



SAFETY Network

April 2009

www.michigan.gov/ohsp

Michigan traffic deaths drop 10 percent in 2008

DEATHS AT LOWEST LEVEL SINCE 1925

Traffic crashes, deaths, and injuries all fell in Michigan in 2008, fueled in part by decreases in miles driven during summer months when fatal crashes tend to be highest. Traffic deaths dropped to 980 from 1,084 in 2007. 1925 was the last year Michigan had fewer than 980 fatalities.

Declines were also noted in alcohol, pedestrian, and commercial motor vehicle crashes and fatalities. Increases occurred among drug-involved fatal crashes and motorcycle crashes and fatalities.

Traffic crashes fell 3 percent from 324,174 in 2007 to 316,057 in 2008. Injuries dropped 7 percent from 80,576 in 2007 to 74,568 in 2008. Alcohol-involved fatal crashes also declined from 313 in 2007 to 297 in 2008.

While drug-involved fatal crashes increased substantially, from 90 in 2007

to 130 in 2008, analysts attribute this to better follow-up and reporting by police agencies.

The crash data also shows:

- >> Motorcycle fatalities increased from 124 in 2007 to 127 in 2008.
- >> Teen fatalities (age 13-19) dropped from 277 in 2007 to 207 in 2008.
- >> Deer-vehicle crashes stayed nearly the same, dropping slightly from 61,907 in 2007 to 61,010 in 2008. There were 12 people killed in deer-vehicle crashes in 2008.
- >> Commercial motor vehicle fatalities fell from 136 in 2007 to 106 in 2008.
- >> Pedestrian fatalities dropped from 136 in 2007 to 115 in 2008.
- >> Bicycle fatalities rose from 18 in 2007 to 25 in 2008.

Michigan seat belt use highest in the nation

The National Highway Traffic Safety Administration has officially confirmed that Michigan's 97.2 percent seat belt use rate was highest in the nation for 2008. The figure is also a record high for the state.

Michigan's seat belt use has been steadily climbing since the state's primary enforcement law took effect on March 10, 2000. Under the secondary enforcement law, belt use peaked at about 70 percent. In 2004, Michigan reached the 90 percent

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Seat belt saves life of U.P. man

Wearing a seat belt saved the life of an Upper Peninsula man on January 2 when he was involved in a head-on collision that took the life of the other driver.

Justin Markus Miller, 31, of Pelkie was southbound on US-41 in Chocolay Township when the driver of a northbound SUV lost control on the icy road and struck his vehicle. Miller, who was driving a pick-up truck, was not injured in the crash.

He was nominated for the *Saved by the Belt* award by Chief Greg Zyburdt of the Chocolay Township Police Department.





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Pictured (l. to r.) Dianne Perukel, OHSP youth programs coordinator; Mary Claire Massi-Lee, Alcohol and Other Drugs Services program coordinator; Karen Sargent, prevention specialist; Kelly Arnold, prevention specialist; Ruth Botbyl, prevention specialist (Public Health Delta Menominee); and Merrilee Keller, prevention coordinator (Pathways/ Northcare Network)

Public health agency receives Setting the Example award

The Michigan Office of Highway Safety Planning (OHSP) presented a "Setting The Example" award to Delta Menominee Public Health (DMPH) at the recent Upper Peninsula Traffic Safety Committee Meeting.

DMPH was nominated for its programming that focuses on alcohol-related driving offenses and traffic crash deaths. Program highlights include innovative ways to inform parents about the importance of hosting alcohol-free parties; using local businesses to provide information

about underage drinking; and promoting safe holiday entertaining by promoting alcohol-free drink alternatives ("mocktails") in the media.

Merrilee Keller, prevention coordinator for Pathways/ Northcare Network, stated, "They are always innovative and energetic and clearly devoted to preventing substance abuse in all forms. They readily work with regional service providers and provide leadership to the Upper Peninsula Youth Conference."

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mark, making it the first state east of the Rockies to achieve that milestone.

Further increases came after law enforcement officers began using safety belt enforcement zones during the annual May mobilization. Before zones, most motorists assumed traffic stops were for speeding. Zones are designed to ensure drivers recognize periods of increased safety belt enforcement. Signs alert motorists to the zone area and officers all work a designated roadway.

The state's increasing belt use has contributed to a decline in traffic deaths as well. In 1999 Michigan experienced 1,386 traffic deaths. In 2008, traffic fatalities fell to 980.

Direct observation surveys are conducted periodically throughout the year by the Wayne State University Transportation Research Group with grant funding provided by the Office of Highway Safety Planning.

Belt use is only slightly lower in pickup trucks, 96 percent, compared to passenger vehicles, minivans and sport utility vehicles. Men have somewhat lower belt use rates as well, 96.3 percent compared to 98.2 percent for women. Male pick-up truck occupants continue to have the lowest rates of seat belt use (95.5%), followed by male passenger car occupants (96.2%).

- 2008 Seat Belt Use Rates
1. Michigan 97.2
 2. Hawaii 97.0
 3. Washington State 96.5
 4. Oregon 96.0
 5. California 95.7

What's Ahead

APRIL

Alcohol Awareness Month

www.nih.gov

6-10 National Work Zone Awareness Week

<http://safety.fhwa.dot.gov/>

MAY

Motorcycle Safety Awareness Month

www.nhtsa.gov

National Youth Traffic Safety Month

National Organization for Youth

Safety

www.noys.org

National Bike Month

www.bikeleague.org/index.php

16 Bike to Work Day

www.bikeleague.org/index.php

17-23 EMS Week

www.acep.org/webportal/advocacy/ems/week

18-31 Click It or Ticket Mobilization

www.michigan.gov/ohsp

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Michigan's #1 belt use ranking, fatality reductions years in the making

Michael L. Prince, Director, Office of Highway Safety Planning

It should be a great feeling of accomplishment for all of Michigan's traffic safety partners that we received word that Michigan's safety belt use rate of 97.2 percent is officially the highest in the nation in 2008. Congratulations to everyone on a job well done.

In 1966, the year President Johnson signed the National Highway Safety Act, Michigan killed 2,298 people on the state's roadways. Three years later in 1969, (the year OHSP was created), Michigan recorded the highest number of fatalities since we have been keeping records with 2,487 fatalities. Since then, the goal of increased safety belt use has been the highest priority for traffic safety professionals at the state and national level because of their immediate and undisputed impact on fatalities and injuries.

Strict traffic enforcement and publicity are proven strategies to change driver behavior and have been the primary catalyst (along with a primary safety belt law) for increases in safety belt use from 15 percent in 1983 to 97.2 percent today.

MANY VARIABLES

While safety belts have been OHSP's greatest emphasis for forty years, there are a lot of variables that have impacted traffic fatality and injury figures over this time. Traffic engineering has made dramatic improvements with better roadway design, improved safety features including strategic placement of guardrails, median cable barriers, and rumble strips.

Biomechanical engineering of vehicles has improved occupant survivability in a crash with improved safety features such as three-point harnesses, improvements in vehicle crash worthiness, front and side-impact airbags, anti-lock brakes, and Electronic Stability Control. Older cars are slowly being taken out of the national

fleet and replaced with cars with the newer safety technology, good news for all those inexperienced teen drivers who tend to inherit their first vehicle as a family hand-me-down.

Improvements in emergency medicine have made the fatal crash of twenty years ago survivable today. Improved emergency training, equipment, techniques, technology, and medicines have greatly contributed to reductions in traffic crash fatalities and injuries.

Michigan has a strong traffic safety culture which fosters an environment of cooperation, teamwork and leadership with a continual focus on the bottom line, fatality and injury reduction and economic savings.

TRAFFIC SAFETY CULTURE:

Michigan has a strong traffic safety culture which fosters an environment of cooperation, teamwork, and leadership with a continual focus on the bottom line, fatality and injury reduction and economic savings. Case studies prepared for the National Cooperative Highway Research Program and the Transportation Research Board identified four states that exhibited such a strong traffic safety culture. These states included Iowa, Michigan, Minnesota, and Washington State.

The study identified several common strategies for success that each of these states shared, including:

- >> Aggressive goal setting
- >> Prioritized engineering strategies
- >> Comprehensive behavioral programs

- >> Advanced data collection and analysis systems
- >> Reliance on data driven planning and programming
- >> Establishment of broad-based partnerships

ECONOMIC FACTORS

One cannot look at Michigan's accomplishments in traffic safety without considering the impact of our current economic climate. Fiscal challenges have resulted in a decreasing tax base, diminished resources, reduced funding to address road improvements, and fewer police officers, just to name a few.

Higher fuel costs have pushed the motoring public to consider alternative forms of transportation, including biking, walking, and public transit. In some cases, motorists have parked their cars in favor of motorcycles providing a more fuel efficient alternative albeit one with a greater level of injury exposure.

Even so, over the past five years, Michigan has registered an 18 percent reduction in traffic fatalities, 24 percent reduction in traffic injuries, 23 percent reduction in alcohol-involved fatal and serious injury crashes, 24 percent reduction in intersection crashes, and a 48 percent reduction in fatalities and series injuries to children ages 0 to 8 years. The reduction in traffic fatalities alone has resulted in an economic savings of over \$2.7 billion to Michigan families, businesses, and government.

Taking into consideration that we have more registered drivers each year and that the number of vehicle miles traveled has increased dramatically from 81.2 billion in 1990 to 104.7 billion in 2007, Michigan's traffic safety professionals, advocates and supporters should be well pleased. Stay tuned. There is more to come.



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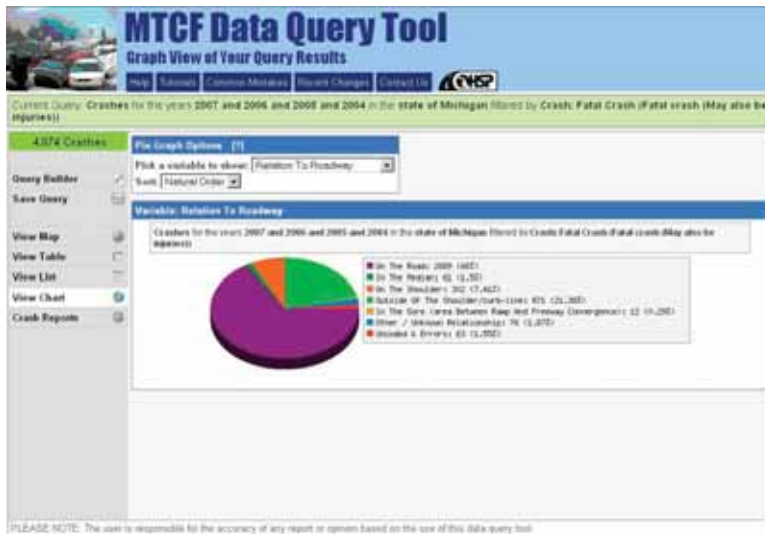
New look and features added to the Michigan Traffic Crash Facts Web site



Recently the Michigan Traffic Crash Facts query tool at www.michigantrafficcrashfacts.org was upgraded to include video tutorials, multi-year analysis, custom lists, and graphic output. During a user's first visit a welcome video will begin, explaining some of the changes.

The user starts the new tool in the Query Builder, shown at left, which is the portion of the tool where the user defines the dataset to be used. In the upper left-hand corner the count of the current dataset shows (in this case all the fatal crashes for 2004-2007).

The user must return to the Query Builder to modify the dataset for analysis but can move between maps, tables, charts, and lists with the same dataset. The filter is always in the page title and the upper-left box always shows the data count.



An added feature is the chart option. Currently only pie charts are available, but more types of graphic visualizations will be available soon.

Time Of Day	Day Of Week	Gps X Coordinate	Gps Y Coordinate
4:00 A.m.	5:00 A.m.	Monday	-083.6796115945062, 0043.3800244410402
4:00 A.m.	5:00 A.m.	Monday	-083.1506122221037, 0042.3002960357300
6:00 A.m.	7:00 A.m.	Monday	-083.9367110512530, 0042.6869572743894
2:00 P.m.	3:00 P.m.	Tuesday	-085.4442104454646, 0044.1024839677791
12:00 Mid.	1:00 A.m.	Tuesday	-085.0974079040901, 0045.2121702220466
6:00 A.m.	7:00 A.m.	Wednesday	-086.3867527407820, 0041.8052519007029
5:00 P.m.	6:00 P.m.	Wednesday	-086.8600252247386, 0046.0223906436009
5:00 P.m.	6:00 P.m.	Thursday	-085.9504049658967, 0043.4671737300236
4:00 P.m.	5:00 P.m.	Thursday	-082.9608953218564, 0042.3987789962387
5:00 P.m.	6:00 P.m.	Friday	-084.2290663476697, 0043.5396209404943
10:00 P.m.	11:00 P.m.	Friday	-083.9466797675803, 0042.0041134952241
8:00 A.m.	9:00 A.m.	Friday	-083.7489875327801, 0043.0057516672163
12:00 Mid.	1:00 A.m.	Saturday	-085.5601790675600, 0042.2445524670119

The list option has been modified to allow the user to select which variables are shown and modify the set of chosen variables as desired. In addition, Geographic Information System (GIS) coordinates have been added so that users wanting to transfer the data list into a GIS system will have the needed coordinates.

This list may be downloaded in a comma-separated file and transferred into GIS software for further location-related analysis by the user. An option to download numeric code values instead of text labels is being developed.

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Michigan laws helping protect children in vehicles

By Kenneth Stecker

Traffic Safety Resource Prosecutor, Prosecuting Attorney's Association of Michigan

Few events are more tragic than the death of an innocent child in a crash caused by a drunk driver. In the United States, automobile crashes are the number one killer of children ages 2 to 14. Approximately 21 percent of these children die in alcohol-related crashes.

Just recently in Genesee County, Kelly Arthurs, 41, pled no contest to Second Degree Murder in the death of her 8-year-old daughter who was the passenger in an SUV which Arthurs was driving when it crashed into a light pole.

Kelsey Caswell, one of the defendant's twin daughters, died from injuries suffered in the crash. Her twin sister was also a passenger in the vehicle and was diagnosed with a closed head injury.

Genesee County Prosecuting Attorney David Leyton said it best as he addressed this very tragic situation. "With today's plea, Arthurs will receive just and appropriate punishment for her actions. It is our hope that the surviving twin will be able to move forward and live her life to the fullest for herself and in testament to her sister."

This case is a reminder that in Michigan there are criminal laws that address not only situations where an innocent child is killed in an alcohol-related crash, but also, cases where a drunk driver is driving with a child passenger in the vehicle.

Michigan Compiled Law 257.625(7)(a) reads as follows:

- (7) A person, whether licensed or not, is subject to the following requirements:
- (a) He or she shall not operate a vehicle in violation of subsection (1), (3), (4), (5), or (8) while another person who is less than 16 years of age is occupying the vehicle. A person who violates this subdivision is guilty of a crime punishable as follows:
- (i) Except as provided in subparagraph (ii), a person who violates this subdivision is guilty of a misdemeanor and shall be

sentenced to pay a fine of not less than \$200 or more than \$1,000 and to 1 or more of the following:

- (A) Imprisonment for not less than 5 days or more than 1 year. Not less than 48 hours of this imprisonment shall be served consecutively. This term of imprisonment shall not be suspended.
- (B) Community service for not less than 30 days or more than 90 days.

It should be noted that if the violation occurs within seven years of a prior conviction or after two or more prior convictions, regardless of the number of years that have elapsed since any prior conviction, a person who violates this subdivision is guilty of a felony and shall be sentenced to pay a fine of not less than \$500 or more than \$5,000.

In essence, drunk drivers are not the potential victims. It is the child or children in the vehicle with the drunk driver that potentially are the victims. Law enforcement and prosecutors need to continue to ensure that drunk drivers face stiff penalties for exposing children to risk of serious injury or death.

Another law designed to protect children went into effect April 1. Michigan is now among several states that prohibit leaving a child unattended in a vehicle. Michigan Compiled Law 750.135a reads as follows:

- (1) A person who is responsible for the care or welfare of a child shall not leave that child unattended in a vehicle for a period of time that poses an unreasonable risk of harm or injury to the child or under circumstances that pose an unreasonable risk of harm or injury to the child.
- (2) A person who violates this section is guilty of a crime as follows:
- (a) Except as otherwise provided in subdivisions (b) to (d), the person is guilty of a misdemeanor punishable by impris-

onment for not more than 93 days or a fine of not more than \$500, or both.

- (b) If the violation results in physical harm other than serious physical harm to the child, the person is guilty of a misdemeanor punishable by imprisonment for not more than 1 year or a fine of not more than \$1,000, or both.
- (c) If the violation results in serious physical harm to the child, the person is guilty of a felony punishable by imprisonment for not more than 10 years or a fine of not more than \$5,000, or both.
- (d) If the violation results in the death of the child, the person is guilty of a felony punishable by imprisonment for not more than 15 years or a fine of not more than \$10,000, or both.
- (3) As used in this section:
- (a) "Child" means an individual less than 6 years of age.
- (b) "Physical harm" and "serious physical harm" mean those terms as defined in section 136b.
- (c) "Unattended" means alone or without the supervision of an individual 13 years of age or older who is not legally incapacitated.
- (d) "Vehicle" means that term as defined in section 79 of the Michigan vehicle code, 1949 PA 300, MCL 257.79.

In some cases, parents get out of the car and forget the child is back there because they are distracted by a cell phone, work, or a change in routine.

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Enforcement zones in effect May 18-31

Just like spring flowers, safety belt enforcement zone signs will be dotting Michigan's landscape beginning May 18.

Michigan law enforcement officers from more than 300 agencies will be out in force in fifty-five counties strictly enforcing the state's safety belt law through May 31.

Although the state has the highest seat belt use rate in the country, 97.2 percent, Michigan's law enforcement know that buckling up is a motorists best defense in the event of a crash. Research shows when safety belts are used properly, the risk of being killed in a crash is reduced by nearly 50 percent.

The following fifty-five counties will set up safety belt enforcement zones from May 18-31: Allegan, Alpena, Barry, Bay, Berrien, Calhoun, Cass, Charlevoix, Cheboygan, Chippewa, Clinton, Delta, Dickinson, Eaton, Emmet, Genesee, Gogebic, Grand Traverse, Hillsdale, Ingham, Ionia, Iron, Isabella, Jackson, Kalamazoo, Kent, Lapeer, Leelanau, Lenawee, Livingston, Mackinac, Macomb, Marquette, Mason, Menominee, Midland, Monroe, Montcalm, Muskegon, Oakland, Oceana, Ogemaw, Otsego, Ottawa, Roscommon, Saginaw, Sanilac, Schoolcraft, St. Clair, St. Joseph, Shiawassee, Van Buren, Washtenaw, Wayne and Wexford.

Michigan law requires all drivers and front seat passengers to be buckled up and children under age 8 and shorter than 4'9" to be in an approved child safety or booster seat. It also requires passengers 15 and younger to be buckled up in all positions.



LaHood named sixteenth U.S. Secretary of Transportation

Ray H. LaHood became the sixteenth U.S. Secretary of Transportation on January 23. He was joined for an official swearing-in ceremony in his new office by his wife Kathy, son Sam and fellow Illinoisan and Assistant Majority Leader, U.S. Senator Richard J. Durbin. The oath of office was administered by Linda Washington, Assistant Secretary for Administration, and took place before an audience of his new staff and members of the Department of Transportation transition team.

The full Senate confirmed LaHood by voice vote on January 22.

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A Green Oak Township toddler, who died of heat stroke in the summer of 2008, was the sixth in the state since 1998. Alyssa Stouffer, 18 months, died July 16, after she was left in the pickup truck in the family's driveway for about five hours on a 90-degree day. The baby died of hyperthermia.

Consider these descriptions from the death certificates of children that were published by the National Highway Traffic Safety Administration:

- >> a 9-month-old died after being left strapped in child safety seat in a sweltering minivan for two hours—misunderstanding between child's parents resulted in the child being left alone in the van; one parent believed the infant was at home with other
- >> a 6-month-old baby died when accidentally left in a hot car for three hours, when the outside 90-degree temperatures rose to 130 degrees inside the closed car; parents thought the other had carried the baby from the car to crib
- >> a 23-month-old died when a relative babysitting the child put child in car for trip to store, went back in house having forgotten something, was distracted by something on television, sat on couch to watch, fell asleep, woke up two hours later

- >> a 2-year-old died after a parent left child in car after returning home from errand—was left for more than an hour
- >> a 2-year-old child apparently slipped away from parents and siblings, fell asleep atop blanket in unlocked car in driveway of home, oldest sibling found child 40 minutes later.

According NHTSA, a locked car sitting in the summer sun quickly turns into an oven and temperatures can climb from 78 degrees to 100 degrees in just three minutes, and to 125 degrees in six to eight minutes.

The bottom line: Do not leave kids alone in vehicles. It isn't safe and it's against the law.

For more information on this article and PAAM training programs contact Kenneth Stecker, Traffic Safety Resource Prosecutor, at (517) 334-6060 or e-mail at steckerk@michigan.gov.

NOTE:
Consult your prosecutor before adopting practices suggested by reports in this article.

The court decisions in this article are designed to keep you informed of trends in the law.

Discuss your practices that relate to these types of cases with your commanding officers, police legal advisors, and the prosecuting attorney before changing your practices in reliance on a reported court decision.



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GTSAC presents traffic safety awards at annual event

The Governor's Traffic Safety Advisory Commission (GTSAC) honored eight individuals and agencies at the group's annual awards luncheon March 26 at the Kellogg Conference Center in East Lansing.

Each year the commission honors organizations, programs and individuals for outstanding contributions to traffic safety. The awards luncheon was part of the 14th Annual Michigan Traffic Safety Summit. Five traffic safety and three long-term awards were presented.

2008 TRAFFIC SAFETY AWARDS

In an effort to comply with upcoming state and federal traffic signal and signage mandates and improve traffic safety, the **City of Livonia** undertook a project



to upgrade 2,096 traffic control devices on 360 miles of roadway. Engineering enhancements such as improved pavement markings, signal visibility and reflective inserts on sign posts were also made. In addition, a spread sheet listing every traffic sign in the city and its associated traffic regulation was generated and is on file at the Livonia Police Department.

The sign and signal program has contributed to lower speeds on residential roads and a 7 percent reduction in crashes in Livonia.

Traffic crashes are a leading cause of death for teenagers. In an effort to help this group develop sensible driving habits and realize the Auburn Hills-based company's vision of "a day when there will be no victims due to traffic accidents," product engineer **Amy Klinkenberger** created the **Takata Safe Driver Program**.



The program utilizes an interactive driving simulator, a Nintendo Wii game that challenges students to drive and talk on a cell phone or change a CD and a quiz game: "Are You Smarter Than A Crash Test Dummy?" to test safe driving knowledge. Defensive driving, distractions such as texting and cell phones, proper speed control and reaction to emergency situations are just a few of the driving scenarios covered by the Takata program. The free program has been offered to more than 1,500 students since 2007.

The Michigan Department of State Police Ionia Post and Ionia Public Safety used localized crash data to identify six high-crash intersections in Ionia. The agencies conducted enforcement at those locations during times of day when crashes were occurring, focusing on all traffic violations, including red-light running,



speeding, improper lane use and following too closely.

The effort resulted in a 54 percent decline in traffic crashes at those locations, with 38 crashes occurring through October 2008, compared to 83 crashes in 2007.

Realizing crash rates for young drivers are disproportionately high due to immaturity and inexperience, the **Muskegon County Sheriff's Office** created a free,

two-day program to help reduce crashes. The Muskegon County Sheriff's Advanced Teen Driving program offers new drivers the chance to experience stressful driving



conditions – similar to the training many police departments utilize for officers – in a controlled setting.

Four driving courses test precision driving, evasive maneuvering and controlled braking skills. Students are also taught about vehicle maintenance, how far behind a vehicle a small child or object can be seen through the Spot the Tot program, and "No Zone" demonstrations by UPS to help students understand the dangers of driving around large vehicles.



For the past ten years, **Kalamazoo's City Engineer Frank Szopo** has worked to improve the city's traffic signal system. These improvements have included signal placement, turn arrows, and most-recently, GPS time-based controllers.

This cost-effective solution has allowed for the interconnection of traffic signals in the city and helped reduce delays and improve traffic flow. Szopo has devised several timing plans with the new system which has resulted in a 50 percent reduction in traffic delays on nine corridors in the city and decreased crashes by 37 percent.

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2008 RICHARD H. AUSTIN AWARDS

Richard H. Austin Long-Term Traffic Safety Awards are presented to individuals or organizations who have made significant long-term contributions to the field of traffic safety.



Jay Minotas, who recently retired as manager of General Motors Safe Driving Program after 30 years, had spearheaded the Safe Driving Program since its inception in 1993. In the program's initial years, Minotas helped develop the Create the Habit seat belt campaign that was endorsed by the United Auto Workers Union in nearly every GM manufacturing plant in the country. This led to the introduction of a companywide seat belt use policy in 1996, requiring employees to buckle up when operating a company-owned vehicle or any vehicle on company premises.

He was also instrumental in developing a hands-on defensive driving curriculum for GM employees focusing on three essential skills: skid control, evasive maneuvers and controlled braking.

He is also an active member of the National Network of Employers for Traffic Safety (NETS) organization, has served on the Michigan NETS Advisory Board, and worked closely with the National Safe Kids campaign to promote the use of child safety seats.



David Morena of the Federal Highway Administration's Michigan Division was recognized for his professional knowledge and out-of-the-box thinking. Not content to merely say that rumble strips help reduce crashes, Morena inventoried the state's freeway system to locate rumble strips and analyzed crash data associated with those locations. He used this information to illustrate the high rate of return resulting from installing rumble strips on freeways to successfully market this approach. Today, 95 percent of the state's freeways have rumble strips and the program has been expanded to include centerline rumble strips on rural roadways.

A strong advocate for traffic signal improvements, Morena initiated research on driver behavior based on signal placements that showed far-side placement of signals reduced red-light running and late-yellow entry into intersections by 80 percent.



For more than thirty years, **Paul Weber** was the "go-to-guy" for school bus safety, from the driver's seat to the bus stop. Beginning with his career at Central Michigan University (CMU) where he was instrumental in developing the curriculum used to train school bus drivers, Weber continued to assist in the development and delivery of bus driver training during his 27 years at AAA Michigan.

He extended his knowledge to students, parents and AAA safety patrollers in an effort to prevent children from being injured in or around a school bus. He also served as co-chair of the Michigan State School Bus Driving Championship, an event designed to test the skills and knowledge of the state's bus drivers.

Assigned to the Central and Northern areas of the state for AAA, Weber educated thousands - both young and old - about nearly every aspect of traffic safety in an effort to prevent injuries.





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OHSP, Pace & Partners win 2009 ADDY Best of Show in Broadcast

The Michigan Office of Highway Safety Planning and Pace & Partners took home Best of Show honors at the 2009 Mid-Michigan ADDY awards ceremony. Awarded by the American Advertising Federation, the ADDY Awards are the nation's largest advertising competition. These annual awards honor the best in local advertising and represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types.



Each fall the competition begins at the local level with the over 200 AAF member clubs nationwide. The local winners advance to fourteen district competitions, and those winners advance to the national finals.

OHSP and Pace & Partners garnered the ADDY Best of Show for a TV commercial entitled "Night Owls." The ad was part of a one-month multimedia "Night Patrol" campaign in West Michigan targeting a core of young drivers resistant to safety belt use and tending to drive drunk. The ad features two young men who are out partying driving by a doughnut shop and seeing



14th Annual Michigan Traffic Safety Summit attended by largest crowd ever

Speakers from the National Highway Traffic Safety Administration (NHTSA), the Insurance Institute for Highway Safety (IIHS) and the author of a recent best-selling book on traffic were among the featured presenters at this year's annual Michigan Traffic Safety Summit.

More than 400 people attended the three-day meeting, which was the largest group ever hosted by the event, at the Kellogg Center in East Lansing to get the latest information on law enforcement issues, engineering best practices, emergency medical services and education. The event was sponsored by the Office of Highway Safety Planning and largely supported by federal traffic safety funds.

General session speakers included:

>> Dr. Kenneth R. Ginsburg, M.D., associate Professor of Pediatrics at The Children's Hospital of Philadelphia and University of Pennsylvania School of Medicine, Philadelphia, who will open the summit

- >> Jeffrey Linkenbach, Ed.D., faculty Member, Department of Health & Human Development, Montana State University; and Director, Montana Social Norms Project
- >> Anne T. McCartt, Ph.D., senior vice president, research, IIHS, Arlington, Va.
- >> Michael G. Witter, regional administrator, NHTSA, Region 5, Olympia Fields, Ill.
- >> Rick Kamel, owner, RK Public Relations, Chicago
- >> Tom Vanderbilt, author, *Traffic: Why We Drive the Way We Do*, Brooklyn

The statewide meeting addressed social norming and its applications in traffic safety, distracted driving, the state's new ignition interlock and medical marijuana laws, motorcycle safety training, promoting safety bicycling, safe senior mobility, seat belts on school buses and how commercial motor vehicle enforcement is also impacting food safety.

Presentations from the event can be viewed at www.michigan.gov/ohsp.

two officers sipping coffee. Upon seeing the officers, the men think they are now free from any possible law enforcement – but these cops are cardboard cutouts. Real

cops are on Night Patrol. The campaign increased awareness of enhanced safety belt and drunk driving enforcement. It can be viewed at www.youtube.com/ohsp.

SAFETY Network

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Safety Network is published by the
Michigan Office of Highway Safety Planning
Editor: Lynn Sutfin
Designer: Jon Benallack

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