



U.S. Department  
of Transportation  
National Highway  
Traffic Safety  
Administration

# NEWS

NOVEMBER

Volume 6, No. 13

December 11, 2000

## Operation ABC Mobilization Tackles Impaired Drivers and Unbuckled Kids

by Sandy Sinclair,  
Traffic Safety Programs

**November 20, 2000. Washington, D.C.** Secretary Slater and Administrator Bailey joined Jim Hall of the National Transportation Safety Board, officials of Mothers Against Drunk Driving (MADD) and the Air Bag and Seat Belt Safety Campaign and leading law enforcement officials at a Washington, D.C. news conference to kick off the seventh Operation ABC (America Buckles Up Children) Law Enforcement Mobilization. In so doing, the Secretary and Dr. Bailey helped launch the nation's first-ever combined focus on unbuckled kids and the impaired drivers who all too often transport them to their death.

For the first time, the Mobilization called the public's attention to the heightened risk child passengers face at the hands of impaired drivers in vehicles in which the children are traveling, rather than by drivers of other vehicles on the road. The event built upon the findings in a CDC study which found that of

Continued on p. 2



NHTSA Administrator Dr. Sue Bailey speaks at the news conference to kick off the mobilization.

## President Signs New Highway Safety Law in Wake of Firestone Tire Recall

**November 1, 2000.** "In signing the Transportation Recall Enhancement, Accountability and Documentation (TREAD) Act, President Clinton directed that more be done to assure the American public about the safety of their motor vehicles and the equipment on those vehicles.

By providing stronger penalties, longer recall periods, enhanced enforcement authority, and increased funding, the TREAD Act will enable the U.S. Department of Transportation to move ahead vigorously to strengthen its safety defects investigation

programs and protect the American public from the danger of defective products.

The Act gives the department the ability to learn more about safety problems in foreign countries before they become a problem in the United States, and enables the department to look ahead to avoid problems before they reach the scale of those revealed thus far in the Firestone tire investigation.

The Act also calls upon us to upgrade the tire safety standards and directs us to consider improvements in child passenger safety.

We will move quickly to make use of the

new authority that TREAD gives us. We have already developed plans for improving our defects investigations and set targets for accomplishing the rulemaking responsibilities in the Act. We are committed to implementing the Act in such a manner to further improve public safety.

I want to thank all of the Members of Congress who worked to make this legislation reality. Particularly, I want to thank Senate Commerce Committee Chairman McCain, Ranking Member Senator Hollings, House Commerce Committee Chairman Tom Bliley, Ranking Member Dingell, Subcommittee Chairman W. J. Tauzin and Congressmen Edward Markey and Fred Upton."

—Secretary Rodney E. Slater

# Operation ABC Mobilization Tackles Impaired Drivers and Unbuckled Kids

Continued from p. 1

the 5,555 child passengers younger than 15 years old killed in drinking driver-related crashes during 1985–1996, 64 percent (3,556) were riding in the vehicle with a drinking



Safety officers check the proper fit of child safety seats.

driver, rather than in a vehicle hit by a drinking driver.

This linkage between impaired driving and child restraint strengthened media interest and broadened local enforcement efforts nationwide during the Mobilization period (November 20–26). It also helped spark the establishment of sobriety checkpoints side-by-side with the child safety seat checkpoints that have been a mainstay throughout the previous six Operation ABC Mobilizations. Indeed, a combined seat belt/child safety seat/sobriety checkpoint was setup and conducted by the Washington, D.C. Metropolitan Police Department adjacent to the Much Elementary School, site of the news conference. Moreover, for the first time, MADD formally joined the effort and sought to involve its chapters around the country in this dual-focus approach. MADD was represented by Vice President of Field Issues Wendy Hamilton, who has lost four members of her family in alcohol-related crashes.

Law enforcement officials participating in the event included Ida Gillis, President of the National Association of Black Law Enforcement Executives (NOBLE), Colonel William Richard Holden, of the North Carolina Highway Patrol/International Association of Chiefs of Police, and Sergeant Carl McDonald of the Wyoming Highway Patrol. Sergeant McDonald's remarks were particularly moving, as he described the anguish he has endured by the tragic death of his five-year-old daughter, Carlie, in a crash in which she was riding completely unrestrained. What made the crash all the more disturbing is the fact that Carlie was riding with her mother, who was driving drunk at the time of the crash. ■

# The New York Times

Copyright © 2000 The New York Times

SUNDAY, NOVEMBER 19, 2000

## Police Road Checks to Focus On Sobriety and Child Seats

By MATTHEW L. WALD

WASHINGTON, Nov. 18 — More than 10,000 police departments around the country will begin a campaign on Monday to enforce laws on drunken driving and child car seat safety, prompted by a federal study that found a tight link between the two.

A study by the Centers for Disease Control and Prevention, published in *The Journal of the American Medical Association* in May, found that of the about 500 children killed each year by drunken drivers, about two-thirds were passengers in cars driven by people who had been drinking. The statistics do not include the relationship of the drivers to the victims.

Car accidents are the leading cause of death for people up to age 24, and a quarter of those deaths involve alcohol, but previous studies did not separate victims who were passengers in the cars driven by drinkers from other victims. "This is contrary to the public perception that they are innocent victims in another car," said Charles A. Hurley, a spokesman for the National Safety Council, a nonprofit group that is helping to organize the campaign. Speaking of drunken drivers, he said, "First they kill themselves; then they kill their passengers, many of whom are kids."

The campaign is part of a semi-annual effort, at Thanksgiving and at Memorial Day, to increase highway safety. The first campaign, in May 1997, included 1,000 police departments. In the past, the effort has been organized by an umbrella group

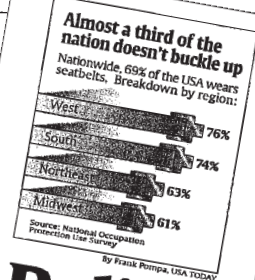
financed by insurance companies, auto manufacturers and suppliers of car components, called the Air Bag and Seat Belt Safety Campaign. This year, Mothers Against Drunk Driving is also participating.

The police in many states will operate roadblocks to check for drunken drivers and seat belt use. State laws vary on adult seat belt use, but all 50 states require that children in cars be secured.

"Adults who knowingly put kids at risk by failing to buckle them up are deadbeat drivers; they should be held accountable just like drunk drivers," said Wendy Hamilton, a vice president of Mothers Against Drunk Driving, in a written statement. The campaign will be announced on Monday.

Mr. Hurley, in an interview, said that the police agencies were planning to issue tickets, not warnings. "We will have the level of highway safety that we have the public and political will to achieve," he said. "If education and brochures and key chains worked, we'd be at 150 percent belt use."

Surveys show that seat belt use by children and adults is rising. And according to the umbrella group, child fatalities have fallen by 17 percent since 1997, and the rate of air-bag deaths has dropped by nearly 80 percent, mostly because parents are putting children in the back seat. But Mr. Hurley said that one-third of children ages 5 to 15 are still not properly restrained.



# Police target DUIs, belts

## Nationwide crackdown starts today

By Scott Bowles  
USA TODAY

The federal government begins a zero-tolerance campaign today against drunken drivers and motorists who don't wear seat belts.

# NHTSA to Crash Largest Number Of Vehicles Ever For Consumer Information

**November 1, 2000. NHTSA will crash the largest number of vehicles ever — 113 model year 2001 vehicles — to obtain safety information that will help consumers make buying decisions.**

NHTSA will crash test 72 passenger cars, 19 sport utility vehicles, 11 vans, and 11 pickups in its New Car Assessment Program (NCAP). Sixty-one vehicles will be crashed in



the frontal direction and 52 vehicles will be crashed from the side.

Once the crash testing is complete, frontal safety information will be available to consumers on about 82 percent of the model year 2001 vehicles sold in the United States, and side impact safety information will be available on about 81 percent of the 2001 vehicles. In real world crashes, vehicles are twice as likely to be involved in severe frontal crashes as in severe side crashes.

In frontal crashes, NHTSA crashes vehicles so that the entire front hits a fixed barrier at 35 mph. This crash is equivalent to a head-on collision between two identical vehicles, each moving at 35 mph, or with a 70 mph closing speed. Instrumented dummies register forces and impacts during the crash, which NHTSA uses to predict frontal head and chest injuries.

The NCAP crash test results are reported in a range of one to five stars, with five stars indicating the best crash protection for vehicles within the same weight class. Head and chest data, which indicate the chance of a life-threatening injury, are combined into a single rating, reflected by the number of stars. These represent a vehicle's relative level of crash protection in a head-on collision. Thigh injury, though rarely life-threatening, is also measured in the tests. Such injury can be disabling, and if a high likelihood of thigh injury occurs in the tests, it will be noted in the charts.

Test results show the relative crash protection provided to front seat occupants using all of the vehicle's occupant protection equipment. Occupant protection equipment consists of safety belts or a combination of safety belts and air bags. The results do not apply to unbelted occupants. The occupant

protection equipment provided on each tested vehicle is shown to the right of the vehicle's overall score.

The side crash used to test these vehicles simulates a typical intersection collision between two vehicles. In the tests, forces are measured on two crash dummies when a moving, deformable barrier is angled into the side of a car at 38.5 mph.

For test results and additional information on the NCAP program, visit NHTSA's website at [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov). ■

## New Impaired Driving PSAs Available on VHS

Below are storyboards of new Impaired Driving Public Service Announcements, released in advance of the holiday season. For more information or copies of the PSAs on VHS, contact Kathryn Henry at 366-6918. ■

**THE ADVERTISING COUNCIL, INC.**  
**DRUNK DRIVING PREVENTION CAMPAIGN**  
 Public Service Announcements for the U.S. Department of Transportation  
 National Highway Traffic Safety Administration

National Association of  
**NAB**  
**BROADCASTERS**

---

**"TIFFANY YOUNG" :30 CNTD-0936**

When Young  
 asked to be crash-test  
 2 weeks after being pulled  
 for an NCAA championship.

Friends Don't Let Friends  
 Drive Drunk.

**BASKETBALL ANVOR:** Young — we've got some minutes in the first half — hits the jumper. Tiffany Young, a junior from Hillsboro, Alabama has four. Young, seventeen. And Tiffany Young with a sensational performance. (SFX: WHISTLE BLOWS) (SFX: CHEERING)

---

**"CAROL LEIGH LEDFORD" :30 CNTD-0113**

She is  
 White Christy Leigh Ledford.  
 Making her first 911 call.

The people later she was  
 killed in a drunk driver.

Friends Don't Let Friends  
 Drive Drunk.

**LEDFORD:** Okay, what I'm gonna do, I'm gonna put handcuffs on you, okay? For your protection and mine, okay? **DRIVER:** Okay. **LEDFORD:** I'm gonna put it in front of you so it will be comfortable, okay? **DRIVER:** All right, whatever you want to do. **LEDFORD:** Okay. All right. Is that too tight? **DRIVER:** No. **LEDFORD:** Okay. All right. Okay, you get it? **DRIVER:** Yes.

---

**"MARCUS" :30 CNTD-0220**

Marcus Best Marketing.  
 When on his way to  
 school office party.

Friends Don't Let Friends  
 Drive Drunk.

(MUSIC & SFX THROUGHOUT)

---

**"JILL" :30 CNTD-0123**

All Parties.  
 Minutes on road after  
 11:00 PM. 11:00 PM.  
 They will be better  
 and safer when they're here.

Friends Don't Let Friends  
 Drive Drunk.

**DAD VO:** So Jill! Hey Jill, how'd you do? Hub? What was your time? **PA:** With a time of four minutes, thirty-four point five-four seconds, Jill Peckler. (SFX: CHEERING)

---

**"JEFF" :30 CNTD-0133**

Drunk drivers don't  
 get all the love.

Friends Don't Let Friends  
 Drive Drunk.

**FRIEND:** I miss that guy with all my heart. We shared classes together, we survived the lectures and we took the tests and we told the jokes. But now I look at the empty desk with an empty heart unable to rest. While all the other kids laugh and play, I'll only remember that one day. When my best friend Jeff was taken away. I love you Jeff.

---

**"JENNIFER HAGAN" :30 CNTD-0143** (Also available as :15 CNTD-0216)

Jennifer Hagan.  
 When on his way to  
 school office party.  
 He has eyes on  
 his next victim.

Friends Don't Let Friends  
 Drive Drunk.

**OFF CAMERA:** What would you like to say to A.J. and Heather? **JENNIFER:** Um, that I love them a lot and I'm gonna miss them. **OC:** They're not going anywhere. **JENNIFER:** I know, but I am. **OC:** Where are you going? **JENNIFER:** Back to Atlanta. **(LAUGHTER) OC:** When you marry Joey, you can move back up here. We can all get our nails done. We'll make it a tradition. **JENNIFER:** I'm really getting embarrassed.

---

Volunteer Advertising Agency: DDB Worldwide  
 Volunteer Campaigns Director: Richard S. Helstein

1100

NHTSA NOW • 3

## 2000 ADMINISTRATOR'S AWARDS

### AWARDS FOR SUPERIOR ACHIEVEMENT

#### OFFICE OF THE ADMINISTRATOR

Tilda Pactor

#### SAFETY PERFORMANCE STANDARDS

Michael R. Huntley  
 Gayle D. Dalrymple  
 Kenneth O. Hardie  
 Rhonda D. Keith  
**(Group Award/across organizational lines)**  
 James C. Gilkey (NSA)  
 Terry T. Anderson (NSA)  
 Jonathan D. White (NSA)  
 Zachary R. Fraser (NSA)  
 Deborah L. Parker (NSA)  
 Vincent R. Quarles, Jr. (NSA)  
 Ruth A. Isenberg (NRD)  
 Augustus B. Chidester, III (NRD)  
 Nancy Bondy (NRD)  
 Mathew R. Maltese (NRD)  
 Heather E. Hallenback (NRD)  
 Lisa K. Sullivan (NRD)  
 Linda B. McCray (NRD)  
 Seymour D. Stern (NRD)  
 Deidre Fujita (NCC)  
 Lloyd S. Guerci (NCC)  
 Philip M. Gulak (NTS)  
 Lori G. Miller (NTS)  
 JoAnn L. Murianka (NTS)  
 Karen F. Scott (NTS)  
 Gabriel J. Cano (NTS)  
 Gaston Auguste (NPP)  
 Jane S. Dion (NPP)  
 Catherine S. Gotschall (NPP)  
 Susan C. Partyka (NPS)  
 Noble N. Bowie, Jr. (NPS)  
 Michael R. Huntley (NPS)  
 Stanley H. Backaitis (NPS)  
 Mary L. Versailles (NPS)  
 Brian T. Park (NPS)  
 Darlene Curtin (NPS)  
 Stephen D. Beretzky (NPS)  
 Theodore D. Pasek (NAD)  
 Christine Foley (NOA)  
 Joan C. Tetrault (NSC)

#### TRAFFIC SAFETY PROGRAMS

Gloria A. Beale  
 Lloyd Guerci (NCC)

David M. Seiler  
 William P. Holden  
 Gabriel J. Cano  
**(Group Award/across organizational lines)**  
 James L. Nichols (NTS)  
 Amy L. Berning (NTS)  
 Paul J. Tremont (TSP)  
 Linda A. Cosgrove (TSP)  
 Richard P. Compton (TSP)  
 Barbara F. Sauers (TSP)  
 Luis Del Rio (TSP)  
 Ellen S. Hertz (NTS)  
 Marlene K. Markison (NSC)  
 William G. Karr (NSC)  
 Richard D. Maurey (NAD)  
 Heidi L. Coleman (NCC)

#### SAFETY ASSURANCE

**(Group Award/across organizational lines)**  
 Steven Cohen (NCC)  
 Z. Taylor Vinson (NCC)  
 Carla Y. Taylor (NCC)  
 Jeffrey Quandt (NSA)

#### RESEARCH AND DEVELOPMENT

Howard B. Pritz  
 Ellen S. Hertz  
 Michael Perel

#### STATE AND COMMUNITY SERVICES

George M. Ferris  
 Lorraine M. Novak

### DIVERSITY ACCOMPLISHMENT AWARD

Rose A. McMurray

### EMPLOYEE OF THE YEAR

Carmen N. Hayes  
 Herman L. Simms  
 Associate Administrator for Administration

## The Top 10 Principles to Live By for Success

People are not born successful. Successful people work hard and are extremely focused and persistent. They take hedged risks and solve their problems creatively. Some of the characteristics that most successful people have in common are:

- **Intelligence.** Most great people are intelligent but not in every subject. They simply have well-developed intelligence in the areas or fields they have chosen to pursue.
- **Practice.** Almost all great people have spent many years practicing their particular talents. Mistakes must be made, new solutions discovered, and difficult situations endured.
- **Leadership.** Many successful people have a tremendous amount of hands-on experience dealing with people or structuring an organization.
- **Energy.** They're very active and involved in their particular work. Their high activity levels spring partly from tremendous enthusiasm and excitement for the things they are doing.
- **Emotional Stability.** Some theories have asserted that a person's "emotional quotient" is a greater factor in the person's success than his or her intelligence quotient.
- **Concentration.** Their work really excites them, so much so that they can become unaware of everything else.
- **Determination.** They develop a sense of destiny. They believe that they have a major purpose. They can't imagine themselves failing. When they suffer setbacks, they view them as part of the learning process on the road to greatness.
- **Survival Skills.** Many have suffered traumatic experiences early in life such as sickness, loneliness, or poverty. Such experiences helped them develop their robustness and persistence. People who can't cope with failure are not likely to succeed.
- **Willingness to take risks.** They don't care what people think, or whether their work or ideas may embarrass them in front of others.
- **Letting experience teach them.** They learn from life's experiences by making a conscious effort to do so. Many people get caught up in what or who is right or wrong instead of looking at the lesson that can be learned from the experience. And life is full of lessons. From the time we come out of the womb to the day we die, we are learning what life has to offer us, lesson after lesson. The key is to take the experiences—those everyday occurrences in life—and use them to change and grow. That's what life is all about really—change. The only real constant in this life is that things and people change. Inspired by experience, change is all around.

We can all benefit by watching successful people. But the knowledge that each of us has the potential to be successful should be foremost in our minds as we proceed in life. Each of us has a unique ability or talent that can be developed. Believe in yourself and know yourself. These two qualities serve as a foundation for the other characteristics great people exhibit.

—Marti Eicholz, Ph.D.

NHTSA Now is an official publication of the National Highway Traffic Safety Administration, Office of Public and Consumer Affairs.

Kathryn Henry  
 Editor

**Contributors:** Fran Balicudiong, TSP; Karen Cleek, OTIM; Tim Hurd, OPACA; Sandy Sinclair, TSP.

If you would like to submit articles or photographs, please address them to NHTSA/OPACA, attention Kathryn Henry, NOA-42, 400 7th Street, SW, Room 5232, Washington DC 20590. (202) 366-9550. FAX: (202) 366-5962. Internet address: khenry@nhtsa.dot.gov