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Dr. Runge Helps Tri-State Partners Thank “Traffic Safety Heroes”

By Ann Burton, Region II

December 18, 2001. New York, New York. NHTSA Administrator Jeffrey Runge, MD, assisted the Tri-State Partners in honoring the heroic efforts of the metropolitan New York enforcement and emergency response professionals. In a special press event held at the Kimberly Hotel in New York City, words of praise and a request to thank honorees by driving sober and driving safe this holiday season went out to the public. As a token of appreciation, holiday wreaths inscribed with “Traffic Safety Heroes” were given to representatives from the New York City Police, the Wantagh-Levettown EMS, and New York, New Jersey, and Connecticut State Police to share with their fellow workers.

The event, moderated by Tom Louizou, Regional Administrator, was part of *National Drunk and Drugged Driving Prevention Month* activities. Dr. Runge expressed his personal appreciation to New York’s heroes and encouraged all drivers to remain sober during the holiday season. Additional remarks from the Tri-State Partnership Governor’s Representatives, Commissioner Raymond Martinez (NY), Colonel Peter O’Hagan (NJ), Susan Maloney (CT), Deputy Chief James Hegarty of the NYPD Traffic Control Division, and host Fraydun Manocherian, Founder and President of the National Road Safety Foundation, focused on responsibility, both to ourselves and to our friends. Honorees expressed their heartfelt thanks, but were also in agreement with Sgt. Paul Blanda of the New Jersey Police when he said, “the best thanks I could have is to never knock on a door during a holiday celebration to tell a family that a loved one has been killed by a drunk driver.”

The press event is one of many activities conducted by the Tri-State Partnership, which was developed to increase penetration of the tough metropolitan New York media market and to broaden partnerships with both the corporate and nonprofit sectors. Now in it’s



Pictured from left to right: Sgt. David A. Salmon and Sgt. Daniel Larkin, New York State Police; Jeffrey Runge, M.D., NHTSA Administrator; Raymond P. Martinez, Commissioner, New York State Department of Motor Vehicles and Chair, Governor Pataki’s Traffic Safety Committee; Robert M. Dingman, Assistant Commissioner, New York State Department of Motor Vehicles; Trooper Dwayne Grant, New York State Police.

seventh year, the campaign has made traffic safety a prominent issue and is an important part of comprehensive efforts to make roadways safer for all tri-state users. Several critical partners were recognized for their commitment; included were Long Island

Mother’s Against Drunk Driving, Babies and Children’s Hospital, Harlem Hospital, and Hackensack University Medical Center.

For further information about the Tri-State Partnership, contact Tom Louizou, Region II Administrator, at 914-628-6162. ■

Seven Ways to Make 2002 Your Happiest Year Possible

by Kathy Gates, Professional Life Coach

1 Starve a bad habit; feed a good habit. Things that you nurture and support, and give energy and time to, WILL grow in

your life. And in contrast, things can’t exist if you don’t support them. If you have something in your life that you don’t want there, identify how you are supporting it.

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Seven Ways to Make 2002 Your Happiest Year Possible

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2 Give up all hope of ever having a better past. You can't change it. But you CAN create a better future. If you get up every morning unhappy about what happened 20 years ago, or yesterday, you give it power over you. Decide that the past will not rule the present.

3 Do it anyway. You don't have to feel like doing it (exercise, cutting spending, asking for help, saying no) to do it. Make

a plan, and then do what needs to be done.

4 Ask for what you want. Nobody ever gets more than they ask for. If you ask for very little love, support, opportunity, courage, interest, etc. that's exactly what you'll get. Decide what's important to you and be willing to ask, try, work, and experiment until you get it.

5 Take small steps. It's easy to get overwhelmed and do nothing. Instead of focusing on the ultimate goal, focus on

what you can do just for today to move in a new direction. For example, if financial stability is your goal, decide that just for today you won't create any new debt.

6 Do something different. If you keep doing what you've always done, you'll get what you've always gotten. Change your routine, add a good habit. Start small, and then build on it. Just add an apple a day to your diet for 1 month then include a V-8 juice the next month – you get the idea.

7 Learn something new. Expand your horizons. If you're not willing to learn something new, you'll stay stuck where you are. It's very hard to ask for something when you don't even know it's available. Surprise yourself. ■

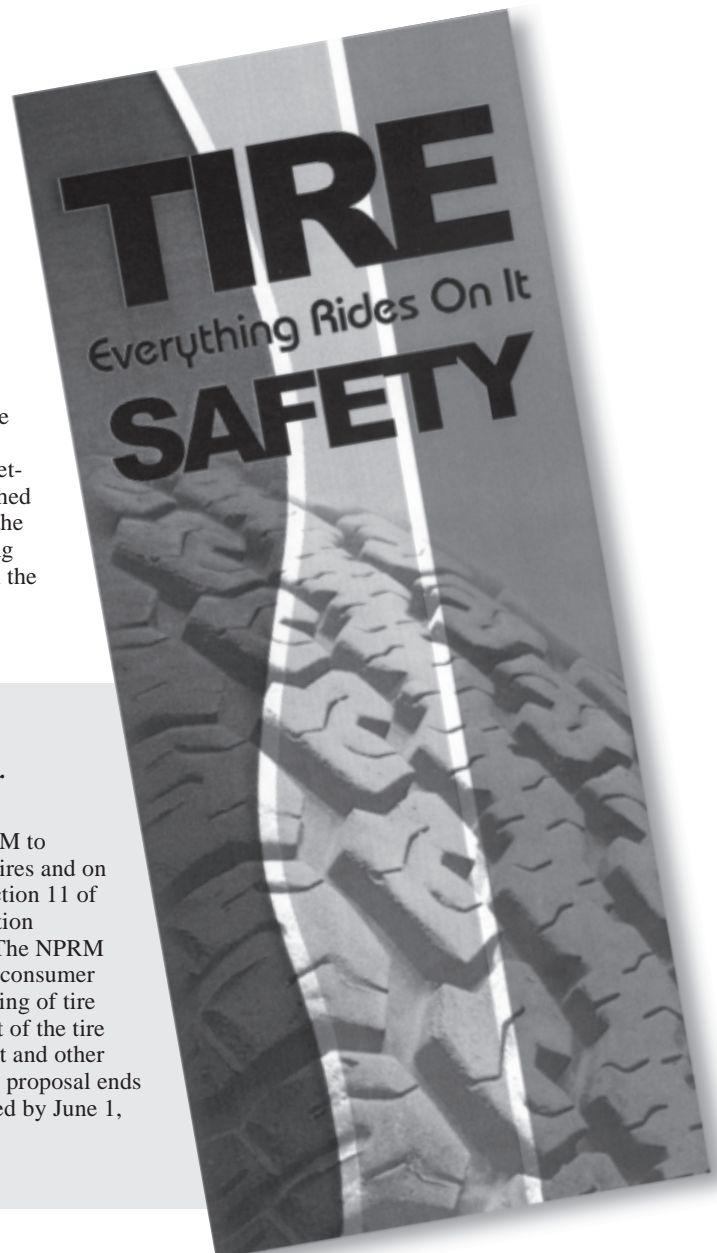
NHTSA Launches Tire Safety Campaign Aimed at Consumers

By Roger Kurrus,
Safety Performance Standards



NHTSA recently launched its new tire safety campaign, *Tire Safety. Everything Rides On It.*, to better inform the public of the importance of maintaining proper tire inflation pressure

and vehicle load limits. Under-inflation and improper loading are a leading cause of tire failure. The campaign also is designed to encourage motorists to check their tires monthly and before long trips to ensure that they have adequate tread. Campaign materials describe tire characteristics, proper loading and safe practices, and how to properly inflate and maintain your tires. The campaign was kicked off with a press release, video news release and distribution of radio spots and printed materials. The video news release reached an audience of nearly 5 million viewers nationwide. The campaign also has the radio spots and some of the printed materials in Spanish. Marketing and distribution of campaign messages and materials will be accomplished through partnerships with the Rubber Manufacturer's Association (RMA), the Tire Association of North America (TANA), and Championship Auto Racing Teams, Inc. (CART). Other organizations will be contacted to participate in the campaign as well. It is anticipated that distribution of printed materials will exceed 500,000 copies. ■



Improved Tire Safety Information Notice of Proposed Rulemaking Published in *Federal Register*

December 19, 2001. NHTSA published in the *Federal Register* the NPRM to substantially improve the tire safety information given to consumers on tires and on the tire placard in vehicles. This proposal responds to the mandate in Section 11 of the Transportation Recall Enhancement, Accountability, and Documentation (TREAD) Act that requires rulemaking to improve the labeling of tires. The NPRM requires changes in the labeling of tires, including placing the important consumer information on both sides of the tire. It also requires changes in the labeling of tire information on vehicles, including standardizing the location and content of the tire inflation pressure label and more clearly expressing the vehicle load limit and other vehicle information important to tire safety. The comment period for this proposal ends February 19, 2002. The TREAD Act requires the final rule to be published by June 1, 2002.

Ad Council and NHTSA Release New Drunk Driving Prevention PSAs

New Ads Continue to Focus on the Innocent Victims of Drunk Driving Crashes

New York, NY, November 2001. With alcohol-related fatalities rising for the first time in five years, the Ad Council and the U.S. Department of Transportation today unveiled a new public service campaign in time for the holiday season.

Since the 1983 inception of the Drunk Driving Prevention PSA campaign, and its highly recognizable tagline "Friends Don't Let Friends Drive Drunk," the annual number of alcohol-related traffic fatalities has dropped significantly.

However, according to the DOT's National Highway Traffic Safety Administration (NHTSA), the number of traffic fatalities as a result of drunk driving crashes increased in 2000 for the first time in five years. In 2000, 16,653 fatalities were alcohol-related, compared to 15,786 in 1999, representing 40 percent of all traffic fatalities.

"It is disturbing to see a rise this past year in drunk driving fatalities. We must remind drivers and potential interveners that drunk driving crashes destroy innocent people's lives," said Peggy Conlon, Ad Council President and CEO. "The media has strongly supported this message in the past, and I am confident they will continue to do so."

In one television PSA entitled the "Wiggins Kids," viewers see family photos of the Wiggins family, including three young children. Then, a photograph of a mangled car appears on the screen, and a voiceover informs the viewer that Sara, Brandy and Taylor Wiggins were in this car when a drunk driver killed them.

A second TV PSA shows footage of "Carissa Deason" singing to music with three of her friends on their 1999 college spring break. Then, a voiceover informs the viewer that she was killed by a drunk driver on the way home from that vacation and that not even her father, an E.R. doctor, could save her life.

"In my years in the emergency department I have seen a steady stream of irresponsible choices turning into tragic, preventable death and injury," said NHTSA Administrator Dr. Jeffrey Runge. "The real solution to this public health crisis begins with personal responsibility, a commitment not to drive while impaired, and not to let our family members or friends drive that way, as these PSAs poignantly remind us," he said.

The "Wiggins Kids" TV spots are available in :30, :20 and :15 second formats, and "Carissa Deason" is a :30 second ad.

"We are really excited about the work. We feel the campaign is strong because it's based on real people who lost their lives to a drunk driver," said Xavier Rodon, Creative Director, DDB Worldwide, who developed the ads *pro bono* for the Ad Council.

The Drunk Driving Prevention campaign received over \$50 million in donated media time and space in 2000, eighth highest of all Ad Council campaigns for that year.

DDB (www.ddb.com) is the largest advertising agency in the United States and the third largest agency worldwide (based on consolidated gross income). The agency has 206 offices in 99 countries and is acknowledged as the industry's most creative multinational network, based on its dominance of advertising award competitions.

The Advertising Council is a private, nonprofit organization, which has been the leading producer of public service communications programs in the United States since 1942. The Council supports campaigns that benefit children, families, and communities. The communications programs are national in scope and have generated strong, measurable results. Ad Council campaigns, such as "Friends Don't Let Friends Drive Drunk," "Take A Bite Out of Crime," and "A Mind is a Terrible Thing to Waste," have helped to save lives and resources, to educate the public about issues and concerns of the day, and to make America a healthier country in which to live. In 2000, Ad Council campaigns received more than \$1.5 billion in donated media time and space. Learn more about the Ad Council and its PSA campaigns at www.adcouncil.org. ■

"WIGGINS KIDS" :30 CNTD-1530



(SFX: MOVIE PROJECTOR)



(SFX: OMINOUS RUMBLE FOLLOWED BY SILENCE)



(Also available as :20 CNTD-1220 and :15 CNTD-1215)

"CARISSA DEASON" :30 CNTD-1630



GIRLS SING: Noooo... (Laughter)... No, I don't wanna give you mine, and no, I don't wanna meet you nowhere... No, want none of your time, and no...



I don't want no scrubs. A scrub is a guy that can't get no love from me. Hangin' out da passenger side of his best friend's ride, tryin' to holla at me...

This bracelet was a gift Amber Apodaca received from the center where she helped teens with drug and alcohol problems. She was wearing it when an underage drunk driver took her life.

Friends Don't Let Friends Drive Drunk.



Amanda Geiger bought these sunglasses to wear on spring break. She wore them only once before she was killed by a drunk driver.

Friends Don't Let Friends Drive Drunk.





Recent People Saving People/Teamwork Leadership Challenge Awards

Bill Watada, R-VIII

For providing many hours of technical expertise and guidance to Dr. Lisa Hardin Van Bramer, MD, practicing trauma surgeon at the Children Hospital of Denver (Rocky Mountain Injury Prevention Consortium), resulting in a \$350,000 two-year cooperative agreement in support of the *Buckle Up America* campaign.

Terrance Webster, NAD

For excellent performance of duties associated with the workforce planning/Intern Program initiative of the agency.

Prentis D. Kie, NAD
Almeta Hilton, NAD
Jeanette Jackson, NAD

For excellent performance of activities/duties

associated with the first recognition ceremony for Length of Service Awards.

Glen Karr, NSC
De Carlo Ciccel, NTS
Sandy Richardson, NTS
Ross Jeffries, NAD

For their work to increase participation in the impaired driving mobilization periods, conducting high visibility enforcement and training.

Dameko T. America, NPS

For efficiently and effectively responding to the large volume of requests for automotive safety information from consumers.

Nominees for the Secretary's Awards

AWARD FOR MERITORIOUS ACHIEVEMENT

Donna E. Gilmore, NRD
Susan C. Partyka, NPS
Lori A. Miller, NTS
Michael Perel, NRD

SECRETARY'S AWARD FOR EXCELLENCE

Ethel C. Hayden

SECRETARY'S TEAM AWARD

Click It or Ticket
Motorcycle Safety
Railroad Grade Crossing Technical
Working Group – Ron Engle

SECRETARY'S AWARD FOR VOLUNTEER SERVICE

Elena Gardea, NSC

G. William MacLeod Appointed Chief of Consumer Affairs Division; Special Assistant to the Administrator

Bill MacLeod joined NHTSA's Office of Public and Consumer Affairs in October 2001. As Chief of the Consumer Affairs Division, he analyses existing and develops new consumer information programs, and is the Administrator's liaison with consumer organizations. In addition, Bill serves as Special Assistant to the Administrator. In this role, he directs the content of the agency's public web site.

Prior to joining NHTSA, Bill was with the National Automobile Dealers Association, where he directed a variety of membership, marketing, sales, and technology projects. Earlier in his career, he was a news reporter, a political management consultant, and an ad agency account representative. Bill is a graduate of Washington and Lee University.

Bill lives in Mt. Vernon, Virginia with his wife and two daughters, and is active in his



church and in local political and youth sports organizations. ■

Note: Next month, a profile of NHTSA's new Director of the Office of Public and Consumer Affairs, M. J. Fingland.



QUOTE OF THE MONTH

The most valuable things in life are not measured in monetary terms. The really important things are not houses and lands, stocks and bonds, automobiles and real estate, but friendships, trust, confidence, empathy, mercy, love and faith.

—**Bertrand Russell, 1872-1970, British Philosopher, Mathematician, Essayist**

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

Kathryn Henry
Editor

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