

17TH ANNUAL

# MICHIGAN TRAFFIC SAFETY SUMMIT 2012



## TRAFFIC SAFETY INFORMATION & TRENDS FOR THE NEW DECADE

**MARCH 20-22, 2012** KELLOGG HOTEL & CONFERENCE CENTER, EAST LANSING



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**ATTENDEES**—As a courtesy to others, please observe good cell phone manners. When attending sessions or meeting in the public areas adjacent to these activities, turn off all wireless communication devices or use the silent notification option. If you must take a call, please step out of the room rather than disrupt the event. Thank you!

# Welcome

*The 17th Annual Michigan Traffic Safety Summit features three days of traffic safety trends and information presented by both state and national speakers.*

*During this year's conference you will find yourself surrounded by Michigan's premier traffic safety professionals. It is our hope we will all be able to learn from each other's experiences and use this knowledge to solve local traffic safety issues such as crime and crashes, young or older drivers, drunk and drugged driving, and aggressive and drowsy drivers.*

*Twenty-seven workshops and five general sessions on the four E's—Enforcement, Education, Engineering, and Emergency Medical Services—will be offered over the next three days. We hope this year's Summit provides valuable information and the opportunity to strengthen partnerships.*



## 2012 Traffic Safety Summit Agenda-At-A-Glance

### TUESDAY, MARCH 20, 2012

7:30 a.m.-4:30 p.m.	Registration Open
7:30 a.m.-9:00 a.m.	Breakfast
7:30 a.m.-4:30 p.m.	Exhibits Open—one day only
9:00 a.m.-10:30 a.m.	Opening and General Session <b>Safety Pilot Project</b>
10:30 a.m.-11:00 a.m.	Break with Exhibitors
11:00 a.m.-12:30 p.m.	Workshops (Six Sessions)
12:30 p.m.-1:30 p.m.	Lunch
1:30 p.m.-2:30 p.m.	General Session <b>Traffic Injury Control: Where the Future is Taking Us</b>
2:30 p.m.-3:00 p.m.	Break with Exhibitors
3:00 p.m.-4:30 p.m.	Workshops (Six Sessions)
4:30 p.m.	Exhibits Close
5:00 p.m.-7:00 p.m.	Networking Reception—Breslin Center

### WEDNESDAY, MARCH 21, 2012

7:30 a.m.-4:30 p.m.	Registration Open
7:30 a.m.-8:30 a.m.	Breakfast
8:30 a.m.-9:30 a.m.	General Session <b>Ignition Interlocks and DWI Courts</b>
9:30 a.m.-10:00 a.m.	Break
10:00 a.m.-11:30 a.m.	Workshops (Six Sessions)
11:30 a.m.-1:15 p.m.	Governor's Traffic Safety Advisory Commission Awards Luncheon
1:30 p.m.-3:00 p.m.	Workshops (Six Sessions)
3:00 p.m.-3:30 p.m.	Break
3:30 p.m.-4:30 p.m.	General Session <b>Distracted Driving: What Research Shows and What States Can Do</b>

### THURSDAY, MARCH 22, 2012

7:30 a.m.-10:00 a.m.	Registration Open
7:30 a.m.-8:30 a.m.	Breakfast
8:30 a.m.-10:00 a.m.	Workshops (Four Sessions)
10:15 a.m.-11:30 a.m.	General Session <b>Advancements in Automotive Medicine</b>

# Workshop Summary

<b>11:00 A.M.-12:30 P.M. TUESDAY, MARCH 20, 2012</b>		
CMV	Teens, Trucks, and Distracted Driving: Strategies to Improve Safety	104
CPS	What's New With Child Passenger Safety?	101
Enforcement	Police-Involved Crashes: Data, Liability, and Training	106
Engineering	The Road Safety Audit Experience	Lincoln
Older Drivers	Dementia and Driving	103
Underage Drinking	Detroit Police Department's Online Surveillance Efforts to Stop Underage Drinking	Auditorium
<b>3:00 P.M.-4:30 P.M. TUESDAY, MARCH 20, 2012</b>		
Alcohol	Voices of Drunk Driving	104
Drugs	Drug Recognition Experts: Michigan's Newest Weapon Against Impaired Driving	Auditorium
EMS	Emergency Medical Services: Engaging the System that Saves Lives	101
Enforcement	Michigan Vehicle Code Update	103
Engineering	Sharing the Road: Optimizing Non-Motorized Safety and Vehicle Mobility	Lincoln
Young Drivers	Holding Them Accountable: Law Enforcement Programs Helping Teens Be Safer Drivers	106
<b>10:00 A.M.-11:30 A.M. WEDNESDAY, MARCH 21, 2012</b>		
Data	Crash Facts 101: Identifying Your Local Crash Problems	106
Enforcement	Legal Update	103
Engineering	Training Opportunities: The Highway Safety Manual and Engaging Local Officials	Auditorium
Media	Social Media for Law Enforcement	101
Motorcycles	Crash Scene Management for Motorcycles	Lincoln
Young Drivers	Strive For a Safer Drive	104
<b>1:30 P.M.-3:00 P.M. WEDNESDAY, MARCH 21, 2012</b>		
Advocacy	Insights on the Michigan Legislature	103
Aggressive Driving	Aggressive Driving and Road Rage: What Can Be Done?	106
Driver Issues	Sleep, Sleep Disorders, and Traffic Safety	101
Enforcement	Data-Driven Approaches to Crime and Traffic Safety	Lincoln
Older Drivers	Helping Older Drivers Stay Behind the Wheel Longer	104
Research	Cutting-Edge Traffic Safety Research at the University of Michigan	Auditorium
<b>8:30 A.M.-10:00 A.M. THURSDAY, MARCH 22, 2012</b>		
Drugs	Trends in Drug Use and Tools to Combat Prescription Drug Abuse	104
Enforcement	Are Traffic Crashes an Unintended Consequence of War?	103
Enforcement	Legal Update (repeat)	Auditorium
Engineering	Hands-On Incident Management Traffic Control	Lincoln

## General Session Speakers

### TUESDAY

#### SAFETY PILOT PROJECT

**James Sayer, Ph.D.**, Associate Research Scientist, University of Michigan Transportation Research Institute (UMTRI) Human Factors Group



Headquartered in Ann Arbor, the Safety Pilot Project is part of the U.S. Department of Transportation's (USDOT) Intelligent Transportation

Systems safety research program, a large-scale test of connected vehicle technologies in a real-world, multi-modal setting.

As project manager, Dr. James Sayer oversees a nearly \$15 million grant from the USDOT to research connected vehicle technologies with a focus on traffic flow, consumer acceptance, congestion management, and system security. Ultimately, the Safety Pilot Project will determine the effectiveness of connected vehicle safety applications at reducing crashes and will show how drivers respond to these technologies while operating a vehicle.

Dr. Sayer has conducted human factors and transportation-related research at UMTRI since 1993. The areas of his research include driver assistance, advanced safety systems, and naturalistic driving behavior as well as driver vision and pedestrian conspicuity.

#### TRAFFIC INJURY CONTROL: WHERE THE FUTURE IS TAKING US

**Brian McLaughlin**, Senior Associate Administrator for Injury Control, National Highway Traffic Safety Administration



The nation has come a long way in the past quarter century in terms of reducing traffic fatalities and injuries. What have been the keys to this success, and what does the future hold for traffic safety?

Brian McLaughlin will explore these issues and share his insights for state-level success in traffic safety programming.

Mr. McLaughlin has more than 30 years of experience in highway safety programs. He joined the USDOT in 1979 as a presidential management intern and served in a variety of administrative, regulatory, program and grant management, research, and management positions over the next 16 years. In 1995, he joined the Federal Highway Administration to assume responsibility for the national commercial driver's license program.

With the creation of the Federal Motor Carrier Safety Administration (FMCSA) in 2000, Mr. McLaughlin assumed the position of Director of Policy, Plans, and Regulation. In 2001, he was named Associate Administrator for Policy and Program. In January 2003, he was named Acting FMCSA Chief Safety Officer where he served until leaving to assume his current position in May 2003.

### WEDNESDAY

#### IGNITION INTERLOCKS AND DWI COURTS

**The Honorable Harvey J. Hoffman**, Chief Judge, 56A District Court



The Honorable Harvey J. Hoffman is the longest-serving DWI court judge in the nation, having started a DWI Court in Eaton County in 1997. Since 2004, he has served as the 56A District Court's chief judge.

Judge Hoffman has been active in the drug court movement at the state and national levels and is a faculty member at the National Drug Court Institute. He is also past president of the Michigan Association of Drug Court Professionals and a past member of the National Association of Drug Court Professionals Board of Directors.

He has received several honors during his tenure as judge including: 2001 Michigan Judge of the Year from the Michigan District Judges Association, 2004 President's Special Recognition Award from the Executive Office of the President, and a 2008 Distinguished Service Award from the National Committee for the Prevention of Alcoholism and Drug Dependency.

In addition, Judge Hoffman was the primary author of both the Michigan Drug Treatment Court statute and the Michigan DWI Court/Restricted License Interlock legislation.

## THURSDAY

**DISTRACTED DRIVING: WHAT RESEARCH SHOWS AND WHAT STATES CAN DO**

**Jim Hedlund, Ph.D., Principal, Highway Safety North, Ithaca, New York**



Dr. Jim Hedlund works on a variety of traffic safety research, policy, and management projects from the backwoods of Ithaca, New York. He received his bachelor's degree from Cornell University and a doctorate in mathematics from the University of Michigan. He spent 22 years at the National Highway Traffic Safety Administration in various research and program positions, most recently as Associate Administrator for Traffic Safety Programs.

Dr. Hedlund has published more than 60 research studies, conference summaries, research syntheses, and guides on a variety of behavioral traffic safety subjects.

Dr. Hedlund will discuss the most recent study on distracted driving by the Governors Highway Safety Association. The 2011 study concentrates on the four types of distraction and the causes of distraction including text messages, cell phones, and other electronic devices in the car as well as non-technological distractions such as eating, grooming, reading, and passengers. The study provides insight for states and organizations as they work to develop countermeasures to address the growing problem of distracted driving.

**ADVANCEMENTS IN AUTOMOTIVE MEDICINE**

**Stewart Wang, M.D., Ph.D., Director of the International Center for Automotive Medicine, University of Michigan Health System**



Dr. Stewart Wang is the founding Director of the International Center for Automotive Medicine (ICAM) at the University of Michigan Health System. ICAM seeks to foster relationships and research between medical specialties and engineering efforts that translate into new technologies, medical treatments, education, and public policies that prevent traffic injuries and improve care.

Dr. Wang will discuss how ICAM uses medical images from crash victims to illustrate how people are injured in crashes. These real-world examples are then shared with automakers to help build better, safer vehicles.

Dr. Wang is an Endowed Professor of Surgery in the University of Michigan Health System. He is the Director of the University of Michigan Program for Injury Research and Education as well as Director of Research for Acute Care Surgery.



# Tuesday Agenda

TUESDAY, MARCH 20, 2012		
7:30 a.m.-4:30 p.m.	<b>Registration</b>	Central Lobby
7:30 a.m.-9:00 a.m.	<b>Breakfast</b>	Big Ten C
7:30 a.m.-4:30 p.m.	<b>Exhibits Open (one day only)</b>	Big Ten C, Centennial ABC
7:30 a.m.-4:30 p.m.	<b>Secretary of State Mobile Office (one day only)</b>	South Lobby
OPENING AND GENERAL SESSION		
9:00 a.m.-10:30 a.m.	<b>WELCOME</b>	Big Ten AB
	Col. <b>Kriste Kibbey Etue</b> , Director, Michigan Department of State Police <b>Kirk T. Steudle</b> , P.E., President, American Association of State Highway and Transportation Officials; Director, Michigan Department of Transportation	
9:00 a.m.-10:30 a.m.	<b>SAFETY PILOT PROJECT</b>	Big Ten AB
	<b>James Sayer</b> , Ph.D., Associate Research Scientist, University of Michigan Transportation Research Institute Human Factors Group  <i>Headquartered in Ann Arbor, the Safety Pilot Project is part of the U.S. Department of Transportation's Intelligent Transportation Systems safety research program, a large-scale test of connected vehicle technologies in a real-world, multi-modal setting. Ultimately, this project will determine the effectiveness of connected vehicle safety applications at reducing crashes and will show how drivers respond to these technologies while operating a vehicle.</i>	
10:30 a.m.-11:00 a.m.	<b>Break with Exhibitors</b>	Big Ten C, Centennial ABC
10:30 a.m.-11:00 a.m.	<b>Secretary of State Mobile Office</b>	South Lobby
WORKSHOPS		
11:00 a.m.-12:30 p.m.	<b>CMV—Teens, Trucks, and Distracted Driving: Strategies to Improve Safety</b>	104
	Capt. <b>Robert R. Powers</b> (Ret.), Safety Consultant, Commercial Vehicle Safety Alliance, Greenbelt, Maryland  <i>Research shows that non-commercial motor vehicle drivers are at fault in approximately 70 percent of crashes involving a car and a large truck or bus. Studies also show that distracted driving is becoming a more frequent causation factor in traffic crashes. This session will introduce two new programs, Teens and Trucks and Defeating Distracted Driving, developed to help drivers avoid deadly distractions while driving and more safely share the road with large trucks and buses.</i>	
11:00 a.m.-12:30 p.m.	<b>CPS—What's New With Child Passenger Safety?</b>	101
	<b>Diane Curry</b> , Health Educator, Marquette County Health Department <b>Alicia Sledge</b> , Program Coordinator, Office of Highway Safety Planning, Michigan Department of State Police  <i>In 2011, several changes were made in how child safety seats were distributed in Michigan. The Marquette County Health Department initiated the Kids Always Ride Safely program, enabling Upper Peninsula child passenger safety (CPS) technicians to more than triple car seat distribution, while the statewide distribution process was centralized. Find out how these programs have made car seat distribution more efficient and learn about CPS trainings planned for 2012 to bolster the number of certified technicians.</i>	
11:00 a.m.-12:30 p.m.	<b>ENFORCEMENT—Police-Involved Crashes: Data, Liability, and Training</b>	106
	Lt. <b>Jim Flegel</b> , Commander, Precision Driving Section, Michigan Department of State Police <b>Charlotte Kilvington</b> , Analysis and Evaluation Coordinator, Office of Highway Safety Planning, Michigan Department of State Police <b>Kenneth Stecker</b> , Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan  <i>At any given moment, hundreds of law enforcement officers are out on the road, either rushing to calls for help or patrolling streets. Sometimes, all this on-the-road time results in officers being involved in an on-duty crash. Data on police vehicle-involved crashes along with information about department liability and how to keep officers safe on the road through training will be explored during this session.</i>	

11:00 a.m.-12:30 p.m.	<b>ENGINEERING—The Road Safety Audit Experience</b> <b>Andrew H. Ceifetz</b> , P.E., Senior Transportation Engineer, Opus International Consultants, Inc. <b>Aaron D. Johnson</b> , Traffic and Safety Engineer, Michigan Department of Transportation Superior Region/Ishpeming Traffic Service Center <b>Bob Rios</b> , Safety Staff Specialist, Michigan Department of Transportation <i>The Michigan Department of Transportation has just completed one round of Road Safety Audits (RSAs) for select safety projects. This session will explore the experiences and lessons learned for use of RSAs on in-service facilities that have planned safety improvements.</i>	Lincoln
11:00 a.m.-12:30 p.m.	<b>OLDER DRIVERS—Dementia and Driving</b> <b>Lisa D’Ambrosio</b> , Research Scientist, Massachusetts Institute of Technology AgeLab, Cambridge, Massachusetts <b>Paula Kartje</b> , Occupational Therapy/Physical Therapy Manager, Driver Rehabilitation Specialist, University of Michigan Health System <i>More than five million people in the United States are afflicted with dementia. Learn what key cognitive skills are affected by dementia and how that can affect a driver’s performance behind the wheel, what resources are available to help drivers continue driving safely, and how to develop a plan for a successful transition from driver to passenger.</i>	103
11:00 a.m.-12:30 p.m.	<b>UNDERAGE DRINKING—Detroit Police Department’s Online Surveillance Efforts to Stop Underage Drinking</b> Sgt. <b>Pride Henry</b> , Patrol Supervisor, Detroit Police Department Ofcr. <b>Brian Lis</b> , Detroit Police Department Ofcr. <b>Chad Smith</b> , Detroit Police Department <i>The impact of crime in large urban areas sometimes leaves little time or resources for underage drinking enforcement. The Detroit Police Department has used underage drinking enforcement as a cornerstone in its approach to reducing all types of youthful crime. This session will explain how a citywide underage drinking task force was established in this large urban police department, how they were able to conduct more than 800 compliance checks in one year, and how they are using non-traditional social media Web sites to stop underage drinking.</i>	Auditorium
12:30 p.m.-1:30 p.m.	<b>LUNCH</b>	Big Ten AB
1:30 p.m.-2:30 p.m.	<b>GENERAL SESSION</b> <b>TRAFFIC INJURY CONTROL: WHERE THE FUTURE IS TAKING US</b> <b>Brian McLaughlin</b> , Senior Associate Administrator for Injury Control, National Highway Traffic Safety Administration <i>The nation has come a long way in the past quarter century in terms of reducing traffic fatalities and injuries. What have been the keys to this success, and what does the future hold for traffic safety? Brian McLaughlin will explore these issues and share his insights for state-level success in traffic safety programming.</i>	Big Ten AB
2:30 p.m.-3:00 p.m.	<b>Break With Exhibitors</b>	Big Ten C, Centennial ABC
2:30 p.m.-3:00 p.m.	<b>Secretary of State Mobile Office</b>	South Lobby
3:00 p.m.-4:30 p.m.	<b>WORKSHOPS</b> <b>ALCOHOL—Voices of Drunk Driving</b> <b>Warren Carpenter</b> , Recovery Volunteer <b>Cheryle Houston</b> , Victim Advocate Volunteer <b>Lorenzo Houston</b> , Victim Advocate Volunteer <i>Impaired driving is the cause of more than 35 percent of the state’s traffic deaths and kills hundreds of people each year in Michigan. Hear how one couple is living every parent’s worst nightmare after the loss of their son to a drunk driver in 2005 and how they’ve shared that story with more than 20,000 people in an attempt to prevent similar tragedies. Listen to a convicted drunk driver’s tale of alcoholism and how he has slowly rebuilt his life.</i>	104

# Tuesday Agenda (continued)

3:00 p.m.-4:30 p.m.	<b>DRUGS—Drug Recognition Experts: Michigan’s Newest Weapon Against Impaired Driving</b>	Auditorium
	<p>Ofcr. <b>Brent Carriveau</b>, University of Michigan Department of Public Safety          Deputy <b>Doug McMullen</b>, Washtenaw County Sheriff’s Office</p>	
	<p><i>Drug involvement in crashes is increasing each year, partially due to better reporting and testing and the abuse of prescription and designer drugs. Michigan’s newly established Drug Recognition Expert (DRE) training program is designed to help address this emerging issue by providing specialized training to law enforcement officers in recognizing the signs of impairment in drivers under the influence of drugs. During this session, DREs will share information about the program, course requirements, and stories from the road.</i></p>	
3:00 p.m.-4:30 p.m.	<b>EMS—Emergency Medical Services: Engaging the System that Saves Lives</b>	101
	<p><b>Dia Gainor</b>, Executive Director, National Association of State Emergency Medical Services Officials, Boise, Idaho</p>	
	<p><i>Emergency medical services (EMS) offer significant opportunities for reduction of death and disability following motor vehicle crashes. Pre-hospital care provided by local ambulance services, helicopter EMS, hospitals, and trauma centers offer opportunities for avoiding preventable deaths, especially in rural areas. This session will discuss exciting possibilities emerging nationally and include a panel to provide a Michigan perspective.</i></p>	
3:00 p.m.-4:30 p.m.	<b>ENFORCEMENT—Michigan Vehicle Code Update</b>	103
	<p>Sgt. <b>Brody Boucher</b>, Legislative Liaison, Government Relations Section, Michigan Department of State Police</p>	
	<p><i>The Michigan Vehicle Code provides a standard for traffic laws designed to facilitate traffic flow and reduce traffic crashes. This workshop will serve as a review of existing laws and updates on new legislation and amendments recently made to existing traffic laws. New legislation and relevant case law will also be covered.</i></p>	
3:00 p.m.-4:30 p.m.	<b>ENGINEERING—Sharing the Road: Optimizing Non-Motorized Safety and Vehicle Mobility</b>	Lincoln
	<p><b>Jeffrey Bagdade</b>, P.E., Vice President–Detroit &amp; Partner, Opus International Consultants  <b>John LaPlante</b>, Director of Traffic Engineering, T.Y. Lin International, Chicago, Illinois</p>	
	<p><i>There is a delicate balance between pedestrian and bicycle safety and vehicle mobility. Five case studies and the groundbreaking “Mobility Matrix” will be discussed during this session. In addition, gateway treatments used as traffic calming devices and innovative pedestrian and bicycle safety treatments will be presented.</i></p>	
3:00 p.m.-4:30 p.m.	<b>YOUNG DRIVERS—Holding Them Accountable: Law Enforcement Programs Helping Teens Be Safer Drivers</b>	106
	<p>F/Lt. <b>Ed Hay</b>, Post Commander, Michigan Department of State Police Lansing Post          Tpr. <b>Nate Johnson</b>, Michigan Department of State Police, Lansing Post  <b>Terrence Jungel</b>, Executive Director, Michigan Sheriffs’ Association</p>	
	<p><i>Learn about two law enforcement programs that are helping teens become better drivers by keeping their parents more aware of their driving activities. Sheriffs Telling Our Parents and Promoting Educated Drivers offers a voluntary notification system to alert parents any time their teen is involved in a traffic stop. A Michigan State Police teen driving program involves patrols near high schools and parent contact cards issued to young drivers who are stopped. The cards request a call from a parent so troopers can explain why the teen was pulled over. Together, these programs are working to help reduce teen-involved crashes, injuries, and fatalities.</i></p>	
5:00 p.m.-7:00 p.m.	<b>NETWORKING RECEPTION</b>	Breslin Center Main Concourse
	<p><i>Preregistration was required for this event. For questions, please see the staff at the Summit Registration Desk.</i></p>	

# Wednesday Agenda

WEDNESDAY, MARCH 21, 2012		
7:30 a.m.-4:30 p.m.	<b>Registration</b>	Central Lobby
7:30 a.m.-8:30 a.m.	<b>Breakfast</b>	Big Ten C
<b>GENERAL SESSION</b>		
8:30 a.m.-9:30 a.m.	<b>IGNITION INTERLOCKS AND DWI COURTS</b>	Big Ten AB
	<p>The Honorable <b>Harvey J. Hoffman</b>, Chief Judge, 56A District Court</p> <p><i>Punishment, unaccompanied by treatment and accountability, has been found to be an ineffective deterrent for hardcore drunk driving offenders. DWI courts are dedicated to changing the behavior of offenders through intensive supervision and treatment. Find out how a DWI court works and how recidivism rates compare to those offenders who serve traditional sentences. Learn about the effectiveness of ignition interlocks, Michigan's ignition interlock law, and research findings on DWI recidivism following the law's first year.</i></p>	
9:30 a.m.-10:00 a.m.	<b>Break</b>	Big Ten C
<b>WORKSHOPS</b>		
10:00 a.m.-11:30 a.m.	<b>DATA—Crash Facts 101: Identifying Your Local Crash Problems</b>	106
	<p><b>Bob Kennedy</b>, Web Applications Developer, University of Michigan Transportation Research Institute</p> <p><b>Charlotte Kilvington</b>, Analysis and Evaluation Coordinator, Office of Highway Safety Planning, Michigan Department of State Police</p> <p><i>The Michigan Traffic Crash Facts Web site has been honored as one of the best developed crash information Web sites in the nation. However, for some people data can be intimidating. This session will provide an easy-to-understand tutorial on how to use the site's basic features, including the data query tool, in order to identify the who, what, when, where, and how of your local crash problems. Think you have a local crash issue? Bring it with you. The facilitator will be running sample queries from the audience.</i></p>	
10:00 a.m.-11:30 a.m.	<b>ENFORCEMENT—Legal Update</b>	103
	<p><b>Kenneth Stecker</b>, Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan</p> <p><i>This presentation is designed to provide law enforcement with a comprehensive update on legal issues associated with traffic safety. Topics will include recent changes to laws pertaining to medical marijuana, drugged driving, alcohol, teen driving, and other issues.</i></p>	
10:00 a.m.-11:30 a.m.	<b>ENGINEERING—Training Opportunities: The Highway Safety Manual and Engaging Local Officials</b>	Auditorium
	<p><b>Jeffrey Bagdade</b>, P.E., Vice President–Detroit &amp; Partner, Opus International Consultants</p> <p><b>Dale Lighthizer</b>, Ph.D., P.E., Senior Research Engineer, Center for Training and Technology, Michigan Technological University</p> <p><i>The Highway Safety Manual (HSM) is a valuable tool in identifying ways to reduce the number and severity of crashes on state, local, and rural roads. But no matter the project, having support and understanding from the officials in your area goes a long way in ensuring successful project completion. In this session you will learn about new training opportunities covering the use of the HSM and communicating what elected officials need to know about traffic safety.</i></p>	
10:00 a.m.-11:30 a.m.	<b>MEDIA—Social Media for Law Enforcement</b>	101
	<p><b>Ron Leix</b>, External Communications Representative, Public Affairs Section, Michigan Department of State Police</p> <p><i>With declining staff levels at news outlets and the public more and more dependent on the Web for information, many law enforcement agencies are looking for alternative ways to relay information to the public. Welcome to the world of social media. This presentation is a play-by-play approach for law enforcement agencies using or thinking about using Facebook, Twitter, YouTube, and blogs. Various must-do actions and must-avoid mistakes will also be explained.</i></p>	

# Wednesday Agenda (continued)

10:00 a.m.-11:30 a.m.	<p><b>MOTORCYCLES—Crash Scene Management for Motorcycles</b></p> <p><b>Debbie Parinello</b>, Paramedic, Lead Instructor, Accident Scene Management</p> <p><i>Learn the basics of emergency trauma care for the unique and devastating injuries that can occur during a motorcycle crash. Motorcycle riders experience a host of unique injuries and specific techniques and strategies will be shared to provide proper care in the event of coming up on an injured motorcyclist. A hands-on demonstration of these techniques using a training motorcycle will also be provided.</i></p>	Lincoln
10:00 a.m.-11:30 a.m.	<p><b>YOUNG DRIVERS—Strive For a Safer Drive</b></p> <p><b>Rebecca Gidley</b>, Strive For a Safer Drive Project Manager, Michigan State University  <b>Jim Graham</b>, Community Relations Manager, Ford Motor Company  <b>David Keating</b>, Strive For a Safer Drive Project Manager, Michigan State University  <b>Jack Peet</b>, Traffic Safety Manager, AAA, The Auto Club Group  <b>Jessica C. Russell</b>, Strive For a Safer Drive Project Manager, Michigan State University</p> <p><i>Strive For a Safer Drive (S4SD) is a teen driving initiative aimed at reducing serious traffic crashes, injuries, and fatalities among Michigan's most inexperienced drivers-teens. It is presented by AAA Michigan, Ford Driving Skills for Life, and the Office of Highway Safety Planning. This session will provide an overview of S4SD, an update on the program's progress, and plans for the 2012-2013 school year.</i></p>	104
11:30 a.m.-1:15 p.m.	<p><b>Governor's Traffic Safety Advisory Commission Traffic Safety Awards Luncheon</b></p> <p><b>WORKSHOPS</b></p>	Big Ten AB
1:30 p.m.-3:00 p.m.	<p><b>ADVOCACY—Insights on the Michigan Legislature</b></p> <p><b>David Waymire</b>, Partner, Martin Waymire Advocacy Communications</p> <p><i>The Michigan Legislature is ever changing. Term limits ensure regular turnover in the House, Senate, and Governor's office. How has this body changed over time, and what impact, if any, does this have on traffic safety issues?</i></p>	103
1:30 p.m.-3:00 p.m.	<p><b>AGGRESSIVE DRIVING—Aggressive Driving and Road Rage: What Can Be Done?</b></p> <p><b>Noah Seifullah</b>, President, Reaching Out Against Road Rage Board of Directors  <b>Lt. Michael L. Turcott</b>, Washington State Patrol, Olympia, Washington</p> <p><i>This workshop will explore two programs developed to create awareness and reduce the incidence of aggressive driving and road rage. Hear the tragic story that led to the creation of Reaching Out Against Road Rage and discover how Washington State Patrol's Aggressive Driving Apprehension Team has impacted aggressive driving in this state.</i></p>	106
1:30 p.m.-3:00 p.m.	<p><b>DRIVER ISSUES—Sleep, Sleep Disorders, and Traffic Safety</b></p> <p><b>Christopher L. Drake</b>, Staff Psychologist, Henry Ford Hospital Sleep Disorders and Research Center  <b>Meeta Singh</b>, M.D., Senior Staff Member, Henry Ford Sleep Disorders and Research Center</p> <p><i>The four causes of fatigue are sleep loss, medications, circadian rhythms, and sleep disorders. General descriptions of these disorders along with specific at-risk populations will be reviewed. Crash risk will be discussed including data from high and low fidelity driving simulators, actual on-road driving tests, and epidemiological data on driving risk. Recent research published on driving risk associated with fatigue in Michigan drivers will also be presented.</i></p>	101

1:30 p.m.-3:00 p.m.	<p><b>ENFORCEMENT—Data-Driven Approach to Crime and Traffic Safety</b></p> <p><b>Steven Cardarella</b>, Regional Law Enforcement Liaison, National Highway Traffic Safety Administration Region 5, Madison, Wisconsin</p> <p>Capt. <b>Stephen Cobb</b>, Patrol Division, Sheboygan Police Department, Sheboygan, Wisconsin</p> <p><i>Drawing on the deterrent value of highly visible traffic enforcement and the knowledge that crimes often involve motor vehicles, the goal of Data-Driven Approaches to Crime and Traffic Safety (DDACTS) is to reduce crime, crashes, and traffic violations through targeted traffic patrols. By identifying areas with high incidences of both crime and crashes, DDACTS targets traffic enforcement efforts in these areas. Discover how your agency can use this strategy.</i></p>	Lincoln
1:30 p.m.-3:00 p.m.	<p><b>OLDER DRIVERS—Helping Older Drivers Stay Behind the Wheel Longer</b></p> <p><b>Jack Olson</b>, Driver Safety Instructor, American Association of Retired Persons</p> <p><b>Jack Peet</b>, Traffic Safety Manager, AAA, The Auto Club Group</p> <p><i>Cars have changed and so have traffic rules, driving conditions, and the roads traveled. Two programs designed to help older drivers adapt to these changes will be outlined in this workshop. The Driver Safety Program provides a review of driving skills and techniques and offers strategies to help senior drivers adapt to normal age-related changes. The course also covers sharing the road, changes in equipment and roadways, and retirement from driving. CarFit is a program designed to help older drivers find out how well they fit their personal vehicle, highlight actions they can take to improve their fit, and promote conversations about driver safety and community mobility.</i></p>	104
1:30 p.m.-3:00 p.m.	<p><b>RESEARCH—Cutting-Edge Traffic Safety Research at the University of Michigan</b></p> <p><b>David W. Eby</b>, Ph.D., Research Scientist, University of Michigan Transportation Research Institute, Director, Michigan Center for Advancing Safe Transportation throughout the Lifespan</p> <p><b>Lisa J. Molnar</b>, MHA, Lead Research Associate, University of Michigan Transportation Research Institute</p> <p><b>David C. Musch</b>, Ph.D., M.P.H., Professor, University of Michigan Medical School, Department of Ophthalmology and Visual Services</p> <p><b>Ralph Robinson</b>, ITS Integration Group, University of Michigan Transportation Research Institute</p> <p><b>Lindsay H. Ryan</b>, Assistant Research Scientist, Institute for Social Research, University of Michigan</p> <p><i>This session will highlight cutting-edge traffic safety research being conducted in a number of disciplines at the University of Michigan. Several studies will be discussed with special focus on how research findings impact relevant practice and policy. Topic areas include: transportation needs and preferences of older adults, societal costs of traffic crashes and crime, perceptions of vision care providers with regard to driver assessment, drowsy driving among older adults, and the application of Intelligent Transportation System technologies to capture vehicle road data.</i></p>	Auditorium
3:00 p.m.-3:30 p.m.	<p><b>BREAK</b></p> <p><b>GENERAL SESSION</b></p>	Big Ten AB, Centennial ABC
3:30 p.m.-4:30 p.m.	<p><b>DISTRACTED DRIVING: WHAT RESEARCH SHOWS AND WHAT STATES CAN DO</b></p> <p><b>Jim Hedlund</b>, Ph.D., Principal, Highway Safety North, Ithaca, New York</p> <p><i>A 2011 Governors Highway Safety Association study on distracted driving concentrates on the four types of distraction and the causes of distraction including text messages, cell phones, and other electronic devices in the car as well as non-technological distractions such as eating, grooming, reading, and other passengers. The study provides insight for states and other organizations as they work to develop countermeasures to address the growing problem of distracted driving.</i></p>	Big Ten AB

# Thursday Agenda

THURSDAY, MARCH 22, 2012		
7:30 a.m.-10:00 a.m.	<b>Registration</b>	Central Lobby
7:30 a.m.-8:30 a.m.	<b>Breakfast</b>	Big Ten AB
<b>WORKSHOPS</b>		
8:30 a.m.-10:00 a.m.	<b>DRUGS—Trends in Drug Use and Tools to Combat Prescription Drug Abuse</b>	104
	<p>D/Lt. <b>Ken Mills</b>, Commander, Straits Area Narcotics Enforcement, Michigan Department of State Police</p> <p><b>Michael Wissel</b>, R.Ph., Pharmacy Services Manager, Bureau of Health Professions, Health Investigation Division, Michigan Department of Licensing &amp; Regulatory Affairs</p> <p><i>The use of prescription drugs has increased tenfold during the past 10 years and is the nation's fastest-growing drug problem. Trends in prescription drug abuse, dealer demographics, and trafficking will be discussed. An overview of the Michigan Automated Prescription System, the state's prescription monitoring program law enforcement can use to identify and prevent drug diversion at the prescriber, pharmacy, and patient levels, will be provided.</i></p>	
8:30 a.m.-10:00 a.m.	<b>ENFORCEMENT—Are Traffic Crashes an Unintended Consequence of War?</b>	103
	<p><b>Karen Cutright</b>, Operation Enduring Freedom/Operation Iraqi Freedom Program Manager, Cincinnati VA Medical Center, Cincinnati, Ohio</p> <p><i>More veterans are dying in traffic crashes upon returning home from war than from any other cause. This session will examine what combat veterans are facing when they return home, the resulting traffic safety implications, and what can be done for the veteran and his or her family.</i></p>	
8:30 a.m.-10:00 a.m.	<b>ENFORCEMENT—Legal Update (repeat)</b>	Auditorium
	<p><b>Kenneth Stecker</b>, Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan</p> <p><i>This presentation is designed to provide law enforcement a comprehensive update on legal issues associated with traffic safety. Topics will include recent changes to laws pertaining to medical marijuana, drugged driving, alcohol, teen driving, and other issues.</i></p>	
8:30 a.m.-10:00 a.m.	<b>ENGINEERING—Hands-On Incident Management Traffic Control</b>	Lincoln
	<p><b>Brandon Boatman</b>, Incident Operations Engineer, Michigan Department of Transportation</p> <p><b>Angie Kremer</b>, Traffic Incident Management Engineer, Michigan Department of Transportation</p> <p><i>This workshop is a hands-on tabletop activity during which attendees will gain and demonstrate knowledge of best traffic management practices. Multiple tables with boards that simulate a roadway will be set up with mock crashes. Attendees will demonstrate their individual comprehension by responding to mock incident scenes by placing first responder vehicles and traffic controls on the boards to optimize responder and public safety.</i></p>	
<b>GENERAL SESSION</b>		
10:15 a.m.-11:30 a.m.	<b>ADVANCEMENTS IN AUTOMOTIVE MEDICINE</b>	Big Ten AB
	<p><b>Stewart Wang</b>, M.D., Ph.D., Director of the International Center for Automotive Medicine (ICAM), University of Michigan Health System</p> <p><i>The International Center for Automotive Medicine (ICAM) at the University of Michigan Health System seeks to foster relationships and research between medical specialties and engineering efforts that translate into new technologies, medical treatments, education, and public policies that prevent traffic injuries and improve care. Learn how ICAM uses medical images from crash victims to show how people are injured in crashes and how these real-world examples are being shared with automakers to help them build better, safer vehicles.</i></p>	

## Exhibitors

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## Organizational Exhibitors

**COMMERCIAL VEHICLE SAFETY ALLIANCE**

**MICHIGAN DEER CRASH COALITION**

**MICHIGAN DEPARTMENT OF STATE**

**MICHIGAN DEPARTMENT OF STATE POLICE-CRIMINAL  
JUSTICE INFORMATION CENTER**

**MICHIGAN DEPARTMENT OF TRANSPORTATION**

**MICHIGAN OPERATION LIFESAVER**

**NATIONAL HOSPITALITY INSTITUTE**

**TRAFFIC IMPROVEMENT ASSOCIATION OF MICHIGAN**

**UNIVERSITY OF MICHIGAN TRANSPORTATION  
RESEARCH INSTITUTE**

# MICHIGAN TRAFFIC SAFETY SUMMIT 2012

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