FY 2008 Annual Report

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TABLE OF CONTENTS

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FY 2008 Performance Measures

- To decrease the fatality rate per 100 million vehicle miles traveled from 2.22 in 2006 to 2.19 by the end of 2008.

- To decrease the injury rate per 100 million vehicle miles traveled from 78 in 2006 to 65 by the end of 2008.

- To reduce drivers aged 15-20 involved in fatal crashes from 13.4% in 2006 to 12% by the end of 2008.

- To decrease alcohol-related fatalities from 38% in 2006 to 36% by the end of 2008.

- To reduce driver fatalities aged 15 – 20 involved in alcohol-related fatal crashes from 9.9% in 2006 to 7% by the end of 2008.

- To increase seat belt usage among all motorists from 73.6% in 2006 to 76% in 2007.

- To increase child restraint usage from 70% in 2006 to 73% by the end of 2008.

- To ensure all local law enforcement is reporting crashes on the new uniform crash report with GPS coordinates.

- Expand the use of the automated crash reporting using laptops/desktops with the Reportbeam software to 90% of all local agencies by the end of 2008.

- Implement three continuation traffic safety signing projects in three sites during 2008.

- To reduce speed related fatalities from 365 or 40% in 2006 to 319 or 35% during 2008.

- To reduce motorcycle fatalities from 55 in 2006 to 52 in 2007. (This goal was not in 2008 in HSP, but OHS felt it should be included to show the progress made)

Executive Summary

Problems and Accomplishments

Mississippi's fatality rate fell to the lowest rate ever recorded to 2.07 in 2007. Traffic fatalities decreased by 27 from 2006, a 3% reduction. The injury rate fell as well to 73.9% in 2007. For 2007, there were 77,664 reported traffic crashes, which represented a decrease from 78,406 in 2006. Crashes by severity were: Fatal - 804, Injury - 21,519 and Property Damage Only - 55,341. The 2007 fatality rate decreased to 2.07 per 100 million VMT from 2.22 in 2006. This rate becomes the lowest ever recorded. Mississippi demographics include a population of 2,918,785, with 2,586,939 licensed drivers, and 2,607,221 registered vehicles. Vehicular miles traveled in millions were 42,755 in 2007, which increased from 41,030 in 2006.

The national fatality rate for 2006 was 1.37, the lowest rate ever recorded. Mississippi remains well above the national rate (1.5 times as great) at 2.07. Fatal crashes had been in the seven hundreds since 2001 but rose to 840 in 2005, almost matching the most fatal crashes (846) since 2000. The 812 fatal crashes for 2006 were a 3.33% decrease from 2005. The fatal crashes decreased again to 804 for 2007.

Young drivers aged 15-20 continue to be overrepresented in traffic fatal crashes, increasing from 13.4% in 2006 to 16% in 2007. Teenagers were 14.3% of *occupant* traffic deaths, while being only 6.4%% of the licensed drivers. The teen drivers were unbelted 80% of the time when killed, and teen passengers killed were unbelted 76% of the time. The Mississippi OHS is working diligently to increase seat belt usage among the teen population, and will participate in FY 2009 with Region VI in a Teen Seat Belt Demonstration Project.

Progress can be seen in alcohol-related fatalities in the 15 to 20 year old age group, with alcohol fatalities falling from 9.9% in 2006 to 6.1% in 2007. The percentage of all alcohol-related fatalities fell from 41% in 2006 to 39% in 2007. Alcohol-related fatalities decreased by 10%, from 375 in 2006 to 338 in 2007. DUI arrests for 2006 rose to 23,693, which are a 5.3% increase, and rose again in 2007 to 24,851, a 5% increase. This increase in DUI arrests can be attributed in part to 154 and 410 alcohol funds, which can be used for high visibility and sustained DUI enforcement statewide all during the year. OHS continues to support the National Crackdown "Drunk Driving, Over the Limit, Under Arrest", with paid media and federal dollars for overtime DUI enforcement.

The scientific observed belt usage rate showed an increase from 2005 to 2007. Mississippi became the 22nd state to adopt the primary safety belt law during the 2006 legislative session. Governor Barbour signed the bill into law effective May 27, 2006. Our observed rate during 2005 had fallen to 60.8%, the lowest in the nation. During late summer of 2006, the observational survey was conducted and results showed the usage rate had climbed to 73.6%. While this is a differential of 12.8 percentage points higher, it actually constitutes a 21% increase in the rate of change from 2005 to 2006.

OHS continues to support the National mobilization efforts for Click It or Ticket, with paid media and sustained enforcement. Unfortunately, the seat belt rate fell to 71.3% in 2008, well below the national average.

The Child Restraint Usage Rate shows a dramatic increase from 2005 to 2007, from 68.3% to 77.5%, and remained constant in 2008 at 77.5%. In the 2008 Legislative Session, the Mississippi Legislature passed a booster seat law, requiring all children 4 to 6 be properly fitted and seated in belt positioning booster seats. Hopefully, with the passage of this law, and the subsequent media campaign, the public will become more aware of the importance of child safety seats and booster seats, and the rate for child restraints will continue to increase

Automated crash reporting has dramatically improved over the last two years in Mississippi. To be complete in the crash database, the crash record must be reported by the law enforcement officer using the Reportbeam software. As of May, 2007, 84.3% of all crashes were reported by the local law enforcement using Reportbeam. The status of automation data entry is as follows: as of December, 31, 2007, 95% of reported crashes; as of December 14, 2008, 96.4% of reported crashes. Less than 20 local agencies are still processing paper and most of those have been trained in Reportbeam to begin automation in early 2009.

Along with the automated crash collection system, the state has provided GPS receivers to law enforcement to collect coordinates for the crash location. The Mississippi Department of Transportation (MDOT) tested the accuracy of the crash location data. Their testing has identified problems with the crash location coordinates which require significant time and resources to correct. During 2008, MDOT studied the latest GPS technologies to develop a RFP for acquisition of improved devices to be purchased and distributed during 2009 to local law agencies.

During FY 2008, a traffic records assessment was conducted the first week of April, 2008. At present, over 96% of all crashes reported were entered via Reportbeam. All Justice Courts and many of the Municipal courts are transmitting electronic citation data as well. The strategic plan for safety information systems was updated by the state traffic records committee made up of law enforcement, MIS staff, engineers, planning, judicial and other traffic safety professionals. The third year 408 plan was submitted in June, 2008, awarding $500,000 to Mississippi.

The new NEMSIS compliant Mississippi Emergency Medical Services Information System (MEMSIS) State Bridge will soon enter the Testing/Quality Assurance phase of its development. The new MEMSIS will bring Mississippi into compliance with new national standards. Mississippi Laws Rules and Regulations require all Mississippi licensed ambulance services to submit patient encounter information for each ambulance run made and/or for each patient transported. Beginning April 2009, these records will be submitted via a web-based product produced through the efforts of the Mississippi Bureau of EMS in conjunction with ImageTrend, Inc. This product will allow for either the production of a complete report

or the submission of the minimum dataset. During the testing phase and until April, 2009, all required data must still be entered into the current MEMSIS database and submitted as usual.

Three continuation traffic safety signing projects in three sites were implemented during 2008, in Crystal Springs, McComb, and Stone County. With the implementation of the Warning and Regulatory Traffic Sign Installation projects, the two localities selected to participate (with traffic engineering consultant assistance), acquired the warning and regulatory traffic signs, posts and hardware not on the Federal Aid Urban System. Jackson State University T^2 Center for Technology trained local county and city officials in the MUTCD standards and assist with roadway safety initiatives in their communities. The Mississippi Center for Technology Transfer (MCT^2) Road Safety Training Initiative is an opportunity to direct and increase training resources to under-served rural communities to improve safety and reduce fatality rates on local roadways in Mississippi.

Speed related fatalities fell to 320 in 2007, down from 365 in 2006, a 5% decrease. Speed still contributes to 31% of all traffic fatalities, and is a priority in Mississippi. Speed enforcement is addressed with 402 funds in Police Traffic Services projects, and in FY 2008, speed enforcement was a part of each safe community grant as well. OHS attended the NHTSA sponsored Speed Management Workshop, and will conduct at least two speed management seminars for local law enforcement during FY 2009.

Motorcycle fatalities fell from 55 in 2006 to 51 in 2007, which will most likely qualify Mississippi for the 2010 motorcycle funding in FY 2009. Mississippi has a strong motorcycle helmet law, with a 99% helmet usage rate as shown by the MSU helmet survey each year. However, with the rise in fuel costs, more and more Mississippians are riding motorcycles, with the number of motor cycle registrations climbing. In 2006, motorcycle registrations were 27,533, with 55 motorcycle fatalities. In 2007, motorcycle fatalities decreased by 7% to 51, but still are considerably higher than in 2005, with only 39 killed. In 2007, 20% of the motorcyclists killed were not wearing helmets.

Challenges:

Mississippi became the 22nd state to pass the primary safety belt law during the 2006 legislative session. Its effective date was May 27, 2006, to coincide with the Memorial Day holiday. With this new law, our safety belt usage rate increased to 73.6% from the 2005 rate of 0.8%. While this change is a differential of 12.8 percentage points, it actually represents a 21% increase in safety belt usage. Seat belt usage continues to be one of our biggest challenges, with the rate falling to 71.3% in 2008. Legislation to increase the fines for seat belt and child restraint violations is needed to strengthen the occupant protection laws.

Speed on county roads continue to be a challenge for Mississippi with 261 county road traffic fatalities or 28.6% in 2006 and 228 or 25.8% in 2007. County sheriffs

and their deputies are prohibited from running radar on their roads, and speed is a factor in 31% of Mississippi's traffic fatalities. There is no uniform method of posting speeds on county roads, usually set by local county supervisors with little input from traffic safety engineers. Also, rural roadways are often lined with trees and little, if any, room for correction with no safety lanes. Legislation is introduced each legislative session in an attempt to allow sheriffs to run radar, and hopefully reduce the large number of speed related traffic fatalities. MDOT is working to improve the safety of rural roads in their jurisdictions, but County Boards of Supervisors must provide funding for county roads that do not fall under MDOT. Lack of funding for these counties to improve their roads also is a challenge the state faces.

Teen drivers continue to be a challenge, with the overrepresentation of teen deaths compared to the number of licensed teen drivers. The OHS plans to participate in a Region wide effort to increase seat belt usage among teen drivers. Texting and Cell phone use while driving is also an issue that must be addressed with teen drivers. While strides have been made in reducing alcohol-related teen fatal crashes, Mississippi still must continue to find new ways of reaching this population.

With state budget cuts and a hiring freeze in place, OHS staffing continues to be a challenge for this office. Currently, there is no Occupant Protection Coordinator or full-time Traffic Records coordinator. Both of these positions were vacated in FY 2008, and have yet to be filled. Another staffing issue continues to be lack of adequate accounting support for the large number of projects OHS handles. Steps have been taken to try to rectify this problem in FY 2009.

Impaired Driving Program

The Mississippi Office of Highway continues to place impaired driving as a serious issue in dealing with the state's high number of fatalities. Thus, while the impaired driver is the primary contributing factor in fatal crashes within the state every year, extensive efforts are still being made to contain or otherwise reduce this very serious offense. Mississippi participates in all National Crackdowns on Drunk Driving, complete with Paid Media and high visibility enforcement.

Goals

Alcohol and Other Drugs

- *Reduce alcohol related fatalities from 38% in 2006 to 36% by the end of 2008.*

Young Drivers and Alcohol

- *Reduce drivers aged 15 – 20 involved in fatal crashes from 13.4% in 2006 to 12% by the end of 2008.*
- *Reduce driver fatalities aged 15 – 20 involved in alcohol-related fatal crashes from 9.9% in 2006 to 7% by the end of 2008.*

Achievements

The state's 38% of alcohol related traffic fatalities is only one percent less than the national average of 37% for 2007. Alcohol-related fatalities decreased by 37, nearly a 10% reduction from 375 during 2006 to 338 during 2007. The alcohol fatality rate fell as well, from .91 in 2006 to .8 in 2007. Further, actual serious injuries decreased by 134 from 3,420 for 2006 to 3,286 for 2007.

Although young drivers aged 15-20 involved in fatal crashes increased during 2007 from 13.4% to 16%, alcohol-related fatalities for this age group decreased from 9.9% in 2006 to 6.1% in 2007.

Another noted accomplishment is the increased number of DUI arrests made within the state. The number rose from 23,693 in 2006 to 24,851 in 2007, a 5% increase. As a whole, DUI arrests went up while alcohol related fatalities went down.

As with previous years, rankings were utilized to determine where specific traffic safety problems were most prevalent. Thus, special funding emphasis and concentration were given to law enforcement agencies located within the top thirty cities and counties which were identified as having 65% of the total impaired driving fatalities and severe injuries in Mississippi. This method was used to ensure funding locations with the most severe alcohol-related crash problems were targeted, and to ensure the problem of impaired driving was being effectively addressed throughout the state.

Mississippi's AR fatalities reductions can be attributed to the continuation of sustained DUI enforcement projects. During this fiscal year, over 59 DUI enforcement projects were funded with 154 open container transfer funds. Nearly 60% of the agencies funded employed at least one dedicated DUI enforcement officer.

OHS continues to recognize the importance of providing substantial funding to MHSP for sustained enforcement. As a result, the number of MHP DUI arrests continues to increase. As a high fatality rate state, the OHS was able to appropriate over $1 million in 154 open container alcohol funds to MHP. These monies were used for call-back for overtime which provided the engagement of special DUI enforcement details in highly traveled areas such as roads leading to and from casinos. Initial report indicates over 700 DUI arrests were made during an estimated 220 callback details. The details utilized troopers, city police county deputies and constables who worked in target problem areas during peak hours in each of the nine MHSP districts. Local law enforcement continued to work with MHP on call back details and roadblocks when available.

Nearly 395 DUI arrests were made exclusively by MHP during the "Drunk Driving, Over the Limit, Under Arrest campaign which ran from August 15 to September 1, 2008.

Other participating law enforcement agencies engaged in four high visibility enforcement efforts during this blitz campaign. Detailed activities included checkpoints and saturation patrols. Results of these blitz efforts produced almost 1,600 DUI arrests during the Labor Day campaign period compared to 1,376 DUI arrests ascertained during the previous year. Also, there were nearly 12% more checkpoints conducted by reporting agencies for a total of 14,307 total hours worked.

Another attribute to the state's improved crackdown, mobilization and sustained enforcement can be credited to the decision to expand the Law Enforcement Liaison (LEL) program. This LEL program was designed to provide joint, cross-training for law enforcement officers designed to keeping them abreast of the various campaign requirements encouraged and required by both NHTSA and OHS.

In past years, the MS OHS employed three part time officers as Law Enforcement Liaisons to assist in reaching and developing rapport among more law enforcement agencies statewide. During 2008 OHS employed three full time Law Enforcement Liaisons, dividing their responsibilities, respectively, within Northern, Central and Southern Mississippi. Nine network coordinators (one from each highway patrol district) were also established. Activities included providing enforcement training, public information and education campaigns and giving assistance with report requirements. As a result, greater morale and motivation toward combating impaired drivers have increased among law enforcement officers and more importantly, the number of agencies which applied for impaired driving enforcement grants significantly increased

throughout the state. Thus, greater law enforcement efforts, decreased fatalities and increased and improved reporting are but a few of the benefits after having expanded the LEL program.

The 154 open container transfer funding also allowed for the continuation of the employment of a Traffic Safety Resource Prosecutor (TSRP), whose primary responsibility is to improve the state's DUI conviction rate. The TSRP continued to serve as both a resource liaison while providing continual, progressive legal assistance, support and information to prosecutors, judges and law enforcement officers on highway safety related issues. In addition to the numerous DUI training classes and seminars the TSRP provided, a DUI Basic Training Conference for Prosecutors. Also, a legal update on DUI cases and related traffic case law was provided to approximately 200 municipal judges during 2007 as well.

410 Funding

A total of 12 projects were appropriated utilizing 410 funding. The low number of agencies funded under this source is due to the required match. Thus, MHP was given $500,000 to continue to conduct high visibility and sustained enforcement. As with other alcohol funding, enforcement efforts were concentrated in the thirty counties which have been identified as having 65% of the total impaired driving fatalities and severe injuries in Mississippi. MHP in coordination with local jurisdictions and more specifically with projects funded by OHS, conducted two checkpoints per month during the "Drunk Driving, Over the Limit, Under Arrest" campaign.

The Department of Public Safety was awarded $500,000 for paid media during the sustained enforcement campaign. Radio, television, billboards and print ads were purchased on an on-going basis-before, during and after planned enforcement activities.

Impediments to Achievements

Like some other states with high fatality rates, Mississippi has a huge percentage of thoroughfares located on rural roads. As a rule, sheriff departments are not allowed to run radar, thus risky drivers typically engage in excessive speeds, and, unfortunately in far too many cases, in alcohol consumption, thus lending more to hazardous and erratic driving. B.A.C. reports are still inconsistent throughout the state, making Mississippi ineligible to qualify for additional 410 funding. Legalized gambling in several counties within the state presents a problem, with free drinks being distributed to gamers at each of the casinos. The best defense against a drunk driver is always the seat belt. Our low seat belt usage rate compared to the National average also contributes to our high number of alcohol-related fatalities.

Occupant Protection Program

Goals- Increase seat belt usage rate to the national average of 82%.

- *Increase safety belt usage among all motorists from 73.6% in 2006 to 76% by the end of 2008.*
- *Increase child restraint usage from 70% in 2006 to 73% by the end of 2008.*

Achievements:

Section 402

The Mississippi OHS participates in all National mobilizations for seat belt enforcement, including the Click It or Ticket Campaign during May. OHS utilizes 402 funds for paid media campaigns, and seat belt enforcement.

Mississippi State University, Social Science Research Center, conducts the occupant protection surveys for the MS Office of Highway Safety. In year 2008, a new seat belt survey was developed, approved and implemented. The new design included 168 observation sites in 16 Mississippi counties. The old design was comprised of 409 observation sites in 16 counties. The results of these surveys were practically identical, thereby providing sufficient evidence that the newly designed survey functions properly and provides representative numbers for the state. Overall, the baseline indicated a 71.7% belt use rate and when compared to the 71.3% count in the post CIOT campaign survey, virtually no change occurred. Unfortunately, despite strong enforcement and paid media, there has been no significant increase or decrease in belt usage rate since 2006. (See Seat Belt survey as separate attachment)

Mississippi State University also produces our motorcycle survey. Mississippi has an excellent usage rate for motorcycle helmets. For a number of years, the helmet use rate has been over 99%. In 2006, motorcycle registrations were 27,533, with 55 motorcycle fatalities. In 2007, motorcycle fatalities decreased by 7% to 51. (See Motorcycle Helmet Survey as separate attachment)

The Occupant Protection program specialists provided leadership through the Mississippi Office of Highway Safety and worked to coordinate with the MS Safe Kids Coalition, the MS Department of Health, the Law Enforcement Liaison Office and other state and local agencies, including the Mississippi Department of Transportation. OHS promoted the 2008 Child Passenger Safety Week and "Click It or Ticket" for the Memorial Day holiday period. The Child Passenger Safety Coordination Project through the MS Safe Kids coalition provided checkpoints statewide, a data base for child passenger instructors, technicians and a permanent fitting station located in Jackson.

The Mississippi Student Advisory Board is a group of students select each year from across the state. These students are selected for the leadership and passion for continuing the mission of the Office of Highway Safety. This year 15 students design, plan and implement Club Officer Training and Teens on the Move. These students also relay information on our programs back to their schools and spread the message throughout their communities.

Mississippi Students Against Destructive Decision promotes seat belt safety and other highway safety issues by speaking at schools across the state and producing Mississippi Buzz (quarterly newsletter).

"Teens on the Move" (TOTM) our largest event of the year. Approximately 2,000 students attend this one day event. TOTM gives back to those students who worked hard all year on highway safety issues, while continuing to educate them in a fun and innovative way. The Mississippi Student Advisory Board plans and implements the program. This year's theme was United Through Diversity. A banner contest was conducted as well as awards given out to the Most Outstanding Youth Group, Most Outstanding Student and Advisor of the Year for middle and high school.

"Rock the Belt" is an event created to promote seat belt safety. "Rock the Belt" is a recreation of the quick click challenge adding in rock and roll music. The first was held at Hancock County High School in Kiln, MS where 1,000 students participated in the presentation and then 16 students competed for "Rock the Belt".   A new logo was designed to be used as a magnet to be placed on the student's cars.

"Club Officer Training," a statewide conference for middle and high school students, offered workshops promoting highway safety issues including occupant protection, leadership skills, alcohol/drug prevention, and related topics.   A toolkit, "Get in the ACT" was created for the 2008 Club Officer Training event. This tool kit included a guide to activities students could do in their communities. Members of the SAB are required to participate in the Seat Belt Campaign.   Students will conduct observational surveys; create seat belt policies, signs, etc. This program reached approximately 500 students and adults.

Buckle for Life Program was held in March at the Old Capitol Inn. Buckle for Life program acknowledges those law enforcement officers who write child safety restraint and seat belt violation tickets. Each officer is awarded a certificate, a lapel pin (different levels – bronze, silver, gold and platinum) and the top three officers receive a collection of gifts received from the community. This luncheon is a small token of our appreciation for all the hard work they conduct on a daily basis. Over 200 officers were presented with certificates and pins. These officers wrote a total of 6,926 child restraint and 27,030 seat belt tickets.

A total of 18 occupant protection 402 grants were funded, including thirteen mini-grants for areas of the state where the seatbelt usage rates were low. Paid Media was also purchased with 402 funds for participation in the 2008 Click It or Ticket activities (For more information, see the attached Paid Media Section).

Section 405

Section 405 funds, used exclusively for occupant protection projects, were used to fund the Mississippi State Department of Health's Child Passenger Safety Program. This program distributed car seats to Mississippi's economically disadvantaged population through the 82 county health departments, and reached over 250,000 Mississippians with Child Passenger safety literature and correct restraint usage information.

Section 406

Section 406 funds were used for specialized enforcement by the Mississippi Highway Patrol during the 2008 Click It or Ticket Campaign. Remaining 406 funds were used to purchase paid media for the 2008 Click It or Ticket Campaign.

Impediments to Achievements-

Mississippi must continue to strive to increase the seat belt usage rate to the national average of 82%. The remaining 30% of Mississippians who refuse to wear their seat belts is the biggest challenge we as an agency face. Over $1,000,000 was dedicated exclusively to Occupant Protection.

Despite high visibility enforcement, a new seat belt survey, and extensive media campaigns, our seat belt usage remains at 71.3%. With the passage of the primary seat belt law, law enforcement statewide continues to write seat belt and child restraint citations at record levels. The importance of writing occupant protection citations throughout the year is promoted heavily in the regional LEL meetings, the LEL training courses such as TOPS, SFST, etc., STORM, and the Buckle for Life Occupant Protection Awards. The OHS, in conjunction with NHTSA, continues to seek ways to increase the number of seat belt and child restraint tickets issued to push the overall seat belt usage rate higher.

Traffic Records Program

Goals:
- Ensure all local law enforcement is reporting crashes on the new uniform crash report with GPS coordinates.
- Expand the use of the automated crash reporting using laptops/desktops with the *Reportbeam* software to 90% of all local agencies by the end of 2008.

Achievements:

Section 408 -Development of Statewide Data Systems

Automated crash reporting has dramatically improved over the last two years in Mississippi. To be complete in the crash database, the crash record must be reported by the law enforcement officer using the Reportbeam software. When the report is sent on paper to DPS – Safety Responsibility, the diagram and narrative are not entered into the database. Using the Reportbeam format, all data elements are available for analyses and are input into MDOT Safety Analysis Management System (SAMS) for processing. Without diagrams, SAMS is restricted from producing automated collision diagrams. Without narratives, MDOT cannot fully understand all catalysts and/or factors in the crash. As of May, 2007, 84.3% of all crashes were reported by the local law enforcement using Reportbeam. The status of automation data entry as of December, 31, 2007 shows 95% of reported crashes. As of December 14, 2008, 96.4% of reported crashes were entered. *Less than 20 local agencies are still processing paper and most of those have been trained in Reportbeam to begin automation in early 2009.*

During 2008, the Reportbeam database was used to design the streamlined procedure to suspend Mississippi drivers that are involved in crashes and had no liability insurance. This aspect of our financial responsibility law had been postponed because of severe manpower shortages. The timeliness and accuracy of the improved crash database makes this process feasible with limited manpower. Reportbeam also has an e-commerce feature that allows state and local law enforcement agencies to collect revenue for copies of crash reports accessed via the Internet by individuals involved in Mississippi crashes. This saves time and resources for the law agency not having to retrieve records and make copies, yet they receive the fee in an automated account set up by Reportbeam and the credit card company.

Along with the automated crash collection system, the state has provided GPS receivers to law enforcement to collect coordinates for the crash location. The Mississippi Department of Transportation (MDOT) tested the accuracy of the crash location data. Their testing has identified problems with the crash location coordinates which require significant time and resources to correct. During 2008, MDOT studied the latest GPS technologies to develop a RFP for acquisition of improved devices to be purchased and distributed during 2009 to local law agencies.

The Mississippi Highway Safety Patrol has incorporated a Computer Aided Dispatch system (CAD) that is installed in all nine districts. GPS is an integral component of the system although it does not feature AVL (automated vehicle locator). This has assisted trooper deployment and has led to collection of trooper activity data electronically. Our new driver license system incorporates a magnetic stripe and bar code to allow for automation of identification elements. It also opens the door for rapid collection of crash and citation information. Our state is one of a few that allows Internet renewal of driver licenses and printing of MVR and reinstatement documents via the DPS homepage.

During the spring of 2007, DPS began receiving court adjudication data from municipal and justice courts electronically rather than paper court records being mailed to Driver Improvement at DPS. The elapsed time from court adjudication to placement on driver history was 103.7 days average lag for 2006 citations compared to 44.2 days average lag as of May, 2007. By mid-year 2007, 56 justice courts and 10 municipal courts were using electronic transfer. As of March, 2008, the figures were 74 justice courts and 86 municipal courts processing electronically. As of December, 2008, there are 76 justice courts and 101 municipal courts automated. Elapsed time from court adjudication to placement on driver history has reduced to 12.4 days average lag for electronic tickets during 2008.

This citation project was funded primarily with FMCSA dollars and is a facet of the Commercial Driver License System. This project has already proven that the citation information is getting on the Driver History file much quicker and with greater accuracy and completeness. The cost/benefit ratio of this project shows that, for a relatively small outlay of funds, the citation/adjudication system has vastly improved both in quantity and quality of traffic records.

Although outmoded software supports the Title and Registration Network at the State Tax Commission, the vehicle database operates satisfactorily for titling and registration. Prior to 2008, law enforcement was unable to complete tag inquiries on certain non-standard license plates, and the available Internet search option did not assist officers when the information was needed on-line during the traffic stop. During 2008, 408 funds were used to develop user software to match the tag plates with the vehicle database, including apportioned commercial vehicle plates, vanity and specialty tags.

The new linkage system creates a mirror image of the Tax Commission vehicle database on a DPS server. Hosting the vehicle data locally permits DPS to develop data mining applications to locate vehicles by a variety of parameters such as make, model, color, year or region. These parameters may also be used in combinations for complex queries. This is especially beneficial to criminal investigations, such as hit & run traffic fatalities. These searches utilize the NCIC query format as well as the statewide vehicle database inquiries.

Mississippi has several key components of a Statewide Injury Surveillance System within the Mississippi Department of Health (MSDH). The Bureau of Emergency Medical Services (BEMS) maintains the Mississippi Emergency Medical Services Information System (MEMSIS) that contains pre-hospital run data collected at the scene on a uniform Patient Care Report (PCR). Eighty-five percent of the 109 EMS providers are submitting data via a Virtual Private Network.

The State Trauma Registry System electronically collects data from 74 designated trauma facilities; there are 96 acute care hospitals in Mississippi. The State has adopted the Collector and Report Writer software application as the data collection and analysis platform. Submission of trauma patient care data is voluntary; therefore, there is not a statewide trauma registry at this time. During the 2008 legislative session, a law passed to establish a Hospital Discharge Data Collection System which will greatly contribute to building a statewide trauma repository.

The new NEMSIS compliant Mississippi Emergency Medical Services Information System (MEMSIS) State Bridge will soon enter the Testing/Quality Assurance phase of its development. The new MEMSIS will bring Mississippi into compliance with new national standards. Mississippi Laws Rules and Regulations require all Mississippi licensed ambulance services to submit patient encounter information for each ambulance run made and/or for each patient transported. Beginning April 2009, these records will be submitted via a web-based product produced through the efforts of the Mississippi Bureau of EMS in conjunction with ImageTrend, Inc. This product will allow for either the production of a complete report or the submission of the minimum dataset. During the testing phase and until April, 2009, all required data must still be entered into the current MEMSIS database and submitted as usual.

Beginning January 15, 2009, the Testing/Quality Assurance site will be available to test this system and become familiar with its operations and capabilities. During this time, the provider will have the ability to customize their interface with the program to tailor fit the service's needs, as well as testing the system through entering patient care reports, viewing many service level reports, and configuring reports.

All provider input is vital to the development of this system. This is the time to test the capabilities of this product to assist in identifying issues and define changes that can potentially enhance the new MEMSIS. All data entered into this test system will be deleted prior to "going live" in April. No run data will be saved or transmitted to the permanent database. EMS staff should enter data - real or fictional - into this new system to see its abilities and discover any limitations or problems.

Train-the-Trainer sessions were conducted in August, 2008, for primary and secondary administrative personnel to provide key staff from all services the ability to train their staff as needed. Training for this system was conducted in five locations throughout the state.

The State Traffic Records Committee (STRC) used the Traffic Records Assessment conducted in April, 2008, to develop potential projects for traffic records improvements based on deficiencies identified in the report. From mid-April to June, 2008, a new strategic plan was produced and submitted in the formal application for 408 funding. The State Traffic Records Committee examined the major recommendations from the assessment report to prioritize the improvements to the State's traffic records system. Estimates of costs to fully implement the strategic plan for statewide benefit are being made through the STRC with cooperation from many state and local agencies. The advent of 408 funds coincide with our many needs for traffic records funds.

The Office of Highway Safety (OHS) is a part of the Division of Public Safety Planning (DPSP) in the Department of Public Safety (DPS). Agency coordination for statewide traffic records systems is promoted with assistance from the Mississippi Department of Transportation (MDOT), the Department of Health (MSDH), State Tax Commission Department of Motor Vehicles (DMV) and Alcohol Beverage Control (ABC), the Department of Education (DOE), the Office of Motor Carrier Safety, Office of Attorney General, the Department of Mental Health (DMH) and Information Technology Services (ITS). State universities comprise technical assistance and research units at Jackson State University, The University of Southern Mississippi and Mississippi State University.

Impediments to Achievements-

The most significant impediment to traffic records systems in Mississippi is blood alcohol data collection, especially for drivers involved in fatal traffic crashes. Our law mandates all drivers be tested when a fatality occurs, but our state Supreme Court established case law that requires probable cause for BAC testing. This has decreased our testing from 78% of drivers before the case law to 61% of drivers after the court decision. Additional complications arise when the officer does order a blood test, the state crime lab is tremendously back-logged and sometimes BAC results are not available if an out-of-state lab runs the test. Also, many law enforcement officers are negligent in failing to update the Reportbeam BAC results field. In fact, there are 143 drivers involved in fatal crashes during 2007 that reveal a test was ordered and the BAC test status remains pending! That alone constitutes 17.8% of drivers in fatal crashes with no BAC results known, even when a test was ordered. Compounding the situation, the State Medical Examiner position is currently vacant and the county coroners do not have a central repository for traffic fatality data including BAC information.

Paid Media Report

During FY 2001- 2008, the Mississippi Office of Highway Safety (OHS) participated in a region wide safety belt campaign entitled "Click It or Ticket" ("Buckle Up, Mississippi, It's the Law and It's Enforced" was used during the 2003 Memorial Day blitz). The CIOT campaign is all inclusive, with enhanced enforcement, paid media, earned media, and community outreach. During the 2001 campaign, Mississippi's safety belt usage rate rose from 49% to 62%, a 13 point increase in percentage points. During 2002, CIOT was used again, with no increase. In 2003, the message was changed to "Buckle Up, Mississippi, It's the Law and It's Enforced", which again did not increase the safety belt usage rate. A high visibility enforcement campaign was utilized, with the rate again stabilizing at 62%. In 2004, the safety belt rate increased to 63% with "Click it or Ticket". Unfortunately, the rate fell in 2005 to 60.8%. On May 27, 2006, Mississippi's Safety Belt Law changed to a Primary Law. With the passage of the Primary Enforcement Law, a highly publicized safety belt enforcement campaign with paid media, Mississippi achieved its highest safety belt usage rate ever, 73.6%! In May 2007 the safety belt usage rate was 71.8% showing a slight decrease from 2006, and the 2008 safety belt usage went down slightly to 71.3%.

In 2004, child restraint usage increased to 71% up from 63% in 2000. The 2006 results show a substantial increase to 75%. The Child Restraint usage rate rose again to 77.5% for the year 2007, the highest usage rate ever reported. There is little doubt that having a primary child restraint law has made a significant impact on the high use of child restraints. Also, the relatively new 2006 primary seat belt law for all front seat passengers could be an influential factor in the usage rate increase. Nevertheless, Mississippi is moving in the right direction and perhaps with continued education and enforcement child restraint usage rates could be brought to an even higher level.

In 2008, CIOT paid media was used to support safety belt enforcement by utilizing a television and radio ad campaign. The "Drunk Driving, Over the Limit, Under Arrest" paid media campaign continued during Christmas 2007/New Year's Day 2008 and for Labor Day 2008.

Click It Or Ticket Paid Media (See Attachments)

In 2001-8, the OHS attempted to increase safety belt usage with strong paid media and high visibility enforcement campaigns utilizing the MHP and the Law Enforcement Liaison Network. During 2001-2002, the Click it Or Ticket Campaigns were handled within the Office of Highway Safety. During the past seven years, the Public Affairs Office of the Department of Public Safety was assigned the OHS campaign by the Commissioner of Public Safety as one of many duties. This agency is separate from the OHS. (See Pages 21-31 for additional CIOT).

For 2008, a total of $339,696 was used for CIOT Memorial Day paid media. An additional $50,000 for booster seat radio messages was purchased and aired to

coincide with the passage of the new booster seat law, effective July 1, 2008. Of the $339,696 for CIOT, approximately $221,611.50 was used for television and cable ads, and $117,848 for radio ads.

During the 2008 May Mobilization, 5,129 television ads and 4,438 for radio ads were run. For earned media, 5 CIOT press conferences were held for the Memorial Day Blitz period. Other earned media included 15 television news stories, 15 radio news stories, and at least 30 print articles. Electronic Billboards from businesses statewide participated as well, including M & F Bank, Motel 6, Walgreens, and Community Bank.

Despite the additional paid media and enforcement for the 2008 Memorial Day Blitz, the 2007 Seat belt survey showed a slight decrease in usage from 71.8% to 71.3%.

Drunk Driving, Over the Limit, Under Arrest (See Attachments)

The Department of Public Safety, in conjunction with the MS Office of Highway Safety, produced television and radio ads for the NHTSA endorsed the Impaired Driving campaign for Labor Day Mobilization 2008. The Christmas/New Year mobilization in December 2007, entitled "Drunk Driving, Over the Limit, Under Arrest", was radio only. The audience targeted included males of all races who range from 18 to 34.

Paid media was purchased for Christmas 2007/New Year 2008, for the "Drunk Driving, Over the Limit, Under Arrest" Campaign. The Flight Dates for radio ads were from December 15, 2007 – December 31, 2007.   There was $114,820 spent on radio spots during the project period. Some of these spots were run concurrently through the Telesouth News Network across the state, which would increase the numbers of actual aired announcements.   (See Pages 33-39 for more information on DDOTLUA campaign)

The "Drunk Driving, Over the Limit, Under Arrest" Campaign was continued during Labor Day 2008, from August 15 – September 1, 2008. During the Labor Day paid media time period, $506,659.31 was spent, with $276,850.75 for television, $138,331.31 for radio, $30,470.59 for outdoor electronic billboards, $57,532.66 for print, and $3,474 for internet. During this time 8,999 television spots and 9,589 radio spots were aired, covering the entire viewing audience of the state. There were 29 press events held during the Labor Day enforcement period. Approximately 25 television news stories, 19 radio news stories, and 64 print news stories gave additional earned coverage of the high visibility enforcement campaign and the paid media ads. (For additional information on the Paid Media DDOTLUA campaign, see Paid Media Report submitted to NHTSA under a different cover.)

The DMV for 2006 survey results evaluating the campaign did not show a large recognition of the Over the Limit, Under Arrest Campaign, with only 27% name recognition. Results from the 2007 Over the Limit, Under Arrest Campaign still only showed 30% name recognition in the post survey, with only 15% in the pre DMV survey.

TOTAL PAID MEDIA FOR FY 2008

Holiday Period	Television amounts	Radio amounts	Print Ads/ Internet	Billboard	Total
Christmas/New Years 2007 DDOLUA	-0-	$114,820	-0-	-0-	$114,820.00
May Memorial Day 2008 CIOT/Booster	$221,611.50	$167,848	-0-	-0-	$389,459.50
Labor Day 2008 DDOLUA	$276,850.75	$138,331.31	$61,006.66	$30,470.59	$506,659.31
Total	**$498,462.25**	**$420,999.31**	**$61,066.00**	**$30,470.59**	**$1,010,938.81**

ATTACHMENTS

CIOT Fact Sheet
CIOT Media Buy Plan
CIOT Law Enforcement Reporting Form
CIOT Letter to Law Enforcement
CIOT Post Mobilization Report (On NHTSA Website)
2008 Mississippi Safety Belt and Motorcycle survey (Separate Document)
2008 Child Passenger Safety Survey (Separate Document)
DDOTLUA Fact Sheet
DDOTLUA Law Enforcement Plan
DDOTLUA Labor Day Mobilization Report (On NHTSA Website)
DDOTLUA Labor Day Law Enforcement Reporting form
DDOTLUA 2008 Media Report (Separate Document)

CLICK IT OR TICKET PLANNER
FACT SHEET & TALKING POINTS

Click It or Ticket Enforcement Mobilization Launches May 19, 2008
<u>All</u> Motorists Urged to Buckle Up — Day <u>and</u> Night

Fatal Crash Rate Increases Significantly at Night

- **15,046 fatalities** — According to the National Highway Traffic Safety Administration,
  15,046 passenger vehicle occupants died in motor vehicle crashes between the hours of 6 p.m.
  and 5:59 a.m. in 2006.

- **Dying unbuckled** — Nearly <u>two-thirds</u> (64%) of those killed during these nighttime hours were <u>NOT</u> wearing seat belts — compared to less than <u>half</u> (46%) of the passenger vehicle occupants killed during the daytime hours of 6 a.m. and 5:59 p.m.

Those Who Do <u>NOT</u> Buckle Up Face Increased Risk

- **Young adults and teens** — Young people 16 to 24 years old had the lowest observed seat belt usage rate of any other age group in 2006. And 64 percent of teenage passenger vehicle occupants killed in fatal crashes during 2006 were <u>NOT</u> wearing seat belts at the time of the crashes.

- **Men, especially young men** — Men are less likely than women to buckle up. This is especially true of young men. In fact, 67 percent of male drivers and 73 percent of male passengers between the ages of 18 and 34 in passenger vehicles who were killed in crashes in 2006 were <u>NOT</u> wearing their seat belts.

- **Pickup drivers and passengers** — Pickup truck drivers and passengers, particularly young males, consistently have the lowest seat belt usage rates of all motorists. In 2007, the observed seat belt use rate was only 72 percent in pickup trucks, compared to 84 percent in passenger cars, SUVs, and minivans. In 2006, 68 percent of pickup truck drivers and 72 percent of pickup truck passengers who were killed in traffic crashes were <u>NOT</u> buckled up.

- **An alarming trend** — Observed seat belt usage rates among African Americans are trending downward. In 2004, observed usage rates among Blacks and Whites were equal at 80 percent each; in 2006, the observed usage rate for Whites was 81 percent, compared to 75 percent for Blacks.

- **Approximately one in five nationally** — 18 percent of <u>all</u> drivers and passengers do not wear seat belts regularly.

The Lifesaving Benefits of Wearing Seat Belts

- **Effective crash protection** — Regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes.

- **Significantly reduced risk** — When worn correctly, seat belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent — and by 60 percent in pickup trucks, SUVs, and minivans.

- **Staying inside the vehicle** — 75 percent of passenger vehicle occupants who were totally ejected from their vehicle in 2006 were killed. But only <u>one</u> in 100 drivers and passengers in fatal crashes who were wearing their seat belts were totally ejected.

- **Surviving rollovers** — Motorists can increase the odds of survival in a rollover crash in a light truck by nearly 80 percent by wearing their seat belts.

- **Coming through a crash alive** — Nationally in 2006, 77 percent of the passenger vehicle occupants involved in a fatal crash, who were buckled up, survived the crash.

No More Excuses — *Click It or Ticket*

- **High-visibility enforcement** — The Mississippi Highway Patrol and Local Law Enforcment will be conducting stepped-up law enforcement activities, including seat belt checkpoints, during the national 2008 *Click It or Ticket* mobilization, which runs May 19 – June 1.

- **A joint effort — The Department of Public Safety and the Mississippi Highway Patrol]** is joining with hundreds of other State and local law enforcement and highway safety officials across the Nation during the 2008 national *Click It or Ticket* seat belt enforcement mobilization to enforce seat belt laws and reduce highway fatalities. The 2008 mobilization will feature a renewed emphasis on day <u>and</u> night enforcement, as well as a comprehensive effort to enforce seat belt laws among <u>all</u> motorists.

- **Always remember** — *Click It or Ticket* both day <u>and</u> night, unless you want to risk a ticket, or worse — your life.

For more information on the lifesaving benefits of buckling up, please visit <u>www.nhtsa.gov</u>.

<center>###</center>

Click It or Ticket
Proposed Strategic Media Work Plan
February 1, 2008

Mississippi

Advertising Period

Paid advertising for the "Click It or Ticket" campaign must run from 12:01AM May 12st to 11:59PM on May 26th.

Budget: $350,000

State Input

Markets

In order of importance – Jackson, Biloxi-Gulfport, Columbus-Tupelo, Meridian and Greenwood-Greenville. Bolivar and Leflore (Greenwood DMA), DeSoto (Memphis DMA), Lee and Lowndes (Columbus DMA), Hinds, Madison, Rankin, Scott, Simpson, Warren and Yazoo (Jackson DMA), Lauderdale (Meridian DMA), Lamar (Hattiesburg DMA) and Harrison (Biloxi DMA).

Audience Segment Profiles
- Primary Segment
    - Men, 18-34 years of age who drive pickup trucks and their passengers
    - Primarily views and listens to comedy, sports and rock music

- Secondary Segment
    - Newly arrived immigrant Latino males, 18 to 34 years of age
    - Hispanic drivers have lower safety belt use rates than non-Hispanic whites, and higher fatality rates
    - Primarily views and listens to Spanish language media

- Tertiary Segment – *Sustain general use increases while mainly influencing young males to always use a safety belt*
    - African American males, 18 to 34 years of age
    - One out of every four African Americans still do not buckle up on every trip
    - Reached primarily through traditional media, however, strong loyalty to certain urban channels

Television Strategy

GRP Goals: Television should be bought to at least the "Strong" level of 200 GRPs per week in each market where broadcast TV is scheduled.

Use broadcast and cable TV to deliver the "Click It or Ticket" message to all appropriate markets in the state

- It is important to reach all members of our male 18-34 demographic group

- Programming on broadcast networks such as NBC, FOX, UPN and ABC reach the men 18-34 audience

- There are a number of cable networks that will be effective in building frequency against men 18-34. Networks that should be considered are Spike TV, Comedy Central, TNT, TBS, MTV and ESPN

TV Programming Strategy

In order to build reach with our target we recommend using the local broadcast stations due to their higher ratings performance over the cable networks. We suggest focusing on programming in Prime Time (M-F, 7P-10P & Su, 6P-10P), Late Fringe (M-Su, 10:30P-12MN and Sports (various). Early Fringe (M-F, 4-5:30 P) and Prime Access (M-F, 6:30P – 7P) should also be considered.

According to MRI 2005, the programs listed below typically generate the highest ratings against our male 18-34 target:
- Saturday Night Live
- Mad TV
- Law & Order
- King of the Hill
- That 70's Show
- Blind Date
- Smackdown
- The Simpson's
- Sports (NASCAR & Major League Baseball)
- Tonight Show
- Cops

 Programs that fall into the prime access time period include:
- Home Improvement
- Just Shoot Me
- Seinfeld
- Everybody Loves Raymond
- King of the Hill
- Friends

To build frequency we can rely on cable networks. While their program ratings are not as high, cable rates are lower than the broadcast television networks, which will generate additional frequency for the campaign. Programs such as those listed below should be considered:

- South Park
- Seinfeld/Friends/Drew Carey
- Major League Baseball
- NASCAR
- Sports Center
- NBA
- Funk Master Flex
- Extreme Sports
- NHL Hockey

Radio Strategy

GRP goals: Radio GRPs should be at least the "Strong" level of 150 GRPs per week.

MRI's 2005 research figures show that men 18-34 primarily listen to these formats: Alternative, Country, Top 40 and Rock. The radio buy will focus on the following dayparts: Morning Drive (M-F, 6A-10A), Midday (M-F, 10A-3P) Afternoon Drive (M-F, 3P-7P), and Evenings (M-F, 7P-Midnight). Selected weekend dayparts will be considered as well.

Based on Arbitron ratings of radio stations that reach the most men 18-34 in our target markets, the following stations should be considered:

- Jackson
  - WUSJ-FM – Country
  - WJMI-FM – Hip Hop
  - WYOY-FM – Top 40
  - WMSI-FM – Country
  - WSTZ-FM – Classic Rock
  - WKXI-FM – Urban
  - WRJH-FM – Hip Hop

- Biloxi
  - WJZD-FM – Urban
  - WZNF-FM – Classic Rock
  - WKNN-FM – Country
  - WXYK-FM – Top 40
  - WZKX-FM – Country
  - WXRG-FM – Classic Rock

- Columbus/Tupelo
  - WMSV-FM – College station (Mississippi State U)
  - WKOR-FM – Country
  - WSMS-FM – Classic Rock
  - WMBC-FM – Top 40
  - WQJB-FM – Country
  - WACR-FM – Urban
  - WMXU-FM – Urban
  - WESE-FM – Urban
  - WWMS-FM – Country
  - WZLQ-FM – Classic Rock
  - WWKZ-FM – Top 40
  - WWZD-FM – Country

- Hattiesburg
  - WBBN-FM – Country
  - WNSL-FM – Top 40
  - WJKX-FM – Urban
  - WZLD-FM – Hip Hop
  - WUSW-FM – Rock
  - WXRR-FM – Classic Rock

- Greenville/Greenwood
  - WONA-FM - Country
  - WGNL-FM – Urban
  - WQXB-FM – Country
  - WDMS-FM – Country
  - WIQQ-FM – Top 40

- Meridian
  - WSLY-FM – Urban
  - WYYW-FM – Country
  - WOKK-FM – Country
  - WJDQ-FM – Top 40
  - WKZB-FM – Rock

- DeSoto County
  - KJMS-FM – Urban
  - WBLE-FM – Country

- Bolivar County
  - WBAD-FM – Urban
  - WCLD-FM – Urban
  - WDTL-FM – Country

- WMJW-FM – Country

o Harrison County
  - WJZD-FM – Urban
  - WUJM-FM – Country

o Simpson County
  - WKXI-FM – Urban

o Leflore County (Significant spill from the Greenwood/Greenville DMA)

o Lee County (Significant spill from the Columbus DMA)

o Lowndes County (Significant spill from the Columbus and Tupelo DMAs)

o Hinds County (Significant spill from the Jackson DMA)

o Madison County (Significant spill from the Jackson DMA)

o Rankin County (Significant spill from the Jackson DMA)

o Scott County (Significant spill from the Jackson DMA)

o Warren County (Significant spill from the Jackson DMA)

o Yazoo County (Significant spill from the Jackson DMA)

o Lauderdale County (Significant spill from the Meridian DMA)

o Lamar County (Significant spill from the Hattiesburg DMA)

Media Dollar Allocation

Media budget allocation may shift based on negotiations and program availability.

By Medium

	% of Total	Budget
Broadcast Television	70%	$ 230,000
Cable television	10%	$ 40,000
Radio	20%	$ 80,000
Total	**100.0**	**$350,000**

By Market – Not yet available

	% of Total	Budget
Jackson		
Biloxi-Gulfport		
Columbus-Tupelo		
Meridian		
Greenwood-Greenville		
Remaining		
	100.0	**$350,000**

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Reporting Agency: _____

Reporting On: ___ DUI Enforcement   ___ Safety Belt Enforcement   _✓_ Both

Specific Enforcement Activity this Month:

Total Officer-hours worked by reporting agency, during reporting period:
Specifically on DUI Enforcement: ____
Specifically on Belt Enforcement: ____
Specifically on Combined DUI / Belt Enforcement: ____

Percentage of the total hours worked as overtime: ____%
Percentage of the total hours worked at checkpoints: ____%
Number of Checkpoints conducted: ____

Briefly describe the specific DUI and/or Safety Belt enforcement operations, other than checkpoints, worked this month:

_____

_____

Approximate <u>Total</u>* numbers of enforcement actions taken, statewide, this reporting period (if the total numbers for some category is unknown, please mark it as: "Unk")

Click It or Ticket: May 19, 2008 – June 01, 2008

DUI Arrests	Seatbelt Violations	Child Restraint Violations	Felony Arrests	Stolen Vehicles Recovered	Fugitives Apprehended

Suspended Revoked Licenses	Uninsured Motorists	Speeding	Reckless - Careless Driving	Drug Arrests	Other (Specify)

Name of person submitting this report: _____

Office: _____

Fax: _____

Email: _____

Earned Media: Press conferences held _____
    TV news stories aired this month _____
    Radio news stories aired this month _____
    Print news stories run this month _____
    Other (specify) _____

Fax to: Blitz Reports, LEL Office 601/932-0896 or fill out this form online at: www.msstorm.net (Office) 601/932-2522

<div style="border:1px solid black; padding:4px;">

PLEASE COMPLETE AND SUBMIT THIS REPORT BY: JUNE 10, 2008

</div>

April 30, 2008

Dear :

During the 2008 Memorial Day Blitz period, the State of Mississippi will join our nation in "Click It or Ticket", May 19 through June 1, a coordinated seat belt enforcement effort to reduce the number of lives lost in vehicle crashes on our roads and highways.

The purpose of this campaign is to relay the message that if you don't wear a seat belt or use child seats, you will be cited. The actual enforcement campaign, consisting of safety checkpoints, call back details, and saturation patrols, will run from May 19th through June 1st.   A kick off news conference has been set for May 21st .

Those agencies reporting CIOT results by the June 16th deadline will be entered into a drawing for incentives at the regional meetings of one mobile video System and Portable Breath Testers,

The Governor's Office of Highway Safety would like to thank you for your continued support of coordinated enforcement efforts to save lives.   Please review the enclosed list of Law Enforcement Liaison staff and their contact numbers for your convenience.

Please fax your agency's completed CIOT report to the Pearl LEL location at 601-932-0896 by June 16th..

Sincerely,

Kim Proctor
Governor's Representative
 For Highway Safety

OHS Law Enforcement Liaison Staff
Contact Information

Training Unit:

    Billy V. White, Jr, Director   601-932-2522
    Dianne Byrd, Office Manager   601-932-2522
    Mike Hemrick, Senior Staff Trainer   601-863-6319
    Tammy Moore, Staff Trainer   601-932-2522

LEL Network Coordination Unit:

    Roger Vanlandingham - LEL, Northern Dist.   601-987-4990
    Robert Hancock - LEL, Central Dist.   601-987-3782
    Dale Turner - LEL, Southern District   601-987-3799
    Markas Marbury - LEL, Troop C,   601-966-5000
    Rob Banks – LEL, Troop D,   662-897-1063
    Shannon Beshears – LEL, Troop E,   901-606-6403
    Shad Long – LEL, Troop F,   662-419-2709
    Shawn Word –LEL, Troop G,   662-769-2724
    Rick McCary – LEL, Troop H,   601-479-5757
    Matthew Hiatt– LEL, Troop J,   601-606-4575
    Adam Dedeaux – LEL, Troop K,   228-697-2403
    Sean A. Gill – LEL, Troop M,   601-684-3214

AUGUST/LABOR DAY CRACKDOWN
LAW ENFORCEMENT PLANNER
TALKING POINTS

National **Drunk Driving. Over the Limit. Under Arrest.** *Crackdown*

August 15 through September 1, 2008

***Drunk Driving. Over the Limit. Under Arrest.* (August 15 through September 1, 2008)** is an annual nationwide enforcement effort to crack down on impaired driving and reduce roadway fatalities. The law enforcement effort is supported by $31 million in national and State advertisements funded directly or indirectly through Congress. The national ads, produced by NHTSA in English and Spanish, are targeted to young male drivers and motorcycle riders who are the most common perpetrators of this deadly crime.

Key Messages:

- Impaired driving is a deadly crime that's still prevalent throughout America and is especially common among young males age 21 to 34.

- To crack down on impaired driving — which is especially common in the summer — police in every State and most U.S. towns and cities will be out in record numbers from mid-August through Labor Day (August 15–September 1).

- More than $30 million in State and Federal funds will be spent on radio and television advertising in support of this year's Labor Day impaired-driving crackdown. Also, $20 million will be spent to step up police enforcement.

Statistics:

- All 50 States, the District of Columbia, and Puerto Rico have established a threshold making it illegal per se to drive with a blood alcohol concentration of .08 grams per deciliter (g/dL) or higher.

- Yet nearly 13,500 people in 2006 were killed in U.S. highway crashes involving a driver or motorcycle rider with an illegal BAC of .08 g/dL or higher, according to National Highway Traffic Safety Administration statistics.

- In 2006, 6,471 passenger vehicle drivers 21 to 34 years old were killed in motor vehicle crashes. Of those, a total of 3,158 (49%) had illegal BACs of .08 or higher.

- Alcohol impairment among drivers involved in fatal crashes was four times higher at night than during the day (36% versus 9%).

- Thirty-one percent of drivers involved in fatal crashes on weekends were alcohol-impaired, compared with 15 percent during the week.

- In 2006, 32 percent of motor vehicle driving fatalities involved a driver or motorcycle rider with a BAC of .08 or above — an average of one fatality every 39 minutes.

- The percentage of drivers with BACs of .08 or above involved in fatal crashes in 2006 was highest for motorcycle riders (27%), followed by drivers of light trucks (24%) and passenger cars (23%).

- Forty-one percent of the 2,007 motorcycle riders who died in single-vehicle crashes had BACs of .08 or above.

- The age groups of 35 to 39 and 40 to 44 were those with the highest percentages of impaired (BAC of .08 or higher) motorcycle riders killed in fatal crashes — 41 percent and 39 percent, respectively.

Soundbites:

- Impaired driving is not an accident — it's an epidemic of careless disregard for human life.

- Each year, more than 13,500 die on our roads due to impaired driving. That would be equal to more than 33 jumbo jets crashing each year.

- No one should ever get that late-night phone call from the police telling you your loved one has died due to an impaired driver.

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586 WORDS

FOR IMMEDIATE RELEASE: August 8, 2008
CONTACT: Robert Hancock, 601-987-3782, rhancock@mdps.state.ms.us

MS Dept. of Public Safety Launches Intensive Crackdown On Impaired Driving
Police Vow to Arrest *Everyone* Found Driving 'Over the Limit'

Mississippi – America is facing an impaired-driving crisis and the problem is especially acute during the summer months.

That's why MS Dept. of Public Safety today announced it will join other police agencies throughout the country in support of an intensive crackdown on impaired driving this August 15–September 1. Nationally, more than $50 million will be spent on this year's crackdown, known by its tagline: *Drunk Driving. Over the Limit. Under Arrest.*

In 2006 alone, nearly 13,500 people died in crashes in which the driver or motorcycle rider was legally impaired, according to the latest statistics from the National Highway Traffic Safety Administration. Among them were 306 children under age 15 — innocent victims of crashes that could have been avoided.

"All too often, innocent law-abiding people suffer tragic consequences and the loss of loved ones due to this careless disregard for human life. Because we're committed to ending the carnage, we're intensifying enforcement during the crackdown. We'll be especially vigilant during high-risk nighttime hours when impaired drivers are most likely to be on our roads," said Robert Hancock, Law Enforcement Liaison officer with the MS Governors Office of Highway Safety.

Across the country, more than $30 million in State and Federal funds will be spent in support of the high-visibility crackdown through television and radio ads targeted to young male drivers, who are the most common perpetrators of this deadly crime. Another $20 million will be spent on extra police enforcement — including saturation patrols and sobriety checkpoints — during the crackdown period.

In every Mississippi it's illegal to drive with a blood alcohol concentration (BAC) of .08 grams per deciliter (g/dL) or higher. More than 200 police agencies in MS will participate in this year's mid-August through Labor Day crackdown, including law enforcement officers representing MS Highway Patrol, Sheriffs Dept, City Municipalities, College/University Campus Police, Depts. and Military Police

According to the latest data, 32 percent of motor vehicle driving fatalities involved a driver or motorcycle rider with a BAC of .08 g/dL or above — an average of one fatality every 39 minutes nationwide.

Statewide Law Enforcement officers will be aggressively looking for all impaired drivers during the crackdown and will arrest anyone they find driving while impaired — regardless of age, vehicle type, or time of day.

"Our message is simple and unwavering. If we find you driving impaired, we will arrest you. No exceptions," said Robert Hancock, MS Governors Office of Highway Safety. **Our office has established grant programs statewide to fund agencies with money to assist in the enforcement of DUI and to make our highways safer.** "Even if you beat the odds and walk away from an impaired-driving crash alive, motorists should be aware that the consequences of driving while impaired can still virtually destroy your life."

According to the MS Dept. of Public Safety violators often face jail time, loss of their driver licenses, or being sentenced to use an ignition interlock. Their insurance rates go up. Other financial hits include attorney fees, court costs, lost time at work, and the potential loss of job or job prospects. When family, friends, and co-workers find out, violators can also face tremendous personal embarrassment and humiliation.

"Driving impaired is simply not worth all the consequences. So don't take the chance. Remember, if you are over the limit, you're under arrest."

The national *Drunk Driving. Over the Limit. Under Arrest.* crackdown is led by NHTSA and combines high-visibility enforcement with heightened public awareness through advertising and publicity.

For more information on the crackdown, visit the High-Visibility Enforcement Campaign Headquarters at www.StopImpairedDriving.org.

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August 15, 2008 – September 01, 2008

Reporting Agency: _____

Reporting On: ___ DUI Enforcement   ___ Safety Belt Enforcement _✓_ Both

Specific Enforcement Activity this Month:

Total Officer-hours worked by reporting agency, during reporting period:
Specifically on DUI Enforcement: ____
Specifically on Belt Enforcement: ____
Specifically on Combined DUI / Belt Enforcement: ____

Percentage of the total hours worked as overtime: ____%
Percentage of the total hours worked at checkpoints: ____%
Number of Checkpoints conducted: ____

Briefly describe the specific DUI and/or Safety Belt enforcement operations, other than checkpoints, worked this month:
_____

Approximate Total* numbers of enforcement actions taken, statewide, this reporting period (if the total numbers for some category is unknown, please mark it as: "Unk")

DUI Arrests	Seatbelt Violations	Child Restraint Violations	Felony Arrests	Stolen Vehicles Recovered	Fugitives Apprehended

Suspended Revoked Licenses	Uninsured Motorists	Speeding	Reckless - Careless Driving	Drug Arrests	Other (Specify)

37

Name of person submitting this report: _____

Office: _____

Fax: _____

Email: _____

Earned Media: Press conferences held _____
             TV news stories aired this month _____
             Radio news stories aired this month _____
             Print news stories run this month _____
             Other (specify) _____

Fax to: Blitz Reports, LEL Office 601/932-0896 or fill out this form online at: www.msstorm.net (Office) 601/932-2522

PLEASE COMPLETE AND SUBMIT THIS REPORT BY: SEPTEMBER 22, 2008

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State of Mississippi Proposal for DDOLUA Aug 15- Sept 1, 2008

The State of Mississippi is participating in the Drunk Driving Over the Limit Under Arrest Campaign August 15-Sept 1, 2008. The MS Governors Office of Highway Safety is sending out the LEAK (Law Enforcement Action Kit) out to Law Enforcement agencies, Schools, and School Resource Officers Statewide for them to implement in their area. They are asked to publicize the message of Don't Drink and Drive and Drunk Driving Over the Limit Under Arrest message at the schools, local newspapers, T.V., Radio Spots etc… for earned media credit.

Paid Media will be disseminated through the MS Governors Office of Highway Safety Statewide to T.V. and Radio stations on the message of DDOLUA August 13-Sept 1, 2008.

A Press Conference will be conducted at the Dept of Public Safety to kick off the DDOLUA Campaign and to reinforce the states commitment of creating safer highways on August 12, 2008.

MS Governors Office of Highway Safety will host the MS Association of Highway Safety Leaders (MAHSL) in Jackson August 15 at 10am. Attendees will be given LEAK Kits to take back to disseminate to their agencies and publicize DDOLUA.

MS Governors Office of Highway Safety will conduct nine (9) Law Enforcement Liaison Traffic Enforcement Network Meetings statewide to publicize the message DDOLUA and encourage traffic enforcement officers to work vigorously on DUI Enforcement.

Schedule of LEL TEN Meetings
Aug 4 LEL TEN Troop M 11am in McComb
Aug 8 LEL TEN Troop J 11am in Petal at the Civic Center
Aug 22 LEL TEN Troop K 11am at Gulfport PD

Aug 14 LEL TEN Troop H 11am at Ryan's in Meridian
Aug 15 LEL TEN Troop C 12noon following MAHSL @ AG Museum Jackson, MS
Aug___ LEL TEN Troop G @ Starkville (date will be determined later)

Aug 14 LEL TEN Troop E in Horn Lake @11:30
Aug 12 LEL TEN Troop F in New Albany at Cypress Grill 11:30am
Sept 11 LEL TEN Troop D @ Greenwood PD Shooting Range (Post meeting of appreciation)

Enforcement period will run from Aug. 15- Sept 1, 2008. LEL's will work along with the agencies statewide to assist in program. Trainings for Standardized Field Sobriety Testing and small presentations of DDOLUA were presented in July at Tunica and Vicksburg. Classes will be conducted the week of July 28 in Pearl and to Petal in August and participation of the officers attending the class is encouraged.

POST After the campaign the participating agencies will submit to the MS Governors Office of Highway Safety a completed blitz report documenting all enforcement and gained earned media activities. The deadline for them to submit their report will be Sept. 26, 2008. All traffic stats, earned media and paid media will then be compiled and sent to NHTSA through the online reporting system.