

Mississippi Office of Highway Safety



2015 Annual Report

>>>Improving Mississippi's Future
through Highway Safety>>>

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MISSISSIPPI
Office of Highway Safety



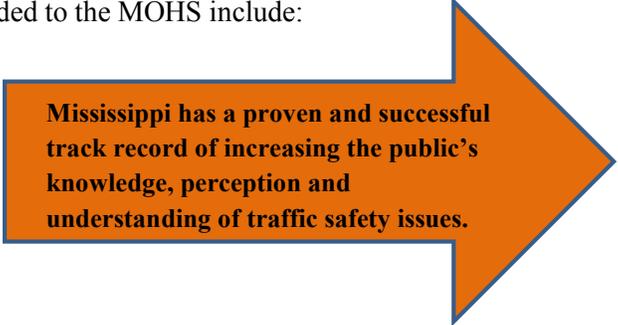
Visit the Mississippi Office of Highway Safety website at www.highwaysafety.ms.gov and the Department of Public Safety website at www.dps.state.ms.us. The Mississippi Office of Highway Safety provides equal employment opportunity and services to all individuals regardless of disability, race, age, religion, color, gender, creed, national origin or political affiliation.

>>>Executive Summary>>>: 2015 – Improving Mississippi’s Future through Highway Safety

The Mississippi Office of Highway Safety (MOHS) administers Mississippi’s highway safety grant program in accordance with the provisions and all amendments of the Highway Safety Act of 1966. At the MOHS, we take our responsibilities seriously: **Saving Lives**. We administer federally-funded programs aimed at reducing traffic fatalities, traffic injuries and the associated economic losses from property damage crashes in the state.

We receive funding through federal grants, primarily from the U.S. Department of Transportation and the National Highway Traffic Safety Administration (NHTSA). The funds awarded to the MOHS include:

- Section 402-General Traffic Safety
- Section 154-Open Container Funds
- Section 405b-Occupant Protection Funds
- Section 405c-Traffic Records Funds
- Section 405d-Impaired Driving Funds



Mississippi has a proven and successful track record of increasing the public’s knowledge, perception and understanding of traffic safety issues.

These funds support the Mississippi highway safety programs for impaired driving, occupant protection, police traffic services, public information & enforcement, traffic records, driver’s education, motorcycle and youth programs.

The 2015 Annual Report reflects the federal fiscal year highlights and successes toward many of the MOHS goals and targets. The report provides detailed descriptions of goals based on national standards, achievements in performance measures and strategies for each of the program areas.

Mississippi has a proven and successful track record of increasing the public’s knowledge, perception and understanding of traffic safety issues. We are proud of the state’s efforts to minimize the state’s fatality rate. Overall traffic fatalities increased from 613 in 2013 to 607 in 2014, which is a decrease from the high of 2013. The fatality rate has declined from a high of 4.39 VMT in 1981, to 1.58 in 2013. During 2014, fatal crashes decreased by significant numbers on Mississippi roadways. There were 576 fatal traffic crashes in 2013, which decreased to 542 in 2014, a 9.47% decrease.

Mississippi also decreased serious injuries crashes from the high of 27,571 in 2010 to the lowest number in five years of 25,357 in Type A, B and C injury crashes. The MOHS will continue to work with law enforcement and partners to continue the work in enforcement and education to further reduce the number of injury crashes in the state.

Alcohol fatalities continue to plague Mississippi, accounting for 29% of the total number of fatalities in year 2014, making impaired driving the department’s top priority for 2015. Teen fatalities continue to be a priority for the MOHS with the number of teen fatalities continually increasing for the past three years from 63 in 2012 to 76 in 2014.

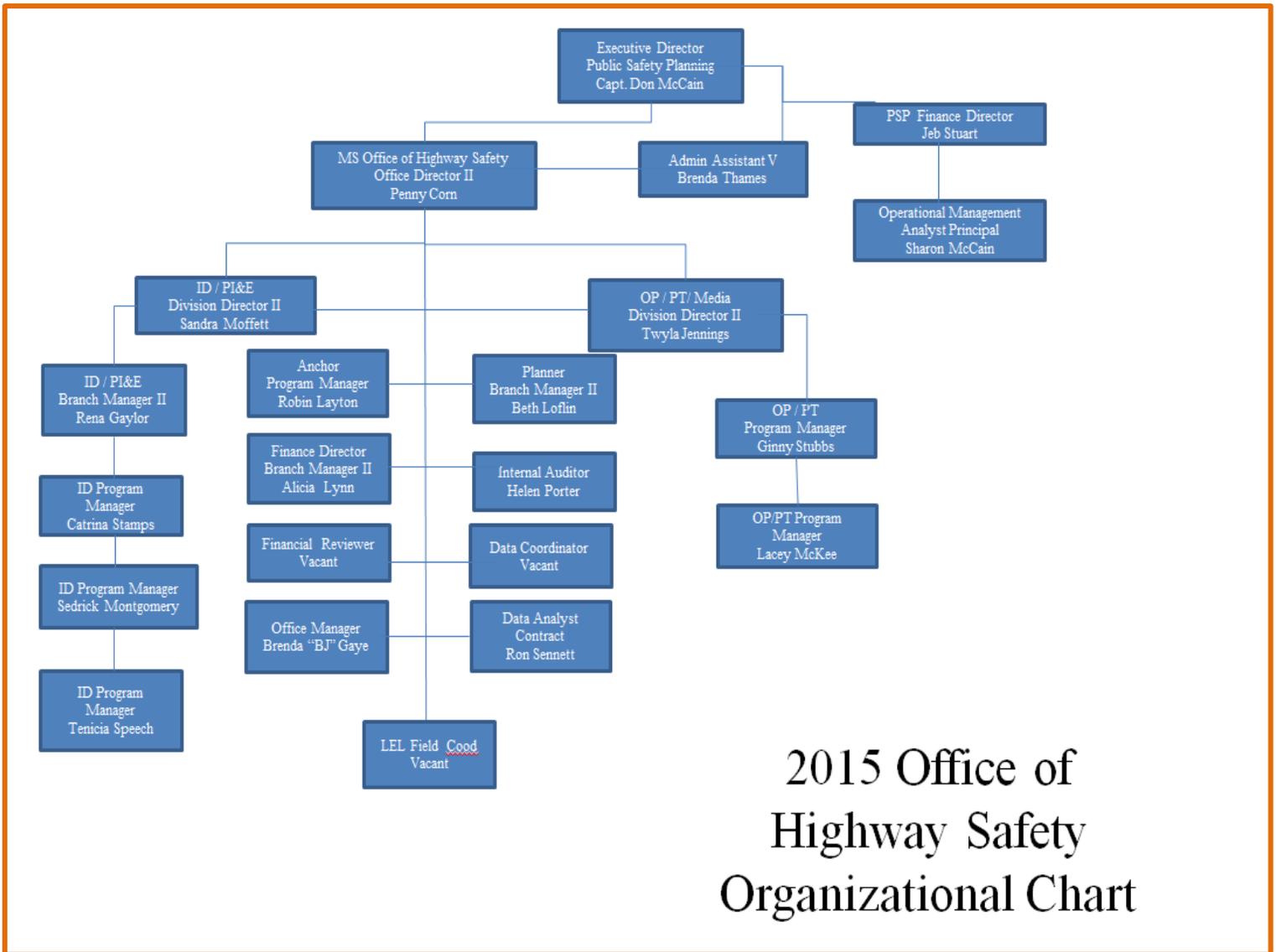
We remain committed to serving Mississippi through best practices, data driven approaches and evidenced based programs to continue the successes of the MOHS program. Our support of law enforcement agencies, non-profit partners, and state and local partners will continue to grow while meeting joint goals of reducing fatalities, decreasing injuries and crashes on the Mississippi roadways

I want to thank our Commissioner, Albert Santa Cruz, staff, state leaders, partners and sub-grantees for helping us achieve our goal of reducing injuries and fatalities on Mississippi roadways.

Penny Corn,
Office Director
Mississippi Office of Highway Safety

>>>2015 MOHS Organization Chart>>>

The Mississippi Office of Highway Safety (MOHS) is managed by the Department of Public Safety and Division of Public Safety Planning. MOHS is located within the Public Safety Planning office. The below organization chart shows the organization of the MOHS.



>>> MOHS Mission Statement and Mission Goal>>>

The mission of the Mississippi Office of Highway Safety is to encourage and assist state and local agencies, institutions and the private sector in establishing or expanding cooperative highway safety programs based on specifically identified traffic safety problems.

The overall goal is to reduce traffic crashes which result in death, injury and economic loss in the state. In order to accomplish this goal, activities are carried out in the areas of alcohol/drug countermeasures and police traffic services that include speed, occupant protection, traffic records, roadway safety and motorcycle safety (funded through the National Highway Traffic Safety Administration [NHTSA]).

>>>2015 Mississippi Legislation>>>



2015 Legislative Bills Passed: Out of the 24 legislative bills introduced, only 3 bills passed both the House of Representative, Senate and presented to the Governor for signature. Below is a listing of the bills presented and approved during the 2015 legislative session.

- **HB111**-An act to Amend Section 63-3-103, Mississippi Code of 1972, to define auto-cycles; to amend Section 63-7-64, Mississippi Code of 1972, to exempt auto-cycles from the motorcycle helmet requirement; to amend Section 63-1-6, Mississippi Code of 1972, to exempt auto-cycles from the requirement of a motorcycle endorsement; to amend Section 63-1-5, 63-1-211 and 63-2-1, Mississippi Code of 1972, to conform; and related purposes.
- **HB389**-An act to Prohibit any person from operating a motor vehicle on a highway while using a hand-held wireless communication device; to provide that a violation is a civil violation with a civil penalty; to repeal Section 63-1-73, Mississippi code of 1972, which prohibits texting while driving under certain licenses; and for related purposes. The law also sets a fine for \$25.00 until July 1, 2016 and increases to \$100.00 after July 1, 2016.
- **HB555**-An act to Amend Section 99-15-26, Mississippi Code of 1972, to revise conditions for dismissal of certain actions; to clarify which provisions of law control non-adjudication for violations under the Mississippi Implied Consent Law; and for related purposes.

>>>Mississippi Safety Partners>>>

- Alcohol Service Center
- Alcorn State University
- Office of the Attorney General
- DREAM Inc.
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- Jackson State University
- Mississippi Association of Highway Safety Leaders (MAHSL)
- Mann Agency LLC
- Metro Jackson Community Development Coalition
- Mississippi Department of Education
- Mississippi Department of Health
- Mississippi Department of Mental Health
- Mississippi Department of Public Safety (including Planning and State Patrol)
- Mississippi Department of Transportation
- Mississippi Judicial College
- Mississippi Municipal League
- Mississippi Motosteps
- Mississippi Police Chiefs' Association
- Mississippi Railroad Association
- Safe Kids Mississippi
- Mississippi Sheriffs' Association
- Mississippi State University-Health Education
- Mississippi State University – Social Science Research Center
- Mississippi Trucking Association
- Mississippi Valley State University
- (MADD) Mothers Against Drunk Driving
- National Highway Traffic Safety Administration
- Office of Justice Programs Enforcing Underage Drinking Laws
- SHSP Planning Committee
- (S.T.O.R.M) Sobriety Trained Officers Representing Mississippi

>>>Mississippi Statistical Summary 2010-2014>>>

	2010	2011	2012	2013	2014	Average
C1. Core Outcomes Measure- Fatalities	641	630	582	613	607	615
C2. Core Outcomes Measure –Number of Serious Injuries	27,571	27,242	26,886	26,645	25,357	26,740
C3. Core Outcome Measure-Fatalities/100M VMT	1.61	1.62	1.51	1.58	N/A*	1.58*
C4. Core Outcome Measure- Number of unrestrained passenger vehicle occupant fatalities, all seating positions	340	309	293	284	279	301
C5. Core Outcome Measure- Number of fatalities involving driver or motorcycle operator with .08 BAC or above	174	159	191	210	178	182
C6. Core Outcome Measure- Number of speeding-related fatalities	129	104	95	113	96	107
C7. Core Outcome Measure- Number of motorcyclist fatalities	42	58	39	39	41	44
C8. Core Outcome Measure- Number of un-helmeted motorcyclist fatalities	16	6	5	4	6	7
C9. Core Outcome Measure- Number of drivers age 20 or younger involved in fatal crashes	86	86	64	76	81	78
C10. Core Outcome Measure- Number of pedestrian fatalities	50	47	48	53	53	50
C11. Core Outcome Measure-Number of bicycle fatalities	4	7	4	6	6	5
Core Behavioral Measure	2011	2012	2013	2014	2015	Average
B-1. Percent observed belt use for passenger vehicles	81.8%	83.2%	74.4%	78.3%	79.6%	79.46%
Core Achievement Measures:	2011	2012	2013	2014	2015	Average
Seat Belt Citations Issued During Grant Funded Activities*	26,375	20,570	27,236	27,291	25,179	25,330
Impaired Driving Arrests During Grant Funded Activities*	13,315	11,245	11,263	10,667	12,330	11,764
Speeding Citations Issued During Grant Funded Activities*	17,855	18,057	21,873	26,785	32,596	23,433

*2014 VMT data is not available at time of Annual Report.

*Grant Funded Data-December 2015



>>>Mississippi Office of Highway Safety>>>

>>>2015 Outcome and Behavior Measures>>>

The MOHS works diligently with all agencies, creating strategic plans and hosting strategic planning meetings in an effort to reach core outcome and behavior measures for FY16 and FY17. The reduction of law enforcement within the Mississippi Highway Patrol and local agencies is one of the challenges that the overall program faced in FY15. **In one year, the MOHS will be able to determine which of its core performance measure were met.** Data used is 2014 NHTSA/FARS prepared data, 2015 NHTSA/FARS Data will be available in 2016.

>>>FY15 GOAL: To reduce traffic fatalities to 620 and serious injuries to 5,956 or below by 2015.

C-1 Core Outcome Measure/Number of traffic fatalities (FARS):

To decrease traffic fatalities by 7.0% from a five year average (2008- 2012) of 667 to 620 by the end of 2015. To decrease the number of traffic fatalities by an additional .09% for a long term Target of 615 fatalities by the end of 2016.

Fatalities decreased from 613 in 2013 calendar year to 607 in 2014. The fatalities are lower than the target of reaching 620 by the end of 2015 and the long term goal of 615 by the end of 2016.

C-2 Core Outcome Measure/Number of Serious Injury in traffic crashes (State crash data file):

To decrease the number of serious traffic injuries by 12.84% from a five year average (2008-2012) of 6,870 to 6,016 by the end of FY15. To decrease the number of serious injuries by an additional 1% for a long term target of 5,956 by the end of 2016. **Serious traffic injuries decreased from 5,893 in 2013 to 5,884 in 2014. The serious injury is lower than the target of reaching 6,016 by the end of FY15 and the long term goal of 5,956 by the end of 2016.** *Measure was written for Type A and Type B injuries, not to include Type C injuries.



C-3 Core Outcome Measure/Fatalities/VMT (FARS, FHWA):

To decrease the number of fatalities by VMT by 1.0% from a five year average (2008-2012) of 1.65 to 1.64 by the end of FY15. To maintain the fatality rate of 1.64 for a long term target of 1.64 by the end of 2016. **The fatality rate decreased from 1.62 in 2011 in calendar year to 1.58 by 2013. MOHS meet the goals of 1.64 by the end of FY15.**

C-4 Core Outcome Measure/Number of unrestrained passenger vehicle occupant protection fatalities, all seat positions (FARS):

To decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions by 10% from the five year average (2008-2012) of 353 to 317 by the end of FY15. To decrease the number of unrestrained passenger

vehicle occupant fatalities by an additional 5% for a long term target of 301 by the end of 2016. **Unrestrained passenger vehicle occupants in all seating positions decreased from 284 by 2013 to 279 in 2014. The fatalities are lower than the target of 317 by the end of 2015 and the long term goal of 301 by the end of 2016.**

C-5 Core Outcome Measure/Number of fatalities in crashes involving driver or motorcycle operator with a BAC of .08 and above (FARS):

To decrease the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 10% from the five year average (2008-2012) of 199 to 179 by the end of FY15. To decrease the number of fatalities by an additional 5% for a long term target of 170 by the end of 2016. **Alcohol-impaired driving fatalities decreased from 210 in 2013 to 178 in 2014. The fatalities are lower than the target of reaching 179 by the end of FY15. The MOHS will continue to work to reach the long term goal of 170 by the end of 2016.**

>>>Mississippi Office of Highway Safety>>>

>>>2015 Outcome and Behavior Measures>>>

C-6 Core Outcome Measure/ Number of speeding-related fatalities (FARS):

To decrease the number of speeding-related fatalities by 25% from a five year average (2008-2012) from 152 to 114 by the end of FY15. To decrease the number of speeding related fatalities by an additional 5% for a long term target of 108 by the end of 2016. **Speed-related fatalities decreased from 113 in 2013 to 96 in 2014. The fatalities are lower than the target of reaching 114 by the end of FY15 and the long term goal of 108 by the end of 2016.**

C-7 Core Outcome Measure/Number motorcyclist fatalities (FARS):

To decrease the number of motorcyclist fatalities by 7.5% from the 5 year average (2008-2012) from 45 to 42 by the end of FY15. To decrease the number of motorcyclist fatalities by an additional 5% for a long term target of 40 by the end of 2015. **Motorcycle fatalities increased from 39 in 2013 to 41 in 2014. The fatalities are lower than the target of reaching 42 by the end of FY15. The MOHS will continue to work to reach the long term goal of 40 by the end of 2016.**

C-8 Core Outcome Measure/Number of un-helmeted motorcyclists fatalities (FARS):

To decrease the number of un-helmeted motorcyclist fatalities from the five year average (2008-2012) of 8 to 7 by the end of FY15. To decrease the number of un-helmeted motorcyclist fatalities for a long term target of 7 by the end of 2016. **Un-helmeted motorcyclist fatalities increased from 4 in 2013 to 6 in 2014. The fatalities are lower than the target of reaching 7 by the end of FY15 and the long term goal of 7 by the end of 2016.**

C-9 Core Outcome Measure/Number of drivers age 20 or younger involved in fatal crashes (FARS):

To decrease the number of drivers aged 20 or younger involved in fatal crashes by 15% from the average (2008-2012) of 92 to 78 by the end of FY15. To decrease the number of drivers aged 20 or younger by an additional 5% for a long term target of 74 by the end of 2016. **Drivers age 20 or younger involved in fatal crashes increased from 76 in 2013 to 81 in 2014. The fatalities are higher than the target of 78 by the end of FY15. The MOHS will continue to work to reach the long term goal of 74 by the end of 2016.**

C-10 Core Outcome Measures/Number of pedestrian fatalities (FARS):

To decrease the number of pedestrian fatalities by 7.5% from the five year average (2008-2012) of 51 to 47 by the end of FY15. To decrease the number of pedestrian fatalities by an additional 5% for a long term target of 44 by the end of 2016. **Pedestrian fatalities maintained at 53 in 2013 and 2014. The fatalities are higher than the target of 47 by the end of FY15. The MOHS will work to reduce the number of fatalities to reach the target for FY15 and the long term goal of 44 by the end of 2016.**



C-11 Core Outcome Measure/Number of bicyclist and other cyclist fatalities (FARS):

To decrease the number of bicycle fatalities by 7.5% from the five year average (2008-2012) of 6 to 5 by the end of FY15. To maintain the number of pedestrian fatalities for a long term target of 5 by the end of 2016. **Bicyclist fatalities maintained at 6 in 2013 and 2014. The fatalities are higher than the target of 5 by the end of FY15. The MOHS will work to reduce the number of fatalities to reach the target for FY15 and the long term goal of 5 by the end of 2016.**

B-1 Core Behavior Measure/Observed seatbelt use for passenger vehicles, front seat outboard occupants:

To increase statewide observed seatbelt use of front seat outboard occupants in passenger vehicles from the five year average (2009-2013) of 79% to 80% by the end of FY15. To maintain the statewide observed seatbelt use rate of 80% for a long term target by the end of 2016. **Statewide seat belt usage of all front seat outboard occupants in passenger vehicles increased from 78.3% in 2014 to 79.6% in 2015. The seatbelt usage rate is lower than the target of 80% by end of FY15. The MOHS will continue to work to reach the goal of 80%.**

>>Mississippi Office of Highway Safety>>> >>>2015 Outcome and Behavior Measures>>>

Activity Measure/Number of seatbelt citations issued during grant-funded enforcement activities (Grant Reporting):

To increase the number of seatbelt citations during grant funded enforcement activities by 3.50% from the five year average (2009-2012) of 21,383 in 2012 to 22,131 by the end of FY15. To increase the number of seatbelt citations issued during grant funded activities by an additional 2% for a long term target of 22,574 by the end of 2016.

The number of grant funded seatbelt citations decreased from 27,291 in FY14 to 25,179 grant funded seatbelt citations in FY15. The number of grant funded citations is higher than the target of 22,131 by the end of 2015. The MOHS will continue to work toward the reaching the long term goals for 2016.

Activity Measure/Number of impaired driving arrests made during grant funded enforcement activities (Grant Reporting):

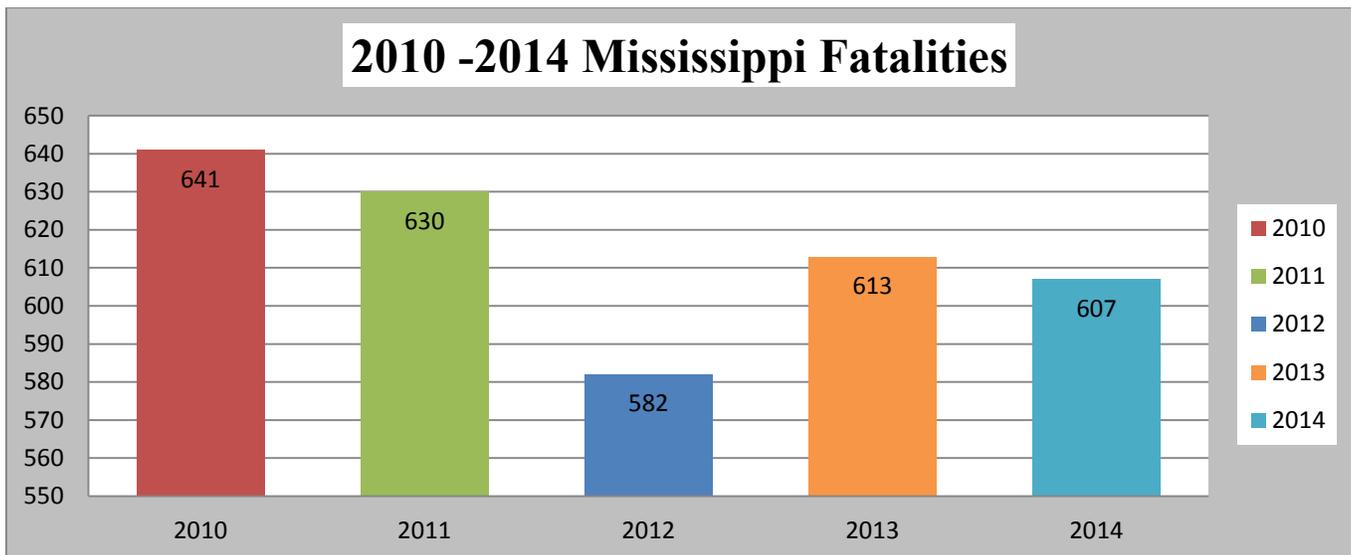
To increase the number of impaired driving arrests made during grant funded activities by 2.50% from the two year average (2011-2012) of (12,280) in 2012 to (12,587) by the end of FY15. To increase the number of impaired driving arrests issued during grant funded activities by an additional 2% for a long term target of (12,839) by the end of 2016.

The number of grant funded impaired driving arrest citations increased from 10,667 in FY14 to 12,330 in FY15. The number of grant funded citations is lower than the target 12,587 by the end of FY15. The MOHS will continue to work toward the reaching the long term goals for 2016.

Activity Measure/Number of speed citations issues during grant-funded enforcement activities (Grant Reporting):

To increase the number of speeding citations issued during grant funded enforcement activities by 3.50% from the two year average (2011-2012) of 17,956 in 2012 to an increase target of 18,584 by the end of FY15. To increase the number of speeding citations issued during grant funded enforcement activities by an additional 2% for a long term target of 18,956 by the end of 2016. **The number of grant funded speed related citations increased from 26,785 speed related grant funded citations in FY14 to 32,596 in 2015. The number of grant funded citations is higher than the target of 18,584 by the end of FY15. The MOHS will continue to work toward the reaching the long term goals for 2016.**

>>>Mississippi Fatality and Injury Information>>>



For the period of 2010-2014, the number of fatalities has decreased; however, there was a large increase from 2012 to 613 in 2013. The data did decrease from 613 in 2013 to 607 in 2014. The Mississippi Office of Highway Safety will continue to do all that can be done to continue the decreasing trend.

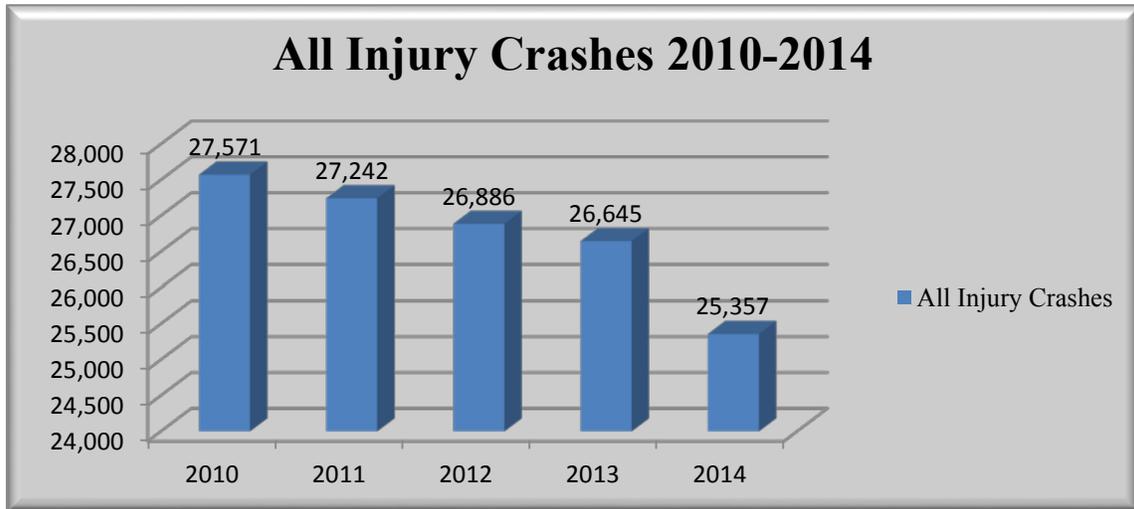
>>>Mississippi Traffic Related Fatalities by County 2009-2013>>>

* Data Used in FY16 Highway Safety Plan

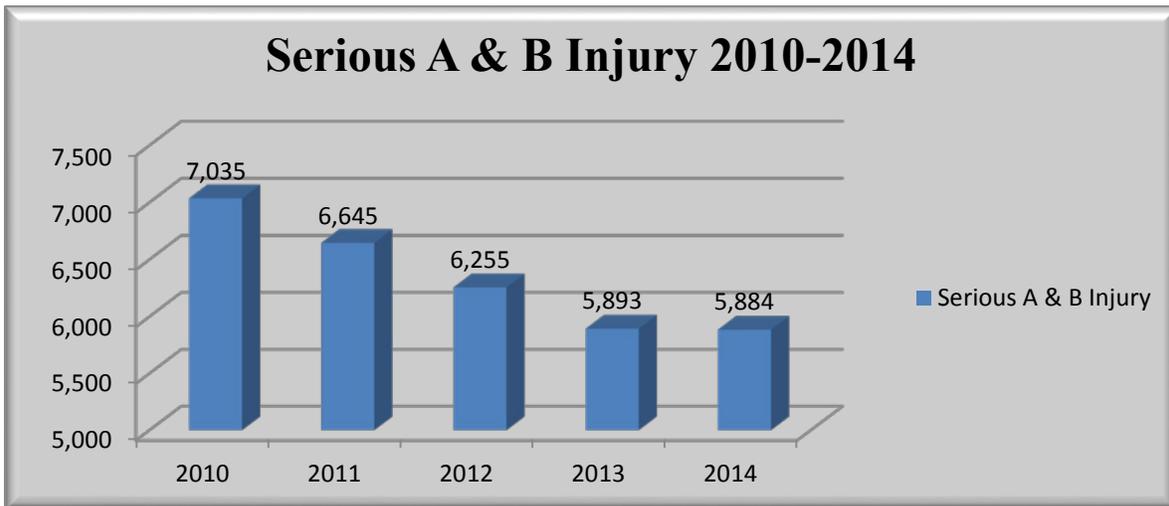


<u>Avg. Number of Fatalities per Year</u>	<u>County Name</u>	<u>09-13 Avg. Fatalities per year</u>	<u>Avg. Number of Fatalities per Year</u>	<u>County Name</u>	<u>09-13 Avg. Fatalities per year</u>	
20-36	Hinds Co	36.4	4-6	Oktoberfest Co	5.6	
	Harrison Co	27.8		Tippah Co	5.6	
	Jackson Co	20.0		Union Co	5.6	
14-19	Desoto Co	19.4		Attala Co	5.4	
	Rankin Co	18.8		Leflore Co	5.2	
	Forrest Co	18.4		Prentiss Co	5.2	
	Jones Co	17.0		Adams Co	5.0	
	Panola Co	14.4		Sunflower Co	5.0	
	Washington Co	14.4		Yalobusha Co	5.0	
	Lee Co	14.2		Jeff Davis Co	4.8	
10-13	Pearl River Co	13.8		Greene Co	4.6	
	Marshall Co	13.6		Jasper Co	4.2	
	Lauderdale Co	13.4		Tallahatchie Co	4.2	
	Copiah Co	12.6		Tunica Co	4.2	
	Warren Co	12.2		Carroll Co	4.0	
	Hancock Co	11.6		Montgomery Co	4.0	
	Neshoba Co	10.2		Stone Co	4.0	
	George Co	10.0		Wayne Co	4.0	
	Lincoln Co	10.0		2-3	Amite Co	3.8
	Tate Co	10.0			Chickasaw Co	3.8
7-9	Pike Co	9.8	Walthall Co		3.6	
	Covington Co	9.6	Winston Co		3.6	
	Lamar Co	9.6	Calhoun Co		3.4	
	Marion Co	9.2	Lawrence Co		3.6	
	Holmes Co	9.0	Perry Co		3.4	
	Monroe Co	8.8	Jefferson Co		3.2	
	Scott Co	8.6	Benton Co		3.0	
	Simpson Co	8.6	Humphreys Co		2.8	
	Bolivar Co	8.4	Lawrence Co		2.8	
	Leake Co	8.4	Claiborne Co		2.6	
	Lowndes Co	8.0	Quitman Co		2.6	
	Alcorn Co	7.8	Smith		2.6	
	Newton Co	7.4	Kemper Co	2.0		
	Clarke Co	7.2	Wilkinson Co	2.0		
	Coahoma Co	7.0	>2	Sharkey Co	1.8	
	Lafayette Co	7.0		Webster Co	1.8	
Madison Co	7.0	Clay Co		1.6		
Tishomingo Co	7.0	Franklin Co		1.6		
6.0-6.8	Itawamba Co	6.8		Choctaw Co	1.4	
	Pontotoc Co	6.8		Issaquena Co	0.8	
	Grenada Co	6.4		Noxubee Co	0.8	
	Yazoo Co	6.0				

>>>Mississippi Fatality and Injury Information>>>



The numbers of injury crashes (A, B and C) have decreased from the high of 27,571 in 2010 to the lowest in the five years to 25,357 in 2014, which is an 8.03% reduction.



The numbers of serious injury crashes (A and B) have decreased from the high of 7,035 in 2010 to 5,884 in 2014, which is a 16.36% reduction.

Year	Injury Crashes (A,B & C)	Amount of reduction from previous year	Serious A & B Injury	Amount of reduction of A&B injury from previous year
2010	27,571		7,035	
2011	27,242	1.83%	6,645	5.54%
2012	26,886	1.31%	6,255	5.87%
2013	26,645	0.90%	5,893	5.79%
2014	25,357	4.83%	5,884	0.15%

The chart above shows the reductions in percentage from the year before in injury and serious injury crashes from 2010-2014. The largest percentage of reduction in injury crashes (A, B & C) occurred during 2014, while the largest percentage or reduction for serious injury (A & B) occurred during 2012.

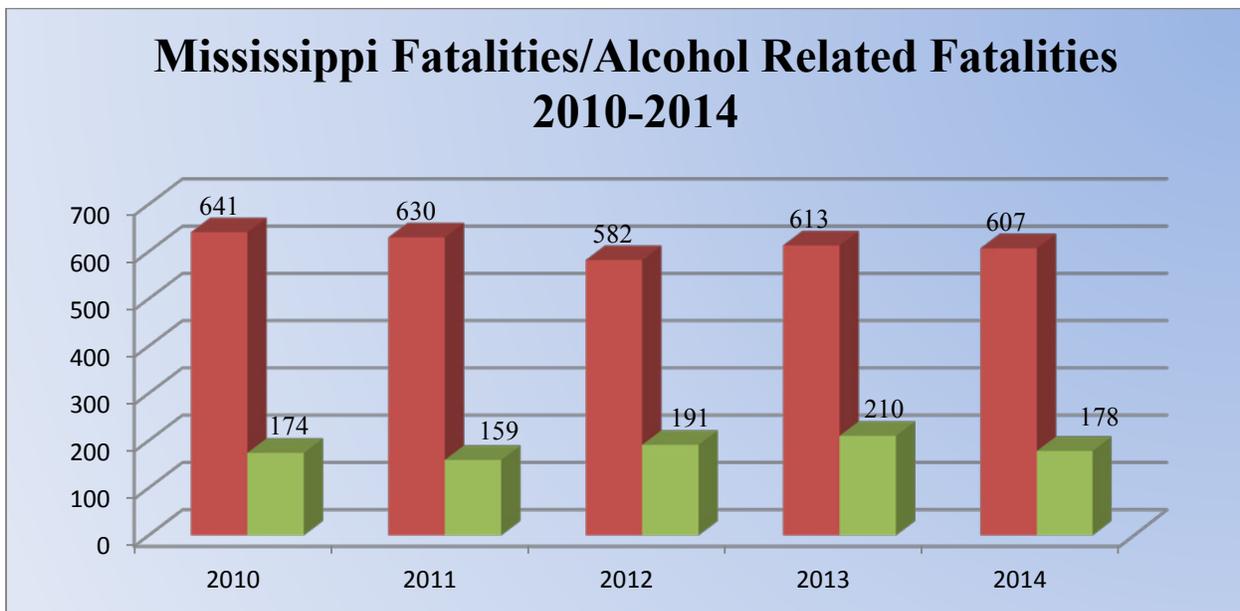
>>>Impaired Driving Program-Section 154 and 405(d)>>>

The impaired driver is an important factor in fatal traffic crashes every year in Mississippi. Although speeding and other aggressive driving behaviors also cause deadly traffic crashes, alcohol remains the predominant enemy of traffic safety. When DUI arrests decrease, traffic fatalities usually increase.

The Mississippi Office of Highway Safety continues to cite impaired driving as a top priority due to the state's high number of fatalities. Extensive efforts are being made to continue to reduce this very serious offense by participating in all National Crackdowns related to impaired and drunk driving across the state. State and local law enforcement also conducted enhanced impaired driving enforcement activities throughout the grant year with emphasis on holidays and special events. In addition, public information and education was extensively emphasized through a multitude of public awareness activities throughout the year.

The Impaired Driving projects help the MOHS support the program and impact impaired drivers in Mississippi by increasing enforcement and police presence. As a result, arrests for DUI were up, and more citizens were reached with public information and education programs.

C-5 Core Outcome Measure/Alcohol and Other Drugs:
To decrease the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 10% from the five year average (2008-2012) of (199) to (179) by the end of FY15. To decrease the number of fatalities by an additional 5% for a long term target of (170) by the end of 2016. **Alcohol-impaired driving fatalities decreased from 210 in 2013 to 178 in 2014. The fatalities are lower than the target of reaching 179 by the end of FY15. The MOHS will continue to work to reach the long term goal of 170 by the end of 2016**



>>>Mississippi Traffic Fatalities and Alcohol Involvement 2010 – 2014>>>

Year	Fatalities	Alcohol Impaired Fatalities	% of Alcohol Impaired Fatalities
2010	641	174	27 %
2011	630	159	25%
2012	582	191	33%
2013	613	210	34%
2014	607	178	29%

>>>Impaired Driving Program-Section 154 and 405(d)>>>

Alcohol-Impaired Driving Fatalities**: Mississippi and U.S.

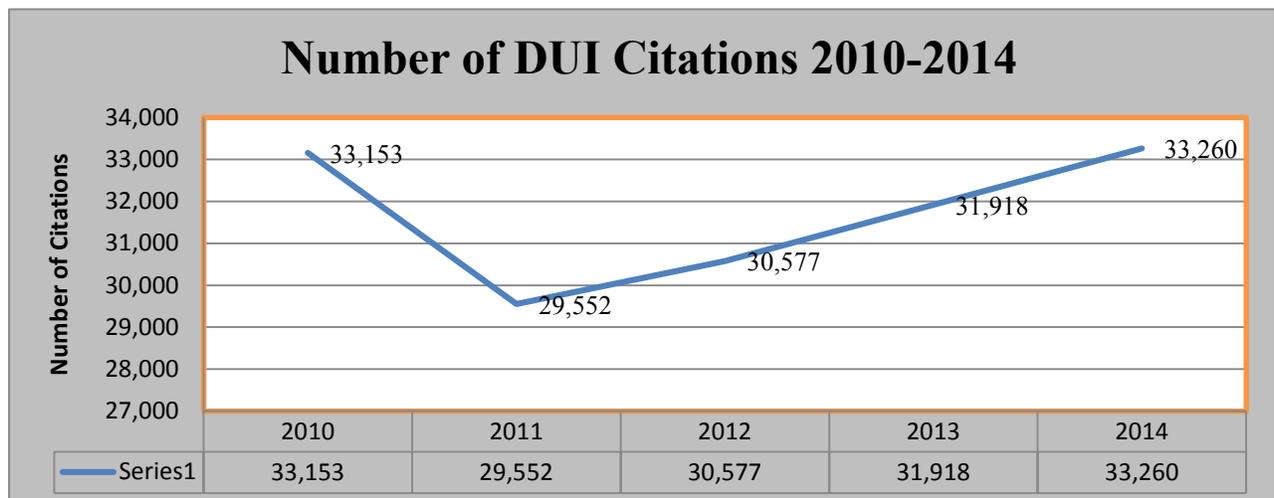
Year		Total Fatalities in all Crashes	Alcohol-Impaired Driving Fatalities (BAC= .08+)		
			Number	Percent	Per 100 Million VMT
2010	Mississippi	641	174	27	0.44
	US	32,999	10,136	31	0.34
	Best State*			18	0.17
2011	Mississippi	630	159	25	0.41
	US	32,479	9,865	30	0.33
	Best State*			17	0.16
2012	Mississippi	582	191	33	0.49
	US	33,782	10,336	31	0.35
	Best State*			15	0.08
2013	Mississippi	613	210	34	0.54
	US	32,719	10,076	31	0.34
	Best State*			17	0.14
2014	Mississippi	607	178	29	
	US	32,675	9,967	31	0.33
	Best State*			20	

*2014 VMT information is not available. Data prepared by NHTSA/STSI. State with the lowest rates could be in different states.

During 2014, Mississippi decreased the number of alcohol impaired driving fatalities from 210 fatalities in 2013 to 178 in 2014. The percentage of alcohol related fatalities and the comparison of total fatalities also decrease from 34% in 2013 to 29% in 2014, which is lower than the national percent of 31% in 2014

There were 178 alcohol-impaired fatalities in 2014, 32 less than the 210 in 2013. Total fatalities decreased 613 in 2013 to 607 in 2014, the seventh year in a decade that fatalities have been below 800. The success of the public information and education campaigns, coupled with strict traffic enforcement by state and local departments, document that the state has made significant progress in reducing deaths.

The total number of DUI arrests increased from 31,918 in 2013 to 33,260 in 2014. The average (mean) BAC increased for 2013 was .140 and .152 in 2014. This is evidently well above the per se BAC of .08 and .02 for under age 21. The proximity of the mean for DUI arrests to .08 is a direct measure of the potential impact of DUI that enforcement has had on raising the perception of risk for arrest among persons prone to drink and drive. The fines assessed for DUI total more than \$7 million annually.



>>>Impaired Driving Program-Section 154 and 405(d)>>>

Blood Alcohol Concentration (BAC) Reporting Rates for Drivers/Motorcycle Rider (Operators) Involved in Fatal Crashes: Mississippi, U.S. and Best State

Year		Surviving Drivers/Motorcycle Rider			Killed Drivers/Motorcycle Rider			Total Drivers/Motorcycle Rider		
		Total	w/Blood Alcohol Concentration (BAC) Results Reported to FARS		Total	w/ Blood Alcohol Concentration (BAC) Results Reported to FARS		Total	w/Blood Alcohol Concentration (BAC) Results Reported to FARS	
			Number	Percent		Number	Percent		Number	Percent
2010	Mississippi	339	71	21	461	215	47	800	286	36
	US	23,527	7,927	34	21,072	16,405	78	44,599	24,332	55
	Best State*			92			100			91
2011	Mississippi	362	96	27	445	224	50	807	320	40
	US	23,025	7,484	33	20,815	15,846	76	43,840	23,330	53
	Best State*			88			98			93
2012	Mississippi	278	60	22	406	169	42	684	229	33
	US	24,174	7,569	31	21,490	16,097	75	45,664	23,666	52
	Best State*			88			95			91
2013	Mississippi	341	43	13	438	186	42	779	229	29
	US	23,703	6,630	28	20,871	14,905	71	44,574	21,535	48
	Best State*			81			95			85
2014	Mississippi	357	59	17	400	167	42	757	226	30
	US	23,818	6,368	27	20,765	14,800	71	44,583	21,168	47
	Best State*			78			96			84

**2014 VMT information is not available. Data prepared by NHTSA/STSI. State with the lowest rates could be in different states.

Mississippi increased the reporting of BAC in 2014 from 2013. There is still work to be done in testing BAC in fatal crashes. The MOHS will continue to work with partners to increase the BAC tests performed in all fatal crashes. The number of fatal crashes decreased from 779 in 2013 to 757 in 2014.

Program Narrative:

One of the alcohol countermeasure projects proposed for 2015, included designated DUI enforcement units in targeted problem localities. During FY15, Mississippi also participated in the National Impaired Driving Crackdown, “Drive Sober or Get Pulled Over” as determined by NHTSA. In addition, Mississippi also conducted high visibility enforcement campaigns on a quarterly basis at high-risk times throughout the year. MOHS utilized its project selection process based upon problem identification to help select projects that would help the State reach its goals for impaired driving. Some of the results are highlighted in the following pages.

A high visibility DUI enforcement initiative for the first quarter of FY15 was conducted during the Christmas/New Year’s Eve holiday period. High visibility (HV) DUI enforcement for the second quarter was scheduled for New Year’s Day and for Super Bowl Sunday. The third quarter HV initiative included the Memorial Holiday period. The fourth quarter HV initiatives concluded with the Fourth of July and Labor Day. Law enforcement agencies, including state police, conducted six high visibility enforcement blitz efforts with checkpoints, saturation patrols and other detailed activities, in a joint effort to reduce the number of alcohol/drug-related fatalities in Mississippi.

>>>Impaired Driving Program-Section 154 and 405(d)>>>

MOHS, along with all grant-awarded agencies, implemented activities in support of national highway safety goals to reduce impaired motor vehicle-related fatalities. All awarded contracts were required to complete the HVE Compliance form, which defines the mobilizations and sustained enforcement activities.

Law enforcement used the following criteria to help identify locations in each county and city for intensified enforcement, including sobriety checkpoints and saturation patrols. Selection of intensified enforcement areas were determined by:

- Unusual number of alcohol/drug-related crashes;
- Alcohol/drug-impaired driving violations;
- Unusual number of nighttime single vehicle crashes; and/or
- Any other documented alcohol/drug-related vehicular incidents.

In 2015, during the National Impaired Driving campaigns, participating law enforcement across the state engaged in four high visibility enforcement efforts. Detailed activities included checkpoints and saturation patrols. Out of the state’s 261 state and local agencies, 90 participated in the blitzes (34%) and 80 reported a total of 414 checkpoints and saturation patrols, utilizing 5,200 hours for 2015.

The MS Highway Patrol, county and local law enforcement agencies concentrated their efforts in the top 25 counties having 65% of the total impaired driving fatalities and severe injury crashes in the state. Through MHP DUI sustained enforcement efforts, DUI arrests are anticipated to increase or remain above 7,500 annually in the continued efforts to reduce fatal and serious injuries across the state.

The Mississippi Highway Patrol (MHP) worked diligently during FY15 to remove impaired drivers from Mississippi roads and highways. There were 751 grant funded checkpoints and details conducted during the year totaling 32,240 man hours dedicated to DUI enforcement. The Breath Alcohol Testing (BAT) vehicles, which began operating in March 2010, were utilized in 110 of these details. In FY15, MHP wrote 3,199 DUI arrest citations while working grant-funded

details, which included checkpoints and saturation patrols. The BAT vehicles assisted in increasing the overall grant-funded DUI total arrests by conducting 418 tests during FY15.

The nine PAOs (Public Affairs Officers) representing each of the nine MHP troop districts continued their efforts in raising awareness about the impact of impaired driving in schools and community based organizations. A total of 636 presentations were provided to high schools, community colleges, universities, churches, and civic organizations across the state.

Program Funding:

The MOHS funded through Section 154 funds, 103 DUI related projects (enforcement and PI&E) with a total of \$10,826,101.04 funds. These projects consist of funding for approximately 52 full-time DUI officers along with overtime to conduct high visibility enforcement, public information and education. DUI activities for these projects were conducted throughout the grant period with emphasis during national impaired driving campaigns, holidays and other special events. Under section 154, Mississippi funded one LEL Troop Network Coordinator to conduct the activities associated with the statewide LEL Network program.

Alcohol Funding	Projects	Full Time Officers	Budget Amount
154	103	52	\$10,826,101.04
405(d)	28	14	\$3,201,116.99
Total	131	66	\$14,027,218.03

Section 405(d) funds were utilized for 28 projects (enforcement and PI&E) with a budget of \$3,201,116.99, which included 14 full-time DUI officers, along with overtime to conduct high visibility enforcement and public information and education throughout the grant period. Funding also provided a Traffic Safety Resource Prosecutor to assist in training prosecutors in DUI laws and a Judicial Liaison to assist in training judges across the State in DUI laws.

Grant Funded Activity:

With the use of 154 and 405(d) funds, the MOHS continues to gain success in high visibility enforcement, paid media and public information and enforcement programs. In 2015, the MOHS contracted with 141 agencies and the Mississippi Highway Patrol.

>>>Impaired Driving Program-Section 154 and 405(d)>>>

Traffic Safety Resource Prosecutor:

The 405(d) Alcohol grant funds allowed for the continuation of the Traffic Safety Resource Prosecutor (TSRP) position, whose primary goal is to improve the state’s DUI laws and conviction rate. The TSRP provides knowledge and training to state prosecutors, judges and law enforcement officers across the state. During the past five years, the TSRP has trained and provided technical assistance to over 4,500 prosecutors, law enforcement offices, judges and MS court clerks.

The TSRP collaborated with the MS Standards and Training Law Enforcement Training Division (no trainings from October 2014 – April 2015; training authorized to begin May 2015) to teach *Cops in Court* testimony training at eight (8) SFST classes, as well as legal section of (1) ARIDE class. Two sessions of DRE In-service was also offered to all DRE officers for 8 hours of required continuing education in 2015. Additionally, the TSRP provided three (3) trainings on BASIC DUI law at the Mississippi Law Enforcement Training Academy to the Basic Recruit Class and at the Mississippi Highway Patrol Cadet School.

The TSRP developed training on recent changes to DUI law. The TSRP provided training on “Ignition Interlock, Non-Adjudication & Everything In-Between” at the Spring Prosecutors Conference, April 21-24, 2015 in Biloxi. The TSRP also collaborated with District Attorneys to provide DUI & DUI Homicide training for local law enforcement.

The TSRP is an intricate part of the Mississippi Highway Safety Leaders Association (MAHSL). During the Legislation sessions, the TSRP tracks and summarizes all traffic and DUI legislation, including the ignition interlock bill – HB412 which became law October 1, 2014 to the MAHSL membership. The TSRP also provides training at statewide conferences and the Mississippi Safety Training and Award Symposium, in which the TSRP outlines changes to new laws and issues related to DUI laws.

The TSRP provides technical assistance on DUI and traffic-related issues, including Vehicular Homicide cases. The TSRP and the Judicial Outreach Liaison (JOL) collaborate on DUI trainings to give two different perspectives as well as serve as an additional resource for each of their respective anchor programs. The TSRP works in conjunction with the Mississippi Judicial College (MJC) to provide legal training and case law

updates on DUI and traffic related issues to our judges

Traffic Safety Prosecutor Training	Number of Trained
Court Clerks	375
Judges	521
Law Enforcement Prosecutors	515
Other Individuals	299
Total Trained	1,725

statewide.

Traffic Safety Prosecutor Training	Number of Classes	Number Trained
SFST Classes	8	168
ARIDE	1	7
DUI Basic		183

Judicial Outreach Liaison:

On May 1, 2014 Mississippi hired its first Judicial Outreach Liaison (JOL). The JOL serves to complete the National Highway Traffic Safety Administration’s (NHTSA) triangle model to support the judicial system: Law Enforcement Liaison (LEL), Traffic Safety Records Prosecutor (TSRP) and JOL.

The JOL identifies traffic safety issues and concerns to judges and other court officials regarding impaired driving. The JOL outreach efforts are to educate and mobilize support for the National Highway Traffic Safety Administration’s impaired driving and other traffic safety initiatives.

The JOL collaborated with the Traffic Safety Resource Prosecutor (TSRP) to share the changes regarding the new DUI Law (HB 412) which became law on October 1, 2014. The JOL made presentations to the Municipal Judges, Judicial and Municipal Court Clerks, as well as, presented at the 3rd Annual Safety Training and Recognition Symposium. A JOL task force serves as partnership arm with many community members which have a significant role in the Mississippi judicial system.

Law Enforcement Liaison Training/Coordination:

During FY15, the MS Standards and Training Law Enforcement Training Division conducted Standardized Field Sobriety Training (SFST), Standardized Field Sobriety Testing Instructor Training (SFST Instructor), Drug Recognition Expert Training (DRE), Advance Roadside Impaired Driving Enforcement (ARIDE) and Complete Traffic Stops (CTS).

>>>Impaired Driving Program-Section 154 and 405(d)>>>

The LE Training Division conducted 9 training schools.

- 8 SFST Schools-134 law enforcement officers trained.
- 1 ARIDE School-7 law enforcement officers trained.

Mississippi's DUI-Other citations are on the rise and to combat these issues, the MS Standards and Training Law Enforcement Training Division staff continued working with existing DREs throughout our state. During 2015, the LE training staff traveled to conduct (2) DRE In-Service trainings providing National updates received at the IACP National Impaired Driving Conference.



LEL Troop District Coordinators

The LEL Troop District Coordinators aided the Mississippi Office of Highway Safety in providing (10) agencies with \$47,500.00 in grants funds for Impaired Driving Special Wave Grants which enhanced high visibility enforcement during National Campaigns and beyond. Many of these areas received a grant for the first time to combat these issues in their communities.

Strategies:

- The MOHS participated in the National Drunk Driving Crackdowns set forth in section 405D guidelines by way of funded state and local agencies, as well as media campaigns.
- The agency funded a statewide comprehensive coordination project to oversee alcohol/drug countermeasures, including DUI enforcement.

- The agency provided logistics for the statewide Standardized Field Sobriety Training, Advanced Roadside Impaired Driving Expert, Drug Recognition Expert, and Complete Traffic Stops.
- The agency funded DUI projects which utilized high visibility enforcement activities such as checkpoints, roadblocks and/or saturation patrols.
- All local MOHS DUI project agencies within a high risk location conducted at least one impaired driving enforcement operation per month.
- During FY15, the MHP in conjunction with local jurisdictions conducted at least two safety checkpoints per month within each of the top 25 counties ranked highest for alcohol-related fatalities in the state.
- Each local MOHS DUI project agency continued to conduct monthly multi-jurisdictional sobriety checkpoints, giving priority to high-risk locations by county.
- Each local project generated and utilized earned media before, during and after planned high visibility enforcement efforts conducted during the National Impaired Driving Blitz campaigns and state holiday campaigns.
- At the end of the grant year for FY15, MOHS conducted attitudinal surveys based on the NHTSA/GHSA agreed-upon questions in order to track driver attitudes and awareness related to impaired driving.

Activity Measure/Number of impaired driving arrests made during grant funded enforcement activities (Grant Reporting):

To increase the number of impaired driving arrests made during grant funded activities by 2.50% from the two year average (2011-2012) of (12,280) in 2012 to (12,587) by the end of FY15. To increase the number of impaired driving arrests issued during grant funded activities by an additional 2% for a long term target of (12,839) by the end of 2016.

The number of grant funded impaired driving arrest citations increased from 10,667 in FY14 to 12,330 in FY15. The number of grant funded citations is lower than the target 12,587 by the end of FY15. The MOHS will continue to work toward the reaching the long term goals for 2016.

>>>Occupant Protection Program-Section 402 & 405(b)>>>

During 2014, fatal crashes and traffic fatalities decreased by significant numbers on Mississippi roadways. There were 576 fatal traffic crashes in 2013 which decreased to 542 in 2014, a 9.47% decrease.

On May 27, 2006, Mississippi became the 22nd state to implement a primary safety belt law. Mississippi qualified for \$8.7 million in incentive funds for traffic safety. The MOHS commends the Mississippi legislature for enacting this bill and the governor for his support.

The Occupant Protection projects helped the MOHS increase belt use, support the program and impact unrestrained drivers in Mississippi. As a result, citations for seatbelts and child restraints were up, as well as more citizens were reached with public information and education programs.

Target & Behavior Measures

To increase the seat belt usage rate above the national average of 87%.

C-4 Core Outcome Measure/Number of unrestrained passenger vehicle occupant protection fatalities, all seat positions (FARS):

To decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions by 10% from the five year average (2008-2012) of 353 to 317 by the end of FY15. To decrease the number of unrestrained passenger vehicle occupant fatalities by an additional 5% for a long term target of 301 by the end of 2016. **Unrestrained passenger vehicle occupants in all seating positions decreased from 284 by 2013 to 279 in 2014. The fatalities are lower than the target of 317 by the end of 2015 and the long term goal of 301 by the end of 2016.**

C-9 Core Outcome Measure/Number of drivers age 20 or younger involved in fatal crashes (FARS):

To decrease the number of drivers aged 20 or younger involved in fatal crashes by 15% from the average

(2008-2012) of 92 to 78 by the end of FY15. To decrease the number of drivers aged 20 or younger by an additional 5% for a long term target of 74 by the end of 2016. **Drivers age 20 or younger involved in fatal crashes increased from 75 in 2013 to 76 in 2014. The fatalities are lower than the target of 78 by the end of FY15. The MOHS will continue to work to reach the long term goal of 74 by the end of 2016.**

B-1 Core Behavior Measure/Observed seatbelt use for passenger vehicles, front seat outboard occupants:

To increase statewide observed seatbelt use of front seat outboard occupants in passenger vehicles from the five year average (2009-2013) of 79% to 80% by the end of FY15. To maintain the statewide observed seatbelt use rate of 80% for a long term target by the end of 2016. **Statewide seat belt usage of all front seat outboard occupants in passenger vehicles increased from 78.3% in 2014 to 79.6% in 2015. The seatbelt usage rate is lower than the target of 80% by end of FY15. The MOHS will work toward the long term goals for 2016.**

Activity Measure/Number of seatbelt citations issued during grant-funded enforcement activities (Grant Reporting):

To increase the number of seatbelt citations during grant funded enforcement activities by 3.50% from the five year average (2009-2012) of 21,383 in 2012 to 22,131 by the end of FY15. To increase the number of seatbelt citations issued during grant funded activities by an additional 2% for a long term target of 22,574 by the end of 2016.

The number of grant funded seatbelt citations decreased from 27,291 in FY14 to 25,179 grant funded seatbelt citations in FY15. The number of grant funded citations is higher than the target of 22,131 by the end of 2015. The MOHS will continue to work toward the reaching the long term goals for 2016.

Mississippi Occupant Protection Comparison Facts 2012 – 2014

	2012	2013	2014	Change from 2013 to 2014
Fatalities	582	613	607	-.98%
Seat Belt Citations	20,570	27,236	21,781	-19.99%
Child Restraint Citations	8,852	4116	3,360	-18.37%
Fatalities Age 5 and Above Not Restrained	289	281	278	-1.07%
Ages 16 – 20 Killed and not Belted	59.3%	80%	60.7%	-24.13%

>>>Occupant Protection Program-Section 402 & 405(b)>>>

Mississippi Passenger Vehicle Occupant Fatalities Age 5 & Above by Restraint Use & Lives Saved Estimates

Year	Fatalities Age 5 and Above				Lives Saved Estimates		
	Total	Restrained	Unrestrained	Unknown Restraint Use	Percent Known Restrained*	Lives Saved at Current Belt Use	Potential Lives Savable at 100% Usage
2010	521	186	334	1	36	242	119
2011	491	184	307	0	37	235	121
2012	452	160	289	3	36	205	83
2013	483	198	281	4	41	259	135
2014	471	189	278	4	40	232	112

*Data prepared by NHTSA/STSI

The chart above shows the number of occupant protection fatalities in ages 5 and above. The number of fatalities has decreased a great deal from the high of 521 in 2010 to 471 in 2014. The number of unrestrained fatalities has had little decrease, year to year. The MOHS is committed to working with partners and law enforcement to make larger decreases in unrestrained fatalities.

>>>Mississippi Passenger Vehicle Occupant Fatalities Age 4 & Under by Restraint Use & Lives Saved Estimates

Year	Fatalities Age 4 and Under				Lives Saved Estimates		
	Total	Restrained	Unrestrained	Unknown Restraint Use	Percent Known Restrained*	Lives Saved at Current Seat Belt & Child Safety Seat Usage	
2010	8	2	6	0	25	2	
2011	10	8	2	0	80	10	
2012	11	7	4	0	64	9	
2013	6	3	3	0	50	4	
2014	4	3	1	0	75	3	

The chart above shows the number of occupant protection fatalities in ages 4 and under. The number of fatalities has continued to decrease from the high in 2011 of 8 to 3 in 2014.

Program Narrative:

The MOHS participated in all national mobilizations for seat belt enforcement, including the “Click It or Ticket” (CIOT) campaign during May. MOHS utilizes 402 and 405 funds for paid media campaigns and seat belt enforcement details, and reports law enforcement activities as required by NHTSA.

Recognizing the importance of Occupant Protection, MOHS has an Occupant Protection Division Director who is assigned to provide emphasis on strengthening the program. Additionally, the LEL networks have spent an intense amount of time on CIOT special wave grants, highlighting the importance of seat belt and child restraint enforcement along with participation in the statewide CIOT campaign by law enforcement.

Historically, most of the drivers and passengers who died in traffic crashes in the state were not belted. According to a NHTSA study by the Road Safety Observatory, Seat belts were 45% effective at preventing serious injuries. For front seat passengers, the best estimate was that seat belts were 45% effective at preventing fatal injuries, with a 95% chance that the effectiveness was between 55% and 35%. In 2014, there were 5,884 serious injuries, three out of every four, were using safety belts. Young drivers and passengers ages 16 to 20, who were killed and were unbelted, represented at an alarming rate of 55.2%. Of the 67 youth fatalities, only 34 were belted. There were 506 drivers sustaining life-threatening injuries (A level) in 2014.

>>>Occupant Protection Program-Section 402 & 405(b)>>>

During 2014, there were 607 fatalities, 285 were not belted, which is 58.7% of fatalities were unbelted. Most were transported by Emergency Medical Services (EMS) to medical centers for observation and/or emergency room care. There is no doubt that seat belts save lives and/or reduce injury. With sustained statewide law enforcement, coupled with public information and education, Mississippi stands poised to save hundreds of lives and reduce thousands of injuries each year from increased safety belt usage by motorists.

Program Funding:

The MOHS funded, through Section 402 funds, 59 Occupant Protection related projects for a total of \$1,786,830.48. These projects consist of funding for high visibility enforcement, public information and education. OP activities for these projects were conducted throughout the grant period with emphasis during national impaired driving campaigns, holidays and other special events.



The MOHS also utilized 405(b) funds to provide funds for (4) Occupant Protection related projects with a total budget of \$729,913.66. These projects provided consistent funding for the child occupant protection program, paid media and resources for occupant protection.

The Mississippi Highway Patrol (MHP) was awarded \$157,320.00 for an Occupant Protection Project to conduct enhanced enforcement efforts for seat belt and child restraint checkpoints and saturation patrol.

Grant Funded Activity:

With the use of 402 and 405(b) funds, the MOHS continues to gain success in high visibility enforcement, paid media and public information and enforcement programs. In 2015, the MOHS contracted with 58 agencies and the Mississippi Highway Patrol. These agencies worked overtime hours conducting checkpoints and writing 21,781 occupant protection citations and 3,360 child restraint citations during grant funded activities in FY15.

OP Funding	Projects	Budget Amount
402	59	\$1,786,830.48
405(b)	4	\$729,913.66
Total	64	\$2,516,744.14



>>>Mississippi Seatbelt Surveys/Usage Rate>>>

The MOHS conducts annual statewide safety belt use surveys in accordance with criteria established by the Secretary of Transportation for the measurement of State safety belt use rates. The survey will ensure that the measurements accurately represent the State's seat belt usage rate. Occupant Protection continues to be a priority emphasis area for NHTSA and for the MOHS.

Overall Seatbelt Survey: The overall estimated seatbelt usage rate for Mississippi in 2015 is 79.6%, which is an increase of 1.3% from the 78.3% estimated usage rate of 2014. The northern part of the State continues to be a major focus area with two surveyed counties under 70% belt usage and two counties under 80%. The southern part of the State remains to have some of the highest rates for seatbelt usage, with most above 83% usage and two above the national average of 87%.

>>>Mississippi Seatbelt Surveys/Usage Rate>>>

County	2014 Survey	2015 Survey	Percentage Change
Chickasaw	68.4%	84.2%	15.8%
Desoto	86.5%	82.5%	-4.0%
Hancock	83.2%	80.3%	-2.9%
Harrison	90.3%	91.9%	1.6%
Holmes	74.5%	80.8%	6.3%
Hinds	71.9%	79.1%	7.2%
Jackson	85.2%	83.8%	-1.4%
Lee	70.3%	83.2%	12.9%
Leflore	67.4%	67.9%	0.5%
Madison	86.0%	78.2%	-7.8%
Panola	77.9%	77.7%	-0.2%
Perry	85.2%	89.3%	4.1%
Pike	84.0%	83.7%	-0.3%
Pontotoc	75.5%	72.6%	-2.9%
Prentiss	71.7%	62.5%	-9.2%
Rankin	78.7%	75.4%	-3.3%
Total	78.3%	79.6%	1.3%

As the chart shows, the MOHS has made major positive differences in Chickasaw (+15.8%), Holmes (+6.3%), Hinds (+7.2%) and Lee (+12.9%) counties, presumably due to an increased effort in media and enforcement in these areas of the state. The only significant drops in belt use from 2014 to 2015 came from Madison (-7.8%) and Prentiss (-9.2%). All other differences among the counties surveyed were less than 5% in either a positive or negative direction. These differences are considered to be due to normal fluctuations and of minimal impact.

Teen Seatbelt Survey: The MOHS conducted its 1st teen seat belt usage survey during fall 2013. The counties surveyed were based on the top teen fatality rates (per teen population base) in 2008-2011. For the 2013 Teen Seatbelt Usage Rate Survey, the observed rate for the teen population was 57.8% (n = 2,333). During the 2nd wave of the survey, which was conducted during the spring 2014, the observational belted rate for the teen population was 53.5% (n = 2,739). The 3rd wave, conducted during fall 2014, produced an observational teen belt rate of 62.9% (n = 2,539). The 4th wave of the teen belt survey was conducted during spring 2015 and showed a 62.2% (n = 2,333) teen belt rate. The 5th and final wave of this particular “teen belt” sample was conducted in the fall of 2015, and the results of that survey are currently being analyzed.

>>>Night Time Seat Belt Usage Survey>>>

Nighttime Seat Belt Survey: MOHS surveys seat belt use during the day and at night to determine differences in usage throughout all hours of daytime and nighttime. MOHS conducted the first day/night survey in 2014 and again in 2015. The survey design that MOHS uses includes 30 observation sites, spread across 12 counties. One-hour observation periods are conducted at each site during daytime hours and then again at nighttime.

The first of these day/night surveys (May 2014) showed that belt use was clearly lower at nighttime (76.7%) compared to daytime (79.9%; raw rates). The survey conducted in February 2015 again showed belt use lower at nighttime (75.8%) compared to daytime (82.2%).

Nighttime Pilot Project: MOHS also participated in a special nighttime pilot project in Desoto County. The pilot included one-week of intensified nighttime seat belt enforcement with widely visible messaging. The centerpiece of the messaging campaign was eleven variable message boards strategically placed across the county, at roadside (\$6,438). MOHS used

>>>Night Time Seat Belt Usage Survey>>>

these signs to alert motorists to "Buckle Up." MOHS also spent a modest amount of money (\$23,687) to advertise enforcement efforts on television, radio, print and online. MOHS provided participating law enforcement agencies with a press release and took part in 10 radio interviews (valued at \$14,386). DREAM provided schools with information about the pilot project through a number of school programs that week. Three law enforcement agencies participated in the pilot, including: DeSoto County Sheriff Office; Horn Lake Police Department; and Southaven Police Department. The combined law enforcement agencies reported issuing 238 citations/arrests during the one week enforcement effort. Their count included 28 citations for seat belt violations, 9 child restraint violations, 36 speeding citations and 14 DUI arrests.

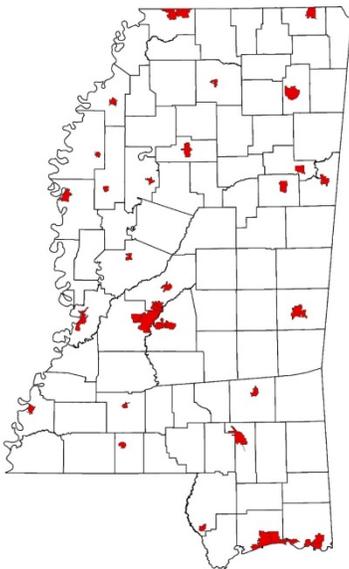


MOHS oversaw a thorough evaluation of the DeSoto pilot program. The evaluation design included the collection of data in both programs (DeSoto) and control (central Mississippi) areas. Data collection included daytime and nighttime surveys of seat belt use and the collection of awareness information from motorists at driver licensing offices. Pre-post observational surveys indicated that the one-week program improved belt use at night by +7.4 percentage points, from 68.5% to 75.9%. Daytime belt use also improved by +3.5 points, from 76.7% to 80.2%. Awareness survey results indicated that motorists became more aware of program activities over the course of the program period and that there was a statistically significant increase in awareness from the roadside messaging. Similar increases were not found in the control area.

motorists became more aware of program activities over the course of the program period and that there was a statistically significant increase in awareness from the roadside messaging. Similar increases were not found in the control area.

>>>2015 Mississippi Child Restraint Survey>>>

The MOHS Occupant Protection Division has provided leadership and worked to coordinate programs with the MS Safe Kids Coalition, the MS State Department of Health (MSDH), the Law Enforcement Liaison Office and other state and local agencies, including the Mississippi Department of Transportation. MOHS also promoted the 2015 Child Passenger Safety Week and "Click It or Ticket" for the Memorial Day holiday period. The Child Passenger Safety Coordination Project through the MS Safe Kids coalition provided statewide checkpoints, a data base for child passenger instructors, technicians and a permanent fitting station located in Jackson.



According to the 2015 Seat Belt Survey Report, Mississippi currently has a 79.6% usage rate. This rate is slightly higher than the 78.3% usage rate in 2014. Over time, the effort toward increasing and improving child restraint use has been both extensive

Seating Position of Child	Children Observed		Children Restrained	
Front Seat	1,374	21.1%	966	70.3%
Back Seat	5,150	78.9%	4,251	82.5%
Totals	6,524	100%	5,217	79.9%

and intensive. The child restraint rate is 79.9%. There is little doubt that having a primary child restraint law has made a significant impact on the high use of child restraints in Mississippi. The 2006 primary seat belt law for all front seat passengers could be an influential factor in the usage rate increase. Forty municipalities with populations of 10,000 and above were selected for the 2015 Child Restraint Survey.

Mississippi is moving in the right direction with regard to child passenger safety, and perhaps with continued education and enforcement, child restraint usage rates could be brought to an even higher level. Section 405 funds, were utilized in 2014 to continue funding the MS State Department of Health's Child Passenger Safety Program, MSU Seatbelt Survey and the Mississippi Highway Patrol.

MSDH is continuing a concerted effort along with the MOHS and Safe Kids MS to preserve the lives of children through the continued education of the public on child passenger safety awareness.

>>>Occupant Protection Program-Section 402 & 405(b)>>>

During the grant period, there were 1,712 car seats distributed throughout the state with a total of 297 CPS techs statewide for FY15. There were 9 CPS certification and 1 renewal training class, which represented 71 new certifications and 8 re-certifications during the grant year. This addresses retention rates as it is more cost effective to recertify than to retrain.

The MOHS is moving to recruit more law enforcement officials to become CPST's so they will be up-to-date on the state laws as well as the proper installation of child passenger safety seats.

The occupant protection program media campaign was successful during the FY16 grant year. As part of its effort to enhance its media campaigns, the MOHS continued with the current media contractor to continue with efforts to increase public awareness across the state on seat belt issues.

Educational outreach has continued for nurses and other medical staff at Blair E. Batson Children's Hospital and the University Medical Center (UMC) maternity ward on the importance of CPS. Of course, this is a means to an end.

Impediments to Achievements:

Mississippi must continue to strive to increase seat belt usage in an effort to reach 100% statewide usage. The agency's biggest challenge is to reach the remaining 21.4% of Mississippians who refuse to wear their seat belts. Seat belt usage increased from 78.3% in 2014 to 79.6%, moving Mississippi much closer to the goal of meeting and/or exceeding the national average of 85%

>>>2015 High Risk Occupant Protection Populations in Mississippi>>>

*Data below is the data used to determine the high risk OP population for the 2015 405(b) Application. 2008-2012 data was the newest data at the time of the Application.

In addition to its statewide emphasis on occupant protection, in 2015, the MOHS also focused on two high risk populations in Occupant Protection; the teen population and the impoverished areas of the Delta.

Teens: Mississippi teenagers and young adults under age 35 represent significant traffic safety problems concerning seat belts. Teenagers (ages 16 to 20 actually) were 11.9% of occupant deaths while being only 6.2% of the licensed drivers. They were unbelted 80% of the time when killed. Young adults, ages 21 to 24, were 9.7% of occupant deaths with 76% unbelted. Of the occupant deaths ages 25 to 34, 98 young adults were killed and had an unbelted rate of 73%. Deaths of the ages from 35 to 44 were unbelted 70% of the time. The most senior adults killed (75+) were belted 59% of the time, the highest belted rate of all adults.

During 2010-2012, there were 152 teens killed. Out of 152 teens killed, 107 were unbelted, which represent 75% of all fatal crashes were unbelted.

Restraint Use Among Fatally Injured Occupants 2008-2012* Data used during 2015 Grant Year				
Age Group	N	Used	Not Used	Unknown
<5	45	60%	40%	0%
5-9	44	39%	61%	0%
10-15	68	12%	88%	0%
16-20	319	27%	73%	<1%
21-24	252	23%	76%	1%
25-34	505	27%	73%	<1%
35-44	391	30%	70%	0%
45-54	416	33%	65%	2%
55-64	297	49%	52%	0%
65-74	192	57%	43%	0%
75+	187	59%	41%	0%
TOTAL	2,716	35%	65%	0%

>>>2015 High Risk Occupant Protection Populations in Mississippi>>>

Impoverished Areas: The Mississippi Delta is the distinctive northwest section of the state of Mississippi that lies between the Mississippi and Yazoo rivers. This population group usually buckles up at rates lower than other ethnic groups, which is one reason that the Delta region was selected. It includes all or part of the following counties: Washington, Desoto, Humphreys, Carroll, Issaquena, Panola, Quitman, Bolivar, Coahoma, Leflore, Sunflower, Sharkey, Tunica, Tallahatchie, Holmes, Yazoo, and Warren.

Survey County	Population	Per Capita Income	Median Household	Persons Below Poverty Level	Seatbelt County
Desoto County	168,240	\$25,073.00	\$58,851.00	10.2%	57.20%
Panola County	34,402	\$17,146.00	\$36,147.00	27.2%	54.30%
Prentiss County	25,388	\$17,546.00	\$33,294.00	24.3%	60.20%
Leflore County	31,607	\$12,972.00	\$23,659.00	39.3%	60.30%
Pontotoc County	30,897	\$17,745.00	\$40,260.00	15.6%	70.80%
Lee County	85,340	\$22,119.00	\$41,242.00	18.3%	71.70%
Chickasaw County	17,311	\$16,396.00	\$31,028.00	26.6%	68.60%
Holmes County	18,428	\$12,278.00	\$22,335.00	42.6%	71.70%
Madison County	100,412	\$32,637.00	\$60,195.00	13.6%	81.10%
Hinds County	244,899	\$20,589.00	\$38,152.00	24.2%	76.70%
Rankin County	146,767	\$27,051.00	\$57,593.00	11.4%	75.00%
Pike County	40,014	\$18,797.00	\$35,212.00	26.2%	84.00%
Perry County	12,131	\$17,366.00	\$35,942.00	20.5%	85.30%
Hancock County	45,566	\$22,898.00	\$43,727.00	19.7%	79.70%
Harrison County	196,500	\$23,378.00	\$43,593.00	18.2%	93.00%
Jackson County	146,450	\$24,158.00	\$49,750.00	15.4%	95.70%

Law Enforcement Liaison Training/Coordination:

During FY15, MS Standards and Training Law Enforcement Training Division conducted Traffic Occupant Protection Strategies (TOPS) 8 SFST Schools- 134 law enforcement officers trained.

- 8 TOPS Schools-134 law enforcement officers trained.

The MS Standards and Training Law Enforcement Training Division provided updates at LEL Quarterly Meetings throughout FY15.

LEL Troop District Coordinators

The LEL Troop District Coordinators aided the Mississippi Office of Highway Safety in providing (8) agencies with \$65,000.00 in grant funds for Occupant Protection Special Wave Grants which enhanced high visibility enforcement during National Campaigns and beyond. Many of these areas received a grant for the first time to combat these issues in their communities.



>>>Traffic Records Program-Section 405(c)>>>

The Mississippi Highway Safety Information System (MHSIS) is a complex, volume-intensive data collection, storage, and retrieval system that support national priority areas defined by the National Highway Traffic Safety Administration (NHTSA). MHSIS encompasses the total automated traffic records system which includes traffic crashes, citations, drivers, vehicles, roadways, EMS and hospital data, vital statistics, coroner reports, crime laboratory data, demographics and travel density.

The State Traffic Records Coordinating Committee (STRCC) meets on a regularly scheduled basis to review all major traffic record projects at its member agencies. The strategic plan for data system improvements is developed and updated annually to apply for 405(C) traffic records funds.

FY15 Accomplishments

During FY15, preparation and dissemination of statistical reports were major traffic record activities. These tabulations are used for MOHS planning, problem identification, evaluation, special analyses and responses to requests for data. Ad hoc queries are made by the legislature, media, state and local agencies, law enforcement, universities, research foundations, safety associations and the general public. Special planning maps were also developed to show the picture of areas that need improvement in the state and areas to focus enforcement efforts at.

Traffic record users include MHP, local police and sheriff's departments to deploy enforcement units, engineers to identify roadway hazards, judges to determine sentencing and prosecutors to determine appropriate charges. Additionally, they include licensing agencies to identify problem drivers; emergency response teams to improve response times; health care organizations to understand implications of patient care and costs; and motor carrier officials to identify problem commercial drivers and carriers.

Blood alcohol concentration (BAC) testing for impaired drivers in fatal traffic continues to show improvement, due in part to the partnership between MOHS, State Crime Lab, law enforcement and each county coroner. According to MS FARS, there were 607 total traffic fatalities in 2014, with 757 total drivers and motorcycle riders involved in fatal crashes. MS tested 30% of all 757 drivers involved in fatal crashes with known BAC

results and tested 42% of drivers or motorcycle drivers that were killed and only 17% of those that survived the crash.

Some of the highlights from the 405C programs that helped the MOHS reach the goals are as follows:

Program Funding:

The MOHS funded the Traffic Record through Section 405(c) funds. There were (8) 405(c) Traffic Records related projects with a total of \$901,445.00 were used for coordination of the program. These projects consist of the e-citation project, data lab and the updates.

TR Funding	Projects	Budget Amount
405(c)	8	\$901,445.00
Total	8	\$901,445.00

Social Science Research Center

In FY15 the Social Science Research Center (SSRC) and Center for Advanced Public Safety (CAPS) again partnered with the SSRC serving as the overall project manager. As project managers their function was to provide training and support functions, while CAPS continued with the technical development and support.

Training & Deployment: New users underwent a thorough training process before being able to use MOVE/eCite in the field. Currently, all nine Mississippi Highway Patrol districts, the Reservoir Police, and officers from Hinds County Sheriff's Office, Lauderdale County Sheriff's Office, Carroll County Sheriff's Office, Hattiesburg Police Department, New Albany Police Department, Mendenhall Police Department, Puckett Police Department, Sherman Police Department, Louisville Police Department, and Madison County Constables have been trained and are using MOVE/eCite.

Installation and training occurred throughout the 2014/2015 grant year and many agencies are in the pilot and infancy stage of using eCite in the field.

Courts: Work continues with county justice courts and their technology vendors to integrate the eCite information into each court's respective case system. As of 2015, all Mississippi county justice courts are downloading citations.

>>>Traffic Records Program-Section 405(c)>>>

CitSearch: CitSearch is a ticket management tool that allows users to search and print. CitSearch can be queried in numerous ways: date range, ticket number, officer, defendant, etc. Currently, CitSearch is available to all law enforcement officers using eCite. Viewers can also access PDF's of all citations issued on the eCite system through CitSearch. CitSearch is now being deployed to Justice Court Clerks, who have access to all eligible citations within their jurisdiction. Additionally, features have been built in for administrators to control courthouse, citation, and user information for the overall MOVE/eCite program, giving that control and access to specified users.

MapClick: Considerable time was spent this grant year on the development of the MapClick application. This feature uses a base layer map that is used at MDOT for mapping crash analysis and is being transferred to the DUI Citation tracking system to map DUI citations. This mapping tool is also being developed to use the same Linear Referencing system that MDOT uses to get the most precise location. This tool will be used for citation data and crash data with a mapping feature to overlay the two to make sure enforcement is in the same area as crashes that are occurring.

Dashboard: An "eCite Dashboard" has been developed for MHP and State Users. Dashboard allows large scale, real-time analysis of citation data, by trooper, violation, location, defendant, time of day, etc. Additionally, Dashboard can map citation information if GPS data is available. The Dashboard has been demonstrated to many types of potential users and developers are currently taking that feedback and making modifications.

The eCite project also provides electronic DUI citation that was updated in FY15. Electronic citations recorded from agencies from October 1, 2014 through September 30, 2015 include the following:

Electronic Citations: 263,512
Electronic DUI Citations: 7,072

With the use of the electronic citations, MOVE and CitSearch, the citation becomes available for view in the first available record database within minutes of issuance (once electronic transfer is complete) rather than the 30-45 day wait time, when tickets were manually entered into the system. The citations can then be tracked from point of issuance to download from the court.



>>>Police Traffic Services Program-Section 402>>>

The Police Traffic Service area covers programs in impaired driving, occupant protection and speed. For outcome measures and achievement measures for impaired driving and occupant protection, please see program sections for outcomes. The PTS projects helped the MOHS support the overall program and has impacted the police traffic services program. As a result more citations for speed, occupant protection and DUI were up, as well as more citizens were reached with public information and education.

C-6 Core Outcome Measure/ Number of speeding-related fatalities (FARS):

To decrease the number of speeding-related fatalities by 25% from a five year average (2008-2012) from 152 to 114 by the end of FY15. To decrease the number of speeding related fatalities by an additional 5% for a long term target of 108 by the end of 2016. **Speed-related fatalities increased from to 113 in 2013 to 96 in 2014. The fatalities are lower than the target of reaching**

114 by the end of FY15 and the long term goal of 108 by the end of 2016.

Activity Measure/Number of speed citations issues during grant-funded enforcement activities (Grant Reporting):

To increase the number of speeding citations issued during grant funded enforcement activities by 3.50% from the two year average (2011-2012) of 17,956 in 2012 to an increase target of 18,584 by the end of FY15. To increase the number of speeding citations issued during grant funded enforcement activities by an additional 2% for a long term target of 18,956 by the end of 2016. **The number of grant funded speed related citations increased from 26,785 speed related grant funded citations in FY14 to 32,596 in 2015. The number of grant funded citations is higher than the target of 18,584 by the end of FY15. The MOHS will continue to work toward the reaching the long term goals for 2016.**

Speed Related Crashes 2010-2014

Crash Year	Total Fatalities	VMT (Millions)	Speed-Related Fatalities	Speed-Related Fatality Rate by (VMT)
2010	641	39,842	129	.32
2011	630	39,309	104	.25
2012	582	38,561	95	.25
2013	613	32,719	113	.34
2014	607	N/A	96	N/A

*Based on most recent VMT (2013) data. 2014 VMT is not available at time of 2015 Annual Report.

Program Narrative:

In conjunction with the DPS, the Mississippi Highway Patrol (MHP) Uniformed Division of Public Affairs continued the MHP Highway Safety Public Education campaign. The Public Affairs Officer (PAO) assigned within each of the nine highway patrol districts supported and promoted “Click it or Ticket” and “Drive Sober or Get Pulled Over” state/national campaigns. In addition the PAO’s also conducted educational programs in the areas of impaired driving and OP.

The MHP’s Collision Reconstruction Analysis on State Highways (C.R.A.S.H.) projects expanded MHP’s collision investigation and reconstruction techniques.

PTS Funding	Projects	Budget Amount
402 Funds	28	\$2,239,555.46
Total	28	\$2,239,555.46

Program Funding:

The MOHS funded through Section 402 funds, 28 Police Traffic Service related projects with a total of \$2,239,555.46 funds. These projects consist of funding for high visibility enforcement, public information and education. PTS activities for these projects were conducted throughout the grant period with emphasis during national impaired driving campaigns, holidays and other special events.

Grant Funded Activity:

With the use of 402 funds, the MOHS continues to gain success in high visibility enforcement, paid media and public information and enforcement programs. In 2015, the MOHS contracted with 23 projects and the Mississippi Highway Patrol.

>>>Motorcycle Program-Section 402>>>

C-7 Core Outcome Measure/Number motorcyclist fatalities (FARS):

To decrease the number of motorcyclist fatalities by 7.5% from the 5 year average (2008-2012) from 45 to 42 by the end of FY15. To decrease the number of motorcyclist fatalities by an additional 5% for a long term target of 40 by the end of 2015. **Motorcycle fatalities increased from 39 in 2013 to 41 in 2014. The fatalities are lower than the target of reaching 42 by the end of FY15. The MOHS will continue to work to reach the long term goal of 40 by the end of 2016.**

C-8 Core Outcome Measure/Number of un-helmeted motorcyclists fatalities (FARS):

To decrease the number of un-helmeted motorcyclist fatalities from the five year average (2008-2012) of 8 to 7 by the end of FY15. To decrease the number of un-helmeted motorcyclist fatalities for a long term target of 7 by the end of 2016. **Un-helmeted motorcyclist fatalities increased from 3 in 2013 to 6 in 2014. The fatalities are lower than the target of reaching 7 by the end of FY15 and the long term goal of 7 by the end of 2016.**

Mississippi did not qualify for 405(f) funding in FY13; however, the MS Office of Highway Safety (MOHS) has used Section 402 funds to continue working on motorcycle awareness campaigns and public information and education.

Program Funding:

The MOHS funded through Section 402, (1) motorcycle awareness campaign in 2015 with the help of the Public Information and Education grants, Motosteps provided the public information on impaired riders and being responsible riders.

PTS Funding	Projects	Budget Amount
402Funds	1	\$50,103.00
Total	1	\$50,103.00

MotoSteps: 2015 State of Motorcycles on Mississippi Roadways

During FY 15, Mississippi MotoSteps made significant gains in its approach to the various roadway issues among motorcyclists. As this innovative motorcycle roadway safety provider traveled across the state speaking, educating and raising awareness among bikers and general driving motorists, extensive interest grew among commuters within various communities. MotoSteps listened and subsequently developed more extensively the initiative which was first developed in Central Mississippi in FY14.

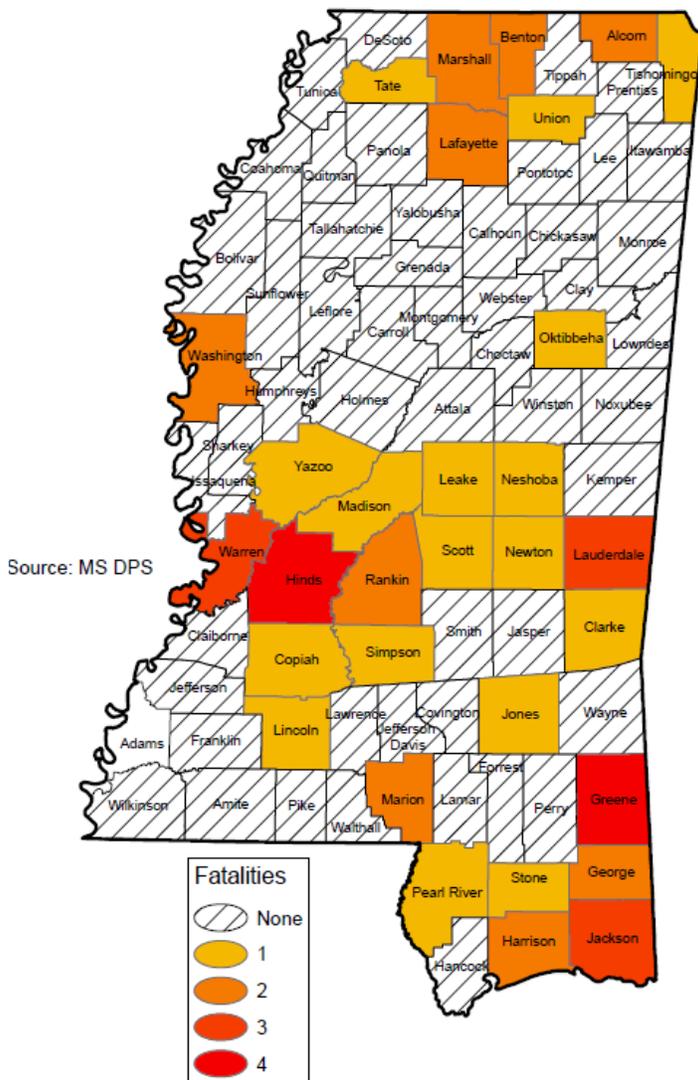
“The State of Motorcycles on Mississippi Roadways” (SM2R) and ***“Riders Helping Riders”*** promote multiple strategies combating motorcycle and motoring impaired driving behavior. The initiative involved the designation of motorcycle club representatives whose primary role is to advocate safe biking and driving for all respective club members. Representatives also serve as highway safety coordinators who provide impaired driving prevention to club members. Safe biking is taken seriously and those guilty of infractions are subject to club suspensions and/or terminations. The mission of ***“The State of Motorcycles on Mississippi Roadways” (SM2R)*** and ***Riders Helping Riders (RHR)*** are to share and suggest cooperative motorcycle safety strategies especially for highly problem identification areas in Mississippi.



Mississippi Governor Phil Bryant, an avid biker, speaks to Robert E. Walton, Jr., Project Director of Mississippi MotoSteps Project during the Motorcycle Expo at the trade mart center in Jackson.

>>>Mississippi Youth Programs-Section 402OP/154>>>

The Youth projects helped the MOHS support the overall program and impact the youth drivers in Mississippi.



2013 Top 25 Teen Fatalities by County (Ages 15-20)

*Focus Areas of 2015 in FY15 HSP

- Marshall County
- Benton County
- Tippah County
- Prentiss County
- Itawamba County
- Grenada County
- Sunflower County
- Leflore County
- Montgomery County
- Carroll County
- Holmes County
- Claiborne County
- Jefferson County
- Adams County
- Amite County
- Copiah County
- Simpson County
- Lawrence County
- Covington County
- Jones County
- Forrest County
- Stone County
- George County

Program Narrative:

The Mississippi Office of Highway Safety has funded DREAM, Inc. to coordinate the statewide youth highway fatality prevention efforts since October 2012. Car crashes are the number one killer of teens ages 16-20 in the United States. The Mississippi Youth Highway Safety Programs (MYHSP) mission is to decrease youth motor vehicle fatalities and injuries by decreasing impaired driving and increasing seat belt usage. This is accomplished by the implementation of the following program and efforts:

1. Provides interactive and fun youth highway safety presentations to youth ages 11-20 years old in schools and communities.
2. Coordinates the Mississippi Student Advisory Board (SAB).
3. Coordinates and implements two statewide youth conferences focused on highway safety: Mississippi Club Officer Training and Mississippi Teens on the Move.
4. Collaborates with prevention partners, state agencies, communities, law enforcement and youth across Mississippi to decrease youth highway fatalities.

>>>Mississippi Youth Programs-Section 402OP/154>>>

Youth Highway Safety Presentations:

The Mississippi Youth Highway Safety Program team facilitated youth-focused school and community trainings on impaired driving and seat belt usage. Program staff provided 477 presentations and activities to an estimated **87,392** youth and adults. Mississippi Teens on the Move had **2,402** participants and Mississippi Club Officer Training had **705** participants. The total youth and adults served for FY15 were **90,499**.

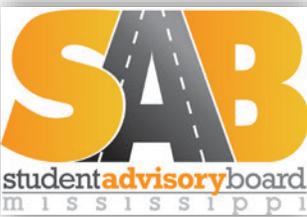
Program Funding:

The MOHS funded through Section 154 funds, (14) alcohol related youth projects with a budget of \$1,258,696.10. The MOHS also funded through 402 funds, (2) occupant protection projects with a budget of \$548,739.68. These projects consist of funding for public information and education.

Youth Funding	Projects	Budget Amount
154 Funds	14	\$1,258,696.10
402 Funds (OP/PT/DE)	9	\$548,739.68
Total	23	\$1,807,435.70

Grant Funded Activity:

With the use of 154 and 402 funds, the MOHS continues to gain success in public information and education programs.



MS SAB (Mississippi Student Advisory Board)

The Student Advisory Board (SAB) is selected by the Mississippi Youth Highway Safety Programs staff through an application and interview process which includes essays, teacher recommendations, and an example of innovative ideas applicants can bring to the table. A diverse, creative, and committed group of approximately 30 teens is chosen to serve on the board for one year. Their main goals and objectives are to develop leadership skills, to plan two major conferences (Teens on the Move and Club Officer Training) centered on highway safety, and to learn different ways to cultivate highway safety strategies among their peers and within their schools and communities. They meet one weekend a month to brainstorm ideas for keeping their peers safe on the road and keep the MYHSP staff abreast of the trending dangers to youth, all while cultivating supportive friendships with each other and having fun. Some of their activities include evaluation of a mock car crash trauma for a local hospital; prevention, leadership and media training; team building; event planning; implementation of statewide conferences, coordinate Rock the Belt and Walk the Line in Mississippi communities. The SAB's year is structured around their school year, August through May. Two boards function during the grant year.

Club Officer Training

The Mississippi Youth Highway Safety Programs (MYHSP) Student Advisory Board (SAB) convened to end youth highway crashes as the number one killer of American teens. On September 18, 2015, the MYHSP hosted the annual, one-day Club Officer Training conference at the Hinds Community College Clyde Muse Center for 705 school club or community group officers and their sponsors. The conference provided the motivation and resources on youth highway safety to kick start the school year for school club officers and leaders. This conference focused on the fact that car crashes impact everyone. The theme was: *Life is not a game: Drive sober and belted*. Keynote speaker, Cara Filler, presented her powerful personal story and provided a leadership message to motivate the youth to drive to stay alive. Workshops included the following topics and activities: Mississippi Youth Highway Safety with MDOT's Seat Belt Convincer and Rollover, Cara Filler workshop, Using Social Media to promote initiatives, Law Enforcement: Officer 2 Officer workshop and Safe Kids Crash Trauma workshop that took the youth through an ER scene after a crash. The day was packed with education, fun, entertainment, and invaluable toolkits and resources that were taken back to schools all over the state by youth club officers who were ready to help peers be safe drivers!



>>>Mississippi Youth Programs-Section 402/154>>>



Teens on the Move

Teens on the Move is an annual statewide youth conference planned, implemented, and hosted by the Mississippi Youth Highway Safety Programs staff and its Student Advisory Board. While it is designed as a highway safety centered one day rally, Teens on the Move provides youth with the motivation and fresh, trendy ideas to utilize year round in their respective schools and communities. Two nationally known speakers are brought in to drive the message home that highway safety is of life and death importance. Student Advisory Board members become the stars of the show by performing songs, dances, and skits centered on seat belt safety and impaired driving that get the audience ready to save the world one car ride at a time.



Teens on the Move had its 26th anniversary on April 16, 2015. The conference was free to all registered participants who received lunch, a t-shirt, and important messages from national speakers; Joe Martin and Kevin Brooks were chosen by the Student Advisory Board. The speakers fulfilled this year's theme of *Tune In to Your Drive: drive sober and belted* by sharing personal stories of loved ones who made fatal decisions on the road. The Student Advisory Board provided education and entertainment by acting out current and trendy TV show scenes centered on seat belts, driving sober, and putting the phone down while driving. There were over 2,600 registered to attend, with the maximum allowed to attend to be 2,500. The actual attendance was 2,402 students and school sponsors. More serious reflective moments, such as law enforcement acting out a death notification followed by a talk, lighted memorial and a pausing during the conference were given to silently reflect on the 73 Mississippi teen fatalities in 2014.

Awards were presented to schools who creatively documented their efforts with posters, t-shirts and scrap books to include highway safety messages in their schools and communities:

- T-shirt Design Winner: Clinton High School
- Student of the Year: JuJu Cooper, Northwest Rankin High School
- Sponsor of the Year: Nikki Warren, Simpson Academy
- Club of the Year: Greene County High School
- SAB Member of the Year: Javarcia Ivory, Clinton High School
- Spirit Award: Mississippi School of the Arts
-



>>>Mississippi Youth Programs-Section 402OP/154>>>

Mississippi SADD:



The MYHSP program director serves as the SADD State Coordinator for Mississippi. During FY15, Mississippi had over 200 registered SADD chapters statewide.

DREAM, Inc. secured funding from State Farm Insurance to provide training and support for Mississippi SADD Chapters to strengthen and support the SADD infrastructure for youth highway safety. DREAM provided regional trainings in 2015 and developed a resource calendar for all SADD Chapters.

The Mississippi Youth Highway Safety Team joined hundreds of SADD students and sponsors from across the nation in Nashville, Tennessee for the 2015 SADD National Conference. The annual conference provided invaluable information and resources, along with a chance to network with other state highway safety teams. The team had the opportunity to learn about current dangerous driving trends and how best to combat them in Mississippi. The team also was able to provide a workshop for the SADD National Conference on “Pushing, Motivating and Recognizing Teens as they Apply Positive Peer Pressure on their Peers. The SADD national conference provided the motivation and knowledge needed to save lives on the roads of Mississippi

Youth Line

YOUTHLINE is a youth-focused quarterly newsletter devoted to youth highway safety initiatives in Mississippi. There were three issues designed in FY15 for September – December 2014, January – March 2015 and April – August 2015. The newsletters were emailed across Mississippi and printed to promote the youth highway safety programs.

YOUTHLINE



>>>Public Information & Education Program-Section 154, 402, 405(d), 405(b)

Narrative:

The MOHS has long recognized the importance of combining enforcement and public education into its highway safety efforts. Thus, an educational component designed to help raise awareness about the dangers of drinking and driving, occupant protection distracted driving and teen safety has been in effect for the past five grant years.

The MOHS Public Information and Education Program has a collection of sub-grantees that focus on public information and education, which includes presentations at churches, schools, conferences, meetings, health fairs and many other events to increase awareness. Booths or table set-ups are displayed with relevant educational materials and promotional items bearing ‘no drinking

and driving’, ‘buckle up’, distracted driving and motorcycle safety messages.

Projects that support the PI& E programs can be found in Appendix A. These projects helped the MOHS, support multiple programs including impaired, OP unrestrained, youth and older drivers in Mississippi. These projects helped reach more citizens with public information and education.

Program Funding:

The MOHS funded PI&E Projects through Sections 154, 405(b), 405(d), 402 funds. The MOHS funded 31 PI&E projects. These projects consist of funding for public information and education.

Youth Funding	Projects	Budget Amount
154 Funds	14	\$1,258,696.10
405(d)	7	\$613,338.58
405(b)	1	\$174,744.51
402 Funds	9	\$548,739.68
Total	31	\$2,595,518.70

*Amounts are included in previous project counts and budget amounts.

Grant Funded Activity:

With the use of 154, 402, 405(d) and 405(b) funds, the MOHS continues to gain success in public information and education programs. In 2015, the MOHS contracted with 31 programs.

Drive to Stay Alive - November 2014

The MOHS sponsored its 4th annual ‘Drive to Stay Alive’ campaign the weekend before Thanksgiving 2014. The campaign is an on-going collaboration between Jackson State and Alcorn State Universities. This initiative takes the opportunity to raise awareness regarding the importance of seat belt usage, the dangers of drinking and driving, and to point out the consequences of other driving distractions.

The annual football game between JSU and ASU has been utilized as a catalyst to reach the estimated tens of thousands adults and youth fans converging to the stadium to support their team. Activities began with a press event the day before the football game. University leaders, student representatives, campus police and local/state law enforcement support the cause by encouraging safe driving and riding practices. Joining the 2014 campaign were Commissioner Santa Cruz and MHP Colonel Donnell Berry. On game day, brief highway safety messages are interjected periodically during the sporting event while promotional items are dispensed encouraging football fans to be mindful of potentially deadly driving behaviors.

MOHS and MADD Partner to Emphasize: Deadly Impact of Impaired Driving

Mothers against Drunk Driving (MADD) collaborated with MOHS during FY15 to raise awareness and to carry the drive sober message during several **DRIVE SOBER OR GET PULL OVER** campaigns throughout the state. In efforts to drive the message home personal tragedies were shared by Victim Impact speakers about how loved ones lost their lives at the hands of impaired drivers. Press events featured these speakers in major districts including north, central and south districts. MADD family victims testified as to how horrific and senseless crashes changed their lives forever. By using victims, the listening public is able to put a face to this serious epidemic and hopefully will deter others from making potentially deadly decisions.

>>>Public Information & Education Program-Section 154, 402, 405(d), 405(b)

Metro Jackson’s Initiative: *Community Forums*

Jackson State University-Metro Jackson Community Prevention Coalition (MJCPC) in collaboration with local law enforcement and community entities conducted *Community Forums* throughout the Mississippi Delta as well as in Marshall and Yalobusha County. *Community Forums* are public information and education session on the dangers and consequences of “alcohol” impaired driving. This conventional activity incorporates innovation in its delivery. Participants are shown data as it relates to drunk-driving-related incidents (crashes, injuries, and fatalities) in their community; they get to see firsthand how alcohol impacts coordination through the use of DUI classes; they learn the legal and administrative consequence of a DUI charge, and understand what BAC is and the physical effect of a high BAC. Participants are also given the opportunity to share strategies and ideas on how to reduce DUIs in their community. MJCPC conducted twenty-two (22) *Community Forums* in FY15.



Jackson State University Interdisciplinary Alcohol/Drug Studies Center Impaired Driving Prevention Project



“Have a Heart” - Don’t Drive Drunk is a special event hosted by the Jackson State University Interdisciplinary Alcohol/Drug Studies Center Impaired Driving Prevention Project on Valentine’s Day. On February 12, 2015 the project staff set up information booths at two central locations, namely the Student Center and the College of Liberal Arts Walk Way located on the JSU Campus where students frequent during the course of the day, The activity was conducted in collaboration with the JSU Campus Police who assisted project staff by talking with students about the dangers of impaired driving, by conducting drunk driving demonstrations with electric cars and by allowing students to sense the effects of drinking while driving by engaging in the use of drunk driving goggles. In addition, students were given heart candy on a stick with impaired driving messages. They were also provided red hearts containing alcohol impaired driving fact sheet information on the back. Each student participant was given three hearts and was asked to share their event experiences

with three other students. This was a very popular campus event and served as a very effective, yet extensive avenue.

Alcohol Services Center: Uses Alcohol Awareness Month to Campaign against Impaired Driving

Since 1987, the National Council on Alcoholism and Drug-Dependence, Inc. has recognized April as Alcohol Awareness Month. This month is used to increase public awareness regarding alcohol abuse and to educate people about treatment as well as prevention. It is also an idea to inform the motoring public on the impact of impaired driving. During the month of April, ASC Impaired Driving Program partnered with Hinds Behavioral Health Services. The partnering groups campaigned on the campuses of Tougaloo College and Hinds Community College in Raymond, MS. Booths were set up where printed information was disseminated and students were engaged one-on-one with ASC program staff that provided candid discussions with participants about the dangers of drinking and driving. Participants took impaired driving surveys and received highway safety promotional items.

>>>3rd Annual MS Stars Conference August 4-6, 2015>>>



The Mississippi Office of Highway Safety held the 3rd Annual Mississippi Safety Training and Recognition Symposium (MS STARS) on August 4-6, 2015 at the Golden Nugget Hotel and Casino in Biloxi, MS. The conference was established to provide law enforcement, community partners, universities and others interested in highway safety issues in Mississippi to receive training, learn about emerging trends, gain program ideas and receive the latest data available. There were 297 registered for the conference, and attendees from all over the State. The conference focused on impaired driving, occupant protection, youth/community partners, legal and general traffic and offered 20 separate workshops featuring State and nationally recognized speakers.

>>>Buckle for Life Recognition >>>

The Buckle for Life Luncheon was held on August 4, 2015, at the MS Stars Conference to honor law enforcement and community partners across the State for their seatbelt and child restraint safety achievements. More than 110 officers from 26 agencies, including the 9 Troop Districts were honored. Officers that were recognized for awards, issued more than 2,498 Child Restraint Citations and more than 18,278 Seat Belt Citations in 2014. Mississippi Attorney General, Jim Hood gave the luncheon speech that encouraged all attendees to continue their efforts in seatbelt and child restraint safety and to continue to keep the citizens of Mississippi safe.

The top three recipients for Child Restraints for 2014 were:

- Patrolman Josh Broman-Gulfport Police Department- 151 Child Restraints
- MHP Troop H Joshua Dobbs-136 Child Restraints
- Sergeant Patrick Burt-Philadelphia Police Department-117 Child Restraints

The top six recipients for Seatbelt Citations for 2014 were:

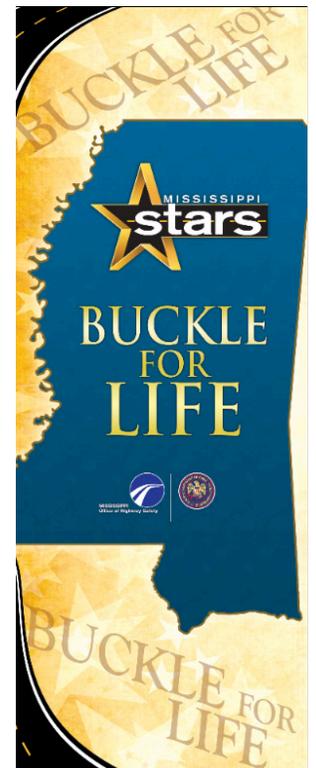
- Patrolman Josh Broman-Gulfport Police Department-1,196 Seat Belt Citations
- Corporal Joshua Dobbs-Troop H- 841 Seat Belt Citations
- Trooper First Class--Marqus Fisher-Troop M-753 Seatbelt Citations
- Sergeant Mark Morgan-Hinds County Sheriff's Department-652 Seatbelt Citations
- Trooper First Class-Bradley Edmondson- Troop G 527- Seatbelt Citations
- Officer Travis Dunsfield-Pascagoula Police Department-520 Seatbelt Citations

The Buckle for Life Luncheon honors those agencies that write the most Child Restraints and Seatbelt Citations. The Top City, County and Troop District are as follows:

- Top City Child Restraints-Gulfport Police Department-588
 - Top County Child Restraints- Carroll County Sheriff's Department-232
 - Top Troop District Child Restraints- Troop H- 403
 - Top City Seat Belt Citations- Gulfport Police Department-4,329
 - Top County Seat Belt Citations- Lauderdale County Sheriff's Department-1,942
 - Top Troop District Child Restraints- Troop F- 2,548



The Buckle for Life Luncheon also recognizes the officer that wrote the most Seat Belt Citations during the 2014 Click It or Ticket Campaign (May 19th – June 1, 2014). The award was received by Hinds County Sheriff's Department Sergeant, Mark Morgan with 266 seat belt citations during the 2 week blitz period.



>>>3rd Annual MS Stars Conference>>>

>>>DUI 100-300 Club>>>



The DUI 100 Club was established in 1983 to recognize those law enforcement officers across the State, who each writes a minimum of 100 DUI citations within a calendar year. This year's (2015) recognition luncheon was held on August 6, 2015, which celebrated the 32nd year of the DUI 100 Club.

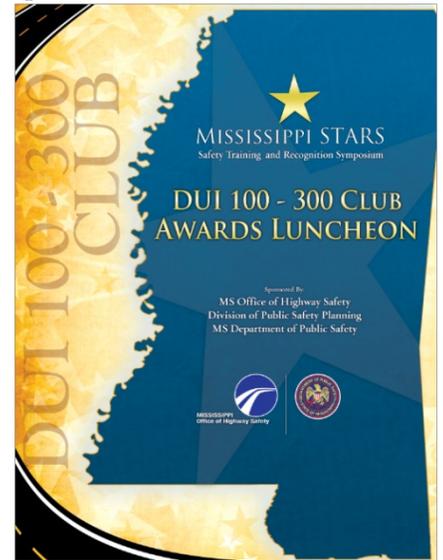
Law enforcement officers from 31 agencies, including 19 police departments, 8 sheriff offices and four of the nine MHP districts, were recognized for making more than 7,427 DUI arrests collectively. The top six recipients for DUI arrests for 2014 were:

- Officer Blake Tucker-Gulfport Police Department-312 DUI Arrests
- Officer Shane Fortner-Oxford Police Department-220 DUI Arrests
- Patrolman Joel Brogan-Laurel Police Department-218 DUI Arrests
- Sergeant Denis Smith-Covington County Sheriff's Department-216 DUI Arrests.
- DUI Officer Shane Fewell-Magee Police Department-212 DUI Arrests
- Officer Ryan Winters-Oxford Police Department-208 DUI Arrests

The DUI 100-300 Club Luncheon honors those agencies that write the most DUI Citations. The Top City, County and Troop District are as follows:

- Top City DUI Arrests- Oxford Police Department- 663 DUI Arrests
- Top County DUI Arrests- Madison County Sheriff's Department-509 DUI Arrests
- Top Troop District DUI Arrests-Troop F- 913 DUI Arrests

The DUI 100-300 Club Luncheon also recognizes the officer that writes the most DUI citations during the National Blitz. The Top Officer for the Drive Sober Get Pulled Over Blitz Period award was received by Marion County Sheriff's Department Officer, Joey Herrington with 25 DUI Arrests during the two week period.

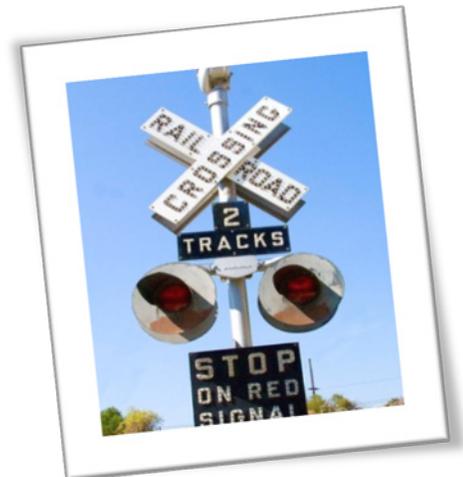


Mississippi Speaker of the House, Philip Gunn whom gave the luncheon speech shared his personal story of impaired driving and also gave encouragement to all attendees to continue their efforts in impaired driving and to continue to keep the citizens of Mississippi safe.

2015 Railroad Award:

During the 2015 DUI 100-300 Club Luncheon, the Mississippi Railroad Association (MRRA) presented the 2015 Railroad Award, which is presented annually to recognize those officers that are active in enforcing Mississippi's grade crossing statutes and who show an interest in saving lives throughout the state. During the 2015 awards, two awards were presented:

- First Place-Hancock County Sheriff's Department-Deputy Andrew Osborn
- Second Place- Pascagoula Police Department- Officer Bryan Alford



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With markets becoming more segmented daily, media mixes must be diverse in order to maximize audience exposure. The MOHS planning process places major emphasis upon finding unique opportunities and negotiating rates to provide cost-effective media solutions. The goal is to effect behavioral change by generating the message as frequently as possible with an emphasis on the target audiences.

Funding remained the same for paid media for FY15 in all funding areas, but the focus on media was for more television and radio advertisement and less print ads across the State.

Broadcast Placement Strategy

Network television is used as the primary medium in most MOHS campaigns to increase audience reach, and cable television is used for audience frequency. Network and cable TV programs are selected based upon current Nielson ratings. The highest-rated programs at the lowest cost per point are targeted to maximize the message's reach and frequency and to increase its exposure to the greatest number of targeted viewers. The media buy concentrates on evening prime-time shows and places special emphasis on sports, news and crime-stopper shows. Not less than one bonus spot per paid spot is requested, and most stations comply with a strong PSA schedule.

When advertising to the entire state, cable is particularly helpful in reaching the northern counties bordering Memphis, Tennessee, which cannot be reached through Mississippi network TV. Broadcast ads are also placed in movie theaters throughout the state for selected campaigns during high theater traffic count periods to reach youth and young adults.

Mississippi's population is diverse, and African-American's makes up more than 75 percent in some areas. To ensure that this and all demographics are reached, the media buy pays close attention to the various demographics and target audience groups. Post-buy analyses of gross rating points are conducted on each broadcast television buy. All paid media is monitored to confirm that ads run when and where specified and that ads are invoiced as negotiated.

Radio is often chosen to increase frequency and to extend the reach of the base created by television. It serves as a reminder for listeners to drive safely, particularly during peak driving times in the morning, late afternoon, in the early or late evening and other potentially dangerous driving times. Radio can also target more specific audience groups: young white males with country, rock and heavy metal music, and African-American males with hip-hop and urban music.

Online and Digital Strategy

During national campaigns MOHS takes full advantage of digital outdoor boards to quickly remind all viewers to use seat belts and to never operate a vehicle while impaired. Online ads are also placed on popular websites and Facebook to reach targeted audiences at both work and home. Rotating digital outdoor boards warn all drivers about the consequences of drinking and driving and the advantages of buckling their seat belts.

Christmas/New Year's 2014/2015

The 2014/2015 Christmas /New Year's campaign presented a strong enforcement message with the "Drive Sober or Get Pulled Over" tagline. The target audience included all males ages 18-34, with the secondary audience being the entire driving public.

The MOHS wanted to emphasize the fact that not only could impaired drivers kill or injure themselves, they could kill or injure others who are on the road at the same time. MOHS also wanted to remind people to make the right decision and get a designated driver if they are going to be on the road after holiday partying.

The new holiday TV spot showed a law enforcement officer talking about what he has seen on the road during his 20+ year career. He tells about the 13,000 victims of drunk drivers who have lost their lives and will never make it home for Christmas. He warns as a father would a son: "Don't ruin your life. Get a designated driver." Scenes are shown of and around a car crash, cleaning up from the crash scene, and a birds' eye view of a gurney being put into an ambulance. Holiday music is playing softly in the background. The spot ends with three law enforcement officers and the three logos: Drive Sober or Get Pulled Over, MDPS, MOHS with the officer offering "Safe Travels" to all Mississippians.

>>>Paid Media Report>>>

Media was placed extensively in movie theaters, in stadiums, on radio, electronic boards, digital outlets and on network and cable stations with an emphasis on major holiday sporting events. Statewide marketing was purchased targeting males ages 18-34 utilizing Arbitron for radio, and Rentrak and Nielsen resources for television (network and cable). Additionally a high number of bonus spots were successfully negotiated for network television, cable television and radio.

Central to every campaign is an approach that produces maximum exposure of the audience to the message. A statewide press conference was held at the MS Office of Highway Safety in conjunction with the MS Association of Highway Safety Leaders (MAHSL) on December 12, 2014, reminding all drivers to be alert at all times and never drink and drive. During this period, the MOHS received media attention from nearly every broadcast TV outlet in the state. Using the Neilson Media Research tool, the MOHS submitted a detailed report of the earned media, providing an accurate, up-to-date account of the number of viewers and listeners. Over the Christmas holidays MOHS received \$146,968.23 in earned press, and 13,951 added bonus TV, radio, outdoor and movie theater spots.



Memorial Day 2015

The MOHS Click It or Ticket Campaign for Memorial Day, 2015, covered the enforcement period of May 18-June 5, 2015, as well as a paid and earned media campaign period from May 11- 30, 2015.

The targeted markets included statewide coverage, emphasizing seat belt use in 24 counties (DeSoto, Tate, Tippah, Lee, Itawamba, Pontotoc, Carroll, Oktibbeha, Yazoo, Neshoba, Newton, Lauderdale, Clarke, Hinds, Rankin, Simpson, Jones, Lincoln, Marion, Greene, George, Jackson, Harrison and Hancock), and 16 survey counties (Hancock, Harrison, Jackson, Perry, Pike, Hinds, Rankin, Madison, Leflore, Holmes, Panola,

DeSoto, Pontotoc, Chickasaw, Lee and Prentiss). The primary target audience was males age 18-34; the secondary target audience was youth age 16-20.

The Click It or Ticket Campaign for Memorial Day 2015 included electronic outdoor, television (network and cable), radio and online media. Utilizing Arbitron, Rentrak and Nielsen resources, goals for each medium selected were based on achieving 70% reach of the state. Working with MOHS in conjunction with feedback from the National Highway Transportation Safety Administration (NHTSA), a media plan was developed for approval and placement. Additionally, a significant number of bonus spots were included on television and radio.

Online media strategies targeted 18 to 34 year-old males in 16 targeted counties as well as 16 to 20 year-old males and females in 24 targeted counties. Results of the online campaign included the following details: the MOHS purchased nearly 3M online impressions from mobile ads and online videos. Selected sites included ESPN, Turner Broadcast Bleacher Report, Ole Miss, State and Southern Facebook and Twitter feeds, Weather.com, Raycom network, Yahoo Sports, Commercial Appeal, Jackson Free Press, and others. The plan included a schedule of ads in the state's only Hispanic newspaper, La Noticia. Online ads and videos on Facebook, Twitter and YouTube delivered more than 100,000 views per site.

Capturing the audiences' attention means getting people to laugh and/or strongly identify with the Protagonist. And, they need to see the local police out and in force. The purpose of the spot was:

1. To increase the percentage of people buckling up by at least 6 percent over last year during this same time period.
2. To warn citizens, particularly males 18-34, about the consequences of driving while not wearing a seatbelt.
3. To provide law enforcement with a strong creative message to get the public's attention and increase the number of motorists driving with seat belts, thus reducing fatalities within the enforcement period.

The creativity needed to be engaging, interesting and memorable with a decidedly masculine appeal, in a language and tone that our audience understood. The TV spot centered on the idea that no matter how hard you try to get out of it, you have to wear your seatbelt, or you could likely be stopped.

>>>Paid Media Report>>>

To a catchy background melody, an animated seat belt chases two young men in their car as they roll out of the driveway in a middle-class neighborhood. The driver sees the seat belt behind him in hot pursuit. Like a puppy after his owner, the seat belt doggedly tries to catch up with the car as it winds around the neighborhood. Just when the young men think they have escaped capture, they hear a tap, tap, tap on the side window, only to find a policeman holding the seat belt they tried so hard to evade. As they attempt to talk their way out of the situation, the officer begins writing them a ticket. We cut to other law enforcement writing tickets to a young adult male and friend in a red pick-up truck, and two teenagers in a bright yellow jeep. The voice over warns that law enforcement is out and they will be writing tickets, so Click It or Ticket!

As part of the overall Click It or Ticket campaign, there were several press conferences held and other outreach that generated earned media and news stories to raise awareness of the need for seat belt use in Mississippi. A Statewide press conference was held in Jackson at the Mississippi Agricultural & Forestry Museum on May 15, 2015.

Other press conferences held around the state included ones held in the Delta at the Greenwood Wal-Mart on

May 13, on the Coast at the Gulfport PD on May 12, and in Meridian at the Harvest Grill on May 11. The event in Jackson on May 15 included a local victim advocate, Jack Blackmon from Flora, who was involved in a crash

while wearing no seat belt. During the Memorial holiday there was \$170,146.77 in earned press and \$275,673.00 in value added with bonus spots and negotiated discount from TV, radio, outdoor, online and movie theatres. In addition to press conferences, there were 33 live one-on-one interviews with radio and newspapers around the State.

Memorial Day Earned Media and value:

- 23 TV stories valued at \$73,331.45
- 2 (simulcast to 77 stations) radio interviews valued at \$13,786.00
- 46 Print news stories valued at \$7,697.87
- 34 Broadcast/Print online stories valued at \$73,331.45

Labor Day 2015

The MOHS Drive Sober or Get Pulled Over Campaign, Labor Day, 2015, included an enforcement period from August 17 – September 7, 2015, and a paid and earned media campaign period from August 19 – September 7, 2015. All Mississippi markets, statewide, were targeted, and the primary target audiences were males age 18-34 in Mississippi.

New Creative included two new 15 second spots encouraging all drivers 18-34, particularly males, to get a designated driver, or pay the consequences. One spot showed a group of people at a bar having a good time. The car keys are slid across the bar to a young woman. Luckily, she is the sober designated driver. When her car is stopped at a road block, she gives her passenger an I-told-you-so look after they successfully pass through. In the second spot, the group isn't so lucky. We see a group at the bar taking "selfies;" next we see a couple from the bar being stopped by law enforcement; finally we see some of the same group at the bar getting mug shots made at a precinct, presumably after being stopped for impaired driving.

The Drive Sober or Get Pulled Over Campaign for Labor Day 2015 included television (network and cable), radio, print, outdoor/billboard, movie theater, print and online media. A media plan was developed for approval and placement utilizing Arbitron, Rentrak and Nielsen resources, in conjunction with feedback from the National Highway Transportation Safety Administration (NHTSA). Additionally, a high number of bonus spots were successfully negotiated for network television, cable television and radio.

A press conference was held on August 21, 2015, at the MS Agricultural Museum in Jackson, Mississippi. Speakers included Mississippi Department of Public Safety (DPS) Commissioner Albert Santa Cruz; MS Hwy Patrol Colonel Donnell Berry; MOHS Office Director Penny Corn; and Kevin Hodges, a victim impact speaker. Hodges life has been permanently impacted as a result of driving while under the influence. Mississippi Highway Patrol and local law enforcement officers were also on hand as part of the event. Another media conference was held at the Greenwood Firing

>>>Paid Media Report>>>

Range on Aug. 27. During the Labor Day holiday there was \$172,591.56 in earned press and more than \$300,000 in value added through negotiated discount pricing and bonus spots from TV, radio, outdoor and movie theatres.

Labor Day Earned Media and Value

- 49 TV stories valued at \$138,220.00
- 2 (simulcast on 74 stations) radio interviews valued at \$12,200.00
- 58 Print stories valued at \$11,085.78
- 58 Print online stories valued at \$11,085.78
- 9,314 bonus spots valued at more than \$300,000.00



Monitoring

Monitoring ensures that coverage in print, broadcast and electronic media conveys appropriate messages and strategic objectives. This year all “Drive Sober or Get Pulled Over” and “Click It or Ticket” campaigns received media attention from nearly every broadcast television and radio news outlet in the state. Using the Neilson Media Research tool, the MOHS submitted a detailed earned media report, providing an accurate, up-to-date measure of the number of viewers and listeners.

Media:

With markets becoming more segmented daily, media mixes must be diverse in order to maximize audience exposure. The MOHS planning process places major emphasis upon finding unique opportunities and negotiating rates to provide cost-effective media solutions. The target is to effect behavioral change by generating the message as frequently as possible.

>>>Earned Media Report>>>

Radio:

Mississippi has 104 radio stations across Mississippi that covers every music genre from gospel, rock, news, sports, to blues. There is also one statewide radio (Mississippi Public Radio) that covers the whole State, as well as parts of Tennessee, Arkansas, Louisiana and Alabama.

Radio is often chosen to increase frequency and to extend the reach of the base created by television. It serves as a reminder for listeners to drive safely, particularly during peak driving times in the morning, late afternoon, in the early or late evening and other potentially dangerous driving times. Radio can also target more specific audience groups: young white males with country, rock and heavy metal music; African-American males with hip-hop and urban music; and college students with local college radio networks.

Newspapers:

Mississippi has 15 daily newspapers, 1 daily business newspaper, 58 weekly/monthly papers, 5 university newspapers, and 3 special interest agriculture newspapers. The largest newspaper in the State is the Clarion-Ledger.

Particularly at the beginning of the school year, the target audience checks the sports section of the local newspaper for football scores and the entertainment section to get ideas for last-minute fun. Ads were placed in the Mississippi section of the Memphis Commercial Appeal to target the hard-to reach northern counties bordering Tennessee; the Jackson Free Press, a magazine with entertainment and restaurant reviews in the central district; college newspapers; and the state’s only Hispanic publication, La Noticia.

>>>Earned Media Report>>>

Television:

Mississippi has 35 television stations that are affiliated with major networks such as ABC, FOX, NBC and CBS, along with a State television program, Mississippi Public Broadcasting. Network television is used as the primary medium in most MOHS campaigns to increase audience reach, and cable television is used for audience frequency. Network and cable TV programs are selected based upon current Neilson ratings. The highest-rated programs at the lowest cost per point are targeted to maximize the message's reach and frequency and to increase its exposure to the greatest number of targeted viewers. The media buy concentrates on evening prime-time shows and places special emphasis on sports, news and crime-stopper shows. Not less than one bonus spot per paid spot is requested, and most stations comply with a strong PSA schedule.

When advertising to the entire state, cable is particularly helpful in reaching the northern counties bordering Tennessee, which cannot be reached through Mississippi network TV. Cable is also important in the southern counties where Mobile and New Orleans TV networks compete with the Mississippi networks. Broadcast ads are also placed in movie theaters throughout the state to reach youth and young adults.

Because Mississippi's population is diversified, and the African-American population makes up more than 75 percent in some areas, highly-rated programming is selected, such as the Fox and BET networks, the Jackson State University cable TV station, and others are used.

Post-buy analyses of gross rating points are conducted on each broadcast television buy, and less than a 10 percent variance is consistently achieved. All paid media is monitored to confirm that ads run when and where specified and that ads are invoiced as negotiated.

Digital Strategies:

During national campaigns, MOHS takes full advantage of digital outdoor boards to quickly remind all viewers to use seat belts and to never operate a vehicle while impaired. Online ads are also placed on popular websites and Facebook to reach targeted audiences at both work and home.

Social Media

Research shows that social media, particularly Facebook, is one of the most favored media to reach teens and young adults. For the campaign to be successful, it needed to appeal to the target audience with memorable, realistic interactive messages through the new media.

>>>Earned Media Report>>>

Facebook/Twitter/YouTube:

For MOHS Facebook pages, MOHS continued to use the national logos, Welcome pages with Flash photos, a brief write-up about the campaign, a short online opinion survey, and a section to post spots and interviews.

MS Office of Highway Safety Facebook Page: Helps promote the Mississippi Office of Highway Safety. The page provides information on grant opportunities, upcoming events and important information from the MOHS to reach the citizens of Mississippi, along with sub-grantees of the MOHS.



>>>Earned Media Report>>>

MS Drive Sober: Helps promote the Drive Sober Get Pulled Over national campaign, along with DUI and Impaired Driving information throughout the year. The MS Drive Sober Facebook page has 3,907 “likes”. New information about impaired driving is updated regularly.



MS Click It or Ticket: Facebook was also utilized for social media in FY15, by updating the MS Click It or Ticket campaign page. The page includes a “Seat Belt Saves Lives” highway traffic safety message and will allow viewers to not only post comments but also complete a seat belt survey.

In FY15, the Facebook page had over 5,384 “like status” over the course of the campaign. As press releases, radio spots, MOHS commercials, news stories, public interest spots become available to the MOHS, those items are also added to the MS Click It or Ticket Page for the viewing public to enjoy and share comments.



Twitter: The MOHS created its first Twitter page on May 12, 2014. This page will include links to press releases, radio spots, MOHS commercials, news stories and public interest spots, as they become available, and will be added to the Twitter feed. The MOHS Twitter page currently has 504 followers and has made 242 tweets.

You Tube: The MOHS has also utilized social media in the form of YouTube. The MOHS You Tube channel has videos of the

MOHS most recent commercials for Drive Sober or Get Pulled Over and the Click It Ticket campaign, along with any additional news clips that have featured the MOHS in local news.

>>>2015 Mississippi Awareness Survey>>>

The National Highway Traffic Safety Administration (NHTSA) and the Governor's Highway Safety Association (GHSA) have agreed on a minimum set of performance measures that States should use in the development and implementation of behavioral highway safety plans and programs. Among these performance measures, behavioral measures provide a link between specific activities and outcomes by assessing whether highway safety activities have influenced behavior and/or awareness.

States can use awareness surveys to track driver attitudes of highway safety enforcement, communication activities and self-reported driving behavior. The survey presented was developed and conducted by Preusser Research Group, Inc. (PRG) during November 2015.

The results which follow provide program managers data that are used to determine trends in awareness of traffic safety messages, sources of information, self-reported behaviors and perceived risk of an enforcement consequence for not complying with laws. Topical areas covered in the survey included seat belt use, drinking and driving, and speeding. The survey had 1,264 respondents, though not all answered every question.

Slogan Recognition

Recognition of the "*Click it or Ticket*" slogan is very high among Mississippians. The 2015 survey results indicate that 87.8% of the respondents recognized the slogan. It was by far the most recognized slogan included in the survey. "*Drive Sober or Get Pulled Over*" was the next most recognized slogan in the survey with 61.9% recognition. Familiarity with this slogan increased nearly 5 percentage points compared to the previous year (57.1% in 2014). These two widely known slogans are key-components for Mississippi's high visibility enforcement efforts.

Seat Belt Awareness Message

More often than not (61.0%), survey respondents reported recent exposure to messages regarding seat belt enforcement. Television was the most common source for information (37.1%), followed by radio (19.6%), and then "other" (8.8%). Most respondents (79.4%) perceived a "very/somewhat" likelihood of a ticket for not complying with the belt law. There was no appreciable gender difference regarding exposure to seat belt enforcement messages, although females appeared to have a higher perceived risk of a ticket than males (82.0% vs. 77.4%) but that was not a statistically significant difference. Respondents under 35 reported a

significantly higher rate of exposure to seatbelt messages than those 35 and over. As for perceived risk of getting a ticket for not wearing a seatbelt, there was no measurable difference among the age groups.

Speed Awareness Message

Less than half of the survey respondents (42.1%) reported recent exposure to information regarding speed enforcement. Again, television was the most common source of information (23.2%), followed by radio (15.8%), and then "other" (7.8%). Nearly nine out of ten (88.9%) survey respondents perceived a "very/somewhat" likelihood of a ticket for not complying with speed limits.

Males and females reported near the same level of exposure to speed enforcement messages and female respondents perceived a higher risk of getting ticketed. Drivers under 35 years of age were more likely to report exposure to messages, and there was evidence of a difference among that age group regarding the perceived risk of a speeding ticket.

Impaired Driving Message

The survey results indicated that a substantial majority of respondents (62.9%) were recently exposed to enforcement information regarding impaired driving. Television (43.8%) was again, by far, the most common source of information, followed by radio (23.9%), and then the internet (9.3%).

Age made no apparent difference regarding exposure to the alcohol enforcement messages but results suggest that respondents under the age of 35 years perceived greater risk of arrest for driving under the influence. The vast majority of respondents (90.8%), regardless of age or gender, perceived a driver's chance of arrest as "very/somewhat" likely if driving impaired.

2015 Mississippi Survey Highlights:

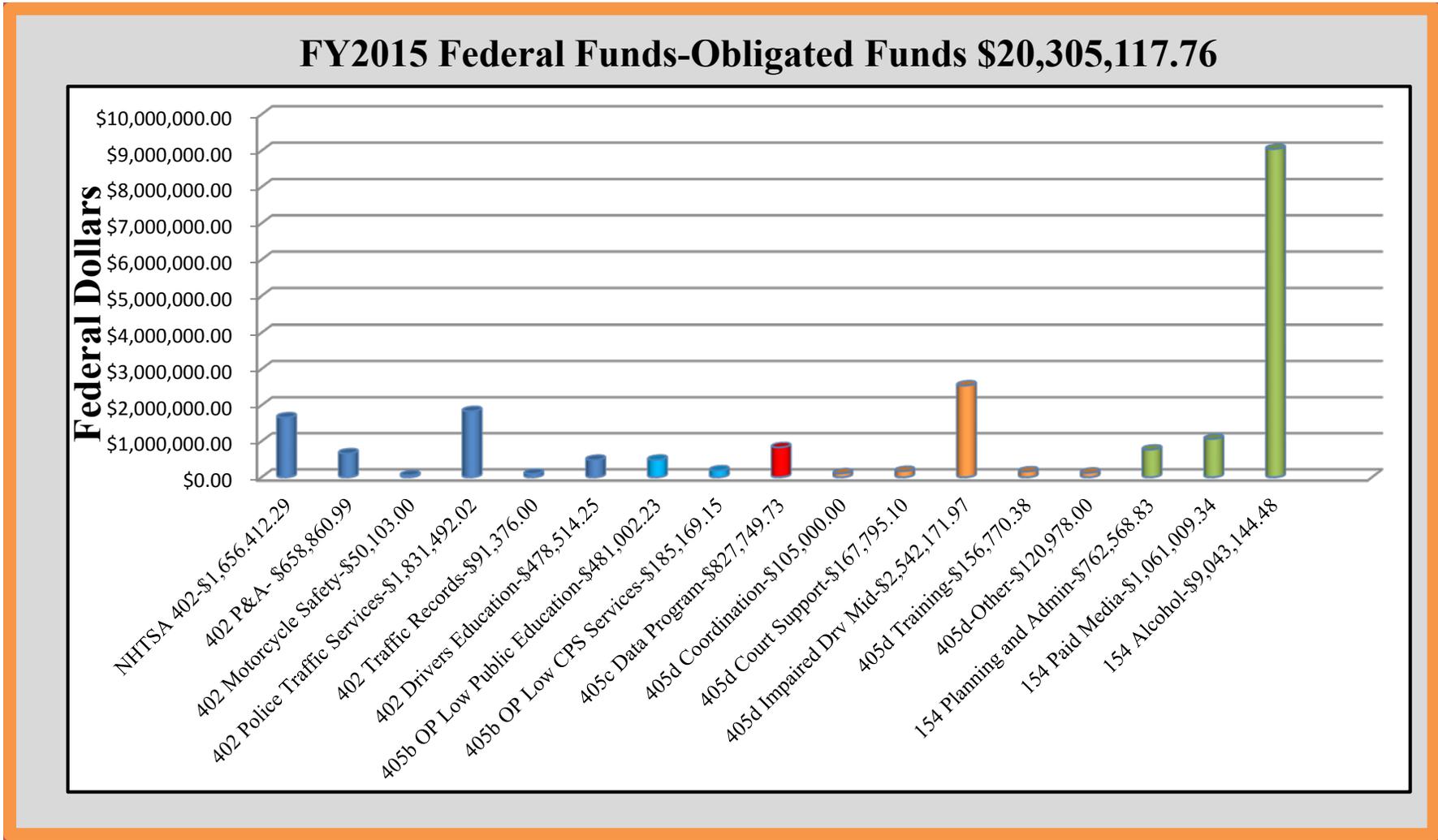
- 88% of survey respondents recognized the **Click It or Ticket** program (-2 point drop from FY14*)
- 62% recognized the **Driver Sober or Get Pulled Over** program (+5 point gain from FY14*)
- A majority of respondents reported recent exposure to seat belt and impaired driving enforcement messages:
 - 61% for seat belt messages (+1 point gain from FY14*)
 - 63% impaired driving messages (-2 point drop from FY14*)
 - 42% for speed messages (-2 point drop from FY14*)
- A large majority of respondents perceived a "very/somewhat" likelihood of ticket/arrest if not complying with the law:
 - 79% for seat belt (+2 point gain from FY14*)
 - 91% for impaired driving (+1 point gain from FY14*)
 - 89% for speed (+2 point gain from FY14*)

* Not a statistically significant difference

>>>FY15-Financial Report>>>

***Final Project Financial Information can be found in GTS and in the Annual Report Appendix.**

The Mississippi Office of Highway Safety funded a total of 246 highway safety grants during the FY15 grant year. The FY15 highway safety program included: (103) 154-Federally Funded Grants, (28) 405(d)-Federally Funded Grant, (59) 402-OP Federally Funded Grants, (4) 405(b) Federally Funded Grants, (28) 402-PT Federally Funded Grants, (8) 405(c), (23) 154/402 Teen, 5(P&A). The FY15 Highway Safety Plan accounted for a total of \$20,305,117.76 in highway safety related program funding.

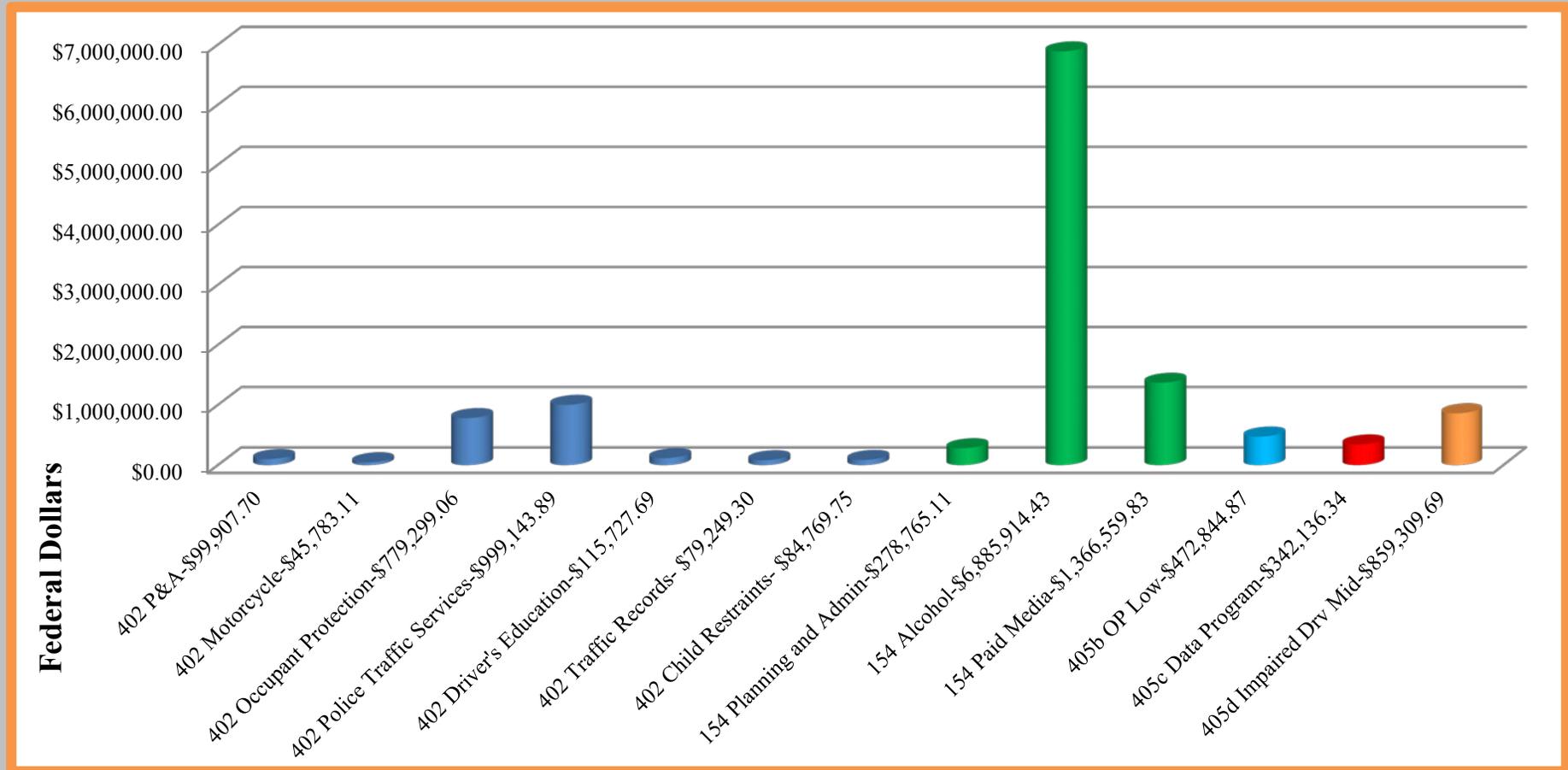


>>>FY15-Financial Report>>>

***Final Project Financial Information can be found in GTS.**

During the FY15 grant year, the Mississippi Office of Highway Safety Office had a total obligated budget in the FY15 Highway Safety Plan of \$20,305,117.76 for highway safety projects. During the grant year, the MOHS expended a total of \$12,409,410.77 in grant funds and helped make 246 programs across Mississippi a success.

FY2015 Federal Funds-Total Expended Funds \$12,409,410.77



2015 Mississippi Highway Safety Highlights>>>

- Total fatalities decreased from 613 in 2013 to 607 in 2014.
- Fatal crashes in 2014 decreased from 567 in 2013 to 543 in 2014.
- Serious injuries decreased from 5,893 in 2013 to 5,884 in 2014. Total Injuries in 2014 decreased to the lowest number in five years from 27,571 in 2010 to 25,357.
- Alcohol impaired driving fatalities decreased from 284 in 2013 to 279 in 2014.
- Unrestrained seatbelt fatalities decreased from 284 in 2013 to 279 in 2014.
- Speeding-related fatalities decreased from 113 in FY13 to 96 in FY15, which is a -15.04% decreased.
- The grant funded speed citations increased to 32,663, which is a +22.33% increase from FY14 to FY15.
- The Mississippi seatbelt usage rate increased 1.3% to 79.6% for 2015.
- Held the 3rd Annual Mississippi STARS Conference for training and recognition of law enforcement, community partners and leaders in Biloxi, MS on August 4-6, 2015.
- The MOHS hosted to Program Management and Impaired Driving program management courses from the Traffic Safety Institute.





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