

TENNESSEE STATE GOVERNMENT
DEPARTMENT OF TRANSPORTATION



HIGHWAY SAFETY PERFORMANCE PLAN
ANNUAL REPORT
FEDERAL FISCAL YEAR 2008

“Our mission is to develop, execute, and evaluate programs to reduce the number of fatalities, injuries, and related economic losses resulting from Traffic crashes on Tennessee roadways.”

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Executive Summary

As the Federal Fiscal Year (FFY) 2008 Highway Safety Performance Plan was being planned and subsequently implemented, providing the most effective and safest highway facilities was of the critical importance. The State of Tennessee strived during the FFY 2007-08 to enhance its safety programs (education, enforcements, and emergency management services) to ensure highway safety.

While funding levels in the basic 402 programs generally remain constant, this uncertainty in the funding levels for specialized program areas required the Tennessee Governor's Highway Safety Office (GHSO) to maintain a conservative budget approach throughout the year.

Considering the high population growth rate in Tennessee, including minority populations, we implemented projects both in rural and urban areas throughout this very diverse state.

The program areas we focused on included:

- Occupant Protection
- Impaired Driving
- Youth Drivers
- Police Traffic Services
- Traffic Records
- Motorcycle Safety
- Safe Communities
- Emergency Medical Services

In FFY 2007-08, the GHSO awarded over \$ 22,649,543 for 323 grants to 273 agencies and entities, covering 87 of 95 counties and 17 media contracts totaling \$2,087,294.33 for proven, result-driven programs and projects in the areas of alcohol and other drugs, occupant protection, traffic records, police traffic services, and safe communities. These funds also provided resources for state and local law enforcement to substantially strengthen their enforcement and educational programs.

Obstacles and problems in the traffic safety area tend to be the same from year to year. The state, city, and county law enforcement agencies have all suffered with budget decreases in recent years. In many cases, this has resulted in fewer officers. However, it did not create a significant impact on Tennessee's Highway Safety Program in FFY2007-08. Overall GHSO was very successful with continued reduction in highway fatalities with a high observed seat belt use rate of 81.49%.

Overall, the Tennessee law enforcement community and the public identify with and support the efforts we at GHSO are providing for the highway traffic safety programs. Evidence strongly supports that the combination of paid and earned media and increased enforcement can have a significant impact on improving driver behavior.

Introduction

The Tennessee Highway Safety Office is pleased to present the Annual Report on our activities for Federal Fiscal Year 2008. The Mission Statement in our FFY 2008 Highway Safety Performance Plan served as the keystone for our highway safety planning efforts, and assisted us to establish the following goal and objectives:

Goal: Reduce the number of highway fatalities and injury crashes by 10 percent, from 1287 fatalities and 76,385 injury crashes in 2006, by the close of calendar year 2007.

We developed the following principles to carry out the highway safety functions.

- Improve the traffic safety environment in the local law enforcement agencies' jurisdiction communities.
- Promote highway safety programs throughout the year, especially during summer and long-weekend periods.
- Provide information and education to various Tennessee state organizations engaged in highway safety.
- Coordinate Traffic Records Coordinating Committee for improving vehicle crash data collection.
- Encourage staff members to engage in a personal development plan.

Based on the above goal we had developed objectives for the various program emphasis areas of the Highway Safety Performance Plan. These objectives helped the program management team in developing performance measures and related action plans, and subsequently the FFY 2008 TN Highway Safety Performance Plan.

In preparing this Annual Report for the National Highway Traffic Safety Administration, we have endeavored to measure our progress against our stated performance goals and action plans. The Annual Report is also the forum where we showcase the projects and the accomplishments of our safety partners. We have listed some of the highlighted projects and their accomplishments in this report of our success.

As the Director of Governor's Highway safety Office, I am very proud of the accomplishments of our office and all of the grantees across Tennessee who worked so tirelessly to prevent injuries and save lives.

Kendell Poole, Director
Governor's Highway Safety Office
Tennessee State Government

December 18, 2008

<u>PROGRAM EMPHASIS AREAS</u>	<u>PAGE NO</u>
PLANNING & ADMINISTRATION	5
OCCUPANT PROTECTION PROGRAM	14
ALCOHOL & OTHER DRUGS COUNTERMEASURES PROGRAM	20
YOUTH DRIVERS PROGRAM	25
POLICE TRAFFIC SERVICES PROGRAM	29
TRAFFIC RECORDS PROGRAM	37
MOTORCYCLE SAFETY PROGRAM	41
SAFE COMMUNITY PROGRAM	44
EMERGENCY MEDICAL SERVICES	46
TENNESSEE HIGHWAY TRAFFIC SAFETY LAW	48
CHALLENGES FOR THE FUTURE	50
PAID AND EARNED MEDIA	
FISCAL REVIEW OF EXPENDED FUNDS	
ATTACHMENTS- MEDIA EVALUATIONS	

PLANNING & ADMINISTRATION

Program Goal:

- To administer the state and Community Highway Safety Grant Program and other state and federal-funded highway safety programs;
- To plan for coordinated highway safety activities so as to use strategic resources most effectively to decrease traffic crashes, deaths and injuries in Tennessee.

Performance Objective Measures:

1. To produce required highway safety plans and performance documentation in a timely manner.
2. To deliver programs that is effective in changing knowledge, attitude and behavior and in reducing crashes, injuries and deaths.
3. To lead transportation safety programs regarding driver behavior for the Department of Transportation and for the State of Tennessee.
4. To incorporate a competitive grant online application processes into the development and implementation of the FFY 2008 Highway Safety Performance Plan.

Action Taken:

In keeping the program goals and objectives in mind, GHSO maintained a 10% budget of 402 funds for planning and administering functions of the FFY 2008 Highway Safety Performance Plan. Additionally, the University of Tennessee received grant funds to assist with monitoring and educating grantees in highway safety issues.

Grant Number	Grantee	Funding Source	Grant Amount
PA-08-01	GHSO	402	\$420,000.00
OP-08-05/ 154AL-08-124/ K9-08-4/K4-08-01	University of Tennessee	402, 154, 408, 403	\$1,153,500.00

Here is a summary of the achievements:

Objective 1: GHSO prepared FFY 2008 Highway Safety Performance Plan and submitted to NHTSA on time.

Objective 2: GHSO developed and deployed effective programs to educate drivers and enforce The TN State driving laws in order to reduce fatality crashes and injury crashes.

Objective 3: GHSO coordinated traffic safety and injury control programs with various safeties partners of TN State Government.

Objective 4: GHSO instituted online competitive Highway Safety Grant application and evaluation process forwarding the traffic safety grants to various law enforcement agencies and its safety partners.

Using the national goal for 2008 as a basis for the problem identification process, for FFY 2008, The GHSO focused the majority of its grants funding on program areas that have been identified as high priority and where the programs may have the most impact on a statewide level.

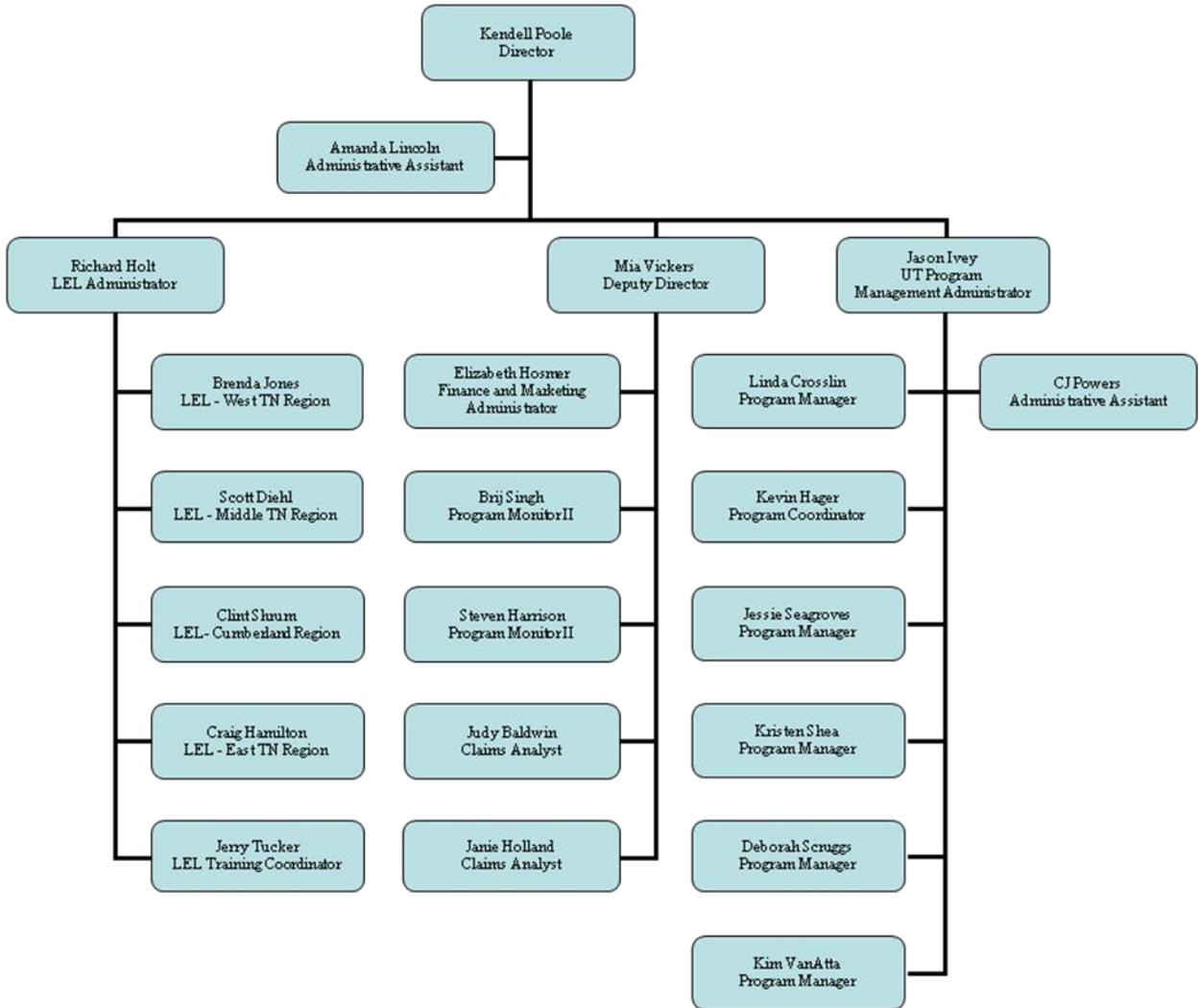
Tennessee GHSO has already established a Law Enforcement Training Program headed by a Law Enforcement Liaison Trainer. This position is responsible for scheduling and conducting statewide certified law enforcement training. Personnel change in the GHSO is included recruitment of two new program managers to replace departed staff.

The GHSO conducted Traffic Records Coordinating Committee meetings to address the tasks in the 408 project focusing on budget, activities, progression of goals and objectives, and any new items that needed to be addressed.

The GHSO staff members have continued to develop their professional development through active participation in NHTSA offered courses, attending the National Governor's Highway Safety Association annual meeting, National Lifesavers conference and other opportunities to enhance their skills and knowledge on changing highway traffic safety program strategies.

The GHSO recognizes that achievement of quantified goals is dependent not only on the work of the office staff, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety.

ORGANIZATIONAL CHART



Highlights of Calendar Year 2007 Accomplishments

1. The number of people killed in motor vehicle crashes decreased from 1287 in 2006 to 1210 in 2007.
2. The number of people injured in motor vehicle crashes dropped to 71,622 in 2007 from 76,385 in 2006.
3. The motor vehicle fatality and injury rates per 100 million vehicle miles of travel declined to 102.2 in 2007 from 109.8 in 2006.
4. Overall Tennessee State population increased to 6,156,719 in 2007 from 6,038,803 in 2006.
5. The motor vehicle fatality rate per 100K population decreased to 19.65 in 2007 from 21.31 in 2006.
6. The motor vehicle fatality and injury rates per 100K population declined to 1,183 in 2007 from 1,286 in 2006.
7. Motorcycle rider fatalities continued to increase. This was the 7th year in a row that motorcycle fatalities increased.
8. More than half (50%) of passenger vehicle occupants killed were unrestrained.
9. The number of people killed in all alcohol-related crashes and in crashes where at least the driver had a blood alcohol concentration equal to or greater than .08 grams per deciliter increased to 390 in 2007 from 414 in 2006.
10. The proportion of alcohol related fatality rate decreased to 42.3% in 2007 from 44.5% in 2006.
11. The alcohol related fatality rate decreased to .66 percent in 2007 from .73 percent in 2006.
12. The number of fatalities declined for children of all ages below 15. The number of young drivers (aged 16 to 20) involved fatal crashes declined slightly.
13. The percentage of population using seat belts increased to 81.49 in 2008 from 80.2 in 2007.
14. In summary, overall there were 77 lower fatalities in 2007 than in 2006.
15. According to a statewide observational safety belt use survey in July 2008, Tennessee reached a historical high in Motorcycle Helmet usage of 100 percent.
16. The percentage of TN Occupants of Passenger Cars and Trucks Killed in Crashes (Restraint NOT Used) increased to 57.6 in 1007 as compared to 37.6 percent in 2006.

**MOST CURRENT ACCOMPLISHMENT VS PREVIOUS YEARS'
INFORMATION AS OF: NOVEMBER 30, 2008**

**TENNESSEE DEPARTMENT OF SAFETY
FATALITY ANALYSIS REPORTING SYSTEM (FARS) UNIT
DAILY TRAFFIC FATALITY REPORT
CRASH YEAR 2008**

MONTH	2004 FINAL	2005 FINAL	2006 FINAL	THREE YEAR AVERAGE	*2007		**2008		2008 TO DATE			
					TO DATE		TO DATE		URBAN		RURAL	
					MONTH	YEAR	MONTH	YEAR	MONTH	YEAR	MONTH	YEAR
JANUARY	90	91	87	89	67	67	88	88	42	42	46	46
FEBRUARY	89	81	82	84	80	147	88	176	34	76	54	100
MARCH	108	99	95	101	105	252	95	271	33	109	62	162
APRIL	102	95	97	98	98	350	66	337	24	133	42	204
MAY	134	130	109	124	108	458	80	417	30	163	50	254
JUNE	119	110	121	117	123	581	79	496	34	197	45	299
JULY	129	131	130	130	125	706	76	572	21	218	55	354
AUGUST	118	111	122	117	113	819	103	675	31	249	72	426
SEPTEMBER	102	107	105	105	107	926	95	770	38	287	57	483
OCTOBER	134	121	126	127	89	1,015	85	855	33	320	52	535
NOVEMBER	107	110	109	109	88	1,103	46	901	11	331	35	570
DECEMBER	107	84	101	97								
TOTAL	1,339	1,270	1,284	1,298								

YEAR-TO-DATE TOTALS	2007	2008	CHANGE
TOTAL	1,103	901	-(202)
URBAN	456	331	-(125)
RURAL	647	570	-(77)

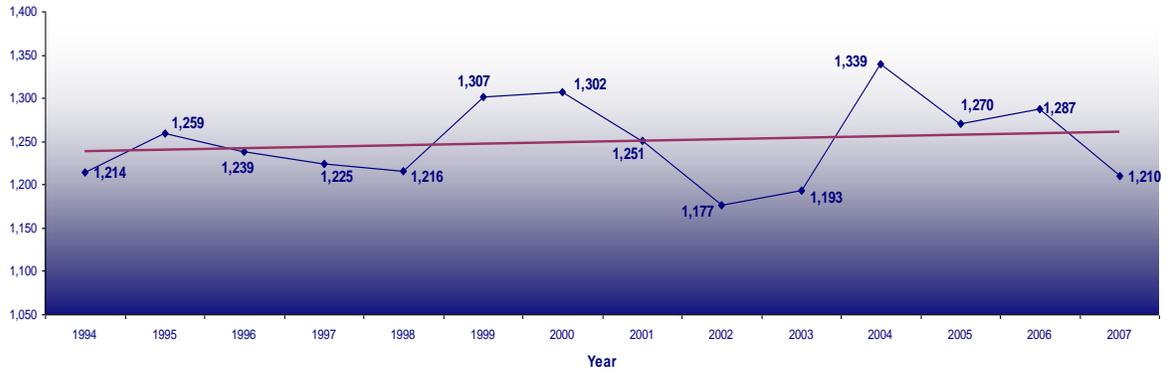
MONTH-TO-DATE TOTALS	2007	2008	CHANGE
TOTAL	88	46	-(42)
URBAN	33	11	-(22)
RURAL	55	35	-(20)

**HOURS IN CURRENT REPORTING PERIOD 120 NUMBER OF FATALITIES
(INCLUDING DELAYED) 7 DELAYED FATALITIES 2
2008 PRELIMINARY TOTAL FATALITIES IN ALCOHOL INDICATED
CRASHES 175**

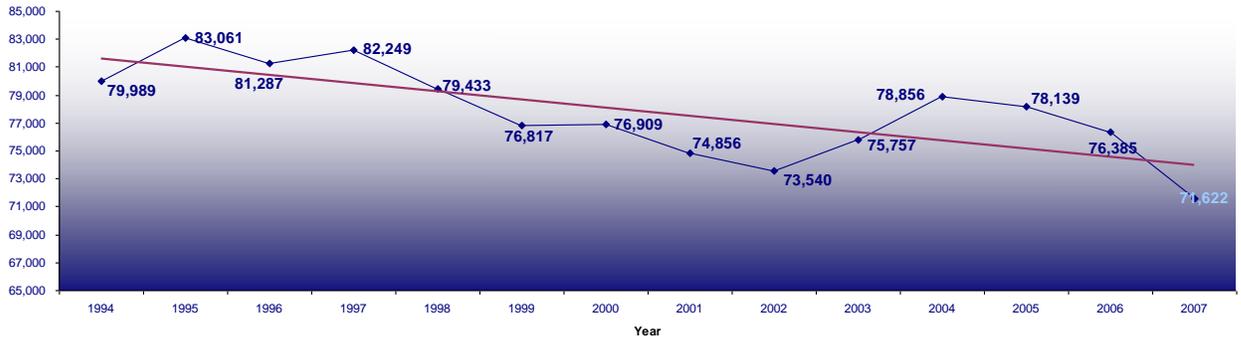
**2008 figures are Preliminary-they include information reported as of the date of this report. *2007 figures are Preliminary-they include information reported as of November 30, 2008

Overall Performance Trends

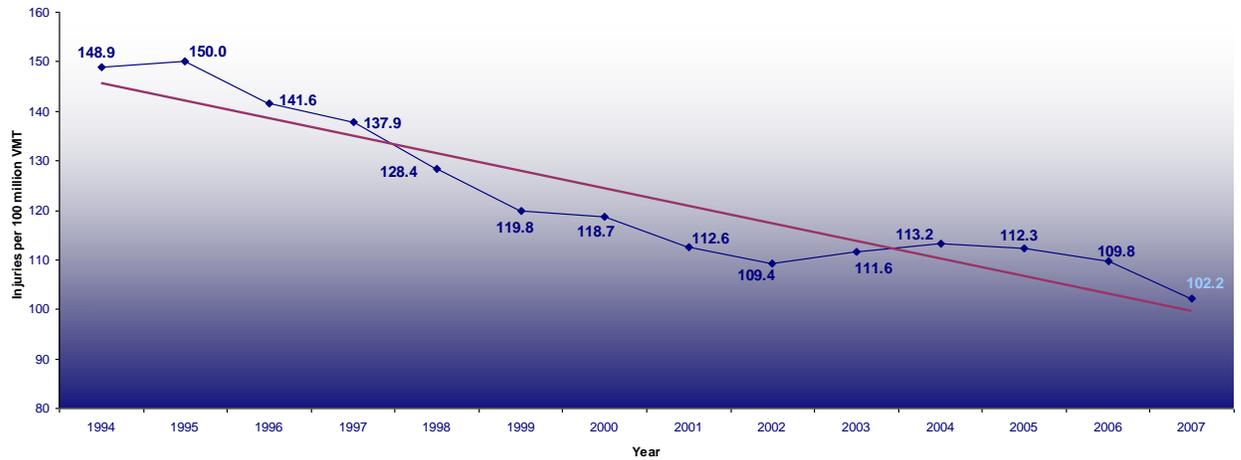
Tennessee Traffic Fatalities



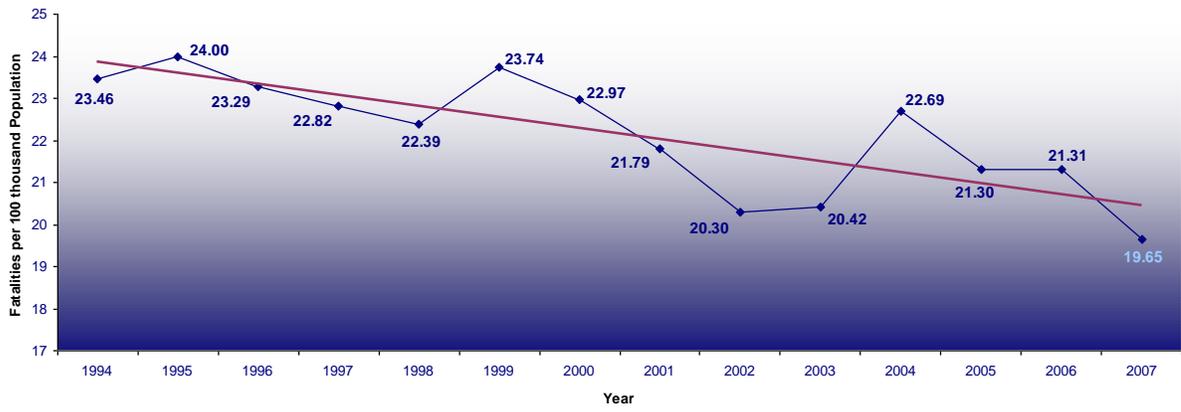
Injuries in Motor Vehicle Crashes in Tennessee



Tennessee Fatality & Serious Traffic Crash Injury Rate



Tennessee Traffic Crash Fatality Rate



Tennessee Traffic Fatality and Injury Rate

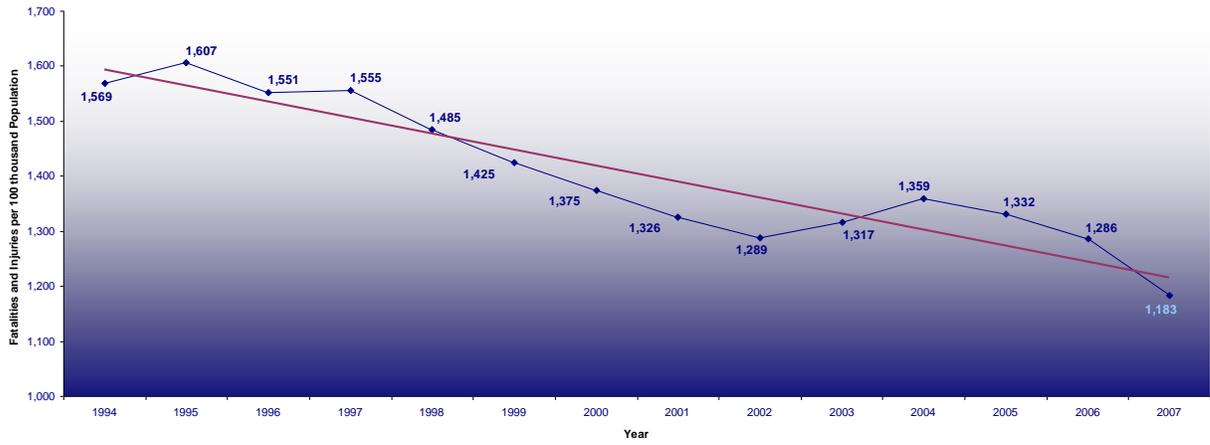
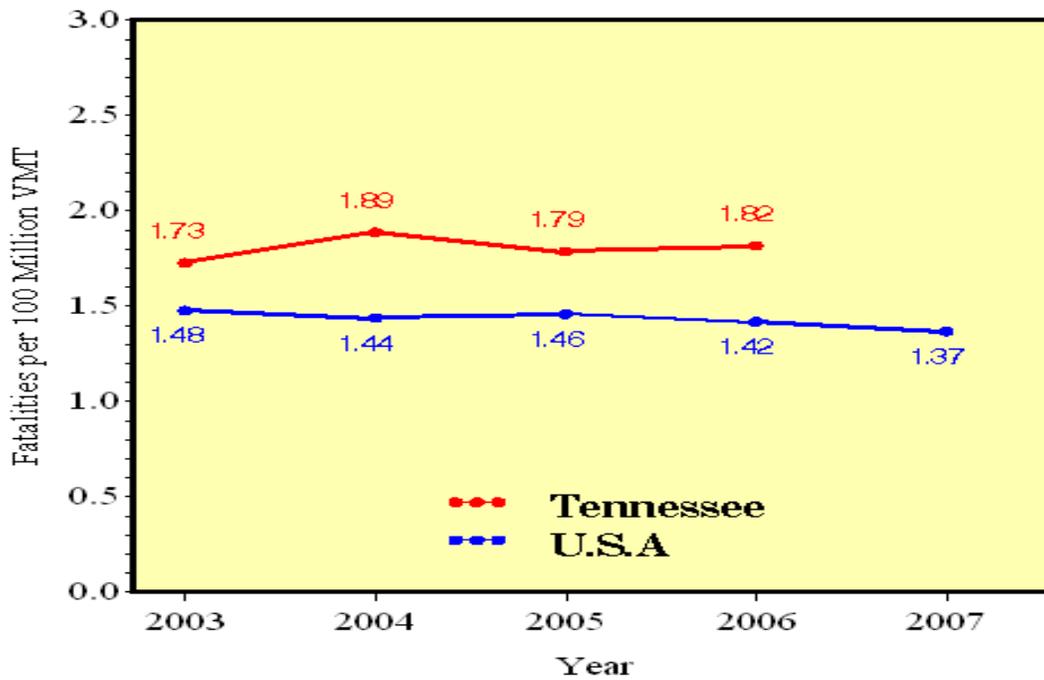
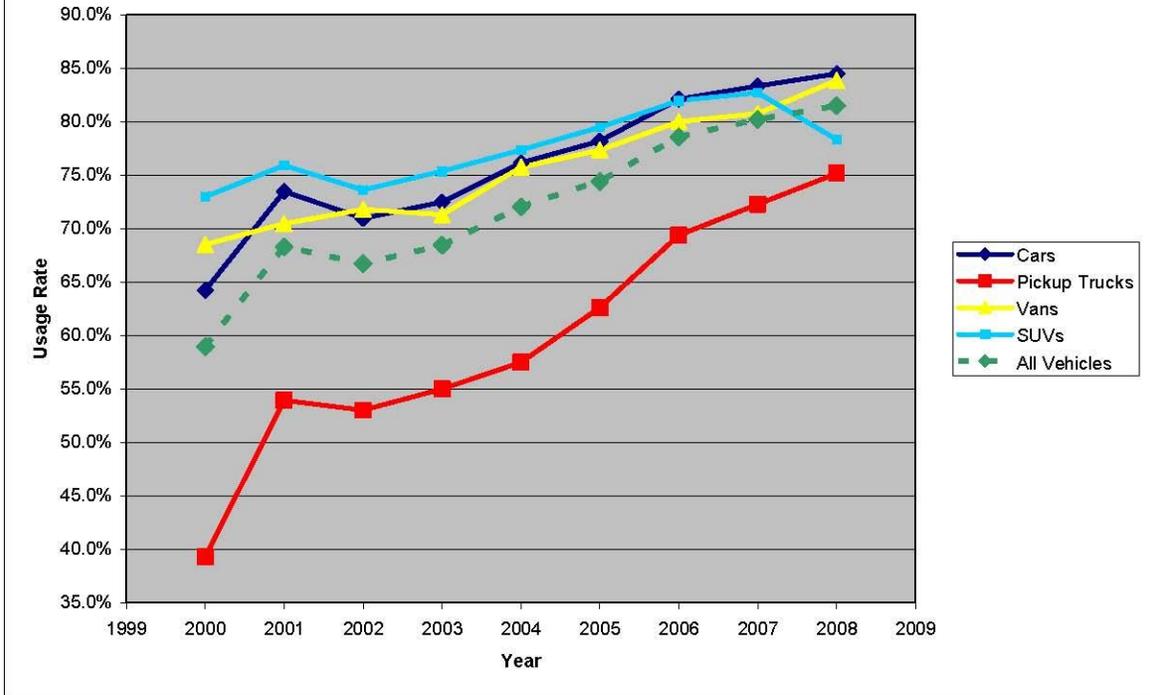


Figure 1: Tennessee Seatbelt Usage, 2000-2008



Highlights of Accomplishments:

- Hosted the 21st Annual Tennessee Lifesavers Conference. Attendance was at an all time high. There were over 400 registrants to develop strategies, build alliances and communicate agendas towards reducing the tragic toll of deaths and injuries on Tennessee's roadways.
- The Tennessee Department of Transportation Governor's Highway Safety Office announced the winners of the fourth annual Law Enforcement Challenge on August 29, 2008. The Law Enforcement Challenge is presented to law enforcement agencies across the state. It recognizes the "best of the best" traffic safety programs in the state. A total of 50 awards were presented. Nationally, Tennessee agencies earned six top honors. Regardless of type or size, all of the agencies that applied were considered for these awards.
- GHSO wins big at the year's Service Industry Advertising Awards (SIAA). SIAA recognized the creativity and communications accomplishments of the following:
 - Awarded Gold in the Television Single Spot category for *Street Skier*
 - Awarded Silver in the Special Video Production category for *Shattered*
 - Awarded Silver in the Radio Advertising Single Spot category for *Facts of Life*
- GHSO accomplished a substantial amount of earned media this year.

OCCUPANT PROTECTION PROGRAMS

Program Goals:

- To increase statewide average safety belt use to 85% from the baseline of 81.5% in 2008.
- To decrease the number of fatalities due to being unrestrained by five percentage points of the 2007 rate of 57.6%.
- To reduce child fatalities by 20% with proper use of child passenger safety restraints.

Performance Objective Measures:

- To increase statewide average safety belt use to 85% by the end of CY 2008.
- To increase the usage of restraints by pick-up Truck Drivers to 75% in CY 2008.
- To increase statewide average correct child safety seat use to 20% by the end of CY 2008.

Action Taken:

The primary goal of Tennessee's passenger protection program is to promote and increase the usage of safety belts and the proper usage of child safety systems by vehicle occupants. The Tennessee Child Passenger Safety Centers (TCPSC) support this goal as they plan and implement statewide programs to train, certify and re-certify Child Passenger Safety Technicians. The centers also assist technicians in carrying out Child Safety Check Points throughout the state, and interpret collected data to help develop improved educational materials and strategies. In addition, the Centers work through community and commercial agencies to promote the proper use of child restraint systems in all vehicles.

The general goal of Tennessee's Occupant Protection Program is to reach safety belt usage rates at a level that is consistently at or above the national average of 82 percent. Efforts undertaken were designed to increase awareness and adherence to Tennessee's occupant protection laws with a priority given to enforcements and education. Partnerships have been built with representatives from law enforcement, media, health professionals, education, and local civic organizations.

Programming included enforcement activities, such as checkpoints and participation in national mobilizations. Public Information and education activities were administered through media announcements and support materials. Concentrated safety efforts included "Click it or Ticket" and "Buckle Up in your Truck".

The Tennessee Traffic Safety Center continues to provide educational resources to child passenger safety advocates throughout the State of Tennessee. In addition, information may be requested by community members via telephone or electronic requests. Copies of some educational materials are provided at no cost to the community. The rationale for this is clear; availability of up-to-date and relevant information is a key factor in working to solve the problem.

Unrestrained Children: Thanks in large part to Tennessee's 2004 Child Passenger Safety Law, check points and Inspection Stations in the state have reported increased awareness of and use of booster seats. The number of booster seats being utilized has decreased our misuse rate because "boosters" are less likely to be installed improperly. The Tennessee Child Passenger Safety Center's (TCPSC) booster seat education program this year has centered on reaching children through pre-school programs.

The TCPSC's delivered interventions in the four domains listed below, namely, Safety Restraint Misuse, Unrestrained Children, Safety Data Collection and Child Passenger Safety Technician Certification and Re-Certification.

During FFY 2007-08 TN GHSO funded four projects dealing specifically with child passenger safety and safety belts. The occupant protection programs implemented by the GHSO included education, enforcement, equipment, and evaluation components. These programs were primarily conducted by partnering organizations that include local colleges and universities, health departments, local enforcement agencies, hospitals and clinics, EMS and the fire department personnel, and many of the state's Safety Community programs.

Grant Number	Grantee	Funding Source	Grant Amount
K3-08-02/OP-08-02	Meharry Medical College	2011/402	\$ 258,632.42
K3-08-01/OP-08-11	TN State University	2011/402	\$ 195,985.60
K3-08-03/OP-08-03	ETSU	2011/402	\$ 353,466.30
K3-08-04/OP-08-04	Shelby County Sheriff's Department	2011/402	\$ 339,999.74

Highlights of Accomplishments:

One of the key methods used to evaluate the success of the state's Occupant Protection Program is the annual Safety Belt Observational Survey. The survey was conducted in 2008 and showed that 81.5 percent of motor vehicle drivers and front seat passengers wear their safety belts. This demonstrates over a 1 percent increase from the 2007 usage rate of 80.2 percent.

A major shift in Child Passenger Safety (CPS) occurred in Tennessee with the establishment of three Child Passenger Safety Centers. Centers are located in East, Middle, and West Tennessee. Services offered by each of these sites will be more easily accessed by citizens across the state.

The Middle Tennessee Child Passenger Safety Center (MTCPSC) has made an impact in child passenger safety as it relates to training and education. The center's priority is to continue to schedule trainings in the urban, suburban, and rural areas of Middle Tennessee to increase technicians focusing on the lack of CPS resources. A coalition was started in the third quarter with meetings to be held each quarter.

The MTCPSC has experienced tremendous growth over the past year and has facilitated 9 certification trainings certifying 162 individuals as child passenger safety technicians. The center and its 39 surrounding child seat fitting stations conducted a total of 34 child passenger safety checkpoints. In addition, the MTCPSC submitted an article on child passenger safety to be published in the National black Child Development Institute Child Health Talk Journal.

The MTCPSC has significantly increased the number of certified technicians and instructors in the Middle Tennessee area. MTCPSC development of a database of all current CPS technicians has been successful with communication related to program events and activities. Data are being collected throughout the State of Tennessee from check up events and safety seat distribution sites to determine misuse rates of safety seats.

The East Tennessee Child Passenger Safety Center (ETCPSC) has contributed immensely to the overall success of the CPS activities throughout Tennessee. In order to address problems of misuse, the ETCPSC seeks a three pronged intervention.

First, 12 four-day CPS standardized certification training classes were conducted throughout East TN region which consists of 33 counties.

Second, the ETCPSC works directly with community organizations which have CPS technicians on staff to serve as CPS Inspection Stations and to offer regularly scheduled checkpoints.

ETCPSC has established 23 child seat fitting stations throughout the East TN region which has also increased outreach into the Hispanic community related to CPS.

Third, the ETCPSA continue to develop its library of educational CPS literature with publication of a booklet entitled "Car Seat Basics". Copies of items in the library are available to CPS technicians as well as community members. In a variety of ways, the ETCPSA play an increasingly vital role in teaching, encouraging, and increasing attention to child passenger safety throughout East Tennessee.

The West Tennessee Child Passenger Safety Center (WTCPSA) has had extraordinary results with the community education regarding the correct use of child safety seats. In the past year, through its outreach efforts, the WTCPSA has improved the membership of the coalition with the addition of 10 members, which brings the total number to 40 CPS coalition members. The WTCPSA has certified 104 individuals as child passenger safety technicians. A database has been developed of all active CPS technicians to support open communication throughout the region. Additionally, the WTCPSA has worked to develop a website to distribute press releases to inform the community of checkpoints, health fairs, and other community events.

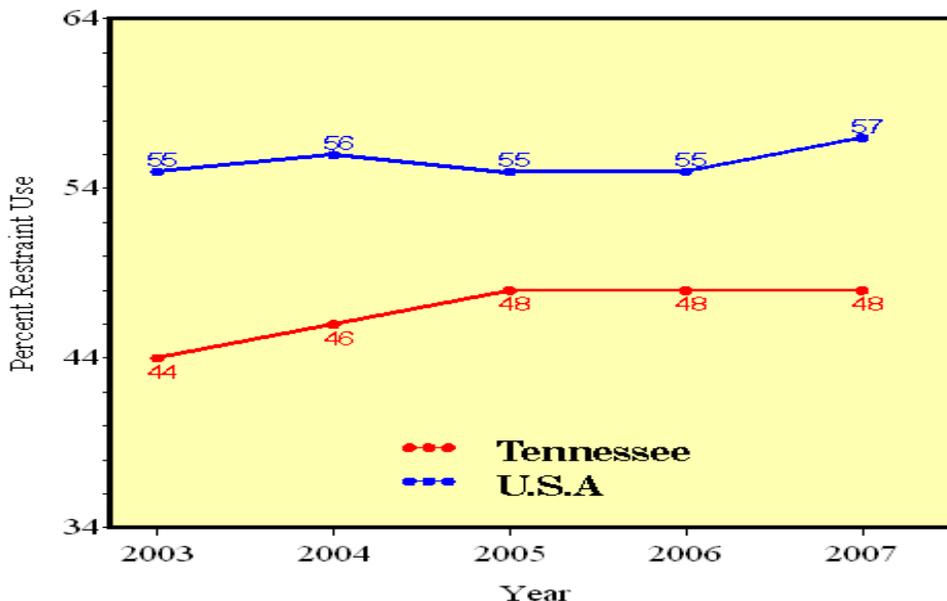
The center has worked in conjunction with law enforcement deputies to educate individuals about the proper use of child seat restraints. The WTCPSA has established 15 child seat fitting stations and conducted a total of 16 CPS checkpoints. The center documented over 123 incidents of misuse of child safety restraints out of the 300 seats checked. In addition, the WTCPSA conducts child restraint offender's classes for individuals who have received citations due to non-compliance of occupant protection laws from the Shelby County courts. The WTCPSA has created partnerships with local agencies which have been very beneficial in increasing efforts highway safety programs throughout the West Tennessee region.

The Tennessee State University, Children Are Restrained for Enhanced Safety (C.A.R.E.S.) project has accomplished all designated tasks. The project was able to expand to additional counties as well as create new community partnerships such as Safe Kids Worldwide and local police officers. The project has seen an increase demand for child seat restraints and educational events. Efforts continue to increase the number of community partners to provide child seat restraints throughout the targeted areas.

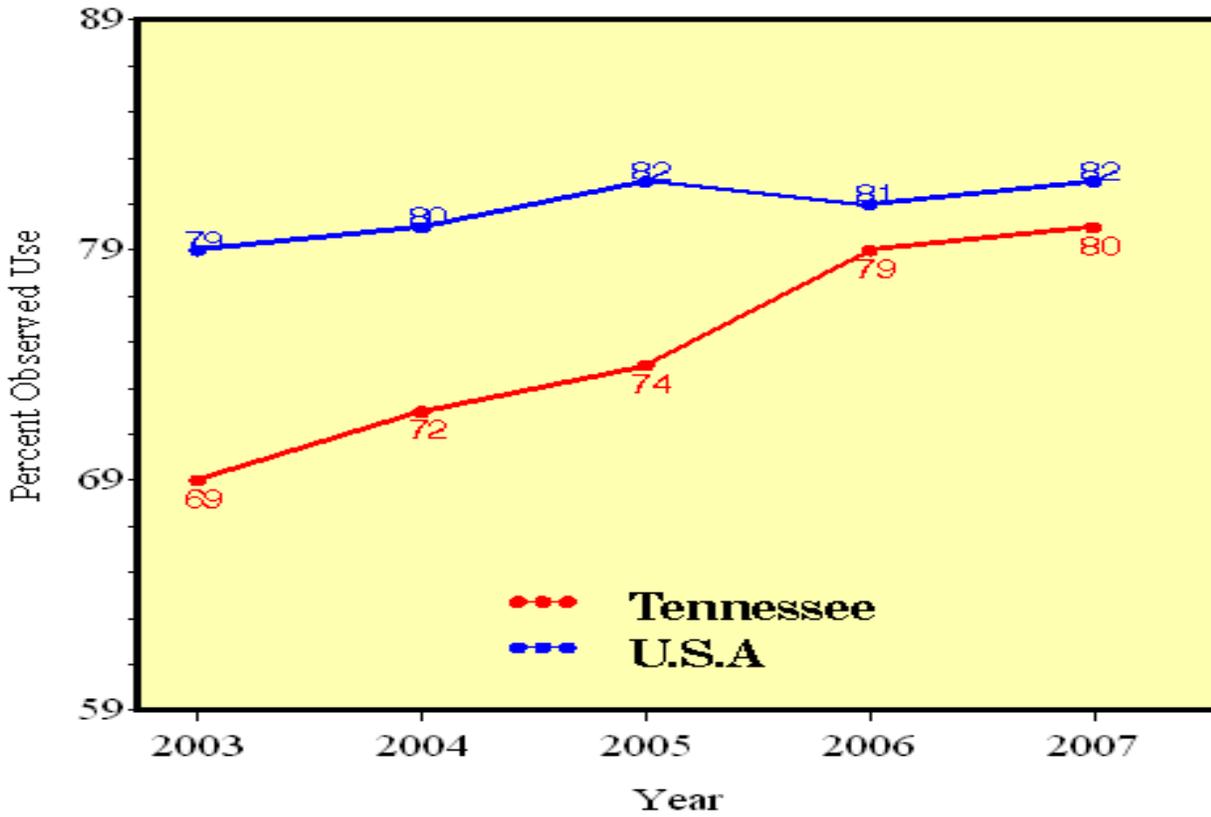
Performance Trend Chart:

Trends of Percent Restraint Use: Observed and Among Fatally Injured Passenger Vehicle Occupants

**Daytime Front Seat (Outboard Only)
Passenger Vehicle Occupant Fatalities
Aged 5 and Over, by Percent Restraint Use***



**Daytime Front Seat (Outboard Only)
Passenger Vehicle Occupants Observed
Aged 5 and Over, by Percent Restraint Use****



*Percent Based Only Where Restraint Use Was Known

**USA Data: National Occupant Protection Use Survey. Tennessee Data: State Survey

Safety Belt Use

Tennessee Occupants of Passenger Cars and Light Trucks Killed in Crashes by Restraint Use 2000-2008

Survey Year	Passenger Cars	Pickup Trucks	Vans	Sport Utility Vehicles	All Vehicles
2000	64.2%	39.3%	68.5%	73.0%	59.0%
2001	73.5%	53.9%	70.4%	75.9%	68.3%
2002	71.0%	53.0%	71.8%	73.6%	66.7%
2003	72.5%	55.0%	71.3%	75.4%	68.4%
2004	76.1%	57.5%	75.7%	77.3%	72.0%
2005	78.2%	62.6%	77.3%	79.5%	74.4%
2006	82.1%	69.4%	80.0%	82.0%	78.6%
2007	83.3%	72.3%	80.8%	82.7%	80.2%
2008	84.5%	75.1%	83.9%	78.3%	81.5%

Table 1

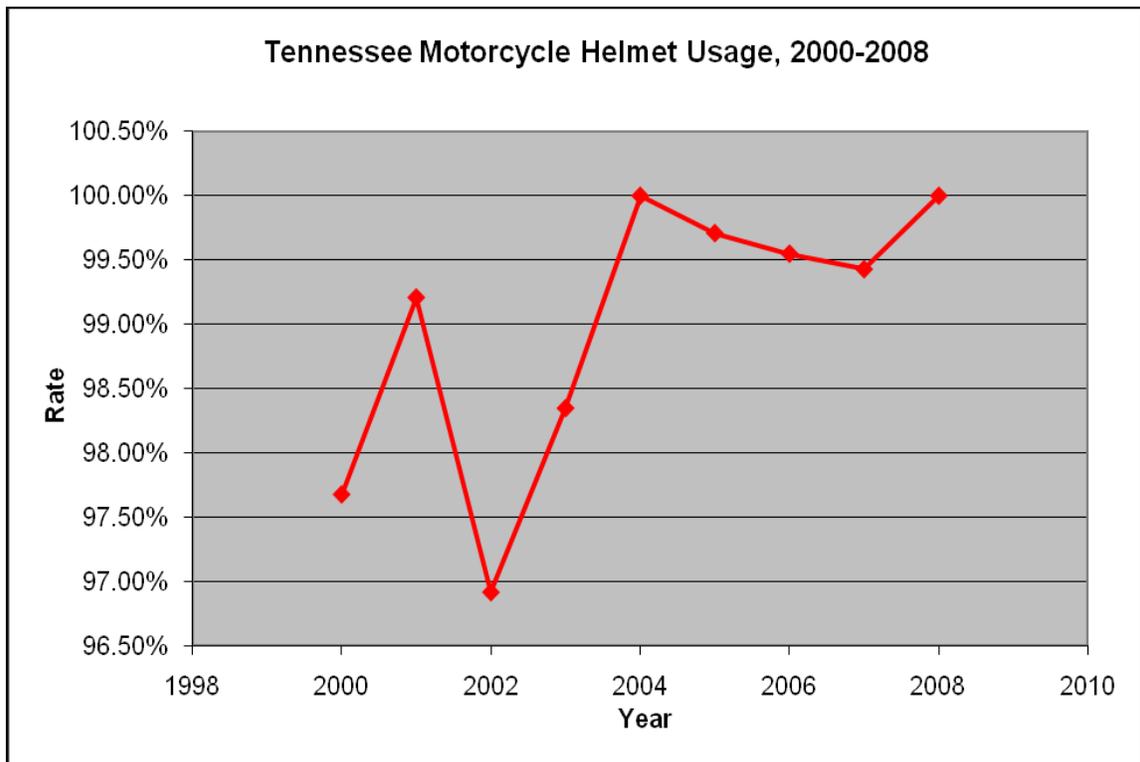


Table 2

Year	Helmet Use Rate
2000	97.68%
2001	99.21%
2002	96.92%
2003	98.35%
2004	100.00%
2005	99.71%
2006	99.55%
2007	99.43%
2008	100.00%

Table 3

2008 Tennessee Seatbelt Survey Results

In 2008 the Tennessee highway safety community has continued several important vehicle occupant protection initiatives. The Tennessee Governor's Highway Safety Office (GHSO) has partnered with the National Highway Traffic Safety Administration (NHTSA), the Tennessee Department of Safety (TDOS), local law enforcement agencies and numerous other public and private entities in order to increase seatbelt usage across the state of Tennessee.

Chief among these initiatives is the eighth consecutive year of the Click It or Ticket initiative. This high visibility education and enforcement campaign, combined with the 2004 enactment of a statewide primary enforcement seatbelt law, has produced an increase in Tennessee's observed seatbelt usage rate in seven of eight years since its implementation in 2001. Other safety campaigns such as Booze It and Lose It, Buckle Up in Your Truck, Hands Across the Border, and 100 Days of Summer Heat have also contributed to continuing progress in safety belt usage.

For 2008, the final statistically-adjusted statewide seatbelt usage rate is 81.49%. By comparison, the final usage rate for 2007 was 80.20%. Within this year's results, many historical trends continue. Despite significant gains in recent years, pickup trucks continue to have the lowest usage rate of any vehicle type.

For 2008, pickup trucks occupants were observed to have a seatbelt usage rate of 75.15%, up from 72.27% in 2007. The next lowest rate by vehicle type was 78.31% for SUVs. Cars and vans returned usage rates of 84.48% and 83.87%, respectively.

Table 1 shows the final adjusted usage rates by vehicle type and county, as well as the final statewide usage rate of 81.49% ($\pm 0.72\%$) for all vehicle types. The observed statewide motorcycle helmet usage in 2008 was 100.00%.

Table 2 shows the motorcycle helmet usage by county. To further illustrate the recent progress brought about in increasing seatbelt usage across the state of Tennessee by both the Click-It-Or-Ticket campaign and passage of a primary seatbelt enforcement law,

Table 3 shows annual usage rates for all vehicles, passenger cars, pickup trucks, vans, and sport utility vehicles since 2000.

ALCOHOL & OTHER DRUGS COUNTERMEASURES

Program Goal: To decrease the number of alcohol- and drug-related motor vehicle crashes to 37% in CY 2008 from the baseline of 41% in 2000

Performance Objective Measures:

- To decrease the number of alcohol related fatalities by 2% in CY 2008.
- To decrease the number of alcohol or drug-related crashes by 2% in CY 2008.
- To decrease the number of driver fatalities with BACs of .08 or greater to by 10% by the end of 2008.
- To train 350 traffic enforcement officers in Standard Field Sobriety Testing (SFST), 50 officers in mobile video camera technology, 25 officers as Drug Recognition Experts (DRE), and to expand judge and prosecutor training to 100 by September 2008.

Action Taken:

- Executed year round impaired driving enforcement
- Provided special enforcement emphasis during national enforcement campaign periods
- Increased participation and coordination by all components of the DUI system: enforcement, prosecution, adjudication and rehabilitation
- Continued training of law enforcement on DUI laws
- Funded roadside safety checkpoints
- Continued funding DUI data tracking system called DUI Tracker. One of many components is that of tracking and identifying high repeat offender locations
- Funded 21 of 31 Judicial Districts with a Specialized DUI prosecutor

Grant Number	Grantee	Funding Source	Grant Amount	Grant Name
K8-08-03	Tennessee District Attorneys General Conference	410	\$536,167.99	2 DUI Specialized Training/TN Traffic Safety Resource Prosecutors
154AL-08-04	Tennessee District Attorney General – Fifth District		\$141,765.15	DUI Special Prosecutor (There are 21 grants total with this type of focus.)
154AL-0833/ PT-08-58	Metro Nashville Police Department	154/402	\$999,374.84	Highway Safety Initiative

Highlights of Accomplishments:

Tennessee District Attorneys General Conference – Traffic Safety Resource Prosecutors

Training seminars that were organized, planned and conducted by this unit were:

Prosecuting Drugged Driver, Cross Examination Workshop and Vehicular Homicide. The Drugged Driver Course was attended by 34 prosecutors. This course was intended to assist prosecutors in cases involving Drug Recognition Expert law enforcement officers and in the prosecution of drug impaired drivers. This course is intended to help prosecutors improve their effectiveness in Drug Impaired Driving prosecutions so that more violators that commit the crime of DUI by drugs will be convicted of the crime and receive appropriate sanctions and treatment. On a scale of 1-7 with one as poor and seven as excellent the course was rated 6.0 in post course critiques for practical application.

The Cross Examination Workshop

was attended by The goal of the course was to permit the prosecutor to be better prepared for all future DUI and vehicular homicide cases to encourage the conviction of guilty offenders. The goal was to be accomplished by developing knowledge of various methods and techniques to be effective in a jury trial. This course focused on various methods of cross examination and included the opportunity to plan and prepare cross examinations for various types of witnesses under the tutelage of an outstanding faculty. On a scale of 1-7 with one as poor and seven as excellent the course was rated 6.2 in post course critiques for practical application.

Vehicular Homicide for Prosecutors

This course was focused on assisting prosecutors to develop their knowledge and skills in trying these cases. A substantial portion of this three day course involved presentations on crash reconstruction, technical investigation at the scene, and toxicology. Vehicular fatality cases are complex, requiring prosecutors to have a working knowledge of crash reconstruction and toxicology, as well as skills to work with expert witnesses and victims. In addition this course focused on the process of brainstorming and developing effective trial presentations. On a scale of 1-7 with one as poor and seven as excellent the course was rated 6.35 in post course critiques for practical application.

Other courses were offered during the year to law enforcement classes. TSRP Jim Camp trained all THP troopers concerning fourth amendment issues in traffic stops. This two hour training session for about 40 officers per week for twenty weeks included training in seizure and post stop evidence gathering. A cop in Court, a testimony training class was conducted for all Advanced SFST classes, cadet academies at the Tennessee Law Enforcement Training Academy, Tennessee Highway Patrol Training Academy and Blount County Training Academy. The class was also offered to numerous in service classes, Drug Recognition Expert classes and some Standardized Field Sobriety Test classes.

Training concerning drug and alcohol influence recognition was conducted for the State DARE officers at their annual conference and for two training classes. It was also offered to the National DARE Conference.

Presentations were also delivered by the Traffic Safety Resource Prosecutors to:

The Tennessee Lifesavers Conference; The National Lifesavers Conference, The Tennessee New Prosecutors Training Academy, Wisconsin Prosecutors, three Kentucky Protecting Lives; Saving Futures class, the Tennessee Mothers Against Drunk Driving, Law Enforcement Liaison Network meetings, the Tennessee Highway Patrol, the Memphis, Shelby County District Attorney's Office.

The TSRP's gave presentations concerning traffic safety issues to over 1800 persons in various venues during 2007-2008.

Four Newsletters were written, published and distributed by the unit. Five Thousand Six Hundred newsletters were mailed to all prosecutors, Judges, Sheriffs, Police Chiefs, Training Officers, Legislators and the Governor. In addition approximately 1,000 were e-mailed in pdf format to various police officers.

New information alerts were sent every month to 133 prosecutors. These alerts were mailed out when the Supreme Court or Court of Criminal Appeals rendered a decision, which would affect the prosecution of traffic crimes. TSRP Jim Camp worked extensively, but not exclusively with the Tennessee Highway Patrol at the Training Academy. Camp received and answered requests for information almost every week and in addition taught at numerous THP classes including classes for DUI, traffic crashes and dispatchers.

Tennessee District Attorneys General – Specialized DUI Prosecutors – Fifth District (This is a sampling of one of a total of 21 grants of which there are very similar results)

- The University of Memphis' Department of Psychology continues to gather data from Tennessee Prosecutors who are funded by grants from the GHSO. These prosecutors tend to be the prosecutors who most often receive information and training from this unit.
- With the completion of its third year, the Fifth Judicial District DUI Prosecution Team continues to compile and analyze data. Records show that conviction rates have increased each year since the start of this grant program.
- Data from the DUI tracker indicates that county-wide conviction rates increased from
 1. 72.71% in 2005
 2. 79.43% in 2006
 3. 82.4% in 2007
 4. 90.32% for 2008 year to date.
- This data continues to indicate that the efforts put forth to create a systematic approach to data collection, case file preparation, litigation and data entry are working.
- The Prosecution Team has streamlined the methods used to gather and enter information, which has greatly improved the capability to get data entered in a timely manner. By streamlining the methods currently used regarding data entry, more time has been spent on case file preparation and legal research.
- Last three years the rate of arrests for DUI related offenses continues to decline in some of the districts.
- DUI Prosecutors have become more involved with local organizations in the development of programs aimed toward substance abuse prevention and treatment.

Metropolitan Nashville Police Department

It was the goal of the Nashville Highway Safety Program to make 800 DUI arrests, conduct 800 breath alcohol analyzer tests, 100 felony arrests, 50 blood tests, 12,000 traffic stops, 800 physical arrest misdemeanors and 400 misdemeanor citations over the course of the grant program. Additionally, a goal to reduce fatal crashes involving impaired drivers by five percent (5%) when compared to fatalities of the same type during calendar year 2005.

Results:

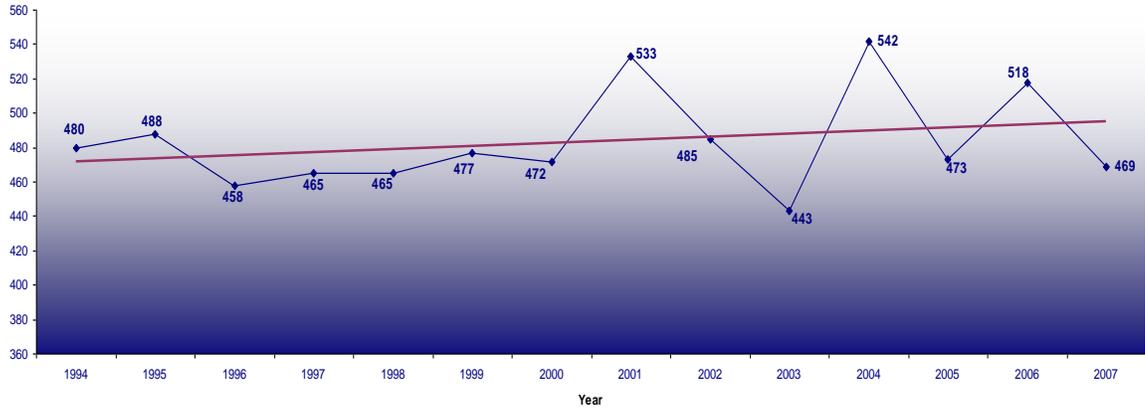
- 15,005 Traffic stops made
- 1961 DUI arrests made
- 1,263 Breath Alcohol tests conducted
- 113 Blood tests made
- 76 Felony arrests made
- 3,907 Misdemeanor arrests made

When comparing the four quarters of 2007 to 2008 NHSG statistics (October 1 through September 30 of each year), there was a 3% decrease in traffic stops, 32% increase in DUI arrests, 16% increase in breath tests and a 92% increase in blood tests.

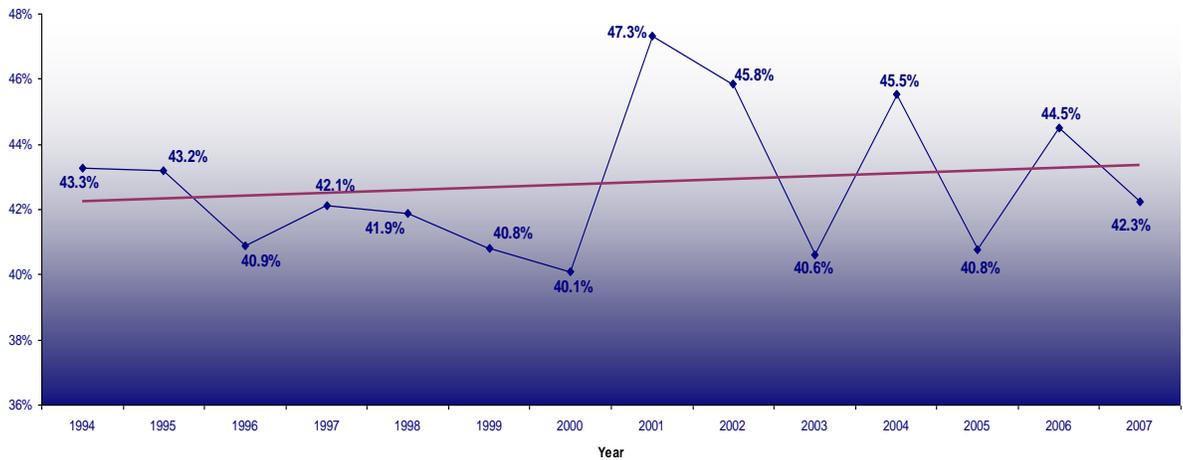
However, in order to measure the true success of the program, one must consider comparing the current and last year grant programs. From October 1, 2006 through September 30, 2007 there were 72 fatal crashes. From October 1, 2007 through September 30, 2008 there have been 65 fatal crashes. A decrease of 7 fatal crashes or a 10% decrease.

Performance Trend Chart:

Alcohol Related Traffic Fatalities in Tennessee



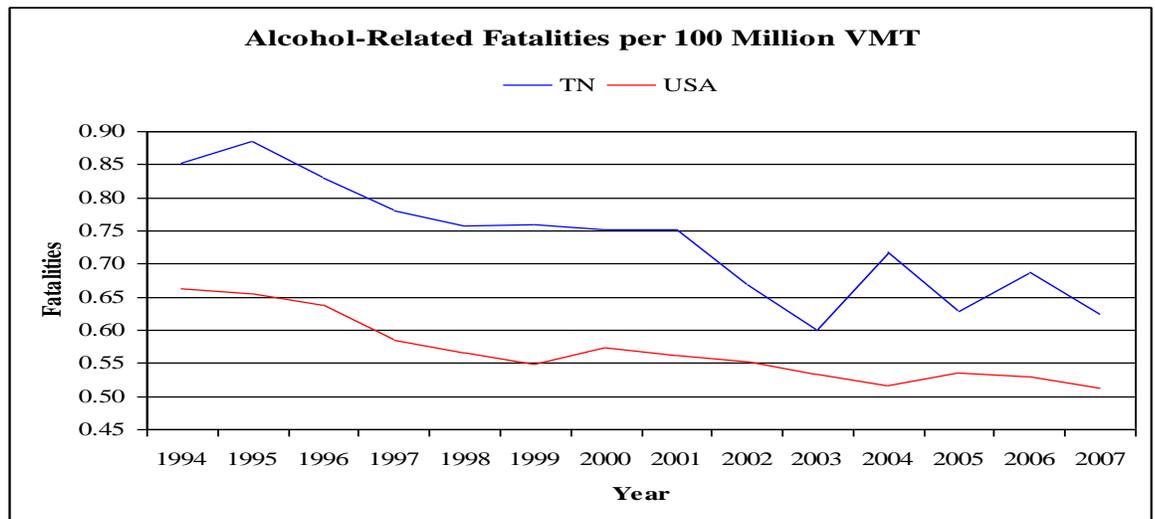
Alcohol Related Fatalities as a Proportion of All Fatalities



Alcohol-related Fatalities per 100 Million VMT

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
TN	0.78	0.76	0.76	0.75	0.75	0.67	0.60	0.72	0.63	0.69	0.62
USA	0.58	0.57	0.55	0.57	0.56	0.55	0.53	0.52	0.53	0.53	0.51

Source: TN Dept of Safety Office of Records and Statistical Management, 20 Nov 2008.



Persons Killed By Highest Driver BAC in the Crashes, Tennessee							
Year	BAC = .00		BAC = .01--.07		BAC = .08+		Total Number
	Number	Percent	Number	Percent	Number	Percent	
1994	743	61%	67	6%	398	33%	1,214
1995	760	60%	59	5%	437	35%	1,259
1996	749	60%	60	5%	423	34%	1,239
1997	745	61%	57	5%	415	34%	1,225
1998	732	60%	72	6%	404	33%	1,216
1999	806	62%	62	5%	433	33%	1,302
2000	800	61%	80	6%	415	32%	1,307
2001	733	59%	69	6%	439	35%	1,251
2002	720	61%	72	6%	384	33%	1,177
2003	778	65%	43	4%	370	31%	1,193
2004	825	62%	70	5%	439	33%	1,339
2005	824	65%	68	5%	376	30%	1,270
2006	797	62%	72	6%	414	32%	1,284
2007	763	63%	54	4%	390	32%	1,210

Source: NHTSA FARS Encyclopedia, at <http://www-fars.nhtsa.dot.gov/Trends/TrendsAlcohol.aspx>,
20 Nov 2008.

YOUTH DRIVERS PROGRAMS
Including
ALCOHOL AND OTHER DRUGS
COUNTERMEASURES

Program Goal: To decrease the number of 15 to 34-year-old drivers and passengers killed or seriously injured in all traffic crashes by 5% in CY 2007.

Performance Objective Measures:

- To decrease the number of Youth ages 15-20 killed or seriously injured in motor vehicle crashes 5% by the end of CY 2007.
- To decrease the number and percent of 21-24 year olds drinking drivers involved in fatal crashes by 5% by the end of CY 2007.
- To decrease the number and percent of 25-34 yr olds drinking drivers involved in fatal crashes by 5% by the end of CY 2007.

Action Taken:

- Executed year round impaired driving enforcement
- Provided special enforcement emphasis during national enforcement campaign periods
- Increased alcohol awareness on college and high school campuses across the state.
- Conducted beer-stings on local retail owners selling alcohol
- Monitored bars in town and conducted frequent “walk through” of establishments to determine if under-aged patrons were present.
- Provided drunk driver simulation using Simulated Impaired Driving Experience (SIDNE) vehicle to high schools.
- Increased participation and coordination by all components of the DUI system: enforcement, prosecution, adjudication and rehabilitation
- Continued training of law enforcement on DUI laws
- Purchased instructional equipment and materials to be distributed to schools.
- Funded roadside safety checkpoints

Grantee	Grant Amount	Grant Name
Tennessee Department of Safety	\$208,161.12	Youth Safety- Alcohol Impaired Enforcement
Washington County Sheriff's Department	\$54,592.00	Sheriff's Training for Awareness and Responsibility
Martin Police Department	\$43,745.85	Youth Alcohol/Youth Traffic Safety
Memphis Police Department	\$108,290.16	Comprehensive Alcohol Risk reduction (C.A.R.D.)
Johnson City Police	\$34,148.62	Reduction of Use of Alcohol by Juveniles
Powell Business and Professional Assoc.	\$30,174.36	Real Life 24- Teen Driver Program
TSSAA- Statewide	\$80,000.00	DUI Highway Safety Education Team
Decatur County Sheriff's Office	\$75,524.41	Tenn. Novice Driver
MADD- Davidson County	\$40,759.14	Youth in Action
TJohnE Productions, Inc.	\$96,580.00	Thinkfast Young Adult Impaired Driving Intervention
The Renaissance Center	\$36,504.95	The Blake McMeans Story

Highlights of Accomplishments:

- Youth Alcohol usage awareness program was aggressively targeted in the state especially in rural areas of the state was targeted due to the large number of fatalities in those areas.
- Well over 50,000 students were educated on the dangers of drinking alcohol while driving.
- A high impact video was created for distribution about the life of Blake McMeans who made the decision to drink and drive and is now confined to a wheel chair.
- The 2nd session of S.T.A.R Academy was held. 15 students were trained on responsibility factors associated with alcohol, distracted or impaired and/or distracted driving, drag racing, vehicle crash dynamics and crash dynamics.
- Achieved a reduction in crashes involving drivers who are 18 or younger by 2.1%

The Renaissance Center

- An Emmy and Peabody Award winning team created a video production surrounding the story of Blake McMeans, a nationally ranked tennis champion who made the decision to drink and drive. Blake's decision left him confined to a wheelchair and the loss of his dreams to play tennis in college and as a professional. The story is basically a documentary that required research, hours of video interviews and long days of transcribing video to produce a compelling story that will convince youth to not mix drinking while driving.
- The video was completed at the end of FFY08 and was marketed to community organizations, schools statewide, etc. for distribution. The video was shown to local TV stations and leaders statewide.
- Blake took his "I Promise" tour on the road and spoke to hundreds of college and high school students about his story and encouraged them to make good decisions in their lives.

Tennessee Secondary School Athletic Association - TSSAA

- A DUI Education Team (called The Right Team) was established to educate students about the dangers of drinking and driving. The goal of the Education Team was to establish a program that not only focused on awareness but also prevention for high school and middle school students. Administrators and Athletic Directors at member schools were sent Public Service announcements and encouraged to read them during their regular and post season events.
- The Right Team also presented the "Magic of Stephen". Stephen Bargatze, the Director of Student Services, is a professional magician that utilizes magic to capture students' attention. Once he has gained the respect and attention of the students, he takes the opportunity to talk about the dangers of drugs and alcohol on the road, the importance of seat belts and the importance of following the rules of the road. Stephen and the DUI Education team reached over 47,198 students and adults in 206 presentations across the state. Each quarter initial goals were well exceeded.
- In addition to assemblies and classroom presentations, The DUI Education Team organized public address announcements to be read prior to all games, and during half-time and conclusion of all games. The PA announcements were sent to 380 member high schools across the state. The Team updated schools and administrators on their progress in the TSSAA News Magazine. This magazine is distributed to over 6,000 individuals 3 times per year.

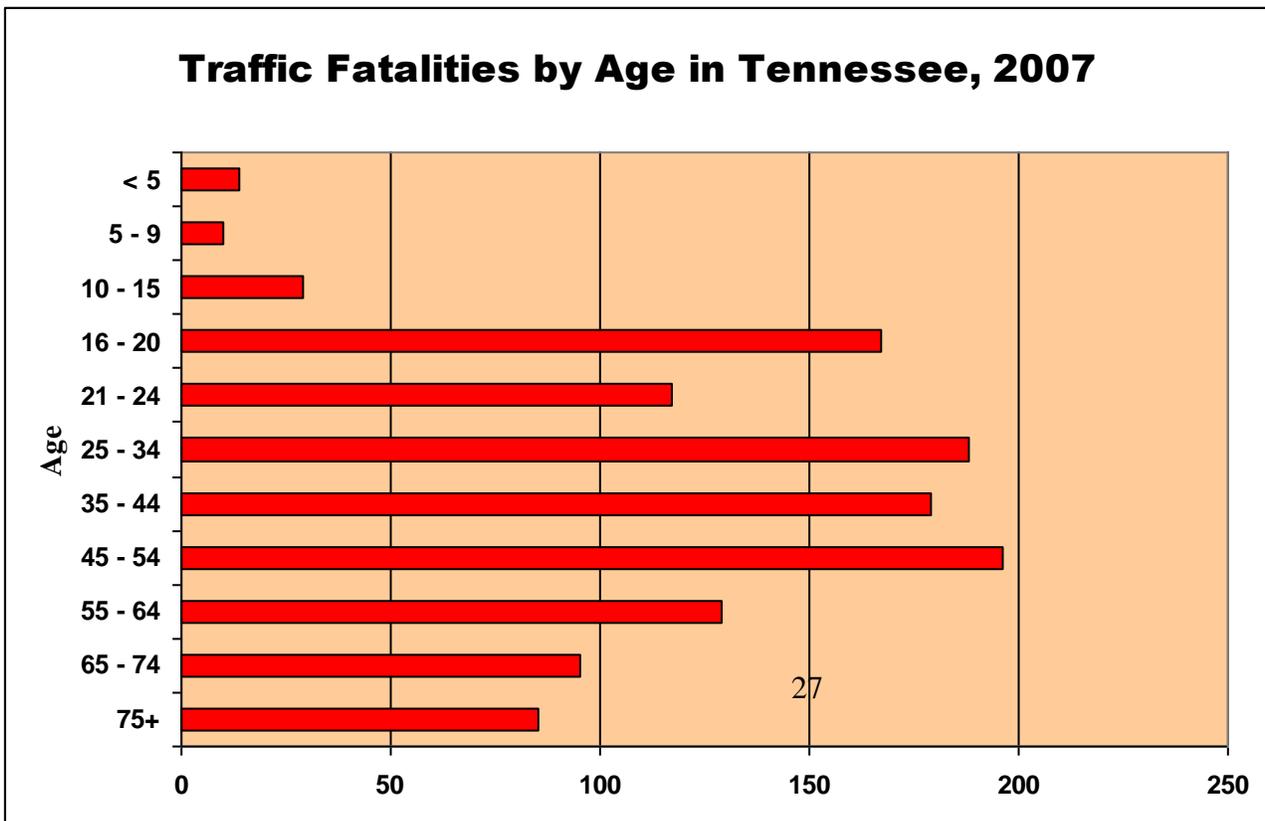
Martin Police Department

- Routine bar checks for underage drinking were conducted at local establishments and fraternity parties. Undercover checks were conducted for the sale of alcohol to underage youth by vendors. Over 60% of retail outlets targeted were cited with sales to minors.
- 146 violation of Drinking Age citations and 38 DUI citations were issued.
- Also initiated was a program targeting 10th, 11th, and 12th graders during prom season called COOL (Controlling Our Own Life).

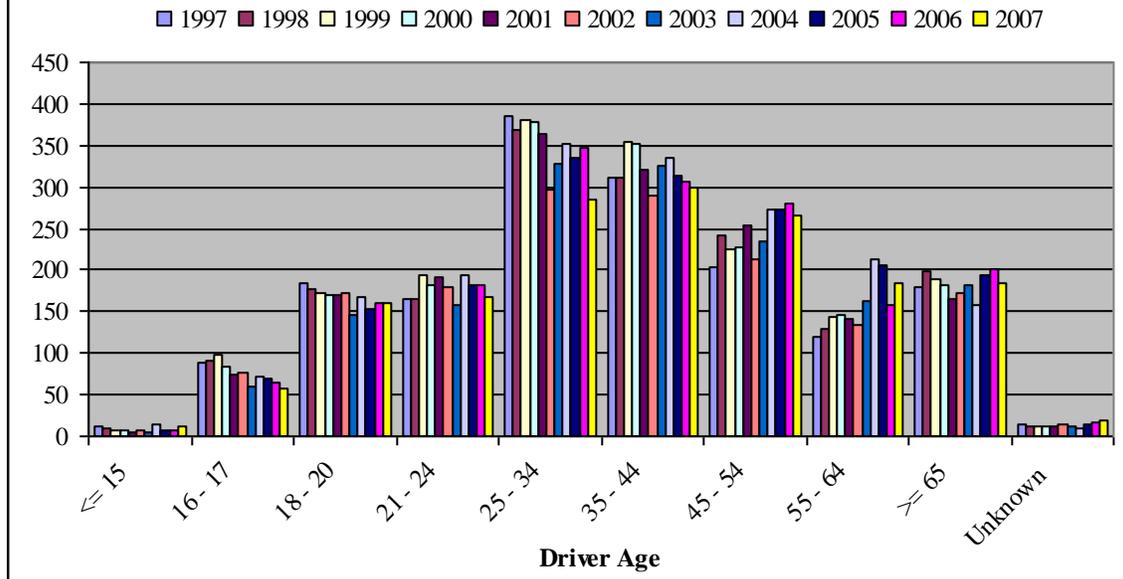
TJohnE Productions, Inc.

- The choices kids are faced with today are absolutely mind-boggling and the consequences of those choices can be dangerous – even potentially lethal. TJohnE's philosophy is to provide students with information that can facilitate choices that will promote a healthy, exciting educational experience that carries on to the real world. An interactive game show was created to appeal to all ages while providing entertainment as well as informative and engaging alcohol trivia.
- Over 4,000 high school and college students were educated about the risks associated with drinking alcohol while driving.

Performance Trend Chart:



Drivers Involved in Fatal Crashes By Age 1997 - 2007



POLICE TRAFFIC SERVICES

Program Goal

- To decrease the number of vehicle crashes and fatalities related to speeding and other drivers' behavior offenses by 10 % in FFY 2007-08.
- To reduce the number of fatal motor vehicle crashes in rural areas by 10% in FFY 2007-08.
- To provide traffic enforcement training for patrol officers.
- To provide funding for purchase of equipment needed for traffic enforcement, and to support with overtime funding for traffic enforcement in smaller communities.

Performance Objective Measures:

- To decrease the number of speed-related crashes by 10% by the end of 2007 and decrease fatalities and incapacitating injuries resulting from these crashes by 10% by the end of CY 2007.
- To decrease the number of rural fatal crashes by 10% by the end of CY 2007.

Action Taken:

The general goal of Tennessee's Police Traffic Services Program is to significantly reduce the number of speed-related crashes. Performance goals include reducing the percentage of speed-related crashes by 10%, the high level of crashes that occur because of the four predominant contributing factors: following too closely, failure to grant the right of way, traveling too fast for road conditions, and violating traffic controls.

GHSO awarded several types of grants to various LEAs throughout the State. Examples of grants are shown below:

- Law Enforcement Liaisons Grant
- High Visibility Grants
- Police Traffic Services Enforcement Grants
- Network Coordinator Grants
- Law Enforcement Training Grants
- Law Enforcement Language Training Grant

The Tennessee Governor's Highway Safety Office participated in the national enforcement waves through our *Booze It & Lose It* and *Click It or Ticket* campaigns. We continued to encourage our law enforcement partners to participate fully in these initiatives by stepping up enforcement during strategically selected periods. GHSO also implemented a more sustained *Buckle Up in Your Truck* campaign and made it more conducive to the "*Click It or Ticket*" model.

The GHSO initiated enforcement along with the media advertising in order to raise the seatbelt usage rate for pick-up truck drivers and their occupants. Speeding, aggressive driving, occupant protection, and DUI enforcement programs are priorities of the Police Traffic Services program area. Following are the sample Grants in this:

Grantee	Grant Amount	Grant Title
University of Tennessee	\$ 1,150,000	UT Law Enforcement Liaison Project
Various LEAs	\$ 715,000	High Visibility Grants
Various LEAs	\$ 330 K	Network Grants
Mount Carmel PD	\$ 23,107.97	Operation SPEED Enforcement

Bradley County Traffic Svcs	\$ 24,300.00	Operation Safe Street Enforcement
Memphis Police Dept	\$ 196,816.55	Multi- Violation Grant
Columbia State Community College	\$ 199,999.00	Law Enforcement language Training
Tennessee Law Enforcement Training Officers Association	\$ 173,966.25	Law Enforcement Training
Tennessee Highway Patrol Blount County Sheriff's office.	\$ 32,000.00 \$ 65,000.00	The Dragon™ Program- Blount County

Some Examples of Results from Police Traffic Services Enforcement Grants

Mount Carmel Police Department Traffic Services

Program Highlights:

Operation S.P.E.E.D. originated in 2006 in response to a high number of fatal and serious injury accidents occurring within our jurisdiction. The program was designed to target enforcement efforts at speeding, reckless driving and unrestrained drivers - three of the violations we identified as most prevalent in the crashes. Using funding provided by the GHSO, the officers worked overtime shifts and concentrated efforts on those three violations. Through the enforcement efforts and an educational component also built into the program our goal was to immediately reduce the number of traffic violations and ultimately reduce the number of fatal and serious injury crashes.

The main method of evaluating the effectiveness of the program was daily activity sheets filled out by the officers at the end of each specialized enforcement shift. The activity sheets measured total citations and total arrests, and broke each category down into more detailed headings such as total number of speeding, seat belt, stop sign, etc. citations that were issued. The information taken from the daily activity sheets was used to measure the times and locations of the majority of the violations. That information was then used to set the schedule for more targeted enforcement. Daily sheets were then totaled monthly and quarterly to give our department a broader overview of how effective the program was. Over the three-year course of the program the Grantee found the daily activity sheets were the most effective way to gain the information we needed to make changes in the enforcement activity.

Result

Over the course of the final 12-months that Operation S.P.E.E.D. was in effect officers working specialized enforcement shifts issued 662 citations and made 58 custodial arrests. The citations included 245 for speeding, 127 for seatbelt violations, and 93 for Financial Responsibility among others. A total of 41 of the arrests were for driving on a suspended or revoked license and eight were for DUI. Sixteen of the arrest also included some type of drug charge.

Bradley County Traffic Services

Program Highlights:

Operation Safe Streets is a program geared toward saving lives. The Grantee has been able to put five officers on the street with their focus being on traffic. Their focus has been on those who drink and drive drivers, aggressive drivers, underage drinking, seat belt usage, child passenger safety, those who like to ignore traffic controls, and the education of school students and citizens, thus enhancing the public safety of our citizens. SAVING LIVES!!! Those five officers were

originally funded by the GHSO. However, today they are funded through our governing body. The grantee did receive \$24,300.00 from GHSO this year for extra enforcement activities.

Result

The people of Bradley County do know who or what Operation Safe Streets is. They have made an impact. One thing I would like to point out that they have really worked hard in areas where crashes and DUI offenses were occurring. Over 20,000 miles driven with 1,100 traffic stops; 800 warnings for 300 charges (247 DUI charges as a department) 1st. time over 200; 15 safety presentations, and 2 checkpoints. Short two, but have many planned this upcoming holidays!!! All goals / objectives met.

Memphis Police Department- Multi Violation Grant

Program Highlights

The City of Memphis has been awarded grant funds from the Governor's Highway Safety Office over the past six years for enhanced traffic enforcement, with special emphasis on reducing DUI offenses. One of the major objectives of the program is to increase contact with traffic violators before crash, injury or property damage occurs.

Enhanced traffic enforcement is targeted towards the top ten crash locations in the City of Memphis, including the intersections of I-240 & Walnut Grove, I-240 & Sycamore View, I-240 & Poplar Ave, I-40 & Perkins, Winchester & Mendenhall, Winchester & Riverdale, I-240 & Lamar, Winchester & Hickory Hill, I-40 & Airways and Poplar Ave & Perkins.

The strength of methodology is that the focus is given to previously identified, high-traffic locations, which focus on seatbelt compliance, alcohol and DUI offenses and speeding, with special emphasis during weekends, holidays and peak traffic periods. One of the weaknesses found with the chosen methodology is MPD must be consistent with the change in high crash locations, due to the increase police presence at a given weeks location.

Enforcement activities consist of either DUI checkpoints or DUI saturation details a minimum of twenty-four times during the grant period, with six-hour details strategically conducted between 3:00 PM and 2:00 AM on weekends and days around holidays when DUI activity is likely to be at a peak. Special emphasis on seat belt and child restraint violation and enforcement took place during Memorial Day, Easter, Independence Day, and Thanksgiving holidays.

Traffic enforcement details were conducted as required throughout the grant period, starting in November 2007 and continuing through September 30, 2008. Data was collected throughout the year, both on the number of hours of details conducted and citations that were issued. Over 400 details were run and a total of 54,050 citations were issued during grant-funded enforcement details – Alcohol Saturation Patrols (24,810), Multiple Violations (8,656), and Comprehensive Alcohol ReDuction, C.A.R.D., (1,122) – the majority of which: 34,588 or 64% were issued for speeding. Another 10,506 seat-belt and 181 child restraint citations were recorded for the same period.

Law Enforcement Liaison Grant- University of Tennessee

Program Highlights

The UT program consists of four Law Enforcement Liaison Officers, one Law Enforcement Administrator, a Law Enforcement Training Coordinator and a project director. The team is responsible for conducting DRE, SFST, Verbal Judo and other state certified courses to law enforcement agencies across the state. The program also conducts the statewide Law Enforcement Challenge, coordinates "Hands Across the Border" events, and coordinates network meetings and trainings to educate law enforcement agencies in highway safety related activities.

The success of this program was measured by:

- The number of officers trained in SFST, DRE and Verbal Judo.
- Increase in the number of agencies participating in the statewide Law Enforcement Challenge.
- Conduct the annual “Hands Across the Border” event.
- Network and conduct meetings with various agencies including: law enforcement, emergency medical services, hospital members, and other highway safety advocates.

High Visibility Grants

Program Highlights

The main goals and objectives were:

- To increase safety belt use to 80% by the end of CY 2008
- To maintain STEP Wave of concept of enforcement, participate in national mobilization periods
- To increase DUI arrests

Safety belt use has reached the goal set during the planning process.

Agencies submitted enforcement campaign data to WWW.TN.TrafficSafety.org website. The result of the campaign data is listed below in the Performance Chart section.

Network Law Enforcement Grants

Program Highlights

The main goals and objectives were to reduce injuries, fatalities, and economic losses on TN roadways. The most important factors in the success of state-wide highway safety programs are the involvement of law enforcement agencies on the local level and their enthusiasm and interest in the programs. One time special award grants are awarded to the highest score by the state four regional agencies.

The success of the program was measured by:

- Number of agencies participating in the monthly Network meetings;
- Number of LEAs participating in planned enforcement initiatives;
- Participation level of the agencies in the Network in the national campaign;
- Number of LEOs within the network receiving training; and
- Implement crash data collection by electronic systems.

Law Enforcement Training Grants

The Governor’s Highway Safety Office is proud to report **the following achievements** in training grants.

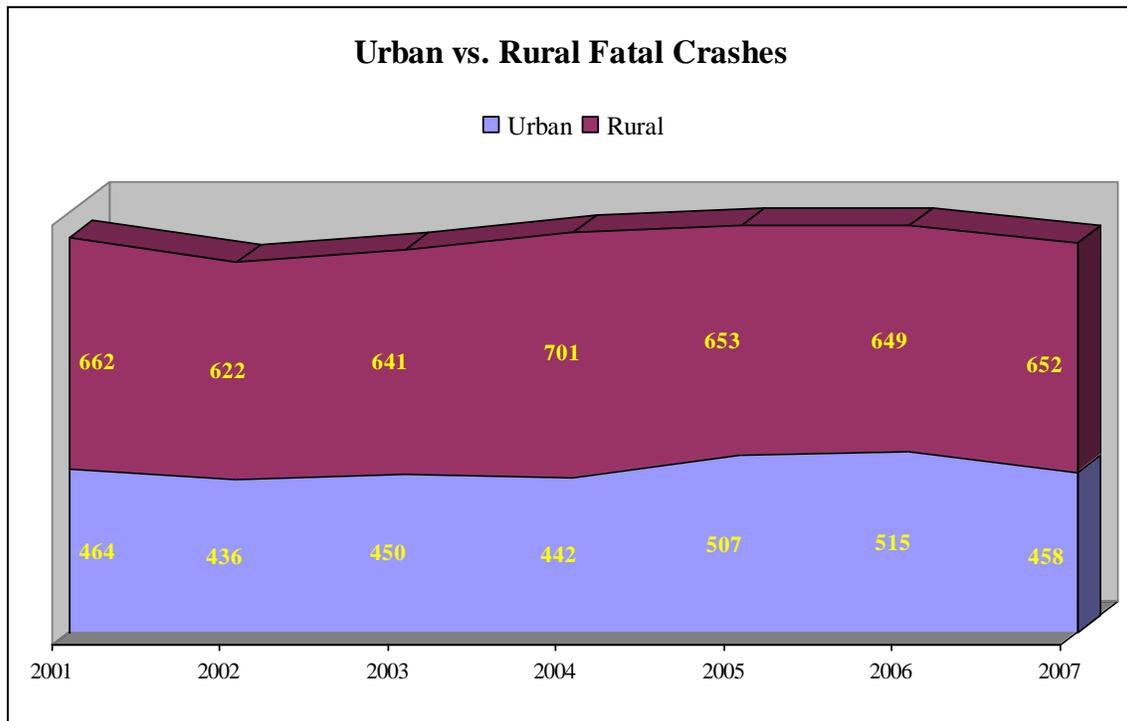
- Advanced Roadside Impaired Driving Enforcement – 28
- Advanced Roadside Impaired Driving Enforcement PLUS – 39
- Advanced Standardized Field Sobriety Testing – 46
- DUI Detection/Standardized Field Sobriety Testing – 249
- Drug Recognition Expert - 31
- Advanced Traffic Crash Investigation – 37
- At-Scene Traffic Crash Investigation – 71
- COPS in Court - 140
- Basic RADAR/LIDAR Operator – 55

- RADAR/LIDAR Instructor - 78
- GHSO Grant Application Writing – 105
- Law Enforcement Instructor Development – 120
- Officer Spanish Communication (Basic) – 230
- Officer Spanish Communication (Enhanced) – 102
- Standardized Child Passenger Safety – 381
- Standardized Child Passenger Safety (Re-Certification) – 29
- Standardized Field Sobriety Instructor Development – 16
- STOPS (Instructor) – 46
- Traffic Crash Reconstruction – 28 Verbal Judo - 44
- TOTAL OFFICERS TRAINED – 1,875
- Prosecutors Trained - 87
- DUI Detection/Standardized Field Sobriety Testing (Law Enforcement Training Academy Cadets) – 639
- State Law Enforcement Officers (THP) – 1,300

Other Police Traffic Services Highlights of Accomplishments:

- The Law Enforcement Liaisons (LELs) were instrumental in increasing participation in the statewide traffic safety campaigns and recruiting new agencies in areas where there were no task forces on safety. They attended numerous safety task force meetings, safe community meetings, and county law enforcement meetings. They were a catalyst for supplying information to local law enforcement agencies about the GHSO and other agencies resources available for them.
- This month we will complete the fourth year of the GHSO statewide training program. The final numbers are not in but we had trained approximately 1,200 Law Enforcement Officers.
- Number of reckless and negligent driving crashes has declined from 7,170 in 2005 to 5,799 in 2008.
- Number of speed related crashes has declined from 11, 534 in 2005 to 9,331 in 2007

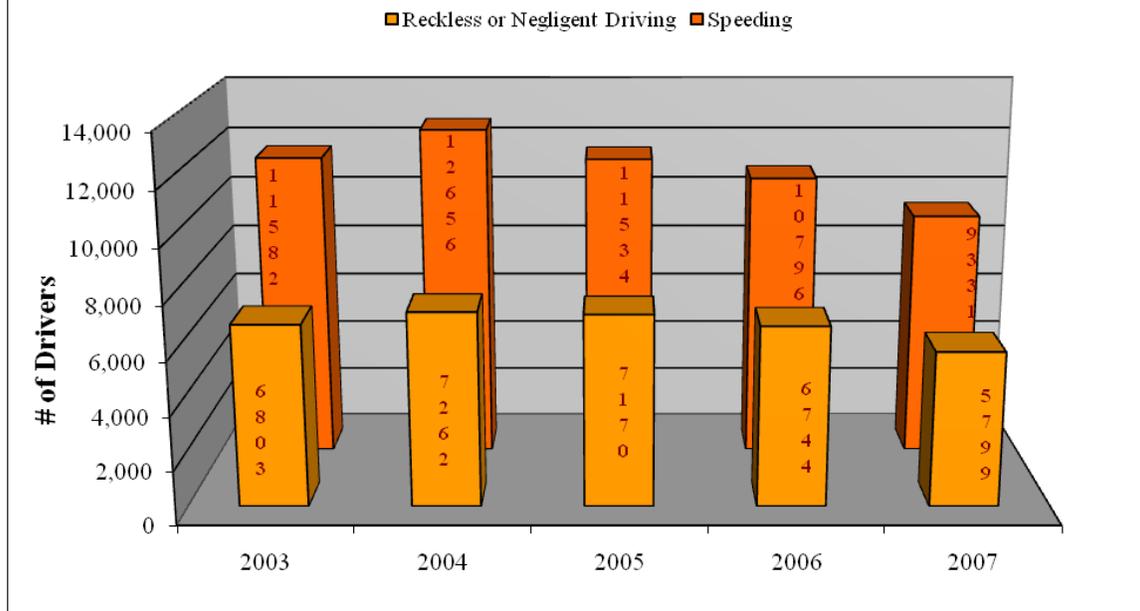
Performance Chart:



Aggressive drivers are high-risk drivers. They are more likely to drink and drive, speed, or drive unbelted even when not being aggressive. Aggressive driving is generally considered to consist of combinations of several high-risk behaviors which, taken singly, do not represent aggression. These behaviors include:

- Disregard of traffic signs and signals
- Following too closely
- Erratic and improper passing
- Reckless, careless, and/or inattentive driving
- Driving while suspended license, and
- others

Speeding, Reckless, or Negligent Drivers in Tennessee Traffic Crashes, 2003 - 2007



Speeding-Related Fatalities, 2007

	Number of Fatalities in Speeding-Related Crashes	Percent of Fatalities That Are Speeding-Related	Economic Impact of Speeding-related Crashes*
Tennessee	268	22%	\$0.861 Billion
US	12,954	32%	\$40.390 Billion
Best State**		8%	

* The most recent available data is from the year 2000.

**Not including Washington, D.C.

Sources:

Tennessee: National Center for Statistics and Analysis STSI, http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/47_TN/2007/47_TN_2007.htm, accessed 24 Nov 2008.

Best State/National: FARS Encyclopedia, <http://www-fars.nhtsa.dot.gov>, accessed 24 Nov 2008

Economic Impact: Blincoc, L., et al., The Economic Impact of Motor Vehicle Crashes, 2000, (Washington, D.C.: National Highway Transportation Safety Administration, 2000), DOT HS 809 446, at <http://www-nrd.nhtsa.dot.gov/Pubs/809446.PDF>, accessed 24 Nov 2008.

Crackdown, Mobilization, and Sustained Enforcement Report

Report Date: 12/2/08
Mobilization 1: Click It or Ticket - May 2008
Mobilization 2: Impaired Driving Crackdown - Aug. 2008
State(s) in Report (1): TN
State(s) Participating in Mobilization 1 (1): TN
State(s) Participating in Mobilization 2 (1): TN

	Mobilization 1	Mobilization 2	% Change
Total Agencies			
State Police Patrol Districts	10	10	0.00%
County Sheriff's Police	95	95	0.00%
City/Town Police	257	257	0.00%
Other Agencies	14	14	0.00%
Total Agencies	376	376	0.00%
Participating Agencies			
State Police Patrol Districts	10	10	0.00%
County Sheriff's Police	70	64	-8.57%
City/Town Police	183	170	-7.10%
Other Agencies	10	14	40.00%
Total Agencies	273	258	-5.49%
Reporting Agencies			
State Police Patrol Districts	10	10	0.00%
County Sheriff's Police	70	64	-8.57%
City/Town Police	183	170	-7.10%
Other Agencies	10	14	40.00%
Total Agencies	273	258	-5.49%
Enforcement Activity			
Total Hours Worked	29674	32350	9.02%
Number of Checkpoints	323	342	5.88%
Citation Information			
DWI Arrests	1881	1808	-3.88%
Safety Restraint Citations	15648	9098	-41.86%
Child Passenger Citations	1092	737	-32.51%
Felonies	1029	998	-3.01%
Stolen Vehicles	77	93	20.78%
Fugitives Apprehended	91	506	456.04%
Suspended Licenses	3929	2467	-37.21%
Uninsured Motorists	13564	9694	-28.53%
Speeding	38676	29622	-23.41%
Reckless Driver	663	480	-27.60%
Drugs	1561	1322	-15.31%
Other	21116	18299	-13.34%
Paid Media Information			
Total Spent by Participating States	\$371,836.00	\$284,902.00	-23.38%
TV	\$279,253.00	\$196,440.00	-29.66%
Radio	\$92,583.00	\$88,462.00	-4.45%
Print	\$0.00	\$0.00	
Billboards	\$0.00	\$0.00	

TRAFFIC RECORDS PROGRAM

Goals and Objectives

- To simplify traffic safety data collection through electronic field data collection systems for state, local, and federal highway safety stakeholders' use.
- To develop knowledge base for traffic records system so that the strategic resources are managed effectively in reducing crashes, fatalities, and injuries on Tennessee roads.
- To develop data linkage partnerships so that data collected are provided to diverse set of users, agencies, and jurisdictions to improve traffic safety analysis to reduce injuries and deaths.

Performance Objective Measures:

- To increase the use of electronic crash data collection through a coordinated multi-agency program and to promote data-driven highway safety decision-making in Tennessee state, local organizations and other data users during FFY 2008.
- To develop a formalized process with detailed documentation for Electronic Crash collection to develop a statewide support process for both RMS and TraCS users.
- To update Crash data collection electronic workflows and forms to increase timeliness and accuracy.
- To increase crash and outcome reporting by improving the data linkages to coroner, ambulance run, and emergency department databases during FFY2008.
- To insure vigorous participation of all interests in the State Traffic Records Coordinating Committee and to use the TRCC's Traffic Records Strategic Plan recommendations as the basis for decision-making about highway safety information systems during FFY 2008

Action Taken:

The general goal of Tennessee's Traffic Records Program is to continue to develop a comprehensive traffic records system that provides people with timely, accurate, and complete traffic data.

The state Traffic Records Coordinating Committee (TRCC) comprised of federal, state, and local agencies, regional planning organizations, and representatives of other organizations- is actively developing ways to improve Tennessee's traffic records/safety data system. The TRCC meets regularly to discuss progress on many ongoing traffic records (safety data) system improvements.

Memoranda of Understanding were obtained by all affected Tennessee Departments and the Governor which assisted with the emphasis of this critical area.

In accordance with our Highway Safety Performance Plan of FFY 2007, we awarded the following grants to improve Tennessee traffic safety records system. These grants were managed and monitored carefully since we started Tennessee Traffic Record Coordinating Committee in FFY 2006 to make sure we were doing the right things to meet our upcoming Traffic Records Strategy Plan of FFY 2008.

Grant Number	Grantee	Funding Source	Grant Amount
TR-08-02; 154AL-08-77	TN Dept of Safety, TRIP	402 / 154 / 408	\$750,430.34
TR-08-01; 154AL-08-78	TN Dept of Safety, TITAN	402 / 154 / 1906	\$1,063,620.00
K9-08-02	TN Dept of Health, ISS	408	\$84,561.00
K9-08-01	TN Dept of Health, EMITS	408	\$48,621.96

Data Improvements – Automated Traffic Crash Reporting System

Tennessee Integrated Traffic Analysis Network - TITAN

- Successfully acquired third party contract for the development of TITAN database and a client-side tool bar
- Completed project to design, develop, and implement into production and new crash database for statewide crash reporting
- Began migration of existing electronic crash data to the new TITAN database
- Began gathering of user requirements for phases II and VI to implement statewide electronic citations

Traffic Records Improvement Program (TRIP) Grant – Tennessee Department of Safety

Traffic Records Coordinating Committee (TRCC) Administration and Support

- Added Traffic Records Analyst to work with and advise the Traffic Records Coordinating Committee (TRCC)
- Created new TRCC web site to include a traffic records forum
- Successfully renewed support through memoranda of understanding with the Governor's office and multiple State and Municipal agencies
- Successfully reviewed, rewrote, and submitted the section 408 strategic plan
- Created grant requests to fund and support multiple traffic records improvement projects in several State agencies
- Completed crash reporting software training CD and delivered to local agencies

Electronic Upload/Download of Crash Data

- Deployed and installed TraCS and TITAN Tool Bar software into 38 additional local law enforcement agencies
- Completed the deployment and installation of TraCS and TITAN Tool Bar software to all Highway Patrol districts
- Reduced backlog of electronic crashes with unresolved "unknown" and "other" data elements
- Increased the number of electronic crash reporting users by approximately 1200
- Decreased the number of paper crash reports from 2007 by 25% in 2008
- Increased the number of electronic crash reports from 2007 by 89% in 2008
- Created help desk function to support local enforcement agencies with electronic reporting of crash data

Geographic Information Systems Integration to Electronic Crash Reporting

- Added staff skilled in GIS at the Department of Safety
- Created GIS applications for crash location and analysis to Statistics and Analysis web site
- Created thirty new reports by October 2008 and deployed to the Statistics and Analysis web site

Integrated Criminal Justice Portal

- Completed Portal Phase II in June 2008
- Added capabilities to search and report on Wanted, Orders of Protection, Active Parole Violation, print DL History - The printed document are certified copies and are acceptable to the majority of judges across the state
- Successfully completed initial proof of concept for Phase III
- Prepared grants for 2008-2009 for Phase III to include: adding employment information, wildlife resources, boat registration, hunting license, Department of Health birth, death, marriage and divorce
- Prepared legislation to share the CJP with other states
- Added 331 agencies (5261) users between January 1 and August 30, 2008

Data Entry of Paper Crash Reports

- Fourth quarter 2008 - 88 % or 34,164 crash reports have been keyed within 30 days of being scanned
- Fourth quarter 2008 - .09% or 3,431 crash reports have been keyed within 60 days of being scanned
- Fourth quarter 2008 - .01% or 265 crash reports have been keyed within 90 days of being scanned
- Successfully prepared and received a grant to allow for purchase of new equipment to replace old outdated equipment

Research on Crash Injury Patterns

- Completed collection of 50% of ambulance run reports
- Completed provider billing software to download EMITS data
- Completed collection of 100% of trauma patient records
- Completed 12 trauma centers across the State submitting patient data to the EMITS
- Added statistical analyst staff to perform research, programming, and analysis
- Completed establishing Injury Surveillance System objectives
- Completed development of Injury Surveillance System data transfer specifications

Highlights of Accomplishments:

- Completion of a new crash reporting database for the TITAN
- Addition of Traffic Records Analyst to advise and work with the TRCC
- Significant increase in acceptance of the State's electronic crash reporting solution at major municipalities and agencies
- Significant increase in the number of electronic crash reports received from local agencies and Highway Patrol
- Significant decrease in the number of paper crash reports received from local agencies
- Submission of Section 408 Strategy Plan to NHTSA, for Section 408 program plan year 2008 (408 does not run on federal fiscal schedule)
- Completed major milestones in the Injury Surveillance and the EMITS programs
- Completed Criminal Justice Portal Phase II
- Major forward progress in subscribers to the Criminal Justice Portal

- Achieved 88% of paper crash reports keyed within 30 days of receipt
- Developed a new TRCC web site and web forum

Challenges Encountered and Solutions Developed:

- Limited technical resources to dedicate to the traffic records improvement programs
- Limited technical assistance personnel to man help desk and assist local agencies
- Collection of data to support accurate performance and progress measures
- Lack of statewide standards in the courts for DUI and electronic citation tracking
- Tracking and reporting on particularly long lead times in some projects under the section 408 strategic plan
- Technical inadequacies and incompatibilities when deploying electronic reporting software at local agencies

MOTORCYCLE SAFETY PROGRAM

Program Goal:

- To reduce the number of Motorcycle crash fatalities by 10% from baseline of 135 to 121 and the number of crashes by 15 % from 2072 to 1761 by CY 2007.
- Increase Helmet use in fatal crashes by 5 % from an average of 82 % to 87 %.

Performance Objective Measures:

- To decrease the number of motorcycle crashes to 1761, and the number of fatalities to 121 in CY 2007.

Program Highlights:

In Blount County Tennessee, U.S. 129 weaves through 11 miles of mountainous roadway on the Tennessee side of the highway. This stretch of roadway has over 318 curves and is highly publicized on websites as the ultimate riding course for motorcycles and race cars. Drivers from all over the world come to test their endurance and push the limits for speed and agility.

In the spring of 2007, it was brought to the attention of the Governor's Highway Safety Office that there had been over 142 crashes from June 1, 2006 to September 30, 2006 and that Life Star Ambulance continually had to transport seriously injured drivers and motorist. Law enforcement officials were concerned for the safety of residents in the area, but lacked the resources to continually man the area.

Action Taken:

Two grants were issued to agencies in that jurisdiction.

- Tennessee Department of Safety, Knoxville District and;
- Blount County Sheriff's.

Grant No.	Agency	Program	Grant Amount	Funding Source
PT-08-56	TN Department of Safety	The Dragon	\$ 75,183.75	402
PT-08-57	Blount County Sheriff's Office	The Dragon	\$ 125,022.48	402

Highlights of Accomplishments:

- Overall calls for Life Star were reduced by 66.67%.
- During that period of time, there was a 24.12% reduction in overall crashes.
- 363 citations were issued for speeding, improper passing, child restraint, and other moving violations, plus 168 citations were issued for violation of administrative laws.

The Shady Valley Enforcement grant – TN Dept of Safety

Program Highlights:

The Shady Valley Enforcement grant resulted from the need for additional enforcement presence in the Shady Valley community of Johnson County in northeast Tennessee. During the spring and summer months hundreds of motorcycle riders visit the area to enjoy the natural beauty and to seek thrills by riding the numerous curves and switchbacks on U.S. Highway 421 and other roads in the area. The influx of motorcycles has resulted in many complaints from local residents and other motorists due to reckless and dangerous driving of a small percentage of the riders.

Action Taken:

One grant was issued to the Tennessee Department of Safety – THP 1st District

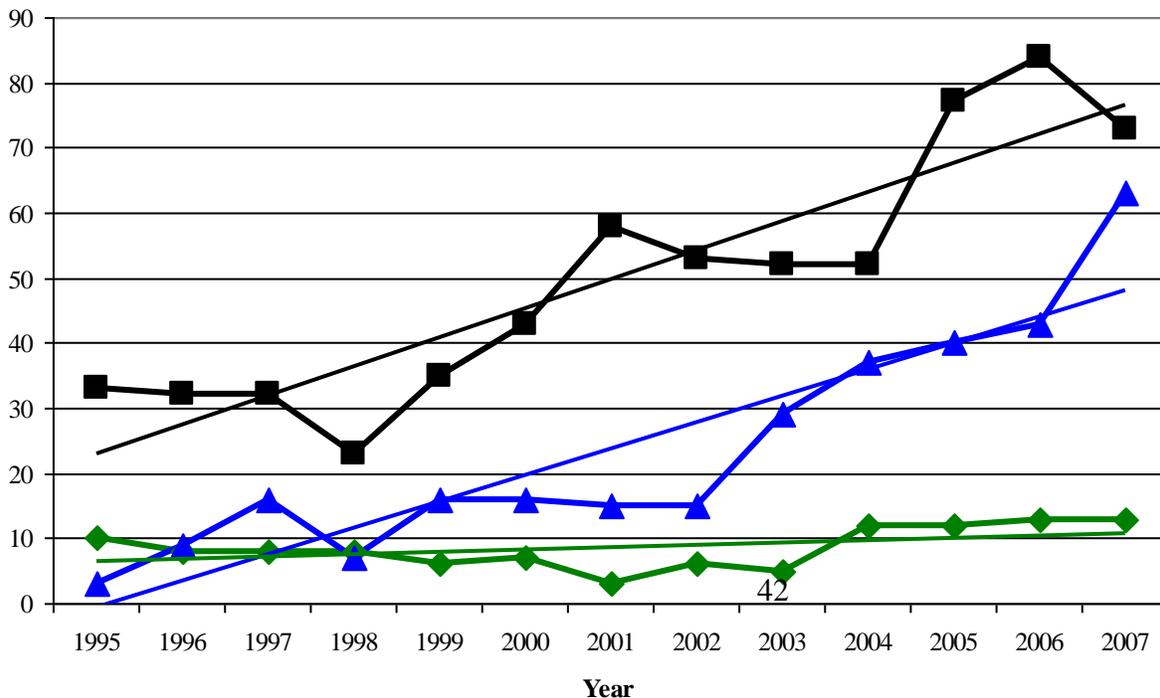
Grant No.	Agency	Program	Grant Amount	Funding Source
PT-08-63	TN Department of Safety	The Dragon	\$ 36,000	402

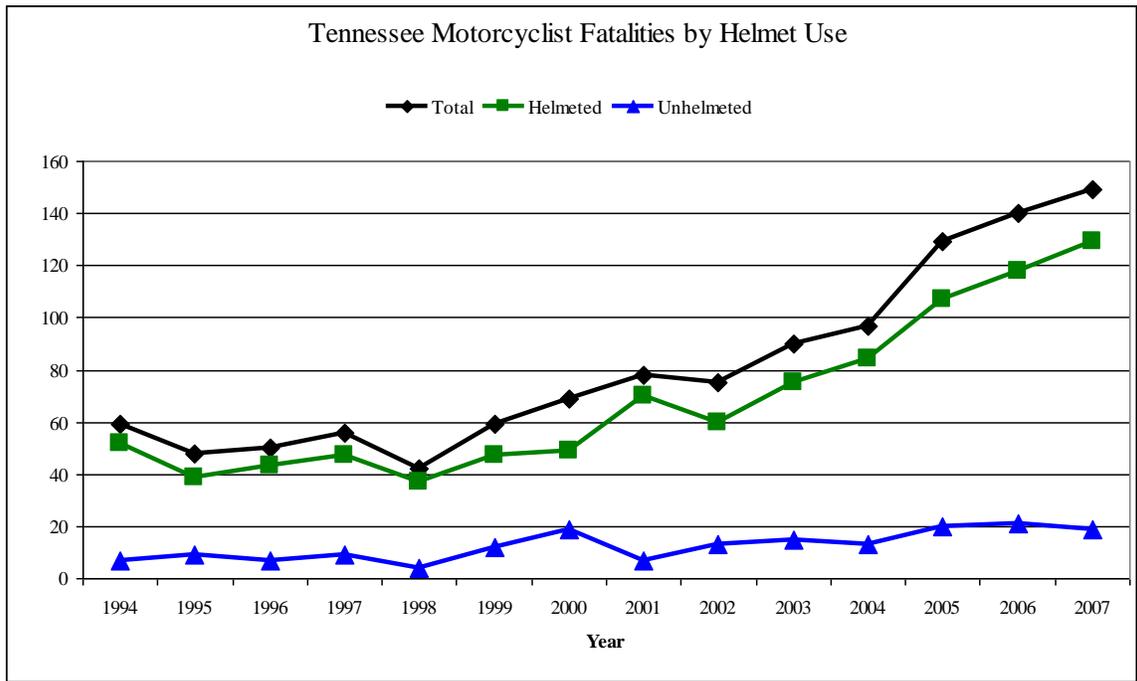
Highlights of Accomplishments:

During the grant period beginning on April 19 and continuing through September 28 the Tennessee Highway Patrol issued tickets or made arrests for 402 violations committed by motorcycle operators on roadways in the Shady Valley community. Motorcycle specific enforcement included 49 driver’s license violations, 82 helmet violations, 69 speeding, and 50 violations for no insurance. 19 drivers license checkpoints were conducted which resulted in numerous tickets for a variety of violations including 5 charges of possession of open alcohol. 3 arrests for DUI were made. Troopers working on the Shady Valley Enforcement grant logged a combined total of 12,045 patrol miles over 24 weekends during the grant period and claimed a total of 960 hours of overtime enforcement activities. The increased presence of THP troopers in Shady Valley has done much to alleviate complaints from local residents about reckless motorcycle operation. The enforcement program funded by the SVEO grant has been well received by local residents, merchants, elected officials and by most of the bikers visiting the area.

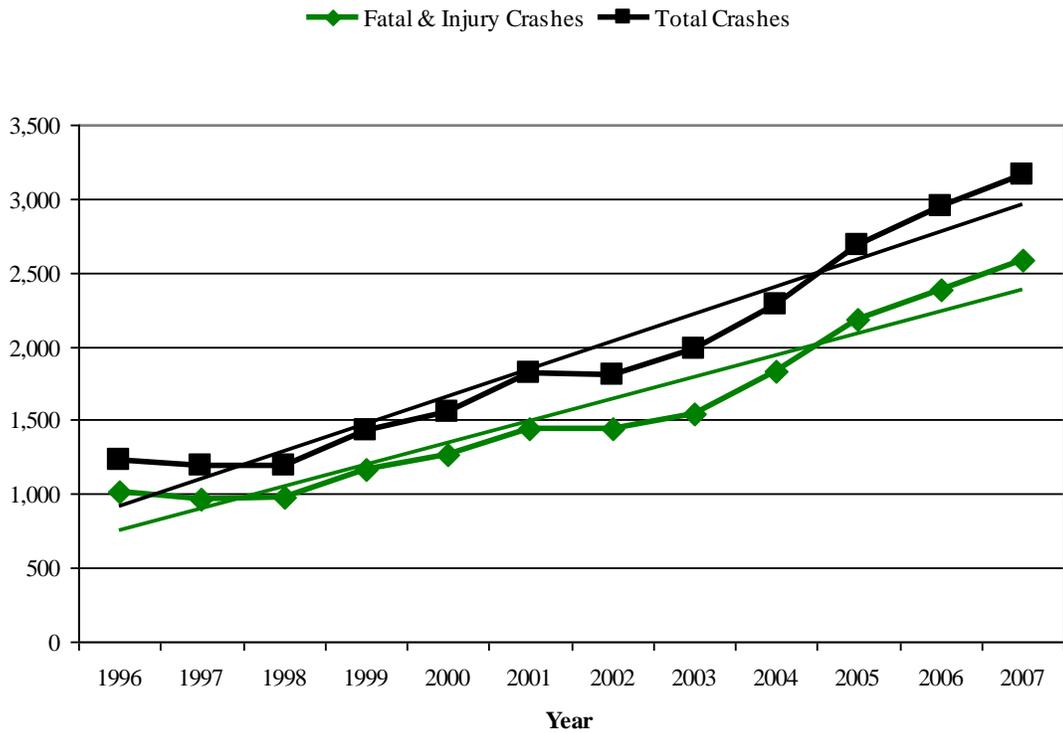
Tennessee Motorcyclist Fatalities by Age

◆ 20 & Under ■ 21-44 ▲ 45 & Above





Tennessee Motorcycle Crashes 1996 - 2007



SAFE COMMUNITY PROGRAMS

Program Goals:

- To promote increased multi-disciplinary safety activities in statewide at least 40% of the state population and 33% of state traffic deaths and serious injuries.
- To inform the general public and safety advocates of changes in law, new data, new studies, program opportunities, etc, and to reach high-risk audiences with informational and motivational safety messages.

Performance Objective Measures:

- To provide outreach, technical assistance and guidance on no less than a quarterly basis to community representatives in Tennessee's 95 counties.
- To encourage locally directed multi-disciplinary safety activities in the top most populated counties or communities by the end of 2008 and the top 25 most populated counties or communities by the end of 2010.
- To provide training, technology transfer and technical assistance to at least 300 safety professionals and assist with the coordination of at least two volunteer organizations during 2007-08.

Action Taken:

NHTSA's goal of developing the Safe Community program was to promote injury prevention at a local level by engaging multiple representations of advocates in health, education, business, public works, law enforcement and interested citizens. The thrust was to analyze community needs and design programs that met those needs through a 'best practices' perspective.

The community practitioners involved implemented plans to address the problems primarily through education. Several members of the Tennessee GHSO staff were trained in the past on Safe Communities curriculum but only one is currently still a member.

On a National level, the Safe Communities program is being revised so the GHSO did not put the resources into it until the revision is complete.

The key areas that were concentrated on were in the area of Occupant Protection and Driving Education through Nashville Hispanic Chamber of Commerce, the distribution of information through the Tennessee Resource Center.

FFY 2007 Safe Communities Grants

Grant Number	Grantee	Funding Source	Grant Amount	Grant Name
SA-08-01/ 154AL-08-79	University of Tennessee	402 / 154	\$434,388.78	TN Traffic Safety Resource Center

Highlights of Accomplishments:

- Tennessee Traffic Safety Resource Center – This center provides safety materials for organizations across Tennessee through phone calls and its web site www.tntrafficsafety.org.

- This fiscal year, over 374,000 pieces of traffic safety materials were shipped to individuals and/or agencies in Tennessee exceeding the previous year by almost 140,000.
- These figures do not include the TN Highway Safety Conference and TN Health and Safety Congress where there was a combined attendance of approximately 2800 and over 4160 pieces of materials were distributed.
- The Vince & Larry costumes and the Drunk Buster impairment goggles were shipped 24 times to statewide agencies for use at safety events this past year.
- Provided over 13,400 Power “T”s to Tennessee residents as a Click It or Ticket and Booze It and Lose It campaign strategy.

Challenges Encountered and Solutions Developed:

1. Past Safe Communities Projects: Using the past projects listed on the NHTSA website, we analyzed the participation and continuation factors of the projects. A number of them were started as a result to tragic deaths of students in crashes and funds were sought from the GHSA grants to develop them. Of those listed, only one (Clarksville) is still functioning in part due to the high number of continued crashes in the teen population, two are functioning sporadically on seatbelt functions, and the rest no longer function. Lack of continuation of funds, lack of continued community interest, and failure to bring in new advocates or programs were cited as causes for dissipation of support.
2. Program Changes: NHTSA is in the process of changing the scope, objectives and design of the Safe Communities projects. A revision team was formed in 2006 in order to update and improve the Safe Communities concept. With Safe Communities reaching a ten year anniversary along with weakened financial support from the Federal level, an attempt is being made to strengthen a vital grassroots level program that formed hundreds of new partnerships during the late 1990s.
3. Two additional agencies were awarded Safe Communities grants but were unsuccessful in implementing the programs at a sustainable level. These had to be closed early in the fiscal year.

EMERGENCY MEDICAL SERVICES

Goal

- To improve motor vehicle crash survivability and injury outcome by improving the availability, timeliness, and quality of emergency medical response and by improving State and community coordination of emergency medical services, public safety, and mass casualty response.

Objective

- To improve the response time of emergency personnel in rural communities by providing training and equipment for 20-30 individuals within 5 communities

Performance Measure: Demonstrate a reduction in response time of EMS personnel and first responders to motor vehicle crashes.

Highlights of the program:

The emergency medical services program is a vital public service, a system of care for victims of sudden and serious injury. This system depends on the availability and coordination of many elements, ranging from an informed public capable of recognizing medical emergencies to a network of trauma centers capable of providing highly specialized care to the most seriously injured. The 9-1-1 emergency number, search and rescue teams, and well-trained and equipped pre-hospital and emergency department personnel are some critical elements of an emergency medical services system.

In order to decrease fatalities related to traffic crashes it is paramount that we increase the training to persons who are first on the scene by providing the following:

- Provide training and equipment to first responders in high motor vehicle crash risk locations within rural counties.
- Provide skills development for dealing with crash scenes and crash-related injuries, and skills development for crash injury prevention activities.
- Train emergency medical personnel via distance learning to reach more people who do not have the time or resources for long-distance travel.

Action Taken:

Five grants were awarded for the first responder training and equipment program. The criteria for the awards were based on a ranking of one of the top 65 counties in overall crashes. The agency must also be in a rural county in order to qualify for funding.

Programs	Agencies	Grant Amount
First Responder Enhancement	Anderson County Emergency Services	\$15,001.19
First Responder Training for Firemen	Franklin County Communications/911	\$11,175.00
Giles County High Causality Response Vehicle	Giles County Office of Emergency Management	\$8,010.00
First Responder Equipment and Training	Henrietta Volunteer Fire Department	\$12,321.44
Wayne County Volunteer First Responder Training	Wayne Medical Center EMS	\$14,755.40

Challenges Encountered and Solutions Developed:

EMS response times for an ambulance in rural Tennessee can be anywhere from 10-30 minutes. Transport times to a hospital can even be longer, depending upon the location of the call for service. The longer a patient with a life threatening injury has to wait for medical personnel to arrive, the chances for survival diminish.

In order to address the challenge of response time, GHSO is funding the following agencies for the FFY 2008-09.

Agencies Funded:

- | | |
|--|-------------|
| • Bedford County EMS | \$5,109.00 |
| • Franklin County Communications / 911 | \$11,175.00 |
| • Halls Fire Department | \$13,455.00 |
| • Mason Police Department | \$10,300.00 |
| • Putnam County EMS | \$13,349.33 |
| • Wayne Medical Center EMS | \$15,028.50 |

Tennessee Highway Traffic Safety Law

Current Highway Safety Laws:

- Primary Enforcement Seat Belt Law
- Booster Seat Law
- All-Rider Motorcycle Helmet Law
- Graduated Driver License (GDL) - 6-Month Holding Period Provision
- GDL - 30-50 Hours Supervised Driving Provision
- GDL - Passenger Restriction Provision
- Child Endangerment Law
- High Blood Alcohol Concentrate Law (amended from .20% to .15% effective 1/01/09)
- Repeat Offender Law
- Sobriety Checkpoints Law

Highway Safety Laws Needed

- GDL - Nighttime Restriction Provision
- Mandatory BAC Test Law - Drivers Killed
- Mandatory BAC Test Law - Drivers Who Survive
- Mandatory Interlock Device
- Administrative License Revocation (ALR)
- Increase the penalty for seat belt fine, increase the vehicle weight for the primary seat belt law to include the larger SUV's and to prohibit nursing mothers to keep small infants on their lap while traveling.

Other Notes:

The Governor's Highway Safety Office was asked by the Governor to conduct a DUI Task Force in order to provide legislators revised DUI laws that will be clearer and more effective for law enforcement officials, judges and prosecutors. The proposed changes/recommendations were provided to the Governor in October of 2006 and debated in the 2008 legislative season.

The proposed legislation was as follows:

Comprehensive DUI Package

Bill Number	Sponsors	Summary
HB2877 / SB3037	DuBois / Beavers	A comprehensive bill requiring ignition interlock for DUI offenders; lowers threshold to .02 BAC for repeat DUI offenders; lowers "extreme DUI" from .2 to .15; provides for ALR; stiffens penalties for refusing a breathalyzer test
HB2876 / SB3041	DuBois / Beavers	Creates Class D felony for fifth and subsequent DUI offenders with minimum 360 consecutive day sentence; counts all convictions within 10 years of DUI date when calculating prior offenses and includes convictions of vehicular assault, vehicular homicide while intoxicated, and aggravated vehicular homicide

HB2881 / SB3040	DuBois / Beavers	Prohibits District Attorney from plea bargaining with person charged with DUI to any offense that does not involve unlawful operation of a motor vehicle while under the influence of an intoxicant
HB2875 / SB3043	DuBois / Beavers	Requires healthcare providers to notify law enforcement officer at hospital if results of tests performed on driver of vehicle involved in collision indicate that the driver had a .08 percent BAC or was under the influence of drugs
HB927 / SB1081	DuBois / Johnson	Lowens the blood alcohol level for an extreme DUI offense from .20 percent to .15 percent.
HB3091 / SB2869	Hill / Crowe	Adds vehicular homicide as a result of the driver's intoxication and aggravated vehicular homicide to offenses requiring at least 85 percent service of sentence prior to release eligibility

The above legislation was not passed during the 2008 legislative season. Tennessee Governor Phil Bredesen reported particular disappointment that he was unable to approve the ALR legislation due to state budget constraints and indicated he would reintroduce the bill as soon as fiscally possible.

In 2009, there will again be attempts to introduce portions of the previously unsuccessful DUI legislation. The state chapter of Mothers Against Drunk Driving has determined to push for passage of the mandatory interlock legislation. The GHSO supports the passage of an increased fine for individuals failing to wear a safety belt as prescribed by law. Due to state budgetary constraints, the seatbelt legislation may have the best chance of passing into law. The GHSO will continue to support the efforts of MADD to introduce interlock legislation and support all efforts to create ALR legislation, which also will allow the state to maintain its Section 410 funding.

CHALLENGES FOR THE FUTURE

Planning and Administration

- The Tennessee GHSO looks forward to working with NHTSA and GHSA on federal re-authorization.
- Tennessee's Strategic Highway Safety Plan, once implemented will bring the state's many highway safety partners together for a focused project. Greater efforts will be made in FFY 2008 to include and engage the EMS community in the plan. Overseeing the plan and coordinating reports on the outcomes of the many associated projects will be challenging as the plan moves into the implementation phase.

Occupant Protection Program

- Recertification of law enforcement officers. Many of them have taken the CPS certification to gain POST credit.
- Legislative changes to allow some local funds to be generated for the writing of CPS tickets.
- Development of a statewide campaign for child passenger safety similar to "Click it or Ticket" or "Buckle Up in Your Truck".

Alcohol & Other Drugs Countermeasures Program

- Open Container Law to include passenger.
- Change High BAC threshold from .20 to .15 to match Federal recommendations.
- Make all fines and fees equal statewide.
- Permit search warrants if defendant refuses breath or blood test.
- Support legislation to permit videotaping of DUI arrest of minors.
- Support mandatory ignition interlock legislation.

Police Traffic Services Program

- Tennessee's GHSO continues to support local law enforcement agencies that can identify specific needs as they relate to traffic enforcement in their jurisdictions and that do not have sufficient funding levels to purchase the equipment or training themselves.
- We continue to face the different needs between rural and urban areas and hope that we can continue to meet these needs proportionately.

Traffic Records Program

- Increase readily accessible, cross-referenced and current crash and judicial records.
- Create Tennessee Traffic Safety Data Users' Group within the framework of the new TITAN system.

Motorcycle Program

- Implementation of the motorcycle strategic plan began in FFY 2007. The GHSO has full support from the Tennessee Department of Safety- Motorcycle Rider Program, but obtaining the support from motorcycle rider organizations and motorcycle-related businesses will be critical to the success of the various strategic plan components; the motorcycle community must be a part of the solution to the rising motorcycle fatalities.
- The GHSO has identified the Motorcycle Awareness Foundation of Tennessee (MAFT) as our strongest ally in this area.

Safe Community Program

- Although we were not able to expand our Safe Community projects in FFY 2008, the goal is to add at least two communities with high death and/or injury crash rates as funding levels permit and to continue expanding efforts to reach the growing Hispanic Community with education and public information.

Integrated Communications Plan Earned and Paid Media

The Governor's Highway Safety Office has developed an integrated communications plan that works in tandem with the NHTSA National Communications Plan, as well as utilizes the unique opportunities that are available in the State of Tennessee. The plan focuses on occupant protection and impaired driving through techniques that integrate marketing i.e. brand recognition, method of delivery, target audience selection and demographic characteristics and law enforcement efforts in order to support state laws and encourage behavioral changes.

Brand recognition and association of the message can help build and sustain social norms. Booze It and Lose it is associated with the penalties of drinking and driving and Click It or Ticket is associated with the seat belt use, both messages associate the brand with behavioral changes. Although media is not the only factor to changing behavior, it can influence and provide a sustaining message that over time can be persuasive.

Paid and earned media, high visibility enforcement and partnerships will be the foundation of the integrated communications plan. Approximately 376 law enforcement agencies across the State participated in the high visibility enforcement periods. Partnerships include agencies such as: Mother's Against Drunk Driving, the Tennessee Department of Safety, NFL Titan's football, NHL Nashville Predators, NBA Memphis Grizzlies, the University of Tennessee (UT) football and basketball, the University of Memphis and many other sports venues that reach the desired target audience and are utilized to complement the Booze It and Lose, Click It or Ticket, and Motorcycle Safety campaign messages.

Goal: To increase awareness of the following highway safety messages 5% for Booze It and Lose It, 2% for Click It or Ticket, 5% for 100 Days of Summer Heat and 10% Motorcycle Safety in 2008.

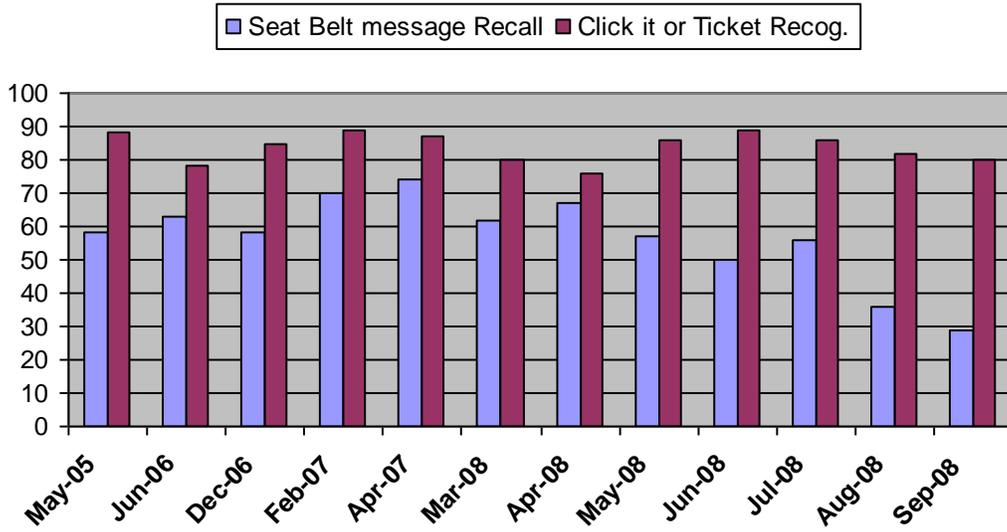
Objectives: Provide educational messages through brand association that may lead to social norm changes of behavior.

Evaluation: Attitudes and perceptions evaluation for each campaign over \$100,000 will be conducted to determine if awareness has increased. Baseline evaluations have been conducted for each of these campaigns and will be compared to the results gathered in 2007-2008.

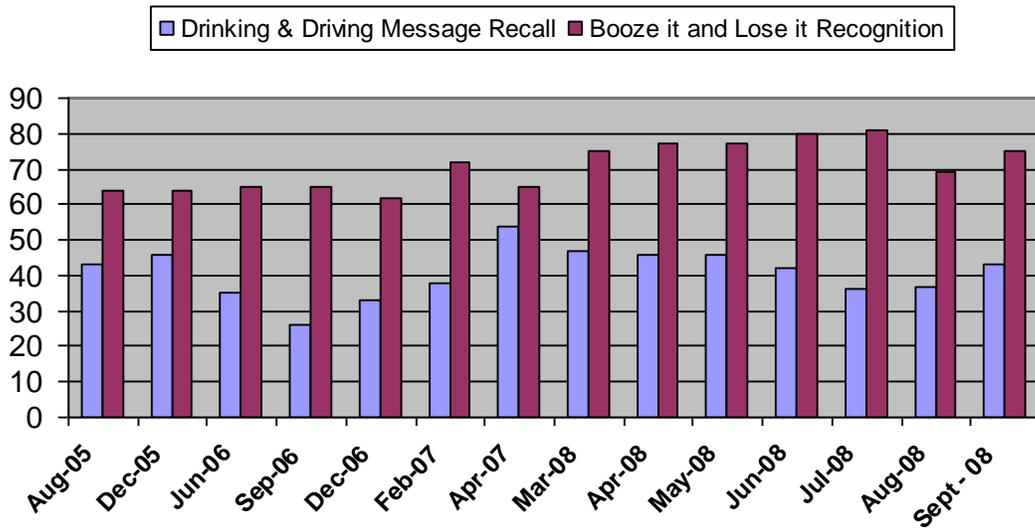
Tasks: Develop, plan and carryout the Booze It and Lose It, Holiday, Click It or Ticket, 100 Days of Summer Heat and Motorcycle Safety campaigns as listed in the Events and Activities Calendar. Conduct attitudes and perceptions evaluations for each campaign period exceeding \$100,000.

The Social Science Research Institute has been conducting interviews with residents of the state of Tennessee over the past three years to measure driving habits and awareness of traffic safety slogans. Specifically, respondents have been asked about their recall and recognition of two slogans: *Click It or Ticket* and *Booze It and Lose It*. The timing of these interviews was scheduled to coincide with media campaigns sponsored by the Governor's Highway Safety Office. The findings of these surveys suggest that both campaigns have been successful in reaching the general public. Moreover, recall of the slogans has remained steady for the older, *Click It or Ticket*, slogan and has generally increased for the newer slogan, *Booze It or Lose It*.

Seat Belt Recall and Recognition



Drinking and Driving Recall and Recognition



Booze It and Lose It

The Booze It and Lose It campaign tag was utilized with an enforcement message during the holiday and Labor Day campaign periods and will target “risk takers” (men 18-29) and “blue collars” (men 25-34) demographic groups. Campaign periods included radio and television and the purchase of signage in the form of banners, posters and educational publications. Earned media included a news release and press conference at the onset of each campaign period, with local municipalities reporting in on progress, sobriety checkpoint locations, and other notable activities. The measure for advertising outreach was within the goals and guidelines of frequency and reach set by NHTSA for national paid media campaigns.

- The measure for each market purchased for broadcast television and cable was a minimum of 100-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 100-200 GRP's per week.
- These GRP's levels delivered with sufficient reach to the target audience of male viewers and listeners ages 18-34.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.

Based on the congressional requirements, an attitudes and perceptions pre and post telephone surveys utilizing random digit dialing sampling techniques were conducted for these campaign periods and the evaluation reports will be submitted to the Governor's Highway Safety Office and included in the Annual Media Report to NHTSA.

In addition to the campaigns for this year, major metropolitan bus advertising was utilized to display the Booze It and Lose It logo and an ad that was used for print ads for the sports events. Gas toppers were placed in 89 counties across the state that does not have the major bus services so that the entire state received sustained coverage.



4th Quarter/Holiday 2007-2008 DUI/HVE

Media Buy Summary

Flight Dates: 11/21/07-1/7/08
 Target Audience: Men 18-34
 Fund Source: 410 Funds/ 154 Funds

Spot TV/Cable TV

<u>Market</u>	<u>Purchased/ Delivered</u>		<u># Spots Pd/Free</u>		<u>Impressions</u>
Chattanooga					449,100
Jackson					139,100
Johnson City					336,800
Knoxville					953,000
Memphis					1,391,300
Nashville					1,238,400
Total	\$318,392.39		5,553	4,838	4,507,700

TOTALS					Radio		
<u>Market</u>	<u>Ordered/ Delivered</u>	<u># Spots</u>	<u>Impressions</u>	<u>Reach/ Frequency</u>	<u>Purchased/ Delivered Net</u>	<u># Spots Pd/Free</u>	<u>Impressions</u>
Chattanooga			3,245,100	94/11.5		562	2,796,000
Jackson			1,004,100	95/10.8		688	865,000
Johnson City			3,438,800	94/13.5		578	3,102,000
Knoxville			5,372,000	96/13.0		566	4,419,000
Memphis			13,778,300	98/14.5		1,048	12,387,000
Nashville			9,411,400	95/12.5		490	8,173,000
Total	\$467,023.44	21,026	36,249,700	NA	\$148,631.05	5,000 5,635	31,742,000

**Super Bowl 2008- DUI/HVE
Media Buy Summary**

Flight Dates: 1/28 - 2/3/08

Target

Audience: Men 18-34

Fund Source: 410 Funds

Spot TV/Cable TV				
Market	Purchased/ Delivered	# Spots Pd/Free		Impressions
Chattanooga				95,900
Jackson				10,300
Johnson City				73,400
Knoxville				159,500
Memphis				179,900
Nashville				254,900
TRN				NA
Total	\$59,314.66	372	368	773,900

TOTALS					Radio		
Market	Ordered/ Delivered	# Spots	Impressions	Reach/ Frequency	Purchased/ Delivered Net	# Spots Pd/Free	Impressions
Chattanooga			627,900	84/4.6			532,000
Jackson			121,300	80/3.5			111,000
Johnson City			606,400	83/4.5			533,000
Knoxville			941,500	87/5.0			782,000
Memphis			1,569,900	83/4.0			1,390,000
Nashville			1,736,900	84/4.3			1,482,000
Total	\$85,209.06	5,174	5,603,900	NA			NA
					\$25,894.40	2,060 2,374	4,830,000

Labor Day- Booze It and Lose It 2008
Media Buy Summary

Flight Dates: 8/11 -8/31/08
 Target
 Audience: Men 18-34
 Fund Source: 154Funds

Spot T/Cable TV				
Market	Purchased/ Delivered	# Spots Pd/Free		Impressions
Chattanooga				297,770
Cookeville				NA
Jackson				73,400
Johnson City				216,300
Knoxville				441,000
Memphis				536,100
Nashville				822,700
TRN				NA
Titans Sponsorship	\$40,800.00			4,566,400
Total	\$198,997.21	1,351	20	6,953,600

TOTALS					Radio		
Market	Ordered/ Delivered Net	# Spots	Impressions	Reach/ Frequency	Purchased/ Delivered Net	# Spots	Impressions
Chattanooga			555,700	86/7.8			258,000
Cookeville			62,400	54.3/8.3			62,400
Jackson			126,200	87/8.0			52,800
Johnson City			471,200	85/7.7			254,900
Knoxville			841,400	83/7.5			400,400
Memphis			1,216,400	86/7.0			680,300
Nashville			1,628,500	85/8.9			805,800
TRN			NA	NA			NA
Titans Sponsorship			4,566,400	NA			NA
Total	\$277,436.91	7,891	9,468,200	NA	\$78,439.70	3,701 2,819	2,514,600

**4th of July 2008- DUI
Media Buy Summary**

Flight Dates: 6/23 - 7/4/08
 Target Audience: Men 18-34
 Fund Source: 154 Funds

Radio Only					
<u>Market</u>	<u>Purchased/ Delivered Net</u>	<u># Spots Pd/Free</u>		<u>Impressions</u>	<u>Reach/ Frequency</u>
Chattanooga				171,800	54.6/5.5
Cookeville				41,600	52.8/5.7
Jackson				35,300	50.2/6.0
Johnson City				170,500	52.8/5.7
Knoxville				268,400	49.6/6.1
Memphis				448,000	56.9/5.2
Nashville				526,000	53.5/5.7
TRN				N/A	NA
Total	\$53,777.80	2,273	2,969	1,661,600	

A tertiary component of the Booze It and Lose It campaign included a promotion targeting college students, ages 18-22, male skewed and "risk takers" and focused on Halloween activities. This promotion included paid , earned media, and airing of a radio spot.

**Halloween 2007
Media Buy Summary**

Flight Dates: 10/24 - 10/31/2007
 Target Audience: Men 18-34
 Fund Source: 154 Funds

Radio Only					
<u>Market</u>	<u>Purchased/ Delivered Net</u>	<u># Spots Pd/Free</u>		<u>Impressions</u>	<u>Reach/ Frequency Adults 18-34</u>
Chattanooga				811,000	67.8/4.3
Jackson				117,000	68.0/3.2
Johnson City				786,000	74.6/4.4
Knoxville				1,309,000	76.2/4.3
Memphis				2,240,000	79.4/4.3
Nashville				2,338,000	72.7/4.5
Total	\$75,386.95	1,845	1,832	7,601,000	

Diversity Media

To address the diversity issue within the State a plan was developed that targeted the Hispanic Community. Many of the immigrants in Hispanic communities across the State come from countries where more often than not, people did not own or drive vehicles, nor were they educated in highway safety issues. Coming to the States requires learning driving skills and roadway rules and laws which is difficult to deliver due to the possibility of incarceration for being in the country illegally. Through a partnership with MADD and Conexion Americanos- a non-profit agency that assists the Hispanic Community with everything from finding living arrangements to educational opportunities- delivered a DUI education and outreach program that provided educational materials to partners within the community and one-on-one interaction through a local phone number published in the educational materials. It also included radio; television buys; print ads and billboards during the campaign complimenting the Booze It and Lose message.

Hispanic 2007-2008 Media Buy Summary

Flight Dates: 11/21/07 - 10/27/2008
 Target Audience: Men 18-34
 Fund Source: 154 Funds

Market	Spot TV/Cable			Radio		
	Purchased/ Delivered	# Spots Pd/Free	Impressions	Purchased/ Delivered Net	# Spots Pd/Free	Impre ssion s
Chattanooga			80,000	\$2,550.00	340	
Knoxville			66,000			
Memphis			292,000	\$10,115.00	680	
Nashville			663,600	\$11,129.90	1,224	
Total	\$18,577.53	1,318 449	1,101,600	\$23,794.90	936 930	*

*Reach and Frequency unavailable due to lack of ratings for Hispanic-only

The Booze It and Lose It tag was utilized in a soft alcohol countermeasures message in the following sports marketing venues: All Division One college teams in the state: The University of Tennessee, University of Memphis, and Vanderbilt University football and basketball, and Middle Tennessee State University; Tennessee Titans, Nashville Predators, Southern Heritage Classic, The Liberty Bowl, Music City Bowl, and 9 minor league baseball stadiums and others noted below. Interior and exterior signage, radio and television spots, public address announcements, Jumbo-tron, LED rotational lighting and other unique signage will be used to promote the Booze It and Lose It message.

Booze It and Lose It Marketing 07-08

Tennessee Titans (fall 07) (fall 08)	Tennessee Football Inc.	Signage, Television, psa's on jumbo-tron	324 Television spots, 21 psa's on jumbo-tron, 42 logo on replay permanent signage	\$133,334.00 \$80,000.00 Funded 154
Nashville Predators (fall 07 – spring 08) (fall 08)	Nashville Hockey Club	Signage, Television, logo on scoreboard rotations, print ad in Predator Press	Permanent signage, 110 tv, 180 radio spots, jumbo, print ad	\$175,000.00 \$25,000.00 Funded 154

Minor League Baseball (spring –summer 08)	Amerisports, Inc.	Signage, psa's, radio, jumbo-tron	Permanent signage, 964 radio spots (over bonused approx. 220 spots)	\$180,000.00 Funded 154
Southern Heritage Classic Football Game (Fall 08)	Summitt Management	Jumbo-tron, radio tags, logo inclusion on print materials, full page color ad, stadium signage	800 radio tags	\$80,000.00 Funded 154
Music City Bowl (fall 07)	Music City Bowl, Inc.	Signage, jumbo-tron, campaign logo on all print materials, radio and television	600 spots on the national radio network, 8 radios spots local during game, 4 cable spots	\$75,000.00 Funded 154
Liberty Bowl (fall 07)	Liberty Bowl Association	Signage, jumbo-tron, television, radio		\$80,000.00 (154)
Motorsports (fall 07) (spring– fall 08)	Alliance Sport Marketing	Signage, print ads, psa		\$44,446.00 (K4) \$200,000.00 (154)
Middle Tennessee State University (Fall 08)	Nelligan Sports	Signage	Campaign logo on jumbo-tron rotations, arena signage	\$16,800.00 Funded 154
Titan's Radio Network (fall 07 and fall 08)	Citadel Broadcasting	Radio	6,636 pd spots	\$93,333.34 \$56,000.00 Funded 154
Memphis Grizzlies (fall 07 – Spring 08)	Hoops LP	Signage	LED Rotational Signage, Jumbotron	\$105,000.00 \$15,000.00 Funded 154
U of M Football & Basketball (spring 08) (fall 08)	Learfield Communications	Signage, jumbo-tron, rotational signage, print ads	LED rotational signage, press backdrop	\$147,750.00 \$50,726.00 Funded 154
U Of M Football & Basketball (spring 08) (fall 08)	University of Memphis	Radio	199 radio spots	\$57,000.00 \$19,570.50 Funded 154
Vanderbilt University Football & Basketball (fall 07 – spring 08 & fall 08)	International Sports Properties	Radio, signage, rotational signage, Jumbo-tron	191 radio spots, 104 of these were bonus spots	\$61,080.00 \$22,425.00 Funded 154
UT Football & Basketball (fall 07- spring 08 & fall 08)	Host communications Inc./IMG College	Television, radio, Signage, Jumbo-tron, video boards	353 television spots, 2,150 radio spots	\$181,500.00 \$62,250.00 Funded 154
Bus Wraps/ Gas Toppers	Various vendors	Signage	Bus wrap-Nash, Mem, Chatt Gas Pump-89 rural counties	\$370,229.92 Funded 154
Sports radio/television	Various vendors	Television, radio, internet	2,010 radio spots 339 television spots	\$163,007.64 Funded 154

Click It or Ticket

The Click It or Ticket campaign tag was utilized with an enforcement message during the month of May and targeted "risk takers" (men 18-29) and "blue collars" (men 25-34) demographic groups. Campaign periods included radio and television and the purchase of signage in the form of banners and educational publications. Earned media included a press release at the onset of each campaign period in conjunction with the Hands Across the Border media and checkpoint events with local municipalities reporting in on progress, sobriety checkpoint locations, and other notable activities. The measure for advertising outreach will be within the goals and guidelines of frequency and reach set by NHTSA for national paid media campaigns.

- The measure for each market purchased for broadcast television and cable was a minimum of 100-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 100-200 GRP's per week.
- These GRP's levels delivered with sufficient reach to the target audience of male viewers and listeners ages 18-34.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.

Based on the congressional requirements, an attitudes and perceptions pre and post telephone surveys utilizing random digit dialing sampling techniques will be conducted for this campaign period and the assessment report will be submitted to the Governor's Highway Safety Office and included in the Annual Media Report to NHTSA.

Click It or Ticket 2008 Media Buy Summary

Flight Dates: 5/12 - 6/1/08
 Target Audience: Men 18-34
 Fund Source: 406 & 402 Funds

Market	Spot TV/Cable TV			
	Purchased/ Delivered	# Spots		Impressions
Chattanooga				640,700
Cookeville				NA
Jackson				128,400
Johnson City				513,300
Knoxville				877,500
Memphis				1,230,800
Nashville				1,752,700
TRN				NA
Total	\$279,253.43	2,723	1,384	1,935,800

TOTALS					Radio			
Market	Ordered/ Delivered	# Spots	Impressions	Reach/ Frequency	Purchased Net	# Spots		Impressions
Chattanooga			3,703,700	95/12.5				3,063,000
Cookeville			732,000	79/9.0				732,000
Jackson			818,400	93/10.2				690,000
Johnson City			3,546,300	96/15.0				3,033,000
Knoxville			5,467,500	97/13.5				4,590,000
Memphis			9,102,800	96/12.3				7,872,000
Nashville			10,572,700	97/14.5				8,820,000
TRN			NA	NA				NA
Total	\$374,183.95	14,609	33,943,400	NA	\$94,930,52	4,693	5,809	28,800,000

Teen Drivers

Two key messages were used to target teenage drivers 16-20 in the 2007-2008 fiscal year. The first "Between the Barrels" (formally In the Zone) focused on teen occupant protection and was utilized in eighteen high schools in the major metropolitan areas: Hamilton, Knox, Shelby and Davidson Counties. This project reached an estimated 7,200 students. This project includes a multimedia school assembly component consisting of a 5 minute video that will be shown to junior and senior students, school information packet with handouts, and other instructional materials to encourage teens to use seat belts, obey speed limit signs in construction zones, and to pay attention to the events occurring around them. A radio spot was produced from the 5 minute video that can be used on school intercom systems and was aired on radio stations. The second message was a radio and television spot that promoted seat belt use and an alcohol countermeasure message, entitled "Don't let a great time be the last time". This spot will be shown during the month of May during prom and graduation events.

The Booze It and Lose It tag was utilized in 3 high school events. The first being the high school football championship games, held at a central location in the State. High schools from across compete for the number one top ranking team based on school classification. The second was: the high school basketball championships with the same criteria mentioned for football. The third was the high school baseball, track, and soccer championships. These events collectively draw approximately 300,000 students annually, in addition to parents, grandparents and other interested visitors.

- The measure for each market purchased for broadcast television and cable was a minimum of 100-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 100-200 GRP's per week.
- These GRP's levels delivered with sufficient reach to the target audience of male and female viewers and listeners ages 16-21.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.

Prom Season 2008

Media Buy Summary

Flight Dates: 3/31 - 4/13/08
 Target Audience: Persons 12-17
 Fund Source: 154 & 163 Funds

Spot TV/Cable TV				
Market	Ordered Net	# Spots Pd/Free		Impressions
Chattanooga				152,200
Cookeville				NA
Jackson				24,700
Johnson City				123,500
Knoxville				206,400
Memphis				411,900
Nashville				426,700
Total	\$175,863.56	1,249	351	1,345,400

TOTALS					Radio		
Market	Ordered Net	# Spots	Impressions	Reach/Frequency	Ordered Net	# Spots Pd/Free	Impressions
Chattanooga			692,500	81/7.3			540,300
Cookeville			55,600	64.0/4.7			55,600
Jackson			374,700	79/5.9			350,000
Johnson City			605,000	82/7.0			481,500
Knoxville			656,600	81/5.5			450,200
Memphis			1,710,400	84/6.3			1,298,500
Nashville			1,920,400	85/6.6			1,493,700
Total	\$208,340.36	3,683	6,015,200	NA	\$32,476.80	1,036 1,047	4,669,800

**Work Zone 2008
Media Buy Summary**

Flight Dates: 3/24 - 4/3/08
 Target Audience: Adults 18-24
 Fund Source: 402 Funds

Market	Radio Only				Television
	Purchased/Delivered Net	# Spots Pd/Free	Impressions	Reach/Frequency	No Data/Free Media- # Spots
Chattanooga			1,637,000	63.9/5.3	
Jackson			401,000	64.4/5.2	

Johnson City				1,571,000	80.3/4.2	
Knoxville				2,379,000	74.5/4.5	
Memphis				4,232,000	72.9/4.6	
Nashville				4,605,000	71.2/4.7	
TRN				NA	NA	
Total	\$65,206.90	4,067	4,230	14,825,000	NA	326

Summer Promotion

The 100 Days of Summer Heat was utilized with an enforcement message during the month of June, July, August and early September and targeted "risk takers" (men 18-29) and "blue collars" (men 25-34) demographic groups. Advertising during these periods, included radio, television and press releases. The measure for advertising outreach was within the goals and guidelines of frequency and reach set by NHTSA for national paid media campaigns.

- The measure for each market purchased for broadcast television and cable was a minimum of 100-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 100-200 GRP's per week.
- These GRP's levels delivered with sufficient reach to the target audience of male viewers and listeners ages 18-34.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.

100 Days of Summer Heat 2008- DUI Media Buy Summary

Flight Dates: 6/16- 9-7-08
Target Audience: Men 18-34
Funding Source: 154 Funds

Market	Spot TV/Cable			Impressions
	Purchased/ Delivered	# Spots Pd/Free		
Chattanooga				662,100
Cookeville				N/A
Jackson				162,600
Johnson City				457,000
Knoxville				727,900
Memphis				1,368,900
Nashville				1,829,100
TRN				N/A
Total	\$356,435.86	3,826	1,115	5,207,600

Totals					Radio			
Market	Ordered/ Delivered	# Spots	Impressions	Reach/ Frequency	Purchased/ Delivered Net	# Spots Pd/Free		Impressions
Chattanooga			1,353,100	94/19.5				688,000
Cookeville			177,600	59.7/21.5				177,600
Jackson			313,000	97/20.0				150,400
Johnson City			1,185,600	94/19.4				728,600
Knoxville			1,865,300	94/19.8				1,137,400
Memphis			3,300,700	95/19.1				1,931,800
Nashville			4,118,100	96/22.2				2,289,000
TRN			N/A	N/A				N/A
Total	602,032.74	26,800	12,313,400	N/A	\$245,596.88	9,706	12,153	7,102,800

Motorcycle Safety

With motorcycles fatalities on the rise since 1998, Tennessee embarked on a motorcycle safety awareness campaign which targeted men 25-54 whom are the predominant group represented statistically in fatalities since 2001. In 2007 the Tennessee Governor's Highway Safety Office partnered with the Tennessee Department of Safety and created a video package for motorcycle training and motorcycle safety awareness. The motorcycle spot ran statewide as a public service announcement in April of 2008 and radio spots were purchased for an awareness campaign. A press event was conducted in which approximately 100 motorcycle riders attended to emphasis motorcycle safety and a press release was distributed to local newspapers.

- The measure for each market purchased for broadcast television and cable was a minimum of 100-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 100-200 GRP's per week.
- These GRP's levels delivered with sufficient reach to the target audience of male viewers and listeners ages 18-34.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.

**Motorcycle Safety 2008
Media Buy Summary**

Flight Dates: 4/25 - 5/04/08
Target Audience: Adults 18-54
Fund Source: 2010 Funds

Market	Radio Only					Television	
	Ordered/ Delivered Net	# Spots Pd/Free		Impressions	Reach/ Frequency Adults 18-34	Reach/ Frequency Adults 35-54	No Data/ Free Media- # Spots
Chattanooga				2,019,365	51.6/6.3	45.8/4.4	
Cookeville				990,360	65.8/5.0	48.8/4.1	
Jackson				377,542	45.7/7.2	48.9/4.1	
Johnson City				2,193,202	51.3/6.4	56.7/3.5	
Knoxville				3,086,753	61.4/5.3	59.8/4.0	
Memphis				4,948,001	60.1/5.4	44.6/4.5	
Nashville				5,498,987	56.5/5.8	44.0/4.6	
Total	\$106,809.00	2,670	1,092	19,114,210	NA	NA	875

Expended Media Funds for 2007 -2008 for all Campaigns

Chandler Erlich & Company*						
<u>154PM-08-02</u>	<u>K4-08-02</u>	<u>PM-08-03</u>	<u>K6-08-01</u>	<u>QN/HN</u>	<u>K8-08-02</u>	
Booze It & Lose It- Summer Heat; Prom; Manejar Borracho, Sports	Click It or Ticket & Buckle Up In Your Truck	Workzone	Motorcycle Safety	General Account- Prom, Motorcycle, Buckle Up in Your Truck	Booze It & Lose It- Holidays; Super Bowl	
1,510,967.01	303,088.01	14,161.59	7,000.00	\$122,693.51	414,076.43	
Chandler Erlich & Company*						
<u>154PM-08-09</u>			<u>PM-08-02</u>			
Booze It & Lose It						
319.16			2,890.00			
Media Marketing (Media purchases only)						
<u>154PM-08-01</u>	<u>K4-08-03</u>	<u>PM-08-01</u>	<u>K6-08-02</u>		<u>K8-08-03</u>	
Booze It & Lose It- Summer Heat; Prom; Manejar Borracho,	Click It or Ticket & Buckle Up In Your Truck	Click It or Ticket, Work Zone	Motorcycle Safety		Booze It & Lose It- Holidays; Super Bowl	
\$617,061.73	18,596.97	141,540.75	106,809.00		173,598.45	

*Includes agency fees, media buys and other media marketing services

Events and Activities 2007-2008

MONTH	THEME	MEDIA/PUBLICATIONS/ ACTIVITIES	APPLICATIONS/EVALUATION
October	Halloween – <i>Booze It and Lose It</i> Oct. 24- 31	Earned Media – News Release Radio- \$85,000 DMS Boards	
November (to Jan. 1)	Thanksgiving – <i>Booze It and Lose It</i> Nov. 21 – Jan. 1	Earned Media – News Release Sobriety Checkpoints DMS Boards Radio \$140,000 TV- \$300,000	Attitudes and Perceptions Survey Produce new TV enforcement alcohol spot- completed
December	<i>National Drunk & Drugged Driving Prevention Month</i> (TBD)	Impaired Driving Media Release Alcohol Mobilization News conference	
January			
February	Super Bowl Sunday <i>Booze It and Lose It</i> Jan. 31 – Feb. 3	Radio- \$85,000 Sobriety Checkpoints News Conference DMS Boards	
March	Work Zone <i>Get In the Zone</i> Mar. 24 – April 3	Radio- \$65,000	
April	Prom Season (<i>Alcohol Message</i>) April 4 - 12 Motorcycle Awareness (<i>Safety Message</i>) April 25 - May 4	Radio- \$85,000 TV- \$122,000 News Release/News Conference Radio- \$110,000 TV-free DMS Boards	Attitudes and Perceptions Survey Produce new TV Bredesen spot alcohol countermeasures- completed Attitudes and Perceptions Survey
May	May Mobilization <i>Click It or Ticket</i> May 15 - June 2	News Release/News Conference Radio- \$100,000 TV- \$310,000 Hands Across the Border News Sobriety Checkpoints DMS Boards	Attitudes and Perceptions Survey Produce new pick-up seatbelt spot? (still being worked out)
June	Enforcement Efforts <i>100 Days Summer Heat Motorist & Motorcycle</i> Jun 20 – Sept 7	Radio- \$252,000 TV- \$360,000 Sobriety Checkpoints	Attitudes and Perceptions Survey
July	4 th of July <i>Impaired Driving</i> June 29- July 4 Law Enforcement Challenge (date TBD) Tennessee Lifesavers Conference (date TBD)	News Release Radio- \$65,000 Earned Media News Release Earned Media	
August	<i>Booze It and Lose It</i> August 13-September 1	<i>Booze It and Lose It</i> Radio \$133,000 TV- \$150,000 Sobriety Checkpoints	Attitudes and Perceptions Survey
September			

2008 Governor's Highway Safety Office Communications Plan for DMS Boards

<i>Date</i>	<i>Time</i>	<i>Message</i>	<i>Date</i>	<i>Time</i>	<i>Message</i>
Feb. 2	6P-9P 12N-	Fans Don't Let Fans Drive Drunk	Oct. 25	6P- 11P	Drive Safely, Booze It and Lose It
Feb. 3	9P	Fans Don't Let Fans Drive Drunk	Oct. 26	12N- 9P	Drive Safely, Booze It and Lose It
Apr. 26	12N- 9P	Drive Safely Watch Out for Motorcycles	Nov. 26	12N- 9P	Buckle Up It's the Law
Apr. 27	12N- 9P	Drive Safely Watch Out for Motorcycles	Nov. 27	9A-3P	Buckle Up It's the Law
May 23	8P- 11P	Buckle Up, Click It or Ticket	Dec. 12	7P- 11P	Don't Drink & Drive, Booze It and Lose It
May 24	12N- 9P	Buckle Up, Click It or Ticket	Dec. 13	12N- 9P	Don't Drink & Drive, Booze It and Lose It
May 25	12N- 9P	Buckle Up, Click It or Ticket	Dec. 19	7P- 11P	Don't Drink & Drive, Booze It and Lose It
May 26	12N- 9P	Buckle Up, Click It or Ticket	Dec. 20	12N- 9P	Don't Drink & Drive, Booze It and Lose It
			Dec. 31	9A-3P	Don't Drink & Drive, For a Sober Ride call
			Dec. 31	7P- 11P	862-RIDE (Nashville Market)

Run Motorcycle messages periodically throughout the warm months- utilize Tellico Plains board more frequently due to high volume of motorcycles in that area

For all other markets use Booze It and Lose It

* Revised
1/30/08

2008 Earned Media

Date	Event	CIOT	BILI	Other
10/8/07	GEICO Direct Magazine article "Rating the States" Kendell Poole contributed to the article	X		X
11/10/07	The Daily Times article "State Initiative Reduces Crashes on the Dragon"			X
11/20/07	Kendell Poole did an interview with the Tennessean regarding holiday DUI enforcement		X	
11/26/07	Chattanooga article "Sheriff's Department Gets Award for Seat Belt Enforcement"	X		
11/27/07	The Tennessean article "Extra Duty Officers Charge 39 with DUI"		X	
12/3/07	The Tennessean article "36 Charged in Weekend DUI Effort"		X	
12/6/07	Charter Network article "Bredesen, TDOT Remember 2006 Impaired Driving Victims"		X	
12/6/07	WKRN TV "State Officials Look to Deter Impaired Driving"		X	
12/7/07	The City Paper article "DUI Arrests Skyrocketing; Credit Given to State Funds"		X	
12/9/07	The Commercial Appeal article "Operation Keeping Eye on Drivers: Seatbelts, Speeders have Officers Out in Special Force"	X		X
12/12/07	Suburban Community News article "Police Beef Up Traffic Patrols Around Town"	X	X	X
12/14/07	Suburban Community News article "GHSO Names Feathers network Officer of Year"	X	X	X
12/16/07	Murfreesboro Post article: "New Court Addresses Growing DUI Problem"		X	
12/17/07	"Tow to Go" press event; TV Channels 2,4 & 5 attended		X	
12/21/07	Sparta Expositor News article "Sheriff Department Awarded \$49,000 grant"		X	
12/21/07	"Sober Ride" press event, TV Channels 2, 4 and Fox and Metro Radio attended		X	
12/21/07	Tri-Cities Times News article "Be Safe and Sober When Traveling on Roadways"		X	
12/21/07	Channel 2, WKRN, reported on "Sheriff's Dept. to Again Offer Sober Rides"		X	
12/24/07	The Tennessean article "Loss of Life is a Call to Arms for Officers"		X	
12/24/07	The Tennessean article "These are Deadly Days, but New Effort Helps"		X	
12/26/07	News Channel 5 report "Police Arrested More		X	

Date	Event	CIOT	BILI	Other
	Impaired Drivers in 2007”			
12/26/07	The Knoxville Journal article “Traffic Enforcement to Increase New Year’s Weekend”		X	
12/26/07	Chattanooga.com article “Cumberland Crackdown Coming This Weekend”		X	
12/27/07	8WVLT article “THP Launching ‘Cumberland Crackdown’ on Impaired Drivers”		X	
12/27/07	WATE TV “THP Launching ‘Cumberland Crackdown’ on Impaired Drivers”		X	
12/27/07	Knox News article “THP Launching ‘Cumberland Crackdown’ on Impaired Drivers”		X	
12/27/07	WAAY TV, Huntsville “THP Launching ‘Cumberland Crackdown’ on Impaired Drivers”		X	
12/27/07	Times Free Press article “THP, Local Agencies Plan Cumberland Crackdown and Weekend Patrols”		X	
12/27/07	Chattanooga Times Free Press interviewed Kendell Poole	X	X	X
12/28/07	The Mountain Press article “Increased Patrols Planned for Holiday”		X	
12/28/07	Knox News “‘Cumberland Crackdown’ on Impaired Drivers”		X	
12/29/07	Times Free Press article “Law Enforcement Checkpoints Planned New Year’s Weekend”		X	
12/29/07	Clarksville’s The Leaf Chronicle article “81-year-old Died Six Days After Minor Collision”		X	
12/30/07	Jackson Sun article “Highway Patrol Works to Make it a Safe New Year”		X	
12/31/07	Chattanooga Times Free Press article		X	
12/31/07	CommercialAppeal.com article “Law Agencies Stress: Don’t Drink, Drive”		X	
1/2/08	Chattanooga.com article “Decline in Traffic Fatalities Over New Year’s Holiday”		X	
1/2/08	Jackson Sun article “Woolfork Outlines ’08 Goals	X	X	X
1/3/08	MurfreesboroPost.com article “Nine Die on State’s Highways During New Year’s Holiday”		X	
1/10/08	The Leaf Chronicle article “Sheriff’s Office Creates New Division to Focus on Limiting Area’s Traffic Fatalities”	X	X	X
1/14/08	Tennessean article “Tennessee Traffic Deaths Fall, Thanks Partly to Police Grants”	X	X	X
1/14/08	NewsChannel5.com article “Traffic Deaths Dropped 9%”	X	X	X
1/14/08	The Leaf Chronicle article “High-accident Areas		X	

Date	Event	CIOT	BILI	Other
	Need Extra Patrols”			
1/14/08	wjhl.com article “Fewer Motorists Killed in TN in 2007”	X	X	X
1/15/08	Memphis The Daily News article “Traffic Fatalities in Tennessee Dropped 9 Percent”	X	X	X
1/15/08	Elizabethton Star article “Ollie Otter Spreads Traffic Safety Message to Students”	X		
1/15/08	Commercialappeal.com article “Tennessee Traffic Deaths Hit 15-year Low”	X	X	X
1/15/08	Knoxnews.com article “Policing Credited with Dip in Traffic Deaths”	X	X	X
1/16/08	Action Mobile Billboards requested the CIOTI logo	X		
1/17/08	WDEF News 12 article “Safe 7 Sound Program Celebrates 30 Years of Child Vehicle Restraint Laws”	X		X
1/18/08	Tennessean.com article “Event Marks Child Safety Seat Law Anniversary”	X		X
1/18/08	oakridger.com article “Tenn. Marks 30 th Anniversary of Country’s 1 st Child Seat Law’	X		X
1/18/08	WRCB TV article “Bredesen Celebrates 30 years of Keeping Children Safe”	X		X
1/20/08	Tri-Cities Times News article “Reducing Number of Traffic Fatalities a Priority for Johnson City Police Chief”	X	X	X
1/23/08	Newschannel9.com article “THP to ‘Saturate’ McMinn County”	X	X	X
1/23/08	Bristol News Center 5 article “Dangerous Roads”			X
1/26/08	Commercialappeal.com article “Eight Cited in Beer Sales to Minors”		X	
1/31/08	UCDailyNews.com article “THP Launches Enforcement Campaigns	X	X	X
2/1/08	Super Bowl Press Event was covered by Channel 2, 4, 5 & Fox and presented on TV		X	
2/1/08	Tennessee.com article “Program puts spotlight on child car seat safety	X		X
2/1/08	newsChannel5.com article “Stiffer DUI Penalties Under Consideration”		X	
2/2/08	NewsChannel5.com article “Titans Discourage Drunk Driving”		X	
2/2/08	Murfreesboropost.com article “Real Fans Don’t Let Fans Drive Drunk”		X	
2/2/08	Clevelandbanner.com article “Buckling seat belt saves lives”	X		

Date	Event	CIOT	BILI	Other
2/3/08	Stategazette.com article "Pastrol setting checkpoints tonight to nab drunk drivers"		X	
2/4/08	Tricities.com article "Traffic Fatalities Reach Fifteen year Low"	X	X	
2/4/08	Chattanooga.com article "Traffic fatalities Reach 15-Year Low"	X	X	
2/12/08	Action Mobile Billboards ran Click IT or Ticket on moving truck billboard	X		
2/18/08	Wtvf.com article "Bredesen Wants to Change DUI Laws"		X	
2/18/08	NewsChannel5.com article "Anti-Drunken Driving Campaign Targets Young Hispanic Men"		X	
2/18/08	Tennessean.com article "DUI campaign targets young Hispanic Men"		X	
2/14/08	94 radio stations ran the Super Bowl news release		X*	
2/21/08	Tennessean.com article "Should the General Asembly toughen DUI laws?"		X	
3/10/08	Maryville Daily Times article "Saturation Patrol Wednesday on U.S. Highway 129"	X	X	
3/13/08	Northwest Tennessee Today article "DUI Checkpoint Set"		X	
3/13/08	Maryville Daily Times article "100 citations issued during patrol"	X	X	
3/17/08	Chattanooga Times Free Press article "Proposed DUI License Revocation Questioned"		X	
3/16/08	Maryville Daily Times article "MPD to Conduct Saturation Patrol"	X	X	
3/18/08	Chattanooga WRCBtv.com article "Grant for Teen Driving"			X
3/24/08	Chattanooga Times Free Press article "McMinn,cities partner to seek safety grant"			X
3/24/08	WMCtv.com article "15 arrests and 81 tickets in Tipton County police saturation"	X	X	
3/26/08	Rhea County Online article "Safety Grant approved for Police"	X	X	X
4/2/08	Crossville Chronicle article "Police department: underage drinking laws"		X	
4/2/08	Maryville Daily Times article "Sheriff Holds Sobriety Checkpoint"		X	
4/13/08	Maryville Daily Times article "THP Kicks Off Special Enforcement Campaigns"	X	X	
4/16/08	Tennessee.com article "Cops, firefighters install safety seats"	X		X
4/17/08	Dyersburg State Gazette article "Prom Promise"	X	X	

Date	Event	CIOT	BILI	Other
4/15/08	Tennessean.com article "Police step up DUI enforcement"		X	
4/18/08	Director Poole conducting an interview with EXP News Network regarding texting and distracted driving			X
4/21/08	Tennessean.com article "Open-container Bill Could Jeopardize DUI Prosecutions"		X	
4/22/08	Herald-Citizen article "Baxter looking to slow down motorists"			X
4/25/08	Chattanooga.com article "Chief Wes Snyder: The Importance of Seat Belts"	X		
4/30/08	Tennessean.com article "Seat belt wearers leaving school rewarded with cool 'ticket'"	X		
5/7/08	NewChannel5.com article "Police Make 36 Weekend DUI Arrests"		X	
5/7/08	Director Poole presented to the American Society of Highway Safety Engineers	X	X	X
5/12/08	The Daily news Journal article "Tennessee urges motorcycle safety"			X
5/12/08	Tennessean.com article "Drivers urged to watch for motorcycles"			X
5/12/08	Tennessee.com article "Police: 7 DUI arrests made in Steeplechase area"	X		
5/13/08	Elk Valley Times article "Car seat tech training set"			X
5/13/08	WKSR.com article "Motorcycle Awareness Month"			X
5/13/08	GreenevilleSun.com article "Motorcycle Fatalities"			X
5/13/08	TriCities.com article "Tri-State Law Enforcement Kick Off Summer Safety Driving Program"	X		
5/15/08	Maryville Daily Times article "Law enforcement kicks off Click It or Ticket campaign"	X		
5/21/08	Blounttoday.com article "Sheriff's office joins 'Click It or Ticket' Campaign"	X		
5/22/08	Chattanooga.com article "City Police Plan Sobriety Checkpoints May 29-30"		X	
5/25/08	Tennessean.com article "Extra Nashville Patrols Boost DUI Arrests 38%"		X	
5/25/08	NewsChannel5.com article "Forces Unite to Keep Roads Safe"	X	X	X
5/26/08	Knoxville News Sentinel article "Blount Officers Work to Tame the Dragon"			X
5/30/08	NewChannel9.com article "Mandatory 48 for DUI Offenders"		X	

Date	Event	CIOT	BILI	Other
5/30/08	Macon.com article "Tennessee traffic deaths down 2007 and still dropping"	X	X	X
5/30/08	DNJ.com article "All DUI offenders now required to serve 48 hours"		X	
5/30/08	WMCTV.com article "Driver fatalities down significantly in Fayette County"	X	X	X
5/30/08	WMCTV.com article "Tennessee traffic deaths down in 2007 and still dropping"	X	X	X
5/30/08	Memphis Commercial Appeal article "State Traffic Deaths Down 6% in '07"	X	X	X
5/30/08	WATE.com article "Tenn. traffic deaths down in 2007 and still decreasing"	X	X	X
5/31/08	Chattanooga Times Free Press article "Officers Wrap Up Safety Program"	X	X	
5/31/08	Tennessean.com article "Tennessee: All DUI offenders must serve 48 hours"		X	
5/31/08	Chattanooga Times Free Press article "Tennessee, Georgia Checkpoints Catch Seat Belt Violators, Drugs"	X	X	X
6/1/08	Knoxnews.com article "Traffic Deaths Down in '07 and year to date"	X	X	X
6/4/08	Jackson Sun article "Jackson Police Plan Sobriety Checkpoints for Weekend"		X	
6/11/08	Director Poole appeared on the TN Morning on Fox show	X	X	
6/12/08	Tennessean.com article "Sheriff's Office to Hold Sobriety Checkpoint"		X	
6/30/08	WSMR.com article "Police to Crack Down on Highway 70"	X	X	
6/30/08	JacksonSun.com article "Police to Crack Down on U.S. 70"	X	X	
6/30/08	DNJ.com article "Governor's Highway Safety Office Announces Safe 70 Enforcement Mobilization Launch"	X	X	
6/30/08	The Leaf Chronicle article "Police to Crack Down on Secondary Route"	X	X	
6/30/08	Associated Press article "Police to Crack Down on Secondary Route"	X	X	
6/30/08	The Elk Valley Times article "Troopers begin '100 Days of Summer HEAT'"	X	X	
7/1/08	JacksonSun.com article "Officers to Monitor U.S. 70 for Holiday"	X	X	
7/1/08	Chattanooga.com article "THP Joins Other Agencies to Crack Down on Impaired Drivers"		X	
7/3/08	TDOT Commissioner's Friday Newsletter article		X	

Date	Event	CIOT	BILI	Other
	"Public Awareness Campaigns"			
7/3/08	Knoxville News Sentinel article "Signs Encourage Sober Driving"		X	
7/3/08	Chattanooga Free Times Press article "Agencies to Crack Down on DUI's"		X	
7/7/08	NWTNToday.com article "SF police showing drivers ropes of child safety seats"			X
7/9/08	WBIR.com article "Honda Hoot Sparks Increased Patrols on Dragon"			X
7/21/08	TimesNews.net article "Mount Carmel Hopes to Put Speed Cameras on Carters Valley Road"			X
7/23/08	Tennessean.com article "Tennessee Stresses Safety for Bikers"			X
7/23/08	DNJ.com article "More Bikers Hitting the Road"			X
8/7/08	JacksonSun.com article "Sobriety Checkpoints in Jackson This Weekend"		X	
8/12/08	Tennessean.com article "Metro Officers Issue 99 DUI's"		X	
8/20/08	Herald Citizen article "A Lifesaver"			X
8/28/08	The Leaf Chronicle article "Partnership Provides Field Sobriety Training"		X	
8/28/08	Maryville Daily Times article "Law Enforcement Agencies Praised for Speeding Stops"			X
8/28/08	CommercialAppeal.com article "Transportation and Safety Departments Make Labor Day Road Plans"	X	X	
8/29/08	Myeyewitnessnews.com article "Tennessee Law Enforcement Agencies Earn Statewide, National Honors"			X
8/29/08	Chattanooga Times Free Press article "Tennessee: Police Beef Up Holiday Patrols"	X	X	
8/30/08	The Leaf Chronicle article "Local Law Enforcers Take GHSO Awards"			X
8/30/08	Tennessean.com article "Drunken-driving Crackdown Planned for Holiday Weekend"		X	
9/1/08	Maryville Daily Times article "Law Enforcement Agencies Bring Home Awards"			X
9/1/08	Knoxville News Sentinel article "BCSO Wins Award for Traffic Safety"			X
9/3/08	Tennessean.com article "Extra Officers Issue 30 DUI Charges over Labor Day Weekend"		X	
9/3/08	Cleveland Banner article "Benton Police Department Receives Top National Award"			X
9/4/08	Maryville Daily Times article "Law Enforcement Agencies Commended on Competition Awards"			X

Date	Event	CIOT	BILI	Other
9/5/08	NWTNToday.com article "UC Police Accept 'Challenge'"			X
9/10/08	Herald-Citizen article "Police Department Recognized for Motorist Safety"			X
9/10/08	The Leaf Chronicle article "Biker Safety Stressed"			X
9/11/08	Crossville Chronicle article "Police Department Fares Well in Safety Competition"			X
9/11/08	Crossville Chronicle article "Council Reverses Plan on Student Resource Officer, Agrees to Fund Program"			X
9/11/08	Crossville Chronicle article "Local THP District Earns Major Award"			X
9/11/08	TimesNews.net article "Bristol, TN Police Department Ranked First in State for Traffic Safety Initiatives"			X
9/15/08	Johnson City Press "Sheriff's Office Recognized for Child Passenger Safety Efforts"			X
9/17/08	Memphis Commercial Appeal article "Sheriff: Please Keep Kids Safe"			X
9/17/08	Tennessean.com article "Car Seat's Installation as Important as Seat Itself"			X
9/18/08	Director Poole interviewed with WLAC and Tennessee Radio Network on Child Passenger Safety			X
9/20/08	JacksonSun.com article "Day Stresses Car Seat Safety"			X
9/20/08	The Leaf Chronicle article "Sobriety Checkpoint"		X	
9/24/08	The Tennessean article "Franklin Police Pursue New and Old Way to Patrol"			X
9/25/08	Tennessean.com article "Dickson County Receives \$170,000 to Reduce DUIs"		X	
9/25/08	Crossville Chronicle article "Crossville Police Department Takes Top Statewide Award"			X
9/25/08	Tennessean.com article "State Gives Police \$48K to Fight DUI"		X	
9/26/08	The Leaf Chronicle article "Montgomery County Gets Almost \$400,000 for Highway Safety"			X
9/26/08	The Tennessean article "Dickson County Receives \$170,000 to Reduce DUIs"		X	
9/26/08	Chattanooga Times Free Press article "Bradley County Gets Road Safety Grant"			X

*94 radio stations ran the Super Bowl news release and entry was counted once

TENNESSEE GOVERNOR'S HIGHWAY SAFETY OFFICE 2007 - 2008

PROJECT INFORMATION					
GRANTEE	CONTRACT NO.	GRANT NO.	PROJECT NO./EA	AMOUNT EXPENDED	AMOUNT EXPENDED
Section 402					
GHSO P&A	FA0822151	PA-08-01	97107068-004	306,243.42	306,241.85
				306,243.42	State funds
WASHINGTON CO SHERIFF	Z08200113	DE-08-01	97090063-804	24,715.34	
				24,715.34	
UT CENTER FOR RESEARCH	Z08200109	OP-08-01	97107067-204	44,805.78	
MEHARRY MEDICAL COLLEGE	Z08200107	OP-08-02	97107066-504	119,319.39	
EAST TN STATE UNIV	Z08200106	OP-08-03	97107066-704	174,155.83	
SHELBY CO SHERIFF	Z08200105	OP-08-04	97179066-104	150,550.60	
POWELL BUS & PROF ASSOC	Z08200104	OP-08-06	97047068-804	30,174.36	
CHILDREN'S MUSEUM OF MEMP	Z08200103	OP-08-07	97179065-504	58,963.32	
TN TECH UNIV	Z08200102	OP-08-08	97071062-104	49,996.25	
BE IN THE CLICK	Z08200101	OP-08-09	97060061-104	4,250.00	
UNIVERSITY OF TN	Z08200128	OP-08-10	97108060-204	51,522.05	
TN STATE UNIVERSITY	Z08200108	OP-08-11	97119061-804	73,461.91	
				757,199.49	
GHSO MARKETING	NO ENCUMBRANCE	PM-08-01	97107069-304	141,540.75	
CHANDLER EHRLICH & CO	FA0415696	PM-08-02	97107068-604	2,890.00	
CHANDLER EHRLICH & CO	FA0415696	PM-08-03	97107068-704	14,161.59	
				158,592.34	
GALLATIN POLICE DEPT	Z08023707	PT-08-02	97083062-804	56,542.46	
HARDIN CO SHERIFF'S DEPT	Z08023706	PT-08-03	97036061-104	53,340.88	
ALCOA POLICE DEPT	Z08023705	PT-08-04	97005064-204	28,919.00	
SIGNAL MOUNTAIN POLICE	Z08023704	PT-08-05	97033066-704	60,977.20	
LEXINGTON POLICE DEPT	Z08023703	PT-08-06	97039060-204	15,958.48	

MT CARMEL POLICE DEPT	Z08023702	PT-08-07	97037061-304	10,544.41
COLLIERVILLE POLICE DEPT	Z08023701	PT-08-08	97179065-304	31,539.09
ESTILL SPRINGS POLICE DEPT	Z08023700	PT-08-09	97026061-804	16,605.84
BROWNSVILLE POLICE DEPT	Z08023699	PT-08-10	97038060-604	18,525.21
TN DEPT OF SAFETY	Z08023698	PT-08-11	97107067-404	166,892.46
BRADLEY CO SHERIFF'S DEPT	Z08023697	PT-08-12	97006062-304	12,149.91
DAYTON POLICE DEPT	Z08023696	PT-08-13	97072060-904	23,953.03
WOODBURY POLICE DEPT	Z08023695	PT-08-14	97008060-804	17,354.04
KINGSPORT POLICE DEPT	Z08023694	PT-08-15	97082064-204	8,743.29
LOUDON POLICE DEPT	Z08023693	PT-08-16	97053060-804	14,649.81
MEMPHIS POLICE DEPT	Z08023692	PT-08-17	97179065-704	93,785.50
CHATTANOOGA POLICE DEPT	Z08023691	PT-08-18	97033066-504	99,403.81
WASHINGTON CO SHERIFF	Z08023690	PT-08-19	97090063-904	52,891.01
COCKE CO SHERIFF'S DEPT	Z08023689	PT-08-20	97015060-504	5,456.00
KNOXVILLE POLICE DEPT	Z08023688	PT-08-21	97047068-904	117,602.67
MT JULIET POLICE DEPT	Z08023687	PT-08-22	97095061-704	28,039.50
SHELBY CO SHERIFF'S DEPT	Z08023686	PT-08-23	97179065-904	74,136.31
BLOUNT CO SHERIFF'S DEPT	Z08023663	PT-08-24	97005064-504	3,826.13
SEVIER CO SHERIFF'S DEPT	Z08023684	PT-08-25	97078060-804	27,063.18
RED BANK POLICE DEPT	Z08023683	PT-08-26	97033066-304	16,969.85
LAVERGNE POLICE DEPT	Z08023682	PT-08-27	97075062-004	46,832.97
DREDSSEN POLICE DEPT	Z08023681	PT-08-28	97092062-004	6,664.42
TN DEPT OF SAFETY	Z08023658	PT-08-29	97107067-504	35,400.00
TN LAW ENFORCEMENT TOA	Z08023657	PT-08-30	97090064-104	122,453.49
COLUMBIA STATE COMM COLL	Z08023656	PT-08-31	97107067-604	180,111.86
WASHINGTON CO SHERIFF	Z08023659	PT-08-32	97090064-504	5,208.82
ROANE CO SHERIFF'S DEPT	Z08023660	PT-08-33	97073060-704	5,102.88
MT CARMEL POLICE DEPT	Z08023661	PT-08-34	97037061-504	7,500.02
ETSU - DEPT OF PUBLIC SAFETY	Z08023662	PT-08-35	97090064-604	7,474.96
BLOUNT CO SHERIFF'S DEPT	Z08023685	PT-08-36	97005064-004	50,293.19
JAMESTOWN POLICE DEPT	Z08023664	PT-08-37	97025060-404	7,390.37
WOODBURY POLICE DEPT	Z08023665	PT-08-38	97008061-004	6,598.63
RHEA CO SHERIFF'S DEPT	Z08023666	PT-08-39	97072061-204	6,821.83
RED BANK POLICE DEPT	Z08023667	PT-08-40	97033067-004	7,040.09

CROSSVILLE POLICE DEPT	Z08023668	PT-08-41	97018061-204	7,035.26
COLLEGEDALE POLICE DEPT	Z08023669	PT-08-42	97033067-304	7,363.59
WILLIAMSON CO SHERIFF'S DEPT	Z08023670	PT-08-43	97094062-604	6,940.75
SMYRNA POLICE DEPT	Z08023671	PT-08-44	97075062-204	5,302.59
HOHENWALD POLICE DEPT	Z08023672	PT-08-45	97051060-304	7,375.07
GALLATIN POLICE DEPT	Z08023673	PT-08-46	97083063-104	7,467.35
DOVER POLICE DEPT	Z08023674	PT-08-47	97081060-504	7,419.07
SHELBY CO SHERIFF'S DEPT	Z08023675	PT-08-48	97179066-404	6,097.90
MEMPHIS POLICE DEPT	Z08023676	PT-08-49	97179066-704	6,567.92
MARTIN POLICE DEPT	Z08023677	PT-08-50	97092062-304	7,499.98
MADISON CO SHERIFF'S DEPT	Z08023678	PT-08-51	97057064-004	5,383.76
LEXINGTON POLICE DEPT	Z08023679	PT-08-52	97039060-504	6,772.38
BROWNSVILLE POLICE DEPT	Z08023680	PT-08-53	97038060-904	7,499.97
TN ASSOC. OF CHIEF OF POLICE	Z08023655	PT-08-54	97119061-404	6,750.00
MARYVILLE POLICE DEPT	Z08023824	PT-08-55	97005064-804	14,971.69
TN DEPT OF SAFETY	Z08023825	PT-08-56	97005065-004	50,122.50
BLOUNT CO SHERIFF'S DEPT	Z08023826	PT-08-57	97005065-104	72,804.80
METRO NASHVILLE POLICE	Z08024036	PT-08-58	97119062-304	805.81
ATHENS POLICE DEPT	Z08023858	PT-08-59	97054061-104	0.00
ETOWAH POLICE DEPT	Z08023857	PT-08-60	97054061-204	2,312.87
CALHOUN POLICE DEPT	Z08023856	PT-08-61	97054061-304	5,000.00
MCMINN CO SHERIFF'S DEPT	Z08023855	PT-08-62	97054061-404	0.00
TN DEPT OF SAFETY	Z08023860	PT-08-63	97046060-104	21,022.91
HVE 115 Agencies*Adjustment				79,289.68
				1,892,568.45
TN DEPT OF SAFETY	Z08200119	RS-08-01	97107067-804	195,180.93
TEEN WORK ZONE PROGRAM	NO ENCUMBRANCE	RS-08-02	97107069-704	10,243.08
				205,424.01
UT TRAFFIC RESOURCE AGENCY	Z08200122	SA-08-01	97107066-304	242,658.90
COOPERTOWN POLICE DEPT	Z08200121	SA-08-02	97074060-104	0.00
ANDERSON CO EMER SERVICES	Z08200120	SA-08-03	97001062-404	0.00
				242,658.90

FRANKLIN CO COMM/911	Z08200127	EM-08-01	97026061-704	4,375.84
HENRIETTA VOL FIRE DEPT	Z08200126	EM-08-02	97011061-004	12,321.44
WAYNE MEDICAL CENTER EMS	Z08200125	EM-08-03	97091060-904	14,679.15
ANDERSON CO EMER SERVICES	Z08200124	EM-08-04	97001062-504	9,079.88
GILES CO HCRV	Z08200123	EM-08-05	97028060-404	8,010.00
				48,466.31

TN DEPT OF SAFETY	Z08200118	TR-08-01	97108060-604	0.00
TN DEPT OF SAFETY	Z08200115	TR-08-02	97108060-504	0.00
TN DEPT OF HEALTH	Z08200117	TR-08-03	97108062-404	0.00
				0.00

Section 2010

CHANDLER EHRLICH & CO	FA0415696	K6-08-01	97107068-904	7,000.00
GHSO MEDIA MARKETING	NO ENCUMBRANCE	K6-08-02	97107069-604	106,809.00
				113,809.00

Section 154

TN DIST ATTORNEY, 1ST JUD DIST	Z08024069	154AL-08-01	97090064-004	123,643.95
TN DIST ATTORNEY, 2ND JUD DIST	Z08024068	154AL-08-02	97082064-504	135,037.65
TN DIST ATTORNEY, 4TH JUD DIST	Z08024067	154AL-08-03	97078060-704	148,940.11
TN DIST ATTORNEY, 5TH JUD DIST	Z08024066	154AL-08-04	97005063-904	118,629.67
TN DIST ATTORNEY, 6TH JUD DIST	Z08024065	154AL-08-05	97047069-004	188,586.90
TN DIST ATTORNEY, 8TH JUD DIST	Z08024063	154AL-08-06	97076060-504	108,689.77
TN DIST ATTORNEY, 10TH JUD DIST	Z08024062	154AL-08-07	97054061-004	114,610.11
TN DIST ATTORNEY, 11TH JUD DIST	Z08024061	154AL-08-08	97033066-904	134,557.91
TN DIST ATTORNEY, 13TH JUD DIST	Z08024060	154AL-08-09	97071062-204	148,567.84
TN DIST ATTORNEY, 15TH JUD DIST	Z08024059	154AL-08-10	97085060-504	109,181.42
TN DIST ATTORNEY, 17TH JUD DIST	Z08024058	154AL-08-11	97052060-704	136,586.75
TN DIST ATTORNEY, 19TH JUD DIST	Z08024057	154AL-08-12	97063063-404	164,391.67
TN DIST ATTORNEY, 20TH JUD DIST	Z08024056	154AL-08-13	97119061-204	216,729.12
TN DIST ATTORNEY, 21ST JUD DIST	Z08024055	154AL-08-14	97094062-404	131,041.41
TN DIST ATTORNEY, 22ND JUD DIST	Z08024054	154AL-08-15	97050061-204	142,186.78
TN DIST ATTORNEY, 23RD JUD DIST	Z08024053	154AL-08-16	97022061-804	106,576.90
TN DIST ATTORNEY, 24TH JUD DIST	Z08024052	154AL-08-17	97009061-004	181,273.64

TN DIST ATTORNEY, 26TH JUD DIST	Z08024051	154AL-08-18	97057063-804	146,836.07
TN DIST ATTORNEY, 30TH JUD DIST	Z08024050	154AL-08-19	97179065-204	227,487.61
TN DIST ATTORNEY, 31ST JUD DIST	Z08024049	154AL-08-20	97089060-304	132,373.83
DUNLAP POLICE DEPT	Z08024048	154AL-08-21	97077060-204	36,427.90
OVERTON CO SHERIFF'S DEPT	Z08024047	154AL-08-22	97067060-104	36,421.00
SEQUATCHIE CO SHERIFF	Z08024046	154AL-08-23	97077060-104	49,486.70
FAYETTE CO SHERIFF'S DEPT	Z08024045	154AL-08-24	97024060-504	45,285.51
GRUNDY CO SHERIFF'S DEPT	Z08024044	154AL-08-25	97031060-204	40,547.88
WHITE CO SHERIFF'S DEPT	Z08024043	154AL-08-26	97093060-504	48,961.77
MONTEAGLE POLICE DEPT	Z08024042	154AL-08-27	97031060-104	33,046.28
MIDDLETON POLICE DEPT	Z08024041	154AL-08-28	97035060-504	21,243.57
MARION COUNTY SHERIFF'S DEPT	Z08024040	154AL-08-29	97058060-604	32,307.92
GRAND JUNCTION POLICE	Z08024039	154AL-08-30	97035060-404	0.00
SOMERVILLE POLICE DEPT	Z08024038	154AL-08-31	97024060-404	34,123.05
MEMPHIS POLICE DEPT	Z08024037	154AL-08-32	97179065-104	957,448.67
METRO NASHVILLE POLICE DEPT	Z08024036	154AL-08-33	97119061-104	963,633.06
HAMILTON CO SHERIFF'S DEPT	Z08024035	154AL-08-34	97033066-204	162,272.95
MONTGOMERY CO SHERIFF	Z08024034	154AL-08-35	97063063-304	96,712.76
KNOX CO SHERIFF'S OFFICE	Z08024033	154AL-08-36	97047068-704	117,774.48
CLARKSVILLE POLICE DEPT	Z08024032	154AL-08-37	97063063-204	153,478.77
CHATTANOOGA POLICE DEPT	Z08024031	154AL-08-38	97033066-104	63,305.75
SULLIVAN POLICE DEPT	Z08024030	154AL-08-39	97082064-404	175,597.40
BRISTOL POLICE DEPT	Z08024029	154AL-08-40	97082064-304	55,535.80
SHELBY CO SHERIFF'S DEPT	Z08024028	154AL-08-41	97179066-304	168,492.46
HOUSTON CO SHERIFF'S DEPT	Z08024027	154AL-08-42	97042060-104	30,138.60
UNION CITY POLICE	Z08024026	154AL-08-43	97066060-304	34,526.52
MCMINNVILLE POLICE DEPT	Z08024025	154AL-08-44	97089060-204	30,648.01
COFFEE CO SHERIFF'S DEPT	Z08024024	154AL-08-45	97016061-704	12,483.60
HUMPHREY'S CO SHERIFF	Z08024023	154AL-08-46	97043060-304	30,168.59
FRANKLIN CO SHERIFF'S DEPT	Z08024022	154AL-08-47	97026061-604	52,553.66
RIPLEY POLICE DEPT	Z08024021	154AL-08-48	97049060-404	33,755.80
MCNAIRY CO SHERIFF'S DEPT	Z08024020	154AL-08-49	97055061-104	25,975.03
HALLS POLICE DEPT	Z08024019	154AL-08-50	97049060-504	38,612.93
DECATUR CO SHERIFF'S OFFICE	Z08024018	154AL-08-51	97020060-204	20,098.89

JACKSON POLICE DEPT	Z08024017	154AL-08-52	97057063-704	45,374.84
LEXINGTON POLICE DEPT	Z08024016	154AL-08-53	97039060-304	32,368.74
WILSON CO SHERIFF'S DEPT	Z08024015	154AL-08-54	97095061-604	26,137.61
DICKSON POLICE DEPT	Z08024014	154AL-08-55	97022061-704	41,258.90
SELMER POLICE DEPT	Z08024013	154AL-08-56	97055061-004	33,995.02
WAYNE CO SHERIFF'S DEPT	Z08024012	154AL-08-57	97091061-004	35,145.80
PICKETT CO SHERIFF'S OFFICE	Z08024011	154AL-08-58	97069060-104	25,601.96
MCKENZIE POLICE DEPT	Z08024010	154AL-08-59	97009060-904	28,796.15
LENOIR CITY POLICE DEPT	Z08024009	154AL-08-60	97053060-704	25,008.66
BARTLETT POLICE DEPT	Z08024008	154AL-08-61	97179065-004	29,949.44
ATOKA POLICE DEPT	Z08024007	154AL-08-62	97084061-104	16,951.00
WILLIAMSON CO SHERIFF	Z08024006	154AL-08-63	97094062-204	28,625.07
TIPTON CO SHERIFF'S DEPT	Z08024005	154AL-08-64	97084061-004	32,652.24
COVINGTON POLICE DEPT	Z08024004	154AL-08-65	97084060-904	35,664.32
MEDINA POLICE DEPT	Z08024003	154AL-08-66	97027060-104	18,633.27
ROANE CO SHERIFF'S DEPT	Z08024002	154AL-08-67	97073060-504	25,166.56
MADISON CO SHERIFF'S DEPT	Z08024001	154AL-08-68	97057063-504	23,513.77
CHEATHAM CO SHERIFF'S DEPT	Z08024000	154AL-08-69	97011061-104	42,840.00
DYER CO SHERIFF'S DEPT	Z08023999	154AL-08-70	97023062-204	34,568.04
GATES POLICE DEPT	Z08023998	154AL-08-71	97049060-304	0.00
UNIV OF MEMPHIS POLICE	Z08023997	154AL-08-72	97179064-904	39,689.06
TN BUREAU OF INVEST	Z08023992	154AL-08-73	97119061-004	754,696.75
FRANKLIN POLICE DEPT	Z08023991	154AL-08-74	97094062-304	0.00
MOTHER'S AGAINST DRUNK DRIV	Z08024073	154AL-08-75	97119060-904	46,205.58
TN DIST ATT GEN, 7TH JUD DIST	Z08024064	154AL-08-76	97001062-604	128,679.27
UT TRAFFIC RESOURCE AGENCY	Z08200122	154AL-08-79	97107-0664-04	120,083.84
WASHINGTON CO SHERIFF	Z08023659	154AL-08-80	97090-0644-04	5,208.82
ROANE CO SHERIFF'S DEPT	Z08023660	154AL-08-81	97073-0606-04	5,102.87
MT CARMEL POLICE DEPT	Z08023661	154AL-08-82	97037-0614-04	7,500.04
EAST TN STATE UNIV	Z08023662	154AL-08-83	97090-0643-04	7,474.95
BLOUNT CO SHERIFF'S DEPT	Z08023685	154AL-08-84	97005064-104	50,293.21
JAMESTOWN POLICE DEPT	Z08023664	154AL-08-85	97025-0603-04	7,390.36
WOODBURY POLICE DEPT	Z08023665	154AL-08-86	97008-0609-04	6,598.63
RHEA CO POLICE DEPT	Z08023666	154AL-08-87	97072-0611-04	6,821.82

RED BANK POLICE DEPT	Z08023667	154AL-08-88	97033-0671-04	7,040.09
Crossville Police Department	Z08023668	154AL-08-89	97018-0611-04	7,499.98
Collegedale Police Department	Z08023669	154AL-08-90	97033-0672-04	7,363.59
Williamson County Sheriff's Department	Z08023670	154AL-08-91	97094-0625-04	6,940.76
Smyrna Police Department	Z08023671	154AL-08-92	97075-0621-04	5,302.59
Hohenwald Police Department	Z08023672	154AL-08-93	97051-0602-04	7,375.06
Gallatin Police Department	Z08023673	154AL-08-94	97083-0630-04	7,467.35
Dover Police Department	Z08023674	154AL-08-95	97081-0604-04	7,419.03
Shelby County Sheriff's Department	Z08023675	154AL-08-96	97179-0665-04	6,097.89
Memphis Police Department	Z08023676	154AL-08-97	97179-0666-04	6,567.92
Martin Police Department	Z08023677	154AL-08-98	97092-0622-04	7,499.98
Madison County Sheriff's Department	Z08023678	154AL-08-99	97057-0639-04	5,383.77
Lexington Police Department	Z08023679	154AL-08-100	97039-0604-04	6,772.37
Brownsville Police Department	Z08023680	154AL-08-101	97038-0608-04	7,499.98
Red Bank Police Department	Z08023683	154AL-08-102	97033-0664-04	16,969.84
Sevier County Sheriff's Department	Z08023684	154AL-08-103	97078-0609-04	27,063.17
Blount County Sheriff's Department	Z08023663	154AL-08-104	97005064-404	3,826.12
Shelby County Sheriff's Department	Z08023686	154AL-08-105	97179-0660-04	74,136.31
Mt. Juliet Police Department	Z08023687	154AL-08-106	97095-0618-04	28,039.50
Cocke County Sheriff's Department	Z08023689	154AL-08-107	97015-0606-04	5,456.00
Chattanooga Police Department	Z08023691	154AL-08-108	97033-0666-04	99,403.83
Memphis Police Department	Z08023692	154AL-08-109	97179-0658-04	93,785.49
Loudon Police Department	Z08023693	154AL-08-110	97053-0609-04	29,639.27
Kingsport Police Dept.	Z08023694	154AL-08-111	97082-0646-04	8,743.26
Dayton Police Department	Z08023696	154AL-08-112	97072-0610-04	13,043.39
Bradley County Sheriff's Department	Z08023697	154AL-08-113	97006-0624-04	12,149.89
Brownsville Police Department	Z08023699	154AL-08-114	97038-0607-04	37,371.73
Estill Springs Police Department	Z08023700	154AL-08-115	97026-0619-04	16,605.83
Collierville Police Department	Z08023701	154AL-08-116	97179-0656-04	11,737.04
Lexington Police Department	Z08023703	154AL-08-117	97039-0606-04	15,958.48
Signal Mountain Police Department	Z08023704	154AL-08-118	97033-0668-04	30,331.55
Alcoa Police Department	Z08023705	154AL-08-119	97005-0643-04	28,919.56
Hardin County Sheriff's Department	Z08023706	154AL-08-120	97036-0610-04	26,345.96
Gallatin Police Department	Z08023707	154AL-08-121	97083-0629-04	27,849.25

The University of Tennessee	Z08023708	154AL-08-122	97107-0684-04	618,857.40
The University of Tennessee	Z08200128	154AL-08-123	97108-0601-04	106,360.50
The University of Tennessee	ED0822169	154AL-08-124	97107-0655-04	435,316.69
The Renaissance Center	Z08023983	154AL-08-125	97022-0619-04	27,448.18
nessee Secondary School Athletic As	Z08023982	154AL-08-126	97119-0620-04	60,426.42
TJOHNE PRODUCTIONS INC	Z08023981	154AL-08-127	97107-0679-04	96,560.00
MOTHER'S AGAINST DRUNK DR	Z08023980	154AL-08-128	97119-0621-04	21,345.56
MORRISTOWN POLICE DEPT	Z08024075	154AL-08-129	97032-0607-04	46,300.00
DYERSBURG POLICE DEPT	Z08024070	154AL-08-130	97023-0623-04	38,394.00
LEBANON POLICE DEPT	Z08024071	154AL-08-131	97095-0619-04	23,198.33
MARYVILLE POLICE DEPT	Z08023824	154AL-08-132	97005-0647-04	14,971.67
MARYVILLE POLICE DEPT	Z08024072	154AL-08-133	97005-0646-04	77,380.12
TN DEPT OF SAFETY	Z08023825	154AL-08-134	97005-0649-04	23,276.37
BLOUNT CO SHERIFF'S DEPT	Z08023826	154AL-08-135	97005-0652-04	35,859.08
TN DEPT OF SAFETY	Z08023860	154AL-08-136	97046-0602-04	10,357.55
				10,624,648.71

GHSO MEDIA MARKETING	NO ENCUMBRANCE	154PM-08-01	97107069-504	617,061.73
CHANDLER EHRLICH & CO	FA0415696	154PM-08-02	97107069-104	1,510,967.01
CITADEL BROADCASTING	FA0821859	154PM-08-03	97107064-304	93,333.34
MUSIC CITY BOWL, INC	FA0822152	154PM-08-04	97119060-804	75,000.00
HOOPS, LP	FA0822151	154PM-08-05	97107065-304	105,000.00
HOST COMMUNICATIONS, INC	FA0822154	154PM-08-06	97107065-804	181,500.00
INTERNATIONAL SPORTS PROP	FA0822146	154PM-08-07	97119060-604	61,080.00
LIBERTY BOWL FESTIVAL ASSOC	FA0821861	154PM-08-08	97107065-004	80,000.00
THE TOMBRAS GROUP	FA0925707	154PM-08-09	97108061-604	391.16
NASHVILLE HOCKEY CLUB	FA0821860	154PM-08-10	97119060-304	175,000.00
TENNESSEE FOOTBALL, INC	FA0822166	154PM-08-12	97107065-204	133,334.00
UNIV OF MEMPHIS ATHLETIC DEPT	ED0822153	154PM-08-13	97179064-404	57,000.00
LEARFIELD COMM, INC.	FA0822173	154PM-08-14	97179064-604	147,750.00
BASEALL ALLIANCE, LLC	FA0823019	154PM-08-15	97107068-304	200,000.00
AMERISPORTS COMPANIES	FA0822468	154PM-08-16	97107066-104	180,000.00
LEARFIELD COMM, INC.	FA0925109	154PM-08-17	97179067-004	50,726.00
SUMMIT MGMT CORP	FA0924859	154PM-08-18	97179066-904	80,000.00

CITADEL BROADCASTING	FA0925142	154PM-08-19	97108061-204	56,000.00
INTERNATIONAL SPORTS PROP	FA0925110	154PM-08-20	97119062-604	22,425.00
UNIV OF MEMPHIS	ED0925111	154PM-08-21	97179067-204	19,570.50
TENNESSEE FOOTBALL, INC	FA0925767	154PM-08-22	97119062-904	80,000.00
IMG COLLEGE	FA0925118	154PM-08-23	97108061-404	62,250.00
NASHVILLE HOCKEY CLUB	FA0925358	154PM-08-26	97108061-504	25,000.00
HOOPS, LP	FA0925504	154PM-08-27	97179067-504	15,000.00
				4,028,388.74

Section 2011

TN STATE UNIVERSITY	Z08200108	K3-08-01	97119061-904	70,581.09
MEHARRY MEDICAL COLLEGE	Z08200107	K3-08-02	97107066-604	119,319.39
EAST TN STATE UNIVERSITY	Z08200106	K3-08-03	97107066-804	174,155.80
SHELBY CO SHERIFF'S DEPT	Z08200105	K3-08-04	97179066-204	150,550.60
				514,606.88

Section 406

UNIVERSITY OF TN	ED0822169	K4-08-01	97107064-804	435,854.47
UNIVERSITY OF TN	Z08023708	K4-08-03	97107068-504	562,770.90
BASEBALL ALLIANCE, LLC	FA0720510	K4PM-08-01	97107066-204	44,446.00
CHANDLER EHRLICH & CO	FA0415696	K4PM-08-02	97107068-804	303,088.01
GHSO MEDIA MARKETING	NO ENCUMBRANCE	K4PM-08-03	97107069-204	18,596.97
THE TOMBRAS GROUP	FA0925707	K4PM-08-04	97108061-904	0.00
				1,364,756.35

Section 402

PT-08-64 *

Section 410

Correction to 2007 funds				37,682.24
Correction to 2007 funds				77,963.49
MOTHER'S AGAINST DRUNK DR	Z08023996	K8-08-01	97119061-304	50,224.56
COFFEE CO DRUG COURT	Z08023995	K8-08-02	97016061-604	33,831.07
TN DIST ATTORNEYS GEN CONF	Z08023994	K8-08-03	97107066-904	519,769.44
DAVIDSON CO SHERIFF'S DEPT	Z08023993	K8-08-04	97119061-704	180,428.90
UNIVESITY OF MEMPHIS	Z08023989	K8-08-05	97107067-004	176,756.58
MARTIN POLICE DEPT	Z08023988	K8-08-06	97092062-104	43,745.85
JOHNSON CITY POLICE DEPT	Z08023987	K8-08-07	97090064-204	29,833.08

MEMPHIS POLICE DEPT	Z08023986	K8-08-08	97179065-404	106,240.12	
DECATUR CO SHERIFF'S OFF	Z08023985	K8-08-09	97020060-104	35,275.33	
TN DEPT OF SAFETY	Z08023984	K8-08-10	97107067-104	190,562.78	
BLEDSON CO SHERIFF'S DEPT	Z08023709	K8-08-12	97107068-104	4,083.31	
PIKEVILLE POLICE DEPT	Z08023710	K8-08-13	97107068-104	5,000.00	
CELINA POLICE DEPT	Z08023711	K8-08-14	97107068-104	4,091.25	
CLAY CO SHERIFF DEPT	Z08023712	K8-08-15	97107068-104	4,935.00	
MANCHESTER POLICE DEPT	Z08023713	K8-08-16	97107068-104	5,000.00	
TULLAHOMA POLICE DEPT	Z08023714	K8-08-17	97107068-104	0.00	4,995.00
CUMBERLAND CO SHERIFF	Z08023715	K8-08-18	97107068-104	0.00	
ALEXANDRIA POLICE DEPT	Z08023716	K8-08-19	97107068-104	5,000.00	
SMITHVILLE POLICE DEPT	Z08023717	K8-08-20	97107068-104	5,000.00	
FENTRESS CO SHERIFF	Z08023718	K8-08-21	97107068-104	4,979.00	
COWAN POLICE DEPT	Z08023719	K8-08-22	97107068-104	4,706.70	
DECHEARD POLICE DEPT	Z08023720	K8-08-23	97107068-104	0.00	4,995.00
FRANKLIN CO COMM	Z08023721	K8-08-24	97107068-104	629.97	
HUNTLAND POLICE DEPT	Z08023722	K8-08-25	97107068-104	5,000.00	
LOOKOUT MOUNTAIN POLICE	Z08023723	K8-08-26	97107068-104	5,000.00	
CITY OF GAINESBORO	Z08023724	K8-08-27	97107068-104	4,175.38	821.68
MACON COUNTY SHERIFF'S DEPT	Z08023725	K8-08-28	97107068-104	5,000.00	
WHITWELL POLICE DEPT	Z08023726	K8-08-29	97107068-104	5,000.00	
ATHENS POLICE DEPT	Z08023727	K8-08-30	97107068-104	4,611.47	
CALHOUN POLICE DEPT	Z08023728	K8-08-31	97107068-104	5,000.00	
ENGLEWOOD POLICE DEPT	Z08023729	K8-08-32	97107068-104	0.00	
MCMINN CO SHERIFF'S DEPT	Z08023730	K8-08-33	97107068-104	2,126.04	2,300.00
LIVINGSTON POLICE DEPT	Z08023731	K8-08-34	97107068-104	0.00	4,995.00
CITY OF BENTON	Z08023732	K8-08-35	97107068-104	4,925.37	
PARIS POLICE DEPT	Z08023733	K8-08-36	97107068-104	0.00	
BAXTER POLICE DEPT	Z08023736	K8-08-39	97107068-104	0.00	4,995.00
COOKEVILLE POLICE DEPT	Z08023737	K8-08-40	97107068-104	5,000.00	
MONTEREY POLICE DEPT	Z08023738	K8-08-41	97107068-104	5,000.00	
CARTHAGE POLICE DEPT	Z08023739	K8-08-42	97107068-104	4,853.00	
GORDONSVILLE POLICE DEPT	Z08023740	K8-08-43	97107068-104	3,658.33	
SMITH CO SHERIFF'S DEPT	Z08023741	K8-08-44	97107068-104	0.00	

SPENCER POLICE DEPT	Z08023742	K8-08-45	97107068-104	3,199.54	
VAN BUREN CO POLICE DEPT	Z08023743	K8-08-46	97107068-104	0.00	
WARREN COUNTY	Z08023744	K8-08-47	97107068-104	4,906.00	
ETOWAH POLICE DEPT	Z08023745	K8-08-48	97107068-104	2,171.98	2,798.00
CITY OF ELIZABETHON	Z08023746	K8-08-49	97107068-104	4,999.00	
RUTLEDGE POLICE DEPT	Z08023747	K8-08-50	97107068-104	5,000.00	
WALTERS STATE CAMPUS	Z08023748	K8-08-51	97107068-104	0.00	4,995.00
CHURCH HILL POLICE DEPT	Z08023749	K8-08-52	97107068-104	3,653.99	1,335.00
HAWKINS CO SHERIFF DEPT	Z08023750	K8-08-53	97107068-104	4,979.55	
SURGIONSVILLE POLICE DEPT	Z08023751	K8-08-54	97107068-104	4,084.71	
JEFFERSON CITY POLICE	Z08023752	K8-08-55	97107068-104	4,883.00	
JEFFERSON CO SHERIFF	Z08023753	K8-08-56	97107068-104	4,999.00	
CITY OF MOUNTAIN CITY	Z08023754	K8-08-57	97107068-104	4,866.19	
MADISONVILLE POLICE DEPT	Z08023755	K8-08-58	97107068-104	0.00	
HARRIMAN POLICE DEPT	Z08023756	K8-08-59	97107068-104	5,000.00	
CITY OF KINGSTON	Z08023757	K8-08-60	97107068-104	5,000.00	
TOWN OF OLIVER SPRINGS	Z08023758	K8-08-61	97107068-104	5,000.00	
SCOTT CO SHERIFF DEPT	Z08023759	K8-08-62	97107068-104	4,999.00	
PIGEON FORGE POLICE	Z08023760	K8-08-63	97107068-104	5,000.00	
SEVIERVILLE POLICE DEPT	Z08023761	K8-08-64	97107068-104	5,000.00	
BLUFF CITY POLICE DEPT	Z08023762	K8-08-65	97107068-104	0.00	5,000.00
TRI-CITIES REGIONAL	Z08023763	K8-08-66	97107068-104	3,385.00	
UNICOI CO SHERIFF'S DEPT	Z08023764	K8-08-67	97107068-104	4,385.40	
TOWN OF JONESBOROUGH	Z08023765	K8-08-68	97107068-104	4,500.00	
ASHLAND CITY POLICE	Z08023766	K8-08-69	97107068-104	0.00	4,995.00
PLEASANT VIEW POLICE DEPT	Z08023767	K8-08-70	97107068-104	5,000.00	
BELLE MEADE POLICE DEPT	Z08023768	K8-08-71	97107068-104	0.00	
LAKEWOOD POLICE DEPT	Z08023769	K8-08-72	97107068-104	4,172.00	
TN DEPT OF SAFETY	Z08023770	K8-08-73	97107068-104	3,829.74	
TN DEPT OF SAFETY	Z08023771	K8-08-74	97107068-104	4,766.00	
TN DEPT OF SAFETY	Z08023772	K8-08-75	97107068-104	4,944.09	
TN DEPT OF SAFETY	Z08023773	K8-08-76	97107068-104	5,000.00	
TN DEPT OF SAFETY	Z08023774	K8-08-77	97107068-104	5,037.08	
TN DEPT OF SAFETY	Z08023775	K8-08-78	97107068-104	0.00	

TN DEPT OF SAFETY	Z08023776	K8-08-79	97107068-104	4,993.22	
VANDERBILT UNIVERSITY POLICE	Z08023777	K8-08-80	97107068-104	0.00	
WHITE BLUFF POLICE DEPT	Z08023778	K8-08-81	97107068-104	3,493.03	1,500.00
ARDMORE POLICE DEPT	Z08023779	K8-08-82	97107068-104	4,374.78	
ELKTON POLICE DEPT	Z08023780	K8-08-83	97107068-104	4,803.37	
ERIN POLICE DEPT	Z08023781	K8-08-84	97107068-104	4,931.44	
LAWRENCEBURG POLICE DEPT	Z08023782	K8-08-85	97107068-104	4,950.00	
FAYETTEVILLE POLICE DEPT	NO ENCUMB	K8-08-86	97107068-104	0.00	
CHAPEL HILL POLICE DEPT	Z08023784	K8-08-87	97107068-104	5,000.00	
CORNERSVILLE POLICE DEPT	Z08023785	K8-08-88	97107068-104	5,000.00	
MAURY CO SHERIFF'S DEPT	Z08023786	K8-08-89	97107068-104	0.00	
SPRING HILL POLICE DEPT	Z08023787	K8-08-90	97107068-104	0.00	4,995.00
AUSTIN PEAY STATE UNIV	Z08023788	K8-08-91	97107068-104	4,998.80	
RIDGETOP POLICE DEPT	Z08023789	K8-08-92	97107068-104	3,918.00	
ROBERTSON CO	Z08023790	K8-08-93	97107068-104	5,000.00	
CUMBERLAND CITY	Z08023792	K8-08-95	97107068-104	4,635.39	
COLLINWOOD POLICE DEPT	Z08023793	K8-08-96	97107068-104	0.00	
FAIRVIEW POLICE DEPT	Z08023794	K8-08-97	97107068-104	5,000.00	
NOLENSVILLE POLICE DEPT	Z08023795	K8-08-98	97107068-104	0.00	4,995.00
BENTON CO SHERIFF DEPT	Z08023796	K8-08-99	97107068-104	0.00	
HUNTINGDON POLICE	Z08023797	K8-08-100	97107068-104	4,995.00	
ALAMO POLICE DEPT	Z08023798	K8-08-101	97107068-104	4,823.00	
BELLS POLICE DEPT	Z08023799	K8-08-102	97107068-104	4,848.72	
CROCKETT CO SHERIFF	Z08023800	K8-08-103	97107068-104	4,999.95	
MOSCOW POLICE DEPT	Z08023801	K8-08-104	97107068-104	0.00	
OAKLAND POLICE DEPT	Z08023802	K8-08-105	97107068-104	4,875.00	
PIPERTON POLICE DEPT	Z08023803	K8-08-106	97107068-104	5,000.00	
GIBSON POLICE DEPT	Z08023804	K8-08-107	97107068-104	4,947.85	
RUTHERFORD CO POLICE	Z08023805	K8-08-108	97107068-104	4,844.61	
CITY OF TRENTON	Z08023806	K8-08-109	97107068-104	4,843.80	
WHITEVILLE POLICE DEPT	Z08023807	K8-08-110	97107068-104	0.00	
CRUMP POLICE DEPT	Z08023808	K8-08-111	97107068-104	4,999.37	
HAYWOOD CO SHERIFF	Z08023809	K8-08-112	97107068-104	4,960.00	
HENDERSON CO SHERIFF	Z08023810	K8-08-113	97107068-104	0.00	4,995.00

LAUDERDALE CO SHERIFF	Z08023811	K8-08-114	97107068-104	5,000.00	
ADAMSVILLE POLICE DEPT	Z08023812	K8-08-115	97107068-104	4,433.88	
KENTON POLICE DEPT	Z08023814	K8-08-117	97107068-104	3,444.00	
TOWN OF OBION	Z08023815	K8-08-118	97107068-104	4,124.40	
SOUTH FULTON POLICE	Z08023816	K8-08-119	97107068-104	4,999.99	
CITY OF GERMANTOWN	Z08023817	K8-08-120	97107068-104	4,665.03	
BRIGHTON POLICE DEPT	Z08023818	K8-08-121	97107068-104	5,000.00	
MASON POLICE DEPT	Z08023819	K8-08-122	97107068-104	4,867.49	
MUNFORD POLICE DEPT	Z08023820	K8-08-123	97107068-104	5,000.00	
GLEASON POLICE DEPT	Z08023821	K8-08-124	97107068-104	5,000.00	
UNIV OF TN MARTIN	Z08023822	K8-08-125	97107068-104	4,262.96	
WATERTOWN POLICE DEPT	Z08023823	K8-08-126	97107068-104	3,995.00	
CARTER CO SHERIFF DEPT	Z08023827	K8-08-128	97107068-104	5,000.00	
ERWIN POLICE DEPT	Z08023828	K8-08-129	97107068-104	5,000.00	
CANNON COUNTY	Z08023830	K8-08-130	97107068-104	5,000.00	
JACKSON CO SHERIFF DEPT	Z08023831	K8-08-132	97107068-104	0.00	
TRACEY CITY POLICE DEPT	Z08023832	K8-08-133	97107068-104	4,469.77	
COOPERHILL POLICE DEPT	Z08023833	K8-08-134	97107068-104	5,000.00	
TROUSDALE CO SHERIFF	Z08023834	K8-08-135	97107068-104	4,988.99	
CITY OF CHARLESTON	Z08023835	K8-08-136	97107068-104	5,000.00	
WHITE HOUSE POLICE DEPT	Z08023836	K8-08-138	97107068-104	0.00	
DEKALB CO SHERIFF DEPT	Z08023837	K8-08-139	97107068-104	5,000.00	
SOUTHWEST TN COMMUNITY	Z08023838	K8-08-140	97107068-104	4,793.88	
CITY OF CAMDEN	Z08023839	K8-08-141	97107068-104	5,000.00	
WEAKLEY CO SHERIFF DEPT	Z08023840	K8-08-142	97107068-104	4,395.25	600.00
HENRY CO SHERIFF DEPT	Z08023841	K8-08-143	97107068-104	4,979.11	
HENRY POLICE DEPT	Z08023842	K8-08-144	97107068-104	4,998.55	
PURYEAR POLICE DEPT	Z08023843	K8-08-145	97107068-104	4,919.80	
TOWN OF SCOTTS HILL	Z08023844	K8-08-146	97107068-104	0.00	4,995.00
OBION CO SHERIFF'S DEPT	Z08023845	K8-08-147	97107068-104	3,995.00	
SUMNER CO	Z08023846	K8-08-137	97107068-104	5,000.00	
GILES CO SHERIFF'S DEPT	Z08023847	K8-08-139	97107068-104	5,000.00	
HENNING POLICE DEPT	Z08023848	K8-08-148	97107068-104	0.00	
TROY POLICE DEPT	Z08023849	K8-08-149	97107068-104	4,978.01	

CITY OF DECATUR	Z08023850	K8-08-150	97107068-104	4,908.80	
MOORE CO SHERIFF DEPT	Z08023851	K8-08-151	97107068-104	0.00	4,995.00
WAVERLY POLICE DEPT	Z08023852	K8-08-152	97107068-104	0.00	4,995.00
MEIGS CO POLICE DEPT	Z08023853	K8-08-153	97107068-104	4,259.15	
DICKSON CO SHERIFF	Z08023854	K8-08-154	97107068-104	0.00	4,995.00
CROSS PLAINS POLICE DEPT	Z08023859	K8-08-155	97107068-104	0.00	
RUTHERFORD CO DRUG COURT	Z08024074	K8-08-127	97075062-304	37,403.23	
CHANDLER EHRLICH & CO	FA0415696	K8PM-08-02	97107069-004	414,076.43	
GHSO MEDIA MARKETING	NO ENCUMBRANCE	K8PM-08-03	97107069-404	173,598.45	
				<u>2,599,642.03</u>	

* Adjusted for equipment purchases

Section 408

TN DEPT OF HEALTH	Z08200117	K9-08-01	97119061-604	45,991.51	
TN DEPT OF HEALTH	Z08200116	K9-08-02	97119061-504	63,213.45	
TN DEPT OF HEALTH	Z08200115	K9-08-03	97108060-404	454,808.44	
TECH NETWORK FOR SAFE ROADS	Z08200130	K9-08-04	97107067-304	137,675.22	
UNIVERSITY OF TN	ED0822169	K9-08-05	97108060-304	66,670.56	
				<u>768,359.18</u>	

Section 1906

TN DEPT OF SAFETY	Z08200118	K10-08-01	97107068-204	373,408.96	
				<u>373,408.96</u>	

Total Expended Funds

25,609,797.39

**100 DAYS OF SUMMER HEAT AND
BOOZE IT AND LOSE IT MEDIA
CAMPAIGN
A SURVEY OF TENNESSEANS**

June – September 2008

**Presented to:
The Governor's Highway Safety Office
Tennessee Department of Transportation**



**Submitted by:
The Center for Transportation Research**

THE UNIVERSITY of TENNESSEE 

INTRODUCTION

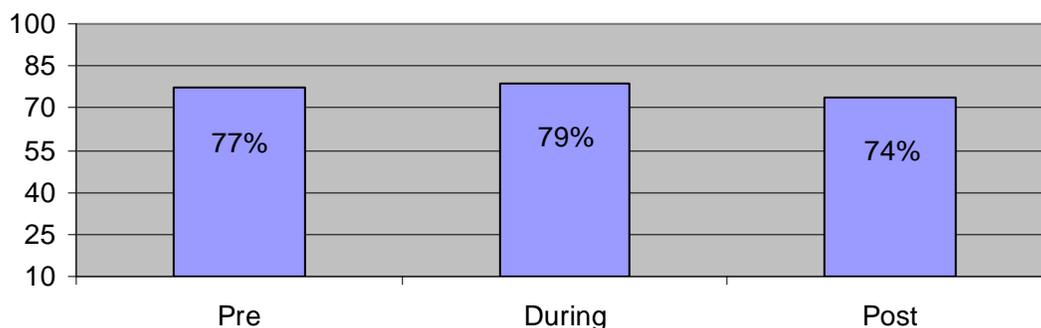
The *100 Days of Summer Heat and the Booze It and Lose It* media campaigns are sponsored by The Governor's Highway Safety Office (GHSO) through a federally funded program with the National Highway Safety Transportation Administration (NHSTA). One of their goals is to develop and implement media campaigns coupled with enforcement measures that targets unsafe behavior, such as driving after drinking alcohol and not wearing safety belts or using child restraint devices. Warning Tennesseans of the dangers and consequences of these behaviors with the ultimate goal of mitigating crashes and fatalities by modifying perceptions and ultimately behavior is high on the priority list of GHSO. To help measure the effectiveness of these campaigns, The University of Tennessee Center for Transportation Research conducts telephone surveys across the state of Tennessee on behalf of the GHSO.

100 DAYS OF SUMMER HEAT

The *100 Days of Summer Heat* media campaign ran from June 20th through September 7th, 2008. The data collection time frame used to evaluate awareness and exposure to this campaign was June 1st through September 29th, 2008. The *Booze It and Lose It* media campaign, which ran within the *100 Days of Summer Heat* from August 13th through September 1st, 2008, is also being evaluated in this report. Data collection is divided into three phases – pre, during and post campaign.

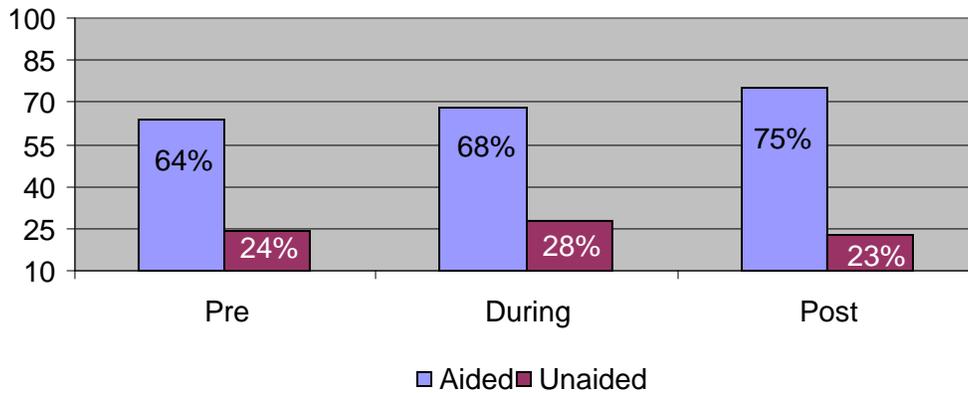
Overall, 77% of those interviewed responded that they had seen or heard an anti-drinking and driving message during the three month data collection period. A breakdown by phase shows very little difference among the three phases as is. See Figure 1

Figure 1: Have you seen any messages discouraging people from driving after drinking?



When respondents were asked if they could recall an anti-drinking and driving message, 27% said “yes”. Out of these respondents, 36% could name (unaided) *Booze It and Lose It*. For the pre, during and post campaign phase, these numbers stay fairly consistent. When asked if they recognized (aided) any alcohol messages, the number jumped to nearly 70%. Figure 2 compares the aided and unaided responses by campaign phase.

Figure 2: Recall/Recognition Booze It and Lose It



Of those who had seen an anti-drinking and driving message, 67% indicated the amount of messages was about the same as usual and 21% indicated they thought the amount of messages were more than usual.

When comparing age to those who had seen or heard an anti-drinking and driving message, the age groups who report the highest exposure or awareness to these messages are the 46-55 and 56-65 year olds with nearly 20% in both categories. Less than 10% of 16-25 and 26-35 year olds reported hearing or seeing a message discouraging drinking and driving.

ALCOHOL USAGE

Nearly 55% of those surveyed indicated they had not drunk alcohol in the past 12 months. Of the 45% who indicated that they did drink alcoholic beverages, less than 20% did so with any reported regularity. However, 22% of those who drank with any regularity indicated they had driven within two hours of drinking alcoholic beverages. When asked how many times they had driven within two hours over 40% said they had done so on at least three occasions. Interestingly, 50% said they had deliberately avoided driving after drinking. Those who said they had drunk alcoholic beverages in the past 12 months were read a list of reasons why they might deliberately avoid driving a motor vehicle after drinking. They ranked them as “very important”, “somewhat important”, “not very important” or “not at all important”. See Table 1

Table 1: Reasons to avoid driving after drinking

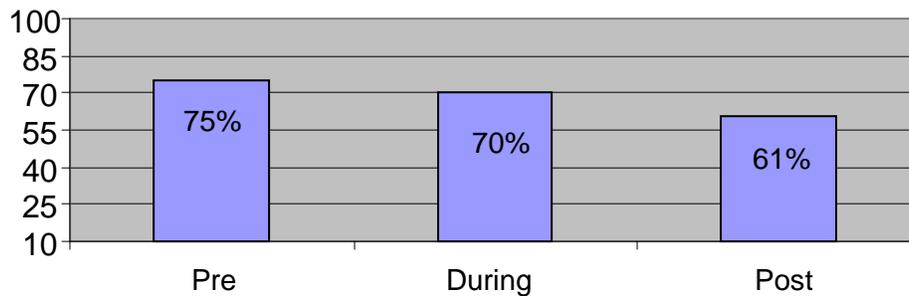
	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT	N
Avoid Injury to Self	92%	6%	1%	1%	1246
Avoid Injury to Others	97%	2%	<1%	<1%	1247
Avoid Being Stopped	81%	12%	2%	4%	1240
Set Good Example	70%	18%	6%	5%	1245
Others Not Approve	44%	24%	13%	1%	1230
It is Wrong	65%	21%	7%	5%	1233

Only 24% of those surveyed indicated they had seen a sobriety checkpoint. When asked if sobriety checkpoints should be used “more frequently”, “about the same” or “less frequently”, nearly 70% of all respondents thought they should be used “more frequently”. Effectiveness of laws were viewed either “very effective” or “somewhat effective” by nearly 60% of the respondents. Enforcement of drinking and driving laws were believed to be “very strictly” or “somewhat strictly” enforced by 75% of the respondents.

CLICK IT OR TICKET

Nearly 70% of all respondents said they had seen or heard a seatbelt message. Figure 3 shows a steady decline from the “pre” to the “post” phase. However, the main *Click It or Ticket* campaign occurred in mid May to early June, so the messages seen or heard likely declined during this data collection period.

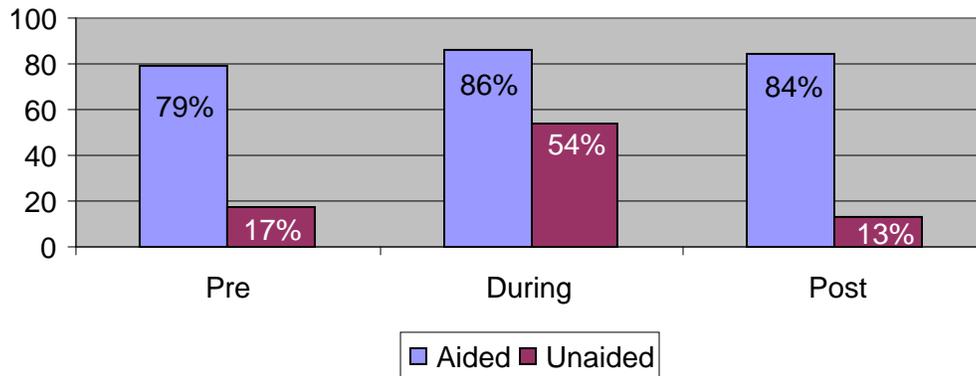
Figure 3: Have you seen or heard any messages that encourage people to wear their seatbelt use?



Eighty three percent of the respondents recognized (aided) *Click It or Ticket* for the entire data collection period. For the “pre” timeframe this number was 79%, the “during” increased slightly to 86% and for the “post” period this number held fairly steady at 84%.

When respondents were asked to recall (unaided) the *Click It or Ticket* slogan, 63% of those who said they had seen or heard a seatbelt message could actually name *Click It or Ticket*. The most notable observation is the high number (54%) in the data collection period defined as “during” especially for unaided. Typically, recall is always lower since it requires the respondent to name a slogan unaided. This has been consistent from previous surveys. Seventeen percent recalled *Click It or Ticket* in the “pre” period, and 13% could name this slogan in the “post” timeframe. Figure 4 provides a comparison of aided and unaided responses of the *Click It or Ticket* slogan.

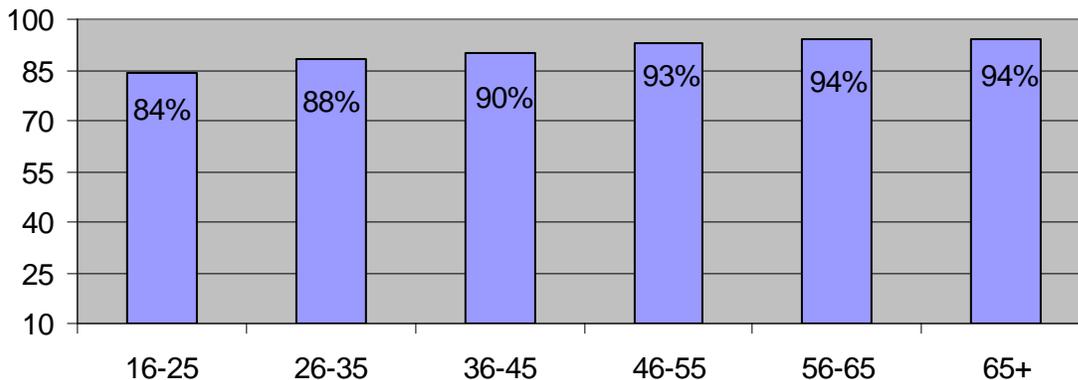
Figure 4: Recall/Recognition of Click It or Ticket



SEATBELT USAGE

Respondents were asked how often they wore their seatbelt when driving. Overall 80% of the respondents reported they “always” wear their seatbelt. However, if the categories “always” and “nearly always” are combined, seatbelt usage jumps to 90%. Tennessee’s annual statewide seatbelt study, which observes drivers and passengers at various places across Tennessee, showed the observed seatbelt use was 81%. When asked if their seatbelt use had increased, stayed the same, or decreased in the past 12 months, 85% indicated it had stayed the same. Figure 5 shows seatbelt usage across the age groups and indicates a steady increase by age in those who wear their seatbelt.

Figure 5: How Often do you wear a seatbelt when driving/front seat passenger?



OTHER SAFETY ISSUES

When asked what the biggest safety risk is when driving a car, 70% indicated text messaging or emailing. Talking on a cell phone was next, garnering less than 18% of the responses. The remaining responses were distributed among the other choices which were:

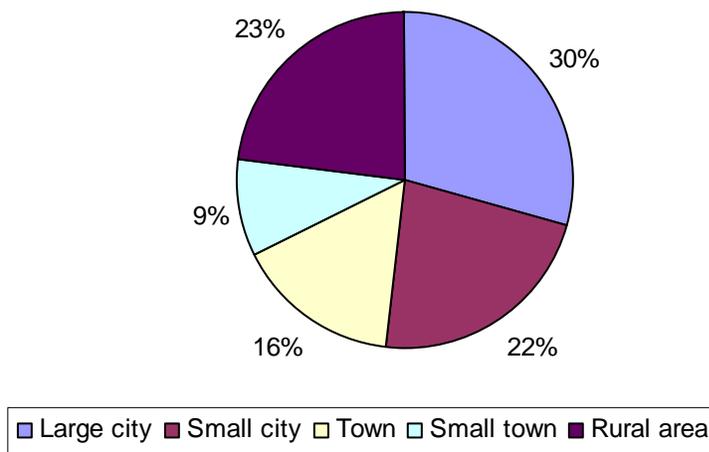
- changing radio or CD player
- talking with someone else in the vehicle
- disciplining kids in the vehicle
- something else

Respondents were asked if they had seen an Electronic Message Board (EMB) in the past 60 days. Nearly 54% said “yes”. The type message cited by most were traffic conditions at 74% and road construction following closely with 67%.

DEMOGRAPHICS

This sample was evenly split among females (51%) and males (49%). The racial makeup of the sample consisted of 82% white and 14% blacks. The remaining four percent encompassed other races. Respondents were asked about the type of area they lived in. Figure 6 shows the distribution.

Figure 6: Which of the following best describes where you live?



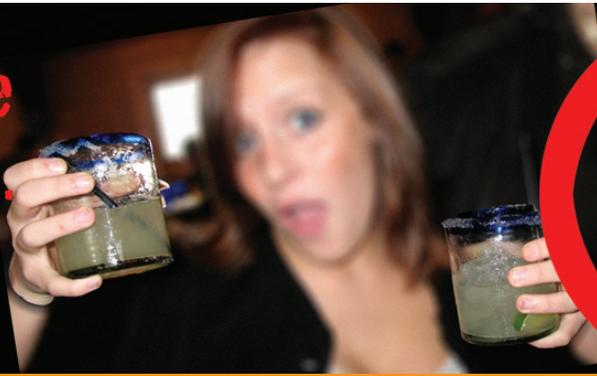
BACKGROUND

The Center for Transportation Research has conducted data collection regularly since 2004. Initially, the survey was conducted twice a year to correspond with *Booze it and Lose it*, a major emphasis campaign of GHSO, but has since evolved to include evaluation of up to six major campaign initiatives. NHSTA’s has guidelines that state campaigns totaling more than \$100,000 must have supporting data collection to document exposure to the message.

METHODOLOGY

The Human Dimensions Lab at the University of Tennessee administered this telephone survey to 2734 individuals from randomly selected households in Tennessee from June 1st to September 29th 2008. A total of 435 (23 per day) respondents were interviewed in the period defined as “pre campaign” (6/1/08 through 6/19/08), 1764 interviews (24 per day) were completed in the “during” phase, (6/20/08 through 9/7/08), and 535 (24 per day) individuals were interviewed in the “post campaign” phase (9/8/08 through 9/29/08).

Booze
It...



and
Lose
It!

Booze It & Lose It CAMPAIGN AWARENESS FOR GOVERNOR'S HIGHWAY SAFETY OFFICE, WINTER 2007-2008

The Center for Transportation Research conducted a telephone survey on behalf of the Governor's Highway Safety Office (GHSO) in December 2007 and January 2008 with the goals of measuring the perceptions and attitudes of Tennesseans regarding traffic safety issues and their exposure to the *Booze It & Lose It* media campaign. The survey has been conducted regularly since 2004. Initially, the survey was conducted twice a year to correspond with *Booze It & Lose It*, a major emphasis campaign of GHSO.

In recent years, data collection has been scheduled to coincide with media buys throughout the year due to the National Highway Traffic Safety Administration (NHTSA) guidelines which states campaigns totaling more than \$100,000 must have supporting data collection to document exposure to the message.

BOOZE IT & LOSE IT CAMPAIGN

The *Booze It & Lose It* campaign ran from November 15th 2007 through January 13th 2008. In order to measure exposure to the media campaign, respondents were asked to report if they had read, seen or heard any messages discouraging people from driving after drinking alcohol in the past 60 days. The results of the survey indicated that 86% had seen or heard such a message. This is up slightly (3%) from the 2006-2007 holiday *Booze It & Lose It* campaign.

Data collection was divided into three phases—pre, during and post campaign. This has been a consistent methodology throughout all the data collection to measure changes in recall and recognition. Typically, the pre and post time frames consisted of a week to ten days before and after the campaign. For the campaign periods defined as pre, during and post the numbers increased from nearly 81% in the pre time frame to nearly 87% in the during phase and topped out at almost 90%

for the post period. This is as one might expect given the length of exposure to the message. See Figure 1

Exposure to Anti-Drinking & Driving Messages

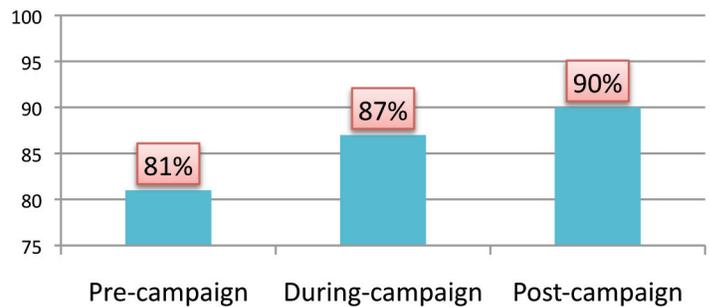


Figure 1: In the past 60 days have you read, seen or heard any messages discouraging people from driving after drinking alcohol?

The campaign utilized various mediums such as television, radio and road signs across the state. If respondents indicated that they had been exposed to a message concerning drinking and driving, they were then asked about where they had seen or heard the message. Television was the most prevalent media identified, cited by nearly 75%, followed by radio and road signs, respectively. It is interesting to note that road signs which had previously been a strong second to television in the other GHSO campaigns, dropped from a high of 50% in the Work Zone and Prom campaigns to 17% in this campaign.

Electronic Message Boards (EMB) were seen by over 50% of the respondents with nearly six percent of these indicating they had noticed an alcohol related message on these boards throughout the state. If the GHSO were provided the opportunity to utilize these EMB more frequently for anti-drinking and driving messages then exposure to these types of messages might be increased.

Recall and Recognition of Booze It & Lose It

Among respondents who recalled (remembering a slogan unaided) seeing or hearing an anti-drinking and driving advertisement for the survey period, only about 31% said they could recall a slogan used. Among these respondents, 65% recalled *Booze It & Lose It*, the focus of the holiday campaign. *Friends Don't Let Friends Drive Drunk*, a slogan not used in recent campaigns, was recalled by 28% of those who said they had seen or heard an anti-drinking and driving message.

All respondents, including those who said they did not recall hearing or seeing an ad from the previous 60 days, were read a list of four anti-drinking and driving slogans, only one of which was used in the previous 60 days. The most recognizable slogan and one that has not been actively used in GHSA campaigns for years—*Friends Don't Let Friends Drive Drunk*—garnered a surprising 85% rate from all respondents. *Booze It & Lose It* came in next with a 74% recognition rate, and this has actually stayed quite consistent from previous campaigns. Clearly, the older *Friends Don't Let Friends Drive Drunk* slogan has staying power, and one reason may be that variations of this slogan such as *Fans Don't Let Fans Drive Drunk* have been used in recent years for the Super Bowl, which may account for such a high recognition rate.

There was a steady increase in respondent recognition of the *Booze It & Lose It* slogan for the pre, during and post timeframes. For recall, there was a slight decline in the post time period. As expected, more people recognized (aided) this familiar slogan than those who could recall it (unaided). See Figure 2

in fact, males had a higher recall and recognition rate of than females. See Figure 3

Recall and Recognition of Booze It & Lose It by Gender

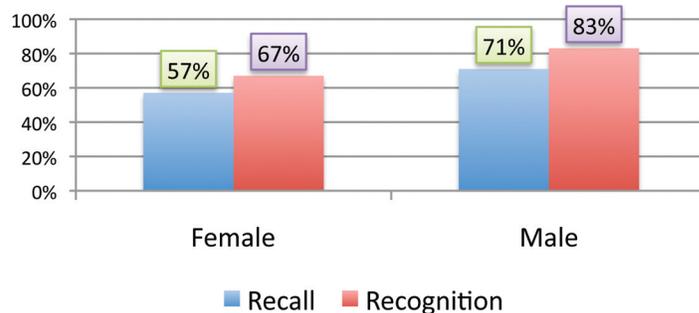


Figure 3: Which of the following slogans do you recall seeing or hearing in the past 60 days? (by gender)

EFFECTIVENESS OF DRINKING AND DRIVING LAWS

Respondents were asked a series of questions to measure their perceptions of the effectiveness of efforts to curb drinking and driving. Respondents were generally positive about enforcement of drinking-and-driving laws, but certainly not overwhelmingly so. Just over half of the respondents saw the current laws as effective, yet 42% did not see current practices as effective. But over three-quarters of the sample viewed local police as “Very Strictly” or “Somewhat Strictly” enforcing drinking-and-driving laws. This finding is consistent with previous surveys.

Nearly three-quarters of those interviewed have not seen a sobriety checkpoint in the past 12 months, which has also stayed fairly consistent in recent surveys. Seven out of 10 respondents indicated an interest in seeing more sobriety checkpoints.

Recall and Recognition of Booze It & Lose It

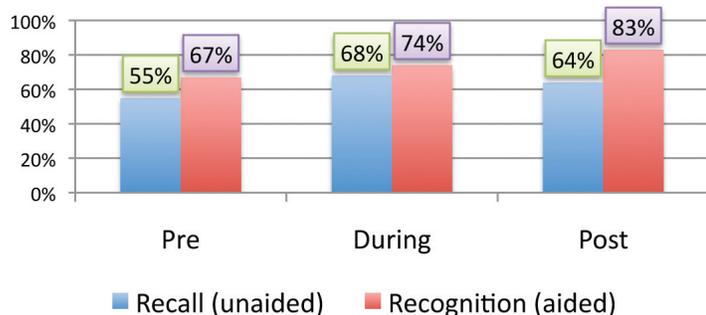


Figure 2: Which of the following slogans do you recall seeing or hearing in the past 60 days?

Males, specifically those under 30, are targeted in GHSA’s media campaign *Booze It & Lose It*. It is validating to see that

Sobriety Checkpoints

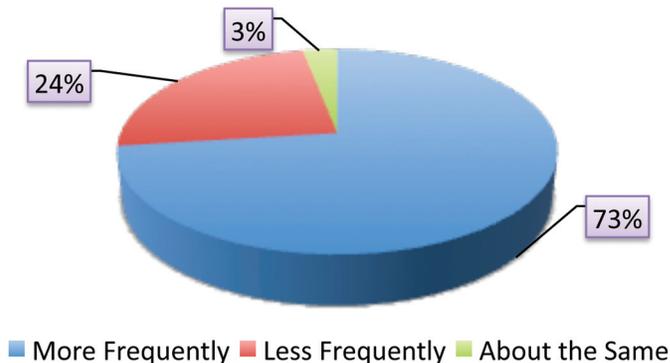


Figure 4: Do you think Sobriety checkpoints should be used more frequently, less frequently or about the same?

The slogan *Friends don't let friends drive drunk* garnered a surprising 85% recognition rate from all respondents, while *Booze It & Lose It* recognition rate was 74%.

ALCOHOL USE

Thirty eight percent responded they had consumed some type of alcoholic beverage in the past 12 months. Of these, 18% indicated they had driven within two hours after drinking. Over 20% responded they had driven on only one occasion, and another 32% indicated they had driven at least two to three times within two hours of drinking alcoholic beverages. Additional questions to ascertain alcohol usage and reasons for not drinking and driving were asked of these respondents. Nearly 60% indicated they had deliberately avoided driving after drinking alcoholic beverages and 9 out of 10 respondents stated the reason for this decision was to avoid serious injury to self or others. Not wanting to get stopped by police was the next most important reason (80%).

OTHER SAFETY ISSUES

Over 40% of the respondents said they frequently or occasionally talked on a cell phone while driving. This is an increase from previous surveys. In at least two surveys from 2007 the response rate for this same question was 28%. Clearly, this increase is significant. The age groups reporting the most cell phone use while driving are the age categories of 26-35 and 36-45. See Figure 5

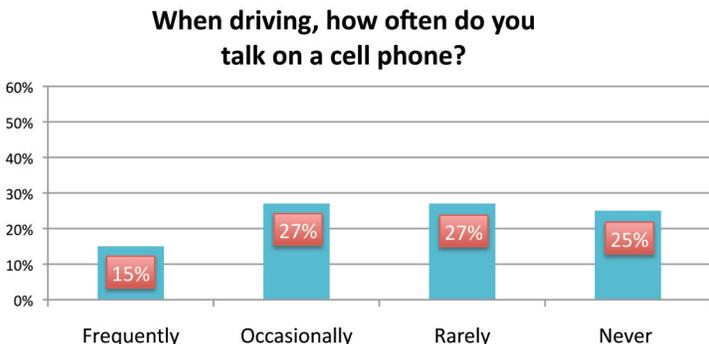


Figure 5: All Responses These numbers don't total 100% because the two categories, "does not own a cell phone or PDA" and "does not drive" are not included in this chart.

Cell Phone Usage by Age

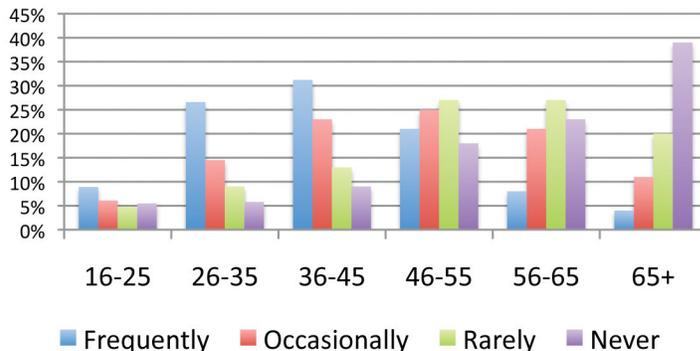


Figure 5A: When driving how often do you talk on a cell phone?

Respondents were asked about their perception of the severity of various safety issues on Tennessee roads and highways. The respondents were presented with seven traffic issues and asked to indicate how much of a problem each of them was perceived to be. (See Table 1.) To avoid a response set bias, the issues were presented in random order. Concern about drunk drivers continues to be reported as the most severe problem on Tennessee highways. However, distracted drivers follow closely. Of interest to note is that when combining "severe problem" and "very much a problem," concern regarding distracted drivers reaches 71% and ranks as a greater total concern over drunk drivers which came in at 64%.

85% of respondents favor a state law prohibiting texting or emailing while driving.

Table 1: Perceptions of Driving Safety Issues

	SEVERE PROBLEM	VERY MUCH A PROBLEM	SOMEWHAT OF A PROBLEM	SMALL PROBLEM	NOT A PROBLEM
Drunk drivers	48%	16%	18%	6%	6%
Distracted drivers	43%	28%	20%	5%	2%
Drivers speeding	35%	25%	26%	8%	6%
Aggressive drivers	33%	23%	27%	11%	4%
Numbers of large trucks on road	27%	18%	25%	11%	17%
Road construction	15%	15%	32%	20%	16%
Tired drivers	18%	16%	30%	16%	10%

A large majority of respondents, 85%, would favor a state law prohibiting text messaging or emailing from a Personal Digital Assistant (PDA) or cell phone while driving a vehicle. This indicates there would be strong support for such a law here in Tennessee should the current legislation move forward. (The bill recently passed in the transportation committee, HB2618/ HB2669, prohibits any driver from operating a motor vehicle while using a hand held mobile telephone or hand held personal digital assistant to transmit or read a written message while the vehicle is in motion.)

DEMOGRAPHICS

While this sample comprises more females (55%) than males (45%) when asked if they had seen or heard an anti-drinking and driving message, 88% of the males and 84% of the females indicated that they had. One can conclude that there was no significant difference between males and females with regard to hearing or seeing an anti-drinking and driving message during this data collection time frame.

As stated previously, 86% of all respondents indicated hearing or seeing an anti-drinking and driving message in the past 60 days. When comparing this question to the specific age categories, it is noteworthy that 85% of 16-25 year olds (which is an age bracket GHSA targets in most of their media campaigns) indicated they had been exposed to an anti-drinking and driving message. It appears that even though 16-25 year olds are underrepresented in this sample, their exposure to these kinds of messages are in line with the rest of the age groups. See Figures 6 and 7

Exposure to Anti-Drinking and Driving Messages by Age

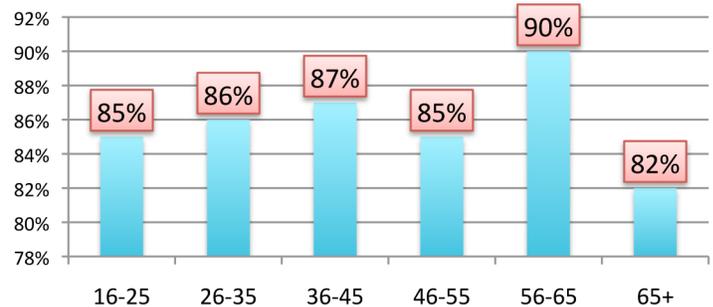


Figure 6: In the past 60 days have you seen, heard or read any messages discouraging people from driving after drinking alcohol?

Age Distribution by Sample and State Population

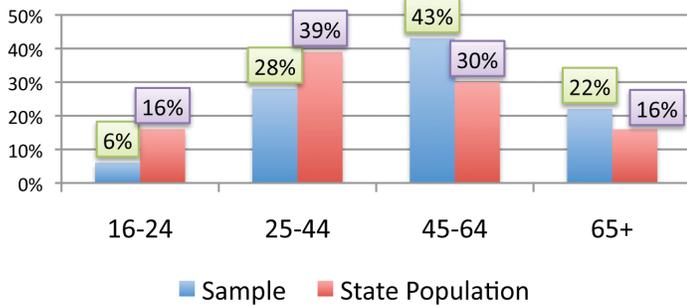


Figure 7: What is your age?

(The age categories in our survey differed slightly from the Census2000 data for Tennessee. Our sample had six age categories whereas the Census data had only four categories for the age ranges we surveyed.)

Blacks are also somewhat underrepresented in this sample (10%) compared to the Census2000 data for Tennessee (16%). However, their recognition (aided) of the campaign message *Booze It & Lose It* is virtually the same when compared to the white population, 73% and 74% respectively. When asked to recall (unaided) the *Booze It & Lose It* message the gap widens slightly at 61% and 66% respectively. See Figure 8

Recall and Recognition of Booze It & Lose It by Race

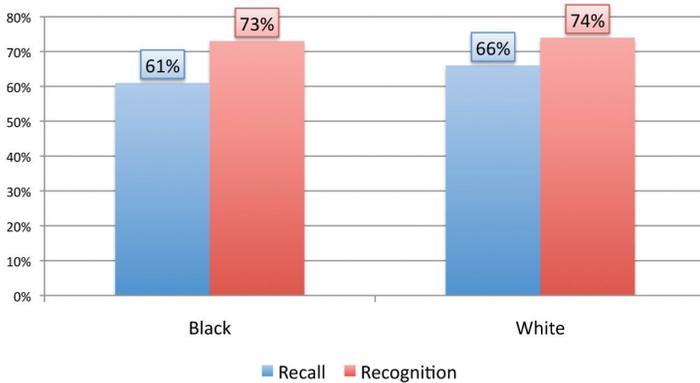


Figure 8: Which of the following slogans do you recall seeing or hearing in the past 60 days? (by race)

METHODOLOGY

The Social Science Research Institute at the University of Tennessee administered this telephone survey to 1322 individuals from randomly selected households in Tennessee from November 15th, 2007 - January 13, 2008. A total of 261 respondents were interviewed in the period defined as pre campaign (11/15 ñ 1/20), 847 interviews were completed in the iduringi phase, which was the longest, (11-21ñ1-1), and 214 individuals were interviewed in the ipost campaigni phase 1/2 ñ 1/13).

The results of this study have a margin of error of ± 3.4% at the 95% confidence level with a cooperation rate of 42.6%.

**CLICK IT OR TICKET MEDIA
CAMPAIGN
A SURVEY OF TENNESSEANS**

May – June 2008

**Presented to:
The Governor's Highway Safety Office
Tennessee Department of Transportation**



**Submitted by:
The Center for Transportation Research**

THE UNIVERSITY of TENNESSEE 

INTRODUCTION

According to the Tennessee Department of Safety *Daily Fatality Report* 1200 fatalities occurred on Tennessee roads in 2007. In 2008, as of Dec. 28th, this number has decreased to less than 1000. However, occupant safety restraints (seatbelts) were not used in nearly half of these fatalities. The goal of media campaigns like *Click It or Ticket* is to highlight and educate drivers on the importance of using seatbelts

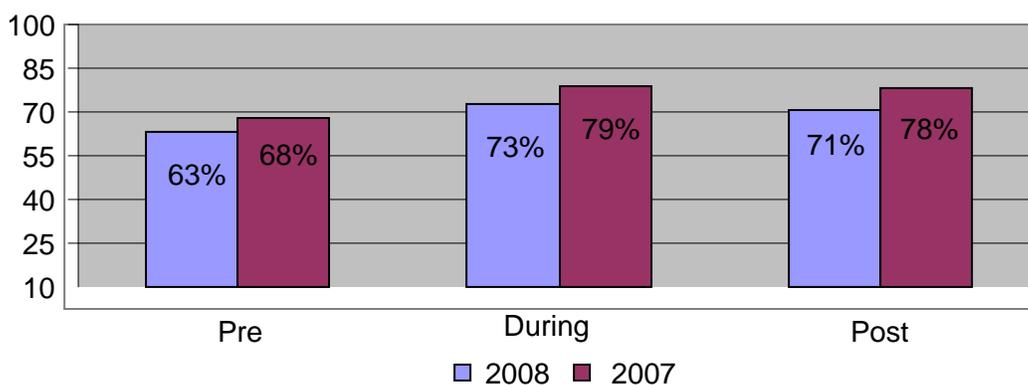
The Governor's Highway Safety Office (GHSO) through a federally funded program with the National Highway Safety Transportation Administration (NHSTA) develops and implements media campaigns that targets unsafe behavior on the road in hopes of warning Tennesseans of the dangers and consequences of this behavior. GHSO's goal is to mitigate crashes and fatalities by modifying perceptions and ultimately behavior. To help measure the effectiveness of these campaigns, The University of Tennessee Center for Transportation Research conducts telephone surveys across the state of Tennessee on behalf of the GHSO.

CLICK IT OR TICKET

The *Click It or Ticket* media campaign ran from May 15th through June 2nd, 2008. In order to measure awareness of and exposure to this campaign, data collection is divided into three phases – pre, during and post campaign. The data includes surveys conducted from March 3rd through August 8th, 2008 to get a baseline of the “pre” and “post” phases.

Overall, nearly 68% of those interviewed responded that they had seen or heard a seatbelt message during the five month data collection period. When looking at a breakdown by campaign phases, the number is highest at 73% for the “during” phase. This represents an increase from 63% in the “pre” timeframe and the “post” phase remains consistent at 71%. Figure 1 shows there was a slight decline in the percentages from 2007 across all phases.

Figure 1: In the past 60 days have you seen or heard any messages that encourage people to wear their seatbelts?

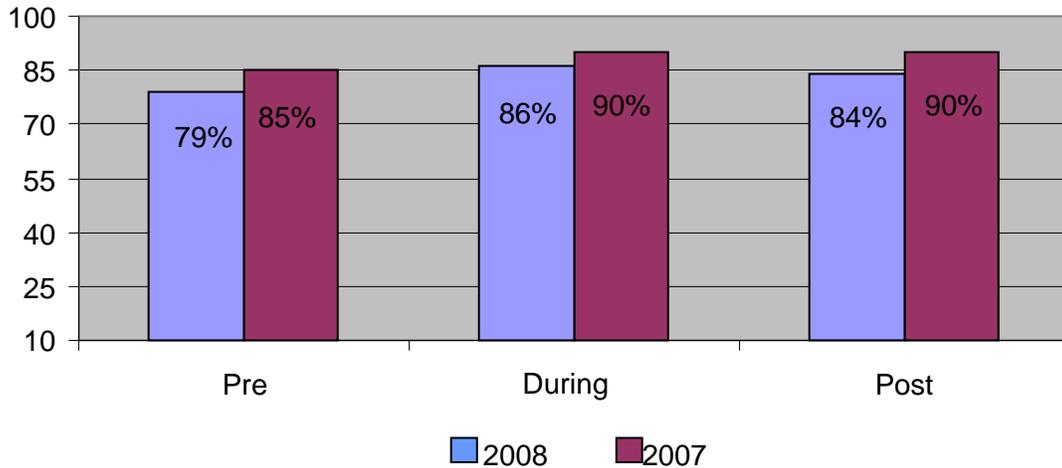


Of those who had seen a seatbelt message, 73% indicated the amount of messages was about the same as usual and 14% indicated they thought the amount of messages were more than usual.

When asked specifically about the *Click It or Ticket* slogan, 82% of the respondents recognized (aided) this slogan. For the “pre” timeframe this number was 79%, the “during” increased slightly to 86% and for

the “post” period this number held fairly steady at 84%. Again, a slight decline in these numbers is evident from the data from 2007. See Figure 2

Figure 2 - Which of the following slogans (Click it or Ticket) do you recall seeing or hearing?



When respondents were asked to recall (unaided) the *Click It or Ticket* slogan, 51% of those who said they had seen or heard a seatbelt message could actually name *Click It or Ticket*. This is consistent with data collected in 2007. When isolating the three phases, 18% recalled *Click It or Ticket* in the “pre”, only 8% in the “during” and 24% could name this slogan in the “post” time frame. While the “during” time period was only 18 days, the number of surveys collected during this period was the same per day as the other time periods. Figure 3 compares 2008 data with a similar time period in 2007.

Figure 3: Which of the following (Click it or Ticket) do you recall...? (Unaided)



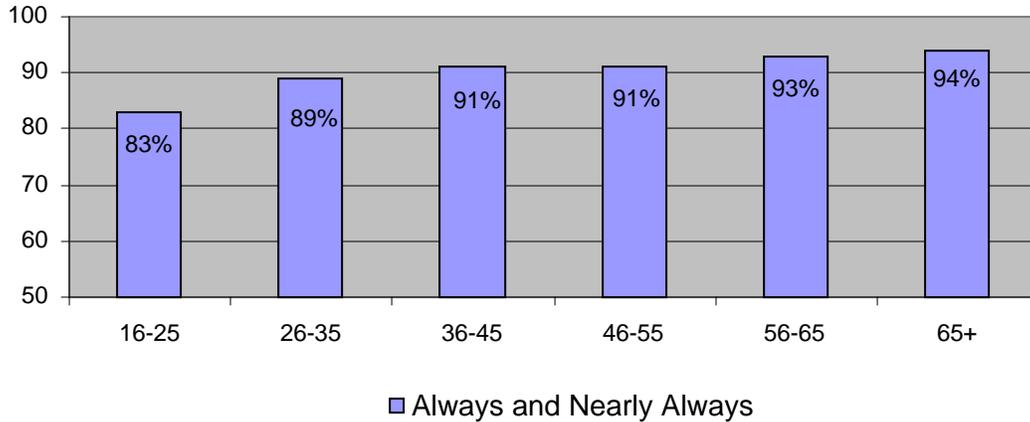
When asked where they had seen or heard the seatbelt messages, 65% indicated television, 30% said road sign and 17% specified radio.

SEATBELT USAGE

Respondents were asked how often they wore their seatbelt when driving. Overall, 82% of the respondents reported they “always” wear their seatbelt. However, if the categories “always” and “nearly

always” are combined, seatbelt usage jumps to 91%. Even though a high number of Tennesseans reported wearing their seatbelt “always” or “nearly always”, the annual statewide seatbelt study, which observes drivers and passengers at various places across Tennessee, showed that for the time frame of April through June 2008 the observed seatbelt use was 81%. When asked if their seatbelt use had increased, stayed the same, or decreased in the past 12 months, 87% indicated it had stayed the same. Figure 4 shows the breakdown of this question by age category. This is quite consistent with data from previous surveys.

Figure 4 - When driving a motor vehicle, how often do you wear your seatbelt?



OTHER SAFETY ISSUES

Respondents were asked to rate a number of driving safety issues. Distracted Drivers garnered the highest rate of concern with 70% indicating it is a severe or very much a problem, followed closely by Drunk Drivers with 68%. See Table 1

...I would like to ask you a few questions about some driving safety issues. For each issue I read, I would like for you to tell me if you think it is not a problem, a small problem, somewhat of a problem, very much a problem, or a severe problem.

Table 1

	SEVERE PROBLEM	VERY MUCH A PROBLEM	SOMEWHAT OF A PROBLEM	SMALL PROBLEM	NOT A PROBLEM	N
Distracted drivers	47%	23%	18%	5%	4%	3603
Drunk drivers	33%	35%	24%	5%	35	3505
Drivers speeding	23%	29%	32%	9%	6%	3608
Aggressive drivers	25%	27%	32%	9%	6%	3591
Numbers of large trucks on road	13%	17%	30%	15%	24%	3578
Tired drivers	15%	19%	37%	12%	10%	3371
Road construction	8%	12%	37%	21%	20%	3548

A list of reasons why one might wear a seatbelt was read to those participating in this survey. Respondents were asked to indicate *yes* or *no* if the reason applied to them. (See Table 2) When asked what the most important reason was for wearing a seatbelt was, 55% said avoiding serious injury.

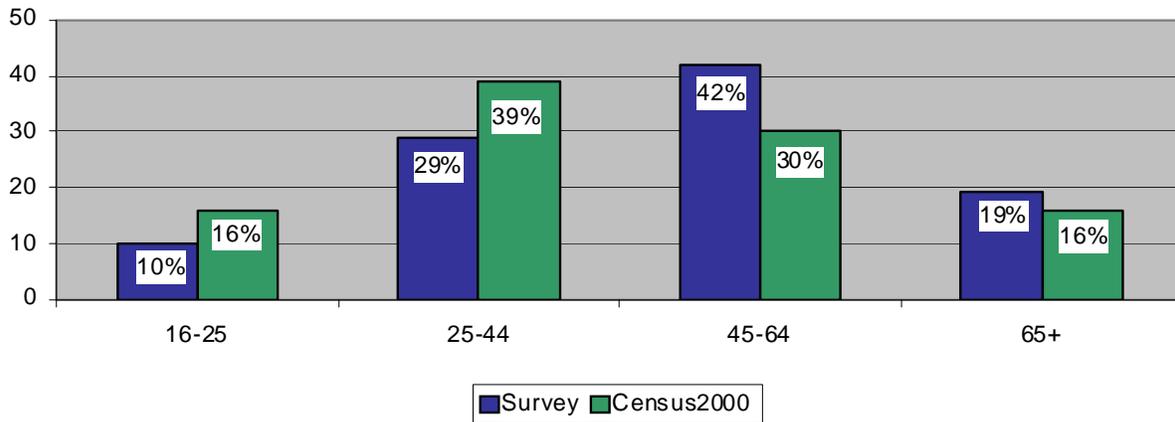
Table 2
...As I'm reading, tell me yes or no whether each reason applies to you.

	YES
Avoid serious injury	93%
Habit	82%
It's the law	82%
Set example	78%
Uncomfortable without one	63%
Avoid a ticket	71%
Others in car wear one	39%
Reminder signal in car	42%
Others want me to wear one	40%

DEMOGRAPHICS

This sample was evenly split among females and males. The racial makeup of the sample consisted of 83% white and 13% blacks. The remaining four percent encompassed other races. The age distribution is show in Figure 5.

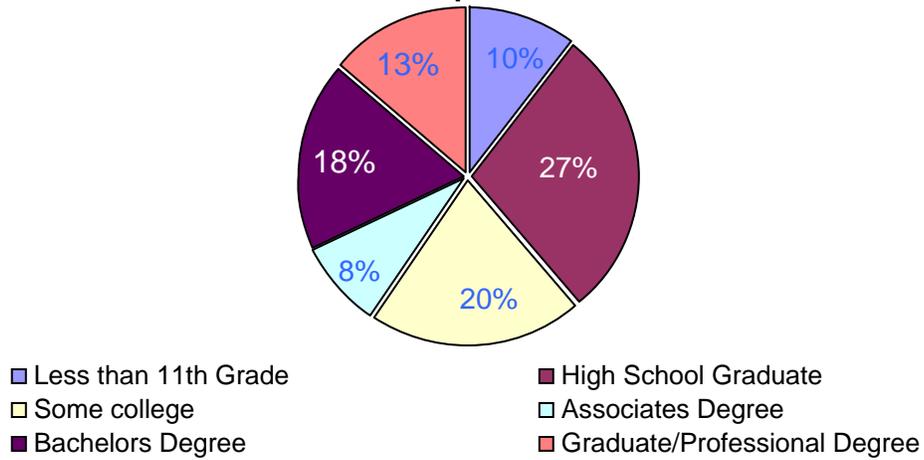
Figure 5 - What is your age?



***The age categories in our survey differed slightly from the state's and were combined for the two mid range categories.**

Nearly one third of the respondents indicated the highest level of formal education they had received was a high school diploma. Twenty percent said they had some college and 18% had a Bachelor's degree. See Figure 6

Figure 6: What's the highest level of formal education you've completed?



BACKGROUND

The Center for Transportation Research has conducted data collection regularly since 2004. Initially, the survey was conducted twice a year to correspond with *Booze it and Lose it*, a major emphasis campaign of GHSO, but has since evolved to include evaluation of up to six major campaign initiatives. NHSTA's guidelines state that campaigns totaling more than \$100,000 must have supporting data collection to document exposure to the message.

METHODOLOGY

The Human Dimensions Lab at the University of Tennessee administered this telephone survey to 3633 individuals from randomly selected households in Tennessee from March 3rd to August 8th, 2008. A total of 1642 (24 per day) respondents were interviewed in the period defined as "pre campaign" (3/3/08 through 5/14/08), 474 interviews (26 per day) were completed in the "during" phase, (5/15/08 through 6/2/08), and 1517 (24 per day) individuals were interviewed in the "post campaign" phase (6/3/08 through 8/8/08).

**PROM SEASON DRIVING SAFETY
MEDIA CAMPAIGN AND MOTORCYCLE
AWARENESS CAMPAIGN**

A SURVEY OF TENNESSEANS

April - May 2008

Presented to:

**The Governor's Highway Safety Office
Tennessee Department of Transportation**



Submitted by:

The Center for Transportation Research

THE UNIVERSITY of TENNESSEE 

INTRODUCTION

The Governor's Highway Safety Office (GHSO), through a federally funded program with the National Highway Safety Transportation Administration (NHSTA), develops and implements media campaigns that targets unsafe behavior on the road in hopes of warning Tennesseans of the dangers and consequences of this behavior. GHSO's goal is to mitigate crashes and fatalities by modifying perceptions and ultimately behavior. To help measure the effectiveness of these campaigns, The University of Tennessee Center for Transportation Research conducts telephone surveys across the state of Tennessee on behalf of the GHSO.

Don't let a great time be the last time is one of the media campaigns evaluated for the time period of March 3, 2008 to June 5, 2008, which coincides with high school proms and graduation ceremonies across the state. The commercials and Public Service Announcements (PSAs) have a teen prom/graduation theme. This time period also includes a motorcycle awareness themed campaign. However, there was limited coverage on television, which is typically where most people report seeing the campaigns. *Looking Twice Saves Lives* and *Safe Drivers Look for Riders* were combined as one message for the commercial and PSA.

A series of questions on driving behavior was asked of those 19 or younger. In Figure 1, 28% said they had been involved in a car crash while driving. Not surprisingly, over 50% of these respondents indicated they had exceeded the speed limit by 10 MPH or more and talked on a cell phone while driving.

Figure 1: Reported driving behavior of those 19 or younger

Have you ever driven a car while...	Yes	No
Involved in a car crash	28%	70%
Talking on a cell phone	58%	42%
Sending a text message	31%	69%
Receiving a text message	39%	61%
Exceeding the speed limit by 10 mph	53%	46%

PROM CAMPAIGN – *Don't let a great time be the last time*

The Prom/graduation campaign ran from April 4th through April 12th, 2008. The motorcycle awareness campaign ran from April 25th through May 4th, 2008. Since data collection is divided into three phases – pre, during and post campaign – there is overlap with these campaigns and so the database includes surveys conducted between March 3rd through June 5th, 2008 to get an encompassing sample of the three phases.

Figure 2 shows a comparison of those who had heard a seatbelt message in 2007 with data from 2008. In 2008, the highest percentage (72%) of those who reported seeing or hearing a seatbelt message occurred in the “pre” time period. This was up 13% from the previous year. For the “during” and “post” timeframes for both years there were no significant increases in the numbers which may indicate a leveling off of the campaign's effectiveness, at least for this time period.

Figure 2: In the past 60 days have you seen or heard any messages that encourage people to wear their seatbelts?

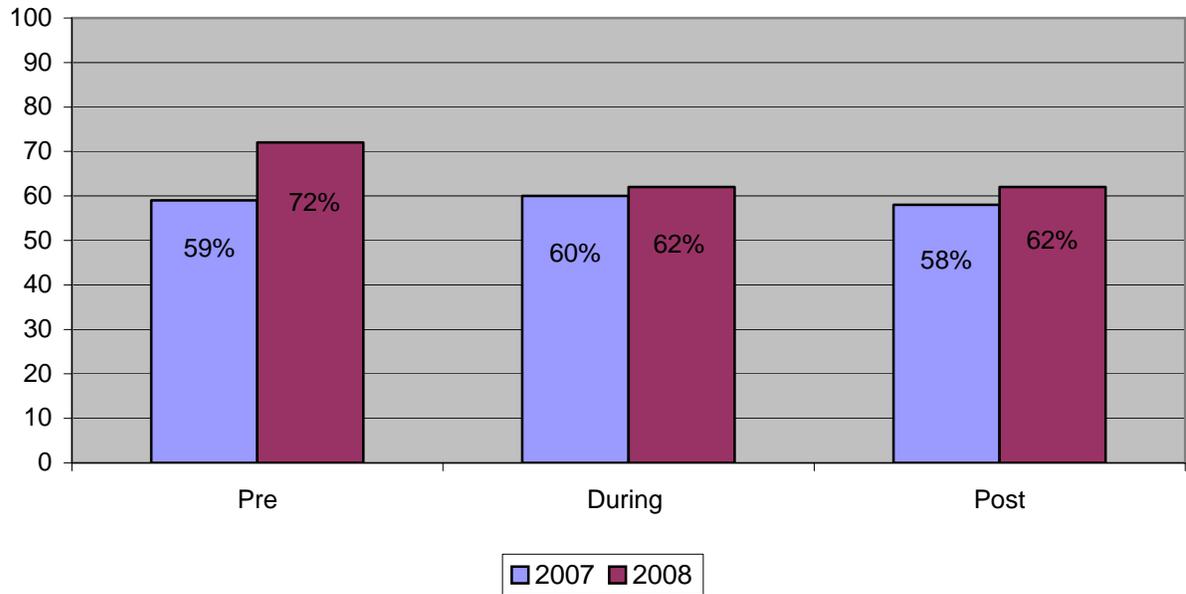


Figure 3 - Click it or Ticket recall (unaided)

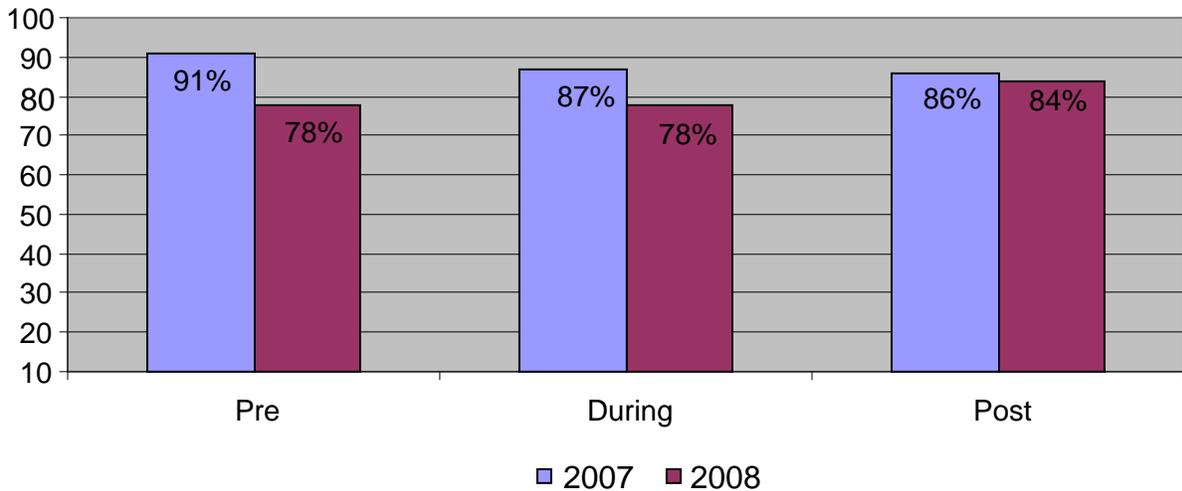


Figure 3 highlights a comparison from 2007 and 2008 of those who recognized the *Click it or Ticket* slogan. The “pre” and “during” time periods stayed consistent. It is encouraging to see a slight increase during the “post” time period as this seems fairly consistent with 2007 data and would seem reasonable given the media coverage in the previous weeks. For 2008, there was an increase in the recall *Click it or Ticket* if the in the “post” period.

Overall, 65% said they had heard a seatbelt message and of these respondents 60% said they could recall a message. Of these respondents, 80% could recall (unaided) the *Click it or Ticket* slogan, which is up

from 74% for a similar time frame last year. When this slogan was read to all the survey respondents 80% did recognize (aided) this well known slogan. This is a decline from last year's prom campaign, which showed the recognition rate of *Click it or Ticket* at 87%. It's important to note that while the percentages were the same for both the recall and recognition rates at 80%, the actual sample size of those who could recall the *Click It or Ticket* slogan was lower because this question was asked of only those who initially said they could recall a seatbelt message.

The much less recognizable slogan and the one that has been the cornerstone of the campaigns - *Don't let a great time be the last time* - garnered only a 20% recognition rate from those interviewed. This marks a decline from the 24% for the 2007 prom data collection period. The age category for which this slogan is targeted, 16-25 year olds, did have the highest overall recognition rate at 31%. However, less than one percent of all the respondents who reported hearing or seeing a seatbelt message could recall (unaided) this slogan. This is also a decline from the 2007 prom timeframe which showed this number to be nearly seven percent. Other slogans from the list the respondents were asked about were:

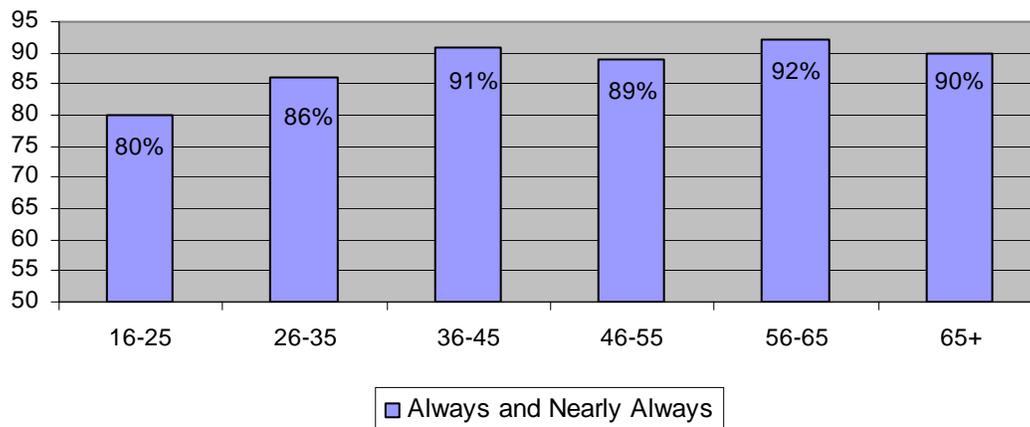
- Buckle Up for Safety
- Be in the Click Zone
- Buckle Up In Your Truck
- One Simple Click

The media campaign used various mediums such as television, radio and road signs across the state. If respondents indicated that they had been exposed to a message concerning drinking and driving, they were then asked about where they had seen or heard the message. Television was the most prevalent medium identified, cited by nearly 65%, followed by road signs with 31% and radio (18%) respectively.

SEATBELT USAGE

Respondents were asked about how often they wore their seatbelt when driving. Overall, 78% of the respondents reported they "always" wear their seatbelt. However, if the categories "always" and "nearly always" are combined, seatbelt usage jumps to 89%. Figure 4 shows the breakdown of this question by age category.

Figure 4 - When driving a motor vehicle, how often do you wear your seatbelt?



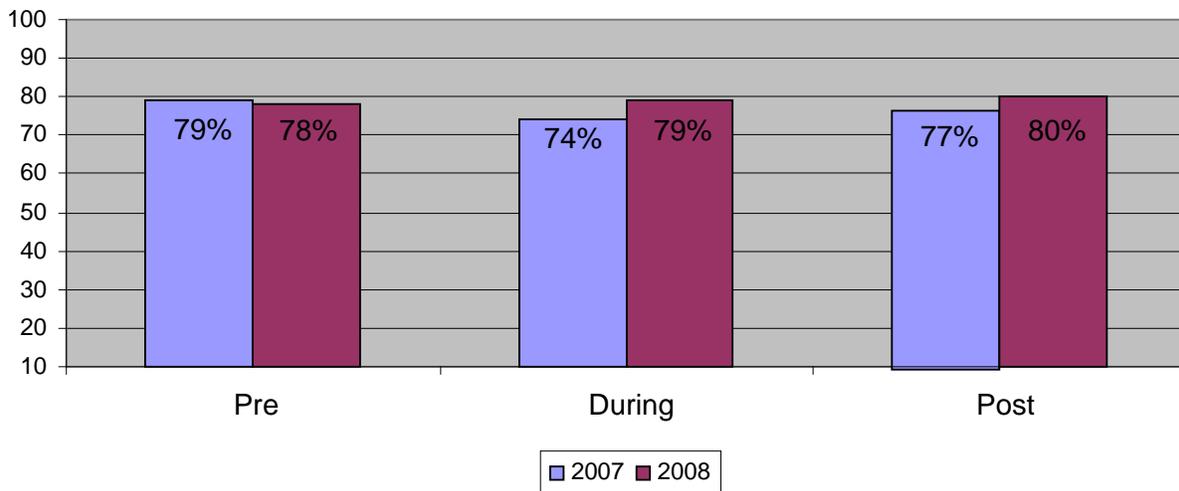
Interestingly, roughly 20% of all those surveyed indicated that they agreed with statements such as "I'm only going a short distance" and "I forgot to put it on" as reasons they don't always wear their seatbelts. Nearly 90% indicated their seatbelt usage had not changed in the past 12 months. Less than 10% indicated

they had ever been ticketed for driving without a seatbelt, yet 50% thought that it was “very likely” or somewhat likely” they would receive a ticket in the next six months if they did not wear a seatbelt. This perception was constant across all age categories.

ANTI DRINKING AND DRIVING ALCOHOL MESSAGES

The results of the survey show that those who had seen or heard a message in the past 60 days discouraging people from driving after drinking alcoholic beverages was 79%. For the campaign periods defined as pre, during and post, the numbers stayed consistent and showed no significant difference from the 2007 prom campaign data. See Figure 5

Figure 5 - In the past 60 days have you seen or heard any messages discouraging people from driving after drinking alcohol?



Among respondents who recalled (remembering a slogan unaided) seeing or hearing an anti-drinking and driving message, only about 30% said they could recall a slogan used. Among these respondents, 39% recalled *Booze It and Lose It*, and 67% recognized (aided) the familiar slogan.

There was very little difference in the recall and recognition of the *Booze It and Lose It* slogan for the pre, during and post timeframes.

ALCOHOL USAGE

Over 50% of those surveyed indicated they had not drunk alcohol in the past 12 months. Of those who did drink alcohol, 19% indicated they had driven within two hours of drinking. The highest frequency of reported drinking was evenly split between 1-2 times a week and 2-3 times a month and also was evenly split between the 36-45 and 46-55 age categories.

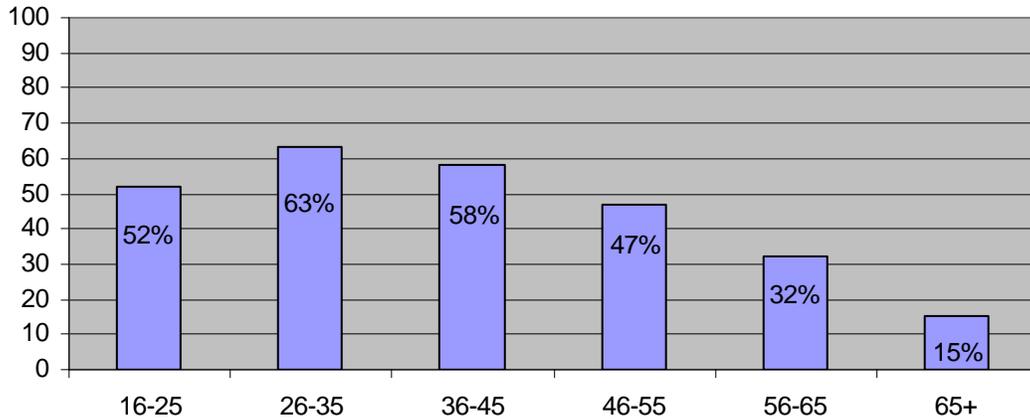
OTHER SAFETY ISSUES

Nearly 43% of the respondents said they “frequently” or “occasionally” talked on a cell phone while driving. This is a notable increase from previous surveys. In at least two surveys from 2007 the response rate for this same question was 28%. The age groups reporting the most cell phone use while driving are the age categories of 26-35 and 36-45. The 16-25 age group follows closely. See Figure 6

Only 10% of those interviewed indicated they had texted or emailed while driving, but not surprisingly, 36% of those who said they used text messaging or emailing while driving were in the 16-25 age category and over half in this category said they did so on a daily basis.

Text messaging or emailing while driving was perceived as the biggest safety risk among the respondents at 66%. Talking on a cell phone garnered only 18% of the responses.

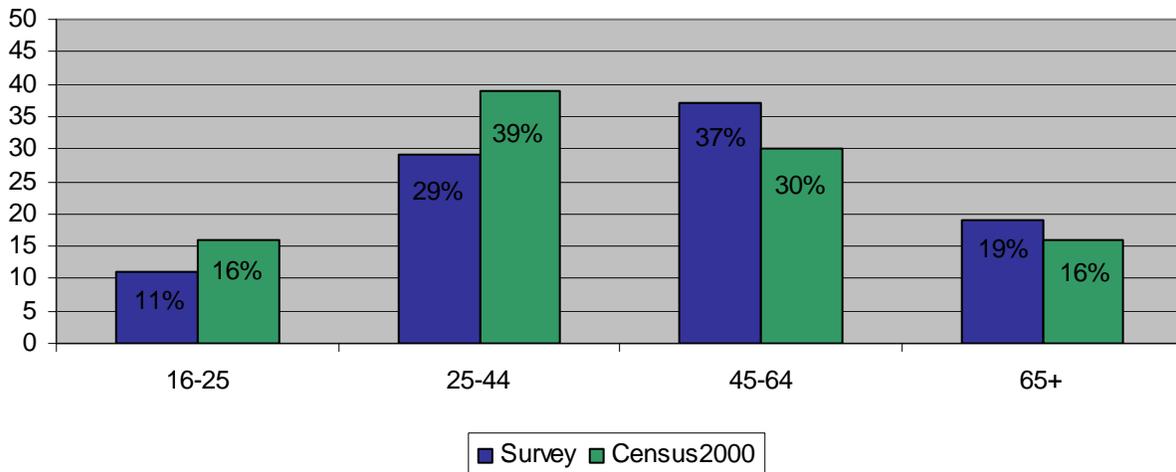
**Figure 6 - When driving, how often do you talk on a cell phone?
(Frequently and Occasionally)**



DEMOGRAPHICS

This sample was evenly split among females and males. The racial makeup of the sample consisted of 83% white and 12% blacks. The remaining five percent encompassed other races. The age distribution is shown in Figure 7.

Figure 7 - What is your age?



***The age categories in our survey differed slightly from the state's and were combined for the two mid range categories.**

BACKGROUND

The Center for Transportation Research has conducted data collection for the GHSO regularly since 2004. Initially, the survey was conducted twice a year to correspond with *Booze it and Lose it*, a major emphasis campaign of GHSO, but has since evolved to include evaluation of up to six major campaign initiatives. NHSTA's has guidelines stating campaigns totaling more than \$100,000 must have supporting data collection to document exposure to the message.

METHODOLOGY

The Human Dimensions Lab at the University of Tennessee administered this telephone survey to 2172 individuals from randomly selected households in Tennessee from March 3rd to June 5th, 2008. A total of 758 respondents were interviewed in the period defined as "pre campaign" (3/3/08 through 4/3/08), 665 interviews were completed in the "during" phase, (4/4/08 through 5/4/08), and 749 individuals were interviewed in the "post campaign" phase (5/5/08 through 6/5/08).