



SAFETY Network

September 2014

Michigan.gov/ohsp

August drunk driving crackdown features new 'traffic safety six-pack'

State traffic safety officials took an unusual approach to a serious issue by introducing the fictitious Traffic Safety Brewing Company, complete with a new summer traffic safety six-pack, at bars and restaurants across the state. The launch coincided with a statewide drunk driving and seat belt enforcement crackdown that took place August 15 through September 1.

The faux brewing company and spoof beverage list with items such as "Call A Cab Cider" and "Designated Driver Dark" were developed by the Michigan Office of Highway Safety Planning (OHSP) to convey a positive approach to individual

responsibility while drinking.

OHSP partnered with the Michigan Licensed Beverage Association to distribute the spoof beer list to the group's more than 1,100 members to promote safety and responsibility among their patrons.

"The Traffic Safety Brewing Company beer list may be amusing but the message is serious. Whether you are enjoying a Michigan microbrew or your favorite wine or spirit, make the right choices about getting home safely because law enforcement

officers are experts at stopping and arresting drunk drivers," said OHSP director Michael L. Prince.



Preliminary information indicated three people died as a result of traffic crashes over the Labor Day period.

The July drunk driving crackdown resulted in 236 drunk driving arrests and 381 seat belt and child restraint citations. Preliminary reports indicate law enforcement officers from nearly 160 local police departments, sheriff's offices, and Michigan State Police posts stopped 7,884 vehicles during the two-week effort, July 1-13.

The next traffic enforcement mobilization is planned for October.



Peer-to-Peer Teen Driving Program Available to nearly 1,000 Michigan High Schools

Every day seven teenagers are killed in traffic crashes across the United States. Last year over 3,000 teens were killed and nearly 300,000 were injured in crashes on America's roads. This translates to over one-third of all teen deaths; almost all were preventable. Students in nearly 1,000 Michigan high schools will be given the opportunity to affect these tragic num-

bers through Strive 4 a Safer Drive (S4SD), a peer-to-peer traffic safety program where students determine everything from program budget to evaluation as they work toward saving lives in their school community.

For a fourth year, this public-private partnership between AAA Michigan, Ford Driving Skills for Life and the Michigan



Office of Highway Safety Planning will offer the program to high schools in the 25 counties most impacted by teen traffic deaths. This **S4SD** Continued on page 2 >

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Governor's Traffic Safety Advisory Commission seeking nominations

FOR LONG-TERM AND OUTSTANDING TRAFFIC SAFETY ACHIEVEMENTS IN 2014

Each year the Governor's Traffic Safety Advisory Commission (GTSAC) honors individuals, organizations, and programs by presenting awards for outstanding contributions to traffic safety in Michigan. This is a chance to honor the best of the state's traffic safety community: people who are motivated to seek changes and improvement and who work effectively as an individual or as part of a team.

OUTSTANDING TRAFFIC SAFETY ACHIEVEMENT AWARD

Award winners will be individuals or organizations whose contributions during 2014 are judged to stand above others in the state. Nominated programs should include a well-defined problem and present clear and measurable results.

RICHARD H. AUSTIN LONG-TERM TRAFFIC SAFETY ACHIEVEMENT AWARD

Award winners will be individuals or organizations judged to best represent "the spirit of traffic safety" through a sustained, long-term contribution (10 years or

longer) and commitment to traffic safety in Michigan.

INDIVIDUAL

A person who has made long-term contributions to traffic safety is eligible.

COALITIONS, ASSOCIATIONS, ORGANIZATIONS, AGENCIES

Multiple programs or a single, long-term traffic safety effort are eligible. GTSAC member agencies are not eligible.

The GTSAC will present the awards at a luncheon March 25, 2015, during the Michigan Traffic Safety Summit at the Kellogg Center in East Lansing. Award nominations must be received by October 31. An electronic version of the nomination form is available at Michigan.gov/gtsac



U.P. training covers issues for road patrol officers

Upper Peninsula law enforcement officers had the opportunity to attend a special two-day training at Northern Michigan University for road patrol officers in August. The training, sponsored by the Office of Highway Safety Safety Planning, included sessions on:

- Traffic risks on rural roads
- Drug Recognition Experts
- U.P. drug trends update
- Commercial motor vehicles: how to stop a truck

An afternoon was spent with a hands-on session covering conducting complete traffic stops.

S4SD *Continued from page 1 >*

program provides funding, guidance, and resources to encourage students talking to students to promote the message of safe driving and the impact traffic crashes have on our lives.

The program has been expanded to include 25 eligible counties, including Allegan, Berrien, Calhoun, Eaton, Genesee, Grand Traverse, Ingham, Ionia, Isabella, Jackson, Kalamazoo, Kent, Lapeer, Livingston, Macomb, Monroe, Muskegon, Oakland, Ottawa, Saginaw, Shiawassee, St. Clair, Van Buren, Washtenaw, and Wayne.

Participating schools can receive up to \$2,000 to develop, promote, implement, and evaluate student-led traffic safety programs focused on:

- improving seat belt use
- reducing speeding
- eliminating underage drinking and impaired driving
- removing distractions like texting, music, phones and passengers while driving
- reducing hazards specific to winter driving conditions

Participating schools will be eligible to send students to a free half-day Ford

Driving Skills for Life hands-on driving clinic. This event utilizes professional drivers and specially equipped vehicles on a closed course that will address hazard recognition, vehicle handling, speed and space management, and distracted and impaired driving.

The S4SD program partners are AAA Michigan, the Ford Motor Company and the Michigan Office of Highway Safety Planning. For more information, go to Michigan.gov/S4SD or contact Gary Bubar, Project Manager, at Strive4aSaferDrive@gmail.com.

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OHSP launches updated online grant system MAGIC+

For FY2015 OHSP's grantees will experience a new and improved online grant management system known as MAGIC+. The current MAGIC system has been in operation since 2004, and with improvements in technology and online applications, staff at OHSP felt it was time to retire the old system.

While MAGIC+ may at look a little different initially, users will notice many familiar sections such as the grant application pages, grant management requirements, and the ability to view the application as a pdf. As users become more familiar with MAGIC+ they will notice improvements in completing the grant application, navigation through the various sections, and the ability to recover a forgotten password. If a user gets locked out of the system because

of a forgotten password, they must wait 30 minutes and then will be able to have a temporary password sent to them. No need to wait to contact OHSP during business hours.

At the current time, only the application has been upgraded, but in the coming weeks financial and progress reporting will also be upgraded. Training will be provided as these additional modules are added to MAGIC+.

OHSP staff asks for your patience as we continue to work out the bugs which are inherent in any new online program. For questions, please contact the OHSP Grant technician Susan Bishop at (517) 241-2575. Additional assistance is also available within the help section of the MAGIC+ online grant system.

Mapping Out the Future: Highway Safety after MAP-21

NATIONAL TRAFFIC SAFETY CONFERENCE IN GRAND RAPIDS

Nearly 500 people from across the country, including many from Michigan, attended the annual meeting of the Governors Highway Safety Association in Grand Rapids, September 6-10. The conference opened with a welcome video from Gov. Rick Snyder followed by comments from Col. Kriste Kibbey Etue, director of the Michigan State Police.

Participants heard from David Friedman, acting administrator of the National Highway Traffic Safety Administration. General sessions also covered drug-impaired driving as well as insights from Peter Hart, a pollster and public policy expert.



Deer Crash Coalition urges motorist caution during the fall

One in every five motor vehicle crashes in Michigan involves deer. With the most dangerous months for crashes at hand, a traffic safety coalition unveiled a new video aimed at deer crash safety messages for young people.

"Don't Veer for Deer" video will be distributed to driver education programs

throughout the state, according to Lori Conarton, Michigan Deer Crash Coalition Chair.

For more information, visit the coalition's website, www.michigandeercrash.com and join the group on Facebook.

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MADD honors law enforcement officers with Lifesavers awards

Mothers Against Drunk Driving Michigan honored law enforcement officers for their commitment to impaired driving enforcement with Lifesavers Law Enforcement Recognition Awards during a luncheon in August.

The ceremony included the presentation of the Olivia Cleveland Gratitude Award, for those who demonstrate out-

standing commitment to eliminating impaired driving. The award honors Ferndale Police Ofcr. John Cleveland's daughter, Olivia. Ofcr. Cleveland and his family were involved in a crash with an impaired driver in 2012. His wife and two of his children suffered serious injuries and his 3-year-old daughter, Olivia, was killed.

The family presented the award to Ofcr. Melinda Weingart of the Troy Police Department for arresting over 150 drivers during 2013.



The 2014 MADD Michigan Lifesavers Award recipients included:

OUTSTANDING TROOPER

Tpr. **Douglas A. Baumann**, Houghton Lake Post
Tpr. **Kenneth Campbell**, Tri-City Post
Tpr. **Mike Floriano**, Iron Mountain Post

OUTSTANDING DEPUTY

Deputy **Christopher Kravitsky**, Sanilac County Sheriff's Office
Deputy **Kelly Rybicki**, Jackson County Sheriff's Office
Deputy **Eric Rymarz**, Oakland County Sheriff's Office

OUTSTANDING OFFICER

PtIm. **Gregory Gondek**, White Lake Police Department
Cpl. **Jason Otter**, Romulus Police Department
Ofcr. **Melinda Weingart**, Troy Police Department
Ofcr. **Andrew Wood**, Eastpointe Police Department

OUTSTANDING ROOKIE OF THE YEAR

Ofcr. **Daniel Bachleda**, Troy Police Department
Tpr. **Bryant Greenert**, Michigan State Police Tri-City Post
Deputy **Michael Martin**, Allegan County Sheriff's Office

OUTSTANDING LAW ENFORCEMENT AGENCY

Chippewa County Sheriff's Office

RECOGNITION OF EXCELLENCE

Sgt. **Nathan Gobler**, Troy Police Department
Ofcr. **Scott Vierk**, Clawson Police Department

MADD CAREER ACHIEVEMENT AWARD

Deputy **Lew Tyler** (retired), Oakland County Sheriff's Office

OLIVIA CLEVELAND GRATITUDE AWARD

Officer **Melinda Weingart**, Troy Police Department
CMV campaign seeks to focus driver attention on the road

CMV campaign seeks to focus driver attention on the road

Today's commercial motor vehicle (CMV) drivers are required to manage a multitude of potential distractions in the cab every day. Through the use of radio, billboards, and posters, the Michigan State Police Commercial Vehicle Enforcement Division is looking to increase awareness in

the trucking industry, and particularly CMV drivers, that anything that diverts a driver's attention away from the road is dangerous.

While this is not an enforcement campaign, officers are routinely on the lookout for indicators of distracted driving in CMVs such as lane deviation, inconsistent speeds,

disobeying traffic control devices, and other careless driving behavior. In-cab technology can play a role in distracted driving. CMV drivers are urged to pull over in a safe location to respond to communications from their employers.

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