

SAFETY Network

May 2014

Michigan.gov/ohsp



Avoid a penalty by buckling up

CLICK IT OR TICKET EXPANDS TO 40 COUNTIES

Expanded enforcement could mean more unbuckled motorists finding themselves on the receiving end of a \$65 penalty. Law enforcement agencies across the state stepped up seat belt enforcement for the annual *Click It or Ticket* campaign that seeks to reduce traffic deaths and injuries by increasing belt use.

Local police departments, sheriff offices, and Michigan State Police posts in 40 counties are conducting federally funded seat belt enforcement zones through the busy Memorial Day travel weekend. This is an increase from 26 counties last year.

A new awareness campaign by the Michigan Office of Highway Safety Planning (OHSP) highlights the enforcement and features a referee throwing penalty flags at unbuckled and improperly belted drivers. The call is followed by law enforcement issuing the penalty: a loss of \$65.

New outreach materials, including a seat belt door cling, coffee cup sleeves, banners, posters, and pizza box stickers were sent to all law enforcement agencies in the state

to help promote the effort. The coffee cup sleeves, carrying the message "Don't get burned by a \$65 ticket," were also sent to 4,800 convenience stores through a partnership with the Michigan Department of Agriculture & Rural Development.

Law enforcement officers from nearly 160 agencies in Alpena, Antrim, Allegan, Berrien, Calhoun, Charlevoix, Chippewa, Cheboygan, Crawford, Delta, Dickinson, Eaton, Emmet, Genesee, Gogebic, Grand Traverse, Houghton, Ingham, Jackson, Kalamazoo, Kalkaska, Kent, Leelanau, Livingston, Mackinac, Macomb, Manistee, Marquette, Menominee, Monroe, Muskegon, Oakland, Otsego, Ottawa, Saginaw, St. Clair, Van Buren, Washtenaw, Wayne, and Wexford counties participated in the seat belt campaign.

During last year's *Click It or Ticket* enforcement, 9,003 seat belt and child seat violation tickets were issued. Of the 15 people who died over the Memorial Day holiday period in 2013, two of the nine vehicle occupants were not wearing a seat belt.

Three Rivers family Saved by the Belt

A woman, her three children, and another passenger escaped injury in a rollover crash thanks to seat belts and car seats.

Tiffany McKay, 21, lost control of her vehicle on an icy road in Fabius Township on March 29. McKay had just left a car seat check at the Fabius-Park Fire Department where Michigan State Police Tpr. Jason Sylvester had spent more than an hour replacing three recalled and broken car seats.

Tpr. Sylvester and the Fabius-Park Fire Department responded to the crash and found the vehicle upside down with the children, aged 5 months, 2, and 5, strapped into their seats. None of the occupants were injured and McKay was issued three new car seats.

The family will receive *Saved by the Belt* certificates and travel mugs from OHSP and AAA Michigan. The *Saved by the Belt* program is designed to recognize individuals whose decision to buckle up saved them from serious injury or death.

Nomination forms can be found on the OHSP Web site at Michigan.gov/ohsp.



SAFETY Network

19th Annual Michigan Traffic Safety Summit attended by more than 500

More than 500 people attended the 19th Annual Michigan Traffic Safety Summit at the Kellogg Hotel & Conference Center in East Lansing, March 25-27. The conference is sponsored by OHSP and largely supported by federal traffic safety funds.

General sessions included:

- **High in Plain Sight: Current Drug Trends** with Ofcr. Jermaine Galloway, Tall Cop Says Stop, Boise, Idaho
- **Automated Vehicle Technology: The Future Driving Experience** with Dr. James Sayer, research scientist, Human Factors Group, University of Michigan Transportation Research Institute; and Kirk T. Steudle, director, Michigan Department of Transportation
- **Protecting Vulnerable Road Users** with David Zubay, senior vice president, Vehicle Research, Insurance Institute for Highway Safety, Arlington, Virginia
- **Female Drunk Drivers: Characteristics and Experiences in the System** with Erin Holmes, research scientist, Traffic Injury Research Foundation, Ottawa, Ontario

- **Project Forgive** with Gary Weinstein, Project Forgive
- The summit included 29 workshops that covered working with schools, the new UD-10 crash form, high visibility enforcement in pedestrian safety zones, how technology is affecting teen driving behavior, unendorsed motorcyclists, fighting teen alcohol abuse, and strategies to reduce commercial motor vehicle-involved crashes.

Participants also had the chance to receive information from 20 exhibitors, have their photo taken with crash test dummies Vince and Larry, and test their skills on driving simulators during a networking reception, and attend the Governor's Traffic Safety Advisory Commission awards luncheon where six awards were presented.

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

The 20th Annual Michigan Traffic Safety Summit is March 24-26, 2015 at the Kellogg Hotel & Conference Center in East Lansing.



Hoekstra of Grand Rapids named national CPS Instructor of the Year

The National Child Passenger Safety Board recently honored Jennifer Hoekstra as the Child Passenger Safety Instructor of the Year during the annual Lifesavers Conference in Nashville.

Hoekstra is the coordinator for the Helen DeVos Children's Hospital Injury Prevention Program and Safe Kids Greater Grand Rapids. Her program provided 89 car seat events, 30 classes for expectant parents, and more than 15 presentations

to social service agencies last year in the Grand Rapids area.

Hoekstra is an active member of several committees that are working to improve the quality and consistency of injury prevention messages, including the Governor's Traffic Safety Advisory Commission's Occupant Protection Action Team. She is also a recognized subject matter expert at both the local and national levels.

SAFETY Network

A look at the State Police Motor Unit

By Col. Kriste Kibbey Etue, Michigan State Police



In recognition of Motorcycle Safety Awareness Month, I thought it was a good time to highlight the Michigan State Police (MSP) Motor Unit and its contributions to traffic safety.

The history of the MSP Motor Unit dates back to 1919 when the Michigan State Constabulary was reorganized as the MSP after the end of WWI. Troopers began using Harley-Davidson motorcycles during the summer months for traffic enforcement in addition to traditional mounted patrols.

In 1942, during WWII, the department ended its motorcycle program, donating the used motorcycles to the National Guard for use to escort convoys of war materials from defense plants in Detroit.

In 1993, the MSP reestablished its Motor Unit, and today the unit consists of 24 highly skilled riders who are strategically assigned to metro areas across the state including Detroit, Grand Rapids, and Lansing.

Members of the unit complete basic and advanced motorcycle training courses for law enforcement and are required to take a yearly refresher course. Proper protective gear including a helmet, boots, gloves, and high-visibility gear is also required.

The Motor Unit enhances the department's ability to provide police traffic services in urban areas and is an essential component of our full-service law enforcement agency. The versatility of the police motorcycle makes it easier to maneuver through congested traffic to crash scenes. The Motor Unit is also invaluable for public outreach and community relations and has allowed the MSP to participate in many special events including rider education opportunities.

Due to their agility, motorcycles are a great tool for patrolling busy highways for the types of violations that are indicative of aggressive driving.

For instance, last summer the unit conducted a traffic initiative on I-75 in Oakland County focused on speeding violations where the average speed of motorists was 89 mph and as fast as 101 mph. In just a six-hour time period, the unit conducted approximately 150 traffic stops for speeding. More than half of the motorists received verbal warnings; however, other infractions for lack of seat belt use, invalid insurance or registration, and equipment violations were also issued.

As the spring and summer weather approaches, motorists can expect to see more motorcycles on the roads. So remember to share the road with motorcycles, and *Ride Safe to Ride Again*.



TIPS FOR MOTORCYCLISTS:

- Keep headlights on at all times to increase the chances of being seen by other drivers.
- Wear protective and high-visibility clothing, including a Department of Transportation approved crash helmet and protective eyewear.
- Practice defensive riding techniques to avoid or minimize the severity of a crash; don't expect other motorists will see you.
- Watch for animals in your path, especially at night.

TIPS FOR MOTORISTS:

- Watch for motorcycles. Many drivers involved in a crash advise they never saw the motorcycle.
- Make sure your view of the road is unobstructed by removing items hanging from a rearview mirror.
- Motorcycles are smaller than cars, making it difficult to accurately determine the speed of a motorcycle. Always leave adequate room when entering the roadway upon the approach of a motorcycle.



SAFETY Network

High Visibility Enforcement: It's About Changing Public Perception



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

With the start of summer, the focus at OHSP turns to summer high visibility enforcement (HVE) campaigns for seat belts, drunk driving, and other dangerous driving behavior in order to drive down traffic deaths.

Law enforcement officers take a lot of grief from the public and sometimes even local officials for these HVE campaigns, particularly when enforcing the state's seat belt law. We at OHSP hear from some of the same people.

But here's the deal.

We start every summer by taking part in the national *Click It or Ticket* seat belt mobilization. This HVE campaign includes pre-publicity followed by two weeks of aggressive traffic enforcement targeting seat belt use. That's the standard package for an HVE campaign, and it has been proven time and time again that it works in changing driver behavior. For every 1 percent we increase belt use, we save 10 lives, reduce serious injuries by 100.

But since 2009, the last year Michigan led the nation in seat belt use, something has happened. Seat belt use has dropped from 98 percent to 93 percent, and fatalities have jumped 8 percent from 871 to 951. You don't need to be great at math to know that an extra 50 people are being killed each year in Michigan because our seat belt use has dropped by 5 percentage points. So when people ask "don't you have something more important to do," the answer should be "no, in fact we don't." Not if our role in public safety is about injury and fatality reduction, sparing families the grief of having to plan a funeral, and reducing the economic impact on society.

HVE is not about writing tickets. It's about engagement with the local community through the traffic stop. It may or

may not involve issuing a citation, which is based on a number of variables and up to the officer's discretion. HVE is about saving lives, reducing serious, lifelong crippling injuries, and making sure children are buckled. It helps save our state millions of dollars in economic costs; millions that we can certainly spend in more efficient ways than paying for emergency care and lifelong medical costs.

HVE is about the fact that all the modern technology in today's automobiles is worthless if someone is ejected from the vehicle because they failed to buckle up or failed to ensure their child was properly secured in a child safety seat. HVE is about keeping people secured in the vehicle and buckled in the seat so they can "ride down the crash," allowing the safety technology to do the job it was designed to do. This gives them the best possible chance to not only survive, but avoid serious injury.

And, as a bonus, during OHSP's 2013 traffic enforcement efforts, HVE also netted more than 2,500 felony and misdemeanor arrests, numerous stolen vehicles, drug seizures and forfeitures, weapons, and recovered stolen property.

What HVE is NOT about is "revenue generation." It is frustrating when I hear those accusations because it is an absurd argument. If HVE campaigns like the seat belt mobilization were about revenue generation, then we would just conduct enforcement mobilizations and skip the ad campaign to tell the public about it. But we do just the opposite. We publicize the enforcement, conduct news conferences, generate earned media, put up banners, billboards, and posters, and conduct outreach to those sectors that our target audience, primarily young men, frequent.

In spite of all of this, last year 150 law enforcement agencies in 26 counties, conducted more than 50,000 hours of HVE enforcement funded by our office and

wrote nearly 16,000 seat belt and child restraint citations.

In reality, the more tickets issued during the seat belt campaign, the less successful the campaign is, because at its core HVE is about generating voluntary public compliance with one of the most important traffic laws in the state Motor Vehicle Code.

Our public opinion surveys conducted around the seat belt mobilizations tell us something very interesting. They tell us the public sees and hears the paid ad messaging, but they simply do not believe there is more seat belt enforcement going on. The surveys tell us the public does not believe they stand a significant risk of being stopped and ticketed. The technical term for this phenomenon is a lack of "general deterrence." The surveys tell us that the enforcement taking place is simply not visible enough. And when we say visible, we don't mean police cars driving around or parked in a highway median. We mean the sight of cars pulled over with police overheads activated because that sight sends a clear visual message. The public has to believe there is a strong likelihood that if they drive without a seat belt they are going to be pulled over and receive a citation. Right now, the public isn't buying it.

I was driving home from Florida over spring break in April and while driving through Kentucky, state troopers had six cars pulled over within a two-mile span on the highway. I have no idea if any of those drivers received citations or were arrested, and frankly it didn't matter. The message they were sending to me and everyone around me was clear. They were taking traffic safety seriously and engaged in HVE.

So what are we doing this summer to address this issue? To begin with, OHSP increased the number of counties conducting federally funded seat belt enforcement from 26 counties to 40. We are asking

High Vis Continued on page 11 >

SAFETY Network

GTSAC recognizes great achievements in traffic safety

The Governor’s Traffic Safety Advisory Commission (GTSAC) honored six individuals and organizations at the group’s annual awards luncheon in March at the Kellogg Hotel & 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 19th Annual Michigan Traffic Safety Summit. Three Richard H. Austin Long-Term Traffic Safety Awards, which are presented to individuals or organizations who have made significant long-term contributions to the field of traffic safety, and three 2013 Traffic Safety Achievement Awards were presented.

2013 OUTSTANDING ACHIEVEMENT AWARDS

Diane Curry was honored for her innovative approach to child passenger safety (CPS) for low-income families. Curry is the creator and driving force behind the Kids Always Ride Safely Program in the Upper Peninsula. In collaboration with community agencies the program offers car seats to qualified parents and other caregivers at a discount. Parents and caregivers also receive training from a CPS technician to properly install their car seat. Since the program began in 2011, car seat distribution to families in need has more than doubled.

The Michigan State Police (MSP) Iron Mountain Post was honored for excellence in seat belt enforcement. The post developed a comprehensive effort to address low belt use that included news releases, presentations to community groups, signs and roadway stencils, public service announcements, community events, and enforcement. This resulted in a 28 percent increase in seat belt use in the post area. In addition, injury crashes decreased by approximately 30 percent.

The UD-10 Revision Team was honored for its collaborative effort to update Michigan’s crash form. By approaching the process with the end user in mind, the team created a comprehensive and simplified form while ensuring collection of the most complete and accurate crash data. The new UD-10 will be more flexible for future data needs and improve Michigan’s federal reporting compliance.

GTSAC Continued on page 6 >



Diane Curry — Kids Always Ride Safely Program



MSP Iron Mountain Post—Excellence in seat belt enforcement



UD-10 Revision Team—Collaborative update to Michigan’s crash form





SAFETY Network

GTSAC *Continued from page 5 >*

RICHARD H. AUSTIN LONG-TERM TRAFFIC SAFETY AWARDS

The MSP Commercial Vehicle Enforcement Division (CVED) was honored for promoting and maintaining a culture of excellence in commercial motor vehicle (CMV) safety. CVED members work to reduce CMV-involved crashes, fatalities, and injuries through consistent, uniform, and effective safety programs. Since 1994, CMV-involved fatalities in Michigan have decreased by approximately 50 percent. Michigan's CMV fatality rate, per 100 million vehicle miles traveled, is the lowest in the Midwest and one of the lowest in the nation.

MSP Sgt. Lance Cook of the Mt. Pleasant Post was honored for his expertise in traffic safety. Cook has devoted his 25-year career to traffic safety education and enforcement. With his many training courses, publications, and educational materials, Cook has impacted the careers of most police officers currently patrolling in Michigan. During his career, Cook has analyzed traffic-related legislation, published traffic-related educational materials, promulgated administrative rules on breath testing, developed and conducted training courses, and served as an instructor for traffic law, speed measurement, breath testing, driver education, traffic incident management, and traffic crash investigation.

Carole Salisbury-Ravicchio was honored for her commitment to serving the victims of drunk driving crashes. For nearly 25 years, Salisbury-Ravicchio has turned a family tragedy involving a drunk driver into prevention efforts as a volunteer with Mothers Against Drunk Driving (MADD). Salisbury-Ravicchio serves as the coordinator for six MADD victim impact panels in Lansing and Southeast Michigan each month. She has held positions on the National MADD Board and Michigan State MADD Board and annually hosts a picnic at her home for MADD volunteers and victim impact panel speakers.



CVED—promoting and maintaining a culture of excellence in CMV safety



MSP Sgt. Lance Cook—honored for his expertise in traffic safety



Carole Salisbury-Ravicchio—Serving the victims of drunk driving crashes.

New *Click It or Ticket* parking lot signs available



The Michigan Department of Transportation has produced new parking lot signs with the *Click It or Ticket* logo. A limited supply of signs are available through OHSP.

To order signs, e-mail traffic-safety@michigan.gov. Provide the quantity of signs needed as well as a contact name and shipping address.

SAFETY Network

The Significance of the United States Supreme Court Decision of *Navarette v. California*

By Kenneth Stecker, Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan

A question I frequently receive from prosecutors and law enforcement is whether or not a traffic stop can be made solely on a 9-1-1 call.

The United States Supreme Court case of *Navarette v. California*, decided April 14, 2014, goes to the heart of that question. The issue in the United States Supreme Court *Navarette* decision is whether the 9-1-1 call was sufficiently reliable to credit the allegation that the defendant's truck ran the caller off the roadway?

The facts are that the Mendocino County 9-1-1 dispatchers received a call from the Humboldt County dispatcher. The Humboldt County dispatcher relayed a tip from a 9-1-1 caller, which the Mendocino County team recorded as follows: "Showing southbound Highway 1 at mile marker 88, Silver Ford 150 pickup. Plate of 8-David-94925. Ran the reporting party off the roadway and was last seen approximately five [minutes] ago." (Page 1 of the *Navarette* decision).

The Mendocino County team then broadcast that information to California Highway Patrol officers at 3:47 p.m. An officer heading northbound toward the reported vehicle responded to the broadcast. At 4 p.m., the officer passed the truck near mile marker 69. At about 4:05 p.m., after making a U-turn, he pulled the truck over.

A second officer, who had separately responded to the broadcast, also arrived on the scene. As the two officers approached the truck they smelled marijuana. A search of the truck bed revealed 30 pounds of marijuana. The officers arrested the driver, Lorenzo Prado Navarette, and the passenger, José Prado Navarette. (Id., at Pages 1-2).

The Supreme Court ruled that the traffic stop complied with the Fourth Amendment because, under the totality of the circumstances, the officer had rea-

sonable suspicion that the truck's driver was intoxicated. (Id., at Page 3).

The court noted that the "The 9-1-1 call in this case bore adequate indicia of reliability for the officer to credit the caller's account. By reporting that she had been run off the road by a specific vehicle, the caller necessarily claimed an eyewitness basis of knowledge." (Id., at Page 5).

The court further noted, "The apparently short time between the reported incident and the 9-1-1 call suggests that the caller had little time to fabricate the report. And a reasonable officer could conclude that a false tipster would think twice before using the 9-1-1 system, which has several technological and regulatory features that safeguard against making false reports with immunity." (Id.).

Therefore, "Not only was the tip here reliable, but it also created reasonable suspicion of drunk driving. Running another car off the road suggests the sort of impairment that characterizes drunk driving." (Id., at Page 8).

Based on the *Navarette* decision, what is the suggested best practice when officers are dealing with anonymous tips?

The validity of a traffic stop made as a result of a 9-1-1 call or anonymous tip is going to ultimately hinge on the reliability of the information and the nature of the activity.

For example, if an officer receives a call from dispatch that says a motorist called in to report a white truck driving erratically on I-75, and the officer stops the first white truck he or she sees on I-75 and finds evidence of a crime, that stop is not likely to pass a suppression hearing. It is suggested that the officer should attempt to establish reasonable cause for a traffic stop based on personal observation when presented with tips lacking in significant detail.

However, if an officer receives a call from dispatch stating that a motorist reported

that a white Dodge truck with a red tailgate and a Ohio license plate was driving erratically on I-75 northbound at mile marker 62, and the officer subsequently spots a vehicle matching that description on I-75 northbound within a few miles of mile marker 62; then that should be a basis for a valid traffic stop without the officer having to establish reasonable suspicion through personal observation.

There is no checklist for when a 9-1-1 call or anonymous tip does or does not provide reasonable suspicion on its own, but it requires a totality-of-the-circumstances approach as outlined by the Supreme Court of the United States in this case.

Lastly, perhaps the justice, who wrote the majority opinion in *Navarette*, put it best regarding the idea that an officer personally observe a potentially drunk driver upon making contact based on a reliable tip when they stated: "...allowing a drunk driver a second chance for dangerous conduct could have disastrous consequences." (Id., at Page 10).

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. Please consult your prosecutor before adopting practices suggested by reports in this article. Discuss your practices that relate to this article with your commanding officers, police legal advisors, and the prosecuting attorney before changing your practice.



SAFETY Network

Eight steps to becoming a more skillful rider

By Dan Petterson, Ed.D., Skilled Motorcyclist Association—Responsible, Trained and Educated Riders, Inc.

Many experts believe being a safe motorcyclist is more a matter of the mind than the body. While attitude and decision making are important, being physically skillful is also an essential component. The Motorcycle Task Analysis, a research study first published in 1974, identifies approximately 2,500 separate tasks an operator must be able to perform in order to successfully ride a motorcycle. Performing routine tasks smoothly and with precision is one indicator of skillfulness. Another is the ability to successfully perform non-routine tasks, such as emergency braking, surmounting obstacles, or swerving.

You can and should become a more skillful rider. A skillful motorcyclist, however, is not necessarily a responsible motorcyclist. A highly skilled motorcyclist riding 120 mph through a school zone is certainly not being responsible. Making responsible choices that reduce the risk of riding is integral to becoming a safer rider. Being safe while riding a motorcycle results from a combination of factors; therefore, you will derive the greatest benefit from a multifaceted approach designed not only to enhance your physical skillset but also

to heighten your awareness of the importance of making responsible choices.

To start on your journey toward safer riding, here are eight practical steps you can take to become a more skillful rider:

1. Take an introductory skills development course
2. Engage in independent study
3. Practice
4. Take an intermediate skills improvement course
5. Ride a variety of bikes
6. Ride off-road
7. Attend a track school
8. Repeat

These steps are logically sequential. That doesn't mean you need to implement only one at a time or that you must do things in precisely this order, but if you are a new rider starting from scratch, the order suggested should be helpful. For example, practice is listed as No. 3, preceded by Nos. 1 and 2, taking an introductory course and engaging in independent study. Why? Because practice makes permanent, and only by practicing perfectly does the execution become perfect. If you have not learned the "what" and the "how" through

taking a course or by independent study, practice is of little value and will even be detrimental if it reinforces bad habits.

Each of these steps is explained and supplemented with some basic information in an expanded version of this article posted on the Skilled Motorcyclist Association—Responsible, Trained and Educated Riders, Inc. (SMARTER) Web site at Smarter-usa.org/documents/motorcyclist-street-riding-skills.pdf, where you will also find substantial information on rider responsibility.

SMARTER is dedicated to enhancing motorcyclist safety by educating riders and the public for the advancement of responsible riding. An extensive body of motorcyclist safety research and information is available at Smarter-usa.org.



FHWA releases new online bike safety resource for young riders

The Federal Highway Administration has released a new online tool to educate teens and children about safe bicycling behaviors.

Bicycle Safer Journey is designed to help educators, parents, and others teach young bicyclists about basic bicycle safety. The resource consists of three videos—one for each of three age groups: 5-9, 10-14, and 15-18—accompanied by a quiz or dis-

cussion and an educator's resource library. The tool can be used as an introduction to bicycle safety skills or to augment a comprehensive curriculum. The videos, which are available in English and Spanish, address picking the safest places to bicycle and the importance of being alert.

To access Bicycle Safer Journey, visit Pedbikeinfo.org/bicyclesaferjourney.





SAFETY Network

Raffaele to lead Michigan Teen Safe Driving Coalition



Bonnie Raffaele was recently chosen as the leader of Michigan's Teen Safe Driving Coalition, sponsored by the National Safety Council and The Allstate Foundation.

The coalition is made up of state and local government, law enforcement, public health agencies, traffic safety and injury prevention organizations, academia, businesses, teens, and parents dedicated to helping teens become safer drivers by using the proven principals of the state's Graduated Driver Licensing program.

The Michigan coalition is one of 10 state coalitions, including California, Florida,

Maryland, New Jersey, New York, Ohio, Pennsylvania, Tennessee, and Texas that focus on reducing teen driving deaths.

Raffaele resides in Sault Ste Marie and has been dedicated to safe teen driving since her daughter Kelsey was involved in a crash while using a cell phone that claimed her life in 2010. Since then, Raffaele has worked with state legislators, law enforcement, and schools to educate teens, parents, and the public about teen driving.

Anyone interested in participating on the coalition should contact Raffaele at bonnie@kdrchallenge.com.

Molnar named secretary of TRB board



Dr. Lisa Molnar, Advancing Transportation Leadership and Safety Center associate director, has been named secretary of the Transportation Research Board's Committee on Safe Mobility of Older Persons.

The committee provides a forum for researchers and practitioners engaged in research and evaluation in the area of safety and mobility of older drivers, and serves as a vehicle for disseminating research findings and related information to those involved and interested in improving the safety and mobility of older drivers.

What's Ahead

JUNE

- 2-8 **National Tire Safety Week**
Safecar.gov
- 3 **Governor's Traffic Safety Advisory Commission meeting**, Horatio S. Earle Learning Center, 7575 Crowner Drive, Dimondale, 9 a.m.
- 16 **Ride to Work Day (motorcycle)**
Ridetowork.org
- 10 **Traffic Incident Management Action Team meeting**, Horatio S. Earle Learning Center, 7575 Crowner Drive, Dimondale, Lake Superior Room, 9:30 a.m.

JULY

- 1-13 **Drive Sober or Get Pulled Over crack-down** Nhtsa.gov/stopimpaireddriving
- 8 **Pedestrian & Bicycle Safety Action Team meeting**, Michigan State Police Headquarters, 333 South Grand Avenue, Lansing, 1970s Room, 9 a.m.
- 9 **Michigan Truck Safety Commission meeting**, Michigan Center for Truck Safety, 1131 Centennial Way Lansing, 9 a.m.

- 9 **Occupant Protection Action Team meeting**, Michigan State Police Headquarters, 333 South Grand Avenue, Lansing, 1920s Room, 10 a.m.
- 10 **Lakeshore Traffic Safety Committee meeting**, West Shore Educational Service District (formerly Oceana ISD), 844 Griswold, Hart, 10 a.m.
- 10 **Senior Mobility and Safety Action Team meeting**, Horatio S. Earle Learning Center, 7575 Crowner Drive, Dimondale, Lake Superior Room, 1:30 p.m.
- 15 **Distracted Driving Action Team meeting**, Michigan State Police Headquarters, 333 South Grand Avenue, Lansing, 1960s Room, 1 p.m.
- 15 **Traffic Records & Information Systems Action Team meeting**, Horatio S. Earle Learning Center, 7575 Crowner Drive, Dimondale, Lake Erie Room, 1 p.m.
- 15 **Traffic Safety Engineering Action Team meeting**, Horatio S. Earle Learning Center, 7575 Crowner Drive, Dimondale, 1 p.m.

- 16 **Impaired Driving Action Team meeting**, Michigan State Police Headquarters, 333 South Grand Avenue, Lansing, 1920s Room, 10 a.m.
- 17 **Motorcycle Safety Action Team meeting**, Horatio S. Earle Learning Center, 7575 Crowner Drive, Dimondale, Lake Michigan Room, 9 a.m.

AUGUST

- 1 **Traffic Incident Management Action Team meeting**, Horatio S. Earle Learning Center, 7575 Crowner Drive, Dimondale, Lake Superior Room, 9:30 a.m.
- 3-9 **National Stop on Red Week**, Safety. fhwa.dot.gov/intersection/redlight/outreach
- 7 **Drivers Age 24 and Younger Action Team meeting**, Michigan State Police Headquarters, 333 South Grand Avenue, Lansing 1920s Room, 10 a.m.
- 15-9/1 **Drive Sober or Get Pulled Over crack-down** Nhtsa.gov/stopimpaireddriving

SAFETY Network



Teen safe driving event features NHRA funny car driver

During the culmination of the *Strive for a Safer Drive* (S4SD) program for the 2013-2014 school year, nearly 300 students from 23 high schools participated in a free, hands-on driving clinic with professional driving instructors at the Ford Dearborn Development Center in May.

Ford Driving Skills for Life spokesperson Courtney Force also attended the event to promote seat belt use. Force is driver of the 300 mph Traxxas Ford Mustang Funny Car in the National Hot Rod Association.

S4SD is a joint program including AAA Michigan, Ford Driving Skills for Life, and OHSP. High schools receive funding and resources to help teens talk to teens about safe driving with the goal of reducing traffic crashes, injuries, and fatalities among Michigan's most inexperienced drivers.

More than 40 high schools in counties with the highest number of teen traffic

fatalities and serious injuries each received \$2,000 for students to create peer-to-peer traffic safety campaigns. Students conducted activities for five months before submitting a final report.

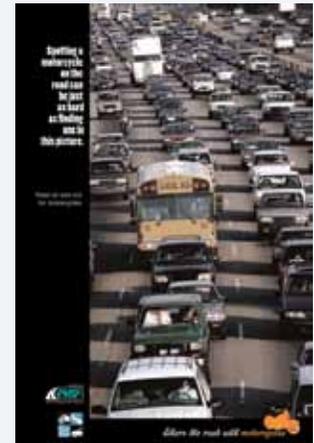
For the third year, Plymouth High School and Vandercook Lake High School were recognized for outstanding campaigns. Edsel Ford and Clarkston high schools were selected as top schools for the second time. First-time participants Freeland High School, Hopkins High School, Jackson High School, Milan High School, and Swan Valley High School also received honors.

The top schools are selected based on creativity, execution, and compliance with the S4SD participation requirements. To see examples from the top S4SD campaigns, visit Michigan.gov/s4sd.

Share the Road posters available

OHSP recently produced posters to remind motorists to share the road with motorcyclists. The posters were shared with the Michigan Department of Transportation which hung the reminders in rest areas and welcome centers across the state.

A limited quantity of posters are available to help promote this potentially life-saving message. E-mail trafficsafety@michigan.gov to request posters. Provide the quantity needed, a contact name, and a shipping address.



Law enforcement impaired driving detection training information in new brochure and on the Web

Traffic crashes and fatalities involving alcohol and/or drugs continue to be an issue on Michigan's roads. In 2013, there were 354 alcohol- and/or drug-involved fatalities, an increase from 342 in 2012.

To help combat this serious traffic safety concern, Michigan offers a comprehensive, three-tiered training program for law enforcement officers on the detection and apprehension of impaired drivers. A new brochure from OHSP briefly describes each tier to help law enforcement officers better understand the training opportunities.

To receive a copy of this brochure, e-mail a request to trafficsafety@michigan.gov.

In addition, a new page with information about law enforcement training dates, locations, and registration information has been added to the OHSP Web site at Michigan.gov/owitraining.



SAFETY Network

High Vis *Continued from page 4 >*

those agencies funded through OHSP traffic enforcement grants to focus on the concept of “more cops, more stops” with high volumes of traffic stops and zero tolerance for seat belt and OWI violations. We designed a brand new ad campaign that rolled out prior to Memorial Day. Our office also provided materials to help law enforcement inform the public and promote the 2014 *Click It or Ticket* campaign in their local communities.

We have asked those agencies that are not located in one of the 40 targeted counties receiving federal traffic enforcement dollars to take part in the campaigns as well. The fact they are not located in one of the designated counties means they are not in one of the top crash locations in the state, but it doesn't mean they have 100 percent compliance with traffic laws or have zero fatal crashes. We are asking for all law enforcement agencies to take part in the statewide enforcement campaigns.

When the public perceives a greater risk of a police officer writing a seat belt ticket or making a drunk driving arrest and it results in someone deciding to wear a seat belt or opt for a designated driver or alternative transportation, several things happen. Fatalities decrease, as does the number of families planning funerals, injuries are reduced, and the associated economic costs plummet. It's just that simple.

So for our law enforcement partners and friends, we have your back on this one. You are doing the right thing when you enforce traffic laws, particularly the state seat belt or OWI laws. And don't forget that when asked, the answer is “no, in fact, I don't have anything more important to do.”

OHSP welcomes McCumber to its Financial Section



OHSP recently welcomed Kara McCumber as its Financial Section's new administrative support staff.

She holds an associate's degree in psychology from Florida Gulf Coast University and a bachelor's degree in elementary education from the University of Central Florida.

A Michigan native, McCumber spent most of her adolescent years in Orlando,

Florida, before moving back to Michigan in 2010 to be closer to family.

Prior to coming to OHSP, she served as a customer service representative for business registration at the Department of Treasury. She also worked for 10 years in various positions within the hospitality industry with a prominent hotel chain. Her experience ranges from food and beverage to reception and managerial, all of which have helped enhance her customer service abilities.

Utilizing her degree in education, McCumber has been a substitute teacher and tutors students in her spare time.



OHSP honors TCBA

The Tri-County (Ingham/Eaton/Clinton) Bicycle Association (TCBA) is a non-profit group of people of diverse ages, backgrounds, and occupations with a common interest: bicycling. The TCBA serves the tri-county community through the club's safety and education program.

Members participate in scheduled rides almost every day during the warmer months; helmets are mandatory for all club rides. To encourage members' participation, a ride incentive program recognizes various levels of achievement. Hundreds of riders take part in this program annually.

This year, TCBA provided members participating in the group's ride incentive program with complimentary RoadID bracelets, with the organization covering the cost.

An OHSP appreciation certificate was presented this spring to Darryl Burris, president of the TCBA, who is pictured with Michael L. Prince, OHSP director.

SAFETY Network

OHSP Staff:

Contact	Program Area	Phone	E-mail
Michael L. Prince	Director	(517) 241-1512	princem@michigan.gov
Janet Hengesbach	Executive Secretary	(517) 241-1512	hengsbachj2@michigan.gov
SAFETY PLANNING AND ADMINISTRATION			
Kathy Farnum	Senior Section Chief	(517) 241-2528	farnumk@michigan.gov
Susan Bishop	Grants Technician	(517) 241-2575	bishops2@michigan.gov
Linda Fech	Seniors/Teens	(517) 241-2533	fechl@michigan.gov
Charlotte Kilvington	Analysis & Evaluation	(517) 241-2582	kilvingtonc@michigan.gov
Alicia Sledge	Traffic Records	(517) 241-1505	sledgea@michigan.gov
COMMUNICATIONS			
Anne Readett	Section Chief	(517) 241-2569	readetta@michigan.gov
Jonathan Benallack	Graphic Designer	(517) 241-2571	benallackj1@michigan.gov
Melody Kindraka	Public Information	(517) 241-1522	kindrakam@michigan.gov
Lynn Sutfin	Public Information	(517) 241-1513	sutfinl@michigan.gov
FINANCIAL MANAGEMENT			
Spencer Simmons	Section Chief	(517) 241-2556	simmonss6@michigan.gov
Kara McCumber	Administrative Assistant	(517) 241-2520	mccumberk2@michigan.gov
Julie Roth	Secondary Road Patrol	(517) 241-2572	rothj3@michigan.gov
Heidi Ruis	Accountant	(517) 241-2584	ruish@michigan.gov
Jean Shattuck	Accounting Technician	(517) 241-2544	shattuckj@michigan.gov
PROGRAM MANAGEMENT			
Jason Hamblen	Section Chief	(517) 241-2578	hamblenj@michigan.gov
Jamie Dolan	Northern Michigan	(906) 225-7036	dolanj@michigan.gov
Pat Eliason	Police Traffic Services	(517) 241-2498	eliasonp@michigan.gov
Michael Harris	State DRE Coordinator	(517) 241-2536	harrism13@michigan.gov
Alyson Kechkaylo	Occupant Protection	(517) 241-2546	kechkayloa@michigan.gov
Dianne Perukel	Alcohol	(517) 241-2565	perukeld@michigan.gov
Chad Teachout	Motorcycle	(517) 241-2579	teachoutc@michigan.gov

Safety Network is published by the
Michigan Office of Highway Safety Planning
Editor: Lynn Sutfin
Designer: Jon Benallack
Office of Highway Safety Planning
P.O. Box 30634
Lansing, MI 48909
(517) 241-2500