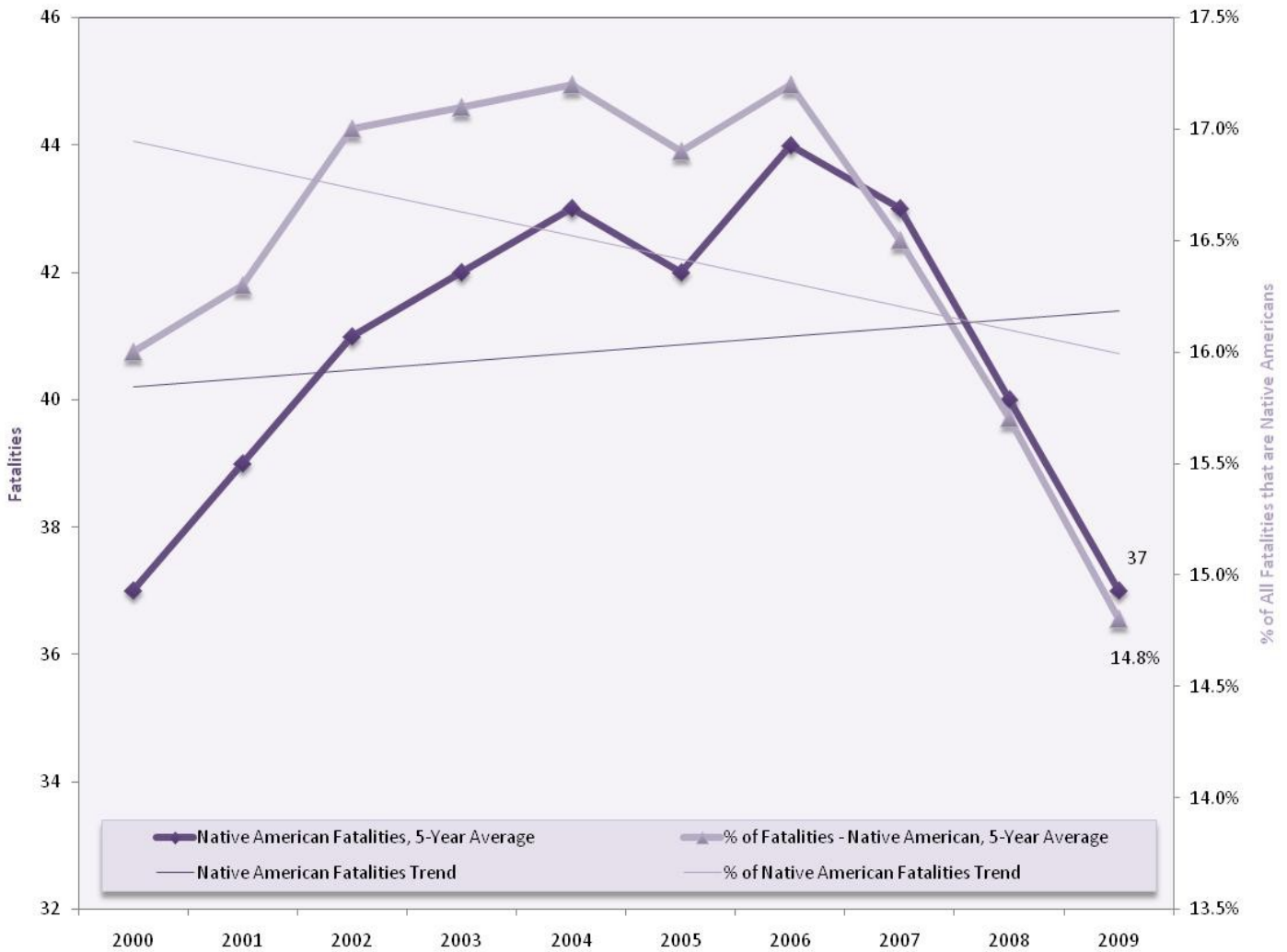
Native American Crash Fatalities

2013 Goal: Reduce Native American Fatalities, Total

Reduce the five-year average number of Native American fatalities from 40 in 2008 to 30 by 2013.

2013 Goal: Reduce Native American Fatalities, Percent

Reduce the five-year average number of Native American fatalities as a percent of all fatalities from 15.7% in 2008 to 13% by 2013.



2010 Goal: Reduce Native American Fatalities, Total

Reduce the total annual number of Native American fatalities from 43 in 2007 to less than 30 by 2010. 2009 value is 34.

2010 Goal: Reduce Native American Fatalities, Percent

Reduce the total annual number of Native American fatalities as a percent of all fatalities from 15.5% in 2007 to less than 12% by 2010. 2009 value is 15.4%.

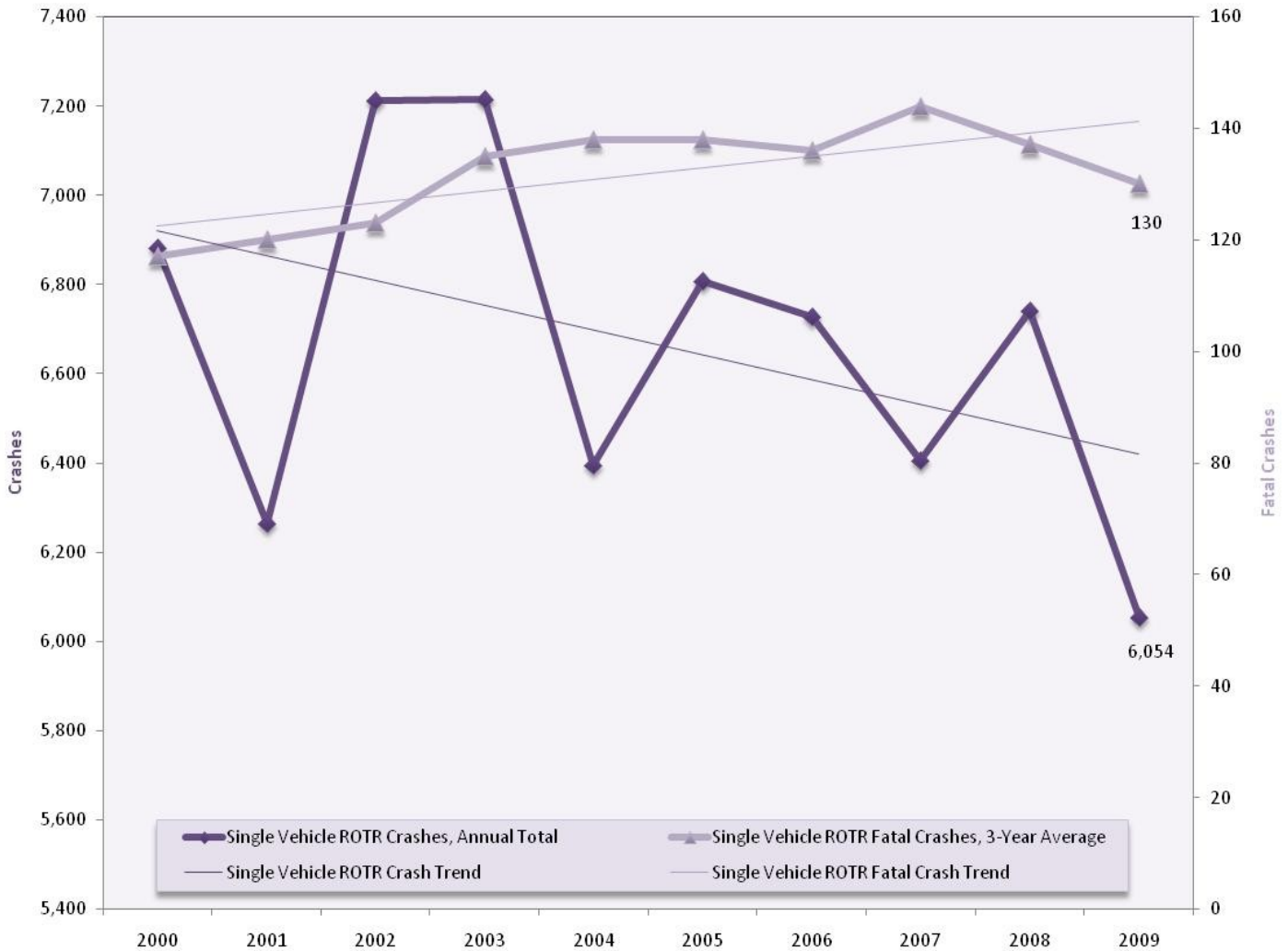
Single Vehicle, Run-Off-The-Road Crashes

2013 Goal: Reduce Single Vehicle, Run-Off-The-Road Crashes

Reduce the total annual number of single vehicle, run-off-the-road crashes from 6,740 in 2008 to 6,000 by 2013.

2013 Goal: Reduce Single Vehicle, Run-Off-The-Road Fatal Crashes

Reduce the three-year average number of single vehicle, run-off-the-road crashes from 137 in 2008 to 120 by 2013.



2010 Goal: Reduce Single Vehicle, Run-Off-The-Road Crashes

Reduce the total annual number of single vehicle, run-off-the-road crashes from 6,406 in 2007 to less than 6,200 by 2010. 2009 value is 6,054.

2010 Goal: Reduce Single Vehicle, Run-Off-The-Road Fatal Crashes

Reduce the total annual number of single vehicle, run-off-the-road fatal crashes from 154 in 2007 to less than 120 by 2010. 2009 value is 117.

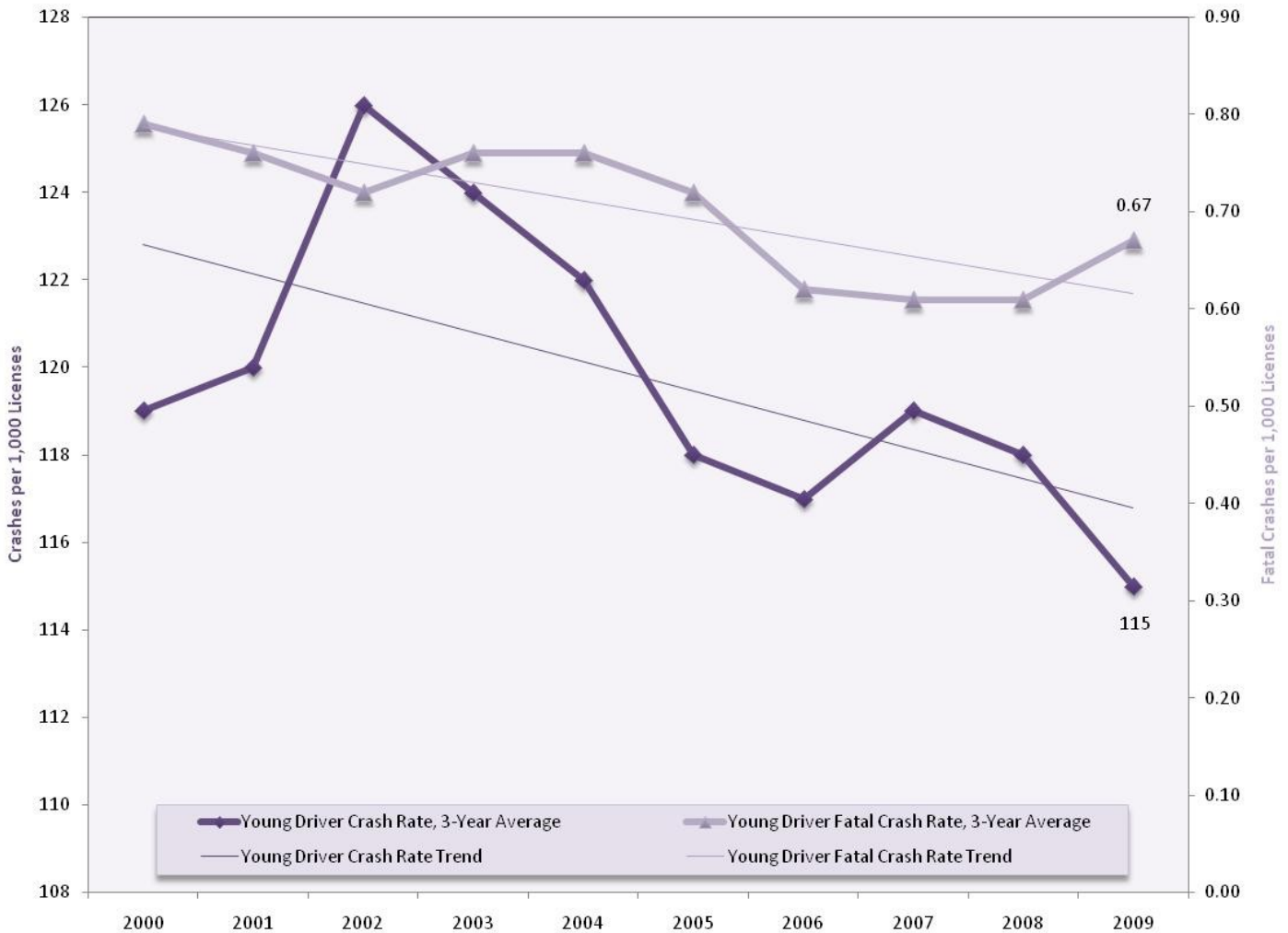
Young Driver Crashes (Age 20 and Below)

2013 Goal: Reduce the Young Driver Crash Rate

Reduce the three-year average crash rate per 1,000 licensed drivers age 20 and below from 118 in 2008 to 115 by 2013.

2013 Goal: Reduce the Young Driver Fatal Crash Rate

Reduce the three-year average fatal crash rate per 1,000 licensed drivers age 20 and below from 0.61 in 2008 to 0.57 by 2013.



2010 Goal: Reduce the Young Driver Crash Rate

Reduce the annual crash rate per 1,000 licensed drivers age 20 and below from 119 in 2007 to less than 90 by 2010. 2009 value is 111.

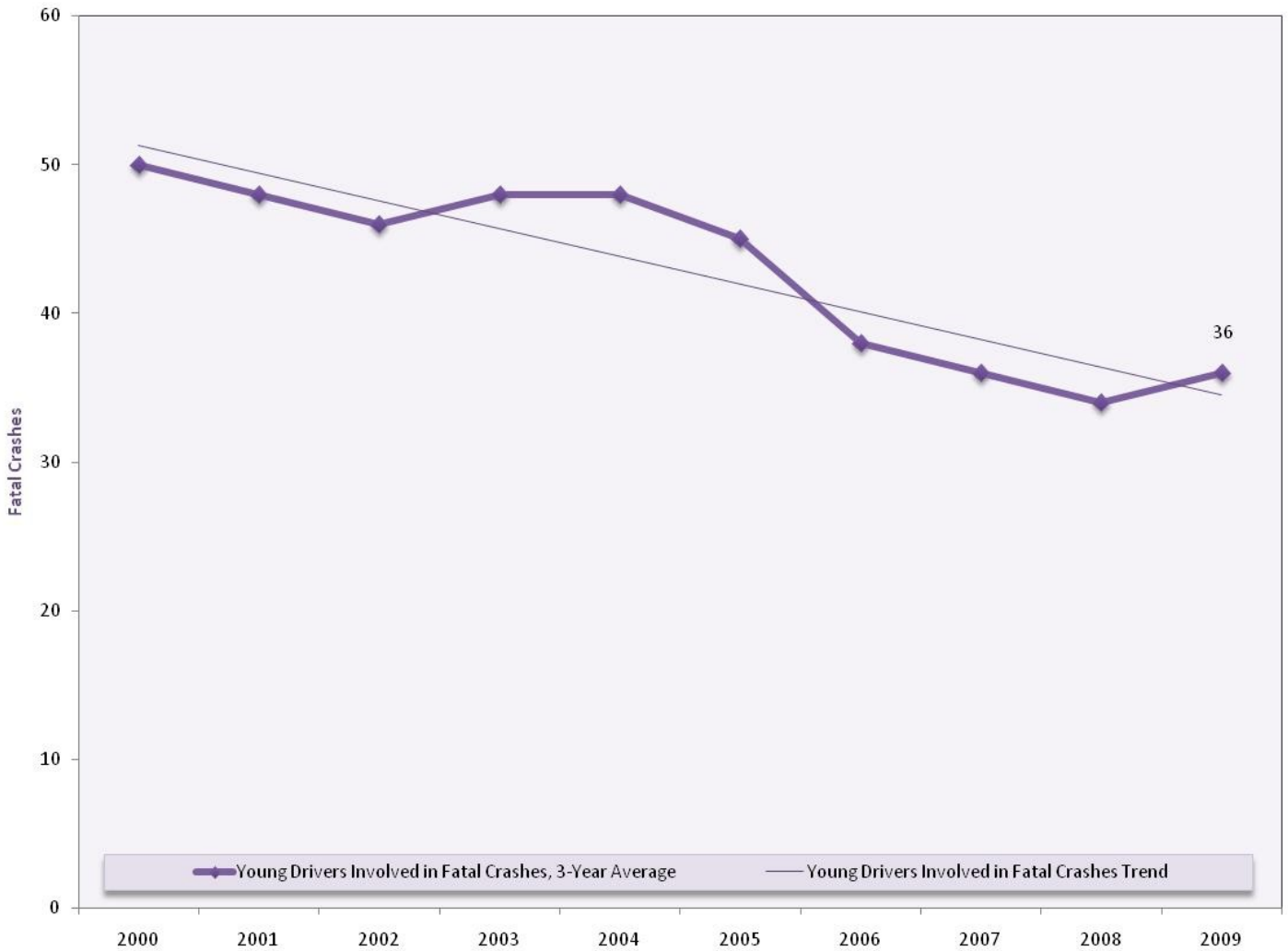
2010 Goal: Reduce the Young Driver Fatal Crash Rate

Reduce the annual fatal crash rate per 1,000 licensed drivers age 20 and below from 0.58 in 2007 to less than 0.40 by 2010. 2009 value is 0.79.

Young Driver Crashes (Age 20 and Below)

2013 Goal: Reduce Young Driver Fatal Crashes

Reduce the three-year average number of fatal crashes involving drivers age 20 and below from 34 in 2008 to 28 by 2013.



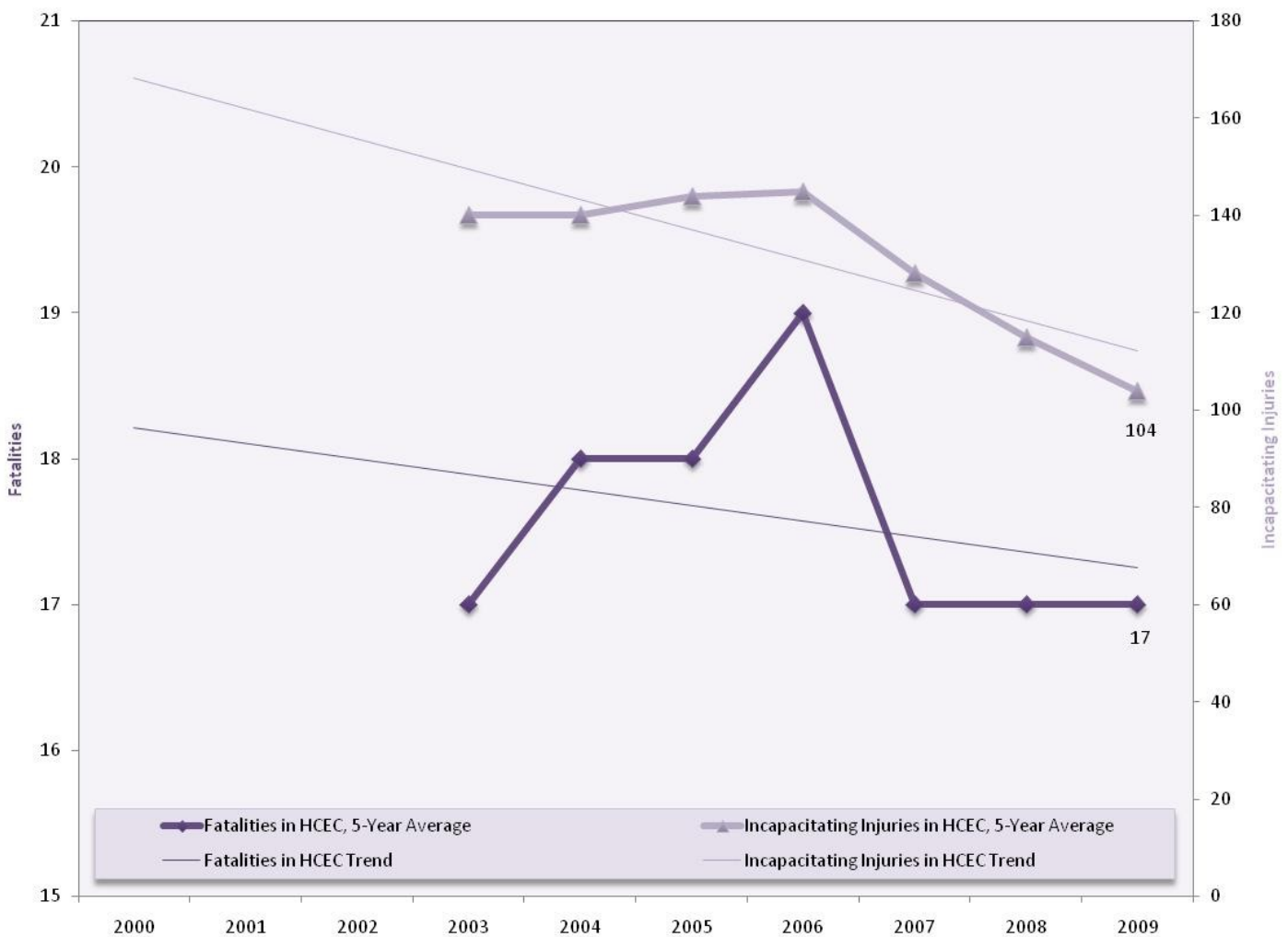
High Crash Enforcement Corridors

2013 Goal: Reduce Fatalities in High Crash Enforcement Corridors

Reduce the five-year average number of fatalities occurring in high crash enforcement corridors from 17 in 2008 to 15 by 2013.

2013 Goal: Reduce Incapacitating Injuries in High Crash Enforcement Corridors

Reduce the five-year average number of incapacitating injuries occurring in high crash enforcement corridors from 115 in 2008 to 100 by 2013.



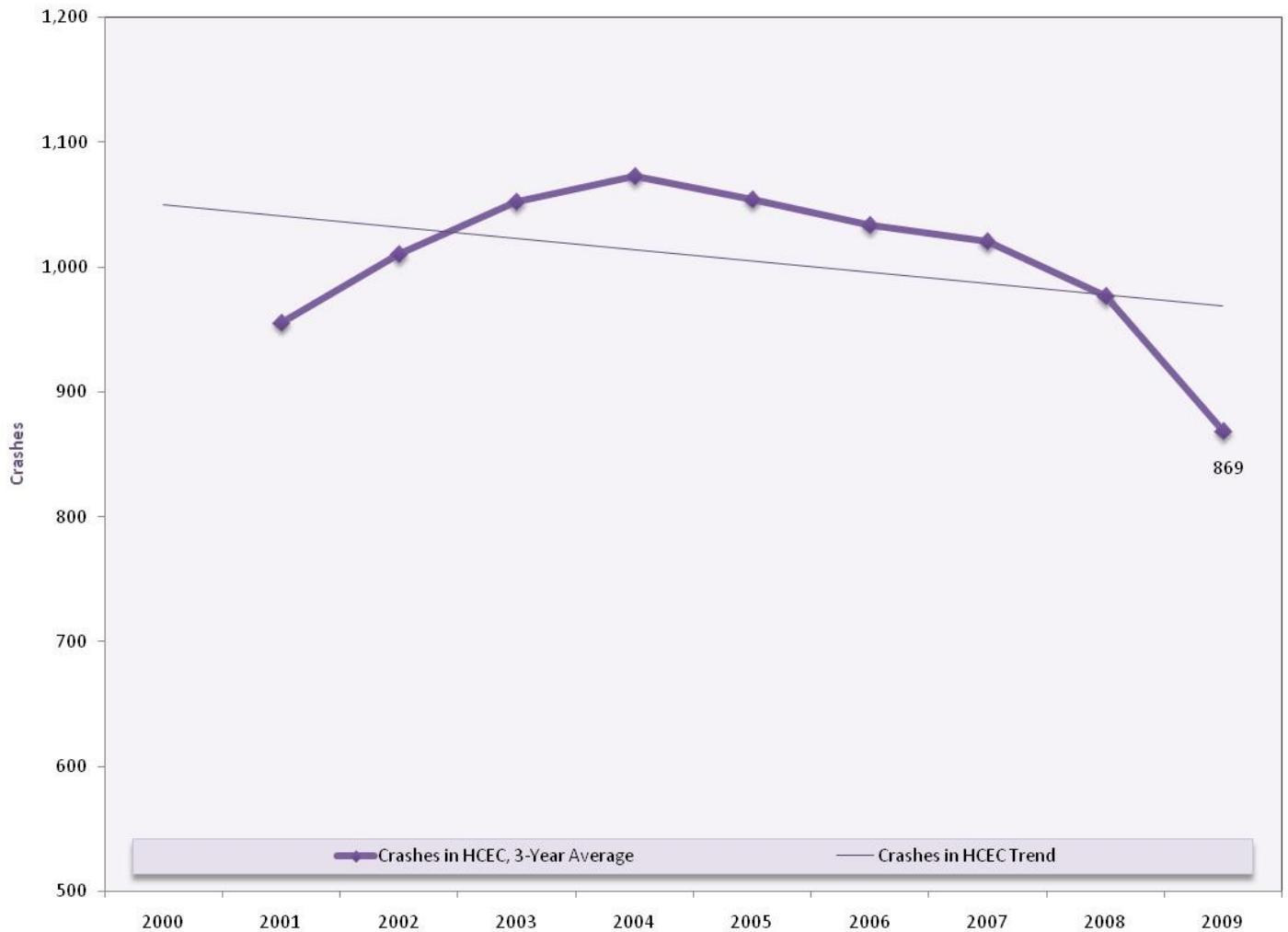
2010 Goal: Reduce Fatalities and Incapacitating Injuries in High Crash Enforcement Corridors

Reduce the annual combined total number of fatalities and incapacitating injuries occurring in high crash enforcement corridors from 156 in 2006 to less than 130 by 2010. 2009 value is 80.

High Crash Enforcement Corridors

2013 Goal: Reduce Crashes in High Crash Enforcement Corridors

Reduce the three-year average number of crashes occurring in high crash enforcement corridors from 977 in 2008 to 925 by 2013.



2010 Goal: Reduce Crashes in High Crash Enforcement Corridors

Reduce the total annual number of crashes occurring in high crash enforcement corridors from 1,061 in 2006 to less than 1,000 by 2010. 2009 value is 737.

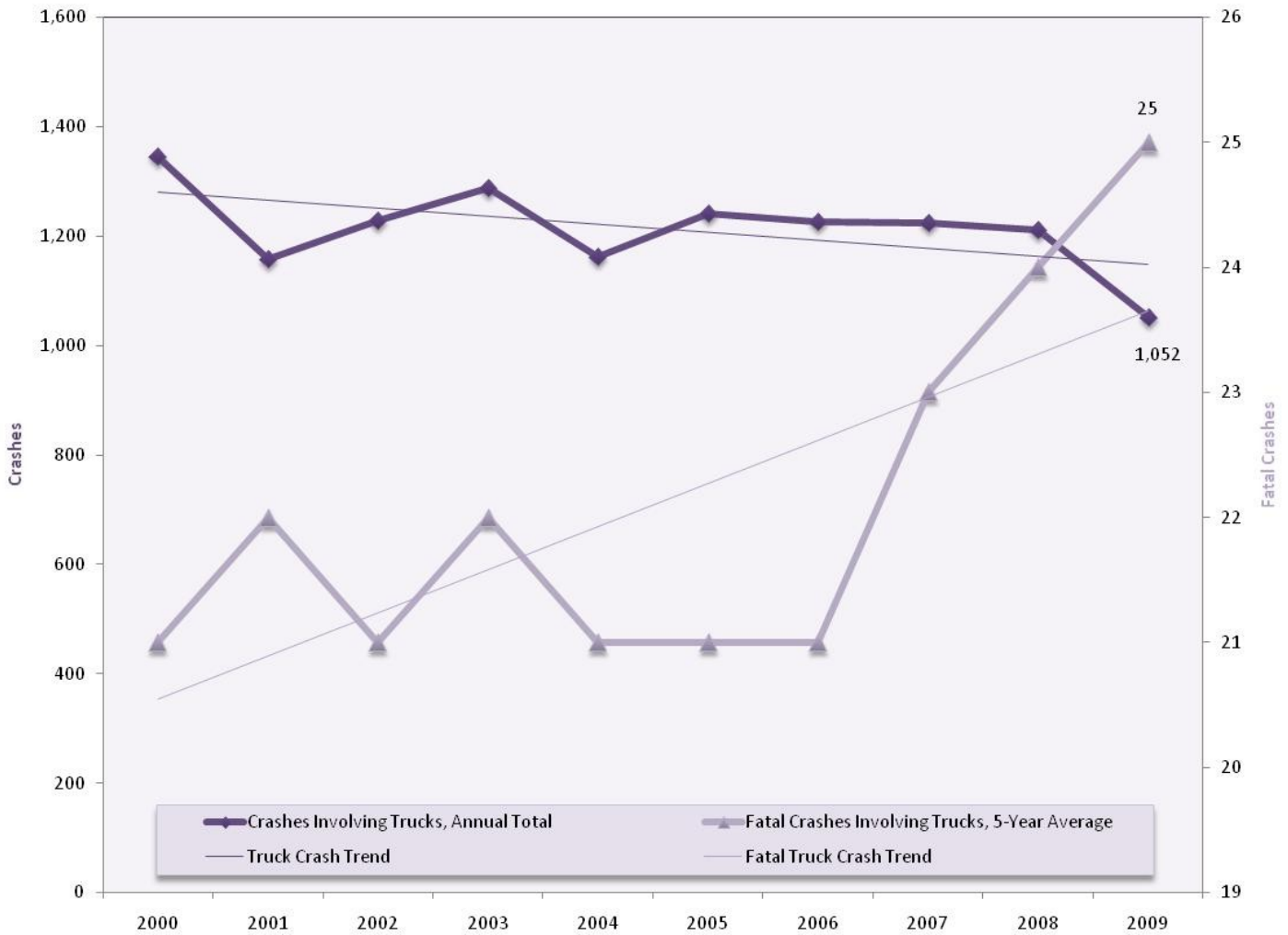
Truck Crashes

2013 Goal: Reduce Truck Crashes

Reduce the total annual number of crashes involving trucks from 1,212 in 2008 to 1,150 by 2013.

2013 Goal: Reduce Fatal Truck Crashes

Reduce the five-year average number of fatal crashes involving trucks from 24 in 2008 to 20 by 2013.



2010 Goal: Reduce Truck Crashes

Reduce the total annual number of crashes involving trucks from 1,223 in 2007 to less than 1,150 by 2010. 2009 value is 1,052.

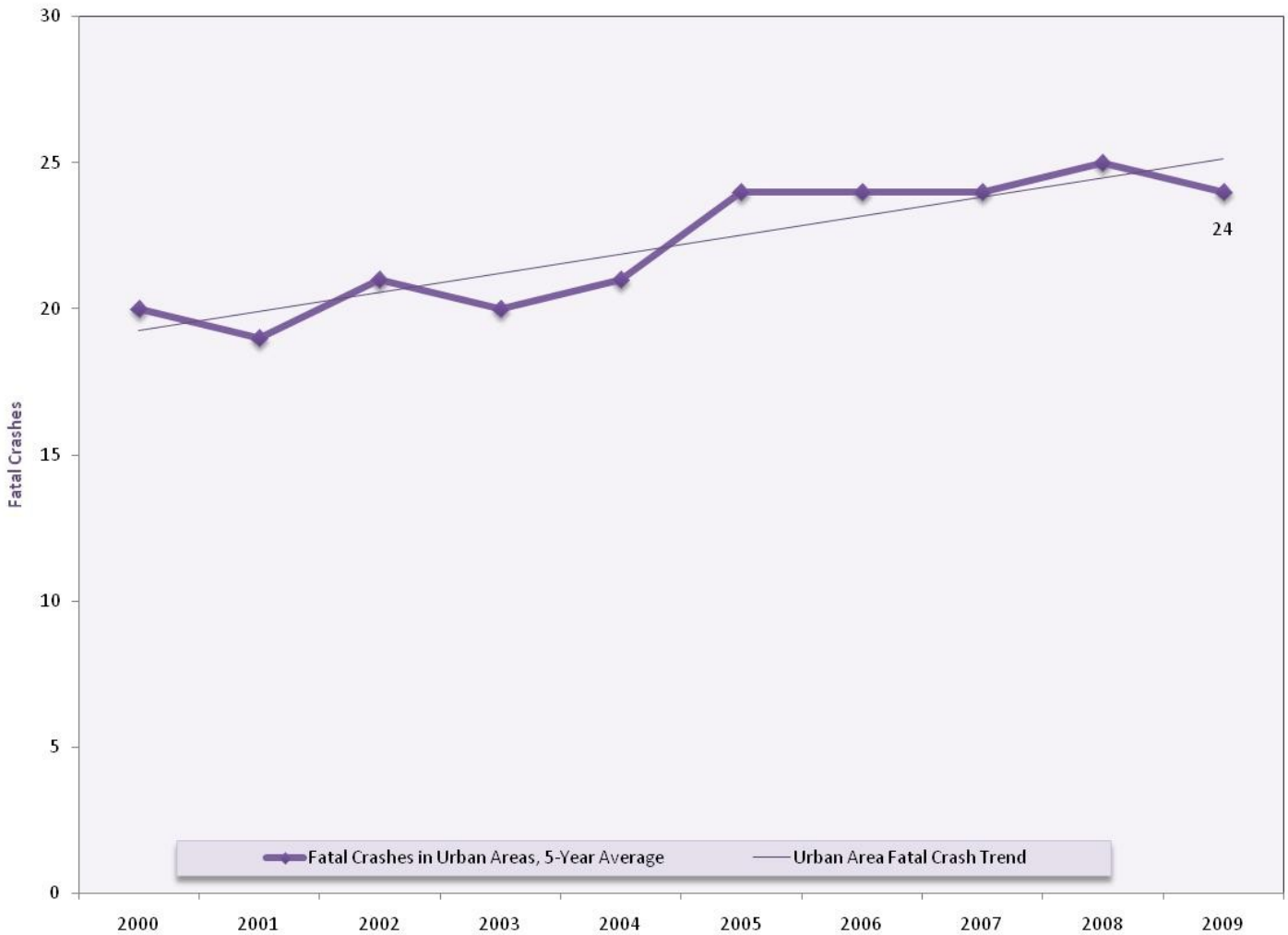
2010 Goal: Reduce Fatal Truck Crashes

Reduce the total annual number of fatal crashes involving trucks from 31 in 2007 to less than 18 by 2010. 2009 value is 22.

Urban Area Crashes

2013 Goal: Reduce Fatal Crashes in Urban Areas

Reduce the five-year average number of fatal crashes occurring in urban areas from 25 in 2008 to 23 by 2013.



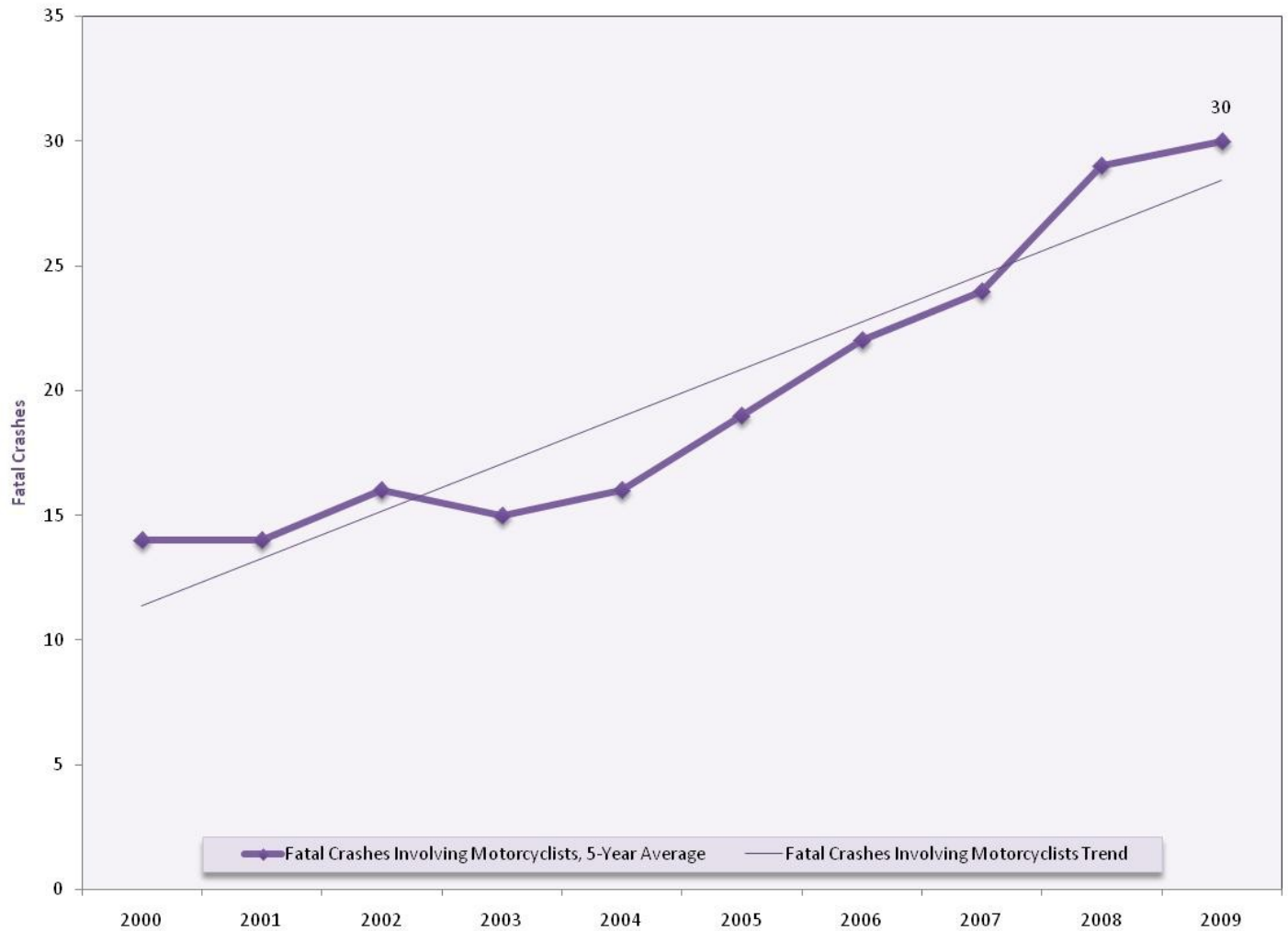
2010 Goal: Reduce Fatal Crashes in Urban Areas

Reduce the total annual number of fatal crashes occurring in urban areas from an average number of 24 during the years 2002 to 2006 and 20 in 2007 to less than 20 by 2010. 2009 value is 18.

Motorcycle Crashes

2013 Goal: Reduce Fatal Crashes Involving Motorcycles

Reduce the five-year average number of fatal crashes involving motorcycles from 29 in 2008 to 24 by 2013.



2010 Goal: Reduce Fatal Crashes Involving Motorcycles

Reduce the total annual number of fatal crashes involving motorcycles from 33 in 2007 to less than 20 by 2010. 2009 value is 24.

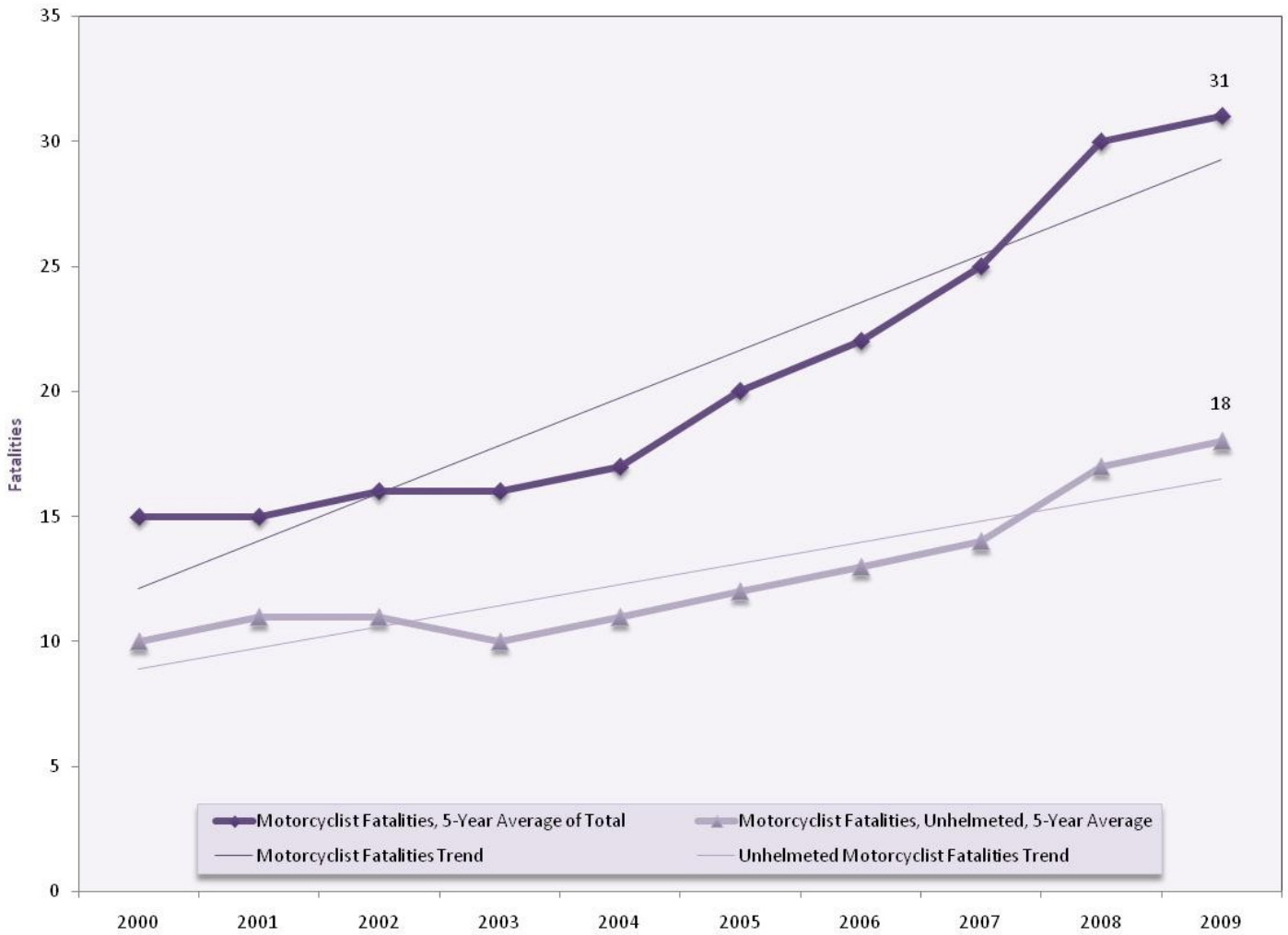
Motorcycle Crashes

2013 Goal: Reduce Motorcyclist Fatalities

Reduce the five-year average number of motorcyclist fatalities from 30 in 2008 to 25 by 2013.

2013 Goal: Reduce Fatalities for Motorcyclists Not Wearing Helmets

Reduce the five-year average number of fatalities for motorcyclists not wearing helmets from 17 in 2008 to 14 by 2013.



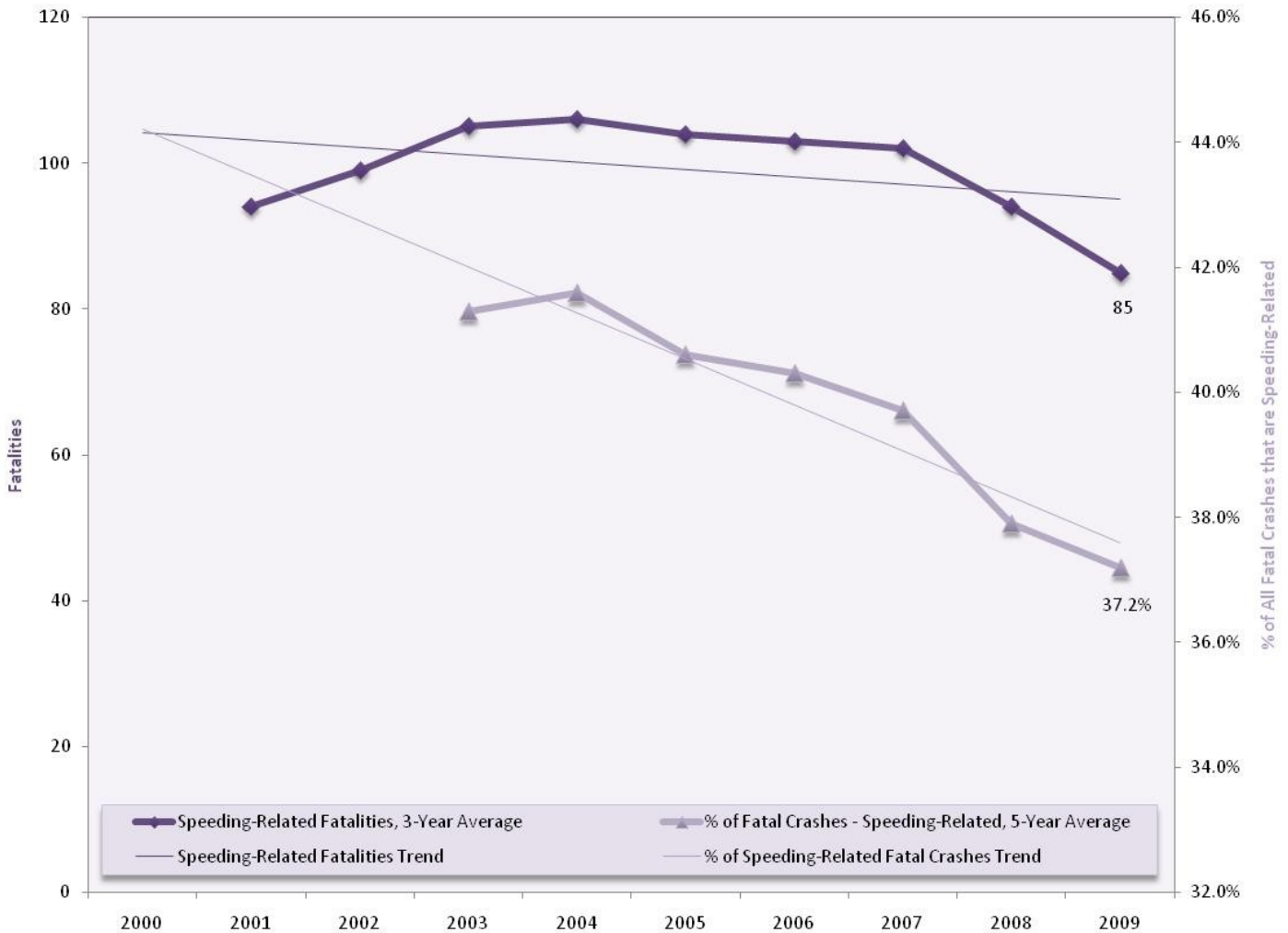
Speed Control

2013 Goal: Reduce Speeding-Related Fatalities

Reduce the three-year average number of speeding-related fatalities from 94 in 2008 to 85 by 2013.

2013 Goal: Reduce Speeding-Related Fatal Crashes, Percent

Reduce the five-year average number of speeding-related fatal crashes as a percent of all fatal crashes from 37.9% in 2008 to 35.0% by 2013.



2010 Goal: Reduce “Above the Speed Limit” Fatal Crashes, Percent

Reduce the total annual number of fatal crashes with “above the speed limit” listed as a contributing circumstance as a percent of all fatal crashes from 5.1% in 2007 to less than 5.0% by 2010. 2009 value is 14.6%.

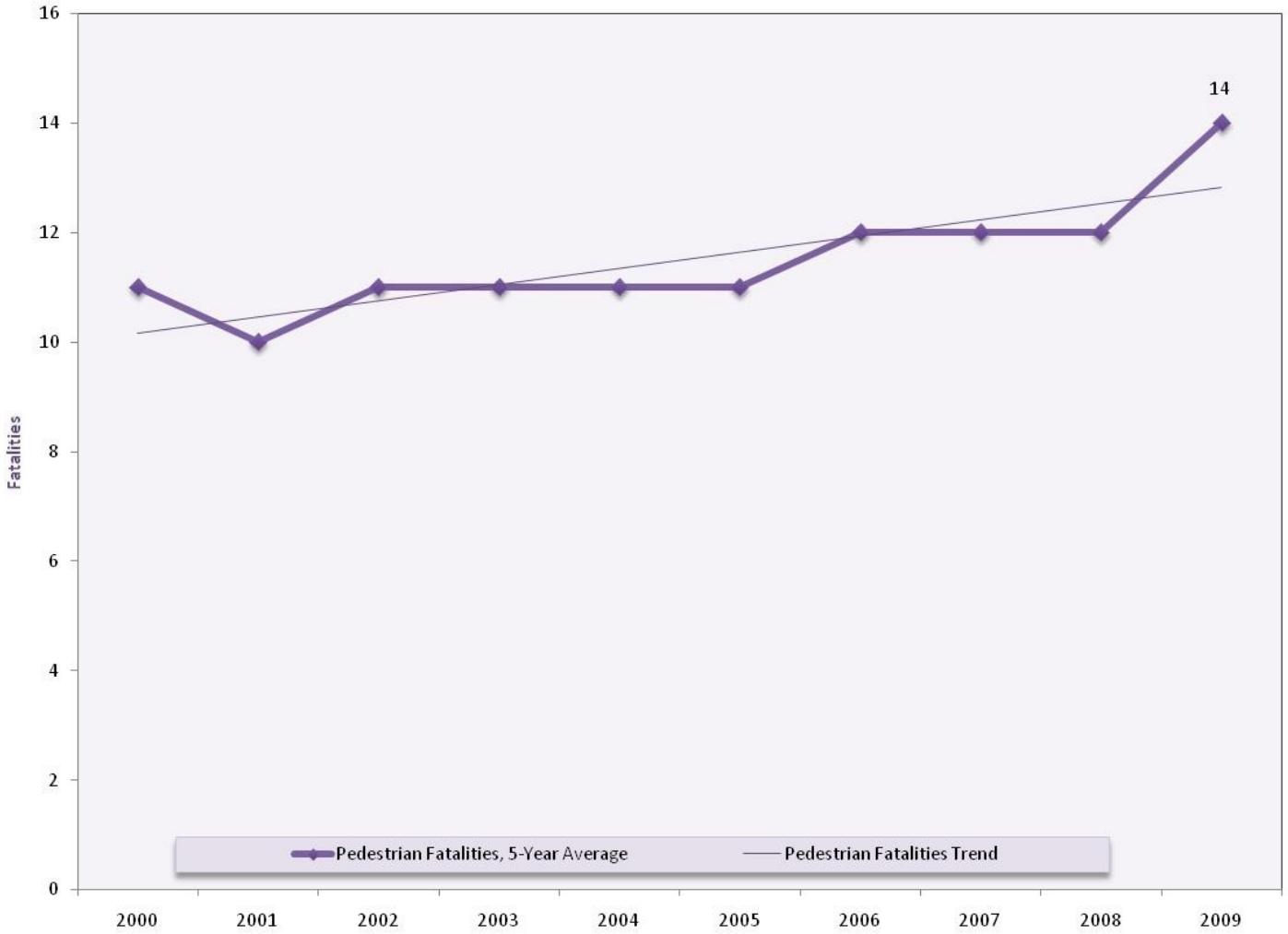
2010 Goal: Reduce “Too Fast for Conditions” Fatal Crashes, Percent

Reduce the total annual number of fatal crashes with “too fast for conditions” listed as a contributing circumstance as a percent of all fatal crashes from 11.7% in 2007 to less than 10.0% by 2010. 2009 value is 6.3%.

Pedestrian Fatalities

2013 Goal: Reduce Pedestrian Fatalities

Reduce the five-year average number of pedestrian fatalities from 13 in 2008 to 11 by 2013.



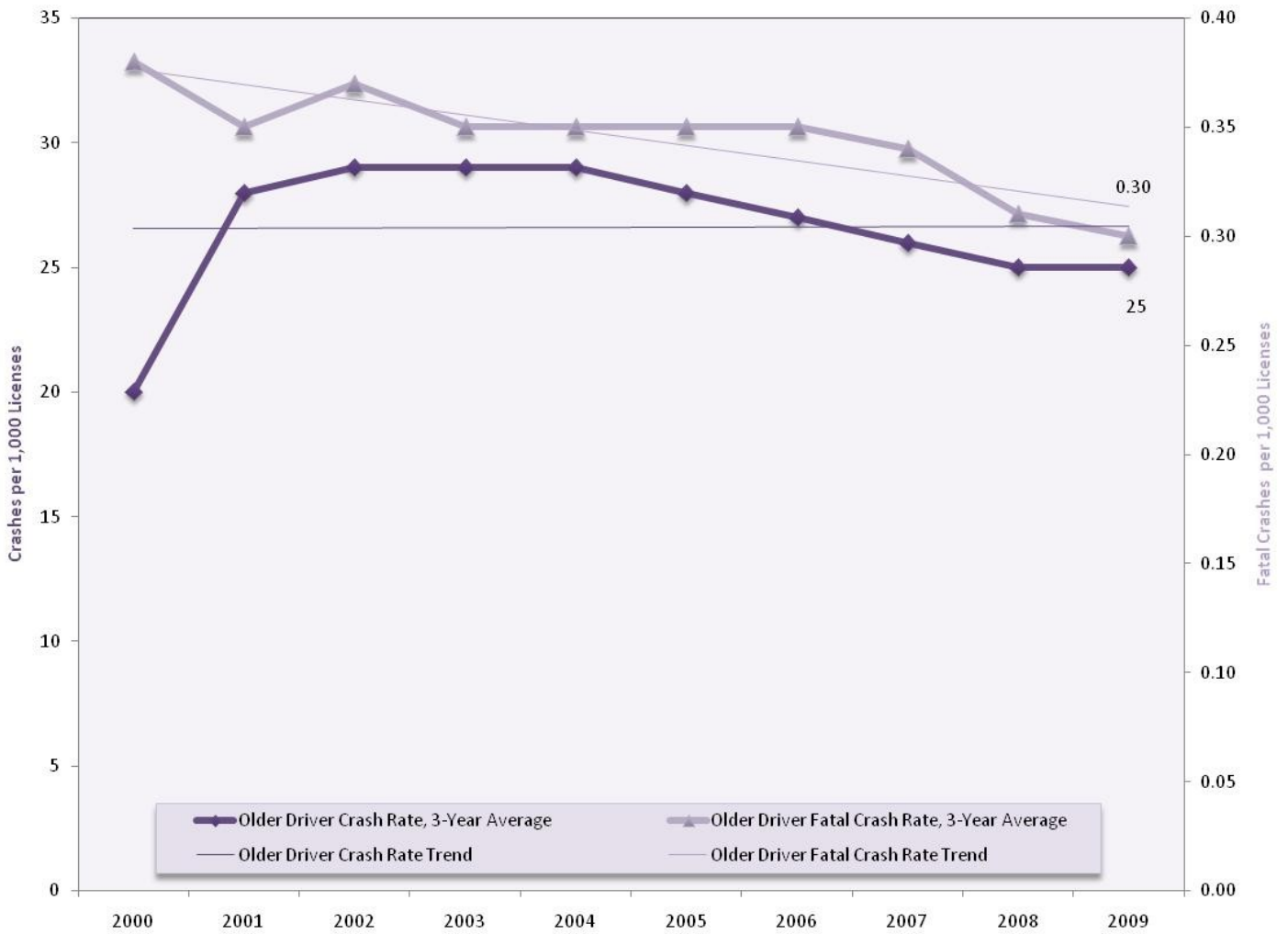
Older Driver Crashes (Age 65 and Above)

2013 Goal: Reduce the Older Driver Crash Rate

Reduce the three-year average crash rate per 1,000 licensed drivers age 65 and above from 25 in 2008 to 22 by 2013.

2013 Goal: Reduce the Older Driver Fatal Crash Rate

Reduce the three-year average fatal crash rate per 1,000 licensed drivers age 65 and above from 0.36 in 2008 to 0.32 by 2013.



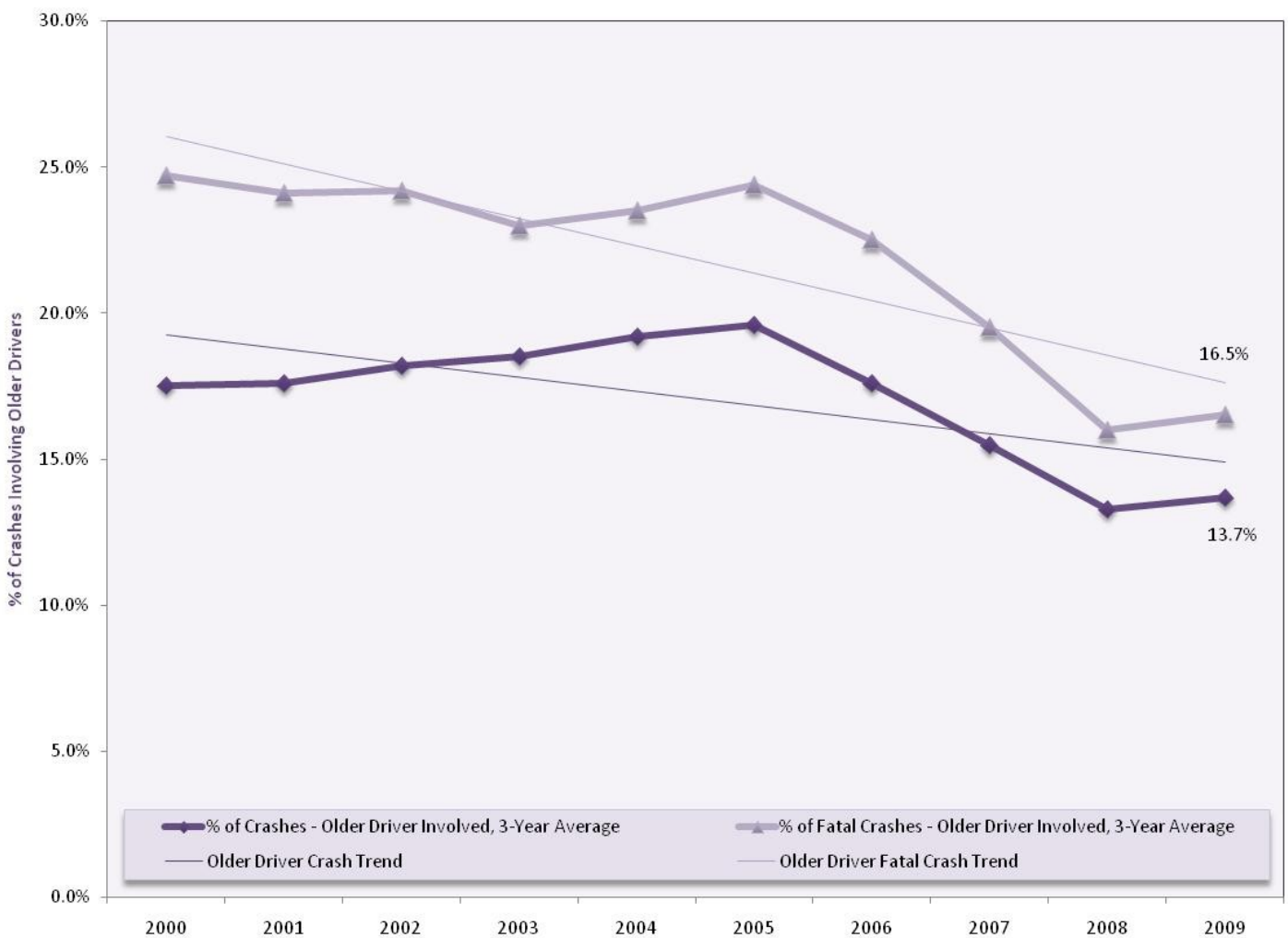
Older Driver Crashes (Age 65 and Above)

2013 Goal: Reduce Older Driver Crashes, Percent

Reduce the three-year average number of crashes involving drivers age 65 and above as a percent of all crashes from 13.3% in 2008 to 13.0% by 2013.

2013 Goal: Reduce Older Driver Fatal Crashes, Percent

Reduce the three-year average number of fatal crashes involving drivers age 65 and above as a percent of all fatal crashes from 16.0% in 2008 to 15.0% by 2013.



Grant-Funded Enforcement Activities

The following three measures are simply a report on Montana's grant-funded enforcement activities and include a chart of the historical data for each measure.

Measure: Seat Belt Citations

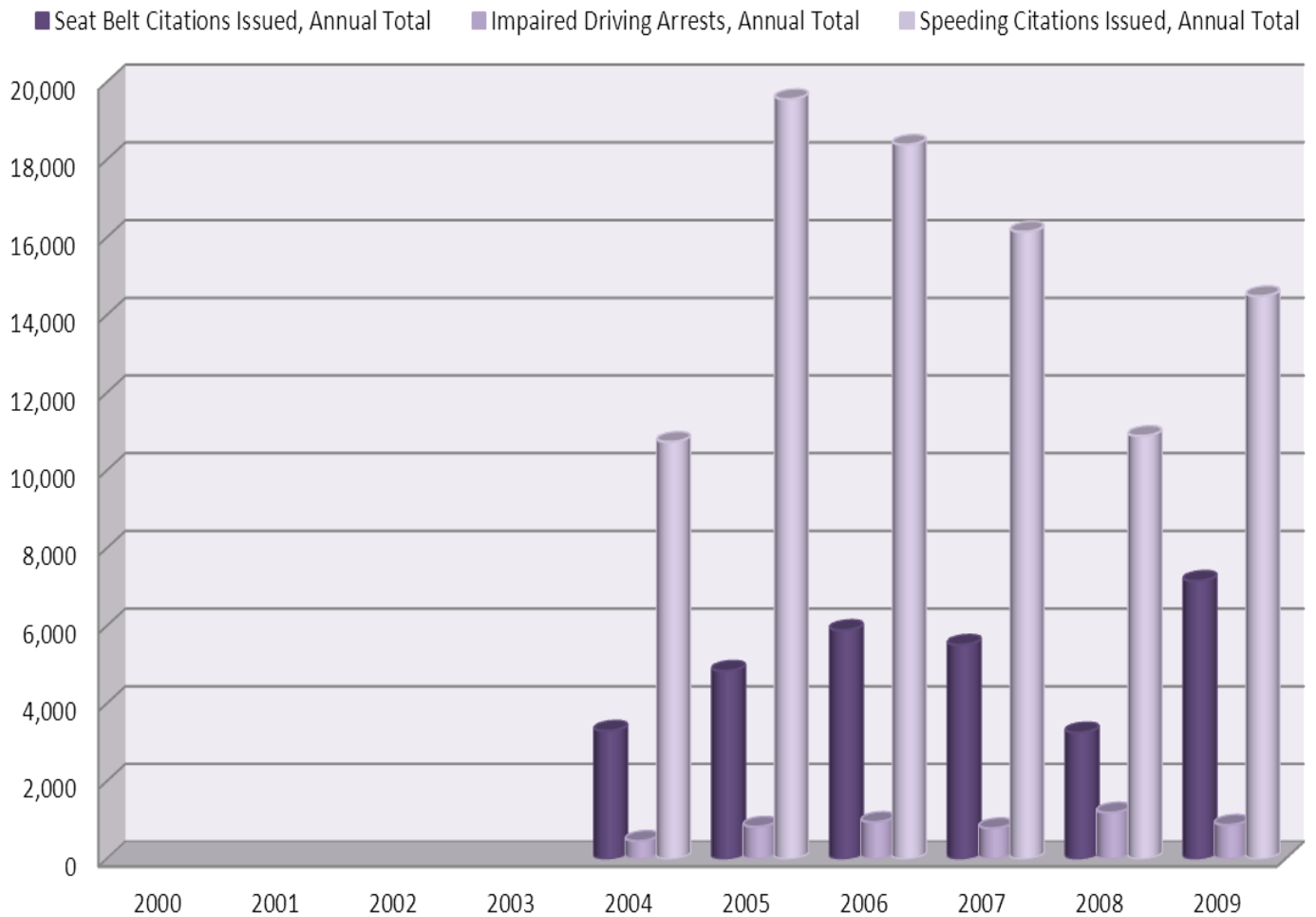
7,159 seat belt citations were issued during grant-funded enforcement activities during FFY2009.

Measure: Impaired Driving Arrests

878 impaired driving arrests were made during grant-funded enforcement activities during FFY2009.

Measure: Speeding Citations

14,489 speeding citations were issued during grant-funded enforcement activities during FFY2009.



I M P A I R E D D R I V I N G

Goals and Trends

The goals of Montana's Impaired Driving Program, along with trend data, can be found in the Crash Data & Trends Section of this Report.

Strategies

Many varied strategies were employed to prevent and reduce the injuries and deaths that result from crashes involving impaired drivers. Strategies ranged along the *education-prevention-intervention-enforcement-consequences* continuum.

Results

Crashes involving drugs and/or alcohol in Montana decreased to 2,138, the lowest number since 2004. In 2009, there was a decline in the actual number of alcohol-related fatalities (92 people), which is the lowest number in over a decade.

Alcohol and/or drugs continue to be suspected in approximately 1 in 10 crashes, 1 in 5 injuries, and less than half of all fatalities in Montana each year.

The average blood alcohol concentration (BAC) of those arrested for DUI in Montana was **0.154**, based on data collected over an 18-month time period (October 2007 – March 2009) on the 100-plus Intoxilyzer® 8000 units located around the state. Although this average is lower than in years past, when the average BAC hovered around 0.18, it is still twice the legal limit. Refusal to provide a blood or breath sample is still a strategy used

by impaired drivers to avoid legal consequences.

A total of 9,987 driving under the influence (DUI) offenses, including those given to drivers under age 21 and to commercial drivers, were filed with the Office of Court Administrator in 2009. A total of 6,954 DUI convictions were reported to the Motor Vehicle Division of the Montana Department of Justice for calendar year 2009.

Drugs involved in DUI

The Montana Forensic Science Division compared the classifications of drugs found in the blood of drivers apprehended for DUI from 2007 to 2009. As shown in the graph below, there was an increase in drug-impaired driving from 2007 to 2009, especially in the number of cases involving central nervous system (CNS) depressants (other than alcohol), cannabis and narcotic analgesics.

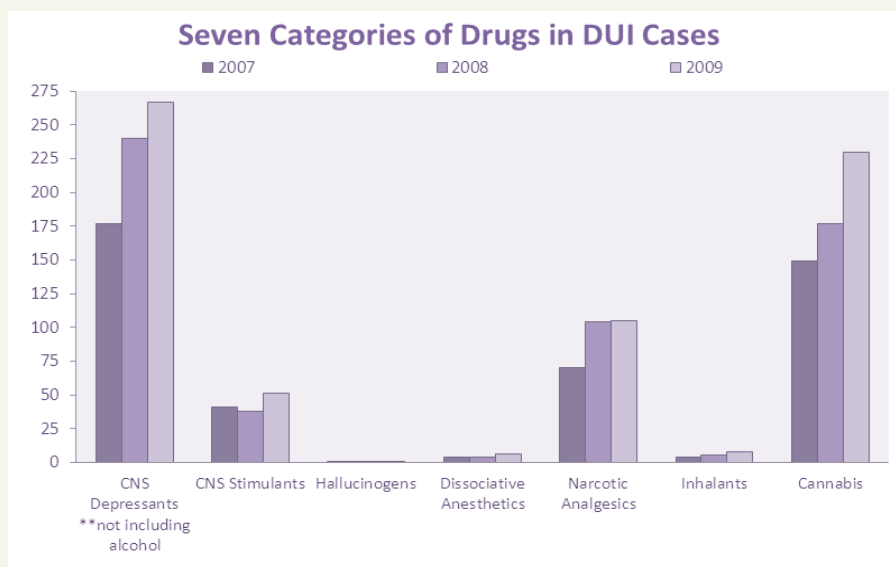
Types of drugs found in whole blood samples include tranquilizers, sleeping pills, muscle relaxants, inhalants, cough medicine, antidepressants, antihistamines, and numerous others.

Impaired Driving Programs

Many of Montana's NHTSA resources were used to support the enforcement, prosecution and conviction of impaired drivers.

Details are provided in the *Police Traffic Services* section regarding the Selective Traffic Enforcement Program (STEP), Roving Patrols, the Labor Day mobilization, the Drug Evaluation and Classification (DEC) program, and training for law enforcement: DRE training, SFST refresher training, and ARIDE training.

We are pleased to highlight the following programs to prevent or reduce impaired driving.



Traffic Safety Resource Prosecutor

In late June 2009, Montana became the 45th state to implement a Traffic Safety Resource Prosecutor program.

TSRP Erin Inman, Attorney at Law, provided 39 training sessions during FFY 2010. These included a training offered statewide entitled *Social Networking and Underage Drinking*. Other trainings included *Prosecuting the DUI*, information on *DUI and Implied Consent Laws* to new recruits at Montana's Law Enforcement Academy, and *DUI law updates* at five regional DUI Task Force meetings and several ARIDE and DRE trainings.

The Prosecutor's *DUI Manual* was completed during FFY 2010. A website was developed and updated regularly with timely information, including a quarterly newsletter and list of training opportunities. An online forum for sharing questions and resources was also established and updated frequently.

The TSRP gave presentations at the Montana County Attorney's Association July 2009 and 2010 gatherings as well as the City Attorneys' 2009 and 2010 meetings.

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Participants and instructors at the *Prosecuting the DUI* training held April 20-22, 2010 in Helena at the Montana Law Enforcement Academy

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PRIME For Life® implementation

Montana law requires those convicted of driving under the influence of alcohol or drugs (DUI) to complete the A.C.T. Program. The purpose of the program is to reinforce the consequences of DUI conviction and interrupt the cycle of driving impaired.

The A.C.T. program has three components:

Assessment (A): an evaluation to determine if the offender is chemically dependent. This must be performed by a licensed addiction counselor (LAC) at a state-approved program.

Course (C): 8 hours of education regarding Montana law, consequences for driving impaired, and how alco-

hol/drugs affect a person's physiology, driving, and choices. Must be provided by an LAC at a state-approved program. Before a licensed addiction counselor may teach the A.C.T. course at a state-approved program, he/she must complete A.C.T. train-the-trainer training.

Treatment (T): the level of treatment recommended will depend on the level of chemical dependency found in the assessment. Recommendations will vary from out-patient to residential in-patient treatment. If an offender disagrees with the results of their assessment, they may seek — at their expense — a second opinion from an independent counselor. An

offender may seek treatment from any LAC practicing in Montana.

The Chemical Dependency Bureau (CDB) of the Department of Public Health & Human Services, in cooperation with the Montana Department of Transportation, has sponsored training for A.C.T. Counselors for many years.

During the past five years, the Bureau and the Highway Traffic Safety Office have discussed the need to update the "C" of A.C.T. and improve consistency of application across the state.

In FFY 2010, MDT contracted with DPHHS CDB to adopt the Prevention Research Institute's *PRIME For Life*® curriculum as the replacement curricu-

lum. *PRIME For Life® (PFL)* is used by many other states, as well as the U.S. Army. This 10-hour course is specifically designed to change risky behaviors, like driving under the influence, using a research-based persuasion protocol. This protocol has been shown to contribute to lower recidivism rates (DUI re-arrests) in seven independent studies.

DPHHS hired a contractor to facilitate implementation. The contractor formed a planning group that included providers and state oversight staff. Once training was complete, the working group became an implementation work group that continues to meet on a monthly basis. The group was also tasked to review the state's laws and administrative rules related to the A.C.T. program and propose any changes needed to accommodate the new curriculum.

With the changes, those who receive a DUI in Montana are now required to go through a minimum 12-hour program. Up to 20 hours may be required for repeat offenses. Previously, only 8 hours were required. This change requires ACT providers to restructure how they provide the course. An essential part of the contractor's role has been to motivate and support ACT providers while they navigate these transitions.

During FFY 2010, over 90 instructors completed new instructor training in one of three trainings:

Helena: April 26-30, 2010

Billings: May 3-7, 2010

Missoula: Sept. 27–Oct. 1, 2010

As of October 1, all 19 ACT programs have had staff complete the *PFL* instructor training. Several programs had staff turn-over so they were not able to implement *PFL* by the Septem-

ber target date. Those agencies had additional staff trained by October 1, 2010 and were to implement *PFL* as soon as possible.

Representatives of five reservations attended the training and are implementing *PFL* within their tribal court system. Two of the five reservations have state-approved programs.

AMDD's data program, Substance Abuse Management System (SAMS), was updated.

Fidelity checks will occur over the course of FFY 2011. MovingForWard (*PFL*'s fidelity process) training was held August 3 & 4, 2010. The training was attended by CDB & QA staff and an ongoing "coders group" has been formed to continue developing fidelity coding skills.

Typically, those that repeatedly drive impaired engage in other risky behaviors such as not wearing their safety belts when traveling in motor vehicles. The *PFL* curriculum includes a strong occupant protection message that encourages seatbelt use when traveling in a motor vehicle, and transporting children in child safety seats that are appropriate for their height and weight. MDT's production entitled *Room to Live* is shown during the course.

CDB began a *PFL* newsletter to keep all 120 trained instructors on the same page and to share issues and successes. It will be posted on their web site. Also, CDB is keeping an updated list of all professionals who have been certified by PRI to teach *PFL* and will post that information on their web site. This will allow ACT programs to use contracted *PFL* instructors if needed.

DUI offenders are often in denial about their substance abuse or addiction. *PFL* works to enhance participants'

motivation to change high-risk behavior and effectively interrupt the progression of use with DUI offenders. The course focuses on self-assessment to help people understand and accept the need for change. For those who already need treatment, the program serves as a pre-treatment educational program and supports abstinence.

Those who are in need of intervention and/or treatment, but do not receive this education are highly likely to reoffend. This investment of resources is expected to improve community safety and also reduce the burden on the justice system.

Typically, those that repeatedly drive impaired engage in other risky behaviors such as not wearing their safety belts when traveling in motor vehicles. The *PFL* curriculum will include a strong occupant protection message that encourages seatbelt use when traveling in a motor vehicle, and transporting children in child safety seats that are appropriate for their height and weight.

Providers are reporting very positive response and feedback from *PFL* participants. DPHHS is interested in expanding *PFL* to all reservation DUI programs.

By adopting *PFL* as the sole A.C.T. curriculum in the State, the number of multiple DUI convictions and impaired driving crashes are expected to be reduced.

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***PRIME For Life®* Is Included In
SAMHSA's National Registry of
Evidence-based Programs and
Practices**

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Alcohol Screening, Brief Intervention, and Referral to Treatment (SBIRT)

MDT provided a second year of funding to the Montana Department of Public Health & Human Services to expand implementation of alcohol screening, brief intervention, and referral to treatment (SBIRT) protocols in Montana. Findings from over 40 clinical trials have demonstrated that the implementation of SBIRT protocols is effective for decreasing alcohol consumption, injuries, and visits to the emergency department or hospital.

Several new sites agreed to participate in the project during FFY 2010, including Bozeman Deaconess Hospital, Glendive Medical Center, Livingston Memorial Hospital, Holy Rosary Healthcare in Miles City, Beartooth Hospital and Health Center in Red Lodge, St. Luke Community Hospital in Ronan, Community Medical Center in Missoula, St. Patrick Hospital in Missoula, Benefis Healthcare in Great Falls, Billings Clinic, St. Vincent Healthcare in Billings,

the University of MT in Missoula, MT State University in Bozeman, PHS Indian Hospital in Hardin, and Central MT Medical Center in Lewistown.

DPHHS contracted with registered nurse Leigh Taggart to provide technical assistance and support to the sites, and to raise the level of awareness about the efficacy of SBIRT in Montana's medical community. To that end, Leigh staffed table displays at several conferences during the year, providing SBIRT handouts, examples of "standard drinks, and generally promoting the value of SBIRT.

The Colorado SBIRT Program, funded by SAMSHA, provided a one-day training on Screening and Brief Interventions to staff from the 13 participating hospitals and student health clinics. The training was held on May 13, 2010 from 10 am–3pm. There were 23 participants who attended the training in

Helena and 8 people who attended the training by telemed in Billings, for a total of 31 participants. The evaluations were favorable and suggested that more on-going training is needed.

A manual was developed and distributed to all thirteen sites. The manual included an overview of the MT SBIRT Project, MT SBIRT guidelines, sample screening tools, brief intervention toolkit, patient education materials, referral resources available in communities around Montana, a data tracking tool, and information on billing codes. A copy of the Emergency Nurses Association and NIAAA toolkit was also included as well as 100 copies of the MT Back In Focus brochures

Data collection continues to be a challenge in several facilities. Monthly conference calls were instituted to connect the providers, and discuss issues and potential solutions.

In September 2010, Leigh was offered the Emergency Nurses Association SBIRT Mentorship. In addition to recognizing Leigh's value and expertise, this will bring additional resources to Montana to advance SBIRT.



Leigh Taggart staffs an educational display at the Montana Public Health Association meeting

September 2010

The second annual Mariah's Challenge leadership conference was held in Butte on February 1-2, 2010, with 126 attendees on February 1 and 130 on February 2.

MDT's *Respect The Cage* exhibit was on hand for participants to view after hearing Director Lynch talk about occupant protection in an address to the entire conference.

CADCA trainer Rhonda Ramsey-Molina provided an interactive training for adult participants on effective community coalition planning. The training built on the information she provided at the first annual Mariah's Challenge conference in March 2009.



Mariah's Challenge Leadership Conference

The attendee evaluations indicated people were generally very satisfied with the conference.

Mariah's Challenge was established to honor the memory of Mariah Daye McCarthy, killed October 28, 2007 by an underage driver who had been drinking.

At Mariah's funeral service, her father, Leo McCarthy, issued a challenge to the Butte community, especially businesses and the justice system, and to Butte's young people to change the culture of alcohol abuse and tolerance.

During the year, seven new community chapters were added and nine schools were added to *Mariah's Challenge* Foundation chapters.



**In memory of
Mariah Daye
McCarthy
1993–2007**

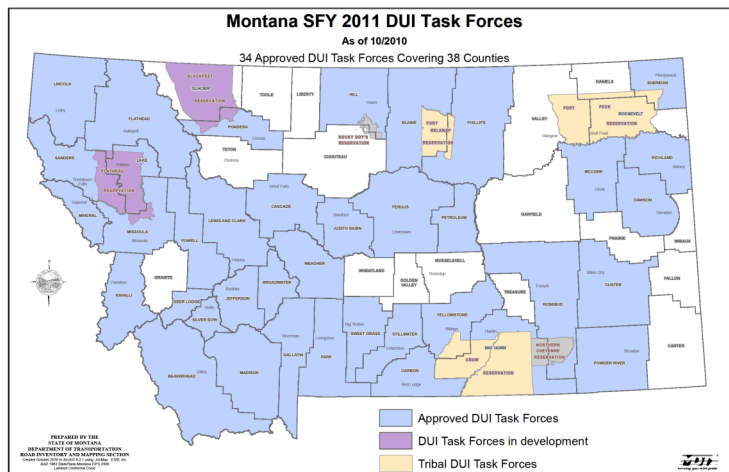
DUI Task Force Facilitator



**Lonie Hutchison
DUI Task Force Facilitator**

MDT continued to contract with Missoula County DUI Task Force Coordinator, Lonie Hutchison, to serve as a technical resource for the state's DUI task forces. Lonie draws on almost 30 years of experience to assist new coordinators with plan development and implementation, promote consistency and unity among existing DUI task forces, increasing the total number of counties with DUI task forces, and providing timely, relevant information via email, a quarterly newsletter, an annual meeting, and regional meetings.

Since beginning this contract in FFY 2009, DUI Task Forces have increased from 25 representing 29 counties to the following 34 DUI Task Forces representing 38 counties:



1. Anaconda-Deer Lodge
2. Beaverhead
3. Big Horn
4. Blaine
5. Broadwater
6. Butte-Silver Bow
7. Carbon
8. Cascade
9. Dawson
10. Fergus
11. Flathead
12. Gallatin
13. Hill
14. Jefferson
15. Judith Basin
16. Lake
17. Lewis & Clark
18. Lincoln
19. Madison
20. Mineral
21. Missoula
22. Park/Meagher
23. Petroleum
24. Phillips
25. Pondera
26. Powell
27. Ravalli
28. Richland/McCone
29. Sanders
30. Sheridan
31. Stillwater
32. Sweet Grass
33. Tri-County (Custer, Powder River and Rosebud)
34. Yellowstone

DUI Task Forces

Effective DUI task forces are an important mechanism for decreasing the state's alcohol-related injury and fatality rates.

DUI task forces are multi-faceted coalitions that invite participation from a cross-section of community representatives in order to maximize their reach and effectiveness. The county DUI Task Forces are funded by driver license reinstatement fees, provided by Montana law according to MCA 61-2-107.

There are three Tribal DUI Task Forces funded by other revenue sources: Crow Nation, Fort Belknap Tribes, and Fort Peck Assiniboine & Sioux Tribes.

DUI Task Force Supplemental Funding

During FFY 2010, MDT contracted with 24 DUI Task Forces to provide up to \$15,000 each in supplemental funding. The task forces are funded by driver license reinstatement fees collected within their county, which in the more rural parts of the state, constitutes a small annual budget.

Contracts extend into FFY 2011 in order to allow adequate time for project completion. Each contract is unique, based on the proposal submitted by each DUI Task Force.

DUI task forces operate at the county level to reduce and prevent impaired driving, and may engage in a variety of activities such as:

- **Responsible Alcohol Sales & Service training to prevent over-service (to already intoxicated persons) and sales/service to minors**
- **Alcohol sales compliance checks of establishments**
- **Party and kegger patrols**
- **Overtime traffic patrols**
- **Educational projects**
- **Media advocacy**
- **Public service announcements**
- **Support for prosecution and adjudication of DUI cases**
- **Victims impact panels**
- **Policy/legislative proposals**
- **Designated driver programs**
- **Safe ride home programs**

DUI Task Force Annual Meeting

The annual DUI Task Force meeting was held April 14-15, 2010 on the Carroll College campus in Helena.

The meeting was very well attended by DUI Task Force coordinators from across the state. About 100 people were in attendance on day one.

The first day agenda included the following topics:

- SJR 39 and the DUI Task Forces
- South Dakota's 24/7 Sobriety Program

- Prescription Drugs and DUI
- Navigating the Montana Legislative process using the LAWS system
- How to use data effectively to impact the community
- Montana data update
- Collaboration opportunities: Montana Comprehensive Highway Safety Plan
- DUI offender research project
- Alcohol screening, brief intervention, and referral to treatment (SBIRT)

- *PRIME For Life*®—the new "C" in the A.C.T. program
- Montana TSRP program
- Montana Community Change Project update

The second day was a professional training opportunity with Rhonda Ramsey Molina from CADCA providing information on effective coalition planning.

Up to 2 people from each DUI Task Force were invited to attend the annual meeting.

Last Call Video

MDT contracted with the Montana Department of Revenue to create a video called *Last Call*, based on an Oregon production of the same name. Once completed, the *Last Call* video will be used by all state certified RASS trainers in all their RASS classes.

The goal of the project is to provide an attention-getting production that quickly and effectively educates servers and sellers of alcohol on their social responsibility and the possibility of legal ramifications due to their actions when serving and selling alcohol.

DOR contracted with the University of Montana Film Department to produce *Last Call*. Some delays were experienced in obtaining interviews required for the production during FFY 2010. The contractor obtained video footage and DOR requested an extension through December 31, 2010 to complete the editing and production of the DVD.

DUI Task Force Regional Meetings

DUI Task Force Coordinators, members and community partners representing 26 of the 34 DUI Task Forces in Montana (76%) participated in one or more of the six Regional DUI Task Force Meetings held statewide of the course of several months.

The regional meetings were coordinated by Lonie Hutchison, the contracted DUI Task Force Facilitator.

The meetings provided opportunities to network and meet neighbors from surrounding counties to discuss Montana's drinking and driving culture and strategies to change it. The meetings also provided an opportunity to recruit counties that have not yet organized a DUI Task Force.

These meetings were strategically located to accommodate as many of the DUI Task Forces as possible and were hosted by the DUI Task Forces in the counties where they were held.

A team of guest speakers traveled around the state to participate in all six meetings which allowed for consistent information sharing.

August 15, 2010—Sidney MT

Location: Richland County Health Department

Hosted by the Richland/McCone County DUI Task Force

August 17, 2010—Malta MT

Hosted by the Phillips County DUI Task Force

August 24, 2010—Great Falls MT

Location: Great Falls Pre-release Center

Hosted by the Cascade County DUI Task Force

August 30, 2010—Missoula MT

Location: St. Patrick Hospital and Health Sciences Center

Hosted by the Missoula County DUI Task Force

September 20, 2010—Red Lodge MT

Location: Red Lodge Pizza Company

Hosted by the Carbon County DUI Task Force

November 20, 2010—Butte MT

Location: Comfort Inn

Hosted by the Butte-Silver Bow County DUI Task Force

All six meetings featured the following topics and guest speakers:

- Next steps for Statewide DUI Task Force Consortium - Lonie Hutchison, Statewide DUI Task Force Facilitator
- Drugged Driving - Rebecca Sturdevant, MADD Volunteer
- Montana's DUI Laws: Challenges faced by Law Enforcement, Prosecutors & Judges - Erin Inman, Montana Traffic Safety Resource Prosecutor, Sgt. Kelly Mantooth & Kurt Sager, Traffic Safety Resource Officer, Montana Highway Patrol
- Social Host Legislation - Montana Community Change Project Representatives
- Reducing Over-service - Lisa Scates, Alcohol Education Coordinator, Montana Department of Revenue - Liquor Control Division

DUI Courts

DUI courts are a proven strategy to reduce impaired driving among habitual drunk drivers who are not typically affected by education or public safety efforts, nor by traditional legal sanctions.

Entry into DUI court is voluntary, and the person signs a contract with the DUI court. This allows the court to seek effective long-term change in behavior by treating underlying substance abuse issues rather than focusing only on punishing the offender.

Chemical dependency treatment is

emphasized, and is accompanied by intensive monitoring/testing. This typically includes the SCRAM® bracelet for 30-90 days, frequent urinalysis testing, EtG blood testing, and requiring the DUI court client to blow into a portable breath tester (PBT) at every possible opportunity, such as court appearances, home visits, and treatment sessions.

Continued alcohol and drug usage is discouraged through a progressive system of sanctions. Positive changes are recognized and rewarded via incentives.

This model involves increased accountability (usually weekly DUI court sessions before the DUI court team and the Judge) and access to a variety of other services to help the individual achieve sobriety, learn pro-social behaviors, and become a productive member of society.

With the repeat offender as its primary target population, DUI courts follow the *Ten Key Components of Drug Courts* and the *Ten Guiding Principles of DWI Courts*, as established by the National Association of Drug Court Professionals and the National Drug Court Institute.

MDT funded implementation of the DUI court model in the following jurisdictions:

1. Billings Municipal Court—Judge Mary Jane McCalla Knisely (continuing from FFY 2009)
2. Kalispell Municipal Court—Judge Heidi Ulbricht (continuing from FFY 2009)
3. Fort Peck Tribal Court—Judge Danna Runsabove (new in FFY 2010)
4. 7th Judicial District DUI Court—Judge Katherine Irigoin (new in FFY 2010)

Building DUI Courts through training

MDT funded three teams to attend DUI court training in FFY 2010. One team attended the one-day “upgrade” training for established drug court teams; two teams attended the 3.5 day training for forming DUI court teams.

1. Mineral County Justice Court – Judge Wanda James
June 21, 2010 – Salt Lake City, UT
2. Laurel City Court – Judge Jean Kerr
September 21-24, 2010 – Athens, GA
3. Lake County Justice Court/Polson City Court – Judge Chuck Wall
September 21-24, 2010 – Athens, GA

The training covers the 10 guiding principles of the DUI court model, as established by the *National Association of Drug Court Professionals* and the *National Drug Court Institute*.

The course teaches participants how to work with DUI offenders, and includes an **on-site visit** to an operational DUI Court.

OCCUPANT PROTECTION

Goals & Trends

Occupant Protection (OP) is Montana's second traffic safety priority, based upon the problem identification process and data from fatalities in Montana.

Within the state, OP receives equal attention with impaired driving in reducing traffic crashes.

The belt usage rate has hovered steadily over the past few years around the 80% mark. That trend continued this year, with an observed seatbelt usage rate of 78.9% in June 2010. Usage rates vary greatly by roadway type, vehicle type, and demographics. For instance, on local roads, seat belt usage rates are much lower than the interstate and primary roads.

Media attention to the legislation proposing to upgrade Montana's OP laws has brought attention to the secondary enforcement provisions on the current laws. This may be contributing to static

and slightly decreasing seatbelt usage rates.

On a positive note, Montana's culture appears to have embraced the need for child restraint usage for infants and toddlers. However, Montana's CPS law only covers children until they are 6 years old and weigh 60 pounds. More work is needed to increase booster seat usage, including a legislative change to increase the age and weight or height requirements for child passenger safety.

Strategies

Montana employs three main strategies to increase seatbelt and child restraint usage: foster partnerships with traffic safety advocates, implement high visibility law enforcement programs and execute a variety of public information and education (PI&E) programs.

Members of Montana's Comprehen-

sive Highway Traffic Safety Planning committee select advocates to champion each of the traffic safety emphasis areas. The Seat Belt Emphasis Area champion hosted quarterly meetings throughout the year to develop specific strategies to increase seat belt use in Montana. Many of these strategies are implemented by partners in state, federal, local and tribal agencies. For example, the Department of Public Health & Human Services developed a "toolkit" other partners could use in their efforts to educate the public about seat belt use.

Please see the Police Traffic Services section for more details involving high visibility law enforcement efforts.

A summary of Montana's PI&E programs follows.

Seat Belt Usage Rates					
Year	Interstate	Primary	City	Other	All Roads
2005	92.6%	82.4%	66.9%	72.6%	80.0%
2006	92.6%	81.7%	64.9%	70.6%	79.0%
2007	92.2%	82.1%	67.4%	70.5%	79.6%
2008	92.1%	81.7%	66.6%	70.7%	79.3%
2009	82.9%	83.8%	64.9%	75.6%	79.2%
2010	87.0%	81.2%	64.7%	74.1%	78.9%
Chg 1 Year	+4.9%	-3.1%	-0.3%	-2.0%	-0.4%
Chg 5 Year	-3.8%	-1.4%	-2.2%	+2.9%	-0.7%

Source: State Highway Traffic Safety Office—Montana Department of Transportation

Buckle Up Montana

The Buckle Up Montana (BUMT) coalitions serve as the primary grassroots community effort to increase seatbelt and child restraint usage. There are 9 Buckle Up Montana coalitions that directly serve 15 counties with outreach to an additional 19 counties for a total of 34 of Montana’s 56 counties, covering 86% of the state’s population. The coalitions are based in Kalispell, Polson, Butte, Helena, Great Falls, Conrad, Havre, Miles City, and Glendive.

Oversight and coordination is provided by *Healthy Mothers/Healthy Babies – the Montana Coalition* (HMHB). Both Yellowstone and Missoula Counties have Safe Kids Worldwide chapters who support the National Child Passenger Safety programs within their counties.

The coalitions promote occupant protection restraint system education and usage using the following methods:

- direct promotion of OP using the media
- public information and education campaigns
- support for state-sponsored media messaging
- innovative approaches to reaching those who do not regularly buckle up



Some examples of programs in action are provided below.

Saved by the Belt Awards

During FFY 2010, 33 “Saved by the Belt” awards were presented to individuals involved in motor vehicle crashes that were saved by wearing their safety belts.

These awards are typically presented at a press conference with the survivor(s), law enforcement, and public officials. In addition to receiving the award, recipients receive a free year-long membership to AAA. A positive message and increased public awareness by participants and their relatives, followed by news coverage, will hopefully have the effect of influencing more people to wear their safety belts.

Safe & Alive – Disarming Montana’s Biggest Killer

FFY 2010 continued its focus on education using the occupant protection presentation called *Safe & Alive – Disarming Montana’s Biggest Killer*. Each Buckle Up Montana coalition gave at least two presentations per month.

This tool was developed in FFY 2008 by HMHB for coalition members to use at speaking engagements to explain the criticality of seat belt use in motor vehicles. The targeted audiences include schools, legislators, law enforcement agencies, emergency medical technicians, prosecutors, judges, day care centers, hospital personnel, ministerial organizations, firemen, primary care givers, at-risk youth, and others.

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On May 30 of this year, Dwayne Murphy and his sister, Tiffany, were rounding a corner near Three Forks when a gust of wind caught their pickup truck. Dwayne overcorrected and the truck went off a 25-foot-high embankment, finally resting on its roof. Fortunately, Dwayne and Tiffany were both properly restrained. They came through the crash safely and were recognized with *Saved by the Belt* awards.

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The occupant protection presentation of facts empowers Montanans to make the right personal, parental and policy choices. Using statistics and studies from the Montana Department of Transportation, the National Highway Traffic Safety Administration, the Children’s Hospital of Philadelphia, and other credible sources, it demonstrates the facts about death and injury on Montana roads. In particular, it highlights the high number of Montanans that die unbuckled, or are injured because they weren’t buckled. It also draws attention to the high cost to Montana taxpayers to fund emergency responders and medical care for unbuckled crash survivors.

Information Clearinghouse

Healthy Mothers Healthy Babies serves as a clearinghouse to disseminate free PI&E materials to the public on occupant protection. These packets include information about child passenger safety, teen and adult usage as well as other brochures, pamphlets, incentive items, posters and manuals.



A PROGRAM OF THE MONTANA DEPARTMENT OF TRANSPORTATION

Media advocacy (or Earned Media)

The BUMT coalitions submitted at least one article or letter to the editor each month, about some aspect of occupant protection. When articles were written by coalition members, it proved to be a great way to enable grassroots advocates to better educate themselves and then become a voice within the community about occupant protection.

Partnerships with Law Enforcement

Local BUMT coalitions provided support for law enforcement agencies participating in the Selective Traffic Enforcement Program (STEP) during the National Memorial Day and Labor Day Mobilizations as well as the statewide Thanksgiving Holiday mobilization. They provide law enforcement with PI&E and incentives for distribution during traffic stops.

The coalitions also develop various complementary awareness projects and events in support of law enforcement overtime efforts. Strong working relationships have developed between coalitions and law enforcement in these communities over the years. During FFY 2010 national mobilizations, this resulted in 550 seat belt citations and 14 child passenger safety citation. Throughout the fiscal year, law enforcement participating in the STEP program issued 1,741 seat belt citations with an additional 68 for child passenger safety.

Public awareness targeting young drivers and pickup truck drivers

Lake County BUMT coalition focused on a pickup truck rollover campaign in FFY 2010. The "Pickups Rock and Roll" campaign targets 18-34

year old Montana males who generally don't buckle up.



A crash dummy assists in conducting outdoor seatbelt surveys

They conducted outdoor surveys, gave out brochures and indoors, used a power point presentation. The campaign focused on the truck's likelihood of rolling over if the driver loses control. Also stressed was the increased ejection rate of vehicle occupants during a truck rollover.

OP Program in high school & middle school

Hill County students found out firsthand how much it feels to crash going as slow as 9 miles per hour by riding in a seat belt conviner. Many were surprised by the jolt and felt lucky they had a seatbelt on. Additionally, many of the BUMT coalitions participated in local campaigns to increase belt usage by stenciling "Buckle Up" at entrances and exits of school parking lots.



Ryne Antley rides in the Seatbelt Convincer at the Boys & Girls Club of the HI-Line

Partnership with Faith-based Groups

The BUMT coalitions are reaching out to potential partners who will help spread the word that "Seat Belts Save Lives". One such partnership has developed between Hill County BUMT coalition where 5 local parishes published a seat belt safety message in their weekly bulletin.

Rocky Mountain Rural Trauma Symposium

September, 2010 Montana's Child Passenger Safety team was an exhibitor at the 23rd Annual Rocky Mountain Rural Trauma Symposium. This opportunity afforded technicians to educate and promote health care providers such as physicians, advanced practitioners, nurses and emergency medical personnel about child passenger safety. This goal of this conference is to provide multidisciplinary professional education for all levels of trauma patient care providers. Approximately 235 people attend the conference.



Child passenger safety display at the Rocky Mountain Trauma Symposium

"Carly" DVD

MDT contracted with an advertising company to produce a DVD telling the story of Carly Moodry, a 19 year old Montana woman who was once a cheerleader and prom queen.

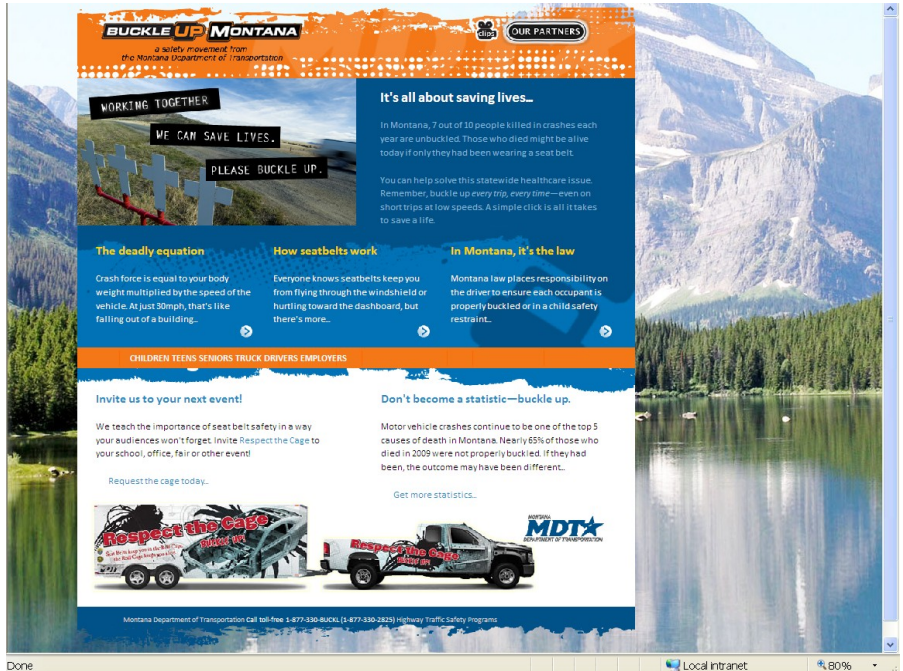
(Continued on page 39)

www.buckleup.mt.gov developed & launched

Based on a recommendation contained within the 2005 Occupant Protection Assessment, MDT-SHTSB developed a dedicated *Buckle Up Montana* website with the URL www.buckleup.mt.gov.

This site encompasses occupant protection information for the general public of all ages. Topic pages include an overview of occupant protection, and information specific to children, teens, seniors, employers, commercial truck drivers, parents and other traffic safety partners and advocates.

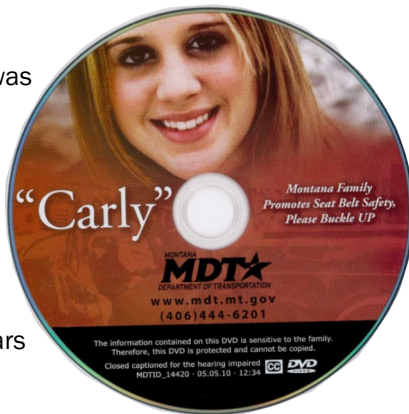
This site advertises Montana’s toll-free Buckle Up Montana phone line for personal responses to specific occupant protection questions. The website also allows the public to print information about specific topics and request our very popular *Buckle Up Bug* activity coloring books.



Educational incentives

(Continued from page 38)

Carly’s 19-year old life was changed in an instant when she was ejected from her pickup truck in a 2007 rollover crash. She was left with a severe brain injury. That was three years ago.



At the scene of the crash, the investigating officer of the Montana Highway Patrol described what he saw. “The cab of the truck (safety cage) was relatively intact. If Carly had been wearing her seatbelt, she wouldn’t have been thrown from the vehicle and she wouldn’t have been hurt the way she was.”

Now, after seeing Carly through 14 surgeries and extensive rehabilitation, her family has a message to share: *Please buckle up – if not for yourself, for your family.*

Distribution of the DVD will take place during FFY 2011.

MDT-SHTSO purchased nearly \$25,000 worth of occupant protection incentive items in fiscal year 2009. The BUMT coordinators received half of the items during FFY 09 and the other half at the beginning of FFY 2010. The Buckle Up Montana coalitions participated in selecting the following items:

- License and insurance card holders with a buckle up message that is kept in the vehicle
- Elephants (who never forget) carrying a buckle up message
- Coloring crayons with a buckle up message to accompany the very popular Montana *Buckle Up Bug* Activity Coloring



Incentive items carrying an educational message provide a valuable mechanism for interacting with the public about occupant protection

Large Truck Seat Belt Program

MDT collaborated with Motor Carriers of Montana (MCM) for a 2nd year to fund a statewide seat belt campaign targeting the drivers of commercial motor vehicles. MCM coordinated these efforts with state, local and tribal law enforcement, regulatory agencies, community grassroots organizations, the trucking industry and the media. When the program began, commercial truck driver seat belt usage rate in Montana was 59%.

MCM interviewed many drivers throughout the state and some said that they wore their belts regularly, but occasionally did not wear it prop-

erly because they were uncomfortable. It was reiterated that proper seatbelt fit is critical if the seatbelt is to keep one in the *safety cage* where there is a much better chance of surviving a crash. If the seatbelt is worn properly across the shoulder and hips, the driver can be held in the driver seat where he can benefit from the airbag as well as retain more control over the vehicle's direction. MCM provided commercial drivers with educational materials and a seatbelt pad that will hopefully make them more comfortable and remind them to "Buckle Up" properly every trip every time.

At the end of FFY 2010, seat belt usage rate was 74%, a 15% increase. Seatbelt



use for Montana commercial vehicle drivers is now equal to the national usage percentage. One of the most effective methods of increasing seat belt usage throughout the two-year grant was reportedly due to telephone calls from MCM to trucking companies that their drivers were seen not wearing their seat belts!

Alive @ 25

In FFY 2009, 20 troopers from the Montana Highway Patrol (MHP) attended a two-day training to become certified instructors for the National Safety Council's *Alive @ 25* training program for young drivers. This highly interactive four-hour program encourages young drivers between the ages of 16 and 24 to take responsibility for their driving behavior.

Defensive Driving Course (DDC) *Alive @ 25* instructors use personal examples, humor, workbook exercises, interactive media segments, group discussions, role-playing, and short lectures to help young drivers develop convictions and strategies that will keep them safer on the road.

The *DDC-Alive @ 25* teaches young adults that:

- People in their age group are more likely to be hurt or killed in a vehicle crash.
- Inexperience, distractions, and peer pressure cause unique driving hazards.

- Speeding, alcohol, and "party drugs" greatly increase their risk of injury or death.
- As a driver or passenger, they can greatly reduce their risk by taking control.



During FFY 2010, MHP instructors trained approximately 500 young adults across the state.

They increased their networking with the Courts of Limited Jurisdiction and a number of judges continue referring individuals to the *Alive @ 25* programs. All the courts now have the *Alive @ 25* referral form and contact information for all MHP *Alive @ 25* instructors. Many instructors continue to work with the schools to adjust the schedule of the *Alive @ 25* training to fit it into students' normal school day.

Brochure update

MDT-SHTSO contracted with Gingerbee Creative in FFY 2009 to revise approximately 10 impaired driving and occupant protection brochures. The contractor was tasked with consolidating messages from SHTSO's existing brochures into a few comprehensive easy to understand traffic safety brochures. The contractor was scheduled to complete these brochures early in FFY 2010. The contractor left his position at Gingerbee before the completion of the project. The plan is to incorporate the information into the new Plan2Live concept and make it available online as a series of brochures during FFY 2011.

“Respect the Cage” Safety Exhibit

The “Respect the Cage” safety caravan continued to have a presence at statewide public events throughout FFY 2010. In addition to attending a few more State and County Fairs in 2010, the caravan also started going to Drivers Education courses, teamed up with the “Mariah’s Challenge” program, worked with the Buckle Up Coalitions during car seat checks and other local events.

The crew attended around 65 single day or week long events this year; they had direct conversational contact with 54,000 people and an estimated indirect contact with over 150,000 people all across Montana.

The best attended event was the 4th of July Parade in Butte that included the “Room to Live Car”. Reportedly 22,000 people watched the Parade!

This exhibit grew out of the 2008 successful video creation entitled “Room to Live.” This video tells the story of two young Montana men who were involved in an alcohol-related rollover crash in 2007. The driver, who was wearing his seatbelt, walked away from the mangled car. His best friend and passenger, a married father of two who wasn't buckled up, died.

(See the *Room to Live* video for more on this story at www.mdt.mt.gov/mdt/room_to_live.shtml)

On display is the “Room to Live” vehicle, which shows the intact safety cage even though the front and back of the car are crushed.



“Fastest Belt in the West” buckle up contest is very popular and demonstrates in a fun way just how little time it takes to buckle up.

This exhibit is a comprehensive traveling seat belt educational and advocacy effort, and includes the following components:

- Two pick-up trucks, a GMC and a Ford 250, wrapped in “Respect the Cage – Buckle Up” graphics. The trucks pull the trailers carrying the crashed vehicle and the rollover simulator.
- The crashed vehicle from “Room to Live”.
- The “Room to Live” video plays inside the trailer.
- A Rollover Simulator: a compact pickup truck cab affixed to a two-axle, low profile trailer. Acceleration and braking control systems spin the cab to simulate a rollover vehicle crash, and a crash-test dummy that gets ejected out of the vehicle.
- “Fastest Belt in the West” buckle up contest.
- Prizes and giveaways.



A variety of items are given away to help attendees recall the powerful message that there is room to live in the safety cage, if one is buckled up. Messages were designed by a media company to resonate with the target audience by tying into a currently popular recreation activity, namely mixed martial-arts fighting.

These two young men sport t-shirts with the message “I belong in a cage. Buckle up”



Trailer houses the crashed vehicle featured in the *Room to Live* video

The exhibit's primary target is men ages 18-34. Montana statistics show they have a greater danger of being fatally injured in traffic crashes. The "Respect the Cage" theme borrows language and images from mixed-martial-arts fighting, which is currently popular among young men. To increase the appeal, the exhibit is staffed by college-age interns.

MDT officials also have an electronically timed "fast-buckling contest" to keep things fun and to show how easy it is to put on a seatbelt, and a 12-minute film about Maun's and Lugibihl's story. "I'm responsible for the death of my best friend," Maun says in the film. "There were really no good days after that." Maun faced up to 30 years behind bars for negligent homicide under the influence, but he avoided prison time because Lugibihl's family spoke on his behalf.

The exhibit spreads the message that the 2 seconds it takes to put on your seat belt can save your life. Staffers report that younger people have been receptive to the message. However, the older generations need a little more convincing to buckle up. One tool staff has found to be useful for the older generation is to remind them that if they are unbuckled they run the risk of injuring or killing their buckled up passengers.

While the audience watches the rollover simulator, staff points out that the crash force for a person is calculated by multiplying one's weight x their speed. For example: 150 X 30 turns a person into a 4,500 lb. flying object. This strategy has proven to be the most convincing for those that believe buckling up is a personal choice.

The interns encourage visitors to buckle up for the ones they love.

The exhibit won a Governor's Award for Excellence in 2010.



MDT Intern Michelle Erb demonstrates the effects of a rollover crash using the rollover simulator. Inside are dummies. The difference between the outcome for a buckled occupant and an unbuckled occupant—who is usually partially or fully ejected—is graphically illustrated.

Child Passenger Safety Program

Montana has integrated the “family approach” occupant protection philosophy in all their trainings and public information and educational materials. This philosophy recognizes that children are not truly safe in a vehicle, even in a properly fitted and installed child restraint, *unless* every other vehicle occupant is properly restrained.

According to reports from Montana’s Inspection Stations, BUMT coalitions and the state’s child passenger safety (CPS) technicians, over 2,000 child safety seats were inspected and nearly 600 were distributed during FFY2010.



Montana’s new CPS trailer was purchased with NHTSA federal funding through the Montana Department of Transportation. This trailer houses all the supplies required for a 4-day National CPS training. The new owners, the Montana Highway Patrol, decorated it with graphics and partner logos.

Annual CPS Technician & Instructor Update

Montana’s 4th Annual CPS Technician/Instructor Update was held August 25-26, 2010 in Helena. The technician update was on day one and afforded each attending technician 5 continuing education credits (CEUs). Approximately 23 CPS technicians and 9 instructors were in attendance.

The featured speaker from Safe Kids Worldwide was Kim Herrmann. Montana qualified for a State Farm grant which brought Ms. Herrmann to Montana. A local State Farm representative also attended to express his appreciation to all the CPS technicians throughout the state for their dedication to making Montana’s children safer in motor vehicles.

Topics/activities included:

- A Montana-developed Jeopardy Game interactive session
- Child restraint resources—LATCH Manual & hands-on activity
- Child restraint system product update

On day two, the instructor workshop topics of discussion included:

- Lessons learned from FFY 2010 4-day trainings
- Recruiting instructors
- Planning for FFY 2011 4-day trainings
- Mentoring students, instructor candidates, each other
- Quality control and evaluation
- Senior checkers

Technicians also had the opportunity to get their car seat installations observed, checked and signed off by attending instructors. This session of the training was especially helpful for those technicians who live in cities and counties that don’t have an instructor living in their area.

The State Highway Traffic Safety Office offered stipends for students traveling 50 miles or more from their home to attend the technician/instructor update.

4-day CPS Technician Certification Training

Five four-day child passenger safety certification trainings were conducted in FFY 2010 producing 37 new technicians. Stipends were offered to those students traveling more than 50 miles each way from their homes to attend the 4-day trainings to help offset the travel costs.

Montana now has 16 CPS instructors (3 less than last year), 181 CPS technicians and 26 permanent CPS inspection stations.

Booster seats purchased & distributed

MDT purchased nearly \$25,000 worth of booster seats this fiscal year. The 1,200 seats were distributed to every county with a local permanent CPS inspection station and/or to counties where there were CPS technicians but not inspection stations. The allocation of seats were based on the population of each county receiving seats.

Booster seat child restraints were chosen because Montana is the only state in the nation without a primary restraint law for children. Montana's law covers children up to age 6 and 60 pounds. Promoting the use of booster seats for youth up to 4'9" tall will save more children from unintentional injury or death during a motor vehicle crash.

Research quantifies financial cost to Montana for not having a primary belt law

A partnership between the National Highway Traffic Safety Administration, Harborview Medical Center, the Montana Department of Transportation, and the Montana Department of Public Health and Human Services in FFY 2008 revealed the staggering cost to the state of Montana for citizens that don't buckle up. The research was conducted by Dr. Beth Ebel of Harborview Medical Center and was funded by the National Highway Traffic Safety Administration.

The research found that each year in Montana, an estimated 887 unbelted individuals are hospitalized for care following a motor vehicle crash. An estimated **819 admissions might have been prevented** if a seat belt had been used.

Caring for these unbelted Montana patients costs over \$36.7 million each year in direct inpatient health care costs, which could have been prevented through seat belt use. These costs result from three sources:

1. More hospital admissions ...

819 individuals requiring hospital care for preventable injury.

2. Higher costs per hospital stay

On average, an unbelted occupant had a longer hospital stay (2.3 days longer), required more intensive care (2.7 days longer) and accrued significantly higher hospital charges. (\$52,993 for average unbuckled occupant; \$36,420 for average buckled occupant).

3. Costs for emergency care

Unbelted drivers and passengers use an estimated \$9.9 million in preventable emergency visits each year. Unbelted occupants are significantly more likely to have their hospital costs paid from federal or state sources:

- Over one-third (36%) of unrestrained occupants have no insurance.
- Their hospital costs ultimately paid for by the state of Montana at a cost of over \$14 million annually.

Potential savings to the Montana state budget

An increase from 80% (current average use) to 90% seat belt use will save Montanans an estimated \$18.7 million in health care costs. Montana state government is predicted to save an estimated \$7.2 million in health care costs alone.

Seat belt use and driving sober are effective strategies for saving lives and reducing injuries and healthcare costs. Effective public health measures such as implementing a primary seat belt law would reduce mortality and morbidity from motor vehicle crashes in Montana, as well as yield tremendous cost savings.

Unbelted drivers and passengers in Montana use an estimated \$9.9 million in preventable emergency visits each year.

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- **Their hospital costs were ultimately paid for by the state of Montana at a cost of over \$14 million annually.**

P O L I C E T R A F F I C S E R V I C E S

MDT contracts with law enforcement agencies throughout Montana to participate in the Selective Traffic Enforcement Program (STEP). HTSO solicits law enforcement agencies based on fatality data and population.

The larger law enforcement agencies offered contracts were:

- The police departments in Billings, Bozeman, Great Falls, Helena, Kalispell, Missoula, and the Montana Highway Patrol
- The sheriff's departments in Missoula, Yellowstone, Cascade, Ravalli, Flathead, Lewis & Clark, and Butte Silver-Bow Counties
- Tribal Law Enforcement
 - ◊ Chippewa Cree Law Enforcement

- ◊ Confederated Salish and Kootenai Law Enforcement
- ◊ Fort Peck Law and Justice
- ◊ Crow Nation Law Enforcement
- ◊ Fort Belknap Tribal Police

For more information, please see the Tribal Traffic Safety Section.

The next group offered contracts were law enforcement agencies (sheriffs and/or police) in communities and counties with a population of at least 5,000 people followed by counties with less than 5,000 people.

The SHTSO contracted with the Montana Sheriff's & Peace Officers Association (MSPOA) to manage the STEP

overtime contracts for 20 less populated cities and counties.

In total, this allows for 80% state-wide coverage of the population by law enforcement.

Law enforcement agencies conducted year-round sustained enforcement from October 1, 2009 to September 30, 2010. They participated in the two national mobilizations, Memorial Day and Labor Day, as well as state-required overtime activities around July 4th and the Christmas/New Years time frames.

As much as possible, law enforcement spent 50 percent of their time enforcing impaired driving violations and 50 percent of their time enforcing seatbelt usage during the same traffic stop.

STEP Participants and FFY 2010 Expenditures	
20 city police departments (except MSPOA)	\$ 240,835.97
9 county sheriffs (except MSPOA)	121,955.70
5 tribal law enforcement agencies	32,734.06
20 less populated cities and counties contracted by MSPOA	109,222.02
Montana Highway Patrol	266,881.63
Total	\$771,629.38

State Agencies

Montana Highway Patrol

City Police Departments

Belgrade	Billings	Bozeman
Columbia Falls	Cut Bank	Darby
Glasgow	Glendive	Great Falls
Hamilton	Havre	Helena
Kalispell	Missoula City	Ronan
St. Ignatius	Stevensville	Troy
Whitefish	Wolf Point	

County Sheriff Departments

Broadwater	Butte-Silver Bow	Flathead
Gallatin	Jefferson	Lewis & Clark
Missoula County	Ravalli	Yellowstone

Tribal Law Enforcement Agencies

Crow
 Confederated Salish-Kootenai Tribal Law & Order
 Fort Belknap Tribal Police
 Fort Peck Dept. of Law & Justice
 Rocky Boy's Chippewa Cree Tribal Law Enforcement Services

Montana Sheriffs and Peace Officers Association

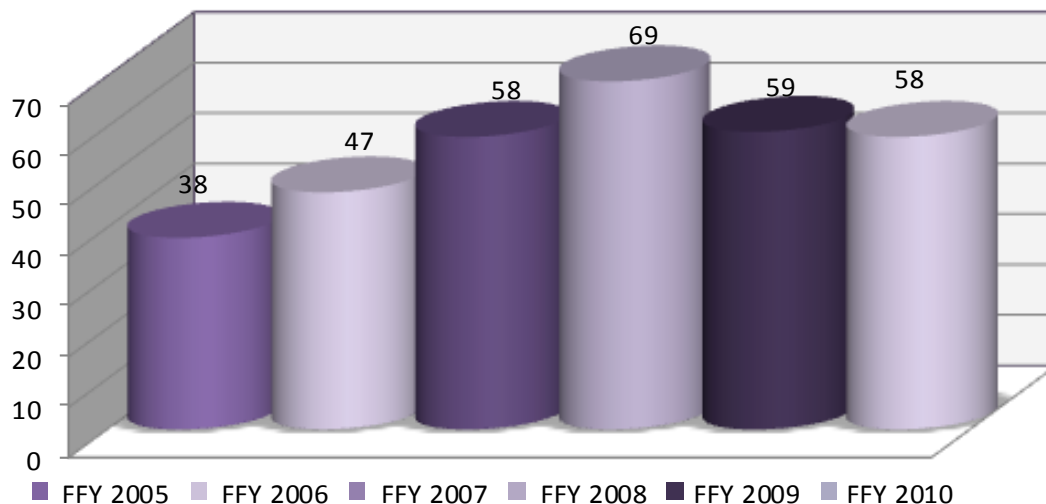
Counties:

Beaverhead	Blaine	Custer
Dawson	Garfield	Glacier
Granite	Lake	Liberty
Lincoln	McCone	Musselshell
Petroleum	Richland	Rosebud
Sanders	Sweet Grass	Teton
Treasure	Valley	

Small Cities and Towns:

Bridger Miles City Red Lodge

Participating STEP Agencies by Fiscal Year



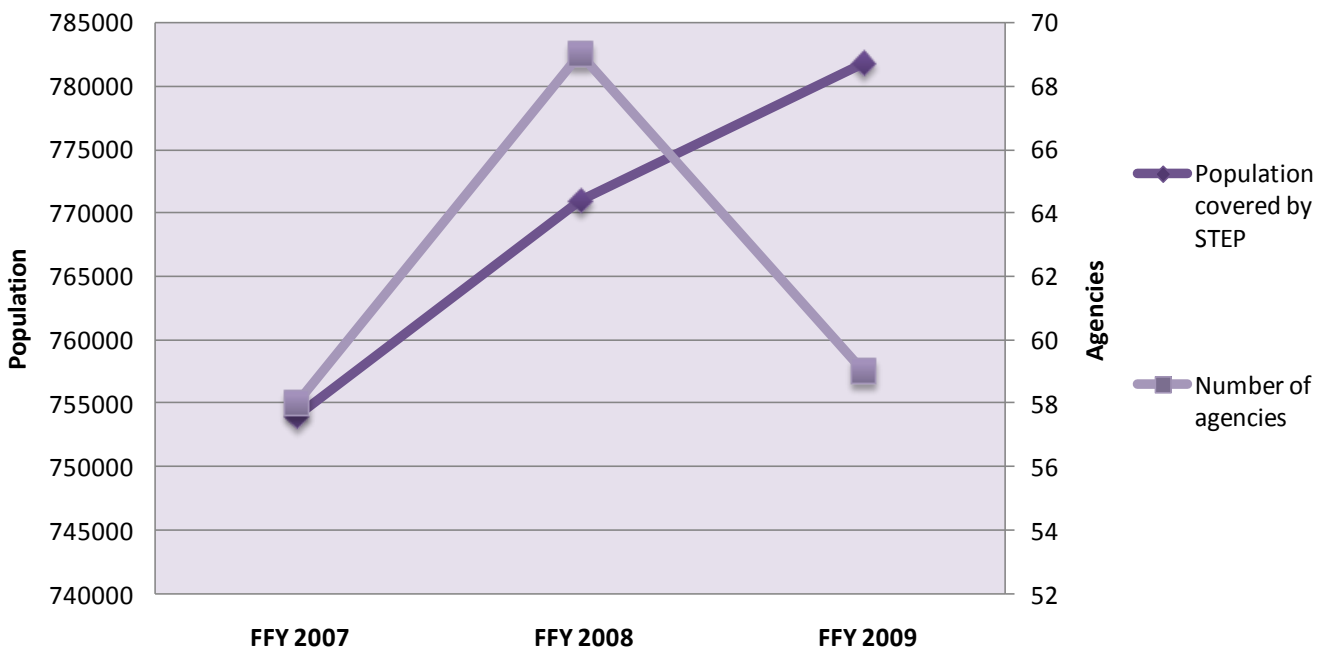
Selective Traffic Enforcement Program

Since Montana has a secondary seatbelt law, officers cannot pull a driver over solely because of observed seatbelt or child restraint violations. Law enforcement uses speed enforcement as a strategy to stop impaired drivers and cite those drivers seen not wearing their seatbelts.

MDT saw a decrease in the number of STEP contractors for federal fiscal year 2009 for a few reasons. Some contractors were cut from the program for a lack of performance. Either they did not do any STEP shifts or their jurisdiction had too few or no alcohol impaired driving crashes within the previous ten year span.

MSPOA lost a couple of counties on the border with Canada because of other grant opportunities available from Homeland Security.

These grants from Homeland Security did not have as many requirements as the STEP grant. For the smaller agencies, they were easier and less time consuming to administer.



Safety Spot Checks

DUI checkpoints are considered unconstitutional in Montana, so law enforcement conducts Safety Spot Checks. A Safety Spot Check in accordance with Montana Code Annotated allows law enforcement agencies to establish a road block with the purpose of either apprehending a fugitive or checking for driver's license, driver's registration and proof of insurance.

Safety Spot Checks provide law enforcement the opportunity to apprehend those driving impaired. These spot checks also provide an opportunity to educate motorists about seatbelt and child safety seat use. If the officer sees an open container, finds that the person has an outstanding warrant for arrest, etc. appropriate action is taken. Officers may not, however, cite people for occupant protection violations be-

cause of the secondary enforcement provisions in the law.

The Montana Highway Patrol as part of the STEP program conducted Safety Spot Checks in strategic areas throughout the state. They conducted this activity in collaboration with local and tribal law enforcement.

The Montana Highway Patrol requires each of their eight districts to perform two Safety Spot Checks per year. The Safety Spot Checks are usually placed on roads that are considered to be "High Crash Corridors" or outside of communities with large celebratory gatherings such as rodeos. Safety Spot Checks are intended to verify the legality of a person operating a vehicle. If other violations of the law are noticed drivers can be cited, depending on the severity of the violation.

Mobilization Enforcement

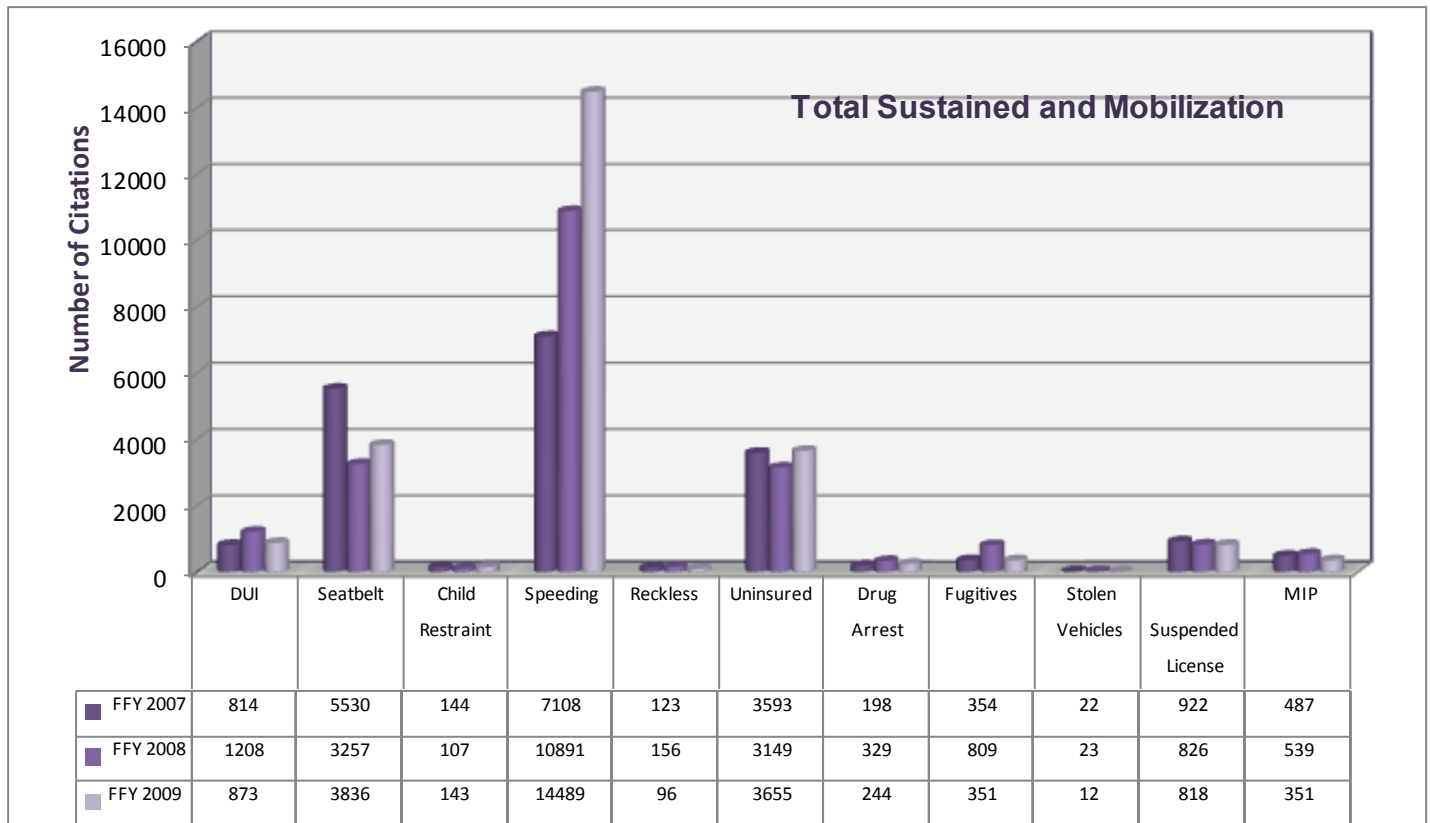
Additional, concentrated overtime patrols took place during the national mobilizations:

Memorial Day: May 24 – June 6, 2010
 Labor Day: August 20 – September 6, 2010

Although the Memorial Day mobilization media focused on seatbelt enforcement, and the Labor Day media focused on impaired driving, at a practical level, law enforcement used both mobilizations to address both these traffic safety issues.

Law enforcement made a total of 20,602 contacts on STEP overtime (including both sustained and mobilization enforcement), resulting in 914 DUI arrests and 520 MIP citations.

Combined Memorial Day and Labor Day Mobilizations FFY10				
Organization	DUI	Seat Belt Citations	Speed Citations	Total Citations
8 Montana Highway Patrol	29	272	793	1,776
20 Police Departments	33	163	623	1,464
9 Sheriff's Departments	18	57	344	604
5 Tribal Law Enforcement Agency	57	35	208	489
Montana's Sheriff's & Peace Officer Association (20 Sheriffs and Police Departments)	13	20	244	381
GRAND TOTAL	150	547	2,212	4,714



Law Enforcement Equipment

Basic DUI equipment

MDT provided \$439,206 worth of basic DUI and speed equipment (portable breath testing devices, radar, and in-car video systems) to help local law enforcement agencies participating in STEP. This equipment helps establish probable cause to apprehend impaired drivers. This equipment was also made available to tribal law enforcement.

Intoxilyzer 8000

Previously in FFY 2007, MDT provided \$731,350 to the Forensic Sciences Division of the Montana Department of Justice (DOJ) to procure and deploy 110 Intoxilyzer 8000s across the state. After the instruments were purchased, programmed, and distributed, Forensic Sciences staff provided training to

local and state law enforcement across the state. Training and technical support continued in FFY 2010.

As of the last report from the Forensics Lab dated October 30, 2009, eighty-eight Intoxilyzers have been deployed to every county in the state, including the 10 counties that previously had no ability to test DUI offenders via breath analysis. Because of this project, transport time of suspected offenders is dramatically reduced. To date, six of Montana's seven reservations have received Intoxilyzers from DOJ, with the recent placement in Blackfeet enforcement services department. As of FFY 2010 the forensic lab has recruited all seven reservations in Montana to participate in this program.

Mobile Impaired Driving Assessment Center

In FFY 2007, MDT funded the Montana Highway Patrol \$250,000 to procure a *Mobile Impaired Driving Assessment Center* (MIDAC).

The MIDAC continued to be deployed during FFY 2009, at a total of 22 events. The MIDAC was in operation for 322 hours that resulted in 762 people being exposed to the MIDAC.

Thirty-six people were processed as

follows: 21 for DUI, 3 for suspected drug use, and 12 for minor in possession (MIP).

The center has a general deterrence effect because of its bold presence. For those who do choose to drive impaired, however, officers are able to bring suspects to the center to perform SFST and DRE testing, rather than having to transport them long distances to the nearest testing location. Offenders

are temporarily held at the MIDAC until they can be picked up by a sober friend or transported to a jail.

The MHP welcomes participation and usage by other law enforcement entities as an opportunity to build relationships among the various law enforcement agencies, and to enhance efficiency.

In FFY 2009 the Montana State Highway Traffic Safety Bureau contracted the Montana Highway Patrol to provide a trooper who is solely devoted to highway traffic safety known as a Traffic Safety Resource Office (TRSO). One of the main duties of this Trooper is to increase the use of the MIDAC as part of managing MDT-SHTSB contract implementation at MHP as well as aiding in training and coordination efforts with local law enforcement. Use of the MIDAC continued in FFY 2010.



Traffic Safety Resource Officer

Trooper Kurt Sager is the Traffic Safety Resource Officer (TSRO) from the Montana Highway Patrol. He has been working in this position since March 2009. MDT plans to continue contracting his services in FFY 2011.

Trooper Sager oversees and manages several of law enforcement related traffic safety initiatives that are included in Montana's current Comprehensive Highway Safety Plan. He works closely with MDT's Law Enforcement Liaison and the Traffic Safety Resource Prosecutor to ensure that an effective and coordinated effort is made in support of the Highway Safety Plan impaired driving countermeasures.

As one of his responsibilities, Trooper Sager has promoted the usage of the Mobile Impaired Driving Assessment Unit (MIDAC) mobile DUI unit. This has included notifying local law enforcement agencies of this mobile center's availability that they can share with the MHP during special events such as fairs, rodeos, rock concerts, etc. Through his efforts, the MIDAC was booked during the summer through November 2011.

The position description for the Montana State TSRO has been borrowed by other states seeking to devote an officer to SFST standardization and DRE programs. Washington State Patrol recently used the Montana TSRO position description to create an officer position dedicated to SFST trainings and standardizations.



Wet Lab Participant at Montana's Second DRE School



**MONTANA
DRE**

Standardized Field Sobriety Testing (SFST)

MDT funds the Montana Highway Patrol to train all law enforcement in Standardized Field Sobriety Testing (SFST) that is currently endorsed and adopted by NHTSA. SFSTs are the basis for all impaired driving investigations and are conducted by many officers on a very regular basis. The SFST program provides officers the necessary information to combat the impaired driving problem that the State of Montana faces.

Basic SFST training is taught at all law enforcement academies in the state of Montana (three per year). Initial SFST program training is taught as a 24 hour course as set forth by NHTSA.

SFST Recertification/Refresher Training

Recertification/refresher training is also conducted throughout the state to ensure that officers are informed regarding any new aspects of the program. The recertification training is an 8 hour course.

Montana is one of the few states in the Nation that offers a certified SFST refresher training. The Montana state SFST refresher course is designed to give law enforcement officers updates on technologies and to refresh the officer's knowledge of the testing procedures. This curriculum has been borrowed by other states and is currently being used as a model for states around the nation.

In FFY 2009, MDT contracted with the Montana Highway Patrol to provide Standard Field Sobriety Testing (SFST) refresher training to local law enforcement and tribal law enforcement in conjunction with the Highway Patrol's SFST training for their own officers. This training occurred in FFY 2010 and will continue in FFY 2011.

The MHP conducted eight sessions of the SFST Refresher Course across the state that included two reservation locations. The curriculum contained additional (new) information on gaze nystagmus, as well as drowsy driving, distracted driving, mental illness, and drugged driving. 152 officers, prosecutors, and judges successfully completed the course.

With the hiring of a dedicated Traffic Safety Resource Officer for the Montana Highway Patrol, all SFST training and coordination was transferred to this position effective April 1, 2009.

Advanced Roadside Impaired Driving Enforcement (ARIDE)

Currently the SFST training program contains elements from

ARIDE, however, it doesn't include the advanced drug recognition information that ARIDE will provide.

The Traffic Safety Resource Officer for the Montana Highway Patrol brought ARIDE training to Montana during FFY 2010. This training was offered to as many law enforcement officers and prosecutors in Montana as possible. The ARIDE program was taught throughout the state of Montana in addition to SFST refresher training. The TSRO has also made ARIDE a requirement to participate in DRE training. Participants must receive a grade of 90% or better in order to move on to DRE training.

This 16-hour curriculum is designed to help officers become more proficient at detecting, apprehending, testing and prosecuting impaired drivers. The module's subject matter relates to two curriculums, the "Standardized Field Sobriety Testing" and "Drug Evaluation and Classification."

The ARIDE course bridges the gap between SFST training and the DRE program. ARIDE will offer additional information to law enforcement officers on detecting impairment caused by more than just alcohol. This is valuable because law enforcement officers that have not received advanced or in-service training regarding drug impairment tend to not be able to identify these characteristics and may inadvertently release an impaired driver because there was no proof of alcohol impairment from the preliminary breath test.

ARIDE students should be state certified or commissioned law enforcement officers in a full time paid capacity and/or prosecutors responsible for the detection, arrest, and prosecution of DUI drivers. Officers and prosecutors that attend this training should be aware of the hazards caused by impaired drivers, be motivated to arrest and prosecute impaired drivers, and their duty assignments will enable them to spend the time required to process DUI offenders. Students that attend should be familiar with the extent of the drug impaired driving problem, and must have successfully completed the basic Standardized Field Sobriety Testing course.

This course was not designed to be offered in a basic academy to new police recruits. This is an intermediate level course designed to offer more than a basic understanding of the impairing effects of drugs (both illicit and licit), alcohol, and/or the combination of both. Officers who wish to become a DRE in Montana must attend and satisfactorily pass the ARIDE training course.

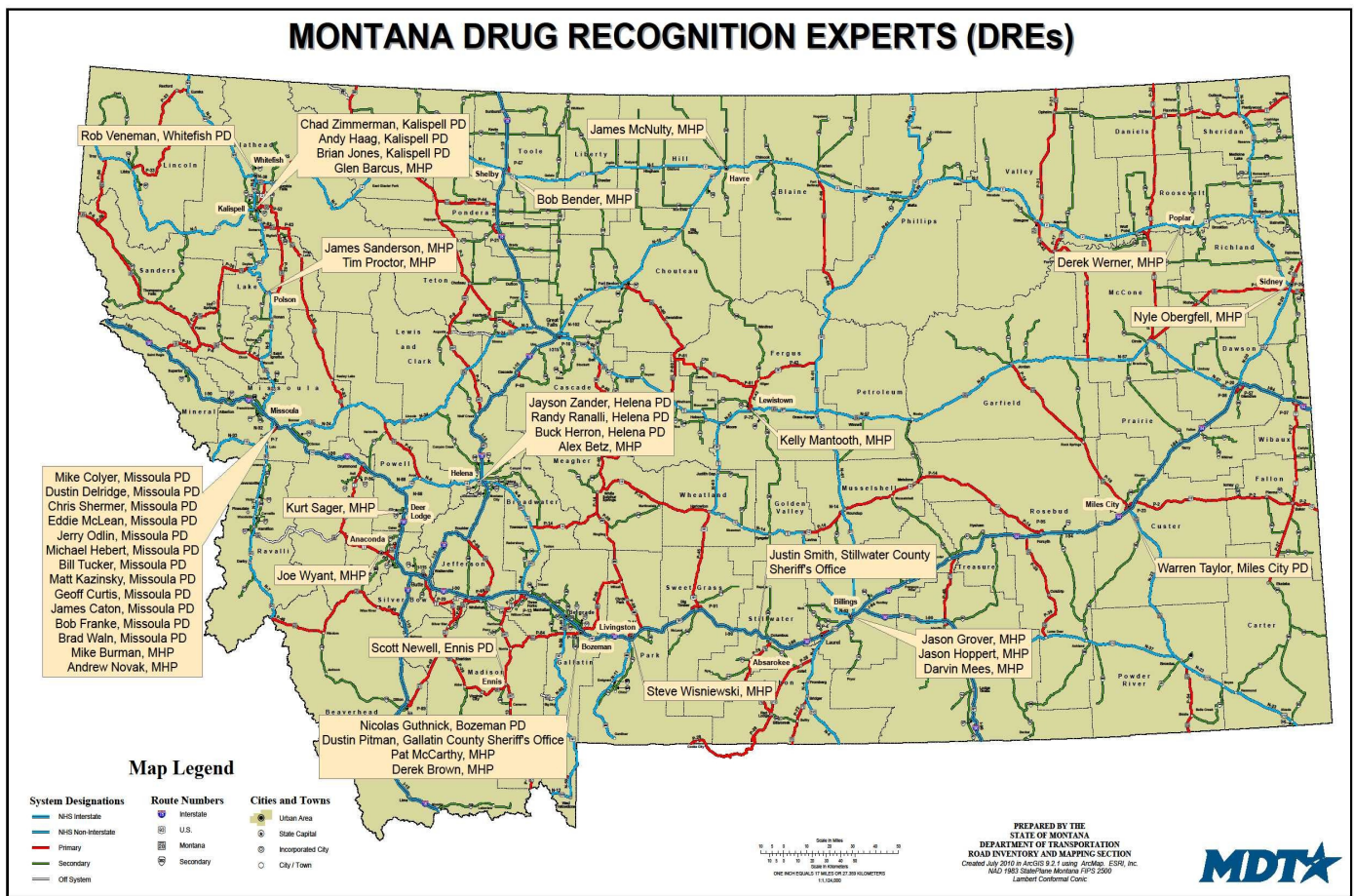
Recognizing Drug-Impaired Drivers Drug Recognition Expert (DRE) Training

A Drug Recognition Expert (DRE) is an officer who has been specially trained to conduct an examination on a person to determine if the person is impaired and, if so, whether the impairment is caused by drug use or by a medical condition. This training occurred in FFY 2010 and will continue during FFY 2011.

This examination is conducted in a controlled environment utilizing a standardized and systematic 12-step process. The Drug Evaluation and Classification Program (DECP) utilizes a format that has seven major categories of drugs. These categories are determined based on the pharmacodynamics (the medically known responses of

drug use on human physiology) of the drug categories.

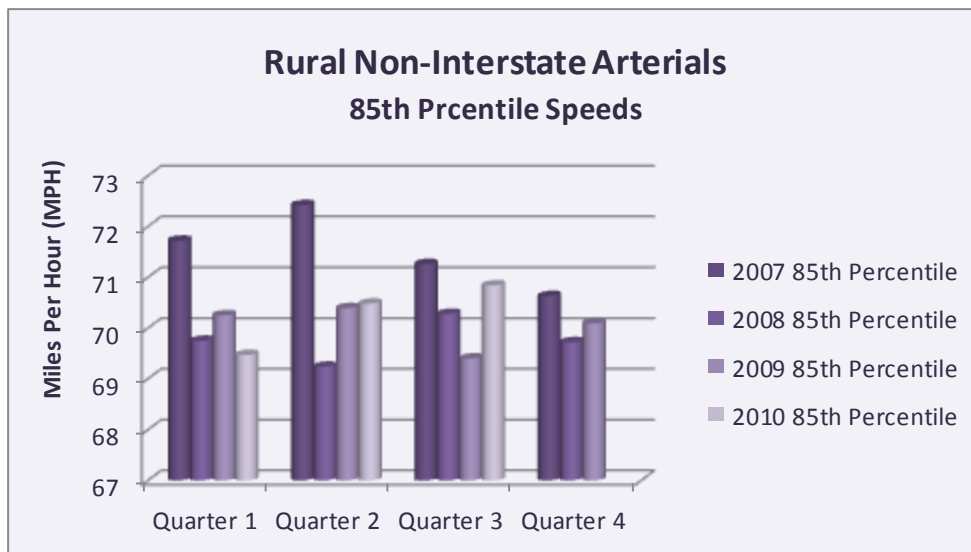
Once the examination is completed, the DRE is able to determine which drug category or categories the person has used. Drug Recognition Experts can be used in a variety of ways, from DUI enforcement to internal drug-related investigations.



Speed Control

Eighty-five percent of speeds for non-interstate arterials during the last four years have seen a slight decrease in speed. The table and chart below outline the steady decline in speed on rural roads in Montana.

Rural Non-Interstate Arterial Speed Comparison				
Calendar Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4
2007 85th Percentile	71.72	72.42	71.26	70.63
2008 85th Percentile	69.75	69.24	70.28	69.72
2009 85th Percentile	70.25	70.39	69.4	70.09
2010 85th Percentile	69.47	70.48	70.84	



Law Enforcement Purchase of “Your Speed Is” trailers

Two enforcement agencies continued to report on the speed trailers they received through MDT funding in previous years. These agencies were the Missoula County Sheriff’s Department, and the Dawson County Sheriff’s Department.

The trailers contain a speed measurement unit with a display of speed for passing motorists, plus the ability to record data for further analysis. The type of data collected is rate of speed and time of day. From this data, agencies are able to do an analysis of the

problem times and areas. This enables them to develop strategies on where to place officers to help them effectively apprehend speeders. These trailers have been used primarily for speed awareness in locations where speed was high which included school zones.

These two agencies have recorded data and conducted complex analysis. Agencies have reported that they have seen a reduction of speed when the display is showing passing vehicle speeds. Agencies are also reporting a reduction in speed related crashes in

areas where the trailers have been used.



High Crash Enforcement Corridors Roving Patrol Program

In federal fiscal year 2008 the Montana Highway Patrol (MHP) started their **Strategic Traffic Enforcement Team (STET)**, also known as **Roving Patrols**.

This team consists of a sergeant and five troopers that conduct traffic stops through areas of Montana that data analysts have determined as high crash corridors.

The high crash corridors were identified by Montana Department of Transportation staff and the MHP using historical crash data. This data identified corridors with higher than average number of crashes and fatalities caused by impaired driving,

non-seatbelt usage, and speeding violations.

STET moves around the state to these high corridors to show a presence of high visibility enforcement in these areas.

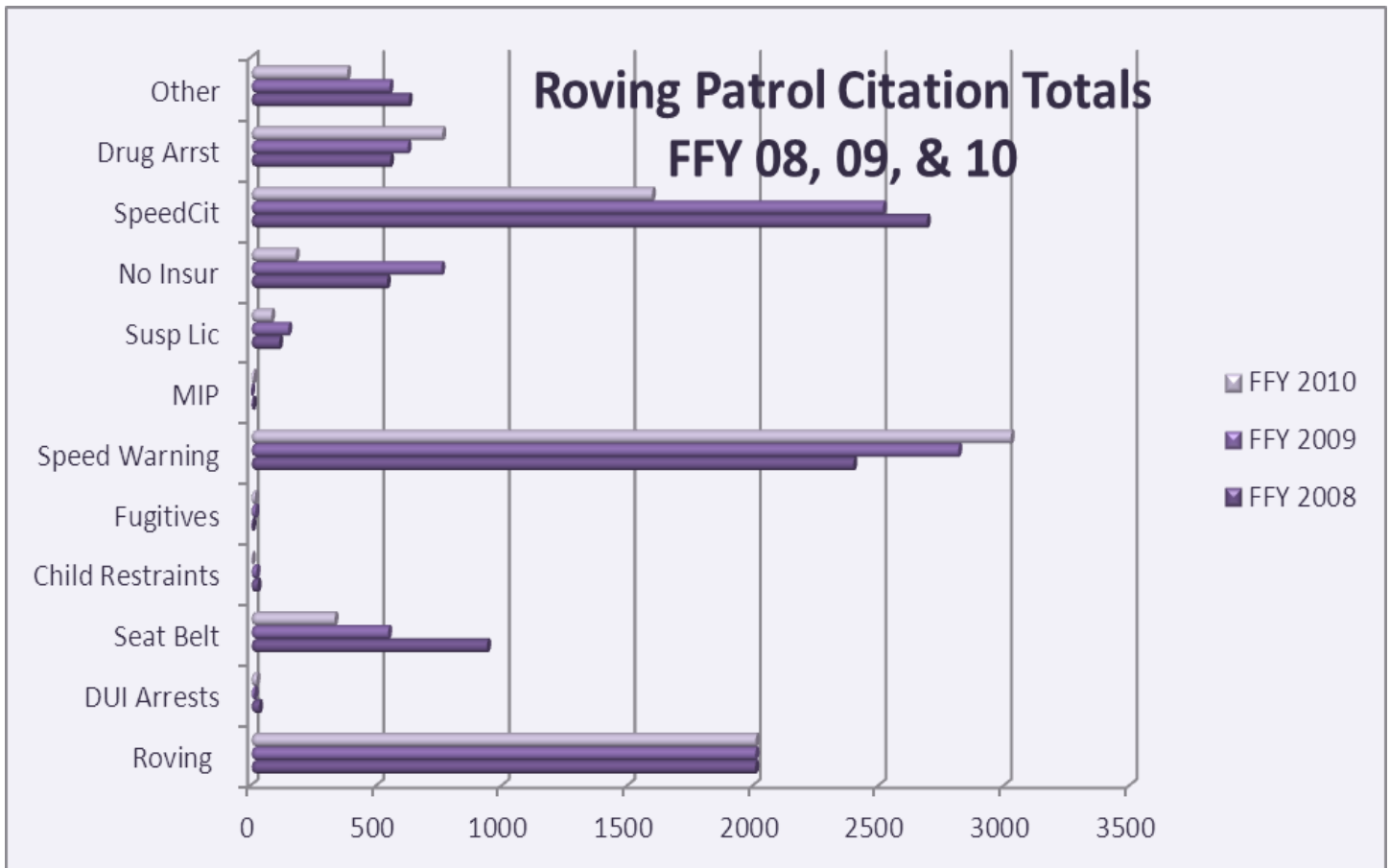
The purpose of STET is to detect and deter impaired driving, speeding, and a host of other traffic safety offenses. The Montana Highway Patrol also uses STET as an education tool to the motoring public.

MDT continued the MHP's roving pa-

trol program in FFY 2009, focusing their efforts on Montana's high crash corridors.

FFY 2009 saw a new focus on "high crash enforcement corridors" in the **STEP** contract requirements. Special attention by law enforcement is believed to be one of the contributing factors to achievement of the CHSP goal to reduce fatalities and incapacitating injuries in high crash locations.

This same program continued in FFY 2010.



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Patrol Vehicle from Billings, MT

.....



MEDIA

Sustained Enforcement Support

The contracted media company produced and implemented several types of media events that included radio, television ads and news releases that publicized the sustained enforcement patrols at high risk events such as rodeos, fairs, rock concerts, etc. Sustained enforcement activities also occurred during the following holidays: Thanksgiving, Christmas, New Years, St Patrick’s Day, and 4th of July. Ads covered both impaired driving and occupant protection. These efforts were designed to inform the public about extra patrols taking place within their respective community from October 2009 to September 2010. Media messages focused on males 21-34 as the primary target audience.

High Risk Events

Paid media

The contractor developed PSAs by providing scripts to each of the designated local law enforcement officials to read that coincided with each high risk event in FFY 2010. The Montana Highway Patrol (MHP) did a majority of the PSAs. Each spot had a message asking drivers to keep Montana’s roads safe that also included the following:

“If you are drinking alcohol always have a designated driver. Remember, don’t drink and drive, never ride with a driver who is impaired and always wear your seatbelt, it is the law. “

The contractor coordinated recording times and run dates with each radio station. PSAs were produced and aired in support of 25 high risk events (rodeos, fairs, rock concerts) around the state involving participation by local law enforcement officials and the MHP.

Radio spots

- Total for advertising costs \$40,344
- Total paid radio spots \$40,334
- Total bonus spots 2032
- Total GRPs 309
- Total estimated reach 50%
- Total estimated frequency 5.3

The table to the right shows sample events. PSAs were produced and played for each event reminding the public not to drink and drive and have a designated driver if alcohol is consumed.

Earned Media

The media contractor wrote and distributed new releases as earned media to the markets with law enforcement participating in Selective Traffic Enforcement Program (STEP). The news releases reminded the public when and where extra law enforcement would be out patrolling.

The contractor was in touch with law enforcement agencies participating in STEP to get permission to use their quotes as part of the news releases. One of the news releases was titled “Don’t Fumble your Super Bowl Party Weekend.” The GR as part of the news release said “Designate a sober driver.....Don’t let your friends drive if they have been drinking and never get behind the wheel after you have been drinking.”

Event	CITY	DATE	SPOKESPERSON
Music on Main	Bozeman	June 1, 8, 15, 22, 29	Col. Tooley
NRA Rodeo	Gardiner	June 18 & 19	Col. Tooley
PRCA Rodeo	Belt	June 19 & 20	Col. Tooley
Augusta Rodeo	Augusta	June 27	Col. Tooley
Evel Knievel Days	Butte	July 22-24	Col. Tooley
Butte Silver Bow County Fair	Butte	July 29-31	Col. Tooley
MT State Fair	Great Falls	July 30-Aug. 7	Col. Tooley
Dawson County Fair	Glendive	Aug. 7 - 10	Col. Tooley
General High Risk	Any	Any	Col. Tooley

Sample script for radio spots:

:30 PSA NRA Rodeo

Event date: 6/18-19 Col. Tooley: :30

Hello, this is Colonel Mike Tooley with the Montana Highway Patrol. Enjoy the NRA Rodeo but please don't drink and drive. The Sheriff's Department, the Montana Highway Patrol and the local police are asking you to drive safely and sensibly. Enjoy Montana's fairs, rodeos and events, but if you are drinking alcohol, always have a designated driver. Please help keep Montana's roads safe. Remember, don't drink and drive, NEVER ride with a driver who IS IMPAIRED and ALWAYS wear your seat belt, it is a law. This message is brought to you by the Montana Department of Transportation, and this station. Music out.

I m p a i r e d D r i v i n g H o l i d a y C a m p a i g n

Thanksgiving: Nov. 24 – 30, 2009

Christmas/ New Years: Dec. 22, 2009—Jan. 4, 2010

Paid Media

The goal was to deliver television and radio messages during the Thanksgiving and Christmas/New Years holidays regarding the reality of driving under the influence of alcohol and what it can do to your family. The Governor's Representative for Highway Safety was included delivering messages on radio and television. The media provided one no-charge bonus commercial for every paid commercial scheduled. Radio and television spots were placed in all seven major Montana markets (Billings, Missoula, Helena, Kalispell, Bozeman, Great Falls, and Butte).

Television & Radio Combined

Total for advertising costs was \$119,439
 Number of paid spots 3982
 Number of no charge spots 4098
 Total GRPs for each market 1000
 Total estimated frequency 12
 Total estimated reach 86%

4 t h o f J u l y C a m p a i g n

June 28 – July 4, 2010

Paid media

The 4th of July campaign included two 60-second radio spots that addressed the reality and consequences of drinking and driving and not wearing your seatbelt that affects the driver, passenger and their families. The radio spots reminded the public to have a safe 4th of July and please wear their seatbelts. These messages were placed in all seven major markets.

The radio and television spots delivered messages educating the public on the importance of not driving impaired. The television spots included the following: "don't drink and drive, don't do this to your family" message that aired statewide. The radio spots ran ads that also aired statewide and included: "keep your family safe this holiday, don't drink and drive, always have a designated driver message".

Earned Media

For the holidays, the media contractor wrote and distributed a new release to news outlets as earned media in support STEP sustained enforcement efforts focusing on both impaired driving and seatbelt usage. The title of the news release was "Safe Driving in Montana Especially on Rural Roads." This new release was distributed to Montana's seven major markets. The article specifically reminded the public during the week of Christmas and New Year's that local law enforcement and the MHP will be out on Montana roads to detect impaired drivers. Motorists were also reminded to buckle up.

Total for advertising costs \$25,923
 Number of paid spots 1536
 Number of no charge spots 1459
 Total GRPs 731 for each major market
 Total estimated frequency 9.7
 Total estimated reach 71%

Earned Media

The news releases for 4th of July were also used in support of sustained enforcement at high risk activities detailed on page 56 of this document.

St. Patrick's Day Media Campaign

March 15 – 17, 2010 & High Risk Events Paid Media

Paid Media

The contracted media company produced and placed radio spots involving local law enforcement during the St. Patrick's Day timeframe. Radio spots were placed in all 7 major markets in Montana. These messages were aired statewide delivering designated driving messages that included "Remember don't drink and drive, it's the law" that ran for the entire campaign. The messages also included information that local law enforcement would be out in force.

Number of paid spots \$5151

Number of no charge spots \$5239

Total gross rating points 258 for each market

Total estimated frequency 4.9

Total estimated reach 54.8%

Montana markets that ran radio PSAs in support of law enforcement during ST Patrick's Day:

Location	Spokesperson
Bozeman	Sheriff Cashell
Butte	Sheriff Walsh
Great Falls	Officer Cory Reeves
Helena	Chief of Police Troy McGee
Kalispell	Chief of Police Roger Nasset
Columbia Falls	Chief of Police Dave Perry
Missoula	Sheriff Mike McMeekin & Officer Mike Colyer
Billings	Sheriff Jay Bell

Earned Media

The media contractor wrote and distributed news releases to those markets that specifically provided when and where extra law enforcement would be out and about patrolling. St. Patrick's Day news releases titled "Extra Traffic Enforcement will be out during the St. Patrick's Holiday" were distributed statewide. This media message included both occupant protection and impaired driving that was disseminated statewide including Montana's 7 major markets.

Labor Day Media Campaign

National Impaired Driving Crackdown

August 25, 2010 to September 6, 2010

The Labor Day Campaign coincided with law enforcement overtime efforts. The campaign included testimonials that aired on television and radio that focused on the consequences of impaired driving and how it impacts family members.

Paid Media

Three 60-second television and three 60-second radio spots that have previously been created that tell the stories about the lives that have been ruined by the action of drinking and driving and the impact on family members. All television and radio spots ran equally during the campaign.

Total advertising costs \$95,650

Total paid spots \$95,650

Total bonus spots 3104

Total GRPs 876

Total estimated reach 78%

Total estimated frequency 10.5

Earned Media

The "before", "during" and "after" news releases written by MDT supported the national statewide Labor Day Crackdown for impaired driving in coordination with law enforcement mobilization activities as required by Section 410 Impaired Driving Grant. The new releases were disseminated statewide including the major markets.

National May Mobilization

May 24–June 6, 2010

MDT participated in the national May mobilization in support of High Visibility Enforcement aimed at increasing seatbelt usage.

Paid Media

Four 60-second television commercials ran were true testimonials from one family affected by a traffic crash. As a result of the crash, one family member suffers from severe head injury because she was not wearing a seatbelt and was ejected during the incident. The four ads showed how each family member had been affected and how it changed their lives. The ads included a “please don’t do this to your family, always wear a seatbelt” message. These commercials aired in the major markets.

Six 60-second radio commercials were created from television footage that ran during the entire campaign. The radio spots had the same message as the TV spots “please don’t do this to your family, always wear a seatbelt.”

Total for advertising costs \$94,162
Number of paid spots 2864
Number of no charge spots 2890
Total GRPs 745 for each major market
Total estimated frequency 7.15
Total estimated reach 78%

Earned Media

The media contractor wrote and distributed “before”, “during,” and “after” news releases in support of the May Mobilization that included quotes from the MDT Director and the Colonel of the MT Highway Patrol Mike Tooley.

The “before” news release announced that record number

of law enforcement agencies across the state would participate in stepped-up enforcement from May 18 to May 31, 2010.

The news releases indicated that the added patrols were funded by the MT Department of Transportation and designed to provide law enforcement additional resources to focus on seatbelt usage.

News releases were distributed to approximately 20 newspapers including the news outlets in the major markets.

Radio

These press releases were also sent to news radio stations statewide. Please note that it is difficult to track which radio stations aired the news releases and when, but it was encouraging from follow-up calls and emails that some radio stations did air, or had plans to air, these messages.

Media Interviews

In support of the Click it or Ticket Memorial Day Mobilization, the media contractor coordinated media interviews with Col. Mike Tooley from the Montana Highway Patrol. The following media conducted an interview:

Television

- Helena – Beartooth NBC, KTVH with Col. Mike Tooley, May 18, MDT headquarters.
- Statewide – *Face the State*, KBZK with Col. Mike Tooley, May 28, KBZK studios in Bozeman.
- Online - “Click It or Ticket”, May 21, Beartooth NBC. (From May 18 interview set up as mentioned above)
- Online - “Click It or Ticket campaign encourages seat belt use”, May 26.

TRIBAL TRAFFIC SAFETY

American Indians make up 6.2% of Montana's population but account for 14.8% of all fatalities (2005–2009 data). During the same time period, over 21% of all alcohol related fatalities in Montana were Native American.

During the past five years, 87% of Native American occupant fatalities were not buckled. This is compared to 70% of all occupant fatalities (or 66% non-Native American fatalities).

From 2005–2009:

68% of Native American fatalities were alcohol-related.

43% of all non-Native American fatalities were alcohol-related.

Because of these statistics, the Native American occupant protection and impaired driving public relations "Safe on all Roads" (SOAR) program that started in 2004 continues to this day. The target audience is still Native American men age 18 – 34.



Safe On All Roads (SOAR)

The SOAR program is still managed by a media contractor. This agency on behalf of MDT oversees implementation of this program with the assistance of Native American interns hired by each tribe. MDT, however, is currently transitioning the program to the Department to be managed by MDT staff. The Department will contract directly with the tribes to continue the SOAR program.

In the past, Native American coordinators using focus groups have developed and disseminated occupant protection and impaired driving media messages unique to each reservation's culture. Around the later part of FFY 2010 the media contractor was directed by the Department not to develop any new media messages and use the messages that have already been created and placed on the reservations in past years. This transition will continue in FFY 2011.

The reservations that participated in this program in FFY 2010 were the Blackfeet, Flathead, Fort Belknap, Fort Peck, Crow, Northern Cheyenne, and Rocky Boy's. The scope of activities in support of occupant protection and impaired driving media related activities for each tribe included:

- coordinating with community partners
- writing and distributing news releases
- advocacy for seatbelt and impaired driving enforcement
- displays and public engagement at community events
- building a network of safe drivers
- production and distribution of print materials and promotion items
- media advertising and placement

Media advertising was either earned or paid placement in the form of radio, newspapers, posters, and billboards.

The total amount MDT contracted in support of SOAR impaired driving media in FFY 2010 was \$170,420 and \$154,800 for SOAR occupant protection media. Of these amounts \$34,000 went toward impaired driving paid placement and \$27,000 went toward occupant protection paid media. The remaining amounts covered administrative costs of the contracted media agency, wages for the Native American interns, production, focus groups, and other expenses.

Sample SOAR Impaired Driving Media

Paid impaired driving media placement included an impaired driving billboard on the Northern Cheyenne with the message "Your Path...Sober Behind the Wheel" from January – March 2010". The vinyl artwork remained from the original 2008 posting.

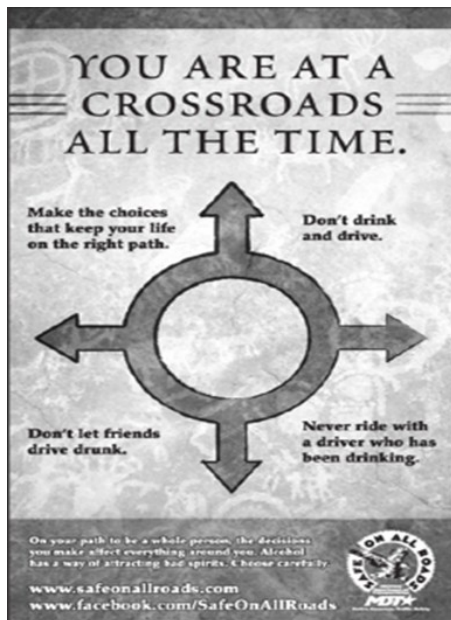


Radio spots supporting Native American Impaired Driving Graduation were aired on nine stations on and around the Fort Peck, Blackfeet, Rocky Boy's and Crow Reservations. The following is a sample radio script played during graduation:

Radio PSA: Fort Peck, Blackfeet, Rocky Boy's, Crow

Voiceover:

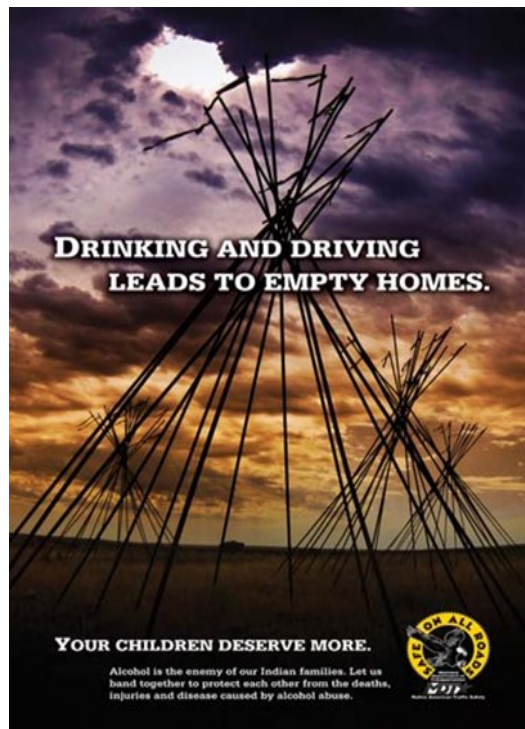
The teaching of our grandfathers tells us that we are always at a crossroads. On your path to be a whole person, the decisions you make affect everything around you. Alcohol tends to attract bad spirits and bad things can happen. If you get into a car with a driver who has been drinking, neither of you is making a right choice. Drinking and driving changes everything. Be safe.... from the Montana Department of Transportation Safe On All Roads program and your tribal college.



For the Native American Holiday Impaired Driving newspaper the media contractor placed two 3 column X 10 inch black and white newspaper ads targeting reservations. These ads called "You Are AT A CROSSROADS ALL THE Time" supported the Native American Impaired Driving Graduation 2010 timeframe. This cost of this placement totaled \$4236 and supported the following media markets:

- Browning Glacier Report (Blackfeet)
- Blaine County Journal News (Fort Belknap)
- Forsythe Independent Press
- Fort Belknap News
- Fort Peck Journal
- Hardin Big Horn County News (Crow)
- Pablo Char-Koosta News (Salish & Kootenai)
- Ronan Valley Journal
- Rocky Boy Tribal News
- Wolf Point Herald News

The media contractor placed an impaired driving ad in the 2010 Spring Edition of the Native American Magazine. The ad was titled "Drinking and Driving Leads to Empty Homes." This same ad was used last year in support of Native American Impaired Driving Campaigns. This edition was disseminated to all 7 reservations plus the Little Shell Tribe.



For the Labor Day campaign, law enforcement agencies on each of the six reservations participated August – Septem-

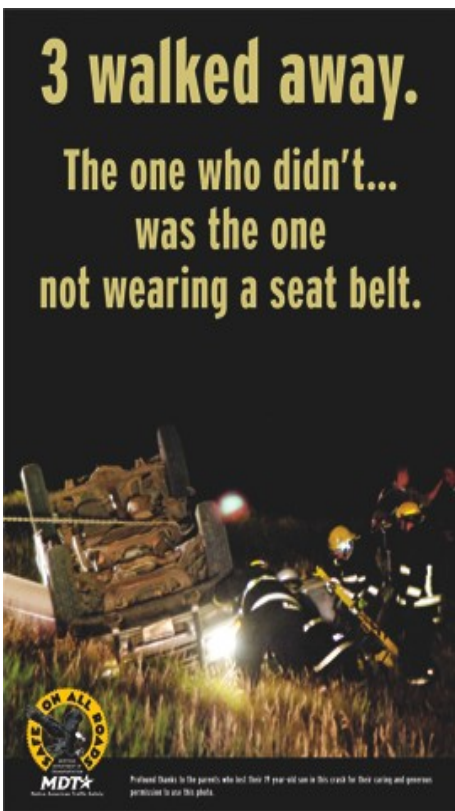
ber 6, 2010. The SOAR program supported high visibility enforcement by airing radio ads involving local law enforcement officers. The SOAR coordinators distributed flyers around the community informing people that law enforcement is out there in force.

Sample Occupant Protection SOAR Media

As paid media, an occupant protection billboard “Education is Survival – Learn to Wear Your Seatbelt” message was produced and placed on billboards from January – March 2010 reaching the following reservations: Blackfeet, Flathead, Fort Belknap, Fort Peck, and Rocky Boys. The total amount for this billboard placement was \$3,294.00.



The media contractor negotiated a paid placement schedule for radio ads that cost \$3946 with a matching no-charge schedule of \$3946. These ads were in support of the Occupant Protection Native American Valentine’s Day 2010 campaign that aired on 12 radio stations. The contractor sent PSA letters to all markets asking the stations to run the spots in their PSA rotation. The media contractor received confirmation from the stations that they had added these spots.



In August 2009, a newspaper photographer on the Fort Peck Reservation sent the SOAR program a photo of first responders to a fatal crash. A poster was designed and tested by the Crow focus group. The young men in the discussion group believed the concept “3 Walked Away” based upon ideas captured from the photo would effectively motivate seat belt use. Posters were printed and disseminated to the Buckle up Montana coalition, Billings Area Health Services, and other stakeholders. The same poster was distributed again this year.

Other

Tabletop Displays were created for Fort Peck, Crow, Northern Cheyenne and Flathead reservations. These displays were used in conjunction at health fairs and community events as part of the SOAR program. The side panels provided educational information for both occupant protection and driving impaired.



Center panels were customized for each reservation.

For more details and information about the SOAR program impaired driving and occupant protection campaigns please access the following web link: www.safeonallroads.com

Tribal STEP

In FFY 2010, MDT contracts with law enforcement agencies throughout Montana to participate in the Selective Traffic Enforcement Program (STEP) including the following Tribal Law Enforcement Agencies:

1. Confederated Salish and Kootenai Law Enforcement
2. Crow Law Enforcement
3. Fort Peck Law and Justice
4. Fort Belknap Tribal Police
5. Rocky Boy's Tribal Police

(For information about non-Native American state and local law enforcement agencies traffic enforcement efforts please refer to the Police Traffic Services section.)

Tribal law enforcement agencies conducted year-round sustained enforcement overtime activities. They participated in the two national mobilizations, Memorial Day and Labor Day, as well as state-required overtime activities around July 4th and the Christmas/New Years' time frames.

Although the Memorial Day mobilization media focused on seatbelt enforcement, and the Labor Day media focused on impaired driving, at a practical level, law enforcement used both mobilization time periods to address both traffic safety issues. 1384 citations were written by all 5 tribes during the sustained enforcement and mobilization time periods:

- 203 DUI
- 24 Seatbelt
- 3 Child Restraint
- 476 Speeding

As much as possible, tribal law enforcement spent 50 percent of their time en-

forcing impaired driving violations and 50 percent of their time enforcing seatbelt usage during the same traffic stop. They were expected to cite motorists for other traffic related violations during the same traffic stop.

The Reservations in Montana, as a part of the Bureau of Indian Affairs, Indian Highway Safety programs and the Montana Department of Transportation STEP program conducted DUI and Seatbelt Checkpoints in strategic areas throughout the reservations.

The laws on the reservations in Montana allow tribal law enforcement agencies to establish DUI and Seatbelt checkpoints with the purpose of either apprehending an impaired driver or checking for driver's and occupant restraint systems. These checkpoints are also used as an opportunity to educate motorists about seatbelt and child safety seat use.

The SHTSO Law Enforcement Liaison (LEL) encouraged tribal law enforcement agencies to work with non-tribal law enforcement agencies such as the Montana Highway Patrol and county sheriff's offices to assist in safety spot checks as part of the STEP program. SHTSO will continue to encourage other Native American law enforcement agencies to join the STEP overtime program in FFY 2011.

MDT has devoted staff time and resources addressing the prevention of Racial Profiling on and around the reservations made possible with NHTSA Section 1906 funds.

In FFY 2010, SHSTO continued a contract with the Montana Highway Patrol

to develop an integrated software solution for tracking citations and trooper contacts as a means to identify if racial profiling is occurring or not occurring. This is accomplished through gathering and reporting data on traffic stops and citizen initiated contact data on a statewide basis by race and comparing that to Bureau of Census information. For example, a routine traffic stop will generate data such as time and location of stop; the officer involved; the person stopped; the officer's perception of their race/ethnicity; the vehicle being driven at the time; whether a citation or warning was issued or if no action was taken.

The data collected provides supervisors of law enforcement personnel a mechanism for recognizing if and when racial profiling is occurring so that they can take appropriate actions. The integrity of the data is preserved by protections that disallow any changes to critical fields by troopers and their immediate supervisors. This includes time, date, race, and location of stop and any data retrieved from Department of Motor Vehicle and other data bases. All of the historical information is archived, including patrol patterns by geographic location, by trooper ID number, and by actions taken.

Public viewing of the racial profiling data application through the World Wide Web is available on the following MHP home page:

www.doi.mt.gov/enforcement/highwaypatrol/forms/trafficstops/trafficstopsreportytd.pdf

This information is updated on a monthly basis and shows a listing of

Tribal STEP (continued)

citations broken out by race. In FFY 2010, SHSTO wrapped up a three year contract with the Montana Sheriffs and Peace Officers Association (MSPOA) to conduct outreach to local law enforcement agencies and tribal governments. The purpose of this contract was to change the conversation about law enforcement in Montana and racial profiling.

MSPOA's efforts have included encouraging local law enforcement to adopt model policies that comply with the Montana state law (MCA § 44-2-117) for the prevention of racial profiling. This includes collecting and analyzing ethnic data on stops and citations.

During FFY 2010, the contractor visited every reservation in Montana, and numerous sheriff's offices and police departments, especially those on or near reservations.

MSPOA staff met with Native American legislators and established working relationships around the issue of racial profiling and race relations generally with the following organizations:

- Montana Association of Counties
- Montana Municipal Insurance Authority
- Montana Police Protective Association
- Montana Association of Chiefs of Police
- Montana Highway Patrol
- Montana Law Enforcement Academy
- Montana County Attorneys Association
- All state or local law enforcement agencies or local government agencies with a stake in the outcome of this project.

MDT provided funding to Fort Peck tribes to purchase DUI related equipment (portable breath testing devices and in-car video systems) to help local law en-

forcement agencies participating in STEP establish probable cause to apprehend impaired drivers. This equipment was also made available to other non-Native American law enforcement agencies in Montana.

During FFY 2007, MDT provided \$731,350 to the Forensic Sciences Division of the Montana Department of Justice (DOJ) to procure and deploy 110 Intoxilyzer 8000's across the state.

After the instruments were purchased, programmed, and distributed, Forensic Sciences staff provided training to local, state, and tribal law enforcement across the state.

Training and technical support continued in FFY 2010. To date, all of Montana's seven reservations have received Intoxilyzers from DOJ.

For information about use of Intoxilyzer 8000's by non-Native American state and local law enforcement agencies, please refer to the Police Traffic Services Section.

In FFY 2010 the Montana Department of Transportation continued a pilot program in the City of Ronan by funding a police officer to focus their efforts on traffic enforcements including identifying and stopping impaired drivers. The City of Ronan is located on the Flathead reservation. This officer patrolled Highway 93 within their jurisdiction looking for impaired drivers and other traffic violators.

MDT has identified this highway as a high crash corridor because of its history of high alcohol-related fatalities.

The Ronan Police Department implemented a multi-tiered education and enforcement approach. The officer contracted by MDT worked four days a week focusing on traffic enforcement.

The Ronan Police Department reminds the public through radio and newspapers that they are out enforcing traffic laws and making the roads safer for everyone. They also distribute traffic safety related materials through their crime prevention program that reaches adults and teen drivers. Part of their program also supplements the full time traffic officer with one STEP overtime shift per week for any officer to work. This provides the City of Ronan five days of coverage for traffic patrols. This pilot program is not continuing into FFY 2011 due to a manpower shortage in Ronan.

MOTORCYCLE SAFETY

Support for Motorcyclist Awareness Training in Drivers Education

In 2010 SHTSO continued cooperation efforts with MMRS and the Office of Public Instruction to distribute the Motorcycle Safety Foundation's (MSF) "Intersection Modules" known as toolkits to all driver education teachers throughout the state of Montana to use in their classes.

The SHTSO also provided MMRS with toolkits to distribute to their instructors to use during their motorcycle training sessions.

The toolkits are MSF's newest approach to enhancing motorist awareness of motorcycles. The program combines personal stories and character development with a dramatic new look at a crash scene. The toolkit contains three separate 13-minute DVD's that appeal to adults, teens, and commercial drivers.



RiderCoach® Udell Sharp gives instruction to a student at the Helena site for Montana Motorcycle Rider Safety

Motorcycle Safety Website

In FFY 2009, using Section 2010 grant monies, Montana Department of Transportation (MDT) continued to fund a media company \$75,000 to develop a website for MDT outlining Motorcycle Awareness tips and includes a share the road message tag lined as "One Sided Match Ups."

This campaign's message demonstrates is that it is not a fair fight between a car and a motorcycle. If a car hits a motorcycle the likelihood

of death for the motorcyclist is higher than for a passenger in a vehicle.

The web site continued to suggest 10 top motorcycle routes located in strategic places throughout the state. The intent is to get motorcyclists to the website and view the route they plan to take and accompanying safety related information.

The current routes for the website were chosen by MDT's Traffic &

Safety Bureau familiar with the safety aspects of these roads from an engineering perspective.

The website continued in FFY 2010. The CHSP Motorcycle Safety team is developing new ideas to improve educational aspects of the motorcycle website.

T R A F F I C R E C O R D S

For FFY2010, the Traffic Records Coordinating Committee approved the allocation and expenditure of \$394,117 of Section 408 funds to three different projects supporting the improvement of Montana's Traffic Records System, plus \$54,337 for indirect costs.

Each funded project links directly to one or more of the objectives and accompanying strategies contained in the *Montana Traffic Records Strategic Plan*. The expenditure plan as represented by the table below includes \$976,311 in previous years carry forward from unexpended Section 408 funds.

FFY2010 Section 408 Expended Funding	Amount
MDT Traffic Safety Web Services	\$181,276
MHP Data Project Manager	36,694
MHP Web-Based Crash Reporting	34,500
MDT ISD Personal Services	85,310
Indirect Costs	54,337
FFY2010 Total	\$394,117

Additional Funding

The State of Montana continues to make significant investments in the applications and processes that make up the traffic records system. Both federal and state funds have contributed to the progress of many projects currently underway. The following projects are funded (wholly or in part) by sources outside Federal Section 408 funds:

- \$140,000 to the Department of Transportation to complete the creation of a spatially enabled road network which will allow systems that currently use road data to have accurate and essential information.
- \$150,000 to the Department of Justice to continue the implementation of the IJIS (Integrated Justice Information Sharing) Broker which allows various agencies to share real-time information quickly, securely and accurately.
- \$25,000 to the Department of Public Health and Human Services for continued state-wide deployment of the OPHI (Online Pre-Hospital Information) system to EMS providers, which will continue the process of developing a CODES-like (Crash Outcomes Data Evaluation) system.
- \$315,000 to the Office of the Court Administrator to maintain FullCourt, the case filing system used by nearly all of Montana's courts of limited jurisdiction and district courts.
- \$814,995 to the Department of Justice for continuing implementation of the CTS-America Record Management System with the Montana Highway Patrol to ensure continued uniform and consistent crash data is collected.

MDT Traffic Safety Web Services (TSWS)

In June 2009, MDT began the effort of creating and deploying web service-enabling framework and the supporting architecture. The web services will insulate business partners from each other's technical dependencies, support flexibility and accommodate change, as well as provide stability and security, all of which are important goals to MDT. This project will also focus on establishing or improving the following goals important to the entire traffic safety system: integration of systems; accessibility to information and data; timeliness of data updates, information sharing, and subsequent analysis; accuracy of collected data; completeness of data; and uniformity of data and collected information.

The first step in this process was establishing the environment to support the web services and service-oriented middleware. This step was complete in FFY 2009.

Completed in FFY 2010, the next step included establishing service-level interactions (exchanges) between MDT's Service Oriented Architecture (SOA) and the Department of Justice (DOJ) Integrated Justice Information Services (IJIS) Bro-

ker and the Department of Administration (Courts) such that court disposition data related to traffic events and MHP crash and fatality data can be acquired and/or managed via the IJIS Broker and used by MDT safety agencies.

The initial exchange between the Courts and MDT is the same batch transaction file that the Courts currently provide to DOJ's Motor Vehicle Division. The batch file is a subset of the desired data and has been used as a proof-of-concept for the technical infrastructure and the IJIS Broker middleware. The Court system interactions and subsequent exchanges were defined as phase one of the traffic safety web services .

Phase two of the TSWS focused on DOJ interactions. The Montana Highway Patrol (part of DOJ) crash data is acquired from their CTS America system (MobileForms), which provides Montana with crash data that is compliant with the Model Minimum Uniform Crash Criteria (MMUCC) guidelines.

The TSWS project was substantially completed in June 2010.

MHP Data Project Manager

In July 2010, the Montana Highway Patrol (MHP) tasked one of their sergeants, Cal Schock, with the time-intensive duty of getting the local law enforcement agencies ready to switch over from the old Montana Accident Reporting System (MARS) to the new, more robust CTS America (SmartCOP) system that all of MHP is now using. This is a multi-step, multi-year process that requires a good working knowledge of both systems and the ability to anticipate any challenges that the local agencies may encounter.

Sgt. Schock started by contacting the eight major cities in Montana to determine what systems, if any, they currently use for their crash data systems. Those cities (Billings, Bozeman, Butte,

Great Falls, Havre, Helena, Kalispell, and Missoula) account for over eighty percent of all non-MHP-reported crashes across the state. While the police departments in each of the cities use different electronic crash systems than SmartCOP, they are very interested in the ability to transmit their data into the SmartCOP system. This will greatly reduce the redundancy apparent in each system.

MHP is also open to incorporating any needs the large cities may need incorporated into SmartCOP that will allow them to process their own data more efficiently. Specifically, local agencies are interested in having the ability to run their own data reports from the new system.

The police departments in Billings, Great Falls, Helena and Missoula are currently implementing new or updating existing electronic reporting systems and are working with Sgt. Schock to ensure their new/updated systems are both compatible with SmartCOP and meet the Model Minimum Uniform Crash Criteria (MMUCC) guidelines.

As well as looking to the needs of the local agencies, Sgt. Schock is also working extensively with MDT to make sure the needs of the transportation stakeholders are met with SmartCOP. He provides working knowledge of how crash reports are filled out in the field, which ensures the needed conversion of the old data from MARS to SmartCOP is accurate.

MHP Web - Based Crash Reporting

The Montana Highway Patrol (MHP) is implementing a statewide, web-based crash reporting program for all law enforcement agencies (LEAs) that report crash data with the goal of uniform crash reporting. The program, designed and maintained by CTS America (CTS) and the MT Department of Justice Information Technology Services Division (JITSD), is currently in use by all Montana Highway Patrol Troopers.

All LEAs will be able to report traffic crashes on a standardized crash report and then transmit the data to a centralized service for data processing. The collected data will be compliant with the Model Minimum Uniform Crash Code (MMUCC) guidelines.

The data currently being gathered from the local LEAs is submitted in paper form and must be manually entered into the Montana Accident Reporting System (MARS). This process is both time and resource consuming and the reports contain minimal data.

Some local LEAs have their own electronic data systems. Part of this project will allow those agencies the ability to enter the data into their own system then transmit the required data electronically into the MHP system. The XML protocol needed for those system owners to ensure they are collecting the correct data in the appropriate way has been developed and provided to

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With fifty percent of Montana's crash data coming from local LEAs, the web-based crash reporting project will bring more uniform reports into the Montana crash data system.

.....



the interested LEAs.

Currently, CTS is developing the web-based crash reporting software. Once the development is complete, they will provide the web-based crash report and the database error handling software to MHP for user acceptance testing. Testing should take about one month and will be complete when the high and medium priority bugs are resolved, as prioritized by MHP users.

Finally, CTS will assist MHP in deploying the software prior to the end of FFY 2011. The deployment will be a multi-stage process which will require training and providing technical support to over 120 LEAs how to fill out the new crash form. This will be done largely by the MHP Data Project Manager with support from local MHP troopers.

After the deployment, MHP will monitor the collected data for accuracy. MHP has developed edit rules in their program which will be carried over to the web-based crash program which will help in this endeavor.

Traffic Records Strategic Plan Update

One of the recommendations from the April 2009 Traffic Records Assessment was to update the Traffic Records Strategic Plan (TRSP) which was originally written in 2006. Each traffic records system owner, who are also members of the Traffic Records Coordinating Committee (TRCC), have reviewed and provided any needed updates on their project descriptions.

Each project listed with an "active" or "planned" status has at least one performance measure attached to it. Each performance measure was decided upon based on the recommendations from the NHTSA collection of *Model Performance Measures for Traffic Records Systems* and the project owner.

The voting members of the TRCC determined a priority level (high, medium, low) for each project based on the project dependencies, systems impacted, funding available and the priority to the project owner.

In addition to the TRSP, the TRCC collaborated in developing a graphical depiction of all the state's traffic safety systems based on where the systems were in 2006, where they currently are and where the TRCC envisions them to be by 2016. They also supplemented that effort with a summary-level schedule showing estimated time frames for all projects listed.

All updates to the TRSP will be completed in the Traffic Records Improvement Reporting System (TRIPRS) in early 2011.

Traffic Record Systems Performance Measure

As part of the update of the *Traffic Records Strategic Plan (TRSP)* performance measures have been established for each active or planned project in the *TRSP*.

In the 2010 Section 408 Interim Progress Report, Montana was able to demonstrate measurable success in driver records completeness, as evidenced by the creation and entry into the database of a file on a previously unknown Montana driver.

Crash Data Improvement Program

In August 2010, the Crash Data Improvement Program (CDIP) Technical Assistance Team, sponsored by FHWA, conducted a comprehensive data quality assessment of the Montana traffic records crash database. Based on their visit, they recommended measures to improve overall quality of the crash data reporting system. According to the CDIP Team, Montana should:

1. Accelerate its movement to a unified crash database.
2. Form a sub-committee of the TRCC focused on implementation and marketing of electronic reporting.
3. Develop a single geo-spatial system for crash locating.
4. Allocate adequate funding resources to design a crash data analysis system using current technologies (a Safety Information Management System).
5. Establish a system to regularly assess and improve (as necessary) the quality of crash data.

The CDIP Technical Assistance Team commended Montana for the progress it has made in the last several years to improve its crash data system and the success in undertaking a major effort to collect crash data electronically.

Future 408 Expenditures

The Traffic Records Coordinating Committee has approved the Section 408 funding proposals for FFY2011 (those projects marked with an * are still conceptual with no formal application yet). Many of these projects will also benefit from funds outside the Section 408 grant. More information on these projects, including how each ties to the NHTSA objectives for traffic records systems, are included in the *Montana Traffic Records Strategic Plan*. The proposed expenditure plan as represented by the table below includes \$1,090,979 in previous years carry forward from unexpended Section 408 funds.

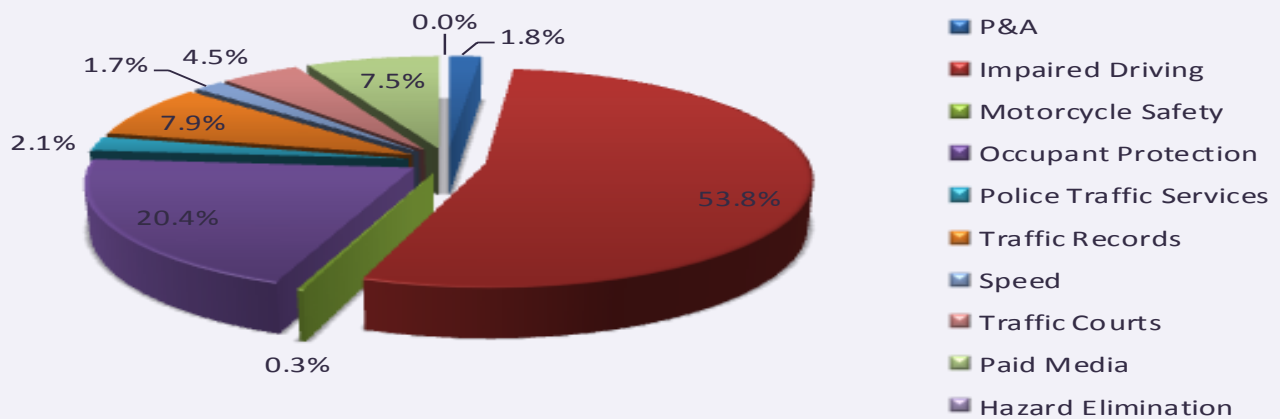
FFY2011 Section 408 Funding Proposals	Amount
MHP Web-Based Crash Reporting	\$80,500
MHP Data Project Manager	92,024
MDT ISD Personal Services	85,000
Safety Information Management System	400,000
DOJ Infrastructure Improvements *	150,000
Local Law Enforcement Software *	100,000
DPHHS Web-Based EMS Data Entry *	10,000
Court System Interface *	50,000
Indirect Costs	136,250
FFY2011 Total	\$1,103,774

FINANCIAL SUMMARY

During FFY 2010, Montana successfully applied for and received funding from the National Highway Traffic Safety Administration Sections 405 (Occupant Protection), 408 (Traffic Records), 410 (Impaired Driving Prevention), and 2010 (Motorcycle Safety). Base level funding under Section 402 was received following the submission of a Performance Plan, in accordance with federal law. Section 164 Penalty Transfer funds were planned in FFY 2010 but will not be used until the spring of 2011.

Funding for many programs, such as law enforcement, tribal traffic safety, and media production, are incorporated into the categories of Impaired Driving and Occupant Protection listed below. As required by federal law, at least 40 percent of Section 402 funds were spent at the local level by city and county governments.

Montana FFY 2010 Financial Summary



	402	405	408	410	1906	2010	164	Total
P&A	\$102,899.31	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$102,899.31
Impaired Driving	613,329	-	-	2,458,672	-	-	-	3,072,001
Motorcycle Safety	1,918	-	-	-	-	13,722	-	15,639
Occupant Protection	1,033,702	130,541	-	-	-	-	-	1,164,243
Police Traffic Services	69,345	-	-	-	52,069	-	-	121,414
Traffic Records	64,544	-	385,332	-	-	-	-	449,876
Speed	97,009	-	-	-	-	-	-	97,009
Traffic Courts	255,520	-	-	-	-	-	-	255,520
Paid Media	188,596	-	-	241,817	-	-	-	430,413
Hazard Elimination	-	-	-	-	-	-	-	-
Total	\$2,426,861	\$130,541	\$385,332	\$2,700,490	\$52,069	\$13,722	\$ -	\$5,709,014

LOOKING TO THE FUTURE

Montana continued implementation of the state's Comprehensive Highway Safety Plan (CHSP).

Montana's primary challenges in driver behavior remain **impaired driving** and lack of **seatbelt** use. However, distracted driving is also getting public attention.

Although Montana remains one of the top in the nation for alcohol-impaired fatalities, with a rate that is almost twice the national average, the good news is that Montana's rate dropped from 0.93 fatalities per 100 million vehicle miles traveled (VMT) in 2007 to 0.80 fatalities per 100 million VMT in 2009 (based on preliminary VMT data).

We are hopeful that the legislative recommendations coming out of the Interim Law & Justice Committee as a result of SJR 39 will reflect the decreasing social tolerance for impaired driving during the 2011 Legislative Session.

In FFY 2010, MDT is funded the Montana Department of Public Health & Human Services to implement a new education course for those who are convicted of DUI. **Prime for Life** is an evidence-based curriculum that is used by many other states, as well as the U.S. Army. This 10-hour course is specifically designed to change risky behaviors, like driving under the influence, using a research-based persuasion protocol. This protocol has been shown to contribute to lower recidivism rates (DUI re-arrests) in seven independent studies. By adopting **Prime for Live** as the sole DUI offender education curriculum in the State, the

number of multiple DUI convictions and impaired driving crashes are expected to be reduced. MDT continues supporting this program in FFY 2011.

Additionally, MDT is funding the Montana Department of Revenue to script, shoot and produce a video entitled **Last Call**. This video will be utilized in the state's responsible alcohol sales and service training curriculum to effectively educate servers and sellers of alcohol on their social responsibility and the possibility of legal ramifications due to their actions when serving and selling alcohol. Server training enhances public health and can reduce DUI by educating licensees and servers about Montana liquor laws, reducing illegal alcohol sales to minors, preventing over-service to patrons, and promoting responsible consumption. The Last Call video will be created and used by all state certified RASS trainers in all their classes in FFY 2011.

The use or misuse of prescription drugs is still an increasing factor in impaired driving fatalities. Montana's Attorney General, Steve Bullock, has convened leaders from across the state to fight the abuse of **prescription drugs** in Montana. We hope this will provide another venue to address the role of prescription drugs in traffic crashes.

Montana's seatbelt use rate, although high for a state with a secondary enforcement law, has plateaued over the past five years. Lack of primary enforcement of both the seatbelt law and the child restraint laws continue to contribute to the perception that

buckling up is a "choice" rather than the law.

States with primary **enforcement** of their **seatbelt laws** typically see a significant increase in seatbelt use. Although the Montana Seatbelt Coalition disbanded following the 2009 Legislative Session and has yet to revitalize, the CHSP Occupant Protection Emphasis Area recently acquired a Champion, which will help to coordinate and advance strategies for increasing seatbelt use in the state.

The **Respect The Cage** safety caravan exhibit continued in FFY 2010. This maximizes the educational potential by deploying as often as possible, within funding constraints, to events where the target audience (males, ages 18 - 34) will be present.

In 2009, Montana saw a 16% decrease in fatal crashes involving **motorcyclists** when comparing it to the previous five-year average. Previously, the number of all crashes involving a motorcycle increased dramatically. It now appears the numbers may be going back down, but due to the high risks to motorcyclists, these crashes will continue to be a priority.

The leading causes of the motorcyclist fatalities were rider error and speed.

An interesting shift seen in motorcycle crashes is to their location. The percent of severe motorcycle

(Continued on page 72)

(Continued from page 71)

crashes (those crashes with a fatal or incapacitating injury) on local (city) streets has increased from 6% in 2007 to 19% in 2009. Until reliable motorcycle VMT are available by road type, this shift in crash location will not be able to be fully analyzed.

These factors prompted a multi-disciplinary approach to finding a solution. These efforts include a strong educational and training campaign, strict enforcement, and partnerships with motorcycle rider and advocacy groups. Montana will continue to make this a priority, which can save many lives in the years to come.

Although comprehensive data on the effects of **distracted driving** are largely unavailable for Montana, it is obvious that driver behavior has changed in this area. Many more drivers may be observed engaging in cell phone use while driving. Young drivers, many of whom are fanatical about texting as a form of communication, are often particularly naïve regarding the dangers of texting while driving.

This is becoming an area of focus at the national level, and Montana would be pleased to do education campaigns regarding distracted driving, should funding become available.

The **Drug Evaluation and Classification (DEC) program** will expand this next year to include one more instructor and hopefully 40 more Drug Recognition Experts throughout the state. The DEC and SFST coordinator, Trooper Kurt Sager, will be attempting to implement SFST standards for the state of Montana. These standards are modeled after the national IACP/NHTSA SFST standards.

Trooper Sager is also requiring that all DRE candidates successfully pass the

ARIDE course with a 90% or better in order to be considered for the Montana DRE Program.

Trooper Sager and Traffic Safety Resource Prosecutor Erin Inman initiated conversations with the Montana Public Safety Officer Standards and Training (POST) Council regarding the establishment of a traffic safety working group. In December 2009, POST unanimously voted to establish such a group and also appointed a member of the council to participate in the group.

In 2010, this working group was responsible for advising POST on the best practices for training in highway safety related training for law enforcement. The working group's initial focus is to review existing **SFST** curriculums being used around the state and at the Montana Law Enforcement Academy. This is extremely important because it is challenging to prosecute DUI offenders in Montana. Standardizing the SFSTs across the state lends credence to the program and allows Prosecutors and Judges to consider the testimony of SFST certified officers as expert knowledge.

The establishment of this working group is a great step towards making a positive change to Montana's DUI problem.

The **DUI court** program will be expanded in FFY 2011, and includes the state's first tribal DUI court on the Fort Peck Reservation. MDT is also funding the implementation of a DUI court in the 7th Judicial District, a five-county area in eastern Montana.

As Montana continues to move forward making changes to its **traffic records system**, the first step is to know what is happening in the current system. The Traffic Records Coordinating Committee is well on the way to having an up-

to-date Traffic Records Strategic Plan, as described on page 68.

A project that will be key to the future of traffic safety data analysis is developing a new **Safety Information Management System (SIMS)** for MDT. The current Safety Management System can no longer meet the needs of its stakeholders and is the bottleneck for the exchange for the more robust datasets required for full traffic safety analysis.

Beginning January 1, 2011, the Montana Highway Patrol (MHP) will begin entering all crash reports into the CTS America-developed database. This, unfortunately, does not mean that all crashes will be reported on the same form. Crashes reported from local law enforcement agencies will continue to come in on the older HQ-1599 forms. Until the Web-Based Crash Reporting project (see page 68) is complete, Montana will not have completely MMUCC compliant data. This will be a multi-stage, multi-year process that will begin late in FFY 2011.

Clearly, Montana still has significant challenges in the area of traffic safety. The Department of Transportation will continue to provide leadership, promote partnerships, and fund projects in order to change these trends and achieve the mission:

To reduce the number and severity of traffic crashes, injuries and fatalities on Montana highways.

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MONTANA DEPARTMENT OF TRANSPORTATION

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Traffic Safety Programs

Traffic crashes happen daily in Montana, causing human injuries, deaths, and property losses.

The **State Highway Traffic Safety Office** is working to reduce these losses through a series of programs designed to assist in the development of counter-measures for known problem areas.

The information on these pages is organized by program. If you have questions about a specific program, please call or email the contact listed at the bottom of each program details page.

Maximizing Resources Through Collaboration

Comprehensive Hwy Safety Plan
The CHSP is a statewide plan to reduce fatalities/injuries from highway crashes. Involves multiple stakeholders. Data, specific strategies, and contact information provided.

Highway Safety Plan
MDT's State Highway Traffic Safety Office implements many of the CHSP goals and strategies.

DID YOU KNOW ?

- § Montana has one of the highest alcohol-related fatality rates in the nation per vehicle mile traveled.
- § Montana's seat belt usage has grown steadily over the past few years. However, seatbelt use on our reservations is still very low.
- § Inattentiveness, carelessness, and driving speed accounted for over 50% of the crashes in the past 10 years.
- § Incapacitating injuries have decreased over 33% during the past 10 years.
- § The percentage of crashes involving young drivers has not changed significantly during the past 19 years.
- § Elderly drivers have experienced increases during this same period.
- § Motorcycle traffic crashes are up and affecting older riders more than any other group.

Source for data:
[Traffic Safety Problem Identification](#)

HOW SAFETY PROGRAMS

- Impaired Driving
- Occupant Protection
- Hazardous Actions
- Traffic Records
- Emergency Medical Services
- Senior Drivers
- Young Drivers
- Motorcycle Safety

RESOURCES

- Crash Data
- Grants & Funding
- Traffic Safety Publications
- Websites of Interest

NEW FEATURES / SERVICES

- Annual Report FY2009
- Buckle-up Bug's Activity Book
- Order activity books
- Room To Live Video

Cameras, Roads & Weather Maps Contracting/Consulting
Cyber Security Terms of Use Accessibility Contact Us

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On the web at
www.mdt.mt.gov/safety/safetyprg.shtml

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www.mdt.mt.gov/safety

Each state has a Highway Traffic Safety Office that receives and manages funding from the National Highway Traffic Safety Administration for implementing behavioral programs aimed at improving traffic safety.

In Montana, the planning cycle begins in late winter/early spring with the solicitation of applications for funding. Funding is competitive and funds are usually awarded on an annual basis, even for projects that may span longer than one year.

For information on applying for funding, please contact the State Highway Traffic Safety Office or go online to www.mdt.mt.gov/safety/grants.shtml.

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**This report was submitted to the National Highway Traffic Safety Administration on December 30, 2010
in accordance with 23 CFR 1200.33**
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