



FY 2005 Annual Report

**Kentucky State Police
Governor's Highway Safety Program**

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Introduction

Crash Summary

The total number of motor vehicle crashes in Kentucky increased approximately 3% during the last year, from 129,831 in 2003 to 133,718 in 2004. Fatal crashes increased for the fourth consecutive year and fatalities again exceeded 900 for the third time since 1979. Kentucky's fatality rate per 100 million vehicle miles traveled continued to edge upward, to its current rate of 2.1. This is particularly disturbing in light of the fact that the national fatality rate has decreased to 1.46.

A more positive occurrence is that injury crashes and injuries from motor vehicle crashes have been steadily declining in Kentucky since 1999, no doubt due to continuing improvements in vehicle safety and modest increases in seat belt usage. In 2004, the number of injury crashes fell to 29,933, 3.7% less than in 2003. Kentucky's injury rate per 100 million VMT equals the national average rate of 95. When calculated per 100,000 population, however, the state has a significantly higher injury rate (1,085) than the national average (950).

Despite yearly fluctuations, many of the performance measures graphed on the previous pages exhibit improving trends over the past decade. Injuries, combined fatal & serious injury rates, alcohol-related fatality rates, and safety belt and child restraint usage have all been moving in a generally encouraging direction. By contrast, total fatalities, fatality rate by population and motorcyclist fatalities have worsened in the last ten years, while the number of total crashes and the fatality rate per vehicle miles traveled have stayed nearly flat.

Accomplishments

The following accomplishments are among those made by the Kentucky Governor's Highway Safety Program in FY 2005:

- Implemented/continued programs and projects that resulted in a slight increase in the seat belt usage rate from 66% to 66.7%.
- Planned and coordinated a comprehensive assessment of the occupant protection program.
- Provided funding to a total of 85 law enforcement agencies to address identified highway safety problems throughout the state.
- Provided funds to 13 other entities for educational programs and training aimed at reducing traffic fatalities and injuries.
- Funded publication of the annual *Analysis of Traffic Crash Data in Kentucky* and *Traffic Collision Facts* books by the Kentucky Transportation Center (University of Kentucky).

- Sponsored the statewide annual seat belt survey and an evaluation of the May 2005 *Buckle Up Kentucky. It's the Law & It's Enforced* campaign

- Held the Governor's DUI Enforcement Awards to recognize law enforcement agencies and officers who excelled at removing impaired drivers from our roadways.
- Coordinated enforcement mobilizations emphasizing the major program priorities of occupant protection, impaired driving, and speeding. Recruited law enforcement agencies at the state and local levels to participate.
- Distributed equipment awards to top-performing agencies that participated in the *100 Days of Summer Heat* mobilization.
- Conducted a total of five statewide media campaigns to coincide with highway safety enforcement mobilizations. Received a state award of excellence for the television spot used for the "Buckle Up Kentucky: It's the Law and It's Enforced" campaign.
- Created a new Governor's Highway Safety Program logo to better identify and promote the program.
- Helped plan and sponsor a Kentucky Lifesavers Conference, the first such event held in ten years.
- Participated as an exhibitor at the Kentucky State Fair, distributing literature on seat belts, impaired driving, motorcycle safety, elderly drivers, young drivers, and other topics. Obtained over 800 written surveys on drivers' attitudes about seat belts.
- Continued involvement in the Governor's Executive Committee for Highway Safety and several of its associated emphasis area teams.
- Received an award from the Underage Drinking Enforcement Training Center for Kentucky's Enforcing Underage Drinking Laws Program.
- Held 32 regional briefings to educate law enforcement agencies, elected officials and others about highway safety issues and the national enforcement mobilizations.
- Held two training sessions in different areas of the state to review responsibilities and procedures for agencies receiving highway safety grants.
- Established a Governor's Highway Safety Program web page as part of the Kentucky State Police's web site.
- Produced a new *You Drink and Drive. You Lose.* commercial featuring law enforcement officers from five different agencies (both state and local), as well as the Governor.
- Addressed motorcycle safety with a radio PSA that ran for several weeks during the summer.

Impaired Driving Program

Kentucky experienced an increase in alcohol-related crashes and fatalities in 2004. The number of alcohol-related crashes and fatal crashes, however, remains at or below the average from the previous four years. Although the percentage of fatalities involving alcohol increased, Kentucky is still proud to have the lowest percentage of alcohol-related fatalities in the southeast, as well as one of the lower percentages in the nation. The continued reduction in the number of alcohol-related injury crashes is also encouraging.

Despite improving general trends in the long-term, impaired driving is still a significant issue and will remain to be an emphasis area for the Governor's Highway Safety Program. Drug-related crashes are becoming more prevalent. In 2004, there were 1,151 drug-related crashes in Kentucky, 145 of them fatal crashes. Certain counties, all in the eastern part of the state, have markedly higher rates of drug-related crashes than what is typical in most Kentucky counties. Future efforts in impaired driving reduction need to consider the increasing role of drugs.

Alcohol-Related Crashes in Kentucky

The table below gives an overview on alcohol-related crashes and DUI enforcement/prosecution in Kentucky:

| | 4 year average 2000-2003 | 2003 | 2004 |
|--|-------------------------------------|-------------|-------------|
| Alcohol-Related Crashes | 5,849 | 5,578 | 5,645 |
| Alcohol-Related Injury Crashes | 2,630 | 2,383 | 2,257 |
| Alcohol-Related Fatal Crashes | 170 | 160 | 170 |
| Alcohol-Related Fatalities | 189 | 178 | 199 |
| Percent of all Fatalities involving alcohol | 22% | 19% | 21% |
| DUI Filings | 42,324 | 40,436 | 40,118 |
| DUI Convictions | 26,608 | 25,475 | 25,611 |
| DUI Conviction Rate | 81.2% | 83.3% | 83.2% |

Below is a recap of the impaired driving program goals as stated in the FY2005 Highway Safety Plan and an indication of whether or not the goal was achieved:

- **Goal:** To reduce the total number of alcohol-related crashes from 5,578 to 5,300 or less.
Status: Alcohol-related crashes increased by 1.2% from 2003 to 2004.
- **Goal:** To reduce the number of alcohol-related injury crashes by 5% from 2,383 to 2,264.
Status: Goal was met, with a reduction to 2,257.
- **Goal:** To reduce the number of alcohol-related fatalities per 100M VMT from 0.38 to 0.36
Status: This rate increased to 0.42 in 2004.
- **Goal:** To reduce the percentage of alcohol-related fatalities from 19% to 18%.
Status: The proportion of alcohol-related fatalities increased to 21% in 2004.
- **Goal:** To increase the average conviction percentage from 83.3% to at least 85%
Status: This percentage stayed nearly the same. It is currently 83.2%.
- **Goal:** To increase enforcement in counties and cities having a high percentage of alcohol-related crashes.
Status: In FY05, the Governor's Highway Safety Program provided 402 funds to 13 agencies and 410 funds to nine agencies to allow overtime enforcement focused on addressing alcohol-related highway safety problems. These agencies were awarded funding based on their high numbers of alcohol-related crashes and/or fatalities.

Alcohol Program Grantees – Law Enforcement

Alcohol countermeasures grants were funded with Section 402 and Section 410 funds for 20 local law enforcement agencies, as well as two state law enforcement agencies (Kentucky State Police and Kentucky Vehicle Enforcement). These agencies worked a combined total of 13,918 overtime hours resulting in 2,400 DUI arrests. These programs also yielded 9,320 speeding citations, 3,205 safety belt citations, and 208 child restraint citations during the grant year. Kentucky State Police continued their Nighthawk traffic alcohol program, which allowed them to conduct overtime enforcement all across the state, with a specific focus on DUI. KSP conducted a total of 1,093 traffic safety checkpoints during the grant year. The overtime funds were used for some of the officer-hours at these checkpoints. The other agencies conducted targeted enforcement programs in eleven counties.

Two agencies, Bullitt County Sheriff's Department and Radcliff PD, also received funding for full-time officers who worked 2,215 hours under the program. These officers reported a total of 34 DUI arrests, 1,957 speeding citations, 671 safety belt citations, and 3 child restraint citations for the grant period.

DUI Standards Community Assessment Project

The DUI Standards Community Assessment Project was created to reduce recidivism among repeat DUI offenders and DUI offenders with high BACs. A pilot program is currently underway in 20 counties in NHTSA's Southeast region. Two Kentucky counties have begun implementation of action plans to improve their DUI systems under this pilot program. These counties (Hardin and Madison) were chosen from among those with the most alcohol-related fatalities in the state. This program uses established "Gold Standards" for communities to measure their performance in five critical areas related to impaired driving: enforcement, prosecution, adjudication, treatment, and evaluation.

The enforcement component involves eleven law enforcement agency grantees in Madison and Hardin Counties. These agencies (Kentucky Vehicle Enforcement, Kentucky State Police, Vine Grove PD, Berea PD, Eastern Kentucky University PD, Madison and Hardin County Sheriff Departments, Elizabethtown PD, Radcliff PD, West Point PD and Richmond PD) collaborated in as many as two DUI checkpoints per month in varied locations in each county throughout the FY05 grant year.

The DUI Standards Community Assessment pilot involves more than law enforcement. In both Madison and Hardin Counties, GHSP funding allowed the County Attorney's offices to hire DUI Compliance Monitors. These positions will allow these counties to meet several DUI standards and to improve their overall DUI systems by tracking activity from arrest through treatment and probation.

Impaired Driving Mobilizations

Kentucky coordinated two ***You Drink & Drive. You Lose*** mobilizations in FY05. From December 22, 2004 through January 2, 2005, 107 agencies participated and reported enforcement activity, even though no national mobilization had taken place. This mobilization involved 146 checkpoints and resulted in the arrest of 547 impaired drivers.

The major impaired driving mobilization of the year coincided with the national ***You Drink & Drive. You Lose*** campaign from August 19 through September 5, 2005. Sixty-five percent of all law enforcement agencies statewide participated in this mobilization, with 205 reporting their enforcement data to the GHSP. A total of 731 checkpoints were conducted during this 16-day period. Between checkpoints and patrol enforcement, the mobilization resulted in the following arrests/citations:

| | | | |
|---------------------------|--------|------------------------------|--------|
| DUI Arrests: | 2,226 | Safety Belts: | 4,879 |
| Felony arrests: | 1,455 | Child Restraints: | 605 |
| Drug Arrests: | 1,767 | No Insurance: | 5,031 |
| Fugitives Apprehended: | 1,641 | Reckless Driving: | 718 |
| Suspended Licenses: | 1,881 | Other Traffic Violations: | 19,228 |
| Speeding | 21,084 | Stolen Vehicles Recovered | 126 |

Activity levels in almost every category increased, when compared to the YD&DYL mobilization held the previous year.

DUI Enforcement Awards Program

In December 2004, the Governor's Highway Safety Program hosted the annual Governor's Impaired Driving Enforcement Awards. This event honored officers for their outstanding achievements in impaired driving enforcement during FY 2004. 185 officers and 170 law enforcement agencies were recognized for their extraordinary efforts in reducing impaired driving. The agencies receiving awards were collectively responsible for over 31,000 impaired driving arrests from October 2003 through September 2004.

This annual event provided an opportunity for two partner agencies to present their own awards. MADD Kentucky presented the top award to the officer with the most DUI arrests in Kentucky, while the Federal Highway Administration honored two individuals with its Division Administrator's Award for Excellence in Highway Safety.

Alcohol Program Grantees – Education

The following agencies received alcohol program funds (402 and 410) to carry out programs of an educational nature:

- The Kentucky Emergency Nurses Association** continued their traffic safety educational programs in the following counties: Daviess, McLean, Warren, Fayette, Christian, Crittenden, Caldwell, Lyon, and Jefferson. Volunteers presented an educational program known a DARE to CARE to 670 students at camps, youth groups, and schools. They partnered with MADD in presenting prom programs that reached 2,000 high school students. They reached 2,050 college students through alcohol screenings at the University of Kentucky and through an alcohol awareness program at Western Kentucky University. Their focus extended beyond alcohol issues by conducting bike safety programs that reached over 300 kids and in educating parents and health care providers about child passenger safety through educational events and classes.

- **The Kentucky Crime Prevention Coalition** completed a second year of impaired driving educational programs by their Youth Program Coordinator. In FY 2005, they presented the Fatal Experience Driving Simulation program 80 times across the state. A total of 6,483 middle school, high school, and college students participated in these programs. The coordinator also exhibited the program and its specialized vehicles at five conferences: the Kentucky Lifesavers conference, Kentucky Women in Law Enforcement conference, Campbell County Teens on Wheels program, and the Kentucky School Resource Officer conference.
- **The Kentucky Administrative Office of the Courts** conducted the first statewide DUI College for judges. This 3-day event held in April 2005 included sessions on judicial involvement in community traffic safety issues, forensic foundations for impaired driving cases, standardized field sobriety testing, search and seizure and sentencing. District Judges, court officials and a diverse range of professionals conducted the conference, with a total of 101 people attending. A one-day follow-up event was held in Louisville in September 2005. This event offered sessions on multi-cultural issues in DUI cases, alcohol, drugs and impaired driving, road rage and aggressive driving, best practices in traffic court, and motivating anti-DUI behaviors using existing values. Judges completing a survey indicated that they are interested in future collaborative efforts that will serve to advance the goals of the DUI Standards program in Kentucky and that they are particularly concerned about ways to provide outreach education regarding DUI to young people in schools and other community settings.

Occupant Protection Program

Kentucky continues to be challenged in meeting its occupant protection program goals. Although a slight increase (+1%) was observed in the average statewide safety belt usage rate in the last year, Kentucky's usage rate (66.7%) is still more than 15 percentage points below the national average of 82%. The latest increase translates to non-user conversion rate of only 2%. As indicated below, we fell short of all of our short-term goals. Usage rates among some segments, particularly vehicle occupants on rural minor/local roadways and those in the eastern part of the state, actually decreased slightly. Usage rates for pickup truck occupants increased, however, due to the additional advertising of the *Buckle Up in Your Truck* campaign.

While we have not made significant sustained headway with the strategies we have been relying on to increase adult seat belt usage, the Occupant Protection Program assessment that we undertook in June 2005 resulted in a number of recommendations for improving the situation. Some of these recommendations have already been implemented and many others are planned for implementation in the coming year.

Mirroring seat belt usage patterns, child restraint usage is highest in the north-central region of the state and is lowest in the east and south-central areas of Kentucky. The very high usage for small children can be partially attributed to primary enforcement, which has been in effect since 1982 and applies to all children 40" or less in height.

In 2004, 55 child occupants (four years and under) were involved in fatal collisions. This is four less than in 2003. Nine of these children were killed, down from ten the previous year. Four of these fatally injured children were not restrained.

Below is a recap of the occupant protection program goals as stated in the FY 2005 Highway Safety Plan and an indication of whether or not the goal was achieved:

- **Goal:** To increase the average statewide safety belt usage rate from 66% to at least 70%.
Status: The 2005 observed statewide usage rate increased by less than one percentage point, to 66.7%.
- **Goal:** To increase usage on rural minor/local roads by 2.4 percentage points, from 54.6% to 57%.
Status: The average rate for this type of roadway decreased to 53.6%.
- **Goal:** To increase usage for pickup truck occupants from 50.7% to 56%.
Status: Seat belt usage by pickup truck occupants increased to 54.1%.
- **Goal:** To increase statewide usage by children under the age of four from 96% to 98%.

Status: The statewide usage rate for children under the age of four (including both the front and rear seat) decreased to 94.4%.

Occupant Protection Program Grantees -- Law Enforcement

The Governor's Highway Safety Program funded 22 law enforcement agencies for overtime enforcement with 402 funds for occupant protection. One agency was also funded for a full-time officer. Sixty-eight percent of these grantees are located in the east region of the state, which has an average seat belt usage rate of only 56.2%, according to Kentucky's official seat belt usage survey. These grantees worked a total of 4,186 hours, issuing a total of 1,295 seat belt citations and 64 child restraint citations. In addition, these grantees issued a total of 3,136 speeding citations and made 226 DUI arrests during their grant-funded hours. Grantees reported seat belt usage at the beginning and end of the grant year from locally conducted observational surveys. Fifteen of the funded agencies reported an increase in their local seat belt usage rate at the end of the grant year. The average amount of increase was 8.5 percentage points.

Section 157 Grants

The GHSP was able to provide funding to 40 agencies with 157 Innovative Funds in FY 2005. Local agencies used this funding solely for officer overtime during the May 2005 mobilization. Kentucky State Police's Operation SAFE (Seat belt Awareness For Everyone) received approximately \$150,000 to fund 3,403 overtime hours during the May 2005 mobilization. KSP troopers working this program were responsible for 1,684 seat belt citations, 119 child restraint citations, 223 DUI arrests, and 4,944 other traffic citations.

The other 39 agencies received 157 grants ranging from \$1,000 to \$25,000. These agencies worked a combined total of 3,615.35 hours of overtime during the May mobilization, issuing 1,206 citations for seat belts, 325 for child restraints, 4,837 for speeding and 2,991 for other traffic violations. They also arrested 112 people for impaired driving and 513 people for other reasons.

Law Enforcement Mobilizations

The Governor's Highway Safety Program coordinated two mobilization events specifically focused on occupant protection. The first mobilization took place from November 22—28, 2004. Television ads with a strong enforcement message accompanied the mobilization, in which 127 agencies participated and reported enforcement activity, even though no national mobilization had taken place. These agencies issued 1,158 seat belt and 86 child restraint citations, conducted 117 traffic safety checkpoints, and made 494 DUI arrests.

A more significant enforcement blitz took place from May 23—June 5, 2005, corresponding to the national *Click it or Ticket* mobilization. 188 Kentucky agencies participated and reported activity, which included 714 checkpoints. Total activity during the 14-day mobilization was as follows:

| | | | |
|------------------------------|--------|------------------------------|-------|
| DUI Arrests: | 1,422 | Safety Belts: | 6,089 |
| Felony arrests: | 810 | Child Restraints: | 422 |
| Drug Arrests: | 1,289 | No Insurance: | 5,126 |
| Fugitives Apprehended: | 1,035 | Reckless Driving: | 494 |
| Speeding | 21,645 | Suspended Licenses: | 1,405 |
| Other Traffic Violations: | 13,385 | Stolen Vehicles Recovered | 89 |

Mini-sample observational surveys taken before the start of the campaign showed a baseline seat belt usage rate of 66.1%. Surveys taken during the enforcement phase of the campaign showed a temporary increase to 68.6%, before settling to a post-enforcement level of 66.7% average usage.

Law Enforcement Liaisons

During FY 2005, the GHSP utilized its Law Enforcement Liaisons to continue to build alliances with local law enforcement agencies and to promote greater participation in the mobilizations. Kentucky has four LELs who work as contract employees, responsible for law enforcement outreach in their particular region of the state. In FY 2005, the LELs made a total of 743 visits to city, county, and state police agencies. They also held a total of 32 regional meetings in the spring and late summer of 2005, in which they gave presentations on highway safety priorities and the upcoming national/state mobilizations. Grantees and all other law enforcement agencies in each of 16 State Police post areas were invited, as well as local officials such as mayors and district judges. These meetings have proven successful in promoting the objectives of the Governor's Highway Safety Program and the mobilizations. The LELs achieve good attendance at these meetings by providing lunch, distributing highway safety commodities, and giving attendees the opportunity to draw for incentive prizes such as PBTs.

The LELs also attended a number of meetings, such as those held by local safety coalitions, state and regional chief's and sheriff's associations, and highway safety corridor teams. They also attended the LEL conference held by NHTSA's southeast region in Orlando, Florida in February 2005, and helped with Kentucky's hosting of another regional conference in Lexington, Kentucky in October 2004.

Outreach /Educational/CPS Grants

Statewide Child Passenger Safety Coordinator

Using carryover 2003(b) funds, the Governor's Highway Safety Program continued its contract with Kosair Children's Hospital to fund a Registered Nurse and Child Safety Advocate as the full-time coordinator of the state's Child Passenger Safety program. Some of her more notable accomplishments in FY 2005 were:

- Served as lead instructor in 13 National Standardized CPS Certification Technical Workshops resulting in 131 certified technicians (70 law enforcement, 6 firefighters, 4 EMS, 51 nurses/health department staff/traffic safety coordinators from area development districts). Two of the technicians are fluent in Spanish.
- Instructed "Operation Kids" for 50 Lexington Firefighters.
- Instructed two SAFE KIDS Buckle Up Refresher Workshops for 30 people.
- Served as lead instructor for CPS renewal class, recertifying 5 State Police Troopers.
- Received a "Champion for Children" award from the Superintendent of the Jefferson County Public School for work in the pre-school through 2nd grade classrooms regarding booster seat education and giveaways.
- Distributed 900 booster seats to low income families across the Commonwealth.
- Received one of 20 "Hero in CPS" awards at the National Kids in Motion CPS conference.
- Co-presented a workshop entitled "Implementing Successful Child Passenger Safety Programs" at the Kentucky Lifesavers Conference. Approximately 30 people attended the workshop.
- Co-presented a workshop at the Kentucky Trauma Symposium entitled "Children in Motor Vehicle Crashes: the Issues and Solutions" for 150 attendees.
- Served on the Kentucky Occupant Protection Task Team
- Updated a brochure and poster to include LATCH information and distributed over 150,000 through obstetrical/pediatrician offices, health clinics, hospitals and law enforcement agencies.
- Sponsored 33 car seat check-up clinics across the state and checked 719 seats, with a misuse rate of 97%. One hundred and fifty car seats were replaced due to age, crash history, missing parts or recalls.
- Provided interviews for five CPS stories on Louisville TV newscasts. Topics were Child Passenger Safety Week, Buckle Up America, summer traveling, LATCH and booster seats.

Central Baptist Hospital Occupant Protection Specialist

This grant helped to fund an RN at Central Baptist Hospital in Lexington to coordinate *Battle of the Belts* programs at five public high schools in Fayette County and two in Jessamine County, as well as two private schools. These programs involved over 11,000 students and included pre- and post-program belt surveys, belt usage pledges, incentives, posters, outdoor signs, displays, presentations, “ghost outs” and interactive games.

The project director also developed a CPS self-learning module and coordinated Drive Safely Work Week events for hospital staff. She helped instruct six 4-day CPS classes and participated in numerous car seat check up clinics at the hospital, fire stations, day cares, retail stores, and other businesses. She also gave CPS presentations to a variety of audiences and made several pediatric clinic visits.

Pike County Health Department Child Passenger Safety Program

For its third year, this successful program continued to offer CPS instruction and educational materials to parents and other caregivers in Eastern Kentucky, through court-ordered alternative sentencing, check up clinics, and displays at community events. CPS education has been established as alternative sentencing for child restraint violators in four counties – Pike, Floyd, Perry and Letcher. In FY05, these programs served 47 people. The project director has helped establish and maintain an additional permanent fitting station in Pike County – there are now four such stations. She served as an instructor for the 32-hour CPS technician class, which resulted in an increase in the number of CPS technicians in Pike and surrounding counties to 36.

Murray Calloway County Safe Community

This grant allowed Audubon Area Community Services Organization to provide CPS instruction and education to the community of Murray in Western Kentucky. This program was responsible for eight diversion classes for seat belt and child restraint offenders, five community car seat checks, information at two community events, and two CPS technician classes.

Purchase Area Development District Project Safe

This grantee worked with the Murray State University Agriculture Department to build a rollover demonstrator, which is nearly complete. This equipment will be donated to Kentucky State Police Post 1, and will be used as an educational tool throughout the western region of the state. The grantee participated in one certified CPS technicians class, four child safety seat checks, two school programs, one safety fair and two safety booths during the grant year. They also conducted observational seat belt surveys, finding that the rate increased from 53.1% in 2004 to 53.5% in 2005 in their eight-county region.

Police Traffic Services Program

Although the percentage of fatal crashes involving speed in Kentucky (about 22%) remains well below the national average (31%), speed is still one of the most common contributing factors in total crashes and fatal crashes in Kentucky. For this reason, the Police Traffic Services program helps law enforcement agencies throughout the state to combat speeding by funding overtime enforcement for traffic patrol. The program also targets areas that have multiple highway safety problems, including those with high or critical crash rates relative to the number of vehicle miles. Below is a summary of the latest data concerning speed-related crashes:

Speed-Related Crashes in Kentucky

| | Average 2000-2003 | 2003 | 2004 |
|------------------------------|------------------------------|-------------|-------------|
| Speed-related Crashes | 9,154 | 9,658 | 9,369 |
| Speed-related Injury Crashes | 3,319 | 3,197 | 3,035 |
| Speed-related fatal crashes | 163 | 163 | 187 |
| Speeding Convictions | 87,824 | 86,852 | 86,115 |

The following goals concerning speed-related crashes were presented in the FY 2005 Performance Plan:

- **Goal:** To reduce the number of speed-related crashes by five percent from 9,658 to 9,175
Status: Speed-related crashes declined by 3% in 2004, to 9,369.
- **Goal:** To reduce the number of speed-related injury crashes to less than 3,000
Status: Speed-related injury crashes declined to almost the goal level, reaching 3,035 in 2004.
- **Goal:** To reduce the number of speed-related fatal crashes to 150 or less.
Status: Speed-related fatal crashes increased by more than 14% from 2003 to 2004.
- **Goal:** To increase speed enforcement in counties having a high percentage of speed-related crashes and a low number of speeding convictions per speed-related crash.
Status: The GHSP awarded grants to 34 law enforcement agencies for overtime to address speed-related highway safety problems. All of the recipient counties have speeding convictions per speed-related crash that are below the state average.

Law Enforcement Grantees

Federal 402 funds helped 33 local agencies in 26 counties to work overtime hours to combat speeding and other traffic violations. These agencies worked a total of 11,039 overtime hours, resulting in 18,165 speeding tickets, 425 DUI arrests, 3,294 seat belt citations, and 151 child restraint citations. These agencies also held a total of 63 traffic safety checkpoints during the grant year.

Kentucky State Police continued their Selective Traffic Enforcement Program, working 6,597.5 combined hours of overtime in the 16 Post areas throughout the state. This overtime generated 16,100 speeding citations, 163 DUI arrests, 143 child restraint citations, and 2,429 seat belt citations.

Mobilizations

For the second year, Kentucky participated in the Southeast Region's *100 Days of Summer Heat* mobilization. This mobilization ran from June 6 through August 18, spanning the period between the two national mobilizations for seat belts and impaired driving. The focus of *100 Days of Summer Heat* was on speeding. Participation was encouraged by challenging agencies to report their activity in order to compete for equipment awards. A total of 151 agencies reported 37,959 speeding citations, 9,362 seat belt citations, 726 child restraint citations, and 4,365 DUI arrests during this time. Enforcement results were examined in each of six agency size divisions. Six agencies were awarded radar units and 11 agencies were awarded PBTs for their enforcement efforts in the mobilization.

Safe Communities Program

Safe Communities grantees were active in bringing together different individuals and agencies to analyze local traffic safety issues so that resources could be directed where they could be most beneficial. Each of the Safe Communities grantees continued programs begun in previous years, concentrating on expanding and enhancing local safety coalitions in order to educate at-risk individuals. Their activities included school programs, community health and safety fairs, presentations to targeted populations, child safety seat check-ups, and distribution of literature. Below is a summary of some of the accomplishments of those agencies that received 402 monies for Safe Communities Programs:

Barren River Health District

- Conducted a seat belt observational surveillance study on approximately 16,200 vehicles in eight counties. Published results on the Department's web site (<http://www.barrenriverhealth.org/>)

- Added latest year of emergency department injury data from five hospitals to a database on injuries, treatments, and costs for the years 2000—2004.
- Completed, published, and distributed injury summaries for each county within the district. These include hospital injury surveillance data and seat belt/child safety seat data for the previous four years of the Safe Communities project. The release of these reports was publicized through a press conference and TV/radio interviews in May.
- Created and distributed (through web site, health department branches, and partners) reader-friendly color fact sheets with injury & occupant restraint data for each county.
- Conducted focus groups with teens to discover their practices and attitudes about seat belt usage and the effectiveness of media and enforcement efforts.
- Submitted monthly articles/press releases to area newspapers and radio stations on traffic safety-related topics, such as cell phone usage survey results, booster seats, drowsy driving, and ATV injuries.
- Through regional teams, coordinated SAFE KIDS Coalitions, conducted child restraint offenders programs, and performed projects to increase seat belt and child restraint usage, including car seat check-ups, *Battle of the Belts* and other school programs, and safety displays at community events.

Madison County Health Department

- Coordinated the activities of the Madison County Safety Coalition, working with 16 different local partner groups to reach a broad spectrum of the population with safety messages/education. 45 Coalition planning meetings were held during the grant year.
- Gave presentations on various traffic safety issues to over 4,000 individuals including students, teachers, health care workers, community groups, and clubs.
- Distributed educational materials to over 8,000 individuals at health fairs, community events, etc, as well as to local physicians and school nurses.
- Conducted seat belt surveys each month, resulting in approximately 23,800 observations (including several high schools) in both urban and rural areas of the county.
- Continued work on developing a system to monitor and track all injuries that go through local hospital Emergency Departments.
- Participated in the “DUI Standards” community assessment pilot program in Madison County.
- Maintained a permanent CPS fitting station with four certified technicians at the health department. Conducted four public check-up events, as well as individual check-ups conducted by appointment. Coalition members installed a total of 355 seats and 126 booster seats.
- Developed and launched the “Always Buckle up Children in the Backseat” campaign.

Bicycle Safety Program

In 2004, there were 453 bicycle-motor vehicle crashes in Kentucky, down from 485 in 2003. Bicycle-related injury crashes also decreased from 356 to 334. Both of these figures represent declines of over 12% from the average of the previous four years. The number of fatal bicycle crashes remained the same from 2003 to 2004, with a total of six fatal bicycle involved crashes. Goals for bicycle safety as stated in the FY 2005 Performance Plan were:

Goal: To reduce the number of bicycle-involved crashes to 475.

Status: Crashes involving bicycles fell to 453 in 2004.

Goal: To increase the usage rate of bicycle helmets in the state to at least 20%

Status: The helmet usage rate for the observed sample in 2005 was 14%. This represents an increase from the previous year, but because the sample size (87) was so small, no conclusion about trends can be reached.

The Governor's Highway Safety Program awarded one grant specifically for bicycle safety in FY 2005. This grant went to Louisville and Jefferson County SAFE KIDS to continue to conduct bike rodeos for children. This organization held 128 bike rodeos in FY 2005, a 36% increase in number from the previous year. It is estimated that between the bike rodeos and 30 classroom presentations conducted, the program reached approximately 26,350 students with its bicycle & pedestrian safety messages.

Media Report

Kentucky conducted five paid media campaigns in FY 2005, spending a total of approximately \$1,358,000. The value of the campaigns was worth much more due to bonus time negotiated by the media contractor. Media campaigns were funded with a combination of 410, 405, and 157 Innovative funds. Kentucky also participated in a number of earned media opportunities, which further boosted the value of the media efforts.

Holiday 2004 Campaign

For the Thanksgiving and Christmas/New Years periods, Kentucky ran television ads that had been aired in previous highway safety campaigns. For Thanksgiving 2004, ads ran from November 21-28. The ad message emphasized the importance of wearing seat belts by showing a series of snapshots of smiling crash survivors set to holiday music. The tagline stated that “There’s a Thin Line Between Life and Death—Buckle Up Kentucky.”

From December 23, 2004 through January 2, 2005, an impaired driving commercial was aired. This ad, originally produced several years ago, used a stern enforcement angle to convey the consequences of impaired driving. The *You Drink & Drive. You Lose* tagline was used.

For both periods, the TV spots ran on network stations in six major markets, to provide broad coverage throughout the state. Below are combined totals for both one-week campaigns:

| Markets | # Paid Spots | # Bonus Spots | Total # | Cost | Reach | Frequency |
|--------------------------------|--------------|---------------|--------------|------------------|-------|-----------|
| Bowling Green | 183 | 63 | 245 | \$15,202 | 85% | 7 |
| Evansville (IN) / Henderson KY | 123 | 126 | 249 | \$22,381 | 93% | 7 |
| Hazard | 93 | 92 | 185 | \$13,500 | 77% | 9 |
| Lexington | 147 | 147 | 294 | \$29,079 | 93% | 8 |
| Louisville | 180 | 180 | 360 | \$42,186 | 98% | 9 |
| Paducah | 50 | 50 | 100 | \$12,767 | 75% | 9 |
| Total | 776 | 658 | 1,434 | \$135,115 | | |

Assessment:

There were no evaluation activities conducted for these media campaigns. However, as shown above, media statistics indicate that in the markets in which media aired, 75-98% of the viewing audience was reached anywhere from seven to nine times during the two weeks in which the ads ran. By utilizing the television markets above, we attained coverage in 82% of households in the state.

Buckle Up in Your Truck

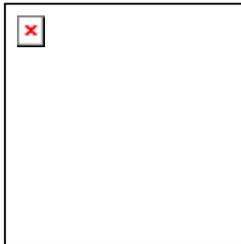
May 2-15, 2005

This media campaign ran in Kentucky as part of the Southeast Region's Pickup Truck Demonstration Project. Advertising materials were produced by the Tombras Group for NHTSA. Kentucky utilized the "non-enforcement" versions of TV and radio spots, as well as billboards. A detailed breakout of the media buy is shown below, and a summary is included in the next section:

| | # Spots | Cost | Audience | Reach | Frequency |
|--------------------------------|---------------|------------------|-------------------|-----------------------|-----------|
| Network TV | | | Men 18-34 | | |
| Bowling Green | 180 | \$17,459 | 24,700 | 69% | 6 |
| Evansville (IN) / Henderson KY | 257 | \$21,195 | 76,600 | 86% | 6 |
| Hazard | 191 | \$9,724 | 26,000 | 75% | 5 |
| Lexington | 260 | \$28,828 | 139,650 | 88% | 6 |
| Louisville | 276 | \$40,409 | 173,900 | 94% | 6 |
| Paducah | 87 | \$14,705 | 103,400 | 65% | 7 |
| Subtotal | 1,251 | \$132,320 | 544,234 | 80% avg. | 6 avg. |
| Radio | | | | | |
| Bowling Green | 313 | \$8,498 | 25,600 | 62% | 12 |
| Lexington | 335 | \$12,386 | 71,200 | 70% | 7 |
| Louisville | 689 | \$14,535 | 121,100 | 73% | 11 |
| Outlying Markets | 2646 | \$32,246 | Not avail. | Not available | |
| Subtotal | 3983 | \$67,665 | | | |
| Cable TV | | | Households | Men 18-34 TRPs | |
| Knoxville DMA | 999 | \$3,255 | 7,800 | 977 | |
| Cincinnati DMA | 700 | \$8806 | 90,500 | 633 | |
| Charleston DMA | 3,264 | \$16,010 | 79,920 | 2,534 | |
| Nashville DMA | 1,159 | \$9,690 | 21,000 | 1,126 | |
| Paducah DMA | 2,448 | \$13,005 | 59,511 | 2,091 | |
| Evansville DMA | 2,403 | \$16,244 | 52,051 | 2,439 | |
| Bowling Green DMA | 882 | \$40,851 | 38,000 | 737 | |
| Lexington DMA | 3,339 | \$40,851 | 36,3200 | 13,989 | |
| Louisville DMA | 1,350 | \$11,216 | 72,792 | 435 | |
| Subtotal | 16,544 | \$159,928 | 784,774 | | |
| Total | 21,778 | \$359,913 | | | |

“Buckle Up Kentucky: It’s the Law and It’s Enforced”

May 16--29, 2005



This campaign began immediately following the Buckle Up in Your Truck campaign. The television and radio spots were originally created in 2004 by Paul Schultz Advertising of Louisville for the May 2004 occupant protection campaign. The ads were updated with new logos and a tag line that read, “In conjunction with the National Click it or Ticket campaign.” A new 30-second radio spot was produced to accommodate those stations that did not have 60-second slots

available. Details of the media buy are indicated below:

| | # Spots | Cost | Audience | Reach | Frequency |
|--------------------------------|---------------|------------------|-------------------|-----------------------|-----------|
| Network TV | | | Men 18-34 | | |
| Bowling Green | 178 | \$17,357 | 24,700 | 68% | 6 |
| Evansville (IN) / Henderson KY | 277 | \$22,147 | 76,600 | 86% | 6 |
| Hazard | 191 | \$9,724 | 26,000 | 75% | 5 |
| Lexington | 280 | \$31,527 | 139,650 | 90% | 6 |
| Louisville | 296 | \$43,248 | 173,900 | 94% | 6 |
| Paducah | 87 | \$14,647 | 103,400 | 65% | 7 |
| Subtotal | 1,309 | \$138,650 | 544,234 | | |
| Radio | | | | | |
| Bowling Green | 337 | \$8498 | 25,600 | 62% | 12 |
| Lexington | 335 | \$12661 | 71,200 | 70% | 7 |
| Louisville | 610 | \$14535 | 121,100 | 71% | 10 |
| Outlying Markets | 2646 | \$37,380 | Not avail. | Not available | |
| Subtotal | 3,928 | \$73,074 | | | |
| Cable TV | | | Households | Men 18-34 TRPs | |
| Knoxville DMA | 999 | \$3,255 | 7,800 | 977 | |
| Cincinnati DMA | 700 | \$8806 | 90,500 | 633 | |
| Charleston DMA | 3,264 | \$16,010 | 79,920 | 2,534 | |
| Nashville DMA | 1,159 | \$9,690 | 21,000 | 1,126 | |
| Paducah DMA | 2,448 | \$13,005 | 59,511 | 2,091 | |
| Evansville DMA | 2,403 | \$16,244 | 52,051 | 2,439 | |
| Bowling Green DMA | 882 | \$40,851 | 38,000 | 737 | |
| Lexington DMA | 3,339 | \$40,851 | 36,3200 | 13,989 | |
| Louisville DMA | 1,350 | \$11,216 | 72,792 | 435 | |
| Subtotal | 16,544 | \$159,928 | 784,774 | 24,945 | |
| Total | 21,781 | \$371,652 | | | |

Outdoor advertising was also used in both the ***Buckle Up in Your Truck*** and the ***Buckle Up Kentucky*** campaigns. A total investment of \$147,131 went toward billboard production and placement for the two campaigns combined. A total of 67 standard sized billboards were rented for a two-month period beginning in May. Approximately one-

third of the boards displayed the “Make Your Truck Tougher—Buckle Up in Your Truck” message; the others displayed the “Buckle Up or Pay Up” design. They were placed in 27 counties that were determined to be difficult to reach through other media formats, mostly in eastern and south central Kentucky. The pickup truck message was selected for counties having high rates of fatalities involving pickup trucks. Nineteen additional billboards were supplied as bonus from the outdoor advertising companies.

The seat belt enforcement message was strengthened along interstates and parkways with nine large format billboards (ranging in size from 14' x 48' to 20' x 80') in eight counties. These billboards were rented for a period of six months.



Billboard designs used in May 2005 campaign

Summary: The above data show that in these back-to-back media campaigns, the media dollars were directed in an almost identical manner, with television being the primary means of advertising. For the pickup truck campaign, a total of \$408,957 was spent on media buys: 32% for network TV ads, 39% for cable TV ads, 17% for radio ads, and 12% for billboards. For the Buckle Up Kentucky campaign, a total of \$469,740 went towards advertising – approximately 29% on network TV, 34% on cable TV, 16% on radio, and 21% on billboards.

For each campaign, ads shown on network TV reached about 80% of the target audience in five major media markets (approximately 435,387 individuals). Average frequency was six times for those seeing the ad. Cable TV was used as the primary format for reaching those not served by network TV market areas. Purchases were concentrated in and southern Kentucky by also purchasing in market areas that overlap into adjacent states. Over 16,000 ads aired on Cable TV for each campaign. These ads had the potential to reach over 784,000 households. Radio ads reached over 148,000 targeted men, who would have heard the ad, on average, ten times during each campaign.

Evaluation: The Kentucky Transportation Center of the University of Kentucky conducted an evaluation of the *Buckle Up Kentucky: It's the Law and It's Enforced* campaign (including *Buckle Up in Your Truck*) in the spring and summer of 2005. The evaluation involved conducting observations of seat belt usage at a sample of locations across the state, documenting enforcement and media activities, comparing the number of fatal and injury crashes during the enforcement period with previous years, and conducting random sample telephone surveys of drivers.

Seat belt usage at a mini-sample set of 21 locations (compared to 200 sites for the full statewide survey) found that usage increased from a baseline level of 66.1% to 68.6% during the enforcement phase of the campaign. Upon completion of the full 200-site statewide survey, the seat belt usage rate was determined to be 66.7%.

Telephone surveys were conducted to determine the effect of the advertising and enforcement campaigns on driver behavior and attitudes. The first set of surveys was conducted in late April through early May, before the *Buckle Up in Your Truck* campaign began. The second set was in June, after completion of the *Buckle Up Kentucky* enforcement. A minimum of 350 telephone interviews was obtained for the pre- and post-campaign surveys. An over-sample of at least 350 interviews was obtained in each wave with drivers whose primary vehicle is a pickup truck.

The telephone surveys showed that the publicity was effective in informing drivers of the campaign. Specifically, there was a statistically significant increase in both sets of drivers who stated they had seen or heard about activities related to seat belt usage and pickup trucks in the last 30 days. Other significant changes for both sets of drivers were a knowledge of an increase in special efforts for seatbelt ticketing and a decrease in the opinion that police do not write tickets for seat belt usage.

Almost all drivers interviewed were aware that Kentucky has a law requiring seat belt use. About one-half of drivers thought police could stop a driver for just a safety belt violation. The knowledge that police must observe another violation first actually increased slightly after the campaign. About two-thirds of all drivers felt Kentucky should have a primary enforcement law for seat belts.

The telephone surveys revealed several differences in the responses of all drivers compared to pickup drivers, including the following:

- a higher percentage of males drive pickup trucks.
- the frequency of driving is higher for pickup drivers, but the frequency of wearing a seat belt is lower
- a higher increase in safety belt usage during the previous 30 days for pickup drivers
- a smaller percentage of pickup drivers felt there should be a primary law
- a higher percentage of pickup drivers had received a ticket for not wearing a seat belt
- a smaller percentage of pickup drivers felt enforcement of belt laws was important.

The evaluation found that the numbers of fatal crashes, injury crashes and total crashes during the two-week enforcement period of the campaign were lower than in any of the previous three years. The number of injuries during this period was 269 less than the average of the previous three years with nine less fatalities.

The complete evaluation report can be found on the internet at the following address:
http://www.ktc.uky.edu/Reports/KTC_05_18_KSP1_05_11.pdf.

100 Days of Summer Heat

May 30 – August 18, 2005

Kentucky joined the rest of the southeast region in conducting a summer-long enforcement campaign that focused on speeding, impaired driving, and occupant protection. The GHSP ran television ads that had been created for the campaign the previous year. New 30-second radio spots were produced from the audio of the existing television spots.

Ads were placed to get the message out leading up to an enforcement emphasis weekend each month. TV ads ran during the weeks of June 13, June 27, and August 8, 2005. Radio ran during the weeks of June 13, June 27, July 4, July 18, July 25, August 8, and August 15. A total of \$471,126 was spent on the media buy, which is detailed below:

| | # Spots | Cost | Audience | Reach | Frequency |
|--------------------------------|--------------|-----------|-------------------|-----------------------|------------|
| Network TV | | | Men 18-34 | | |
| Bowling Green | 221 | \$28,350 | 24,700 | 70% | 8 |
| Evansville (IN) / Henderson KY | 460 | \$24,300 | 76,600 | 98% | 6 |
| Hazard | 268 | \$17,550 | 26,000 | 75% | 6 |
| Lexington | 480 | \$41,400 | 139,650 | 99% | 6 |
| Louisville | 299 | \$48,150 | 173,900 | 99% | 6 |
| Paducah | 299 | \$18,950 | 103,400 | 80% | 6 |
| Subtotal | 2,027 | \$178,700 | 544,234 | | |
| Radio | | | | | |
| Bowling Green | 1,021 | \$29,091 | 25,600 | 86% | 18 |
| Lexington | 1,625 | \$25,000 | 71,200 | 93% | 14 |
| Louisville | 1,676 | \$38,200 | 121,100 | 83% | 15 |
| Outlying Markets | 9,639 | \$130,826 | not avail | not avail. | not avail. |
| Subtotal | 13,961 | \$223,117 | | | |
| Cable TV | Spots | | Households | Men 18-34 TRPs | |
| Cincinnati DMA | 1,060 | \$13,209 | 90,500 | 948 | |
| Charleston DMA | 5,274 | \$24,015 | 79,920 | 3,827 | |
| Nashville DMA | 1,949 | \$14,535 | 31,300 | 1,775 | |
| Knoxville DMA | 1,883 | \$17,550 | 25,800 | 1,667 | |
| Subtotal | 10,166 | \$69,309 | 227,520 | 8,201 | |
| Total | 26,154 | \$471,126 | | | |

The table above indicates that 47% of the media expenditure was directed toward radio, 38% to network TV, and 15% to cable TV. Network TV ads reached, on average, 87% of the intended audience (men 18-34) or approximately 473,484 individuals, with an average frequency of six viewings. Cable TV was used to reach those areas not accessible by network TV. Cable ads were heavily placed in four border markets to better reach the northern, southern, and eastern areas of the state. A total of over 10,000 TV spots ran on cable, with the potential to reach more than 227,000 households. Because a large share of radio ads were placed in outlying it is not possible to estimate the total audience reached from the data available.



**You Drink & Drive. You Lose.
August 17—September 5, 2005**

After having used the same commercials for the YD&DYL campaign for several years, the Governor's Highway Safety Program created a new media campaign for 2005. The campaign consisted of both TV and radio ads. No billboards were utilized.

The new 30-second TV commercial that aired contained excerpts of six different Kentucky police officers talking about their own experiences with impaired driving. The ads included officers from several local police departments, sheriff's departments, and Kentucky State Police troopers. Several different versions were produced, but only one TV ad was aired. Production costs were just over \$100,000. Media buys totaled \$286,694 as detailed below:

| Network Television | # Spots | Cost | Audience Men 18-34 | Reach | Frequency |
|---------------------------|----------------|------------------|---|----------------------------|------------------|
| Lexington | 294 | \$31,871 | 139,650 | 86% | 6 |
| Louisville | 315 | \$31,004 | 173,900 | 88% | 6 |
| Subtotal | 609 | \$62,875 | 313,534 | | |
| Radio | | | | | |
| Bowling Green | 439 | \$8,366 | 25,600 | 78% | 13 |
| Lexington | 538 | \$15,411 | 71,200 | 83% | 11 |
| Louisville | 794 | \$24,089 | 121,100 | 85% | 17 |
| Outlying Markets | 2,160 | \$31,379 | Demo ratings no available in outlying markets | | |
| Subtotal | 3,931 | \$79,245 | | | |
| Cable TV | | | Households | Men 18-34 TRP's | |
| Cincinnati DMA | 1,211 | \$15,854 | 90,500 | 962 | |
| Charleston DMA | 4,117 | \$23,960 | 73,920 | 3,182 | |
| Evansville DMA | 938 | \$7,440 | 31,451 | 889 | |
| Lexington DMA | 6,034 | \$29,988 | 194,400 | 6,120 | |
| Paducah DMA | 2,608 | \$15,644 | 55,611 | 1,970 | |
| Bowling Green DMA | 866 | \$5,266 | 23,000 | 624 | |
| Louisville DMA | 2,187 | \$23,051 | 272,785 | 2,203 | |
| Subtotal | 17,961 | \$121,203 | 741,667 | | |
| Total | 22,501 | \$263,323 | | | |

The table above indicates that 24% of the media expenditure was directed toward network TV; 30% to radio, and 46% to cable TV. Network TV ads reached, on average, 87% of the intended audience (men 18-34) or approximately 272,774 individuals, with an average frequency of six viewings. Cable TV was heavily relied upon to reach the target audience, with nearly 18,000 ads running in seven cable markets, potentially reaching over 740,000 households. Radio ads totaled nearly 4,000, reaching at least 178,000 people with heavy frequency.

Noteworthy Practices

Project Title: DUI Standards Project -- Madison County

Target: Community-wide

Program Area: Alcohol

Problem Statement: For the past several years, Madison County has had a high number of alcohol-related crashes. This county was identified by NHTSA as one of several that make up 60% of the alcohol-related crashes in the state. In 2003, there were 132 alcohol-related crashes in Madison County.

Objectives: The primary objective of this program is to reduce recidivism among repeat DUI offenders and DUI offenders with high BACs by improving all components of the DUI system through a community-based assessment tool.

Strategies: The Governor's Highway Safety Program worked with Madison County officials to create support for this initiative and assist them in the development of the action plans for those standards not met and those standards in need of improvement for each of the four identified areas (law enforcement, prosecution, adjudication and treatment. The partners involved include the Administrative Office of the Courts, Berea Police Department, Division of Substance Abuse, Eastern Kentucky University Police Department, Kentucky State Police, Kentucky Vehicle Enforcement, Madison County Attorney's Office, Madison County Sheriff's Department, Madison County Health Department and Richmond Police Department.

The GHSP provided overtime funding to six law enforcement agencies to conduct at least one multi-agency checkpoint per month as called for in the standards. Agencies took turns hosting the checkpoints in different locations throughout the county. During the grant year, a minimum of one checkpoint per month (sometimes two) was held.

The Madison County Attorney's Office, with GHSP support, established a DUI Compliance Monitor position to track all DUI cases from arrest through treatment. This position, filled in January 2005, will enable the county to meet several standards within the community assessment tool.

Results:

During FY05, the DUI compliance monitor followed 733 DUI cases. She also designed and oversaw the development of an online DUI tracking system that is being used by both Madison and Hardin Counties.

The increased enforcement has resulted in a 26% increase in DUI arrests in Madison county alone during FY05, compared to the same period the previous year. The county

also saw a 10% decrease in alcohol-related crashes since the DUI Standards program was implemented in 2004.

Cost: Approximately \$165,000.00

Funding Source: 402 and 410 Funds.

Contact Information: Therese Richerson, Alcohol Program Manager, Governor's Highway Safety Program, 502-695-6368.

Looking to the Future

While Kentucky has seen improvements in many areas over the past few years, there are still significant challenges ahead including:

Safety Belt and Child Restraint Usage:

If all other initiatives were ignored, Kentucky would see reduced fatality and injury crashes on our roadways if more vehicle occupants simply buckle up and properly restrain children traveling in their vehicles. Kentucky's usage rate is currently just below 67%; 15 percentage points behind the national average. There are numerous on-going initiatives attempting to stem the tide of unrestrained fatalities. Education and enforcement efforts continue, and the Governor's Highway Safety Program continues to provide pertinent information to legislators, elected officials and the public regarding the drastic fatality and injury reductions Kentucky will experience with passage of primary legislation. A series of telephone surveys of over 1,400 Kentucky drivers this year indicated that approximately 66% were in favor of a law allowing police to stop drivers solely for not being belted.

As a recipient of Section 403 funds designed to improve seat belt usage in secondary states, Kentucky is in a position to test strategies that may serve as an example to other states. Having completed an on-site occupant protection assessment in June 2005, we are in the process of developing an action plan of activities that will strengthen and supplement the occupant protection campaign in May 2006, resulting in more significant increases in belt use. We are encouraged that two bills to change Kentucky's seat belt law from secondary to primary have already been filed for the legislative session set to begin in January 2006, and that the Governor's Executive Committee for Highway Safety is emphasizing its support of primary legislation.

Public Information and Education:

Although education alone will not significantly change driver behavior, the Governor's Highway Safety Program remains committed to conducting comprehensive public information and education campaigns. These have primarily been conducted to support the efforts of law enforcement during national, regional, or statewide mobilizations. A consistent statewide or region wide message has the potential to work in conjunction with strong enforcement to positively influence driver behavior. While overall themes such as *Click it or Ticket* and *You Drink and Drive. You Lose* are highly effective branding techniques, media consumers tire of ads after repeated exposure. The states need to be permitted flexibility in creative development to be able to get the public's attention and to keep these important safety messages alive.

Public information and education campaigns can be useful for addressing issues that are not subject to other safety initiatives. In the last year, we developed additional targeted advertising to fill this need. Motorcycle crashes and deaths have been

increasing in Kentucky in recent years, but there is no political will to reinstate a helmet law and little interest by other agencies in seeking funding for motorcycle safety programs. The GHSP created a radio ad aimed at encouraging the use of helmets. The spot generated more interest in motorcycle safety issues and as a result, we have planned additional ads for a longer run in 2006. We also increased outreach efforts to motorcycle riders by distributing motorcycle safety literature at the Kentucky State Fair and a large regional fair in eastern Kentucky. We plan to continue and expand these motorcycle safety outreach activities in 2006. The Governor's Highway Safety Program has also begun to utilize other means of reaching Kentuckians, including messaging through popular sports venues, to further raise public awareness about traffic safety issues.

Kentucky will continue to participate in region-wide initiatives such as the pickup truck demonstration project and *100 Days of Summer Heat*. These programs provide an opportunity to address some of the particular problems within our region and enhance the national mobilizations. Our 2005 statewide seat belt survey found the first year of the pickup truck initiative to be effective, with belt use rising more among pickup truck occupants than those of other vehicle types.

Comprehensive State Highway Safety Plan:

The Governor's Executive Committee for Highway Safety, established in 2004, continues its work to develop a Strategic State Highway Safety Plan in accordance with the provisions of SAFETEA-LU. The Governor's Representative and the Commander of the Highway Safety Program serve on this committee as key figures in development of the vision, mission and goals of the plan, including emphasis area task teams. Recently, three GHSP staff members attended a peer review on Strategic Highway Safety Plans in Phoenix, Arizona. This provided the opportunity for staff to learn more about this process and to network with others involved in it. The GHSP will continue to work with our public and private partners throughout the state to develop a comprehensive plan that will help lead the state to reach our goal of less than 700 fatalities by 2008.

Teenage Drivers:

Teen Drivers continue to be over-represented in Kentucky's crash statistics, as they are in many other states. The safety belt usage rate among this group is also unfortunately low. This group has the least driving experience and is the most likely to take risks. Unfortunately, Kentucky's driver licensing law does not meet the model for graduated licensing, and previous efforts to strengthen this law have failed. Once again, a bill to add an intermediate period for new drivers and other provisions are included in a bill that has been pre-filed for the 2006 General Assembly. The Governor's Executive Committee has also identified this type of legislation as a priority.

Whatever the outcome of the legislative proposal, The Governor's Highway Safety Program will continue to support specialized programs, such as the "Drive to Stay Alive" program initiated several years ago by the Kentucky State Police, and the National Safety Council's *Alive at 25* program. Driver's education programs have been greatly de-emphasized in most school districts, as they are typically a bonus program not funded with federal or state education dollars. This area should probably be explored in terms of new support and financial backing from the federal level. In addition, targeted media focusing on impaired driving and safety belt usage is usually directed at the 18--34 year-old age group, missing the 16 & 17 year-old population--those with the least amount of driving skill, experience, and judgement. This is another area that may need to be explored as a national priority, as making an impression on our youngest drivers may translate into better decision making as they mature.