

Getting the Message Out at America's Crossroads: *Click It or Ticket!*

New York City, May 20 –

New York City's Times Square – aptly named the “Crossroads of America” – is the frequent setting for TV shows, movies, commercials, and, of course, ringing in the New Year. This year, it was also the setting for the biggest and best Click It or Ticket kickoff event ever.

And what a kickoff it was!

With TV cameras rolling, the New York State Police demonstrated the Safety Belt Convincer and Rollover Convincer to New Yorkers and tourists alike. Underneath the Click It or Ticket banner, representatives from the New York City Police Department and the New York, New Jersey, and Connecticut State Police spoke in a unified voice, urging motorists to buckle up or face the alternative – a ticket and a fine. So, too, did the governor's representatives of New York and New Jersey. NYPD provided variable message signs and uniformed officers distributing leaflets, both announcing the upcoming mobilization effort. The speakers, troopers, and officers reflected the diversity of our region's population and enforcement community, and many were able to provide interviews for the Spanish-language papers and stations present.



The famous “Astrovision” television screen, high above Broadway and 42nd Streets and visible to hundreds of thousands of people daily, displayed NHTSA's TV ads throughout the event, and will continue to do so throughout the mobilization.

Media coverage of the event was tremendous, despite the overcast skies and brief showers. Not only were some

of the largest tri-state media outlets present at the event, but these and other outlets also covered the following Monday's early-morning safety belt checkpoints, staged on the first day of the mobilization at various points leading into and out of New York City. Without a doubt, this year's event has been our best ever. And we expect it to be our most successful, too. ■

Why Idaho's "Click It, Don't Risk It!" Campaign Has My Support

By Chief David Moore, Blackfoot Police Department



I've been asked why I take enforcement of Idaho's safety belt law so seriously. The reason is simple. Experience shows me that people are involved in motor vehicle crashes for a variety of reasons. But the number one reason that people die or are injured in the crash is that they are not buckled up.

Not using safety belts is the major reason why an average of five Idahoans are killed or seriously injured in traffic crashes every day. And those injuries are expensive. According to NHT-

SA, 85 percent of all crash victims' medical costs are paid by the public through taxpayer-funded programs like Medicare and Medicaid. In 2004 in Bingham County alone, the cost to treat 140 unbelted crash victims was nearly \$22 million.

The dangers of not buckling up are underscored during a rollover crash. Unbelted occupants are often thrown from a vehicle and run over by the vehicle itself or hurled against a fixed object. Sometimes, unbelted occupants are only partially ejected and

subsequently crushed by the vehicle as it rolls. In 2003 this was all too common, when 37% of Idaho's high-way fatalities involved a rollover.

Sometimes receiving a traffic ticket is the only way to get someone to buckle up. And that is why the Blackfoot Police Department is participating in the statewide "Click It, Don't Risk It!" safety belt enforcement campaign, which runs thru June 5. Officers will conduct high-visibility enforcement to boost compliance with the state's safety belt law. Idaho's efforts are part of a larger national campaign to increase safety belt use.

In all my years of policing, I have never met anyone who left home thinking they would be in a motor vehicle crash that day. Why not get in the habit of buckling up today and save yourself the hassles of a traffic ticket and perhaps something worse?

Consider yourself warned. Officers in the Blackfoot Police Department are on the lookout for safety belt violators. We would rather write you a ticket than find you dead or critically injured because you were not restrained in a crash. Just "Click It, Don't Risk It!" ?

Mineta Awards Two for CFC Campaign



On April 26, DOT Secretary Norman Y. Mineta presented the Combined Federal Campaign Merit Award to Marlene Markison, associate administrator for the Office of Traffic Injury Control Operations and Resources, who was CFC vice chairman; and to Craig Killgo Jr., of the Office of Program Development Delivery, who was CFC campaign manager. This first-time award for NHTSA recognized the agency's accomplishment in reaching a 55 percent employee payroll participation rate, up from 27 percent in 2003. The Secretary also announced the DOT family donated \$1.4 million in 2004 and accepted the CFC "Million Dollar Club" award, also the first time for DOT.

continued on page 3

Mineta Awards Two for CFC Campaign

continued from page 2

Many NHTSA employees were CFC Super Heroes in 2004, and likely participated in a variety of fundraising challenges. NHTSA's Senior Leadership Team sponsored a Golf Charity Challenge, Turkey Cook-Off, Chili Cook-Off, a 50-50 raffle, soup kitchens, bake sales, a Redskin raffle, a Wizards raffles, a blind auction, and the popular 3-Point Basketball Charity Shoot-Out. NHTSA's "People Saving People" focus, teamwork, and compassion helped NHTSA to surpass its campaign goal. Through the kindness and generosity of the NHTSA family, many families and communities in need will receive services and resources that will improve their lives. Thanks for your many donations and support of the 2004 Combined Federal Campaign. Most of all, thanks for being a NHTSA CFC Super Hero! ■

Attention, NHTSA Now Readers

Beginning next month, NHTSA Now will be available exclusively online. An email alert will be sent notifying employees when the next edition will be posted on Webster.

Do you have news that you would like to share with other NHTSA employees? If so, please send submissions to Pat Oladeinde at patricia.oladeinde@nhtsa.dot.gov

NHTSA Presents 18 Awards for Safety Accomplishments

CHARLOTTE, N.C. – The National Highway Traffic Safety Administration honored 18 individuals and groups from across the nation for accomplishments in promoting highway safety.

The awards were presented at the 23rd Annual Lifesavers Conference by NHTSA Administrator Jeffrey W. Runge, M.D., who delivered the luncheon speech. "The work of saving lives on our highways cannot be done only from Washington," Dr. Runge said. "It is accomplished because of scientists, educators, engineers, enforcers, health care practitioners, and thoughtful citizens who care enough about the daily tragedies on our roadways to do something about it."

More than 1,800 participants attended this year's three-day Lifesavers Conference, which featured 85 workshops and 115 exhibitors. The meeting focused on common-sense solutions to critical highway safety issues, and is considered the leading event of its kind in the United States. Topics covered included child passenger safety, occupant protection, and new vehicle safety technology.

The 18 people and organizations given highway safety awards were:

Robert Bass, M.D., director, Maryland Institute for Emergency Medical Services Systems, Baltimore, for leadership, vision, and tireless efforts to improve and enhance emergency medical services across the United States.

William G. Carlisle, City Councilman Emeritus, Anacortes, Washington, for dedication to the safety and well being of the residents of Washington State, and for elevating highway safety issues at the local and State levels.



Gary Wright, Ames Alexander, and Ted Melnik of *The Charlotte Observer*, Charlotte, North Carolina, for journalistic excellence focusing on impaired driving, a major public health and safety issue that affects everyone who drives or rides on the Nation's roadways.

Vera Fullaway, training coordinator, CPS Team Colorado, for more than 10 years of State, regional and national motor vehicle injury prevention work, and commitment to the safe transportation of children.

Michele Grant, occupational health specialist, Maine Department of Labor, Augusta, for success in making the Network of Employers for Traffic Safety a core element of Maine's occupational safety and health program to protect all workers.

Joel D. Hand, Highway Safety Resource Prosecutor, Indiana Prosecuting Attorney's Council, Indianapolis, for leadership in impaired-driving prosecution, education, and training in the Great Lakes Region and the Nation.

Raymond Handy, Sr., 2003-2004 Lt. Governor, Missouri-Arkansas District of Kiwanis International, Kansas City, for his dedication and that of his fellow Kiwanians to the promotion of the "Buckle Up Kids in Cars" program to save young lives.

continued on page 4

The NHTSA Southeast Region And Federal Motor Carrier Safety Administration Announce Commercial Trucking Partnership during CIOT!

Highway safety leadership from the North Carolina Governor's Highway Safety Program Office, the National Highway Traffic Safety Administration, and the Federal Motor Carrier Safety Administration joined 145 drivers who represented 30 motor carrier trucking companies to announce their plans for North Carolina's first mobile advertising campaign. The partnership is designed to lessen the human and economic impact of fatalities due to individuals who fail to buckle up in the Southeast Region by reinforcing the Click It or Ticket message in a unique and highly visible way.

The agencies unveiled a first-ever partnership between motor carrier trucking companies and the state of North Carolina during the 66th annual Motor Carrier Truck Rodeo held in North Carolina on May 13.

Southeast Regional Administrator Terrance Schiavone presented the goal of establishing the CIOT message on over 1000 trailers during this period. Each truck averages approximately a million miles a year. Schiavone pledged regional support of this effort for messaging 24/7 and



Sitting left to right: Duane Long, Terrance Schiavone, and Jerry Cooper as they participate in the press event with law enforcement and the Trucking Association.

challenged Jerry Cooper, Southern Field Administrator for the Federal Motor Carrier Safety Administration to do his part with other southeast trucking associations.

Jerry Cooper accepted the challenge to work with other commercial truck associations in other southeastern states during his administration. The event concluded with the unveiling of the decal on several trailers and the opportunity for the rodeo's participants to request addition decals for their company fleets.

NHTSA Presents 18 Awards for Safety Accomplishments

continued from page 3

John Hood, Tennessee State Representative, Nashville, for outstanding legislative leadership and commitment to passage of the primary safety belt law in Tennessee.

John Kaizuka, East Hawaii health educator, State Department of Health, Hilo, for initiative, dedication, and effective leadership in implementing child passenger safety and other traffic safety programs in Hawaii and the Pacific Rim.

Major League Baseball, New York City, for exemplary and exceptional leadership in developing and implementing the "Responsibility Has Its Rewards" campaign at America's

ball fields, to improve roadway safety and save lives nationwide.

Nancy Mathews, Ed.D., executive director, Campus-Community Coalition for Change, Louisiana State University, Baton Rouge, for tireless efforts to reduce underage and high-risk drinking through years of educating youth and community leaders, and developing positive environmental changes to cultural norms, policies, and practices.

John E. Maupin, Jr., D.D.S., president, Meharry Medical College, Nashville, Tennessee, for outstanding leadership, commitment, and contributions to closing the gap in safety belt use in underserved populations.

J.D. Meadows, West Virginia Law Enforcement Liaison, Beckley, WV, for exceptional efforts in traffic safety to make West Virginia a safer place to

live and travel.

Recording Artists, Actors, and Athletes Against Drunk Driving, Studio City, California, for extraordinary vision and determination to address underage drinking and impaired driving, through ingenuity in creating highly successful national partnerships.

Michael Scagnelli, chief of transportation, New York City Police Department, for leadership and innovation in ensuring the safety of New York City's residents by reducing motor vehicle deaths and injuries.

Micheal R. Williams, Tennessee State Senator, Nashville, for outstanding legislative leadership and commitment to passage of a primary safety belt law in Tennessee. ■

NHTSA Employees Mark Successful Tutoring School Year

On May 23, NHTSA employees marked the successful end of tutoring sessions for 7th and 8th grade students at Jefferson Junior High School in Southwest Washington. Everyone celebrated with pizza, turkey wraps, and vegetables. Mrs. Evelyn Holm, tutoring coordinator for Jefferson, was thanked with a cake for her efforts.

NHTSA employees have been tutoring Jefferson students in math and science to encourage them to consider careers in engineering and other technical fields. Some of the students are grade-level proficient in math, but need tutoring in other areas, including English. Tutors and students meet once weekly for an hour, and the students can ask for assistance on various subject areas, depending on their homework.

NHTSA employees make up almost all the volunteer tutors. Regular NHTSA tutors during this past school

continued on page 6

Quote of the Month

“A happy person is not a person in a certain set of circumstances, but rather a person with a certain set of attitudes.”

– Hugh Downs

Pacific Northwest Legislators “Boost” CPS Laws

By Lorie Dankers, NHTSA Northwest Region



Washington Governor Christine Gregoire (seated) signs an upgrade to the state’s booster seat law. Standing from left to right are: Child Passenger Safety Advocates Autumn and Tom Skeen, Washington State Representative Shay Schual-Berke, Washington Occupant Protection Manager Angie Ward and Director of the Harborview Injury Prevention and Research Center Charles Mock, M.D.

There’s a new law in place for anyone traveling in the Pacific Northwest anytime soon. Listen up and take note! Booster seat usage for children who have outgrown their child seats is not just recommended – it is required. This is due to the passage of Idaho’s booster seat law during the 2005 legislative session. Other states such as Montana, Oregon, and Washington, already have booster seat laws on the books.

Idaho’s new law requires children up to age 6 to be properly restrained in an appropriate child restraint. The bill, which was signed into law by Governor Dirk Kempthorne in early April, goes into effect July 1.

Washington State’s child restraint law was upgraded to require proper child restraint and booster seat use until a

child is 8 years old, unless the child is 4’9” or taller. Governor Christine Gregoire signed the bill into law in late April and it goes into effect July 1, 2007.

A booster seat elevates a child so a safety belt can fit correctly. Young children using only safety belts are at risk of injuries to the abdomen and spine, and are four times more likely to suffer a serious head injury in a crash than if secured in a booster seat.

Because motor vehicle crashes are the single largest killer of children between 3 and 8 years old, NHTSA encourages all parents and caregivers to help reduce children’s risk of injury by putting them in proper restraints. Booster seats reduce a child’s risk of injury by 59 percent as compared to the use of a safety belt.

The “Wright” Stuff: Outstanding Dedication to Youth Courts

By Garrett Morford



Tracy Godwin Mullins, director of NYCC, presenting the award to James Wright, NHTSA Headquarters.

On March 16, Jim Wright, senior highway safety specialist in the Enforcement and Justice Services (EJS) Division, was presented with a joint award from the American Probation and Parole Association (APPA) and

the National Youth Court Center (NYCC) for his “outstanding dedication to and support of the expansion of teen courts on a local, State, and national level.”

The award was presented by Tracy Godwin Mullins, director of NYCC, during the first national meeting of the State Youth Court Associations and Networking Groups, in Washington, DC.

In 1994, when Wright spearheaded the first national teen court initiative, there were only 78 youth courts nationwide. According to the NYCC, youth/teen courts have now surpassed the 1,000 mark nationwide in 2005, with 1,037 youth courts, peer courts, teen courts, and school-based courts in the country.

Wright believes teen courts offer communities a wonderful resource to encourage the enforcement of underage drinking laws and an opportunity to hold accountable youth who are charged with possession of alcohol. While Wright no longer works with youth/teen courts on a day-to-day basis, the effects of his dedication are commendable. Today, the Department of Justice’s Office of Juvenile Justice and Delinquency Prevention provides oversight to the initiative. Please join us in congratulating Jim Wright on receiving this award for a remarkable achievement.

For more information on establishing or enhancing a youth court program, go to www.youthcourt.net or contact the National Youth Court Center at 859-244-8193.

NHTSA Employees Mark Successful Tutoring School Year

continued from page 5



year include: Tewabe Asebe, Donovan Green, and John Lee of Rulemaking; Shashi Kuppa, Peter Martin, and Gowri Srinivasan of Vehicle Safety Research; Sam Lu and Jing Wang of National Center for Statistics and Analysis (NCSA); Jose Ucles of Public Affairs; and Dot Nakama of the Office of Chief Counsel.

Tutoring will begin again in September, and more volunteers are always welcome. There is a particular need for tutors who can speak or read and write Spanish, Mandarin Chinese, or Cantonese. If you have any questions about the tutoring program, call Dot Nakama, at 6-5250 or e-mail her at dot.nakama@nhtsa.dot.gov. ■

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

Patricia Oladeinde, Editor

Contributors: Chief David Moore, Blackfoot Police Department; Ann Burton, NHTSA Eastern Region; Dot Nakkama, Office of Chief Counsel; Garrett Morford, Traffic Injury Control; Lorie Dankers, NHTSA Northwest Region

If you would like to submit articles or photographs, please email them to patricia.oladeinde@nhtsa.dot.gov or mail them to:

400 7th Street, SW, Suite 5236,
Washington, DC 20590.