

# ALASKA

## Occupant Protection Program Assessment

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## TABLE OF CONTENTS

	<u>Page No.</u>
EXECUTIVE SUMMARY	3
ACKNOWLEDGEMENTS	5
ASSESSMENT BACKGROUND	6
KEY RECOMMENDATIONS	8
1. PROGRAM MANAGEMENT	11
1A. STRENGTHS	11
1B. CHALLENGES	12
1C. RECOMMENDATIONS	14
2. LEGISLATION/REGULATION AND POLICY	15
2A. STRENGTHS	15
2B. CHALLENGES	17
2C. RECOMMENDATIONS	18
3. LAW ENFORCEMENT	19
3A. STRENGTHS	19
3B. CHALLENGES	20
3C. RECOMMENDATIONS	21
4. COMMUNICATION	23
4A. STRENGTHS	23
4B. CHALLENGES	24
4C. RECOMMENDATIONS	25
5. OCCUPANT PROTECTION FOR CHILDREN	26
5A. STRENGTHS	26
5B. CHALLENGES	28
5C. RECOMMENDATIONS	29
6. OUTREACH	32
6A. STRENGTHS	34
6B. CHALLENGES	34
6C. RECOMMENDATIONS	35
7. DATA AND EVALUATION	37
7A. STRENGTHS	37
7B. CHALLENGES	38
7C. RECOMMENDATIONS	39
ASSESSMENT SCHEDULE	40
ASSESSMENT TEAM CREDENTIALS	43

## EXECUTIVE SUMMARY

The primary mission of the Alaska Department of Transportation & Public Facilities (DOT&PF), Alaska Highway Safety Office (AHSO) is to enhance the health and wellbeing of the people of Alaska through a program to save lives and prevent injuries on Alaska's highways. The Occupant Protection Assessment Team framed their recommendations to be consistent with the accomplishment of this mission.

The state of Alaska, in cooperation with the National Highway Traffic Safety Administration (NHTSA), initiated this comprehensive assessment of the occupant protection component of its highway safety program in FY 2013. This assessment is intended to guide the State toward program improvements intended to increase occupant restraint use and decrease unrestrained fatalities and injuries statewide.

Alaska is the nation's largest state encompassing more than 570,000 square miles. Despite the large land mass, the state ranks 48<sup>th</sup> in population with just over 730,000 residents and an average person per square miles rate of 1.2. This compares to 87.4 for the United States. About 3.5 million acres in the State are designated park land.

Alaska is composed of 18 boroughs, or what are generally referred to as counties in the lower 48. There are also 11 large tracts that are unorganized and are categorized as Census Areas. The largest borough in terms of population is Anchorage, while Yukon-Koyukuk Census Area encompasses the largest land mass. Anchorage is the largest city with a population of just under 300,000 residents, accounting for 41 percent of the State's total population. The next largest city is Juneau, the state capital, which has a population of just over 32,000. Fairbank's population is just slightly smaller making it the third largest city. The cities of Sitka, Wasilla, Kenai, Ketchikan, Palmer, Kodiak, and Bethel are the other major population centers, each averaging just over 7,000 residents.

Alaska's highway system, while modern and well-maintained, does not provide access to many of the rural communities within the state and many of the roadways are unpaved. Airplanes rather than motor vehicles are often the most efficient and sometimes the only way to get from one community to another. On the roadway, trucks outnumber cars nearly two to one.

The state experiences an average of 12,420 reportable crashes annually. Alaska is committed to reducing crashes and in 2007 adopted an interim goal of cutting motor vehicle-related fatalities and serious injuries in half by 2030. In 2011, there were 72 fatalities on the State's roadways, down from 82 in 2007 and 101 in 2004.

AHSO is located within the DOT&PF, a large agency with resources that can support and grow the State's traffic safety program, and AHSO provides generous funding for occupant protection paid media efforts.

The State has strong occupant protection laws and policies. The close knit law enforcement community in Alaska works well together. Although law enforcement agencies are few in number (approximately 50) and widespread in geography, they depend on one another to deliver

needed services.

Certified child passenger safety technicians instructors in the State collaborate with and support one another to teach certification courses, share program resources, and make an intentional effort to mentor and support child passenger safety technicians throughout the State. There is an Alaska Child Passenger Safety Coalition whose membership includes many Occupant Protection for Children providers from across the State; there appears to be a relatively high level of cooperation and support across institutional lines.

Alaska's increased adoption of electronic field data collection for crash reports and citations, a committed and active working level Traffic Records Coordinating Committee (TRCC), and a Model Minimum Uniform Crash Criteria (MMUCC) compliant crash report show the great strides the State has made in improving data that can be used for targeting sites and audiences for occupant protection programs and evaluating the effectiveness of those programs.

Using a seat belt or child restraint is the single most effective habit that Alaska roadway users can adopt to protect themselves in a crash. Therefore, states should have a strong occupant protection program that strategically uses a combination of legislation and use requirements, enforcement, communication, education, and data and evaluation to increase and/or maintain seat belt and child safety seat use. Using the fundamental elements of the *Uniform Guidelines for State Highway Safety Programs for Occupant Protection*, this assessment report identifies strengths and challenges of Alaska's occupant protection program and provides recommendations for each of the following areas: program management; legislation, regulation, and policy; law enforcement; communication; occupant protection for children; outreach; and data and evaluation.

The highlighted Key Recommendations in this report are recommendations the assessment team found to be the most crucial for improving the State's occupant protection program. While Alaska has initiatives in place to increase occupant protection, there is room for growth. The recommendations presented in this report are intended to help increase occupant restraint use and decrease unrestrained fatalities and injuries in Alaska.

## **ACKNOWLEDGEMENTS**

The assessment team would like to acknowledge and thank the Alaska Department of Transportation and Public Facilities (DOT&PF) Commissioner Pat Kemp; Division Operations Manager for the DOT&PF Mike Vigue; Acting Administrator of the Alaska Highway Safety Office (AHSO) Tammy Kramer; and other AHSO staff for their support and commitment to occupant protection in Alaska.

The team would also like to acknowledge the dedication and hard work of all those individuals who made time to share their knowledge and expertise with the team during the assessment.

This assessment also benefitted from the guidance of the National Highway Traffic Safety Administration headquarters and regional staff: Janice Hartwill-Miller, Greg Fredericksen, Shirley Wise, and Gina Beretta; and support from their supervisors, Occupant Protection Division Chief Maria Vegega and Regional Administrator John Moffat.

Special recognition and appreciation also goes to Belinda Oh for her able assistance throughout the assessment process and in producing this report.

Each member of the team appreciates the opportunity to have served on this assessment and hopes that consideration and implementation of the proposed recommendations will enable Alaska to continue to improve its occupant protection program.

### Notes:

The information included in this document has been collected from a variety of sources including interviews, official documents, websites and other materials. Sources may not be consistent. Some copyrighted material has been used under the “Fair Use” Doctrine of the US copyright statute.

## ASSESSMENT BACKGROUND

The purpose of the Occupant Protection Program Assessment is to provide the Alaska Department of Transportation and Public Facilities (DOT&PF) and Alaska Highway Safety Office (AHSO) with a review of its occupant protection program through the identification of the program's strengths and accomplishments, the identification of challenging areas, and the delineation of recommendations for improvement. The assessment can be used as a tool for occupant protection program planning purposes, for deciding how to allocate existing and new resources, and for determining programmatic focus.

The assessment process provides an organized approach for measuring program progress by following the format of the *Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 20, Occupant Protection* (November 2006). The guideline that precedes each section of this report is taken from the *Guideline*. The U.S. Department of Transportation developed the Uniform Guidelines for State Highway Safety Programs in collaboration with the States.

The Occupant Protection Program Assessment examined significant components of the State's occupant protection program. All states, in cooperation with their political subdivisions, should have a comprehensive occupant protection program that educates and motivates its citizens to use available motor vehicle occupant protection systems. A combination of use requirements, enforcement, public information, and education is necessary to achieve significant, lasting increases in seat belt and child restraint usage, which will reduce fatalities and decrease the number and severity of injuries.

The National Highway Traffic Safety Administration (NHTSA) Headquarters and Regional Office staff facilitated the Occupant Protection Program Assessment. Working with AHSO, NHTSA recommended a team of five individuals with demonstrated expertise in various aspects of occupant protection program development, implementation, and evaluation.

The assessment consisted of a thorough review of State-provided occupant protection program briefing materials and interviews with state and community level program directors, coordinators, advocates, traffic safety partners, law enforcement personnel, and AHSO staff. The conclusions drawn by the assessment team were based upon, and limited by, the facts and information provided in the briefing materials and by the various experts who made presentations to the team.

Following the completion of the presentations, the team convened to review and analyze the information presented. The team noted the occupant protection program's strengths and challenges as well as recommendations for improvement. On the final day of the on-site assessment, the team briefed AHSO on the results of the assessment and discussed major points and recommendations.

The assessment team noted that many occupant protection and general traffic safety activities are conducted throughout the state of Alaska. It is not the intent of this report to thoroughly document all of these successes, nor to give credit to the large number of individuals at all levels

who are dedicated to traffic safety. By its very nature, the report focuses on areas that need improvement. This should not be viewed as criticism. Instead, it is an attempt to provide assistance to all levels for improvement, which is consistent with the overall goals of these types of assessments.

This report is a consensus report. The recommendations provided are based on the unique characteristics of the State and what the assessment team members believe the State, its political subdivisions, and partners could do to improve the reach and effectiveness of its occupant protection program.

This report is not a NHTSA document; it belongs to the State. The State may use the assessment report as the basis for planning occupant protection program improvements, assessing legislative priorities, providing for additional training, and evaluating funding priorities.

## KEY RECOMMENDATIONS

(Note: Key Recommendations are **BOLDED** in each individual section)

### PROGRAM MANAGEMENT

- Develop and implement a comprehensive strategic plan for occupant protection with a priority on identified target audiences, incorporating the goals and strategies into the *Strategic Traffic Safety Plan*. Use this plan to identify projects for the *Highway Safety Plan*, access available funding resources, and implement priority recommendations provided by this assessment.
- Expedite filling vacant positions in the Alaska Highway Safety Office with experienced individuals who can quickly move forward with program implementation and coordination.
- Hire a skilled program manager to serve as an occupant protection coordinator who can help lead the planning, implementation, and coordination of a comprehensive occupant protection program.

### LEGISLATION/REGULATION AND POLICY

(No key recommendations.)

### LAW ENFORCEMENT

- Conduct a statewide survey to determine which law enforcement agencies have mandatory seat belt use policies for their officers and the scope of those policies. Funding for occupant protection grants and enforcement initiatives should be predicated upon participating agencies demonstrating that they have written mandatory seat belt use policies in place.
- Provide clear direction, coordination, and leadership to law enforcement agencies choosing to participate in national high-visibility enforcement *Click It or Ticket* mobilizations. These should include:
  - oversight on the types, frequency, duration, and timing of occupant protection enforcement activities expected;
  - officer training, potentially web-based, to promote a better understanding of the importance of occupant protection enforcement efforts; and
  - consistency in enforcement tactics and strategies.

## **KEY RECOMMENDATIONS** *(continued)*

### LAW ENFORCEMENT *(continued)*

- Dedicate at least one full-time law enforcement liaison (LEL) position in Alaska to coordinate occupant protection as well as other traffic enforcement priorities. Locate this LEL position in the Anchorage area to facilitate access to the greatest number of local law enforcement agencies in the most heavily traveled portions of the state's roadway system. This LEL should also reach out to Alaska Native/American Indian law enforcement entities to promote occupant protection enforcement efforts in rural areas.

### COMMUNICATION

- Restart the Strategic Communications Alliance and organize it to be an effective and on-going means to plan, coordinate, and help evaluate media strategies. The Alliance should serve as a source for sharing expertise and resources to increase efficiencies and effectiveness of media strategies and tactics.
- Spread some of the media buys into periods between mobilizations so as to maintain more of a year-round message presence.
- Reintroduce messaging that places greater emphasis on the enforcement aspects and consequences. In addition, other behavior modification triggers, such as relevant statistics including seat belt survey results and the cost of injuries and deaths, should be introduced.

### OCCUPANT PROTECTION FOR CHILDREN

- Create a position and designate an Occupant Protection for Children (OPC) program coordinator to organize and implement a structured, planned, and evaluated OPC program throughout the State, funded by the Alaska Highway Safety Office. This position should include programming efforts targeted for children prenatally through age 16. Consider locating this OPC program coordinator in the Anchorage area, in order to have better access to and involvement with statewide child passenger safety and overall OPC programs. Designate this coordinator as the state child passenger safety contact liaison to the National Highway Traffic Safety Administration.
- Conduct formal in-vehicle seat belt and child restraint observations in all seating positions.
- Provide consistent outreach to and CPS training for staff at Head Start locations. Head Start has the infrastructure in place to meet with children and families in all communities throughout Alaska.

## KEY RECOMMENDATIONS (continued)

### OCCUPANT PROTECTION FOR CHILDREN (continued)

- Provide funding for in-state travel to support collaboration among certified Child Passenger Safety Technician Instructors so that they can teach Child Passenger Safety Technician (CPST) national certification courses. Funding is also needed for CPSTs to implement child passenger safety community education in rural, native, and outlying areas; provide support to families with special transportation needs; and provide support for certified CPSTs to attend the Alaska Child Passenger Safety conference.
- Seek long-term public and private partnerships to mitigate transportation and shipping challenges throughout the State in support of continued child passenger safety programs and training.

### OUTREACH PROGRAM

- Develop coordinated, dynamic presences on the web and social media. Outreach should follow the trends being used, such as an “engagement first, information second” paradigm.
- Implement statewide programs designed to increase occupant protection efforts that are based on the latest “*Countermeasures That Work.*”
- Conduct a statewide occupant protection conference that creates the opportunity for all stakeholders to:
  - learn about existing programs, issues, grant writing tools, Alaska Highway Safety Office and other agency goals and grant expectations,
  - strategize advancement of adult occupant protection and child passenger safety goals,
  - brainstorm ideas for increasing usage rates, and
  - foster cooperation among traffic safety advocates and professionals.

Ensure representatives from diverse cultural, economic, and geographic communities are involved in conference planning and promotion.

### DATA AND EVALUATION

- Support the use of electronic crash and citation data to target audiences and/or locations for occupant protection enforcement and to evaluate occupant protection programs in terms of the reduction of crashes and injuries due to lack of restraint usage.
- Determine the cost to the state of Alaska of injuries and deaths resulting from crashes involving unrestrained occupants. This specific cost information can be used to justify and provide support for occupant protection efforts.

# 1. PROGRAM MANAGEMENT

## GUIDELINE:

*Each state should have centralized program planning, implementation and coordination to achieve and sustain high rates of seat belt use. Evaluation is also important for determining progress and ultimate success of occupant protection programs.*

- *Provide leadership, training and technical assistance to other State agencies and local occupant protection programs and projects;*
- *Establish and convene an occupant protection advisory task force or coalition to organize and generate broad-based support for programs. The coalition should include agencies and organizations that are representative of the State's demographic composition and critical to the implementation of occupant protection initiatives;*
- *Integrate occupant protection programs into community/corridor traffic safety and other injury prevention programs; and*
- *Evaluate the effectiveness of the State's occupant protection program.*

## 1A. STRENGTHS

- Alaska has experienced a significant drop in total motor vehicle fatalities from a three-year average of 91 for 2003-2005 to 63 for 2009-2011. The numbers of fatalities and fatal crashes have dropped to their lowest level in 30 years.
- Unrestrained fatalities have dropped from 34 in 2004 to 20 in 2011.
- The Alaska Highway Safety Office (AHSO) is located within the Alaska Department of Transportation and Public Facilities (DOT&PF), a large agency with resources that can support and grow the State's traffic safety program.
- Alaska has a number of coordinating committees and groups that support various traffic safety efforts, including the Child Passenger Safety Coalition, the TraCS Steering Committee, the Traffic Records Coordinating Committee, and especially the Leadership Team and emphasis area groups for the *Strategic Traffic Safety Plan (STSP)*.
- Alaska adopted the goal of "Toward Zero Deaths" and an interim goal to reduce motor vehicle-related fatalities and serious injuries by one-half by 2030 (an average annual decrease of three percent).
- The March 2012 update to the STSP retained the Driver Behavior emphasis area which targets young drivers and impaired driving. Initially occupant protection was not referenced in the STSP. The recent update, to be completed September 2013, will include goals and strategies for occupant protection.

- AHSO has a data-based process for identifying and locating problems in the State. Based on crash data, observational survey results, and opinion surveys, target audiences for occupant protection have been identified as young males ages 16-34, pick-up truck drivers, nighttime drivers, novice drivers under age 20, and rural residents.
- To assist with development and implementation of the traffic safety program, AHSO provides grant applications and instructions on their website and conducts stakeholder webinars that cover crash trends, background information for the *Highway Safety Plan* (HSP), stakeholders' roles, and application requirements.
- AHSO has planned an ambitious occupant protection program for FY 2014 composed of enforcement, media, child passenger safety, teen seat belt activities, and the National Occupant Protection Use Survey (NOPUS) at a planned investment of over \$700,000.
- AHSO is currently updating its grants management procedure manual. It is expected that this manual will be completed by the end of the federal fiscal year.
- DOT&PF is implementing multi-disciplinary corridor projects along four stretches of Alaska highways identified as having a relatively high number of crashes. The projects will concentrate engineering and enforcement on those corridors to reduce DUI, increase seat belt use, and prevent crashes.
- There are nine military bases located in Alaska: Air Force (3), Army (3), and Coast Guard (3). The military has strict safety requirements, including mandatory seat belt use both on and off base in both government and personal vehicles, and typically have strong safety programs.

## **1B. CHALLENGES**

- While maintaining a seat belt use rate in the high 80 percent range for the last three years, Alaska has been unable to meet or exceed a 90 percent use rate.
- AHSO has been experiencing serious turnover in staff. At the time of this assessment, an office which at full staffing would consist of at least five members (an administrator, two program managers, an accounting technician, and an administrative support staff member) was operating with an acting part-time administrator, an accounting technician, and one administrative support staff member, without any program managers.
- The highway safety program appears to be dependent on outside contractors for expertise and functions that are generally considered to be basic to a highway safety office including planning, program development, and partner support. Under the circumstances at the time of this assessment, this assistance is essential to maintain program operations. However, continuing to rely on contractors for these basic functions may not be a sustainable or cost-effective management strategy for the long-term.

- AHSO is located four organizational levels below the Transportation Commissioner. This location in the agency does not provide sufficient positional power to adequately support the traffic safety program.
- Historically in Alaska, the designation of Governor's Highway Safety Representative (GR) coincides with the position of administrator of the highway safety program. Given the location of the highway safety program within state government, there may be some misalignment between the political responsibility of a GR and the organizational level of the administrator position.
- Juneau as the state capital is the headquarters of State government, the DOT&PT, and therefore the location for AHSO. Juneau is significantly distanced and isolated from the rest of the State, including its primary population bases, and existing as well as potential traffic safety subgrantees and other partners. This significant distance and commensurate travel-related issues create a barrier to staffing, partnership development, coordination, and project monitoring.
- In addition, the Position Control Number (PCN) for each state employee is location-specific. Current State policy restricts shifting any PCNs from Juneau to other parts of the State.
- At the time of the assessment, a strategic plan for occupant protection for Alaska had been drafted as part of the STSP, but has not yet been approved nor implemented. The drafted strategies for occupant protection focus on children and youth, which do not address the identified primary target audience for occupant protection in the State (young males ages 16-34).
- Given the small numbers of fatalities in Alaska, fluctuations in those numbers easily occur. This tendency makes it difficult to establish and meet goals that are both realistic and optimistic.
- An occupant protection task force is planned for FY 2014 and is not yet in place and functioning. A Strategic Communications Alliance is also planned but not yet implemented. Absence of active, participatory, multidisciplinary groups tends to result in uncoordinated efforts, potential duplication, and/or competitive efforts.
- There is minimal capability in place for online grant management processes, from proposal submission through reporting, voucher processing, and close-out.
- There is currently no option for multi-year grants for traffic safety subgrantees.
- The FY 2013 National Highway Traffic Safety Administration-funded budget for the HSP (8/22/2012) for all cost categories was \$25,769,487. This dollar figure represents a tremendous resource for the State of which a significant amount could be allocated to occupant protection programs.

## 1C. RECOMMENDATIONS

- Develop and support an occupant protection task force that consists of representation from all partners including, but not limited to: education, child passenger safety, enforcement, insurance, employers including the oil industry and U.S. military, media and communications, data and evaluation, program management, and diverse populations.
- **Develop and implement a comprehensive strategic plan for occupant protection with a priority on identified target audiences, incorporating the goals and strategies into the *Strategic Traffic Safety Plan*. Use this plan to identify projects for the *Highway Safety Plan*, access available funding resources, and implement priority recommendations provided by this assessment.**
- Consider placing some highway safety program personnel in the Anchorage area to allow for easier outreach, partnership development, and program management.
- **Expedite filling vacant positions in the Alaska Highway Safety Office with experienced individuals who can quickly move forward with program implementation and coordination.**
- **Hire a skilled program manager to serve as an occupant protection coordinator who can help lead the planning, implementation, and coordination of a comprehensive occupant protection program.**
- Raise the placement, visibility, and importance of the Alaska Highway Safety Office within the Alaska Department of Transportation & Public Facilities to a point where it can engage at a high level with other agencies, organizations, and the communities to leverage resources on behalf of highway safety.
- Implement an online grants management system, particularly to provide an online reporting option for subgrantees.
- Institute an option for multi-year grants that would support long-range traffic safety planning, continuity of expenditures, and program stability for both the State and its subgrantees.

## 2. LEGISLATION/REGULATION AND POLICY

### GUIDELINE:

*Each state should enact and vigorously enforce primary enforcement occupant protection use laws. Each state should develop public information programs to provide clear guidance to the motoring public concerning motor vehicle occupant protection systems. This legal framework should include:*

- *Legislation permitting primary enforcement that requires all motor vehicle occupants to use systems provided by the vehicle manufacturer;*
- *Legislation permitting primary enforcement that requires that children birth to 16 years old (or the State's driving age) be properly restrained in an appropriate child restraint system (i.e., certified by the manufacturer to meet all applicable Federal safety standards) or seat belt;*
- *Legislation permitting primary enforcement that requires children under 13 years old to be properly restrained in the rear seat (unless all available rear seats are occupied by younger children);*
- *Graduated Driver Licensing (GDL) laws that include three stages of licensure, and that place restrictions and sanctions on high-risk driving situations for novice drivers (i.e., nighttime driving restrictions, passenger restrictions, zero tolerance, required seat belt use);*
- *Regulations requiring employees and contractors at all levels of government to wear seat belts when traveling on official business;*
- *Official policies requiring that organizations receiving Federal highway safety program grant funds develop and enforce an employee seat belt use policy; and*
- *Outreach to state insurance commissioners to encourage them to persuade insurers to offer incentives to policyholders who use seat belts and child restraints. Insurance commissioners are likely to have significant influence with insurers that write policies in their states.*

### 2A. STRENGTHS

- Alaska's occupant protection law (AS 28.05.095) has allowed for primary seat belt enforcement since 2006 and covers both the use of seat belts and child safety seats.
- There are no age gaps in the Alaska occupant protection law. The seat belt law requires seat belt use by those over the age of 16. The child passenger safety section of the law requires a car seat or seat belt for a child under the age of 16.
- A strong coalition of pediatricians, fire departments, law enforcement, insurance representatives, health professionals, auto dealers association, and others succeeded in working with the State legislature to pass booster seat legislation for Alaska in 2009.

- State law requires that a child:
  - (1) less than one year of age or a child one year of age or older who weighs less than 20 pounds shall be properly secured in a rear-facing child safety seat that meets or exceeds standards of the United States Department of Transportation and is used in accordance with the manufacturer's instructions;
  - (2) one or more years of age but less than five years of age who weighs 20 pounds or more shall be properly secured in a child restraint device that meets or exceeds the standards of the United States Department of Transportation and is used in accordance with the manufacturer's instructions;
  - (3) over four years of age but less than eight years of age who is less than 57 inches in height and weighs 20 or more pounds but less than 65 pounds shall be properly secured in a booster seat that is secured by a seat belt system or by another child passenger restraint system that meets or exceeds the standards of the United States Department of Transportation and is used in accordance with the manufacturer's instructions;
  - (4) over four years of age who exceeds the height or weight requirements in (3) of this subsection shall be properly secured in a seat belt.
  
- For violating the child passenger safety section of the law, a person guilty of an infraction may be fined up to \$50, and may be assessed demerit points.
  
- Municipalities in Alaska can pass ordinances that enhance State law. Anchorage, for example, has a seat belt violation fine of \$65, \$50 more than the State fine level associated for those of 16 years of age or older.
  
- Exemptions in State occupant protection law appear to be permissible under Moving Ahead for Progress in the 21<sup>st</sup> Century (MAP-21). Though “emergency vehicles” are exempt, it appears that some police departments implement policies that require belt use.
  
- State occupant protection law applies to “motor vehicle,” meaning a motor vehicle required to be registered. Vehicles subject to registration include every vehicle driven, moved, or parked upon a highway or other public parking place with specified exemptions such as farm equipment and specially-permitted vehicles. This stipulation may allow for the prohibition of transporting children in an open bed of a pick-up truck.
  
- Alaska’s Graduated Driver Licensing (GDL) law provides for a three-tier system that includes:
  - Instructor Permit, eligible to a 14 year old for two years. With an instruction permit, the young driver must be accompanied by a licensed driver who is at least 21 years old with one year driver experience. This driver must occupy the seat next to the student driver.
  - Provisional License, eligible to a 16 or 17 year old after having an Instructor Permit for at least six months. To obtain the Provisional License, a parent, legal

guardian, or employer must certify that the young driver has had at least 40 hours of driving experience, including at least 10 hours of driving in progressively challenging circumstances, such as driving in inclement weather and nighttime driving; and must not have been convicted of a violation of a traffic law within the six months before applying for provisional driver license.

- Full Licensure.
- During the GDL provisional license stage which lasts a minimum of six months and can remain in effect up to the age of 18, the driver:
  - May not carry passengers unless one of the passengers is a parent, legal guardian or a person at least 21 years of age
  - May carry, without a parent in the vehicle, passengers if they are siblings.
  - May not operate a motor vehicle between the hours of 1:00 a.m. and 5:00 a.m. unless accompanied by a parent, legal guardian or a person at least 21 years of age who is licensed to drive the type or class of vehicle being used.
  - May operate a motor vehicle between the hours of 1:00 a.m. and 5:00 a.m. to or from your place of employment or within the scope of employment and driving is along the most direct route.
- Alaska child care facility regulations (7 AAC 57.565 Transportation) require safe transportation and proper occupant protection as follows:
  - (a) A child care facility that provides transportation, either directly or by use of another agency or individuals, shall meet the requirements of this section.
  - (b) A child care facility shall ensure appropriate use of seat restraints, as follows:
    - (1) each individual must be restrained with an individual seat belt or age appropriate child safety device as required by AS 28.05.095;
    - (2) only one individual may occupy each seat belt or child safety device;
    - (3) children may not occupy the front seat if the vehicle is equipped with an operational airbag on the passenger side.
- According to Governor's Administrative Order 85 (1985):
  - All State agencies, departments, boards, commissions, and offices, subject to the mandatory authority of the Governor, shall develop and implement a published safety belt use policy for persons in motor vehicles while on State business.
  - Every safety belt use policy shall include a plan for achieving compliance which shall contain a requirement that employees attest to having read and understood the provisions of the Administrative Order.
- The major employers in the State, particularly the large oil companies such as BP and ConocoPhillips Alaska, are understood to have seat belt policies for their employees.

## 2B. CHALLENGES

- The booster seat coalition has largely disbanded since passage of the booster seat law.
- There is some concern that opening up legislation to enhancements may risk losing what is already in place.
- Alaska's occupant protection legislation does not meet the following requirement that would increase occupant restraint use and help enable the State to qualify for Section 405(B) grant funds: The State must provide for imposition of a fine of not less than \$25 per unrestrained occupant. Alaska's seat belt law provides for a fine of only \$15 which may be waived if this amount is donated to the local emergency medical services agency for those over 16 years of age.
- Though the GDL law provides for some passenger and nighttime limitations, it allows driving during high risk times and allows circumstances for carrying passengers that are known to create high risk situations for young people.
- Within the GDL law, there is no provision that ties driver licensure specifically to wearing a seat belt or ensuring passengers are properly restrained.
- Plans to require a seat belt policy as a condition of receiving federal traffic safety funds do not extend to all subgrantees.
- What employers, including State agencies, have seat belt policies and how well these policies are implemented is unknown.

## 2C. RECOMMENDATIONS

- Recreate the composition and advocacy of the booster seat coalition to help establish the groundwork and political will for further changes in State law.
- Support the development and implementation of seat belt use policies and programs for State government employees; make a model policy available to all State agencies.
- Encourage the development and implementation of seat belt use policies among major employers in the State. Request the participation and assistance of major employers, such as the military and oil companies, to outreach to other employers.
- Require a written seat belt use policy from all traffic safety subgrantees.
- Conduct a political risk analysis of potential changes in occupant protection laws; develop long-range plans to enhance existing law based on this risk analysis.

### 3. LAW ENFORCEMENT

#### GUIDELINE:

*Each State should conduct frequent, high-visibility law enforcement efforts, coupled with communication strategies, to increase seat belt and child safety seat use. Essential components of a law enforcement program should include:*

- *Written, enforced seat belt use policies for law enforcement agencies with sanctions for noncompliance to protect law enforcement officers from harm and for officers to serve as role models for the motoring public;*
- *Vigorous enforcement of seat belt and child safety seat laws, including citations and warnings;*
- *Accurate reporting of occupant protection system information on police accident report forms, including seat belt and child safety seat use or non-use, restraint type, and airbag presence and deployment;*
- *Communication campaigns to inform the public about occupant protection laws and related enforcement activities;*
- *Routine monitoring of citation rates for non-use of seat belts and child safety seats;*
- *Use of National Child Passenger Safety Certification (basic and in-service) for law enforcement officers;*
- *Utilization of Law Enforcement Liaisons (LELs), for activities such as promotion of national and local mobilizations and increasing law enforcement participation in such mobilizations and collaboration with local chapters of police groups and associations that represent diverse groups (e.g., NOBLE, HAPCOA) to gain support for enforcement efforts.*

#### 3A. STRENGTHS

- Alaska has a close knit law enforcement community that works well together. While widespread in geography, these law enforcement agencies are few in number (approximately 50) and are dependent on one another to deliver needed services.
- A unique characteristic to Alaska law enforcement is that all police officers in the State have cross-jurisdictional authority anywhere in the State. This accommodates the potential for multi-agency enforcement efforts across jurisdictional boundaries without the need for special/temporary granting of enforcement authority to officers in targeted areas.
- The Alaska State Troopers (AST) has a dedicated traffic unit entitled the Alaska State Troopers/Bureau of Highway Patrol (AST/BHP). The AST/BHP is a multi-jurisdictional unit containing troopers, commercial vehicle enforcement officers, and officers on full-time assignment from local law enforcement agencies. This unit is de-centralized in order to cover the majority of the primary roadway system for the State.

- The State crash report captures all occupant protection system information recommended in these assessment guidelines including seat belt/child passenger safety use or non-use, restraint type, and airbag presence and/or deployment.
- The AST/BHP has a dedicated visual communication specialist and is innovative in media formats and initiatives.
- The State has a statewide citation reporting capability through the State's court system. The State is implementing an in-vehicle electronic citation (e-citation) capability intended to encompass all law enforcement agencies. Paper citations are also entered into the State's court system citation database.

### **3B. CHALLENGES**

- The AST/BHP traffic unit is only composed of approximately 20 officers to cover the 5,619 miles of the State's primary road system.
- Law enforcement officers are exempt from using seat belts because emergency vehicles are exempt under State law. It is unclear whether all Alaskan law enforcement agencies have a mandatory, written seat belt use policy for their officers.
- There is no requirement that law enforcement agencies demonstrate that they possess a mandatory seat belt use policy for their officers in order to secure Alaska Highway Safety Office (AHSO) grant funding.
- Seat belt citation data for 2012 indicates that 2,666 total citations were written by all Alaska law enforcement agencies. This represents a reduction of 48.6 percent when compared to the 5,190 total seat belt citations written in 2011.
- There is little evidence that the State's national *Click It or Ticket* (CIOT) mobilization enforcement efforts are coordinated among individual law enforcement agencies. When done, it is initiated on a local level rather than coordinated on a State level.
- Multiple research studies have shown the effectiveness of a strong enforcement message; however, existing CIOT mobilization efforts do not incorporate a strong enforcement message as part of an overall communications campaign strategy.
- Local agencies appear to most often "piggy back" on messaging disseminated by the AST/BHP media office rather than proactively distributing their own messages to their local media.
- Traffic safety grant reporting requirements are considered to be unwieldy, excessive, and time consuming.

- While seat belt citations are regularly monitored on a statewide level, there is no evidence that child seat restraint violations are tracked or included in overall enforcement strategies.
- About one half of the principal law enforcement agencies responsible for most traffic law enforcement in the State have in-vehicle e-citation capability. A few agencies operate proprietary systems while others use the nationally recognized Traffic and Crime Reporting System (TraCS). The other half of agencies still use paper citations that are entered into a State district court database. This disparity and multiplicity of systems prevents timely compilation of citation data.
- The number of police officers certified as Child Passenger Safety Technicians in the State has dwindled, especially in recent years, due primarily to the heavy cost in terms of time and funding to train officers. A tendency for these officers to move on to different roles in their agencies or other agencies also contributes to this deficit.
- There is a very limited Law Enforcement Liaison (LEL) capability in Alaska compared to the clear needs of the statewide law enforcement community. The State's LELs are all local active duty officers who have primary responsibilities to their respective law enforcement agencies. These four officers are funded part-time and there is no clear indication that these LELs routinely network on occupant protection CIOT mobilizations with other agencies. This has seriously impacted their ability to provide critical, consistent direction, training, and assistance to the greater law enforcement community.
- While there is a significant Alaska Native/American Indian (AN/AI) population in Alaska, LELs do not appear to have ongoing contact with AN/AI law enforcement entities.

### 3C. RECOMMENDATIONS

- **Conduct a statewide survey to determine which law enforcement agencies have mandatory seat belt use policies for their officers and the scope of those policies. Funding for occupant protection grants and enforcement initiatives should be predicated upon participating agencies demonstrating that they have written mandatory seat belt use policies in place.**
- **Provide clear direction, coordination, and leadership to law enforcement agencies choosing to participate in national high-visibility enforcement *Click It or Ticket* mobilizations. These should include:**
  - **oversight on the types, frequency, duration, and timing of occupant protection enforcement activities expected,**
  - **officer training, potentially web-based, to promote a better understanding of the importance of occupant protection enforcement efforts, and**
  - **consistency in enforcement tactics and strategies.**

- Coordinate regionally the scheduling and locations of high-visibility enforcement activities to maximize exposure and the impact of law enforcement efforts.
- Stress a stronger enforcement theme in all media messages during high-visibility enforcement mobilizations. Social norming messaging is more suitable outside of high-visibility enforcement periods.
- Streamline grant reporting requirements while still collecting mandated information. Explore the possibility of a web-based reporting system for enforcement data to minimize the amount of paper generated by participating agencies.
- Accelerate the current efforts directed at implementing e-citation capabilities for all law enforcement agencies in the State.
- **Dedicate at least one full-time law enforcement liaison (LEL) position in Alaska to coordinate occupant protection as well as other traffic enforcement priorities. Locate this LEL position in the Anchorage area to facilitate access to the greatest number of local law enforcement agencies in the most heavily traveled portions of the state's roadway system. This LEL should also reach out to Alaska Native/American Indian law enforcement entities to promote occupant protection enforcement efforts in rural areas.**

## 4. COMMUNICATION

### *GUIDELINE:*

*As part of each State's communication program, the State should enlist the support of a variety of media, including mass media, to improve public awareness and knowledge and to support enforcement efforts about seat belts, air bags, and child safety seats. To sustain or increase rates of seat belt and child safety seat use, a well-organized effectively managed communication program should:*

- *Identify specific audiences (e.g., low belt use, high-risk motorists) and develop messages appropriate for these audiences;*
- *Address the enforcement of the State's seat belt and child passenger safety laws; the safety benefits of regular, correct seat belt (both manual and automatic) and child safety seat use; and the additional protection provided by air bags;*
- *Continue programs and activities to increase the use of booster seats by children who have outgrown their toddler seats but who are still too small to safely use the adult seat belts;*
- *Capitalize on special events, such as nationally recognized safety and injury prevention weeks and local enforcement campaigns;*
- *Provide materials and media campaigns in more than one language as necessary;*
- *Use national themes and materials;*
- *Participate in national programs to increase seat belt and child safety seat use and use law enforcement as the State's contribution to obtaining national public awareness through concentrated, simultaneous activity;*
- *Utilize paid media, as appropriate;*
- *Publicize seat belt use surveys and other relevant statistics;*
- *Encourage news media to report seat belt use and non-use in motor vehicle crashes;*
- *Involve media representatives in planning and disseminating communication campaigns;*
- *Encourage private sector groups to incorporate seat belt use messages into their media campaigns;*
- *Utilize and involve all media outlets: television, radio, print, signs, billboards, theaters, sports events, health fairs;*
- *Evaluate all communication campaign efforts.*

### 4A. STRENGTHS

- The Alaska Highway Safety Office (AHSO) has provided the Occupant Protection Program with generous funding for paid media efforts.
- The paid media buys have received generally good quantities of free, “bonus” commercials or other media unit.
- Occupant protection messaging is very extensive during the *Click It or Ticket* (CIOT) twice yearly two-week campaigns. This is intensified further within the National

Highway Traffic Safety Administration (NHTSA) Memorial Day campaign when NHTSA's national paid media buy reaches the Alaska television and radio markets.

- Grantees have been provided funding to be able to produce multiple locally targeted messages aimed at different audiences and using different social norming themes.
- AHSO has good cooperation and a good working relationship with the Alaska Department of Transportation and Public Facilities (DOT&PF) Public Information Officer and is able to get press releases written and distributed with a minimum of red tape.
- Members of the Alaska traffic safety community have recognized the need for a coordinated communication effort to more efficiently and effectively bring traffic safety messaging to the public. They have laid the groundwork by establishing the Strategic Communications Alliance, a grassroots coalition.

#### **4B. CHALLENGES**

- The State has no comprehensive communications plan for either earned or paid media.
- Research shows that 73 percent of Alaska drivers surveyed do not have a very high level of expectation of receiving a ticket for occupant protection violations.
- Child safety seat and booster seat usage has little paid media or mass audience messaging.
- There are no apparent goals for quantity of earned media mentions or paid media impressions. There are also no total quantifications of actual impressions, either by target audience or total audience for paid media.
- Adult occupant protection and Occupant Protection for Children (OPC) earned media news stories are rare.
- There has been no evaluation of the effectiveness of paid media.
- By concentrating large quantities of occupant protection paid media in two intensive CIOT periods in relative close proximity (May and August), audiences may be subject to message overload, leading to loss of effectiveness and cost efficiency.
- Paid media messaging for occupant protection in general and CIOT in particular has evolved into primarily social norming with minimal enforcement emphasis.
- There is no dedicated, effective social media or web presence for all occupant protection promotion.

- AHSO has no process or history of review and approval of grantee press releases; other earned media material; or paid media scripts, graphics, or other material.
- The Strategic Communications Alliance coalition was initiated, but has not yet been implemented.
- Occupant protection messaging is often lost within press releases that carry more than one traffic safety related message.

#### 4C. RECOMMENDATIONS

- **Restart the Strategic Communications Alliance and organize it to be an effective and ongoing means to plan, coordinate, and help evaluate media strategies. The Alliance should serve as a source for sharing expertise and resources to increase efficiencies and effectiveness of media strategies and tactics.**
- Develop goals for earned and paid media efforts and build in resources for evaluation of communications efforts.
- Consider moving the Labor Day occupant protection campaign to match the National Highway Traffic Safety Administration's November dates if the current high levels of funding for occupant protection paid media continue or increase.
- **Spread some of the occupant protection media buys into periods between mobilizations so as to maintain more of a year-round message presence.**
- **Reintroduce messaging that places greater emphasis on the enforcement aspects and consequences. In addition, other behavior modification triggers, such as relevant statistics including seat belt survey results and the cost of injuries and deaths, should be introduced.**
- Use social media and internet effectively to bring occupant protection and occupant protection for children messaging to those expanding audiences that receive messaging more from online and mobile device platforms. Resources such as funding, proper and extensive research, and planning for how best to do this should be provided.
- Ensure earned and paid media messaging is reviewed in the concept and production phases for effectiveness as well as to be able to request, interpret, and analyze outcomes by a suitably experienced Alaska Highway Safety Office, Department of Transportation and Public Facilities, or other agency staff.
- Ensure earned media messaging and tactics for occupant protection and occupant protection for children is a priority and not diluted by other traffic safety messaging.

## 5. OCCUPANT PROTECTION FOR CHILDREN

### GUIDELINE:

*Each State should enact occupant protection laws that require the correct restraint of all children, in all seating positions and in every vehicle. Regulations and policies should exist that provide clear guidance to the motoring public concerning occupant protection for children. Each State should require that children birth to 16 years old (or the State's driving age) be properly restrained in the appropriate child restraint system or seat belt. Gaps in State child passenger safety and seat belt laws should be closed to ensure that all children are covered in all seating positions, with requirements for age-appropriate child restraint use. Key provisions of the law should include: driver responsibility for ensuring that children are properly restrained; proper restraint of children under 13 years of age in the rear seat (unless all available rear seats are occupied by younger children); a ban of passengers from the cargo areas of light trucks; and a limit on the number of passengers based on the number of available seat belts in the vehicle. To achieve these objectives, State occupant protection programs for children should:*

- *Collect and analyze key data elements in order to evaluate the program progress;*
- *Assure that adequate and accurate training is provided to the professionals who deliver and enforce the occupant protection programs for parents and caregivers;*
- *Assure that the capability exists to train and retain nationally certified child passenger safety technicians to address attrition of trainers or changing public demographics;*
- *Promote the use of child restraints and assure that a plan has been developed to provide an adequate number of inspection stations and clinics, which meet minimum quality criteria;*
- *Maintain a strong law enforcement program that includes vigorous enforcement of the child occupant protection laws;*
- *Enlist the support of the media to increase public awareness about child occupant protection laws and the use of child restraints. Strong efforts should be made to reach underserved populations;*
- *Assure that the child occupant protection programs at the local level are periodically assessed and that programs are designed to meet the unique demographic needs of the community;*
- *Establish the infrastructure to systematically coordinate the array of child occupant protection program components;*
- *Encourage law enforcement participation in the National Child Passenger Safety Certification (basic and in-service) training for law enforcement officers.*

### 5A. STRENGTHS

- Alaska has a comprehensive, primary enforcement occupant protection law (AS 28.05.095) that details correct restraint use, in accordance with manufacturer's instructions, of all children based on age, height, and weight limits. Legislation includes recommendations regarding rear-facing, forward-facing, booster seat, and seat belt use through the age of 16.

- Alaska's Graduated Driver Licensing Law (GDL) provides for a three-tier system. See the Legislation section of this assessment for additional detail regarding GDL.
- Alaska has child care facility regulations (7 AAC 57.565 Transportation) requiring safe transportation and proper occupant protection. See Legislation section of this assessment for additional detail regarding child care facility occupant protection regulations.
- Pre- and post-phone and observational surveys regarding child restraint and seat belt use are timed around legislative changes and implementation of Child Passenger Safety (CPS) and occupant protection programming.
- The statewide CPS coalition, Alaska Child Passenger Safety Coalition (ACPSC), includes member representatives from public and private agencies throughout the State, sharing a common goal of protecting children traveling on the roadways of Alaska. Members include healthcare professionals, firefighters, paramedics, law enforcement officers, injury prevention professionals, health and safety personnel, educators, parents, businesses, foundations, policymakers, and volunteers.
- ACPSC hosts the website [www.carseatsak.org](http://www.carseatsak.org) on which Child Passenger Safety Technicians (CPSTs) enter program information to track data regarding CPS programming. This website is a public resource providing general CPS information as well as specific community event and training information.
- In 2012, Alaskan CPSTs inspected 1,509 child restraints and distributed 612 child restraints. These CPSTs maintained records detailing dates, locations, and lead CPSTs for individual community check events. They maintained records calculating child restraint misuse rates, the number of child restraints checked, and the type of child restraints distributed (rear-facing only, convertible, forward-facing combination, and booster seats). These records include the local agency source of child restraints distributed, as well as total monetary donations collected in return for distribution of child restraints.
- CPSTs identified and traveled to five rural communities in 2012, providing CPS education and conducting CPS inspections/car seat checks for families in areas with the highest need and native population.
- The *Rural Alaska CPS* newsletter, provided by the Alaska Injury Prevention Center (AIPC) with funding provided by the Alaska Highway Safety Office (AHSO), details information on state rural CPS activities.
- Coordinated CPS outreach is conducted by CPSTs with local law enforcement and state troopers in rural and municipal locations.
- CPSTs from different agencies collaborate and share resources to support children with special transportation needs.

- ACPSC developed a strategic plan and maintains a focus on goals that include evaluation and research to assure ACPSC is responsive to the needs of CPS issues in Alaska.
- Members of ACPSC developed a CPS community toolkit in an effort to disseminate consistent CPS messaging throughout the State. Information packets were initially sent to 450 doctors, clinics, schools, child care providers, child protective services, rural health aids, tribal injury prevention specialists, and others. Following this initial mailing, additional information packets were provided upon request.
- ACPSC hosts an annual CPS conference in the State to support CPST training, continuing education, and recertification.
- There are currently 172 certified CPSTs in Alaska.
- Certified Child Passenger Safety Technician Instructors (CPSTIs) collaborate and travel to assist one another in teaching CPST certification courses in an effort to train new CPSTs throughout the State.
- CPSTIs focus on supporting and mentoring new CPSTs to assist with retention of CPSTs throughout the State. This includes rural and outlying areas where there might be a single, otherwise professionally isolated, CPST in an individual community.
- CPS programs are conducted in hospitals to provide education for new parents.
- Paid and earned media are utilized to promote CPS laws, National Child Passenger Safety Week, and teen driving safety.
- Programs are being conducted to address teen driving safety through peer-to-peer campaigns in high schools. This effort is strong in the Anchorage area and is currently being replicated in the southeast region.

## **5B. CHALLENGES**

- There are no formal in-vehicle CPS observations conducted in the State.
- There is limited retail availability of appropriate and various types of child restraints due to the high cost of shipping to and within Alaska.
- Alaska lacks statewide coordination of organized CPS program planning, implementation, training, data collection, and evaluation.
- Due to Alaska Highway Safety Office (AHSO) staff vacancies, AHSO has been unable to focus on program coordination and grant deliverables. In some cases this has resulted in duplication of community program efforts by separate grantees. CPS and occupant protection statewide coordinated efforts led by AHSO are needed.

- There is a reported lack of or delay in communication to grantees by AHSO regarding changes in grant application and/or reporting processes. This results in inefficient use of time when applications and/or reports are completed and then need to be redone because the process changed without prior notice.
- The large distances to smaller communities create challenges in reaching all of Alaska's children with CPS information and education.
- Despite efforts by CPS programs to distribute appropriate child restraints to families that cannot otherwise afford to purchase a car seat, some families hold on to the outdated child restraints they already have.
- Child restraints are reportedly found left at airports after no cost distribution of new child restraints due to challenges with transportation for families. Families often walk long distances after completion of air travel in order to arrive home.
- There is only one CPSTI with specialized training to teach the curriculum "Safe Travel for Children with Special Health Care Needs." This instructor conducts courses within the State in order to increase the number of CPSTs with training to support children with special transportation needs. One such special needs course has already been taught in 2013, and a second CPSTI with this specialized training was flown in from another state to conduct the course.
- There is a lack of teen driving safety/occupant protection programs for children 12-16.

## 5C. RECOMMENDATIONS

- **Create a position and designate an Occupant Protection for Children (OPC) program coordinator to organize and implement a structured, planned, and evaluated OPC program throughout the State, funded by the Alaska Highway Safety Office. This position should include programming efforts targeted for children prenatally through age 16. Consider locating this OPC program coordinator in the Anchorage area, in order to have better access to and involvement with statewide child passenger safety and overall OPC programs. Designate this coordinator as the state child passenger safety contact liaison to the National Highway Traffic Safety Administration.**
- **Conduct formal in-vehicle seat belt and child restraint observations in all seating positions.**
- Increase support and funding from the Alaska Highway Safety Office to publicize existing injury prevention/child passenger safety/occupant protection helpline phone numbers to improve access to services and materials available for the public, child passenger safety technicians, and instructors throughout the State.

- Provide funding and seek partners to purchase child restraints (car seats and booster seats) to assist in meeting the goal that every child will have access to one safe and appropriate child restraint for their age, height, and weight. Sustain child restraint distribution programs by charging a nominal fee per seat distributed, in conjunction with a policy that no child will be denied a child restraint based on caregiver ability to pay.
- **Provide consistent outreach to and CPS training for staff at Head Start locations. Head Start has the infrastructure in place to meet with children and families in all communities throughout Alaska.**
- **Provide funding for in-state travel to support collaboration among certified Child Passenger Safety Technician Instructors so that they can teach Child Passenger Safety Technician (CPST) national certification courses. Funding is also needed for CPSTs to implement child passenger safety community education in rural, native, and outlying areas; provide support to families with special transportation needs; and provide support for certified CPSTs to attend the Alaska Child Passenger Safety conference.**
- Provide funding for an appropriate number of Child Passenger Safety Technicians to attend out-of-state conferences each year. This attendance helps support required continuing education and recertification, aids in development of new programming and evaluation ideas to bring back to Alaska, and provides important networking with other child passenger safety professionals nationally.
- Encourage experienced Child Passenger Safety Technicians in the State to apply for membership to the National Child Passenger Safety Board with travel support for in-person meetings funded by the Alaska Highway Safety Office. This board participation allows for increased visibility of Alaska at a national level, as well as represents and increases advocacy for the diverse population needs of the State. This participation could, in turn, result in improved training opportunities, outreach resources, and continuing education materials available through the Board for diverse communities.
- Provide funding and seek partners to implement the state child passenger safety conference and support scholarships for Child Passenger Safety Technicians (CPSTs) that could not otherwise attend due to a lack of financial resources. Participation at this conference supports retention and sustainability of CPSTs and motivates them to continue their child passenger safety community efforts.
- **Seek long-term public and private partnerships to mitigate transportation and shipping challenges throughout the State in support of continued child passenger safety programs and training.**
- Encourage and support implementation of a Child Passenger Safety Basic Awareness course for law enforcement, health care providers and other special populations. Basic child passenger safety outreach education courses increase awareness of the importance of child passenger safety and seat belt use.

- Add [www.cpsboard.org](http://www.cpsboard.org) to the Alaska CPS website [www.carseatsak.org](http://www.carseatsak.org) to promote awareness of online Child Passenger Safety Technician continuing education opportunities that are available through the Child Passenger Safety Board website. Continuing education is required to maintain Child Passenger Safety Technician certification. Online resources aid in reducing or eliminating the cost of travel for such recertification requirements.
- Support additional Child Passenger Safety Technician Instructors to complete instructor training in order to teach the “Safe Travel for Children with Special Health Care Needs” curriculum. This will:
  - increase training opportunities within the State, resulting in increased special transportation resources throughout the State,
  - decrease the need to fund travel for instructors from outside of the State to travel to Alaska to provide the same curriculum course, and
  - increase the resources to assist children with special transportation needs.
- Increase teen driving safety programs for the target audience of children 12-14 (pre-driving age) in preparation for driving and licensure. Provide resources to assist parents in talking with their children about safe driving practices leading up to the graduated driving tiers of licensure.
- Continue to expand teen driving safety peer-to-peer program campaigns in high schools throughout the State.

## 6. OUTREACH PROGRAM

### GUIDELINE:

*Each state should encourage extensive statewide and community involvement in occupant protection education by involving individuals and organizations outside the traditional highway safety community. Representation from health, business, education, and diverse cultures of the community are encouraged, among others. Community involvement broadens public support for the state's programs and can increase a state's ability to deliver highway safety education programs. To encourage statewide and community involvement, States should:*

- *Establish a coalition or task force of individuals and organizations to actively promote use of occupant protection systems;*
- *Create an effective communications network among coalition members to keep members informed about issues;*
- *Provide culturally relevant materials and resources necessary to conduct occupant protection education programs, especially directed toward young people, in local settings;*
- *Provide materials and resources necessary to conduct occupant protection education programs, especially directed toward specific cultural or otherwise diverse populations represented in the State and in its political subdivisions.*

*States should undertake a variety of outreach programs to achieve statewide and community involvement in occupant protection education, as described below. Programs should include outreach to diverse populations, health and medical communities, schools and employers.*

#### **a. Diverse Populations**

*Each State should work closely with individuals and organizations that represent the various ethnic and cultural populations reflected in State demographics. Individuals from these groups might not be reached through traditional communication markets. Community leaders and representatives from the various ethnic and cultural groups and organizations will help States to increase the use of child safety seats and seat belts. The State should:*

- *Evaluate the need for, and provide, if necessary, materials and resources in multiple languages;*
- *Collect and analyze data on fatalities and injuries in diverse communities;*
- *Ensure representation of diverse groups on State occupant protection coalitions and other work groups;*
- *Provide guidance to grantees on conducting outreach in diverse communities;*
- *Utilize leaders from diverse communities as spokespeople to promote seat belt use and child safety seat;*

- *Conduct outreach efforts to diverse organizations and populations during law enforcement mobilization periods.*

***b. Health and Medical Communities***

*Each State should integrate occupant protection into health programs. The failure of drivers and passengers to use occupant protection systems is a major public health problem that must be recognized by the medical and health care communities. The SHSO, the State Health Department and other State or local medical organizations should collaborate in developing programs that:*

- *Integrate occupant protection into professional health training curricula and comprehensive public health planning;*
- *Promote occupant protection systems as a health promotion/injury prevention measure;*
- *Require public health and medical personnel to use available motor vehicle occupant protection systems during work hours;*
- *Provide technical assistance and education about the importance of motor vehicle occupant protection to primary caregivers (e.g., doctors, nurses, clinic staff);*
- *Include questions about seat belt use in health risk appraisals;*
- *Utilize health care providers as visible public spokespeople for seat belt and child safety seat use;*
- *Provide information about the availability of child safety seats at, and integrate child safety seat inspections into, maternity hospitals and other prenatal and natal care centers;*
- *Collect, analyze and publicize data on additional injuries and medical expenses resulting from non-use of occupant protection devices.*

***c. Schools***

*Each State should encourage local school boards and educators to incorporate occupant protection education into school curricula. The SHSO in cooperation with the State Department of Education should:*

- *Ensure that highway safety and traffic-related injury control, in general, and occupant protection, in particular, are included in the State-approved K-12 health and safety education curricula and textbooks;*
- *Establish and enforce written policies requiring that school employees use seat belts when operating a motor vehicle on the job; and*
- *Encourage active promotion of regular seat belt use through classroom and extracurricular activities as well as in school-based health clinics; and*
- *Work with School Resource Officers (SROs) to promote seat belt use among high school students;*
- *Establish and enforce written school policies that require students driving to and from school to wear seat belts. Violation of these policies should result in revocation of parking or other campus privileges for a stated period of time.*

#### ***d. Employers***

*Each State and local subdivision should encourage all employers to require seat belt use on the job as a condition of employment. Private sector employers should follow the lead of Federal and State government employers and comply with Executive Order 13043, “Increasing Seat Belt Use in the United States” as well as all applicable Federal Motor Carrier Safety Administration (FMCSA) Regulations or Occupational Safety and Health Administration (OSHA) regulations requiring private business employees to use seat belts on the job. All employers should:*

- *Establish and enforce a seat belt use policy with sanctions for non-use;*
- *Conduct occupant protection education programs for employees on their seat belt use policies and the safety benefits of motor vehicle occupant protection devices.*

#### **6A. STRENGTHS**

- The membership of the Alaska Child Passenger Safety Coalition (ACPSC) encompasses many Occupant Protection for Children (OPC) providers from across the State. There appears to be a relatively high level of cooperation and support across institutional lines.
- Through such organizations as the Alaska Native Tribal Health Consortium (ANTHC), there is coordinated outreach to both native and rural communities.
- The ANTHC has added transportation safety to its list of priority areas this year.
- Native and rural community representatives are active partners in the ACPSC.
- The ANTHC uses large gatherings of members of the Alaska Native/American Indian (AN/AI) community such as the American Federation of Natives annual convention, Alaska Native Games, and Native Youth Olympics to bring OPC outreach to sizable, geographically diverse audiences.
- High school programs like *Raise Your Voice!*, *High School Buckle Up*, and *ThinkFast* are being utilized well throughout both urban and rural “hub” communities of the State.
- There are several websites and resources providing excellent OPC information and materials from various providers.

#### **6B. CHALLENGES**

- There are no formal programs in place to encourage employers in either the public or private sector to require seat belt use on the job as a condition of employment.

- Rural Alaska often experiences less than what could be considered adequate internet connectability, whether from aging equipment, outdated technologies, or inherent problems caused by long distances from technology service centers. This hampers using online approaches to foster useful outreach to many.
- Many occupant protection and OPC efforts are concentrated in urban areas of the State, leaving many rural areas of the State’s population without adequate outreach.
- There appears to be little, if any, outreach efforts for any occupant protection related services or information beyond those of high school age.
- There is no centralized, easy-to-find, engaging source for all occupant protection and OPC information and materials.
- There are no systems in place to gather “saved by the belt” stories of when use of seat belts and/or child safety seats saved lives or prevented serious injury.

## 6C. RECOMMENDATIONS

- Obtain or develop model seat belt and other traffic safety policies for government agencies and encourage the State, borough, municipal, and special district administrations to implement them in practice, not just policy.
- Obtain or develop and distribute model seat belt and other traffic safety policies and programs for private industry and businesses.
- Reach out to law enforcement, the medical community, and others to gather “saved by the belt” stories of when use of seat belts and/or child safety seats saved lives or prevented serious injury. Use either the stories or personal appearances of those involved in messaging and illustration.
- Develop new or adapt current resources that can be more useful in rural communities, given the multiple geographic, economic, and cultural factors involved.
- Research and develop methods by which outreach can be made both available and used in adult and senior demographics. Given both the nature of the information needed and the large number of potential recipients, these will need to be easily accessible, such as web presences, social media, and print.
- **Develop coordinated, dynamic presences on the web and social media. Outreach should follow the trends being used, such as an “engagement first, information second” paradigm.**
- Use current or develop new coalitions with government, law enforcement, social services, hospitals, non-profits, and the private sector to agree on a small number of outreach approaches that have the goal of reaching larger numbers of the public.

- **Implement statewide programs designed to increase occupant protection that are based on the latest “*Countermeasures That Work.*”**
- **Conduct a statewide occupant protection conference that creates the opportunity for all stakeholders to:**
  - **learn about existing programs, issues, grant writing tools, Alaska Highway Safety Office and other agency goals and grant expectations,**
  - **strategize advancement of adult occupant protection and child passenger safety goals,**
  - **brainstorm ideas for increasing usage rates, and**
  - **foster cooperation among traffic safety advocates and professionals.**

**Ensure representatives from diverse cultural, economic, and geographic communities are involved in conference planning and promotion.**

## 7. DATA AND EVALUATION

### GUIDELINE:

*Each State should access and analyze reliable data sources for problem identification and program planning. Each State should conduct several different types of evaluation to effectively measure progress and to plan and implement new program strategies. Program management should:*

- *Conduct and publicize at least one statewide observational survey of seat belt and child safety seat use annually, making every effort to ensure that it meets current, applicable Federal guidelines;*
- *Maintain trend data on child safety seat use, seat belt use and air bag deployment in fatal crashes;*
- *Identify high-risk populations through observational usage surveys and crash statistics;*
- *Conduct and publicize statewide surveys of public knowledge and attitudes about occupant protection laws and systems;*
- *Obtain monthly or quarterly data from law enforcement agencies on the number of seat belt and child passenger safety citations and convictions;*
- *Evaluate the use of program resources and the effectiveness of existing general communication as well as special/high-risk population education programs;*
- *Obtain data on morbidity, as well as the estimated cost of crashes, and determine the relation of injury to seat belt use and non-use;*
- *Ensure that evaluation results are an integral part of new program planning and problem identification.*

### 7A. STRENGTHS

- Alaska's increased adoption of electronic field data collection for crash reports and citations, a committed and active working level Traffic Records Coordinating Committee (TRCC), and a Model Minimum Uniform Crash Criteria (MMUCC) compliant crash report show great strides in improving data that can be used for targeting sites and audiences for occupant protection programs and evaluating the effectiveness of those programs.
- The conversion of the existing roadway data system and its linear referencing system (LRS) to a relational database utilizing a geographic information system (GIS) will improve the accuracy of location coding and add spatial analysis as a tool for identifying potential locations for implementing enforcement-based occupant protection programs.
- Because of the widespread use by Alaska's law enforcement agencies of electronic data entry systems, such as the Traffic and Criminal Software (TraCS) and proprietary software, efforts are underway by the Alaska Department of Administration Division of Motor Vehicles (DMV) to receive electronic crash data into a new Crash Data Repository (CDR). This effort will allow the Alaska Department of Transportation and Public

Facilities (DOT&PF) and other agencies to work with digital versions of the crash data as well, and reduce duplicate crash data entry. After further distribution of the TraCS systems, it is believed that electronic transfer of crash data will approach 99 percent.

- While approximately half of the Alaska courts accept electronic citation records, there is a single court case management system that receives all citations electronically and reporting of convictions to the DMV for all but misdemeanor and felony traffic charges is done electronically.
- The Alaska Injury Prevention Center (AIPC) performs extensive evaluations of occupant protection surveys and other programs. In addition, evaluations of medical data, such as trauma registries, have been conducted.
- With the use of the Alaska Personal Identifying Number (APIN) on all data records, it is possible to analyze the medical outcome of restrained versus unrestrained crash involvement.
- Alaska's TRCC has been instrumental in communicating system and data needs to all involved stakeholders and including its membership in development of a comprehensive *Strategic Traffic Safety Plan (STSP)*.
- The native injury prevention community has used data from trauma registries and vital statistics to evaluate motor vehicle injuries and fatalities in rural areas. These analyses estimate that 24 percent of motor vehicle injuries occur outside the major population areas.

## **7B. CHALLENGES**

- There is a substantial backlog of crash data which limits its use for problem identification, enforcement countermeasure development (e.g., targeting locations or particular audiences), and evaluation of crash and injury reduction as a result of occupant protection programs.
- Even though the information is available electronically, there is no citation tracking system that will provide statewide information regarding the consistency of adjudication and plea-bargaining or dismissals of occupant protection citations, the impacts of various types of enforcement activities on the crash incidence and severity, and the impact of various types of adjudicatory and administrative sanctions on driver behavior.
- For those law enforcement agencies using proprietary crash reporting systems, it will be necessary to develop and test data exports using state-specified edits, in order to electronically transfer data to the CDR.
- The cost to the State of Alaska of crash-related injuries and deaths due to the failure to use occupant protection has not been examined in over a decade.

- Rural injury prevention data indicate a high percentage of motor vehicle injuries may not be reported as crashes to the State.

## 7C. RECOMMENDATIONS

- Continue efforts to promote the transfer of electronic crash data to the Division of Motor Vehicle's Crash Data Repository (CDR) and reduce the backlog of crash records. Since Anchorage's proprietary crash system appears furthest along in the ability to electronically transfer crash data to the CDR and represents a significant proportion of crash data collected statewide, assist with the completion and testing of their electronic export of crash data as soon as possible.
- **Support the use of electronic crash and citation data to target audiences and/or locations for occupant protection enforcement and to evaluate occupant protection programs in terms of the reduction of crashes and injuries due to lack of restraint usage.**
- Begin using and testing the Division of Motor Vehicle's Crash Data Repository (CDR), and during the transition to electronic transfer of crash reports, ensure that any manually submitted crash reports are entered into the CDR as well.
- **Determine the cost to the state of Alaska of injuries and deaths resulting from crashes involving unrestrained occupants. This specific cost information can be used to justify and provide support for occupant protection efforts.**
- Match citation data with adjudication data to evaluate the effect of citation issuance on restraint usage and the adjudication of those citations.
- Improve the investigation and reporting of rural crashes to the Crash Data Repository.

**2013 ALASKA OCCUPANT PROTECTION ASSESSMENT**

**Homewood Suites, Anchorage, Alaska**

**SUNDAY – August 4, 2013**

**7:00 PM** JOINT MEETING/RECEPTION: Assessment Team and AHSO Safety Staff

**MONDAY – August 5, 2013**

**9:00 AM - 10:30 AM --- SESSION I**

**Introductions/State Program and Program Management**

Mike Vigue (phone)  
Tammy Kramer  
Jill Sullivan (phone)

Provide overview/challenges/strengths  
GR/Director, Office of Highway Safety, AHSO  
Describe how OP is addressed in STSP

**10:30 AM - 10:45 AM – BREAK**

**10:45 AM - 12:45 AM – SESSION II**

**Legislation, Regulation and Policy**

Gordon Glaser  
Peggy Hayashi, RN

State of Alaska, Public Health Manager, Retired  
Former NHTSA CPS AK State Contact &  
Former Safe Kids Coordinator

**12:45 PM - 1:45 PM – LUNCH**

**1:45 PM - 3:15 PM – SESSION III**

**Enforcement**

Lt. David Hanson  
Lt. Dan Welborn (phone)  
Chief Steve Dutra (phone)  
Chief Thomas Remaley (phone)

AST/BHP  
Law Enforcement Liaison, Office of Highway Safety,  
Fairbanks Police Department  
North Pole Police Department  
Palmer Police Department

**3:15 PM - 3:30 PM – BREAK**

**3:30 PM - 4:00 PM – Wrap-up with Tammy Kramer, AHSO**

**TUESDAY – August 6, 2013**

**9:00 AM - 10:30 AM – SESSION IV  
Communications Program**

Justin Freeman	Public Affairs Manager, AST/BHP
Marcia Howell (phone)	AIPC (Alaska Injury Prevention Center) – media contract
Lt. David Hanson	AST/BHP

**10:30 AM - 10:45 AM – BREAK**

**10:45 AM - 12:45 AM – SESSION V  
Occupant Protection for Children**

Beth Schuerman	AIPC
Mandi Seethaler	AIPC
Sylvia Craig	AIPC
Jane Fellman	Central Peninsula Hospital
Corlis Taylor	Fairbanks Memorial Hospital – AK CPS Coalition
Jean Kincaid	Mat-Su Services for Children
Gwen Teutsch	Mat-Su Services for Children
Sara Penisten	Providence Health & Services
Lesa Way (phone)	Southeast Alaska Regional Health Consortium (SEARHC)

**12:45 PM - 1:45 PM – LUNCH**

**1:45 PM - 3:15 PM – SESSION VI  
Data and Evaluation Program**

Bonnie Walters (phone)	Statistics/FARS, Office of Highway Safety
Marcia Howell (phone)	AIPC
Jill Sullivan (phone)	Describe how OP is addressed in STSP
Ron Perkins (phone)	Seat belt use observational survey

**3:15 PM - 3:30 PM – BREAK**

**3:30 PM - 4:00 PM – Wrap-up with Tammy Kramer, AHSO**

**WEDNESDAY – August 7, 2013**

**9:00 AM - 11:30 AM – SESSION VII**

**Outreach Programs**

Beth Schuerman  
Jaylene Wheeler  
Lesa Way (phone)

AIPC  
Alaska Native Tribal Health Consortium  
SEARHC

**11:30 AM - 12:30 PM – LUNCH**

**12:30 PM on – Team Member Discussion, Deliberation, and Report Preparation**

**THURSDAY – August 8, 2013**

**Team Member Discussion, Deliberation, and Report Preparation**

**FRIDAY – August 9, 2013**

**9:00 AM – Final Report Out**

## ASSESSMENT TEAM CREDENTIALS

### SUSAN N. BRYANT

[leaderservices@yahoo.com](mailto:leaderservices@yahoo.com)

Susan (Sue) Bryant is currently a consultant for a small firm of which she is the principal. After almost thirty years of state employment, she retired as the director of the public transportation division of the Texas Department of Transportation (TxDOT). The public transportation division had 180 employees and an approximately \$150 million budget of federal and state grant programs for rural and small urban transportation systems, the state's medical transportation program, and public transportation planning. Prior to becoming division director, she served for over ten years as the director of the Texas traffic safety program.

During her career with TxDOT, she held the position of state traffic safety director, assistant to the deputy director for field operations, and highway safety planner and traffic safety program manager. She served as secretary and member of the board of the National Association of Governors' Highway Safety Representatives (now Governors Highway Safety Association) and member of the law enforcement committee for the Transportation Research Board.

She facilitated the strategic planning process for the Governors Highway Safety Association (GHSA) and completed a "How to Manual" for occupant protection for children for GHSA. She headed a project in Texas to conduct community assessments and develop local strategic plans for underage drinking prevention. In addition, she served as community liaison for the Travis County Alliance for a Safe Community, an underage drinking prevention coalition based in Austin. She has served on highway safety program assessment teams for Alaska, California, Colorado (2), Florida (2), Georgia, Idaho, Illinois, Kentucky, Maine (2), Maryland, Massachusetts, Montana (3), Missouri (2), North Dakota, Oklahoma, South Carolina, South Dakota, Vermont, and Wyoming. She served on the team to update the impaired driving assessment tool and was also on the team to develop assessment team training.

For seven years, she served as a member and then chair of the City of Rollingwood, Texas, Planning and Zoning Commission. She served as chair of the City's Utility Commission and as director with the Rollingwood Community Development Corporation. She now serves as President of the Johnson County (Iowa) Dog Park Action Committee, a 501c3 corporation.

She has taught high school and adults, consulted for the media in major television markets, and taught management to state and local officials. She has been named to "Who's Who of American Women," has received the national Award for Public Service from the U.S. Department of Transportation, and is a two-time recipient of the American Association of State Highway and Transportation Officials (AASHTO) President's Modal Award for Highway Safety. She is also a graduate of Leadership Texas.

A Phi Beta Kappa graduate with Highest Honors in English from the University of Iowa, she holds a master's degree in communication from the University of Iowa and a master's degree in business administration from the University of Texas at Austin.

## **BARBARA DELUCIA**

[bdelucia@data-nexus.com](mailto:bdelucia@data-nexus.com)

Barbara DeLucia is President and CEO of Data Nexus, Inc., and has 35 years of experience in project management, highway safety, transportation, and public safety systems. She is former head of the Accident Analysis Division of the Texas Transportation Institute, where she contributed extensively to research for state and national studies. She has served on numerous state and international traffic records assessment teams and as manager of several state traffic records systems audits and strategic planning efforts. Since the early 1980s, she participated in numerous national efforts to improve data quality and transportation information systems, under the auspices of the Transportation Research Board, the National Research Council, and the National Safety Council. She served on many NCHRP panels and was selected as the consultant for the NCHRP Synthesis 350: *Crash Records Systems*. She designed and developed systems for many components of a transportation network database (e.g., crash, roadway, traffic, bridge, railroad grade crossing, et al.) and automated methods to calculate safety severity indices, to identify high crash locations, and to conduct evaluations for run-off-road and intersection-related crashes, raised pavement markers, and other safety programs.

### **Project Experience**

#### **Traffic Records Data Improvements**

- Participated in traffic records assessments and impaired driving assessments for numerous states
- Designed and evaluated a model court records system to meet the traffic safety needs of judges and prosecutors
- Designed a statewide OVI Tracking System and a Citation Tracking System for the State of Ohio
- Conducted state data system audits to identify current practices and recommend improvement
- Evaluated options for using technologies for data collection for all US DOT modal agencies for BTS
- Provided recommendations and technical support for traffic records systems in other countries
- Developed an NCHRP Synthesis on the state of the art in crash records systems

#### **Systems Analysis, Design, and Implementation**

- Advise and assist researchers in obtaining various types of transportation safety information for research activities
- Provided systems design, development, and analysis activities for all aspects of transportation including roadway, safety, and pavement management
- Developed integrated databases of traffic accidents, roadway inventory, and traffic volume information

- Designed and implemented *LANSER*, a comprehensive microcomputer system for a local area network used to report and analyze numerous components of a statewide, integrated traffic records system for the Texas DOT
- Designed a Citation Tracking System and OVI (Operating a Vehicle under the Influence) Tracking System for Ohio
- Designed, coded, tested, and implemented a commercial hierarchical database system, including data dictionary, detailed security and control for on-line access throughout the country
- Prepared project evaluations and schedules, design and program specifications, detailed test plan conditions, and installation plans for commercial systems

### **Training, Retreats, and Workshops**

- Developed Instructor-based and Internet-based training for highway safety programs and use of TSIS data
- Served as a participating faculty member for the LBJ School of Public Affairs, University of Texas to teach graduate students about traffic crash records systems in Texas and other states
- Facilitated the development of strategic plans for traffic records data improvement for several states
- Facilitated strategic planning retreat for the multi-modal US DOT Traffic Records Coordinating Committee
- Conducted a commercial training class for entry-level programmers and systems analysts
- Taught short course, *Metropolitan Safety and Traffic Operations*, Texas Engineering Extension Service

### **Education**

- M.P.A. Public Administration (Policy and Intergovernmental Relations) Texas A&M University 1987
- B.B.A. Administrative Management (Computer Science & Statistics) University of North Texas 1972

## **CHRIS COCHRAN**

[Chris.Cochran@ots.ca.gov](mailto:Chris.Cochran@ots.ca.gov)

As Assistant Director for Marketing and Public Affairs, Cochran administers and directs the media, communications, and marketing efforts of the California Office of Traffic Safety, including a nearly \$5 million budget. Cochran works closely with over 300 grantees to effectively publicize their programs. He is the Office's primary spokesperson and media contact. In addition, he works with public and private sector stakeholders, advocacy groups, state and local officials, and the public in achieving marketing and public awareness campaigns and events. He has held this position since 2006.

Previously, Cochran held a variety of positions within the television, media relations, marketing, and promotions sectors, including managing a television news operation, field producing for ABC World News Tonight, managing and producing for local and national public television, and operating his own video production, marketing, and promotions company. His promotions and productions have been viewed nationally for more than 30 years.

He has been the recipient of three Emmy Awards from the National Academy of Television Arts and Sciences, as well as multiple awards for advertising and public relations campaigns. The productions and promotions he has managed have garnered over 100 local, regional and national awards. He serves on several industry committees, including Strategic Highway Safety Plan Communications team, Governors Highway Safety Association Communications Committee, and NHTSA High Visibility Enforcement panel.

**AMY A. HEINZEN, MPH, CPSTI**

[Amy.Heinzen@nsc.org](mailto:Amy.Heinzen@nsc.org)

Amy Heinzen, MPH, is a Program Manager in Grants and Strategic Initiatives with the National Safety Council (NSC). A Certified Child Passenger Safety Technician Instructor, she is the Past-Chairperson of the National Child Passenger Safety Board and current Secretariat. Prior to joining NSC, Amy worked in pediatric injury prevention at All Children's Hospital, part of Johns Hopkins Medicine. In this role, Amy worked extensively with extramural funding provided by the Florida Department of Transportation. Programs included, but were not limited to, child passenger safety and bicycle and pedestrian safety on the West Coast of Florida. Amy has served as a multi-county Safe Kids Coordinator, focusing on a variety of childhood injury prevention topics. Amy has also worked as a civilian Training and Curriculum Specialist in Child and Youth Services for the U.S. Department of the Army, stationed in Germany. She was a Certified Child Life Specialist for 16 years, working at Yale-New Haven Hospital and All Children's Hospital. Amy is the proud mother of Julia (7y) and Brady (5y).

## **RICHARD J. MILLER**

[rjmiller146@msn.com](mailto:rjmiller146@msn.com)

Richard Miller is currently working as a Senior Traffic Safety Consultant for M. Davis and Company, Inc. Miller experienced a rewarding career in the Michigan Department of State Police rising from the Trooper rank to Inspector over his 26 year career. In his final assignment, he served as the Assistant Sixth District Commander, the state police operations officer for much of the western side of lower Michigan. Career stops in between include Post Commander at two state police posts and an assignment within the Traffic Services Division with oversight over all Headquarters-directed seat belt, alcohol, selective enforcement, and speed related projects. Upon retirement, Inspector Miller served a stint as Chief of Police at Plymouth, Michigan before joining AAA Michigan/Auto Club Group as Community Safety Services Manager, a traffic safety spokesman for AAA on the state and national level. Miller served in this role for six years before retiring again.

### **Education**

- ◆ B.S., Criminal Justice, Michigan State University, 1973

### **Employment History**

- ◆ Senior Traffic Safety Consultant - 2006-present
- ◆ Community Safety Services Manager, AAA Michigan/The Auto Club Group - 2000-2006
- ◆ Chief of Police, City of Plymouth, Michigan - 2000
- ◆ Michigan Department of State Police - 1973-1999
- ◆ United States Army - 1970-1972

### **Specialties**

- ◆ Traffic Safety
- ◆ Training and Course Development

### **Relevant Teaching and Work Experience**

- ◆ Subject Matter Expert for the NHI course: *Road Safety Audits/Assessments* (NHI380069). He has taught the course four times with positive evaluations in each. Miller is one of only two former police officers certified to co-instruct this course with a traffic engineer.
- ◆ On behalf of the FHWA Office of International Programs delivered a five-day version of the course *Road Safety Audits/Assessments* in Kuwait in 2010.
- ◆ Project Manager for the NHTSA "Evaluate Nighttime Seat Belt Enforcement Demonstration Program and Identify Characteristics of Unbelted High Risk Drivers" (DTNH22-10-R-00347) This project is a Maryland based nighttime seat belt enforcement study measuring changes in driver awareness of the nighttime enforcement effort and also gauging the characteristics of nighttime seat belt violators through enforcement data. (2010 - present)
- ◆ Subject Matter Expert on the FHWA "Development and Pilot Implementation of a Model State Speed Development Plan" (DTFH61-10-D-00022). This project is directed at

developing an action plan that could be adapted by states in developing their own State speed management action plan; and pilot-testing of this action plan in four states. (2010-2013)

- ◆ Principal Investigator for the NHTSA “System Analysis of ASE Implementation” (DTNH22-10-R-00350). This project was primarily a census of the current and recently discontinued ASE programs in the United States. The objectives of this NHTSA study were to determine how the existing speed camera programs in the United States were developed and implemented; examine other variables that have affected these speed camera programs; and determine how all of these variables have affected the success of these programs. (2010-2012)
- ◆ Principal Investigator for the NHTSA “Demonstration and Evaluation of Speed Management and Automated Enforcement Project” (DTHN22-07-R-00056). The special focus of this demonstration project was on the integration of automated speed enforcement (ASE) with traditional speed enforcement countermeasures to maximize the impact of both strategies. (2007-2012)
- ◆ Subject Matter Expert on the FHWA, Office of Safety project: Speed Management: A Manual for Local Rural Road Owners (2012)
- ◆ Manager for the AAA Road Improvement Demonstration Program, (RIDP) a public private partnership designed focused on implementing engineering countermeasures at high crash locations. Implemented projects at over 500 intersections in Michigan and Wisconsin. (1999-2006)

### **Honors**

- ◆ Michigan Traffic Safety Award (for the AAA RIDP), Michigan Governors Traffic Safety Advisory Commission, 2004
- ◆ Best Public Private Partnership (for AAA RIDP), Council of State Governments, 2004
- ◆ Best Public Private Partnership (for AAA RIDP), Southeast Michigan Council of Governments/Metropolitan Affairs Coalition, 2001
- ◆ As the Flat Rock Post Commander, the post won the Michigan Mothers Against Drunk Driving annual award for enforcement excellence for four consecutive years.(1987-1991)
- ◆ Michigan State Safety Commission 1993 Award for Outstanding Long Term Contributions to Traffic Safety