



# Research In Progress

## Evaluation of a Combined Occupant Protection & Impaired Driving Demonstration Project

**Project Manager:** Mary Hinch, (Email: mary.hinch@dot.gov, Phone: 202-366-5595)

This task order provides an independent evaluation of a new combined Occupant Protection and Impaired Driving program. NHTSA's Office of Communications developed new media tools for this program, including the campaign slogan, "More Cops. More Stops," and the television commercial, "Bubbles," which illustrates how enforcement will notice drivers who break the rules of the road (e.g., driving unrestrained or impaired). For this program, six program waves will be conducted in Oklahoma and Tennessee over the course of two years (i.e., 2 standalone, 2 preceding CIOT mobilizations, and 2 preceding Impaired Driving Crackdown mobilizations). Preusser Research Group, NHTSA's evaluation Contractor, will be conducting process (i.e., enforcement and media activity) and outcome (i.e., seat belt observations and BAC roadside surveys) evaluations. The first program wave will run November 14<sup>th</sup> through November 30<sup>th</sup> 2011.

<b>Start Date:</b>	September 25, 2010
<b>End Date:</b>	July 6, 2014
<b>Contractor:</b>	Preusser Research Group, Inc.
<b>Contract Number:</b>	DTNH22-09-0133TO#2
<b>Total Contract Cost:</b>	\$2,316,097

**Last Updated:** January 2012