

ARRIVE ALIVE DE

FY 2012

Annual Evaluation Report



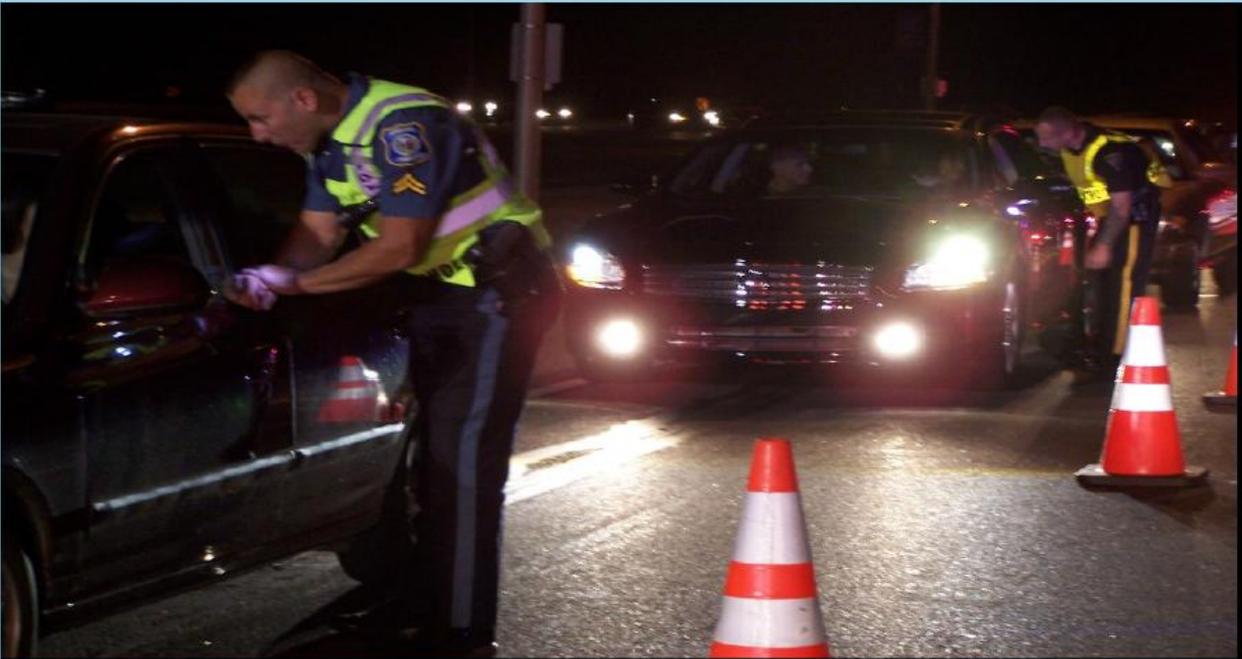
DUI ARRESTS THIS YEAR.

2,139

Checkpoint Strikeforce. Every week. Everywhere.



DRIVE SOBER. ARRIVE ALIVE DE



Jack Markell

Governor, State of Delaware

Lewis D. Schiliro

Secretary, Department of Safety and Homeland Security

Jana Simpler

Director, Office of Highway Safety

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MESSAGE FROM THE DIRECTOR

The Office of Highway Safety is pleased to present the FY 2012 Annual Evaluation Report. This report reflects the accomplishments of the last fiscal year as we work with our partners to reduce the incidence of motor vehicle crashes on Delaware roadways. The mission of the Office of Highway Safety is to conduct sound data analysis of these crashes and develop counter-measures based on the data to reduce fatal and personal injury crashes. Delaware continues to lose far too many motorists each year in preventable crashes and OHS strives to implement proven strategies to reduce the number of Delawareans impacted by tragic crashes.

In FY 2012, the Office of Highway Safety and its partners continued the implementation of a number of very successful programs and implemented new strategies as crash data revealed additional emphasis areas. Some of the more notable accomplishments were our ongoing participation in the regional DUI checkpoint campaign, Checkpoint Strikeforce, receiving a \$900,000 grant to implement an education and enforcement campaign to reduce distracted driving, and expansion of our corporate program to reach even more Delawareans. OHS continues to implement the proven strategy of high visibility education combined with high visibility enforcement to encourage motorists to follow the state's traffic safety laws. In FY 2012, OHS coordinated 34 of these mobilizations with nearly every police agency in the state. The formula of education and enforcement continues to be the backbone of our Highway Safety Plan each year.

In FY 2012, we experienced a reduction in the percentage of impaired driving related crashes and an increase in seatbelt use in fatal crashes. Delaware also saw fewer motorcycle fatalities in FY 2012. Unfortunately, Delaware did experience a spike in pedestrian and bicycle fatalities and we look forward to tackling these challenges with our partners in the coming year.

This Annual Report outlines our programmatic accomplishments in the last year. We look forward to the opportunity to work with our partners to continue the work that was started in FY 2012 into the coming fiscal year.



Ms. Jana Simplor, Director

DELAWARE OFFICE OF HIGHWAY SAFETY

The Office currently consists of seven full-time employees and five part-time employees, who serve as a resource to many different partners. It is through the dedication to the mission of the Office that these staff members have been able to make great strides in the reduction of the overall number of motor vehicle crashes that occur on Delaware roadways.

As a division of the Department of Safety and Homeland Security, the Office of Highway Safety (OHS) fulfills its mission through the implementation of public information/education and enforcement initiatives. OHS staff members are committed to maintaining and expanding our partnerships with agencies statewide. We believe it is through these vital statewide alliances that effective outreach and implementation of safe driving practices by the motoring public will be accomplished.

By focusing on the state's identified highway safety priority areas, developing statewide partnerships, and increasing public awareness of the importance of safe driving behaviors, the Office of Highway Safety, under the leadership and direction of Ms. Jana Simpler, is striving to make Delaware's roadways the safest in the country.



OHS staff and Nascar Driver J.J. Yeley

OFFICE STAFF

Jana Simpler, Director – Responsible for planning, organizing, and directing the operations and programs of the Office of Highway Safety in accordance with Federal and State rules, regulations, and guidelines. Monitors State and Federal legislation that impacts highway safety and the State of Delaware. Serves as the State’s Coordinator on behalf of the Governor’s Representative.

Lisa Shaw, Management Analyst III – Serves as the Deputy Director. Responsible for monitoring and evaluation of approved highway safety projects, administration and distribution of federal funds to state, local, and private agencies and preparation of the State Highway Safety Plan; responsible for coordinating and organizing impaired driving countermeasures across the state, managing the statewide DUI Provider Program, and coordination of the State traffic records initiatives; manages the section 402, 2010, 410, 154 and 408 programs under SAFETEA-LU. Performs duties as necessary as the agency DUI Program Coordinator, the Traffic Records Coordinator, the Distracted Driving Coordinator, and the Motorcycle Safety Coordinator.

Kimberly Chesser, Management Analyst III – Responsible for coordinating and organizing occupant protection and aggressive driving initiatives across the state, administration of the Section 2011 and 405 grants, and preparation of the Annual Evaluation Report. Performs duties as necessary as the agency Occupant Protection Coordinator, Aggressive Driving Coordinator, and Young Driver Programs Coordinator.

Alison Kirk, Community Relations Officer – Serves as the official agency spokesperson and media liaison, responsible for dissemination of information regarding agency programs and events, coordination of public awareness campaigns and media events, presentation of safety education programs for schools and other State and local agencies and manages social media presence. Performs duties necessary as the agency Bicycle Safety Coordinator, Older Driver Issues Coordinator, and Pedestrian Safety Coordinator.

Anna Isip, Information Systems Support Specialist – Responsible for the administration of the network computer system, modification of existing programs and implementation of new programs as needed, and maintenance of the OHS website. Maintains internal and external equipment inventory.

Bonnie Whaley, Accounting Specialist – Responsible for processing fiscal documents as required for the daily operations of the office. Manages the agency timesheets and serves as the agency liaison with the Department’s Human Resources Section. Serves as the agency captain for the State Employee Charitable Campaign (SECC).

Kaila Dukes, Operations Support Specialist – Responsible for ordering public information materials, coordinates distribution of materials to increase public awareness, and assists the Community Relations Officer with public information and education initiatives. Serves as the agency receptionist.

Roger Minner, Law Enforcement Liaison – Responsible for the coordination of law enforcement mobilizations throughout the grant year and for organizing law enforcement training opportunities (part-time position).

Nadine Holleger and Larry Kelley, Statewide Fitting Station Coordinators – Responsible for the coordination of the Office of Highway Safety’s three statewide Child Passenger Safety Fitting Stations, in cooperation with the Division of Motor Vehicles and Delaware State Police Troop 7 (part-time positions).

Trish Bachman, Corporate Outreach Coordinator – Responsible for the development and implementation of traffic safety-related programming initiatives for and with our corporate partners (part-time position).

Richard Klepner, Data Analyst – Responsible for conducting ongoing problem identification, assisting in the development of the Annual Highway Safety Plan, assisting in the development and implementation of enforcement mobilizations and providing data analysis summaries to the Program Managers. (Part-time position)



Staff Photo

Left to Right: Anna Isip, Kim Chesser, Alison Kirk, Lisa Shaw, Larry Kelley, Jana Simpler, Bonnie Whaley, Roger Minner, Kaila Dukes, Richard Klepner, Trish Bachman
(Not pictured: Nadine Holleger)

PLANNING AND ADMINISTRATION

Mission Statement: *The Office of Highway Safety is committed to improving safety and security on Delaware roadways through the administration of federal highway safety funds, the collection and analysis of crash data, and the development and implementation of countermeasures to combat unsafe driving.*

The Delaware Office of Highway Safety, established in accordance with the Highway Safety Act of 1966, is a state agency dedicated to promoting safe travel throughout Delaware. The Office of Highway Safety is a division of the Department of Safety and Homeland Security.

Through the administration of Federal highway safety funds, the Office employs a comprehensive approach to impacting each of the State's identified priority areas. In FY 2012, the majority of our programming efforts targeted the following six traffic safety priority areas:

- Occupant Protection
- Impaired Driving
- Speeding and Other Aggressive Driving Behaviors
- Traffic Records
- Pedestrian Safety
- Motorcycle Safety



FY 2012 INITIATIVES

Occupant Protection

- Click It or Ticket Enforcement and Education Campaign
- Nighttime Seat Belt Enforcement Campaign
- Statewide Seat Belt Use Survey
- Child Passenger Safety Fitting Stations
- Child Passenger Safety Awareness Week (CPSAW)
- OHS/Safe Kids/DHSS Partnership
- State of Delaware Highway Safety Conference
- SAFETEA-LU Occupant Protection Incentive Grant Administration – Sections 2011 and 405



Impaired Driving

- Checkpoint Strikeforce Impaired Driving Enforcement Campaign
- Traffic Safety Resource Prosecutor (TSRP) Position
- Drug Recognition Expert Program
- DUI Enforcement Mobilizations
- Safe Family Holiday Campaign
- State of Delaware Highway Safety Conference
- Underage Drinking Prevention
- DUI Evaluation, Education and Treatment Programs
- SAFETEA-LU Impaired Driving Incentive and Sanction Program Administration – Section 154 and Section 410



Speed and Other Aggressive Driving Behaviors

- Respect the Sign Aggressive Driving Enforcement and Public Awareness Campaign
- Purchase of Speed Equipment for law enforcement agencies
- State of Delaware Highway Safety Conference

Traffic Records

- Implementation of the Traffic Records Coordinating Committee (TRCC) Strategic Plan
- Continuation of the E-Crash Report Quality Control/Quality Assurance project
- Implementation of the Crash Analysis Reporting System (CARS)
- Implementation of the Impaired Driving Report (IDR) for E-Crash
- Acquisition of Data Analyst Position
- State of Delaware Highway Safety Conference
- Administration of Section 408 SAFETEA-LU Data Improvements Incentive Grant

Pedestrian Safety

- Walk Smart Education and Enforcement Campaign

Motorcycle Safety

- Motorcycle Enforcement Mobilizations
- Motorcycle Safety Public Information and Education Campaign
- Motorcycle Safety Awareness Day
- State Motorcycle Rider Education Committee
- SAFETEA-LU Motorcycle Safety Incentive Grant Administration – Section 2010



Corporate Outreach Program

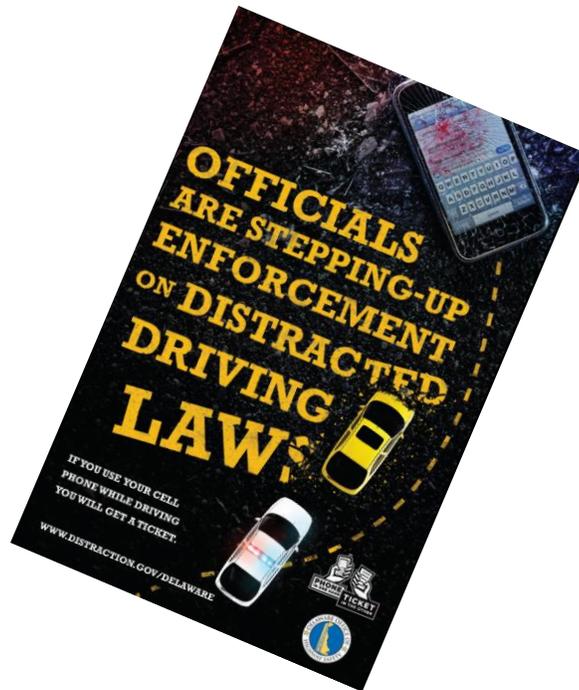
- Monthly Traffic Safety News and Newsletter Articles
- Standing Order Materials
- Corporate Partners Meetings, Fleet Managers Meetings and Award Program
- Hispanic Outreach Committee
- Mocktail and Safety Events
- Safe Family Holiday

Young Driver Programs

- Parent Orientation Program
- Technical Assessment of the Driver Education Program
- Young Driver Highway Safety Education Message

Distracted Driving – Cell Phone Use

- Distracted Driving Demonstration Project
- “All Hands on Deck” Cell Phone/Texting Distraction Enforcement



FY 2012 HIGHWAY SAFETY GOALS

Core Outcome Measures

1. **Traffic Fatalities** – To decrease traffic fatalities 6% from the 2007-2009 calendar year average of 118 to 110 by December 31, 2012.
 - Progress toward goal – 106 fatalities (2010 – 2011 CY Avg.)
2. **Serious Traffic Injuries** – To decrease serious traffic injuries 2% percent from the 2007-2009 calendar year average of 687 to 674 by December 31, 2012. (based on State Data)
 - Progress toward goal – 660 serious injuries (2010 – 2011 CY Avg.)
3. **Mileage Death Rate** – To decrease the mileage death rate from the 2007-2009 calendar year average of 1.29 per 100 million vehicle miles traveled to 1.20 by December 31, 2012.
 - Progress toward goal – 1.13 in FY 2010 FARS data (FY 2011 FARS data not yet available)
4. **Rural Mileage Death Rate** – To decrease the rural mileage death from the 2007-2009 calendar year average of 2.58 per 100 million vehicle miles traveled to 2.45 by December 31, 2012.
 - Progress toward goal – 2.16 in FY 2010 FARS data (FY 2011 FARS data not yet avail.)
5. **Urban Mileage Death Rate** – To decrease the urban mileage death rate from the 2007-2009 calendar base year average of .73 per 100 million vehicle miles traveled to .70 by December 31, 2012.
 - Progress toward goal - .52 in FY 2010 FARS data (FY 2011 FARS data not yet avail.)
6. **Unrestrained Passenger Vehicle Occupant Fatalities** – To decrease unrestrained passenger vehicle occupant fatalities 11% from the 2007-2009 calendar year average of 35 to 32 by December 31, 2012.
 - Progress toward goal – 35 unrestrained fatalities (2010 – 2011 CY Avg.)
7. **Alcohol Impaired Driving Fatalities** – To decrease alcohol impaired driving fatalities 11% from the 2007-2009 calendar year average of 45 to 40 by December 31, 2012.
 - Progress toward goal – 40 alcohol impaired fatalities (2010–2011 CY Avg.)
8. **Speed Related Fatalities** – To decrease speeding-related fatalities 14% from the 2007-2009 calendar year average of 41 to 35 by December 31, 2012.
 - Progress toward goal – 7 (2010 – 2011 CY Avg.)
9. **Motorcyclist Fatalities** – To decrease motorcyclist fatalities 13% from the 2007-2009 calendar year average of 15 to 13 by December 31, 2012.
 - Progress toward goal – 13 fatalities (2010 – 2011 CY Avg.)

- 10. Unhelmeted Motorcyclist Fatalities** – To decrease unhelmeted motorcyclist fatalities 12% from the 2007-2009 calendar year average of 9 to 8 by December 31, 2012.
 - Progress toward goal – 5 unhelmeted fatalities (2010-2011 CY Avg.)
- 11. Drivers Age 20 or Younger Involved in Fatal Crashes** – To decrease drivers age 20 or younger involved in fatal crashes 16% from the 2007-2009 calendar year average of 19 to 16 by December 31, 2012.
 - Progress toward goal – 15 fatalities (2010 – 2011 CY Avg.)
- 12. Pedestrian Fatalities** – To reduce pedestrian fatalities 12% from the 2007-2009 calendar year average of 17 to 15 by December 31, 2012.
 - Progress toward goal – 20 fatalities (2010 – 2011 CY Avg.)

Core Behavior Measure

- 13. Seatbelt Use Rate** – To increase statewide seat belt compliance 2 percentage point from the 2011 calendar year use rate of 91% to 93% by December 31, 2012.
 - Progress toward goal – 90% statewide seat belt use rate

Additional State Measure

14. Traffic Records – Short-term performance goals:

- Coordinate the planning and development of the Section 408 application and TRCC (Traffic Records Coordinating Committee) Strategic Plan with the TRCC.
 - Progress toward goal – The FY 2012 Section 408 application was submitted to NHTSA in June 2012. The TRCC met approximately quarterly to strategize about the implementation of the TRCC Strategic Plan. See more information outlined below and throughout this document reference the implementation of the plan.
- Support efforts of the TRCC to implement projects as outlined in the TRCC Strategic Plan. See below:
 - Progress toward goal – In FY 2012 a DUI reporting capability (IDR – Impaired Driving Report) was added to E-Ticket and E-Crash, quality assessment and quality control of E-Crash continued to be monitored and enhanced as needed, and through a partnership with the Office of Emergency Medical Services, we were able to support the CODES analyst’s salary needs.

Long-range performance goal: Continue to support TRCC partners’ efforts to upgrade existing traffic records systems and to identify additional resources to further aid in accurate, timely, and complete data analysis.

- Progress toward goal – The Office of Highway Safety continues to support TRCC members' efforts in implementing upgrades necessary to ensure complete and accurate data analysis of the state's traffic safety challenges.

Activity measures (includes 402 subgrants and arrests made as part of mobilizations funded by 402, 405, 410 and 154)

- Number of seat belt citations issued during grant-funded enforcement activities (grant activity reporting) 3,122
- Number of impaired driving arrests made during grant-funded enforcement activities (grant activity reporting) 616
- Number of speeding citations issued during grant-funded enforcement activities (grant activity reporting) 4,810

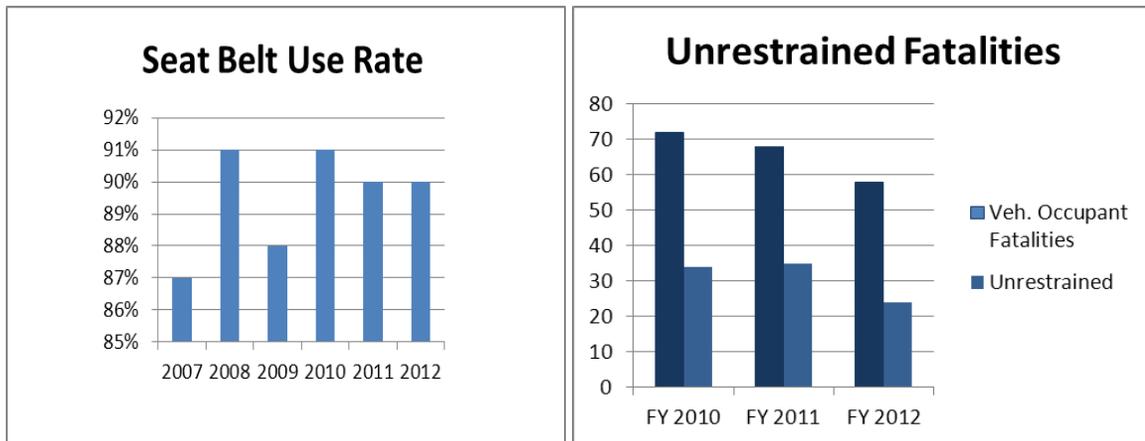
SUMMARY OF PRIORITY AREAS

OCCUPANT PROTECTION

Overview

Based on the Annual Statewide Observational Seat Belt Use Survey preliminary results conducted in Delaware in June 2012, Delaware’s seat belt use rate is currently 90%, unchanged from 2011. Delaware continues to remain above the national average of 86%.

In Fiscal Year 2012 59% (34 of 58) of those motor vehicle occupants killed in motor vehicle crashes on Delaware roadways were not wearing seat belts. This is an increase in unbelted fatalities compared to 51% of occupants killed in FY 2011 who were unbelted. The greatest percentage of crashes involving unbelted occupants continues to occur in Sussex County.



Performance Goals

Seat Belt Use Rate - To increase statewide seat belt compliance 2 percentage points from the 2011 calendar year use rate of 90% to 92% by December 31, 2012.

	FY 2012	FY 2013
	92%	92%
FY 2012 % actual	90%	

Unrestrained Passenger Vehicle Occupant Fatalities – To decrease unrestrained passenger vehicle occupant fatalities 12% from the 2007-2009 calendar year average of 39 to 35 by December 31, 2011.

	2007 – 2009 CY Avg	2010 – 2011 CY Avg
Number of fatalities	39	35
% decrease		12%

Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our occupant protection goals for FY 2012:

❑ **Click It or Ticket (CIOT) Enforcement and Education Campaign**

The Office of Highway Safety and our partners coordinated another successful Click It or Ticket campaign in May 2012. The high visibility enforcement and education effort reached record numbers of motorists in an effort to increase seatbelt use across the state. Law enforcement officers from 17 police departments participated in the statewide effort, conducting both traffic safety checkpoints and seatbelt use patrols to encourage motorists to buckle up. During the initiative, officers issued 1,041 seatbelt tickets during 262 seatbelt patrols and 9 checkpoints. The OHS Corporate Outreach Coordinator again worked with our corporate partners to spread the 'Click It or Ticket' message. Lastly, our education and paid media effort included television and radio spots, billboards and online advertisements. Other outreach initiatives included partnerships with Alliance Sports Marketing, Racing Limos, high schools, and corporate outreach activities.

These efforts, combined with our other seatbelt initiatives throughout the year resulted in a statewide use rate of 90%, 4 percentage points above the national average.



OHS Staff with NASCAR Driver J.J. Yeley



NASCAR Driver J.J. Yeley playing seat belt musical chairs with fans

❑ **Nighttime Seat Belt Enforcement Campaign**

In addition to Click It or Ticket, OHS Coordinated 5 other seatbelt enforcement and education campaigns to encourage motorists to wear a seatbelt. OHS conducts extensive problem ID analysis to identify specific times of the year to conduct additional enforcement and education. This analysis also included identification of the police agencies that we ask to participate as well as times of the day and days of the week to focus overtime enforcement. The educational portion of these efforts included paid television and radio spots and online advertisements. These 5 campaigns resulted in 1,403 additional seatbelt arrests across the state.

❑ **Statewide Observational Seat Belt Use Survey**

In FY 2012, OHS revamped its annual seatbelt use survey in response to new NHTSA survey guidelines. The 2012 survey looks at 48 randomly selected locations in all 3 counties. These are all new survey locations. The survey was conducted using new survey methodology and was tabulated using VMT data. The University of Delaware assisted OHS with the development of new survey design and OHS utilized retired law enforcement officers to conduct the actual observational surveys at the 48 identified locations. As noted above, the use rate is 90%.

❑ **Child Restraint Fitting Stations**

Since 2002, OHS has operated 2-3 child restraint fitting stations across the state where parents, guardians, grandparents, and care givers can go for free to have their car seats checked for correct installation. OHS operates three fitting stations for various hours every

week – one at the Wilmington DMV lanes, another at the Dover DMV lanes, and another at Delaware State Police Troop 7 in Lewes, Delaware. In FY2012, OHS Fitting Station Coordinators checked 1479 seats at these locations. This project is supported through Section 2011 funds.



❑ **Child Passenger Safety Awareness Week Initiative**

During the September 2012 Child Passenger Safety Awareness Week, OHS recorded a radio spot for use across the state to promote the OHS car seat fitting stations (see above). OHS also participated in the National Seat Check Saturday event in September and coordinated a car seat check with Community Bank in Lewes, Delaware. Car seat technicians checked 10 seats at this event.

❑ **OHS/Safe Kids/DHSS Partnership**

As a result of a grant that DHSS received and their subsequent partnership with Delaware Safe Kids, OHS provides free installation of car seats to low-income families. The seats are provided by DHSS through their grant funds. Needy families are sent to OHS with a voucher for a free seat and OHS car seat technicians install the seats for these families. In FY2012, OHS distributed and installed 86 of these seats to families in need.

❑ **State of Delaware Highway Safety Conference**

In FY 2012, the Office of Highway Safety hosted its third Highway Safety Conference. There were more than 200 participants representing all levels of law enforcement, members of the judiciary, prosecutors, highway safety officials, and other highway safety partners. Occupant Protection sessions included Child Passenger Safety Technician Recertification.

□ **SAFETEA-LU FY12 Incentive Grant Administration –**

Section 2011

OHS qualified for Section 2011 funds in FY2012 as a result of having a compliant cited restraint law in place. As noted above, OHS used these funds to support fitting station coordinator salaries and supplies for the fitting stations. In FY2012, OHS also used the funds to support fees associated with a contractor to offer car seat information to parents in pre-natal classes as well as coordinate efforts by current technicians to become recertified.

Section 405

OHS qualified for Section 405 funds in FY2012 as a result of having compliant seat belt and child restraint laws in place as well as continuing our participation in the national Click It or Ticket campaign. 100% of these funds support the overtime enforcement funding needs for CIOT as well as the development and placement of the CIOT paid media plan.

Evaluation

Based on the preliminary analysis from the Statewide Observational Seat Belt Use Survey conducted in June 2012, Delaware’s seat belt use rate is currently 90%, unchanged from 2011. According to the National Occupant Protection Use Survey (NOPUS), the national seat belt use rate is 86%. Thus for the ninth year in a row, Delaware’s seat belt use rate has exceeded the national use rate.

Additionally, though the percentage of unbelted occupants killed in FY 2012 is slightly higher than in FY 2011, the raw number of occupant deaths is actually one fewer. Delaware plans to continue to fund seat belt enforcement mobilizations, coupled with high visibility public awareness and paid media. In addition, Delaware’s Corporate Outreach Coordinator will continue to partner with area businesses to further the message among Delaware’s labor force.

Additionally, OHS will continue to participate in the National Click It or Ticket mobilization in May, with a focus on night-time belt enforcement.



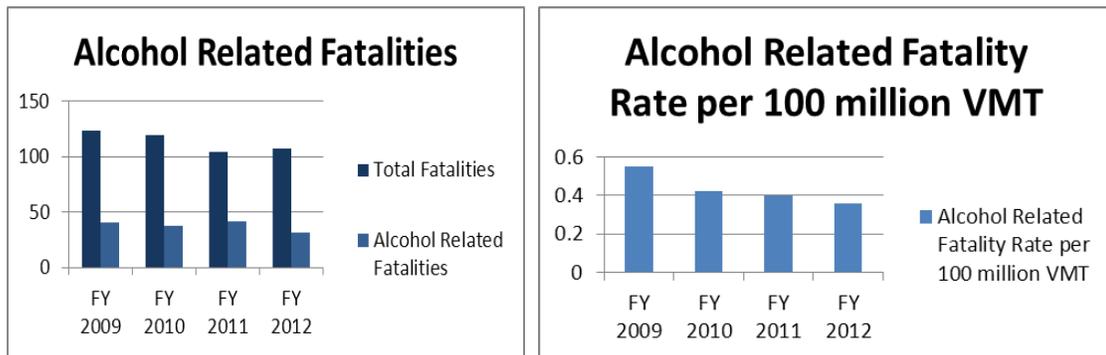
Cpl. Joe Lane, Delaware State Police CRU, demonstrates the seat belt convincer

IMPAIRED DRIVING

Overview

In FY 2012, Delaware identified impaired driving as a priority area based on the number of alcohol-related crash fatalities. In FY 2012, 32 of 105 crash fatalities (30%) were alcohol-related. This is a decrease from FY 2011, when 42 of 107 crash fatalities (39%) involved alcohol. In FY 2012 the alcohol-related fatality rate was 0.36 per 100 million vehicle miles traveled. This is also a decrease from FY 2011, when the rate was 0.40.

Further crash analysis indicates males are more than three times as likely to be killed in an alcohol-related crash. Approximately 80% of alcohol-related fatalities in FY 2012 were males; with nearly 30% of these between the ages of 21 and 34. In addition, males in that age group are nearly twice as likely to suffer serious injury as a result of an alcohol-related crash.



Performance Goals

Alcohol Impaired Driving Fatalities – To decrease alcohol impaired driving fatalities 11% from the 2007-2009 calendar year average of 45 to 40 by December 31, 2012.

	2007 – 2009 CY Avg	2010 – 2011 CY Avg
Number of fatalities	45	40
% decrease		11%

Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to achieve our impaired driving prevention goals for FY 2012:

❑ **Checkpoint Strikeforce (CPSF)**

During FY 2012 Delaware participated in the 11th Annual Checkpoint Strikeforce campaign. Checkpoint Strikeforce is a regional impaired driving prevention program initiated by the NHTSA Region 3 office. The program consists of weekly checkpoints from July – December annually, and less frequent checkpoints from January - June. Cooperative agreements with Delaware’s Attorney General extends statewide arrest authority to officers from several New Castle County law enforcement agencies. These agencies work cooperatively to form the New Castle County Taskforce and conduct multi-jurisdictional checkpoints within their county. In FY 2012 similar authority was granted to agencies in both Kent and Sussex Counties to support the Dover Police Department, Georgetown Police Department, Seaford Police Department, Smyrna Police Department, and Rehoboth Beach Police Department in staffing each agency’s checkpoints from July 2012 – December 2012.



Officers from New Castle County are sworn in to participate in Checkpoint Strikeforce

As a result, officers worked more than 6,000 hours conducting 95 sobriety checkpoints. The campaign resulted in more than 35,000 vehicle stops, 550 DUI arrests, 91 underage drinking arrests, 223 drug arrests, 147 felony arrests, apprehension of 278 wanted individuals, seizure of 10 weapons, recovery of 13 stolen vehicles and 356 seat belt citations, 95 child restraint citations, and 2,265 citations for other violations. A comparison of the campaign period from last year to this year shows a drop in impaired driving fatalities from 46% to 35%.

□ **Traffic Safety Resource Prosecutor (TSRP) Position**

In early FY 2008, Deputy Attorney General Sean Lugg assumed the responsibilities of the Traffic Safety Resource Prosecutor in Delaware. Sean assists with vehicular assault and vehicular homicide cases statewide, while also investigating other traffic-related court cases. He keeps the Office of Highway Safety staff, law enforcement, and other partners current on relevant case law. He provides research and information for potential highway safety legislation, such as mandatory motorcycle helmet use and changes to Delaware's ignition interlock law. Sean also provides training on a variety of traffic safety related topics to law enforcement and prosecutors. Sean meets regularly with the Office of the Chief Medical Examiner and the Delaware State Police Crime Lab to mediate blood testing issues, with law enforcement regarding discovery and trial issues, and with OHS staff to keep them apprised of current programming initiatives. In FY 2012 he helped develop a "Blood Court," which is a specific day on the judicial docket to allow lab technicians to appear for testimony. This provides a specific day for blood analysis experts to testify, thus creating a well-organized system for trial preparation. He was a key partner in the development of the electronic Impaired Driving Report, which replaced the hand-written and labor-intensive report previously used by law enforcement. Delaware's TSRP was instrumental in planning the Office of Highway Safety's biennial Highway Safety Conference. His knowledge of the issues, as well as his network of partners allowed for the formation of relevant and interesting sessions. In addition, in FY 2012, he represented Delaware at the GHSA Annual Meeting, the TSRP Annual Conference, and the Annual DRE Conference.

□ **Drug Recognition Expert (DRE) Program**

Delaware currently has three certified DREs representing Delaware State Police and the Newark Police Department. In FY 2012 these officers completed 13 enforcement evaluations, bringing their total to 191 since the start of the program in Delaware. DRE officers are routinely called by their colleagues to provide their expertise, but due to the lack of available trained DRE officers, there are many instances when there is not a DRE available to respond. To manage the current need for DREs as well as the anticipated increase in drug-impaired driving cases, Delaware has developed a protocol to identify potential officers for DRE certification. Delaware has begun hosting the ARIDE course to use as a litmus test. Successful graduates of the ARIDE course will be considered for the first in-state DRE school. Delaware has currently scheduled the next ARIDE course for February 2013. Two of Delaware's DREs have successfully completed the DRE Instructor course and the ARIDE Instructor course and will be instrumental in coordinating the first DRE School in Delaware. Fortunately, officers and their agencies have started to fully recognize the importance of this valuable evaluation tool and are actively recommending officers for this program. The Office of Highway Safety hopes to conduct its first DRE School during the 2013 calendar year.

□ **DUI Enforcement Mobilizations**

OHS coordinated seven impaired driving enforcement mobilizations during the 2012 fiscal year. The impaired driving mobilizations were held October 28 - 31 (Halloween), November 23 - December 31 (Christmas/New Year's - aka Safe Family Holiday campaign), January 7 - February 5 (NFL Playoffs/Superbowl), March 17 - 18 (St. Patrick's Day), June 29 - July 4 (4th of July), July 20 - 21 (Summer Blitz), and August 17 - September 3, 2012 (National Crackdown). A

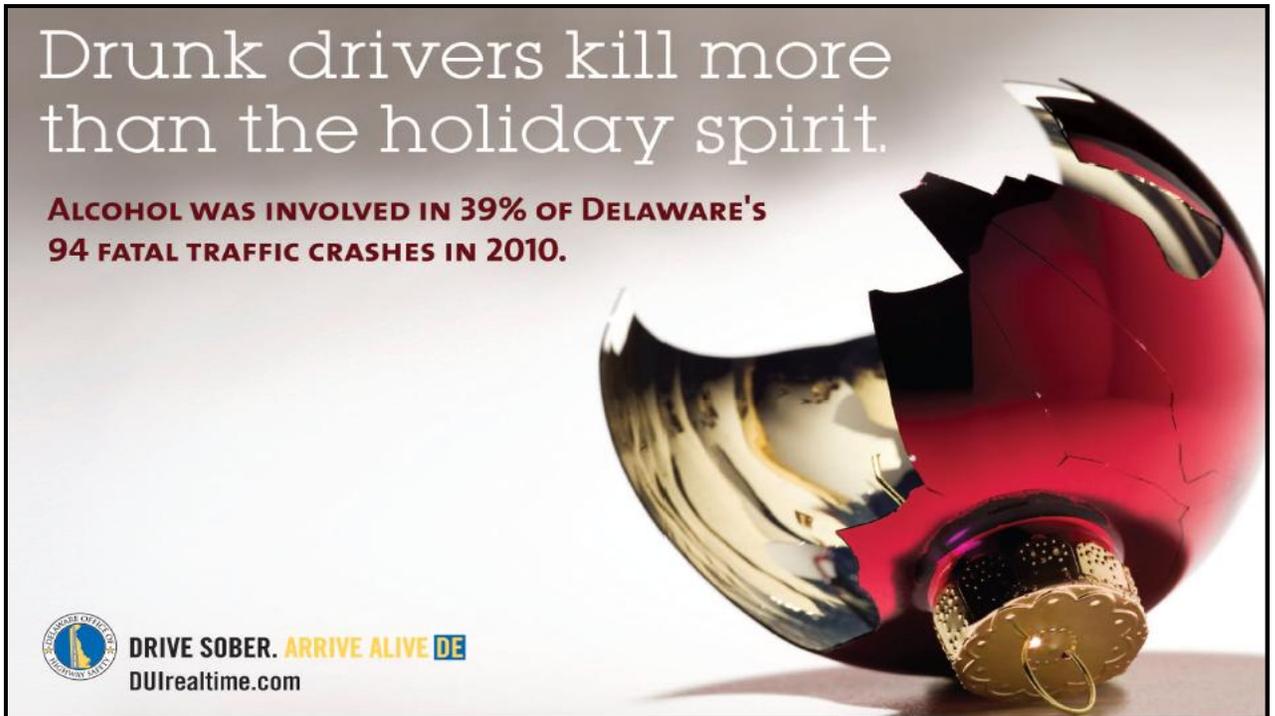
total of 28 agencies worked more than 5,900 hours, yielding 243 DUI arrests, 253 seat belt arrests, and more than 6,700 various other arrests.



Billboards like these display the number of statewide DUI arrests.

□ **Safe Family Holiday Campaign**

OHS implemented its 14th annual comprehensive education and enforcement campaign over the 2011 holiday season. The Safe Family Holiday campaign began Thanksgiving week and ran through New Year's Eve. Paid media for this campaign included DUI prevention radio advertising, magazine and billboard ads, internet ads, indoor advertising, and grass roots outreach, as well as distribution of anti-drinking and driving messages, distribution of safe party planning booklets, direct distribution of materials to corporate partners, and mocktail (non-alcoholic cocktail) parties. DUI Victim's Trees were hosted by Al DuPont Hospital, Bayhealth Kent General Hospital, Dover Downs Speedway, and Beebe Medical Center. The DUI Victim's trees use green and red light bulbs to illustrate the number of alcohol-related crash injuries and fatalities during the holiday season. The enforcement component of the campaign included 725 saturation patrols and 20 sobriety checkpoints operating as part of the ongoing Checkpoint Strikeforce campaign.



Poster



DUI Victim's Tree at Beebe Hospital
Lewes, Delaware

❑ **State of Delaware Highway Safety Conference**

In FY 2012, the Office of Highway Safety hosted its third Highway Safety Conference. There were more than 200 participants representing all levels of law enforcement, members of the judiciary, prosecutors, highway safety officials, and other highway safety partners. Impaired driving sessions included an SFST Refresher Course, Legal Updates, DUI Drugs, Intoxilyzer Training/Practical Application of the Law, DUI Investigation and Surviving Cross Examination, and Prescription Drugs/DUI.



Officers participating in the opening ceremonies of the Highway Safety Conference

❑ **Underage Drinking Prevention**

OHS continues to partner with the Division of Substance Abuse and Mental Health, through a cooperative effort to coordinate Town Hall Meetings, participating on the Delaware Advisory Council for the Strategic Prevention Framework – State Incentive Grant (SPF-SIG), and through partnerships with the Division of Alcohol and Tobacco Enforcement, aimed at preventing the sale and subsequent use of alcohol by minors.

□ **DUI Evaluation, Education, and Treatment Programs**

OHS coordinates and monitors contracts for evaluation, education, and treatment programs for those individuals arrested and/or convicted of driving under the influence. These programs are governed by a Standard Operating Procedures manual, managed and updated by OHS. DUI offenders are required to submit for a 90-minute evaluation, administered by the Delaware Evaluation and Referral Program. Following the evaluation, a referral is made to an appropriate level of clinical care. This is typically an Education program or an Outpatient Treatment program. One of the criteria for eligibility for license reinstatement is satisfactory completion of the program to which the offender is referred.

□ **SAFETEA-LU Impaired Driving Incentive and Sanction Program Administration – Section 154 and Section 410**

In FY 2012, the Office of Highway Safety was responsible for administering Section 154 sanction funds. Specific programming initiatives included overtime for law enforcement agencies, updating public awareness materials, providing DUI enforcement equipment to area police agencies, funding a Traffic Safety Resource Prosecutor, and providing training for law enforcement, prosecutors, and the judiciary. OHS also administered the Section 410 Alcohol Impaired Driving Countermeasures Grant program. Funds were used for overtime enforcement of DUI laws and paid media for impaired driving awareness campaigns, as well as coordination of the State’s Drug Recognition Expert program.

Evaluation

Through comprehensive efforts including high-visibility enforcement initiatives, intense public awareness activities and distribution of public information and education materials, Delaware continues to work to reduce the incidence of impaired driving on our roadways. In FY 2012, 32 of 105 crash fatalities (30%) were alcohol-related. This is a decrease from FY 2011, when 42 of 107 crash fatalities (39%) involved alcohol. We believe that by continuing comprehensive strategies, including sustained enforcement efforts like Checkpoint Strikeforce, we can continue to realize reductions in alcohol-related fatalities in the years to come. Impaired driving programming efforts will continue to be closely monitored and evaluated for effectiveness.



HERO campaign at Dover Air Force Base event



Travis Boardman with Fed Ex show car and DAFB military personnel



OHS table at DAFB



JJ Yeley attempts to navigate the “Topsy Trike” through the cones while wearing goggles that mimic impairment at the SPEED Channel’s Trackside taping in September 2012



Nascar drivers Rutledge Wood and Kyle Petty on Topsy Tricycles

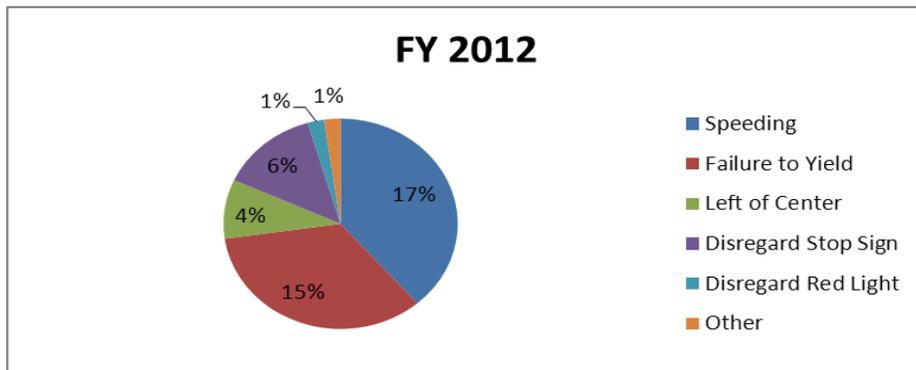
SPEED AND OTHER AGGRESSIVE DRIVING BEHAVIORS

Overview

In FY 2012, the Office of Highway Safety increased its efforts regarding enforcement of aggressive driving behaviors as a whole based on 2011 fatal crash analysis. Preliminary data shows the top three behaviors leading to fatal crashes include speeding, failure to yield, and stop sign violations.

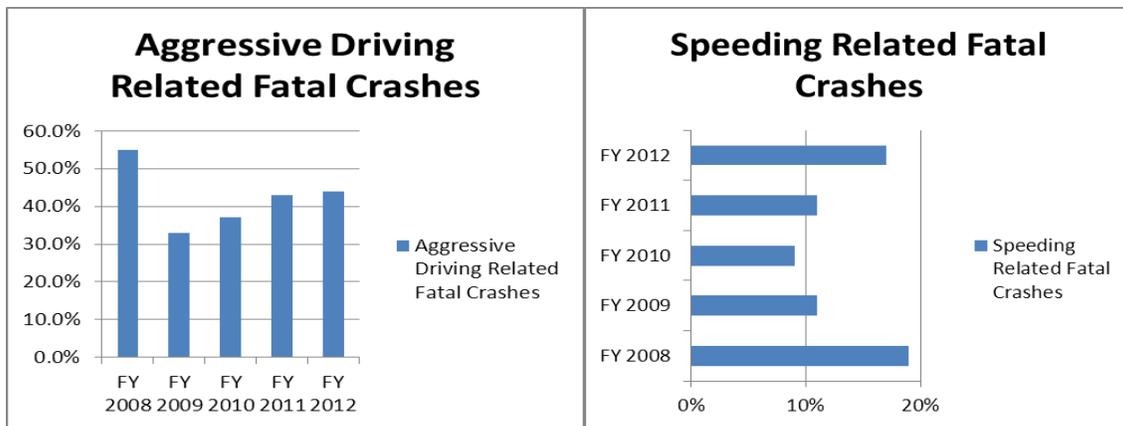
Due to the relatively small number of fatal crashes, the overall aggressive driving problem is constantly changing in Delaware. After seeing lower numbers starting in FY 2009, speeding and overall aggressive driving are again increasing as a primary contributing factors in fatal crashes.

In FY 2012 speed was involved in 17% of fatal crashes, failure to yield the right of way was involved in 15% of fatal crashes. Aggressive driving behaviors as a whole were listed as a leading contributing factor in 44% of fatal crashes in FY 2012 –a slight increase from the year before, when that number was 43%. See chart below:



Percentage of aggressive driving behaviors contributing to fatal crashes

Despite decreases in FY 2009 and FY 2010, the numbers started to increase in FY 2011. It is important to note that Delaware is still well below the high of 55% in FY 2008.



Performance Goal

Speed Related Fatalities – To decrease speeding-related fatalities 14% from the 2007-2009 calendar year average of 41 to 35 by December 31, 2012.

	2007 – 2009 CY Avg	2010 – 2011 CY Avg
Number of fatalities	41	7
% decrease		83%

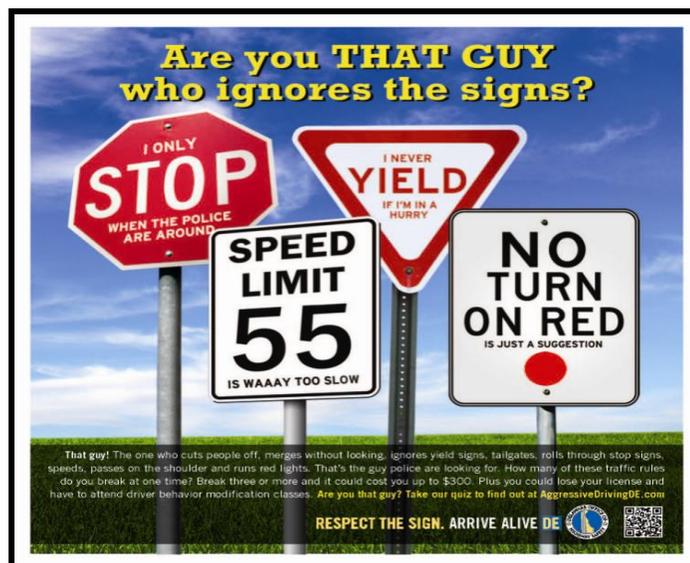
Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our speed and other aggressive driving prevention goals for FY 2012:

□ **The Respect the Sign Aggressive Driving Campaign**

In FY 2012, the Office of Highway Safety coordinated 6 aggressive driving enforcement and education campaigns in an effort to reduce the number of aggressive driving acts that contribute to injuries and fatalities on Delaware roadways. Five police agencies were selected to participate during identified times of the year upon review of crash data. Officers focused on the top 4 aggressive driving acts that contribute to crashes in Delaware:

- Failure to yield;
- Speeding;
- Driving left of center; and
- Failure to obey a stop sign or red light.



OHS Aggressive Driving Poster

Overall, officers made the following arrests during their overtime patrols:

- Speed – 3,074
- Stop signs/Red light – 256
- Failure to yield – 17
- Improper lane change – 232
- Aggressive driving – 33

The paid media/education component of the campaign included the following components:

- Print advertisements
- Television spots
- Online advertisements
- Corporate Partner Outreach

□ **Speed Equipment for Law Enforcement**

In FY2012, OHS started a new effort to encourage police agencies to participate in a mobilization effort, even when OHS isn't offering overtime funding for their participation. For the August 2012 Aggressive Driving Mobilization (Respect the Sign), OHS selected 5 law enforcement agencies to participate based on an extensive aggressive driving data analysis. All the other non-participating agencies were given the mobilization parameters, asked to participate without funding, and if they submitted a stats form, the police department's name was included in a random drawing for a piece of radar equipment. Our first FY2012 recipient was Bridgeville PD.

□ **State of Delaware Highway Safety Conference**

In FY 2012, the Office of Highway Safety hosted its third Highway Safety Conference. There were more than 200 participants representing all levels of law enforcement, members of the judiciary, prosecutors, highway safety officials, and other highway safety partners. Sessions included Officer Safety - Crash Scene Protection and Incident Management, Data Driven Approaches to Crime and Traffic Safety (DDACTS), and Traffic Safety is Public Safety.

Evaluation

As indicated above, 44% of the fatal crashes in FY 2012 were attributed to aggressive driving behaviors. Speed was the primary aggressive driving behavior, contributing to 17% of those fatal crashes, with failure to yield the right of way following closely behind at 15%. Delaware plans to continue year-round aggressive driving mobilizations, focused during months of the year and days of the week as indicated by data analysis. Further, all enforcement will be paired with high visibility public awareness and paid media.

TRAFFIC RECORDS/SAFETY MANAGEMENT SYSTEMS

Overview

Accurate, complete and timely traffic safety data is the cornerstone of the state's highway safety program. Efforts are currently underway to make improvements and upgrades to existing records systems to ensure the data that is captured and used in resource allocation decision making is as accurate as possible. The FY 2012 traffic records improvement efforts included the restructuring of pre-hospital care reporting procedures, review, analysis, and on-going linkage of CODES data (Crash Outcome Data Evaluation System), improvements to electronic crash reports, quality assurance and quality control of same, and utilization of CARS (Crash Analysis Reporting System) and the DUI Tracking System. Problem identification remains a key function of the Office of Highway Safety. In order to ensure that the federal funds received by the state of Delaware are allocated in an efficient and effective manner, it is critical to review as much highway safety data as possible to determine the types of crashes that are occurring, where and when they are occurring and who is our target audience.

Performance Goals

Short-term performance goals:

- Coordinate the planning and development of the Section 408 application and TRCC Strategic Plan with the TRCC.
- Assist the TRCC with the implementation of projects as outlined in the TRCC Strategic Plan. See below:
 - Support efforts by the Delaware Justice Information System (DELJIS) to improve the automated crash report
 - Support efforts to conduct quality assurance/quality control measures in the E-Crash reporting system
 - Support efforts by the Office of Emergency Medical Services to link hospital emergency department data with crash data
 - Support efforts by DeIDOT to enhance the CARS system

Long-range performance goal: Continue to support TRCC partners' efforts to upgrade existing traffic records systems and efforts to implement additional resources to further aid in accurate, timely, and complete data analysis.

Programming Efforts

The Office of Highway Safety coordinated the following initiatives in an effort to reach our traffic records goals for FY 2012:

❑ **Implementation of the TRCC Strategic Plan**

In FY 2012 OHS continued to implement the updated Traffic Safety Information System Strategic Plan and goals of the TRCC. The plan outlines each of the six information systems' (crash, roadway, vehicle, driver, enforcement/adjudication, and injury surveillance) status, goals/objectives (if appropriate), and performance measures (if appropriate). The plan outlines specific traffic records improvement projects in place as well as plans for future initiatives to improve the consistency, accuracy, and timeliness of all data related to crashes.

❑ **Continuation of the E-Crash Report Quality Control/Quality Assurance Project**

The State of Delaware implemented an Electronic Crash Reporting System (E-Crash) in December 2009 and in 2010, the TRCC approved a project proposed by DelJIS and DSP to implement a QC/QA process to ensure that the reports submitted by state, county and local law enforcement are indeed as accurate as possible. Currently, DelJIS utilizes Section 408 funds to support the continuation of this project.

❑ **Implementation and Enhancement of the Crash Analysis Reporting System (CARS)**

The development of E-Crash has also generated a need for DelDOT to update their crash data and analysis system. DelDOT began the development of CARS in 2010 to replace their Safety Data Management (SDM) system and assist with the Highway Safety Improvement Plan (HSIP) improvement identification and countermeasure selection. CARS will allow users to analyze crash data spatially in addition to their traditional reporting methods. The system will integrate crash data with DelDOT's roadway inventory data allowing for generation of crash rate information and other reports needed for the HSIP, safety decision making, and resource allocation. OHS has access to this system and is using it to guide our data-based decision making. DelDOT continues to enhance the system to allow for its maximum reporting capabilities.

❑ **Implementation of the Impaired Driving Report (IDR) for E-Crash**

Following DelJIS' December 2009 rollout of E-crash, law enforcement suggested that the manually completed AIIR Report also be created as a component of the E-crash package to allow for timely submission to the Department of Justice pertinent information reference an impaired driving arrest. DelJIS programmers prepared the electronic AIIR report with input from law enforcement officers. The report was designed to capture alcohol and drug impaired driving reporting, and the report name was changed from AIIR to IDR. The report was implemented in January 2012 and is being utilized statewide.

❑ **Acquisition of Data Analyst Position**

OHS was fortunate to secure a part-time assistance position in FY 2012, allowing us to hire a data analyst. Richard Klepner joined the staff, with a Bachelor's degree in Political Science and Master's degree in Public Administration. He is a tremendous asset to the office, single-handedly managing the data analysis needs of the program managers, thus allowing them more time to focus on grant writing and administration and program development and implementation.

❑ **State of Delaware Highway Safety Conference**

In FY 2012, the Office of Highway Safety hosted its third Highway Safety Conference. There were more than 200 participants representing all levels of law enforcement, members of the judiciary, prosecutors, highway safety officials, and other highway safety partners. Sessions related to data and data systems included DDACTS: A New Philosophy of Impacting Crime and The Role of Problem Identification in Delaware’s Traffic Safety Program Development.

❑ **Administration of Section 408 SAFETEA-LU Data Improvements Incentive Grant**

The TRCC Core Team and data contractor met repeatedly over the course of the year to prepare the FY 2012 Section 408 application to NHTSA. The grant application was developed from the state’s Traffic Safety Information System Strategic Plan. The Plan is Delaware’s blueprint for improving safety via data improvements on Delaware roadways.

Evaluation

The State of Delaware continues to make great progress in improving the collection and analysis of crash data and we are pleased to note that all of the FY 2012 short-range traffic records goals were achieved or are underway. The TRCC continues to guide the efforts intended to improve the collection of data, including the development and implementation of a new automated crash report. Statewide use of the electronic reporting system, E-Crash, will greatly improve access to the data and reduce officer time spent on data collection and reporting, creating more timely, accurate, and complete crash data. These tools are key to highway safety countermeasures selection and resource allocation decision making.



An example of a map from CARS showing fatal crash locations

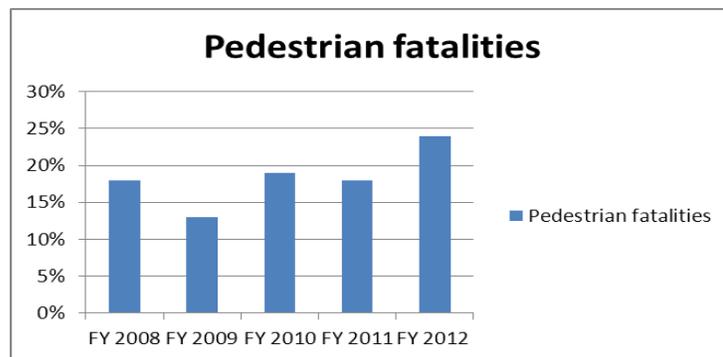
PEDESTRIAN SAFETY

Overview

In FY 2012, pedestrian fatalities accounted for 24% (25 of 105) of Delaware’s total fatalities. This number represents an increase from 18% (19 of 107) in FY 2011. The majority of these fatalities occur in New Castle County, Delaware’s largest and most populated county. However, because there are comparatively few pedestrian deaths each year, even when including injury data, it is difficult to identify trends in terms of specific locations and successful preventive enforcement strategies.

Enforcement in FY 2012 was focused in New Castle County particularly in the City of Newark where the University of Delaware is located and violations are more frequent. Other target locations included the Rt. 13/Rt. 40 corridor and the City of Wilmington. In Sussex County, enforcement was targeted in the Route 1 area near the Delaware beaches during the tourist season.

Preliminary data indicates approximately one-fourth of the pedestrians killed were impaired by drugs and/or alcohol. Further analysis indicates that more than 80% of these fatalities occur in low-light conditions, or after dark. There is no real trend regarding age groups or socio-economic status. Many of these fatalities are one-time events for which no countermeasure can be developed.



Performance Goals

Pedestrian Fatalities – To reduce pedestrian fatalities 12% from the 2007-2009 calendar year average of 17 to 15 by December 31, 2012.

	2007 – 2009 CY Avg	2010 – 2011 CY Avg
Number of fatalities	17	20
% increase		15%

Programming Efforts

□ **Walk Smart Education and Enforcement Campaign**

In FY2012, the Office of Highway Safety continued the implementation of the Walk Smart campaign during 8 enforcement and education initiatives throughout the year. Six police agencies were selected to coordinate pedestrian safety overtime during these identified mobilization periods. In total, officers issued 408 pedestrian safety violations. The education component of the mobilization included:

- Posters and decals on Dart buses
- Corporate Partner Outreach
- Pedestrian safety decals on sidewalks at high pedestrian crash locations encouraging pedestrians to “Look Up” when crossing street. See below:

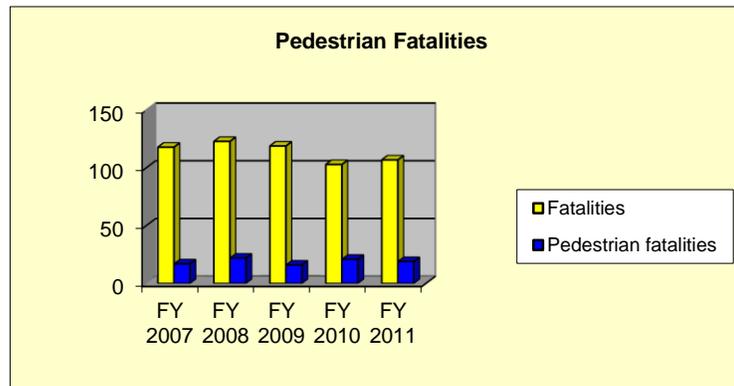


Evaluation

There was a significant increase in pedestrian fatalities from FY 2011 to FY 2012. Pedestrian safety continues to be a challenging priority area. Efforts at conducting pedestrian safety enforcement have been only minimally successful. Although 25 fatalities translate into 24% of Delaware's total fatalities, it is still a relatively small number of deaths. There is no specific trend in age range, geographic location, or day of the week. These fatalities do tend to occur during low light conditions, or after dark.

OHS has made a programming decision to move from an enforcement model to a stronger public awareness approach in FY 2013. We will continue to seek creative ways to reach this population, search out best practices, and work with our partners to effectively meet our pedestrian safety goals.

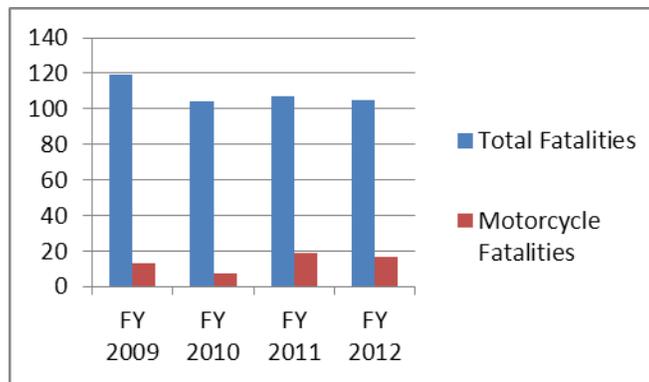
This year public awareness efforts included the distribution of reflective arm bands with the “Walk Smart” Brand for walkers and runners, radio ads, the promotion of pedestrian safety through local race sponsorships and the increased use of a Walk Smart sidewalk decal near high traffic pedestrian areas.



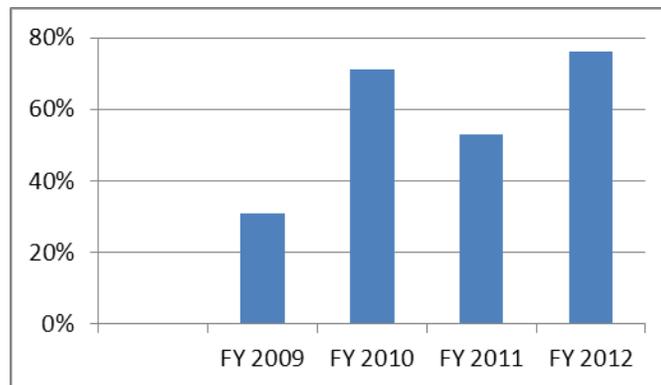
MOTORCYCLE SAFETY

Overview

In FY 2012, motorcycle fatalities accounted for 16% (17 of 105) of all traffic crash fatalities. This is a decrease from 18% (19 of 107) in FY 2011. Helmet use in fatal motorcycle crashes improved in FY 2012 to 76% (13 of 17), compared to 53% (10 of 19) in FY 2011. During this fiscal year, approximately 60% of the motorcyclists were at-fault in the crash with 80% of those riders either speeding or operating the vehicle in an erratic or aggressive manner. Additionally, during the FY 2012 41% of fatal motorcycle crashes were alcohol-related (alcohol was a factor for either the motorcyclist or driver of other vehicle). Further, approximately 60% of motorcycles involved in a fatal crash were speed/racing motorcycles. In CY 2011, the Delaware Division of Motor Vehicles reported the death rate for motorcyclists as 7.31 per 10,000 registrations. This is a significant increase from CY 2010, when the death rate for motorcyclists was 3.67 per 10,000 registrations. Further this is considerably higher than the death rate for all vehicles, which was 1.25 per 10,000 registered vehicles in CY 2011.



Motorcycle fatalities compared to total fatalities



Motorcycle helmet use in fatal crashes

Performance Goals

Motorcyclist Fatalities – To decrease motorcyclist fatalities 13% from the 2007-2009 calendar year average of 15 to 13 by December 31, 2012.

	2007 – 2009 CY Avg	2010 – 2011 CY Avg.
Number of fatalities	15	13
% decrease		13%

Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our motorcycle safety goal for FY 2012:

❑ **Motorcycle Enforcement Mobilizations**

OHS coordinated six motorcycle enforcement mobilizations during FY 2012. These included two blitzes in the spring, March 23 – April 1 and April 13 – April 22. Further, three blitzes were conducted in the summer, June 1 – June 15, June 29 – July 10, and August 3 – August 12. Finally, in conjunction with Delmarva Bike Week, a sixth mobilization was conducted September 13 – September 17. Officers worked more than 980 hours, resulting in the following violations: 15 failure to possess motorcycle helmet, 585 speeding, 107 other aggressive driving related, 4 impaired driving, and more than 1,100 additional other criminal and traffic citations.

❑ **Motorcycle Safety Public Information and Education Campaign**

OHS continues to utilize the strategy of placing paid media during the same periods as enforcement is conducted. To ensure a comprehensive strategy, the media messages are directed at both the motorist and the motorcycle rider. The motorist message includes tips about awareness of motorcycles, sharing the road, and overall safe driving behaviors. The message for the motorcycle rider includes tips about safety gear, remaining alert and aware of other traffic, and overall safe driving behaviors.



□ **Motorcycle Awareness Day**

OHS and Grotto Pizza, one of our corporate partners, provided a motorcycle safety awareness day during the local Delmarva Bike Week. Police motorcycles were on-hand, with officers, as well as motorcycle enthusiasts providing riding demonstrations. In addition, OHS provided its “Tippy Trike” to demonstrate the dangers of impaired driving. OHS provided an information table, and distributed safety materials as well as incentive items to encourage participation in the various demonstrations. Grotto Pizza is located on US Route 113, a major thoroughfare for traffic to and from the Delmarva Bike Week events.



Motorcycle Awareness Day held during Bike Week

□ **Motorcycle Rider Education Committee**

OHS continues to be an active member of the Motorcycle Rider Education Committee, co-chaired by State Senator Bruce Ennis and State Representative Daniel Short. The committee is comprised of members from the Division of Motor Vehicles (DMV), members of ABATE, motorcycle retail shop owners, the Dover Air Force Base safety office, and other motorcycle enthusiasts. The committee plays an active role in coordinating motorcycle safety events throughout the year, including a Legislator’s Ride, a Fourth of July parade, and other events designed to raise awareness. Both DMV and OHS participate on this committee to ensure adequate availability of Novice and Experienced Rider Education programs. Currently, DMV coordinates the MSF-approved safety courses.

□ **SAFETEA-LU Motorcycle Safety Incentive Grant Administration—Section 2010**

In FY 2012, the Office of Highway Safety submitted appropriate documentation demonstrating compliance with the Section 2010 legislation and the implementing regulations. The State of Delaware qualified for the FY 2012 Section 2010 funds by having conforming motorcycle rider training courses and motorcycle safety programs. These funds will support a comprehensive OHS public information and education campaign to increase motorcycle safety on Delaware roads.

Evaluation

There was a slight decrease in motorcycle fatalities during this fiscal year, from 19 motorcyclists killed in FY 2011 to 17 fatalities in FY 2012. Moving forward, the Office of Highway Safety is partnering with the Delaware Division of Motor Vehicles on a variety of outreach efforts aimed at motorcycle riders. Strategies include proposing a legislative increase in fines for riders without a valid motorcycle endorsement, increasing public awareness through active media outreach, providing overall safety information through outreach to all registered motorcycle owners, and outreach to both driver education teachers and defensive driving instructors requesting the inclusion of more information about motorcycle safety.

In addition, OHS will continue to provide overtime enforcement opportunities as directed by data analysis, and pair those enforcement efforts with comprehensive public awareness and paid media.

CORPORATE OUTREACH PROGRAM

Overview

OHS' Corporate Outreach Program works to reach the thousands of people who are employed in Delaware with traffic safety messaging. In 2012, over 100 public and private corporations, as well as state-run and non-profit agencies participated in the program. Representatives from these companies gather several times a year to form a committee called the Corporate Partners.

Corporate Partners are the key to the program's success. Business leaders, safety managers, fleet managers, human resource management, and safety advocates work closely with OHS staff to evaluate the effectiveness of outreach efforts, offer suggestions, and deliver program outreach to their respective audiences.

Programming Efforts

The Corporate Outreach Program looks for effective ways to reach both small and large groups of employees with timely and consistent information about traffic safety trends and initiatives.

□ **Monthly Traffic Safety News and Newsletter Articles**

Traffic Safety News (TSN) is a monthly e-newsletter that OHS creates for our corporate partners each month. The topic reflects the major campaign for the month and is distributed to all partners to coincide with the launch of media outreach by the Community Relations Officer. The TSN is filled with statistics, facts, and helpful tips. It is divided into two easy to read sections: *What You Need to Know* and *What You Can Do*. Current distribution exceeds 17,000 people.

A monthly Drop-in Newsletter Article is created for partners who produce an internal newsletter. The monthly article is distributed on the last Monday of each month and often reflects the same topic as the Traffic Safety News.

□ **Distribution of Program Materials**

Each Corporate Partner can elect to receive promotional traffic safety materials. For most campaigns, OHS produces quantities of posters, flyers and table tents. The number and type of materials received is based on the needs of the company, the number of employees, and availability. In 2012, OHS distributed approximately 525 posters, 6200 flyers, and 850 table tents to participating partners.

❑ **Corporate Partners Meetings, Fleet Managers Meetings, and Award Programs**

The Corporate Outreach Coordinator hosts several meetings throughout the year to network with leaders from the corporate community. Corporate Partner’s meetings are held semi-annually in the months of March and September. Fleet Manager’s meetings are held in June each year. The Hispanic Outreach Committee meets once a year in the spring. In 2012, approximately 50 partners participated in these meetings.

Once a year, Corporate Outreach Awards are given to select Corporate Partners who excel in traffic safety outreach, program participation, and contribution to the overall success of OHS initiatives. Three corporate partners were awarded in 2012:

- Outstanding Outreach - Mike Love, University of Delaware Cooperative Extension
- Outstanding Program- Christiana Care Trauma Program
- Outstanding Partner- Kevin Greene, Chief of Ground Safety, Dover Air Force Base



Kevin Greene accepts this year’s top honor with members of Dover Air Force Base’s Wing Safety Office

❑ **Hispanic Outreach Committee**

In response to the growing Hispanic and Latino communities in Delaware, OHS has organized a Hispanic Outreach Committee. The committee is comprised of representatives from both the public and private sector to analyze OHS’s outreach efforts and provide input on how to reach this segment of the population effectively. New in 2012, the Corporate Outreach Program sponsored a family movie night with community agency, La Esperanza, to provide an alternative activity to drinking alcohol for community members. The movie night took place during the Labor Day DUI mobilization, and an OHS video clip about DUI was played before the movie began.

❑ **Mocktail and Safety Events**

Mocktail parties are no longer reserved for the winter holidays! Mocktail events are being held year round, during peak DUI enforcement periods: NFL/ Super bowl, St. Patrick's Day, Fourth of July, Labor Day, Halloween, as well as Christmas and New Year.

Mocktail parties have been an incredibly successful venue for outreach to large audiences with lifesaving messages about Driving under the Influence (DUI) and other dangerous driving behaviors. Non-alcoholic punch and smart party snacks are served, along with information on impaired driving prevention. Local police are invited to perform the Standardized Field Sobriety Test on party-goers wearing the Fatal-Vision Goggles. During 2011-2012, corporate partners held 12 mocktail parties that reached over 2500 people.



St. Patty's Day Mocktail, St. Francis Hospital

❑ **Safe Family Holiday**

The holiday period between Thanksgiving and Christmas is a special time of outreach for the Corporate Program. Partners schedule their holiday traffic safety outreach months in advance. Most offer to host a Holiday Mocktail Party for their staff. Dover Downs hosts an annual Mocktail Competition, where staff is encouraged to create non-alcoholic "mocktails" for cash prizes. Four partners house OHS's DUI Trees: Beebe Medical Center, Bayhealth Kent General Hospital, A.I. DuPont Hospital for Children, and Dover Downs Human Resources. Two other partners created DUI Trees of their own: Nanticoke Memorial Hospital and Delaware National Guard State Safety Office.



DUI Trees bring awareness of alcohol-related crashes during the holiday season. (Dover Downs Hotel and Casino)

Evaluation

In 2012, the goal was to expand and strengthen existing partnerships through the use of technology. Weekly email updates and partner reports created more unity through the partner committee. E-surveys gave OHS new ideas about outreach. New partners were brought on board. Old partnerships were expanded. During the year, OHS was available to give presentations, hold seat belt checks, serve mocktails, conduct demonstrations, host webinars, and attend corporate safety events.

Plans/Goals for FY 2013 include:

- Promote traffic safety outreach activities of the Corporate Partners to the public through use of social media.
- Continue using web-based technology to share critical information in a timely manner and in a way that will encourage more partners to participate.
- Continue using an evaluation tool to solicit feedback from Corporate Partners regarding the types of materials and tools they use and the perceived effectiveness.
- Incorporate site visits and ride-along opportunities with Fleet partners.
- Recruit a minimum of six (6) new partners.
- Conduct eight (8) out of office outreach activities.

YOUNG DRIVER PROGRAMS

Overview

By many accounts, Delaware has one of the strongest Graduated Driver Licensing (GDL) laws in the nation, containing most of the recommended components including: starting age of 16, a one-year permit process, 50 hours of supervised driving required, night-time driving, passenger and cell phone use restrictions, and mandatory seat belt use requirements. The GDL law was designed to give 16 year olds who are applying for their drivers' license for the first time additional behind the wheel supervision beyond Drivers Education classes, to improve their driving skills, instill a sense of responsibility, sharpen their judgment, and promote strict observance of the rules of the road.

The law, which was passed in 1998 and took effect in July of 1999, increased the age at which a teen could apply for a driving permit from age 15 years and 10 months to age 16. Since that time a formal evaluation has shown that crash rates for 16 year old drivers have decreased by almost 31%.

Performance Goal

Drivers Age 20 or Younger Involved in Fatal Crashes – To decrease drivers age 20 or younger involved in fatal crashes 16% from the 2007-2009 calendar year average of 19 to 16 by December 31, 2012.

	2007 – 2009 CY Avg	2010– 2011 CY Avg.
Number of fatalities	19	15
%decrease		9%

Programming Efforts

❑ Parent Orientation Program

In 2004, the Office of Highway Safety began looking at additional ways to educate parents of new teen drivers about the requirements of the State's GDL law. From this, the GDL Parent Orientation Program was created. The GDL POP is an hour and a half long program conducted at high schools statewide in the evenings. Participating schools make attending this program a mandatory assignment of the driver education class. Since the program is geared toward parents, attendance by both the teen driver and at least one parent is required. The GDL POP consists of four powerpoint presentations by OHS and its partners the Delaware State Police, the Division of Motor Vehicles, Think First of Delaware, and State Farm Insurance. Additionally there are videotaped interviews with a parent and sibling of two young people killed in teen driving crashes, and a memorial tribute to the teen victims of motor vehicle crashes (made

possible thanks to support from the victim's families). In May, OHS suspended conducting any more presentations in an effort to convert the program into one that was available online. Work began in the start of FY 12. Due to staff changes, there have been some delays in developing the on-line course but it OHS's goal to have this program available online in January 2013.

□ **Technical Assessment of the Driver Education Program**

NHTSA facilitated and OHS coordinated the assessment of the Driver Education Program which was conducted at the Christiana Hilton Hotel, in Newark on June 4-8, 2012. NHTSA recommended a team of six individuals with demonstrated expertise in the topic areas of the national administrative standards. The assessment consisted of interviews with state and community level driver education program managers, trainers, teachers in public and non-public schools, law enforcement personnel, parents, judiciary and staff from DMV, OHS and DOE. The conclusions drawn by the assessment team are based upon the facts and information provided by the various experts who made presentations to the team as well as the briefing materials.

The assessment team completed an assessment report as the basis for planning driver education program improvements, assessing legislative priorities, providing for additional training, and evaluating funding.

One of the team's recommendations is to revive the Teen Driver Task Force with the specific goal of developing an action plan for improvements to the state's drivers education program based on the assessment recommendations. The first meeting of the task force will be held in January 2013. We will review the recommendations together at that time and establish an action plan.

□ **Young Driver Highway Safety Education Message**

OHS provided several educational opportunities to high school students and teen drivers by delivering highway safety messages through various mechanisms which included:

- A School Resource Officer tool kit that was mailed to 63 high schools. Each kit contained resources and ideas to promote seat belt safety with students including a faux ticket event, Mother's Day Facebook contest, ideas for spreading the CIOT message, and CIOT posters.
- OHS also brought the Distracted Driving Simulator created by the Save A Life tour to four Delaware High Schools (Caesar Rodney, Smyrna, Milford, Seaford) in March to emphasis the dangers of cell phone use while driving.
- Television commercials targeting young drivers, specifically:
 - A custom TV spot scripted and produced titled "Best Friend". Which depicted a consequence of drinking and driving. 'Best Friends' depicted a mother and best friend in the ER when the doctor came and told the mother

her son didn't make it and she turned to the best friend who was driving the car and caused the crash.

- OHS ran the NHTSA OMG! tv spot statewide that targeted adults ages 18 to 24. Spots were run on cable channels during prime time rotation. This was a social norming message and was placed to remind the public about the law and the dangers of cell phone use while driving.
- OHS worked with the Motorcycle Rider Education Advisory Committee to create the educational DVD "Biker's Unchopped- Motorcycle Safety for the Rest of Us" The DVD shows how motorists can share the road with motorcyclists by showing them traffic and other road hazards from a motorcyclist's point of view. The DVD was distributed to high school driver's education classes.

DISTRACTED DRIVING – CELL PHONE USE

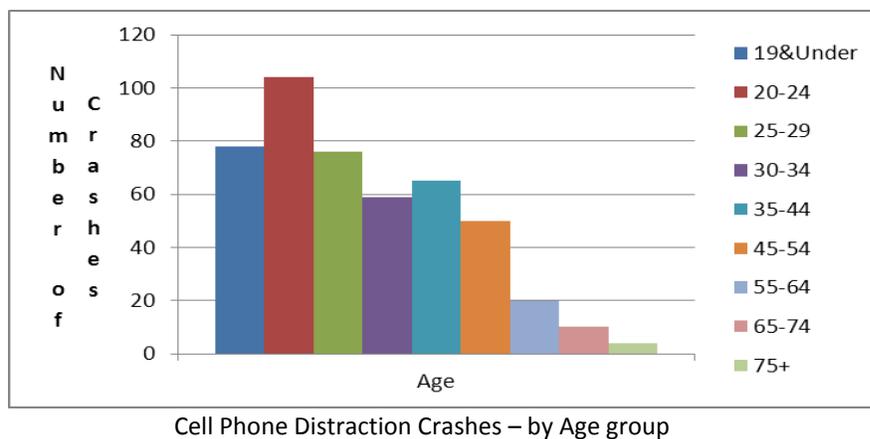
Overview

In FY 2012, Delaware applied for and received a demonstration grant from the National Highway Traffic Safety Administration to impact and evaluate distracted driving in our state. The primary focus is cell phone use, as hand-held cell phones are prohibited by law while driving. During CY 2011 there were 147 traffic crashes attributed to cell phone distraction. In CY 2012, early statistical estimates indicate this number will be slightly less, approximately 134.

Crashes involving cell phone distraction increase during the time frame of 1pm-11pm. Additionally, there is another peak from 1-2am, when drinking establishments close for the night. Friday tends to be the day most likely to see these crashes, with Sunday and Monday being the least likely.

54% of crashes involving cell phone distraction are caused by persons under the age of 30, with the largest peak between ages 20-24. Of those under 30, males account for 60% of the crashes, while females account for 40%.

Further, 61% of cell phone distraction crashes occur in New Castle County, Delaware's largest and most populated county. Approximately 65% of Delaware's population lives in New Castle County, and nearly 70% of all vehicle miles are traveled here.



Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in FY 2012:

❑ **Distracted Driving Demonstration Project**

Delaware applied for and was approved to conduct a demonstration project for distracted driving, focusing on cell phone use. This project was awarded in FY 2012, but will be carried out in FY 2013. The enforcement plan includes every law enforcement agency in the state and

will be conducted in waves in November 2012, April 2013, and June 2013. Paid media will be paired with the enforcement and a detailed evaluation will be conducted by Preusser Research Group.



US DOT Secretary Ray LaHood announces Delaware’s demonstration grant award for Distracted Driving prevention. Governor Markell and Secretary Schiliro also pictured.

□ **“All Hands on Deck” Cell Phone/Texting Distraction Enforcement**

In April, the Office of Highway Safety asked our law enforcement partners to participate in a one-day distracted driving blitz during their regular duty patrols. 24 agencies volunteered to participate and reported the following results: 339 cell phone violations, 11 seat belt violations, and nearly 100 other traffic violations.



RESULTS: 2012 DRIVER BEHAVIOR SURVEY

Overview

In 2009 NHTSA and GHSA formed a working group and determined that States should conduct annual Driver Behavior Surveys to measure attitudes and behaviors on driver safety topics. The working group came to an agreement on 9 core questions to be asked as part of this survey. The questions centered around behaviors related to impaired driving, seat belt use, and speeding. It was recommended that states conduct these surveys in the summer months after the national seat belt mobilization and before the national impaired driving crackdown.

Survey Design & Execution

As recommended by NHTSA and GHSA, the survey was conducted using a representative sample of all licensed drivers throughout the State of Delaware through the DMV intercept method. However, to keep costs low, OHS invested in 4 iPads and Survey Monkey software to collect survey responses.

OHS utilized multiple choice questions to ensure the survey was manageable for participants and included some new questions about the cell phone law. The same survey questions were asked at all locations, including the above mentioned core questions as recommended by NHTSA and GHSA.

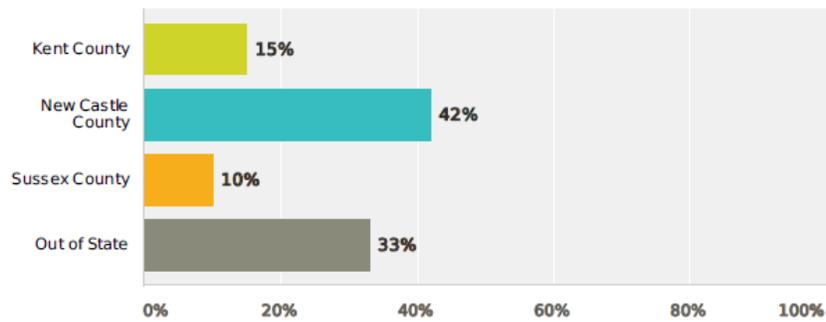
Despite a tight budget and reduced staff, the Delaware Office of Highway Safety added new outlets where it conducted the survey this year. The use of the iPads and online survey software were used to collect responses at community events to broaden the outreach and responses. Participants completed the surveys themselves on the iPad or via an online link to the survey. For the online survey, OHS put a link on their Facebook page and a link from their website to direct visitors to take the survey. 1,033 people completed the survey.

Results Tabulation

All surveys were entered into the online survey software, Survey Monkey to tabulate and analyze all of the completed questionnaires. The following pages summarize the collected data and provide a question-by-question analysis of the participants' responses as well as the percentage of people that answered each question.

Q1 What county do you live in Delaware?

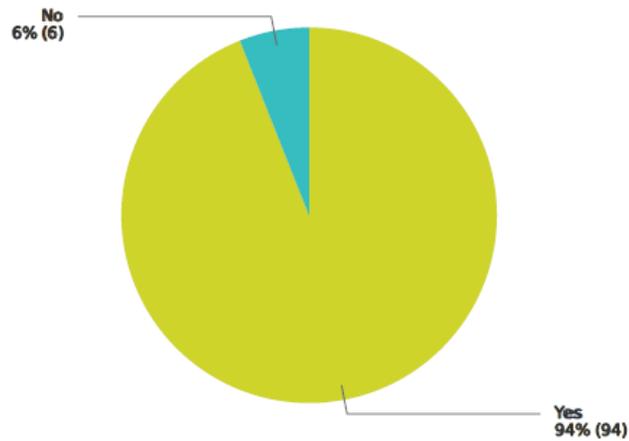
Answered: 100 Skipped: 0



Answer Choices	Responses
Kent County	15%
New Castle County	42%
Sussex County	10%
Out of State	33%
Total	100

Q2 Are you a licensed driver?

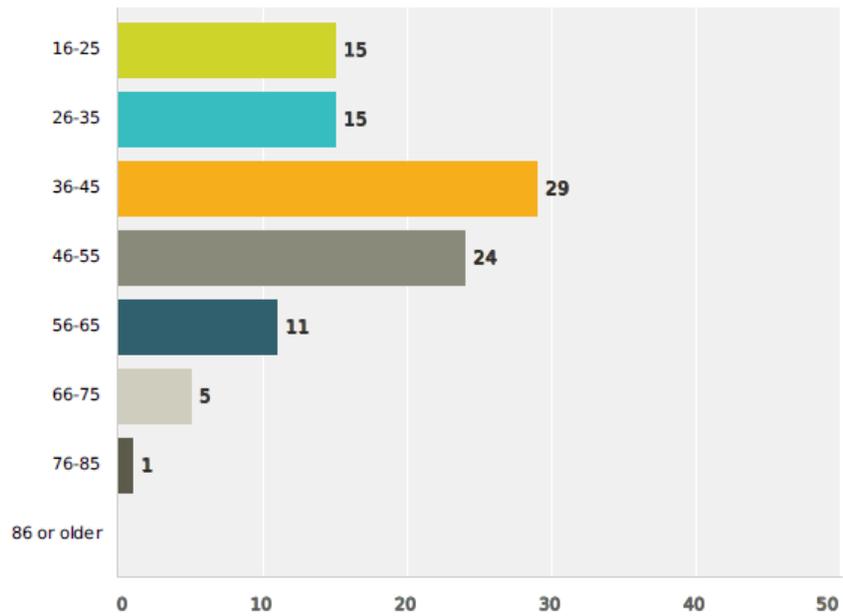
Answered: 100 Skipped: 0



Answer Choices	Responses
Yes	94%
No	6%
Total	100

Q3 Please select your age range.

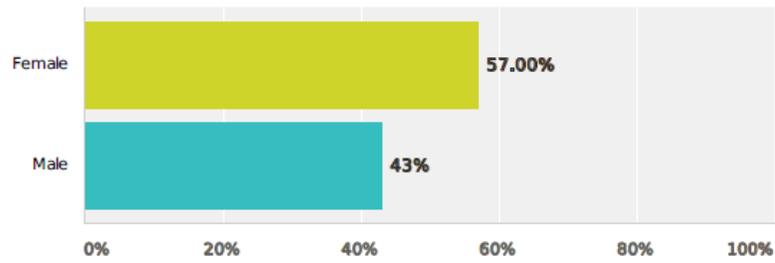
Answered: 100 Skipped: 0



Answer Choices	Responses	Count
16-25	15%	15
26-35	15%	15
36-45	29.00%	29
46-55	24%	24
56-65	11%	11
66-75	5%	5
76-85	1%	1
86 or older	0%	0
Total		100

Q4 Please select your gender.

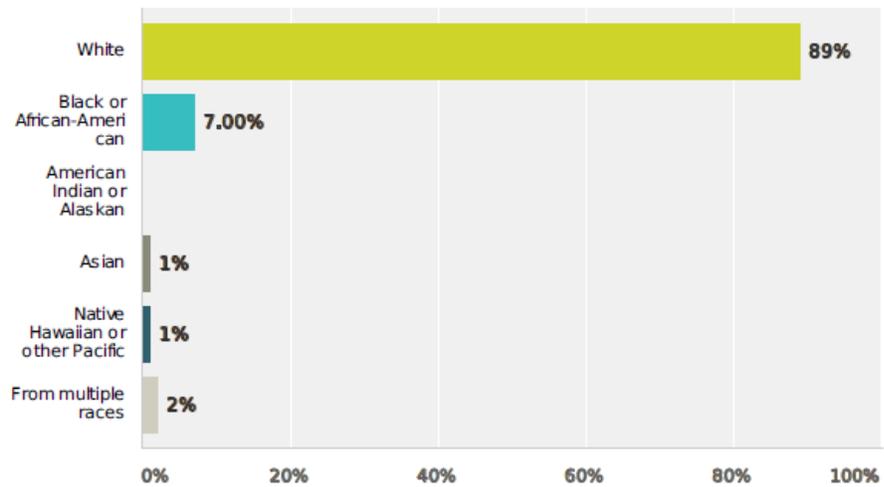
Answered: 100 Skipped: 0



Answer Choices	Responses
Female	57.00% 57
Male	43% 43
Total	100

Q5 Are you White, Black or African-American, American Indian or Alaskan Native, Asian, Native Hawaiian or other Pacific islander, or some other race?

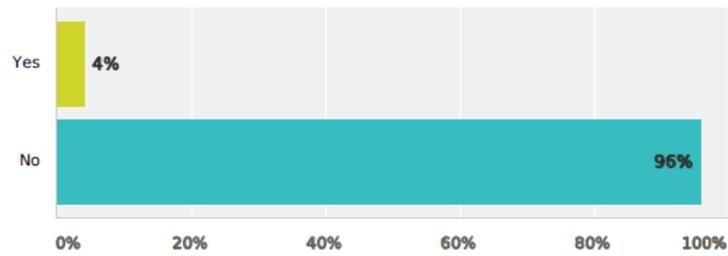
Answered: 100 Skipped: 0



Answer Choices	Responses
White	89% 89
Black or African-American	7.00% 7
American Indian or Alaskan Native	0% 0
Asian	1% 1
Native Hawaiian or other Pacific Islander	1% 1
From multiple races	2% 2
Total	100

Q6 Are you of Spanish/Hispanic origin?

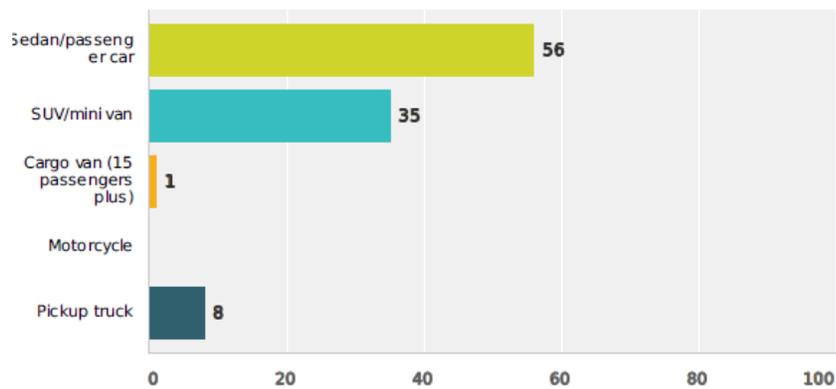
Answered: 100 Skipped: 0



Answer Choices	Responses
Yes	4% 4
No	96% 96
Total	100

Q7 What type of vehicle do you primarily drive?

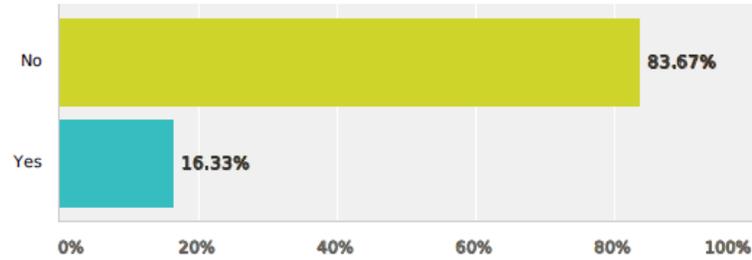
Answered: 100 Skipped: 0



Answer Choices	Responses
Sedan/passenger car	56.00% 56
SUV/mini van	35% 35
Cargo van (15 passengers plus)	1% 1
Motorcycle	0% 0
Pickup truck	8% 8
Other (please specify) (5)	
Total	100

Q8 In the past 30 days, have you driven within 2 hours after consuming alcoholic beverages?

Answered: 98 Skipped: 2



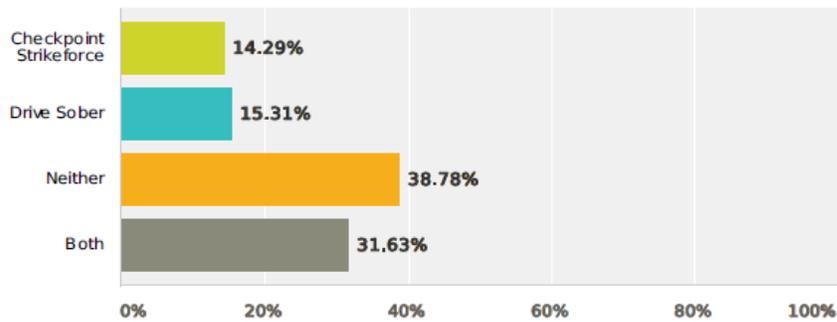
Answer Choices	Responses	Count
No	83.67%	82
Yes	16.33%	16
Total		98

Q9 If yes to the previous question, how many beverages did you consume within the 2 hours before driving?

Response Average 1.64

Q10 In the past 30 days, Have you read, seen or heard the Checkpoint Strikeforce or Drive Sober messages? Check all that apply.

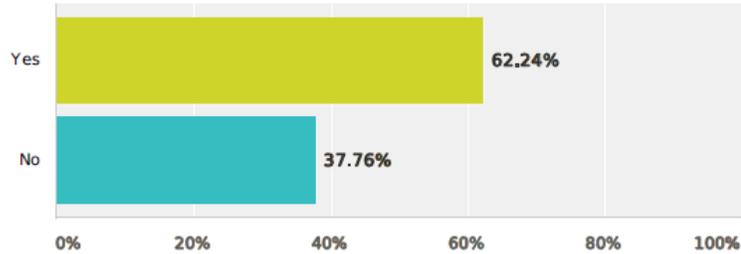
Answered: 98 Skipped: 2



Answer Choices	Responses	Count
Checkpoint Strikeforce	14.29%	14
Drive Sober	15.31%	15
Neither	38.78%	38
Both	31.63%	31
Total		98

Q11 Has the impaired driving message caused you to not drive after consuming alcoholic beverages?

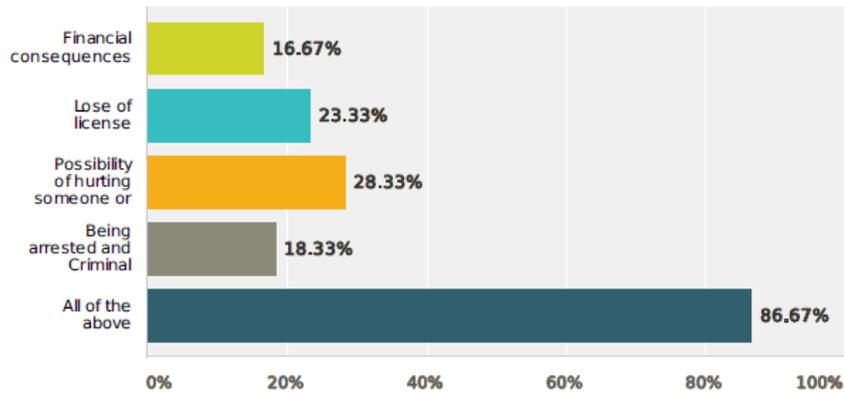
Answered: 98 Skipped: 2



Answer Choices	Responses
Yes	62.24% 61
No	37.76% 37
Total	98

Q12 If Yes, why? Check all that apply

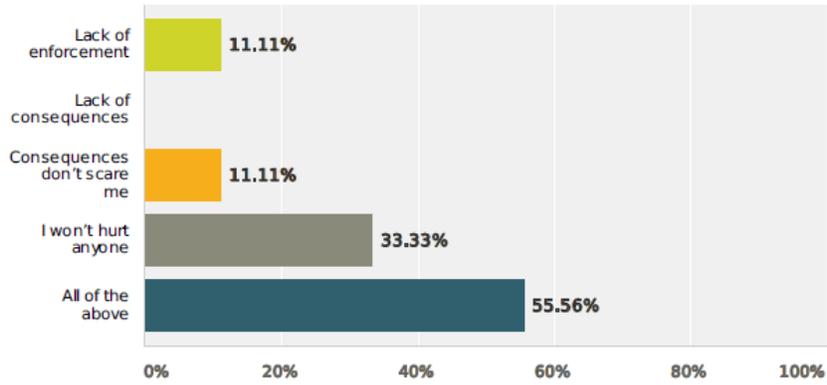
Answered: 60 Skipped: 40



Answer Choices	Responses
Financial consequences	16.67% 10
Lose of license	23.33% 14
Possibility of hurting someone or myself	28.33% 17
Being arrested and Criminal record	18.33% 11
All of the above	86.67% 52
Other (please specify) (5)	
Total Respondents: 60	

Q13 If No, why? Check all that apply.

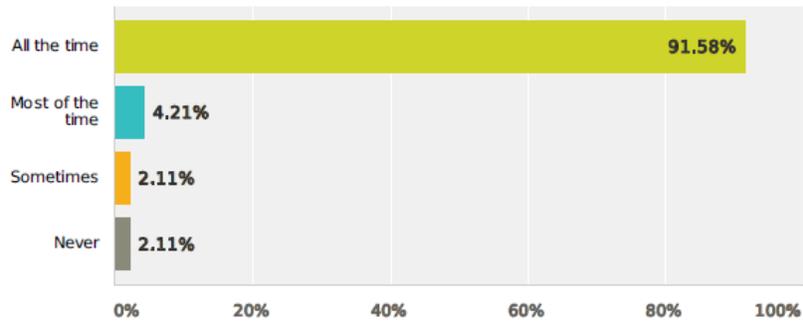
Answered: 9 Skipped: 91



Answer Choices	Responses
Lack of enforcement	11.11% 1
Lack of consequences	0% 0
Consequences don't scare me	11.11% 1
I won't hurt anyone	33.33% 3
All of the above	55.56% 5
Other (please specify) (2)	
Total Respondents: 9	

Q14 How often do you wear your seat belt when you drive or ride in a vehicle?

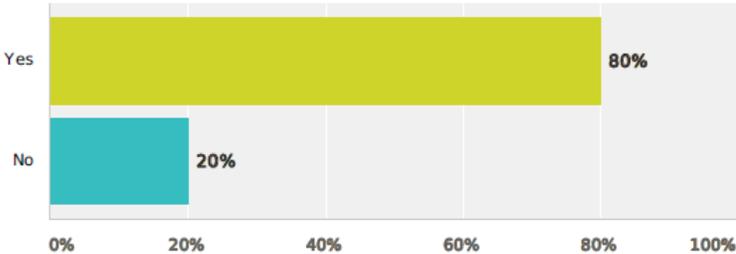
Answered: 95 Skipped: 5



Answer Choices	Responses
All the time	91.58% 87
Most of the time	4.21% 4
Sometimes	2.11% 2
Never	2.11% 2
Total	95

Q15 In the past 90 days, have you heard the 'Click It or Ticket' message?

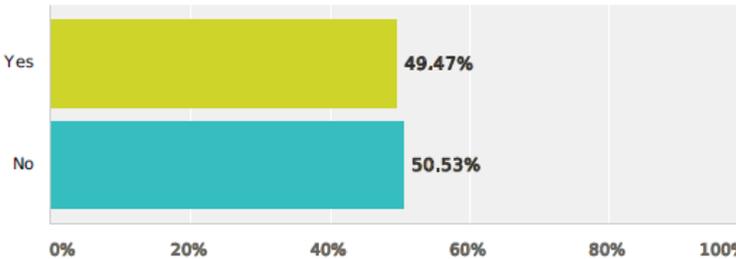
Answered: 95 Skipped: 5



Answer Choices	Responses	
Yes	80%	76
No	20%	19
Total		95

Q16 Has the 'Click It or Ticket' message caused you to wear your seat belt more often?

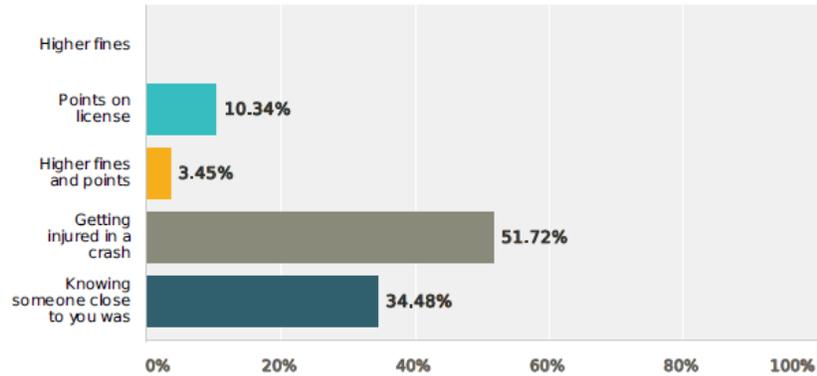
Answered: 95 Skipped: 5



Answer Choices	Responses	
Yes	49.47%	47
No	50.53%	48
Total		95

Q17 If not, what would cause you to wear your seat belt?

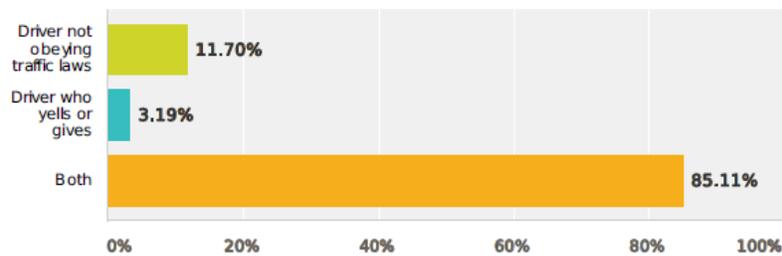
Answered: 29 Skipped: 71



Answer Choices	Responses
Higher fines	0%
Points on license	10.34%
Higher fines and points	3.45%
Getting injured in a crash	51.72%
Knowing someone close to you was injured or killed because not wearing seatbelt	34.48%
Other (please specify) (18)	
Total	29

Q18 What is Aggressive Driving?

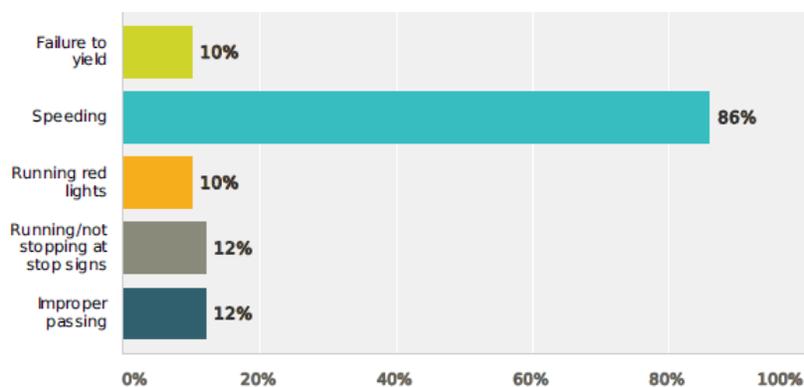
Answered: 94 Skipped: 6



Answer Choices	Responses
Driver not obeying traffic laws and ignoring signals/signs	11.70%
Driver who yells or gives gestures to other drivers	3.19%
Both	85.11%
Other (please specify) (0)	
Total	94

Q19 Have you ever done any of the driving behaviors in the last 30 days below? Select all that apply.

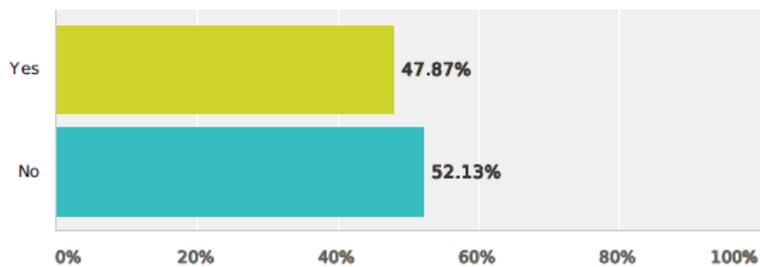
Answered: 50 Skipped: 50



Answer Choices	Responses
Failure to yield	10% 5
Speeding	86% 43
Running red lights	10% 5
Running/not stopping at stop signs	12% 6
Improper passing	12% 6
Other (please specify) (5)	
Total Respondents: 50	

Q20 Are you familiar with the message "Respect The Sign"?

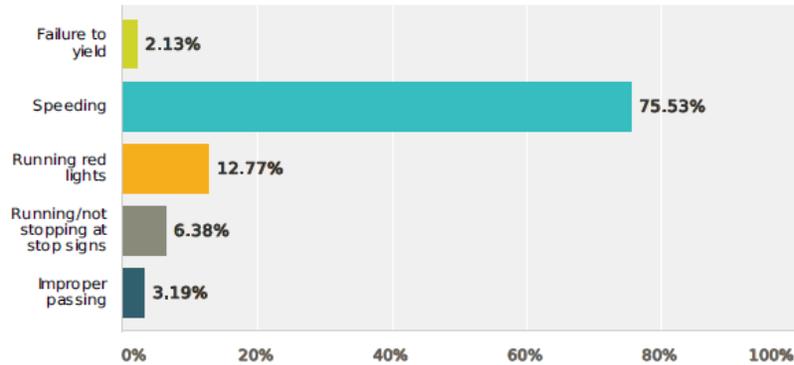
Answered: 94 Skipped: 6



Answer Choices	Responses
Yes	47.87% 45
No	52.13% 49
Total	94

Q21 What behavior do you think the police are enforcing the most?

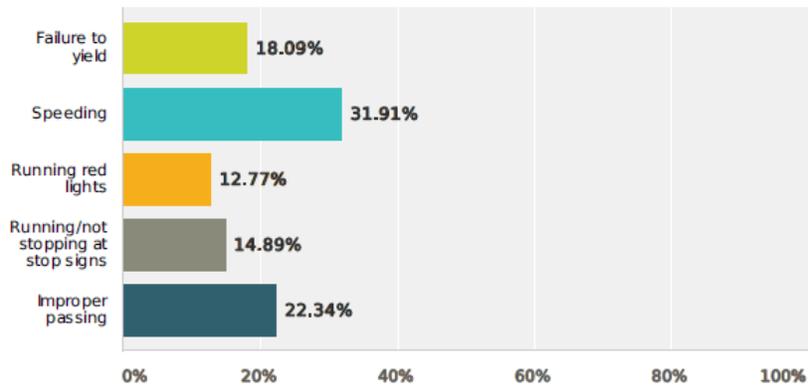
Answered: 94 Skipped: 6



Answer Choices	Responses
Failure to yield	2.13% 2
Speeding	75.53% 71
Running red lights	12.77% 12
Running/not stopping at stop signs	6.38% 6
Improper passing	3.19% 3
Other (please specify) (5)	
Total	94

Q22 What behavior do you think the police should enforce more often?

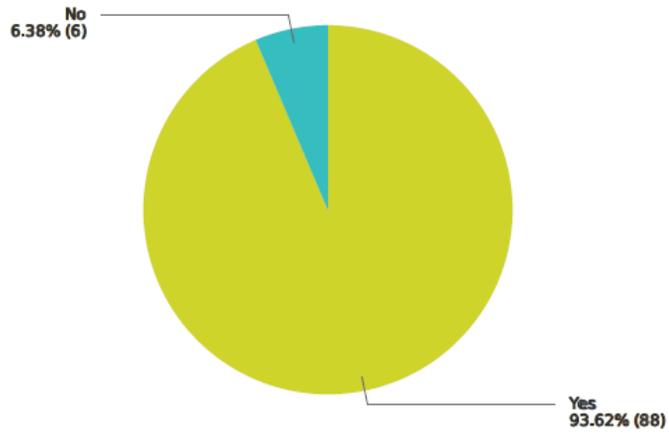
Answered: 94 Skipped: 6



Answer Choices	Responses
Failure to yield	18.09% 17
Speeding	31.91% 30
Running red lights	12.77% 12
Running/not stopping at stop signs	14.89% 14
Improper passing	22.34% 21
Other (please specify) (13)	
Total	94

Q23 Does Delaware have a law limiting cell phone use while driving?

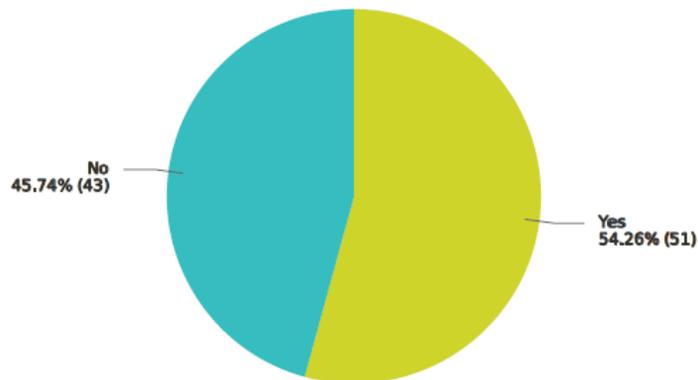
Answered: 94 Skipped: 6



Answer Choices	Responses	
Yes	93.62%	88
No	6.38%	6
Total		94

Q24 Over the last year, have you ever driven with a cell phone in hand?

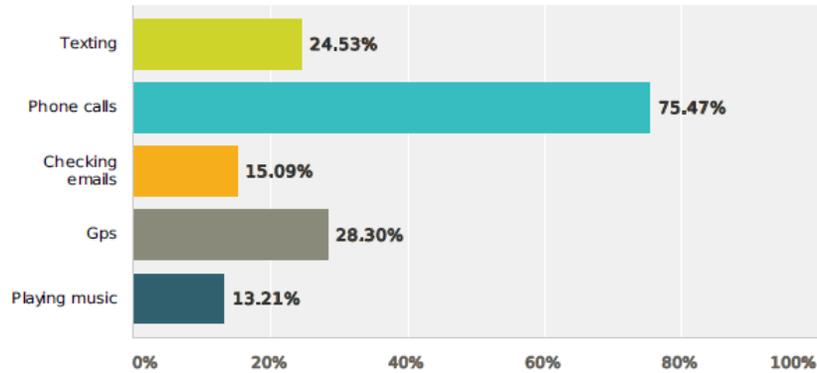
Answered: 94 Skipped: 6



Answer Choices	Responses	
Yes	54.26%	51
No	45.74%	43
Total		94

Q25 If yes, what do you use your phone for while driving? Select all that apply.

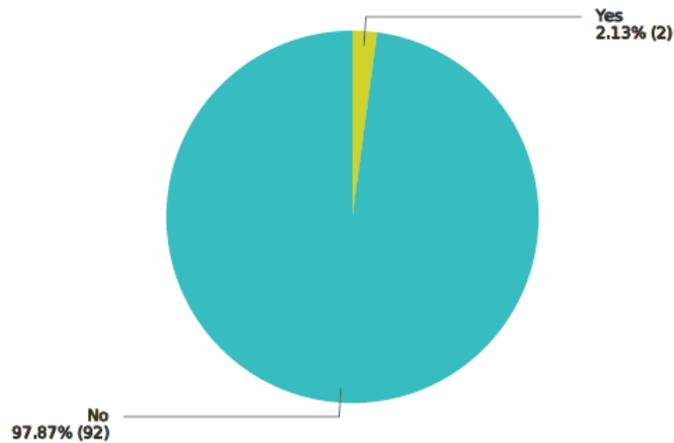
Answered: 53 Skipped: 47



Answer Choices	Responses
Texting	24.53% 13
Phone calls	75.47% 40
Checking emails	15.09% 8
Gps	28.30% 15
Playing music	13.21% 7
Other (please specify) (5)	
Total Respondents: 53	

Q26 Have you ever received a ticket for cell phone use while driving since the law began Jan 2, 2011?

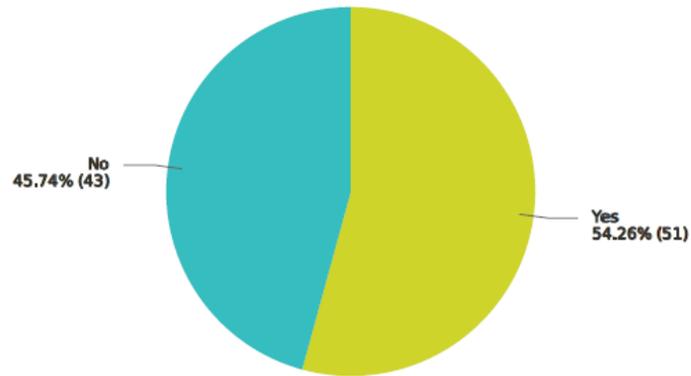
Answered: 94 Skipped: 6



Answer Choices	Responses
Yes	2.13% 2
No	97.87% 92
Total	94

Q27 Do you think police are enforcing the new cell phone law in Delaware?

Answered: 94 Skipped: 6



Answer Choices	Responses	
Yes	54.26%	51
No	45.74%	43
Total		94

PAID MEDIA SUMMARY

Overview

In FY 2012, the combination of paid and earned media to increase awareness of critical highway safety issues in the First State continued to be the backbone of OHS's Communication Strategy. Most paid media efforts undertaken by OHS support its enforcement campaigns as national research shows that the greatest impact can be made by combining the two. As with its enforcement efforts, the OHS paid media plan is driven by crash data to identify primary and secondary audiences for each of the agency's priority areas, as well as provide information on times of day and days of the week when crashes were occurring. Not only did this information dictate where and when enforcement would be conducted, it helped determine where and when paid media messages would run, so that it most effectively supported the enforcement efforts. OHS used this formula and applied it across the board to all of its media awareness campaigns.

In FY 2012 OHS spent more than \$2.0 million in Section 402 and other Incentive Grants to maximize the effectiveness of enforcement and educational programming initiatives. Included in this document, OHS has outlined how we have spent about \$350,000 on sports marketing outreach events including NASCAR, Delaware college football & basketball, Delaware minor league baseball team, and local dirt tracks to broaden the reach to the target audiences in the DUI and Seat Belt campaigns. A little over \$10,000 from 402 was spent on supplies and materials such as brochures, incentive items, as well as materials to support OHS's Corporate Outreach Program.

OHS changed public relations contractors in FY 2012 to ab+c Creative Intelligence from Wilmington DE however continued to build on the OHS brand of 'Arrive Alive DE', an ownable, distinctive and unifying look for the OHS public information campaigns. The unifying and yet customizable tagline ensures the message is being communicated to build overall recognition for safe driving issues. The tagline better communicates the desired behavior for each individual initiative as well as reinforces all campaign safety messages.

OHS continues to find the use of internet advertising including digital entertainment channels and social media such as Pandora, Twitter, and Facebook, draw a lot of traffic to the OHS websites for *Click It or Ticket*, *Checkpoint Strikeforce*, *Respect The Sign*, and *Phone In One Hand. Ticket In The Other* campaign. This is an effort to reach the younger demographic which is often over-represented in crashes where speeding, alcohol, and lack of belt use are involved.

A new initiative that started in FY2011 and continued into FY2012 included a Distracted Driving/Hands Free Cell Phone Campaign. OHS is currently working on the NHTSA Distracted Driving pilot program *Phone In One Hand. Ticket In The Other*. with much earned media success. Also in FY2012, OHS continues to cultivate media partnerships in the sports marketing area with Racing Limos of Dover, and Alliance Sport Marketing all of which focused on the sport arenas in Delaware such as NASCAR, Delaware International Speedway, Airport Speedway, and Wilmington Blue Rocks. These events and partnerships went over very well with engaging the community with traffic safety messages and OHS plans to continue the partnerships into FY2013.

This section of the Annual Report provides a description of OHS's paid media efforts for FY 2012. It is presented in four different formats.

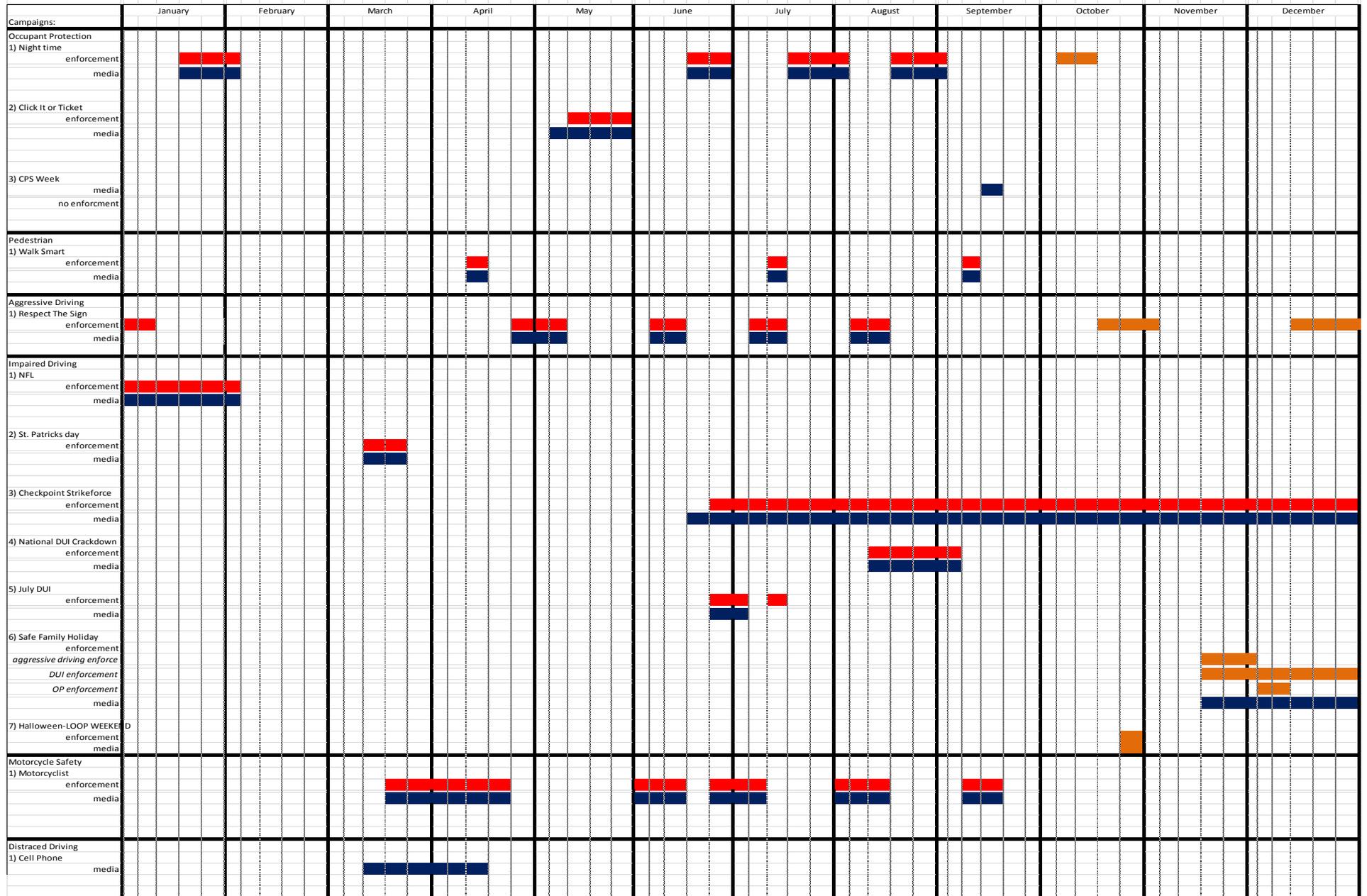
- I. A breakdown of projects funded with Section 402 and other Incentive Funds
- II. A chart of OHS's sustained media efforts reflected by calendar month
- III. A narrative explanation of the highlights and achievements of paid media efforts by program area
- IV. A summary chart of paid media efforts for the entire 2012 Federal fiscal year

I. Paid Media Funds Spent in FY 2012

Use of 402 and Incentive Grant Funds for Paid Media in FY 2012		
Federal Grant Code	Campaign	Total Funds Spent
Section 402	<i>Respect The Sign</i> campaign \$175,000 <i>Walk Smart</i> Pedestrian Safety campaign \$50,000 <i>Ride Safe. Ride Smart</i> Motorcycle Safety Campaign \$69,737 <i>Click It or Ticket</i> campaign \$148,105 OP seat belt campaign \$72,350 Distracted Driving campaign \$38,730 Fitting Station/CPSAW Paid Media \$15,000 Alliance Sport Marketing- May Race \$60,565 UD/DSU Seat Belt- \$13,450 Racing Limos of Dover \$1,330	\$644,267
Section 154	**Checkpoint Strikeforce \$441,570 Designated Driver (St. Patricks, NFL) \$40,422 NASCAR Drive Sober Campaign \$182,455 Safe Family Holiday \$71,138	\$735,585
Section 405	<i>Click It or Ticket</i> \$52,766 Racing Limos \$2,200 NASCAR \$6,068	\$61,034
Section 406	Alliance Sport Marketing \$20,300 Racing Limos \$2,900 <i>Click It or Ticket</i> \$2,930	\$26,130
Section 410	**Checkpoint Strikeforce Campaign \$380,916 Alliance Sport Marketing \$144,040 Racing Limos of Dover \$10,150	\$535,106
Section 2010	Motorcycle Safety campaign	\$24,789
Section 2011	Child Passenger Safety Week	\$6,646
Total Funds Spent		**\$2,033,557
**Includes funds allocated to CPSF 2012 campaign but not yet spent.		

II. Paid Media Activities Color Chart by Calendar Month

2012 Calendar
Sunday-Saturday week



III. Narrative Explanation of Paid Media Highlights and Achievements by Program Area

Occupant Protection

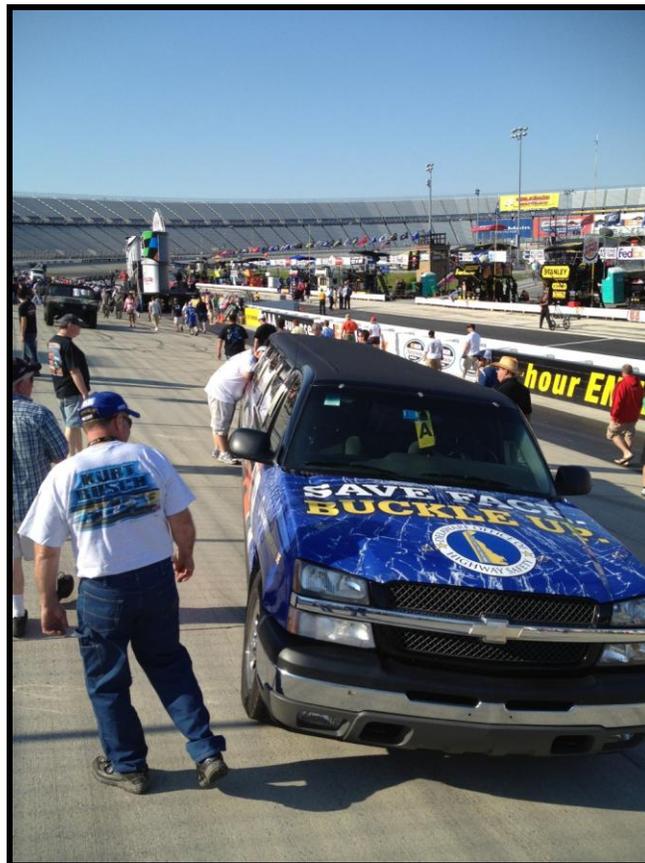
Outside of Click It or Ticket in May, OHS conducted seat belt enforcement and used the Buckle Up & Save Face message in media and outreach activities.

OHS worked with Alliance Sports Marketing to bring the “buckle up” message to the Wilmington Blue Rocks, University of Delaware, and Delaware State University through score board & public address announcements at their sporting events.

The Wilmington Blue Rocks partnered with OHS to have a safety night in which OHS brought the Racing Limo and set it up in front of the stadium and also conducted the “You’ve Been Ticketed” event in the parking lot. Fans caught wearing their seat belts were given a ‘ticket’ to be redeemed at the OHS table inside the venue for a free t-shirt. Before the baseball game started OHS conducted 1 round of seat belt musical chairs on the field where some lucky fans won an OHS Buckle Up prize package.



T-shirt given away at Wilmington Blue Rocks event



Racing Limo on the track at Dover International Speedway with our OHS seatbelt message.

Click It or Ticket

OHS Click It or Ticket campaign featured real testimonials from first responders about the tragedies they see from people not wearing seatbelts. A mass media campaign was created around the testimonials and featured the first responders in all campaign materials. There were many paid and earned media parts involved this year in the campaign including traditional & non-traditional media, sports marketing, and social media.

Paid media included new ads that featured Delaware paramedics with the message “Seat Belts Save More Lives Than We Do”. This message was chosen after focus group testing showed that the target audience related more to an emotional and personal message than an enforcement one.

A new tv spot was created with 6 Delaware paramedics, 2 from each county, and they shared their experiences and stories of unbelted crashes and victims. A new radio spot was created using a mix and cut from the tv spot. The billboards, online, and collateral materials used a visual of 2 paramedics standing in front of an ambulance. New this year we utilized Pandora and Casale Media to target our online and mobile ads to DE IP computer address and smartphones.

Public relations, earned media, and partnership efforts were extensive this year and covered the state. We created a School Resource Officer tool kit that was mailed to 63 high schools. Each kit contained resources and ideas to promote seat belt safety with students including a faux ticket event, Mother’s Day Facebook contest, ideas for spreading the CIOT message, and CIOT posters.

We continued our partnership with Racing Limos of Dover and wrapped the hood of the limo that featured our Click It or Ticket message in several community events and parades.

Alliance Sport Marketing set up the OHS booth at Dover International Speedway for the May NASCAR race. Alliance hung Buckle Up banners throughout the Speedway at entrance and exit locations where they would be viewed by all. OHS staffed the booth and also conducted seat belt musical chairs all weekend and gave out Buckle Up t-shirts to all participants. NASCAR driver J.J. Yeley held autograph sessions at the OHS booth and then played a round of seat belt musical chairs with fans. We also participated in the NASCAR social event at Dover Air Force Base in which we set up a OHS table with information and partnered with Travis Boardman of Fed Ex to bring the Fed Ex show car to the event where service men & woman with their families could get their picture taken with the car. OHS also brought NASCAR driver J.J. Yeley to the driver autograph signing event where he signed “Click It or Ticket” autograph cards for fans and also gave out “Click It or Ticket” lanyards.

We also partnered with the Delaware Department of Transportation to have “Buckle Up” message displayed on the VMS boards statewide during the month of May.



Photo & tv shoot for the new CIOT posters, billboards, and tv spot



Click it or Ticket Poster

School Resources Officer Tool Kit



CLICK IT OR TICKET. ARRIVE ALIVE **DE**

This spring, 8,000 new young drivers are expected to “hit the road” in Delaware this year. To help keep these young people safe, the Office of Highway Safety would like to invite you to join us in getting the “Click It or Ticket” message out to high school students across Delaware. We are launching this specific campaign in the month of May but, as you know, our efforts are ongoing.

We have created a **Click It or Ticket Kit** for your school to help teach kids about the importance of buckling up and the implications if they don't. Using fun and creative ways to communicate, together we can reach students with this lifesaving message.

THE KIT CONTAINS:

- Faux ticket event
- Facebook contest (Facebook.com/ArriveAliveDE)
- Ideas for spreading the Click It or Ticket message
- Posters

If you have any questions or would like to receive additional resources, including the buckle-up stencil, radio and TV material, or print messages for your school's website, newspaper, Facebook page, closed circuit, etc., please contact Mike Cordrey, Account Supervisor at AB&C, at mcordrey@a-b-c.com or at 302-655-1552. Additional information is also available on our website: <http://ohs.delaware.gov/seatbelts>.

Buckle up!

Alison Kirk
Community Relations Officer

TICKET!

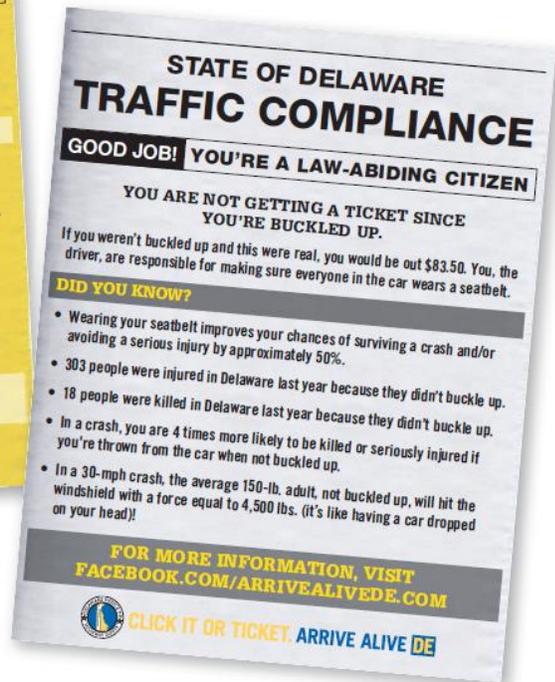
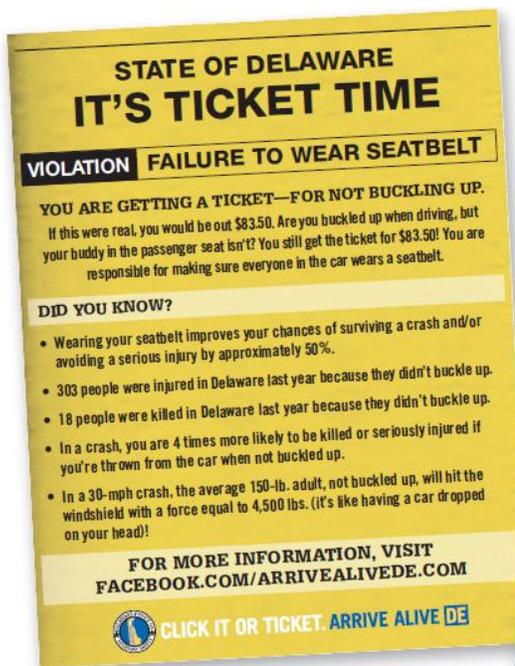
What: Set up a faux checkpoint as students are leaving the school's parking lot. Students will be stopped and given a "ticket"—for not wearing a seatbelt or for wearing one. If you can, add candy to the tickets—hand out a Dun-Dum® lollipop to those not buckled up and a roll of Smarties® to those who are.

Why: The "ticket" will educate them about how much they would have to pay if they were caught without being buckled up, the consequences of not being buckled up and whose responsibility it is to get everyone in the car to buckle up.

Where: School parking lot, exit area.

When: May 1–14

Who: School resource officers
Students interested in community service
Sports teams



WIN IT!

What: Students will be able to create an e-card with an overlay message and art that can be printed/downloaded or posted on Facebook. The photo can be shared on parents' and friends' walls. When the e-card is "liked," the student is entered into a drawing to win a gift card for dinner at Grotto Pizza with their family. Getting friends to vote for a picture will increase the student's chances of winning.

Why: When the e-card is "liked," the student is entered into a drawing to win a gift card for dinner at Grotto Pizza with their family. Add in a Racing Limos® gift certificate for a FREE three-hour limo ride as a prize.

Where: Facebook.com/ArriveAliveDE

When: May 1–9, 2012 • Winner will be notified on May 11, 2012

Who: Anyone!



_____, promises his
mom, _____, that
he'll wear his seat belt.

Happy Mother's Day

Choose a frame Choose a graphic Choose a typeface

I promise to wear my seat belt!

CREATE CARD

DRAW IT!

What: Oversized stencil of a buckle and seat belt that can be painted on the ground.

Why: To remind students to buckle up.

Where: Anywhere! Parking lot, in front of the school, on the wall outside the school, on the grass, on the hood of the principal's car, on the football field—let the kids make suggestions.

Who: School resources officers
Art club and art teachers
Driver's ed class



SAY IT!

- What:**
- Wearing a seat belt improves your chance of surviving a car crash and/or avoiding a serious injury by approximately 50%.
 - 279 people didn't buckle up and were injured last year in a car crash.
 - Another 37 people were killed in a car crash last year and were not buckled up.
 - Of the 908 occupants killed in car crashes in the last ten years, less than half (48%) were using occupant restraints.
 - You are 4 times as likely to be thrown from your car in an accident if you are not buckled up.
 - A 30-mph collision can result in an average 150-lb. unbuckled adult hitting the windshield with a force equal to 4,500 lbs. It's like having a car dropped on your head.
 - The cost to the driver if someone is in the car is unbuckled is \$83.50.

Why: Give students an opportunity to talk about this important yet easy way to stay safe in the car. Tell friends about the Click It or Ticket message, and the contest at [Facebook.com/ArriveAliveDE](https://www.facebook.com/ArriveAliveDE)

Where: Assemblies, classes, sports teams and clubs.

Who: *Assemblies:* Invite law enforcement speakers or people who have been victims of not buckling up. Have EMS staff in your county talk about what they see when they arrive at a car crash scene.

Sports teams: Team captains challenge fellow players to enter contest at [Facebook.com/ArriveAliveDE](https://www.facebook.com/ArriveAliveDE). The school teams can have a contest to see who can get the most votes for their picture. Game Day announcements can be made about the contest.

Classes: Driver's ed, health, marketing and other relevant classes can discuss seat belt safety and science, and how to get the word out about the contest at [Facebook.com/ArriveAliveDE](https://www.facebook.com/ArriveAliveDE).

Clubs: Drama and community service clubs can work on ways to spread the Click It or Ticket message to fellow students. For example, the drama club can put on a skit for the assembly. The school newspaper can do a series of articles.



Child Passenger Safety Awareness Week Campaign

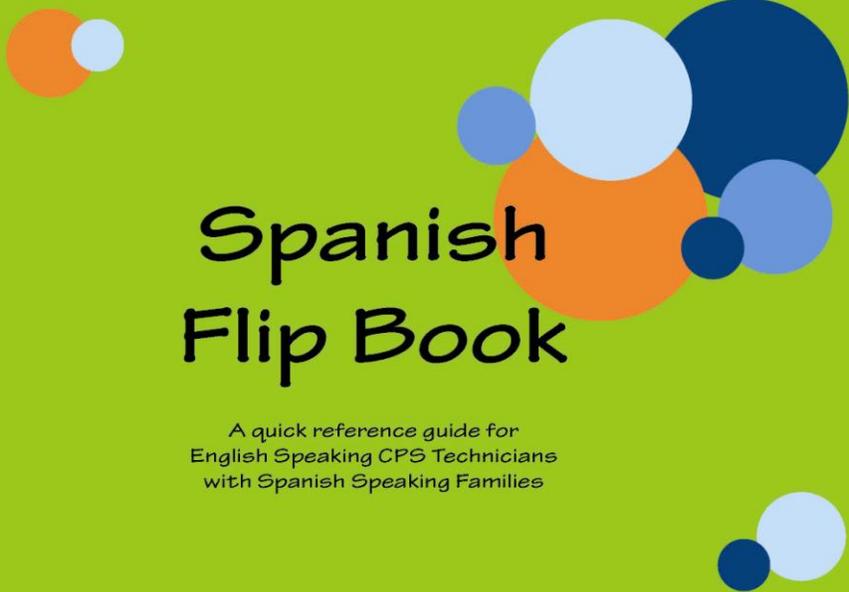
Due to the staffing shortage of the OHS fitting stations in Kent and Sussex Counties, OHS decided instead of driving a large amount of traffic to the fitting stations that might not be able to handle the traffic to instead utilize the NHTSA message of "Is Your Child In The Right Car Seat?" directed at parents to find more information about car seat safety online. This message was sent out using radio ads statewide for the week.

OHS coordinated one Seat Check Saturday event in Lewes Delaware in partnership with Community Bank.

To complement and carry out the message year long, OHS also created yellow litter bags with the same message that were distributed to the fitting station coordinators and the Head Start program in New Castle County. OHS also created and distributed baby bibs with "Buckled Up Baby" message on them and Spanish Flip books for the fitting station coordinators to better assist Spanish speaking parents. See below and pages 76-77.



Buckle up baby bibs distributed by OHS



Spanish Flip Book

A quick reference guide for
English Speaking CPS Technicians
with Spanish Speaking Families

For quick reference, information for seats is color coded.

Carriers and Rear Facing Seats



Boosters



Forward Facing Seats



All Seats



Selección de Asiento

Seat Selection

Importante: Siga siempre las recomendaciones del fabricante para los límites de altura y peso de CADA ASIENTO.
Important: Always follow the manufacturer's recommendations for height and weight limits on EACH SEAT.

Nacimiento hasta 2 años.
Birth to age 2.



Asiento de seguridad mirando hacia el frente con arnés de 5 posiciones.
Convertible or Forward Facing seat with 5 point Harness.



Asiento elevado "booster" con ajustador para el cinturón.
Belt Positioning Booster



Seguridad de los Asientos para Niños

Car Seat Safety

SIN Ropa Gruesa
NO Thick Clothes



SOLO Ropa Delgada
Only Thin Clothes



Si el artículo no viene con asiento, NO LO USE.
If an item did not come with the seat, DO NOT USE it.



Impaired Driving

NFL Playoffs 2012 DUI Campaign

OHS continued its DUI enforcement into 2012 with a Designated Driver Campaign for the NFL Playoffs and Superbowl. The media mix included a NHTSA created poster placed in restaurants, the pre-produced internet ads placed by Casale Media on over 580 websites visited by DE IP addressed that linked to DUIRealTime.com, and OHS created 60 second radio spot that was aired statewide.

OHS partnered with DAFB again, this time with a Super Bowl outreach event. The event included Mike Love from UD Cooperative Extension program. He brought the tipsy tricycle and SIDNE for impaired driving demonstrations. OHS set up a table to distribute information and also invited the HERO campaign to distribute information as well.

★ ★ ★

**HONORING THE REAL
SUPER BOWL HEROES.**

★ ★ ★

Designate a sober driver
for your Super Bowl party.

FANS DON'T LET FANS DRIVE DRUNK.



DAFB- SIDNE demonstration



DAFB service personnel at event

St. Patrick's Day DUI Campaign

For St. Patrick's Day 2012, OHS utilized Casale Media to place 2 different NHTSA banner ads that linked to DUIRealtime.com on major websites only when a DE IP address accessed the site. OHS also printed the NHTSA poster to be distributed to corporate partners along with shamrock key chains and necklaces with the message "Don't depend on the luck o' Irish" on one side and "Drive Sober" on the other.

OHS continued to sponsored the City Loop Series, a bar crawl event in New Castle County, to promote the "designate a driver" message during two heavy drinking celebrations including the St. Patrick's Day Loop. The sponsorship included responsibility messaging on Loop wristbands and presence on all Loop signage and print advertising.

Advertisement (Left):

Finding a designated driver on St. Patrick's Day isn't luck. It's smart.

buzzed
drunk
 of living

Event Poster (Right):

SHAMROCK SHUTTLE
 SAT, MARCH 10, 6PM
 22 CLUBS • \$10 COVER • FREE SHUTTLE

Delaware's BIGGEST St. Paddy's Celebration!

1984 • BLUE PARROT • CATHERINE ROONEY'S • CLUB 3 • CHELSEA TAVERN • CR HOOLIGANS
 DEAD PRESIDENTS • DEL ROSE CAFÉ • DUDE'S • EXTREME PIZZA • FAMOUS TIM'S • FIRESTONE • GALLUCIO'S CAFÉ
 GROTTO PIZZA • KELLY'S LOGAN HOUSE • KID SHELLEEN'S • KODMA • LIME • ROCCO ITALIAN GRILL & SPORTS BAR
 SHENANIGANS • TIMOTHY'S RIVERFRONT • WORLD CAFE LIVE

Logos: BAILEYS, GUINNESS, lite, BUSWELLS, OVERABOUT, delaware.com, AZZMEC, 99.5 WJBR

Checkpoint Strikeforce Campaign

Checkpoint Strikeforce is a regional sobriety checkpoint campaign aimed at arresting impaired drivers and deterring those who may otherwise choose to drink and drive. OHS continued to use and build upon the customized OHS brand mark and tagline for the Checkpoint Strikeforce enforcement campaign, “Drive Sober. Arrive Alive DE,” to build overall awareness and recognition for the traffic safety issue and for OHS.

Utilizing an integrated mix of paid media, including cable television, online, outdoor, radio, print, restaurant mirror clings, and bar coaster advertising increased the reach and frequency of messaging to the target audience.

After the media consultant conducted its market research and presented several campaign options, OHS created the campaign mix from several of the options to create an overall story line that illustrated the consequences and showed in real-time how many people were being arrested for DUI in Delaware each week.

Campaign posters, flyers and table tents were created in the campaign look and distributed by the Corporate Outreach Coordinator and LEL to law enforcement, community partners, bars, restaurants and liquor stores statewide. Restaurant mirror clings advertisements were placed to frame a person’s ‘mug shot’ when they went to wash their hands. At the bottom of the mug shot was the QR code they could scan to go to DUIRealtime.com for more campaign information.

Two new custom TV spots were scripted and produced “.08” and “Best Friend”. Each one depicted a consequence of drinking and driving. ‘Best Friends’ depicted a mother and best friend in the ER when the doctor came and told the mother her son didn’t make it and she turned to the best friend who was driving the car and caused the crash. The ‘.08’ spot showed a person taking the breathalyzer test and failing then being handcuffed and placed into the back of a police car.

Two new online ads were created and placed by Goodway Group, Xfinity.com, and Pandora through mobile ads, online banners, and pre-roll video ads. All traffic was directed to DUIRealtime.com when they clicked through. The ad with the most traffic was ‘Numbers’ which displayed the current DUI arrests to date in Delaware.

New media outlets were interior and exterior advertisements for the Jolly Trolley, a trolley that transports partygoers back and forth between Rehoboth Beach and Dewey Beach. The ads showed riders and pedestrians how many people were being arrested for DUI in Delaware.

OHS also included English and Spanish print advertisements and placed them in *Out & About*, *Spark*, *Hoya en Delaware*, *Pueblo de Dios en March*, and *El Tiempo* publications.

OHS continued 2 new partnerships and media outlets with Alliance Sports Marketing to bring the “drive sober” message to the selected Delaware sport venues and Racing Limos of Dover to show the campaign message on the hood of a limousine that participates in community events.

Alliance helped OHS coordinated and bring the Drive Sober message right to the target audience again with sports venues including Airport Speedway, Delaware International Speedway, and Dover International Speedway. Signage was created and displayed that featured the Drive Sober. Arrive Alive DE message on various message boards at the speedways. The Drive Sober message was also included on season schedule posters for Airport Speedway and Delaware International Speedway, and on t-shirts that were given away at Dover International Speedway.

OHS partnered again with Racing Limos of Dover to feature the Drive Sober message on the hood of a limo. The limo continued to be featured in several community events in which the public could get up close and personal with the limo and check out the OHS message on the hood. Events include:

- First night celebration Dover/Rehoboth – December 2011/2012
- Polar Bear Plunge Rehoboth – February 2012
- Valentine’s Day promotion – Christiana Mall – February 2012
- St. Patrick’s Day parade – March 2012
- Philadelphia Flyers event – March 2012
- Earth Day Festival Brecknock Park – April 2012
- Dover Little League opening day – April 2012
- Felton Little League opening day parade – April 2012
- Philadelphia Phillies game promotion – August 2012
- Heart Association Event Dover – August 2012
- Labor Day parade – September 2012
- NASCAR races Dover – September 2012
- Delaware Soccer tournament – Kirkwood complex – October 2012
- Rehoboth Jazz Festival – October 2012
- Seawitch Festival – October 2012

OHS also brought the Racing Limo to DAFB for the NASCAR social event in September along with Travis Boardman and the Fed Ex show car. OHS set up a table and gave out information related to DUI and other traffic safety topics.

OHS partnered with Tommy Baldwin Racing, GC Motorsports, Genuine Partners, and NASCAR driver J.J. Yeley to bring the Drive Sober message in front of thousands of racing fans during the September race weekend at Dover International Speedway. **See NASCAR Drive Sober campaign for details.

WHAT'S YOUR NUMBER?



DUI RealTime.com Stats / Info for Delaware Only

IF IT'S 0.08 OR MORE YOU'LL BE ARRESTED FOR DUI. IF YOU FAIL A FIELD SOBRIETY TEST AND YOUR BLOOD ALCOHOL CONCENTRATION LIMIT IS .08 YOU WILL:

- FACE JAIL TIME.
- LOSE YOUR DRIVER'S LICENSE.
- PAY AN AVERAGE OF \$3,400 IN FINES, COURT COSTS AND ATTORNEY FEES.
- ATTEND ALCOHOL AND DRUG COUNSELING (\$400-\$900 COST TO YOU).
- GET AN IGNITION INTERLOCK DEVICE IF APPLICABLE (\$480 COST TO YOU).
- PAY SIGNIFICANTLY HIGHER AUTO INSURANCE PREMIUMS.

GET HOME A DIFFERENT WAY:
DartFirstState.com

2,441
DUI ARRESTS
 THIS YEAR

That's almost 400 every month

7	1,131
ALCOHOL RELATED TRAFFIC FATALITIES	PEOPLE FOUND GUILTY THIS YEAR FROM A DUI

Bar coaster - Website info after scan QR code on coaster



Racing Limo in Milford Halloween parade



Racing Limo at DAFB

NASCAR Drive Sober Campaign

OHS broadened its media and outreach efforts in FY2011 to sports marketing and continued those efforts and partnerships into FY2012 working with Sprint Cup NASCAR Driver J.J. Yeley, Sprint Cup team Tommy Baldwin Racing, Nationwide team GC Motorsports, and Nationwide Driver Jeremy Clements to bring the Drive Sober Arrive Alive message right to the target audience where the traffic safety issue is prevalent. With the assistance of Alliance Sport Marketing and several pre-established partnerships between OHS and J.J.Yeley, OHS was able to spend only a fraction of the price compared to other government agencies and saw a huge return on its campaign dollar.

OHS planned many Drive Sober events to take place around the Dover NASCAR fall race that featured J.J. Yeley, Jeremy Clements, and the Drive Sober message including:

- Both drivers participated in the Bayhealth and Dover Motorsports golf tournament Thursday of race weekend that raised money for the Bayhealth Foundation charity that provides medical services to the track race weekend. OHS provided golf polos and hats to the drivers with the Drive Sober. Arrive Alive message on it. Jeremy Clements did the putting contest with each team as they passed through from hole 9 to hole 10. Jeremy gave out a sleeve of Drive Sober golf balls to each team member and posed for pictures with the teams. He was also the lucky putt for some of the teams sinking a hole in one. J.J. Yeley golfed with a team that included a member from OHS, NASCAR sports writers, and the Bayhealth Foundation chairman. A replica of J.J.'s Drive Sober Sprint Cup car was on display on the golf course next to the putting green where golfers and fans could get their picture taken next to the car. OHS hired a professional photographer to document all race activities over the weekend.
- Trackside on SPEED filmed J.J. Yeley as the Designated Driver driving the Racing Limo for several golfers at the tournament. This footage was used for a segment highlighting the partnership with J.J. Yeley, Tommy Baldwin Racing, and OHS promoting the Drive Sober campaign at the track. J.J. Yeley participated in a live interview Friday night on Trackside in which he talked about the OHS partnership and campaign and also demonstrated the Topsy Tricycle with a timed contest with Trackside hosts Krista Voda, Kyle Petty, and Rutledge Wood. At the end of the show J.J. Yeley handed out Drive Sober t-shirts and hats to fans and signed autographs. This segment was nominated for Funniest Moments on Trackside at the end of the race season.
- With the assistance from Alliance, OHS set up a booth and the Topsy Tricycle in the Monster Mile FanZone all weekend and gave away pens, t-shirts, sweat shirts, long sleeve shirts, autograph cards, lanyards, and key chains to fans all of which either had the Drive Sober message and/or image of J.J. Yeley in the Drive

Sober NASCAR uniform on it. Fans would earn a shirt by trying out the Topsy Tricycle course and testing their skills at staying between the cones while wearing the DUI goggles.

- Alliance, Genuine Partners, and OHS coordinated several autograph sessions and appearances with Jeremy Clements, J.J. Yeley, and Miss Sprint Cup at the OHS booth. J.J. Yeley would do 2 autograph sessions that weekend. The first one was in the casino of Dover Downs Saturday night where J.J. was able to reach more fans within the community and the second session was at the booth Sunday morning before the race. J.J. would sign over 1,000 Drive Sober autograph cards for fans over the weekend. A replica of J.J.'s Drive Sober Sprint Cup car was on display all weekend next to the booth and fans had the opportunity to take a closer look inside the car and have their picture taken next to the car. Miss Sprint Cup made an appearance Sunday and signed autographs for 1 hour along with J.J. and then she tried the Topsy Tricycle for fans. After J.J. concluded his autograph session on Sunday, he too tried the Topsy Tricycle again for fans.
- OHS coordinated an autograph session for the up and coming Nationwide driver Jeremy Clements at the OHS booth Saturday morning. Jeremy signed his own driver cards but wore the OHS Drive Sober polo for fans and pictures.
- New this year, J.J. Yeley drove the Nationwide #27 GC Motorsports Drive Sober race car on Saturday. OHS wrapped J.J.'s race car in the Driver Sober Arrive Alive message and J.J. wore the Drive Sober race uniform during all pre-race activities.
- For the Sunday Sprint Cup race, OHS wrapped the Sprint Cup #36 Drive Sober Arrive Alive DE Chevrolet with the campaign message and J.J. wore the Drive Sober race uniform during all pre-race activities. The Drive Sober limo was also featured in the pre-race activities on the track and fans were able to get up close and personal with the limo. WDSB radio station did a live remote next to the OHS booth in the Monster Mile FanZone Sunday to promote the Topsy Tricycle and the Drive Sober campaign.

OHS worked with Tommy Baldwin Motorsports public relations coordinator to get media attention and exposure on major outlets through print, Internet, radio, and television. Much of the media was earned media from J.J. Yeley's segment on Trackside, qualifying runs on SPEED channel, and live race clips on ESPN which focused only on the Drive Sober car and message for approx. 15-20 seconds alone. J.J. also did a live pre-race interview before the race weekend with Sirius XM NASCAR station in which he spoke about why it was important to be a designated driver. J.J. Yeley and the campaign were also a feature story on ESPN/NASCAR.com, Catchfence.com, NASCAR Illustrated: Splash 'N' Go, Cape Gazette, SPEED and several other media outlets.

Overall the partnership created 25 media placements, more than 8 million audience impressions, ad value of more than \$357,000, a Return On Investment of \$3.36 per dollar spent on the promotion of the 'Drive Sober. Arrive Alive' campaign by a driver in NASCAR's premier series, and new awareness of the campaign among NASCAR fans.



Lee & Reid Spencer (NASCAR writers), OHS Roger Minner, Bayhealth Foundation Chairman Temple Carter, Nationwide NASCAR driver Jeremy Clements



OHS Sprint Cup show car on display at the Bayhealth Foundation charity golf tournament



J.J. Yeley, Designated Driver for golfers



Alan Bestwick(NASCAR announcer) in red polo



Jeremy Clements signing autographs and handing out sleeves of Drive Sober golf balls

Filming of Trackside segment on SPEED channel



J.J. Yeley on Trackside Friday night



Krista Voda and J.J. on Tippy Tricycles



Fans cheering for J.J.



J.J. handing out t-shirts and autographs



Saturday Nationwide race-
OHS Director Jana Simpler with J.J. Yeley
Next to the Drive Sober car



Saturday car



Sunday driver introductions



Sunday race

Aggressive Driving

OHS continued to conduct enforcement and media in 5 mini waves over the fiscal year. The enforcement focus of the campaign was on the top 4 aggressive driving behaviors that have contributed to crashes in Delaware including speeding, failure to yield the right of way, failure to obey stop sign, and improper passing/left of center.

Keeping in mind the young male target market, OHS went with a “Don’t be that guy” campaign theme that also featured the “Respect the sign” message that was created in FY2011 to bring awareness of the four major aggressive-driving behaviors that contribute to fatalities along Delaware roadways. A micro site was created called www.AggressiveDrivingDE.com that featured an “Are You That Guy” quiz as well as listing violations, penalties and tips on dealing with aggressive drivers. The public relations effort involved creating life Size signs with QR codes that linked to the “Are You That Guy” quiz.

Based on the mini-enforcement periods, media was strategically planned using a mix of online, tv, and print to communicate the “Respect The Sign” message to the target audiences, males between the ages of 16 and 28. Media tactics for each paid media phase were planned based on the budget and the length of the enforcement period.

A new custom tv spot was created using a play on aggressive driving behaviors but in a social setting such as bumping people while standing in line, cutting in front of people to get into the store quicker, stealing someone seat, and yelling to someone to hurry up in the restroom to show that you wouldn’t be that rude in public so why would you do it behind the wheel. The tv spot featured one of our own DSP Troopers Joshua Scaramazza as the enforcement message at the end of the spot.

Online advertisement was conducted using Casale Media to place the spot when Delaware IP users visited a website from a pre-determined list of websites. The online ads were also placed on Xfinity.net homepage, sign-in page, mail center, news, sports, and finance and entertainment pages for Delaware subscribers. The online ad drove the target audience to the OHS website where they could learn more about aggressive driving laws and take the custom “Are You That Guy” quiz.

Print ads were also created and placed in the monthly circulations of Out & About, and Spark magazines.

Public relations and earned media outreach efforts included four custom life size road signs with QR codes that were created and placed throughout the state to draw awareness to the dangers of ignoring traffic signs and signals on the roadways. These signs were placed in locations where the target audience would congregate such as

Grotto Pizza, California Tortilla, University of Delaware Recreation Center, Wesley College, and Casapulla's South Sub Shop.

During the summer months of the Aggressive Driving campaign we also distributed floating key chains in the shape of Delaware with the message "Are You That Guy" with the web address to the quiz to several businesses around the Delaware beach areas including Fenwick Island, Rehoboth Beach, Bethany Beach, Lewes, Dewey Beach, and Selbyville.



One of the aggressive driving personas after taking the quiz



Life size sign with QR code and floating key chain

[Pedestrian Safety](#)

Pedestrian safety continues to be an enforcement challenge for Delaware as the problem does not follow a typical and exact data problem. Instead of creating an enforcement based message OHS opted to go with a message aimed at pedestrians to “Look Up” before crossing the street. This was chosen because of the various pedestrian crashes where the pedestrian was at fault for stepping out into traffic.

OHS stepped outside of the box for paid media and tried a guerilla marketing campaign with sidewalk decals placed at intersections, cross walks, and sidewalks in towns with increased pedestrian crashes and traffic. The full color decals measured 2’x2’ with a full backing of sticky 3M material. The decals created a lot of earned media attention and several local and national media outlets covered the campaign and the decals.

We also placed 11”x28” interior posters with the ‘Walk Smart’ message inside of the DART buses for the entire campaign period.



DART bus interior poster

Motorcycle Safety

OHS continued to use an integrated mix of billboard, online, and radio advertising to communicate the “Share the Road” message to all Delaware motorists and “Respect Your Ride” message to all motorcycle riders in Delaware. New custom images were produced to demonstrate how motorists and motorcyclists can respect one another to make Delaware roadways safer.

Two billboard creatives were produced and spread across the state evenly with the messages “Share The Road” and “Respect Your Ride”. OHS also produced 60 second Share The Road radio spots, and Respect Your Ride online banner ads. The banner ads linked to a website www.MotorcycleSafetyDE.org that was created by OHS to give a person more information about training and other useful safety links.

OHS also created and distributed a Respect Your Ride motorcycle safety brochure. The brochure highlighted safety tips, training information, and rules of the road.

OHS continued to partner with the Dover Air Force Base and participated in their Motorcycle Safety Day with an information table, incentive and safety items, and information about motorcycle safety training courses. OHS promoted that event with earned media from radio, tv, and print coverage.

OHS also put on our first Motorcycle Safety Awareness event as part of Bike Week in September. It was a program created through our Corporate Outreach Program through a partnership with Grotto Pizza. OHS invited corporate partners to set up tables and hand out information. A live radio broadcast was done by Cool 101.3 at the event and vendors and demonstrations were held by the DAFB Green Knights, Milford PD, Bayhealth, DMV, State Farm, and Delaware City PD.

OHS continues to have a place on the Motorcycle Rider Education Advisory Committee which is co-chaired by State Representative Daniel Short and State Senator Bruce Ennis. The committee finished the educational DVD "Biker's Unchopped- Motorcycle Safety for the Rest of Us" and OHS reimbursed the producer for some of the project materials including DVD's, cases, printing, and mailing. The DVD shows how motorists can share the road with motorcyclists by showing them traffic and other road hazards from a motorcyclist's point of view. The DVD was distributed to high school driver's education classes.

Distracted Driving

Delaware Governor Jack Markell signed a new law that would prohibit any motorists from using a hand held communication device while driving in Delaware. The law went into effect January 2, 2011 and OHS developed and implemented an education and awareness campaign to inform all motorists of the new law in FY2011. Building upon the campaign and tagline “Phone Hands Free”, OHS asked law enforcement to participate in a one day voluntary crackdown in April to enforce the cell phone law. Response from law enforcement was overwhelming and over 100 cell phone citations were issued in that one day crackdown.

OHS also brought the Distracted Driving Simulator created by the Save A Life tour to four Delaware High Schools (Caesar Rodney, Smyrna, Milford, Seaford) in March to emphasize the dangers of cell phone use while driving. The opening program was hard hitting, graphic, and grabbed the attention of the viewer. After the opening program then each student had a turn at trying the simulator to test their skills of driving while using a cell phone.

OHS ran the NHTSA OMG! tv spot statewide that targeted adults ages 18 to 24. Spots were run on cable channels during prime time rotation. This was a social norming message and was placed to remind the public about the law and the dangers of cell phone use while driving.



Distracted driving simulator program

Safe Family Holiday Campaign

The Safe Family Holiday campaign is Delaware's traffic safety campaign for the holiday season. The campaign, which runs from Thanksgiving through New Year's Day, consists of both high visibility enforcement efforts and public awareness activities aimed at stopping impaired and other dangerous drivers.

Along with paid media, OHS conducts several awareness and community based activities throughout the holidays to generate awareness of impaired driving. The paid media tactics used were radio and print. Collateral materials were also produced for outreach activities that included posters, fliers, premium items, a mocktail booklet and signage for the DUI Victim's Tree display. The DUI Victim's Tree was placed with 4 OHS Corporate partners and the partners were updated weekly on how many red and green bulbs to add to the tree. Each red bulb represents an alcohol related fatality and each green bulb represents an alcohol related injury that occurred between Thanksgiving and the New Year.

The Corporate Outreach Coordinator works with her partners to set up Mocktails during this time and provides activities including the fatal vision goggle demonstration and mock field sobriety tests by Delaware law enforcement officers. Safe Family Holiday collateral information is distributed at the Mocktails including recipe books that provide non-alcoholic alternatives and food suggestions for holiday parties.



Mocktail Drinks



DUI Victim's tree signage and print advertisement

IV. Summary Chart of Paid Media Activities

Program Name/ Campaign Name	Campaign Budget	Funding Source	Target Demo	TV Airings	Radio Spots	Out of Home	Print	Online	Other Media	Media Budget	Evaluation/Results
Impaired Driving Checkpoint Strikeforce Campaign (July-December)	\$800,000	154 410	Primary – Males, ages 21-34 Secondary – Males, ages 21-54	Cable – 2,773 spots	2,400 spots	6 periods, 20 poster boards per period, 120 total poster panel boards New Castle County 6 periods, 14'-x-48' bulletin board Kent County 6 periods, 12' x 36' bulletin board Sussex County 6 periods, 11' x 36' bulletin board 390 restaurant mirror clings (65 locations, 6 months) 20,000	Out & About Spark El Tiempo Hoya en Delaware Pueblo de Dios en March	Goodway Group IMPS: 5,266,341 Clicks: 14,524 CTR: 0.28% xFinity.com IMPS: 758,613 Clicks: 1,134 CTR: 0.15% Pandora IMPS: 4,076,045 Clicks: 32,102 CTR: 0.79%	Jolly Trolley – 2 panels Earned Media- TV-3 Print-18 Online-18 Radio-5 Social-2	Cable – \$75,000 Radio – \$68,828 Out of Home – \$122,098 Print – \$23,747 Online – \$100,000 Other-collateral \$9,235	Cable Reach: 49.8 Freq.: 5.9 GRPs: 297 Radio NCCo – Reach: 36.5 Freq.: 17.4 GRPs: 625.4 Kent/Sussex – Reach: 55.4 Freq.: 21.9 GRPs: 1220.4 Out of Home Clear Channel Posters DEC: 63,362,880 Reach: 98% Freq.: 102.1 New Castle County 14' x 48' – DEC: 15,456,000 Reach: 87.7% Freq.: 48.8 Kent County 12' x 36' - DEC: 3,561,600 Reach: 85.9% Freq.: 42.4 Sussex County 11' x 36' – DEC: 2,604,000

						bar/restau rant coasters					Reach: 85.6% Freq.: 42.1 Print <i>Spark</i> Circulation – 50,000/week <i>Out & About</i> Circulation – 21,000/month
NFL Playoffs 2012 DUI Campaign	\$30,000	154	Primary –males, ages 21-54 Second ary – males, ages 21-34		216 spots			Casale Media IMPS: 600,593 Clicks: 479 CTR: 0.08%	Earned media- Online-8 Print-5	Radio – \$12,471 Online- \$2,014 Other- collateral \$1,465	Radio NCCo – Reach: 14.7 Freq.: 4.0 GRPs: 59.1 Kent/Sussex – Reach: 25.1 Freq.: 5.4 GRPs: 137.6
St. Patrick's Day DUI Campaign	\$20,000	154	Primary – Males, ages 21-34 Second ary – Males, ages 25-54					Casale Media IMPS: 958,749 Clicks: 416 CTR: 0.04%	Earned media- Online-3 Print-3 Loop sponsorship	Online- \$3,609 Other- collateral \$2,200	

Safe Family Holiday	\$80,000		Primary –males, ages 21-54 Secondary –males, ages 21-34		896 spots				Earned media- Online- 3 Print- 10 Radio-2	Radio- \$44,165 Other-collateral \$17,831	Radio Reach: 37.5% Frequency: 8.0 GRPs: 301.6
<u>Program Name/ Campaign Name</u>	Campaign Budget	Funding Source	Target Demo	TV Airings	Radio Spots	Out of Home	Print	Online	Other Media	Media Budget	Evaluation/Results
<u>Occupant Protection</u> Seat Belt 2012 Campaign (June-Sept)	\$65,000	402 405	Primary –males, ages 18-34	901 spots	372 spots			Casale media IMPS: 857,402 Clicks: 395 CTR: 0.04% Pandora IMPS: 1,409,933 Clicks: 5,661 CTR: 0.40%	Earned media – Online-8 Print-4 Radio-2	Radio – \$19,260 TV - \$19,000 Online – \$18,349	Radio Males 18-34 NCCo – Reach: 22.05% Freq.: 3.6 GRPs: 82.6 Males 18-34 Kent/Sussex – Reach: 52.3% Freq.: 7.8 GRPs: 408.9 Males 12-17 NCCo – Reach: 22.3% Freq.: 3.7 GRPs: 80.5 Males 12-17 Kent/Sussex – Reach: 44.7% Freq.: 7.1 GRPs: 323.2

											Cable TV Reach: 54.2 Freq:3.9 GRPs: 190.1
Click It or Ticket Campaign (May)	\$175,000	402 405 406	Primary –males, ages 18-34	985 spots	392 spots	1 period, 16 posters panels	Casale Media IMPS: 1,525,963 Clicks: 609 CTR: 0.04% Pandora IMPS: 1,688,961 Clicks: 15,763 CTR: 0.93%	Earned media – Print- 2 Online- 2 TV- 1 Radio-2	Radio – \$23,665 Online – \$16,148 TV- \$20,000 Out of home- \$8,752 Other-collateral \$12,000	Radio NCCo – Reach: 14.35% Freq.: 5.3 GRPs: 74.25 Kent/Sussex – Reach: 40.05% Freq.: 6.9 GRPs: 285.5 Cable TV- Reach: 56.7 Freq. 3.1 GRPs: 165 Outdoor #40 Showing DEC: 8,554,000 Reach: 87.1 Freq.: 15.5	

Child Passenger Safety Awareness Week (September)	\$15,000	402	Primary – Female s, ages 18-34		270 spots				Earned media – Print-2 Online-1	Radio – \$11,964	Radio NCCo – Reach: 20.4% Freq.: 4.5 GRPs: 92.6 Kent/Sussex – Reach: 32.7% Freq.: 6.2 GRPs: 204.3
<u>Aggressive Driving</u>											
Respect The Sign (May-August)	\$165,000	402		2,065 spots			Spark Out & About	Casale Media IMPS: 1,425,466 Clicks: 1,068 CTR: 0.07% xFinity.net IMPS: 1,648,586 Clicks: 1,536 CTR: 0.09%	Earned Media- Print-4 TV-2 Radio-4 Online-1	TV- \$35,000 Print- \$13,836 Online- \$27,706 Other-collateral \$11,745	Cable TV Reach: 78.8 Freq. 3.4 GRPs: 270 Print Spark Circulation – 50,000/week Out & About Circulation – 21,000/month

Motorcycle Safety											
Share the Road Campaign	\$80,000	402 2011	Primary – All Delaware Motorists & motorcycle riders		514 spots	3 periods, 14 posters each, total 42 poster panels statewide		Casale Media IMPS: 739,938 Clicks: 215 CTR: 0.03%	Earned media – Print-14 TV-1 Radio-6 Online-3	Radio – \$18,397 Outdoor – \$22,977 Online- \$8,569 Other-collateral \$4,000	Radio NCCo – Reach: 25.7% Freq.: 15.1 GRPs: 386.4 Kent/Sussex – Reach: 38.9% Freq.: 18.8 GRPs: 724.8 Outdoor June-September DEC: 21,860,160 Reach: 94.5% Freq: 36.5
Pedestrian Safety											
Walk Smart Campaign (March-April)	\$50,000	402	Primary – males, ages 18+			120 street decals, 2 periods @ 60 decals each 130 bus interior cards, 6 months			Earned media – Print-6 Online-9 TV-1	Out of home- \$27,617.65 Other-collateral- \$3,546	

<u>Distracted Driving</u>											
Distracted Driving Campaign	\$90,000	402	Primary – Adults, ages 18-30 Secondary – Teens/ Adults, ages 16-54	1,135 spots					Earned media – Print-11 Online-7 TV-1 Radio-2	Cable TV – \$25,000 Other-Simulator program \$11,400	Cable TV Reach: 68.7 Freq.: 3.4 GRPs: 243

Financial Summary

FY 2012

	402	405	408	410	154	2011	2010	Total	% of Total
P&A	\$135,300	0	0	0	0	0	0	\$135,300	2.08%
Comp. Traffic Safety Program	\$188,000							\$188,000	2.89%
Police Traffic Services	\$457,706							\$457,706	7.04%
Traffic Records	\$127,000		500,000					\$627,000	9.65%
Impaired Driving	\$49,300			2,338,254	1,177,443			\$3,564,997	54.86%
Occ. Protection	\$546,372	147,271				56,645		\$750,288	11.55%
Pedestrians	\$83,400							\$83,400	1.28%
Bicycles	\$4,000							\$4,000	0.06%
Motorcycles	\$142,428						100,000	\$242,428	3.73%
Aggressive Driving	\$340,500							\$340,500	5.24%
Distracted Driving	\$104,550							\$104,550	1.61%
TOTAL	\$2,178,556	(incl. carry over)						\$6,498,169	

