



**Mississippi Office of  
Highway Safety**

# 2011 Annual Report

***MOVING FORWARD***



**MISSISSIPPI**  
Office of Highway Safety

*NHTSA's mission is to save lives, prevent injuries and reduce economic costs due to road traffic crashes through education, research, safety standards and enforcement activity.*



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Visit our website at [www.dps.state.ms.us](http://www.dps.state.ms.us) to view appendix.

*The Mississippi Office of Highway Safety provides equal employment opportunity and services to all individuals regardless of disability, race, age, religion, color, gender, creed, national origin or political affiliation.*





## 2011 - Moving Forward



At the Mississippi Office of Highway Safety, we take our responsibilities seriously: saving lives. We administer all federally-funded programs aimed at reducing traffic fatalities, traffic injuries and the associated economic losses from property damage crashes in the state. We receive funding through federal grants, primarily from the U.S. Department of Transportation and the National Highway Traffic Safety Administration (NHTSA). Each year projects are developed and implemented in the following areas of traffic safety:

- Impaired Driving
- Occupant Protection
- Traffic Records
- Police Traffic Services including Speed

We have a proven and successful track record of increasing the public's knowledge, perception and understanding of traffic safety issues. We are proud of our efforts to minimize the state's fatality rate and increase seat belt usage. Overall traffic fatalities decreased by 8.4% in 2010, from 700 in 2009 to 641 in 2010. The fatality rate has declined from a high of 4.39 VMT in 1981, to 1.61 in 2010, representing the lowest VMT fatality rate ever recorded in Mississippi. Our efforts helped increase the state's overall seat belt usage rate by more than 5%, moving from 76% usage in 2009 to 81.88% in 2011.

Tragically, alcohol-related traffic crashes continue to plague Mississippi, accounting for 37% of the total number of fatalities in year 2010, making impaired driving the department's top priority for 2011. Special attention is also being given to teen drivers (ages 16 to 20). Though teens represent merely 6.2% of all licensed drivers, they accounted for 10.3% of occupant deaths. Regrettably, more than 81% of teen fatalities were drivers and passengers who were unbelted.

I thank our Commissioner, staff, state leaders, partners and subgrantees for helping us reduce injuries and fatalities on our roadways. Please contact our office at anytime for assistance on roadway safety issues. We welcome your suggestions on how we may better serve our citizens and keep Mississippi moving forward.

Shirley Thomas

Director

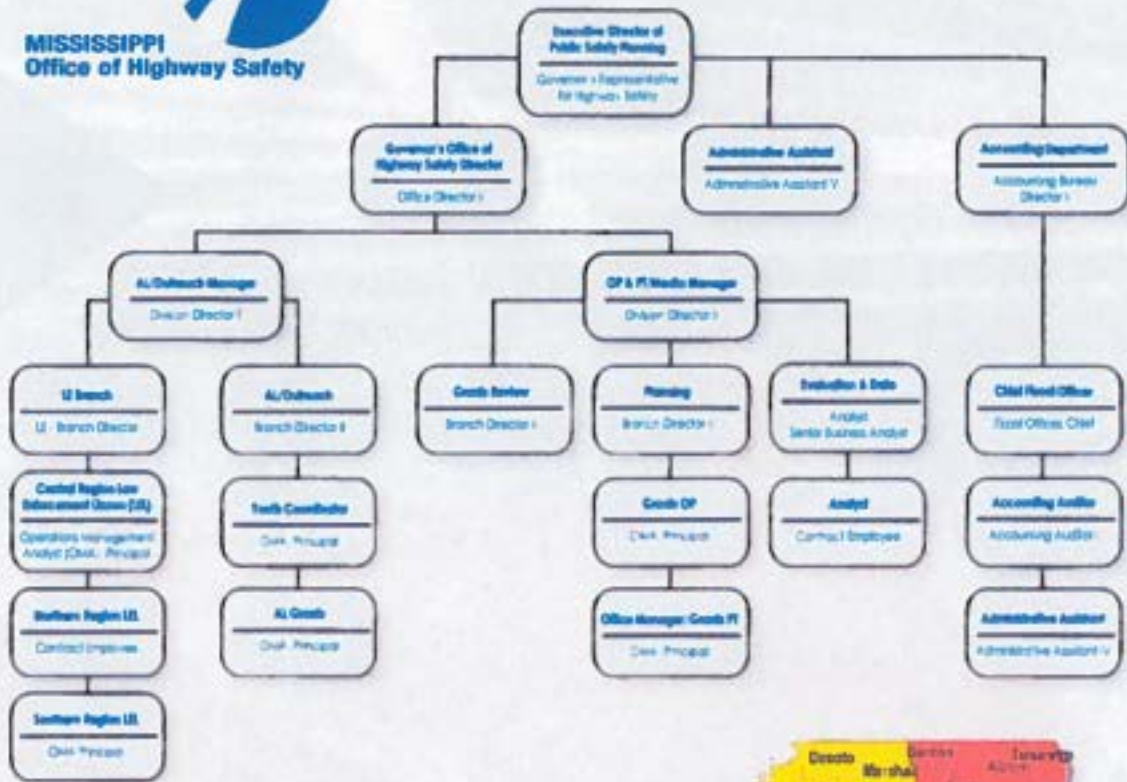
Mississippi Office of Highway Safety





**MISSISSIPPI**  
Office of Highway Safety

## MOHS Organization Chart



## MOHS Mission

The mission of the Mississippi Office of Highway Safety is to encourage and assist state and local agencies, institutions and the private sector in establishing or expanding cooperative highway safety programs based on specifically identified traffic safety problems.

The overall goal is to reduce traffic crashes which result in death, injury and economic loss in the state. In order to accomplish this goal, activities are carried out in the areas of alcohol/drug countermeasures and police traffic services that include speed, occupant protection, traffic records, roadway safety and motorcycle safety (funded through the National Highway Traffic Safety Administration [NHTSA]).





## NHTSA/GHSA Core Outcome and Behavior Measures

**>>FY 2011 GOAL:** To reduce traffic fatalities to 650 and serious injuries to 6,250 or below by 2013.

### >>C-1 Core Outcome Measure - Fatality Rate

To decrease traffic fatalities by 17% from the 2008 base calendar year of 783 to 650 by Dec. 31, 2013.

- **Fatalities decreased from 783 in 2008 to 641 in 2010, thereby meeting the goal of 650.**

### >>C-2 Core Outcome Measure - Injury Rate

To decrease serious traffic injuries by 17% from the base calendar year 2008 of 7,828 to 6,250 by Dec. 31, 2013.

- **Serious traffic injuries decreased from 7,828 in 2008 to 7,092 in 2010, a 9% reduction over the base calendar year.**

### >>C-3 Core Outcome Measure - Fatality Rate

To decrease fatalities by vehicle miles traveled (VMT) from the 2008 base calendar year of 1.79 to 1.50 by Dec. 31, 2013.

- **The fatality rate decreased from 1.79 in 2008 to 1.61 in 2010, the lowest fatality rate ever recorded in Mississippi according to state data.**

To decrease rural fatalities by VMT from the 2008 base calendar year of 2.35 to 1.18 by Dec. 31, 2013.

- **Rural fatalities by VMT decreased from 2.35 in 2008 to 2.15 in 2010. Rural fatalities decreased from 627 in 2008 to 505 in 2010.**

To decrease urban fatalities by VMT from the 2008 base calendar year of .92 to .32 by Dec. 31, 2013.

- **Urban fatalities by VMT decreased from .92 in the 2008 base calendar year to .83 in 2010. Urban fatalities decreased from 193 in 2008 to 136 in 2010.**

### >>C-4 Core Outcome Measure - Unrestrained Passengers

To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 19% from the 2008 base calendar year of 432 to 350 by Dec. 31, 2013.

- **Unrestrained passenger vehicle occupants in all seating positions decreased from 432 in 2008 to 339 in 2010.**

### >>C-5 Core Outcome Measure - Alcohol/Drugs

To decrease alcohol-impaired driving fatalities by 13% from the 2008 calendar year baseline of 251 in 2008 to 230 by Dec. 31, 2013.

- **Alcohol-impaired driving fatalities decreased from 251 in 2008 to 236 in 2010.**
- **DUI arrests increased from 32,530 in 2008 to 33,153 in 2010, a 1% increase over the base calendar year.**
- **BAC known test results increased from 31.78% in 2007 to 39.3% in 2010.**
- **Impaired driving arrests during national enforcement campaigns totaled 2,721 for 2011.**

*Alcohol-impaired driving*

*fatalities decreased from*

*251 in 2008 to 236 in 2010.*

### >>C-6 Core Outcome Measure - Speed

To decrease speed-related fatalities by 38% from the 2008 base calendar year of 327 to 200 by Dec. 31, 2013.

- **Speed-related fatalities decreased 39% from 327 in 2008 to 129 in 2010.**

### >>C-7 Core Outcome Measure - Motorcycles

To decrease motorcycle fatalities by 25% from the 2008 base calendar year of 40 to 30 by Dec. 31, 2013.

- **Motorcycle fatalities increased from 40 in 2008 to 47 in 2009 and then decreased to 42 in 2010.**

### >>C-8 Core Outcome Measure - Unhelmeted Motorcyclists

To decrease unhelmeted motorcyclist fatalities by 25% from the 2008 base calendar year of 8 to 6 by Dec. 31, 2013.

- **Unhelmeted motorcyclist fatalities increased from 8 in 2008 to 16 in 2010.**



## NHTSA/GHSA Core Outcome/Behavior and Achievement Measures

### MNOS PERFORMANCE FLOWCHART



#### >>C-9 Core Outcome Measure/ Under 20

To decrease drivers age 20 or younger involved in fatal crashes by 18% from the 2008 base calendar year of 106 to 90 by Dec. 31, 2013.

- Drivers age 20 or younger involved in fatal crashes increased from 110 in 2008 to 125 in 2009 and then decreased to 86 in 2010.

#### >>C-10 Core Outcome Measures/Pedestrians

To decrease pedestrian fatalities by 20% from the 2008 base calendar year of 50 to 40 by Dec. 31, 2013.

- Pedestrian fatalities remain the same from 50 in 2008 to 50 in 2010, which is a decrease from the 58 in 2009.

#### >>B-1 Core Behavior Measure/OP

To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 13.7% from the 2008 base calendar year usage rate of 71.3% to 85% by Dec. 31, 2013.

- Statewide seat belt usage of all front seat outboard occupants in passenger vehicles has increased from 71.3% in 2008 to 81.88% in 2011.

#### >>Outcome Measure/Traffic Records

To decrease the number of days it takes crash data to become available electronically from the crash event from 4.8 days in 2008 to 4 days by Dec. 31, 2011.

- The number of days before crash data is available electronically from the crash event decreased from 4.8 days in 2008 to 2.7 days in 2010.

To decrease the number of days citation data is available electronically from the citation date from 10.7 days to 8 days by Dec. 31, 2011.

- The number of days citation data is available electronically has decreased from 10.7 days in 2008 to 8 days in 2010.

To increase the percentage of agencies entering data electronically from 92.2% in 2008 to 100% by Dec. 31, 2011. Currently the percentage for reporting electronically is 99.9%.

- The percentage of agencies entering data electronically has increased from 92.2% in 2008 to 99.9% in 2010, exceeding the goal of 95% by Dec. 31, 2010.

### Achievement Measures\*

#### >>Achievement Measure/Speed

To increase the number of grant-funded speeding citations during state enforcement periods from 23,415 in 2008 to 33,500 by Dec. 31, 2013.

- 43,941 statewide speeding citations were issued in 2010 and 17,855 grant-funded citations in 2011.

#### >>Achievement Measure/Seat Belts

To increase the number of grant-funded seat belt and child passenger citations during state enforcement periods from 17,987 in 2008 to 19,000 by Dec. 31, 2013.

- 21,036 seat belt and child passenger citations were issued in 2010 and 26,375 grant-funded citations in 2011.

#### >>Achievement Measure/Impaired Driving

To increase the number of grant-funded DUI arrests during state enforcement periods from 32,530 in 2008 to 35,000 by Dec. 31, 2013.

- 33,153 DUI arrests were made in 2010 and 13,315 grant-funded DUI arrests in 2011.

\* Note: Achievements listed include statewide and grant-funded due to the original goal based on statewide data. Prior to 2011, achievement measures were based on statewide numbers due to "grant-funded citations" data not readily available. As of 2012, measures will be based on prior year grant-funded citations, not statewide data.



## Section 410 Alcohol/Drug Countermeasures & 154 Alcohol

The impaired driver is the primary factor in fatal traffic crashes every year in Mississippi. Although speeding and other aggressive driving behaviors also cause deadly traffic crashes, alcohol remains the predominant enemy of traffic safety. When DUI arrests decrease, traffic fatalities usually increase.

The Mississippi Office of Highway Safety continues to cite impaired driving as the top priority due to the state's high number of fatalities. Extensive efforts are being made to continue to reduce this very serious offense by participating in all National Crackdowns related to impaired and drunk driving across the state. State and local law enforcement also conduct enhanced impaired driving enforcement activities throughout the grant year with emphasis on holidays and special events.

**Ray LaHood, U.S. Secretary of Transportation,**  
*recognized Mississippi in his official blog  
 "Fast Lane" for the dramatic reduction in  
 traffic fatalities in the state.*

The Mississippi Highway Patrol (MHP) worked diligently during FY 2011 to remove the impaired driver from Mississippi roads and highways. There were 415 grant-funded call-back details conducted during the year, utilizing 3,237 additional troopers at approximately 7.8 troopers per detail, totaling 25,896 man hours dedicated to DUI enforcement. The Breath Alcohol Testing (BAT) vehicles, which began operating in March 2010, were utilized in 87 of these details.

In FY 2010, MHP wrote 2,130 DUIs with grant-funded details, which included checkpoints and saturation patrols. The BAT vehicles assisted in increasing the overall grant-funded DUI total arrests by 26%, moving up from 2,130 in FY 2010 to 2,695 in FY 2011.



The Mississippi Department of Public Safety also received a regional award from the American Association of Motor Vehicle Administrators for a 31% reduction in traffic fatalities, decreasing from 931 in 2005 to 641 in 2010.

### >>Goal: Alcohol and other drugs

C-5: To decrease alcohol-impaired driving fatalities by 13% from the 2008 calendar year baseline of 251 to 230 by Dec. 31, 2013.

- Alcohol-impaired driving fatalities decreased from 251 in 2008 to 236 in 2010.
- DUI arrests increased from 32,530 in 2008 to 33,153 in 2010, a 1% increase.
- BAC known test results increased to 39.3% in 2010.

C-9: To decrease drivers age 20 or younger involved in fatal crashes by 18% from the 2008 base calendar year of 106 to 90 by Dec. 31, 2013.

- Drivers age 20 or younger involved in fatal crashes increased from 110 in 2008 to 125 in 2009 and then decreased to 86 in 2010.





## Section 410 Alcohol/Drug Countermeasures & 154 Alcohol



\*Out of 641 traffic fatalities, there were: 358 no BAC test administered, 122 negative BAC results, 130 positive BAC test results, 28 not reported, and 3 unknown.



### >>Achievements

All traffic safety data indicate a positive change from 2008 to 2010. From 2008 to 2009, total crashes decreased by 11.25%, a significant improvement. In 2009, there were 631 fatal traffic crashes, 80 fewer than the 711 fatal crashes in 2008. More importantly, traffic fatalities were reduced by 10.6% with 83 fewer traffic fatalities on roadways from 2008 to 2009. Total fatalities went down from a total of 783 in 2008 to 700 in 2009, the second year in a decade that fatalities have been below 800. In 2010, the total crashes fell to 581, a decrease of 7.9% and fatalities fell to 641, a decrease of 8.4%. The success of the public information and education campaigns, coupled with strict traffic enforcement by state and local departments, document that the state has made significant progress in reducing deaths.

From 2005 through 2007, the number of alcohol-impaired driving fatalities decreased from 322 to 316 and total fatalities fell from 931 to 884. From 2008 through 2010, the number of alcohol-impaired fatalities decreased from 251 to 236, and total fatalities fell from 783 to 641. It is significant that the total fatalities decreased from 783 in 2008 to 700 in 2009, a 10.6% reduction, and to 641 in 2010, an 8.4% reduction. The joint MOHS and MDOT Strategic Highway Safety Plan developed in 2006 contained

the following goal statement: "Reduce the number of traffic fatalities from the current number of 931 fatalities in 2005 to 700 by 2011." The MOHS met the goal years ahead of schedule.

The total number of DUI arrests increased from 24,851 in 2007 to 32,530 in 2008. There was a slight decrease in arrests for 2009 with a total of 32,099. DUI arrests were up 3.2% over 2009 to 33,153 in 2010. The average (mean) BAC for all DUI arrests during 2010 was .138, down from .141 in 2008 and .139 in 2009. This is evidently well above the per se BAC of .08 and .02 for under age 21. The proximity of the mean for DUI arrests to .08 is a direct measure of the potential impact of DUI that enforcement has had on raising the perception of risk for arrest among persons prone to drink and drive. The fines assessed for DUI total more than \$7 million annually.

Alcohol countermeasure projects proposed for 2011 included designated DUI enforcement units in targeted problem localities. During FY 2011, Mississippi participated in the National Impaired Driving Crockdown, "Drunk Driving, Over the Limit, Under Arrest" and "Drive Sober or Get Pulled Over" as determined by NHTSA. In addition, Mississippi also conducted high visibility enforcement campaigns on a quarterly basis at high-risk times throughout the year.



## Section 410 Alcohol/Drug Countermeasures & 154 Alcohol

A high visibility DUI enforcement initiative for the first quarter of FY 2011 was conducted during the Christmas/New Year's Eve holiday period. High visibility (HV) DUI enforcement for the second quarter was scheduled for New Year's Day and for Super Bowl Sunday. The third quarter HV initiative included the Memorial Holiday period. The fourth quarter HV initiatives concluded with the Fourth of July and Labor Day. Law enforcement agencies, including state police, conducted six high visibility enforcement blitz efforts with checkpoints, saturation patrols and other detailed activities, in a joint effort to reduce the number of alcohol/drug-related fatalities in Mississippi.

MOHS, along with all grant-awarded agencies, implemented activities in support of national highway safety goals to reduce motor vehicle-related fatalities. According to the specific funding source of the contract, the requirements included: national law enforcement mobilizations and sustained enforcement of statutes addressing impaired driving; occupant protection; and driving in excess of posted speed limits activities. All awarded contracts were required to complete the HVE Compliance form, which defines the mobilizations and sustained enforcement activities.

Law enforcement used the following criteria to help identify locations in each county and city for intensified enforcement, including sobriety checkpoints and saturation patrols. Selection of intensified enforcement areas were determined by:

- Unusual number of alcohol/drug-related crashes;
- Alcohol/drug-impaired driving violations;
- Unusual number of nighttime single vehicle crashes; and/or
- Any other documented alcohol/drug-related vehicular incidents.

In 2011, during the National Impaired Driving campaigns, participating law enforcement across the state engaged in four high visibility enforcement efforts. Detailed activities included checkpoints

and saturation patrols. Results of these blitz efforts produced more than 2,721 DUI arrests. Out of the state's 258 state and local agencies, 203 participated in the blitzes (79%), and 134 reported a total of 585 checkpoints and saturation patrols, utilizing 19,638 hours.

**Total DUI arrests increased 3.2%, from 32,099 in 2009 to 33,153 in 2010. Of these arrests, more than 40% came from grant-funded programs.**

The MS Highway Patrol, county and local law enforcement agencies concentrated their efforts in the top 30 counties having 65% of the total impaired driving fatalities and severe injury crashes in the state. According to recent data, the number of MHP DUI arrests increased by 5% from 7,698 in 2009 to 8,151 in 2010. The overall increase is attributed to the sustained DUI enforcement projects initiated in conjunction with funding from NHTSA and the Office of Highway Safety during those years. Through MHP DUI sustained enforcement efforts, DUI arrests are anticipated to increase or remain above 7,500 annually in the continued efforts to reduce fatal and serious injuries across the state.

The 154 Alcohol grant funds allowed for the continuation of the Traffic Safety Resource Prosecutor (TSRP) position, whose primary goal is to improve the state's DUI laws and conviction rate. The TSRP provides knowledge and training to state prosecutors, judges and law enforcement officers across the state. During the past five years, the TSRP has trained and provided technical assistance to over 2,000 officers, averaging 400 per year.

The TSRP coordinated the training of all state prosecutors on impaired driving issues, specifically DUI prosecution. The TSRP presented DUI: The Visual Trial at the Spring Prosecutors Conference held in April in Baxli, MS.



## Section 410 Alcohol/Drug Countermeasures & 154 Alcohol

The TSRP also collaborated with the Mississippi Law Enforcement Liaison Office (LEL) to teach Cops in Court testimony training at all of the SFST classes. She conducted training for all the state's municipal and justice court judges at their Fall, Spring and Summer conferences on DUI issues relating to updates and review of the state's DUI laws; taught the Basic Recruit Class each quarter at the MS Law Enforcement Training Academy; created three newsletters on "hot topics" DUI issues; collaborated with the MS Judicial College in updating and finalizing the DUI Manual; and conducted the presentation at the S.T.O.R.M Conference. Throughout the year, the TSRP collaborated and sought assistance from the national TSRP network and the traffic law center on blood draw issues dealing with training, hospitals, no refusal laws, ignition interlock, and other topics.

Section 154 funds were utilized to fund 75 DUI-related projects. These projects consist of funding for approximately 65 full-time DUI officers along with overtime to conduct high visibility enforcement, public information and education. DUI activities for these projects were conducted throughout the grant period with emphasis during national impaired driving campaigns, holidays and other special events. Under section 154, Mississippi's nine LEL Troop Network Coordinators are funded to conduct all activities associated with the statewide LEL Network program.

Funding Source	Number of Projects	Obligated Funds
410 Alcohol/Drug	2	\$147,084.00
154 Alcohol	75	\$8,859,479.01

Section 410 Alcohol/Drug funds were utilized to fund two projects which included three full-time officers and overtime to conduct impaired driving high visibility enforcement, public information and education throughout the grant period. These projects also participated in the national and holiday impaired campaigns as well.

### >> Strategies

- The MOHS participated in the National Drunk Driving Crackdowns set forth in section 410 guidelines by way of funded state and local agencies, as well as media campaigns.
- The agency funded a statewide comprehensive coordination project to oversee alcohol/drug countermeasures, including DUI enforcement.
- The agency provided logistics for the statewide Standardized Field Sobriety Training, Advanced Roadside Impaired Driving Expert, Drug Recognition Expert, and Complete Traffic Stops.
- The agency funded DUI projects which utilized high visibility enforcement activities such as checkpoints, roadblocks or saturation patrols.
- All local OHS DUI project agencies within a high-risk location conducted at least one impaired driving enforcement operation per month.
- During the FY 2011 contract period, the MHP in conjunction with local jurisdictions conducted at least two safety checkpoints per month within each of the top 30 counties ranked highest for alcohol-related fatalities in the state.
- Each local OHS DUI project agency continued to conduct monthly multi-jurisdictional sobriety checkpoints, giving priority to high-risk locations by county.
- Each local project generated and utilized earned media before, during and after planned high visibility enforcement efforts conducted during the National Impaired Driving Blitz campaigns and state holiday campaigns.
- At the end of the grant year for FY 2011, MOHS conducted attitudinal surveys based on the NHTSA/GHSA agreed-upon questions in order to track driver attitudes and awareness related to impaired driving.



## Occupant Protection Program (Section 402 & 405)

During 2011, fatal crashes and traffic fatalities decreased by significant percentages over 2009 on Mississippi roadways. There were 50 fewer fatal traffic crashes, a 7.9% reduction. Moreover, there were 59 fewer traffic fatalities, an 8.4% reduction. This is the first year since 2001 that fatalities have been below 700. In 2000, fatalities totaled 949.

On May 27, 2006, Mississippi became the 22nd state to implement a primary safety belt law. Mississippi qualified for \$8.7 million in incentive funds for traffic safety. The MOHS commends the Mississippi legislature for enacting this bill and the governor for his support.

### Goal & Behavior Measures

To increase the seat belt usage rate above the national average of 83%.

#### >>C-4 Core Outcome Measure - Unrestrained Passengers

To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 19% from the 2008 base calendar year of 432 to 350 by Dec. 31, 2013.

#### >>C-9 Core Outcome Measure - Under 20

To decrease drivers age 20 or younger involved in fatal crashes by 18% from the 2008 base calendar year of 110 to 90 by Dec. 31, 2013.

#### >>B-1 Core Outcome Measure

To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 3% from the 2007 base calendar year usage rate of 72% to 75% by Dec. 31, 2013.

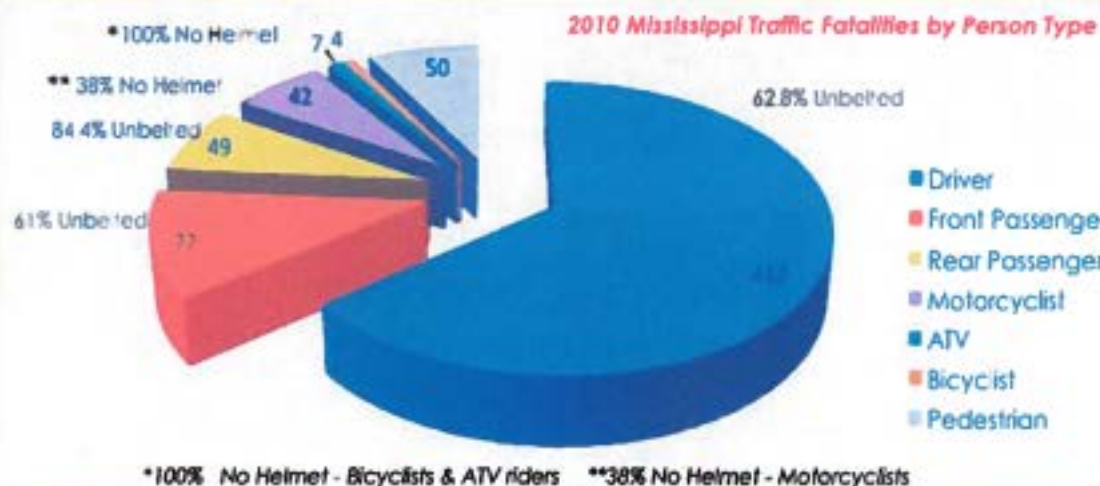
### Achievement Measures

- **C-4 Unrestrained passenger vehicle occupants in all seating positions decreased from 432 in 2008 to 339 in 2010.**
- **C-9 Drivers age 20 or younger involved in fatal crashes increased from 110 in 2008 to 125 in 2009 and then decreased to 86 in 2010.**
- **B-1 Statewide seat belt usage of all front seat outboard occupants in passenger vehicles has increased from 71.3% in 2008 to 81.68% in 2011.**

#### >>Achievement Measure - Seat Belts

To increase the number of grant-funded seat belt and child passenger citations during state enforcement periods from 17,987 in 2008 to 19,000 by Dec. 31, 2013.

- **21,036 seat belt and child passenger citations were issued in 2010 and 26,375 grant-funded citations were issued in 2011.**





## Occupant Protection Program (Section 402 & 405)

### Section 402

NHTSA	Obligated	Planned	To Local
402OP	1,036,261.12	1,036,261.12	\$319,368.27

The MOHS participated in all national mobilizations for seat belt enforcement, including the "Click It or Ticket" (CIOT) campaign during May. The MOHS also conducted an aggressive Teen Demo CIOT campaign to address young drivers who choose not to buckle. MOHS utilizes 402 funds for paid media campaigns and seat belt enforcements, and reports law enforcement activities as required by NHTSA.

Recognizing the importance of Occupant Protection, MOHS has hired an Occupant Protection Division Director who was assigned to provide more emphasis on strengthening the program. Additionally, the LEL networks have spent an intense amount of time highlighting the importance of seat belt and child restraint enforcement along with participation in the statewide CIOT campaign by law enforcement.

Historically, most of the drivers and passengers who die in traffic crashes were not belted. Although safety belts cannot save all persons, it is estimated

that fatalities are in fact reduced by 50 to 65 percent for those using safety belts and becoming injured rather than killed. In 2010, there were 7,092 serious injuries and 77.7%, or three out of every four, were using safety belts. Young drivers and passengers ages 16 to 20 who were killed were unbelted at an alarming rate of 81.3%. There were 440 drivers sustaining life-threatening injuries (A level) in 2010.

During 2010, there were 4,395 drivers with moderate injuries (B level) and 80.7% of those were belted. Most were transported by Emergency Medical Services (EMS) to medical centers for observation and/or emergency room care. Moreover, 13,349 drivers (92.9%) sustained minor injuries (C level). There is no doubt that seat belts save lives and/or reduce injury. With sustained statewide law enforcement, coupled with public information and education, Mississippi stands poised to save hundreds of lives and reduce thousands of injuries each year from increased safety belt usage by motorists.



	2005	2006-Apr	2006-Jul	2007	2008	2009	2010	2011
Child Restraint Use	68.3	75	75	75.5	77.5	77.5	79.9	83
Safety Belt Use	60.8	63.1	73.6	71.8	71.3	76	81	81.88

Child Restraint and Safety Use Rates 2005 - 2011

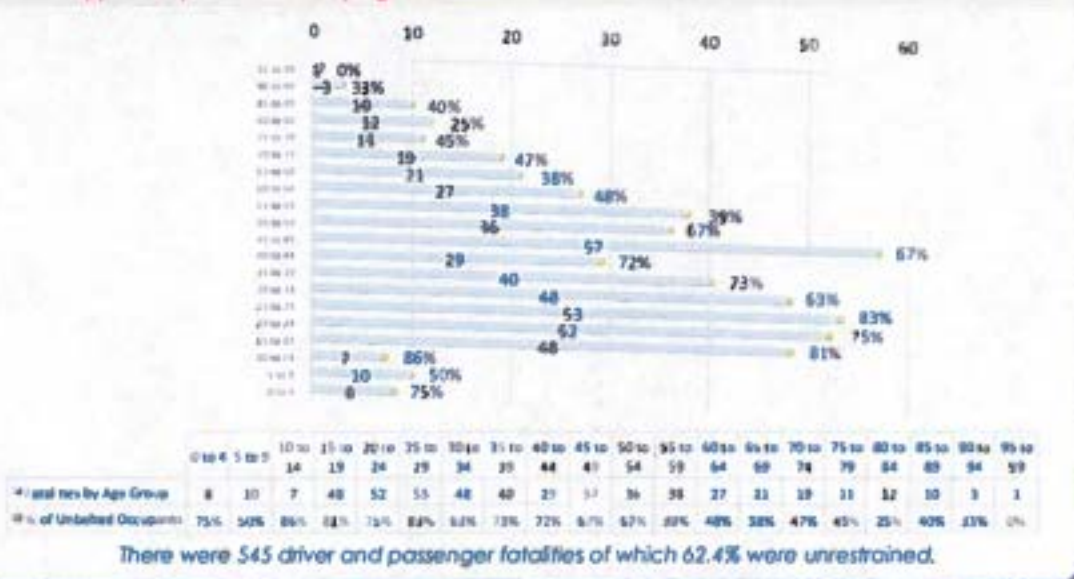


## Occupant Protection Program (Section 402 & 405)

### Mississippi Occupant Protection Facts 2008 – 2010

	2008	2009	Change	2010	Change
Fatal Crashes	711	631	-11.25%	581	-7.92%
Fatalities	783	700	-10.60%	641	-8.43%
Seat Belt Citations	37,386	46,414	24.15%	53,680	15.65%
Child Restraint Citations	8,706	11,237	22.52%	10,970	-2.38%
Fatalities not Belted	66.30%	67.70%	1.40%	62.40%	-5.30%
Ages 16 – 20 Killed & not Belted	72.00%	77.30%	5.30%	81.30%	4.00%

### Mississippi Occupant Fatalities by Age – 2010



The Occupant Protection Division Director has provided leadership through the MOHS and worked to coordinate programs with the MS Safe Kids Coalition, the MS Department of Health, the Law Enforcement Liaison Office and other state and local agencies, including the Mississippi Department of Transportation. MOHS promoted the 2011 Child Passenger Safety Week and "Click It or Tickle!" for the Memorial Day holiday period. The Child Passenger Safety Coordination Project through the MS Safe Kids coalition provided statewide checkpoints, a data base for child passenger instructors, technicians and a permanent fitting station located in Jackson. According to the 2011 Seat Belt Survey Report, Mississippi currently has an 81.88% usage rate. This

rate is slightly higher than the 81.3% usage rate in 2010. Over time, the effort toward increasing and improving child restraint use has been both extensive and intensive. There is little doubt that having a primary child restraint law has made a significant impact on the high use of child restraints in Mississippi. Also, the relatively new 2006 primary seat belt law for all front seat passengers could be an influential factor in the usage rate increase.

Mississippi is moving in the right direction with regard to child passenger safety, and perhaps with continued education and enforcement, child restraint usage rates could be brought to an even higher level.



## Occupant Protection Program (Section 402 & 405)

The Diversity Outreach Conference along with the Buckle for Life Program are included in more detail under the Outreach section of this report.

A total of 30 Occupant Protection (OP) 402 grants were funded. Paid media was also purchased with 402 funds for participation in the FY 2010 "Click It or Ticket" activities in the amount of \$254,490.11. (For more information, see the Paid Media section.)

### Section 405

Section 163 Funds FY 2011 Designated as Section 405 funds for Occupant Protection (OP).

NHTSA	Obligated	Planned	Expended	Local
405 OP	129,370	129,370	122,671.37	-0-

The Mississippi Highway Patrol (MHP) was awarded \$129,370 for the Occupant Protection Project to conduct enhanced enforcement efforts for seat belt and child restraint checkpoints and saturation patrol.

Section 405 funds, used exclusively for OP projects, were utilized in 2011 to continue funding the Mississippi Department of Health's Child Passenger Safety Program. MDH is continuing a concerted effort along with the MOHS and Safe Kids MS to preserve the lives of children through the continued education of the public on child passenger safety awareness.

**The 2011 seat belt usage rate is 81.88%.**

During this grant period, there were 2,526 car seats distributed throughout the state. Prior to 2011, there were no firefighters in the city of Jackson certified as Child Passenger Safety Technicians (CPST). There are now 50 Jackson Firemen certified in CPST and more than 250 CPSTs statewide. There were 23 recertifications during the grant year. This addresses retention rates as it is more cost effective to recertify than to retrain.

The program continues to establish checkpoints for car seat inspections across the state. The MS Department of Health has partnered with the Child Lead Poisoning Prevention Program. This program provides cabinet locks, door knob covers and socket covers to issue to parents during the car seat inspections/checkpoints.

The program anticipates increased awareness through posters, fact cards and pens. The MOHS wants to recruit more law enforcement officials to become CPSTs so they will be up-to-date on the state laws as well as the proper installation of child passenger safety seats.

The media campaign was sufficient but will be expanded in the upcoming grant period. The department has negotiated with the local media to provide more coverage in an effort to increase public awareness across the state on child safety seat issues.

Educational outreach began for nurses and other medical staff at Blair E. Batson and the University Medical Center (UMC) maternity ward on the importance of CPS. Of course, this is a means to an end.



### >>Impediments to Achievements

Mississippi must continue to strive to increase the seat belt usage rate in an effort to reach 100% statewide. The agency's biggest challenge is to reach the remaining 18.12% of Mississippians who refuse to wear their seat belts. Over \$1,000,000 was dedicated exclusively to Occupant Protection. Seat belt usage increased to 81.88% in 2011, moving Mississippi much closer to the goal of exceeding the national average.



## Traffic Records

The Mississippi Highway Safety Information System (MHSIS) is a complex, volume-intensive data collection, storage, and retrieval system that supports national priority areas defined by the National Highway Traffic Safety Administration (NHTSA). MHSIS encompasses the total automated traffic records system which includes traffic crashes, citations, drivers, vehicles, roadways, EMS and hospital data, vital statistics, coroner reports, crime laboratory data, demographics and travel density.

The State Traffic Records Committee (STRC) meets on a regularly scheduled basis to review all major traffic records projects at its member agencies. The strategic plan for data system improvements is developed annually to apply for 408 traffic records funds.

### >>FY 2011 Accomplishments

During FY 2011, preparation and dissemination of statistical reports were major traffic records activities. These tabulations are used for MOHS planning, problem identification, evaluation, special analyses and responses to requests for data. Ad hoc queries are made by the legislature, media, state and local agencies, law enforcement, universities, research foundations, safety associations and the general public.

Traffic records users include police and sheriffs to deploy enforcement units, engineers to identify roadway hazards, judges to determine sentencing and prosecutors to determine appropriate charges. Additionally, they include licensing agencies to identify problem drivers; emergency response teams to improve response times; health care organizations to understand implications of patient care and costs; and motor carrier officials to identify problem commercial drivers and carriers.

Blood alcohol concentration (BAC) testing for impaired drivers in fatal traffic crashes showed a dramatic improvement during 2010, due to the 408

Traffic Records Project. The State Crime Laboratory was able to purchase a laptop for each county coroner to update the new web-based automated death database with alcohol/drug test results. The state also hired three medical examiners that perform all autopsies. The lead medical examiner has established a comprehensive death investigation team with state-of-the-art procedures and protocols.

The 641 traffic fatalities in 2010 found: 122 negative results (BAC=0), 28 not reported, 358 no test given (investigating officer did not order test), three unknown, and 130 positive results (BAC>0). Therefore, for 2010, 122 negative results + 130 positive results divided by 641 fatalities = 39.3% testing rate. The 2009 testing rate was 21%, an increase in testing by 87.1%.

During FY 2011, the Public Safety Data Laboratory (PSDL) expanded its capacity to include many new data applications. Publication of traffic records information remains a priority, but the costs can be significantly reduced by placing data on the Internet via various websites. The traffic records data site can be browsed and queried by the public for problem identification analyses and data evaluation studies.

Established with 408 funds, the Public Safety Data Laboratory (PSDL) contains computer hardware and customized software written by research associates at Mississippi State University (MSU). The software application features links to key reports, announcements of meetings and events, and statistical tables and charts which can be saved as PDF files or images. Traffic crash statistics can be subset by driver age and gender, county, time-of-day and holiday time periods. The report tab links to the Social Science Research Center (SSRC) and MOHS published reports on seat belts, child restraints, alcohol/DUI and other citation analyses. The resources tab links to highway safety videos, public education materials, mapping applications and SSRC personnel information.



## Traffic Records

The PSDL also includes a data analysis/management system for the Mississippi Highway Patrol. The lab acquires its data from four main sources: Trooper Daily Activity Reporting, ReportBeam crashes, citation/DUI records from courts, and the Fatality Analysis Reporting System (FARS). The lab employs the COMPSTAT method of policing, which involves statistics, trends and GIS mapping to produce data-driven law enforcement strategies. This allows more effective manpower allocation by proactive placement of enforcement in areas where the most hazardous crashes occur.

ReportBeam, the electronic crash system used by all Mississippi law enforcement, is over 95% compatible with Model Minimum Uniform Crash Criteria data element guidelines (MMUCC). In fact, the Mississippi Uniform Crash Report has over 20 additional data elements above the MMUCC minimum. Crashes are stored in the database and are available for analytical purposes within a 2.7 day average (interval from crash event to database entry).

Another 408-funded technology project is the Mississippi Electronic Citation/Conviction System MOVE/eCite, developed jointly by SSRC and the University of Alabama Center for Advanced Public Safety (CAPS). Established with the goal to create one information management "umbrella" that works well with all systems, MOVE (Mobile Officer Virtual Environment)/eCite (the electronic citation platform) collects and processes citation data by computer in the law enforcement officer's vehicle, allowing retrieval of personal identification from magnetic stripe or bar-code from any state in the country. The citations can be printed in the vehicle, issued to the offender and transmitted electronically to the court jurisdiction. This methodology captures both in-state and out-of-state driver information and offenses. After court adjudication, the disposition data is also transmitted electronically to DPS for update of Driver History Files.

By October 31, 2011, all enforcement troopers had been trained in the MOVE/eCite system. The PSDL also replicated the Trooper Daily Activity System (DAS) in the eCite server, which allows for unified login, data transfer, and combined analysis tools. MOVE/eCite has revolutionized the issuance of trooper citations, as well as the information transmitted from each citation.

With the development of the eCite system, higher quality data is collected electronically, facilitating transfer and reducing data error. This process will stimulate interest from local law enforcement departments and serve as an incentive to move from paper tickets to electronic tickets.



During FY 2011, the MOHS and PSDL conducted data studies categorized by several core traffic records systems, including but not limited to: (1) crash person data, such as drivers, occupants, and non-occupant attributes of race, age and gender, belt usage and impairment; (2) vehicle in crash data; (3) location by law enforcement jurisdiction, city, county; (4) roadway environment; (5) EMS involvement; and (6) citation data, especially DUI, speeding, seat belt and child restraint violations.





## Police Traffic Services

**Speed-related fatalities decreased by 39% from 327 in 2008 to 129 in 2010.**



### Goal & Behavior Measures

**>>C-4** To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 19% from the 2008 base calendar year of 432 to 350 by Dec. 31, 2013.

- **Unrestrained passenger vehicle occupants in all seating positions decreased from 432 in 2008 to 339 in 2010.**

**>>C-5** To decrease alcohol-impaired driving fatalities by 13% from the 2008 base calendar year of 251 to 230 by Dec. 31, 2013.

- **Alcohol-impaired driving fatalities decreased from 251 in 2008 to 236 in 2010.**
- **DUI arrests increased by 1% from 32,530 in 2008 to 33,153 in 2010.**
- **BAC known test results increased from 31.78% in 2007 to 39.3% in 2010.**
- **Arrests during the national impaired-driving enforcement campaigns totaled 2,721 in 2011.**

**>>C-6** To decrease speed-related fatalities by 38% from the 2008 base calendar year of 327 to 200 by Dec. 31, 2013.

- **Speed-related fatalities decreased by 39% from 327 in 2008 to 129 in 2010.**

### Achievement Measures\*

\*Both statewide and grant-funded data are included in the totals as per the defined goal.

#### >>Achievement Measure/Speed

To increase the number of grant-funded speeding citations during state enforcement periods from 23,415 in 2008 to 33,500 by Dec. 31, 2013.

- **Speed-related citations issued increased to 43,940 in 2010, with 17,885 grant-funded citations issued in 2011.**

#### >>Achievement Measure/Seat Belts

To increase the number of grant-funded seat belt and child passenger citations during state enforcement periods from 17,987 in 2008 to 19,000 by Dec. 31, 2013.

- **Seat belt and child passenger citations increased to 21,036 issued in 2010, with 26,375 grant-funded citations issued in 2011.**

#### >>Achievement Measure/Impaired Driving

To increase the number of grant-funded DUI arrests during state enforcement periods from 32,530 in 2008 to 35,000 by Dec. 31, 2013.

- **DUI arrests increased to 33,153 in 2010, with 13,315 grant-funded DUI arrests in 2011.**

### Section 402

Funding Source	Number of Projects	Total Obligated
402 PTS	9	\$1,519,233.97

The Police Traffic Services Coordination Project maintained the Law Enforcement Liaison - Traffic Enforcement Network (T.E.N.) Program. The network includes 82 counties with 257 local municipalities that fall within the nine districts of the Mississippi Highway Patrol. Two full-time and one part-time state/regional law enforcement liaison officers were assigned to the Northern, Central and Southern regions, with regional LELs assigned to each of the nine Mississippi Highway Patrol (MHP) districts.



## Police Traffic Services

During FY 2011, the Law Enforcement Liaison (LEL) Project, in conjunction with the University of Southern Mississippi, continued conducting Standardized Field Sobriety Training (SFST), Traffic Occupant Protection Strategies (TOPS), Complete Traffic Stops (CTS), and a Drug Recognition Expert Advanced Roadside Impaired Driving Enforcement (DRE-ARIDE) training. The LEL staff attended and/or conducted 48 training schools, in addition to numerous meetings and conferences. The staff produced two newsletters and remained in contact with more than 250 agencies throughout the year. During FY 2011, the LEL implemented the following:

- 8 Occupant Protection and Alcohol/Drug presentations to the MS Judicial College, the Law Enforcement Institute, MHP Cadet classes and various task forces/conferences;
- 21 SFST training class for 297 officers from 85 agencies;
- 9 CTS training classes for 200 officers;
- 21 SFST refresher courses for 80 officers;
- 1 alcohol-related issues training class for 300 officers during the S.T.O.R.M. Conference;
- 2 ARIDE training classes for 36 officers;
- 1 DRE training class certifying 18 officers and one civilian; and
- 3 mobile video classes.

In conjunction with the DPS, the Mississippi Highway Patrol (MHP) Uniformed Division of Public Affairs continued the MHP Highway Safety Public Education campaign. The Public Affairs Officer (PAO) assigned within each of the nine highway patrol districts conducted the campaign. The PAO supported and promoted "Click it or Ticket," "Drunk Driving: Over the Limit, Under Arrest," and "Drive Sober or Get Pulled Over" state/national campaigns. The MHP's Collision Reconstruction Analysis on State Highways (C.R.A.S.H.) project expanded MHP's collision investigation and reconstruction techniques. Police Traffic Services Projects, implemented in Jones County and the cities of Pearl and Hattiesburg, focused on speed enforcement and other traffic-related issues, including seat belt and DUI.

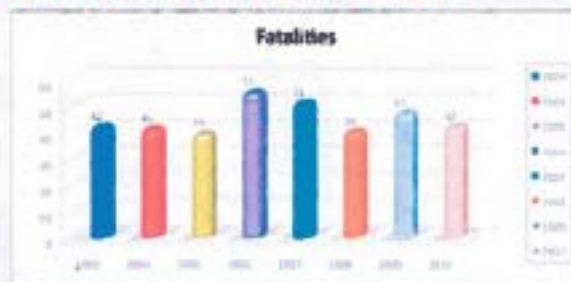
## Motorcycle Awareness Program

Mississippi did not qualify in 2010 for FY 2011 funding due to the increase in motorcycle fatalities in 2009. However, the Office of Highway Safety (MOHS) has used material purchased in 2009 to continue the awareness program. Currently, the state has \$12,000 in Section 2010 carry-forward funds, which will be utilized during the FY 2012 grant period to continue promoting the Share the Road Program.

The MOHS did implement a few motorcycle awareness campaigns in 2011. During the months of March, April and May, motorcycle awareness materials were distributed to local motorcycle dealerships, repair shops and training classes in an effort to promote the "Share the Road" message. In May, motorcycle awareness was promoted at the MS Braves Stadium, and MDOT displayed the message "Watch Out for the Other Guy" on the states' electronic billboards. The awareness message was promoted during Harley Davidson's annual Trail of Honor Memorial Day Weekend event held in Jackson. This event honors veterans, attracting over 30,000 motorcycle enthusiasts and drivers from across the U.S. More than 700 motorcyclists arrived in Jackson to escort the MS Vietnam Veterans Memorial Wall to the national memorial wall in Washington D.C. In June, awareness materials were distributed at the MS Law Enforcement Officers Training Conference and Competition in D'Iberville, MS.

The MOHS has been in contact with the national Motorcycle Awareness Campaign (MAC) to assist the state. MAC in the process of obtaining their 501 (c) (3) status in Mississippi to help increase awareness during the FY 2012 grant period.

### Motorcycle Fatalities 2003 - 2010





## Mississippi Youth Programs (Section 402 - Occupant Protection)

### MS SAB (Mississippi Student Advisory Board)



The Mississippi Student Advisory Board (MS SAB) is the cornerstone of the MOHS Youth Program. In an effort to save lives, the MOHS and the University of Southern Mississippi (USM) have partnered for 19 years to establish a student-led board as the voice of Mississippi youth. MOHS strives to provide highway safety and leadership

programs that serve as active learning tools for all students.

The goal of the MS SAB is to reinforce the mission of the MOHS by promoting safety belt usage and drug/alcohol prevention. The MS SAB offer opportunities for Mississippi teens to strengthen their leadership qualities and encourage healthy lifestyles.

Students in grades 9 – 12 are eligible to serve on the SAB from June–May and can reapply each year. The SAB selection process is competitive. Applications are posted on the MOHS and SAB websites and due with references the first week of May. The SAB Advisor, SAB Assistant and an alumnus conduct a personal phone interview with each applicant, and select a new board by the end of May. The new board meets in June for an SAB orientation.

**According to the 2009 National Youth Behavior Risk Survey, 41.8% of high school students reported drinking alcohol within the last 30 days.**

Students meet monthly and act as a youth focus group for the MOHS, providing guidance about youth issues and concerns. They help MOHS determine the best ways to get the message out and what works best in their school setting.

MOHS/USM educates teens about the importance of highway safety issues, so they can arrive at their destinations safely. Programs are designed on highway safety issues and customized to meet the needs of each school. The MS SAB is helpful in creating program ideas and promotional items. Students assist with writing and creating brochures and providing input to determine the appropriate age groups to receive this information.

Besides acting as a focus group, the MS SAB also takes the lead on teen safety conferences – Teens on the Move and Club Officer Training. The students participate at safety fairs throughout the state and assist with the annual law enforcement luncheon, Buckle for Life.

Depending on the number of students, activities, safety fairs and conferences, the MS SAB contributes more than 4,000 voluntary service hours each year to the MOHS Youth Program. Members are recognized throughout the year for their dedication to the mission of highway safety.





## Mississippi Youth Programs (Section 402 - Occupant Protection)

### Club Officer Training



For the second year, the MOHS sponsored Club Officer Training (COT), a one-day conference that exemplifies partnership at its best. The MS SAB members work together during the summer to prioritize issues that are affecting their peers. These discussions determine the youth activities and workshops for the year.

Approximately 500 students and adults participated at the 2011 COT, held at the Jackson Convention Center. Many state agencies provided workshops and training at COT for little or no cost. Workshops included: the Mississippi Department of Transportation's (MDOT) Seatbelt Convincer; Bridgestone America's Distracted Driving; a Seat Belt presentation by Bryan Pearce, and others.

COT keynote speaker Ed Gerety shared the importance of wearing seat belts and not drinking and driving. Gerety encouraged students to take their new tools to a higher level and put them into action. Many exhibitors also participated at this event: State Farm, Dream, Inc., NCADD and others. Students also held a pumpkin contest to see who could demonstrate the best highway safety message.

### Rock the Belt



The Rock the Belt Program was created in 2008 out of a need to make students become aware of the importance of wearing seat belts. Focused for two years in an eight-county area, the Rock the Belt Program was released statewide in 2010. During this period, seat belt usage has increased by almost 11% over previous years.

This past year the MOHS presented Rock the Belt to more than 3,000 youth at nine community safety fairs and three school events. In schools, the program is customized to fit the time allotted, often for the entire day. Students begin by participating in a discussion led by the MOHS Special Projects Coordinator about what is happening in their age group. Hands-on activities are used to engage students, such as key count, ruler test, egg crash, etc. Time permitting, the Room to Live video or other preselected non-graphic videos are also shown.



Students participate in fun, motivational outdoor activities. Grouped into teams of four, they race against other teams to see who can "Rock the Belt" faster. Teams are timed as they enter the vehicle, buckle up and raise their hands. When all four students have buckled up, a whistle is blown and they change positions. Students are awarded exclusive t-shirts; the fastest team of the day receives a Rock the Belt bag.

During the winter, MOHS conducts a Christmas version of Rock the Belt. During prom season, students can wear crowns, tiaras and boas while they "Rock the Belt." At the end of every session, a particular song is sung summarizing what the students have just learned. Each student has one opportunity to get to where they are going safely. It is important that they seize the moment by buckling up so they can achieve their goals and dreams.



## Mississippi Youth Programs (Section 402 - Occupant Protection)

### Teens on the Move

## TEENS MOVE

Educating, captivating and motivating work best with teens in Mississippi to help change the social norm. *Teens on the Move* is a high energy one-day conference designed by the MS SAB members. On April 21, 2011, USM/MOHS/SAB held the 22nd annual *Teens on the Move* for a crowd of more than 1,400 students at the MS Trademart in Jackson. Participants are encouraged to give back to the community by bringing canned goods to the conference as a donation for Mississippi families in need.



Each year, *Teens on the Move* encourages schools from across the state to reward students for dedication, hard work and inspiration to their communities. Students compete for awards, such as Chapter of the Year, Student of the Year, Activity of the Year, SADD Student of the Year, Advisor of the Year (Jr. High/High School), best PSA, and best T-shirt design. The winners of Chapter of the Year and Advisor of the Year (Jr. High/High School) will make presentations at the next Club Officer Training Conference in the fall.

The MS SAB create the *Teens on the Move* theme for the day, design t-shirts for attendees, and write and perform their own skits. The SAB also assists in selecting national speakers to educate students on highway safety and introduces them at the conference.

These speakers educate and hold the audience's attention, engaging and motivating students to do the right thing.

This year's *Teens on the Move* theme was *Meet Tomorrow's Vision*. As a hands-on activity in keeping with the theme, the attendees participated in a *Pimp My Belt* Contest. At the end of the day, students voted on the best concept.

**More than 1,400 students attended  
*Teens on the Move* in 2011.**

The MS SAB shared their creative activities with other schools. The winners of the PSA contest performed at *Teens on the Move* to the audience's overwhelmingly positive response. The MOHS Division Director worked with the performers to create two professional radio PSAs that aired statewide during the May 2011 "Click It or Ticket" campaign.

Over the past four years, attendance steadily increased at the conference. Due to the popular demand for the *Teens on the Move* Program, the Mississippi Coliseum was selected as the venue for next year's conference.





## Mississippi Youth Programs (Section 402 - Occupant Protection)

### MS SADD (Students Against Destructive Decisions)



Across the state, SADD Chapters provide school clubs where all students can feel included, never excluded. Chapters help spread messages disseminated from the MOHS by creating campaigns on issues that adversely affect youth: underage drinking, lack of seat belt usage, distracted driving, and more. Members provide key feedback that law enforcement needs when working on youth programs.

As part of their awareness efforts, SADD Chapters create skills, seat belt checks and public service announcements to help change the social norm. The group posts their events and activities on Facebook. In addition to SAB council meetings, members participate in Club Officer Training, Teens on the Move, slicker shock programs, town hall meetings and the SADD National Conference. Members usually participate in other school clubs that provide a forum to share upcoming SADD activities.

This year, MS SAB member Jennifer Collins was selected to serve on the SADD National Student Leadership Council (SLC), Representing the State of Mississippi at the SADD National Conference. Collins also played a large part in planning and organizing the event.



### Ford Motor Company



How do you DRIVE the point across to Mississippi students about the importance of not texting and driving, not drinking and driving, and wearing your seat belt? You team up with Ford, the MOHS, and other state and local entities to reach out and save lives. At the end of March 2011, Ford Driving Skills for Life sparked excitement when it arrived in Mississippi for the first time.

The MOHS youth program coordinator worked with local police, fire and sheriff's departments, ambulance services, MS Highway Patrol, MS Department of Transportation, Dream, Inc., and others to launch the program. The goal was to reach at least one school in the Northern, Central and Southern areas of the state. New Albany High School, Terry High School and Picayune High School were selected as the host sites.



At each of the events, Ford executives and First Lady Marsha Barbour explained why safe driving is so important. She is the nation's first First Lady to participate in the Ford Driving Skills for Life Program. Selected students participated in behind-the-wheel driver training, while rotating through a Vehicle Handling Course, Distraction Course and Impaired Driving Course. Students also engaged in activities such as Distract-A-Match Game, Obstacle Course and Drunk Goggles. The event was a huge success, creating a positive impression on Mississippi youth.



## Public Outreach

The MOHS has long recognized the importance of combining enforcement and public education into its highway safety efforts. Thus, an educational component designed to help raise awareness about the dangers of drinking and driving has been in effect for the past five grant years.

The MOHS Outreach Program has included presentations at churches, schools, conferences, meetings, health fairs and any other events to increase awareness. Booths or table set-ups are displayed with relevant educational materials and promotional items bearing 'no drinking and driving' messages. The MOHS PACAID workers make a point to interact one-on-one with numerous people during each event.

### Nissan Family Day - October 2010



One noted event where the 'no drinking and driving' message is presented is the annual Nissan Family Day/Health Fair in Canton, MS. The MOHS has been privileged to engage in this affair, which has only permitted a limited number of vendors

since its inception. The occasion is one in which Nissan employees, their family members, and service providers attend an exclusive fun-packed day of special activities, featuring amusement rides, prized games and refreshments. On arrival, participants visit health booths where hands-on information and promotional items are disseminated. An estimated 3,000 people attended 2010 Nissan Family Day.

### Drive to Stay Alive - November 2010

The MOHS directed its 2nd annual "Drive To Stay Alive" campaign initiative in November 2010. The campaign is an on-going collaborative effort between Jackson State and Alcorn State Universities to raise awareness among campuses and communities regarding the

dangers of drinking and driving, texting and other driving distractions.

The initiative began in 2009 when President Barack Obama made a request to the U.S. Department of Transportation to assist historically black colleges and universities (HBCUS) across the country in reducing the disproportionate number of African Americans being killed in car crashes. NHTSA regional administrative offices were directed to assist state highway safety offices in coordinating and implementing public awareness campaign activities among their colleges and universities.

The annual Capital City Classic football game between Jackson State University and Alcorn State University was chosen as the venue to reach thousands of students and fans about the devastation of car crashes, particularly among this target population.

Of the 641 people killed in car crashes on Mississippi roadways in 2010, 242 were African Americans and more than 65% were unrestrained.

Activities began with a press event the day preceding the football game. University leaders, faculty and students supported the cause by encouraging safe driving and riding practices. Joining the campaign were speakers from law enforcement, including the Public Safety Commissioner, MHP Colonel, heads of local law enforcement agencies, and campus police.

On kick-off day, the MOHS and its partners converged at the football stadium to distribute promotional items bearing highway safety messages and to encourage football fans to be mindful of various driving distractions and safe driving/riding measures.





## Public Outreach

### Buckle for Life - March 2011



More than 203 officers were nominated for recognition at the annual MOHS Buckle for Life luncheon, held at the Old Capitol Inn on March 10, 2011. Their valued efforts for writing more than 7,000 Child Restraint Citations and more than 35,500 Seat belt Citations deserved high recognition.

For the first time MOHS recognized the top three state agencies for seat belt citation efforts: Troop C, Gulfport PD, and Pearl PD. For child restraint citations, Troop M, Troop E, and Troop G were also recognized.

The top ten officers were recognized for writing 8,314 seat belt citations collectively throughout the year as well as 2,091 child restraint citations, thereby saving hundreds of lives.



**MHP issued 3,188 seat belt citations during the state's annual 2011 "Click It or Ticket" campaign.**

### DUI 100-200 Club - April 2011

The DUI 100 Club was established in 1983 to recognize those law enforcement officers across the state who each write a minimum of 100 DUI citations within a calendar year. This year's recognition luncheon celebrated the 19th year of the DUI Club.

**53 officers were inducted into the 100 DUI Club**

**10 officers were inducted into the 200 DUI Club**

**37 officers received Honorable Mentions (50-99 arrests)**

Law enforcement officers from 34 agencies including 19 police departments, 14 sheriff offices and eight of the nine MHP districts, were recognized for making more than 11,000 DUI arrests collectively.

The event was held in the Student Center of Jackson State University on Wednesday, April 27, 2011. Honorees were applauded by Department of Public Safety Commissioner Albert Santa Cruz and MS Highway Patrol Colonel Donnell Berry. MOHS LEL Officer Robert Hancock shared his on-going medical challenges as a result of being the victim of a drunk driver while in the line of duty in 2002.





## Public Outreach

### Underage Drinking Prevention Rally Smith Park - April 2011

This affair, sponsored by the MS Underage Drinking Prevention Coalition (MUDPC) of Hinds County, attracted more than 300 junior and senior high school students from across Hinds County. The high light of the event was the confession of a local radio DJ personality, whose story revealed how heavy consumption of alcohol by her and other party revelers led to the death of a close friend, a victim of drunk driving. MOHS outreach workers were on hand to distribute relevant pamphlets and promotional items designed to emphasize the dangers of impaired driving.

**According to the Centers for Disease Control and Prevention, Alcohol-related crashes in the United States cost about \$51 billion a year.**

### Krewe of Little Rascals Mardi Gras Parade - February 2011



The MOHS was on hand on Feb. 19, 2011, for the City of Pascagoula's Mardi Gras Children's Parade. The event was held near the Pascagoula Beach Park and was attended by an estimated 350 adults and children. Following the parade, children dressed in Mardi Gras costumes were entertained with face painting and a bicycle safety rodeo.

The MOHS distributed several promotional items, including t-shirts, colored markers and iron-ons. Each iron-on pictured children as occupants in a motor vehicle and contained a caption that read: "Remember, I'm Riding, Too. Please Don't Drink and Drive." Parents were provided with brief one-on-one talks about the dangers of drinking and driving and signs that indicate drivers suspected of being under the influence. Options on how to protect adults and children from impaired drivers, including contacting authorities, were also mentioned. Use of iron-on messages and the opportunity for children to color and personalize their own t-shirts have served as unique and innovative ways to pass along the "no impaired driving" message, as children typically love to show off what they have created themselves.

### The National Children's Study Baby Fair - April 2011

The purpose of the National Children's Study is to improve the health and well being of children and to contribute to understanding the role various factors have on health and disease. An advocate for the Study, the University of Mississippi Medical Center Batson Children's Hospital sponsored a Baby Fair held at the Clinton Walmart on April 9, 2011.

Having a highway safety booth stationed at a Walmart allowed the MOHS to disburse information and promotional items to hundreds of persons, since traffic into the store was tremendous. Time was allowed for vendor participants to speak about their respective topics. The MOHS emphasized the impact of alcohol-related crashes upon babies and children.





## Public Outreach

### (S.T.O.R.M) Sobriety Trained Officers Representing Mississippi



S. T. O. R. M. (Sobriety Trained Officers Representing Mississippi) is a 501 (c) (3) organization dedicated to the networking and semi-annual training of all DUI Enforcement Officers in the State of Mississippi. Founded in 1996, the organization's membership is comprised of more than 1400 municipal, county, state and federal law enforcement officers.

The goal of all law enforcement is to reduce crashes, injuries and fatalities, making the state's highways, roads and streets safer for everyone. S.T.O.R.M.'s primary goal is to provide Mississippi Law Enforcement with every opportunity to develop the necessary skills related to removing the impaired driver from roadways.

A cadre of well-trained DUI Enforcement Officers is the state's primary protection against DUI-related traffic deaths. Training officers in the latest DUI enforcement techniques aids in reducing the number of crashes.

S.T.O.R.M. organizes a Fall and Spring Training Conference each year. Conferences are planned to provide attendees with the latest, most up-to-date training on DUI impaired-driving issues. More than 130 officers, judges, prosecutors, law enforcement liaisons, and others involved in traffic safety issues hone their skills in DUI enforcement.

The Fall 2010 S.T.O.R.M. Conference was held in Vicksburg in November. Gordon Graham from Graham Research Consultants Global Services trained more than 128 members through a 16-hour seminar on "Risk Management As It Applies To The Impaired Driver."

Due to the death of some 63 officers in the line of duty this past year, the Spring 2011 S.T.O.R.M. Conference focused on officer safety while conducting standard field sobriety tests. Officer Mike Street from Meridian Police Department conducted a 16-hour training seminar at no cost to the organization. More than 130 members participated in the event.

Since its inception in 1996, S.T.O.R.M. has proven to be strong and successful by working in conjunction with other statewide highway safety programs. The organization continues to attract new members from all aspects of highway safety.





## Legislation

### Highway Safety Related Legislation Enacted by the 2011 MS Legislature

MOHS and its partners were active in helping pass important highway safety laws during the 2011 Legislative Session:

- The Social Host Bill - to reduce teenage drinking by punishing the parents who distribute alcohol to a minor;
- The All-Terrain Vehicle Bill - to increase the use of helmets on passengers ages 16 and under; and
- The Nathan's Law Bill - to reduce the number of fatalities of children by increasing the penalty for not stopping at a school bus.



## Mississippi Safety Partners

The Mississippi Strategic Highway Safety Plan (SHSP) was developed through coordination with stakeholders from public and private agencies. Individuals representing the four Es (Engineering, Education, Enforcement, and Emergency Medical Services) and other modes of transportation (bicycle, pedestrian, commercial vehicles, motorcycles, etc.) are encouraged to participate. The Mississippi Association of Highway Safety Leaders (MAHSL) meets ten times a year. Listed below are the participating safety partners.

- American Academy of Pediatrics
- Office of the Attorney General
- AT&T
- C Spire
- DREAM Inc.
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- (MAHSL) Mississippi Association of Highway Safety Leaders
- Mann Agency LLC
- (MAAUD) Mississippians Advocating Against Underage Drinking
- Mississippi Association of Supervisors
- Mississippi Brain Injury Association
- Mississippi Center for Technology Transfer
- Mississippi Department of Education
- Mississippi Department of Health
- Mississippi Department of Mental Health
- Mississippi Department of Public Safety (Including Planning and State Patrol)
- Mississippi Department of Transportation
- Mississippi Department of Vocational Rehabilitation
- Mississippi Judicial College
- Mississippi Municipal League
- Mississippi Office of State Aid Road Construction
- Mississippi Operation Lifesaver
- Mississippi Police Chiefs' Association
- Mississippi Railroad Association
- Mississippi Safe Kids
- Mississippi Sheriffs' Association
- Mississippi State University - Center for Advanced Vehicular Systems
- Mississippi State University - Social Science Research Center
- Mississippi Trucking Association
- (MADD) Mothers Against Drunk Driving
- National Highway Traffic Safety Administration
- Office of Justice Programs Enforcing Underage Drinking Laws
- Nissan
- State Legislators
- (S.T.O.R.M) Sobriety Trained Officers Representing Mississippi
- Trustmark Park
- University of Southern Mississippi



## Paid Media

With markets becoming more segmented daily, media mixes must be diverse in order to maximize audience exposure. The MOHS planning process places major emphasis upon finding unique opportunities and negotiating rates to provide cost-effective media solutions. The goal is to effect behavioral change by generating the message as frequently as possible.

### >>Broadcast Placement Strategy

Network television is used as the primary medium in most MOHS campaigns to increase audience reach, and cable television is used for audience frequency. Network and cable TV programs are selected based upon current Nelson ratings. The highest-rated programs at the lowest cost per point are targeted to maximize the message's reach and frequency and to increase its exposure to the greatest number of targeted viewers. The media buy concentrates on evening prime-time shows and places special emphasis on sports, news and crime-stopper shows. One bonus spot per paid spot is requested, and most stations comply with a strong PSA schedule.

When advertising to the entire state, cable is particularly helpful in reaching the northern counties bordering Tennessee, which cannot be reached through Mississippi network TV. Cable is also important in the southern counties where Mobile and New Orleans TV networks compete with the Mississippi networks. Broadcast ads are also placed in movie theaters throughout the state to reach youth and young adults.

Mississippi's total population is very diversified, and the African-American population makes up more than 75 percent in some areas. To reach this demographic, highly-rated programming is selected, such as the Fox and BET networks, the Jackson State University cable TV station, and others.

Post-buy analyses of gross rating points are conducted on each broadcast television buy, and less than a 10 percent variance is consistently

achieved. All paid media is monitored to confirm that ads run when and where specified and that ads are invoiced as negotiated.

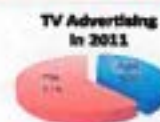
Radio is often chosen to increase frequency and to extend the reach of the base created by television. It serves as a reminder for listeners to drive safely, particularly during peak driving times in the morning, late afternoon, in the early or late evening and other potentially dangerous driving times. Radio can also target more specific audience groups: young white males with country, rock and heavy metal music; African-American males with hip-hop and urban music; and college students with local college radio networks.

### >>Online and Digital Strategy

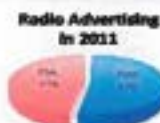
During national campaigns MOHS takes full advantage of digital outdoor boards to quickly remind all viewers to use seat belts and to never operate a vehicle while impaired. Online ads are also placed on popular websites and Facebook to reach targeted audiences at both work and home.

### >> FY 2011 Paid Ads & PSAs

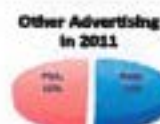
TV Advertising	
Paid	5,435
PSA	8,521
<b>Total</b>	<b>13,956</b>



Radio Advertising	
Paid	10,448
PSA	5,430
<b>Total</b>	<b>15,878</b>



Other Advertising	
Paid	9,841
PSA	9,733
<b>Total</b>	<b>19,574</b>



Total Advertising	
Paid	25,724
PSA	27,674
<b>Total</b>	<b>53,398</b>





## Paid Media

### Christmas 2010



The 2010 Christmas campaign presented a strong enforcement message with the "While you're out partying, law enforcement will be out, too" tagline. New creative portrayed an attractive couple at a bar. The girl realized that her date had been drinking too much, but she got in the car with him anyway. When he was arrested, she was left regretting not preventing him from getting behind the wheel. Media was placed on network and cable stations and emphasized major holiday sporting events. Rotating digital outdoor boards warned all drivers about the consequences of drinking and driving.

The involvement of local youth and talent helped improve the overall response rate. Students shared fresh, inexpensive ideas and approaches with the MOHS staff. Discovered during a Teens On The Move rally, a talented African-American male teenager wrote and recorded an original, high-energy "Don't Text and Drive" rap and also a "Seat Belt" rap. The student's work was edited into a :30 broadcast format and then professionally mixed with music and sound effects. The rap message was played across the state on urban and hip-hop stations with many compliments about it on Facebook.

Overall fatalities decreased by 11 percent during this two-week campaign period. Last year, Mississippi had 28 fatalities from May 24 to June 6. This year fatalities decreased to 25 from May 19 to June 1.

### Memorial Day 2011



Before formulating the Memorial Day campaign, National Highway Traffic Safety Administration (NHTSA) and Regional NHTSA (a five-state area) were consulted for their research and creative approach. Their well-defined research was studied to identify primary target audiences by looking at factors such as rural versus urban, age, socio-economic status and sensitivity to minority audiences.

The more realistic the message, the more likely it is to change behavior. The Memorial Day "Click It Or Ticket" campaign emphasized the warning that you will be stopped and ticketed if you don't wear a seat belt. A convincing cast of local officers helped underscore a realistic enforcement message when they stopped a car full of teenagers on their way to a baseball game, two young white males traveling down a rural road in a pick-up truck, and two African-American males driving downtown in a high performance sports car. Each group's surprise at getting a ticket for not wearing their seat belt was a great attention-getting device.

### Labor Day 2011

During Labor Day 2011, special attention was paid to the media on the campuses of five major universities and 17 junior colleges with messages placed in college stadiums, radio stations and newspapers. Facebook and other online venues popular with young adults were used along with the sports webpage of major state newspapers, entertainment magazines, and broadcast outlets.

Particularly at the beginning of the school year, the target audience checks the sports section of the local newspaper for football scores and the entertainment section to get ideas for last-minute fun. Ads were placed in the Mississippi section of the Memphis Commercial Appeal to target the hard-to-reach northern counties bordering Tennessee; the Jackson Free Press, a magazine with entertainment and restaurant reviews in the central district; college newspapers; and the state's only Hispanic publication, La Noticia.





## Earned Media

From quick turn-around press conferences to media happenings, the Mississippi Office of Highway Safety (MOHS) staff specializes in creating newsworthy events and securing the attendance of key media representatives at these publicity vehicles. Communications events help build awareness about statewide enforcement initiatives.

Media conferences were held for both the Memorial Day and Labor Day 2011 campaigns, taking a unique approach and using credible spokespersons for each. In an effort to achieve maximum coverage, MOHS leverages media events to attract in-depth features and profiles.

### Christmas 2010

Central to every campaign is an approach that produces maximum exposure of the audience to the message. Because of an extensive media outreach in late November 2010 for the Capitol City Classic Drive to Stay Alive campaign, the department sent out a holiday release to the media reminding all drivers to be alert at all times and never drink and drive. During this period, the MOHS received media attention from nearly every broadcast TV outlet in the state. Using the Nielson Media Research tool, the MOHS submitted a detailed report of the earned media, providing an accurate, up-to-date account of the number of viewers and listeners. Over the Christmas holidays MOHS received \$286,654 in earned press, and more than \$175,500 in value-added broadcast stories and mentions.

### Memorial Day 2011

For 2011 Memorial Day CIOT, a greater focus was particularly needed on males 18-34, teenagers, and all African Americans. For the communications component MOHS took a more localized approach, scheduling radio and television AM and PM news and feature programs for interviews and appearances with spokespersons, staggering media conferences in

four cities: Tupelo in the North, Meridian in the East, Biloxi in the South, and Jackson in the Central/Delta area. The MOHS chose as spokespersons a credible, African-American couple that had tragically lost their two teenage children in a car crash when they were not wearing their seat belts.

### >>Social Media

Research shows that social media, particularly Facebook, is one of the most favored media to reach teens and young adults. For the campaign to be successful, it needed to appeal to the target audience with memorable, realistic interactive messages through the new media.

The MOHS developed a new Facebook CIOT logo and Welcome page with Flash photos, a brief write-up about the campaign, a short online opinion survey, and a section to post spots and interviews. The MOHS Facebook fans grew from 2054 to 2980, a 59% increase of more than 900 fans.

The Facebook online survey drew 57 respondents. Results will be studied and incorporated into the next campaign. Mississippi's new CIOT Facebook Page was commended as a model for the other states.





## Earned Media

### >>Monitoring

Monitoring ensures that coverage in print, broadcast and electronic media conveys appropriate messages and strategic objectives. This year all "Drive Sober or Get Pulled Over" and "Click It Or Ticket" campaigns received media attention from nearly every broadcast television and radio news outlet in the state. Using the Nelson Media Research tool, the MOHS submitted a detailed earned media report, providing an accurate, up-to-date measure of the number of viewers and listeners. Live radio media interviews increased from one statewide interview in 2010 to more than 17 live local radio interviews in 2011.

### >>Recognition



The Southern Public Relations Federation (SPRF) is one of the largest public relations associations in the region, representing professionals from Louisiana, Mississippi, Alabama and Florida. SPRF recognized Mississippi Department of Public Safety with a Lantern Award for the "Click it or Ticket" 2011 Memorial Day campaign.

While this Memorial Day was more deadly than last year's (eight persons died this year on Memorial Day, compared to three deaths last year), the two-week blitz period was much more successful than last year's. Overall fatalities decreased by 11% during the two-week campaign period.



### Labor Day 2011



The 2011 Labor Day campaign was kicked off with a media conference held at the Mississippi Ross Barnett Reservoir. This year the state unveiled the new national "Drive Sober Or Get Pulled Over" logo. At the conference, the MOHS introduced a highly-credible spokesperson, a motorcyclist who lost his leg when hit by a drunk driver. He and his wife were interviewed on the life-threatening ordeal and the irreversible hardship in their personal life as a result of someone's poor choice to drink and drive.

### Earned Media Value

Christmas 2010 - \$462,204  
 Memorial Day 2011 - \$83,768  
 Labor Day 2011 - \$89,000

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**TOTAL: \$634,972**

The MOHS conducted a three-day media tour accompanied by the spokesperson and local law enforcement officers, stopping in cities with the highest number of DUI arrests. The group engaged in live interviews at broadcast stations and newspapers throughout Metro Jackson, Laurel, Hattiesburg and the Mississippi Gulf Coast. During the Labor Day campaign the MOHS received more than \$89,000 in print, radio and television earned media attention. More than 25,000 coasters with the new "Drive Sober" logo were also distributed to local bars and restaurants during the campaign.



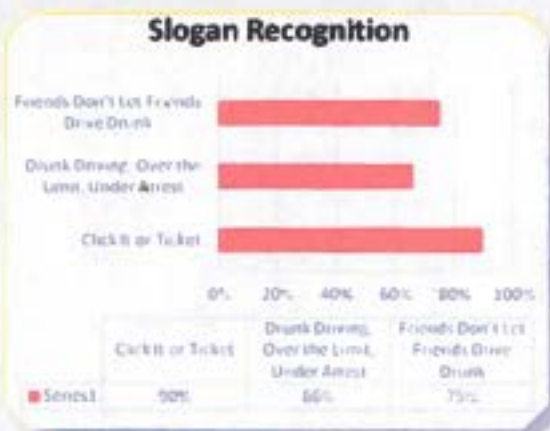
## Satisfaction Survey

The National Highway Traffic Safety Administration (NHTSA) and the Governor's Highway Safety Association (GHSA) have agreed on a minimum set of performance measures to be used by State and Federal agencies in the development and implementation of behavioral highway safety plans and programs.

The results which follow represent the State of Mississippi's first survey under Federal Regulation 23 CFR 1200.10(a)(1). The survey provided the data which was used to determine trends in awareness of traffic safety messages, sources of information, self-reported behaviors and perceived risk of an enforcement consequence for not complying with laws. Topical areas covered in the survey included seat belt use, drinking and driving, and speeding.

### >>Slogan Recognition

Two-thirds of respondents (66%) recognized the slogan, "Drunk Driving, Over the Limit, Under Arrest." The most widely known slogan was "Click it or Ticket" at 90% recognition.



### >>Seat belt Awareness Message

Nearly three out of every four survey respondents (73%) indicated exposure to seat belt enforcement messages in the past 30 days. The level of awareness among male respondents was somewhat higher compared to female respondents (75% vs. 70%). The level of awareness also increased as age increased.

Female respondents perceived a higher likelihood of receiving a citation if caught not wearing a seat belt. Observational surveys have found that female occupants wear seat belts more often than male occupants. The awareness survey found that self-reported seat belt use was higher among females compared to males.

### >>Speed Awareness Message

Two out of every three respondents reported recent exposure to speed enforcement information (65%). Male respondents were somewhat more aware than female respondents, but unlike seat belt messages, there were no notable differences by age in level of awareness.

Nearly the same proportion (67%) perceived a high likelihood of receiving a ticket if caught speeding, females more so than males. As age increased, the perceived risk of receiving a speeding citation decreased, but so did self-reported speeding.

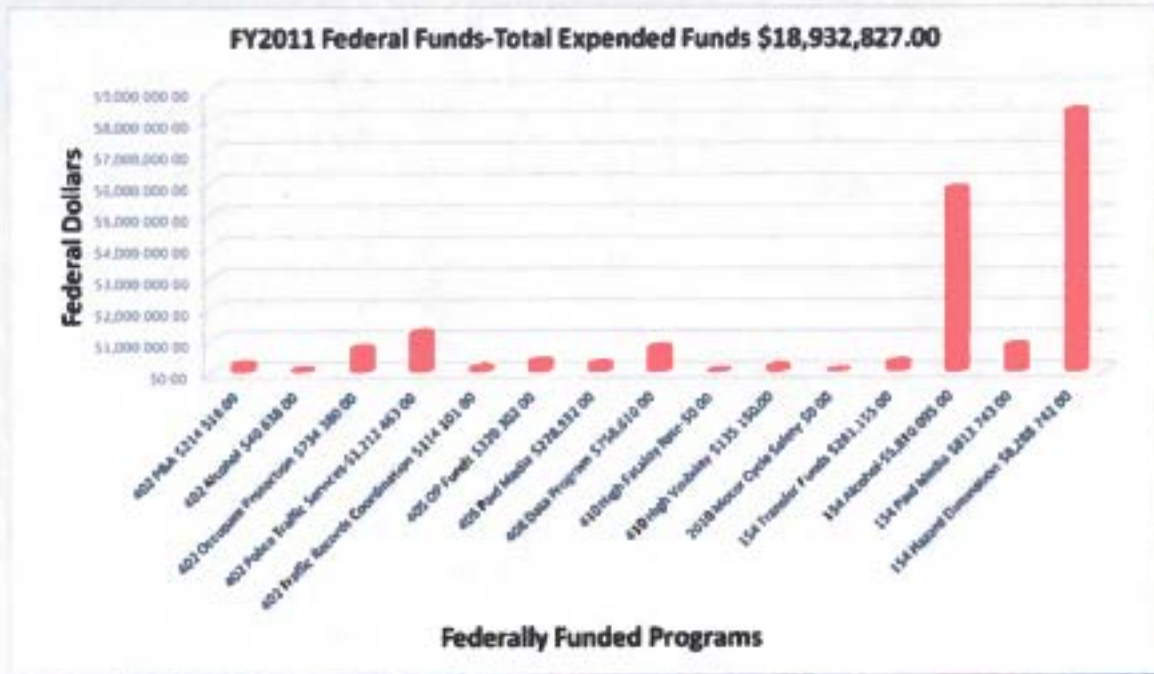
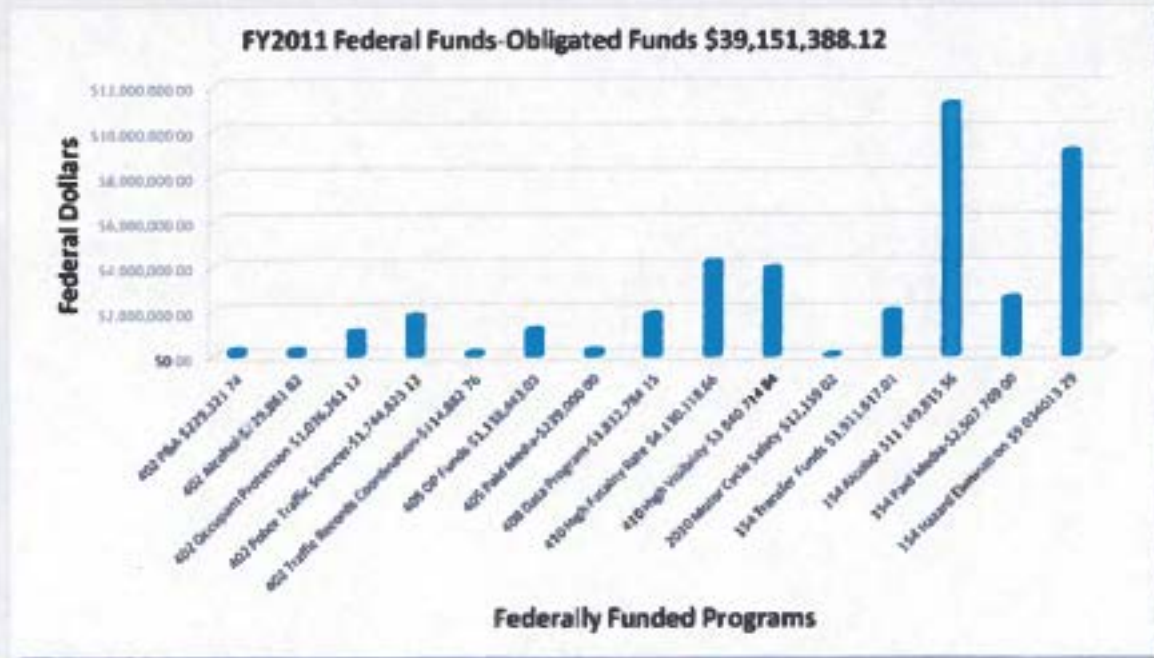
### >>Impaired Driving Message

Survey results indicated that a relatively large proportion of respondents had been recently exposed to alcohol-impaired driving/drunken driving information (85%). Television (68%) was by far the most common source of that information, followed by radio (30%), and newspaper (16%). Male respondents, more so than female respondents, reported recent exposure to messages (85% vs. 80% exposure to alcohol-impaired driving information), and there was evidence of higher levels of awareness among respondents age 40 and above.

About three-quarters (76%) of survey respondents perceived a high likelihood of arrest for drunk driving, females more so than males, and younger respondents more so than older respondents. Few respondents (7%) reported operating a motor vehicle within two hours of consuming alcoholic beverages. That rate is much lower compared to the 25% of the respondents who reported in 2007, and 17% of those surveyed in 2009.



# Financial Report





## FY 2011 Mississippi Highway Safety Highlights

The traffic fatality rate decreased from 1.79 in 2008 to 1.61 in 2010, the lowest fatality rate ever recorded in MS according to state data.

Motorists killed in crashes decreased by 8.4%, from 700 in 2009 to 641 in 2010.

Fatal traffic crashes decreased by 7.9% from 631 in 2009 to 581 in 2010.

Youth ages 15 to 20 involved in fatal crashes decreased by 29.2% from 243 in 2009 to 122 in 2010.

Motorcycle fatalities decreased by 10.6% from 47 in 2009 to 42 in 2010.

Total DUI arrests increased by 3.3% from 32,099 in 2009 to 33,153 in 2010.

DUI arrests of underage drivers (<21) increased by 4.4% from 2,145 in 2009 to 2,240 in 2010.

Based on a scientific survey, the observed seat belt usage rate increased by 10.8% from 71.3% in 2008 to 81.88% in 2011, the highest usage rate ever recorded in Mississippi.

Based on a scientific survey, the observed child safety restraint usage rate increased by 2% from 77.5% in 2009 to 79.9% in 2010, the highest child restraint usage rate ever recorded in Mississippi.

The blood-alcohol testing rate for drivers in fatal crashes increased from 21% in 2009 to 39.3% in 2010, an astounding improvement of 87.1% in the testing and documenting of impaired drivers.

All MHP enforcement troopers began using the new MOVE/eCite electronic citation/conviction system, developed by the Mississippi State University Social Science Research Center and the University of Alabama Center for Advanced Public Safety in 2011.

The Public Safety Data Laboratory Website ([www.psal.ssrc.msstate.edu](http://www.psal.ssrc.msstate.edu)) was awarded "Best Practices" Internet Site International Traffic Records Forum in Charlotte, N.C. in 2011.

The Mississippi Department of Public Safety (MDPS) received a regional award from the American Association of Motor Vehicle Administrators for a 31% reduction in traffic fatalities, decreasing from 931 in 2005 to 641 in 2010.

The Southern Public Relations Federation (SPRF), representing professionals from Louisiana, Mississippi, Alabama, and Florida, recognized MDPS with a Lantern Award for the 2011 CIOT Memorial Day communications campaign.







**MISSISSIPPI  
Office of Highway Safety**

*Our goal is to ensure that all aspects of highway safety are addressed. Including safety belts, driving under the influence of alcohol and/or drugs, pedestrian safety, bicycle safety, child passenger safety, speed control, motorcycle safety, traffic recordkeeping, and traffic engineering.*

**Albert Santa Cruz, Commissioner**

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