

The Faces of Safety





2007 Annual Evaluation Report

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING

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Guiding Values and Principles

- >>We strive for integrity, commitment, and excellence in our daily work, and fairness and mutual respect in our relationships with our partners.
- >>We embrace a team-focused working environment and are committed to promoting professional growth and development.
- >>We value our role as leaders in fostering cooperation, collaboration, and innovation with other public and private organizations at the local, state, and national levels.
- >>We understand that a sound process of problem solving, including problem identification, strategy development, and evaluation, will result in effective outcomes.
- >>We believe it is essential to actively seek the input of local community representatives to achieve long-term safety improvements.
- >>We are committed to providing resources in an objective manner.

OHSP MISSION

To save lives and reduce injuries on Michigan roads through leadership, innovation, facilitation, and program support in partnership with other public and private organizations

Director's Message

As 2007 draws to a close, Michigan marks both successes and challenges in its efforts to reduce traffic deaths and injuries.

Among the most notable achievements: Safety belt use has remained above 90 percent for four consecutive years and fatalities have decreased during the past three years, falling from 1,283 in 2003 to 1,084 in 2006. Some of the best news came in the area of young drivers and passengers, where Michigan showed a 33 percent reduction in fatalities involving young drivers and a 43 percent drop in fatalities and serious injuries to vehicle occupants ages 0-8 years of age. In fact, this latter category has decreased a staggering 60 percent since 2000 thanks to Michigan's aggressive programming in the area of child passenger safety.

Data reliability, timeliness, and accessibility continue to improve through training and updated reporting tools. Further, new programs are addressing motorcycle fatalities by seeking to increase motorcycle endorsements, updating instructor training, and purchasing new motorcycles for hands-on training.

Despite these advances and improvements, much work remains to be done.

Traffic crashes continue to be the leading cause of accidental death among persons living in Michigan ages 1 to 24 years old. In addition, alcohol and/or drug-involvement in crashes remains an area of concern. For the first time in six years, alcohol and/or drug-related traffic deaths rose from 408 in 2005 to 440 in 2006, a jump of almost 8 percent. That represents just over 40 percent of all traffic deaths.

As we continue to address these issues in 2008 by implementing lifesaving programs, we would like to express our gratitude to the many traffic safety partners and advocates at the local, county, state, and federal levels for their ongoing support and dedication to traffic safety programs and initiatives in Michigan. It is through their efforts that we will make Michigan a safer place to live, drive, walk, and ride.



MICHAEL L. PRINCE

Director

Office of Highway Safety Planning

Fiscal Year 2007 Highlights

- » Local, county, and state law enforcement agencies receiving grant funding for overtime traffic enforcement reported:
 - > 98,813 vehicles stopped
 - > 28,565 safety belt citations
 - > 4,033 misdemeanor arrests
 - > 2,502 OWI arrests
 - > 628 felony arrests
- » Youth alcohol enforcement activities took place in thirty-eight counties resulting in 308 parties dispersed and the following:
 - > 682 minor-in-possession
 - > 562 misdemeanor arrests
 - > 168 open intoxicants
 - > 108 adults furnishing alcohol
 - > 75 operating while impaired
 - > 62 felony arrests
- » Six law enforcement agencies conducted 10,604 hours of red-light running enforcement patrols which resulted in:
 - > 10,577 vehicles stopped
 - > 2,541 red-light running citations
 - > 1,125 safety belt and child restraint citations
 - > 780 speed citations
 - > 248 OWI arrests
 - > 398 misdemeanor arrests
 - > 162 illegal turn citations
 - > 72 felony arrests
- » Traffic safety training activities at three Michigan businesses reached more than 4,500 employees.
- » More than 150 people attended a day-long drowsy driving conference with information on sleep disorders, engineering solutions, automotive technology, laws and enforcement, and workplace policies.
- » Bicycle safety events were attended by more than 335,000 people and nearly 8,600 helmets were distributed, including many to low income families.
- » Three hospitals adopted formal discharge policies requiring child safety seat use before allowing newborn infants to leave the hospital.
- » More than 100 RiderCoaches received updated motorcycle safety training.
- » Twenty-four training motorcycles were purchased and delivered to twelve different training locations for the DOS Motorcycle Safety Program.
- » Ten law enforcement agencies were selected to participate in a pilot project to promote electronic crash data (UD-10) submission, which will improve data quality, timeliness, consistency, and completeness.
- » A training program was created to provide UD-10 training for law enforcement agencies which will improve the quality, accuracy, and speed by which crash information is captured and submitted.
- » The state's safety belt use rate has been above 90 percent for four straight years.
- » Traffic fatalities have declined for three years straight.
- » Traffic injuries have gone down annually for four years running while traffic crashes have declined for six straight years.

Vehicle Crash Statistics

VEHICLE CRASH STATISTICS

	MICHIGAN						UNITED STATES					
	2002	2003	2004	2005	2006	2002 2006 % CHANGE	2002	2003	2004	2005	2006	2002 2006 % CHANGE
CRASHES	395,515	391,488	373,028	350,838	315,322	-20.3%	6,316,000	6,289,000	6,181,000	6,159,000	5,974,000	-5.4%
INJURIES	112,484	105,555	99,680	90,510	81,942	-27.2%	2,926,000	2,889,000	2,788,000	2,699,000	2,575,000	-12.0%
FATALITIES	1,279	1,283	1,159	1,129	1,084	-15.2%	43,005	42,884	42,836	43,510	42,642	-0.8%
VMT (MI=BILLIONS US= TRILLIONS)	98.2	100.2	101.8	103.2	104.0	5.9%	2.83	2.89	2.96	2.97	3.00	5.9%
FATALITY RATE (PER 100M VMT)	1.30	1.28	1.14	1.09	1.04	-20.0%	1.51	1.48	1.45	1.47	1.42	-6.0%
ALCOHOL- RELATED FATALITIES	422	399	364	360	383	-9.2%	17,524	17,105	16,919	17,590	17,602	+0.4%
ALCOHOL/DRUG-% OF TOTAL FATALITIES	33.0%	31.1%	31.4%	31.9%	35.3%	+7.0%	40.7%	39.9%	39.5%	40.4%	41.3%	+1.5%
LARGE TRUCK FATALITIES	151	122	132	130	130	-13.9%	4,939	5,036	5,235	5,212	4,995	1.1%
PEDESTRIAN FATALITIES	173	169	140	138	137	-20.8%	4,851	4,774	4,675	4,881	4,784	-1.4%
MOTORCYCLE FATALITIES	82	76	79	122	110	34.1%	3,270	3,714	4,028	4,553	4,810	47.1%

*VMT – Vehicle Miles Traveled

Source: Michigan Traffic Crash Facts

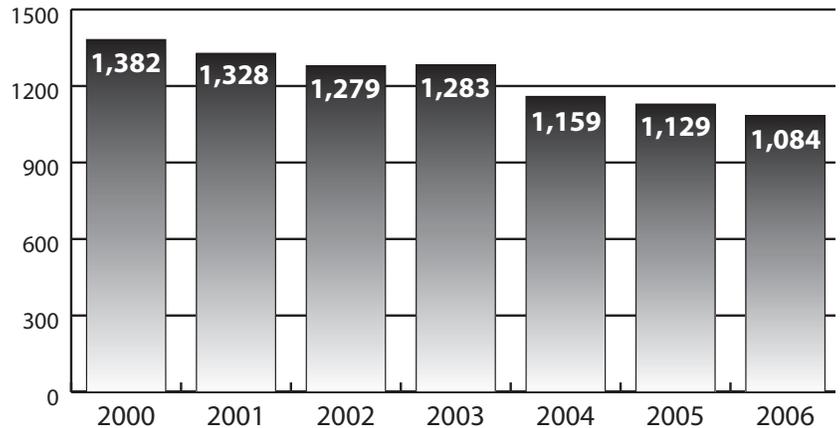
Source: National Highway Traffic Safety Administration

MICHIGAN CRASH CHANGES IN 2006



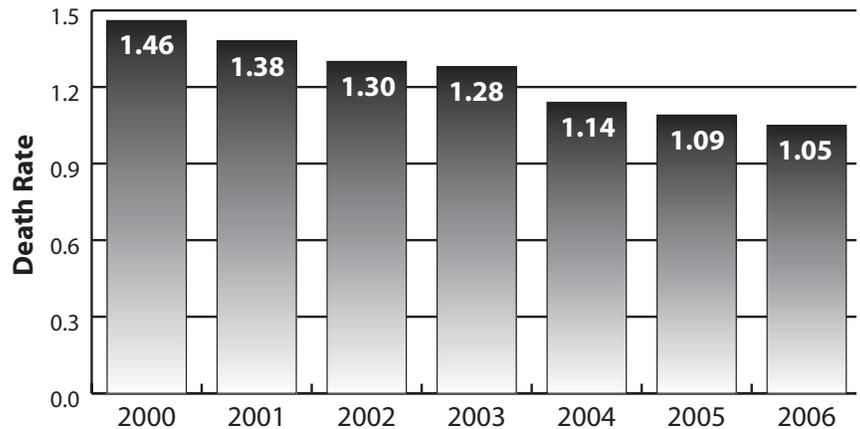
TRAFFIC FATALITIES

GOAL: reduce fatalities to 1,184 by 2006. Traffic fatalities fell to a new post-World War II low in 2006, to 1,084. This is 100 below the year's goal and already lower than the 2008 goal of 1,131 fatalities. OHSP will continue to work to bring fatalities below 1,000.



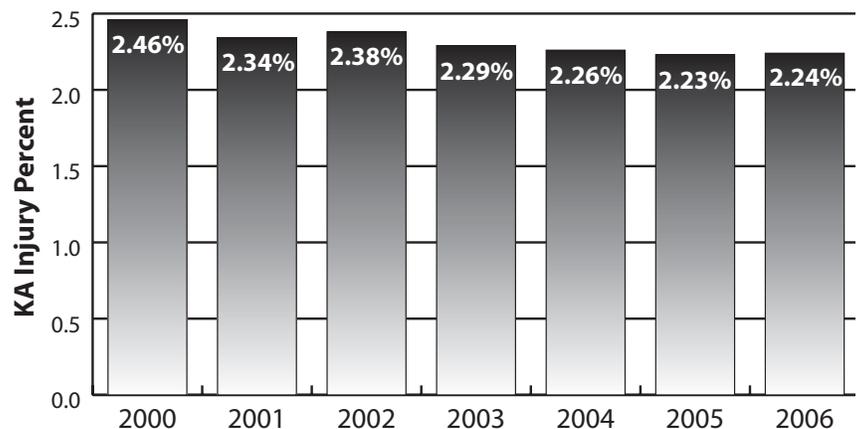
DEATHS PER 100 MILLION VEHICLE MILES TRAVELED (VMT)

GOAL: reduce the VMT death rate (per 100 million miles) to 1.10 by 2006. The death rate per 100 million miles of travel fell along with fatalities to an all-time low of 1.05. This was the first time in recent years that Michigan had fewer miles traveled than the year before, which would have led to a higher death rate had fatalities not fallen. The 2006 goal was 1.10, and Michigan is on track to surpass the goal of 1.00 deaths per 100 million miles of travel by 2008.



CRASHES RESULTING IN DEATH OR SERIOUS INJURY

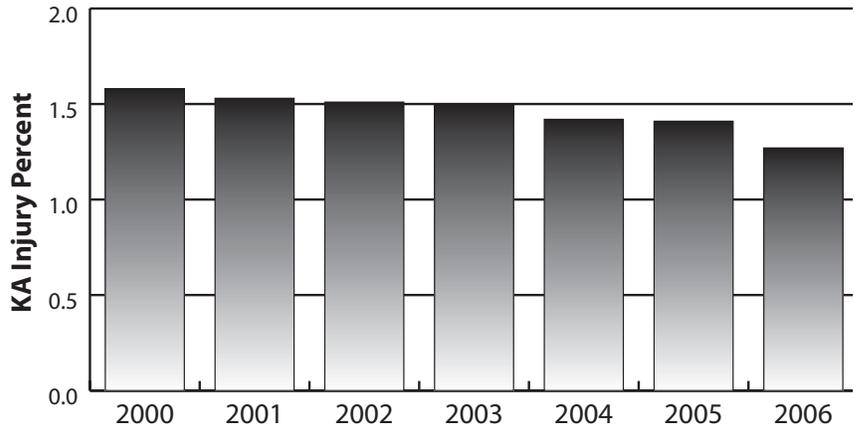
GOAL: reduce KA injury proportion to 2.02 percent by 2006. Crashes fell more quickly than fatal and injury crashes in 2006, creating an incremental increase in the percentage of crashes that had serious injuries. The rate rose 0.01 percent to 2.24 percent, higher than the 2006 goal of 2.02 percent, with a 2008 goal of 1.88 percent.



VEHICLE OCCUPANTS KILLED OR SERIOUSLY INJURED

GOAL: reduce KA injury proportion to 1.33 percent by 2006.

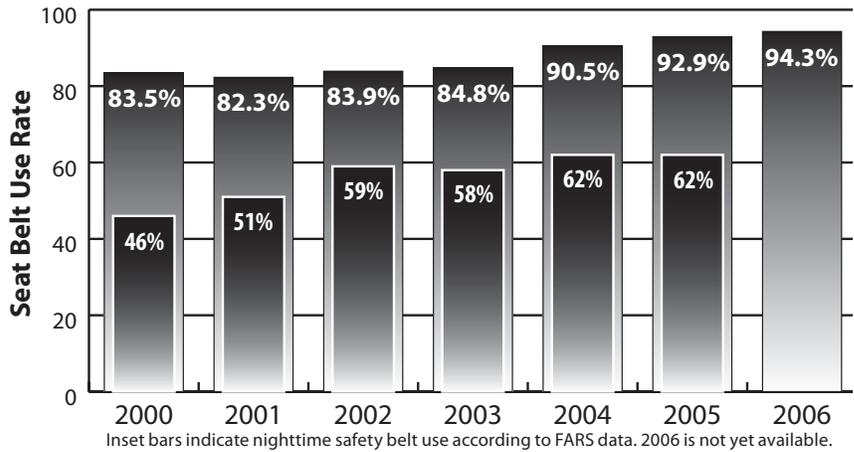
The percentage of vehicle occupants suffering KA (fatal or incapacitating) injuries fell by a tenth to 1.27 percent even though the percentage of KA crashes increased. There were fewer serious injuries per crash, and those injuries were slightly more likely to happen to pedestrians and bicyclists. Increased safety belt use continues to protect vehicle occupants. The 2006 goal was 1.33 percent, with a 2008 target of 1.24 percent.



SAFETY BELT USE

GOAL: increase use to 91.7 percent by 2006.

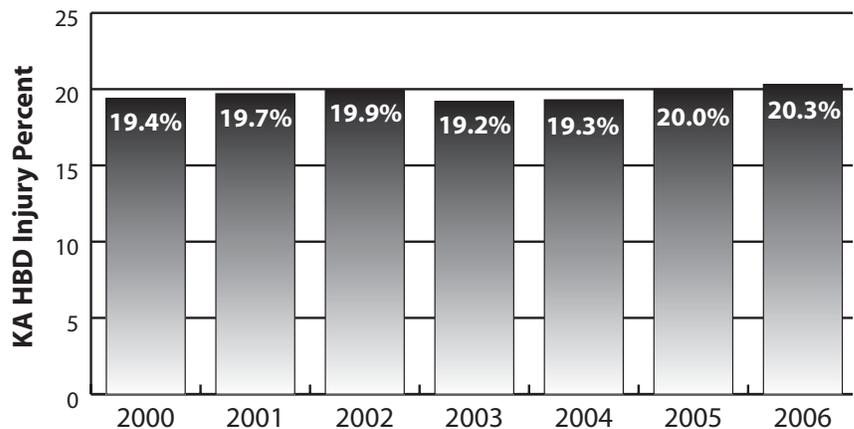
The current 94.3 percent use rate has already surpassed the 2008 goal of 93.5 percent, with OHSP pressing on toward higher use.



ALCOHOL-IMPAIRED DRIVING

GOAL: reduce the involvement of alcohol in fatal and serious injury crashes to 19.2 percent by 2006.

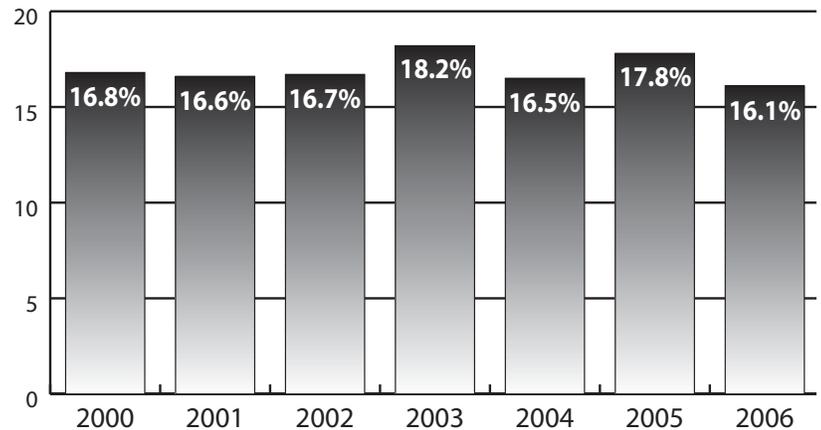
Michigan had 20.3 percent alcohol-involvement in fatal and serious injury crashes in 2006, along with a rise in the number of alcohol- and drug-involved fatalities (but not injuries or crashes). This did not meet the revised target of 19.2 percent. The rate of alcohol involvement in crashes has been stable nationally for a decade, and reaching the 19.1 percent goal for 2008 will be a significant accomplishment.



EXCESSIVE SPEED

GOAL: reduce the involvement of excessive speed in fatal and serious injury crashes to 16.7 percent by 2006.

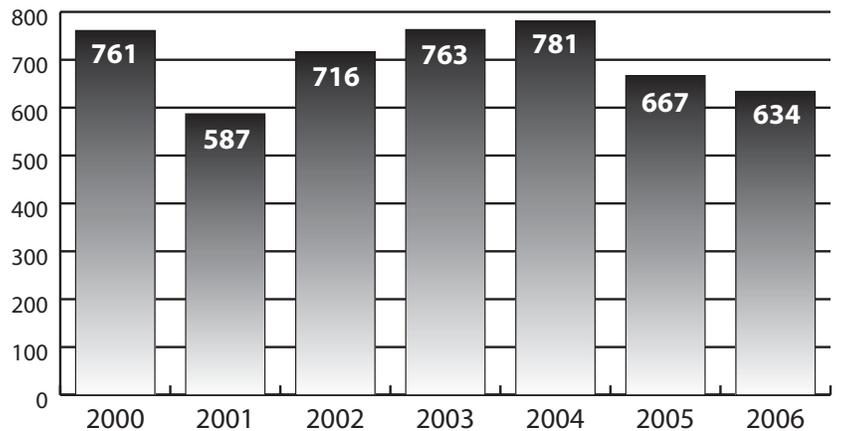
“Drove too fast” was noted as a hazardous action by at least one driver in 16.1 percent of fatal and serious crashes in 2006. This continues a pattern of yearly variation within a fairly narrow band and gives a result better than the 2006 target of 16.7 percent. The goal for 2008 is to maintain this low rate below 16.4 percent.



PEDESTRIANS

GOAL: reduce pedestrian fatalities and serious injuries to 557 by 2006.

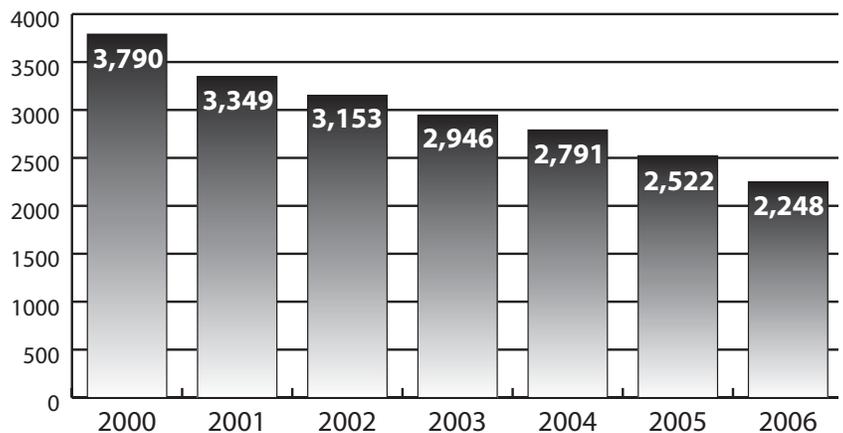
Pedestrian fatalities and serious injuries fell significantly again in 2006 to 634, but not as far as the goal of 557. The trend data used to set the goal may have been distorted by an unusually good 2001. Michigan and the city of Detroit are FHWA focus areas for reducing pedestrian crashes and deaths. This focus could aid efforts to reach a goal of 494 fatalities and serious injuries by 2008.



INTERSECTION CRASHES

GOAL: reduce fatal and serious injury crashes within 150 feet of intersections to 2,508 by 2006.

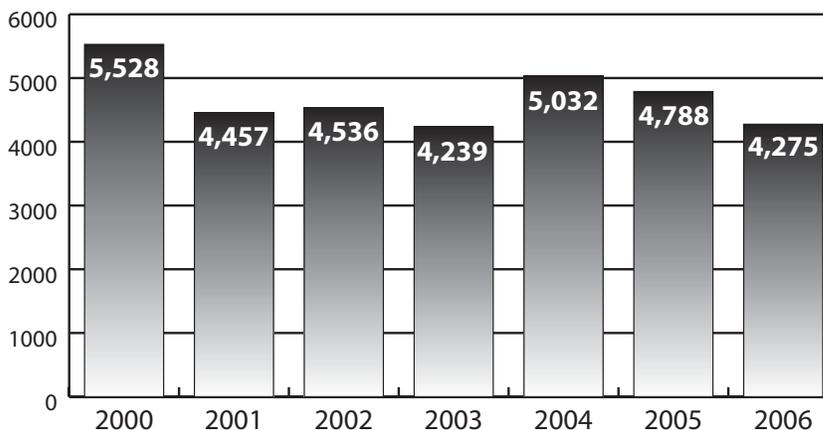
Fatal and serious-injury crashes within 150 feet of intersections continue to fall significantly, with 2,248 crashes in 2006. This 10 percent decrease in one year has pushed Michigan below the 2008 goal of 2,296.



LOCAL ROADS

GOAL: reduce fatal and serious injury crashes on city and county roads to 3,447 by 2006.

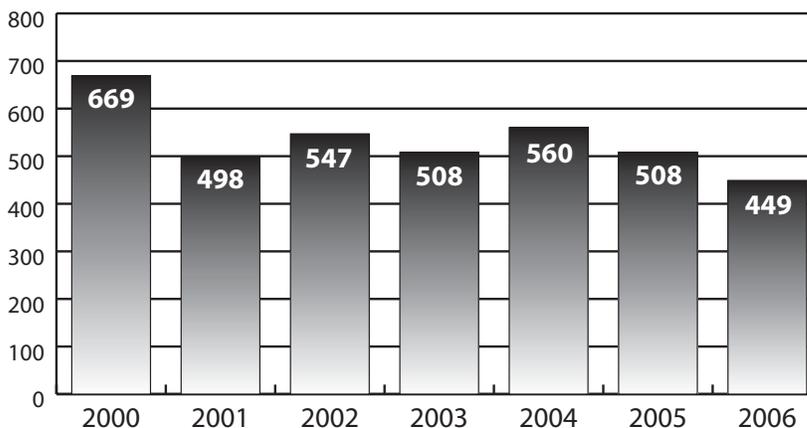
Fatal and serious injury crashes on city and county roads fell by more than 10 percent to 4,275 in 2006. This nearly completes the recovery from the 2004 spike in crashes on local roads, although it does not meet the 2006 goal of 3,447. The 2008 goal remains 3,123 fatal and serious injury crashes, which will require equally large improvements in 2007 and 2008.



LARGE TRUCKS

GOAL: reduce fatal and serious injury crashes involving trucks and buses to 407 by 2006.

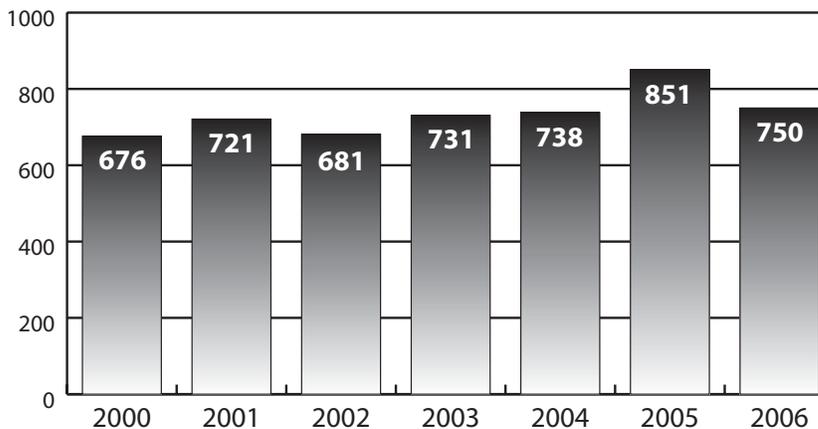
Truck-involved serious and fatal injury crashes fell by more than 10 percent to 449 in 2006. This has offset the 2004 peak and brings Michigan closer to the goal of 407. The 2008 goal is 368.



MOTORCYCLES

GOAL: reduce fatal and serious injury crashes involving motorcycles to 723 by 2006.

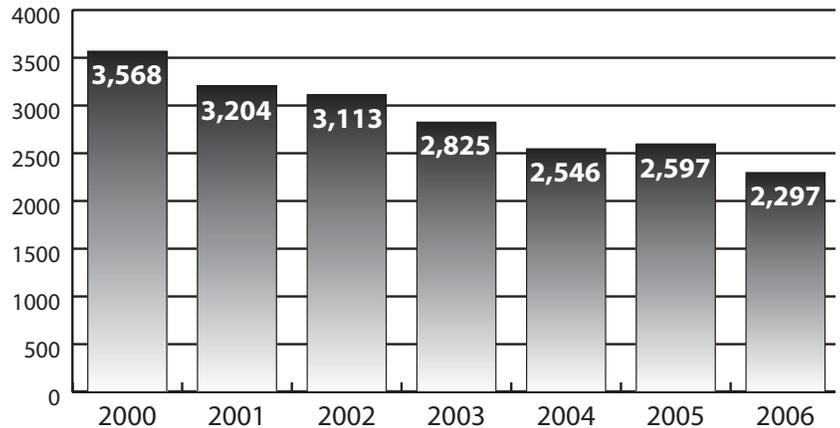
Motorcycle fatalities and serious injuries rebounded from 2005's dramatic increase, falling to 750 in 2006. This remains above the continuing goal to reduce these crashes to 723 and maintain that rate through 2008.



WEEKEND CRASHES

GOAL: reduce fatal and serious injury crashes on Fridays and Saturdays to 2,244 by 2006.

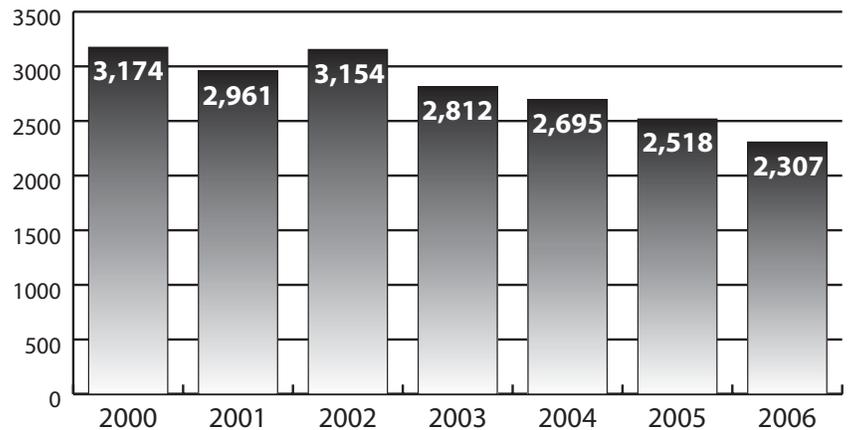
Crashes increase every weekend, making it the key time for crash reduction. The number of fatal and serious injury crashes on Fridays and Saturdays fell by nearly an eighth in 2006, to 2,297. The goal for 2006 was 2,244, with a 2008 target of 2,420.



SUMMER CRASHES

GOAL: reduce fatal and serious injury crashes from Memorial Day to Labor Day to 2,396 by 2006.

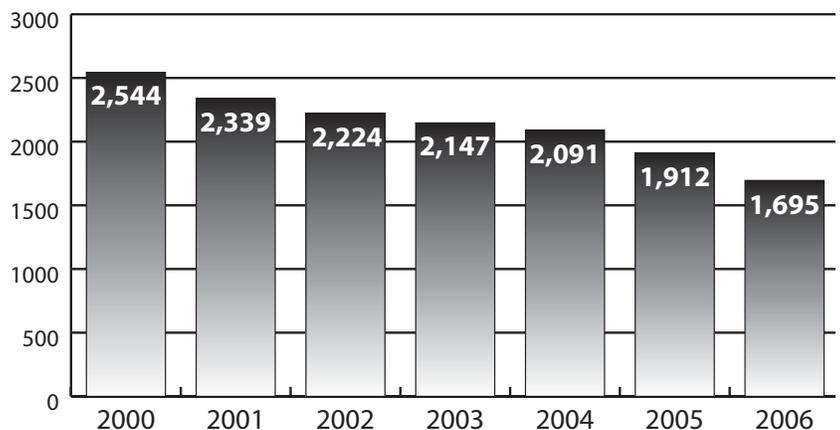
The annual peak for crashes is the summer when travel increases. Fatal and serious injury crashes from Memorial Day through Labor Day fell to 2,307 in 2006, meeting the goal of 2,396. OHSP's goal for 2008 is to further reduce this to 2,153.



WINTER CRASHES

GOAL: reduce fatal and serious injury crashes from October to December to 1,753 by 2006.

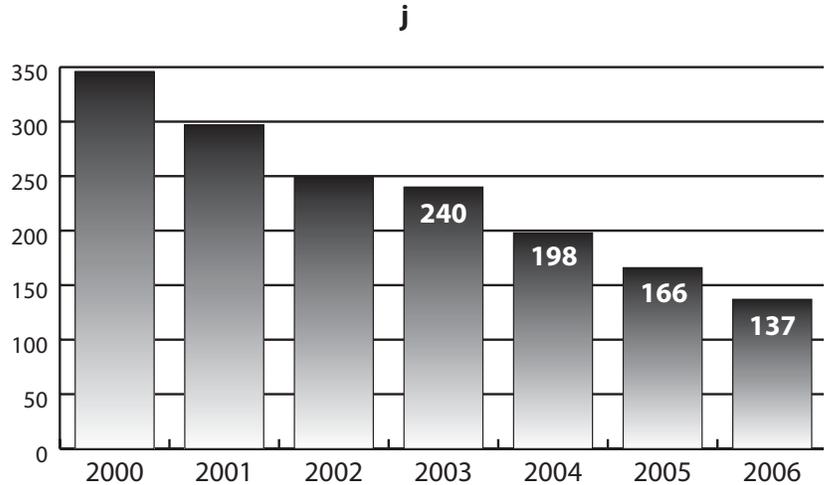
The secondary peak for crashes is the start of winter precipitation. Fatal and serious injury crashes from October through December fell to 1,695, below 2006's goal of 1,753. The 2008 target is 1,552.



CHILD PASSENGER SAFETY

GOAL: reduce fatal and serious injury crashes to vehicle occupants (ages 0 to 8) to 186 by 2006.

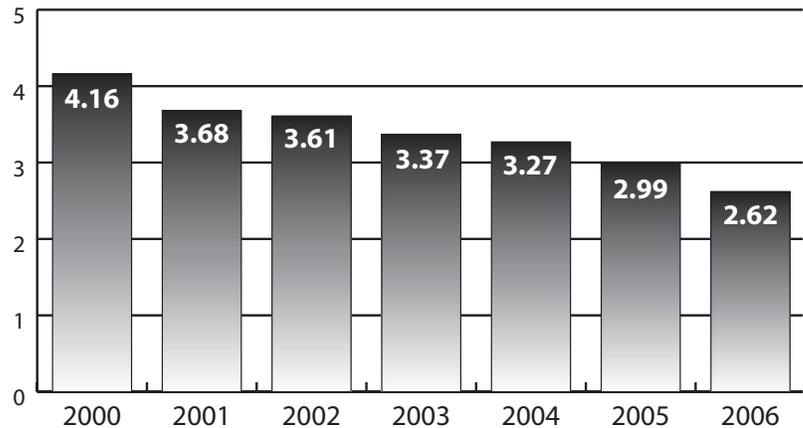
One hundred thirty-seven children (ages 0 to 8) were killed or seriously injured in vehicles in 2006, a significant decrease. This measure excludes pedestrians and bicyclists, isolating the effect on children in vehicles whose parents have the option of using the proper restraints. The goal was 186 such injuries, with a 2008 target of 160.



YOUNG MEN

GOAL: reduce fatal and serious injury crashes per 1,000 licensed drivers (men ages 16 to 34) to 2.69 by 2006.

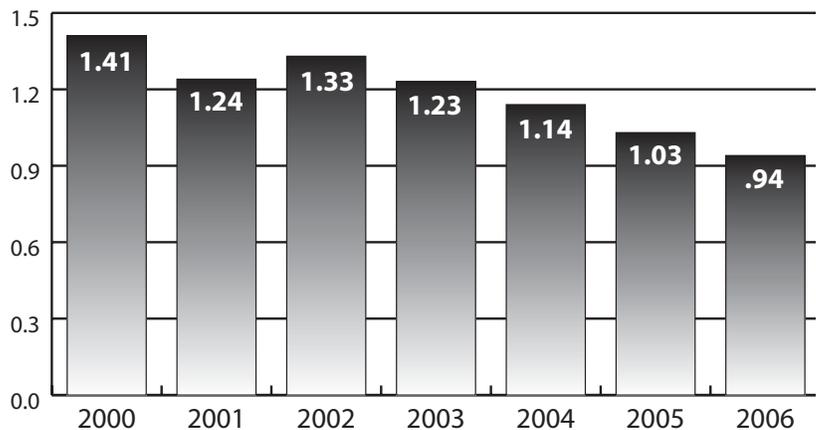
For almost every traffic safety problem, men ages 16 through 34 are the peak group, with more problems in the younger half. This is the key group to affect to move the numbers. There were 2.62 such drivers in fatal or serious injury crashes for every 1,000 licensed drivers in the age range in 2006. This reached the 2006 goal of 2.69. The 2008 target is 2.34.



OLDER DRIVERS

GOAL: reduce fatal and serious injury crashes per 1,000 licensed drivers (ages 65+) to 1.03 by 2006.

An aging population has placed an increasing number of drivers on the road with declining skills and increasing frailty. Drivers over age 65 drive fewer miles and are involved in fewer crashes, but those crashes are disproportionately likely to involve death or serious injury. There were 0.94 older drivers involved in such crashes for every 1,000 licensed drivers in the age range in 2006. This met the goal of 1.03, with a 2008 target of 0.92.



Occupant Protection

CHILD PASSENGER SAFETY

CHILD PASSENGER SAFETY (CPS) COORDINATION

Section 405

BACKGROUND: Properly using child safety seats or booster seats can substantially reduce the likelihood of death or serious injury in the event of a crash. However, child safety seats are routinely misused. Further, the majority of children do not move from child safety seats to booster seats even though a host of safety advocates recommend this as the best and safest way for children to ride.

OHSP works with MDCH to provide CPS education and training. An MDCH specialist serves as the Lower Peninsula CPS coordinator, providing programs and training.

In FY05, OHSP established an Upper Peninsula (U.P.) CPS coordinator position to ensure training resources and technical assistance are available for this region.



Child passenger safety technicians received update training throughout the year.

GOAL: To increase the awareness of parents and caregivers regarding the importance of proper child safety seat use by providing statewide access to a network of technicians, thus reducing the state's rate of child safety seat misuse. The activities listed below were used to impact this goal by educating parents, caregivers and community advocates on the importance and proper use of child safety restraints. These educational efforts will help to increase the correct use of child restraints and hopefully in turn decrease the number of fatalities and injuries to children due to non-use or misuse of child safety seats.

ACTIVITIES: The grant coordinator assigned to oversee activities in the Lower Peninsula:

- » Conducted two CPS Technician Re-Certification courses for twenty attendees
- » Facilitated and/or conducted eight CPS Technician Certification classes for 139 new technicians, including hospital employees and law enforcement officers
- » Distributed nearly 1,400 child safety seats to new technicians
- » Worked with four counties to conduct a car seat event where eighty-one car seats were inspected with an average misuse rate of 92 percent; thirty-nine car seats were replaced due to age, history, or recall
- » Partnered with Head Start agencies to coordinate seat check events and/or educational activities in twenty-three counties
- » More than 230 child safety seats were inspected with an average misuse rate of 96 percent, with 99 child safety seats replaced due to age, history or recall.

The grant coordinator and assistant assigned to oversee activities in the Upper Peninsula:

- » Increased the number of CPS technicians from sixty-one to seventy-two through CPS certification training and recertification assistance to existing technicians
- » Conducted CPS activities occurred in fourteen of the fifteen U.P. counties; a seat check event is planned in the remaining county in early FY08
- » 353 child safety seats were inspected with 127 new seats distributed at fourteen child safety seat events
- » Hosted thirty-eight CPS presentations were made to a variety of groups including pregnancy fairs, birthing classes, the U.P. Traffic Safety Committee, social service agencies, and law enforcement training classes
- » Provided technical assistance including seat checks, recertification guidance, and a variety of installation issues
- » Issued an update newsletter to technicians with information on tech reports, updated technician lists, recertification news, car seat event listings, and results
- » Conducted a CPS week event in Marquette and was widely covered by local media

- »Worked with the Hannahville Tribe Head Start program to provide a CEU update session and a CPS check event
- »Contacted the regional Indian Health Services representative regarding CPS activities and representatives from Lac View Desert tribal police to offer instructor and program assistance.

Other CPS activities that were conducted on a state-wide basis included:

- »A first-time CPS recertification training allowed seventy-nine CPS instructors and technicians to receive recertification credits
- »Planned specialized CPS training courses for school bus and EMS
- »Continued to develop a CPS law enforcement curriculum. In conjunction with this effort, the Public Safety Institute at Northern Michigan University offered twelve educational sessions for U.P. law enforcement officers.

HOSPITAL DISCHARGE POLICIES

MDCH worked with thirty-four hospitals on adopting CPS discharge policies. When a policy is adopted, the hospital receives thirty car seats to help with their program. One hospital adopted a discharge policy, and four other hospitals submitted draft discharge policies for review.

In the U.P., child passenger safety polices were adopted at two hospitals. Contact with the remaining five hospitals continued. Staff from four U.P. hospitals successfully completed the NHTSA CPS Technician Certification training.

HOSPITAL CAR SEAT PROGRAM

Section 405, 157 Incentive

BACKGROUND: The University of Michigan's C.S. Mott Children's Hospital is a valuable resource for providing child safety information to the Flint community. This is the third and final year of funding to establish a self-sustaining car seat program in the University of Michigan Health System. Funding covers training CPS technicians and teachers for car seat safety classes, educating new parents, and maintaining an inventory of car seats for families in need.

GOAL: To establish a hospital-based car seat training and inspection program.

ACTIVITIES: For the past two years, C.S. Mott has worked to develop and grow a car seat safety program that includes parent education classes, car seat inspec-

tion and distribution, a "buckle up" hotline, materials for diverse communities, and training. With the addition of a full-time CPS coordinator, the program has CPS technicians available six days a week to check seats for hospital families.

The family car seat education classes continue to expand, with 895 child safety seats inspected, compared to 358 safety seats inspected in FY06. Through a grant from AAA Michigan, the hospital distributed nearly 100 seats to low-income families.

Sixteen new child passenger safety technicians were certified including staff from C.S. Mott Children's Hospital, St. Joseph Mercy Hospital, firefighters, police officers, and other child passenger safety advocates. Another hospital child passenger safety technician completed the CPS instructor candidacy, which will be a future asset to the program.

The car seat program has been included in hospital departments such as the Physical Medicine and Rehabilitation Department and for the parents of children in the Hemophilia and Coagulation Disorders Program. Specialized safety seats were purchased for special needs patient evaluations and for CPS presentations. In addition, the program is regularly presented in the Mother/Baby unit which schedules installations before discharge.

A child passenger safety program manual detailing the implementation of a child passenger safety program within a hospital setting was completed. The manual includes a program analysis as well as statistic compilation of program activities.

BUCKLE BEAR

Section 405

BACKGROUND: Head Start and Early Head Start are comprehensive child development programs for children from birth to age five, pregnant women, and their families. The agency is child-focused and seeks to increase the school readiness for young children from low-income families. The population served by Head Start programs is a vital group to reach to encourage the proper use of child safety seats and booster seats. National research indicates those with lower levels of education and lower incomes are less likely to buckle up on a consistent basis.

Capital Area Community Services Head Start piloted the Buckle Bear program in FY05 and FY06. The program brings the booster seat message to children ages four through eight and their families, focusing on ele-

mentary schools and Head Start. This is the third and final year of the program.

GOAL: Implement the Buckle Bear program throughout the state's Head Start programs to increase child safety seat and booster seat use.

ACTIVITIES: Capital Area Community Services (CACS) introduced the Buckle Bear CPS message to 607 children and 240 parents from Head Start programs and their surrounding communities. The information was provided through back pack programs and puppet shows during visits to seventeen Head Start classrooms and childcare partners, parent trainings at Family Activity Nights, and by disseminating information during neighborhood showcases. Passenger safety information was distributed at the Parent's Day at the Capital through a Buckle Bear and Safety Friends display. A total of 104 booster seats were distributed to families in need.

Parents were surveyed to determine their awareness level of proper child safety seat and booster seat use. The survey found that most parents could verbalize the 4' 9" booster seat expectation and many children over age four were riding in a booster seat. However, almost two-thirds of the parents had little or no knowledge of Michigan's CPS law.

CACS also developed a manual on how to conduct the Buckle Bear program which includes information on materials, tips on scheduling events, and local resources to assist in CPS training and child safety seat inspections. The manual was disseminated to 100 Head Start agencies, and at least seven Head Start programs are in the process of implementing child passenger safety programs.

PUBLIC INFORMATION AND EDUCATION

MICHIGAN MODEL SCHOOL HEALTH CURRICULUM

Section 405

BACKGROUND: The Michigan Model Curriculum Committee continued the revision process for the kindergarten through sixth grade booster seat and safety belt lesson plans for the school health curricula, a process which began in FY05. Following approval by the Michigan Model Review Committee, the new infor-

mation will be integrated into lesson plans along with new manuals and supplemental teaching materials.

GOAL: To incorporate booster seat and safety belt information into the Michigan School Health Curriculum to educate children on the importance of buckling up.



ACTIVITIES: In FY07, booster seat and safety belt lessons were completed and incorporated into the Michigan Model School Health Curriculum. This year was used to develop a passenger safety poster set which provides the Michigan law on the base poster with add-on cards of recommended guidelines for passenger safety. Another poster for safety belts was developed with the message "Use them every time you ride...Correctly."

The booster seat and safety belt materials are being distributed through the Comprehensive School Health Coordinators' Association network (Michigan Model network) for training teachers throughout Michigan.

NETWORK OUTREACH

MICHIGAN STATE UNIVERSITY 4-H SAFETY BELT PROGRAM

157 Incentive

BACKGROUND: To encourage older children to properly buckle up, OHSP sought rural partners, including Michigan State University's 4-H Youth Programs. MSU

4-H is the coordinating office for the 4-H chapters statewide which work with teens in rural areas, a target audience OHSP is trying to reach.

GOAL: To increase the use of safety belts among rural teens through awareness of the importance of safety belt use.

ACTIVITIES: MSU 4-H produced 100 program toolkits for the eighty-three county 4-H offices. The toolkit contained lesson plans for safety belt education, handouts, an issue of the 'Buckle Up' magazine, and material ordering information to assist the counties in conducting safety belt education.

Twenty-three counties expressed interest in the program. Three regional training classes were conducted to introduce the counties to the program activities that



Click It the Cricket visits with children during the Mint Festival parade in St. Johns. The 4-H Youth Program utilized local events to spread the message about seat belts in rural areas.

could be implemented in their communities. Groups have worked with over 2,700 elementary and middle school youth at several events throughout the year. Click It the Cricket, Vince and Larry, as well as the safety belt convincer and rollover equipment were popular attractions at the events.

Surveys were conducted with the youth following the safety belt education program, as well as with the teens who deliver the program. Survey results received showed:

» 56 percent of the participants reported "sometimes" wearing their safety belt prior to their involvement in the program, and 88 percent reported "always" wearing their safety belt since their involvement in the program

» 100 percent of the respondents who currently had a driver's license said they became more careful about their own driving habits as a result of their involvement in the program

Although this is the final year of the grant-funded program, many of the participating counties have indicated that they plan to continue the 4-H Safety Belt Project. The Michigan 4-H Youth Development program has developed a Web site to provide resources to support current and future teams. The safety belt program will also be built into future 4-H health and well-being activities.

EVALUATION

DIRECT OBSERVATION SURVEYS

Section 405

BACKGROUND: Safety belt use is one of the few objectives for which progress can be measured immediately and directly. The annual survey tracks safety belt use as it has since 1983, with additional surveys to evaluate the May *Click It or Ticket* mobilization.

GOAL: Determine Michigan's safety belt use rate before and after the *Click It or Ticket* mobilization and again at the end of the summer, with reports on each.

ACTIVITIES: Wayne State University's Transportation Research Group (WSU-TRG) confirmed that the existing methodology and site lists were applicable for another year, trained observers, conducted observations, performed data analysis, and reported the results to OHSP. Three waves of surveys were successfully conducted. The official safety belt use rate for the state, from the annual Labor Day survey, was 93.7 percent.

CHILD RESTRAINT DEVICE USE AND MISUSE SURVEY

Section 402

BACKGROUND: Because adult safety belts are not suited to small children, special efforts must be taken to determine to what extent children are safely restrained. This includes not just how often child restraints are used but to what extent they are being used properly.

GOAL: Determine the overall rates of child restraint device use and misuse, along with the degree of misuse, and report on the results.

ACTIVITIES: WSU-TRG updated previous years' methodology and site lists, trained observers and interviewers, gathered use data, performed data analysis, and reported the results to OHSP. 91.8 percent of children under age four were in child restraints, but 80.1 percent of those restraints were installed incorrectly. This compares to 79.7 percent use and 71.4 percent misuse in the previous survey. The most common errors were for harness straps and the seats themselves to be too loose. For rear-facing seats, the most severe degrees of misuse came from having the harness straps at least four times too loose or from not buckling the seat to the car. For forward-facing seats, the most severe degrees of misuse came again from having the straps far too loose and from routing the tether incorrectly.

CRASH RECORDS

UNKNOWN RESTRAINT USE REPORTING

Section 405

BACKGROUND: In 2006, safety belt use was unknown for 11.4 percent of vehicle occupants involved in fatal crashes in Michigan. This rate was significantly higher than the national average of 6.8 percent. Michigan had no process in place with which to follow-up on crash reports missing this information. This missing link in the system weakens Michigan's data foundation for traffic safety planning.

GOAL: To decrease Michigan's unknown restraint use percentage to equal, or below, the national unknown rate for 2007

ACTIVITIES: This strategy is being addressed through a partnership with the Michigan Department of State Police, Criminal Justice Information Center, Traffic Crash Reporting Unit. A crash trainer position has been established and one of the responsibilities of this position is to train law enforcement agencies on the importance of accurate reporting and follow-up on traffic crash reports, specifically in regards to restraint use.





Alcohol

ENFORCEMENT

FATAL ALCOHOL CRASH TEAM

Section 410

BACKGROUND: To deal with the complexities of processing and thoroughly investigating fatal traffic crashes where alcohol involvement is suspected, a first-time Fatal Alcohol Crash Team (F.A.C.T.) was formed in Marion County, Indiana, in 2002. The team integrates a number of resources to effectively and efficiently investigate and prosecute fatal drunk driving crimes. Since that time, the prosecution has had a 100 percent conviction rate for impaired fatal crashes.



F.A.C.T. members received the latest crash reconstruction training available.

Developing a similar team in Michigan as a pilot program can serve as a model for other counties, improve conviction rates for offenders, and lead to better handling of evidence in these cases.

GOAL: Develop and implement a countywide team to investigate alcohol and drug-related crashes that result in death or serious injury and ultimately achieve a 100 percent conviction rate.

ACTIVITIES: A Michigan-based F.A.C.T. project has been established in Genesee County that involves members from various county law enforcement agencies. In addition to training, cameras, measuring devices and accident reconstruction software have been purchased to support the team. Genesee County was selected due to the willingness of its prosecuting attorney's office to work with local, county, and state law enforcement; a significant level of impaired driving crashes; large population base; several major trunklines; and a need for enhanced evidence gathering for prosecution of drunk drivers.

A DVD that will be used to promote the F.A.C.T. program to other counties around the state and throughout the country has been completed. Distribution of the DVD will continue in 2008.

F.A.C.T. investigated twenty-nine fatal and serious injury crashes in Genesee County in FY07. Of those

cases, two resulted in guilty pleas while four other cases were still being prosecuted through the court system. The remaining twenty-three cases are either still pending further investigation or awaiting warrant review, or it has been determined that the facts do not support felony prosecution.

MOBILE TRAFFIC ENFORCEMENT UNIT

Section 402

BACKGROUND: Formerly known as the BATmobiles (Blood Alcohol Testing), the traffic enforcement vans were originally used for assisting with impaired driving enforcement. To enhance the use and visibility of these vans, their role was expanded to include safety belt and underage drinking enforcement, and local community events. Located in Ingham, Marquette, Monroe, and Ottawa counties, the vans are used to promote the enforcement efforts taking place, and increasing public awareness of traffic safety.

GOAL: To enhance the visibility of overtime enforce-



Signage was added to the state's four Mobile Traffic Enforcement Vans to help make enforcement efforts more visible.

ment of traffic laws and underage drinking enforcement through use of the traffic enforcement vans.

ACTIVITIES: The Holland Police Department, Lansing Police Department, Marquette Police Department, and Monroe County Sheriff's Office staffed the traffic enforcement vans. The vans were used for enforcement, publicity, or a community event during twenty-five alcohol enforcement details, six safety belt enforcement details, and twenty-two special events.

In an effort to more visibly promote traffic safety awareness, the vans were outfitted with aluminum

poster frames on each side. Three posters promoting safety belt, underage alcohol enforcement, and impaired driving enforcement were created. The vans in Ottawa and Ingham counties have been equipped with the frames and have obtained the poster art. Monroe County's van is in the process of being equipped with the frames. Current signage on the Marquette van does not accommodate a poster.

ENFORCEMENT VISIBILITY ENHANCEMENT PILOT

Section 410

BACKGROUND: Visibility is a key component for alcohol saturation patrols aimed at reducing impaired driving-related injuries and fatalities. Despite long-term efforts to strictly enforce drunk driving laws supported through overtime enforcement, many offenders feel their chances of being arrested are slim. Often, motorists have no idea why an officer has pulled someone over.

Michigan's Constitution prohibits the use of drunk driving checkpoints, which many states use successfully to make enforcement easily visible. To increase the visibility and awareness of dedicated drunk driving patrols, special electronic message boards on police cars have the potential to enhance the increased drunk driving enforcement message. A pilot program to install combination light/message boards on a limited number of patrol vehicles will take place in Kalamazoo County.



A pilot project in Kalamazoo County featured a mobile billboard with a message about how many drunk drivers were arrested the previous year.

To further raise motorists' awareness of stepped up drunk driving patrols, special communications tactics are needed to support the additional law enforcement activities.

GOAL: Increase the perception of impaired driving enforcement by the public in Kalamazoo County.

ACTIVITIES: Kalamazoo County was selected to receive funding to purchase and install approximately forty electronic message boards in patrol cars based on their traffic volume, population density, and number of alcohol-related crashes. The patrol cars display an impaired driving message while they are working impaired driving patrols to give the public a clear view of what type of enforcement they are working. Currently, thirty-four patrol cars at three agencies have been fitted with the electronic message boards.

Further, during the August statewide drunk driving crackdown, mobile billboards were deployed in Kalamazoo County advertising that increased enforcement was underway. Three mobile billboards were on the road for the three weekend enforcement periods during early afternoon and evening hours.

To measure the billboard's effectiveness at increasing awareness of stepped up enforcement, an oversample in Kalamazoo took place in conjunction with standard awareness testing for paid advertising. Although Kalamazoo had slightly better awareness, the billboards did not seem to generate a marked change.

ENFORCEMENT OF UNDERAGE DRINKING LAWS

OJJDP, Section 410

BACKGROUND: In 2006, Michigan drivers age twenty or younger were 51 percent more likely to be involved in a HBD crash than older drivers. "Zero tolerance" arrests per licensed driver age twenty or younger were 85 percent lower than drunk driving arrests for older drivers. Teens not only are overrepresented in alcohol-related traffic crash deaths, they are the least likely to get caught driving while impaired.

The Department of Justice, Office of Juvenile Justice & Delinquency Prevention's Enforcing Underage Drinking Laws (EUDL) program provides funding for overtime enforcement of underage drinking laws. Enforcement efforts are part of an overall and broader strategy to address the problem of underage drinking. Agencies in more than forty counties participate in a multi-tiered approach to enforcement – seeking out parties where underage drinkers are, targeting adults who furnish alcohol to minors, working special events where minors may drink alcohol, and watching for retailers who sell alcohol to minors.

GOAL: Through high visibility enforcement, increase the perception of risk among minors of being caught

drinking alcohol and reduce the incidence of underage drinking.

GET WASTED BUSTED

Under 21? It'll cost you. Seriously.

ACTIVITIES: Law enforcement agencies are working overtime enforcement and purchasing equipment.

Agencies in forty-two counties worked 7,487 overtime hours, making 11,290 enforcement contacts, and dispersing 308 parties.

Citations issued:

- >>682 minor-in-possession (MIP)
- >>108 adults furnishing alcohol
- >>168 open intoxicants
- >>75 operating while impaired (OWI)
- >>62 felony arrests
- >>562 misdemeanor arrests

Michigan had 2 percent fewer crashes involving impaired underage drivers in 2006, 1,543 compared to 1,574 in 2005. This did not fall as quickly as all crashes with young drivers, so the percentage of drivers under twenty-one in crashes who had been drinking rose from 1.9 percent to 2.1 percent.

LAW ENFORCEMENT LIAISONS

OJJDP

BACKGROUND: Law Enforcement Liaisons (LELs) assist law enforcement agencies with planning, coordinating, and publicizing federally funded enforcement efforts. LELs provide a link between OHSP and law enforcement by providing personal attention to agencies. For nine years, OHSP has employed LELs who are current or retired police officers.

GOAL: To coordinate enforcement programs among law enforcement agencies across the state.

ACTIVITIES: The LELs assisted law enforcement agencies with strategic planning, coordinating grant-funded enforcement among agencies, and helping agencies publicize their enforcement efforts. Due to their efforts, the youth alcohol enforcement program expanded to eight new law enforcement agencies this year. The liaisons also assisted in creating an officer ref-

erence book on underage drinking laws that will be distributed to law enforcement agencies. Liaisons also provided technical assistance to grantees regarding equipment selection and strategic planning.

This was the second year the liaisons assisted with underage drinking enforcement efforts. Liaisons continued to seek new information about enforcement techniques and protocols regarding minors. LELs also encouraged project directors to reach out to substance abuse prevention specialists in their communities to garner support with their enforcement efforts and to take a fresh look at environmental changes that preventionists seek to do: limit social and retail availability; discourage promotions targeted at teens; influence social norms, and build political will for enforcing underage drinking laws. See also page 33 in the Police Traffic Services section.

ENFORCEMENT SUPPORT

MICHIGAN STATE POLICE, FORENSIC SCIENCE DIVISION, TOXICOLOGY LABORATORY

Sections 410, 163

BACKGROUND: The Michigan State Police Toxicology Lab faces increased demand from law enforcement agencies requesting blood analysis for motorists suspected of driving under the influence of drugs and/or alcohol. In the past decade, requests have increased almost 100 percent despite staffing levels remaining constant. Further, the state's .08 BAC law passed in 2003 included criminalizing driving with a Schedule One drug in the driver's system. This change means more officers are requesting tests for drivers suspected of using these drugs.

Blood alcohol analysis took up to three weeks under the state's old .10 BAC standard for drunk driving. After passage of the .08 law, the analysis time doubled due to a large increase in the number of law enforcement agencies requesting blood alcohol analysis. Analysis for schedule one drugs took four to six weeks under the old .10 BAC law and significantly increased after passage of the .08 BAC law due to a larger number of law enforcement agencies requesting drug analysis.

GOAL: To reduce the backlog for blood analysis of alcohol and schedule one drugs at the Michigan State Police blood toxicology unit to pre-2003 levels.

ACTIVITIES: Three staff toxicologist positions continue to be funded along with overtime for the toxicology unit to work on blood and drug analysis and serve as expert witnesses for OWI trials.

The alcohol backlog has decreased to approximately 150 cases from a high of 300 cases per year. The turnaround time is currently at five days, down from a high of fourteen days; 2002 turnaround time was approximately four days prior to the implementation of .08. As overall caseloads continue to rise, the backlog may remain at a new steady-state level of 150 cases.

The drug case backlog has decreased to approximately 600 cases from a high of approximately 1,000 cases. Turnaround time is currently at sixty days, from a high of ninety days; 2002 turnaround time was approximately thirty days prior to the implementation of .08. As overall caseloads continue to rise, the backlog may remain at a new steady-state level of 600 - 700 cases.

STANDARDIZED FIELD SOBRIETY TEST TRAINING

Section 410

BACKGROUND: To successfully arrest and prosecute an impaired driver, law enforcement must be trained with the most current alcohol detection techniques available. OHSP provides training in Standard Field Sobriety Testing (SFST) to law enforcement officers upon request. Not all officers in Michigan are fully certified in the NHTSA-IACP SFST training. This program works in conjunction with drunk driving overtime enforcement grants because officers working overtime enforcement must be SFST certified. Classes and materials are available at no charge, and law enforcement agencies are encouraged to attend.

GOAL: To increase the number of officers with NHTSA-IACP SFST certification by 5 percent in 2007 over the number trained in 2006 of twenty-five instructors and 547 practitioners.

ACTIVITIES: Training was provided to 593 participants, surpassing the goal to increase training by 5 percent. Audits of the instructor and practitioner class were conducted. Nineteen instructors completed the instructor training class, bringing the statewide total of instructors to 207. Work will continue to maintain the current number of instructors.

ADJUDICATION

PROSECUTORIAL TRAINING

Section 410

BACKGROUND: It is imperative that prosecutors and law enforcement have easy and ready access to current information on traffic safety issues as well as underage drinking. These two vital groups must stay abreast of the priority issues within the state, as well as nationally, to focus on these concerns.

GOAL: To provide prosecutors with updated drunk driving training, such as current drunk driving legislation, best practices for impaired driving prosecution, resources necessary to successfully prosecute impaired driving cases, and improve communication with law enforcement.

ACTIVITIES: For the past five years, the Prosecuting Attorneys Association of Michigan (PAAM) has provided traffic safety training for county prosecutors. The Traffic Safety Training Attorney who conducts the training provided instruction to:

- » county prosecutors and their assistants
- » state agencies
- » law enforcement

Activities throughout the year included:

- » Meeting with prosecutors that received grant funding for efforts to reduce underage drinking
- » Serving as a resource for prosecutors by responding to questions on legal defenses being raised, interpretation of OWI statutes, locating out-of-state OWI statutes, cross examination of known local, state, and national defense experts, and locating experts to counter defense experts
- » Producing The Green Light, Yellow Light, and Red Light Alerts for county prosecutors with timely and useful traffic safety case law information.

In addition, fifteen seminars were provided to 277 students comprised of law enforcement, prosecutors and assistant prosecutors, and other traffic safety partners. The seminars offered were: Considerations in Crash Reconstruction Cases, Nuts and Bolts of Arrests in OWI Cases, Vehicle Homicides and Pedestrians, Cross-Examination Issues, Basic Powerpoint, Cops in Court, Powerpoint, and several regional prosecutor meetings. Participants rated the courses extremely high (5 out of 5) and have reported in follow-up surveys as hav-

ing changed plea bargaining and department policies because of the seminars.

PROSECUTING ATTORNEYS ASSOCIATION OF MICHIGAN TRAINING EVALUATION

Section 410

BACKGROUND: OHSP has consistently supported PAAM's training for prosecutors and adjudication partners to improve the prosecution of drunk drivers and reduce recidivism. While popular, the Traffic Safety Resource Prosecutor program has not been formally evaluated.

GOAL: A formal evaluation will determine the effectiveness of PAAM training and information-sharing activities and produce a report documenting findings.

ACTIVITIES: UMTRI performed a process evaluation of whether PAAM was successfully completing the program activities, examined similar programs in other states, and evaluated whether training affects the performance of prosecutors.

The report found the program to have a positive impact, particularly on new prosecutors' abilities to effectively prosecute traffic safety violations. The process evaluation showed 1,814 attendees in six years of training seminars, along with newsletters, online resources, and a listserv that provided extended prosecutor support and training. The listserv and online presence were particularly valuable to prosecutors, providing reference on drunk driving cases and other traffic issues. Michigan's program compares favorably with other states' similar programs. The Traffic Safety Training Attorney is highly regarded at the national level and the Michigan program is used as a model for many states. The evaluation was not successful in performing a quantitative analysis of training's effects on cases, because prosecutors were not available to spend approximately one hour per case reviewing a large sample of cases.

ADJUDICATION TRAINING

Section 410

BACKGROUND: The adjudication and law enforcement communities must stay abreast of priority traffic safety issues within the state, as well as nationally, for Michigan courts to focus on these concerns. This allows

the state to better address impaired driving issues as well as underage drinking.

GOAL: To provide training for the adjudication community that will provide it with knowledge vital to effective sentencing and treatment of impaired driving cases.



ACTIVITIES: Three statewide conferences included traffic-related sessions for the adjudication community: the Michigan Supreme Court Judicial annual conference, the Michigan Association of District Court Magistrates conference, and the Michigan Association of District Court Probation Officers conference.

These conferences included information on drunk driving cases, search and seizure issues, supervising the impaired driver in DWI Court, and characteristics of hard-core drunk drivers. The grant funding provided six national speakers for a number of conferences and seminars.

NHTSA – NATIONAL DRUG COURT INSTITUTE DWI COURT TRAINING

Section 410

BACKGROUND: Drug and sobriety courts have been shown to significantly reduce recidivism in participants who graduate from the program. Courts with an active drug court, or that are seeking to start one, require training to update their staff on the latest court treatment programs and to learn how to run an effective and self-sustaining program.

GOAL: Provide training for new and experienced drug/sobriety court staff.

ACTIVITIES: Three courts with approximately twenty team members were selected to attend trainings offered by the National Drug Court Institute. The program provided the most up-to-date information on how to run and sustain a specialty court program.

DUI COURT EVALUATION

Section 410

BACKGROUND: Increasing the effectiveness of drug courts is a national focus. Enhancing existing and new DUI/Drug courts will help address Michigan's repeat offender problem. While these courts have been operational for a number of years, an evaluation tool does not exist. An evaluation will help DUI courts operate more effectively and provide a better understanding of their effectiveness.

GOAL: Establish an evaluation program for DUI/Drug courts.

ACTIVITIES: The State Court Administrative Office (SCAO) is developing and conducting an outcome evaluation for DUI courts. The evaluation, which follows defendants for a minimum for one year, is gathering information from courts in Oakland, Ottawa, and Bay counties. A preliminary report has indicated moderate success in achieving lower recidivism rates than regular courts and a final report is expected in early FY08.

Feedback from the criminal justice community in regards to the drug court case management system evaluation tool has also been favorable. Users of the system have reported the system is easy to use and provides valuable information to help evaluate programs. This tool, which can provide comprehensive analysis of drug court programs, has the ability to reduce or eliminate the costs of conducting outside evaluations.

COURT INTERACTIVE VIDEO TESTIMONY PILOT

Section 410

BACKGROUND: Lab resources are often spread thin as toxicology lab personnel are asked to appear in court, which often involves considerable travel time. Expanded implementation of interactive video technology in district courts would assist the Michigan State Police Toxicology Lab to more efficiently address a growing demand for laboratory staff to travel significant distances to testify. Implementing interactive video systems in Wayne, Oakland, Kent, and Emmet counties would significantly reduce travel time for toxicology lab personnel. Funding will allow thirteen district courts to purchase and install interactive video equipment in their courtrooms. This technology will be used in conjunction with the Michigan State Police

Toxicology Lab interactive video equipment. With this technology, the courts will experience greater efficiency in scheduling MSP toxicologists for impaired driving cases resulting in fewer delays and greater access to the State Police toxicologists.

GOAL: Conduct video conference testimony between the participating courts and MSP expert witness toxicologists.

ACTIVITIES: The first testimony provided by a toxicologist via video conference was held during a drunk driving trial in Emmet County. The defendant was found guilty.

The equipment was used at a moot-court hearing in Delta County to demonstrate the benefits of the video testimony for the prosecutor and the defense. The defense attorney then stipulated to the toxicologist's report in lieu of on-camera testimony. In addition, the court demonstrated the usefulness of the equipment, receiving a budget appropriation to cover the communication costs after the grant-funded period expired.

Although not as many trials have used the video conferencing technology as originally anticipated, the Emmet County assistant prosecutor claims it has had an affect on its cases. When defendants realize that videoconferencing will be used, delays are avoided and pleas are often taken. When defense attorneys insist that the toxicologist appear in person, the prosecution seeks reimbursement from the defendant for travel, generally exceeding more than \$700. The prosecutor believes this information has been shared among defense attorneys, resulting in more agreement to use the technology and avoidance of delay tactics.

The MSP Forensics Science division director reports this project was a tremendous success, taking an "outside the box" approach to enhancing public safety. It also demonstrated the partnering of two departments to bolster the capabilities the Forensics Division. This program is projected to generate significant savings in travel time and costs while providing more scientists to testify in more cases in more courts than ever before.

PUBLIC INFORMATION AND EDUCATION

YOUTH ALCOHOL PUBLIC INFORMATION AND EDUCATION

OJJDP

BACKGROUND: More than 84 percent of high school seniors have used alcohol at some time and approximately 55 percent have used alcohol within the past thirty days, according to a 2003 Michigan Youth Risk Behavior Survey. The Substance Abuse and Mental Health Services Administration reports that more than 40 percent of youth who begin drinking before age fifteen will become dependent on alcohol.

Underage drinking enforcement programs receive limited and sporadic publicity. So while the activity regularly takes place, it is not widely advertised, especially to teens. A program to make teens aware of underage drinking enforcement increases the likelihood that fewer will drink alcohol for fear of being caught.

GOAL: To develop a strong enforcement message for teens (ages 13 – 20) to reduce the incidence of underage drinking.

ACTIVITIES: Due to state budget restrictions in 2007, this project was not pursued.

PUBLIC SERVICE ANNOUNCEMENT ADAPTATION

Section 410

BACKGROUND: The population most likely to engage in risky behaviors is a challenging group for behavior change programs. Messages must not only be targeted for these groups, but they must also convey information in a manner that both catches their attention and still conveys information and provides motivation for change.

GOAL: To retag PSAs created in Tennessee with Michigan information.

ACTIVITIES: Tennessee did not conduct an evaluation regarding the effectiveness of the PSAs. As a result, Michigan did not pursue this project.

FATAL ALCOHOL CRASH TEAM AND DUI COURT DOCUMENTARIES

Section 410

BACKGROUND: It is not unusual for states to develop pilot traffic safety programs. When these programs are successful, it is important to share this information and encourage others to adopt similar efforts. DVD documentaries about Michigan's first Fatal Alcohol Crash Team in Genesee County and the successes of a select number of DUI courts will provide other law enforcement agencies and judicial partners with guides on how to replicate similar programs in their areas.

GOAL: To promote the replication of the Fatal Alcohol Crash Team (F.A.C.T.) and DUI Court through DVD documentaries.



ACTIVITIES: Documentaries on F.A.C.T. and DUI Courts were completed. These DVDs will be distributed to courts, prosecutors, and law enforcement across the state in FY08 to encourage replication of these programs. Other activities, such as presentations about these projects at conferences, will be utilized to promote these programs.

NETWORK OUTREACH

PREVENTION NETWORK

Section 410

BACKGROUND: The Michigan Coalition to Reduce Underage Drinking (MCRUD), a program provided through Prevention Network (PN), was established in 1996 to assist communities by providing technical assistance, training youth in student leadership skills, and distributing information on model youth prevention programs. State agencies, including OHSP, provide funding for staff and small grants for local programs and projects. MCRUD has twenty-six regional commu-

nity coalitions that work directly with youth and adults in performing youth alcohol prevention activities.

GOAL: To reduce youth access to alcohol by serving as a clearinghouse for local citizens, coalitions, and communities to obtain information on underage drinking initiatives.

ACTIVITIES: PN and MCRUD staff provided extensive resources, technical assistance, and coverage to local and grassroots organizations on youth and alcohol use. An Alcohol Awareness packet with sample policies, program ideas, and best practices was given to over 300 coalitions and schools. Training on how to hold a traffic safety event on a campus was held for more than thirty colleges.

Staff also administered eighteen mini-grants, totaling over \$40,000.

In April, MCRUD partnered with the Van Buren County Coalition to Reduce Underage Drinking and a host of local entities to bring the American Athletic Institute Director John Underwood to several sites for presentations on instituting model athletic policies regarding underage drinking. During a week-long visit, Underwood presented to Prevention Network staff, three school districts, and participated in three town hall meetings.

Part of the training to high school athletic departments included information on the impact of alcohol on student athletes, as well as policy issues to help prevent student athletes' use. Since his visit, two people from Van Buren County were trained by Underwood to conduct similar presentations and trainings.

COURAGEOUS PERSUADERS

OJJDP

Research has proven that peer-to-peer communication is an effective tool in reaching teens. The Courageous Persuaders program is an annual competition that encourages high school students to create a thirty-second television commercial warning middle school students about the dangers of drinking alcohol. This is the sixth year for this program.

GOAL: To raise awareness among middle and high school students on underage drinking issues through the development and production of TV public service announcements (PSAs).

ACTIVITIES: The Courageous Persuaders program went from a statewide program to a national pro-

gram. More than 1,200 teams registered for the video competition via e-mail, with 680 teams submitting videos. The number of Michigan teams participating increased from 215 in 2006 to nearly a thousand in 2007. Registrations and videos were received from nearly every state in the nation.

The winners were determined by middle school students who viewed and judged the PSAs. The students' attitudes toward alcohol are measured before and after being exposed to the PSAs. After just one viewing of this year's commercials, students exhibited a 31 percent increase in their sensitivity to the dangers of alcohol.

Additional winners were selected by representatives of the New York Art Festival, USA Today, and the Detroit Adcrafter Club. A Michigan family who lost their daughter in a drunk driving crash awarded the first-ever Lindsey Renee Cianciolo Family Memorial Scholarship. The Detroit Auto Dealers Association also became a new sponsor for the program this year.

All participants received invitations to attend a "Hollywood-style" awards banquet, with award winners receiving scholarship funds. PSAs can be viewed at www.couragefirst.com.

WINNERS INCLUDED:

- » *Be One Less* from Marquette High School in Marquette, Michigan;
- » *Step Back* from Lenawee ISD Vo-Tech Center in Adrian, Michigan;
- » *You're Dead Wrong* from Lahser High School in Bloomfield Hills, Michigan;
- » *Messed Up For Life* from Dearborn High School in Dearborn, Michigan;

FOX-TV in Detroit aired the winning PSAs. McCann Erickson and USA Today produced and ran several



advertisements congratulating award winners and promoting the 2008 competition.

MOTHERS AGAINST DRUNK DRIVING LIFESAVERS SUPPORT

Section 410

BACKGROUND: Recognition for law enforcement efforts in finding and arresting drunk drivers is a critical

function in keeping law enforcement's focus on maintaining a high number of impaired driving arrests.

GOAL: Increase the number of OWI arrests by law enforcement by motivating them with a recognition ceremony and presentation of specialized pins.

ACTIVITIES: MADD has developed and distributed a survey to measure law enforcement knowledge and prioritization of impaired driving enforcement. An informational brochure and downloadable reporting form have been posted on the MADD website.

MADD had a display booth of the program at the 2007 Traffic Safety Summit and the MACP Conference. MADD chapters have conducted individual site visits with law enforcement to distribute information and secure participation. Over fifty officers throughout the

CRASH RECORDS

UNKNOWN BAC REPORTING IN FATAL CRASHES

Section 410

BACKGROUND: In 2006, the unknown BAC rate was 47 percent of vehicle occupants involved in fatal crashes. This rate was significantly lower than the national average of 58 percent. Michigan had no process to follow-up on crash reports missing this information. This missing link in the system weakens Michigan's data foundation for traffic safety planning.

This strategy is being addressed through a partnership with the Michigan Department of State Police, Criminal Justice Information Center, Traffic Crash Reporting Unit.

GOAL: To decrease Michigan's unknown BAC rate to be equal to or below the national unknown rate for 2007.

ACTIVITIES: A crash trainer position has been established and one of the responsibilities of this position will be to train law enforcement agencies on the importance of accurate reporting and follow-up on traffic crash reports, specifically in regards to the unknown BAC rate.



DWI ENFORCEMENT

TOWNSHIP OF KALAMAZOO



2

CEPTOR

Police Traffic Services

ENFORCEMENT

OVERTIME TRAFFIC ENFORCEMENT

Section 402, 157 Incentive

BACKGROUND: To make the best use of limited funds, traffic enforcement grant funding is based on a combination of population, frequency of fatal and serious injury traffic crashes, and media reach. By focusing funding on these areas, OHSP can efficiently and effectively reach the majority of drivers. Qualifying counties receive grants for overtime enforcement involving county sheriffs and local law enforcement agencies.

GOAL: Utilize high visibility enforcement to increase safety belt use and reduce alcohol-involved and intersection crashes, resulting in fewer traffic deaths and injuries.



Law enforcement agencies used banners to help publicize enforcement in their communities.

ACTIVITIES: Local and county law enforcement agencies conducted traffic enforcement throughout the year with two statewide traffic enforcement mobilizations in the summer. The safety belt enforcement mobilization ran May 21 through June 3, and an impaired driving crackdown was conducted August 17 through September 3.

Two hundred thirty-four law enforcement agencies in fifty-five counties, representing nearly 94 percent of the state's population, participated in safety belt, red light running, and impaired driving enforcement initiatives.

Law enforcement agencies conducted 20,997 hours of grant-funded safety belt enforcement, which resulted in:

- >>34,905 vehicles stopped
- >>23,490 safety belt citations
- >>65 OWI arrests
- >>695 citations for driving while license suspended

>>1,218 misdemeanor and 157 felony arrests
Safety belt use rose from 93.0 percent to 93.3 percent during the mobilization, not a statistically significant change. It continued to rise over the summer to 93.7 percent. See the Mobilization section for more details.

Law enforcement agencies also conducted 32,992 hours of OWI enforcement, which resulted in:

- >>34,493 vehicles stopped
- >>1,863 OWI arrests
- >>816 other alcohol arrests
- >>4,675 speeding citations
- >>1,904 misdemeanor and 286 felony arrests

The number of alcohol-involved crashes will be available when the 2007 crash file closes in March 2008. See the Mobilization section for more details.

Law enforcement agencies conducted 10,604 hours of red-light running enforcement, which resulted in the following:

- >>10,577 vehicles stopped
- >>248 OWI arrests
- >>2,541 red-light running citations
- >>162 illegal turn citations
- >>1,125 safety belt and child restraint citations
- >>780 speed citations
- >>398 misdemeanor and 72 felony arrests

The number of intersection crashes will be available when the 2007 crash file closes in March 2008.

SAFETY BELT ENFORCEMENT ZONE SIGNS

Section 402

BACKGROUND: For the fifth year, law enforcement agencies conducted safety belt enforcement zones to ensure motorist awareness of increased enforcement. A safety belt enforcement zone requires the use of special, portable signs that mark the start of a zone area.



Safety belt enforcement zone signs are used to increase visibility of enforcement.

Enforcement zone signs make it clear officers are writing safety belt citations, avoiding the assumption that a stop is for speeding, and reminding motorists that officers are serious about enforcing Michigan's safety belt law.

GOAL: Enhance the visibility of safety belt enforcement.

ACTIVITIES: As the number of grant-funded agencies continues to grow, so does the need for enforcement zone signs. An additional fifty enforcement zone signs were provided to new agencies.

MICHIGAN STATE POLICE OVERTIME TRAFFIC ENFORCEMENT

Sections 402, 405, 410, OJJDP

BACKGROUND: To make the best use of limited funds, traffic enforcement grant funding is based on a combination of population, frequency of fatal and serious injury traffic crashes, and media reach. By focusing

SUCCESS STORIES

The Grand Traverse County Sheriff's Office, Traverse City Police Department, and Leelanau County Sheriff's Office conducted OWI enforcement in southern Grand Traverse County, resulting in forty-one vehicles stopped, four OWI arrests, one child restraint violation, one safety belt violation, ten speeding violations, six other traffic violations, and four misdemeanor arrests.

Seven officers from Grand Traverse Sheriff's Office and two officers from the Traverse City Police Department received M.A.D.D. awards for their efforts in OWI enforcement.

In 2007, the Detroit Police Department expanded its overtime enforcement plan from one precinct to funding overtime traffic enforcement in six districts, also including the traffic enforcement unit. As a result, the department has dramatically enhanced the visibility of traffic enforcement. From 2004 through 2007, the Detroit Police Department has stopped nearly 38,000 vehicles on grant overtime, resulting in 24,304 safety belt and child restraint citations, 493 OWI arrests, 5,173 misdemeanor arrests, and 544 felony arrests.

funding on these areas, OHSP can efficiently and effectively reach the majority of drivers. MSP Posts in the qualifying counties receive grant funding for overtime enforcement.



GOAL: Utilize high visibility enforcement to increase safety belt use and reduce alcohol-involved and intersection crashes, resulting in fewer traffic deaths and injuries.

ACTIVITIES: MSP conducted traffic enforcement and participated in a statewide safety belt enforcement mobilization May 21 through June 3, and an impaired driving crackdown from August 17 through September 3.

The grant provided 12,526 hours of safety belt, red-light running, and alcohol enforcement overtime to State Police posts within the Drive Michigan Safely Task Force counties. Each post developed a strategic plan for allocating overtime hours.

The posts conducted 5,124 hours of safety belt enforcement, which resulted in:

- » 6,922 vehicles stopped
- » 3,620 safety belt citations
- » 22 OWI arrests
- » 207 citations for driving while license suspended
- » 193 misdemeanor and 34 felony arrests

The posts also conducted 7,020 hours of OWI enforcement, which resulted in:

- » 6,165 vehicles stopped
- » 300 OWI arrests
- » 273 other alcohol arrests
- » 273 safety belt and child restraint citations
- » 732 speed citations
- » 311 misdemeanor and 75 felony arrests

The posts conducted 382 hours of red-light running enforcement June 4 through September 30, which resulted in:

- » 551 vehicles stopped
- » 252 red-light running citations
- » 57 safety belt and child restraint citations
- » 4 OWI arrests
- » 9 misdemeanor and 2 felony arrests

MSP Posts from St. Ignace, Manistique, Gladstone, and Newberry and the MSP Motor Carrier Division also participated in Operation SABRE (Speed, Alcohol, Belt Reduction Effort.) Results are included in the SABRE section.

The grant not only provides overtime hours to the State Police posts, but also funds a sergeant position to manage all aspects of the overtime. The coordinator hosted grant orientation meetings for post grant coordinators and distributed required forms. The coordinator also ensured MSP posts submitted a strategic plan for their enforcement efforts, and collected and reported overtime enforcement activity monthly.

OPERATION SABRE

Section 402

BACKGROUND: Michigan's Upper Peninsula is unique in many aspects. Geographically a large area, the U.P. lacks an east-west interstate freeway. U.S.-2 is the main thoroughfare that carries commercial traffic, tourists, and residents traveling across the region.

Much of U.S.-2 is a two-lane road with strategically placed passing lanes. Some motorists become impa-



tient when traveling with slower moving commercial trucks, vehicles towing campers or boats, or scenery-watching tourists. Because of these many factors, a task force was convened to address an increase in traffic deaths and serious injuries during the summer months in three counties along U.S.-2.

GOAL: To encourage motorists to avoid aggressive driving and dangerous passing, obey speed limits, and wear their safety belts utilizing publicity and enforcement.

ACTIVITIES: Eight law enforcement agencies and three partners supported a public information campaign and selective traffic enforcement campaign throughout the summer

Overtime patrols were scheduled for Friday and Sunday evenings between Memorial Day and Labor Day, at peak tourist traffic times. Placemats and banners were produced and disseminated at more than

100 restaurants, campgrounds, and businesses along the U.S.-2 corridor.

Agencies participating in 2007 included Michigan State Police Posts from St. Ignace, Manistique, Gladstone, and Newberry and the MSP Motor Carrier Division. The St. Ignace Police Department, Mackinac County Sheriff's Office, and the Manistique Public Safety Department represented local enforcement efforts. Other partners included the Michigan Department of Transportation and local tourism offices in Schoolcraft and Mackinac counties.

704 PATROL HOURS RESULTED IN THE FOLLOWING:

- >> 1,042 vehicles stopped
- >> 678 speed citations
- >> 57 other citations issued
- >> 1 felony arrest
- >> 9 misdemeanor arrests
- >> 17 safety belt citations

In 2007, one motor-vehicle crash with two fatalities was noted on the U.S.-2 corridor during the grant funding time frame.

LAW ENFORCEMENT COORDINATION

LAW ENFORCEMENT LIAISONS

Section 402

BACKGROUND: To assist with traffic enforcement programs, OHSP utilizes a team of eight law enforcement liaisons (LELs). Established in 1998, the team consists of current and retired Michigan police officers. Each LEL is responsible for a region of the state or coordinates Michigan State Police activities.

GOAL: Encourage law enforcement agencies to support and participate in traffic safety programs through more personal contact.

ACTIVITIES: The LEL team assisted law enforcement agencies with planning enforcement, coordinating among agencies, and publicizing enforcement. The liaison team reviewed and recommended approval of strategic enforcement plans. LELs solicited enforcement mobilization participation and reporting, and helped provide traffic safety and enforcement training.

The LELs made more than 600 personal contacts throughout the year. As a result, 88 percent of

Michigan's 650 law enforcement agencies signed up to participate in the national mobilizations.

In a first step to address and boost nighttime belt use, law enforcement agencies conducted pilot nighttime safety belt enforcement efforts on May 24, during the two-week statewide *Buckle Up or Pay Up, Click it or Ticket* safety belt mobilization. The law enforcement liaison team was instrumental in getting agencies signed up for this effort and following up on reporting. See the Mobilization section for more information.

The LEL program concluded its activities at the close of the fiscal year. While the LEL program was in existence, the belt use rate in Michigan steadily increased and Michigan's law enforcement embraced the safety belt enforcement zone concept. In 2000, the primary belt law took effect and belt use was 83 percent. The safety belt enforcement zone concept began as a pilot project in 2003 in eight counties, with thirty-six agencies conducting 127 zones. Zones were promoted and zone training was provided on a statewide basis by the LELs in 2004. Seat belt usage then climbed to an all-time high of 94 percent in 2006. In 2007, belt use remained over 93 percent and 151 law enforcement agencies conducted 723 zones.

TRAFFIC ENFORCEMENT ASSOCIATION

Section 402

BACKGROUND: Michigan law enforcement officers lack a statewide traffic safety association to share information, promote specialized training, and recognize the important contribution traffic enforcement makes.



GOAL: Unite law enforcement officers who have an interest in traffic safety.

ACTIVITIES: The LEL team developed a statewide association called the Traffic Enforcement Association of Michigan (T.E.A.M.). The association is open to all law enforcement from command officers to local officers, deputies, and Michigan State Police troopers. The LELs

serve as the Board of Directors for T.E.A.M. as the association gets established.

A Web site was also created and maintained by the law enforcement liaison team. The site provides traffic law updates, training information, and other information for law enforcement officers. Since the beginning of the year, T.E.A.M. has acquired 231 members.

RECOGNITION AND INCENTIVE PROGRAMS

LAW ENFORCEMENT CHALLENGE PROGRAM

Sections 402, 405, 410

BACKGROUND: With limited federal funds available, only law enforcement agencies meeting certain crash and population criteria receive grant funds for enforcement during mobilizations. To encourage the more than 500 law enforcement agencies to participate in mobilizations, Michigan created a "law enforcement challenge."

GOAL: Increase law enforcement participation in state and national traffic enforcement campaigns.

ACTIVITIES: Law enforcement agencies register for the challenge by pledging to have officers place greater attention on the campaign focus during mobilization periods. Five hundred and sixty-nine law enforcement agencies participated in the law enforcement challenge. Agencies that do so and report enforcement results by set deadlines are entered into a random drawing for a grant that can be used to purchase equipment, schedule overtime, attend traffic-related training, or a combination of these options. Agencies that participate in the mobilizations are eligible for one of several larger grants, as well as other traffic safety equipment awards.

Following the Memorial Day 2006 holiday, eight agencies were awarded \$5,000 grants. The winners were:

- »Belding Police Department
- »Lenawee County Sheriff's Office
- »Manistee County Sheriff's Office
- »Saginaw Township Police Department
- »Saline Police Department
- »Westland Police Department
- »Michigan State Police Iron River Post

»Michigan State Police Newaygo Post
Following the Labor Day 2006 impaired driving crackdown, eight agencies were randomly selected. The winners included:

- »Lakeview Village Police Department
- »Bay County Sheriff's Office
- »St. Ignace Police Department
- »Detroit Police Southwest District
- »Farmington Department of Public Safety
- »St. Joseph County Sheriff's Office
- »Michigan State Police Wayland Post
- »Michigan State Police East Tawas Post

Equipment purchased by the agencies included binoculars, traffic cones, digital cameras, traffic flares, flashlights, in-car cameras, lasers, radars, reflective vests, traffic reconstruction equipment and accessories, stop sticks, and light bars.

CHALLENGE RECOGNITION CEREMONY

Section 402

BACKGROUND: For the last three years, the law enforcement challenge concluded with a special event to recognize the contributions of agencies and announce regional and grand prize winners.

GOAL: Recognize law enforcement for their dedication to traffic enforcement.



The Law Enforcement Challenge Recognition Program enabled the Alma Police Department to purchase a new patrol vehicle.

ACTIVITIES: Law enforcement agencies were invited to and recognized at a fall luncheon based on participation in the FY06 Challenge program. Certificates were provided to all participants and regional grant award winners were chosen by random drawing during the luncheon.

Winners were:

- »Alma Police Department
- »Augusta Police Department
- »Marysville Police Department
- »University of Michigan Department of Public Safety

- »Walker Police Department
- »Michigan State Police Gladstone Post
- »Michigan State Police Richmond Post

Two agencies, Alma and Augusta, used the grants to purchase traffic patrol vehicles. The Walker Police Department used the funding to purchase a patrol motorcycle. Other equipment purchased includes in-car cameras and radars.

MICHIGAN ASSOCIATION OF CHIEFS OF POLICE AWARDS

Section 402

BACKGROUND: The Award for Excellence in Traffic Safety is a cooperative effort with the Michigan Association of Chiefs of Police (MACP), OHSP, and AAA Michigan. OHSP has been providing grants for traffic safety efforts to winning agencies since 2002.



Doreen Olko, chair of the MACP Traffic Safety Committee, speaks during the MACP awards banquet.

GOAL: Recognize outstanding traffic safety efforts conducted by police and public safety departments across the state.

ACTIVITIES: Eight Michigan law enforcement agencies earned the 2007 Award for Excellence in Traffic Safety from MACP, OHSP, and AAA.

SUCCESS STORY

The MSP Iron River Post used the grant funding for overtime traffic enforcement. In 2002-2006, the Michigan Traffic Crash Reporting System identified Bates, Crystal Falls, and Mastodon townships as the highest crash areas in Iron County. Speed, seat belt usage, aggressive driving, and alcohol consumption were contributing factors in these crashes. Patrols were scheduled on U.S.-2 during July and September in these three townships.

More than 205 vehicles were stopped, resulting in five safety belt violations, two suspended license violations, sixty-eight speeding citations, 120 other traffic violations, and two misdemeanor arrests.

The 2007 award winners were: Memphis Police Department, Dowagiac Police Department, Sturgis Police Department, Van Buren Township Police Department, Novi Police Department, Farmington Hills Police Department, Muskegon County Sheriff's Office, and Michigan State Police Iron River Post. Equipment purchased by the agencies included traffic vests, radar, in-car cameras, traffic reconstruction accessories, fatal vision goggles, laser, digital cameras, pedestrian tag lights, and a vehicle light bar.

An added benefit to the MACP Awards program in 2007 was the automatic entry of the twenty-seven applications in the International Association of Chiefs of Police awards program. As a result, the Dearborn Police Department received the Commercial Vehicle Safety Award and the Cheboygan County Sheriff's Office received the Traffic Safety Award.

ENFORCEMENT VISIBILITY

PAID ADVERTISING

Sections 405 PM, 410 PM

BACKGROUND: Stepped up enforcement has the greatest impact when motorists are aware of these efforts. Using paid advertising allows OHSP to target messages to key groups, young men, effectively and efficiently. This strategy has allowed OHSP to increase its message awareness and help drive positive behavior changes.

GOAL: Continue high levels of awareness for the *Buckle Up or Pay Up, Click It or Ticket* and *Drunk Driving, Over the Limit, Under Arrest*. campaign messages during enforcement mobilizations.

ACTIVITIES: OHSP was unable to purchase advertising for the May mobilization due to state spending restrictions. A three-market ad buy for the August drunk driving crackdown did take place in the metro Detroit, Grand Rapids, and Flint/Saginaw/Bay media markets. This included radio, TV, and cable ads concentrating on the three weekend periods of the crackdown.

A detailed summary of paid advertising can be found under the Paid Advertising section.

UPDATED IMPAIRED DRIVING MATERIALS

Sections 402, 410

BACKGROUND: In 2006, NHTSA announced a new campaign theme for high visibility drunk driving periods, *Drunk Driving, Over the Limit, Under Arrest*. As a result, Michigan drunk driving enforcement materials required updating to align with the national theme.

GOAL: Update drunk driving crackdown materials to include the new national campaign theme and create messages aimed at target audiences, particularly young men.



ACTIVITIES: A small series of focus groups of young men took place to assist with the development of a new TV and radio ad. As in the past, the groups felt their likelihood of an arrest was low, even though they admitted to driving drunk. Separate groups of blue collar males and risk-taker males indicated different patterns in drinking and driving. Blue collars seemed to drink less but on a more consistent basis, both week days and weekends. Risk takers seemed not to drink often during the work week but drank heavily on the weekends. All said the costs, fines, and fees, were a major deterrent.

The new TV ad focuses on the many costs and penalties, showing a bartender putting a driver license, handcuffs and money into a blender, showing the "mix" is tough to swallow.

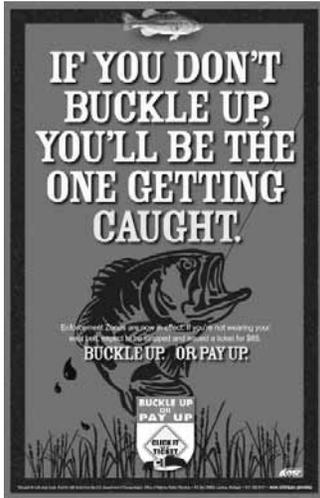
New campaign-themed materials were developed for the August drunk driving crackdown, including workplace posters, banners, and a new information flyer.

MOBILIZATION OUTREACH CAMPAIGN

Section 405

BACKGROUND: Successful traffic enforcement mobilizations rely on widespread awareness of the activity. This happens primarily through paid advertising and is supported by earned media efforts. In addition, outreach activities are also implemented to ensure the

message is repeated in a variety of venues that reach the target audience with either *Buckle Up or Pay Up*, *Click It or Ticket* or *Drunk Driving, Over the Limit. Under Arrest*.



GOAL: Create widespread awareness of statewide enforcement mobilizations through an outreach campaign with materials targeted to specific groups in appropriate venues.

ACTIVITIES: Initial work began with an office-wide discussion regarding the problem, the target audience, and ideas for reaching this group. Staff brainstormed ideas for both safety belt and drunk driving mobilizations.

A variety of materials for the *Click it or Ticket* campaign were generated to reach young men in places they frequent: convenience stores, hardware stores, outdoor stores, auto parts and accessory businesses, and fast food establishments. More details about this can be found in the Mobilization section.

ENFORCEMENT PLANNING

SPEED DATA AND SITE ANALYSIS

Section 402

BACKGROUND: Excessive speed is a factor in many crashes, but most discussions of speeding equivocate between “higher than the posted limit” and “too fast for conditions.” To conduct speed enforcement safely and effectively, police need to know where speed-related crashes are happening and that the

speed problem arises from driver behavior rather than a design problem with the road or signage.

GOAL: Identify counties with a speed-related crash problem and identify sites for model speed enforcement.

ACTIVITIES: The Wayne State University–Transportation Research Group (WSU-TRG) analyzed crash data to identify where speed-related crashes were occurring. WSU-TRG examined high-crash locations to identify sites at which speed enforcement would be effective in reducing crashes. OHSP used that list to determine areas to conduct a pilot speed enforcement project. The locations selected for enforcement in 2008 include Alger, Clinton, and Ottawa counties.

EVALUATION

TELEPHONE SURVEYS

Section 402

BACKGROUND: The ongoing success of enforcement mobilizations can be tied, at least in part, to continual evaluation efforts. Evaluation tools can illuminate areas for improvement, identify program enhancements and new programs, and determine a program’s effectiveness or ineffectiveness.

GOAL: Determine public perception of the enforcement efforts.

ACTIVITIES: Surveys around the Labor Day *Over the Limit. Under Arrest.* crackdown measured changes in public awareness of campaign efforts. Awareness of campaign messages and of encouragement not to drink and drive were higher than awareness of special enforcement efforts. The media target population of young men perceived an increase in the number of drunk drivers being arrested. Recognition of the new crackdown slogan increased by 20 percent overall, 30 percent among young men.

Pedestrians and Bikes

BICYCLE SAFETY

BICYCLE HELMETS

Section 402

Statistics show that most bicyclist injuries and deaths are because riders are not wearing helmets. Information from the FY02-03 Bicycle Assessment conducted by the League of Michigan Bicyclists indicated a need to focus on those children least likely to wear helmets and low-income communities. Bicycle-related injury and helmet use data in Michigan indicates that the potential target populations for focused interventions are children less than 10 years of age and their parents. According to the 2005 Michigan Youth Behavior Survey, 90 percent of high school students who rode a bicycle during the past twelve months never/rarely wore a helmet. Studies have also shown that the strongest predictor of children's helmet use was the presence of a helmeted companion. A child's decision to wear a helmet may be more influenced by a helmeted adult than by a formal program directed at the unhelmeted child. By providing free helmets and educational materials, bicyclists will be more apt to wear them.

GOAL: To provide helmets to low-income bike riders and educate them on the importance of wearing helmets.

ACTIVITIES: Sixty-one organizations (sixteen local health departments, twenty Safe Kids chapters/coalitions, twenty-five county sheriff offices) received assistance and hosted events attended by more than 335,000 people.

Nearly 8,600 helmets were distributed and educational materials were provided to lower income families.

Each organization also received an event kit that included an educational packet for children attending the events, posters to promote events, and a presenter's guide. Each packet contained the "I'm Safe on My Bike in Michigan" activity/coloring book, a pledge card, crayons, an "I'm Safe on Wheels" DVD, and a helmet sticker.



Traffic Records

CRASH DATA

MICHIGAN TRAFFIC CRASH FACTS

Section 402

BACKGROUND: Many groups need access to Michigan's traffic crash data to identify and analyze problems, implement countermeasures, and evaluate impact. The annual Traffic Crash Facts has been the source of comprehensive traffic crash data accessible to the public.

GOAL: To produce the 2006 Michigan Traffic Crash Facts report.

The screenshot shows the '2006 Michigan Traffic Crash Facts Data Query Tool' interface. It features a table titled '2005 ACCIDENT MONTHLY WEATHER ANALYSIS' with columns for weather conditions and months from January to September. The table contains numerical data for each category. Below the table, there is a 'WEATHER' section with a list of weather conditions and their corresponding counts.

Weather	January	February	March	April	May	June	July	August	September
Clear	1033	1208	1813	2487	1122	1830	1223	1408	7347
Cloudy	380	360	360	372	1768	2536	2080	1885	1718
Fog	132	148	150	150	1172	1057	845	862	550
Freezing rain	0	2853	2723	1428	580	3	2	0	0
Freezing drizzle	0	10	148	38	3	0	0	0	0
Ice	0	72	148	180	38	2	0	0	1
Overcast	0	258	180	180	38	102	142	119	136
Thunderstorm	0	78	78	84	83	66	74	84	84
Unlimited & other	0	13296	11587	10213	10808	11176	11982	10291	10592

Michigan Traffic Crash Facts is an online data tool that features local, county, and state traffic crash information.

ACTIVITIES: The 2006 Traffic Crash Facts was released throughout the year as data sections were completed instead of waiting until the entire project was done. Enhancements for 2006 include data analysis tool upgrades and a mapping tool to locate specific crashes and groups of crashes. More people are utilizing this report online as Web hits have increased by over 150 percent.

UD-10 IMAGE SANITIZATION

Sections 163, 408

BACKGROUND: Anyone with access to the Traffic Crash Reporting System (TCRS) can access and view UD-10 crash reports. These crash reports are in their original form and contain all data elements including personal information such as vehicle identification numbers,

names, addresses, and phone numbers. Recently, the security of personal information on a UD-10 and its use in the traffic safety and research community has become a priority topic.

GOAL: Remove personal information from UD-10s to ensure privacy of data for all citizens and ensure the traffic safety and research community has continued access to crash information.

ACTIVITIES: A consultant is working on the process to remove personal information from all past and future UD-10s contained within the TCRS. This project is scheduled to be completed in the first quarter of FY08.

NET RMS/LAW ENFORCEMENT AGENCY MANAGEMENT SYSTEMS

157 Incentive

BACKGROUND: CJIC is developing a comprehensive data system – NetRMS – which will integrate with other records management systems so information can be readily shared among law enforcement agencies. NetRMS includes six modules: incident, intelligence, crash, citation, enhancements, and interfaces. Crash module development began in December 2002.

GOAL: To provide an electronic system to record crash, citation, and incident data.

ACTIVITIES: Due to internal state department issues, this project was cancelled in August 2006 and all related work ceased in March 2007.

UD-10 TRAINER

Section 163

BACKGROUND: There are more than 600 law enforcement agencies employing over 22,000 officers/troopers, administrators, and support staff. These agencies and employees have access to many training classes and educational activities. Most of these classes and activities are coordinated separately from agency-to-agency or employee-to-employee in conjunction with the Michigan Commission on Law Enforcement Standards. A new dedicated resource will provide UD-10 training for law enforcement agencies designed to improve the quality, accuracy, and speed by which crash information is captured and submitted.

GOAL: Train law enforcement agencies on ways to improve crash data and submit crash reports to increase the quality and accuracy of crash data by 10 percent each calendar year.

ACTIVITIES: A Michigan State Police sergeant was hired as a crash trainer. The trainer has conducted the following activities:

- » Determined that three distinct trainings are needed by law enforcement: What Every Officer Should Know; What Every Supervisor Should Know; and Recruit Basics
- » Completed the first two training programs and is working on a third program. Included in the training development was determining of MCOLES requirements, documenting procedures to obtain MCOLES approval, and then receiving approval. These programs include new emphasis on the cause of missing BAC levels and restraint use in fatal crashes; hands-on training for TCRS Web; location for roundabouts; emphasis on the UD-10MC; the need for a narrative and diagram; truck/bus changes; information on flare lanes; and changes due to electronic data capture for the future
- » Researched Web-based trainings in an effort to implement one in Michigan
- » Conducted six officer trainings, nine supervisor trainings, and two truck/bus trainings in conjunction with FMCSA
- » Scheduled twenty-eight additional trainings for the remainder of 2007 and into 2008
- » Monitored the UD-10s submitted by agencies that attended the training to ensure errors are reduced and data is improved. Preliminary results indicate improvements have been made
- » Reviewed the UD-10 manual and assisted in updating with clearer understandings of data needed and definitions of field values.

CITATION AND ARREST DATA

JUDICIAL DATA WAREHOUSE

Sections 163, 408, 157 Incentive

BACKGROUND: Michigan's trial courts use forty-one separate case management systems, making it difficult to share case information with executive branch agencies. This disparate environment also creates a void

about defendants in criminal cases and the status of traffic citations.

In 2002, the State Court Administrative Office (SCAO) began adding trial court information to the state's Judicial Data Warehouse (JDW). The JDW will give trial judges and staff access to a statewide name index to identify pending and closed cases in other courts. The SCAO and executive branch agencies will use the information to generate statistical and trend information. OHSP anticipates using information to assist in future programming.

GOAL: Link data systems containing crash-related medical and economic data with traffic crash data to improve the timelessness, accuracy, completeness, uniformity, and accessibility of traffic data that is needed to identify priorities for national, state and local traffic safety programs.

ACTIVITIES: The JDW will contain standard information regarding defendants in criminal cases and the status of traffic citations. It will also provide data for all citations issued. General funding for this project is provided by the Judicial Technology Improvement Fund which is based on a percentage of the civil case filing fees. OHSP also provided funding to accelerate the completion of the project.

All courts in Michigan will be included in the JDW. There are nine courts that fall outside of the state system and work is underway to integrate them into the JDW. This is expected to be completed in FY08.

In addition, data from twenty-one county court systems was added to the JDW. The SCAO will continue to implement courts and support the warehouse with Judicial Technology Improvement Funds.

DRIVER RECORD PROCESSING

Section 163

BACKGROUND: The Motor Carrier Safety Improvement Act (MCSIA) rule was finalized and made effective September 30, 2002. Under this rule, states must post a citation to a driver's record (after conviction) in ten days by 2005. Failure to comply would result in penalties including MDOT losing up to 10 percent of a state's federal highway funds, the loss of MSP Motor Carrier Safety Assistance Program enforcement funds, and the suspension of a state's ability to issue CDL licenses.

GOAL: Provide the system enhancements needed to post citation convictions on a driver's record within ten days of adjudication

ACTIVITIES: The development of a Unified Network Interface to enable all driver data to be shared with other states, employers, and other record users as required by the Motor Carrier Safety Improvement Act has begun. Analysis has been performed to ensure American Association of Motor Vehicle Administrators communications can work from both the mainframe and client server platforms.

Due to state budgetary and project issues, this activity has been delayed and the new completion date is projected to be in the spring of 2008.

ELECTRONIC DATA CAPTURE

Section 406

BACKGROUND: CJIC is statutorily responsible for maintaining the state central repository for crash records. Over 600 Michigan law enforcement agencies submit crash reports (UD-10) for crashes. In the past five years, the crash system has been updated through a project called Crash Process Redesign (CPR). System changes have included: accepting crash reports electronically, implementing a Web-based crash reporting tool, improving CJIC processing efficiencies, and improving crash locating.

Although the system is capable of receiving electronic crash reports, the vast majority of law enforcement agencies submit paper form reports. Electronically processing crash reports improves data quality, timeliness, consistency, and completeness as well as processing efficiencies. However, local law enforcement agencies experience significant technical and financial barriers in moving to automated crash processing systems.

To promote electronic crash data submission, a pilot project will assist law enforcement agencies to overcome electronic crash processing barriers.

GOAL: Increase the number of law enforcement agencies submitting crash data through an electronic or automated process.

ACTIVITIES: A letter of interest was sent to law enforcement agencies. Twenty-seven agencies indicated interest and ten were selected to conduct pilot projects in FY08. Submissions were evaluated by a panel comprised of representatives from OHSP, MSP, and the

Michigan Department of Information Technology. To make the most effective use of this pilot project, special emphasis was placed on selecting applicants from a variety of geographic locations around the state and with agencies of varying sizes and technical capabilities. Following this one-year project, agencies will be responsible for all costs to continue electronic crash submission following the initial grant period.

Community Traffic Safety Programs

PUBLIC INFORMATION AND EDUCATION

IN-HOUSE PUBLIC INFORMATION AND EDUCATION

Sections 402, 405

BACKGROUND: To promote safety belt use, sober driving, and other traffic safety issues, the OHSP Communications Section carries out many activities, including a statewide, general interest traffic safety newsletter. The Section also oversees the development of flyers, brochures, and posters to promote traffic safety campaigns, and hosts news conferences to promote traffic safety initiatives.



GOAL: Continue communication programs and materials for grantees, partners, and the general public to support traffic safety issues that address traffic deaths and injuries.

ACTIVITIES: Projects included:

- >> Produced annual reports for OHSP, the Michigan Truck Safety Commission, and the Secondary Road Patrol program
- >> Developed new materials for pedestrian, bike, and motorcycle safety
- >> Updated the OHSP traffic safety materials catalog and added a second materials catalog for businesses to promote traffic safety
- >> Hosted a media event to promote Child Passenger Safety Week
- >> Issued 21 statewide news releases and 68 localized news releases, resulting in 332 news stories, a 55 percent increase from 214 in 2006
- >> Continued to keep information posted to the OHSP website current
- >> Promoted Drive Safely to Work Week and its kickoff event, the Wake Up! Michigan Symposium.

PI&E MATERIALS STORAGE AND DISTRIBUTION

Section 402

BACKGROUND: OHSP supports the storage and shipment of traffic safety materials so that anyone has access to this information at no charge. This allows grantees, partners, and others to utilize posters, brochures, and other materials for local traffic safety efforts.

GOAL: Continue support for the efficient storage and shipment of traffic safety materials in support of ongoing traffic safety programs and campaigns.

ACTIVITIES: OHSP has a proactive strategy for distributing traffic safety materials statewide. When new flyers, brochures, or other traffic safety-related items are published, a targeted mailing is conducted to pertinent audiences. Special mailings of nearly 1.4 million items included: CPS DVD, Michigan Dental Association members, booster seat posters, May mobilization kits, and drunk driving crackdown mailing.

In addition, 908,183 items were shipped to 1,422 sites throughout the year.

INTERSECTION ENFORCEMENT EDUCATION CAMPAIGN

Section 402

BACKGROUND: Intersection crashes have been identified as one of the top causes of traffic fatalities in Michigan. An enforcement pilot project is ongoing to reduce crashes, but no media component exists to support this project. Evaluation suggests that heightened enforcement is far less effective without media support.



GOAL: Develop public information materials for law enforcement agencies participating in grant-funded intersection enforcement.

ACTIVITIES: A new logo and theme, Run the Red. Pay the Price., poster, and two signs that can be posted at the enforced intersections were developed. Statewide and localized news releases were issued at the start of Intersection Enforcement Week, July 22-28. Media events took place in Muskegon and Bay counties, with nearly thirty news stories resulting.

NEW LAW INFORMATION CAMPAIGNS

Unfunded

BACKGROUND: Legislation has been proposed on several traffic safety issues, including changing requirements for booster seats and imposing higher penalties in high-BAC convictions. When laws change, the public is often unaware of new requirements, leaving them at risk of citation or arrest and others at risk from their behavior.

GOAL: Develop a campaign to reach drivers if a change is signed into law.

ACTIVITIES: No new traffic safety laws were enacted this fiscal year.

EXHIBITING

Section 402

BACKGROUND: OHSP is working to better educate potential partners about its traffic safety programs and goals of saving lives and reducing injuries on Michigan roadways. This means becoming more visible in new ways, including exhibiting at conferences and special events.

GOAL: Exhibit once a month at statewide conferences that assist OHSP with reaching new and existing partners.

ACTIVITIES: OHSP attended three, major statewide events where staff distributed traffic safety materials and provided information about OHSP programs.

OHSP exhibited at:

- >>Michigan Association of Chiefs of Police
- >>Michigan Traffic Safety Summit
- >>Michigan Association for the Education of Young Children

PARTNERSHIP ACTIVITIES

Section 402

BACKGROUND: OHSP must seek ways besides paid advertising to keep traffic safety messages in front of key constituencies, especially young men. Partnerships provide an ideal way to promote safety belt and drive sober themes to reinforce messages that are so visible during periods of stepped up enforcement.

GOAL: Seek out new partnerships to promote traffic safety messages and build on those it began developing last fiscal year.

ACTIVITIES: OHSP staffed a booth at the Michigan State Fair in August. Staff took photos of fairgoers in a new photo stand and placed them in souvenir frames with a "buckle up" message. They also distributed information about child passenger safety and where to find a safety seat technician in their area. Eight booster seats were given away in daily drawings. A new booth location led to increased interest in photos; staff members took about 1,130 Polaroids, double the number of photos taken the previous year.

SAFE COMMUNITIES

SAFE COMMUNITY COALITIONS

Section 402

BACKGROUND: Michigan Safe Communities invites local community leaders, organizations, and citizens to work with OHSP to prevent traffic crashes, violence, and substance abuse in their communities. The program was established in 1996 and now includes twenty-two coalitions working to make their communities safer.

Safe Community Coalitions are a vehicle through which community members are reached with traffic enforcement messages as well as educational information regarding traffic safety issues.



GOAL: To deliver traffic safety programs through Safe Community Coalitions.

ACTIVITIES: In Huron County, the Safe Community Coalition provided the MADD multimedia presentation along with age-appropriate information regarding underage drinking and its consequences to 2,375 students in the nine Huron County high schools. According to more than 1,900 post tests, 70.3 percent of students indicated they were less likely to drink and drive or ride with someone who had been drinking.

In Sturgis, the Safe Community Coalition conducted a "Safer Ride for All" program to provide car seats to foster parents and kinship care providers as well as educational classes on the correct use and installation of child restraint systems. As a result of this program, fifty-two child passenger safety education classes were taught, eighty-seven child safety seats were checked, and over 350 people received educational materials.

CITY OF DETROIT URBAN TRAFFIC SAFETY DEMONSTRATION PROJECT

Section 402

BACKGROUND: Nearly 20 percent of the state's population resides in Wayne County, which includes the state's largest city – Detroit. As a result, Detroit experiences the largest number of Michigan's traffic crash fatalities and injuries.



Twelve Detroit Police Department members were trained as CPS technicians and participated in eleven car seat checks.

A new project coordinator for Detroit is working with the existing Safe Community coalitions to continue making traffic safety a priority, as well as seeking new areas for addressing Detroit's traffic safety problems. This project includes the use of Detroit-specific problem identification, extensive community outreach, and ongoing assessment to evaluate whether

new approaches to traffic safety in Detroit are proving effective.

GOAL: Reduce traffic and pedestrian crashes, fatalities and injuries in the City of Detroit.

ACTIVITIES: In the first year of the two-year grant, the Detroit Police Department, Community Services Division, completed forty-seven traffic safety presentations on pedestrian safety, seat belt use, and alcohol awareness. Additionally, twelve department members were certified as child passenger safety seat technicians. These officers participated in eleven car seat safety check programs. At one program, seventy-two children had their seats checked, only one of which was correctly buckled up. Another twelve children arrived without any restraints.

The Detroit Police Department is also participating on the Detroit Area Pedestrian Safety Action Team and the Wayne State University "Education and Enforcement in Focus State and Focus City Pedestrian Safety Efforts" grant to address the issue of pedestrian safety in the city.

The grantee also conducted the EPIC II (Education, Prevention of Impaired Crashes) driving safety program for high school seniors. A special car was used in conjunction with fatal vision goggles to simulate the effects of alcohol on someone operating a vehicle. The program goals for the two years the grant is operating are to increase seat belt use, decrease underage drinking and driving, educate teens on driving issues, reduce preventable injuries, and increase community awareness of driving safety topics. These activities are intended to help reduce crashes, fatalities and injuries in Detroit.

SAFE COMMUNITIES CONFERENCE

Section 402

BACKGROUND: Community-based initiatives need broad support in terms of information and networking. Contact with other communities and information on best practices can inform and inspire local activities, improve effectiveness, and create more sustainable programs.

GOAL: Develop and deliver a conference for Safe Community coalitions. Provide training on traffic safety, program administration, coalition-building, and networking.

ACTIVITIES: The Safe Communities Conference was cancelled due to lack of registration. In a majority of cases, Safe Communities members are volunteers who have other full-time job commitments and they were unable to secure time off to attend the conference.

CORPORATE OUTREACH

NETWORK OF EMPLOYERS FOR TRAFFIC SAFETY

Section 402

BACKGROUND: Michigan NETS was established in 1994 bringing together the private and public sector to reduce traffic deaths and bring down the cost of on- and off-the-job crashes. Michigan NETS, which now has over 800 business partners, encourages businesses to establish or expand workplace traffic safety programs in their own organizations and communities.

GOAL: Reduce traffic deaths and injuries by encouraging employers to implement traffic safety programs and provide education and training to their employees.



ACTIVITIES: NETS members received bi-weekly e-mail traffic safety updates, and materials were distributed on traffic safety issues such as drowsy and distracted driving, as well as information to participate in the annual Drive Safely Work Week (DSWW) Campaign.

DSWW activities included a news conference at the West Michigan UPS distribution center, where a UPS driver was recognized for being inducted into the "Circle of Honor" for attaining twenty-five years of crash-free driving. The State of Michigan offered free vehicle safety maintenance checks to state employees. In addition, daily DSWW e-mails were issued with safe driving information to employers and employees.

CORPORATE TRAINING

Section 402

BACKGROUND: Training encourages businesses to implement workplace traffic safety programs. While there are benefits of a workplace traffic safety program, many employers are unaware of how these programs can enhance safety and reduce employer costs.

GOAL: To develop and implement workplace traffic safety training programs and presentations for Michigan businesses.

ACTIVITIES:

- » Training on safety belts, drinking and driving, distracted driving, fatigue, and defensive driving to approximately 4,500 Consumers Energy employees, sixty DTE Energy employees, and fifty Esso Corporation employees
- » Making a safe winter driving presentation to the Huron Valley Traffic Safety Committee
- » Implementing work place traffic safety programs presentation at the annual Upper Michigan Health and Safety Conference
- » Presenting to the UPS management team regarding the state of traffic safety in Michigan and how the Michigan NETS program can reduce workplace injuries
- » Hosting the Wake Up Michigan Symposium for over 150 attendees. This day-long conference featured national speakers who provided information on drowsy driving issues, sleep disorders, engineering solutions, automotive technology, laws and enforcement, and workplace policies.

SUCCESS STORY

Michigan NETS helped the Consumers Energy Kalamazoo Service Center increase safety belt use 38 percent from 2003 to 2006 and reduce crashes by 80 percent. Based on this success, all service centers will adopt this model. In addition, Consumers promoted the 2007 DSWW campaign companywide and will promote a challenge in 2008.

UNIVERSITY OUTREACH

Unfunded

BACKGROUND: College-age drivers, particularly men, are disproportionately represented in crash data. Reaching this group is key to reducing crashes, both immediately and in forming life-long driving habits. A campaign created for universities or colleges will affect thousands of students, faculty members, staff and the surrounding community.

GOAL: To increase safe driving practices by educating college and university students, faculty, and staff about safe driving behaviors, safety belts, and the risks associated with impaired driving.

ACTIVITIES: Wayne State University has conducted a "Drive Safely to Wayne State" campaign for three years. This three-day event promotes safe driving habits such as safety belt and child safety seat use, wearing motorcycle protective gear, and sober driving through demonstrations, displays, and interactive, hands-on participation.

To encourage more universities to conduct similar events, Prevention Network and OHSP hosted training sessions on how to implement these events. Thirty-one campus police/security officers, students, health promotion staff, faculty, and community prevention professionals from thirteen campuses and seven agencies attended the training.

Prevention Network contacted the campuses during the summer to encourage them to promote the FY08 DSWW campaign. Two universities agreed to participate.

CHILD PASSENGER SAFETY

CHILD SAFETY SEAT USE PROBLEM IDENTIFICATION

Section 402

BACKGROUND: Michigan law requires children under age four to be in a child safety seat when riding in a passenger vehicle. Despite the law, nearly 20 percent of these children are not riding in a child safety seat.

GOAL: Determine the barriers to child safety seat use among parents and caregivers who are not using appropriate safety seats for their children.

ACTIVITIES: Four focus groups were held in Southfield and Battle Creek. Respondents were at least 18 years old and the legal guardian or parent of a child between the age of newborn and three years old. Each respondent was responsible for transporting his/her child in a vehicle and had acknowledged that at least once they had not used a child restraint device to transport their child. Those occasions included short trips, emergencies, running late, an ornery child, a missing car seat, or too many children in the car.

All respondents indicated they had the necessary car seats for their children. Many of them felt car seats are unnecessarily complicated and require too much effort to install correctly. None of the participants could correctly cite Michigan's child passenger safety law and often confused it with recommendations they had heard.

Based on the focus group findings and other secondary research, recommendations include education and distribution of CPS materials and seats; revising current materials to make them easier to understand; establishing a 1-800 number for information and other resources; working with other government agencies and groups to assist with child safety seat distribution; and integrating child safety seat inspections with annual, statewide safety belt mobilizations. OHSP will determine what, if any of these recommendations, will be implemented.

SCHOOL BUS EMERGENCY EVACUATION TRAINING

Section 402

BACKGROUND: Michigan does not have a standardized program for school transportation agencies and first responders that addresses the emergency evacuation of special needs students from school buses.

GOAL: Develop a Web-based training program that addresses the emergency evacuation of special needs students from school buses and make it available to both school transportation providers and first responders.

ACTIVITIES: A training program has been developed by the curriculum specialist at Michigan's Office of Firefighter Training and is currently under review by the director of Transportation Services for the San Diego Unified School District, who also serves as chair of the Special Needs Committee of the National Association for Pupil Transportation. In the meantime, a search for additional resources continues to be conducted at a national and state level.



Paid Advertising

SUMMARY

Earned media efforts remain the bedrock of enforcement publicity efforts. News stories are credible with the public and are an effective means of reaching a wide population base. However, it is challenging to reach crucial groups solely through a news-only strategy.

OHSP follows the traffic enforcement mobilization model established by NHTSA. This model calls for paid advertising starting a week prior to enforcement and continuing through the first week of enforcement action. The timing allows motorists a warning period before enforcement action begins.

While plans were in place to support both statewide mobilizations with paid advertising, state budget constraints meant the May advertising buy did not take place. However, an \$800,000 ad buy was placed to support the August drunk driving crackdown.

PAID ADVERTISING

Paid advertising guarantees messages will be played on stations and programs that appeal to the target group. Advertising programming is selected based on its efficiency and effectiveness.

Young men remain the focus of messaging efforts for both safety belts and drunk driving enforcement. Advertising vehicles included radio, television, and cable programs

ADVERTISING EVALUATION, ASSESSMENT AND OUTCOMES

Before and after each enforcement mobilization, OHSP sponsors 400-sample statewide telephone surveys, with a 150 over sampling of male drivers under thirty. The surveys assist with measuring awareness of the enforcement efforts and how effective the advertising buy was at reaching the target group.

AUGUST 2007 – OVER THE LIMIT. UNDER ARREST.

Police in my community are arresting more people for drunk driving now than they were a few months ago. (strongly agree/somewhat agree)

	2005		2006		2007	
	Pre survey	Post Survey	Pre survey	Post survey	Pre survey	Post survey
General population	57%	52%	51%	57%	56%	57%
Young men	48%	56%	58%	56%	49%	59%
Kalamazoo County*					48%	52%

Have you heard of any special enforcement in the past thirty days related to police efforts to arrest drunk drivers?

	2005		2006		2007	
	Pre survey	Post Survey	Pre survey	Post survey	Pre survey	Post survey
General population	26%	27%	27%	41%	23%	35%
Young men	20%	26%	23%	41%	19%	31%
Kalamazoo County*					17%	35%

Would you say that the number of these messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same? (More than usual)

	2005		2006		2007	
	Pre survey	Post Survey	Pre survey	Post survey	Pre survey	Post survey
General population	36%	38%	26%	34%	13%	30%
Young men	37%	44%	22%	42%	9%	31%
Kalamazoo County*					6%	29%

* Surveyed because of pilot visibility project detailed on page 20.

2006-2007 TRAFFIC ENFORCEMENT MOBILIZATION ADVERTISING SUMMARY
CAMPAIGN TARGETED TOWARD MEN 21-34; AUGUST 15-19 & 22-26, AUGUST 29 - SEPTEMBER 2

Michigan Office of Highway Safety Planning ~ August 2007 Radio ~ OLU A ~ 3 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :60 Spots	Added Value :10 Spots	Total
Battle Creek	69.0%	8.0x	552.0	918	15	39	\$3,990.75
Detroit	71.5%	9.3x	665.4	594	60	158	\$69,865.75
Flint	72.6%	8.9x	678.5	950	51	139	\$9,435.00
Grand Rapids	65.1%	7.9x	514.5	592	72	114	\$14,650.60
Kalamazoo	76.2%	9.4x	716.7	846	18	54	\$6,974.25
Lansing	65.8%	8.4x	552.8	518	42	87	\$9,597.35
Saginaw	71.7%	8.8x	630.6	570	24	39	\$7,290.45
Traverse City	79.0%	8.7x	687.1	423	35	141	\$7,341.45
Alpena				105		18	\$1,803.70
Marquette				495	90	135	\$4,528.80
Muskegon				267	44	123	\$2,104.60
Total				6278	451	1047	\$137,582.70
Total Value Added Worth							\$60,064.40
Michigan Office of Highway Safety Planning ~ August 2007 Cable ~ OLU A ~ 3 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Taggables	Total
Detroit	87.5%	4.5x	393.6	608		200	\$157,755.75
Flint	88.0%	5.2x	457.7	851		150	\$57,400.50
Grand Rapids	66.9%	3.7x	247.4	462	25	200	\$62,662.00
FOX Sports Net	62.0%	2.9x	179.0	89	45	special promo	\$54,740.00
Total				2010	70	550	\$332,558.25
Total Value Added Worth							\$90,140.00
Michigan Office of Highway Safety Planning ~ August 2007 TV ~ OLU A ~ 3 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Billboards	Total
Detroit	80.3%	4.7x	377.3	172	12	43	\$130,024.50
Flint	76.5%	5.0x	382.5	253	30		\$35,644.75
Grand Rapids	85.4%	4.5x	384.5	218	60		\$67,876.75
Total				643	102	43	\$233,546.00
Total Value Added Worth							\$14,975.00
Michigan Office of Highway Safety Planning ~ August 2007 Interactive ~ OLU A ~ 3 Weeks							
Site	Markets	Impressions	CPM	CLR	Total		
espn.com	Statewide	1,171,000	\$15.50	0.04	\$18,153.00		
si.com	Statewide	690,379	\$9.80	0.03	\$6,765.00		
nascar.com	Statewide	462,062	\$12.77	0.06	\$5,900.00		
Total					\$30,818.00		
Michigan Office of Highway Safety Planning August 2007 Mobile BB OLU A 3 Weeks							
Market	Flight Dates	# of Units	Hours	Total			
- Kalamazoo County	August 16, 17, 18, 23, 24, 25, 30, 31 - September 1 & 2	3.0	4pm-9,10 or 11pm	\$15,023.00			
Total				\$15,023.00			

Total Media Spending	\$749,527.95
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Driver Education

SENIOR MOBILITY

Section 402

BACKGROUND: Older drivers are a steadily growing segment of the population, one that is disproportionately likely to be injured in the event of a crash. Maintaining mobility for older citizens will involve developing alternative modes of transportation, converting more older drivers to older passengers when it is no longer safe for them to drive.

GOAL: Conduct a pilot program that provides alternative transportation to seniors who no longer drive.

ACTIVITIES: Although a pilot program was identified, after review it was determined that it did not meet the criteria for funding, therefore, no activities were undertaken.

IMPROVING DRIVER EDUCATION

Section 402

BACKGROUND: The Driver Education Provider and Instructor Act was enacted in 2006 as a result of a combined effort from government and driver education stakeholders in an effort to ensure novice drivers receive the highest quality driver education. Young drivers are overrepresented with respect to traffic crashes and fatalities. Research indicates the first six months of licensure is the most dangerous time of a teen's life. The best time to address this phenomenon and reduce injuries and save lives is during the two-part driver education experience.

GOAL: To provide training for driver's education instructors on the new Michigan version of the American Driver Traffic Safety Education Association's curriculum.

ACTIVITIES: This project was moved to FY08.



Roadway Safety

LOCAL SAFETY ANALYSIS

METROPOLITAN PLANNING ORGANIZATION SAFETY ANALYSIS

Section 402

BACKGROUND: Metropolitan Planning Organizations (MPOs) provide a variety of services to their communities, including transportation safety. Many MPOs do not have the resources to conduct an in-depth traffic safety analysis. This project began in FY04 and is being continued to assist other MPOs. Over 400 intersections and road segments have been analyzed and recommendations for improvements have been presented in Grand Rapids, Battle Creek, Bay, Van Buren, Cass, Berrien, Saginaw, and Genesee counties and their affiliated MPOs.

GOAL: Provide a comprehensive traffic safety study to selected MPOs to assist in identifying crash and operational issues and provide recommended resolutions.

ACTIVITIES: A comprehensive traffic safety study was completed in Saginaw and Genesee counties and formal presentations to each agency were made.

Field studies at targeted intersections and road segments in Kalamazoo and Muskegon counties have been completed. Data analysis is underway to determine low cost/high impact recommended solutions. A meeting will be scheduled with each MPO to present the final report in early FY08.

In addition, follow-up discussions took place to determine what solutions, if any, were implemented following the 2004 traffic safety study conducted for the Bay County MPO. Findings included:

- »The report is used by local and state agencies in a variety of capacities, from problem identification to including information such as average daily traffic counts and collision information in other reports
- »The main obstacles in implementing any recommendation are funding, personnel resources, public and political support.

FACILITATED ROADWAY FEATURES SESSION

Section 408

BACKGROUND: The state trunk-line roadway features data are incomplete and out-of-date. Updates to the primary features used for engineering safety analy-

ses are needed along with a program to ensure future periodic updates are completed in a timely manner.

The roadway features inventory allows safety staff to analyze whether engineering projects impact safety. AASHTO will provide safety models as part of the Highway Safety Manual. These models rely on roadway features information. Currently, no statewide roadway features inventory exists on the local road system.

GOAL: Determine requirements to collect roadway features information and develop standard protocols to collect, maintain, and integrate this information.

ACTIVITIES: A guardrail inventory for the state trunk-line system was completed. Also underway are inventories for culverts, freeway lighting, and soil borings/corings. Inventories for the state's bridges have been available for over a decade, and are continuously being updated. The Maintenance Activity Reporting System (MARS) was also updated for the trunk-line system.

The statewide inventory project to capture all attributes is on hold.



Motorcycle Safety

PUBLIC INFORMATION AND EDUCATION

MOTORCYCLE PUBLIC INFORMATION AND EDUCATION MATERIALS

Section 402

BACKGROUND: Motorcycle ridership and fatalities have been on the rise in Michigan and nationwide. Despite a 7 percent decrease in Michigan motorcycle fatalities in 2006, 114 motorcyclists were killed. Motorcycle fatalities are caused by both motorcyclist error and driver inattention. In addition, nearly half of all motorcyclists killed in crashes do not have a valid motorcycle endorsement.

GOAL: Use educational materials to promote safety to both motorcyclists and motorists and encourage motorcyclists to get their motorcycle endorsement.



ACTIVITIES: OHSP and the Department of State (DOS) collaborated on a poster that encourages motorcyclists to get their license endorsement. This poster was distributed to DOS branch offices. In addition, DOS created a palm card with motorcycle safety tips for riders and motorists, and is distributing it through branch offices. A May news conference kicked off Motorcycle

Safety Awareness month to draw attention to the dangers motorcyclists face on the roadway and urge motorists to be aware of motorcycles when driving.

In addition, a review of a motorcyclist research project generated recommendations, including structural changes to the state's licensing process, as well as stricter enforcement of unendorsed and un-insured motorcyclists, and additional training offerings. These recommendations are being reviewed by OHSP and DOS to determine what changes can be made in FY08.

TRAINING

RIDER COACH PROFESSIONAL DEVELOPMENT

Section 2010

BACKGROUND: Training and professional development for Michigan RiderCoaches last took place in 1997. RiderCoaches are trainers certified by the Motorcycle Rider Foundation and the State of Michigan to train new riders seeking their motorcycle endorsement. Professional development for the more than 200 RiderCoaches is necessary for the program to deliver the most relevant and up-to-date training techniques that the Motorcycle Safety Foundation has to offer.

GOAL: Provide Michigan RiderCoaches with professional development training by September 30, 2007.

ACTIVITIES: Training was provided to over 100 RiderCoaches throughout the summer. The program provided the latest motorcycle-related training updates and teaching techniques from the Motorcycle Safety Foundation. This is the first time professional development has been offered to the Michigan motorcycle safety program trainers in ten years.

MOTORCYCLE TRAINING EQUIPMENT

Section 2010

BACKGROUND: New and updated equipment is necessary to run a successful motorcycle training program. Historically, the training program has gone a significant time without acquiring updated training equipment. Much of the equipment has broken down over time and as a result, the training program has been hampered in this crucial area.

GOAL: To provide a quality motorcycle training experience by supplying twenty-four new training motorcycles for the Michigan Motorcycle Safety Training program.

ACTIVITIES: Twenty four training cycles were purchased and delivered to twelve different training locations. These new cycles will replace aging and worn out training cycles, thereby providing a better learning experience for novice riders in the basic rider course.

EVALUATION OF MOTORCYCLE LICENSING AND TRAINING

Section 2010

BACKGROUND: Nearly half of all motorcyclists killed in crashes do not have the state-required motorcycle endorsement. Developing countermeasures for motorcycle crashes requires knowing the extent of the problem and the reasons why motorcyclists are not seeking training or licensure.

GOAL: Determine why many Michigan motorcyclists are not receiving training and license endorsement, identify barriers in the training and licensure process, and recommend remedies for these problems.

ACTIVITIES: The Michigan Public Health Institute researched the motorcycle training and licensure process. Assessment of training courses, interviews with institutional partners, and organizational reviews provided information on practices and procedures. Through surveys and focus groups, motorcyclists were asked directly about their experiences with the training and licensure systems. Researchers had difficulty recruiting unendorsed motorcyclists for these surveys.

Study recommendations included increasing the availability of training courses, increasing the penalty for riding without an endorsement, establishing endorsement and training incentives, streamlining the endorsement process, reaching motorcyclists through dealerships and insurers, encouraging experienced riders to seek training, and revisiting the connections associated with trained skills, questions on the written test, and real-world riding demands.

PARTNERSHIP WITH DEPARTMENT OF STATE

Unfunded

BACKGROUND: The Department of State is responsible for licensing and training all motorcyclists. Partnering with DOS to enhance rider training and safety is a primary goal.

GOAL: Improve and enhance the motorcycle safety program by increasing the number of riders trained and endorsed. Reduce the number of motorcycle fatalities and injuries.

ACTIVITIES: OHSP partnered with DOS to develop a list of recommended changes for the motorcycle training program. Some of these changes include removing the requirement that riders who successfully complete the state's Basic Rider Course take a written exam in the Secretary of State Branch office, increase the fee for the basic rider course, and not allowing riders to be issued temporary instruction permits more than twice in a three-year period. These recommendations are now under review by DOS.

Emergency Medical Services

ASSESSMENT

EMERGENCY MEDICAL SERVICES ASSESSMENT

Section 402

BACKGROUND: An assessment of EMS-related systems, organizations, activities, and goals was conducted in 1991 and no longer provides a current perspective.

GOAL: Improve the effectiveness of traffic crash emergency medical response and treatment by strengthening ties to hospitals, emergency medical systems, and injury prevention and treatment and to integrate EMS data and information to other traffic safety data sets.

ACTIVITIES: A comprehensive, statewide EMS assessment was conducted jointly by MDCH and OHSP. It included interviews with key stakeholders from a variety of organizations and agencies. Interviews were designed to facilitate a candid exchange of information about the strengths and weaknesses of the EMS systems and organizations. The assessment examined computer systems, file structures and content, organizational reviews, how data is acquired, stored, and distributed, regulation and policies, training, facilities, communications, public information, education and prevention, medical direction, and evaluation.

Some of the assessment recommendations included increasing staffing levels of the state EMS office, obtaining dedicated funding to support the Michigan EMS office, standardizing EMS Coordinating Council protocols for all Medical Control Authorities, pursuing legislation to require county collaboration for pre-hospital emergency medical care by a transporting unit, and taking an inventory of all medical care facilities for staffing and capabilities.

The MDCH EMS Office will work with the EMS Coordinating Council to develop a strategic plan to address the high priority issues.

MEDICAL RECORDS

EMERGENCY MEDICAL SERVICES DATABASE

Sections 163, 408

BACKGROUND: The MDCH EMS & Trauma Section is committed to improving pre-hospital and hospital care. One key element in improving that care is to establish a statewide database that captures information from all EMS agencies and trauma facilities, and is capable of creating linkages to other applicable information, such as crash data and out-patient treatment information.

Subject to HIPPA guidelines and system requirements, appropriate grantees and state agencies will be able to use and analyze this information.

GOAL: To improve the effectiveness of traffic crash emergency medical response and treatment by strengthening ties to hospitals, emergency medical systems, and injury prevention and treatment via an EMS database.

ACTIVITIES: During FY07, much of MDCH's activity focused on securing a vendor to create a statewide EMS database and Web input tool for EMS providers. A statewide data manager was secured under contract to work with the 800 life support agencies and sixty-five medical control authorities that will be submitting the EMS data electronically once the database becomes operational. The data manager held meetings and conducted training for these agencies to help them prepare for the transition to an electronic data collection process and to adopt their current systems to use the National EMS Information System data elements.

This will ensure consistent and accurate statewide collection of EMS-related information and further Michigan's goal of having a comprehensive traffic crash data system.

Administrative Issues

GOVERNORS TRAFFIC SAFETY ADVISORY COMMISSION (GTSAC)

Over the past year, the GTSAC bi-monthly meetings have provided an avenue for traffic safety advocates at the state and local level to share information on concerns, resources, and activities. Development of the GTSAC agenda is an open process and provides an opportunity for traffic safety advocates from throughout the state to provide information, share a concern, or bring an issue before commissioners.

Among the issues discussed at meetings were: quick clearance of vehicles from state trunklines, new traffic crash information tools, the State Highway Safety Plan, Michigan traffic crash data, work zone safety, and booster seats. Meetings include regular updates from GTSAC action teams.

Each meeting provides an opportunity for member agency representatives to update the commission on traffic safety activities taking place within their agencies. A legislative update is also provided at each meeting to keep the traffic safety community current on the status of legislation that has an impact on traffic safety issues.



Implementation of the Michigan Strategic Highway Safety Plan (SHSP) remains a focus of the GTSAC, with action plan updates provided at each commission meeting. Several of the GTSAC member agency representatives have also provided an update to the commission on how their agency is using the strategies outlined in the SHSP action plans to address traffic safety issues.

MICHIGAN TRAFFIC SAFETY SUMMIT

The 12th annual Michigan Traffic Safety Summit hosted more than 450 exhibitors, attendees, and speakers. This 2007 Summit was the longest and most widely attended event to date. Chuck Hurley, chief executive officer of M.A.D.D., kicked off the three-day conference by outlining the organization's ambitious plan to eliminate drunk driving. Other featured speakers traveled

from Virginia Tech Transportation Institute, Henry Ford Hospital Sleep Center, the National Sleep Foundation, the National Traffic Law Center, the Insurance Institute of Highway Safety, Federal Highway Administration, and the University of Michigan Trauma Center.



The Michigan Traffic Safety Summit expanded to three days and attracted more than 450 exhibitors, speakers, and attendees.

Attendees had the opportunity to discover findings from a recent study of 100 cars equipped with cameras and sensors to monitor driver behavior for a year. The study captured crashes, near-crashes, and other events, allowing researchers an unprecedented look at driver behavior and crash causation.

The role of fatigue in driving, how technology may be affecting safety and the driver, and how crash scene information can assist with emergency room response were other featured general session topics. In addition, thirty-five workshops on various traffic safety issues were offered.

LEGISLATIVE UPDATE

Several different legislative initiatives were introduced addressing different traffic safety areas, including mandating booster seat use, restricting cell phone use while driving, increasing penalties for high BAC offenders, and allowing motorcyclists to purchase a permit to ride without a helmet. None of these measures were approved during the fiscal year.

Mobilizations

OVERVIEW

Traffic enforcement mobilizations seek to reduce dangerous behavior by focusing statewide police efforts on a single problem. Periodic heightened enforcement has a greater deterrent effect than a prolonged but diffused campaign. During mobilization periods, OHSP grantees conduct extra patrols, while many other law enforcement agencies across the state place heightened attention on traffic enforcement. Intensive earned and paid media efforts bring attention to the increased enforcement. The state came together to increase safety belt use around Memorial Day, under the *Buckle Up or Pay Up* banner. The statewide effort to reduce drunk driving, *Over the Limit. Under Arrest.* led up to Labor Day.

GOALS: Increase safety belt use and decrease drunk driving by increasing the perceived threat of arrest or citation for unsafe driving behaviors.

ACTIVITIES:

MAY BUCKLE UP OR PAY UP, CLICK IT OR TICKET MOBILIZATION



SUMMARY: Law enforcement participation: 296 law enforcement agencies reported enforcement activities

Safety belt enforcement zones: **760**
Media events: **Six**
News stories: **576**

Law enforcement agencies in eleven counties participated in a pilot project by conducting roving safety belt patrols the night of May 24. That evening, officers issued 262 safety belt and seven child restraint citations. They also found nine drunk drivers, thirty-seven drivers with suspended licenses and twenty-eight speeders.

OHSP initiated a multi-faceted earned media strategy to maximize media coverage of the statewide safety belt mobilization. Media outreach covered a nearly two-month period and included targeted

releases, letters to the editor, a series of same-day news events, a mid-mobilization release, and a results release.

Network outreach brought messages to a young male target audience in convenience stores, hardware stores, auto parts stores, and hunting and fishing outlets. Banners and pizza box stickers again reminded motorists of the campaign. No paid media was placed by OHSP due to state budget restrictions.

In addition, a teen-themed poster was mailed to all the state's high schools.

MOBILIZATION KITS WERE SHIPPED TO:

- >> 667 law enforcement agencies
- >> 100 other traffic safety partners

POSTERS AND TRASH CAN STICKERS WERE SHIPPED TO:

- >> 11,000 convenience stores/gas stations
- >> 1,300 automotive stores
- >> 51 ACE Hardware locations
- >> 21 MC Sports
- >> 14 Gander Mountain stores
- >> Cabela's

POSTERS WERE SHIPPED TO:

- >> 835 schools
- >> 2,025 bars/restaurants



Safety belt use rose from 93.0 percent to 93.3 percent during the mobilization, not a statistically significant change. It continued to rise over the summer to 93.7 percent. Telephone surveys to measure changes in the perceived risk of citation were not available for May 2007.

AUGUST DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST. CRACKDOWN

SUMMARY: Law enforcement participation: 152 agencies reported their enforcement totals

Drunk driving arrests: more than 1,000 impaired drivers

Warrant sweeps: 262 arrests on outstanding warrants, seventy-seven of those for alcohol-related offenses.

Paid advertising: **\$800,000**

Media events: **Six**

News stories: **394**

OHSP debuted the *Drunk Driving. Over the Limit. Under Arrest.* campaign theme in Michigan. OHSP sent localized news releases announcing the upcoming campaign to weekly newspapers on July 30. The news release announcing the start of advertising was sent to media statewide on August 13. The statewide release announcing the beginning of the campaign was distributed on August 16, the same day as the media events. A statewide release sent August 27 reminded media that the crackdown was still underway and would continue through Labor Day. The statewide results news release was issued September 17.



Funding was available for agencies to conduct OWI/OUIL warrant sweeps to ensure individuals arrested on drunk driving charges were processed through the court system so that appropriate sentencing took place. Forty-five agencies in twenty-eight counties conducted warrant sweeps during the crackdown. The sweeps resulted in 262 arrests on outstanding

warrants, seventy-seven of those for alcohol-related offenses.

New TV and radio ads were created following a short round of focus groups with two groups of young men: risk takers and blue collars. The ad features, in a unique way, the cost of a drunk driving conviction. The cost of a conviction remains one of the most significant motivators for these groups.

The enforcement was supported by a \$758,000 media buy, targeting young men in the three biggest markets in the state, metro Detroit, Flint/Saginaw/Bay City, and Grand Rapids/Kalamazoo, on TV and cable. The radio buy covered those markets plus some outlying areas. The flight ran Wednesday through Sunday for three weeks. For the first time, OHSP bought ads on Web sites: ESPN.com, NASCAR.com and Sports Illustrated's site, SI.com.

Materials were updated to reflect the new campaign slogan, *Drunk Driving. Over the Limit. Under Arrest.* In their Law Enforcement Action Kits (LEAKS), agencies received a new banner, poster, and drunk driving flyer. The LEAKs also included a sample news release, radio PSA scripts, fact sheet, and other outreach suggestions.

Two posters were created specifically for businesses likely to employ significant numbers of young male risk takers, those who work hard and play hard. The largest employers in several counties were contacted to promote the crackdown, with nearly fifty companies taking part. These companies were provided posters as well as information for newsletter articles and e-mail blasts to employees.

Recognition of *Over the Limit. Under Arrest.* increased from 16 to 36 percent in the general population, 23 to 54 percent for young men, and 10 to 31 percent in

MOBILIZATION TOTALS

	Reporting agencies	Traffic stops	Safety belt citations	Child restraint citations	Drunk driving arrests	Other felony arrests	Other misdemeanors	Other citations and arrests
May	296	56,717	18,572	856	903	601	5,600	32,292
August	151	34,669	1,325	46	1,002	390	3,893	24,992
totals	304*	91,386	19,897	902	1,905	991	9,493	57,284

* Total reporting agencies include agencies who reported in multiple mobilizations.

Kalamazoo County. Only a few people said *Over the Limit. Under Arrest* without prompting.

Young men had an increased perceived risk of arrest for drunk driving, awareness of special efforts to arrest drunk drivers, and belief that police were arresting more drunk drivers. Drivers in general had no significant change on these except for an identical increased awareness of special efforts to arrest drunk drivers (12 percent); increases amongst younger drivers brought them up to where the general population was to begin with. Kalamazoo County drivers responded similarly to young male drivers.



A DUI arrest can really mess up your schedule.

If you're going to be drinking, be sure to designate a sober driver. Or plan to take a cab home. A special crackdown targeting drunk drivers is now in effect across the state. If you get caught driving drunk, you could lose your license, your car, even your job. And that could really mess up your life.



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FY2008 FOCUS

FY08 will bring OHSP to the end of a five-year set of goals, with associated problem identification. To promote long-term progress on problem areas, OHSP has maintained the same list of goals for several years. These problem areas are the most prominent behavioral factors in fatal crashes. Affecting these areas will reduce traffic crashes, injuries, and deaths.

OHSP develops projects in conjunction with diverse partners. Effective cooperation is essential for solving traffic safety problems. There are important roles to play at the state, local, and federal levels, and OHSP seeks mutual support with public and private partners. Everything OHSP does is only possible through extensive linkage with traffic safety networks across Michigan.

KEY FOCUS AREAS FOR FY08 INCLUDE:

OCCUPANT PROTECTION AND IMPAIRED DRIVING PREVENTION

The state and national focus on safety belt use and impaired driving continues. Each of these problems still constitute more than a third of traffic fatalities. OHSP will coordinate Michigan's participation in the *Click It or Ticket* and *Drunk Driving: Over the Limit. Under Arrest.* campaigns.

Effective, high-visibility enforcement increases the perceived risk of citation or arrest, which has proven the most effective way of changing driver behavior. Stepped-up enforcement, paid and earned media, and network outreach efforts all contribute to making drivers safer. Watch for the May safety belt mobilization and the August drunk driving crackdown as the biggest enforcement blitzes for their respective areas, with smaller waves of saturation enforcement throughout the year. As safety belt use reaches diminishing returns, additional emphasis will be placed on alcohol enforcement, notably around New Year's Eve and Independence Day, the two peak times for alcohol-involved deaths and serious injuries in Michigan.

OHSP will also support educational efforts to increase the use and proper use of child restraint devices, including booster seats; network and media support for regional efforts to reduce drunk driving; and enforcement and prevention programs to reduce underage use of alcohol.

LOCATIONS

Driving in a straight line on good pavement is usually safe, even at high speeds. Freeways, for all their speed and traffic, are the safest roads. Intersections give cars chances to hit each other, and leaving the roadway is a problem on local roads.

Urban roads have the most intersections and traffic. Reaching the majority of Michigan's drivers requires attention here. This will include high-visibility enforcement of all types, intersection enforcement, and examining specific locations for potential countermeasures.

Rural areas have fewer crashes per mile of roadway but more per mile driven. In addition to statewide education and media efforts, OHSP enforcement programs will be active in the majority of Michigan counties. OHSP maintains a satellite office in the Upper Peninsula, better reaching that predominantly rural area.

TIMES

Some times are more dangerous, just as some places are. Crashes peak daily during the evening rush hour, on the weekends, and during the summer. Alcohol-involved crashes and deaths peak between midnight and three a.m., particularly on the weekends.

The summer months will be the focus of most OHSP programs, including enforcement campaigns, network outreach, and advertising. The coordination of activities will help keep safety in drivers' minds as they enter the peak driving period. Other efforts target driving during the winter months, when worsening road conditions contribute to crashes. As with location, enforcement and advertising are timed to combine apprehension of offenders with visibility to other drivers.

VEHICLES

Passenger cars constitute the majority of traffic on the roadways, but some vehicles are disproportionately represented in serious crashes. Pickup truck drivers correlate with young men, low safety belt use, and rural crashes. Heavy trucks cover more miles than any passenger car, and heavy weights lead to crashes that are far more likely to involve serious or fatal injuries. Motorcycle crashes also tend to be more serious, for the opposite reasons of heavy trucks. Motorcyclist numbers and ages are increasing, making it the only category of traffic crashes and deaths increasing in recent years. Programs can address drivers of these vehicles and of the vehicles surrounding them.

PEOPLE

Of the three main crash contributors, drivers account for more problems than roadways or vehicles. Younger and older drivers are primary causes of worry. Young drivers, particularly men, are the most disproportionately involved in almost every kind of crash. Youth combines inexperience with high-risk behavior, including low safety belt use, high rates of drunk driving, and excessive speed. OHSP will direct media efforts to young drivers, in terms of both education and enforcement.

Older drivers face decreasing abilities and increasing frailty, and this is a growing demographic segment. Older drivers have fewer crashes per driver and more per mile driven, along with more severe crashes due to a great propensity for injury.

Michigan and Detroit are FHWA focus areas for pedestrian safety. Pedestrian fatalities are most present in urban areas, and special projects are underway to develop pedestrian crash countermeasures for Detroit.



Fiscal Year 2007 OHSP Status Report

Prog Area	Fund	Task Description	Grantee ID	Planned Amt	Oblig Req	Approved Grants	Total Pd
OP	402	TK #4 Evaluation					
			Planned Amount	80,000.00			0.00
			OP-07-08 WSU		53,000.00	53,000.00	41,092.00
		TK #4 Evaluation Total		80,000.00	53,000.00	53,000.00	41,092.00
		TK #6 Grant Development & Community Outreach					
			Planned Amount	29,000.00			0.00
			CP-07-03 OHSP		28,879.00	28,879.00	26,512.00
		TK #6 Grant Development & Community Outreach Total		29,000.00	28,879.00	28,879.00	26,512.00
		Unallocated to Grants					
			Balance 402 funds		29,168.00		0.00
		Unallocated to Grants Total			29,168.00		0.00
	402 Total			109,000.00	111,047.00	81,879.00	67,604.00
	405	TK #1 CPS					
			Planned Amount	350,000.00			0.00
			OP-07-01 CACS		25,000.00	25,000.00	24,999.00
			OP-07-02 MDCH		180,000.00	180,000.00	176,549.00
			OP-07-03 Marquette CSO		100,000.00	100,000.00	96,741.00
			OP-07-05 UofM-C.S. Mott		45,000.00	45,000.00	44,999.00
		TK #1 CPS Total		350,000.00	350,000.00	350,000.00	343,288.00
		TK #2 PI&E					
			Planned Amount	14,000.00			0.00
			OP-07-06 CMU		13,973.00	13,973.00	13,973.00
		TK #2 PI&E Total		14,000.00	13,973.00	13,973.00	13,973.00
		TK #4 Evaluation					
			Planned Amount	138,000.00			0.00
			OP-07-04 WSU		137,587.00	137,587.00	113,901.00
		TK #4 Evaluation Total		138,000.00	137,587.00	137,587.00	113,901.00
		TK #5 Crash Records					
			Planned Amount	10,000.00			0.00
		TK #5 Crash Records Total		10,000.00			0.00
		Unallocated to Grants					
			Balance 405 funds		1,171,070.00		0.00
		Unallocated to Grants Total			1,171,070.00		0.00
	405 Total			512,000.00	1,672,630.00	501,560.00	471,162.00
	157 Inc	TK #1 CPS					
			Planned Amount	2,000.00			0.00
			OP-07-05 UofM-C.S. Mott		2,000.00	2,000.00	2,000.00
		TK #1 CPS Total		2,000.00	2,000.00	2,000.00	2,000.00
		TK #3 Network Outreach					
			Planned Amount	50,000.00			0.00
			OP-07-07 MSU		50,000.00	50,000.00	32,853.00
		TK #3 Network Outreach Total		50,000.00	50,000.00	50,000.00	32,853.00
	157 Inc Total			52,000.00	52,000.00	52,000.00	34,853.00
	405-PM	Unallocated to Grants					
			Balance 405 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	405-PM Total				0.00		0.00
OP Total				673,000.00	1,835,677.00	635,439.00	573,619.00
AL	163	TK #3 Enforcement Support					
			Planned Amount	21,000.00			0.00
			AL-05-05 MSP- Tox Lab		20,936.00	20,936.00	20,936.00
		TK #3 Enforcement Support Total		21,000.00	20,936.00	20,936.00	20,936.00
	163 Total			21,000.00	20,936.00	20,936.00	20,936.00
	402	TK #1 Alcohol-Impaired Driving Enforcement					
			Planned Amount	53,000.00	0.00		0.00
			AL-06-06 Holland PD		9,990.00	9,990.00	9,966.00
			AL-06-07 Monroe CSO		11,028.00	11,028.00	10,866.00
			AL-06-09 Lansing PD		15,154.00	15,154.00	8,856.00
			AL-06-08 Marquette PD		15,758.00	15,758.00	2,186.00
		TK #1 Alcohol-Impaired Driving Enforcement Total		53,000.00	51,930.00	51,930.00	31,874.00
		TK #8 Grant Development & Community Outreach					

Prog Area	Fund	Task Description	Grantee ID	Planned Amt	Oblig Req	Approved Grants	Total Pd
			Planned Amount	15,000.00			0.00
			CP-07-03 OHSP		14,937.00	14,937.00	13,087.00
		TK #8 Grant Development & Community Outreach Total		15,000.00	14,937.00	14,937.00	13,087.00
		Unallocated to Grants					
			Balance 402 funds		2,275.00		0.00
		Unallocated to Grants Total			2,275.00		0.00
	402 Total			68,000.00	69,142.00	66,867.00	44,961.00
	410	TK #1 Alcohol-Impaired Driving Enforcement					
			Planned Amount	421,000.00			0.00
			CP-07-03 OHSP		0.00	0.00	0.00
			PT-07-02 WMU		170,000.00	170,000.00	117,557.00
			CP-07-02 OHSP		50,000.00	50,000.00	38,994.00
			AL-06-25 Office of Genesee Cty Prosecutor		200,072.00	200,072.00	107,840.00
		TK #1 Alcohol-Impaired Driving Enforcement Total		421,000.00	420,072.00	420,072.00	264,391.00
		TK #2 Enforcement of Underage Drinking Laws					
			Planned Amount	790,000.00			0.00
			AL-07-06 Traverse City PD		17,478.00	17,478.00	17,032.00
			AL-07-07 Grosse Ile PD		30,000.00	30,000.00	27,582.00
			AL-07-08 Isabella CSO		17,492.00	17,492.00	17,492.00
			AL-07-09 Detroit PD		17,486.00	17,486.00	17,486.00
			AL-07-10 Calhoun CSO		17,440.00	17,440.00	10,473.00
			AL-07-11 Grand Blanc Twp PD		24,472.00	24,472.00	23,928.00
			AL-07-12 Big Rapids DPS		17,500.00	17,500.00	12,873.00
			AL-07-13 Fraser DPS		24,964.00	24,964.00	21,700.00
			AL-07-14 Saugatuck-Douglas PD		19,794.00	19,794.00	10,526.00
			AL-07-16 Saginaw CSO		17,449.00	17,449.00	16,968.00
			AL-07-17 Jackson TIA		24,436.00	24,436.00	15,002.00
			AL-07-18 Delta CSO		7,494.00	7,494.00	7,494.00
			AL-07-19 Hillsdale CSO		15,039.00	15,039.00	10,688.00
			AL-07-20 Ionia CSO		17,500.00	17,500.00	14,075.00
			AL-07-21 Washtenaw CSO		16,669.00	16,669.00	9,291.00
			AL-07-22 Marquette CSO		24,473.00	24,473.00	17,238.00
			AL-07-23 Novi PD		25,000.00	25,000.00	21,626.00
			AL-07-15 Lenawee CSO		25,000.00	25,000.00	18,540.00
			AL-07-25 Alger CSO		12,462.00	12,462.00	11,094.00
			AL-07-24 St. Ignace PD		17,500.00	17,500.00	6,091.00
			AL-07-31 Lapeer CSO		14,989.00	14,989.00	14,932.00
			AL-07-32 Sanilac CSO		14,978.00	14,978.00	14,144.00
			AL-07-29 Gogebic CSO		5,000.00	5,000.00	2,848.00
			AL-07-28 Manistique CSO		12,530.00	12,530.00	8,658.00
			AL-07-27 Clinton CSO		12,485.00	12,485.00	12,485.00
			AL-07-26 Troy PD		25,000.00	25,000.00	9,661.00
			AL-07-35 Muskegon CSO		12,478.00	12,478.00	2,895.00
			AL-07-34 Sault Ste Marie		24,494.00	24,494.00	24,494.00
			AL-07-33 Luce CSO		12,495.00	12,495.00	12,140.00
			AL-07-36 Meridian Twp PD		24,498.00	24,498.00	24,491.00
			AL-07-39 Manistee PD		24,500.00	24,500.00	20,141.00
			AL-07-37 Livingston CSO		12,462.00	12,462.00	11,558.00
			AL-07-38 Wyoming PD		24,463.00	24,463.00	24,228.00
			AL-07-40 Alpena CSO		17,456.00	17,456.00	16,527.00
			AL-07-41 Menominee PD		12,366.00	12,366.00	6,284.00
			AL-07-42 Westland PD		24,978.00	24,978.00	22,733.00
			AL-07-43 Macomb CSO		24,999.00	24,999.00	21,190.00
			AL-07-44 Benton Harbor PD		12,499.00	12,499.00	9,762.00
		TK #2 Enforcement of Underage Drinking Laws Total		790,000.00	702,318.00	702,318.00	566,370.00
		TK #3 Enforcement Support					
			Planned Amount	918,000.00			0.00
			AL-07-05 MPHI		150,488.00	150,488.00	150,353.00
			CP-07-02 OHSP		30,000.00	30,000.00	22,306.00
			AL-05-05 MSP- Tox Lab		738,283.00	738,283.00	255,953.00
		TK #3 Enforcement Support Total		918,000.00	918,771.00	918,771.00	428,612.00
		TK #4 Adjudication					
			Planned Amount	632,000.00			0.00
			AL-06-04 SCAO		54,772.00	54,772.00	54,772.00
			AL-06-27 SCAO		65,759.00	65,759.00	57,593.00

Prog Area	Fund	Task Description	Grantee ID	Planned Amt	Oblig Req	Approved Grants	Total Pd
			AL-07-01 PAAM		289,981.00	289,981.00	255,277.00
			AL-07-02 MJI		29,678.00	29,678.00	10,997.00
			AL-07-03 UMTRI		85,000.00	85,000.00	46,224.00
			CP-07-03 OHSP		10,000.00	10,000.00	2,696.00
		TK #4 Adjudication Total		632,000.00	535,190.00	535,190.00	427,559.00
		TK #5 Public Information & Education					
			Planned Amount	100,000.00			0.00
			CP-07-02 OHSP		100,000.00	100,000.00	52,771.00
		TK #5 Public Information & Education Total		100,000.00	100,000.00	100,000.00	52,771.00
		TK #6 Network Outreach					
			Planned Amount	261,000.00			0.00
			AL-07-04 MDCH		236,716.00	236,716.00	236,699.00
			CP-07-03 OHSP		8,000.00	8,000.00	3,766.00
			AL-07-30 MADD		11,533.00	11,533.00	11,533.00
		TK #6 Network Outreach Total		261,000.00	256,249.00	256,249.00	251,998.00
		TK #7 Crash Records					
			Planned Amount	10,000.00			0.00
		TK #7 Crash Records Total		10,000.00			0.00
		Unallocated to Grants					
			Balance 410 funds		3,050,116.00		0.00
		Unallocated to Grants Total			3,050,116.00		0.00
	410 Total			3,132,000.00	5,982,716.00	2,932,600.00	1,991,701.00
	410-PM	Unallocated to Grants					
			Balance 410 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	410-PM Total				0.00		0.00
AL Total				3,221,000.00	6,072,794.00	3,020,403.00	2,057,598.00
PT	163	TK #1 Overtime Enforcement					
			Planned Amount	138,000.00			0.00
			PT-07-21 MSP		137,568.00	137,568.00	137,568.00
		TK #1 Overtime Enforcement Total		138,000.00	137,568.00	137,568.00	137,568.00
		Unallocated to Grants					
			Balance 163 funds		14,690.00		0.00
		Unallocated to Grants Total			14,690.00		0.00
	163 Total			138,000.00	152,258.00	137,568.00	137,568.00
	402	TK #1 Overtime Enforcement					
			Planned Amount	3,517,000.00			0.00
			CP-07-03 OHSP		20,000.00	20,000.00	7,031.00
			PT-07-01 Eaton CSO		35,000.00	35,000.00	24,484.00
			PT-07-02 WMU		74,916.00	74,916.00	65,019.00
			PT-07-03 Sanilac CSO		14,988.00	14,988.00	12,124.00
			PT-07-04 Hillsdale CSO		12,021.00	12,021.00	11,552.00
			PT-07-06 Oceana CSO		14,999.00	14,999.00	14,999.00
			PT-07-07 Saginaw CSO		35,845.00	35,845.00	32,997.00
			PT-07-09 Monroe CSO		69,997.00	69,997.00	69,997.00
			PT-07-10 Lapeer CSO		39,995.00	39,995.00	36,025.00
			PT-07-11 Burton PD		123,401.00	123,401.00	100,282.00
			PT-07-12 Ogemaw CSO		18,232.00	18,232.00	11,420.00
			PT-07-13 Jackson TIA		29,984.00	29,984.00	27,628.00
			PT-07-14 Detroit PD		299,982.00	299,982.00	299,982.00
			PT-07-15 Barry CSO		12,136.00	12,136.00	11,965.00
			PT-07-16 Lenawee CSO		50,000.00	50,000.00	47,825.00
			PT-07-17 Calhoun CSO		24,993.00	24,993.00	17,524.00
			PT-07-18 Isabella CSO		34,972.00	34,972.00	34,972.00
			PT-07-19 Clinton CSO		35,005.00	35,005.00	35,000.00
			PT-07-20 TIA of Oakland		250,000.00	250,000.00	231,306.00
			PT-07-21 MSP		859,920.00	859,920.00	859,920.00
			PT-07-22 Macomb CSO		200,000.00	200,000.00	170,535.00
			PT-07-23 Allegan CSO		45,000.00	45,000.00	36,370.00
			PT-07-24 Wayne CSO		324,995.00	324,995.00	316,941.00
			PT-07-25 Marquette CSO		22,500.00	22,500.00	21,509.00
			PT-07-26 Delta CSO		12,498.00	12,498.00	12,204.00
			PT-07-27 St. Clair CSO		49,999.00	49,999.00	49,999.00
			PT-07-28 Holland PD		47,047.00	47,047.00	46,419.00
			PT-07-29 Livingston CSO		34,984.00	34,984.00	26,792.00
			PT-07-30 Lansing PD		74,972.00	74,972.00	66,029.00
			PT-07-31 Midland PD		29,977.00	29,977.00	29,977.00
			PT-07-35 Van Buren CSO		26,950.00	26,950.00	22,981.00
			PT-07-34 Washtenaw CSO		69,841.00	69,841.00	46,077.00

Prog Area	Fund	Task Description	Grantee ID	Planned Amt	Oblig Req	Approved Grants	Total Pd
			PT-07-33 Wyoming PD		214,981.00	214,981.00	167,677.00
			PT-07-37 Grand Traverse CSO		44,990.00	44,990.00	39,203.00
			PT-07-41 Shiawassee CSO		34,984.00	34,984.00	34,709.00
			PT-07-40 Bay CSO		34,997.00	34,997.00	30,481.00
			PT-07-46 Cass CSO		12,000.00	12,000.00	10,780.00
			CP-07-02 OHSP		17,000.00	17,000.00	5,138.00
			PT-07-48 Alpena CSO		11,959.00	11,959.00	11,908.00
			PT-07-39 Montcalm CSO		12,448.00	12,448.00	11,986.00
			PT-07-05 Ludington PD		17,031.00	17,031.00	17,014.00
			PT-07-51 Muskegon CSO		51,834.00	51,834.00	38,009.00
			PT-07-56 Menominee PD		18,474.00	18,474.00	15,444.00
			PT-07-68 St. Ignace PD		24,989.00	24,989.00	11,478.00
			PT-07-72 Manistique CSO		21,933.00	21,933.00	9,196.00
		TK #1 Overtime Enforcement Total		3,517,000.00	3,512,769.00	3,512,769.00	3,200,908.00
		TK #2 Law Enforcement Coordination					
			Planned Amount	265,000.00			0.00
			PT-07-08 MPHI		264,450.00	264,450.00	258,466.00
		TK #2 Law Enforcement Coordination Total		265,000.00	264,450.00	264,450.00	258,466.00
		TK #3 Recognition and Incentive Programs					
			Planned Amount	172,000.00			0.00
			PT-06-59 Harper Woods PD		5,000.00	5,000.00	4,997.00
			PT-06-72 Fenton PD		10,000.00	10,000.00	10,000.00
			CP-07-03 OHSP		35,000.00	35,000.00	15,286.00
			PT-07-32 Marysville PD		10,000.00	10,000.00	10,000.00
			PT-07-36 Saline PD		5,000.00	5,000.00	5,000.00
			PT-07-38 Saginaw Twp PD		4,998.00	4,998.00	4,998.00
			PT-07-49 U of M DPS		9,841.00	9,841.00	9,841.00
			PT-07-52 Alma PD		35,000.00	35,000.00	35,000.00
			PT-07-53 Muskegon CSO		6,000.00	6,000.00	5,475.00
			PT-07-57 Novi PD		6,000.00	6,000.00	6,000.00
			PT-07-55 Sturgis PD		6,000.00	6,000.00	6,000.00
			PT-07-65 Walker PD		10,000.00	10,000.00	10,000.00
			PT-07-64 Van Buren Twp PD		6,000.00	6,000.00	6,000.00
			PT-07-62 Memphis PD		5,998.00	5,998.00	5,955.00
			PT-07-63 Dowagiac PD		6,000.00	6,000.00	6,000.00
			PT-07-69 Farmington Hills PD		6,000.00	6,000.00	6,000.00
		TK #3 Recognition and Incentive Programs Total		172,000.00	166,837.00	166,837.00	146,552.00
		TK #4 Enforcement Visibility					
			Planned Amount	90,000.00			0.00
		TK #4 Enforcement Visibility Total		90,000.00			0.00
		TK #5 Enforcement Planning					
			Planned Amount	68,000.00			0.00
			PT-07-43 WSU		48,000.00	48,000.00	46,542.00
		TK #5 Enforcement Planning Total		68,000.00	48,000.00	48,000.00	46,542.00
		TK #6 Evaluation					
			Planned Amount	100,000.00			0.00
			CP-07-03 OHSP		100,000.00	100,000.00	30,600.00
		TK #6 Evaluation Total		100,000.00	100,000.00	100,000.00	30,600.00
		TK #7 Grant Development & Community Outreach					
			Planned Amount	1,337,000.00			0.00
			CP-07-03 OHSP		1,331,405.00	1,331,405.00	1,238,694.00
		TK #7 Grant Development & Community Outreach Total		1,337,000.00	1,331,405.00	1,331,405.00	1,238,694.00
		Unallocated to Grants					
			Balance 402 funds		189,209.00		0.00
		Unallocated to Grants Total			189,209.00		0.00
	402 Total			5,549,000.00	5,612,670.00	5,423,461.00	4,921,762.00
	405	TK #1 Overtime Enforcement					
			Planned Amount	305,000.00			0.00
			PT-07-21 MSP		271,901.00	271,901.00	271,901.00
		TK #1 Overtime Enforcement Total		305,000.00	271,901.00	271,901.00	271,901.00
		TK #3 Recognition and Incentive Programs					
			Planned Amount	35,000.00			0.00
			PT-07-40 Bay CSO		5,000.00	5,000.00	3,694.00
			PT-07-42 Westland PD		5,000.00	5,000.00	5,000.00
			PT-07-50 Augusta PD		9,905.00	9,905.00	9,225.00
			PT-07-60 Manistee CSO		5,000.00	5,000.00	5,000.00

Prog Area	Fund	Task Description	Grantee ID	Planned Amt	Oblig Req	Approved Grants	Total Pd
			PT-07-71 Belding PD		5,000.00	5,000.00	4,995.00
		TK #3 Recognition and Incentive Programs Total		35,000.00	29,905.00	29,905.00	27,914.00
		TK #4 Enforcement Visibility					
			Planned Amount	160,000.00			0.00
			CP-07-02 OHSP		160,000.00	160,000.00	102,389.00
		TK #4 Enforcement Visibility Total		160,000.00	160,000.00	160,000.00	102,389.00
	405 Total			500,000.00	461,806.00	461,806.00	402,204.00
	406	Unallocated to Grants					
			Balance 406 funds		5,292,856.00		0.00
		Unallocated to Grants Total			5,292,856.00		0.00
	406 Total				5,292,856.00		0.00
	410	TK #1 Overtime Enforcement					
			Planned Amount	200,000.00			0.00
			PT-07-21 MSP		192,401.00	192,401.00	192,401.00
		TK #1 Overtime Enforcement Total		200,000.00	192,401.00	192,401.00	192,401.00
		TK #3 Recognition and Incentive Programs					
			Planned Amount	25,000.00			0.00
			PT-07-45 Detroit PD		4,983.00	4,983.00	4,983.00
			PT-07-44 Farmington DPS		5,000.00	5,000.00	5,000.00
			PT-07-47 Lakeview PD		5,000.00	5,000.00	5,000.00
			PT-07-58 St. Joseph CSO		4,985.00	4,985.00	4,985.00
			PT-07-66 St. Ignace PD		4,962.00	4,962.00	4,962.00
		TK #3 Recognition and Incentive Programs Total		25,000.00	24,930.00	24,930.00	24,930.00
		TK #4 Enforcement Visibility					
			Planned Amount	95,000.00			0.00
			CP-07-02 OHSP		95,000.00	95,000.00	90,633.00
		TK #4 Enforcement Visibility Total		95,000.00	95,000.00	95,000.00	90,633.00
	410 Total			320,000.00	312,331.00	312,331.00	307,964.00
	157 Inc	TK #1 Overtime Enforcement					
			Planned Amount	300,000.00			0.00
			PT-07-54 Cheboygan CSO		14,003.00	14,003.00	13,278.00
			PT-07-59 St. Joseph CSO		30,077.00	30,077.00	27,199.00
			PT-07-61 Roscommon CSO		18,467.00	18,467.00	18,100.00
			PT-07-67 Ionia CSO		34,971.00	34,971.00	32,105.00
			PT-07-75 Chippewa CSO		18,990.00	18,990.00	15,366.00
			PT-07-74 Berrien CSO		29,851.00	29,851.00	15,526.00
			PT-07-73 Wexford CSO		18,376.00	18,376.00	15,780.00
			PT-07-70 Iron Mt PD		19,608.00	19,608.00	13,444.00
		TK #1 Overtime Enforcement Total		300,000.00	184,343.00	184,343.00	150,798.00
		Unallocated to Grants					
			Balance 157 Inc funds		303,117.00		0.00
		Unallocated to Grants Total			303,117.00		0.00
	157 Inc Total			300,000.00	487,460.00	184,343.00	150,798.00
	402-PM	Unallocated to Grants					
			Balance 402 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402-PM Total				0.00		0.00
	405-PM	TK #4 Enforcement Visibility					
			Planned Amount	1,200,000.00			0.00
			CP-07-02 OHSP		1,200,000.00	1,200,000.00	34,450.00
		TK #4 Enforcement Visibility Total		1,200,000.00	1,200,000.00	1,200,000.00	34,450.00
	405-PM Total			1,200,000.00	1,200,000.00	1,200,000.00	34,450.00
	410-PM	TK #4 Enforcement Visibility					
			Planned Amount	800,000.00			0.00
			CP-07-02 OHSP		800,000.00	800,000.00	785,213.00
		TK #4 Enforcement Visibility Total		800,000.00	800,000.00	800,000.00	785,213.00
	410-PM Total			800,000.00	800,000.00	800,000.00	785,213.00
PT Total				8,807,000.00	14,319,381.00	8,519,509.00	6,739,959.00
PS	402	TK #1 Bicycle Safety					
			Planned Amount	75,000.00			0.00
			PS-07-01 MDCH		75,000.00	75,000.00	74,933.00
		TK #1 Bicycle Safety Total		75,000.00	75,000.00	75,000.00	74,933.00
		TK #2 Grant Development & Community Outreach					
			Planned Amount	26,000.00			0.00
			CP-07-03 OHSP		25,891.00	25,891.00	23,371.00
		TK #2 Grant Development & Community Outreach Total		26,000.00	25,891.00	25,891.00	23,371.00
		Unallocated to Grants					

Prog Area	Fund	Task Description	Grantee ID	Planned Amt	Oblig Req	Approved Grants	Total Pd
			Balance 402 funds		2,823.00		0.00
		Unallocated to Grants Total			2,823.00		0.00
	402 Total			101,000.00	103,714.00	100,891.00	98,304.00
PS Total				101,000.00	103,714.00	100,891.00	98,304.00
TR	163	TK #1 Crash Data					
			Planned Amount	200,000.00			0.00
			TR-07-04 MDOT		200,000.00	200,000.00	0.00
		TK #1 Crash Data Total		200,000.00	200,000.00	200,000.00	0.00
		TK #2 Citation and Arrest Data					
			Planned Amount	957,000.00			0.00
			TR-07-02 SCAO		156,750.00	156,750.00	156,750.00
			TR-06-02 Dept. of State		727,331.00	727,331.00	622,897.00
		TK #2 Citation and Arrest Data Total		957,000.00	884,081.00	884,081.00	779,647.00
		TK #5 UD-10 Trainer					
			Planned Amount	190,000.00			0.00
			TR-07-03 MSP		189,975.00	189,975.00	48,610.00
		TK #5 UD-10 Trainer Total		190,000.00	189,975.00	189,975.00	48,610.00
	163 Total			1,347,000.00	1,274,056.00	1,274,056.00	828,257.00
	402	TK #1 Crash Data					
			Planned Amount	190,000.00			0.00
			TR-07-01 UMTRI		190,000.00	190,000.00	189,999.00
		TK #1 Crash Data Total		190,000.00	190,000.00	190,000.00	189,999.00
		TK #3 Grant Development & Community Outreach					
			Planned Amount	65,000.00			0.00
			CP-07-03 OHSP		64,728.00	64,728.00	59,832.00
		TK #3 Grant Development & Community Outreach Total		65,000.00	64,728.00	64,728.00	59,832.00
		Unallocated to Grants					
			Balance 402 funds		8,223.00		0.00
		Unallocated to Grants Total			8,223.00		0.00
	402 Total			255,000.00	262,951.00	254,728.00	249,831.00
	406	TK #4 Electronic Data Capture					
			Planned Amount	2,010,000.00			0.00
		TK #4 Electronic Data Capture Total		2,010,000.00			0.00
	406 Total			2,010,000.00			0.00
	408	TK #1 Crash Data					
			Planned Amount	400,000.00			0.00
			TR-07-04 MDOT		400,000.00	400,000.00	0.00
		TK #1 Crash Data Total		400,000.00	400,000.00	400,000.00	0.00
		TK #2 Citation and Arrest Data					
			Planned Amount	500,000.00			0.00
			TR-07-02 SCAO		500,000.00	500,000.00	500,000.00
		TK #2 Citation and Arrest Data Total		500,000.00	500,000.00	500,000.00	500,000.00
		Unallocated to Grants					
			Balance 408 funds		918,778.00		0.00
		Unallocated to Grants Total			918,778.00		0.00
	408 Total			900,000.00	1,818,778.00	900,000.00	500,000.00
	157 Inc	TK #1 Crash Data					
			Planned Amount	0.00			0.00
		TK #1 Crash Data Total		0.00			0.00
		TK #2 Citation and Arrest Data					
			Planned Amount	1,500,000.00			0.00
			TR-07-02 SCAO		1,500,000.00	1,500,000.00	1,500,000.00
		TK #2 Citation and Arrest Data Total		1,500,000.00	1,500,000.00	1,500,000.00	1,500,000.00
	157 Inc Total			1,500,000.00	1,500,000.00	1,500,000.00	1,500,000.00
TR Total				6,012,000.00	4,855,785.00	3,928,784.00	3,078,088.00
CP	402	TK #1 Public Information & Education					
			Planned Amount	456,000.00			0.00
			CP-07-04 MSP		215,779.00	215,779.00	164,678.00
			CP-07-02 OHSP		240,000.00	240,000.00	134,124.00
		TK #1 Public Information & Education Total		456,000.00	455,779.00	455,779.00	298,802.00
		TK #2 Safe Communities					
			Planned Amount	260,000.00			0.00
			CP-07-01 Huron Behavioral Health		5,000.00	5,000.00	5,000.00
			CP-07-03 OHSP		10,000.00	10,000.00	0.00
			CP-07-05 Detroit PD		200,000.00	200,000.00	36,649.00
			CP-07-06 Sturgis Youth & Family Council		5,000.00	5,000.00	5,000.00
		TK #2 Safe Communities Total		260,000.00	220,000.00	220,000.00	46,649.00

Prog Area	Fund	Task Description	Grantee ID	Planned Amt	Oblig Req	Approved Grants	Total Pd
		TK #3 Corporate Outreach					
			Planned Amount	40,000.00			0.00
			CP-07-02 OHSP		30,000.00	30,000.00	0.00
		TK #3 Corporate Outreach Total		40,000.00	30,000.00	30,000.00	0.00
		TK #4 CPS					
			Planned Amount	50,000.00			0.00
			CP-07-02 OHSP		45,000.00	45,000.00	29,517.00
		TK #4 CPS Total		50,000.00	45,000.00	45,000.00	29,517.00
		TK #5 Grant Development & Community Outreach					
			Planned Amount	296,000.00			0.00
			CP-07-03 OHSP		294,762.00	294,762.00	273,915.00
		TK #5 Grant Development & Community Outreach Total		296,000.00	294,762.00	294,762.00	273,915.00
		Unallocated to Grants					
			Balance 402 funds		93,213.00		0.00
		Unallocated to Grants Total			93,213.00		0.00
	402 Total			1,102,000.00	1,138,754.00	1,045,541.00	648,883.00
	405	TK #1 Public Information & Education					
			Planned Amount	43,000.00			0.00
			CP-07-02 OHSP		43,000.00	43,000.00	37,524.00
		TK #1 Public Information & Education Total		43,000.00	43,000.00	43,000.00	37,524.00
	405 Total			43,000.00	43,000.00	43,000.00	37,524.00
CP Total				1,145,000.00	1,181,754.00	1,088,541.00	686,407.00
RS	402	TK #1 Local Safety Analysis					
			Planned Amount	100,000.00			0.00
			RS-07-01 WSU		100,000.00	100,000.00	100,000.00
		TK #1 Local Safety Analysis Total		100,000.00	100,000.00	100,000.00	100,000.00
		TK #2 Grant Development & Community Outreach					
			Planned Amount	35,000.00			0.00
			CP-07-03 OHSP		34,854.00	34,854.00	31,785.00
		TK #2 Grant Development & Community Outreach Total		35,000.00	34,854.00	34,854.00	31,785.00
		Unallocated to Grants					
			Balance 402 funds		3,431.00		0.00
		Unallocated to Grants Total			3,431.00		0.00
	402 Total			135,000.00	138,285.00	134,854.00	131,785.00
	408	TK #3 Facilitated Roadway Features Session					
			Planned Amount	75,000.00			0.00
		TK #3 Facilitated Roadway Features Session Total		75,000.00			0.00
	408 Total			75,000.00			0.00
RS Total				210,000.00	138,285.00	134,854.00	131,785.00
DE	402	TK #1 Senior Mobility					
			Planned Amount	50,000.00			0.00
		TK #1 Senior Mobility Total		50,000.00			0.00
		TK #2 Grant Development & Community Outreach					
			Planned Amount	18,000.00			0.00
			CP-07-03 OHSP		17,925.00	17,925.00	15,893.00
		TK #2 Grant Development & Community Outreach Total		18,000.00	17,925.00	17,925.00	15,893.00
		TK #3 Improving Driver Education					
			Planned Amount	60,000.00			0.00
		TK #3 Improving Driver Education Total		60,000.00			0.00
		Unallocated to Grants					
			Balance 402 funds		51,217.00		0.00
		Unallocated to Grants Total			51,217.00		0.00
	402 Total			128,000.00	69,142.00	17,925.00	15,893.00
DE Total				128,000.00	69,142.00	17,925.00	15,893.00
MC	402	TK #1 Public Information & Education					
			Planned Amount	30,000.00			0.00
			CP-07-02 OHSP		30,000.00	30,000.00	3,362.00
		TK #1 Public Information & Education Total		30,000.00	30,000.00	30,000.00	3,362.00
		TK #3 Grant Development & Community Outreach					
			Planned Amount	12,000.00			0.00
			CP-07-03 OHSP		11,950.00	11,950.00	10,284.00
		TK #3 Grant Development & Community Outreach Total		12,000.00	11,950.00	11,950.00	10,284.00
		Unallocated to Grants					
			Balance 402 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 Total			42,000.00	41,950.00	41,950.00	13,646.00
	2010	TK #2 Training					
			Planned Amount	170,000.00			0.00
			MC-07-01 MPH		85,627.00	85,627.00	76,957.00
			MC-07-02 Dept. of State		79,464.00	79,464.00	79,464.00

Prog Area	Fund	Task Description	Grantee ID	Planned Amt	Oblig Req	Approved Grants	Total Pd
		TK #2 Training Total		170,000.00	165,091.00	165,091.00	156,421.00
		Unallocated to Grants					
			Balance 2010 funds		158,328.00		0.00
		Unallocated to Grants Total			158,328.00		0.00
	2010 Total			170,000.00	323,419.00	165,091.00	156,421.00
MC Total				212,000.00	365,369.00	207,041.00	170,067.00
EM	163	TK #2 Medical Records					
			Planned Amount	200,000.00			0.00
			EM-07-02 MDCH		200,000.00	200,000.00	117,321.00
		TK #2 Medical Records Total		200,000.00	200,000.00	200,000.00	117,321.00
	163 Total			200,000.00	200,000.00	200,000.00	117,321.00
	402	TK #1 Assessment					
			Planned Amount	25,000.00			0.00
			EM-07-01 MDCH		25,000.00	25,000.00	17,653.00
		TK #1 Assessment Total		25,000.00	25,000.00	25,000.00	17,653.00
		TK #3 Grant Development & Community Outreach					
			Planned Amount	10,000.00			0.00
			CP-07-03 OHSP		9,958.00	9,958.00	8,415.00
		TK #3 Grant Development & Community Outreach Total		10,000.00	9,958.00	9,958.00	8,415.00
		Unallocated to Grants					
			Balance 402 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 Total			35,000.00	34,958.00	34,958.00	26,068.00
	408	TK #2 Medical Records					
			Planned Amount	350,000.00			0.00
			EM-07-02 MDCH		300,000.00	300,000.00	0.00
		TK #2 Medical Records Total		350,000.00	300,000.00	300,000.00	0.00
	408 Total			350,000.00	300,000.00	300,000.00	0.00
EM Total				585,000.00	534,958.00	534,958.00	143,389.00
PA	402	TK #1 Planning and Administration					
			Planned Amount	691,000.00			0.00
			PA-07-01 OHSP		522,951.00	522,951.00	496,117.00
		TK #1 Planning and Administration Total		691,000.00	522,951.00	522,951.00	496,117.00
		Unallocated to Grants					
			Balance 402 funds		200,949.00		0.00
		Unallocated to Grants Total			200,949.00		0.00
	402 Total			691,000.00	723,900.00	522,951.00	496,117.00
PA Total				691,000.00	723,900.00	522,951.00	496,117.00
Grand Total				21,785,000.00	30,200,759.00	18,711,296.00	14,191,226.00
			Fund	Planned Amt	Obligated Amt	Approved Grants	Total Paid
			Total 402 w/o PM	8,215,000.00	8,306,513.00	7,726,005.00	6,714,854.00
			Total 402 PM	0.00	0.00	0.00	0.00
			Total 405 w/o PM	1,055,000.00	2,177,436.00	1,006,366.00	910,890.00
			Total 405 PM	1,200,000.00	1,200,000.00	1,200,000.00	34,450.00
			Total 410 w/o PM	3,452,000.00	6,295,047.00	3,244,931.00	2,299,665.00
			Total 410 PM	800,000.00	800,000.00	800,000.00	785,213.00
			Total 157 Incentive	1,852,000.00	2,039,460.00	1,736,343.00	1,685,651.00
			Total 406	2,010,000.00	5,292,856.00	0.00	0.00
			Total 408	1,325,000.00	2,118,778.00	1,200,000.00	500,000.00
			Total 2010	170,000.00	323,419.00	165,091.00	156,421.00
			Total NHTSA GTS Funds	20,079,000.00	28,553,509.00	17,078,736.00	13,087,144.00
			Total 163	1,706,000.00	1,647,250.00	1,632,560.00	1,104,082.00
			Total All Funds	21,785,000.00	30,200,759.00	18,711,296.00	14,191,226.00

Acronyms

DEFINITIONS FOR ACRONYMS USED IN THE 2006 ANNUAL EVALUATION REPORT

BAC	Blood Alcohol Concentration
CPS	Child Passenger Safety
DMSTF	Drive Michigan Safety Task Force
DUI	Driving Under the Influence
GTSAC	Governor's Traffic Safety Advisory Commission
KA	Based on injury severity scale for traffic crash-related injuries. K-level injuries refer to injuries that result in death within 90 days of the incident. A-level injuries refer to incapacitating injuries.
LEL	Law Enforcement Liaison
MADD	Mothers Against Drunk Driving
MCRUD	Michigan Coalition to Reduce Underage Drinking
MDCH	Michigan Department of Community Health
MIP	Minor in Possession
MPO	Metropolitan Planning Organization
MSP	Michigan State Police
MTSC	Michigan Truck Safety Commission
NHTSA	National Highway Traffic Safety Administration
OHSP	Office of Highway Safety Planning
PAAM	Prosecuting Attorneys Association of Michigan
PBT	Preliminary Breath Test
PSA	Public Service Announcement
UMTRI	University of Michigan Transportation Research Institute
VMT	Vehicle Miles Traveled





Michigan Department of State Police / Office of Highway Safety Planning
4000 Collins Road, P. O. Box 30633
Lansing, Michigan 48909 8133

www.michigan.gov/ohsp

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