

# Safe Communities



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## North Dakota's Safe Communities Network

The North Dakota Department of Transportation Traffic Safety Office funds nine regional Safe Communities programs to provide traffic safety outreach in each of North Dakota's 52 counties and its population of approximately 642,000 people.

North Dakota's Safe Communities programs follow the National Highway Traffic Safety Administration model for a safe community, which involves stakeholders and citizens addressing injury problems at the local level, with traffic-related injuries as a primary focus.

The goal of the Safe Communities programs in North Dakota is to initiate a new generation of community programs that address traffic-related injuries within the context of all injuries. This includes:

- Allow traffic safety professionals to leverage resources and share strategies and ideas with others who are working with similar problems.
- Enhance the visibility of existing programs designed to achieve mutual safety goals.

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North Dakota’s Safe Communities programs incorporate the four characteristics and seven elements of a Safe Communities project.

community-based organizations and other locally identified venues that will appropriately advance the campaign messages.

## Characteristics

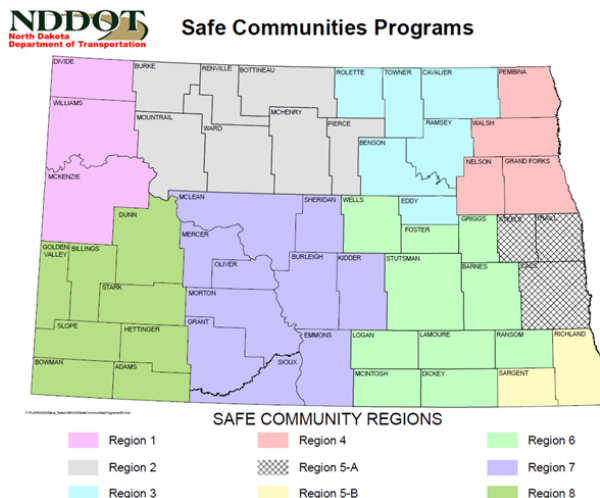
1. Injury data analysis from multiple sources of data
2. Expanded partnerships – especially with health care providers and business
3. Citizen involvement and input
4. An integrated and comprehensive injury control system

## Elements

1. Citizen involvement
2. Expanded partnerships
3. Data
4. Program planning
5. Comprehensive injury prevention and control
6. Program effectiveness
7. Self-sufficiency

North Dakota’s Safe Communities provide outreach for occupant protection (adult and child passenger safety), impaired driving, underage alcohol use, and motorcycle safety programs. Program outreach includes support of high-visibility enforcement campaigns including *Click It or Ticket* and *Drunk Driving. Over the Limit. Under Arrest.* Outreach activities conducted by Safe Communities are far-reaching and include:

- Media activities including news releases, news conferences, live radio and television remotes, television and radio interviews, etc.;
- Internet marketing activities including blogging, postings to social networking Web sites, e-mail blasts, etc.; and
- Other public awareness activities such as partnerships with local entities pertinent to the target populations, including businesses, sports venues, health and social services programs,



A map of North Dakota’s Safe Communities program

Following are examples of traffic safety initiatives and program outreach conducted by several of North Dakota’s Safe Communities programs.

## Community and Expanded Partners

### Safe Communities Without Boundaries

The Safe Communities Coalition of the Red River Valley straddles the North Dakota and Minnesota border, successfully serving Cass County, North Dakota, and Clay County, Minnesota. Cass and Clay counties include the cities of Fargo and Moorhead, home to nearly 200,000 people.

The Safe Communities program receives grant funding from the North Dakota Department of Transportation Traffic Safety Office and the Minnesota Department of Public Safety Office of Traffic Safety. In doing so, the program is responsible for meeting the requirements of two State agencies.

The program has two fiscal agents, Fargo Cass Public Health in North Dakota, and the Moorhead Police Department in Minnesota. The program has one

coordinator, who is housed and employed at Fargo Cass Public Health. There is also a grant administrator from the Moorhead Police Department. The coordinator and grant administrator work closely to ensure the program's cohesion.

The coalition includes members from North Dakota and Minnesota law enforcement agencies, public health units, higher education institutions, liquor retailers, substance abuse prevention programs, insurance agencies, and traffic engineers. The coalition's sub-committees, primary decision-making body, and the executive committee include representation from both States.

Activities and material are adapted to serve both States. Programs and activities are conducted collectively. Examples include news conferences, media events, responsible beverage service training, alcohol compliance checks, and victim impact panels.

The Safe Communities Coalition of the Red River Valley and the communities it serves benefit greatly from this relationship. Because of this collaborative effort, the coalition has become stronger, has more resources, and has expanded its impact.

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## Making CPS Awareness Accessible

### Safe Communities of North Central Dakota

Child safety seat inspections occur regularly throughout north central North Dakota through the *Click It for Kids* program. Safety seats are inspected by certified technicians for proper installation, appropriate securing of children in the seats, and appropriateness of car seats for

the age, weight, and height of the child. Parents also learn if their car seats have been recalled and need to be repaired or replaced with safer models.

In Bottineau County, displays in the public health unit located in the county courthouse effectively reach citizens. Displays reflect the current campaign activity. Incentives like window scrapers and sunglass holders with safety messages are distributed.

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## Developing Youth Program to Reduce Recidivism

### Sheyenne Valley Safe Communities Coalition "YIELDD Program"

#### Target Group

Juvenile Offenders

#### Problem Statement

The North Dakota Legislature moved specific juvenile traffic offenses from a citation process to a juvenile court process. With this new process, the only traffic offenses for which the juvenile courts could impose fines are DUIs. In response to this change, there was a need for an alternate solution for dealing with juvenile traffic offenders. The court officer in charge of five counties in the Valley City area requested assistance from the Sheyenne Valley Safe Communities Coalition.

#### Objectives

Develop an education program to address traffic violations with first-time juvenile offenders and prevent these juveniles from repeating or committing other traffic offenses.

### Strategies

The YIELDD (*Young Individuals Establishing Logical Driving Decisions*) program was the solution developed by the Sheyenne Valley Safe Communities Coalition.

Current processes in place:

- The judicial position known as Court Officer II refers first-time juvenile offenders to the YIELDD program.
- The juvenile is given a brochure that explains the program, provides instructions for completion, and includes a parent-teen driving agreement.
- Juvenile and parent must sign the parent-teen driving agreement, which is then submitted for the record prior to attending the program.
- The juvenile must call the Sheyenne Valley Safe Communities Coordinator to schedule a time to complete the program.
- To successfully complete the YIELDD program the juvenile must:
  - Pay a fee of \$25;
  - Complete a questionnaire about knowledge of traffic safety messages and programs, knowledge of laws, parental consequences, and personal perceptions;
  - View a video that addresses various traffic safety issues;
  - Complete one essay explaining the individual's offense, how and why it occurred, and how to avoid future traffic offenses; and
  - Complete a second essay describing how the offense could have affected someone else and how the offense personally affected the juvenile.

### Results

- The \$25 fee makes the program self-sustaining and adds a monetary deterrent.
- The YIELDD program has been instituted in five counties and there have been inquiries about the

program from juvenile court officers in neighboring counties.

- The youth respond well to the program and the essay requirement gives the youth an opportunity to think about the consequences of his or her actions.
- To date, recidivism tracking indicates there have been no repeat offenders.

### Cost

The \$25 fee covers these costs:

- Printing of the brochure and the parent-teen driving agreement; and
- Purchase of traffic safety videos.

Coalition members volunteer their time to run the program for the referred juveniles.

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## Marketing Traffic Safety to a General Audience

### Southwest Coalition of Safe Communities Trooper Trivia

#### Target Group

All motorists

#### Objectives

Educate the public audience on traffic safety laws and roadway safety

#### Strategies

Trooper Trivia was developed as a fun way to educate the public about traffic safety and traffic safety laws. These messages have the ability to reach a large segment of the

population through local radio broadcasts. A trooper records a question, which is aired on the radio. The audience is then allowed to call in and provide what they believe to be the correct answer. When the correct answer is given, a small prize usually donated by a local business is awarded to the winner. Trooper Trivia can be completely cost-free by soliciting donations for airtime from radio stations and prizes from local businesses.

### Results

- Community members have a chance to identify and interact with law enforcement in a positive manner.
- Traffic law and roadway safety information is disseminated to the public in a fun and memorable way.
- The program provides for community awareness of traffic laws and roadway safety information.

### Cost

Costs for this project vary dependent upon donations from the community. Funding or donations will be needed for prizes for trivia winners and airtime for the trivia game.

### Funding Source

Local match for Safe Communities Coalition of the Red River Valley

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## Youth Driving Campaign for Rural Community

### Region VII Safe & Drug Free Communities

The Region VII Safe & Drug Free Communities, based in the capital city of Bismarck, joined with the city to wrap traffic safety messaging on eight of the community's garbage trucks. The message on the trucks is "Alcohol Can Trash Your Kid's Future." Every day, these roving billboards are seen in neighborhoods and business districts.

A concerted effort to reach a target demographic of rural males is in place by collaborating with the bull-riding and rodeo venues. At bull-riding events, one of the bulls is named "Buckle Up." Arena banners are in plain view on chutes, throughout the arena, and on the exit gate. Messages vary in accordance with current traffic safety campaign activity.

The coalition serves as a chute sponsor so every time a bull is released from that chute, a traffic safety message is read to the crowd. T-shirts with traffic safety messaging are thrown into the stands by rodeo clowns. Bull riders display stickers on the back of their vests that read "Champions Always Buckle Up."

As a result of the extensive, committed sponsorship to these events and coalition efforts, wristbands are issued in the arena to identify those of legal drinking age. The Safe Communities replaced a major alcohol distributor as a sponsor, resulting in a significant decrease in alcohol product advertising at these events.

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## Campaign to Enhance Teen Decision-Making

### Region III Safe Communities

Kimberly Lemieux, coordinator of Region III Safe Communities, has recognized the value of coordinating unique activities to drive new community partnerships.

The addition of a Simulated Impaired DrivINg Experience (SIDNE) has opened the doors for Safe Communities to present at drivers' education courses and on college campuses in the region.

A program called *Teen Maze* significantly expanded the partnerships with agencies in their communities. In *Teen Maze*, groups of three or four teens are given a scenario such as, "You were drinking alcohol and driving. You rolled your car; your friend was ejected from the vehicle and was killed."

The teens are then directed through the maze of activities, first visiting with law enforcement as law enforcement describes what happens in the situation. The teens will then be directed to a judge, an alcohol evaluation professional, a doctor, and a funeral director. The professionals involved in their maze vary depending on the scenario given to the teens.

Finally, a comprehensive teen and adult wellness program is initiated. The use of multiple messaging efforts, while providing consistent traffic safety messages, is proving beneficial in establishing Safe Communities as a traffic safety leader in its region.

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### Check Out ND Safe Communities Web Site

Check out the NDDOT Safe Communities Web site to see all the exciting happenings, projects, awards, and upcoming events. Its Web site has been completely redesigned with a new calendar, scalable fonts for accessibility, a search engine that is specific to content on the Safe Communities Web server, a new banner displaying home, news, calendar, resources, campaign planners, facts, and data. This is a very user-friendly site.



[www.safecommunities.org](http://www.safecommunities.org)

Check out these NDDOT project logos.



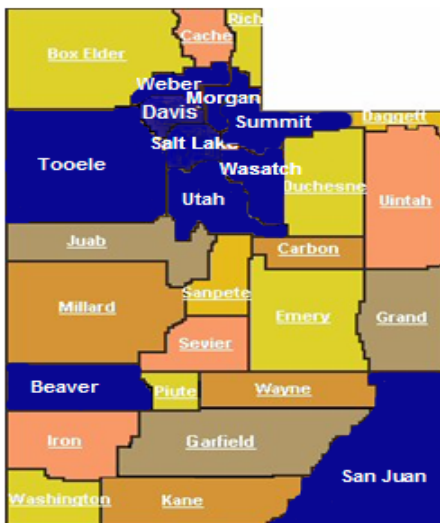
**Three seconds to save your life!**



## Utah's Safe Communities Network

During FY 2008, 12 successful Safe Community projects took center stage in Utah's traffic safety efforts. They are: Bear River Safe Communities, Central Utah Safe Communities, Davis County Safe Communities, Salt Lake Valley Safe Communities, Southeastern Utah Safe Communities, Southwestern Utah Safe Communities, Summit County Safe Communities, Tooele County Safe Communities, TriCounty Safe Communities, Utah County Safe Communities, Wasatch County Safe Communities, and Weber-Morgan Safe Communities.

The Safe Communities model of injury prevention and control allows people to accurately predict when and where motor vehicle-related injuries are most likely to strike next and take the best course of action to keep them from happening at all. These projects are the backbone of the Utah Highway Safety Office (UHSO) efforts and represent much of the traffic safety education carried out across the State. The following reports highlight two of Utah's Safe Communities current projects.



## Traffic Safety for Personal Mobility Device Users

### Southeastern Utah Safe Communities, a member of Utah Safe Communities



Traffic-related injuries sustained by community members using personal mobility devices in and around the city of Price (where public transportation does not exist) have become a focus of the Southeastern Utah District Health Department, a program lead agency run by Project Manager Georgina Nowak.

In partnership with Active Re-Entry, the Scoodeo Program was developed and implemented in their community. This program includes a scooter rodeo, which was designed to teach people who use personal mobility devices to operate them in a safe manner for themselves as well as the traveling public in automobiles. As part of the program, participants are issued a properly fitted helmet, an orange vest for back of the chair, an orange flag, and their reflective tape is replaced if necessary. The participants are also encouraged to travel on the "buddy system" and are shown safe routes to travel with an emphasis on limited accessibility due to old or nonexistent sidewalks.

The educational component also includes a “Share the Road” street sign that includes a picture of a wheelchair. The engineering component of the project included a reworking of several intersections, new sidewalks, and push-button signals with increased timing that have been redesigned to be more accessible to those on personal mobility devices.

Since the inception of the program, *Active Re-Entry* has seen an increase in scooter users coming in to request replacement flags, vests or helmets. They also report there has been a substantial decrease in the number of reported injuries or “near-misses” since the program was initiated. Local law enforcement have also reported an observational reduction in incidents, “near-misses,” and registered complaints.

A short video about the program (under the Scoodeo link) and articles (January/February and March/April newsletters) are available on line at [www.arecil.org](http://www.arecil.org).

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## Native American Traffic Safety Projects



The Utah Highway Safety Office (UHSO) has joined with its Safe Communities coalitions to develop and enhance traffic safety efforts in Utah’s Native American communities. Five tribes reside in the State: Ute, Dine’ (Navajo), Paiute, Goshute, and Shoshoni.

The Northern Ute Tribe with a current tribal membership of 3,092 is headquartered in Fort Duchesne, which is served by the TriCounty Safe Community coalition. For a concentrated effort to implement a Tribal Employee Seat Belt Campaign, a child safety seat education and distribution program, and a bicycle helmet program, the lead agency, TriCounty Health Department, has successfully recruited representatives from various agencies. Participating agencies are:

- BIA Office of Law Enforcement/Fort Duchesne Police Department;
- Ute Tribe Injury Prevention Coalition;
- Ute Tribe Head Start;
- Ute Tribe EMS, Ute Tribe Health Education; and
- IHS Office of Environmental Health.

At the start of the seat belt campaign, the use rate among tribal employees was just over 30 percent. Data shows that the use rate has now doubled to over 60 percent. Through Ute Tribe Health Education, the coalition distributes approximately 200 child safety seats each year and provides child safety seat education classes to Ute Tribe Head Start employees. The coalition has seen continued success in holding a bicycle rodeo during the Ute Tribe Fun Run. It also works in conjunction with the Ute Tribe in supplying the local injury preventions trailer to ensure that adequate supplies are available for every child who wishes to participate in the bicycle rodeos.

The coalition plans to continue its efforts in FY 2010 to increase bicycle helmet use, child safety seat use, and seat belt use among the members of the Northern Ute Tribe community.

San Juan County, Utah, borders Colorado, New Mexico, and Arizona, and is approximately 8,000 square miles with



a population of 15,000, of whom over 55 percent are Native American. The Southeastern Utah Safe Communities coalition, which serves San Juan, Carbon, Emery, and Grand Counties — an area that is 50 percent larger than the State of Maryland — has been working diligently to establish local partnerships in San Juan County in an effort to implement traffic safety programs in their Native American communities.

The 2nd Annual Four Corners Injury Prevention Conference was held in April 2009 in Blanding, Utah, and attendees included traffic safety advocates from each of the four States. This conference is just one component of their Herculean efforts that have led to the formation of the first Utah Native American Safe Communities coalition. The lead agency, the San Juan County Sheriff's Office, will be joined in its efforts by local law enforcement agencies, the Utah Navajo Health System, the Navajo Health Education Program, Blue Mountain Hospital, and the Southeastern Utah Health District/Blanding.

Their goal for FY 2010 will be to increase seat belt use and child restraint use in San Juan County and decrease the number of crashes in which "speed too fast" is a contributing factor (based on data collected from the UHSO). Combined education and enforcement efforts will allow data to be collected that reflects a reduction in speed-related traffic crashes, as well as an increase in seat belt and child restraint use.

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### *Check Out UT Safe Communities Web Site*

Check out the Utah Safe Communities Web Site to see all the latest information on coalition meetings, events, and the "For Parents" and "Youth Only" sections.



[www.safecommunitycoalition.net/index.php](http://www.safecommunitycoalition.net/index.php)

Learn more about ZERO Fatalities



<http://ut.zerofatalities.com>



## Wyoming's Safe Communities Network

### Providing Seat Belt Awareness to Students

#### Safe Communities of Central Wyoming and Casper Medical Center

The Wyoming Seat Belt Coalition, Safe Kids of Central Wyoming, Wyoming Department of Transportation, Natrona County School District #1, and local law enforcement from Evansville, Mills, Casper, and Natrona County Sheriff's Offices developed the Junior High Project with the goal to increase seat belt use among children 12 to 14 years old across the State.

The Junior High Project has three stages:

1. Hold an observational survey to assess seat belt usage by students.
2. Have a student-led group conduct a campaign to educate fellow students about the importance of choosing to wear a seat belt.
3. Repeat the observational survey to measure the impact of the campaign or interventions used.

CY Junior High School undertook the project in 2008 and 2009. After belt use observations were taken, CY Junior High issued a *Click It Challenge*. In May 2009, CY Junior High students and staff gathered to compete against a community celebrity team while fellow students and staff prepared to cheer their teams to victory. The celebrity community team included representatives from law enforcement, media, and local organizations.

Volunteers instructed participants on the rules of the game and a mini-van and pickup truck were used for the challenge where all participants were buckled up in their vehicles. Participants then rotated from one vehicle to the other vehicle enough times to be buckled in each seating position in the vehicle as the race was timed. The race clearly showed how little time it takes to buckle up in a seat belt.

There was media coverage from local radio and television stations. Financial support was received from the Wyoming Seat Belt Coalition. Incentives included huge candy suckers for awards and a monetary award for the student council. An ice cream celebration was held for the winners of the *Click It Challenge*.

The Junior High Project includes a packet of material given to any junior high school interested in conducting a campaign. The packet includes description of the three-stage project, talking points to fellow students, seat belt survey with instructions, suggested project ideas and activities, possible slogan ideas, and tech and media material (DVD/PSA/templates for printed articles). The packet also includes a sample letter to potential donors of the program, a letter to the parents about the program, and school agreement forms in order to receive \$200 upon completion of the project.

The belt use rate of students increased from 87 percent to 93 percent over the two campaign periods.

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## Nevada's Safe Communities Network

### Expanding Population a Challenge for Nevada

As the fastest growing county in the country for most of the past two decades, Clark County (which includes Las Vegas) has seen a population explosion unlike any other in modern history. Keeping up with the changes on every level is difficult, but adding all those new drivers has been an enormous challenge for everyone involved in transportation and traffic safety.

Accepting the challenge, Southern Nevada's Safe Community Partnership, which is based at the College of Engineering at the University of Nevada, Las Vegas, has accepted the challenge to lead a cooperative effort with local stakeholders. Program highlights of the Partnership include *Home for the Holidays*, *Pedestrian Mobility for Seniors* and *PACE Yourself!*

- *Home for the Holidays* is an impaired driving project. Data shows that drunk drivers are a problem in every city, but in the 24-hour environment of Las Vegas, drunk driving is a constant threat. To help keep roads safe, the Partnership has joined with a local designated driver service to provide free rides during the holiday weekends.

One of the biggest partners in the campaign is the local media, which keeps the message in front of the public through news stories and airing of

public service announcements developed specifically for this campaign. The coverage brings in more than 2 million viewers over the period, with an earned media price tag of approximately \$250,000. The Partnership also purchases \$50,000 of radio advertising at a cost of only \$10,000.

*Home for the Holidays* has been incredibly popular with local taverns, bars, and casinos, dropping the alcohol-related fatalities by almost 80 percent for targeted holiday periods.

- The Partnership is proud of its new collaborative effort between Safe Communities and the Las Vegas Housing Authority, which began in March 2009 to address a pilot pedestrian project that included NHTSA and UNC's research team on pedestrian mobility for seniors.

Expanding the Partnership's efforts includes working on a series of presentations on different senior traffic safety topics including defensive driving, identifying driving problem areas, and knowing when to give up the keys – a very difficult change for seniors because it represents a loss of control over one's life.

Housing authorities are excellent partners for Safe Communities because they have senior populations that are used to working together to get problems resolved. Helping define the pedestrian problems and having solution agencies to work along side the seniors has provided a great opportunity for all residents.

- *PACE Yourself!* Teen driving campaign: The PACE (Prevent Automobile Crashes Every day) campaign just completed its third annual campaign. Designed to both engage and teach teens safer driving habits, the real beauty of this program are the messages developed by teens promoting traffic safety.

PACE offers students an opportunity to develop materials for safe teen driving, which includes seat belts, impaired driving, and distracted driving. The teens compete by creating multimedia messages and banners. The local WB affiliate also chose the 2009 winning video and edited it down into a 30-second PSA, which is currently airing on its stations.

As students head back to school in September, the winning poster campaign will launch, serving as both a traffic safety message and getting the word out about the program. In addition to the multimedia messages, entrants are invited to spend an afternoon learning defensive driving skills with the "Driver's Edge" program, competing in a judged "fatal vision Olympics" event, and in a driving relay against other entrants.

## Model to Improve Pedestrian Safety

For the last 10 years, Nevada has had the unfortunate ranking of being one of the top 10 States for the largest number of pedestrian fatalities, and Las Vegas comprises between 75 to 85 percent of the total pedestrian fatalities each year. To combat pedestrian fatalities, Nevada uses the law enforcement model developed in Washington State in the early 1990s. This model uses the Safe Communities plan incorporating the five Es: education, enforcement, engineering, emergency response, and evaluation. The method used first by law enforcement is education of its personnel.

Las Vegas Safe Communities brings in training teams to act as co-trainers with law enforcement personnel. This is done before conducting a wave; at a minimum, one person from each law enforcement agency has to be trained in the model.

Engineers lay out a safe stopping distance at crosswalks to add extra time for motorists to stop and for pedestrians crossing along with plenty of signage to give the motorist advance warning. They enforce pedestrian safety by placing a plainclothes officer in the crosswalk as a decoy, so when a motorist fails to stop for the pedestrian, officers are waiting down the street to give that motorist a ticket. The goal is not to write hundreds of tickets but rather to educate motorists and pedestrians. The media covers the wave and publicizes it on the news and radio stations. The people who do get ticketed get the best education, but the folks who see it on the news also get an education about the laws that govern pedestrian safety.

The media is the most crucial component in the program. In Las Vegas, the media has embraced this project and covers it regularly. Another great asset to the program is the "Joining Forces" program through the Office of Traffic Safety that brings all local law enforcement agencies together to address DUI, seat belts, and speed campaigns. In Nevada, there is also a component of pedestrian safety available for the project. It has been so successful that agencies work together outside of the program to continue the enforcement efforts.

This project can help address pedestrian safety in any community and is a great example of bringing together all needed players to successfully address a traffic safety issue.

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## Other NHTSA Regional Offices

Find your Region's Safe Communities liaisons. We look forward to hearing from your community for our next edition of *Building Safe Communities*.

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