

Above the BRIDGE

Connecting U.P. Traffic Safety Professionals

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U.P. PULLS OUT ALL THE STOPS TO BOOST BELT USE THIS SUMMER

In coordination with statewide safety belt enforcement zones, the Upper Peninsula (U.P.) is gearing up for a big summer. Law enforcement agencies within nine U.P. counties will host enforcement zones during the May 24–June 6 mobilization. Michigan State Police and members of municipal, county, and tribal agencies throughout the region are teaming up to promote belt use during the high-crash tourist season. Counties include Chippewa, Delta, Dickinson, Gogebic, Iron, Mackinac, Marquette, Menominee, and Schoolcraft. Enforcement will focus on the busy U.S. 2 route stretching all the way from Mackinac to Gogebic counties and on I-75 from the Mackinac Bridge to Sault Ste. Marie.

This summer, Michigan could become only the fifth state in the country, and the first state east of California, to reach 90 percent belt use. “Complacency is simply unacceptable,” says Michael L. Prince, division director of the Michigan Office of Highway Safety Planning. “We need only to look at the west coast states to see that 90 percent is a realistic, attainable goal. How can we be satisfied when we know lives are at stake?”

Manistique’s *Pioneer Tribune* Sets the Example for Media

Congratulations to Manistique’s *Pioneer Tribune* for receiving the Office of Highway Safety Planning’s (OHSP) “Setting the Example” media award. Nominated by First Lieutenant Kevin Denecke of the Michigan State Police Manistique Post, the *Pioneer Tribune* has worked closely with the MSP in its traffic safety efforts.

“*Tribune* editor Paul Olson and owners Rick and Mary Demers have printed numerous traffic safety related articles, editorials, and letters to the editor on behalf of law enforcement to help make our community a safer place to drive,” said Denecke.

Special thanks also go to the newspaper for its coverage of OHSP’s pilot enforcement zone project in May 2003.

Federal traffic safety dollars are allowing for the intense and visible enforcement over the two-week period. Enforcement will be supplemented by three weeks of paid advertising to ensure motorists throughout the state are aware of the program.



Michigan State Police Trooper Jim Saffer talks to a motorist stopped in the zone last year.
[Photo courtesy of Pioneer-Tribune]

The new television ad, titled “How It Works,” features Sergeant Kevin Beasley and Trooper Marco Jones from the Michigan State Police and Officer Dave Metts of the Meridian Township Police Department.

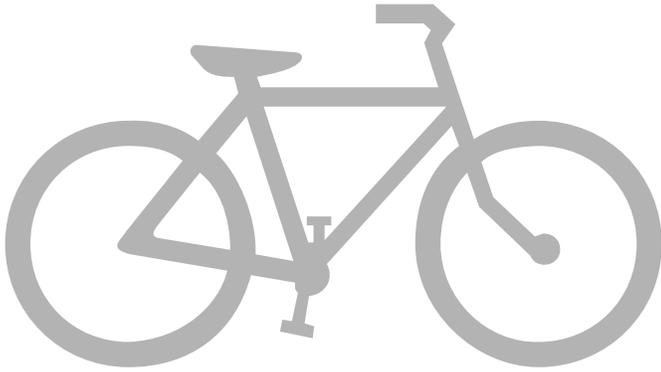
A day-to-day listing of enforcement zones across the state as well as results will be posted at www.michigan.gov/ohsp.

In short, the summer of 2004 will be the single largest safety belt campaign in the history of our state! Michigan’s success hinges on the combination of widespread enforcement and extensive publicity. If you would like to lend your support, contact Jamie Dolan, OHSP U.P. Regional Coordinator, at (906) 225-7036 or dolanj@michigan.gov.

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Bike Safety Season Kicks Off in Delta County



Gary Gustafson, paramedic/RN, Marquette General Health System EMS, coordinated a bicycle safety program for the Delta County FunFest in April. Michele Johnson, U.P. Partnerships for Safety, showed a bike safety video and taught participants rules of the road. Following the educational component, more than 150 youth and 125 adults received helmets. Renee Barron and staff members from Delta Menominee Public Health were instrumental in the success of the event. AAA of Michigan donated funds to purchase a bike to be raffled and provided safety handouts.

DIRECTOR'S CORNER

By Michael L. Prince, division director, Office of Highway Safety Planning

As the travel season heats up, summer will begin and end with all-out efforts to increase safety belt use.

We have an ambitious goal for Michigan in 2004—to reach 90 percent belt use, making Michigan only the fifth state, and the first state east of California, to accomplish this feat.

The level of energy among the traffic safety community at the thought of achieving this feat is truly encouraging. Not only am I confident that this can be done, I believe that this *will* happen.

When I first left a career in law enforcement in 1990 and joined the OHSP, safety belt use in Michigan was around 50 percent. In less than 15 years, we have increased belt use to 85 percent, leading the region and placing Michigan as the eleventh highest state in the country.

I have been asked in media interviews, "Isn't 85 percent good enough?" My response is no, not when we know we have the ability to save lives by continuing to increase safety belt use. For every one percent increase in belt use, we save approximately 10 lives and prevent 130 crippling and disfiguring injuries.

Ninety percent will save 50 people. These are our mothers, fathers, sisters, brothers, and children. That is 50 times that a police officer or physician will not have to notify a family that a loved one has died, simply because we backed off thinking that 85 percent was "good enough."

Across Michigan, law enforcement agencies are prepared for an unprecedented enforcement campaign that coincides with the Memorial Day holiday period to increase safety belt use through high intensity crackdowns on unbuckled motorists.

OHSP is providing federal grant funding to 48 counties in Michigan over Memorial Day to boost belt use through

safety belt enforcement zones. These counties comprise 90 percent of the state's population, so it's going to be difficult to travel anywhere in the state between May 24 and June 6 without seeing one of these zones.

Safety belt enforcement zones are enforcement areas marked by special, portable "safety belt enforcement zone" signs alerting motorists they have entered a zone. Zones are conducted on roadways where crash problems are prevalent or belt use is low. One officer serves as a spotter, radioing unbelted motorist information to nearby marked patrol cars that pull over the offending motorist.

OHSP piloted these zones in eight counties in May 2003 and watched belt use jump to 85 percent. Think of the impact having them in 48 counties will make.

To finish off Michigan's summer travel season, another enforcement blitz is planned August 30–September 12.

OHSP is reaching out to state departments, insurers, health care providers, insurance groups, businesses, associations, and grass-roots organizations to help spread the word.

Help Michigan reach 90 percent belt use in 2004 and join that elite group of states at or above 90 percent safety belt use.

You can help by hanging a banner or a poster at your workplace, handing out flyers about Michigan's safety belt law to your co-workers, telling your friends, neighbors, and children about increased enforcement this summer, or finding other ways to assist by linking to OHSP's website at www.michigan.gov/ohsp.

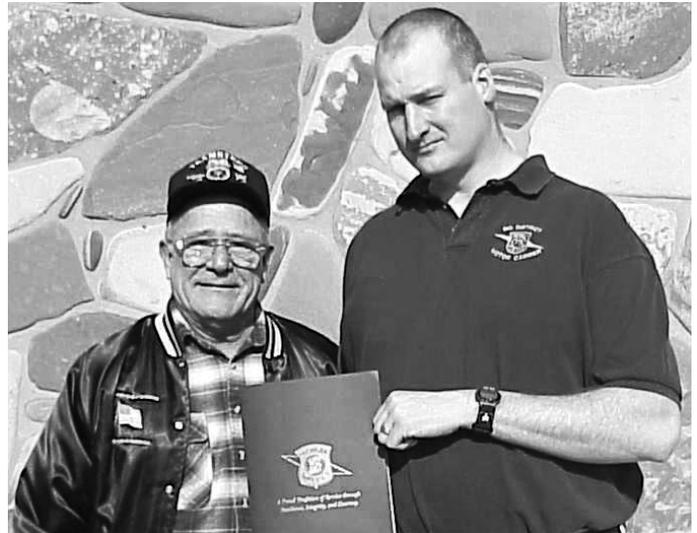
But most importantly, make sure everyone in your vehicle is buckled up every time. Fifty people are counting on us. Let's not let them down.

Safety Belt Ticket Saves Life

On April 15, 2003, Motor Carrier Officer Hugh Archer of the Michigan State Police L'Anse Post issued a safety belt citation to George Rees of Illinois. Seven days later, Rees' truck was hit head-on by a sport utility vehicle, but because he was wearing his safety belt he walked away uninjured. The crash left two occupants from the SUV seriously injured and totaled Rees' truck. Officer Archer arrived on the scene and met a very shaken Rees who had just paid his safety belt ticket earlier that day. Rees expressed gratitude to Officer Archer for issuing the citation just one week earlier.

Because Rees took the safety belt message to heart, he was awarded the "I Made the Connection" award on April 6, 2004, at an Upper Peninsula truck safety seminar. Officer Archer presented the award to Rees, who shared his story with more than 250 commercial drivers, saying that he is "living proof that it pays to wear your seatbelt."

Also deserving recognition is Officer Archer, whose commitment to safety belt enforcement most certainly saved Rees from serious injury or death and demonstrated that one citation can make a difference.



Motor Carrier Officer Hugh Archer of the Michigan State Police L'Anse Post presents George Rees with the "I Made the Connection" award.

Gwinn Family Receives Safety Belt Award

Marquette County Sheriff's Deputy Mike Alto nominated a Gwinn family for the Office of Highway Safety Planning "I Made the Connection" award following a crash in which their vehicle overturned and rolled down an embankment. Icy roads were responsible for the November 24 crash, which the family survived without injury. Both the driver and his wife were wearing safety belts, and their 3-month-old daughter was restrained in a child safety seat. Deputy Alto reported that the family's use of safety equipment most likely prevented serious injury.



U.P. Law Enforcement/ Criminal Justice Administrators Conference a Success

The 5th Annual Law Enforcement/Criminal Justice Administrators Conference was held at the Terrace Bay Inn in Gladstone April 20-21. Keynote speaker was Dave "J.D. Buck Savage" Smith discussing courageous leadership in uncertain times. Terance Jungle, executive director of the Michigan Sheriff's Association, presented information on identity theft, and Agent Jay Johnston of the FBI spoke about terrorism threats in the Upper Peninsula.

The meeting was attended by more than 140 law enforcement and criminal justice executives. For information about the 2005 conference, contact Chief Jim Bjorne of the Ishpeming Police Department at (906) 486-4416.

Join Us for the Next U.P. Traffic Safety Committee Meeting

Thursday, June 10, 2004
10:00 a.m. to 1:00 p.m.
Wahlstrom's Restaurant, Harvey
For reservations, call Jamie Dolan
at (906) 225-7036.
Lunch provided by AAA

Iron River Trooper Christine Grabowski Receives GTSAC Award

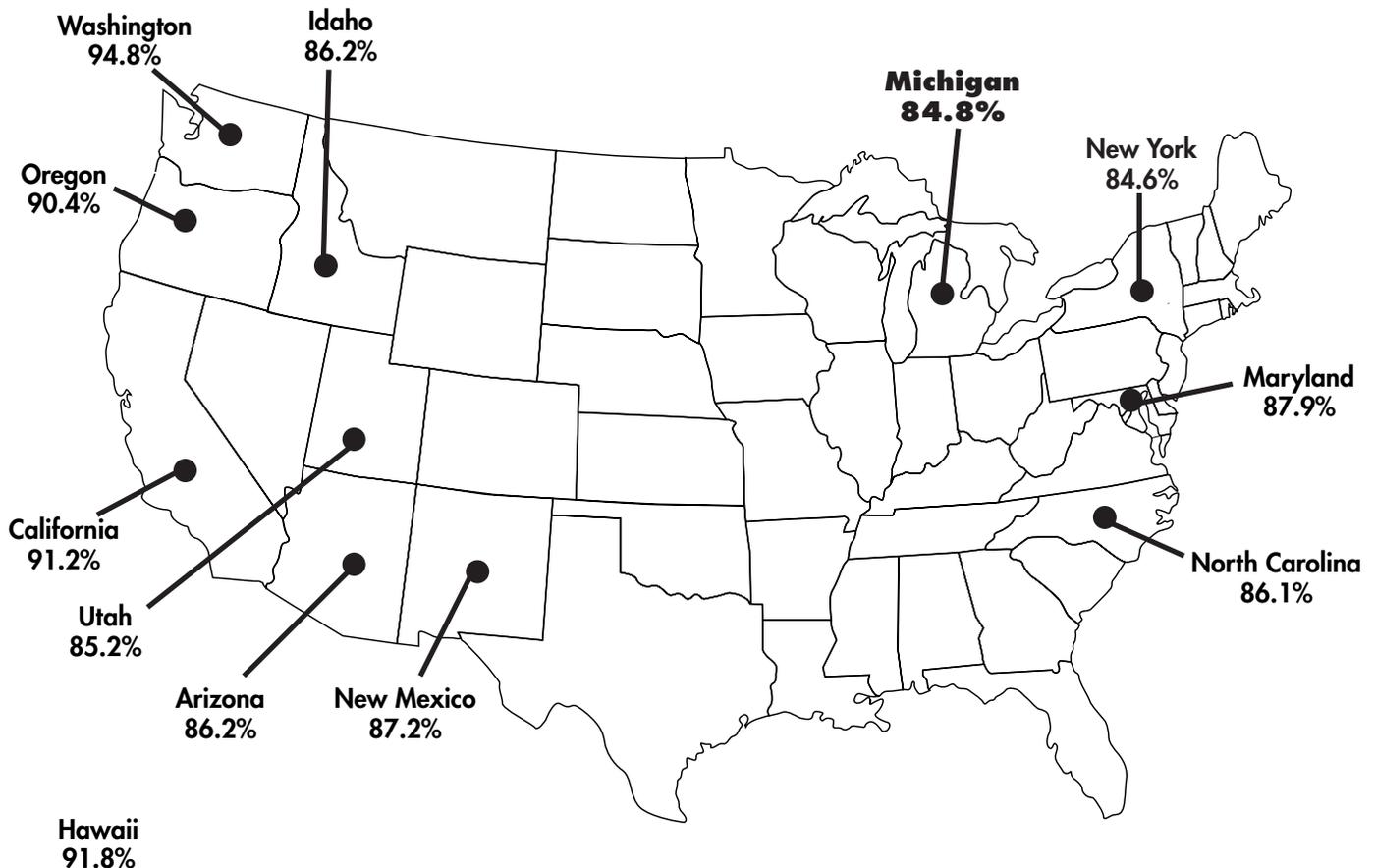
The Governor's Traffic Safety Advisory Commission presented a 2003 Traffic Safety Award to Trooper Christine Grabowski of the Iron River Post during the 9th Annual Michigan Traffic Safety Summit in Lansing.

Grabowski was honored for increasing bicycle helmet and safety belt use among students in Iron County through the implementation of a rewards program for students observed using safety equipment. Following the program, the safety belt rate at Forest Park High School in Crystal Falls jumped from 75 percent to 90 percent. Congratulations to Trooper Grabowski and the Iron River Post.



Michigan State Police Trooper Christine Grabowski receives her traffic safety award from Bob Morris, chair of the Governor's Traffic Safety Advisory Commission (GTSAC). The two are pictured with GTSAC members and their representatives.

NATIONAL SAFETY BELT USE



OHSP Regional Liaisons to Provide Traffic Safety 'Link'

The Office of Highway Safety Planning (OHSP) is enhancing its ability to network and consult with local units of government, local agencies, and community leaders on traffic safety issues by designating regional liaisons.

The liaisons will be responsible for representing the office in one of eight regions. They will attend meetings and functions such as Traffic Safety Committee and Metropolitan Planning Organization meetings, and other local events.

"Being able to put a face with a name is important and provides for important and meaningful feedback," said OHSP Division Director Michael L. Prince. "These liaisons will serve as a point of contact on a local basis and in turn be able to provide referrals to resources and programs offered through OHSP and other state and federal agencies."

District 1 representative is Alicia Sledge—(517) 333-5321 or sledgea@michigan.gov. This district includes Clinton, Eaton, Ingham, Gratiot, Hillsdale, Jackson, Lenawee, Livingston, and Shiawassee counties.

District 2 (South) representative is Pat Carrow—(517) 333-5315 or carrowp@michigan.gov. This region includes Monroe, Washtenaw, and Wayne counties.

District 2 (North) representative is Dianne Perukel—(517) 333-5337 or perukeld@michigan.gov. This region includes Macomb, Oakland, and St. Clair counties.

District 3 representative is Steve Schreier—(517) 333-5306 or schreies@michigan.gov. This region includes Arenac, Bay, Genesee, Gladwin, Huron, Iosco, Lapeer, Midland, Ogemaw, Saginaw, Sanilac, and Tuscola counties.

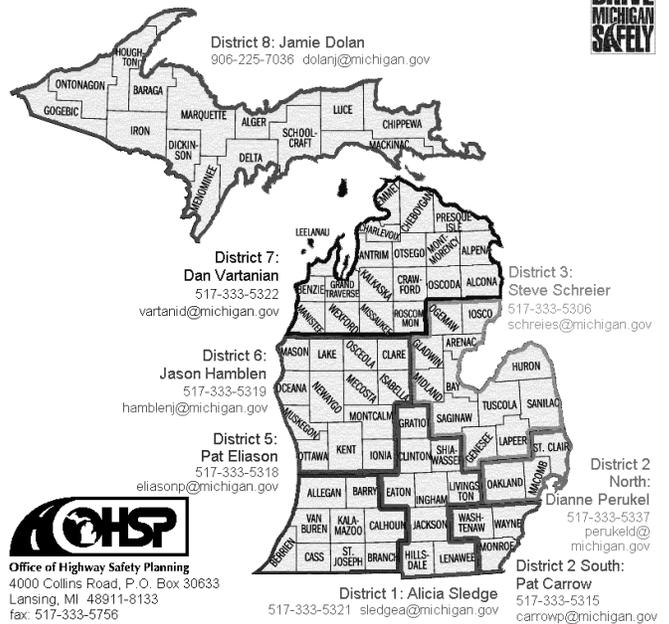


**BUCKLE UP
OR
PAY UP**

**CLICK IT
OR
TICKET**

**May 24th through
June 6th**

OHSP Statewide Regional Liaisons



District 5 representative is Pat Eliason—(517) 333-5318 or eliasonp@michigan.gov. This region includes Allegan, Barry, Berrien, Branch, Calhoun, Cass, Kalamazoo, St. Joseph, and Van Buren counties.

District 6 representative is Jason Hamblen—(517) 333-5319 or hamblenj@michigan.gov. This region includes Clare, Ionia, Isabella, Kent, Lake, Mason, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Osceola, and Ottawa counties.

District 7 representative is Dan Vartanian—(517) 333-5322 or vartanid@michigan.gov. This region includes Alcona, Antrim, Alpena, Benzie, Cheboygan, Charlevoix, Crawford, Emmet, Grand Traverse, Kalkaska, Manistee, Missaukee, Montmorency, Oscoda, Otsego, Presque Isle, Roscommon, and Wexford counties.

District 8 representative is Jamie Dolan—(906) 225-7036 or dolanj@michigan.gov. This region includes the entire Upper Peninsula.

"Regional liaisons will provide OHSP with a much-needed 'link' to local communities and a valuable conduit for planning and communication on traffic safety issues and initiatives," said Prince. "We encourage agencies and governmental units to contact them about meetings or events in your area or about any traffic safety concerns you may have."

**U.P. Regional Office
MI Office of Highway Safety Planning
1504 W. Washington St., Ste. A
Marquette, MI 49855**

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OHSP Isn't Clowning Around—Sets Goal of 90 Percent Belt Use

The Office of Highway Safety Planning (OHSP) has new materials available at the Michigan Resource Center to help promote safety belt use and enforcement.

A new poster (OP252P), shown at right, can be ordered via the MRC website at www.michiganresourcecenter.org, by fax at (517) 882-7778, or by calling (800) 626-4636.

Also, Buckle Up stencils and pavement spray paint will soon be available through MRC. When painted on a sidewalk or driveway exit, the stencil serves as a reminder to buckle that safety belt. The stencils will be available on a loan basis. Yellow spray paint will also be provided.



No Safety Belt?

YOU'LL BE NOTICED.



**Enforcement Zones Now In Effect.
It's a \$65 Ticket, Every Time.**

You can't hide from the facts.
Safety belts reduce injuries and save lives. Which is why police all over Michigan are aggressively enforcing safety belt laws, with tickets and fines of \$65 per offense.

Buckle Up. Or Pay Up.

MICHIGAN
OHSP
Office of Highway Safety Planning
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