

COMMISSIONER'S COMMENTS

D. Lance Davenport

The Utah Department of Public Safety has about 1200 members and the Utah Highway Safety Office (UHSO) is one of the smallest divisions with only 17 members on staff, or about 1.5% of the Department's total. Yet the effects of this dedicated group can be seen and felt statewide in the form of public information and education, overtime enforcement shifts funded, DUI checkpoints, saturation patrols, creative media campaigns and messages, local and state crash information, and ultimately reductions in Utah's crash rates. This high level of performance should be recognized and it is.

The Governor's Award for Excellence in Outstanding Public Service was awarded to five staff members. Kristy Rigby, Keri Gibson, Terry Smith, Sgt. Ted Tingey, and Rhonda Parker were recognized for their sustained efforts in establishing and perpetuating the Child Passenger Safety (CPS) Program in Utah. Over the past ten years more than 50,000 child passenger safety seats have been checked for correct installation at CPS fitting stations statewide, an incredible feat for a program that depends on volunteer technicians.



Another example of the recognition received this year by the Highway Safety Program is an award from the American Association of State Highway and Transportation Officials (AASHTO). The AASHTO President's Transportation Award for Highway Safety recognized the Utah Teen Driving Task Force for its accomplishments. This multi-agency task force was initiated by the UHSO's Kristy Rigby to better coordinate the efforts of and local government

agencies and safety advocates regarding teen driver safety.

The Alcohol Programs Team was recognized by the Department with a Unit Citation which recognized their achievements in removing drunk drivers from Utah roads. The team, consisting of Teri Pectol, Helen Knipe and Sgt. Ted Tingey, used a multi-faceted approach to impaired driving including innovative DUI checkpoints, funding overtime enforcement shifts and coordinating multi-agency efforts.

The media programs received recognition with multiple ADDY Awards, a prestigious recognition of the creative and cutting-edge messages used to affect driver behavior. Some examples include Gold Awards for the non-traditional messages used in the impaired driving prevention campaign such as JAIL FON and Free Bling, as well as Silver Awards for motorcycle safety messages such as "Asphalt: Worlds Fastest Tattoo Remover."

Finally, Terry Smith, the Rural Traffic Safety Coordinator, received the Zero Fatalities Leadership Award. As a Utah Highway Patrol Trooper, he was the first CPS Technician and later the first CPS Technician Instructor in Utah. Even after retiring Terry has remained active and continues to play a leading role in child passenger and occupant protection safety throughout the State.

As I think the reader will agree, this recognition is well deserved for the Utah Highway Safety Office, its staff and its programs.

Lance Davenport is the Commissioner of Public Safety in Utah and is also the Governor's Representative for Highway Safety. He has served with the Utah Department of Public Safety for over 25 years in a variety of positions including Superintendent (Colonel) of the Utah Highway Patrol.



DIRECTOR'S WELCOME

David A. Beach

The cooperative and interactive efforts between federal, state and local government agencies in Utah, as well as private sector and volunteer safety advocates, has garnered continued attention from other states who admire and work to emulate Utah's successes with the Highway Safety Program. As I pen this welcome to our FFY2009 Annual Report on Utah's highway safety activities, I am going to share the real secret of our successes: the "can do" attitudes of the stakeholder agencies and people. This cooperative and enthusiastic atmosphere might best be demonstrated with some examples of partnering that serves as the keystone to our efforts.

The Utah Department of Public Safety (DPS) and the Utah Department of Transportation (UDOT) have embarked on many cooperative projects in the last eight years, including our joint sponsorship of the Zero Fatalities Safety Summit, a forum to discuss Utah's highway safety challenges and formulate action plans. In its third year, this Summit has continued the success of previous events, and the networking and interaction opportunities have fostered new ideas and partnerships with one goal in mind: Zero Fatalities.

The Highway Safety Office (UHSO) and UDOT's Traffic and Safety Division continued their trend of combining resources to affect larger behavioral changes. An example of this cooperative effort is the Heads Up pedestrian safety campaign, a joint project which provides more resources, expertise and results than would be possible singly from either agency.

The Utah Highway Patrol (UHP) and the UHSO continued their close relationship as demonstrated by the ongoing commitment to house the UHP Public Information and Education group at the UHSO's facility. The almost perfect alignment of the UHSO goals with the PI&E group's mission continues to offer measurable benefits for all.

Local law enforcement agencies and the regional task forces continued to be valuable partners with the UHSO, supporting major campaign initiatives and enforcement activities including press events and

saturation patrols. Their willingness to focus on traffic safety problems with increased patrols serves as a key component to the behavioral change model.

The UHSO nurtures the continuing partnership with the twelve regional health departments in Utah, empowering them to act as our representatives within the local communities and provide community-oriented safety programs.

Many organizations within the private sector emerge as primary (or major) partners in our statewide traffic safety initiatives. One example is the Utah Safety Council, whose members are always ready to offer dedicated employees and volunteers for causes to increase roadway safety for motor vehicle occupants in Utah.

Many of the American Automobile Association of Utah's activities and goals complement those of the UHSO, including serving on a number of the State's highway safety coalitions and task forces, and forming public-private partnerships unique in their strength and shared mission.

While I could continue on with more examples such as Operation Lifesaver, Mothers Against Drunk Driving (MADD), and many others, I think the reader will agree that Utah works hard to maximize the benefits resulting from joint efforts. I hope you enjoy this report on our FFY2009 activities, and we invite your comments and suggestions.



Dave Beach is the Director of the Utah Highway Safety Office in Utah. In his 33 years of service with the Utah Department of Public Safety, Dave has served as the director of the Driver License and Administrative Services Divisions, and started his public service career as an intern with the Office.

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OCCUPANT PROTECTION

Kristy Rigby and Keri Gibson

The year 2009 marks the 50th anniversary of the three-point seat belt system. Since that time, automobile manufacturers and traffic safety advocates have worked to get people to use them. Utah entered that battle in 1967, when the Utah Highway Safety Office (UHSO) was formed and nearly twenty years later the first safety belt observational survey was conducted in the State, which showed that only 18% of motorists buckled up.

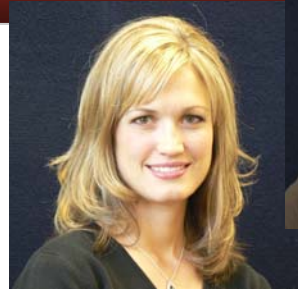
"The pilots I worked with in the aerospace industry were willing to put on almost anything to keep them safe in case of a crash, but regular people in cars don't want to be uncomfortable even for a minute."

*- Nils Bohlin, 2002
inventor of the three-point belt system*

By the late 1990's, Utah was fully engaged in state and local programs designed to increase the use of safety belts. Efforts included Click It or Ticket, training programs, school-based activities, Safe Communities, improved legislation, and other educational outreach efforts. Through these efforts, usage of this life-saving device has increased to 86.1%.

During FFY2009 the UHSO funded 32 projects that worked to improve the proper and consistent use of safety restraints. Several of the projects are mentioned in this section; however, occupant protection is also addressed in the Safe Communities, Teen Driving, and Sports Marketing sections. The occupant protection programs implemented by the UHSO included education, enforcement, equipment and evaluation components. These programs were primarily conducted by partnering agencies that included the state and local health departments, Utah Highway Patrol, local law enforcement agencies, schools, hospitals, Safe Kids Coalitions and Chapters, Utah Safety Council, and EMS and fire personnel.

One of Utah's most effective occupant protection programs is the **Click It or Ticket (CIOT)** campaign, which was initiated in May 2000. The goal



of this high-visibility enforcement effort is not to give out tickets, but rather to influence people to buckle up. The campaign recruits participation from law enforcement agencies statewide, includes a comprehensive public information and paid media plan, and provides for educational activities conducted at the state and local level. On May 15th, the campaign was kicked-off at Rio Tinto Stadium and the seat belt message was heard by 20,000 soccer fans the following day. The pre-game carnival provided a great start with UHSO staff and officers educating participants about the campaign's efforts. When the game began, more than half of the fans sported t-shirts, backpacks, head bands and wrist bands with the message, "Real Fans Buckle Up." In-game promotions included the CIOT message displayed on the LED boards, half-time entertainment and an exit promotion reminding fans to "Click It or Ticket – Day and Night." The press event, carnival, and game were supported by the new partnership with Real Salt Lake and certainly created a strong start to the campaign this year.



Officers were the highlight of Carnival Real, which was held in conjunction with Click It or Ticket kick-off.

A total of 80 agencies pledged their support for the CIOT campaign in 2009 with 45 agencies working overtime shifts. During the May mobilization, officers issued a total of 4,619 seat belt citations, 328 child restraint citations, and 1,233 speeding citations. In addition, officers made 33 DUI arrests, 13 felony arrests, 60 drug arrests, apprehended 13 fugitives, recovered 5 stolen vehicles, and issued thousands of other citations. This year, Utah placed special emphasis on night time seat belt enforcement, which also included a targeted media campaign. Selective enforcement during night time hours was conducted by 10 agencies in Weber, Davis, Salt Lake and Utah Counties in specific locations that have high traffic volume at night. Not surprisingly, officers were successful in citing violators of the safety belt law and also had an increase in the number of warrant and DUI arrests.

To help determine the value and effectiveness of conducting both day and night time enforcement and media efforts, an observational survey was conducted to study safety belt usage prior to and directly following the campaign. Despite several limitations, the study showed that the CIOT intervention is effective in increasing safety belt use among motorists during day and night time hours, as overall usage increased from 76.1% to 84.5%. However, day and night time safety belt use is not statistically different from each other. Prior to the CIOT intervention, motorists in day and night time hours buckled up 76.7% and 75.2% of the time, respectively. Post-intervention results showed that motorists increased their belt use during the day to 85.0%, and night time to 83.9%.

86.1%

**Utah's Safety Belt Use
Rate in 2009**

While the State's occupant protection program certainly focuses on increasing the proper and consistent use of safety restraints among all drivers and their passengers, there is a special emphasis on teen drivers. Motor vehicle crashes are the leading cause of death for teens nationwide and, while Utah teen drivers represent a small percent of all licensed drivers, they cause more than three times as many crashes as the average driver. Through the **Don't**

Drive Stupid program and with the help of many partnering agencies, nearly every high school in Utah was outreached with a buckle up message. One activity that has been widely used and proven effective is the "No Excuses" display. These messages show teens the many excuses made for not buckling up and provide them with the facts so they can make better and safer choices. More information can be found in the Teen Driving section of this report.



"No More Excuses" displays were used by local high schools across the State.

Through the partnership with the Salt Lake Valley Health Department, the UHSO continued its mission to increase correct child restraint use through the development of five child safety seat permanent fitting stations, which includes Salt Lake Head Start, International Rescue Committee, Midvale Community Building Community, Catholic Community Services and Holy Cross Ministries. Each of these agencies taught classes and distributed no cost/low cost child safety seats to at-risk populations including refugee families resettled from Burma, Burundi, Somalia, Iraq, Bhutan and Cuba. Combined efforts resulted in 140 classes taught to 507 parents, 405 seats distributed and 69 seats inspected.

As technicians worked to get more kids in car seats, concerned motorists worked to report unrestrained children through the **Buckle Up for Love** program. The purpose of the program is to educate violators of Utah's Safety Restraint Law by encouraging motorists to call 1-800-877-KIDS to report an unbuckled child. Since the program was initiated in 1995, there have been 29,370 reports of unbuckled children received by the Utah Safety Council. During the year, 430 individuals were reported and 234 received educational materials on the importance of using safety restraints. In addition, 7,145 observation cards,

ALCOHOL PROGRAMS

Teri Pectol, Helen Knipe, and Sgt. Ted Tingey

2; 25; 2242; 15,683; 11,260; 1010; 790,095; 43,960; 1; 9; 6; 50; 2008; and 1. What do these numbers mean? They all identify aspects of the Utah Highway Safety Office's (UHSO) 2009 alcohol program. Throughout the year and through many different means, the UHSO continued to work toward eliminating impaired driving and underage drinking in Utah. The value of each number will be better understood after reading this section of the report.

Utah earns the #1 ranking in the MADD Campaign to Eliminate Drunk Driving State Progress Report

2 DUI Checkpoint Trailers: The UHSO procured an additional DUI trailer in FFY2009, making two trailers available to law enforcement agencies throughout the State. The trailers are stocked with all of the equipment necessary to conduct administrative DUI checkpoints and contain everything from traffic cones to signage and a generator to power equipment and lights. Previously, many agencies were unable to conduct checkpoints due to the financial challenge presented by purchasing all of this specialized equipment. With a regional system established for the use of the trailers, law enforcement agencies in most areas of the State are able to utilize the trailers and conduct DUI checkpoints in their jurisdictions. The trailers feature identifiable vinyl wraps, which help ensure that even drivers who are not impaired or who see the trailer during its transport to or from an event, recognize its purpose. The primary goal of a sobriety checkpoint is not to arrest people, but rather to deter people from committing DUI. The high-visibility enforcement activities that the DUI trailers enable law enforcement agencies to conduct send a strong signal to the public about the aggressive enforcement of Utah's impaired driving laws.

25 DUI Checkpoints

Conducted:

NHTSA reports that sobriety checkpoints act as a deterrent to drivers who drink or use drugs and remind the general public

that impaired driving is a crime. Utah's roadway users received that reminder 25 times during 2009, as the UHSO's two DUI trailers enabled law enforcement to conduct 25 sobriety checkpoints. Agencies conducted these checkpoints on random days as well as during targeted celebration or event enforcement. Memorial Day, Labor Day and Halloween saw several checkpoints added to the list of festivities. In October, deer hunters traveling through Heber and Stockton passed through checkpoints on their way back from the hunt (see photo below). The Division of Wildlife Resources participated in these checkpoints, as well; ensuring that hunters adhered to all of the State's hunting regulations. Additionally, "deer widows" – a colloquial term for women left behind by hunting spouses – passed through a checkpoint at the Wendover State line as they left weekend activities at the popular gambling getaway. The Hill Air Force Base military police conducted three checkpoints to help address increases in alcohol consumption and impaired driving by both military personnel and civilian contractors impacted by the struggling economy. MADD reports that sobriety checkpoints have the greatest deterrent value of all high-visibility enforcement activities, and by utilizing the UHSO's



DUI trailers, Utah's largest and smallest law enforcement agencies capitalized on the benefits to their communities of conducting sobriety checkpoints. High-visibility enforcement remains the cornerstone of successful efforts to reduce impaired driving.

2,242 Letters Sent To Parents: As a member of the Utah State Substance Abuse and Prevention (USSAP) consortium, the Campus Wellness Connection at the University of Utah utilized UHSO grant funds for the Freshman Letter Project. This project was performed in collaboration with the Utah Department of Alcoholic Beverage Control and several other USSAP colleges and universities. The 2,242 letters were sent to the parents of incoming freshmen who are under the legal drinking age of 21. The purpose of the letters was to help parents of college freshmen students understand the dangers of underage drinking, the consequences of drinking on campus and offer parents supportive prevention skills to help keep their children alcohol-free.

Eleven of Utah's twelve colleges and universities participate in the USSAP consortium. The UHSO's partnership with USSAP enable messages about impaired driving and underage drinking to reach college students throughout the State. Utilizing UHSO grant funding, each school is able to conduct activities and share information that is tailored specifically to its students. While Westminster College in Salt Lake City distributed key tags with taxi cab phone numbers on them to students attending school dances to encourage the use of alternate means of transportation if they've been drinking, the College of Eastern Utah in San Juan County's USSAP members helped sponsor "Eagle Week" alternative activities, which included mud volleyball and a watermelon eating contest. The efforts each school makes to educate its students about the consequences of underage drinking and impaired driving remain invaluable to Utah's overall efforts to eliminate impaired driving and underage drinking. In a recent study, more than 27% of people age 21-25 reported driving under the influence of alcohol, making the college-age demographic a tremendously important one to reach with information about preventing impaired driving.

15,683 DUI arrests in Utah in SFY2009: The UHSO provides funding for DUI overtime shifts to law enforcement agencies throughout the State. These



shifts are available for sustained enforcement efforts as well as for targeted holiday or special event enforcement activities. A state-funded grant supported by DUI impound fees provides DUI overtime shifts to more than 75 law enforcement agencies on a quarterly basis. In SFY2009, this grant provided funding for 2,180 DUI overtime shifts, which resulted in 1,232 DUI arrests. Federal funds were utilized to support holiday blitzes and saturation patrols, as well as DUI checkpoints. Of the 15,683 people arrested for DUI, 76% were males, 10% were under the legal drinking age of 21, and 39% were between the ages of 25-35, revealing that the UHSO's DUI media campaign is targeting Utah's highest risk population.

SAFE COMMUNITIES

Theresa van Biljon



During FFY2009, twelve successful Safe Community projects took center stage in Utah's community traffic safety efforts. They are as follows: Bear River Safe Communities, Central Utah Safe Communities, Davis County Safe Communities, Salt Lake Valley Safe Communities, Southeastern Utah Safe Communities, Southwestern Utah Safe Communities, Tooele County Safe Communities, TriCounty Safe Communities, Utah County Safe Communities, Wasatch County Safe Communities and Weber Morgan Safe Communities.



Children participating in a school bus safety event.

The Safe Communities model of injury prevention and control allows citizens to accurately predict when and where motor vehicle-related injuries are most likely to strike next and take the best course of action to keep them from happening at all. These projects are the local backbone of the Utah Highway Safety Office (UHSO) and represent much of the traffic safety education carried out across the State. This report spotlights four of the programs and a sampling of the activities conducted throughout the year.

In an effort to meet the needs of the community and reduce the risk of injury and death, the **Summit County Safe Communities** coalition focused on

teen driving and child passenger safety programs. Successful partnerships with dedicated youth leadership groups in two high schools, North Summit and South Summit, led to an increase in seat belt use from 36% to 48% and 51.5% to 55% respectively. Program components included training and team building workshops for the students, parking lot campaigns, and materials distributed in drivers' education classes. South Summit's youth leadership group created the acronym IDSICT – I Drive So I Can't Text and put it on banners and t-shirts. From a partnership with Recycle Utah that meant the removal of over 200 expired or recalled car seats to establishing a new fitting station (bringing the number to three), the coalition continues its efforts to keep Utah's families safe on the roads.

When the **Bear River Safe Communities** coalition learned that the spouse of a man who was not wearing a seat belt and was ejected and killed on his way to work was speaking out about how she wished that he had been wearing a seat belt, they decided to develop a worksite traffic safety campaign. The coalition approached three manufacturing facilities and was able to obtain approval from Vulcraft to implement a campaign. Pre-observation surveys indicated a 67% seat belt use rate. The campaign included a safety quiz, displays, and educational materials in all three of the break rooms. Five Buckle Up stencils were painted at the site, 2 Buckle Up metal signs were placed by employee volunteers and two paycheck stuffers were provided reinforcing the answers to the quiz. "Famous last words" and other safety facts were posted throughout the break rooms and work areas. Post-

"When it comes to the safety of a child, there is no room for mistakes."

— Teresa Smith, Davis County Safe Communities

"Parents and caregivers need to remember passenger safety is a lifetime commitment."

— Lewis Garrett, Davis County Safe Communities

observation surveys indicated a restraint use of 69.3%, an increase of 1.4%. The coalition also sponsored the NHTSA's Child Safety Restraint Systems on School Buses training course which was the first to be held in the State. There were 35 drivers and aides from the Cache Valley School District who completed the course. Measured results showed positive feedback from participants.

The **Davis County Safe Communities** coalition continued its focus on pedestrian safety – almost 40% of pedestrians hit by a vehicle in the Salt Lake City-Davis-Weber area the last 10 years are 14 or younger. For the past three years the Safe Communities task force has supported a Safe Routes to School work group that focuses on special projects. This work group selected to focus on a pedestrian concern in Kaysville. The group came together to compile funding, labor and education for school zone flashing lights to be erected in front of Columbia Elementary. The lights have been up and running since school began in August and pedestrian safety messages and activities have been conducted at the school and throughout Kaysville as part of this project.

In partnership with the Zero Fatalities campaign, the **Central Utah Safe Communities** coalition focused on two specific area high schools in an effort to raise the seat belt use rate through safe driving and Zero Fatalities presentations and was successful in their efforts. Pre-surveys reflected a seat belt use rate of 28% and post-surveys reflected a seat belt use rate of 39%. The coalition also worked to improve correct child restraint use by offering child safety seat checks in each of the six counties that they serve, resulting in 240 seats checked with just 25 of these installed correctly. Consequently, the coalition has made a commitment to continue with their work in child passenger safety throughout their communities.



Car seat checkpoint being conducted by the Central Utah Safe Communities coalition.

During FFY2009, the UHSO worked with those Safe Communities whose profile included the **Native American** population in an effort to lay the groundwork for a Native American Outreach project. This year we were involved in a variety of programs, training and events including SNAP, safety fairs, child safety seat check up events in Ft. Duchesne, Montezuma Creek and Monument Valley and the 2nd Annual Four Corners Injury Summit in Blanding. This conference brought together representatives from



Native American child assisting with a Buckle Up stencil project.

prevention, law enforcement, health, medical, Indian Health Services and Navajo Health Services from the States of Utah, Colorado, Arizona and Nevada in an effort to address traffic safety issues and coordinate injury prevention programs. A third meeting has been scheduled for April 2010 and the San Juan Safety Coalition (the Native American population in San Juan County is 54.3%), led by Sheriff Mike Lacy, has undertaken the task of implementing a Native American Outreach project in 2010.

Safe Community project directors and coordinators were invited to participate in the UHSO's annual **Grant Management Training**. The training provided Safe Community and grant program project directors with detailed information on the complete grant process including sessions on resources and reporting requirements. Measured results in the form of a written evaluation showed positive feedback from participants.

Theresa van Biljon has been with the UHSO for just over two years and is the Safe Communities Coordinator. She served 11 years as a firefighter and continues her long-standing community involvement as a volunteer at a local homeless shelter and with the Fire Marshal's Office, and as a member of the Junior League of Salt Lake City. She is also a NHTSA Certified Child Passenger Safety Technician Instructor.

OCCUPANT PROTECTION

Continued from page 5

3,100 Spanish brochures, 10,587 English brochures, and 4,106 wallet cards were distributed. To publicize the program, two news releases were distributed to 173 media outlets resulting in several news stories and the radio spot ran 110 times in a two month period. New to 2009 was a Facebook fan club, which currently has 900 members.

The UHSO worked with Primary Children's Medical Center (PCMC) and a prominent pediatrician to implement the **Child Safety Road Show**, a program that targets health care providers and encourages them to educate parents about injury prevention and the importance of child safety seats. This one-hour lunchtime seminar is taught by a physician who discusses new technology, child safety products, best practice guidelines and local resources. Seminars were conducted at two locations, where 75 physicians attended.

An integral part of the Utah's highway safety education efforts is the **Utah Highway Patrol's (UHP) Public Information and Education Program**, which involves 32 troopers throughout the State. Education is provided in all areas of occupant protection, as well as impaired driving, pedestrian and bicycle safety, aggressive and fatigued driving, and young driver issues. During the year, troopers provided 749 presentations and contacted 99,918 citizens, including children and teen drivers. In addition, at least 13,600 children rode the Seat Belt Convincer. Lastly, the Adopt-A-High-School program



UHP trooper, Amy Fallows, rewarding high school students at Kearns High School for buckling up as part of the "Click It for a Creamie" program.

is in its last year of operating under the \$50,000 appropriation from the Utah State Legislature. Once again, 14 high schools from across the State are participating. The program's coordinators, UHP troopers, conduct observational surveys, event activities, parking lot activities, safety announcements and other efforts to increase safety belt use and decrease bad driving behaviors. More information on this project can be found in the Teen Driving section of this report.



Facebook Fan Clubs were created for Utah's Click It or Ticket, Buckle Up For Love, and Safe Kids programs.

The **Buckle Tough** program continued its work to educate rural pickup truck drivers about the importance of safety belt use. The program developed and placed an advertisement in movie theaters, which aired 29,300 times in rural communities across the State. The program also utilized Emergency Medical Services for Children coordinators to attend and present at safety fairs, conferences and present at area high schools. Through these efforts, 2630 rural teenagers were reached with this important message.

In partnership with the Utah Safety Council, the **Network of Employers for Traffic Safety (NETS)** program outreached 325 members who received quarterly planners and triennial newsletters focusing on current traffic safety information and member activity highlights. There was also an increase in participation in the Occupant Protection Award program, which honored 21 organizations with seat belt usage rates of 85%.

Through the many programs mentioned in this report and the various partners, including Safe Communities, Safe Kids, law enforcement agencies, fire departments, health departments, hospitals, and private and nonprofit business partners, more than 750,000 pieces of occupant protection educational materials including videos, brochures, posters, activity books and seat belt promotional items were distributed in an effort to inform the public regarding the importance of proper and consistent use of safety restraints, including air bags.



SECTION 2011 INCENTIVE FUNDS

During the 2008 legislative session, legislators passed a law requiring children up to age 8 to ride in an appropriate child safety seat or booster seat. Following the passage of the law, Utah was awarded Section 2011 incentive funds to help improve the State's Child Passenger Safety Program. These funds were used to support the following activities.

During the year, **Utah's Child Passenger Safety (CPS) Program**, and its many partnering organizations, worked to increase the proper and consistent use of child safety seats by supporting various programs, conducting car seat checkpoints, and providing training. The UHSO organized three NHTSA Standardized CPS trainings, where 64 individuals became certified CPS Technicians. In addition, one Child Passenger Safety Restraint Systems on School Buses training was held for 35 bus drivers and technicians in Cache County. Other training included one CPS Renewal Course, one CEU opportunity, and a Zero Fatalities Safety Summit CPS pre-conference for more than 100 technicians and senior checkers.

Currently, Utah has 297 certified technicians and 10 instructors who helped inspect over 10,000 child safety seats for proper use. Seats were checked during an estimated 125 car seat clinics, 300 community classes, and 4,000 individual appointments. In addition, the UHSO and its partnering agencies provided low-cost child safety seats to more than 4,500 families in need, and assisted in the safe transportation of more than 250 children with special health care needs. The majority of all parent education took place at the State's 45 fitting stations and through their

efforts, Utah continues to see a reduction in the rate of misuse of child safety seats.

In 2009, the program acquired a new **Occupant Protection Training Coordinator** to oversee the technician courses, other occupant protection training workshops, and to help support technicians and fitting stations. The coordinator also worked to organize the State's technician database and training supplies and quickly became an invaluable resource for educators.

Primary Children's Medical Center's car seat program is one of the State's main resources for parents with young children seeking information on child safety seats. The program hosts Utah's **Child Passenger Safety Help Line**, which took in more than 900 calls during the year. In addition, trained hospital staff inspected 700 car seats for proper use and assisted over 150 families of children with special health care needs in transportation issues. As part of the program, trained staff carry a digital pager and are on call 24/7 to assure all families being discharged from the hospital leave in a safe manner, whether the child is in a standard car seat or a special needs seat.

Lastly, two new educational tools were developed including a booster seat height bar and a revised *Simple Steps to Child Passenger Safety* video, which were distributed to technicians and instructors across the State.



Seven of Utah's ten Child Passenger Safety Technician Instructors during Utah's first Child Restraint Systems on School Buses training.

Kristy Rigby is the Occupant Protection Program Manager and a senior staff member with the Utah Highway Safety Office. She also serves as a Certified Child Passenger Safety Technician and Safe Kids Utah Executive Board Member. Kristy has been with the Utah Department of Public Safety for over 15 years. Keri Gibson is the Click It or Ticket Coordinator, and also oversees the Pedestrian and Bicycle Safety program. She is a NHTSA Certified Child Passenger Safety Technician Instructor and has been with the Department for over 10 years.

PEDESTRIAN & BICYCLE

Keri Gibson

Each year in Utah, there is an overwhelming amount of money spent on medical bills to treat bicyclists and pedestrians who have been involved in a crash involving a motor vehicle. In 2007, hospital and emergency charges totaled more than \$8.4 million to treat bicycle injuries and nearly \$7.5 million to treat pedestrian injuries. Costs increase dramatically when considering other expenses, such as disability, rehabilitation, lost income, lost productivity, and follow-up treatment.

Despite research that suggests wearing a bicycle helmet can reduce the risks of head and brain injury by more than 85%, only 30% of bicyclists wear a helmet in Utah.

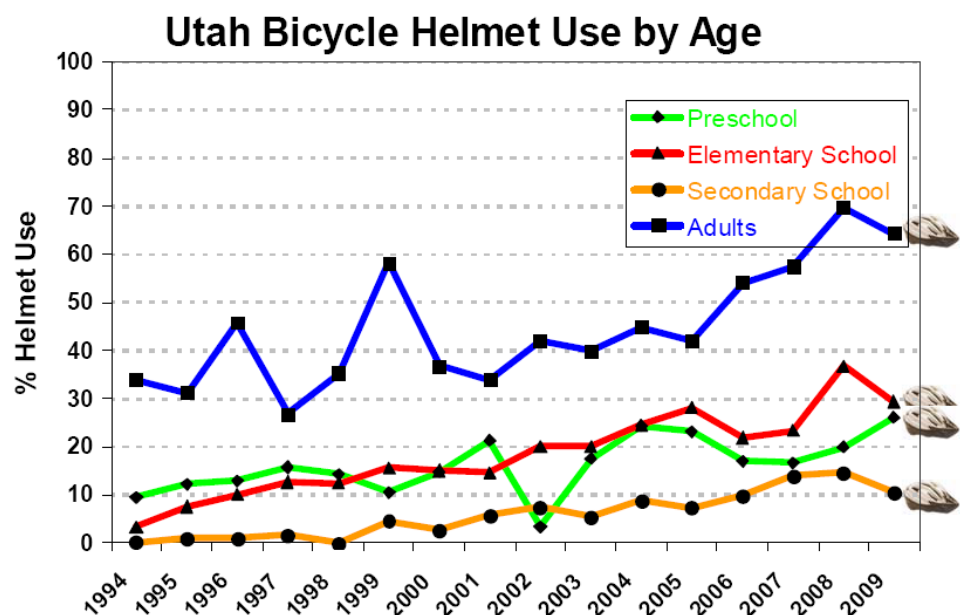
Pedestrians and bicyclists are smaller than cars, and as a result they are much harder for a driver to see than another vehicle. Their small size also makes it difficult to judge the speed at which they are traveling. Failure to yield the right of way is the number one contributing factor for auto/pedestrian crashes and auto/bicycle crashes. This shows the importance of not only educating the drivers, but the pedestrians and bicyclists as well. Through education and awareness, drivers, pedestrians, and bicyclists will have the skills necessary to avoid unnecessary injury and medical attention.

Program efforts such as Safe Routes to School, Walk Your Child to School Day, Green Ribbon Month, Bicycle Safety Month, bicycle rodeos and safety education have made travel to and from school safer for school-aged children. In addition, educating motor vehicle drivers and the general population on ped/bike safety is equally important and has been addressed through project

efforts mentioned below.

The Utah Department of Health's (UDOH) Violence and Injury Prevention Program (VIPP) houses the State's **Pedestrian and Bicycle Safety Coordinator**, Randy Black. Randy serves as the State expert on pedestrian and bicycle safety and plays an active role by collaborating with schools, law enforcement, media, state and local government, and other groups that are working on pedestrian and bicycle safety issues. As part of Randy's responsibilities, an epidemiological assessment of the pedestrian and bicycle safety problems in Utah was performed. He also maintained the database of all motor vehicle crashes occurring on public and private property involving a pedestrian or a bicyclist, which also included a record of related fatalities. The information was made available to professionals and the public, including the 12 local health departments, through fact sheets that are available on the UDOH's website at www.health.utah.gov/vipp.

Each year, the State Pedestrian and Bicycle Safety Coordinator conducts a **Bicycle Helmet**



Observation Study. According to the 2009 study, only 30% of Utah bicyclists wear a helmet. Surveys show that adults (ages 19 +) have the highest helmet use (64.3%) followed by elementary school-aged (ages 5-11) bicyclists (29.4%), preschool (ages 0-4) (26.1%) and secondary school-aged (12-18) with (10.6%) helmet use.

The study also shows that bicycle helmet use in Utah is slowly increasing, but is still well below desired usage rates. Despite research that suggests wearing a bicycle helmet can reduce the risks of head and brain injury by 85-88 percent (New England Journal of Medicine - 1989), only a small number of Utah bicyclists wear a helmet.



Families participating in a community bicycle safety event.

To help educate children about helmet safety, 38 bicycle rodeos were conducted with more than 8,350 children completing the course. Participants learned valuable bicycle safety skills such as properly fitting a helmet, how and where to ride on the road with traffic, hand signals, proper braking and stopping techniques, scanning for traffic while maintaining control of the bicycle, rules of the road, and other important bicycle handling skills.

As the bicycle helmet observation shows, helmet use among elementary aged children is low and more education efforts are needed among this age group. In response to this low use rate, a new project was implemented this year with the **Ogden City Bicycle Safety Program**. During the year, a total of 20 bicycle rodeos were conducted impacting over 2,200 children. Bicycle safety education events were

conducted at elementary schools, health fairs, and community events. Volunteer support for these events came from the Ogden Police Department, Ogden Youth Impact Program, Ogden City Bicycle Collective, and the Weber-Morgan Health Department. In addition to bicycle rodeos and assemblies, the Ogden City Bicycle Rodeo Grant partnered with the Ogden Raptors Baseball Team to conduct a “safety night” with the Raptors. This event included traffic safety messages displayed at the ball park and in the Standard Examiner newspaper, bicycle safety education, and a helmet give-away. Over 600 helmets were fitted to children ages 3-14 years old. The response was very positive and the Ogden Raptors wish to make this an annual event and invite more safety partners to participate.

The **Helmet Distribution Program** was supported during the year with a total of 1,906 helmets being distributed to community groups, schools, health departments, fire/EMS, and law enforcement agencies for distribution to low-income families, and to use in various safety events. Helmet recipients were educated on proper helmet fit and bicycle safety.

To help improve bicycle safety and pedestrian safety among children, the Program Coordinator conducted several **school-based programs and activities**. Randy worked closely with more than 30 elementary schools, in addition to secondary and high schools. Programs included National/International Walk to School Day, Safe Routes to School, Walking School Bus Program, bicycle rodeos, national Bike Safety Month activities, Green Ribbon Month, bicycle helmet distribution and the “Share the Road with Bicycles” Driver Education Program. More than



Crosswalk safety is an essential piece of the state's Safe Routes to School pedestrian safety program..

POLICE TRAFFIC SERVICES

Sgt. Ted Tingey



The Police Traffic Services and Equipment project had another successful year by providing funds to law enforcement agencies throughout the State to help purchase equipment used to promote traffic safety programs and to improve traffic enforcement efforts. As in years past, many agencies across Utah submitted letters requesting assistance in purchasing equipment to help with traffic safety issues. Out of all the request letters received, the Utah Highway Safety Office (UHSO) was able to provide assistance to 17 law enforcement agencies.

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law enforcement agencies were assisted with equipment requests funded by the UHSO.

Two of the most notable purchases were for the Provo City Police Department and the Utah Highway Patrol. Provo PD requested support for starting a motor squad traffic unit within their agency. They requested assistance in purchasing two Harley Davidson patrol motorcycles. This purchase was made in January 2009 and received very positive feedback from the community as it garnered great media coverage. Chief Craig Gesilson of the Provo Police Department stated: "We are committed to using these motorcycles in the most effective and efficient manner and in the right ways for the right reasons. We wish to thank the UHSO for making this possible."

The Utah Highway Patrol requested assistance in purchasing radar/lidar units to assist them with their speed enforcement efforts in Salt Lake County. Many complaints were received due to speeders and reckless drivers. They were also having a major problem with speeders in construction work zones and wanted to curtail these issues very quickly. Eleven radar/lidar units were purchased in December 2008. Between January 1 and September 30, 2009, more than 10,400 citations and warnings were issued, which is 4,116 more than the previous year. This equates to a 65% increase in contacts made with motorists.

The UHSO strengthened its commitment to law enforcement officers statewide as it assisted in bringing two major accident investigation courses to the State. "Heavy Vehicle Reconstruction" and "Occupant Kinematics" courses provided invaluable training to officers concerning these two topics, which are major factors in fatal motor vehicle crashes.

The UHSO continued its commitment to print and distribute 8,000 quick reference pocket criminal and traffic code books for law enforcement agencies. These books provide the traffic and criminal code information for issuing citations and warnings to violators.

The Davis County and Salt Lake County Multi-Agency Task Forces remained valuable resources in reaching out to law enforcement agencies. The officers on these two committees were instrumental in conducting, coordinating and enforcing the various safety campaigns throughout the year. The task force members are committed to saving lives and making their communities a safer place to live.

It was a successful year for this project due to the fact that it was able to provide help and assistance to many agencies who stand in need resulting from decreased budgets and manpower. Utah law enforcement agencies continue to remain committed to protecting their citizens and to saving lives.

"We believe that more contacts for speeding will result in a decrease of injury related crashes and possibly save more lives, which is our ultimate goal."

- Corporal Chandler Creason, UHP

Ted Tingey is a Utah Highway Patrol (UHP) Sergeant whose current assignment is Law Enforcement Liaison for the UHSO. Ted has served with the UHP for over 19 years, is a Nationally Certified CPS Technician and often serves as a media interface for the UHP.

ALCOHOL PROGRAMS

Continued from page 7

11,260 Fewer Children That Tried Alcohol:

The Student Health and Risk Prevention (SHARP) survey is administered to 6th, 8th, 10th and 12th grades in 38 school districts throughout Utah. The survey was designed to assess adolescent substance use, anti-social behavior, and the risk and protective factors that predict these adolescent problem behaviors. Underage drinking in Utah saw its most dramatic drop – across all age group and usage segments – since the SHARP survey began. Underage binge drinking is down. Underage drinking in the past 30 days is down, and even teen lifetime alcohol use is down, despite the fact that Utah's underage drinking statistics are only half of the national average. In terms of actual children, an average of four-percent reduction across the 6th, 8th, 10th, and 12th grades (and extrapolated for the 7th, 9th and 11th) means that: roughly 11,260 fewer Utah children have reported ever trying alcohol in their lifetimes; 5,520 fewer have used alcohol in the past 30 days; and there are 2,600 fewer people who engaged in underage binge drinking in Utah than there were two years ago. That's incredible, and it's even more impressive when you consider that underage drinkers are: three times more likely to drive under the influence (even as adults); four times more likely to be involved in alcohol-related crashes; and up to five times more likely to have issues with alcohol dependency than adults who begin drinking at age 21.

Contributing to this remarkable reduction in underage drinking is the UHSO-administered **Eliminate Alcohol Sales to Youth (EASY)** alcohol compliance check program and the State's nationally recognized media and education campaign, **Parents Empowered**. According to the SHARP survey, just over 10% of 12th graders who reported using alcohol identified "I bought it myself at a store" as the source of their alcohol. In addition, in several counties, up to 20% reported stores as their source of alcohol. EASY targets the retail supply of alcohol to minors. Across Utah, law enforcement agencies conducted more than 1,900 compliance checks throughout the year, and the statewide compliance (pass) rate was 87.4%. The mandatory and standardized retail training component of EASY is moving toward institutionalization as retailers large and small continue to comply with the EASY program's retail training requirements.

To address the much more highly reported social sources of alcohol on the SHARP survey, Utah continues its statewide campaign ParentsEmpowered.org to help parents and communities eliminate underage drinking. The program targets parents rather than teens or children, because parents are the key to preventing underage drinking. The campaign's overall objective is simple: eliminate underage drinking in Utah. Through a combination of paid and earned media, ParentsEmpowered.org is working toward this goal. And while there is still more work to be done, the campaign is effective at teaching parents the harms of underage drinking and the proven parenting skills to prevent it.



1010 People Who Pledged To Be Real

Responsible: The Responsibility Has Its Rewards (RHIR) booth is part of the UHSO's partnership with Real Salt Lake (RSL), Utah's Major League Soccer team. At the booth at RSL home games, people are encouraged to pledge not to drink and drive. More than 1,000 people signed the pledge cards during RSL's final eight home games. When game attendees completed a pledge card, they received a coupon for a free soda and were entered into a drawing for a soccer ball autographed by RSL team members. The RHIR booth presents an amazing opportunity for RSL, the UHSO, and Rio Tinto Stadium to demonstrate their commitment to preventing impaired driving, and increasing the public's awareness of this collective commitment.

Through paid, earned and non-traditional media, the UHSO seeks to reach all of Utah's residents and educate them about the lasting harms and dangers of impaired driving, and to provide them with the proven skills, tools, and information needed to prevent it. In 2009, the impaired driving prevention media campaign continued to innovatively penetrate the clutter of media messaging and get the message

I pledge to be REAL Responsible!
 Today I will

1. Drive Sober
2. Be a Designated Driver
3. Not Let My Friends Drive Buzzed or Drunk

Signature _____ Date _____

 Print Name _____
 Save this portion in your wallet. Thank you for your support!

Be REAL Responsible
 Designate A Driver
 UTAH DEPARTMENT OF PUBLIC SAFETY

out through many different means, especially focusing on the high-risk demographic of males aged 21-34.

790,095 I-215 Digital Highway Marquee Impressions: The officer's eyes move quickly from left to right, and are followed by the text "Cops are everywhere – don't drink and drive." That's the image and message that more than 790,000 people were exposed to on the E Center's digital highway marquee along the Salt Lake Valley's belt route. The E Center is a 12,500 seat arena in the Salt Lake Valley that is a leading entertainment venue hosting nationally known concert acts, as well as many high school graduation ceremonies. As part of this sponsorship agreement, the E Center provided the UHSO with the opportunity to display 315 six-second spots on the I-215 freeway marquee for a four-month period. The UHSO was also allotted 200 eight-second spots to be displayed on the arena's exterior LED ribbon, and ten 20 second spots per E Center event on the interior LED ribbon. As concert, rodeo, and graduation ceremony attendees entered the arena and enjoyed their events, they were exposed to messages about avoiding impaired driving.

In conjunction with the Kearns High School graduation and part of the impaired driving prevention media campaign, the UHSO kicked off its "100 Days of Safe and Fun Summer" with an official press conference on the E Center grand staircase. Lending their support to and participating in the event were members of local law enforcement agencies, the Utah Highway Patrol, the Division of Natural Resources and the Utah Department of Transportation. The highlight of the press conference was the integration of graduating Kearns High School seniors. Standing in support of the campaign, with the class president speaking on its behalf, and receiving t-shirts with its messaging, the students were an integral part of the execution of the event. Centered in this unique

opportunity was the chance to circulate preemptive, time-sensitive messaging to a specific audience at a crucial moment in their lives. Also unique to this experience was the ability to make a concrete connection with the students through the event message, the collateral materials (t-shirts), and the imagery (recreational vehicles, LED messages, etc.) of the proceedings. With their t-shirts emblazoned with "Class of 2009" and edgy messages that resonate with teens, such as "I floss with barbed wire, but I don't drink and drive," the senior class of Kearns High School headed into the auditorium a little better educated for the next phase of their lives and the UHSO capitalized on an earned media opportunity to get the impaired driving prevention message out.

To raise awareness about impaired driving during the holiday season, the UHSO's impaired driving prevention media campaign encouraged the public to "Have an ER-free Christmas Season." A press conference held in the emergency room of Intermountain Medical Center's flagship hospital in Murray gave the media an up-close and personal look at where DUI victims often end up. Posters displayed the phrase "M RY CHRISTMAS," followed by the tag line "Wishing you an ER-free holiday season. Don't drive drunk." Representatives of law enforcement, Mothers Against Drunk Driving (MADD), and Intermountain Healthcare medical personnel who deal with the aftermath of alcohol-related crashes delivered urgent pleas for people to enjoy the holidays responsibly.

In addition to USSAP's efforts to educate Utah's college students about impaired driving, the UHSO's



Kearns High School Graduation at the E-Center conducted with an anti-drinking message.

impaired driving prevention campaign ran a print ad in nine school newspapers telling students “Don’t Join Our Facebook.” The nine-week campaign featured an ad showing numerous mug shots and encouraged students to “ride with a sober friend or call a cab” if they’ve been drinking.

43,960 Calls to 1-877-JAIL-FON: The power of non-traditional advertising, executed correctly, to create its own earned media is tremendous. In August of 2009, the 1-877-JAIL-FON campaign was so successful at creating free media attention that its implementation had to be scaled back in order to stay within budget. The campaign featured a “one phone call from jail” simulator for would-be drunk drivers. People could call the number and practice talking to a pre-recorded angry girlfriend, hysterical mother, shady DUI attorney and more. The UHSO launched the campaign in a handful of local bars prior to Labor Day, when Utah traditionally sees one of its highest spikes in impaired driving. In addition to the phone number, the campaign was supported by table wraps that looked like rotary telephone dials, bar bathroom signage, JAIL-FON business cards displayed in die-cast miniature police cars, and radio ads. The number received 43,960 calls from 48 different states for a total of 116,117 minutes. This truly non-traditional way of encouraging people not to drink and drive generated a significant amount of earned media, and reached people well beyond Utah.



1 Successful UHP Trooper Kidnapping: Perched atop a 30-sheet billboard along I-15 above the message “I see you, Mr. Drunk Driver” (see front cover), the UHP trooper mannequin proved too much of a temptation for some agile pranksters. In the process, the billboard garnered more earned media than the UHSO’s impaired driving prevention media campaign could have hoped for. First, his hat and clothes were stolen. He was replaced and bolted



down. But even that wasn’t enough to keep some still unidentified person or persons from taking him. The disrobing and subsequent theft of the mannequin helped bring a great deal of media attention to the billboard, which would have only been seen by people driving on the I-15 between Salt Lake and Davis Counties. Due to the vandalism, people across Utah heard about the billboard and its underlying message. The missing mannequin’s kidnapping is now designated a cold case, but many retain hope that he will someday be found.

9 UHP Alcohol Technicians Attended the 2009 Intoxilyzer Users Group Conference: The UHSO’s alcohol program PI&E grant provided funding for all nine of the Utah Highway Patrol’s alcohol technicians to attend the 2009 Intoxilyzer Users Group Conference. The Users Group has helped to develop DUI strategies, suggest innovative equipment design and applications, influence legislative concerns and focus public awareness on a major problem, not just in the transportation and enforcement communities, but in many other societal circumstances. The four-day conference offered numerous training sessions that covered information about the repair and calibration of Intoxilyzer portable breath test units, as well as court testimony issues that have arisen that pertain to Intoxilyzer evidence used in DUI cases. This valuable training will assist the alcohol technicians with their duties and responsibilities. The technicians will be more effective in their court testimony and the improved repair skills they learned will mean less time that Intoxilyzers and PBTs will be out of service. Keeping the instruments in the hands of the officers is the key in the fight against DUI drivers.

6 Stories Told in MADD's "Lives Affected"

DVD: Utah's Chapter of MADD partnered with the UHSO to create a moving and educational DVD showing the harms perpetrated on innocent victims when people choose to drink and drive. The "Lives Affected" DUI Prevention DVD raises social awareness of the problem and motivates people to not only refrain from drinking and driving, but also to take action to prevent friends and family from driving drunk. This DVD is appropriate for viewing in both public and private Driver Education classes and also at the Driver License Division where people come to renew or obtain their driver license. It will also be put on the MADD-Utah website for easy viewing by the public and will be used in court-ordered Victim Impact Panels.



50 GYC Students Attended the Zero Fatalities

Safety Summit: As part of the Youth Support grant, 50 members of the Governing Youth Council (GYC) from schools throughout the State were able to attend the 2009 Zero Fatalities Safety Summit. The GYC is a high school club that promotes healthy lifestyles, and, among other things, encourages students to avoid underage drinking and educate their peers about the harms of underage drinking and impaired driving. The Summit featured classes about all aspects of traffic safety, as well as several focusing on the more youthful summit attendees and how they can affect positive change among their peers.

The Youth Support grant also helped ensure that underage drinkers and impaired drivers throughout the State face a greater risk of detection. Portable breath testing devices and even alcohol-sensing flashlights were distributed to law enforcement agencies from Moab to Vernal and Lehi to be utilized to deter and detect underage drinkers at school events and teen parties. Some law enforcement agencies utilized this equipment during targeted high school graduation enforcement activities funded by the Youth Support grant. Educational activities also received funding through the Youth Support grant. Several driver education teachers and law enforcement officers received Fatal Vision goggles provided to assist them when teaching students about impaired driving. At Utah State University, where a freshman died of alcohol-poisoning in December 2008, the Youth Support grant helped the Student Health Services group purchase the Step Up program, which is a bystander intervention program. The program focuses on binge drinking and the prevention of alcohol abuse on college campuses.

2008 The Year the Plea in Abeyance Option for DUI Expired:

In Summer 2008, the Plea In Abeyance option for DUI charges expired as a function of sunset legislation. As a result, the DUI courts in Utah have seen a dramatic decrease in the number of offenders who participate in the DUI Court program - - the Riverdale Court has seen a 50% decrease. The DUI courts in Utah are now moving to a model that addresses primarily repeat DUI offenders and those with high BAC levels at the time of arrest. The UHSO provided funding for training that the Riverdale DUI court needed to adopt this model.

The DUI repeat offender has been shown to be dangerous. Meaning, the repeat offender is shown to have a high BAC at the time of the second arrest (.15 or above), and is highly represented in vehicular fatalities. In sum, the alcohol abuser who is unaffected by the threat of fines or jail is a killer on the road; they will drink and drive again. Given the limited effectiveness of fines or jail with this subpopulation of offender, DUI Court is perfectly situated to interrupt the cycle of alcohol abuse. These drivers are referred to as hardcore, impaired drivers by the National Highway Traffic Safety Administration (2003) and in NHTSA data are vastly overrepresented in fatal crashes involving alcohol.

The nationwide initiative that has proven effective in addressing DUI offenders is DUI Treatment Courts. Based on the initiatives of the National Association of Drug Court Professionals (NADCP) and the National Commission Against Drunk Driving (NCADD), these courts specifically incorporate alcoholism treatment for drunk driving offenders because a significant part of the drunk driving problem is a result of alcohol abuse and alcoholism.

A treatment DUI court is a criminal court designed to monitor the progress of drunk drivers who are enrolled in an intensive, long-term, alcohol-dependency treatment program. Commonly used treatments include individual, group, and family counseling, Alcoholics Anonymous (AA) meetings, attending DUI victim impact panels, community service, acupuncture, pharmaceutical treatments such as naltrexone (ReVia) and Antabuse, electronic monitoring, court-ordered abstinence from alcohol, driver education classes, and hospital and morgue programs.

With the funding provided by the UHSO, the Riverdale DUI Court will be able to comprehensively address the issues that repeat DUI offenders face, and work to reduce their recidivism.

1 New Traffic Safety Resource Prosecutor: The Traffic Safety Resource Prosecutor (TSRP) continued work to bridge the gap that sometimes forms between law enforcement officers and prosecutors. A highlight of the TSRP's activities in FFY2009 includes attending a tri-state regional Lethal Weapon: DUI Homicide course held in Boise, Idaho, in which 17 prosecutors and multiple police officers from Utah, Idaho, and Oregon were enrolled in a 3-day course on accident



**Ed Berkovich, Utah's
Traffic Safety Resource
Prosecutor.**



reconstruction. The course was presented by a nationally-recognized faculty.

Due to the TSRP's training outreach efforts, by the end of FFY2009, prosecutors in 28 of Utah's 29 counties had the opportunity to participate in a 4-hour long DUI Standardized Field Sobriety Test (SFST) workshop, which covers everything from basic vehicle in motion/detection to SFSTs and the new Intoxilyzer 8000. Prosecutors, once through these workshops, are better equipped to ask thoughtful questions and deflect defense motions in DUI cases. Also, these workshops serve as "advertising" for the TSRP who routinely attends these workshops and contributes regarding DUI-related case law.

To help support the various impaired driving activities conducted across Utah, the UHSO continued to fund the Public Information and Education Project. Funds were utilized for educational materials, promotional items, supporting DUI checkpoints, saturation patrols and community events. In 2009, the UHSO participated in community events to educate and provide materials for the following: the Utah Council for Crime Prevention's Power of Prevention Conference; MADD Tie One On Media Event; Utah Chiefs of Police Conference; 2009 Justice Court Judges Conference; Lifesavers Conference; Governor Huntsman's Public Safety Summit; Northwest Alcohol Conference; Days of 47 Children's Festival; and the Utah Sheriffs' Conference.

Teri Pectol is the Alcohol Programs Manager and a senior staff member with the Utah Highway Safety Office (UHSO) and has been with the Utah Department of Public Safety for over 28 years. Helen Knipe is the Eliminate Alcohol Sales to Youth (EASY) Program Coordinator with the Office and has been with the Department for over 3 years. Ted Tingey is a Utah Highway Patrol (UHP) Sergeant whose current assignment is Law Enforcement Liaison for the UHSO. Ted has served with the UHP for over 19 years, is a Nationally Certified CPS Technician and often serves as a media interface for the UHP.

PEDETRIAN AND BICYCLE

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9,300 pedestrian safety brochures and over 8,200 bicycle safety awareness brochures were distributed to schools, law enforcement agencies, and the general public, along with many fact sheets, videos, and fliers.



During **Green Ribbon Month** activities in August and September, bright green car ribbon magnets and silicone bracelets were distributed to local health departments to use for their school's green ribbon campaigns. Each incentive had a pedestrian safety message imprinted on it that targeted drivers and pedestrians. In all, 8,000 car magnets and 10,000

bracelets were distributed.

Other **community outreach efforts** included working with several community organizations and advocacy groups to increase awareness of pedestrian and bicycle safety issues. Safe Kids Utah, Boy Scouts of America, Salt Lake Bicycle Collective, Navajo Nations Special Diabetes Foundation, Utah Council for Crime, Multiple Church Groups, and Lowe's Home Improvement all received educational materials and technical assistance on ped/bike safety. Additionally, helmet safety booths were provided at the Zero Fatalities Safe Kids Fair, Safety Night with the Bee's game and Real Salt Lake soccer game; and ped/bike safety booths at the Utah PTA conference and Zero Fatalities Safety Summit Conference. Other efforts included brown bag presentations, bicycle rodeos, and pedestrian & bike safety presentations.

The Utah Highway Safety Office and Utah Department of Transportation (UDOT) continued their partnership with the **Heads Up Utah Pedestrian Safety Campaign**. Transportation Enhancement funds from UDOT were used to promote a paid media campaign, which included radio messages, billboard, bus-board, bilingual bus shelter advertising and Trax advertisements during the Spring and Fall of 2009. "Heads Up" is a dual message campaign that speaks to both the pedestrian and motor



vehicle driver. In turn, it has generated a lot of attention from both groups and continues to be effective in increasing pedestrian awareness. More information about the campaign can be found in the Paid Media section of this report.

A second component to the Heads Up Campaign is **Operation Crosswalk Enforcement**. A press conference was held to kick off the 2009 Operation Crosswalk Enforcement campaign in April. This was done in partnership with the West Valley City Police Department. The press event was attended by all four major news stations, including a reporter for the Spanish-language media. Four law enforcement agencies were selected to conduct crosswalk enforcement "stings" during the Spring 2009 campaign, including West Valley Police Department, Logan City Police Department, St. George Police Department, and Provo Police Department. Citation numbers were similar to the Fall 2008 crosswalk enforcement effort; and it was determined that with



Public awareness effort by law enforcement officers as part of the "Heads Up" campaign.

education and enforcement, drivers are more likely to stop for pedestrians.

In July 2009, the **Utah Pedestrian and Bicycle Safety Task Force** was formed. This task force is working toward developing a state pedestrian and bicycle safety master plan for roadway designers, engineers, and city planners to refer to for new and

existing community development. Other task force goals include creating a resource manual for bicyclists and pedestrians and encourage communities to implement complete street policies. Task force members come from the following agencies: Utah Highway Safety Office, UDOH VIPP, UDOH Physical Activity and Nutrition Program, UDOT, Salt Lake Valley Health Department, and Salt Lake City Transportation.

In an effort to raise bicycle safety awareness on important issues such as sharing the road and the three-foot law, a press conference was held in August of 2009 in Sandy, Utah. The Sandy City mayor, police chief, a state senator, bicycling advocates, and the State Pedestrian and Bicycle Safety Coordinator participated in the press conference. A call to action was made to both bicyclists and motorists to respect each other, obey the laws, and share the road. News media covered the event.

Another one of Utah's successful programs is **Spot The Tot**, which is administered by Primary Children's Medical Center (PCMC). Over the past 12 years, 50 Utah children were killed and over 600 were seriously injured by backover incidents. So far in 2009, six children have died in their driveway. Many of these deaths were preventable had extra caution been taken by the drivers.

Ongoing data continues to demonstrate the significant number of injuries and death to Utah's children from



driveway backover. This year efforts were made to share the program with the Native American communities and to develop an educational flyer directed toward them. This is still a work in progress but should be completed within the next year. Another new element of the campaign is **“Never Leave Your Child Alone in the Car”**. Safety “in and around” the car continues to be a major threat to the health and safety of young children. Educational materials were developed to address this important issue and the message was shared along side Spot the Tot.

To help educate the public and promote safety in and around cars, a media campaign was funded which placed 382 paid radio spots and another 495 bonus spots on five different stations during May 2009. Funds spent on paid media totaled \$15,000 in federal highway safety dollars and \$5,000 in PCMC contributions; and another \$20,000 was received in matching funds from radio stations resulting in a very effective paid media campaign.

In addition to radio advertising, television advertisements were made possible by a private donation made to PCMC. Two new public service announcements were created – one about Spot the Tot and the other about Never Leave Your Child Alone in the Car, the new campaign element. Over 1200 television spots aired on KSL TV in Salt Lake and KCSG TV in St. George.

The Utah-based Spot the Tot program continues to grow both on a national and international level. The campaign is a key element of the Safe Kids Worldwide



Keri Gibson is the Pedestrian and Bicycle Safety Program Manager and also oversees the Click It or Ticket Campaign. She is one of the state's Certified Child Passenger Safety Technician Instructors and has been with the Utah Highway Safety Office for more than 10 years. She is also an avid bicyclist.

ROADWAY SAFETY

Sgt. Ted Tingey

Roadway safety continues to be an integral part of the overall Utah Highway Safety Office's (UHSO) commitment to traffic safety. Many programs receive funding from the UHSO to help promote traffic safety. This includes keeping a speeding motorist in check, crossing safely at a railroad grade crossing, promoting the "driving friendly" concept and drowsy driving prevention.



Officer using speed management equipment.

Three different speed management programs took place during the year. The **Tooele County Speed Project** involved all law enforcement agencies within this county. As a result of their aggressive speed enforcement efforts only one fatal crash occurred where speed was a factor. However, it was determined that the main contributor in this crash was alcohol. 458 speed shifts were worked which resulted in 4,518 tickets being issued. The Utah Highway Patrol in Tooele County also cited 254 drivers for speeding over 100 mph with the fastest speed being 131mph.

The **Davis County Speed Project** was launched on June 30, 2009, with a major media event that had every TV station in attendance. Eight law enforcement agencies participated in this project, which was in operation through September. For this three-month period, 591 speed shifts were worked resulting in 5,255 vehicles being stopped for speed. This project targeted several different areas which included school zones, construction work areas, and major highways.

Although this new project was conducted for a brief three month period, it proved to be a success.



The final speed project was the **Street Racing Crackdown** which was coordinated by the Salt Lake City Police Department. This police agency received numerous complaints from citizens regarding street racing on both private and public roadways. This raised concerns about traffic safety in regards to vehicle crashes, pedestrians being hit, underage drinking and destruction to public and private property. A media event took place on June 4, 2009, to let the general public know about this dangerous trend and the enforcement effort that was about to take place. As a result of an aggressive enforcement effort between undercover officers and regular patrol units, street racing complaints and concerns were practically eliminated. 604 vehicles were stopped and 513 citations issued for various traffic and equipment violations. 27 vehicles were impounded due to being caught in the act.

Operation Lifesaver Utah remained a very active component of roadway safety. This program continues to provide safety and educational lectures throughout the State to address the concerns of train and railroad safety. The goal was to give more presentations this year and reach more than 20,000 people. From



Davis County Speed Management media event to help launch the campaign.



October 1, 2008 through September 30, 2009, 614 presentations were given throughout the State to more than 22,800 individuals.

The UHSO continued to promote the **Drive Friendly** program statewide. As Utah's population continues to grow faster than our roadways, the importance of promoting safe and courteous driving habits has increased exponentially. The challenge is promoting friendly driving across every driver demographic in such a way that each feels that it applies directly to them. Various law enforcement agencies have used Drive Friendly promotional materials as part of their programs to increase the awareness of courteous and safe driving among teens. Officers travel throughout the State and visit individual driver education classes, assemblies and offer other activities at many middle and high schools. The message of courteous and safe driving was also shared during several high school award assemblies, which were held in conjunction with the Zero Fatalities Safety Summit Poster Contest.

With the assistance of the Southeastern Utah Health District, we were able to host a Drive Friendly Night



One of a series of Drive Friendly signs posted at a local high school.

at the Desert Thunder Raceway. UHSO staff, as well as staff from the Southeastern Utah Health District, were on hand to promote and distribute information to raise awareness of the acute need for driving with care and compassion. The event emcees provided Drive Friendly announcements to spectators throughout the race. Signs and posters were placed throughout the parking, entry and exit areas with the Drive Friendly message.

Utah's Drive Friendly campaign was able to join in on the ground floor of the marketing schedule with Highway Safety's University of Utah Sponsorship. Newly designed advertisements were re-crafted to fit the LED Boards at the Rice Eccles Football Stadium.

The **Sleep Smart. Drive Smart.** Campaign was also continued, as drowsy driving still continues to be a major factor in traffic crashes in Utah. In 2007, 14% of fatal crashes resulted from someone falling asleep at the wheel. To help combat this problem, the "Sleep Smart. Drive Smart." task force worked to educate the public about the dangers of drowsy driving.

A public awareness telephone survey reported that 40% of respondents stated that they had fallen asleep or nodded off while driving.

Partnering agencies such as the Utah Highway Patrol, Utah Department of Transportation, Penna Powers Brian Haynes, and Med One Capital conducted various activities. During the year, at least 125,000 people were educated through 25 presentations and 14 community and school events. In addition, during Sleep Awareness Week, a press event was held to emphasize the importance of adequate sleep and the dangers of drowsy driving. The media was also informed of the results of a public awareness telephone survey, where 40% of respondents stated that they had fallen asleep or nodded off while driving.

Ted Tingey is a Utah Highway Patrol (UHP) Sergeant whose current assignment is Law Enforcement Liaison for the UHSO. Ted has served with the UHP for over 19 years, is a Nationally Certified CPS Technician and often serves as a media interface for the UHP.

MOTORCYCLE SAFETY

Derek Miller

The **DRIVE AWARE. RIDE AWARE.** motorcycle safety awareness program continued to be popular this year. The paid media, promotional items and presentations were well received among the public.

Motorcycle registrations continued to increase across the state, as riding remains a popular activity in Utah.

The **DRIVE AWARE. RIDE AWARE.** campaign was launched to promote motorcycle safety awareness on Utah's roadways to combat the number of motorcyclist fatalities. This program has been successful and popular due to its effectiveness in targeting both motorists and motorcyclists with catchy messaging and advertisements. The general public, as well as motorcycle enthusiasts, have shown interest and responded to this campaign.



Governor Huntsman speaks about motorcycle safety during a **DRIVE AWARE. RIDE AWARE. press event.**

The number of motorcycle fatalities this year has followed a trend much lower from the previous year. Governor Jon Huntsman kicked off the riding season by driving his personal motorcycle to the **DRIVE AWARE. RIDE AWARE.** press conference. Parking his bike directly behind the podium, he stepped off his bike as news crews were filming and encouraged every resident of Utah to keep their eyes open and watch for motorcycles.

The **DRIVE AWARE. RIDE AWARE.** campaign also focused on a young demographic with presentations to

high school drivers' education students. All students were challenged to create a short video on motorcycle safety and enter it into the campaign's video contest. Winners were selected and a press conference was held where the students received their awards.



A new Facebook page for the campaign was launched, using social media to target the public with motorcycle safety messages. The winning videos produced by high school students were posted online here and the number of members of the page continues to grow.

Also new this year **DRIVE AWARE. RIDE AWARE.** T-shirts were used to promote the program. The shirts contained the same designs as the campaign's popular outdoor media messages. Requests came in from across the entire State to acquire one of these "limited edition" T-shirts.

ABATE (American Bikers Aiming Toward Education) of Utah presented their Share the Road class to approximately 3,800 students in 134 drivers' education classes at 17 schools across the Wasatch Front during the year. The class is a 60-minute presentation that teaches students about the importance of being alert and aware of motorcycles on the roadway and driving safely around motorcycles. ABATE's program continues to expand with the



DRIVE AWARE. RIDE AWARE.



Motorcycle training course.

support of the Utah Highway Safety Office, and they currently have requests from a total of 22 schools for the upcoming year's schedule. The Motorcycle Safety Foundation's curriculum is used for these classes and participants receive printed materials to take home with them and share with others. Highway Safety supports ABATE's efforts by providing public education materials and incentives with motorcycle safety messages for Share the Road classes and community events.

ABATE members promoted motorcycle awareness at numerous statewide events throughout the year. Events included the Widow Maker Hill Climb in Morgan County, Cache Valley Cruisin', and the Gold Wing Road Riders Association display at the Utah State Fair. During the events, motorcycle awareness materials and brochures along with promotional items with motorcycle safety messages, were distributed to those in attendance.

A total of 113 days of special traffic related details were performed by the **Utah Highway Patrol (UHP) Motor Squad** in 2009, more than doubling activities from the previous year. These events ranged from traffic services, motorcades and parade details, including the Freedom Festival Parade and the Days of '47 Parade.

During the 2009 riding season, motorcycle training to law enforcement officers was supported by the UHSO with a total of 120 officers being trained. An annual two-day training and competition was also supported and involved 61 officers from 14 police departments.

In the end, a total of 1,128 hours was worked during police motor training.

The UHP Motor Squad worked a total of 50 overtime traffic enforcement shifts during the year. They participated in the Labor Day and Memorial Day Traffic Blitz details targeting seat belt use and aggressive driving. The Squad's efforts resulted in more than 500 citations, many for aggressive driving.

Grant funds were used to supplement the motor squad's program and training efforts by printing training manuals and certificates for classes, providing overtime and training shifts, office supplies, score sheets and plaques for competition and training events.



Derek Miller is the Information Program Coordinator and also manages the motorcycle program and serves as the webmaster. In his 2 years at the UHSO, he has used his strong technology and communication skills to strengthen the Office's web presence.

TEEN DRIVING

Helen Knipe



In 2007, teenage drivers represented 7% of licensed drivers in Utah, yet they were in one-quarter (24%) of all motor vehicle crashes. And nearly one out of five fatal crashes in Utah that year involved a teenage driver. The UHSO's Teen Driving Safety Education and Outreach grant worked throughout the reporting period to combat the growing issues of teen crashes and low seat belt use rates among teens.

As a founding member of the **Utah Teen Driving Task Force**, the UHSO works closely with the member organizations to unify efforts to reduce teen motor vehicle crashes. Teens hear the same message from different agencies, and this consistent repetition helps solidify the safety messages. The group plans outreach events, earned media opportunities, educational materials and helps implement the Don't Drive Stupid media and education campaign.



For the 2009-2010 school year, the Don't Drive Stupid campaign implemented a **"Zero Fatalities Year"** program for high schools throughout the State. The program is organized by student body officers or other school-based groups and requires monthly traffic-safety-related activities to be performed. The groups receive quarterly kits that contain ideas and incentives to help successfully implement their programs and report on their monthly activities. The peer-to-peer nature of this program enhances the message, since teens respond most positively to messages shared by their peers.

In 2009, the Utah Legislature made texting and e-mailing while driving illegal. Although smart phones have brought these methods of communication to adults, texting is still primarily a teenage activity. In

order to help teens recognize the risk they take when they text and drive, and encourage them to avoid this activity, the Zero Fatalities school kits included a "no texting" pledge card. The back of the cards are printed with the Top Ten Reasons to Never Text While Driving, which includes, "Your mom can rest assured that she didn't raise an idiot" and "While responding to a text, you'll drive the length of a football field - blind." Utah Highway Patrol (UHP) troopers have used the cards at their adopted high schools, with some creating methods for teens to keep the cards with them throughout the year. They conduct "spot checks" and if teens have the wallet-sized cards, they receive an incentive or are entered into a drawing. The cards have proved to be a valuable way to spread the word about how dangerous texting while driving is to teens.

The **Don't Drive Stupid** campaign again sought to modify teen driver behavior by highlighting the devastation of those left behind when a teen dies in a motor vehicle crash by publishing a teen memoriam yearbook. To commemorate the lives of teens lost on Utah's roads and allow relatives to share their experiences with others, the campaign coordinated the production of "Thirteen Stories We'd Rather Not Tell." The booklet was produced and distributed to all driver education teachers throughout the State. Some families shared their stories with the media at a press conference releasing the booklet, and expressed their hope that no other parents would have to experience a similar loss.



Utah requires driver education classes for teenagers, and all public schools in the State offer the classes. To enhance the teaching skills of driver education teachers, the UHSO contracted with the Moorshire Group to conduct four sessions of its **The Drive® Workshop**. This is a hands-on, interactive workshop on techniques to teach 21st century teens and on how to use the program to help create positive driving attitudes among students. The is an innovative attitude-shaping learning that is flexible, adaptable and can fit into any driver education or health class. It is based on how teenagers think, process information, and make decisions. More than 60 driver education teachers attended these sessions and had very positive feedback about the program, with one teacher stating, "This is the best thing I have seen in driver education in a long, long time."

"Know the target, approach the solution, put it on their level, make them have ownership."

- Driver education teacher identifying things he learned at The Drive Workshop

The UHP's Emergency Vehicle Operations (EVO) training division established a one-day teen driving school, supported by grant funding from the UHSO. This program, **Teen Driving Challenge**, was offered to high school students throughout the State and consists of classroom discussion and hands-on driving on the UHP's EVO course. The curriculum includes such topics as perception and reaction (2-4-12 rule), steering versus swerving, braking techniques, skid control, distracted driving and seat belts. Skills students learn in the class prove invaluable when they face similar real life scenarios and are able to respond appropriately. One student who completed the course encountered a moose standing in the roadway. She recalled the skills she learned and used the evasive maneuvers to successfully steer around the animal. The benefits of the class don't end with the students who attend, but are shared with family and friends. The course also helps build positive relationships between the troopers and younger drivers. During 2009, almost 100 students completed the course.

The UHP received state funding to enact its statewide **Adopt-A-High-School** program for the school year. Troopers "adopted" local schools with the goal of increasing seat belt use and general traffic safety



Presentation to Viewmont High for the High School Adoption "Best Overall Seat Belt Percentage" award, an outstanding 91.4%.

among the students. Through lunchtime activities, an essay contest, and involvement in extra curricular activities the troopers helped keep seat belt and traffic safety at the forefront of the students' minds. In the end, seat belt use surveys performed at 13 schools showed that belt use among students increased from 61.2% to 71.0%.

While this section highlights only a few of the teen traffic safety activities and programs, it doesn't begin to explain the numerous efforts made by Utah's highway safety partners to reduce the number of teens killed or injured in motor vehicle crashes. The Utah Department of Health, Utah Department of Transportation, the State's 12 local health departments and the Utah Office of Education have all obligated funding and time to improve teen driving in the State. These efforts were recognized when the AASHTO President's Transportation Award for Highway Safety recognized the Utah Teen Driving Task Force during its annual meeting.



Helen Knipe is the Eliminate Alcohol Sales to Youth (EASY) Program Coordinator and also coordinates the teen driving program. Helen has been with the Department for over 3 years.

TRAFFIC RECORDS IMPROVEMENT

Carrie Silcox

Improving the traffic records information system in Utah during FFY2009 continued to make progress. The Utah Traffic Records Advisory Committee's (UTRAC) vision of the future again served as the guide as the UTRAC technical and working groups moved forward step by step, accomplishing their goals while focusing on the overall needs of the traffic safety community.

The purpose of the Traffic Records Improvement project is to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the safety data for highway safety purposes at the local, state, and national levels. Traffic records data are the basis for defining, managing, and evaluating traffic safety activities and performance.

In an effort to evaluate the improvement in Utah's traffic record information systems since April 2005, as well as identify needs and re-energize the stakeholder agency's focus on traffic record goals, the Highway Safety Office (UHSO) invited the NHTSA Traffic Records Assessment Team to Utah in April 2009. An interview group of forty-two experts from the traffic record community, including both state and local levels, were selected to participate based on their backgrounds and proficiency in traffic records, and included members of law enforcement, administration, program managers, and IT specialists. Each participant represented one or more of the six traffic record information systems – Crash, Driver, Vehicle, Roadway, Citation/Adjudication and Injury Surveillance. The assessment team, comprised of experts from around the country in each of the core traffic record areas, spent the week interviewing participants and assessing the data reports they provided. Information from the interviews and data reports was used to identify the challenges and improvements in timeliness, accuracy, completeness, integration, consistency and accessibility in the six focus areas. A final report was provided to the UHSO and UTRAC and notable progress was cited in the areas of electronic crash reporting, electronic citation

tracking and the creation and activities of UTRAC. The report also made recommendations where to focus the group's next efforts to refine the State Traffic Records Information

System in each traffic record area. After reviewing the recommendations listed, UTRAC decided that an update of the Utah Traffic Records Information Systems Strategic Plan is in order, and is currently in process to contract a facilitator.

The timelines of blood alcohol content (BAC) reporting regarding fatal traffic crashes has long been a challenge for Utah's Fatality Analysis Reporting System (FARS) program. In the past, gathering BAC data was a labor-intensive manual process often involving sending a request for the BAC result to the investigating officer. Frequently, this involved multiple telephone and fax requests to the officer, and hopefully resulted in the officer returning the form with the information. The time and effort to gather this data used much of the FARS analyst's time, and in 2008 it took an average of 120 days to receive this information, if received at all. In early 2009 the UHSO met with the Utah Department of Health's Bureau of Forensic Toxicology to assess the possibility of gathering the BAC data directly from them. The timing was fortunate as the Bureau was just implementing an electronic BAC reporting process internally, and we were able to coordinate with them to develop a process, using a FARS-dedicated email account, to receive the BAC reports electronically and on a daily basis. However, the subsequent formalization of a data sharing agreement between the two agencies became entangled in the legal negotiation process. After several months of negotiation, the data sharing agreement was signed and on September 20, 2009, we received our first BAC report via email. By the end of September the BAC reports were received within 15 days of the crash event, on average.

Crash reporting in Utah has been on a continual recovery since the decision to rebuild the system in



2006 and the subsequent implementation of the Central Crash Repository in 2008. Since this deployment, the primary agency using the electronic submittal protocol has been the UHP. After considerable effort, West Jordan City, Utah's fourth largest, was the first local law enforcement agency to go live with the Central Crash Repository in the Spring of 2009, and was soon followed by South Jordan, Midvale, Draper and Sandy cities. It is important to note that all of these cities are along the Wasatch Front, the dense urban area where roughly 80% of Utah's population resides. There were 5654 crash reports submitted electronically in 2008, and increased by 250% to over 14,000 during 2009 as this report is being written.

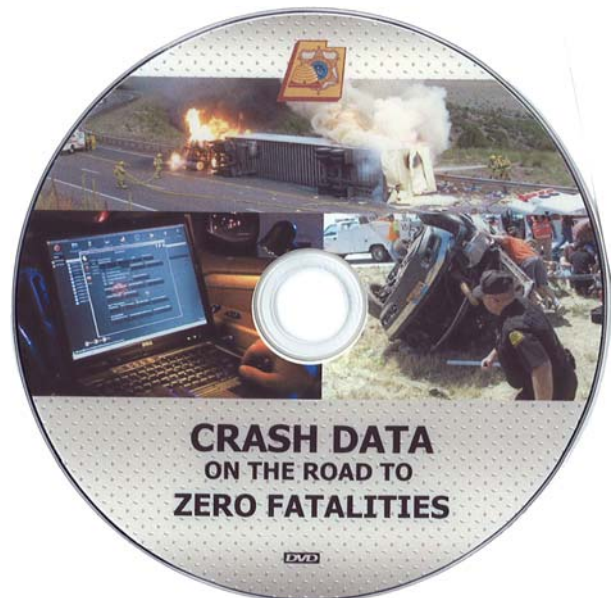
The submission of electronic crash reports increased 250% from the previous year, to over 14,000 in 2009.

Often law enforcement agencies and/or patrol officers don't understand the importance of data quality, such as completeness and accuracy, and the benefits their local community might see from completing the crash form. Officers often believe the crash report is only meant to be a tool for insurance agencies to use. In an effort to change this perception, the UHSO and UTRAC developed a roll call training DVD to show the value of crash data. Local and state law enforcement agencies, administration, data managers, safe communities and injury prevention specialists participated by giving testimonial and demonstrating how the data can benefit enforcement agencies, local communities, and the State in general. The DVD was distributed to all law enforcement agencies across the State in person or by mail, shown at safety conferences and fairs, and the Utah Highway Patrol subsequently incorporated the video into their in-service training curriculum.

Collection of electronic citation data from law enforcement agencies is now available through the Utah Department of Public Safety's (DPS) web service. Currently agencies who contract with Fatpot are inputting to the system, while Spillman is doing pilot testing with the Logan Police Department. Once both DPS and Spillman feel comfortable with the accuracy of the data received and related processes, Spillman plans to rollout the application to the rest of

their contract agencies in Utah. The DPS is also offering a citation web front application that will be free to any law enforcement agency in Utah, and testing of this application, which provides auto-fill capabilities for driver and registration information, is currently in progress. The DPS web service receives approximately 650 citations per day which are made available nightly on an FTP server for download by the Utah Administrative Office of the Courts.

Implementation of a statewide electronic citation adjudication tracking system made progress on several fronts in FFY2009. In the past, many of the justice courts were using a wide variety of electronic tracking systems, or even hard copies, resulting in a non-integrated records system. Over the past several years, the Utah Administrative Office of the Courts (AOC) has been busy converting justice courts to the State records management system (CORIS) which is housed on the State servers. As of late 2009, there are 73 justice courts using CORIS on the AOC server, a notable increase of over 150% since the beginning of 2008. That leaves 58 justice courts still using other software systems. Justice courts continue to be converted to the CORIS system on the AOC server at a rate of two or three per month, and all courts in the State are scheduled to be converted before July 1, 2011.



Carrie Silcox is the Traffic Records Improvement Manager with the Utah Highway Safety Office. She has been with the Utah Department of Public Safety for nearly 3 years. She previously served with the Utah Department of Transportation in the Motor Carrier Division for over 17 years.

CRASH DATA RESEARCH & ANALYSIS

Gary Mower and Marilee Gomez

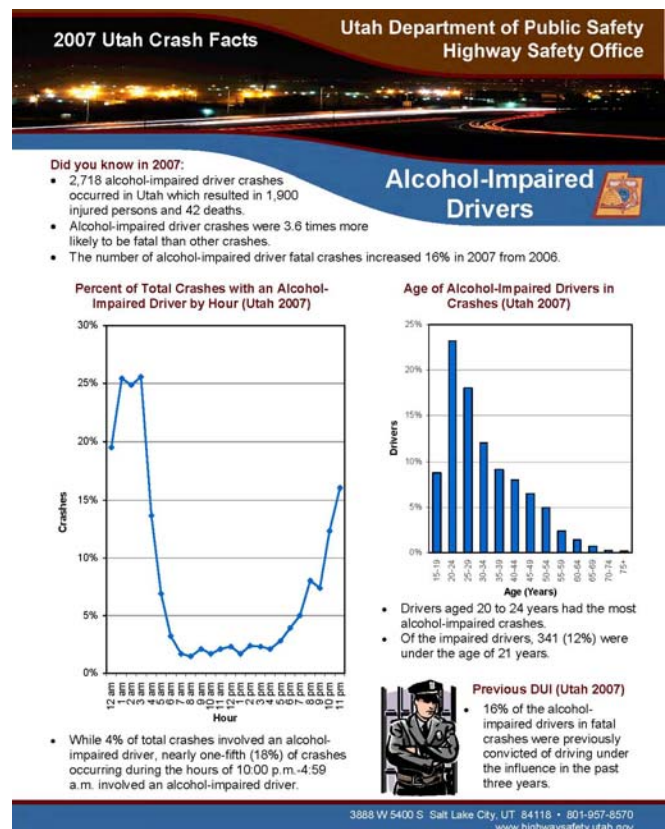
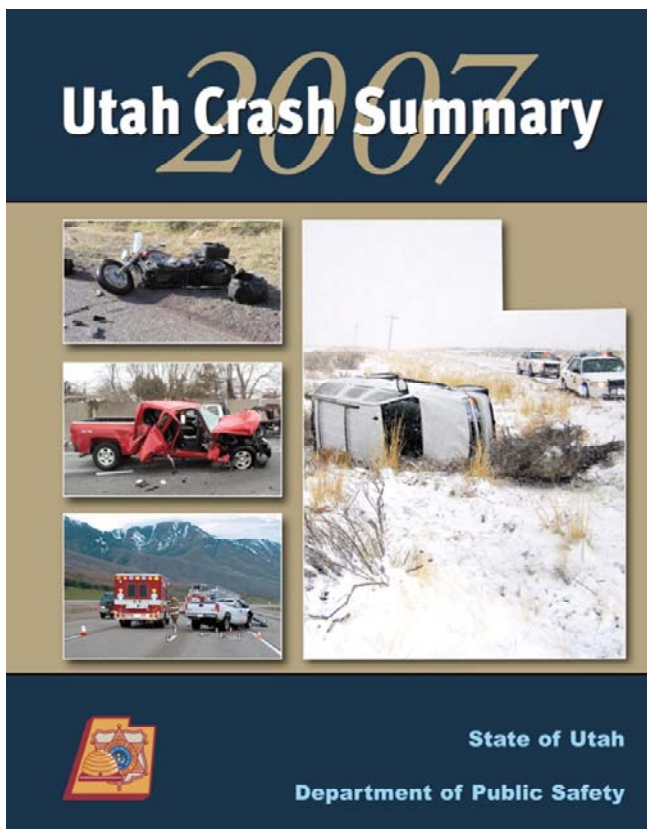
Crash data research and analysis is an important tool used to support data-driven decision making in traffic safety. During 2009 the Utah Highway Safety Office (UHSO) helped the public, law makers, and other traffic-safety professionals understand the extent and nature of the motor vehicle crash problem in order to base decisions on data more than opinions.

The UHSO uses several tools to educate the public on traffic safety issues. One important tool is the annual Utah crash summary. During 2009, the **2007 Utah Crash Summary** was released and contains the most current crash data available. One major change to the 2007 Utah Crash Summary was the changing of the "Alcohol and Other Drug-Related Crashes" section to "Alcohol-Impaired Drivers" section. This change made the section more closely match NHTSA's alcohol numbers by eliminating drug-impaired drivers and drivers with a BAC less than .08. Another major change was an improvement in layout and design of the popular fact sheet. Other changes include the following: improvements in layout, additional motorcycle crash information, and the addition of



historical information on changes in Utah motor vehicle laws.

The public had a high interest and demand for motor vehicle crash data. The UHSO received crash data requests on a regular basis. These requests require additional crash data research, analysis, and publication. Special attention is given to interpret the data reliably, validly, and responsibly. During 2009, the UHSO prepared documents used to educate legislators, provide support to the Department of Public Safety's Public Information Officer in response to media requests, and respond to many phone and email inquiries. **Utah Crash Fact Sheets**, designed to provide information at a glance, are a particularly



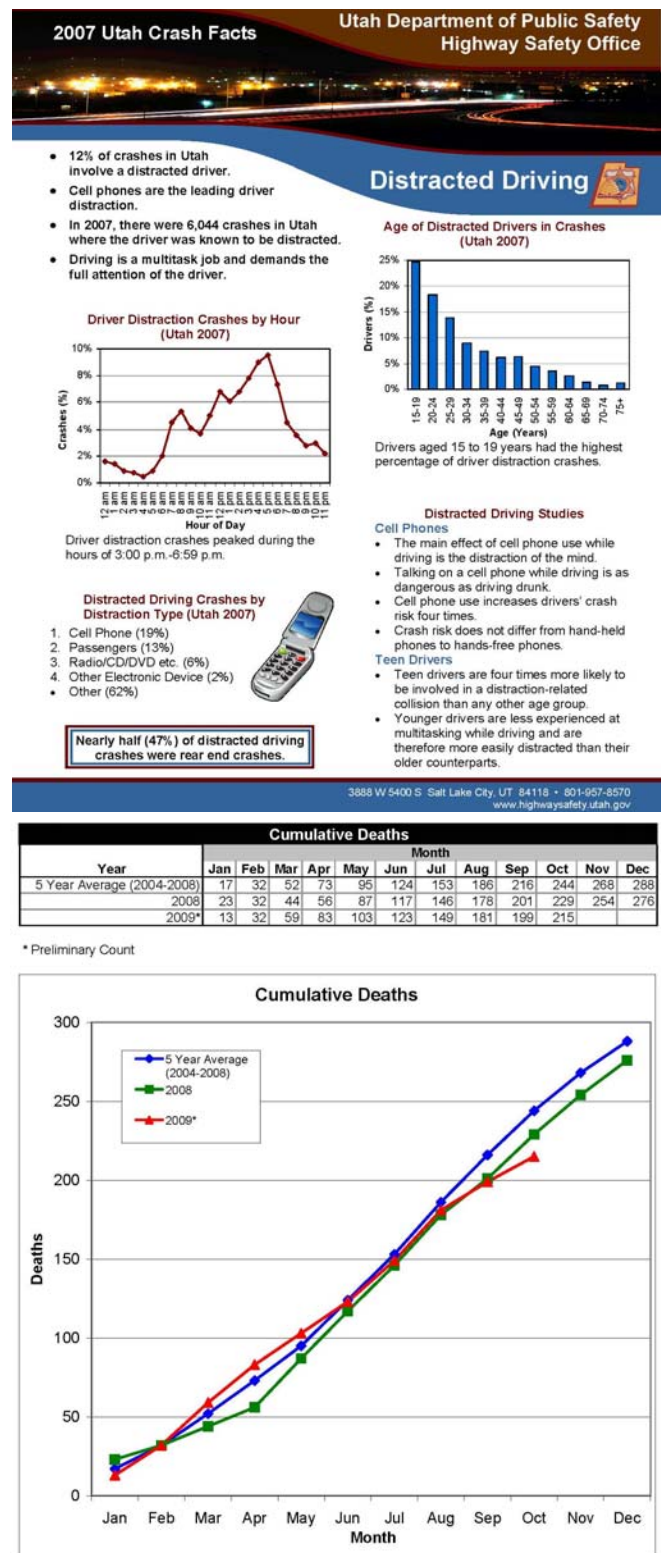
useful tool. Frequently requested topics for 2009 were aggressive driving, ATVs, bicycle safety, child passenger safety, county-specific information, crashes by time of day, crashes involving animals, crashes/deaths on holidays, distracted driving especially involving cell phones and texting, drowsy driving, historical trends, impaired driving, inclement weather crashes, motorcycle crashes, occupant protection, pedestrian safety, race/ethnicity, semi/large truck crashes, speed-related crashes, teenage-driver crashes, and vehicle type in crashes. Due to the high number of requests for distracted driving a **Distracted Driving Fact Sheet** was created and placed on our Website.

The UHSO used a data-driven approach in the problem identification process for the various traffic safety program areas in 2009 and provided this same support to partnering agencies. This allowed the UHSO and other programs to be more effective in their approach and strengthened the data-driven problem identification process for all.

The UHSO served as the main collector of fatal traffic crash data in Utah with the **Fatality Analysis Reporting System (FARS)**. Each fatal traffic crash report was thoroughly reviewed, researched, and entered into the FARS database. This important data is used in UHSO plans, grants, reports, crash data analysis, information request responses, and demonstrating that Utah qualifies for various federal grant funds. FARS data will be a valuable aid in monitoring traffic safety outcomes as part of the new Traffic Safety Performance Measures for States and Federal Agencies. Each month the number of fatalities is analyzed and a summary and comparison with previous years is distributed to interested parties statewide. The layout of this monthly report was improved this year.

The goals of the UHSO Crash Data Research and Analysis Section were to accurately collect traffic crash data, respond to data requests with accurate information in a timely and professional manner, provide understanding of motor vehicle crash data, and utilize crash data to affect change. The activities conducted during 2009 were consistent with these

goals and will help in the reduction of motor vehicle crash injuries and deaths.



Gary Mower is the Research Analyst and also serves as the Backup FARS Analyst. He has been with the office for two years, where he analyzed and interpreted crash data, responded to data requests, prepared data sections of plans and reports, and prepared the annual Utah Crash Summary. Marilee Gomez is the FARS Analyst and has been with the office for over 27 years. She collected, interpreted, analyzed, coded, and entered the data from the fatal crashes into the FARS database. She also responded to inquiries from other states.

MEDIA

Derek Miller

The Utah Highway Safety Office (UHSO) funded several paid media campaigns in FFY2009 including Click It or Ticket, Drunk Driving. Over the Limit. Under Arrest., Drive Aware. Ride Aware., Drive Friendly, and Spot the Tot.

Click It or Ticket

Utah has conducted a high-visibility seat belt media and enforcement campaign each year for nearly a decade. *Make It Second Nature* quickly transformed to *Buckled or Busted* following the first year of the campaign, and in 2005 the national Click It or Ticket (CIOT) theme was adopted. This campaign has been identified as one of Utah's most effective occupant protection programs and is credited with helping to improve the State's safety belt usage rate from 67.4 percent to the 2009 rate of 86.1 percent.



Click It or Ticket press event at Rio Tinto Stadium to kick-off the May enforcement mobilization.

The goal of this high-visibility enforcement mobilization is not to give out tickets, but rather to influence people to buckle up and prevent injuries and fatalities. However the fear of getting a ticket and paying a fine is considered to be one of the methods used to change behavior and increase the number of people who wear their seat belt. In an effort to inform the public about seat belt enforcement, each year the UHSO hosts a press event and places extensive paid media as part of the campaign.

After two consecutive years of decreased safety belt use in Utah, the 2009 campaign added two new elements in order to better reach motorists who still fail to

buckle up. First, a night time enforcement and media campaign was implemented. Second, a very strong sports marketing project was created with Utah's Major League Soccer team, Real Salt Lake. The CIOT campaign launched at Rio Tinto Stadium in May and focused on the importance of safety belt use, especially among young drivers, and the fact law enforcement will be on the lookout for unbuckled motorists, day and night. All major media outlets attended the event, which resulted in 9 television, 31 print, and 4 radio news stories. The following day, the CIOT campaign was the primary message heard by fans. In-game promotions included the CIOT message displayed on the LED boards, half-time entertainment and an exit promotion reminding fans to "Click It or Ticket – Day and Night."

To further educate the public about the campaign, \$173,197 was spent on paid media, which included the placement of 339 television spots, 1,017 radio spots, 15 billboards, 60 bus boards, 12,728 movie theater spots, and 9,913,777 online impressions. New creative included two 60-second radio spots, billboard and bus board advertisements, and a guerilla marketing concept, which involved the strategic placement of door clings and posters in movie theaters and other businesses throughout the Wasatch Front. Bonus media was valued at \$279,910.

To help evaluate the campaign, pre- and post-public awareness telephone



CIOT door clings used to promote the campaign in movie

surveys were conducted. Prior to the effort, 15 percent of respondents stated they had seen or heard any special effort by police to ticket drivers in their communities for seat belt violations. After the campaign 44 percent of respondents reported they heard the effort.

Alcohol Program

Drunk Driving. Over the Limit. Under Arrest. (DDOLUA) is a nationwide, state-syndicated campaign that has been successfully implemented in Utah. The campaign's overall objective is simple: stop drunk driving in Utah. The DDOLUA campaign has now entered its third year and continues to be a premier prevention campaign in Utah.

The DDOLUA campaign has created far more attention, talk and media coverage than the budget should allow. In fact, the latest estimates show that for every dollar spent on the program to date, including production dollars and agency fees, the campaign has received almost three dollars of media coverage in return. For the campaign to accomplish the goal of reducing impaired driving, the current perceptions of social acceptability of driving under the influence, as well as immunity from potential consequences, must change.

With a target audience of males age 21-34, and the knowledge 39 percent of the 15,683 people arrested for DUI in 2008 were between the ages of 25-35, the UHSO knows its messages must be able to reach this media-savvy demographic. Through edgy messages and non-traditional advertising, the campaign's creative media reached beyond the white noise of advertising.

An anecdote helps reveal the truly "on target" nature of the billboard message that featured a pair of hands in handcuffs and the tag line "Free Bling." A Highway Safety employee encountered a person above the age of 50 who was confused by this billboard message and asked, "What's 'bling?'" It is, of course, slang for jewelry, but is typically used more by people inside the campaign's target demographic. Another billboard featured a UHP trooper mannequin perched atop a board with the message "I see you, Mr. Drunk Driver." The disrobing and eventual theft of the mannequin helped generate a significant amount of earned media attention for this billboard.

For the Labor Day enforcement kick-off, a new radio campaign was launched. The spots featured a Billy Mays imitator encouraging people to call 1-877-JAIL-FON to practice their one-phone-call from jail following an arrest for DUI. These spots helped direct traffic to the 1-877 line, and quickly went viral, contributing to the success of that non-traditional aspect of the campaign.

A total of \$159,772 was spent on production and media costs for the impaired driving prevention campaign this year, which included the placement of 1,532 radio spots, three press events, 18 weeks of





Non-traditional media used to promote the 1-877-JAIL-FON campaign.

billboards, and 1,875,000 online impressions. Bonus media was valued at \$79,490.

Motorcycle Safety

The DRIVE AWARE. RIDE AWARE. Motorcycle Safety Awareness campaign continued this year with paid media efforts throughout the riding season. Media included radio spots and outdoor advertising with four different billboard designs placed across the State advertising specific safety messages aimed at motor vehicle drivers and motorcyclists.

A radio station was hired to broadcast a live remote during this year's launch of the DRIVE AWARE. RIDE AWARE. campaign. Radio announcements were also made during the weeks prior to the launch.

News and traffic reports sponsorships were broadcast along the Wasatch Front Monday through Friday, 377 reports per week over 19 stations during May to July. Radio spots were placed in southern Utah Monday through Friday 6 a.m. to 7 p.m. over five stations for a grand total of 1,735 spots. Outdoor media placed included 42 billboards along the Wasatch Front and 62 bonus 30-sheet posters throughout the entire State April to July. This more than doubled the amount of outdoor media placed last year. In all, \$158,352 was



spent on paid media with bonus media totaling \$77,986.

Drive Friendly

The Drive Friendly program encourages the motoring public to prevent aggressive and inattentive driving problems which contribute to crashes. The campaign suggests if all drivers make an extra effort to drive with care and courtesy, the number of driver error and aggressive related crashes will be reduced. The media purchased by this program included a "sticky note" advertisement on the front page of the two largest newspapers in Utah, the Deseret News and the Salt Lake Tribune.

Drive Friendly
Pass It On!

Utah Department of Public Safety

It's the holiday season - so much to do! The Utah Department of Public Safety is asking for your help. Aggressive and inattentive driving contribute to crashes throughout Utah. Make an extra effort to drive with care and courtesy this holiday season to reduce the number of driver error and aggressive related crashes.

- Maintain a safe distance from the vehicle in front of you.
- Use your signal to turn, change lanes or merge.
- If another driver wants to pass, let them.
- Respect pedestrians' right of way.
- Adjust your attitude; let other drivers' actions go.
- Plan your trips ahead to avoid congestion.
- Avoid texting, cell phone use, shaving, putting on makeup, reading, etc.

Treat other drivers the way you would like to be treated.

The Utah Department of Public Safety wishes you a happy and safe holiday season.

Drive Friendly...Pass It On!!

Spot the Tot

To help educate the public and promote vehicle safety regarding vehicle backover prevention and safety in and around cars, highway safety funds were used to assist the Spot the Tot program. Through a joint effort, the Primary Children's Medical Center and UHSO funded a paid media campaign which placed 382 paid radio spots and 495 bonus radio spots on five different stations during May 2009. Funds spent on the innovative and internationally recognized effort totaled \$15,000 in federal highway safety dollars, \$5,000 in PCMC contributions; and another \$20,000 was received in matching funds from radio stations resulting in a very effective paid media campaign.

In addition to radio advertising, television advertisements were made possible by a private donation given to PCMC. Two new public service announcements were created – one about Spot the

Tot and the other about Never Leave Your Child Alone in the Car, a new campaign element. Over 1200 television spots aired on KSL TV and KCSG TV in St. George.



HEADS UP UTAH Campaign

In effort to raise awareness on pedestrian safety and continue to promote the Heads Up campaign message, transportation enhancement funds were awarded to the UHSO from UDOT to be used for a three-year paid media campaign. Radio advertisements, billboard, busboards, and bi-lingual bus shelter advertising boards were placed in the Spring and Fall of 2009. Paid media messaging encouraged both drivers and pedestrians to be aware of their surroundings and watch out for one another.

A total of four different radio spots were produced for the campaign including community specific spots for Cache and Washington Counties and Spanish radio. In all, 1,906 radio spots and 529 bonus spots aired during the campaign. In addition, 2 bulletins, 26 billboards, and 32 bonus billboards were displayed in Cache, Davis, Salt Lake, Utah, and Weber Counties. Busboards were also utilized with 92 paid and 100 bonus boards placed on Wasatch Front city buses and Trax. There were also 20 bus shelter advertising (10 paid, 10 bonus) being displayed in key areas in Salt Lake County. Paid media totaled \$130,700 with \$209,158 being received in bonus media.

Dan Jones & Associates conducted a survey following the Fall 2009 campaign. The survey was designed to develop baseline results for the Heads Up campaign among licensed drivers 18 years and older living in Cache, Davis, Salt Lake, Washington, and Weber Counties. Results showed billboards played a large role in building awareness, obtaining a 60% overall awareness rate. The media strategy, to deliver

pedestrian safety messaging to the targets while they are driving, proved to be an effective approach to the public education campaign. Survey findings will influence future paid media buys and strategies.

The campaign website www.headsuputah.com provides information on pedestrian safety, and links to other pedestrian safety resources. A Google Analytics survey was conducted following the Fall paid media campaign to evaluate website use. Survey results found that the number of website visits was higher during the Spring and Fall when paid media was present compared to the rest of the year and website traffic was higher than the previous year. The level of direct traffic was 20%, showing that people were following the promptings of the media and actually keyed in headsuputah.com to access the site. Website visits to partner sites: ut.zerofatalities.com, publicsafety.utah.gov, and ksl.com were influential in driving visitors to the headsuputah.com website. Their combined impact of 31.7% nearly matched the impact of Google's search engine; reinforcing the benefit of using partner websites when ever possible.

Earned Media

Utah's Highway Safety Office recently partnered with a media analyst to collect and review data from traffic safety news reports. This information will assist Highway Safety in planning and reviewing projects. A dollar amount is assigned to each relevant news clip to demonstrate the total value received from earned media. During the months of May through September 2009 earned media was valued at \$5,258,058.35 with a distribution of 184,025,413.

Derek Miller is the Information Program Coordinator and also manages the motorcycle program and serves as the webmaster. In his 2 years at the UHSO, he has used his strong technology and communication skills to strengthen the Office's web presence.

SPORTS MARKETING

Helen Knipe



Although the Utah Highway Safety Office (UHSO) had previously forayed into the realm of sports marketing, it had only done so through one-time events, such as Safety Night with the Salt Lake Bees. Since the UHSO had participated in this event for more than 5 years, it sought a new direction in 2009. Only five years old and starting its first full season in its new soccer-specific stadium, Real Salt Lake, Utah's Major League soccer team, presented the UHSO with a unique sports marketing opportunity. Almost 30% of the Real Salt Lake fans are Hispanic and more than half are in the 18-44 age demographic, both of which are target groups for traffic safety messages. As the following information reveals, the first year of this partnership proved nothing short of amazing.

Why sports marketing?

With regard to sports and entertainment marketing, NHTSA points out the following: "One of the most effective ways to stretch limited marketing resources is to team with other organizations that can bring additional resources, reach or credibility to bear with your targets at little or no additional cost. Since many of our most important traffic safety marketing challenges and related efforts are designed to reach and influence young males, ages 18-34, smart and savvy sports and entertainment marketing partners, who are also often working to reach this same target, can be of unique help." Additional research has been performed on the benefits of sports marketing and mentions the psychological mechanism of simple awareness, which can affect consumers at an event.

Sports marketing presents unique benefits to sponsoring entities and can allow the UHSO to positively influence driving behaviors of those exposed

to sports marketing messages. By partnering with Real Salt Lake to spread traffic safety messages at sporting and community events, the UHSO capitalized on the effects of simple awareness and other psychological mechanisms to help the public make good choices.

Throughout this section, there are descriptions of in-game and community events that the UHSO was able to participate in as part of its sports marketing partnership with Real Salt Lake.

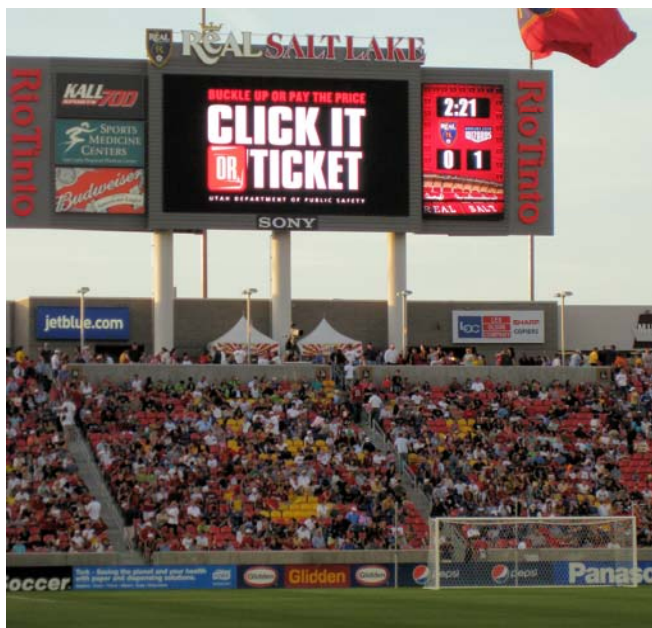
2009 Click It or Ticket Kick-Off Event

In the early discussions with Real Salt Lake (RSL), the UHSO discovered that a team of youths traveling to the MLS-sponsored Futbolito soccer tournament in 2008 were involved in a crash that killed two unbuckled passengers. This crash, and the fact that nearly all of the passengers were unbuckled, greatly impacted the soccer community. By teaming up with Real Salt Lake, RSL goalie Nick Rimando, and the crash survivors, the Click It or Ticket campaign was kicked-off with a strong message to fans to buckle up, every time, day and night.

The following day at RSL's match against the Kansas City Wizards, the UHSO participated in Carnival Real – a celebration held on the lawn east of Rio Tinto Stadium at which sponsors have booths and activities for fans two hours before the match starts. Utah Highway Patrol troopers and officers from Sandy City Police Department staffed the booth and ran the UHP's seat belt convincer. If Carnival attendees correctly answered seat belt safety-related questions,

"A consumer goes to an event or watches it on TV and is 'exposed' to the brand name. Because repeated exposure to an object has been found to lead to positive affect toward the object (Zajonc, 1968) the consumer feels better about the brand. This good feeling then has all sorts of benefits to the brand, including, but not limited to, greater attention paid to subsequent commercial communications (and may reduce counterarguing, see Pracejus, 1995)."

- Pracejus, John W. "Seven Psychological Mechanisms Through Which Sponsorship Can Influence Consumers." *Sports Marketing and the Psychology of Marketing Communication*. Kahle, Lynn R. and Chris Riley, eds. Mahwah, New Jersey: Lawrence Erlbaum Associates, 2004, pages 175-189.)



Click It or Ticket messaging used during a Real Salt Lake soccer game as part of the May mobilization.

they received promotional items imprinted with the message “Real Fans Buckle Up” and the RSL logo shield turned into a seat belt. The troopers and officers also threw t-shirts into the stands at half time and a buckle up pledge drawing enabled three fans to enter the field at half time. Earned media for the press conference was substantial and more than 19,000 fans attended and received direct exposure to messages about seat belt safety.

Leo the Lion Productions

RSL’s mascot is Leo the Lion, who is very popular with the team’s younger fans, especially with Hispanic youth. The RSL marketing team produced three scripts highlighting seat belt safety, pedestrian safety and impaired driving prevention. Leo and a UHP Sergeant appeared in the videos, which feature Leo learning valuable lessons about safety. When Leo refuses to buckle up in the car with RSL goalie Nick Rimando, the Sergeant shakes a finger at him. Leo buckles up and Nick Rimando congratulates Leo because, “Real fans buckle up.” Leo also signs a pledge to be a designated driver at the Responsibility Has Its Rewards booth, and is thanked for being a “Real responsible” fan. When Leo starts to jaywalk across State Street, he is reprimanded and told to go back and cross at a cross walk. Leo then safely walks across the street in a designated crosswalk with a group of RSL fans. These videos played during each of RSL’s home games, sending important reminders to fans to be safe in everything they do.

Responsibility Has Its Rewards Booth

RSL started its first full season in the team’s new home, Rio Tinto Stadium in Sandy, in April 2009. The team previously played at the University of Utah’s Rice-Eccles Stadium, where alcohol sales are prohibited. However, Rio Tinto sells alcohol, which encouraged RSL to partner with the Techniques for Effective Alcohol Management (TEAM) Coalition. TEAM Coalition is an alliance of professional and collegiate sports, entertainment facilities, concessionaires, stadium service providers, the beer industry, broadcasters, governmental traffic safety experts, and others working together to promote responsible drinking and positive fan behavior at sports and entertainment facilities. In conjunction with NHTSA, TEAM has developed cause marketing collateral for sports teams, state highway safety organizations, and local law enforcement agencies to encourage fans to buckle up and prevent impaired driving while they support their favorite sports and teams. The campaign, Responsibility Has Its Rewards (RHIR), promotes traffic safety, responsible consumption, and positive fan behavior. In addition, NHTSA supports and encourages states to utilize this campaign, which has the key campaign messages: “Fans don’t let fans drive drunk – always designate a driver” and “buckle up – every trip, every time.”

Part of the UHSO’s sponsorship with RSL was to stand as the presenting sponsor of the in-game promotion TEAM RHIR. This evolved into the UHSO staffing a booth inside the stadium at which adults were encouraged to pledge to designate a driver, drive sober, and not let their friends drink and drive. Once game attendees signed the pledge cards, they received a coupon for a free soft drink from stadium vendors and were entered into a drawing for autographed RSL gear. To capitalize on this amazing opportunity to



Soccer fans signing up as designated drivers at the Responsibility Has Its Rewards booth.



contact fans at every RSL home game, the UHSO expanded the scope of the booth to include children and youth, who could sign seat belt pledge cards and be entered into the drawing, as well.

During the eight home games at which the UHSO had the RHIR booth, more than 1,000 adults signed the pledge to be “Real Responsible” and designate a driver and more than 650 youth signed the seat belt pledge cards that acknowledged “Real fans buckle up.” Members of the UHSO staff and the UHP PI&E team staffed the booth, and encouraged fans to sign the pledges and engaged them in discussions about impaired driving prevention and seat belt safety. The RHIR booth proved to be an invaluable tool to increase RSL game attendees’ awareness of traffic safety as well as the UHSO’s, RSL’s and Rio Tinto Stadium’s commitment to traffic safety.

MLS All-Star Game RHIR PSA

TEAM Coalition visited Rio Tinto Stadium in July, 2009, for the Major League Soccer All-Star game. With a professional film crew on hand, TEAM gave game attendees a chance to record their own public service announcement, and recruited as many RSL fans as possible. Fans read from a script that included lines such as “We’re Real Salt Lake fans and we always designate a driver,” or “We’re Real Salt Lake fans and we always buckle up – every trip, every time!” Fans could also have a static photo of their group taken, which was then printed with a frame featuring the tag lines “Fans don’t let fans drive drunk” or “Buckle up – every trip, every time.” and co-branded with the Utah Department of Public Safety logo. In the end, TEAM was able to film enough RSL fans to produce two 30-second PSAs showcasing the fans promoting impaired driving prevention and seat belts. These PSAs are a great asset to this partnership as it continues to promote traffic safety to soccer fans throughout Utah.

Futbolito

Major League Soccer sponsors the Futbolito 4x4 soccer tournament which is held in all the cities that

have MLS teams at various times during the soccer season. The UHSO was able to come to the Futbolito soccer tournament on July 25, 2009, at the West Jordan Soccer Complex. With over 1,700 people in attendance and teams coming from Salt Lake, Utah, Weber, Summit, and Davis Counties, this all-day tournament presented a tremendous opportunity for the UHSO to share traffic safety messages with soccer fans in close association with RSL and MLS. The UHSO also had the unique opportunity to host RSL’s player Fabian Espindola in its booth at the Futbolito tournament. Fabian signed autographs, many of them on people’s “Real fans buckle up” t-shirts, took pictures with Futbolito participants and encouraged fans to buckle up.



Real Salt Lake player signs “Real Fans Buckle Up” bags during the Futbolito event.

International Friendly Matches

As part of the team’s continuing efforts to reach the Latino community in Utah, Real Salt Lake scheduled two international friendly matches with Mexcio’s two most popular soccer teams: Club America and Chivas Guadalajara. Since so many fans of the visiting teams come to these matches, RSL almost considers them away games. These games guaranteed the UHSO an unprecedented number of Latino fans would be in attendance. At the Club America match in July, the UHSO activated for Carnival Real and distributed and fit more than 250 free bicycle helmets to children and adults. The UHSO also activated for Carnival Real when Chivas Guadalajara played RSL in October, and distributed incentives branded with the message “Abrochate si eres un aficionado del Real” which translates to “Buckle up if you’re a Real fan.” Never

before has the UHSO had access to an event crowd comprised of so many Latinos. And to be present at and associated with soccer and with people's favorite teams from their countries of origin make the benefits of sports marketing described at the beginning of this column that much more important.

Hispanic Summer Soccer Series

To strengthen ties to the Latino community and expand its youth fan base, RSL hosts free Summer soccer clinics in communities with large Latino populations. The clinics are free to all children aged 5-17 and feature soccer instruction by RSL coaching staff with assistance from RSL players. As the presenting sponsor of these Hispanic Summer Soccer Series clinics, the UHSO co-branded the official clinic t-shirts and staffed interactive booths at each of the clinics, which were held in Ogden, West Valley City, West Jordan, Park City and the Rose Park section of Salt Lake City. Clinic participants signed seat belt pledge cards and received incentives branded with the "Real fans buckle up" and "Abrochate si eres un aficionado de Real" messages. One clinic included a bike rodeo which allowed clinic participants to learn about bicycle safety. At two clinics, the UHSO sponsored free booster seat distribution for eligible children. The booster seats were marked with Leo the Lion's Seal of Approval, an important tie into RSL, which is a trusted entity for many Latinos. Bilingual car seat technicians demonstrated the proper use of the seats to parents and children, allowing for personal, individualized educational opportunities for a segment of the population with which the UHSO needs to share messages about child passenger safety.



Booster seat promotion during a Hispanic Summer soccer series event.



Carnival Real participants receiving traffic safety education from officers at the UHSO booth.

Carnival Real

Before each RSL home game, the team hosts Carnival Real on Rio Tinto Stadium's east lawn. This pre-game celebration features live music and interactive booths at which the team's corporate partners can interact with fans. The UHSO participated in five Carnival Real events during the 2009 season. The first was in conjunction with the Click It or Ticket kickoff and featured the UHP's seat belt convincer and officers educating fans about seat belt safety. At the RSL matches against Club America and Chivas USA, teams popular with Latino fans, the UHSO gave away and fitted bike helmets. And at the Carnival Real before the matches against Chivas Guadalajara and the Colorado Rapids, the UHSO promoted seat belt safety by highlighting the "Real fans buckle up" message. Carnival Real allows for incredible crowd interactions and safety demonstrations, which are all closely tied to RSL and therefore allow the UHSO to maximize the benefits of sports marketing by being fully integrated with RSL's activities.

As the UHSO moves toward its second full year of partnership with Real Salt Lake, it looks forward to reaching even more fans with traffic safety messages through all of the unique channels RSL presents. RSL just won the Major League Soccer Cup Championship, which should help generate more attendance at all of its games and community events. As you can see, the UHSO's endeavor with the beautiful game has resulted in a complimentary partnership.

Helen Knipe is the Eliminate Alcohol Sales to Youth (EASY) Program Coordinator and also coordinates the teen driving program. Helen has been with the Department for over 3 years.

PLANNING & ADMINISTRATION

Mark Panos



This past year generated a high level of excitement for the Highway Safety Office (UHSO) as we continued our most successful programs, and even ventured into some new areas that are detailed in other sections of this report. As the reader might expect, the senior program management team was also concurrently busy in actively planning for FFY2010. As I write this there are still lingering uncertainties about the future funding streams at the end of the fifth and final year of the SAFETEA-LU authorization. While a new transportation authorization has not been passed by Congress for FFY2010 and beyond, Congress continues to demonstrate interest in transportation with continuing short-term funding resolutions and appropriations. Some highlights of FFY2009 include:

FEDERAL GRANT APPLICATIONS

The UHSO continued its aggressive efforts in FFY2009 to secure the maximum amount of federal grant monies for the highway safety program in Utah. The National Highway Traffic Safety Administration's (NHTSA) Region 8 Office staff members worked closely with the UHSO staff to assure Utah's applications met federal requirements. As a result, Utah again qualified for all of the highway safety grant monies available through NHTSA to the State.

ASSOCIATIONS, COMMITTEES AND TASK FORCES

Dave Beach ran for a second term as the Association Secretary for the Governors Highway Safety Association (GHSA), which represents each of the 50+ federal jurisdictions and is governed by an Executive Board. At their Annual Meeting in Savannah, Georgia, GHSA members elected Dave to a second term.

The Multi-Agency Task Forces in Salt Lake County and Davis County, as well as the 13 Youth Alcohol Task Forces statewide, are very active coalitions of law enforcement agencies working to combine and maximize their resources. UHSO staff members, both sworn and civilian, continued to participate and offered resources and technical assistance to encourage the success of the groups.

UHSO staff members continued to serve a variety of important committees and groups, offering technical assistance, information and other resources, as needed. Examples of such committees includes: ADTEC Committee (oversees state monies targeting impaired drivers), Utah Substance Abuse and Anti-Violence (USAAV) Coordination Council's DUI Subcommittee, Coalition for Utah Traffic Safety (CUTS), Teen Driver Task Force, Operation Lifesaver Board of Directors, and the Parents Empowered oversight committee.

CONFERENCES

The UHSO continued to send staff to attend conferences to maximize knowledge of current and emerging traffic safety issues, to encourage extensive networking within the highway safety community, and to serve as a resource for other agencies. A sampling of the conferences attended includes the Lifesavers Conference, NHTSA's Strategic Communications Forum, Traffic Records Forum, and various law enforcement conferences.

STRATEGIC AND PERFORMANCE PLANNING

The availability of timely crash data affected the planning in FFY2009 for the next year. The absence of current data again created challenges in evaluating the success of projects and programs and also in identifying changes in trends or emerging safety issues. The program management team identified multiple funding sources and planned a wide-ranging traffic records improvement project that should result in more timely crash data reporting for CY2010.

As a stakeholder partner, the UHSO continued its active participation in the Utah Safety Leadership Team, a coalition of federal, state and local agencies and private sector advocacy groups and partners who craft, refine and support Utah's Comprehensive Safety Plan, the State's over-arching Strategic Highway Safety Plan (SHSP). Program managers at the UHSO

continued with active, ongoing participation in this strategic planning process.

PROFESSIONAL DEVELOPMENT & TRAINING

The UHSO staff members were encouraged to expand their professional skills and to participate in national-level activities and associations, and each member participated in at least one professional development event in FFY2009. Examples include the FARS Annual Meeting and Workshops, Leadership Essentials, and a variety of other local, regional and national opportunities.

STAFF CHANGES

The UHSO experienced a minimal turnover in staff this past year. Anna Boynton was hired to fill the vacant customer service position which serves as the primary contact for telephone and in-person inquiries made to the UHSO. Anna's previous experience in driver licensing customer service served her well as she processed educational and informational product requests and managed the various "loaner" programs such as crash test dummies and child safety seats. Anna is also a CPS technician who checked car seat installations for UHSO customers and participated in many community events.



STAFF KUDOS

As the UHSO's financial analyst, Brian Schultz has innovation and accountability that is valued by the Office. Brian closely tracked the financial operations of the UHSO and monitored adherence to federal and state accounting rules. With his hard work, Utah is consistently submitting vouchers on a monthly basis to the delight of our federal partners, while providing more timely fiscal information to the internal staff.



As the administrative secretary at the UHSO, Jill Sorensen continued to provide dedicated and resourceful support of the day-to-day operations of the Office. She assured that seemingly routine tasks

such as travel planning, office equipment upkeep and supplies, and even time sheet accounting and entry, were completed with a minimum of fuss or disruption to the Office functions. Jill also offered valuable technical assistance and administrative support to the various Multi-Agency Task Forces and the Coalition for Utah Traffic Safety, and as a CPS technician also installed car seats for UHSO customers and at checkpoints.



Retired Utah Highway Patrol trooper Terry Smith has established himself as the UHSO's rural area expert, offering traffic safety partners in those areas a multi-capable resource. Terry has continued the "can-do" reputation of the UHSO, and a typical day might include a presentation to a driver education class in Vernal in the morning, and then participating in a CPS checkpoint later that day in Moab. As a resident in a rural community, his extensive experience in law enforcement, child passenger safety, community services, and rural cultural awareness provided valuable resources to partners in these areas.



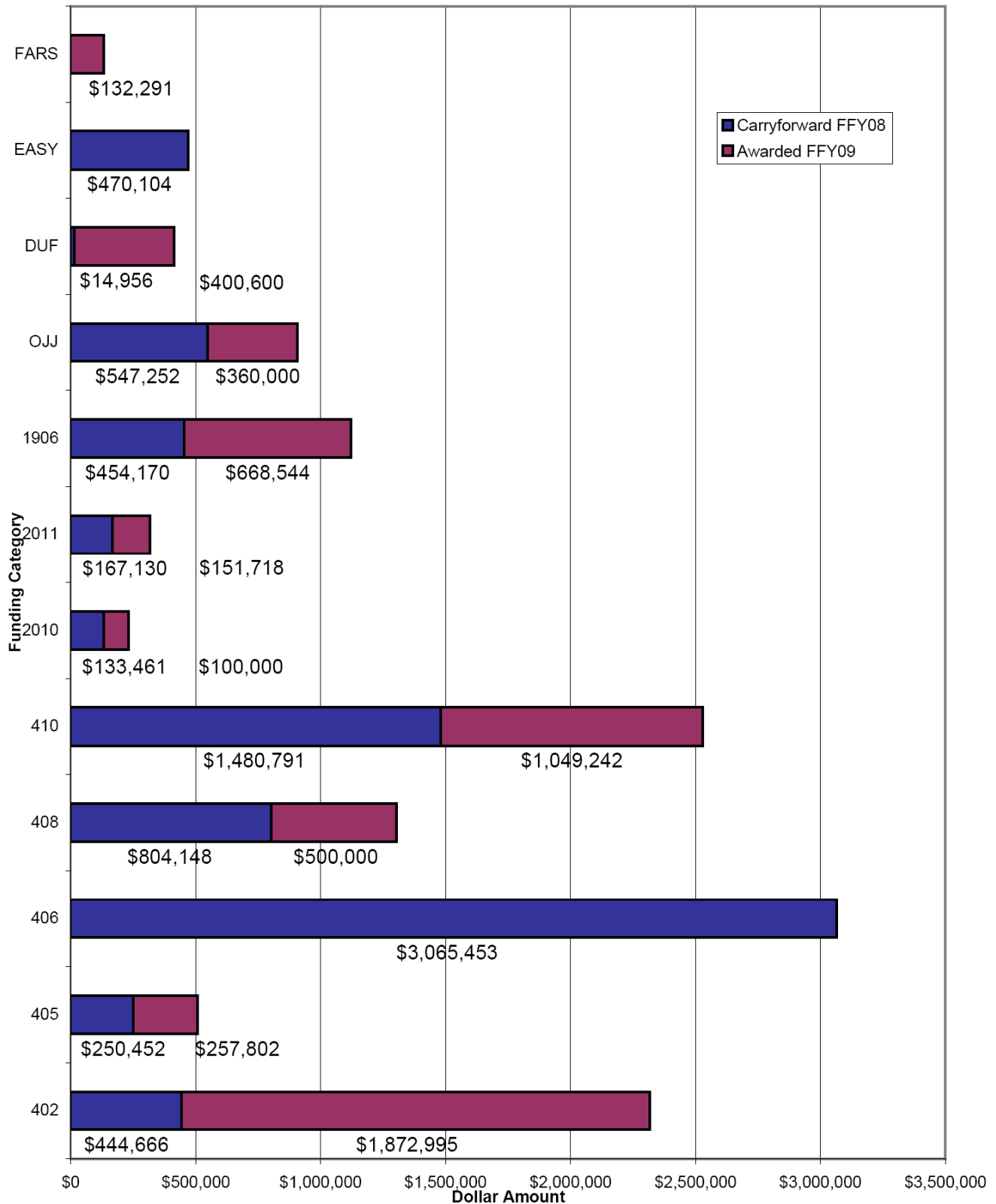
To better understand the value of the earned media to the highway safety program, the UHSO initiated a program to gather newspaper articles and television news broadcasts and assign a value to the coverage. Rhonda Parker has taken this idea and worked hard to develop the current program that collects and collates the information, provides important analysis to the program managers, and also archives the newspaper articles for inclusion in related project files.



Mark Panos is the Deputy Director and Senior Program Planner with the Utah Highway Safety Office. He has been with the Utah Department of Public Safety for over 14 years. He has served at the Highway Safety Office for seven years, and previously with the Driver License Division.

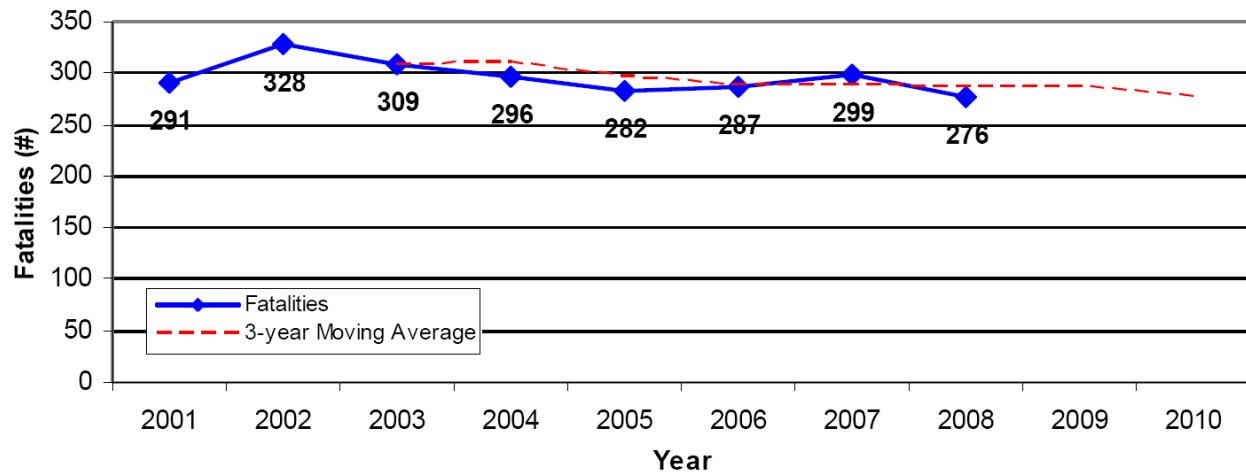
HIGHWAY SAFETY GRANT FUNDS

Available Grant Funds in FFY2009
(Carryforward Plus Current SAFETEA-LU Funds)

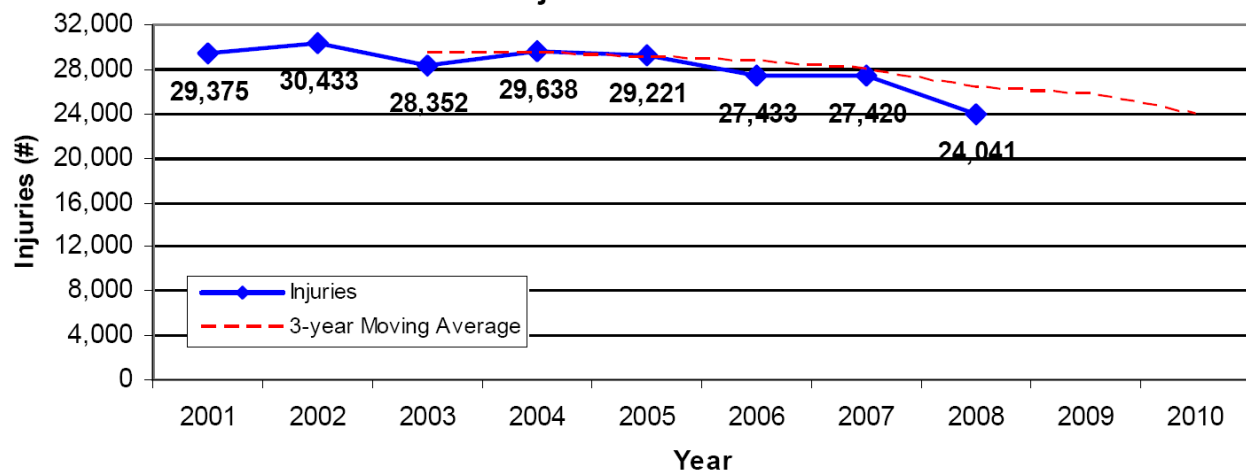


CORE PERFORMANCE MEASURES

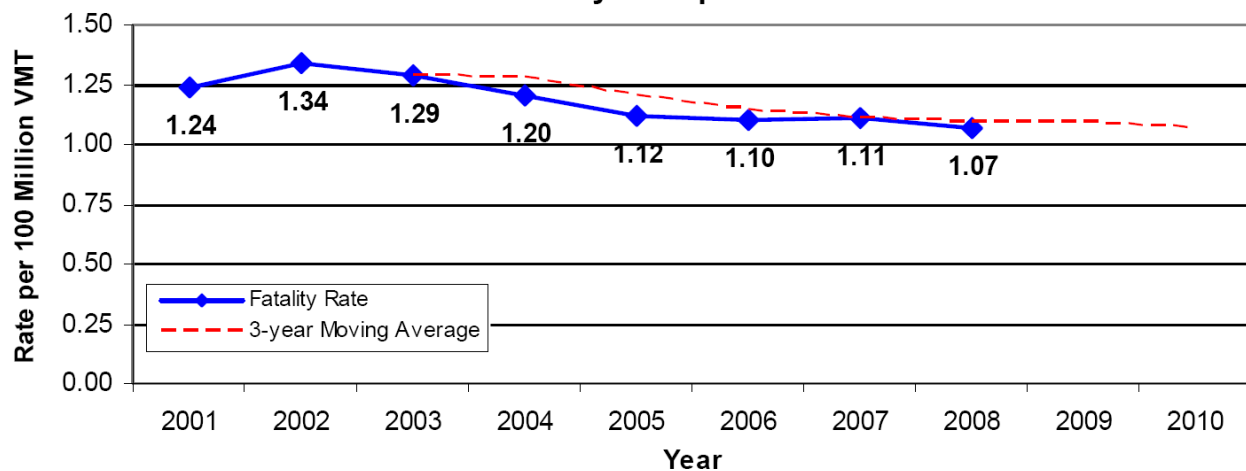
C-1: Number of Utah Traffic Fatalities

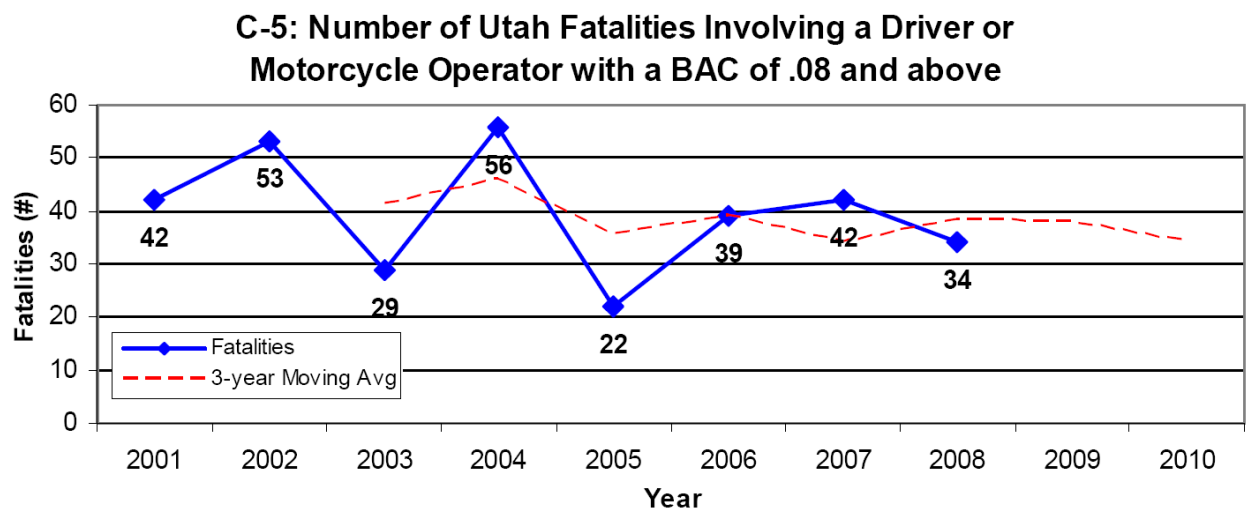
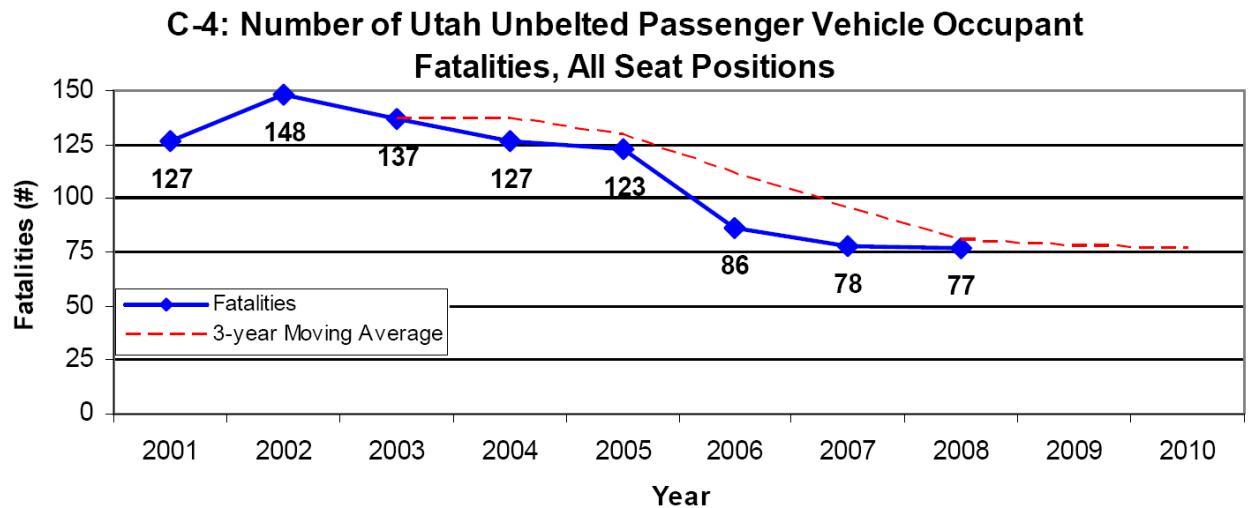
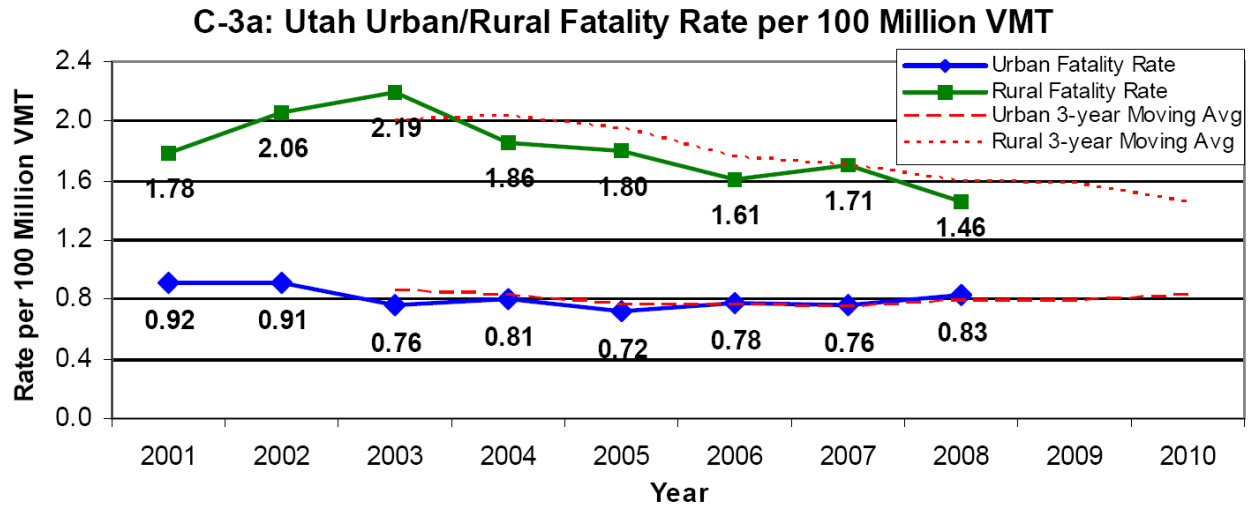


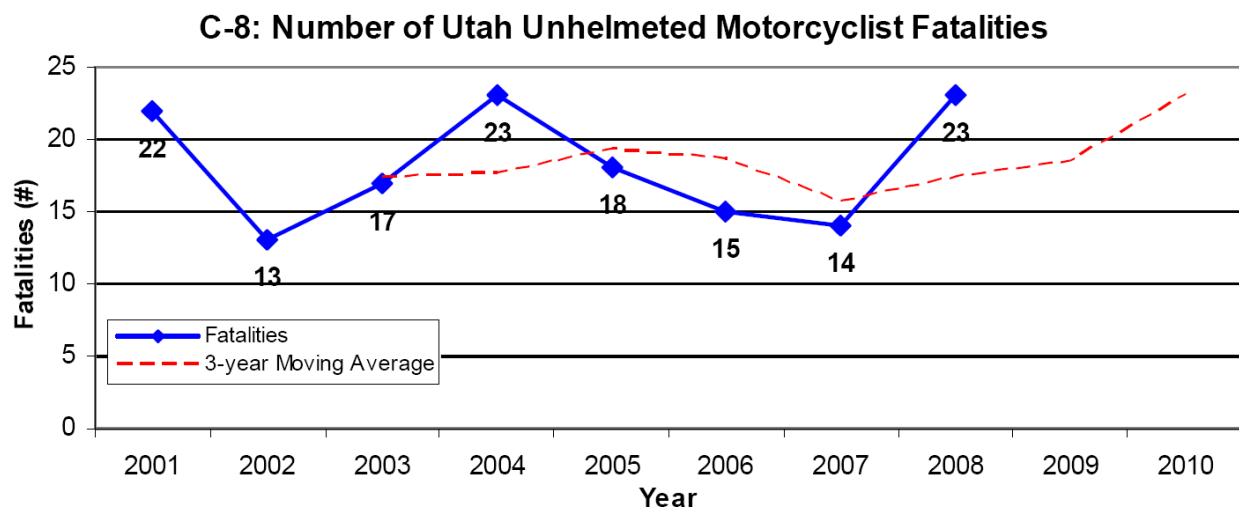
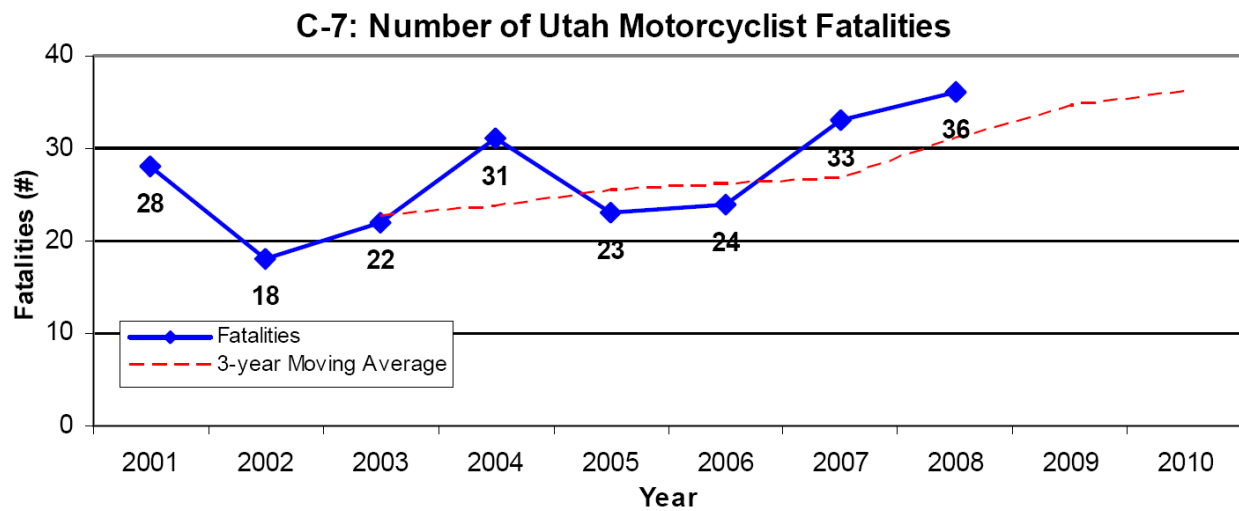
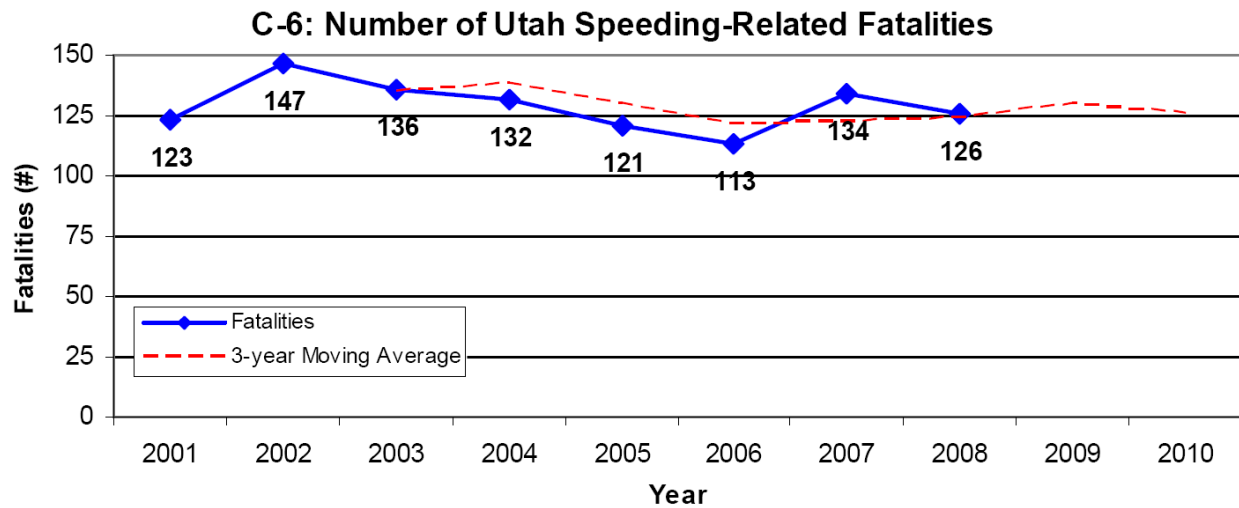
C-2: Number of Injuries in Utah Traffic Crashes



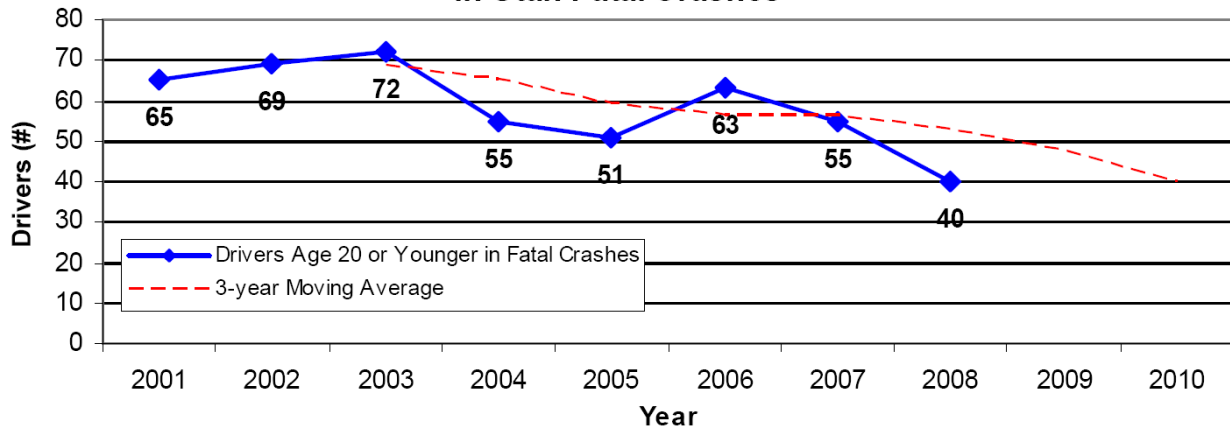
C-3: Utah Total Fatality Rate per 100 Million VMT



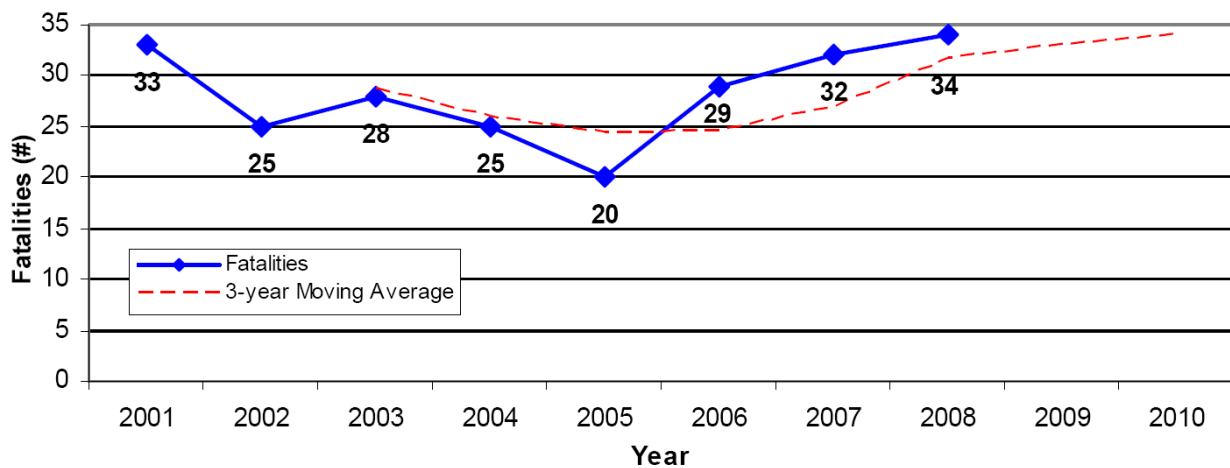




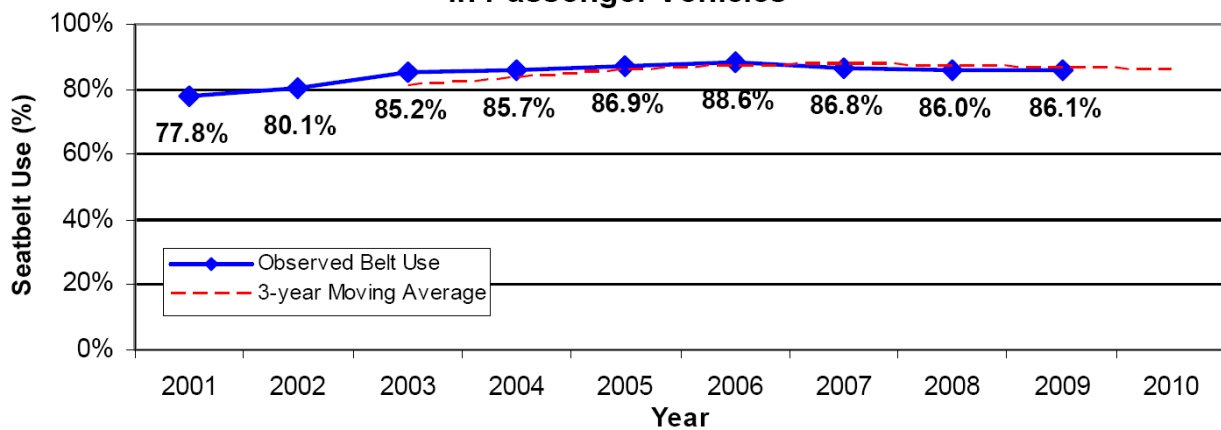
**C-9: Number of Drivers Age 20 or Younger
in Utah Fatal Crashes**



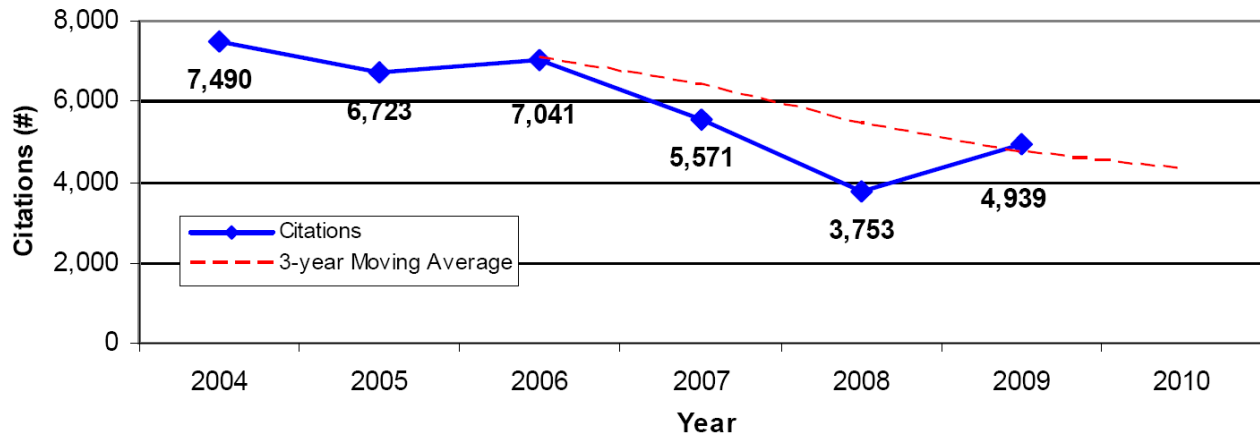
C-10: Number of Utah Pedestrian Fatalities



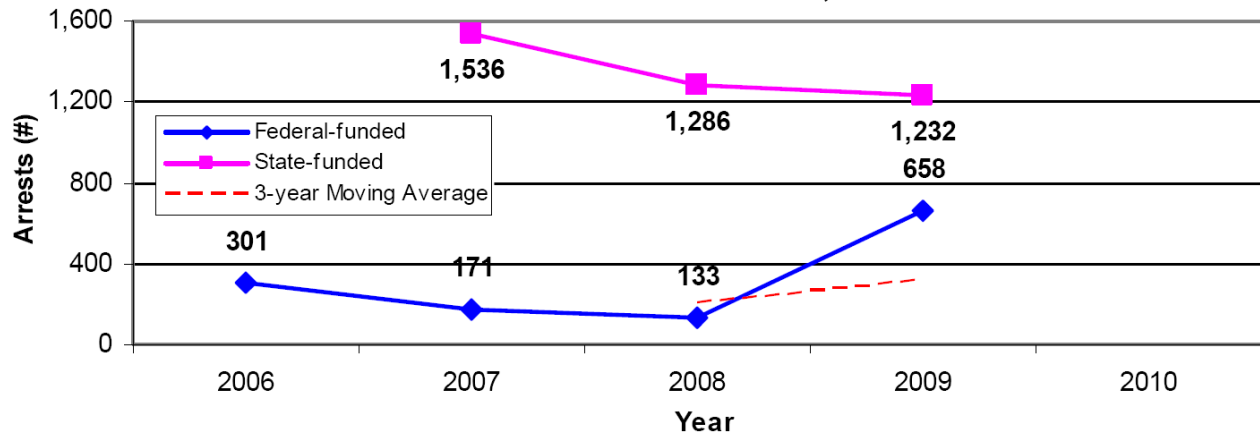
**B-1: Utah Observed Seatbelt Use for Front Seat Occupants
in Passenger Vehicles**



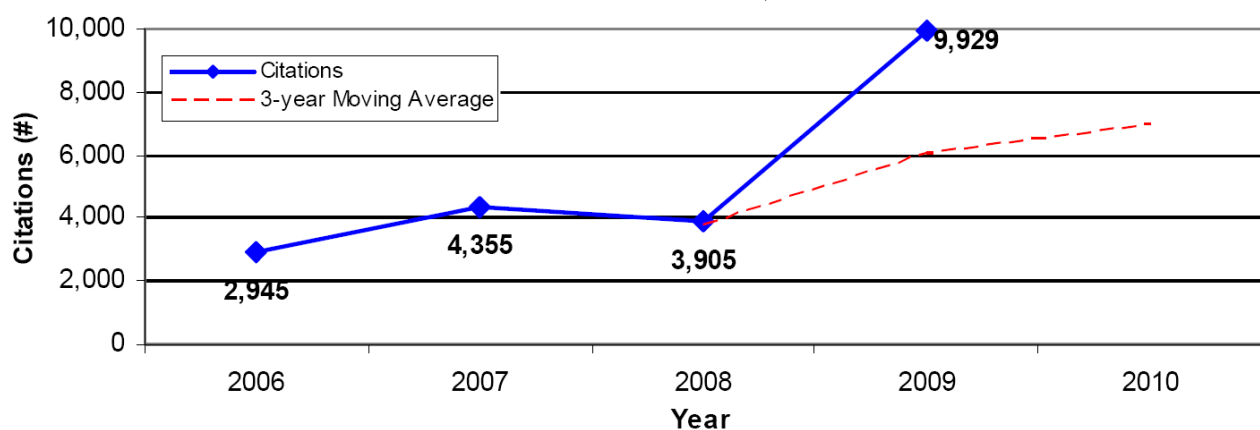
A-1: Number of Seatbelt Citations Issued During Grant-funded Enforcement Activities, Utah



A-2: Number of Impaired Driving Arrests Made During Grant-funded Enforcement Activities, Utah



A-3: Number of Speeding Citations Issued During Grant-funded Enforcement Activities, Utah



DRIVER BEHAVIOR AND ATTITUDE SURVEY

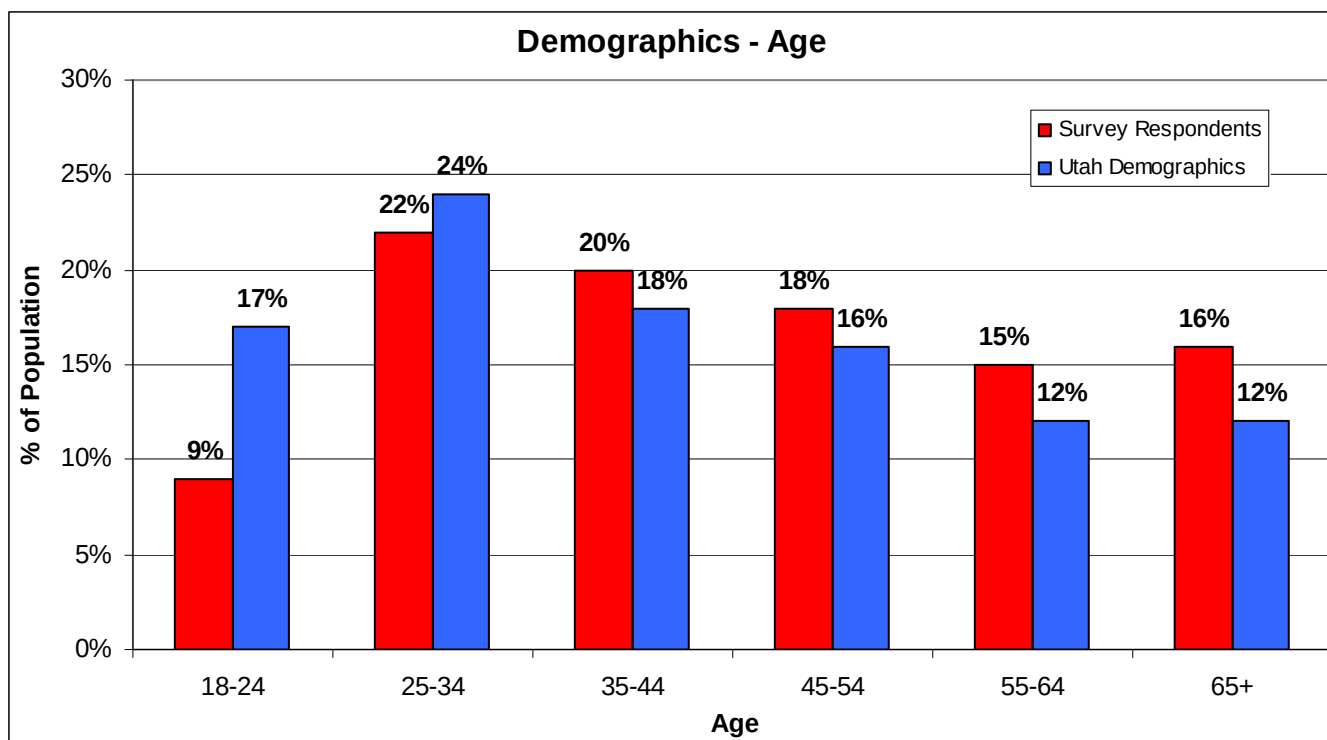
As states continue to develop Traffic Safety Performance Measures to incorporate performance-oriented programs, Utah is committed to a performance-based approach and conducted a statewide survey. This survey collected data following the recommended set of questions distributed by the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Association (GHSA).

The survey questions are designed to track driver attitudes and awareness on impaired driving, seat belt use and speeding issues. A contracted vendor was used to survey the public by telephone to gather this data. The graphs in this section report the sampled data from the vendor's presentation to the Utah Highway Safety Office.

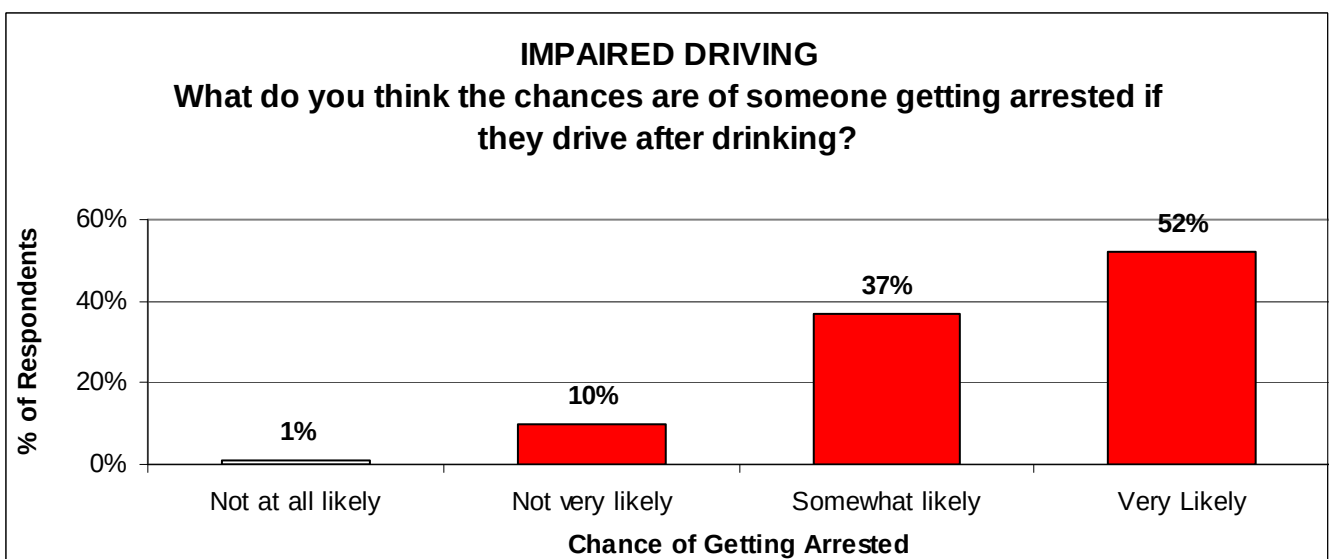
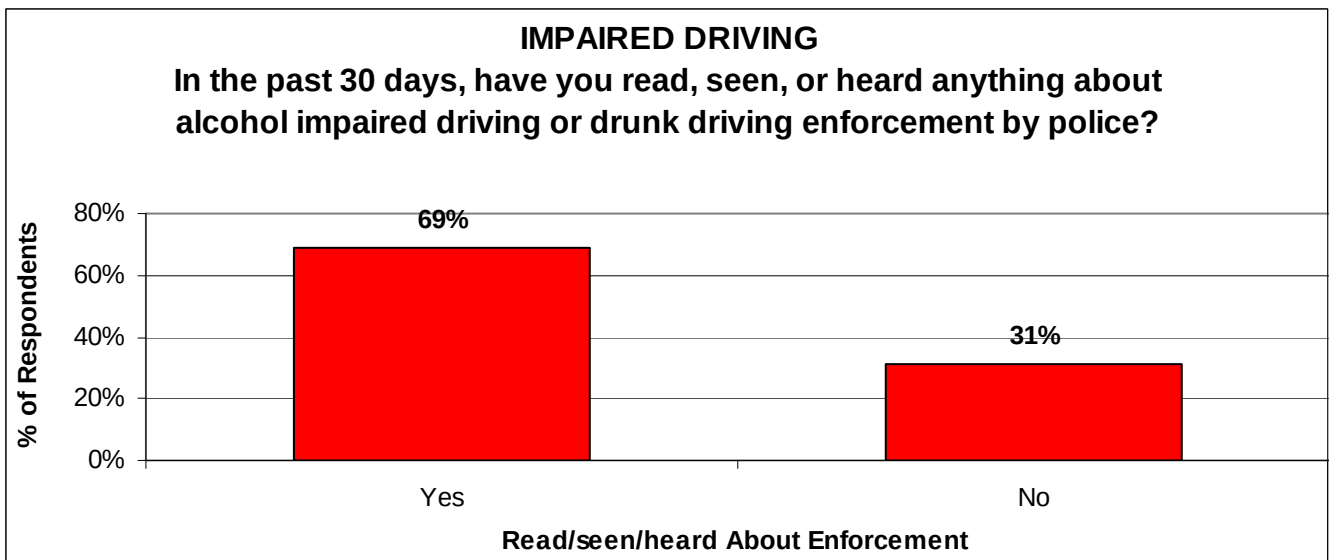
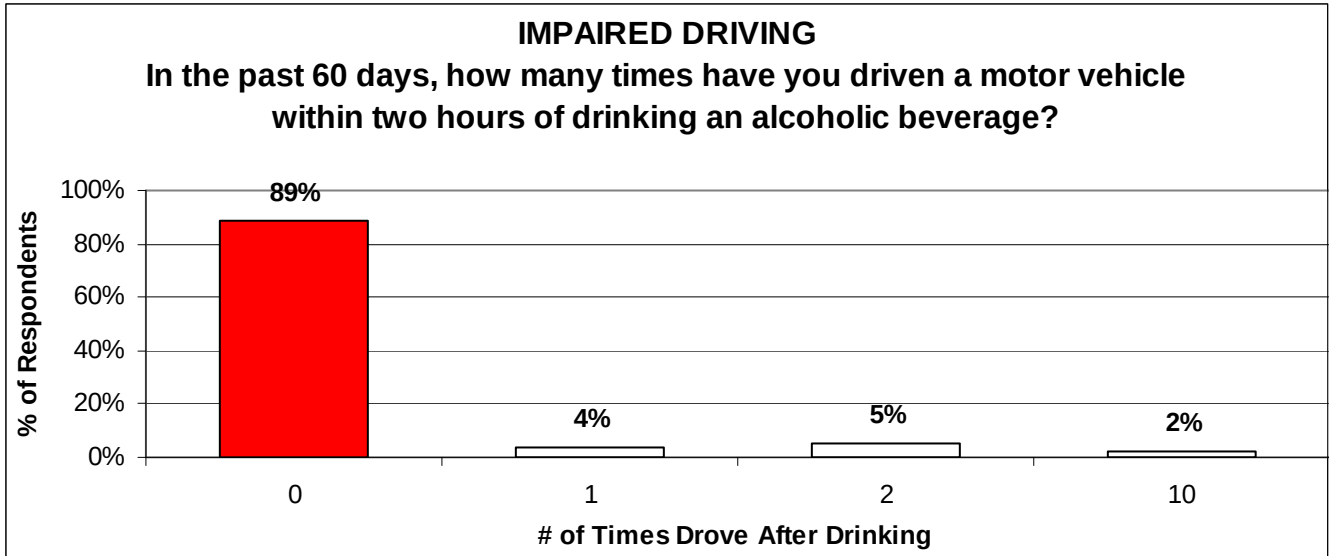
Highway Safety is pleased to report a summary of the data collected and utilize this information in planning sessions to combat roadway fatalities and injuries.

SURVEY

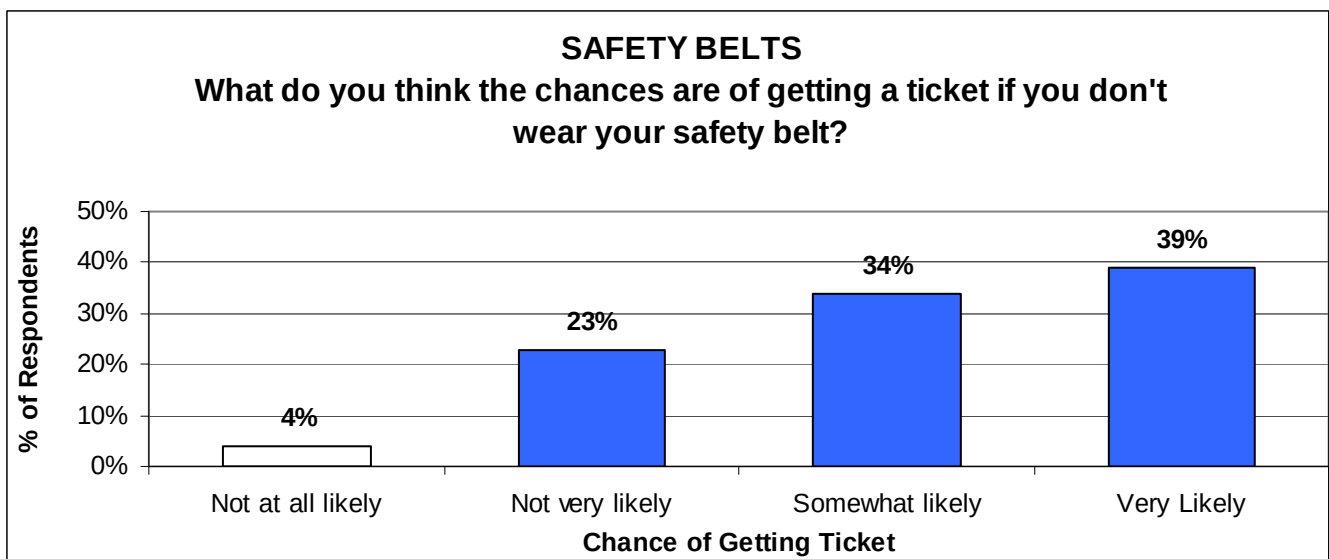
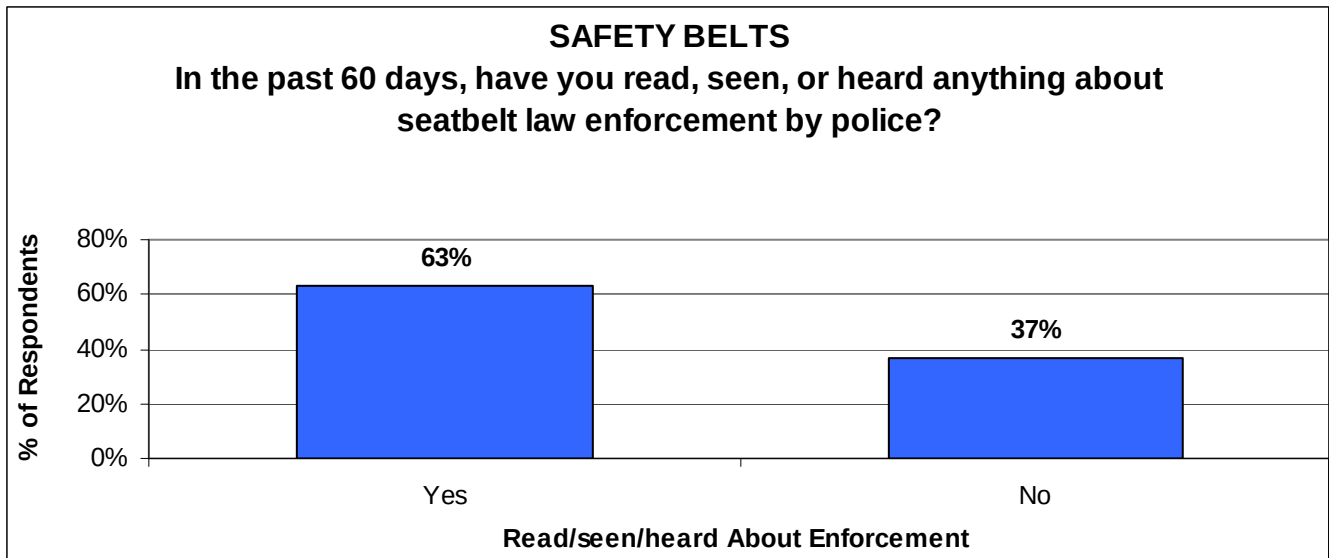
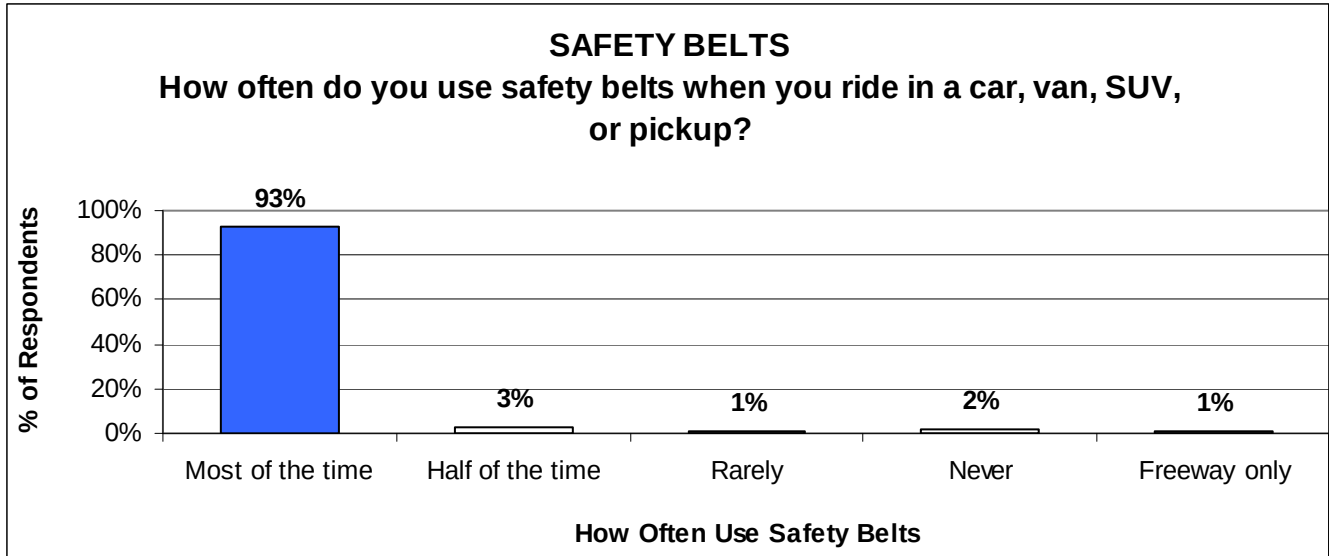
The representative statewide sample included a total number of 607 survey responses. The survey was conducted in September 2009.



IMPAIRED DRIVING



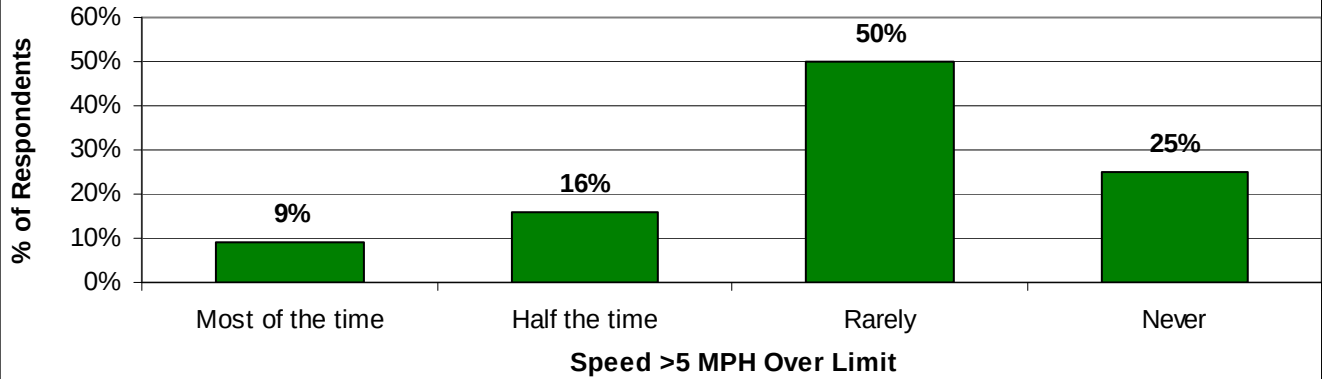
SAFETY BELTS



SPEEDING

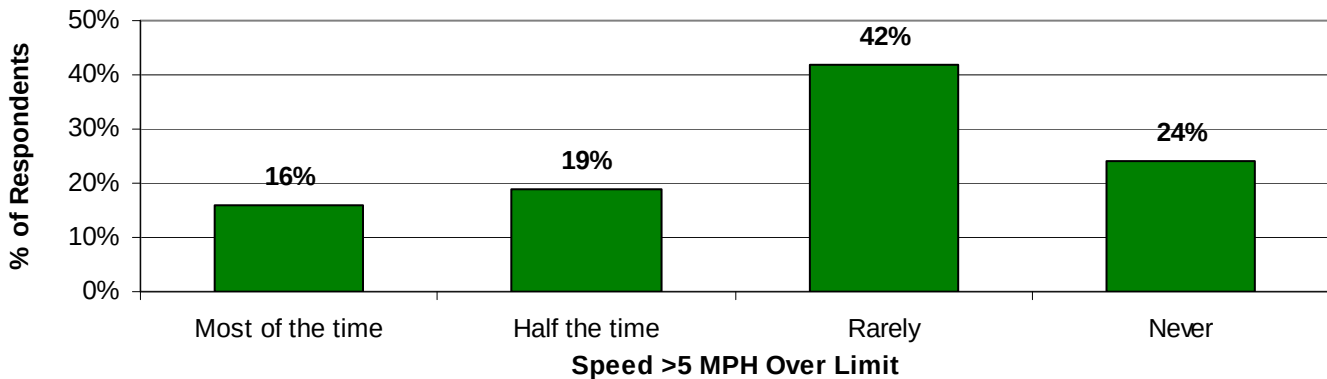
SPEEDING

On a local road with a speed limit of 30 MPH, how often do you drive faster than 35 MPH?



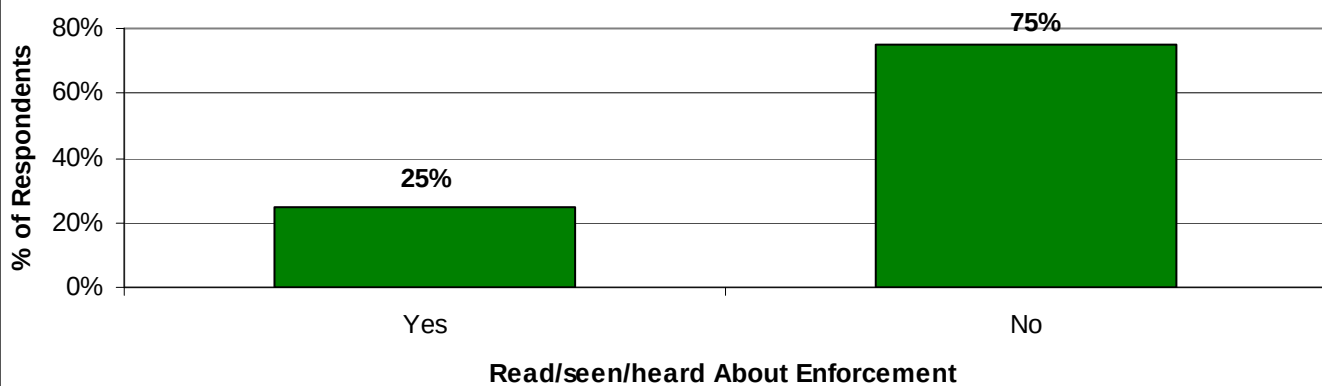
SPEEDING

On a road with a speed limit of 65 MPH, how often do you drive faster than 70 MPH?



SPEEDING

In the past 30 days, have you read, seen, or heard anything about speed enforcement by police?



SPEEDING

What do you think the chances are of getting a ticket if you drive over the speed limit?

