

TENNESSEE STATE GOVERNMENT  
DEPARTMENT OF TRANSPORTATION



HIGHWAY SAFETY PERFORMANCE PLAN  
ANNUAL REPORT  
FEDERAL FISCAL YEAR 2010

***“Our mission is to develop, execute, and evaluate programs to reduce the number of fatalities, injuries, and related economic losses resulting from Traffic crashes on Tennessee roadways.”***

Governor's Highway Safety Office  
James K. Polk Building, Suite 1800  
505 Deaderick Street  
NASHVILLE, TENNESSEE 37243-0349

Phone: (615) 741-2589 Fax: (615) 253-5523

## Executive Summary

As the Federal Fiscal Year (FFY) 2010 Highway Safety Performance Plan was being planned and subsequently implemented, providing the most effective and safest highways was of importance. The State of Tennessee strived during the FFY 2009-10 to enhance its safety programs (education, enforcements, and emergency management services) to ensure highway safety.

The funding levels in the basic 402 programs were slightly reduced. Uncertainty in the funding levels for specialized program areas required the Tennessee Governor's Highway Safety Office (GHSO) to maintain a conservative budget approach throughout the year.

Considering the high population growth rate in Tennessee, including minority populations, we implemented projects both in rural and urban areas throughout this very diverse state.

The program areas we focused on included:

- Occupant Protection
- Impaired Driving
- Youth Drivers
- Police Traffic Services
- Traffic Records
- Motorcycle Safety
- Safe Communities
- Emergency Medical Services

In FFY 2010-11, the GHSO awarded 285 grants (145 standard grants and 140 high visibility grants) to law enforcement and its other related agencies and entities. These grants cover 95 counties and over a dozen media contracts for proven, result-driven programs and projects in the areas of alcohol and other drugs, occupant protection, traffic records, police traffic services, and safe communities. These funds also provided resources for state and local law enforcement to substantially strengthen their enforcement and educational programs.

Obstacles and problems in the traffic safety area tend to be the same from year to year. The state, city, and county law enforcement agencies have all suffered with budget decreases in recent years. In many cases, this has resulted in fewer officers. However, it did not create a significant impact on Tennessee's Highway Safety Program in FFY2009-10. GHSO was successful with continued reduction in highway fatalities with an observed seat belt use rate of 87.1%.

Overall, the Tennessee law enforcement community and the public identify with and support the efforts we at GHSO are providing for the highway traffic safety programs. Evidence strongly supports that the combination of paid and earned media and increased enforcement can have a significant impact on improving driver behavior.

## Introduction

The Tennessee Highway Safety Office is pleased to present the Annual Report on our activities for Federal Fiscal Year. The Mission Statement in our FFY 2010 Highway Safety Performance Plan served as the keystone for our highway safety planning efforts, and assisted us in establishing the following goals and objectives:

**Goal:** Reduce the number of highway fatalities and serious injury crashes by 5 percent, from 1043 fatalities and 6,100 serious injury crashes in calendar year 2008, by the close of calendar year 2009.

We developed the following principles to carry out the highway safety functions.

- Improve the traffic safety environment in the local law enforcement agencies' jurisdiction communities.
- Promote highway safety programs throughout the year, especially during summer and long-weekend periods.
- Provide information and education to various Tennessee state organizations engaged in highway safety.
- Coordinate Traffic Records Coordinating Committee for improving vehicle crash data collection.
- Encourage staff members to engage in a personal development plan.

Based on the above goal we had developed objectives for the various program emphasis areas of the Highway Safety Performance Plan. These objectives helped the program management team in developing performance measures and related action plans, and subsequently the FFY 2010 TN Highway Safety Performance Plan.

In preparing this Annual Report for the National Highway Traffic Safety Administration, we have endeavored to measure our progress against our stated performance goals and action plans. The Annual Report is also the forum where we showcase the projects and the accomplishments of our safety partners. We have listed some of the highlighted projects and their accomplishments in this report of our success.

As the Director of Governor's Highway Safety Office, I am very proud of the accomplishments of our office and all of the grantees across Tennessee who worked so tirelessly to prevent injuries and save lives.

Kendell Poole, Director  
Governor's Highway Safety Office  
Tennessee State Government

December 17, 2010

<b><u>PROGRAM EMPHASIS AREAS</u></b>	<b><u>PAGE NO</u></b>
PLANNING & ADMINISTRATION	5
OCCUPANT PROTECTION PROGRAM	13
ALCOHOL & OTHER DRUGS COUNTERMEASURES PROGRAM	20
YOUTH DRIVERS PROGRAM	26
POLICE TRAFFIC SERVICES PROGRAM	33
TRAFFIC RECORDS PROGRAM	42
MOTORCYCLE SAFETY PROGRAM	45
SAFE COMMUNITY PROGRAM	48
EMERGENCY MEDICAL SERVICES	50
TENNESSEE HIGHWAY TRAFFIC SAFETY LAW	52
CHALLENGES FOR THE FUTURE	53
PAID AND EARNED MEDIA	55
FISCAL REVIEW OF EXPENDED FUNDS	

## PLANNING & ADMINISTRATION

### Program Goal:

- To administer the state and Community Highway Safety Grant Program and other state and federal-funded highway safety programs;
- To plan for coordinated highway safety activities so as to use strategic resources most effectively to decrease traffic crashes, injuries, and deaths in Tennessee.

### Performance Objective Measures:

1. To produce required highway safety plans and performance documentation in a timely manner.
2. To deliver programs that is effective in changing knowledge, attitude and behavior and in reducing crashes, injuries and deaths.
3. To lead transportation safety programs related with vehicle driver behavior for the Department of Transportation and for the State of Tennessee.
4. To incorporate a competitive grant online application process into the development and implementation of the FFY 2010 Highway Safety Performance Plan.

### Action Taken:

In keeping the program goals and objectives in mind, GHSO maintained a 10% budget of 402 funds for planning and administering functions of the FFY 2009 Highway Safety Performance Plan. Additionally, the University of Tennessee received grant funds to assist with monitoring and educating grantees in highway safety issues.

Grantee	Funding Source	Grant Amount
GHSO	402	\$300,000.00
University of Tennessee	402, 154, 410	\$913,500.00

Here is a summary of the achievements:

Objective 1: GHSO prepared FFY 2010 Highway Safety Performance Plan and submitted it on time to NHTSA's Regional office.

Objective 2: GHSO developed and deployed effective traffic safety programs to educate drivers and enforce state driving laws in order to reduce fatality crashes and injury crashes.

Objective 3: GHSO coordinated traffic safety and injury control programs with various GHSO Traffic safety partners of TN State Government.

Objective 4: GHSO instituted online competitive Highway Safety Grant application and evaluation process forwarding the traffic safety grants to various law enforcement agencies and its safety partners.

Using the national goal for 2010 as a basis for the problem identification process, for FFY 2010, the GHSO focused the majority of its grant funding in program areas that have been identified as high priorities and where the programs may have the most impact on a statewide level.

Tennessee GHSO has already established a Law Enforcement Training Program headed by a Law Enforcement Liaison Trainer. This position is responsible for scheduling and conducting statewide certified law enforcement training.

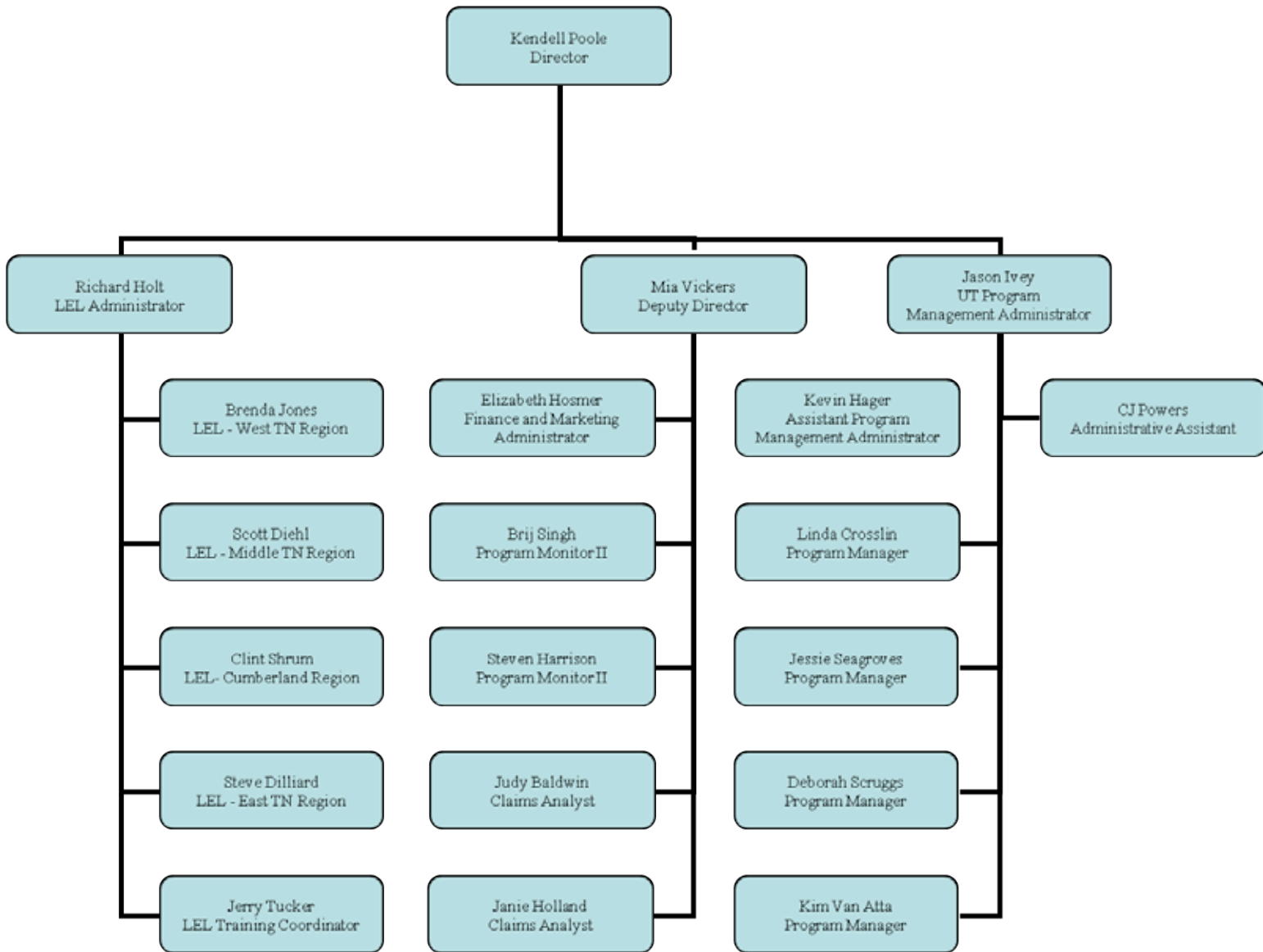
The GHSO conducted Traffic Records Coordinating Committee meetings to address the tasks in the 408 project focusing on budget, activities, progression of goals and objectives, and any new items that needed to be addressed.

The GHSO staff members have continued to develop their professional development through active participation in NHTSA offered courses, attending the National Governor's Highway Safety.

Association annual meeting, National Lifesavers conference and other opportunities to enhance their skills and knowledge in establishing highway traffic safety program strategies.

The GHSO recognizes that achievement of quantified goals is dependent not only on the work of the office staff, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety.

**ORGANIZATIONAL CHART**  
**September 1, 2010**

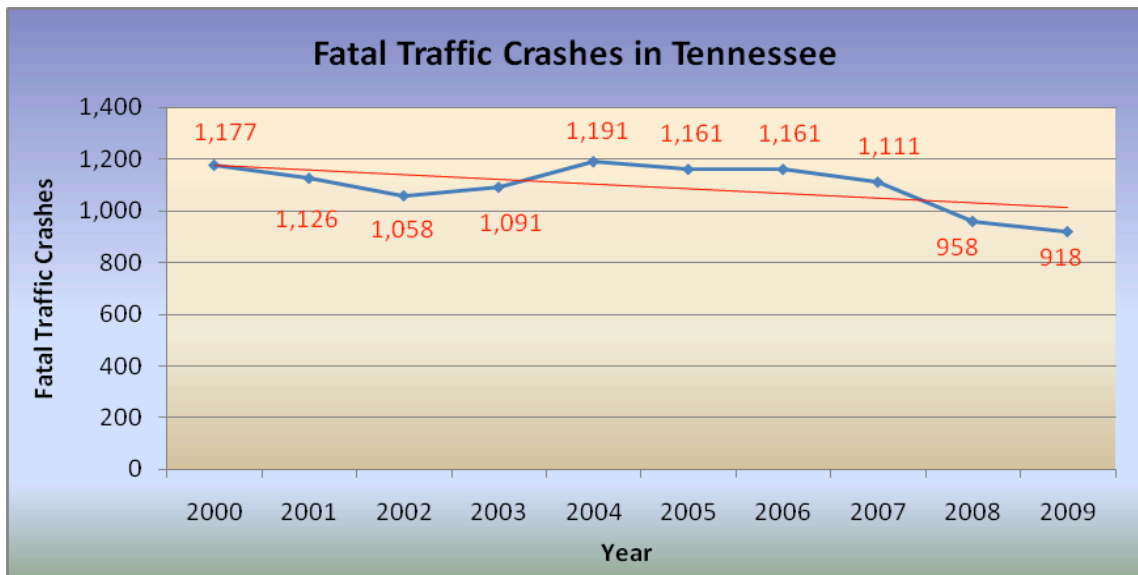
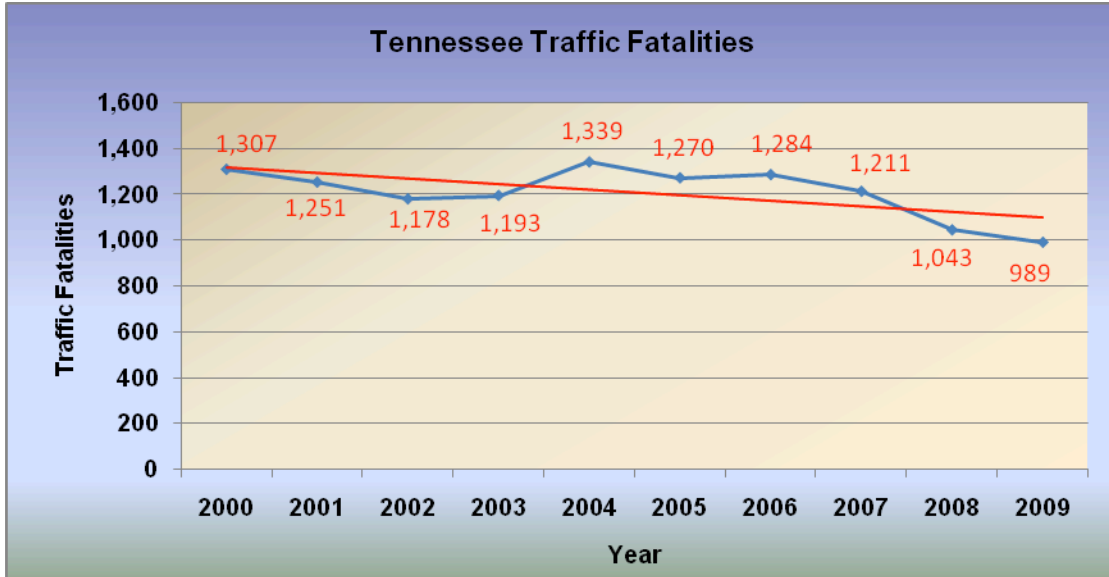


## Highlights of Calendar Year 2009 Accomplishments

- The number of people killed in motor vehicle crashes decreased from 1211 in 2006 to 989 in 2009.
- The number of people seriously injured in motor vehicle crashes increased to 6,400 in 2009 from 6,000 in 2008.
- The number of fatal crashes decreased from 958 in 2008 to 918 in 2009.
- The number of injury crash increased from 45,431 in 2008 to 45,675 in 2009.
- The motor vehicle fatality rate per 100 million vehicle miles of travel declined to 1.41 in CY 2009 from 1.5 in 2008.
- Overall Tennessee State population increased to 6,296,254 in 2009 from 6,149,116 in 2007.
- Motorcycle fatalities decreased by 14 in 2009 down from 141 in 2008.
- The number of people killed in all alcohol-related crashes where at least the driver had a blood alcohol concentration equal to or greater than .08 grams per deciliter decreased to 327 in 2008 from 377 in 2007.
- The proportion of alcohol related fatality rate decreased to 39 % in 2008 from 42.3% in 2007.
- The alcohol related fatality rate decreased to .45 percent in 2008 from .66 percent in 2007.
- The percentage of population using seat belts increased to 87.1 in 2010 from 80.6 in 2009. The survey was done in 2010.
- Number of TN Occupants ( unrestrained) of Passenger Cars and Trucks Killed in Crashes is 416 in 2009
- Tennessee seatbelt use increased to 87.1 percent. This is a 6.5 percent increase over 80.6 percent in 2009. Previously, usage rates climbed to 81.5 percent in 2008 from 80.2 in 2007.
- Hosted Tennessee's sixth annual Law Enforcement Challenge Ceremony in September. A total of forty-four state awards were presented to law enforcement agencies. Nationally, Tennessee agencies earned thirteen awards including five top honors as judged by the International Association of Chiefs of Police.
- Hosted the 23<sup>rd</sup> Annual Tennessee Lifesavers Conference. There were 400 registrants to develop strategies, build alliances and communicate agendas towards reducing the tragic toll of deaths and injuries on Tennessee's roadways.
- The Service Industry Association presented a Regional EMMY® Award to GHSO for the "Nailed" public service TV commercial. Also, "The Blake McMeans Story" won a Regional EMMY® Award in the documentary category.
- GHSO "Nailed" public service announcement won 4 Regional Gold ADDY® awards in April. ADDY® awards are the advertising industry's largest recognition of creative excellence.



- GHSO won 3 Telly awards. “Everywhere” won Silver in the PSA category; “Nailed” won Bronze for PSA; and “Everywhere” won Bronze for music. Telly Awards honor the very best local, regional, and cable television commercials.
- GHSO accomplished a substantial amount of earned media this year.



## Tennessee Ten Year Demographic and Statistical Comparison

Square Miles in State: 42,146	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
<b>Population</b>	5,689,783	5,740,021	5,797,289	5,841,748	5,900,962	5,962,959	6,038,803	6,156,719	6,214,888	6,296,254
<b>Registered Vehicles</b>	5,770,725	5,755,996	5,741,262	5,691,537	6,119,903	6,065,085	6,376,092	6,731,792	6,228,842	6,478,705
<b>Licensed Drivers</b>	4,282,384	4,201,436	4,253,014	4,228,235	4,279,063	4,372,306	4,384,517	4,431,085	4,455,754	4,484,769
<b>Miles of State &amp; Federal Roadways</b>	13,787	12,791	12,797	13,794	13,808	13,818	13,835	13,887	13,882	13,871
<b>Miles of Interstate</b>	1,073	1,073	1,074	1,104	1,104	1,104	1,104	1,105	1,105	1,104
<b>Total Crashes</b>	176,802	175,637	177,833	168,668	182,536	177,638	179,168	172,184	158,845	157,713
<b>Number of Non-Injury Crashes</b>	124,865	124,716	127,387	121,851	128,568	124,851	126,520	121,695	112,358	111,260
<b>Number of Injury Crashes</b>	50,760	49,795	49,388	45,799	52,777	51,616	51,507	49,477	45,431	45,675
<b>Number of Fatal Crashes</b>	1,177	1,126	1,058	1,091	1,191	1,161	1,161	1,111	958	918
<b>Injuries</b>	76,734	74,707	76,776	73,123	78,486	76,358	74,504	70,760	65,228	65,618
<b>Fatalities</b>	1,307	1,251	1,178	1,193	1,339	1,270	1,284	1,211	1,043	989
<b>Vehicle Miles Traveled (VMT) in 100 Millions</b>	658.72	676.06	683.16	689.36	708.6	707.04	707.08	712.5	696.61	702.92
<b>Fatality Rate Per 100 Million VMT</b>	1.98	1.85	1.72	1.73	1.89	1.80	1.82	1.70	1.50	1.41

*Sources:*

*TN Dept of Revenue*

*TN Dept of Safety Licensed Drivers*

*Reports*

*TN Dept of Transportation Highway Performance Monitoring System 2009, (<http://www.tdot.state.tn.us/hpms>).*

*TN Dept of Safety, Office of Research, Statistics, and Analysis, November 8, 2010.*

MONTH	2006 FINAL	2007 FINAL	2008 FINAL	THREE YEAR AVERAGE	*2009		**2010		2010 TO DATE			
					TO DATE		TO DATE		URBAN		RURAL	
					MONTH	YEAR	MONTH	YEAR	MONTH	YEAR	MONTH	YEAR
JANUARY	87	67	88	81	53	53	65	65	33	33	32	32
FEBRUARY	82	81	88	84	67	120	67	132	36	69	31	63
MARCH	95	105	95	98	82	202	85	217	36	105	49	112
APRIL	97	98	66	87	95	297	87	304	35	140	52	164
MAY	109	107	82	99	99	396	90	394	34	174	56	220
JUNE	121	123	82	109	78	474	105	499	34	208	71	291
JULY	130	125	78	111	88	562	78	577	29	237	49	340
AUGUST	122	112	109	114	90	652	89	666	24	261	65	405
SEPTEMBER	105	107	99	104	15	667	9	675	3	264	6	411
OCTOBER	126	89	100	105								
NOVEMBER	109	88	68	88								
DECEMBER	101	109	88	99								
TOTAL	1,284	1,211	1,043	1,179								

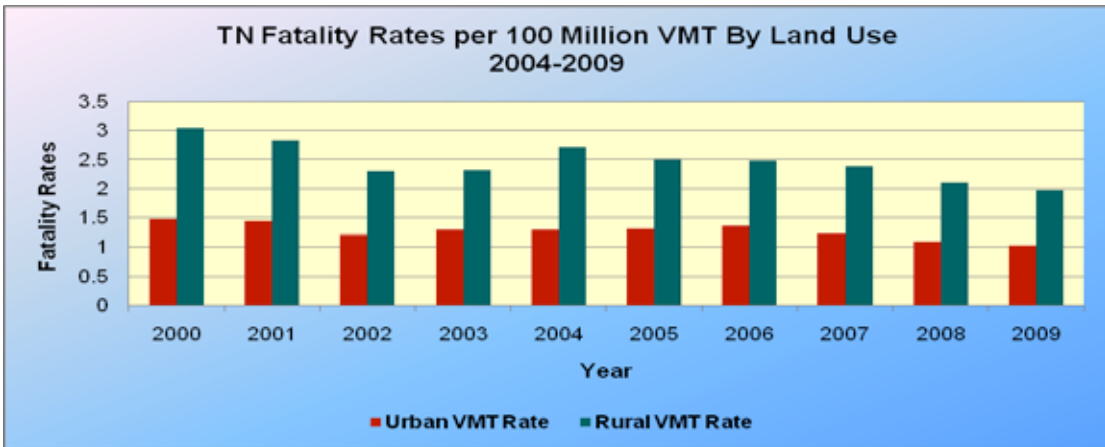
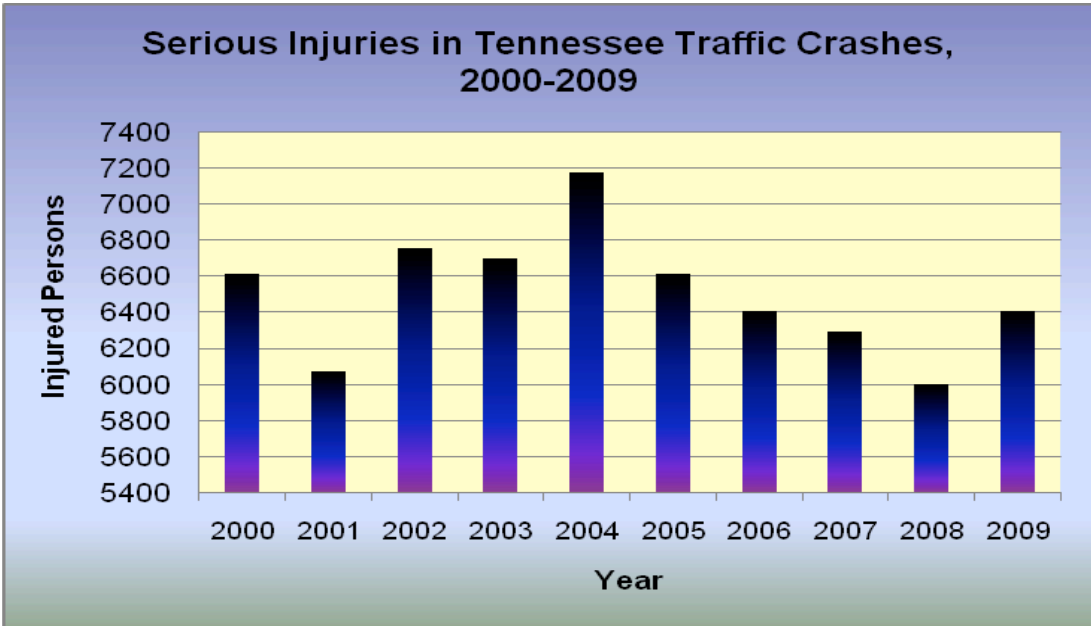
YEAR-TO-DATE TOTALS	2009	2010	CHANGE
TOTAL	667	675	+ 8
URBAN	293	264	-(29)
RURAL	374	411	+ 37

MONTH-TO-DATE TOTALS	2009	2010	CHANGE
TOTAL	15	9	-(6)
URBAN	2	3	+ 1
RURAL	13	6	-(7)

\*\*2010 figures are Preliminary-they include information reported as of the date of this report. \*2009 figures are Preliminary-they include information reported as of the date of this report.

**2010 PRELIMINARY TOTAL FATALITIES IN ALCOHOL INVOLVED CRASHES 137**

**Prepared by Tennessee Department of Safety, 9/7/2010**



## OCCUPANT PROTECTION PROGRAMS

### Program Goals:

- To increase statewide average safety belt use by 3.5% from the baseline CY 2008 from 81.5% to 85% by December 31, 2010.
- To decrease the number of unrestrained fatalities 15% from the baseline CY 2008 from 457 to 388 by December 31, 2010.
- To reduce child fatalities 10% from the baseline CY 2008 from 2.9% to 2.6% with proper use of child passenger safety restraints by December 31, 2010.

### Performance Objective Measures:

- To increase statewide average safety belt use to 85% by the end of CY 2010.  
To increase usage of occupant restraints by pickup truck drivers to 78% in CY 2010.
- To increase statewide average correct child safety seat use to 20% by the end of CY 2010.

### Action Taken:

The primary goal of Tennessee's passenger protection program is to promote and increase the usage of safety belts and the proper usage of child safety systems by vehicle occupants. The Tennessee Child Passenger Safety Centers (TCPSC) support this goal as they plan and implement statewide programs to train, certify and re-certify Child Passenger Safety Technicians. The centers also assist technicians in carrying out Child Safety Check Points throughout the state, and interpret collected data to help develop improved educational materials and strategies. In addition, the Centers work through community and commercial agencies to promote the proper use of child restraint systems in all vehicles.

The general goal of Tennessee's Occupant Protection Program is to reach safety belt usage rates at a level that is consistently at or above the national average. Efforts undertaken were designed to increase awareness and adherence to Tennessee's occupant protection laws with a priority given to enforcements and education. Partnerships have been built with representatives from law enforcement, media, health professionals, education, and local civic organizations.

Programming included enforcement activities, such as checkpoints and participation in national mobilizations. Public Information and education activities were administered through media announcements and support materials. Concentrated safety efforts included "Click it or Ticket" and "Buckle Up in your Truck".

The Tennessee Traffic Safety Center continues to provide educational resources to child passenger safety advocates throughout the State of Tennessee. In addition, information may be requested by community members via telephone or electronic requests. Copies of some educational materials are provided at no cost to the community. The rationale for this is clear; availability of up-to-date and relevant information is a key factor in working to solve the problem.

Unrestrained Children: Thanks in large part to Tennessee's 2004 Child Passenger Safety Law, check points and Inspection Stations in the state have reported increased awareness of and use of booster seats. The number of booster seats being utilized has decreased our misuse rate because "boosters" are less likely to be installed improperly. The Tennessee Child Passenger Safety Center's (TCPSC) booster seat education program this year has centered on reaching children through pre-school programs.

The TCPSC's delivered interventions in the four domains listed below, namely, Safety Restraint Misuse, Unrestrained Children, Safety Data Collection and Child Passenger Safety Technician Certification and Re-Certification.

During FFY 10 TN GHSO funded six projects dealing specifically with child passenger safety and safety belts. The occupant protection programs implemented by the GHSO included education, enforcement, equipment, and evaluation components. These programs were primarily conducted by partnering organizations that include local colleges and universities, health departments, local enforcement agencies, hospitals and clinics, EMS and the fire department personnel, and many of the state's Safety Community programs.

Grant Number	Grantee	Funding Source	Grant Amount
K3-10-01	East Tennessee State University	2011/402	\$ 299,340.24
OP-10-02	Hamilton County Sheriff's Office	2011/402	\$143,156.99
OP-10-01	Meharry Medical College	2011/402	\$ 329,345.07
OP-10-03	Shelby County Office of Early Childhood & Youth	2011/402	\$ 310,168.45
OP-10-03	Shelby County Office of Early Childhood & Youth	2011/402	\$ 310,168.45
OP-10-07	Tennessee State University	2011/402	\$ 262,467.85
OP-10-06	University of Tennessee, Knoxville	402	\$ 62,144.09

**Highlights of Accomplishments:**

For 2010, the final statistically adjusted statewide seatbelt usage rate is 87.14% ( $\pm 0.92\%$ ). By comparison, the final usage rate for 2009 was 80.64% ( $\pm 0.78\%$ ). While the 2010 average usage rate is significantly higher than the 2009 rate (an increase of 6.50%), it is consistent with Tennessee's ten-year trend of steadily-increasing belt usage. With this increase, many historical trends continue.

The primary goal of Tennessee's passenger protection program is to promote and increase the usage of safety belts and the proper usage of child safety systems by vehicle occupants. In keeping with the goal of Tennessee's passenger protection program, the East Tennessee Child Passenger Safety Center (ETCPSC) offered a four-day NHTSA Standardized Child Passenger Safety (CPS) Program in locations throughout our 33 county regions of East Tennessee. This year we were able to offer 6 CPS Certification Classes where we had 101 candidates successfully complete the training to become CPS Techs. We continue to publicize the program to groups which have direct contact with parents and children in their communities. We have seen an increase in community participation by agencies other than local law enforcement. In our efforts to increase CPS tech recertification rates we scheduled 5 CPS Recertification Classes. We offered 5 CPS Recertification Courses and had 48 CPS techs earn their mandatory 6 CEUs. We also scheduled 5 CPS Renewal Classes where 27 CPS Techs renewed their CPS Certification. Among our resources we have an excellent group of 12 certified Child Passenger Safety Instructors

The Middle Tennessee Child Passenger Safety Center at Meharry continues to promote CPS trainings and offer technical assistance to all of the certified technicians and instructors in middle Tennessee. The Center has three fulltime staff employees, one of which is bilingual. Child passenger safety fitting station sites have been established in 46 different locations to distribute safety seats to underserved populations in middle Tennessee. The coalition established continues to grow and meetings continue to be held each quarter. The Center continues to provide culturally appropriate materials at all functions related to child passenger safety. This year the Center developed its own brochure and CPS video that provides information on the TN CPS Law, best practice recommendations on child safety seat installations, and information on certification. There were 133 individuals certified as child passenger safety technicians (40 more than 08-09 grant year).

The Safe Journey program did not actually begin operation until July, 2010, after securing Hamilton County Sheriff's Office as the administering agency. Beginning in September, 2010, Safe Journey established, through community partnerships, weekly car seat checkpoints in the four corners of Hamilton County. During this same time, Safe Journey began conducting car seat checks in rural, underserved counties in the Mid-Cumberland region of Tennessee. During the

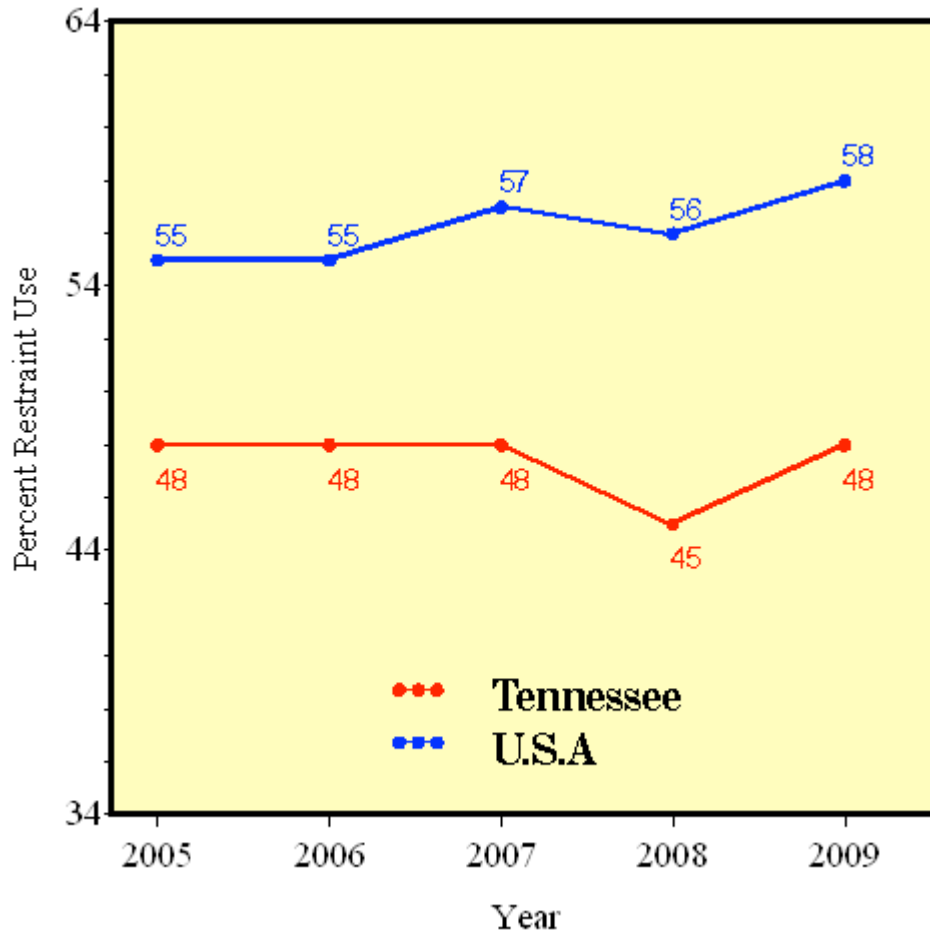
fourth quarter of the 2010 grant, the staff of Safe Journey inspected/installed 93 child restraints with a misuse rate of 98%, distributed 36 car seats, conducted/participated in 8 checkpoints (three in rural counties), hosted 3 community educational booths, attended 6 community meetings and were focused in two media stories.

During this 2009-2010 Grant year, the C.A.R.E.S. Team was active in meeting with Regional Stakeholders and community partners. C.A.R.E.S provided services at nine of the Mid-Cumberland Head Start Agencies. This included Sumner, Wilson, Trousdale, Rutherford, and Cheatham Rural Area Counties. With this initiative C.A.R.E.S was able to assist over 400 Head Start Low-income families providing them with Child Safety Seats, Education and Child Passenger Safety Checks. C.A.R.E.S continued to receive referrals from law enforcement agencies, churches, clinics and daycares and was able to provide educational sessions weekly to individuals as walk-ins in the C.A.R.E.S. Office. Other agencies served by C.A.R.E.S during the 2009-2010 Grant year included United Way Day Care Centers, as well as Women Shelters, In addition, C.A.R.E.S. also partnered with agencies that serve low-income mothers such as Mother to Mother, and Infant Mortality Reduction Programs providing educational sessions, along with child passenger seats and safety checkpoints. C.A.R.E.S continued to work with the Hispanic Marketing Group to serve the Rural Underserved Counties listed above. A total of 166 seats were provided while over 130 Hispanic families were served.

The West Tennessee Child Passenger Safety Center covers 22 counties in the West Tennessee area. In the last year, the West Tennessee Child Passenger Safety Center (WTCPSC) has had extraordinary results for reaching the goals and objectives set out by the program. There are a number of accomplishments documented throughout the quarterly reports. This past year the center and its 46 fitting stations checked a total of 350 child safety seats at their offices and checkup events. The Center has conducted a total of 24 Child passenger safety checkpoints/saturations during the grant period. The Center documented over 260 incidents of misuse of child safety restraints out of 350 checked. The Center documented that over 200 children arrived or were found to be without a seat and 150 children were documented as being in the wrong type of seat. The WTCPSC documented 375 incidents of drivers not wearing seat belts. Enforcement saturations continue to give the WTCPSC an opportunity to educate offender's seat belts and child restraints on the spot. Four 32 hour CPS trainings were held, certifying 98 individuals as child passenger safety technicians. Two CEU classes have been conducted one 6 hour School Bus Training and one 6 hour Fact or Fiction class. Many of those technicians went on to establish their agencies as official fitting stations for the West Tennessee area. In addition, 28 techs sought out the center for assistance with payment for their recertification.

## Daytime Front Seat (Outboard Only)

Passenger Vehicle Occupant Fatalities  
Aged 5 and Over, by Percent Restraint Use\*



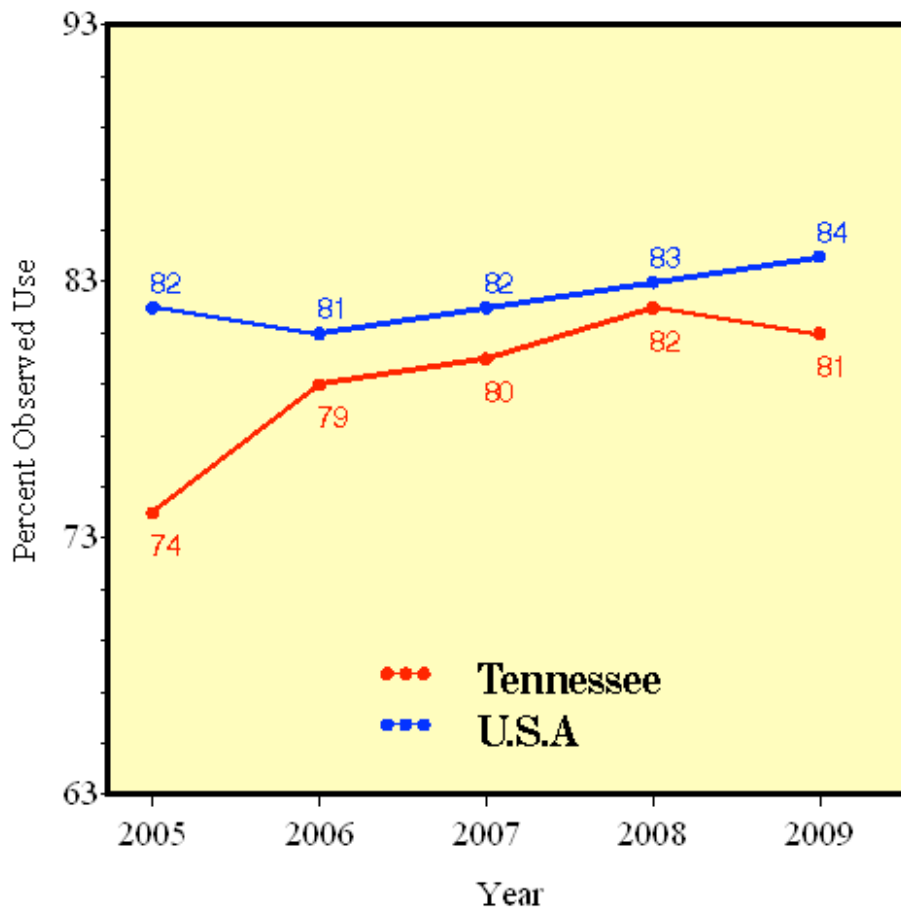
\*Percent Based Only Where Restraint Use Was Known  
 \*\*NCSA National Occupant Protection Use Survey (NOPUS),  
 Tennessee (State Survey)

Source: National Center for Statistics and Analysis STSI, [http://www-nrd.nhtsa.dot.gov/departments/nrd-30/nca/STSI/47\\_TN/2009/47\\_TN\\_2009.htm#TAB4B](http://www-nrd.nhtsa.dot.gov/departments/nrd-30/nca/STSI/47_TN/2009/47_TN_2009.htm#TAB4B),  
 accessed November 8, 2010..

Daytime Front Seat (Outboard Only)



## Passenger Vehicle Occupants Observed Aged 5 and Over, by Percent Restraint Use\*\*



\*Percent Based Only Where Restraint Use Was Known  
 \*\*NCSA National Occupant Protection Use Survey (NOPUS),

Source: National Center for Statistics and Analysis STSI, [http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/47\\_TN/2009/47\\_TN\\_2009.htm#TAB4B](http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/47_TN/2009/47_TN_2009.htm#TAB4B), accessed November 8, 2010.

### 2010 Tennessee Seatbelt Survey Results

In 2010, the Tennessee highway safety community has continued several important vehicle occupant protection initiatives. The Tennessee Governor's Highway Safety Office (GHSO) continues its partnerships with the National Highway Traffic Safety Administration (NHTSA), the Tennessee Department of Safety (TDOS), local law enforcement agencies, and numerous other public and private entities to promote increased seatbelt usage across the state of Tennessee.

For 2010, the final statistically adjusted statewide seatbelt usage rate is 87.14% ( $\pm 0.92\%$ ). By comparison, the final usage rate for 2009 was 80.64% ( $\pm 0.78\%$ ). While the 2010 average usage rate is significantly higher than the 2009 rate (an increase of 6.50%), it is consistent with Tennessee's ten-year trend of steadily-increasing belt usage. With this increase, many historical trends continue. Pickup trucks continue to

have the lowest usage rate of any vehicle type, but the gap has narrowed.

For 2009, pickup trucks occupants were observed to have a seatbelt usage rate of 81.83%, up from 73.47% in 2009. The next lowest rate by vehicle type was 88.11% for vans. Sport utility vehicles and passenger cars returned usage rates of 88.60% and 88.97%, respectively.

Table 1 shows the final adjusted usage rates by vehicle type and county, as well as the final statewide usage rate of 87.14% ( $\pm 0.92\%$ ) for all vehicle types. The observed statewide motorcycle helmet usage in 2010 was 99.35%.

Table 2 shows the motorcycle helmet usage by county. To further illustrate the recent progress brought about in increasing seatbelt usage across the state of Tennessee by both the Click-It-Or-Ticket campaign and passage of a primary seatbelt enforcement law,

Table 3 shows annual usage rates for all vehicles, passenger cars, pickup trucks, vans, and sport utility vehicles since 2000.

**Table 1: Final Summary of June 2010 Tennessee Safety Belt Use Statewide Observational Survey Results**

County	No. of Sites	<u>Adjusted Usage Rates</u>					Pickup Trucks	All Vehicles
		Passenger Cars	Vans	SUVs	Cars + Vans + SUVs			
Davidson	16	89.40%	85.30%	88.98%	88.70%	83.38%	87.56%	
Hamilton	16	87.32%	83.19%	86.29%	86.41%	81.75%	85.50%	
Knox	16	89.42%	89.40%	88.04%	88.96%	81.48%	87.00%	
Shelby	16	90.75%	94.43L%	91.76%	91.49%	83.53%	89.95%	
Blount	8	84.96%	76.29%	86.24%	84.79%	79.08%	83.35%	
Bradley	8	89.65%	86.72%	87.20%	88.47%	83.09%	87.19%	
Fayette	8	85.97%	86.02%	83.35%	85.24%	80.49%	84.19%	
Franklin	8	90.59%	90.14%	89.64%	90.24%	84.13%	88.56%	
Jefferson	8	90.78%	90.66%	89.87%	90.52%	77.35%	87.69%	
Montgomery	8	82.55%	84.17%	83.90%	82.54%	74.93%	80.56%	
Rutherford	8	93.55%	94.01%	92.25%	93.35%	91.97%	93.12%	
Sevier	8	90.47%	85.62%	85.99%	88.60%	81.28%	87.27%	
Sullivan	8	82.48%	79.64%	87.01%	82.93%	78.15%	81.54%	
Tipton	8	89.20%	90.33%	88.35%	88.61%	78.20%	85.50%	
Williamson	8	90.68%	92.53%	93.22%	91.72%	84.07%	89.99%	
Wilson	8	88.89%	89.01%	89.44%	89.13%	80.56%	86.90%	
<b>Statewide Totals</b>	<b>160</b>	<b>88.97%</b>	<b>88.11%</b>	<b>88.60%</b>	<b>88.71%</b>	<b>81.83%</b>	<b>87.14%</b>	

**Table 2: Final Summary of June 2010 Tennessee Motorcycle Helmet Use Statewide Observational Survey Results**

<b>County</b>	<b>No. of Sites</b>	<b>Total Helmeted Riders</b>	<b>Total Riders Observed</b>	<b>% Helmet Use</b>
Davidson	16	31	33	93.94%
Hamilton	16	41	41	100.00%
Knox	16	74	74	100.00%
Shelby	16	37	37	100.00%
Blount	8	38	38	100.00%
Bradley	8	12	12	100.00%
Fayette	8	4	4	100.00%
Franklin	8	39	39	100.00%
Jefferson	8	37	37	100.00%
Montgomery	8	40	40	100.00%
Rutherford	8	21	21	100.00%
Sevier	8	12	12	100.00%
Sullivan	8	21	21	100.00%
Tipton	8	10	10	100.00%
Williamson	8	28	28	100.00%
Wilson	8	29	29	100.00%

**Table 3: Tennessee Seatbelt Usage, 2000-2010**

<b>Survey Year</b>	<b>Passenger Cars</b>	<b>Pickup Trucks</b>	<b>Vans</b>	<b>Sport Utility Vehicles</b>	<b>All Vehicles</b>
2005	78.2%	62.6%	77.3%	79.5%	74.4%
2006	82.1%	69.4%	80.0%	82.0%	78.6%
2007	83.3%	72.3%	80.8%	82.7%	80.2%
2008	84.5%	75.1%	83.9%	78.3%	81.5%
2009	81.8%	73.5%	82.8%	84.7%	80.6%
2010	89.0%	81.8%	82.8%	88.6%	87.1%

## ALCOHOL & OTHER DRUGS COUNTERMEASURES

**Program Goal:** To decrease the number of alcohol- and drug-related motor vehicle crashes to 35% in CY 2010 from the baseline of 41% in 2000

**Performance Objective Measures:**

- To decrease the number of alcohol related fatalities by 2% in CY 2010.
- To decrease the number of alcohol or drug-related crashes by 5% in CY 2010.
- To decrease the number of driver fatalities with BACs of .08 or greater by 10% by the end of 2010.
- To train 350 traffic enforcement officers in SFST, 25 officers as DREs, 150 officers in Advanced Roadside Impaired Driving Education (ARIDE) and to expand Judges and Prosecutor Training to 80 by September 2010

**Action Taken:**

- Executed year round impaired driving enforcement
- Provided special enforcement emphasis during national enforcement campaign periods
- Increased participation and coordination by all components of the DUI system: enforcement, prosecution, adjudication and rehabilitation
- Continued training of law enforcement on DUI laws
- Funded roadside safety checkpoints
- Continued funding DUI data tracking system called Tracker. One of many components is that of tracking and identifying high repeat offender locations
- Funded 21 of 31 Judicial Districts with at least one Specialized DUI prosecutor along with a DUI Coordinator as support staff
- Funding of 2 Traffic Safety Resource Prosecutors

Grant Number	Grantee	Funding Source	Grant Amount	Grant Name
K8-10-129	Tennessee District Attorneys General Conference	410	\$615,243.59	DUI Specialized Training/TN Traffic Safety Resource Prosecutors
154AL-10-11	Tennessee District Attorney General – District	154	\$378,529.13	DUI Special Prosecutor 20th District (There are 22 districts with this type of focus.)
154AL-10-30/ PT-10-61	Metro Nashville Police Department	154/402	\$940,788.95	Highway Safety Initiative

**Highlights of Accomplishments:**

**Tennessee District Attorneys General Conference – Traffic Safety Resource Prosecutors**

The DUI Traffic Safety Training Division continues to strive to give Tennessee Prosecutors and Law Enforcement officers the knowledge they need to succeed in the courtroom in traffic related cases including DUI, vehicular homicide and assault. According to the DUI Tracker, the average BAC of convicted offenders is now .09. It was .16 five years ago.

The Training Division conducted two major trainings this year for prosecutors. The courses were: The Prosecution of Vehicular Homicide attended by 88 prosecutors or Victim Witness Coordinators and Advanced DUI Training attended by 54 prosecutors. The TSRPs also trained over 1,385 police officers including hundreds of members of the Tennessee Highway Patrol during in service and cadet trainings.

Other law enforcement trainings included eight hour Cops in Court sessions for approximately 170 officers. Additional training was conducted for Cadet, DRE, ARIDE and SFST classes, the Tennessee and United States Lifesaver meetings and others. The TSRPs also spoke at various conferences and meetings concerning traffic safety. These groups included advocates like MADD, the Hamilton County Traffic Safety Council, Remove Intoxicated Drivers, Prosecutors in Tennessee and prosecutors in other states.

In addition TSRP Kimball testified numerous times to the Tennessee General Assembly concerning various bills that were considered and passed to strengthen DUI laws. The TSRPs also worked with NHTSA, the Traffic Injury Research Foundation, The National Association of Prosecuting Coordinators, the National and State DARE Conferences.

The Division wrote, edited, published and distributed four twelve page newsletters for 5,600 persons involved in traffic safety including Prosecutors, Judges, Law enforcement officers, Legislators and others. The Training division provided hundreds of quick responses to prosecutors and others concerning inquiries received concerning defenses raised in court or by motions filed. The division has provided numerous memorandums and copies of cases that help prosecutors respond and address concerns in the courts. In addition to providing such resource responses, we have distributed another 100 copies of the DUI Trial Manual and began a blog, which has been viewed over 11,000 times and a website, which has been viewed on average approximately 100 times per week. The website includes a members-only section that includes hundreds of files, which can be researched by a prosecutor at any time any day. We continue to maintain a Yahoo user group, which permits prosecutors to post questions to their colleagues for advice and assistance.

District Attorneys have a vested interest in making sure that all prosecutions of traffic crimes are done as well as possible. The District Attorney must be given the most possible knowledge concerning his/her trial advocacy skills and knowledge of current case law, innovative procedures and arguments and knowledge of how officers do their job on the street. District Attorneys must also build within the judicial system a passion for traffic safety. The long-range goal of this project is to provide training for prosecutors concerning traffic safety related cases including driving under the Influence, vehicular homicide and assault and habitual traffic offender violations. A second goal is to help law enforcement officers. It assists the prosecutor as well as the officer if the officer learns how to make safe and legal traffic stops; how to use the field sobriety tests properly and increases his ability to testify in court. The ultimate goal is to significantly reduce the number of drug and alcohol-related traffic collisions, injuries, and fatalities on Tennessee's highways.

The efforts of the District Attorneys Traffic Safety unit are difficult to measure. The ultimate goal of training is to help prosecutors become better prosecutors. Measuring that improvement is difficult. The secondary goal is to help police officers improve their skills. Measuring that improvement is also difficult. One way to look at the issue is to observe the statistical changes from the time the unit began in 2002 until the present. Numerous factors affect every statistic, when the statistics count lives saved in the traffic safety arena. One of the factors in the reduction in fatalities is the increased effort and enthusiasm of the Tennessee District Attorneys General in prosecuting DUI related crimes to the fullest extent possible. Another has to do with the creation of additional methods to reduce recidivism including DUI treatment courts, which are usually begun at the behest of the local District Attorney and Judge.

The latest statistical information available that is helpful to understanding the success of the program was produced by The University of Memphis, Herff College of Engineering, which gathered data from Tennessee Prosecutors who are funded by grants from the GHSO. These prosecutors tend to be the prosecutors who most often receive information and training from this unit. Since the inception of the Training division in 2002, many good and positive things have occurred. In 2002 the statewide conviction rate was 64%. Last year it was 75.79% Convictions in the Tracker only count as convictions if an offender is found guilty as charged. Thus cases in which an offender is charged as a second offender, but convicted as a first offender do not count

as convictions. In 2002 the average BAC of the convicted offender was .17. Last year it is 0.1114. In 2002 the average BAC of an offender found not guilty or who received a reduction was .13. Now it is 0.0681 Tennessee has continued during the last several years to see an overall reduction in the number of alcohol related fatalities. Part of that reduction can be attributed to the efforts of Tennessee District Attorneys and the DUI Training grant. There is much more to be done. There continues to be turnover in personnel in the DAs offices. To increase the safety of Tennessee Highways the training grant must continue to try and help new prosecutors master their abilities to succeed in DUI and vehicular homicide and assault case as well as increase awareness of the problems created by violations of the law concerning speed, seat belts, reckless driving and child restraint seats.

**Tennessee District Attorneys General – Specialized DUI Prosecutors – 20th District** (This is a sampling of one of a total of 22 grants of which there are very similar outcomes.)

The office disposed of 577 DUI cases in Criminal Court and 3653 DUI cases in General Sessions Court, for a total of 4230. In Criminal Court, 75% of those dispositions were guilty-as-charged. In General Sessions Court, 62% of those dispositions were guilty-as-charged. There were 10 trials, with only one acquittal and two hung juries (the judgment in one bench trial is still under advisement). The defendant from one of the hung jury cases later pled guilty-as-charged. The team also handled 311 other traffic-related offenses, such as Motor Vehicle Habitual Offender Violations, Vehicular Assaults, and Vehicular Homicides. There were 296 petitions filed to have persons declared Motor Vehicle Habitual Offenders. They conducted 21 direct reviews of cases in which the police department requested they make the initially charging decision. The Criminal Justice Information System was updated with warrant templates for 217 traffic charges that had not originally been programmed into the system. Most notably, during the calendar year of 2009, they received 16 vehicular homicide cases and were able to dispose of 5. So far this calendar year, they have received 5 vehicular homicide cases and have disposed of 11.

The major accomplishment during the previous grant year was the development of a dedicated Criminal Court docket for most of the team's cases that began in late June of 2009. That dedicated docket has been a success. Only two times during this grant year have DUI trial cases been continued because of judicial unavailability, and one of those cases was able to be tried the next week. With the prospect of a jury trial now being more than an empty threat, cases that used to bounce from one trial docket to another for years now are being resolved without the need for a trial. The cases requiring a trial now can receive the full attention and resources required for a successful resolution that simply were not available previously due to the volume of trial cases being handled by each team member.

One of those hung jury cases is very illustrative of the benefits of this GHSO grant. Two team members tried a case together against a two-lawyer defense team on a DUI First Offense in which the defense was that gastro-esophageal reflux disease skewed the breath alcohol concentration results. The defense hired a Ph.D. and an M.D. as expert witnesses. The DUI team was able to fully prepare for this trial, consult with other DUI prosecutors in the statewide network that the many GHSO training opportunities have created and dedicate three full trial days to this case. It resulted in a hung jury, 9-3 in the DA's Office favor. The DA's office was ready to dedicate two prosecutors to another three-day trial on October 4, and because of this, the defendant pled guilty-as-charged on the morning of the re-trial. Had the DUI team not prevailed, the so-called "GERD defense" might very well have established a strong foothold in Davidson County.

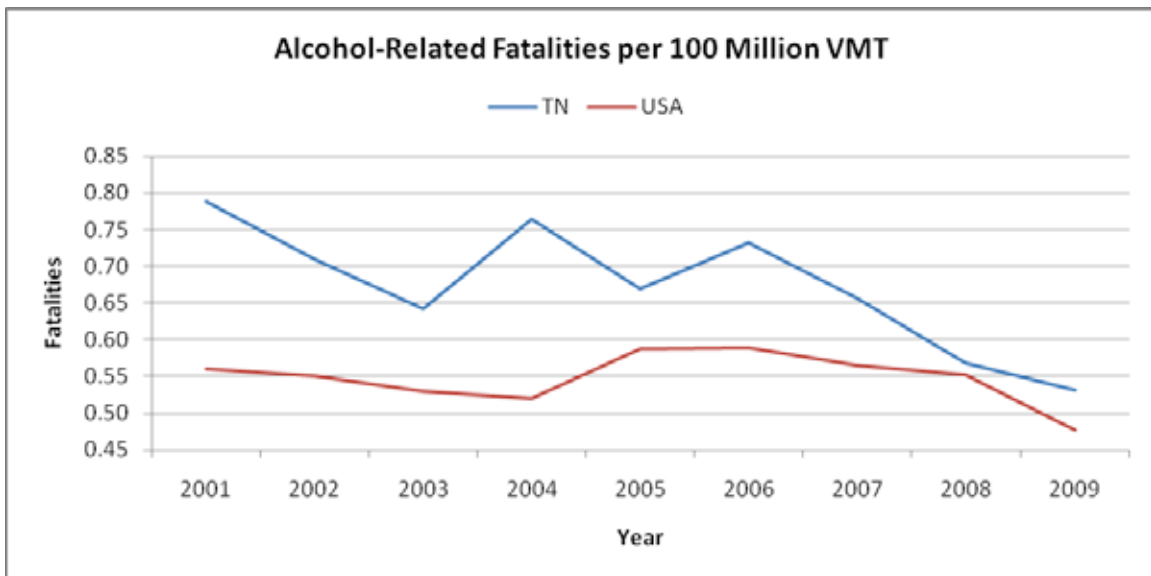
### **Metropolitan Nashville Police Department**

During the 2009-2010 Highway Safety Grant most of the goals set out at the beginning of the grant year were met or exceeded. Officers in Nashville made 14,574 traffic stops resulting in 1,487 individuals being removed from the street for driving under the influence of drugs or alcohol.

Due to severe flooding in Nashville in May of 2010, staffing the grant became a challenge. The grant was cancelled from 05/02/10 - 05/16/10, resulting in seven saturation patrols being eliminated.

At the end of the 2009-2010 NHSG, the results were: 14,574 Traffic stops made or 121% of the goal; 2,445 Misdemeanor arrests were made or 306% of the goal; 73 Felony arrests made or 73% of the goal; 1,487 DUI arrests made or 124% of the goal; 559 Breath Alcohol tests conducted or 56% of the goal and 124 Blood tests made or 248% of the goal.

**Performance Trend Charts:**

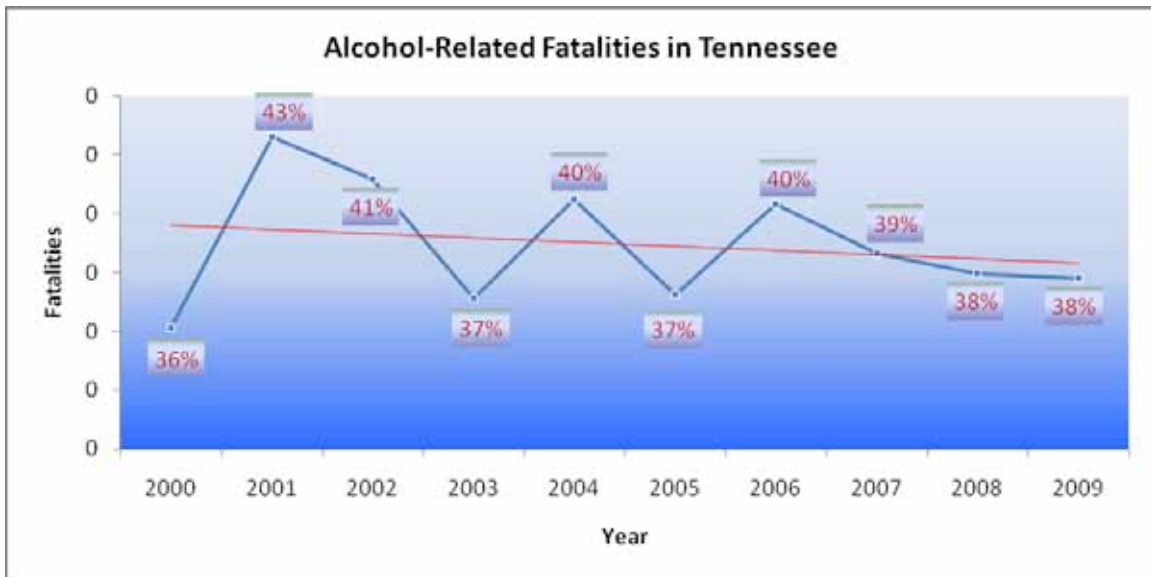
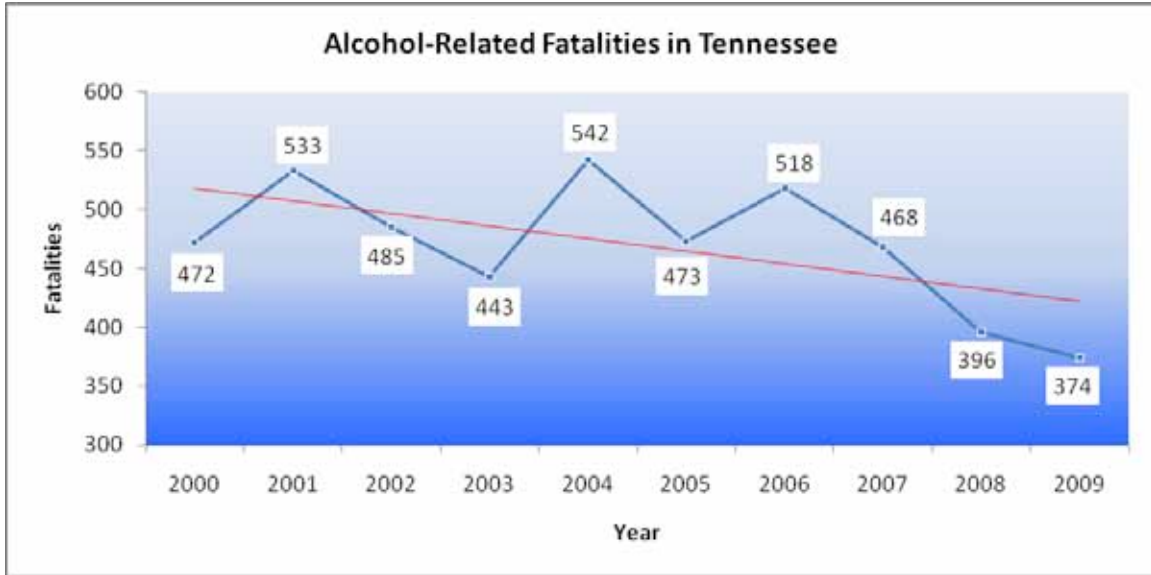


**Alcohol-related Fatalities per 100 MillionVMT**

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
TN	0.72	0.79	0.71	0.64	0.76	0.67	0.73	0.66	0.57	0.53
USA	0.57	0.56	0.55	0.53	0.52	0.59	0.59	0.57	0.55	0.48

Total Vehicle Miles Travelled (VMT) in 100 Million										
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
TN	658.72	676.06	683.16	689.36	708.6	707.04	707.08	712.5	696.61	702.92
USA	27,470	27,970	28,560	28,900	29,650	29,894	30,144	30,324	27,935	29,793

Sources: Dept. of Safety, Office of Research, Statistics, and Analysis, December 6, 2010.  
 NHTSA FARS Website <http://www-fars.nhtsa.dot.gov/Main/index.aspx>, accessed December 6, 2010.  
 NHTSA FARS Website [http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/47\\_TN/2009/47\\_TN\\_2009.htm](http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/47_TN/2009/47_TN_2009.htm), access:



### Alcohol-related Fatalities

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
TN	472	533	485	443	542	473	518	468	396	374
USA						17,590	17,738	17,158	15,449	14,188



Year	BAC = 0.00		BAC = 0.01-0.07		BAC = 0.08+		BAC = 0.01+		*Total
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
2000	800	61	80	6	415	32	495	38	1,307
2001	733	59	69	6	439	35	508	41	1,251
2002	720	61	72	6	384	33	457	39	1,177
2003	778	65	43	4	370	31	413	35	1,193
2004	825	62	70	5	439	33	509	38	1,339
2005	824	65	68	5	376	30	444	35	1,270
2006	797	62	72	6	414	32	486	38	1,284
2007	764	63	67	6	377	31	444	37	1,211
2008	667	64	69	7	306	29	375	36	1,043
2009	642	65	42	4	303	31	345	35	989

Source: <http://www-fars.nhtsa.dot.gov/Trends/TrendsAlcohol.aspx>, accessed December 2009.

Note: NHTSA estimates alcohol involvement when alcohol test results are unknown.

\*Total Number - Total includes fatalities in crashes in which there was no driver or motorcycle rider present.

**YOUTH DRIVERS PROGRAMS**  
Including  
**ALCOHOL AND OTHER DRUGS**  
**COUNTERMEASURES**

**Program Goal:** To decrease the number of 15 to 24-year-old drivers and passengers killed or seriously injured in all traffic crashes by 5% in 2010.

**Performance Objective Measures:**

*Objective 1:* To decrease the number of Youth ages 15-19 killed or seriously injured in motor vehicle crashes 5 % by the end of CY 2010.

*Objective 2:* To decrease fatal crashes by 5 percent of drinking drivers aged 20 to 24-year-old by the end of CY 2010.

**Action Taken:**

- Executed year round impaired driving enforcement
- Provided special traffic enforcement emphasis during national enforcement campaign periods
- Increased alcohol awareness on college and high school campuses across the state.
- Conducted beer-stings on local retail owners selling alcohol
- Monitored bars in town and conducted frequent “walk through” of establishments to determine if under-aged patrons were present.
- Provided drunk driver simulation using Simulated Impaired Driving Experience (SIDNE) vehicle to high schools.
- Increased participation and coordination by all components of the DUI system: enforcement, prosecution, adjudication and rehabilitation
- Purchased instructional equipment and materials to be distributed to schools.

<b>Grantee</b>	<b>Grant Amount</b>	<b>Grant Name</b>
Tennessee Department of Safety	\$199,994.16	Youth Safety- Alcohol Impaired Enforcement
Washington County Sheriff's Department	\$60,000.00	Sheriff's Training for Awareness and Responsibility
Martin Police Department	\$55,000.00	Youth Alcohol/Youth Traffic Safety
Memphis Police Department	\$110,000.00	Comprehensive Alcohol Risk reduction (C.A.R.D.)
TSSAA- Statewide	\$60,000.00	DUI Highway Safety Education Team
Johnson City Police	\$75,524.41	Tenn. Novice Driver
MADD- Davidson County	\$84,000.00	Youth in Action
TJohnE Productions, Inc.	\$95,000.00	ThinkFast Young Adult Impaired Driving Intervention
Community Anti-Drug Coalitions Across Tennessee	\$95,000.00	“Alive to Tell the Story” Campus-Community Coalition Project

**Tennessee Secondary School Athletic Association (TSSAA) Program Highlights**

- Due to a severe injury sustained by Stephen Bargatze, the Director of the DUI Education program, the DUI Education only reached 26,352 students and adults across the state in 94 sessions. Although this is less than expected, the DUI Education Team feels did a

tremendous job to almost reach the target of 30,000 students and adults. This year was definitely an unusual year and does not represent a trend in schools interest or in the need of the program. The DUI Education Team was actually on target to surpass the goal of 30,000 students and adults. Unfortunately, due to the director's injuries, the DUI Education Team had to cancel programs for 3 months which caused the program not to reach the expected goal of 30,000 students and adults

- The DUI Education was successful in reaching over 26,352 students and adults across the state of Tennessee. The program not only provides entertainment for the audience, but more importantly educates the students and adults to learn and remember to avoid "risky" behaviors at home, in school and especially on the road. The schools continue to contact the DUI Education Team to book an event which justifies their support and value for the program. This grant year the DUI Education began the process with post surveys, but the DUI Education Team did not consistently present the pre and post surveys. It is critical to be more consistent in the future evaluation of the students

### **Community Anti-Drug Coalitions Across Tennessee (CADCAT) Program Highlights**

Throughout the 2009-2010 project year, Community Anti-Drug Coalitions Across Tennessee (CADCAT) coordinated ten awareness events through GHSO funding, and supported the Blake McMeans Foundation to conduct a total of thirty-six awareness events across the state through alternate funding sources. These awareness events consisted of twenty-two at high schools, eight at colleges, two at statewide youth conferences, two at churches, and four Town Hall meetings on underage drinking held in community locations.

This year, CADCAT is also proud to announce that it has received sustainability funding for the development of campus/community coalitions from the US Department of Education, Office of Safe and Drug Free Schools (USDOE). This grant will provide extensive support for CADCAT to continue its efforts from July 1, 2010 until June 30, 2012. Under this new USDOE grant, CADCAT is formalizing new campus/community coalitions between 1) Nashville State Community College (NSCC) and the Nashville Prevention Partnership (NPP), 2) East TN State University (ETSU) and the Washington County Anti-Drug Coalition (WCADC), 3) Jackson State Community College (JSCC) and the Madison County Anti-Drug Coalition (MCADC), and 4) The University of Tennessee at Chattanooga (UTC) and the Hamilton County Anti-Drug Coalition. Additional service learning relationships are being built with Austin Peay University (APSU), Tennessee State University (TSU), and Tennessee Technological University (TTU). CADCAT has also continued to foster the three campus community coalitions from the original pilot of this project: 1) Roane State Community College (RSCC) and the Roane County Anti-Drug Coalition (RCADC), 2) Volunteer State Community College (VSCC) and the Sumner County Anti-Drug Coalition (SCADC), and 3) Middle Tennessee State University (MTSU) and the Community Anti-Drug Coalition of Rutherford County (CADCOR). Each of these relationships is built around sharing local resources and building each organization's

capacities to develop, implement, and maintain local campus and community prevention plans.

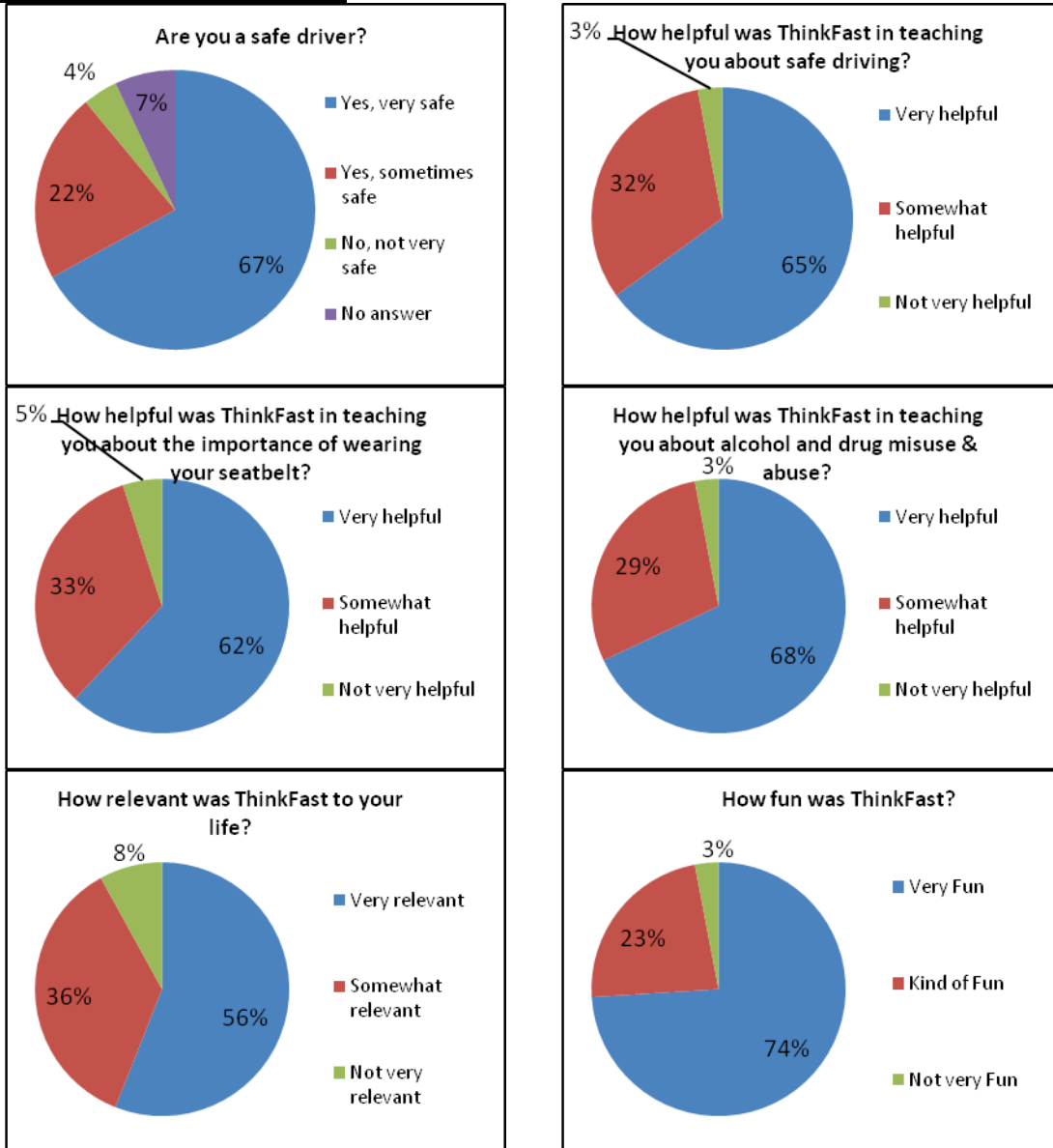
CADCAT also assumed the role of the Statewide Network Coordinator for Students Against Destructive Decisions (SADD) in May of 2010. SADD is a national youth-led advocacy model that targets middle and high school age youth to form local prevention clubs in order to address critical issues including highway safety and underage alcohol use. In May of 2010, SADD National provided CADCAT with a database listing one hundred SADD chapters. Upon updating this in June of 2010, sixty-six of these chapters are still active and want to be included in CADCAT's new SADD TN network. As of September 30, 2010, these original sixty-six chapters have already grown to seventy-eight.

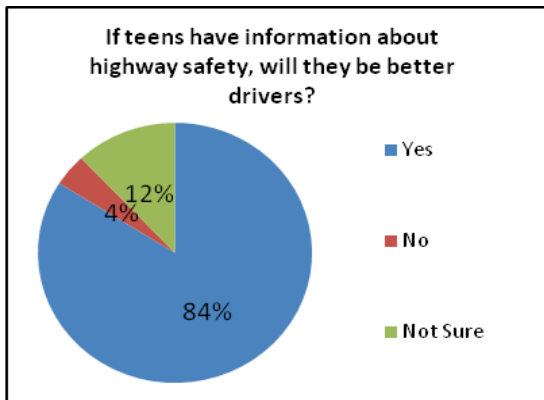
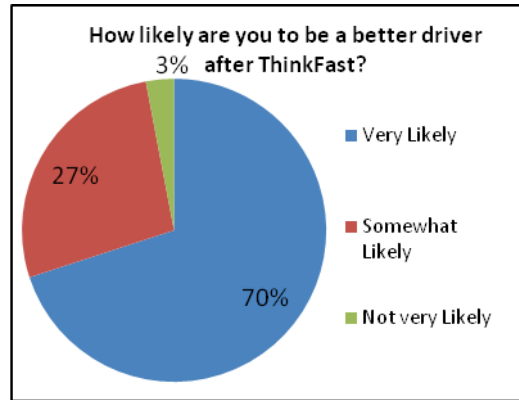
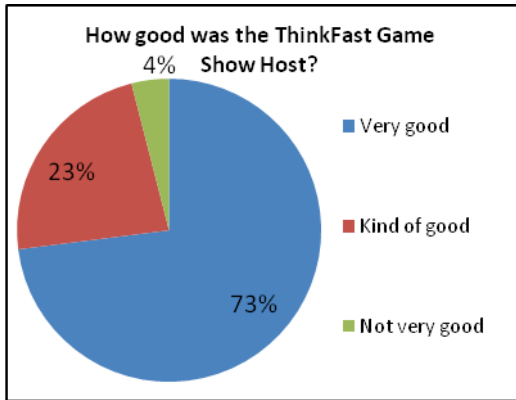
### **TJohnE Productions, Inc. Program Highlights**

- During the 2009-2010 school year, The National Highway Traffic Safety Administration (NHTSA) and the Allstate Insurance Company provided funding for the Tennessee Governor's Highway Safety Office (GHSO) to facilitate the delivery of the ThinkFast Interactive Game Show to sixteen high schools throughout the state. ThinkFast, operated by TJohnE Productions, is an interactive awareness game show that appeals to all ages with an MTV-style production set, mainstream music, an entertaining host, and informative and engaging trivia. ThinkFast utilizes the Fleetwood Audience Response System (FARS) technology with wireless remote controls that allows teams of students to respond to ThinkFast questions independently
- 778 youth from sixteen schools completed a pre test immediately before the ThinkFast event, and 768 completed a post test just after the event. The average score for the pre test was 70.2% and the post was 92.3%, demonstrating a 22.1% increase in test scores after the ThinkFast event.
- As this is the second year GHSO has facilitated ThinkFast across the state, we can see that this increase is larger than that of 2009, when the average pre test score was 67.2% and rose to 76.4%, demonstrating a 9.2% increase in score. Individual school reports are provided at the end of this report.
- 2010 ThinkFast participants ranged in age from thirteen to eighteen. 52% were male, 48% female. 49% were in the ninth grade, 27% in tenth, 11% in eleventh, and 13% in twelfth grade. The group was 66% Caucasian, 21% African American, 6% Hispanic/Latino, 3% Asian/Pacific Islander, 1% American Indian, and 3% Other.
- 94% of the group reported that they wear their seat belts at least some of the time, with 59% reporting that they use it every time. 31% reported that they did not have any type of a license, 26% had a Learner's Permit, 12% had an Intermediate Restricted License, 4% had an Intermediate Unrestricted, and 2% had Unrestricted Licenses. 46% reported that they operate motor vehicles. Of these 353 teen drivers, 57% indicated that they always obey teen passenger restriction laws, 53% always obey the time restrictions, 48% never exceed the speed limit by more than 10 mph, 58% never talk on the cell phone, 65% never text, and 67% reported that they felt they were 'very safe' drivers.
- 24% of the group reported that they use alcohol and 16% report that they use illegal drugs. 48% of youth reported that they had ridden with an intoxicated driver, with 9% reporting that they do this often. 15% reported having driven under the influence of alcohol or drugs, with 3% reporting they do this often.

- 84% reported that if teens had more information about highway safety then they would be better drivers. 85% also said information would help teens be more responsible around alcohol and drugs as well. 97% of youth indicated that ThinkFast was helpful in teaching them about both safe driving and alcohol and drugs and 95% that it was helpful in stressing the importance of wearing your seatbelt. 92% of youth said ThinkFast was both fun and relevant to their daily lives. 97% of youth said they felt they were likely to be better drivers after ThinkFast.

### Post Test – Youth Feedback





### Lead and Live Youth Conference Highlights

The second annual Lead and Live Youth Conference (LLYC) was held at Paris Landing State Park in November 2009. The National Highway Traffic Safety Administration (NHTSA) and State Farm Insurance Company provided funding for the TN Governor's Highway Safety Office (GHSO) to conduct LLYC. The three day event has combined quality education programming in a conference-style format. Along with providing information in regards to highway safety and alcohol and drug issues, LLYC also promoted the development of leadership in its youth participants. LLYC presented information, incorporating traditional lecture with panel discussion, participatory demonstrations, inspirational speakers, and interactive game shows.



Out of 130 registered youth, 118 completed a pre test surveys during registration and 77 completed a post test survey at the end of the conference. The average score for

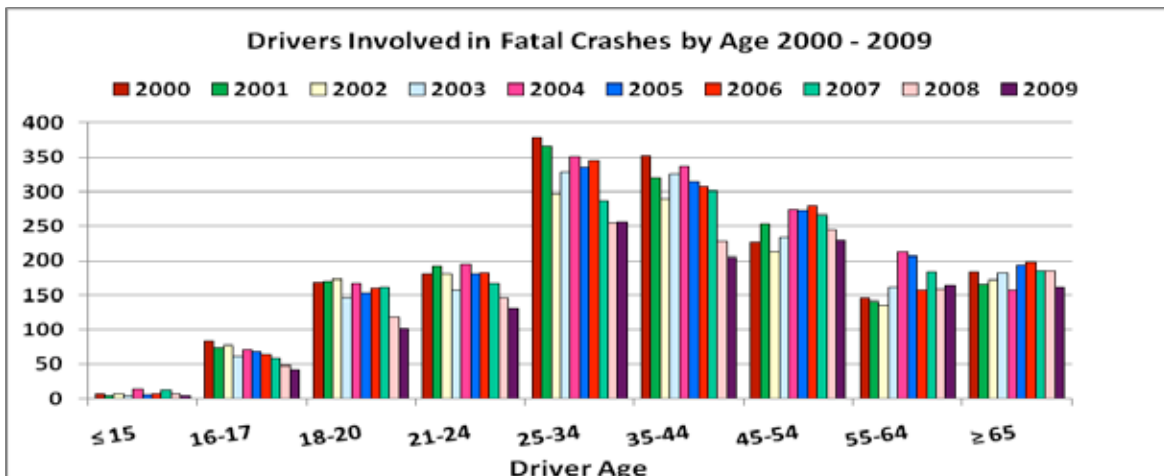
the pre test was 72.9% and the post was 82.4%, demonstrating a 9.5% increase in test score. For LLYC 2008, the average pre test score was 69% and rose to 80.3%, demonstrating an 11.3% increase in score. Furthermore, 94% of youth said that LLYC was relevant to their lives and 87% said they were ‘very likely’ to be better drivers after LLYC.

<b>2009 LLYC Pre/Post Comparisons</b>				
<b>Test Score</b>	<b>Pre Test</b>		<b>Post Test</b>	
	Frequency	Percent	Frequency	Percent
100%	1	0.8%	10	13.0%
92%	17	14.4%	21	27.3%
84%	31	26.3%	16	20.8%
76%	18	15.3%	16	20.8%
68%	21	17.8%	6	7.8%
60%	11	9.3%	5	6.5%
52%	8	6.8%	2	2.6%
44%	8	6.8%	0	
36%	3	2.5%	1	1.2%
<b>Totals</b>	<b>118</b>	<b>100.0%</b>	<b>77</b>	<b>100.0%</b>
<b>Average Score</b>	<b>72.9%</b>		<b>82.4%</b>	
<b>Percent Change</b>	<b>9.5% increase in score</b>			
*Difference in score from Pre Test to Post Test w/193 degrees of freedom, t value = 4.428, p value = .07				



### Highlights of Accomplishments

- Reduction in fatal crashes from 145 in CY 2008 to 131 in CY 2009 for youth drivers ages 21-24.
- Reduction in fatal crashes from 166 in CY 2008 to 144 in CY 2009 for youth drivers ages 16-20.



Year	Drivers Involved in Fatal Crashes by Age		
	20 to 24 Year Old Drivers	Drivers of Other Ages	All Drivers
2000	119	750	869
2001	127	722	849
2002	125	670	795
2003	107	704	811
2004	122	802	924
2005	121	783	904
2006	123	757	880
2007	112	790	902
2008	94	681	775
2009	83	599	682

Source:

Federal FARS website: <http://www-fars.nhtsa.dot.gov/QueryTool/QuerySection/SelectYear.aspx>,

Accessed November 15, 2010.

Drivers in Fatal Crashes with Known BAC > 0.07 per Age Group										
Age Group	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Young Drivers (Less than 25 Years Old)	14	12	43	38	10	24	18	30	37	37
Middle Aged Drivers (25 to 64 Years Old)	55	17	94	102	33	74	66	53	113	101
Senior Drivers (65 Years and Older)	1	1	3	4	0	4	5	3	6	3
<b>Total</b>	<b>70</b>	<b>30</b>	<b>140</b>	<b>144</b>	<b>43</b>	<b>102</b>	<b>89</b>	<b>86</b>	<b>156</b>	<b>141</b>

Percentage Drivers in Fatal Crashes with Known BAC > 0.07 per Age Group										
Age Group	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Young Drivers (Less than 25 Years Old)	20%	40%	31%	26%	23%	24%	20%	35%	24%	26%
Middle Aged Drivers (25 to 64 Years Old)	79%	57%	67%	71%	77%	73%	74%	62%	72%	72%
Senior Drivers (65 Years and Older)	1%	3%	2%	3%	0%	4%	6%	3%	4%	2%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: TN. Dept. of Safety, Office of Research, Statistics, and Analysis, November 22, 2010.



## POLICE TRAFFIC SERVICES

**Goal 1:** To decrease the number of vehicle crashes and fatalities related to speeding and other behavior related offenses by 10% from the calendar year 2008 preliminary data.

**Objective 1:** To decrease the number of speed-related fatalities resulting from car crashes by 5%, from CY 2008, by end of CY 2010.

**Objective 2:** To decrease the number of rural fatal crashes by the end of CY2010.

**Goal 2:** To provide funds for full-time officers, overtime pay, laser and radar equipment units, DUI trailers, Visible display radar trailers, computer equipment, and other resources.

**Goal 3:** To promote traffic enforcement training for patrol officers.

**Goal 4:** To encourage the involvement of community based organizations in program planning and its implementation activities.

### Action Taken:

The general goal of Tennessee's Police Traffic Services Program is to significantly reduce the number of speed-related crashes. Performance goals include reducing the percentage of speed-related crashes by 10%, the high level of crashes that occur because of the four predominant contributing factors: following too closely, failure to grant the right of way, traveling too fast for road conditions, and violating traffic controls.

GHSO awarded several types of grants to various LEAs throughout the State. Examples of grants are shown below:

- Law Enforcement Liaisons Grant
- High Visibility Grants
- Police Traffic Services Enforcement Grants
- Network Coordinator Grants
- Law Enforcement Training Grants
- Law Enforcement Language Training Grant

The Tennessee Governor's Highway Safety Office participated in the national enforcement waves through our *Booze It & Lose It* and *Click It or Ticket* campaigns. We continued to encourage our law enforcement partners to participate fully in these initiatives by stepping up enforcement during strategically selected periods. GHSO also implemented a more sustained *Buckle Up in Your Truck* campaign and made it more conducive to the "*Click It or Ticket*" model.

The GHSO initiated enforcement along with the media advertising in order to raise the seatbelt usage rate for pick-up truck drivers and their occupants. Speeding, aggressive driving, occupant protection, and DUI enforcement programs are priorities of the Police Traffic Services program area. Following are the sample Grants in this:

<b>Grantee</b>	<b>Grant Amount</b>	<b>Grant Title</b>
University of Tennessee	\$ 988,000.00	UT Law Enforcement Liaison
Various LEAs	\$ 665 K	High Visibility Grants
Various LEAs	\$ 440 K	Network Grants
Bradley County Traffic Services	\$ 46,248.77	Operation Safe Street Enforcement
LaVergne City Police Dept	\$ 40,000.00	Traffic Law Enforcement Program
Columbia State Community College	\$ 245,000.00	Law Enforcement language Training
Tennessee Law Enforcement Training Officers Association	\$ 234,082.50	Law Enforcement Training
Montgomery County Sheriff's	\$ 101,922.00	Selective Traffic Enforcement Program

## **Some Examples of Results from Police Traffic Services Enforcement Grants**

### **Montgomery County Traffic Services**

#### **Program Highlights:**

During this past year they have made efforts to reduce the number of crashes and deaths because of crashes. The efforts that they have put into include saturation patrols on the weekends and extra patrols around the local schools during the hours of school starting and ending. Although the number of deaths has not been reduced they feel that their efforts are helping with the public noticing their extra patrols. As they continue with the efforts they are going to look again at the times and days of the week that most of the crashes have occurred to help them with the deployment of our personal.

#### **Result**

During this grant year they did see 29 deaths involving crashes. This is coming off of a year that was a very good year that they only saw 19 deaths during the grant year. During 2008 they saw a great decrease in our deaths with only 13 in the year of 2008. As of 2009 they are back to our average of approx. 23 deaths.

All though one death is too many they are striving to reduce the number of deaths and total crashes in their county. With the way the state does the numbers they do not have the total number of crashes as of yet since they will not be available until after the first of the year. As they continue with their efforts they will, with the support of our GHSO, try to make greater efforts to reduce the numbers.

### **Bradley County Traffic Services**

#### **Program Highlights:**

Operation Safe Streets (Living Through Effective Enforcement) is a program geared toward saving lives. They have been able to put one extra officer on the street along with working overtime with others, with their focus being on traffic. This is not to mention the equipment they were able to purchase. Their focus has been on those who drink and drive, aggressive drivers, underage drinking, seat belt usage, child passenger safety, those who like to ignore traffic

controls, and the education of students and citizens, thus enhancing the public safety of our citizens. SAVING LIVES!!!

## **Result**

The people of Bradley County do know who or what Operation Safe Streets or living Through Effective Enforcement is. We have made an impact. One thing I would like to point out. We have really worked hard in areas where our crashes and DUI offenses are occurring,

- Over 28,000 traffic stops,
- Over 25,000 warnings,
- Over 2000 charges just under 200 DUI Charges where file, and
- Over 10 safety presentations including two checkpoints.

I believe they could do more in this area. Once again as last year, they would like to point out it our fatalities are up, but crashes are down. They are still looking into why and trying to come up with solutions!!!

## **LaVergne Police Department- Traffic Law Enforcement Program**

### **Program Highlights**

Purpose of the program was to see a reduction in traffic crashes and have a group of officers concentrate on traffic enforcement and data collection to observe compliance with the State's driver license, seatbelt, and financial responsibility laws. Program prompted by a desire to reduce traffic crashes and educate motorists about safe driving behavior.

Goals and objectives of this program were to observe

- Traffic crash reduction by 10% over the same period of the previous year,
- 75% of motorists complying with seatbelt laws,
- 75% of the motorists have a valid driver license,
- 75% of the motorists complying with the financial responsibility laws, and
- Distribute safety literature to 90% of the English and Spanish speaking motorists.

These goals would be accomplished by the officer looking for any reason to stop the motorist, for an equipment or traffic violation. The officer took this interaction opportunity to educate the motorist through the distribution of safety literature, and check the motorist's compliance with the State's laws involving financial responsibility, valid driver license, and seatbelt use.

Program was designed to accomplish educating motorists about safe driving, reduce vehicle crashes, utilize funded car computers to complete and transmit vehicle crash reports, and to measure compliance with the State's laws involving driver license, financial responsibility, and seatbelt use.

Procedures and protocols used to implement the program consisted primarily of patrol officers making a concerted effort in enforcing traffic laws. Due to the program involving

a capital purchase of car computers purchasing and information technology procedures and protocols were followed.

Resources that were used to carry out the program were primarily personnel, the officers that were conducting the enforcement activity. The other resource would be the grant funded car computers that are used to complete and submit crash reports and perform NCIC inquiries (driver license and license plate checks and check persons for outstanding warrants. Administrative procedures and obstacles that were overcome to conduct the program primarily involved the purchasing process of the computers.

## **Result**

The data collected during this program consisted of officers completing an activity sheet that listed the number of occupants in each vehicle stopped, the number of occupants that were wearing their seatbelt, did the driver have insurance on the vehicle, did the driver have a valid driver license, was safety literature distributed during the stop, location of the stop, citation number or arrest number for offense, and the offenses that were committed.

The data from the activity logs were entered into an Excel spreadsheet which was used to sort data for analysis. This analysis was used to determine compliance with the State's seatbelt, insurance, and driver license laws. This method was also used to analyze enforcement data, such as which offenses were being cited in comparison to others.

## **Law Enforcement Liaison Grant- University of Tennessee**

### **Program Highlights**

The UT program consists of four Law Enforcement Liaison Officers, one Law Enforcement Administrator, a Law Enforcement Training Coordinator and a project director. The team is responsible for conducting DRE, SFST, Verbal Judo and other state certified courses to law enforcement agencies across the state. The program also conducts the statewide Law Enforcement Challenge, coordinates "Hands Across the Border" events, and coordinates network meetings and trainings to educate law enforcement agencies in highway safety related activities.

The success of this program was measured by:

- The number of officers trained in SFST, DRE and Verbal Judo.
- Increase in the number of agencies participating in the statewide Law Enforcement Challenge.
- Conduct the annual "Hands Across the Border" event.
- Network and conduct meetings with various agencies including: law enforcement, emergency medical services, hospital members, and other highway safety advocates.

### **High Visibility Grants**

#### **Program Highlights**

The main goals and objectives were:

- Increase safety belt use to 83% by the end of CY 2010.
- Maintain Selective Traffic Enforcement Program (STEP) Wave concept of enforcement, participating in national mobilization periods
- Increase DUI enforcement.

Safety belt use has reached the goal set during the planning process. Agencies submitted enforcement campaign data to [www.tntrafficsafety.org](http://www.tntrafficsafety.org) website. The result of the campaign data is listed below in the Performance Chart section.

### **Network Law Enforcement Grants**

#### Program Highlights

The main goals and objectives were to reduce injuries, fatalities, and economic losses on TN roadways. The most important factors in the success of state-wide highway safety programs are the involvement of law enforcement agencies on the local level and their enthusiasm and interest in the programs. One time special award grants are awarded to 22 networks within the 4 LEL regions.

The success of the program was measured by:

- The number of agencies participating in monthly Network meetings;
- The number of law enforcement agencies participating in planned enforcement initiatives;
- The participation level of the agencies in the Network in the national safety enforcement campaigns.
- Implement TITAN to download crash results electronically.

The number of agencies attending the network meetings continues to grow. The number of agencies participating has increased and reporting was near 100% for the last national safety enforcement campaign. More agencies are using the TITAN system. Currently, 49% of agencies are using TITAN. This accounts for 43% of all crash reports.

## Law Enforcement Training Grants

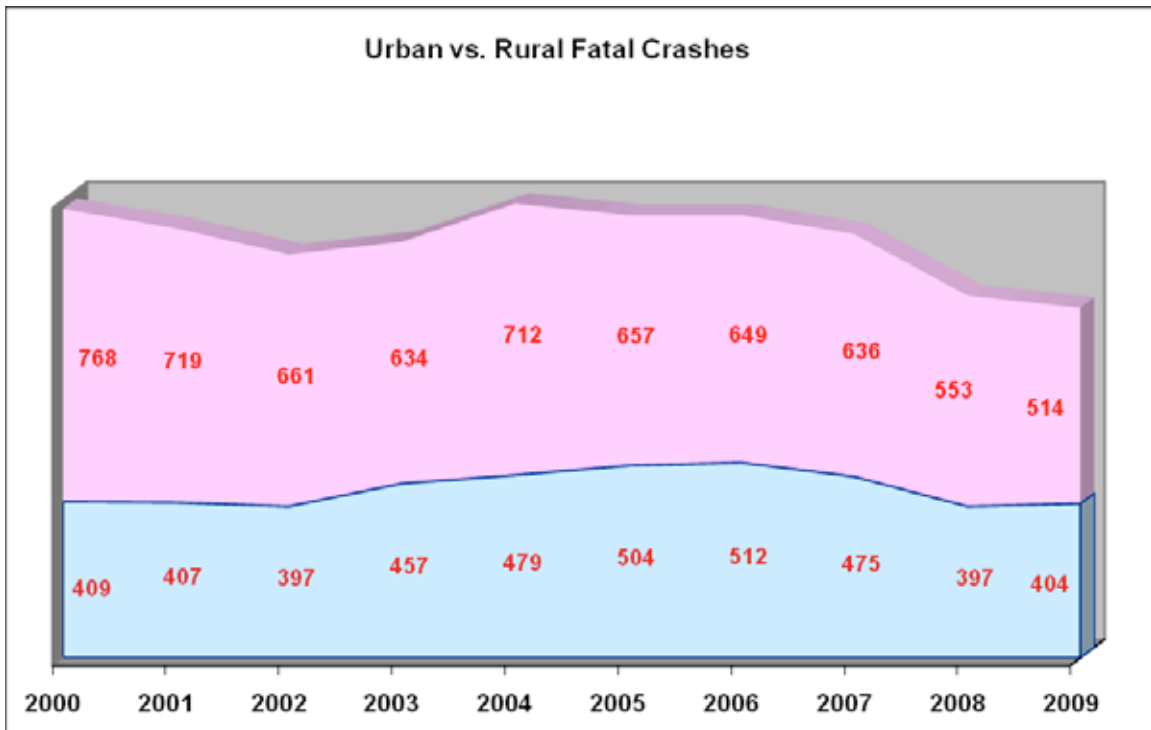
The Governor's Highway Safety Office is proud to report **the following achievements** in training grants.

<b>Training Courses</b>	<b># of Classes</b>	<b>Students Trained</b>
Advanced Traffic Crash Investigation	4	86
Advanced Roadside Impaired Driving Enforcement	8	157
At-Scene Traffic Crash Investigation	5	103
COPS in Court	6	231
Standardized Child Passenger Safety	18	295
Standardized Child Passenger Safety (Re-Certification)	12	82
Standardized Child Passenger Safety Renewal	10	58
Drug Recognition Expert	1	18
Drug Recognition Expert In-Service	1	75
DUI Detection and Standardized Field Sobriety Testing	13	232
DUI Detection and Standardized Field Sobriety Testing / Intro to Drugs that Impair	2	25
GHSO Grant Application Writing	4	68
Grade Crossing Collision Investigation	3	74
Law Enforcement Instructor Development	5	92
Basic RADAR/LIDAR Operator	3	16
RADAR/LIDAR Instructor	4	70
Standardized Field Sobriety Instructor Development	2	29
Standardized Field Sobriety Testing Refresher	8	57
Sobriety Checkpoints in Tennessee	3	50
Officer Spanish Communication (Basic)	10	186
Officer Spanish Communication (Enhanced)	3	46
Spanish Immersion	1	30
Spanish Instructor Training	1	6
Spanish Traffic / DUI w/SFST Refresher	2	13
STOPS (Instructor)	6	70
TRACS/TITAN (Traffic Records)	3	59
TITAN 'Wizard'	7	205
Traffic Crash Reconstruction	3	54

- Total Trained – 2,487
- Prosecutors Trained – 142
- Victim Witness Coordinators Trained - 74

### Police Traffic Services Highlights:

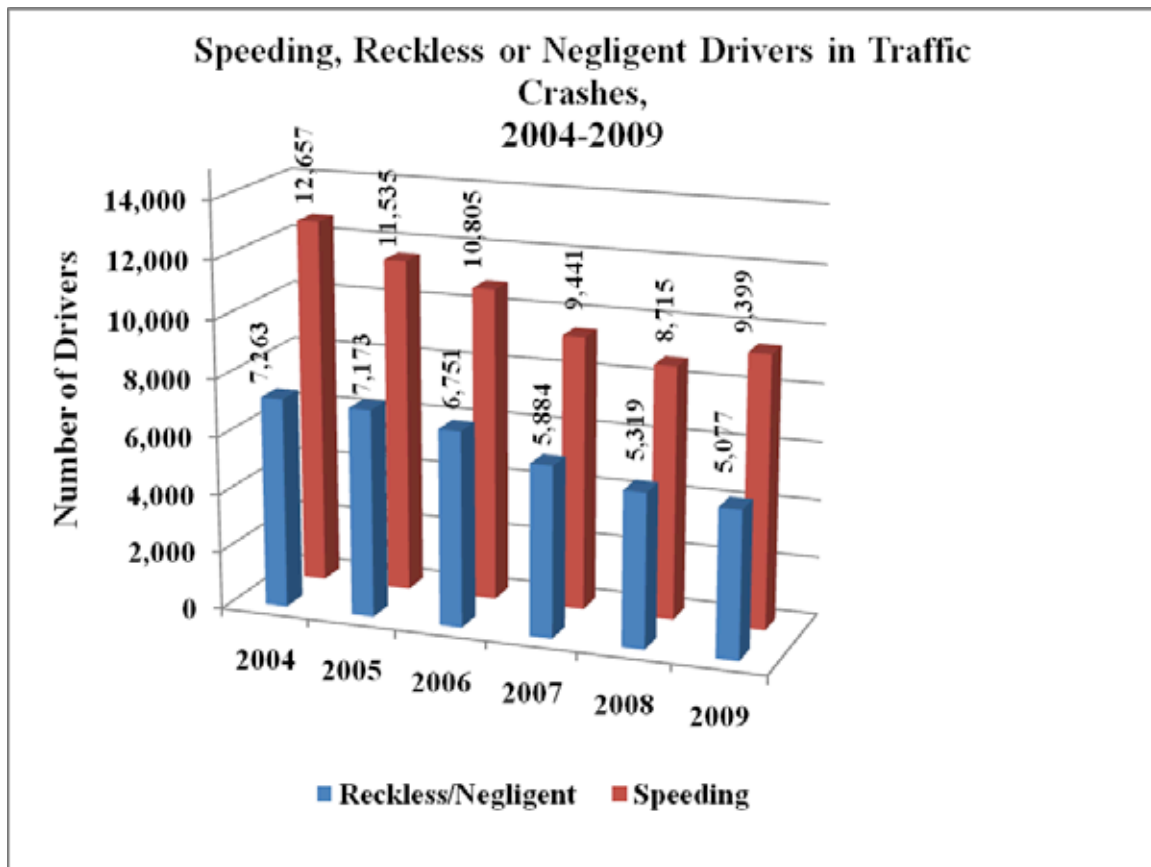
- In addition to the 145 program grants this year, GHSO issued 140 high visibility (HV) grants. These HV grants involved \$5,000 worth of equipment or overtime but not both. HV projects focus on seat belt safety and alcohol countermeasures.
- Rural Crashes reduced from 553 in CY 2008 to 514 in CY 2009
- Urban crashes increased from 397 in CY 2007 to 404 in CY 2009
- Number of reckless and negligent driving crashes has declined from 5,319 in 2008 to 5,077 in 2009.
- GHSO completed the seventh year of the statewide training program. 2,487 law enforcement officers, 142 prosecutors and 74 victim witness coordinators were trained free of charge.
- Number of speed related crashes has increased from 8,715 in 2008 to 9,399 in 2008.
- GHSO began a Drug Recognition Expert (DRE) training program in 2005. Since March 2005, 97 officers have become certified DRE officers and 25 of those DRE's are within the Tennessee Highway Patrol.



**Rural/Urban**

Aggressive drivers are high-risk drivers. They are more likely to drink and drive, speed, or drive unbelted even when not being aggressive. Aggressive driving is generally considered to consist of combinations of several high-risk behaviors which, taken singly, do not represent aggression. These behaviors include:

- Disregard of traffic signs and signals
- Following too closely
- Erratic and improper passing
- Reckless, careless, and/or inattentive driving
- Driving while suspended license, and
- others





**Special  
Enforcement FFY  
2009-10**

	<b>DUI Arrest</b>	<b>Suspended License.</b>	<b>Seat Belt</b>	<b>Uninsured Motorist</b>	<b>CRD</b>	<b>Speed</b>	<b>Felony</b>	<b>Reckless Driving</b>	<b>Vehicle Recovered</b>	<b>Drug Arrest</b>	<b>Fugitives App.</b>	<b>Other</b>	<b>Total</b>
Rural Demo Project (RDP) Nov 23 – Dec 9	34	71	148	131	14	378	26	21	7	25	9	67	<b>927</b>
CIOT Occupant Protection May 24 - June 6, 2010	1134	2504	9012	8159	609	22799	533	266	31	1163	510	10396	<b>57116</b>
Holiday Impaired Driving. Campaign Dec 16- Jan 2. 2010	1376	2648	3461	6747	323	18755	705	229	53	982	361	11045	<b>46685</b>
RDP May 16 - 23, 2010	71	164	729	239	39	1230	66	35	6	88	61	364	<b>3092</b>
Impaired Driving Natl. Campaign Jul 19 – Aug 26, 2010	1487	3686	8655	11932	16748	34687	1213	676	81	1316	789	14238	<b>95499</b>
<b>Totals</b>	<b>4093</b>	<b>9073</b>	<b>22005</b>	<b>27208</b>	<b>17733</b>	<b>77849</b>	<b>2543</b>	<b>1227</b>	<b>178</b>	<b>3574</b>	<b>1726</b>	<b>36110</b>	<b>203319</b>

**NOTE- The Yellow Color shows Special Enforcement Activity Output**

## TRAFFIC RECORDS PROGRAM

### Goals and Objectives

- To simplify traffic safety data collection through electronic field data collection systems for state, local, and federal highway safety stakeholders' use.
- To develop knowledge base for traffic records system so that the strategic resources are managed effectively in reducing crashes, fatalities, and injuries on Tennessee roads.
- To develop data linkage partnerships so that data collected are provided to diverse set of users, agencies, and jurisdictions to improve traffic safety analysis to reduce injuries and deaths.

### Performance Objective Measures:

- To increase the use of electronic crash data collection through a coordinated multi-agency program and to promote data-driven highway safety decision-making in Tennessee state, local organizations and other data users during FFY 2010.
- To develop a formalized process with detailed documentation for Electronic Crash collection to develop a statewide support process for both RMS and TraCS users.
- To update Crash data collection electronic workflows and forms to increase timeliness and accuracy.
- To increase crash and outcome reporting by improving the data linkages to coroner, ambulance run, and emergency department databases during FFY 2010.
- To ensure vigorous participation of all interests in the State Traffic Records Coordinating Committee and to use the TRCC"s Traffic Records Strategic Plan recommendations as the basis for decision-making about highway safety information systems during FFY 2010.

### Funded Grants

TR-09-02; 154AL-09-77	TN Dept of Safety, TRIP	402 / 154 / 408	\$423,679.26
TR-09-03; 154AL-09-78	TN Dept of Safety, TITAN	402 / 154 / 1906	\$867,024.00
K9-09-02	TN Dept of Health, ISS	408	\$72,365.02
K8-09-131	Tracker - Tracking and Analysis of DUI Case Information	154	\$145,878.18

## **Activity: TR- 10383-Data Improvements- Automated Crash Report (DOS)**

### **Traffic Records Improvement Project (TRIP) Grant**

- Tennessee Department of Safety (TDOS) received electronic crash reports on time.
- Assistance was made using standardized reports and data collection.
- A help desk was provided.
- Provisions were made with TraCS and XML test plans and Life Cycle plans.
- Electronic data collection was deployed.
- Work was done with updating paper report for temporary usage in concert with TRCC Strategic Plans.
- Documents containing monthly results were scanned and submitted to GHSO.

### **Traffic Records Integrated Traffic Analysis Network (TITAN) Grant**

Since 2007 when the original contract was signed to develop the statewide system, the work has continued and all components of the contracted system are in final deployment phases.

Minor enhancements to the crash reporting are being made under the ongoing maintenance and support provisions of the contract.

Comprehensive statewide "Tennessee Integrated Traffic Analysis Network" (TITAN) training for local agencies began in October of 2008.

- The training sessions have been continued on a regularly scheduled plan through November 2010.
- 100% of all THP crash reports are submitted using TraCS.
- The THP has trained one hundred sixty eight agencies' training staffs to deliver on-site training for the TraCS crash reporting system at their respective facilities.
- Local agencies are bringing up the electronic reporting at their site on their schedules.
- The electronic reporting capabilities, systems, and connectivity to databases are all provided by the State through the Office of Information Resources and the THP.
- Of the agencies that have been trained, 87 of them began reporting to the TITAN system electronically in FY 2009.
- An increase resulted of the percentages of electronic crash report from 35% to 39% for the same period.
- The backlog of paper crash reports has been completely mitigated.
- Paper crash reports are still received but are scanned, keyed, and entered in to the database for immediate access on a daily basis.
  - 78.2% or 21,491 crash reports were keyed within 30 days of being scanned.
  - 12.7% or 3,485 crash reports were keyed within 31 to 60 days after being scanned.
  - 4.4% or 1,209 crash reports were keyed within 61 to 90 days after being scanned.

## **Statewide Injury Surveillance System**

- Dr. David Law and Dr. Li are working with (SEE) statistical analyst Fengang Peng to create programs and procedures to extract, link, analyze and present injury-related data obtained from the Tennessee Death Certificate and Hospital Discharge Data Systems.
- The initial focus has been on motor vehicle related injuries, but materials on other injury categories such as firearms, falls and poisoning have also been created
- The Hospital Discharge Data System is housed within Tennessee Department of Health along with other datasets, including EMS, vital statistics, etc.
- Data systems currently employed are the Death Certificate Data System and the Hospital Discharge Data System.
- These data are processed, analyzed and linked using SAS statistical software and stored on secure password protected network servers maintained by the Office of Information Resources (OIR).
- All the EMS files collect similar identifying variables that would allow linkage in the future. The Department of Health Statistics does receive annual crash report datasets from the Safety Department for analysis purposes.

## **Tracker - Tracking and Analysis of DUI Case Information**

- Conviction rates are 78.2% statewide.
- In order to achieve higher DUI conviction rates, detailed analyses of specific problems occurring in the DUI arrest-adjudication chain with strategies for developing solutions are provided to individual agencies, and judicial districts,.
- Data mining and summary techniques are incorporated into the training curriculum.
- A DUI tracking website had been developed and used by all law enforcement agencies and DA's.
- Centralized training courses for utilization will be conducted on a regular basis for both potential and current Tracker users.
- The Tracker database is now merged with DUIITS to facilitate information sharing.
- The Tracker system has been enhanced and provides agencies with queries, reports, and data-mining opportunities
- In order to achieve higher DUI conviction rates, detailed analyses of specific problems occurring in the DUI arrest-adjudication chain with strategies for developing solutions are provided to individual agencies, and judicial districts,.

## MOTORCYCLE SAFETY PROGRAM

### Program Goals:

- Reduce the number of motorcycle crashes by 15% from 2,513 to 2,136
- Reduce the number of motorcycle crash fatalities by 10% from 141 to 127
- Increase Helmet use in fatal crashes by 5% from an average of 84% to 89%

### Performance Objective Measures:

#### Objective 1: To decrease number of motorcycle crashes to 2,136 and number of fatalities to 127 in 2009

Performance Measure: Annual number of motorcycle crashes and motorcyclists killed as reported on police crash report form, averaged over three years.

Baseline: In CY 2006, 141 motorcycle riders died in 2,513 crashes.

Status: In CY 2009, 121 motorcycle riders died in 2,323 crashes. Helmet use decreased to 76.9% in fatal crashes (3.3% had unknown helmet usage).

### Program Highlights:

In Blount County Tennessee, U.S. 129 weaves through 11 miles of mountainous roadway on the Tennessee side of the highway stretching to the North Carolina border. This portion of roadway has over 318 curves and is highly publicized on websites as the ultimate riding course for motorcycles and race cars. Drivers from all over the world come to test their endurance and push the limits for speed and agility.

In the spring of 2007, it was brought to the attention of the Governor's Highway Safety Office that there had been over 142 crashes from June 1, 2006 to September 30, 2006 and that Life Star continually had to transport seriously injured drivers and motorist. Law enforcement officials were concerned for the safety of residents in the area, but lacked the resources to continually man the area.

In addition to the usual riding issues for U.S.129, a major rockslide shut down the entry to the Dragon on the Tennessee side of the route in April of 2010 and was not fully re-opened until July 2010. Access to the roadway was limited by entry on the North Carolina side, leaving law enforcement from the Tennessee side without driving access directly to the Dragon. Officers had to either be boated to the other side of the slide and retrieve parked patrol units or drive the 100 miles one way to gain access on the North Carolina side. Overall the slide had little impact on the number of citations and crashes issued since riders could still access the roadway.

### Action Taken:

Two grants were issued to agencies in that jurisdiction.

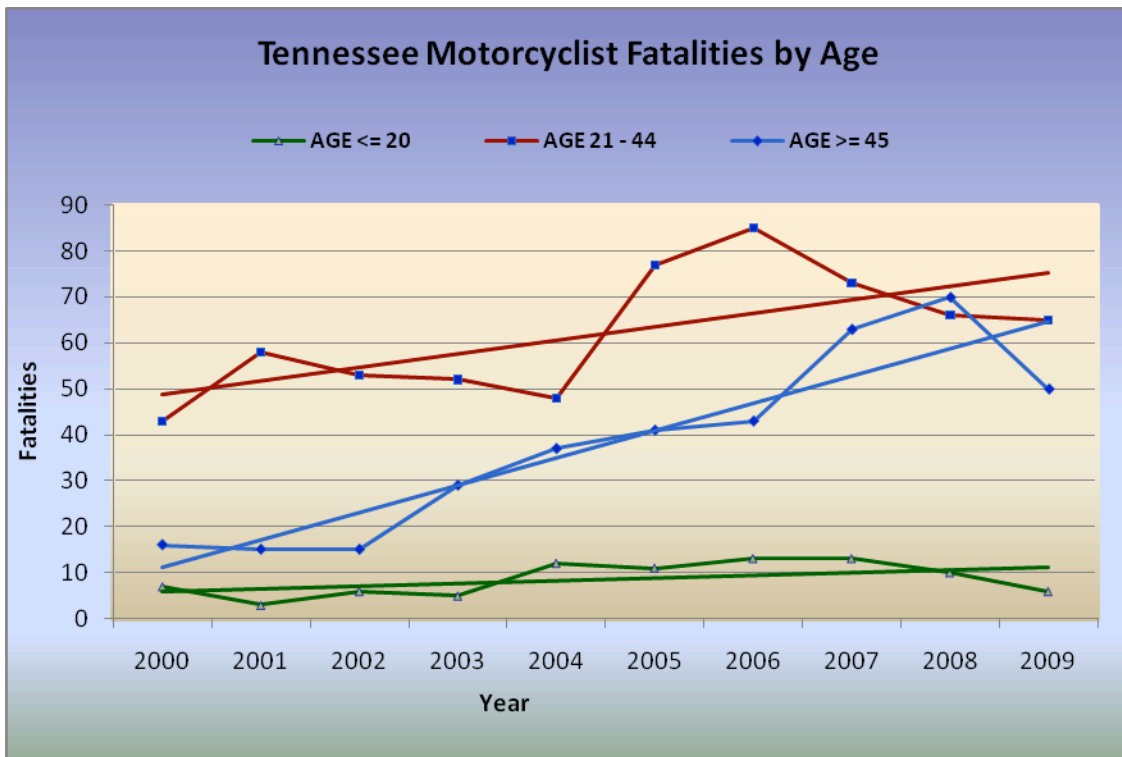
- Tennessee Department of Safety, Knoxville District and
- Blount County Sheriff's Office

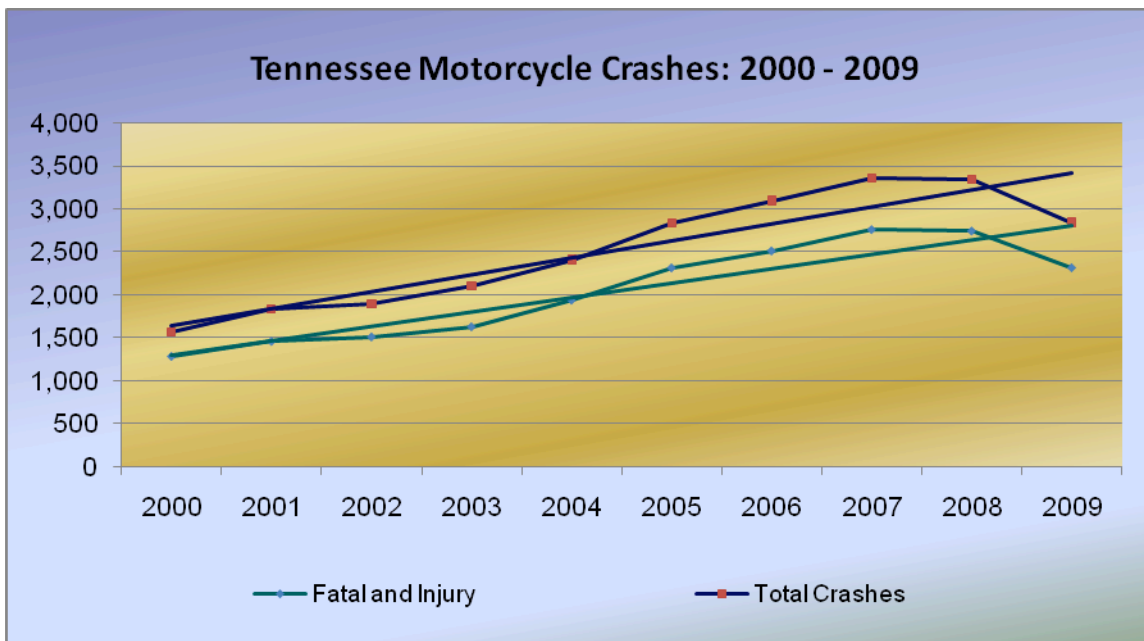
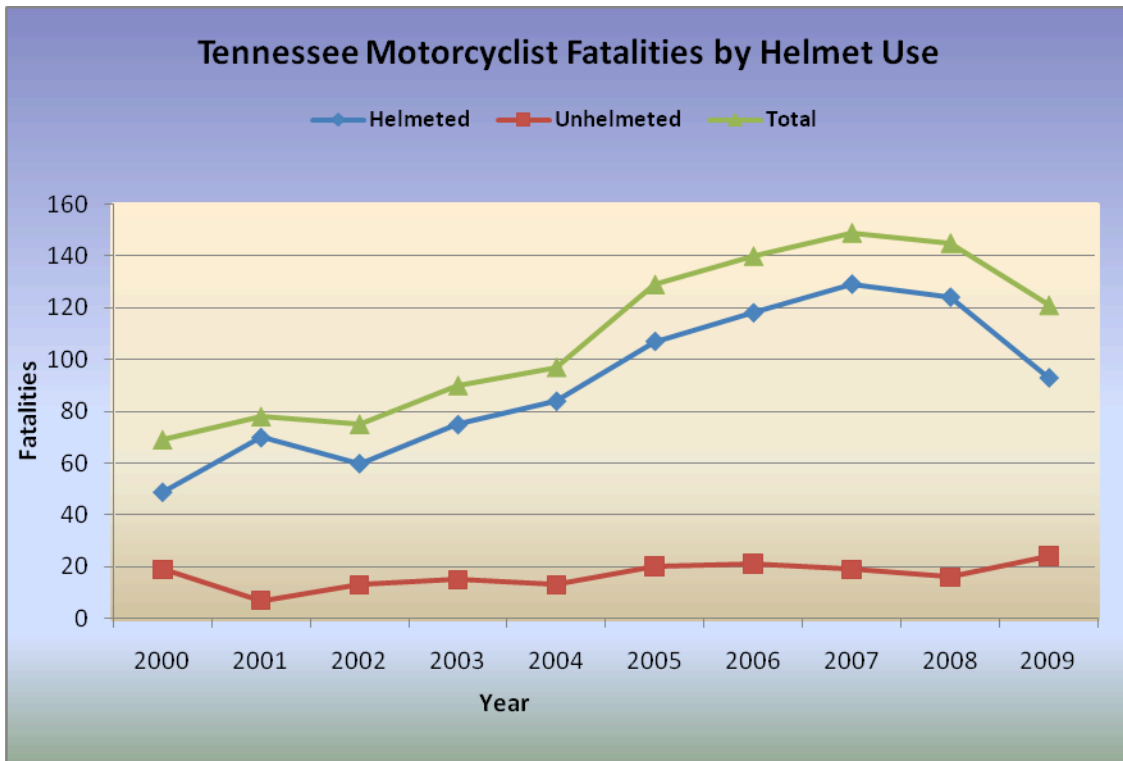
Grant No.	Agency	Program	Grant Amount	Funding Source
PT-10-49	TN Department of Safety	The Dragon	\$71,116.78	402
PT-10-03	Blount County Sheriff's Office	The Dragon	\$65,808.07	402

### Highlights of Accomplishments:

Blount County Sheriff's Office: During this year we placed two deputies four days per week on the dragon. Each deputy worked an 8 hour shift. Most shifts were Thursday thru Sunday 10am to 6pm. There was some variation of the hours worked due to the regular traffic knowing the hours we would be there and waiting until we left or before they arrived to do most of the racing and approximately 2,000 enforcement hours were worked. The number of crashes with serious injury has been greatly reduced over the last three years but the number of fatalities dropped from 3 to 1, which was a single rider on a sport bike. Life flight has fallen from 12 calls in 2007 to 3 this year. Last year deputies issued 1204 citations and warnings and this year that number increased to 1617.

TN Department of Safety, THP: The majority of the crashes this year investigated were cruiser type motorcycles with operator error being the primary cause. One fatality was recorded October 2009 thru September 2010. It should be noted that most crashes were riders visiting from other states possibly not familiar with extremely curvy roads. Crashes Fri-Sun during THP Enforcement remained steady overall at 40 (Sunday thru Saturday) crashes between mile markers 0 and 14 on the Dragon (U.S. 129) between October 2008 and September 2009 enforcement period compared to the previous year's enforcement efforts. There were approximately 401 citations and warnings were issued by Tennessee Highway Patrol during the 2010 grant year.





## SAFE COMMUNITY PROGRAMS

### Goals

- To promote increased multidisciplinary safety activities in statewide at least 40% of the state population and 33% of state traffic deaths and serious injuries.
- To inform the general public and safety advocates of changes in laws, new data, new studies, program opportunities, etc., and to reach high-risk audiences with informational and motivational safety messages.

### Objectives

- Objective 1: To provide outreach, technical assistance and guidance on no less than a quarterly basis to community representatives in Tennessee's 95 counties.
- Objective 2: To encourage locally directed multi-disciplinary safety activities, including diverse Tennessee populations, in the top 10 most populated counties or communities by the end of 2007 and the top 25 most populated counties or communities by the end of 2010.
- Objective 3: To provide training, technology transfer and technical assistance to at least 300 safety professionals and to assist with the coordination of at least two volunteer organizations during 2009-2010.

### Action Taken:

NHTSA's goal of developing the Safe Community program was to promote injury prevention at a local level by engaging multiple representations of advocates in health, education, business, public works, law enforcement and interested citizens. The thrust was to analyze community needs and design programs that met those needs through a 'best practices' perspective.

The community practitioners involved implemented plans to address the problems primarily through education. The key area that was concentrated on was in the distribution of information through the Tennessee Traffic Safety Resource Center.

### FFY 2010 Safe Community Grants

Grant Number	Grantee	Funding Source	Grant Amount	Grant Name
SA-10-01	University of Tennessee	402	\$449,042.86	TN Traffic Safety Resource Center



## Highlights of the program:

The Tennessee Traffic Safety Resource Service integrates many diverse grant tasks and operates an information hub to Tennessee residents as well as to the Governor's Highway Safety Office (GHSO) management. The grant's scope is much like that of a major multi-disciplinary research project. It is comprised of several distinct GHSO program areas. TTSRS is a **"one-stop shop"** for brochures, graphic development, web information/education, conference registration, training registration and tracking, campaign reporting and reports, communications and technical assistance.

Of these, the development and maintenance of the [tntrafficsafety.org](http://tntrafficsafety.org) website is the most visible public presence of the GHSO. The registration, tracking and reporting functions offered by the website greatly facilitates the fulfillment of NHTSA requirements. In FFY10 the TTSRS shipped approximately 562,274 pieces of material to 714 Tennessee agencies or individuals, distributed over 3000 pieces of materials to 300 more people at a statewide conference exhibit, provided customer service/technical assistance to 563 individuals and agencies through the website's Help Desk and, in addition, assisted 70 of the GHSO's Training Instructors by shipping 21,058 manuals, booklets and guides for their training courses.

Vince and Larry Costumes, impairment goggles and videos were shipped for use over 35 times. The **"TN Traffic Reporter"** newsletter was published three times to keep educators & professionals abreast of current traffic safety issues, legislation, training, and campaigns. Also, 11 electronic newsletters were developed and sent to the database. All of these publications were distributed to the server database of approximately 6000 customers. Over 90 brochures, posters, and manuals were created for the clearinghouse and program managers which led to a total printing of over 500,000 pieces.

This year the TTSRS saw an increase in rural groups and individuals requesting educational materials. TTSRS not only distributed large amounts of educational materials this year, but also assisted the GHSO with designing many of its web program needs such as programs on training, conferences (Lead & Live Youth Conference, TN Lifesavers & Law Challenge Conference), LEL programs, CPS, social media/forum and special campaigns (Rural Demonstration Project).

## EMERGENCY MEDICAL SERVICES

### Goal

- To improve motor vehicle crash survivability and injury outcome by improving the availability, timeliness, and quality of emergency medical response and by improving State and community coordination of emergency medical services, public safety, and mass casualty response.

### Objective

- To improve the response time of emergency personnel in rural communities by providing training and equipment for 20-30 individuals within 5 communities

Performance Measure: Demonstrate a reduction in response time of EMS personnel and first responders to motor vehicle crashes.

### Highlights of the program:

The emergency medical services program is a vital public service, a system of care for victims of sudden and serious injury. This system depends on the availability and coordination of many elements, ranging from an informed public capable of recognizing medical emergencies to a network of trauma centers capable of providing highly specialized care to the most seriously injured. The 9-1-1 emergency number, search and rescue teams, and well-trained and equipped pre-hospital and emergency department personnel are some critical elements of an emergency medical services system.

In order to decrease fatalities related to traffic crashes it is paramount that we increase the training to persons who are first on the scene by providing the following:

- Provide training and equipment to first responders in high motor vehicle crash risk locations within rural counties.
- Provide skills development for dealing with crash scenes and crash-related injuries, and skills development for crash injury prevention activities.
- Train emergency medical personnel via distance learning to reach more people who do not have the time or resources for long-distance travel.

### Action Taken:

Five grants were awarded for the first responder training and equipment program. The criteria for the awards were based on a ranking of one of the top 65 counties in overall crashes. The agency must also be in a rural county in order to qualify for funding.

Programs	Agencies	Grant Amount
Faster Response to highway victim	Bedford County EMS	\$14,950.00
First Responder Training for Firemen	Etowah Rescue and Rural Fire Department	\$15,000.00
First Responder Training	Ashland City Fire Department	\$10,000.00
First Responder Equipment and Training	Haywood County EMS	\$14,844.00
First Responder Equipment and training	Smith County EMS	\$12,807.56

**Challenges Encountered and Solutions Developed:**

EMS response times for an ambulance in rural Tennessee can be anywhere from 10-30 minutes. Transport times to a hospital can even be longer, depending upon the location of the call for service. The longer a patient with a life threatening injury has to wait for medical personnel to arrive, the chances for survival diminish.

In order to address the challenge of response time, GHSO is funding the following agencies for the FFY2010-11 Grant Year.

**Agencies Funded:**

- Ashland City Fire Department \$9,932.20
- Toone Police Department \$6,385.49

## Tennessee Highway Traffic Safety Law

### Current Highway Safety Laws:

- Primary Enforcement Seat Belt Law
- Booster Seat Law
- All-Rider Motorcycle Helmet Law
- Graduated Driver License (GDL) - 6-Month Holding Period Provision
- GDL - 30-50 Hours Supervised Driving Provision
- GDL - Passenger Restriction Provision
- Child Endangerment Law
- High Blood Alcohol Concentrate Law
  1. A BAC of .20 or more will require 7 consecutive days in jail.
  2. A BAC of .20 or more elevates a vehicular homicide to aggravated vehicular homicide.
- Effective January 1, 2011, anyone convicted of DUI with a BAC of .15 or more will be required to only operate a vehicle with a functioning ignition interlock device.
- Repeat Offender Law
- Sobriety Checkpoints Law

### Highway Safety Laws Needed

- GDL - Nighttime Restriction Provision
- Mandatory BAC Test Law - Drivers Killed
- Mandatory BAC Test Law - Drivers Who Survive
- Administrative License Revocation (ALR)
- Increase the penalty for seat belt fine, increase the vehicle weight for the primary seat belt law to include the larger SUV's and to prohibit nursing mothers to keep small infants on their lap while traveling.

### Other Notes:

The Governor's Highway Safety Office was asked by the Governor to conduct a DUI Task Force in order to provide legislators revised DUI laws that will be clearer and more effective for law enforcement officials, judges and prosecutors. The proposed changes/recommendations were provided to the Governor in October of 2006 and debated in the 2008, 2009, and 2010 sessions. Any bill with a fiscal note has been shelved due to extreme budget constraints.

Significant in 2010 was the passage of a mandatory ignition interlock bill requiring use of an Ignition Interlock Device (IID) on the second conviction of a DUI, and mandatory on first offense for a BAC of .15 or above, or the endangerment of a child. Additional legislation was passed concerning mandatory "blood draws" supported by the GHSO and the Tennessee District Attorney General Conference (TNDAGC)

Efforts will be supported from safety advocates across the state to increase the fine for not wearing a seat belt in the current primary law. Tennessee's current law mandates only a \$10 fine with no court costs, making it one of the lowest fines among any primary law states.

## Challenges for the Future

### Planning and Administration

- The Tennessee GHSO looks forward to working with NHTSA and GHSA on federal re-authorization.
- Governor Bredesen has signed the latest revision of Tennessee's Strategic Highway Safety Plan that will continue to unite the highway safety advocates of Tennessee in implementing ambitious goals in reducing fatalities on our roadways. Specific plans to reduce the number of fewer than 900 will include new senior driver safety programs and continued commitment to youth driving initiatives.

### Occupant Protection Program

- Recertification of law enforcement officers. Many of them have taken the CPS certification to gain POST credit.
- Legislative changes to allow some local funds to be generated for the writing of CPS tickets.
- Development of a statewide campaign for child passenger safety similar to "Click it or Ticket" or "Buckle Up in Your Truck".
- Focusing efforts on rural areas, particularly among male pickup truck drivers statewide seat belt usage increased 6.5 percentage points to a record 87.1 percent usage for all vehicles, up from 80.6 in 2009. An increased seat belt fine has been determined as the best chance for enhancement in this area to re-ignite increases realized after initial passage of Primary Law six years ago.

### Alcohol & Other Drugs Countermeasures Program

- Open Container Law to include passenger.
- Make all fines and fees equal statewide.
- Permit search warrants if defendant refuses breath or blood test.
- Support legislation to permit videotaping of DUI arrest of minors.

### Police Traffic Services Program

- Tennessee's GHSO continues to support local law enforcement agencies that can identify specific needs as they relate to traffic enforcement in their jurisdictions and that do not have sufficient funding levels to purchase the equipment or training themselves.
- We continue to face the different needs between rural and urban areas and hope that we can continue to meet these needs proportionately.

### Traffic Records Program

- Increase readily accessible, cross-referenced and current crash and judicial records.
- Create Tennessee Traffic Safety Data Users' Group within the framework of the new TITAN system.
- TITAN Systems continues to gain significant traction with over 100 agencies submitting statewide.

### Motorcycle Program

- Implementation of the motorcycle strategic plan began in FFY 2007. The GHSO has full support from the Tennessee Department of Safety- Motorcycle Rider Program, but obtaining the support from motorcycle rider organizations and motorcycle-related businesses will be critical to the success of the various strategic plan components; the motorcycle community must be a part of the solution to the rising motorcycle fatalities.

- The GHSA has identified the Motorcycle Awareness Foundation of Tennessee (MAFT) as our strongest ally in this area.

### **Safe Community Program**

- Although we were not able to expand our Safe Community projects in FFY 2010, the goal was to add at least two communities with high death and/or injury crash rates in 2009 as funding levels permit and to continue expanding efforts to reach the growing Hispanic Community with education and public information.

## **Integrated Communications Plan Earned and Paid Media**

The Governor's Highway Safety Office has developed an integrated communications plan that works in tandem with the NHTSA National Communications Plan, as well as utilizes the unique opportunities that are available in the State of Tennessee. The plan focuses on occupant protection and impaired driving through techniques that integrate marketing i.e. brand recognition, method of delivery, target audience selection and demographic characteristics and law enforcement efforts in order to support state laws and encourage behavioral changes.

Brand recognition and association of the message can help build and sustain social norms. Booze It and Lose It is associated with the penalties of drinking and driving and Click It or Ticket is associated with the seat belt use, both messages associate the brand with behavioral changes. Although media is not the only factor to changing behavior, it can influence and provide a sustaining message that over time can be persuasive.

Paid and earned media, high visibility enforcement and partnerships will be the foundation of the integrated communications plan. Approximately 376 law enforcement agencies across the State participated in the high visibility enforcement periods. Partnerships include agencies such as: Mother's Against Drunk Driving, the Tennessee Department of Safety, NFL Titan's football, NHL Nashville Predators, NBA Memphis Grizzlies, the University of Tennessee (UT) football and basketball, the University of Memphis and many other sports venues that reach the desired target audience and are utilized to complement the Booze It and Lose, Click It or Ticket, and Motorcycle Safety campaign messages.

**Goal:** To increase awareness of the following highway safety messages 5% for Booze It and Lose It, 2% for Click It or Ticket, 5% for 100 Days of Summer Heat and 10% Motorcycle Safety in 2008.

**Objectives:** Provide educational messages through brand association that may lead to social norm changes of behavior.

**Evaluation:** Attitudes and perceptions evaluation for each campaign over \$100,000 will be conducted to determine if awareness has increased. Baseline evaluations have been conducted for each of these campaigns and will be compared to the results gathered in 2008-2009.

**Tasks:** Develop, plan and carryout the Booze It and Lose It, Holiday, Click It or Ticket, 100 Days of Summer Heat/Get Nailed and Motorcycle Safety campaigns as listed in the Events and Activities Calendar. Conduct attitudes and perceptions evaluations for each campaign period exceeding \$100,000.

The Social Science Research Institute has been conducting interviews with residents of the state of Tennessee over the past three years to measure driving habits and awareness of traffic safety slogans. Specifically, respondents have been asked about their recall and recognition of two slogans: *Click It or Ticket* and *Booze It and Lose It*. The timing of these interviews was scheduled to coincide with media campaigns sponsored by the Governor's Highway Safety Office. The findings of these surveys suggest that both campaigns have been successful in reaching the general public. Moreover, recall of the slogans has remained steady for the older, *Click It or Ticket*, slogan and has generally increased for the newer slogan, *Booze It or Lose It*.

### **Booze It and Lose It**

The Booze It and Lose It campaign tag was utilized with an enforcement message during the holiday and Labor Day campaign periods and will target "risk takers" (men 18-29) and "blue

collars” (men 25-34) demographic groups. Campaign periods included radio and television and the purchase of signage in the form of banners, posters and educational publications. Earned media included a news release and press conference at the onset of each campaign period, with local municipalities reporting in on progress, sobriety checkpoint locations, and other notable activities. The measure for advertising outreach was within the goals and guidelines of frequency and reach set by NHTSA for national paid media campaigns.

- The measure for each market purchased for broadcast television and cable was a minimum of 100-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 100-200 GRP's per week.
- These GRP's levels delivered with sufficient reach to the target audience of male viewers and listeners ages 18-34.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.

Based on the congressional requirements, an attitudes and perceptions pre and post telephone surveys utilizing random digit dialing sampling techniques were conducted for these campaign periods and the evaluation reports will be submitted to the Governor’s Highway Safety Office and included in the Annual Media Report to NHTSA.

In addition to the campaigns for this year, major metropolitan bus advertising was utilized to display the Booze It and Lose It logo and an ad that was used for print ads for the sports events.





**HOLIDAY 2008-2009**

**Flight Dates:** Dec 8-Jan 4

**Target Audience:** Men 18-34

SPOT TV/CABLE TV					
MARKET	DELIVERED	# SPOTS		IMPRESSIONS(000)	REACH/FREQUENCY
		PAID	PSAs		
Chattanooga	\$65,896.25	572	411	454	76.6/5.9
Jackson	\$5,129.79	428	419	0	0
Knoxville	\$76,810.39	791	1160	633	84.7/5.2
Memphis	\$88,686.87	1299	1123	905	83.5/5.4
Nashville	\$60,175.00	276	140	1243	88.7/4.9
Tri-Cities	\$48,867.61	546	177	343	69.7/6.0
<b>TOTAL</b>	<b>\$345,565.91</b>	<b>3912</b>	<b>3430</b>	<b>3578</b>	

RADIO					
MARKET	PURCHASED/ DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$14,123.60	449	594	468	72.4/11.2
Cookeville	\$1,683.00	60	60	22	30.2/5.2
Jackson	\$5,297.20	204	214	59	59.4/8.3
Knoxville	\$24,436.25	491	844	591	63.6/9.7
Memphis	\$10,867.25	390	365	1,068	70.6/10.0
Nashville	\$40,885.10	1073	986	1,114	70.7/9.2
Tri-Cities	\$17,040.80	636	402	341	61.8/9.8
<b>TOTAL</b>	<b>\$114,333.20</b>	<b>3303</b>	<b>3465</b>	<b>3,663</b>	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$80,019.85	2026	922
Cookeville	\$6,812.79	967	22
Jackson	\$10,426.99	2369	692
Knoxville	\$113,123.12	3757	1,496
Memphis	\$99,554.12	1171	2,311
Nashville	\$101,060.10	2782	1,457
Tri-Cities	\$65,908.41	1038	341
	\$476,905.38	14,110	7,241

**HALLOWEEN 2008**

**Fund**

**Source:** 154 Funds

**Flight Dates:** 10/22-10/31/2008

**Target Audience:** Men 18-34

SPOT TV/CABLE TV					
MARKET	DELIVERED	# SPOTS		IMPRESSIONS	REACH/FREQUENCY
		PAID	PSAs		
Chattanooga	\$0.00	0	0	0	0
Cookeville	\$0.00	0	0	0	0
Jackson	\$0.00	0	0	0	0
Knoxville	\$0.00	0	0	0	0
Memphis	\$0.00	0	0	0	0
Nashville	\$0.00	0	0	0	0
Tri-Cities	N/A	0	0	0	0
<b>TOTAL</b>	N/A	0	0	0	0

RADIO					
MARKET	PURCHASED /DELIVERED NET	# SPOTS		IMPRESSIONS	REACH/FREQUENCY
		PAID	PSAs		
Chattanooga	\$8,764.35	214	238	236,000	64/6.4
Cookeville	\$2,380.00	76	76	34,000	46.3/5.2
Jackson	\$2,490.50	108	118	42,000	56.6/6.2
Knoxville	\$10,025.80	179	181	290,000	56.5/5.8
Memphis	\$16,025.60	295	304	673,000	67.0/6.6
Nashville	\$20,210.50	276	142	662,000	62.0/6.2
Tri-Cities	\$6,666.55	157	158	161,000	56.1/5.1
State-wide	\$6,379.25	19	19	N/A	
<b>TOTAL</b>	<b>\$72,942.55</b>	<b>1324</b>	<b>1236</b>	<b>2,098,000</b>	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS
Chattanooga	\$8,764.35	452	236,000
Cookeville	\$2,380.00	152	34,000
Jackson	\$2,490.50	226	42,000
Knoxville	\$10,025.80	360	290,000
Memphis	\$16,025.60	599	673,000
Nashville	\$20,210.50	418	662,000
Tri-Cities	\$6,666.55	315	161,000
TN Radio Net	\$6,379.25	38	N/A
	\$72,942.55	2,560	2,098,000

**SUPERBOWL 2009**

**Fund****Source:** 410 Funds**Flight Dates:** 1/26-2/1/09**Target Audience:** MEN 18-34

SPOT TV/CABLE TV					
MARKET	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$3,505.15	1	5	N/A	N/A
Cookeville	\$0.00				
Jackson	\$0.00				
Knoxville	\$6,878.87	11	0	N/A	N/A
Memphis	\$7,141.75	9	0	N/A	N/A
Nashville	\$8,237.11	28	0	N/A	N/A
Tri-Cities	\$8,762.89	7	18	N/A	N/A
<b>TOTAL</b>	<b>\$34,525.77</b>	<b>56</b>	<b>23</b>	<b>0</b>	

RADIO					
MARKET	PURCHASED /DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$4,800.51	160	117	164	63.4/4.5
Cookeville	\$1,258.00	30	30	14	36.3/2.6
Jackson	\$1,310.70	70	18	26	51/4.3
Knoxville	\$6,715.85	149	149	253	63.5/4.2
Memphis	\$6,415.80	208	198	372	59.8/4.1
Nashville	\$11,701.95	322	327	559	71.4/4.6
Tri-Cities	\$3,965.25	125	68	126	54.3/4.1
<b>TOTAL</b>	<b>\$36,168.06</b>	<b>1064</b>	<b>907</b>	<b>1,514</b>	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$8,305.66	283	164
Cookeville	\$1,258.00	60	14
Jackson	\$1,310.70	88	26
Knoxville	\$13,594.72	309	253
Memphis	\$13,557.55	415	372
Nashville	\$19,939.06	677	559
Tri-Cities	\$12,728.14	218	126
<b>TOTALS</b>	<b>\$70,693.83</b>	<b>2,050</b>	<b>1,514</b>

**LABOR DAY (BOOZE IT LOSE IT) 2009**

**Fund**

**Source:** 154 Funds

**Flight Dates:** 8/17-9/6/09

**Target Audience:** Men 18-34

SPOT TV/CABLE TV					
MARKET	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$27,068.39	475	478	281	47/5.7
Cookeville	\$0.00	0	0	0	0
Jackson	\$8,617.96	328	294	60	45.8/5.0
Knoxville	\$29,957.36	1014	789	447	63.5/4.9
Memphis	\$17,517.49	233	211	424	46.2/4.6
Nashville	\$42,912.31	359	221	861	64.4/4.7
Tri-Cities	\$18,375.83	360	433	179	38.5/5.6
<b>TOTAL</b>	<b>\$144,449.34</b>	<b>2,769</b>	<b>2,426</b>	<b>2,252</b>	

RADIO					
MARKET	PURCHASED/ DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$14,226.00	385	395	302	64.6/7.7
Cookeville	\$1,308.15	54	54	21	42.4/3.5
Jackson	\$3,078.26	189	194	48	51.7/8.0
Knoxville	\$15,298.49	369	353	444	69.7/7.1
Memphis	\$15,203.94	366	236	542	49.6/7.4
Nashville	\$20,018.34	432	482	809	66.1/6.9
Tri-Cities	\$5,428.98	171	171	176	60.2/5.2
<b>TOTAL</b>	<b>\$49,114.84</b>	<b>1,363</b>	<b>1,232</b>	<b>1,357</b>	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$41,294.39	1733	583
Cookeville	\$1,308.15	108	21
Jackson	\$11,696.22	1005	108
Knoxville	\$45,255.85	2525	891
Memphis	\$32,721.43	1046	966
Nashville	\$58,210.80	1302	1,305
Tri-Cities	\$33,579.77	1395	721
<b>TOTAL</b>	<b>\$224,066.61</b>	<b>9,114</b>	<b>4,595</b>

**JULY 4th 2009**

**Fund**

**Source:** 154 Funds

**Flight Dates:** 6/29-7/5/09

**Target Audience:** Men 18-34

SPOT TV/CABLE TV					
MARKET	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$0.00	0	0	0	0
Cookeville	\$0.00	0	0	0	0
Jackson	\$0.00	0	0	0	0
Knoxville	\$0.00	0	0	0	0
Memphis	\$0.00	0	0	0	0
Nashville	\$0.00	0	0	0	0
Tri-Cities	\$0.00	0	0	0	0
<b>TOTAL</b>	\$0.00	0	0	0	

RADIO					
MARKET	PURCHASED/ DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$4,573.55	111	111	97	50.3/3.3
Cookeville	\$436.05	18	18	7	27.5/1.8
Jackson	\$204.00	12	12	16	39.4/3.5
Knoxville	\$4,939.35	119	58	144	53.5/3
Memphis	\$5,358.40	129	106	190	39.0/3.3
Nashville	\$5,576.00	134	146	234	45.8/2.9
Tri-Cities	\$3,452.70	96	96	82	502./2.9
<b>TOTAL</b>	<b>\$24,540.05</b>	<b>619</b>	<b>547</b>	<b>770</b>	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$4,573.55	222	97
Cookeville	\$436.05	36	7
Jackson	\$204.00	24	16
Knoxville	\$4,939.35	177	144
Memphis	\$5,358.40	235	190
Nashville	\$5,576.00	280	234
Tri-Cities	\$3,452.70	192	82
<b>TOTAL</b>	<b>\$24,540.05</b>	<b>1,166</b>	<b>770</b>

**Diversity Media**

To address the diversity issue within the State a plan was developed that targeted the Hispanic Community. Many of the immigrants in Hispanic communities across the State come from countries where more often than not, people did not own or drive vehicles, nor were they educated in highway safety issues. Coming to the States requires learning driving skills and roadway rules and laws which is difficult to deliver due to the possibility of incarceration for being in the country illegally. Through a partnership with MADD and Conexion Americanos- a non-profit agency that assists the Hispanic Community with everything from finding living arrangements to educational opportunities- delivered a DUI education and outreach program that provided educational materials to partners within the community and one-on-one interaction through a local phone number published in the educational materials. It also included radio; television buys; print ads and billboards during the campaign complimenting the Booze It and Lose message.

**Hispanic**

**Fund Source:** 154 Funds

**Flight Dates:** Nov 2008 - July 2009

**Target Audience:**

**Men 18-34**

**Latino Men 18-34**

SPOT TV/CABLE TV					
MARKET	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga					
Cookeville					
Jackson					
Knoxville					
Memphis					
Nashville	\$9,903.11	425			
Tri-Cities					
<b>TOTAL</b>	<b>\$9,903.11</b>	<b>425</b>	<b>0</b>	<b>0</b>	

RADIO					
MARKET	PURCHASED/ DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$3,702.60	198	198		
Cookeville					
Jackson					
Knoxville					
Memphis	\$2,652.00	93	94		
Nashville	\$19,155.40	1127	1123		
Tri-Cities					
<b>TOTAL</b>	<b>\$25,510.00</b>	<b>1,418</b>	<b>1,415</b>	<b>0</b>	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS

			(000)
Chattanooga	\$3,702.60	396	0
Cookeville	\$0.00	0	0
Jackson	\$0.00	0	0
Knoxville	\$0.00	0	0
Memphis	\$2,652.00	187	0
Nashville	\$29,058.51	425	0
Tri-Cities	\$2,652.00	187	0
<b>Sub-Total</b>	<b>\$38,065.11</b>	<b>1,195</b>	<b>0</b>
Hispanic Print	<b>\$13,382.46</b>		
<b>TOTAL</b>	<b>\$51,447.57</b>		

\*Reach and Frequency unavailable due to lack of ratings for Hispanic-only

The Booze It and Lose It tag was utilized in a soft alcohol countermeasures message in the following sports marketing venues: All Division One college teams in the state: The University of Tennessee, University of Memphis, and Vanderbilt University football and basketball, and Middle Tennessee State University; Tennessee Titans, Nashville Predators, Southern Heritage Classic, The Liberty Bowl, Music City Bowl, and 9 minor league baseball stadiums and others noted below. Interior and exterior signage, radio and television spots, public address announcements, Jumbo-tron, LED rotational lighting and other unique signage will be used to promote the Booze It and Lose It message.

#### Booze It and Lose It Marketing 07-08

Tennessee Titans (fall 08) (fall 09)	Tennessee Football Inc.	Signage, Television, psa's on jumbo-tron	324 Television spots, 21 psa's on jumbo-tron, 42 logo on replay permanent signage	\$120,000.00 \$66,666.00 Funded 154
Nashville Predators (fall 08 – spring 09) (fall 09)	Nashville Hockey Club	Signage, Television, logo on scoreboard rotations, print ad in Predator Press	Permanent signage, 110 tv, 180 radio spots, jumbo, print ad	\$175,000.00 \$25,000.00 Funded 154
Minor League Baseball (spring – summer 09)	Amerisports, Inc.	Signage, psa's, radio, jumbo- tron	Permanent signage, 964 radio spots (over bonused approx. 220 spots)	\$180,000.00 Funded 154
Southern Heritage Classic Football Game (Fall 09)	Summitt Management	Jumbo-tron, radio tags, logo inclusion on print materials, full page color ad, stadium signage	800 radio tags	\$80,000.00 Funded 154
Music City Bowl (fall 08)	Music City Bowl, Inc.	Signage, jumbo-tron, campaign logo on all print materials, radio and television	600 spots on the national radio network, 8 radios spots local during game, 4 cable spots	80,000.00 Funded 154
Liberty Bowl (fall 08)	Liberty Bowl Association	Signage, jumbo-tron, television, radio		\$80,000.00 (154)

Motorsports (fall 08) (spring– fall 09)	Alliance Sport Marketing	Signage, print ads, psa		\$50,000.00 \$200,000.00 (154)
Middle Tennessee State University (Fall 09)	Nelligan Sports	Signage	Campaign logo on jumbo-tron rotations, arena signage	\$4,375.00 Funded 154
Titan's Radio Network (fall 08 and fall 09)	Citadel Broadcasting	Radio	6,636 pd spots	\$46,666.66 \$84,000.00 Funded 154
Memphis Grizzlies (fall 08 – Spring 09)	Hoops LP	Signage	LED Rotational Signage, Jumbotron	\$105,000.00 Funded 154
U of M Football & Basketball (spring 09) (fall 09)	Learfield Communications	Signage, jumbo-tron, rotational signage, print ads	LED rotational signage, press backdrop	\$152,179.00 \$52,247.24 Funded 154
U Of M Football & Basketball (spring 09) (fall 09)	University of Memphis	Radio	199 radio spots	\$58,711.50 \$20,157.74 Funded 154
Vanderbilt University Football & Basketball (fall 08 – spring 09 & fall 09)	International Sports Properties	Radio, signage, rotational signage, Jumbo-tron	191 radio spots, 104 of these were bonus spots	\$67,275.00 \$20,888.88 Funded 154
UT Football & Basketball (fall 09- spring 09 & fall 09)	IMG College	Television, radio, Signage, Jumbo-tron, video boards	353 television spots, 2,150 radio spots	\$186,750.00 \$62,250.00 Funded 154
Bus Wraps	Various vendors	Signage	Bus wrap-Nash, Mem, Chatt	Funded 154
Sports radio/television	Various vendors	Television, radio, internet	2,010 radio spots 339 television spots	Funded 154

### Click It or Ticket & Rural Demonstration Project

The Click It or Ticket campaign tag was utilized with an enforcement message during the month of May and targeted "risk takers" (men 18-29) and "blue collars" (men 25-34) demographic groups. Campaign periods included radio and television and the purchase of signage in the form of banners and educational publications. Earned media included a press release at the onset of each campaign period in conjunction with the Hands Across the Border media and checkpoint events with local municipalities reporting in on progress, sobriety checkpoint locations, and other notable activities. The measure for advertising outreach will be within the goals and guidelines of frequency and reach set by NHTSA for national paid media campaigns.

- The measure for each market purchased for broadcast television and cable was a minimum of 100-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 100-200 GRP's per week.
- These GRP's levels delivered with sufficient reach to the target audience of male viewers and listeners ages 18-34.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.



Based on the congressional requirements, an attitudes and perceptions pre and post telephone surveys utilizing random digit dialing sampling techniques will be conducted for this campaign period and the assessment report will be submitted to the Governor's Highway Safety Office and included in the Annual Media Report to NHTSA.

**CLICK IT OR TICKET 2009**

**Fund**

**Source:** 406 & 402 Funds

**Flight Dates:** 5/18-5/31

**Target Audience:** Men 18-34

SPOT TV/CABLE TV					
MARKET	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$49,992.05	580	506	338	79.2/4.1
Cookeville	\$0.00	0	0	0	
Jackson	\$11,378.95	174	221	36	31.3/4.4
Knoxville	\$35,751.00	175	204	597	81.0/5.1
Memphis	\$48,059.00	783	760	672	81.3/4.2
Nashville	\$86,432.25	438	258	1216	93.7/4.4
Tri-Cities	\$40,957.25	406	458	278	88.7/3.8
<b>TOTAL</b>	<b>\$272,570.50</b>	<b>2,556</b>	<b>2,407</b>	<b>3,137</b>	

RADIO					
MARKET	PURCHASED/ DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$15,235.40	354	319	409	67.7/10.3
Cookeville	\$1,861.50	80	80	32	46.9/4.9
Jackson	\$4,049.40	203	184	58	53.9/9.3
Knoxville	\$26,973.05	417	416	700	74.4/10.6
Memphis	\$55,218.95	456	1285	947	55.4/11.3
Nashville	\$32,594.10	634	565	1,406	76.4/10.4
Tri-Cities	\$17,626.45	365	313	416	66.9/11.0
<b>TOTAL</b>	<b>\$153,558.85</b>	<b>2,509</b>	<b>3,162</b>	<b>3,968</b>	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$65,227.45	1759	0

Cookeville	\$1,861.50	1759	747
Jackson	\$15,428.35	160	32
Knoxville	\$62,724.05	782	94
Memphis	\$103,277.95	1212	1,297
Nashville	\$119,026.35	3284	1,619
Tri-Cities	\$58,583.70	1542	694
<b>TOTAL</b>	<b>\$426,129.35</b>	<b>10,498</b>	<b>4,483</b>

**MAY RURAL DEMONSTRATION 2009**

**Flight Dates: 5/8-5/15/09**

**Target Audience: Men 18-34**

MARKET	SPOT TV/CABLE TV				
	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$26,096.70	1006	434	183	64.6/2.8
Cookeville	\$0.00	0	0	0	0
Jackson	\$0.00	0	0	0	0
Knoxville	4959.75*	536	139	N/A	N/A
Memphis	\$0.00	0	0	0	0
Nashville	\$49,453.00	643	554	738	83.5/3.0
Tri-Cities	\$0.00	0	0	0	0
<b>TOTAL</b>	<b>\$75,549.70</b>	<b>2185</b>	<b>1127</b>	<b>921</b>	

\*Cable Only

MARKET	RADIO				
	PURCHASED/ DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$8,187.00	222	223	253	62.9/6.9
Cookeville	\$0.00	0	0	0	0
Jackson	\$0.00	0	0	0	0
Knoxville	\$7,014.52	172	172	185	30.8/3.7
Memphis	\$0.00	0	0	0	0
Nashville	\$14,376.90	274	254	603	68.0/5.0
Tri-Cities	\$0.00	0	0	0	0
<b>TOTAL</b>	<b>\$29,578.42</b>	<b>668</b>	<b>649</b>	<b>1041</b>	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$34,283.70	1885	436

Cookeville	\$0.00	0	0
Jackson	\$0.00	0	0
Knoxville	\$11,974.00	1019	185
Memphis	\$0.00	0	0
Nashville	\$63,829.90	1725	1,341
Tri-Cities	\$0.00	0	0
Massive Online	\$8,500.00		
Outdoor	\$1,250.00		
<b>Total</b>	<b>\$85,553.90</b>	<b>2,744</b>	<b>1,526</b>

### Teen Drivers

Two key messages were used to target teenage drivers 16-20 in the 2007-2008 fiscal year. The first "Between the Barrels" (formally In the Zone) focused on teen occupant protection and was utilized in eighteen high schools in the major metropolitan areas: Hamilton, Knox, Shelby and Davidson Counties. This project reached an estimated 7,200 students. This project includes a multimedia school assembly component consisting of a 5 minute video that will be shown to junior and senior students, school information packet with handouts, and other instructional materials to encourage teens to use seat belts, obey speed limit signs in construction zones, and to pay attention to the events occurring around them. A radio spot was produced from the 5 minute video that can be used on school intercom systems and was aired on radio stations. The second message was a radio and television spot that promoted seat belt use and an alcohol countermeasure message, entitled "Don't let a great time be the last time". This spot will be shown during the month of May during prom and graduation events.

The Booze It and Lose It tag was utilized in 3 high school events. The first being the high school football championship games, held at a central location in the State. High schools from across compete for the number one top ranking team based on school classification. The second was: the high school basketball championships with the same criteria mentioned for football. The third was the high school baseball, track, and soccer championships. These events collectively draw approximately 300,000 students annually, in addition to parents, grandparents and other interested visitors.

- The measure for each market purchased for broadcast television and cable was a minimum of 100-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 100-200 GRP's per week.
- These GRP's levels delivered with sufficient reach to the target audience of male and female viewers and listeners ages 16-21.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.

#### **PROM 2009**

#### **Fund**

**Source:** 164 & 163 Funds

**Flight Dates:** 4/13-4/19/09

**Target Audience:** PERSONS 12-17

SPOT TV/CABLE TV					
MARKET	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$19,738.41	49	50	79	35.5/2.1
Cookeville	\$0.00	0	0	0	0
Jackson	\$7,127.25	26	34	18	32.4/1.9
Knoxville	\$21,214.95	55	42	182	52.4/2.4
Memphis	\$28,617.83	48	47	357	58.7/2.6
Nashville	\$22,936.85	35	12	273	47.3/1.9
Tri-Cities	\$9,957.73	27	10	41	25.8/1.9
<b>TOTAL</b>	<b>\$109,593.02</b>	<b>240</b>	<b>195</b>	<b>950</b>	

RADIO					
MARKET	PURCHASED/ DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$6,024.80	159	155	248	48.4/5.8
Cookeville	\$1,170.45	51	51	26	44.7/3
Jackson	\$2,450.55	68	92	32	42.7/4.0
Knoxville	\$7,712.90	170	168	355	63.6/4.3
Memphis	\$13,590.75	314	247	815	51.4/6.5
Nashville	\$9,500.45	303	276	891	61.2/5.7
Tri-Cities	\$8,150.65	268	268	264	60.6/5.3
<b>TOTAL</b>	<b>\$48,600.55</b>	<b>1333</b>	<b>1257</b>	<b>2631</b>	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$25,763.21	413	327
Cookeville	\$1,170.45	102	26
Jackson	\$9,577.80	220	50
Knoxville	\$28,927.85	435	537
Memphis	\$42,208.58	656	1,172
Nashville	\$32,437.30	626	1,164
Tri-Cities	\$18,108.38	573	305
Theatre Ads	\$36,959.00		
<b>TOTAL</b>	<b>\$195,152.57</b>	<b>3,025</b>	<b>3,581</b>

\* Via Cinemedia and Screen Vision we purchased screen ads in movie theatres across the state. We received a week of

**Work Zone Safety**

**Fund Source:** 402 Funds

**Flight Dates:** 4/6 - 4/12

**Target Audience: Teens**

SPOT TV/CABLE TV					
MARKET	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$11,050.00			No Data	
Cookeville	\$0.00			No Data	
Jackson	\$0.00			No Data	
Knoxville	\$13,000.00			No Data	
Memphis	\$11,071.25			No Data	
Nashville	\$11,050.00			No Data	
Tri-Cities	\$11,050.00			No Data	
<b>TOTAL</b>	<b>\$57,221.25</b>	<b>0</b>	<b>0</b>	<b>0</b>	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$11,050.00		No Data
Cookeville	\$0.00		No Data
Jackson	\$0.00		No Data
Knoxville	\$13,000.00		No Data
Memphis	\$11,071.25		No Data
Nashville	\$11,050.00		No Data
Tri-Cities	\$11,050.00		No Data
<b>TOTAL</b>	<b>\$57,221.25</b>	<b>0</b>	<b>0</b>

**SUMMER PROMOTION**

The 100 Days of Summer Heat –Drive Drunk Get Nailed was utilized with an enforcement message during the month of June, July, August and early September and targeted “risk takers” (men 18-29) and “blue collars” (men 25-34) demographic groups. Advertising during these

periods, included guerilla marketing utilizing “Nailed” vehicles that were moved around the state, radio and television, bar coasters, table tents in the Tri-Cities Market, and press releases. The measure for advertising outreach was within the goals and guidelines of frequency and reach set by NHTSA for national paid media campaigns.

- The measure for each market purchased for broadcast television and cable was a minimum of 100-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 100-200 GRP's per week.
- These GRP's levels delivered with sufficient reach to the target audience of male viewers and listeners ages 18-34.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.

**SUMMER HEAT-DRIVE DRUNK GET  
NAILED 2009**

**Fund**

**Source:** 154 Funds

**Flight Dates:** 6/22-8/9/09

**Target Audience:** Men 18-34

MARKET	SPOT TV/CABLE TV				
	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$68,807.50	1460	2464	477	52.5/9.1
Cookeville	\$0.00	0	0	0	0
Jackson	\$21,904.50	1159	1011	72	35.4/7.8
Knoxville	\$61,398.05	3281	3363	733	77.3/6.6
Memphis	\$35,590.35	730	895	759	50.9/7.4
Nashville	\$99,661.50	1092	1938	1479	65.6/7.9
Tri-Cities	\$45,102.70	1073	1081	311	46.2/8.2
<b>TOTAL</b>	<b>\$332,464.60</b>	<b>8,795</b>	<b>10,752</b>	<b>3,831</b>	

MARKET	RADIO				
	PURCHASED/ DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$19,783.75	553	557	486	69.7/11.9
Cookeville	\$2,180.25	90	91	35	47.6/5.2
Jackson	\$4,647.80	311	205	80	54.7/12.6
Knoxville	\$24,688.25	594	569	720	74.2/10.8
Memphis	\$19,924.00	515	432	762	53.0/9.7
Nashville	\$29,048.75	684	665	1,177	66.9/10.0
Tri-Cities	\$10,444.80	358	358	328	67.8/8.6
<b>TOTAL</b>	<b>\$110,717.60</b>	<b>3,105</b>	<b>2,877</b>	<b>3,588</b>	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$88,591.25	5034	963
Cookeville	\$2,180.25	181	35
Jackson	\$26,552.30	2686	152
Knoxville	\$86,086.30	7807	1,453
Memphis	\$55,514.35	2572	1,521
Nashville	\$128,710.25	4379	2,656
Tri-Cities	\$55,547.50	2870	639
<b>TOTAL</b>	<b>\$443,182.20</b>	<b>25,529</b>	<b>7,419</b>

### Motorcycle Safety

#### MOTORCYCLE SAFETY 2009

Fund Source: 2010 Funds

Flight Dates: 4/27-5/4/09

Target Audience: Adults 25-54

RADIO					
MARKET	PURCHASED/ DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/ FREQUENCY
		PAID	PSAs		
Chattanooga	\$10,603.75	247	247	705	61.3/5.4
Cookeville	\$1,162.80	48	48	73	45.3/3.9
Jackson	\$1,309.00	62	48	79	43.8/4.6
Knoxville	\$9,447.15	192	173	1,069	63.0/5.2
Memphis	\$11,884.70	332	264	1,606	58.9/5.1
Nashville	\$17,106.25	301	314	1,957	64.6/4.7
Tri-Cities	\$9,085.65	189	186	658	59.0/5.1
Fringe Counties	\$20,093.47	1014	468	N/A	N/A
<b>TOTAL</b>	<b>\$80,692.77</b>	<b>2385</b>	<b>1748</b>	<b>6147</b>	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$10,603.75	494	705
Cookeville	\$1,162.80	96	73
Jackson	\$1,309.00	110	79
Knoxville	\$9,447.15	365	1,069
Memphis	\$11,884.70	596	1,606

Nashville	\$17,106.25	615	1,957
Tri-Cities	\$9,085.65	375	658
Fringe Counties	\$20,093.47	1482	N/A
	\$80,692.77	4,133	6,147

With motorcycles fatalities on the rise since 1998, Tennessee embarked on a motorcycle safety awareness campaign which targeted men 25-54 whom are the predominant group represented statistically in fatalities since 2001. In 2007 the Tennessee Governor's Highway Safety Office partnered with the Tennessee Department of Safety and created a video package for motorcycle training and motorcycle safety awareness. The motorcycle spot ran statewide as a public service announcement in April of 2008 and radio spots were purchased for an awareness campaign. A press event was conducted in which approximately 100 motorcycle riders attended to emphasis motorcycle safety and a press release was distributed to local newspapers.

- The measure for each market purchased for broadcast television and cable was a minimum of 100-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 100-200 GRP's per week.
- These GRP's levels delivered with sufficient reach to the target audience of male viewers and listeners ages 18-34.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.



**Events and Activities 2009-2010**

MONTH	THEME AND APPROX DATES	MEDIA/PUBLICATIONS/ ACTIVITIES	APPLICATIONS/EVALUATION
October	Halloween – <i>Booze It and Lose It</i> Oct. 26- 31	Earned Media – News Release Media Purchase DMS Boards	
November (to Jan. 1)	Rural Demonstration Project <i>Click it or Ticket</i> Nov. 10 – Nov.16 Thanksgiving – <i>Booze It and Lose It</i> Nov. 23 – Jan. 1	Earned Media- News Release Media Purchase  Earned Media – News Release Sobriety Checkpoints DMS Boards	Attitudes and Perceptions Survey
December	<i>National Drunk &amp; Drugged Driving Prevention Month</i> (TBD)	Impaired Driving Media Release Alcohol Mobilization News conference	
January			
February	Super Bowl Sunday <i>Booze It and Lose It</i> Jan. 29 – Feb. 1	Media Purchase Sobriety Checkpoints News Conference DMS Boards	
March	Work Zone <i>Between the Barrels</i> <b>April 6-12</b>	Media Purchase DMS Boards <b>Revised dates</b>	
April	Prom Season ( <i>Alcohol Message</i> ) <b>April 13-19</b> Motorcycle Awareness ( <i>Safety Message</i> ) April 26 - May 2	Media Purchase <b>Revised dates</b> News Release/News Conference Media Purchase DMS Boards	Attitudes and Perceptions Survey  Attitudes and Perceptions Survey
May	May Mobilization/Rural Demonstration Project <i>Click It or Ticket</i> May 1 - June 2	News Release/News Conference Media Purchase Hands Across the Border News Sobriety Checkpoints DMS Boards	Attitudes and Perceptions Survey
June	Enforcement Efforts <i>100 Days Summer Heat</i> <i>Motorist &amp; Motorcycle</i> Jun 21 – Sept 7	Media Purchase DMS Boards Sobriety Checkpoints	Attitudes and Perceptions Survey
July	4 <sup>th</sup> of July <i>Impaired Driving</i> Law Enforcement Challenge (date TBD) Tennessee Lifesavers Conference (date TBD)	News Release Media Purchase Earned Media	
August	<i>Booze It and Lose It</i> August 15-September 7	<i>Booze It and Lose It</i> Media Purchase Sobriety Checkpoints	Attitudes and Perceptions Survey

**2009 Governor's Highway Safety Office Communications Plan for DMS Boards**

<i><b>Date</b></i>	<i><b>Time</b></i>	<i><b>Message</b></i>	<i><b>Date</b></i>	<i><b>Time</b></i>	<i><b>Message</b></i>
Jan. 31	6P-9P	Fans Don't Let Fans Drive Drunk	Oct. 30	6P- 11P	Drive Safely, Booze It and Lose It
Feb. 1	12N- 9P	Fans Don't Let Fans Drive Drunk	Oct. 31	12N- 9P	Drive Safely, Booze It and Lose It
Apr. 25	12N- 9P	Drive Safely Watch Out for Motorcycles	Nov. 25	12N- 9P	Buckle Up It's the Law
Apr. 26	12N- 9P	Drive Safely Watch Out for Motorcycles	Nov. 26	9A-3P	Buckle Up It's the Law
May 22	8P- 11P	Buckle Up, Click It or Ticket	Dec. 11	7P- 11P	Don't Drink & Drive, Booze It and Lose It
May 23	12N- 9P	Buckle Up, Click It or Ticket	Dec. 12	12N- 9P	Don't Drink & Drive, Booze It and Lose It
May 24	12N- 9P	Buckle Up, Click It or Ticket	Dec. 18	7P- 11P	Don't Drink & Drive, Booze It and Lose It
May 25	12N- 9P	Buckle Up, Click It or Ticket	Dec. 19	12N- 9P	Don't Drink & Drive, Booze It and Lose It
			Dec. 31	9A-3P	Don't Drink & Drive, For a Sober Ride call
			Dec. 31	7P- 11P	862-RIDE (Nashville Market)

Run Motorcycle messages periodically throughout the warm months- utilize Tellico Plains board more frequently due to high numbers of motorcycles

For all other markets use Booze It and Lose It