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NTS-14's Public Health Services Officers Respond to Acts of Terrorism

By EMS Division/NTS-14

Captain Art French and Commander Bill Wyeth, EMS Division/NTS-14, serve as members on Disaster Medical Assistance Team 1 (DMAT1). These members were activated for deployment on the afternoon of September 11, 2001. Initial response was for members of DMAT 1 to report to the team's warehouse in Rockville for deployment to either the Pentagon or New York. Fortunately, local EMS capabilities were able to handle the crisis at the Pentagon without federal medical assistance and the team was released on the evening of September 12th.

On September 20th, DMAT 1 team members were notified of a two-week deployment to the World Trade Center with an effective departure date of Saturday, September 22nd. Upon arrival, Office of Emergency Preparedness officials briefed team members as to what they could expect to experience at Ground Zero, common medical complaints and injuries, potential hazards in the area, security, and other related information. DMAT1 team members were given the assignment of providing medical care at five first aid sites surrounding Ground Zero. Team members were assigned to teams by their specialties, with each team having at least one physician, pharmacist, nurse and paramedic/EMT. Captain Art French, Emergency Physician, was selected as the team captain for the Liberty Medical Team. Commander Bill Wyeth, EMT, was assigned to work with Captain Art French. DMAT 1 team members worked six shifts that lasted from eight to twelve hours on a rotational shift basis. In all, DMAT1 treated 672 patients during their deployment to the World Trade Center.

Both Captain Art French and Commander Bill Wyeth were impressed with the dedication and loyalty of members of the NYPD and FDNY and other rescue workers at Ground Zero. Patients were more concerned with how much time it was going to take to treat them



Captain Art French (left) and Commander Bill Wyeth

and be away from Ground Zero than the seriousness of their injuries.

On October 21 and 22, Captain Art French deployed to the National Post office to conduct anthrax briefings and screenings on post office workers potentially exposed to anthrax.

Both Captain Art French and Commander Bill Wyeth are extremely grateful for the opportunity to serve on these missions and for the support given to them by Jeff Michael, NTS-14 supervisor and the rest of the Traffic Safety Program staff. ■

Law Enforcement Cracks Down on Seat Belt Non-Users and Impaired Drivers

By Barbara Sauers,
Traffic Safety Programs

November 19, 2001. Washington DC. NHTSA Administrator Jeffrey Runge, MD, Chuck Hurley of the Air Bag & Seat Belt Safety Campaign, Marion Blakey of the National Transportation Safety Board, and the Washington, D.C. Metropolitan Police

Department launched Operation ABC Mobilization, a law enforcement seat belt/sobriety checkpoint activity conducted nation wide during the Thanksgiving holiday. More than 10,000 law enforcement agencies participated in the mobilization and estimated to have reached 99 percent of the population. In his remarks, Dr. Runge emphasized the fact

Continued on p. 2

Law Enforcement Cracks Down on Seat Belt Non-Users and Impaired Drivers

Continued from p. 1
that 21 people die every day because they don't wear a seat belt. He noted that more than half of our children are completely unrestrained. He said that it is 26 times as risky to drive than take a plane, so we should focus on highway safety. He concluded by recognizing

NHTSA and the NTSB. Since 1996, the ABSBSC has conducted intense education efforts through public/private partnerships with automobile manufacturers, insurance companies, occupant restraint manufacturers, child safety seat manufacturers, government agencies, health professionals, and child



NHTSA Administrator Jeffrey Runge, MD

the law enforcement community for its continued efforts to enforce highway safety laws.

The Operation ABC Mobilization is conducted each May and November during high motor vehicle travel periods and is sponsored by the Air Bag & Seat Belt Safety Campaign (ABSBSC) in cooperation with

health and safety organizations. The goal of the ABSBSC is to educate the public about the benefits of air bags, seat belts and child safety seats. The ABSBSC uses a three-pronged strategy of education, enactment of strong seat belt laws, and the enforcement of those laws. ■

Ray Sakay and Lamont Norwood Awarded First FARS Crystal Trophy

Ray and Lamont were presented with the first FARS Crystal Trophy awards for their outstanding dedication and support to the FARS program. Their efforts have ensured the continued viability of the FARS program.

Ray Sakay — Mr. Sakay was recognized for his knowledge and creative resource program management. During fiscal year 2000, FARS had a large unfunded Purchase Request for the ADP that we now have in place. Ray had researched an innumerable list of obligated contracts, such as cancelled, or closed out

contracts in a multitude of fiscal years. This research consumes an extraordinarily amount of time, coordination with various customers, and finance offices to ensure contract deobligations are valid and legal requirements satisfied. Through Mr. Sakay's perseverance, FARS was able to procure the ADP requirements, which has tremendously increased efficiency and an overall working environment for our FARS program and analysts.

Lamont Norwood — Mr. Norwood was recognized for his knowledge and experience

NHTSA Helps National Commission Against Drunk Driving (NCADD) Celebrate 20th Anniversary

By Sue Ryan, Impaired Driving Division

On November 27–28, the National Commission Against Drunk Driving (NCADD) held their annual national conference on impaired driving issues at the Ronald Reagan Building and International Trade Center, in Washington, DC. This year's conference theme was titled, *Pride in the Past, Focused on the Future* and celebrated the 20th anniversary of the Presidential Commission on Drunk Driving. NHTSA has supported and funded NCADD's efforts for many years in their impaired driving prevention activities. The annual conference was attended by many of the Nation's pioneers and advocates for traffic safety injury prevention. Noted figures present at the conference were: Transportation Secretary Mineta; NHTSA Administrator Jeffrey W. Runge; former Congressman Michael Barnes; Robert Stempel, Chairman of NCADD; Frank Sesno, Former CNN Washington Bureau Chief; Candy Lightner, Founder, Mothers Against Drunk Driving; and NCADD President John Moulden.

In 1982, President Reagan appointed a Commission on Drunk Driving to develop the first national report on drunk driving issues. NCADD is the successor organization to the Presidential Commission and continues to focus on the goal of making impaired driving socially unacceptable.

On the second day of the conference, the National Commission, in partnership with Farmers Insurance Group, presented twelve national awards to leaders in the field of drunk driving. ■

in FARS contract management. During the period of 1992 to 2001, Lamont has been instrumental in the administration of the FARS Cooperative Agreements. His dedication and perseverance in ensuring all contracts were negotiated and completed within the end of the calendar year ensured that FARS continued to exist in each state. In March 2001, Mr. Norwood accepted the position of the Small Business Specialist for NHTSA. As the only expert in the FARS Cooperative Agreement process, he voluntarily assumed the additional duty of completing the 2002–2007 negotiations in addition to his new position. This will be the last year that Mr. Norwood will be associated with the FARS program. The FARS family wishes him great success in his new position with NHTSA. ■

West Virginia Becomes First Region III State to Implement a Statewide *Click It or Ticket* Campaign

One of the greatest challenges facing Region III Administrator, Beth Baker, was how to motivate the West Virginia Highway Safety Office (HSO) management and staff to focus their energy, programs, and funds to address the issue of WV's extremely low seat belt use rate. Dr. Baker's effort began when the Region hosted the June 4, 2001, *Click It or Ticket* Executive Briefing for the Region's GRs, Coordinators, State Police Commissioners and Superintendents. WV's Governor's Highway Safety Representative, Roger Pritt, attended the briefing and liked what heard, but was not convinced that he had the staff or the resources to be able to implement a statewide *Click It or Ticket* campaign. Dr. Baker promised Commissioner Pritt, that she and the Region III staff would make the successful implementation of *Click It or Ticket* in West Virginia a top priority.

Dr. Baker certainly followed through on her promise—from announcing that "County Roads" would become the theme song of the Region III office (just kidding), to providing technical assistance in the development of WV's 157 grant application: to providing the services of the Region's LEL, Rick McGee, who trained more than 250 WV law enforcement officers in TOPS; to providing *Click It or Ticket* briefings at state and local meetings, to working closely with the HSO Coordinator to encourage the hiring of a public information officer; and contracting for the services of a public relations firm to promote the campaign.

Future plans for the project include *Click It or Ticket* roadway signs and *Click It or Ticket* front license plates for all state vehicles. ■



Regional Program Manager, Bill Naff (center) presents Buckle Up awards to Vanessa Cox, public relations director, WV Highway Safety Office, and Lt. Bob Tipton, Beckley Police Department for their outstanding efforts in promoting the Governor's *Click It or Ticket* Seat Belt Challenge.

Award-Winning *Courage to Live* Program Takes DUI Courtroom to the Classroom

By Brian Chodrow, Traffic Safety Programs

The National Highway Traffic Safety Administration (NHTSA) and the National Judicial College (NJC) launched a national campaign on October 2, at a Clayton County middle school in Atlanta, GA, to fight a leading killer of American teens—traffic crashes involving alcohol. The program, called *Courage to Live*, is a curriculum developed by The NJC that brings judges to schools to hold DUI hearings live. The courtroom drama is mixed with state-of-the-art teaching styles, magic, and cutting-edge technology to address the critical issue of underage drinking and driving. Participating students hear from a variety of speakers, all with the same message: Drinking and driving has serious consequences. NJC Program Attorney, Mary Ann Aguirre,

who developed the program said, "Alcohol-related fatalities are one of the leading causes of death for America's youth. We saw an opportunity for judges to really make an impact on how kids think about drinking and driving. After talking to kids near our office in Reno, Nevada, we came up with the *Courage to Live* program, which has been a huge success." The program's key goals are to help students devise action plans they can use in their own schools to implement programs that teach hundreds more youths that drinking and driving is extremely dangerous.

The program has been so successful that it gained national recognition by winning the National Adjudication Award on October 8, 2001 from the National Commission Against Drunk Driving (NCADD). According to John Moulden, president of NCADD, "The

Courage to Live program was selected because of its outstanding initiative in the prosecution and adjudication of DUI offenders." In addition, Moulden noted that NCADD created its National Awards Program to foster a nationwide exchange of innovative program ideas and effective techniques to fight the war against drunk driving.

NHTSA provides funding for this program through NCADD. This year, teams from Georgia, Tennessee, Texas, Pennsylvania, Louisiana and Arkansas are journeying to Jonesboro Middle School to watch and learn how to implement the program in their states. Each team is comprised of judges, representatives from the Governor's Highway Safety Office, the State Department of Education, and school officials. Future events include having NJC develop a curriculum that judges could use to replicate the program in their community. For more information on *Courage to Live*, visit The National Judicial College's web site at www.judges.org or contact Mary Ann Aguirre at (775) 327-8210. ■

New Ads Encourage Part-time Seat Belt Users to 'Buckle Up' Full Time

New York, NY, November 2001.

The Advertising Council and the National Highway Traffic Safety Administration (NHTSA) announced the launch of a new wave of public service advertisements, created by Leo Burnett USA, to remind part-time seat belt users that there is never a safe time to unbuckled.

According to NHTSA, more than 41,000 people die every year on our nation's highways and the single most effective protection against death and serious injury in a car crash is the seat belt. A survey conducted in June 2001 reported that an estimated 73 percent of Americans wear seat belts, although many admit that they sometimes do not wear their seat belts on short trips, familiar routes, and other times when they believe the risk of a crash is small.

In response to the overwhelming statistics for seat belts and the number of avoidable

deaths and serious injuries from car crashes, the Ad Council worked with volunteer agency Leo Burnett USA of Chicago to develop ads to encourage full-time seat belt usage. The two television ads are a continuation of the "Unsuspecting Victims" campaign, which debuted nationally in 1999. The premise of the campaign is to convince the viewer that he or she is watching a typical commercial advertising product that suddenly ends with a car crash that occurs through no fault of the main character of the ad. Both spots end with the tagline, "Didn't See That Coming? No one Ever Does. Buckle Up. Always."

"The number of Americans who still do not realize the importance of always buckling up is very disturbing and the Ad Council is eager to encourage this large group to use their seat belts always and avoid senseless tragedies," said Peggy Conlon, President and CEO of the Ad Council. "We have seen the success of

public service advertising in increasing seat belt usage since the campaign originated nearly twenty years ago. I am confident that this new and memorable creative will have the same success, and the media community will continue to support this life-saving campaign with significant *pro bono* resources."

Since 1985, the Ad Council has worked successfully to increase seat belt usage. The Ad Council previously employed the popular icons, Vince and Larry, the Crash Test Dummies, to spread the message about the importance of buckling up. The creative strategy changed in 1998 to combat part-time seat belt use, the largest group of non-safety belt users.

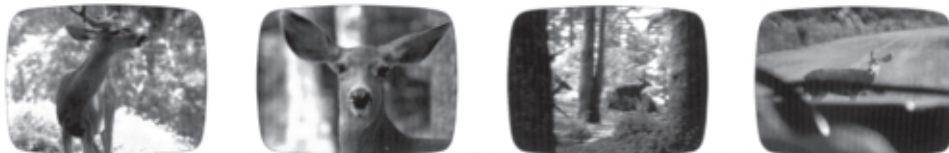
"Seat belts are the most effective safety device in a car," said NHTSA Administrator Dr. Jeff Runge. "I don't understand how people can expect their vehicle to work magic to protect them when it's the seat belt that is the greatest protector. The simple act of buckling up can be the difference between life and death or debilitating injury in the event of a crash. There is never a safe time to ride unbuckled," he said.

Both television PSAs are 30 seconds in length and leave the viewer with the message that there is never a safe time to drive or ride in a car without wearing a seat belt. "Enclave" seems like a typical minivan commercial featuring a family, clearly not wearing seat belts, enjoying time together on the road, until the unexpected happens when the car crashes. The other spot, "Oh Dear" is designed to appear like a nature show. The spot features two deer in the wild and the spot is interrupted suddenly with the sounds of a truck crashing, reminding viewers that crashes are unexpected and, therefore, seat belts should be worn always.

"All of us at Leo Burnett are very excited about the impact these new spots can have on the public. We believe they will truly stop people in their tracks, and that's exactly what a message for seat belts should do," said Cheryl Berman, Chairman and Chief Creative Officer of Leo Burnett U.S.A.

Leo Burnett currently handles many of the world's most valuable brands including McDonald's, Walt Disney, Marlboro, Kellogg, Tampax, and Nintendo. With worldwide billings of \$8.278 billion in 2000, Leo Burnett is a wholly owned subsidiary of Chicago-based Bcom3 Group, Inc. (www.bcom3group.com), one of the world's largest marketing communications holding companies. ■

"OH, DEAR" :30 CNTD-1130



ANNCR VO: It's springtime in the forest of the black tail deer. The young male is feeling playful. It's time for tag. The female flicks her ears. Her way of saying, catch me... if you can. (SFX: BRAKES)



(SFX: SOUND OF A ROLLOVER)

(SFX: CLICK OF SEAT BELT)

"ENCLAVE" :30 CNTD-1230



ANNCR VO: Introducing the all new Enclave. It's a mini-van to the max. With features like remote control sliding rear doors, 150 cable channels, a full skyview roof, temperature controlled cup holders, and the six-point navigation system. It's the mini-van for families on the go.



(SFX: VROOM; CRASH)

(SFX: CLICK OF SEAT BELT)

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QUOTE OF THE MONTH

"Regret for the things we did can be tempered by time; it is regret for the things we did not do that is inconsolable."

—Sydney J. Harris,
American Journalist