

Child Restraint Observational Survey

The child restraint survey took place at 10 randomly selected sites in each of the 15 counties. At least one site from each Annual Daily Traffic (ADT) category was surveyed in each county chosen. Each site required one hour of direct observation. The survey required a total of 150 hours of direct observation. All children who appeared to be age five and under were observed, in any position in the car. The survey sites selected proportionally reflect road travel in urban and rural areas and account for road volume. The survey results measured a proportional distribution which resembles the statewide population. The survey was conducted during the month of July 2021.

Child Restraint Survey Results

The survey team observed a total of 2,049 vehicles while observing children, approximately aged five and under, in any position in the vehicle. Alabama was estimated to have a child restraint usage rate of 92.7% which is 0.7% percentage point higher than the last survey done, the 2019 rate of 92.0%. There were 15 counties in the survey. The county results are listed below:

County	Total number of Car Seat/Seatbelt	Total number of rows	Rate
Blount	106	112	0.946
Colbert	129	141	0.915
Escambia	142	151	0.940
Etowah	146	156	0.936
Houston	158	168	0.940
Jefferson	96	101	0.950
Lawrence	81	92	0.880
Lee	175	184	0.951
Madison	151	165	0.915
Marshall	150	162	0.926
Mobile	112	126	0.889
Montgomery	126	137	0.920
Shelby	147	155	0.948
Tuscaloosa	105	116	0.905
Walker	76	83	0.916
Total	1900	2049	0.927

Child Passenger Safety (CPS) Program

Total Fiscal Year 2021 Expended Funds - \$ 78,426.29

Funding Source- FAST Act Section 405b high

AOHS has continued the transition of the CPS program from a single state coordinator working independently to a regional program run through the Alabama Department of Public Health. There are coordinator positions in each public health district dedicating a portion of their time to organize and execute program activities.

The website <https://www.alabamapublichealth.gov/injuryprevention> has been updated to include training and class information to reach a wider array of citizens throughout the state. The restructuring of the program and developing new instructors continues to be a long process, especially with the setbacks continuing through this year due to Covid-19. The overall objective of the CPS program remains to have more child restraint technicians available so that it will lead to an increase in the child restraint usage within the State of Alabama, resulting in a reduction of fatalities.

Program Goal – Decrease rate of motor vehicle related child deaths by 10 percent from the 2018 baseline of 47

Data from the 2018 and 2019 Alabama Child Death Review (ACDRS) were compiled and published during the FY 2021 grant year. The number of motor vehicle-related child deaths in 2019 increased to 58, which is up 23.4 percent from 2018.

- *Objective 1: Increase the number of certified CPS instructors and Lead instructors (LI)s in the state by 50 percent from 13 to 20 by September 2021*

The contract with Children’s Hospital to provide trainings was unable to be fulfilled due to continued COVID-19 restrictions. Children’s informed ADPH that employee-only trainings will resume in fall 2021, and trainings for non-employees will resume in the Spring of 2022.

- *Objective 2: Increase the number of certified CPS technicians in the state by 5 percent from 309 to 324 by September 2021*

CPS instructors at Children’s Hospital of Alabama were unable to conduct any new CPS trainings since March 2020, due to restrictions on in- person gatherings and a no travel policy implemented by CHA. ADPH actively emailed technicians due for recertification throughout the year and informed them of the options available. SafeKids announced that the seat check observations that are required for recertification could be replaced with additional continuing education units (CEU). Due to the extension period and alternative recertification option, CPS technicians were able to complete the recertification process. This year 149 out of 238 technicians were recertified, for a rate of 62.6 percent.

- *Objective 3: Increase awareness about CPS resources in the state*

There was a lot of activity conducted to meet the objective of increasing program awareness. The Project Coordinator (PC) worked with ADPH Health Media and Communications Division to create a media ad that advertised fitting stations around the state. The ads ran in magazines whose target audience are parents with young children. The magazines were distributed to hospitals, pediatric offices, family practices, dental offices, and daycares.

The updated CPS fitting station list* was added to the website, as well as each DC's contact information. Educational materials and car seat guidelines are available on the website. Information on CPS certification sessions were to be added once course dates were finalized for FY 21. However, due to the cancellation of all courses because of Covid-19, there were no courses listed on the website. All content can be found at <https://www.alabamapublichealth.gov/injuryprevention/child-restraint-materials.html>.

More than 500 brochures were distributed to organizations around the state. The brochure includes information about the Alabama Child Restraint Law, American Academy of Pediatrics recommendations, and helpful installation tips for parents and caregivers. Brochures are printed in ADPH's on-site print shop and are distributed at ADPH's car seat clinics. The brochure was added to the ADPH webpage, to allow the public to download and print copies. ADPH also launched a social media campaign in July of 2021 to increase awareness of the state seat belt law and to promote use. The ads ran from mid-July through September. The campaign resulted in 2,018,249 impressions and 2,162 click throughs to the ADPH website.

*Updated Fitting Station is found in Appendix B

Program Area- Traffic Records

Overview

AOHS recognizes that Traffic Records is a critical component of the highway safety program. FY 21 projects in the Traffic Safety Information Systems (TSIS) areas were conducted with the concurrence of the Traffic Records Coordinating Committee (TRCC). AOHS continued funding for the development of several projects with the goal of improving data quality, timeliness, uniformity, and completeness.

Performance Measure

Traffic Records projects were not directly tied to a specific FY 21 Performance Measure. However, capturing, compiling, and analyzing crash statistics and other related data points is a crucial part in AOHS's planning and evaluation process.

Alabama Traffic Records Coordinating Committee (TRCC)

There are about a dozen agencies at the state level who have the custodianship over data that can be used for traffic safety improvement purposes. In the early 1990s, it became apparent that coordination among these various agencies and the information technology efforts would be beneficial to traffic safety. Originally known as the Alabama Traffic Information Systems Council (TISC), TISC has been in existence since July 1994. The TISC was reorganized a few years later and renamed as the Alabama Traffic Records Coordinating Committee (TRCC), and it is currently the properly constituted coordinating committee for all traffic records transactional and analytical efforts within Alabama. Its primary goal is to provide opportunities for its members to coordinate all traffic records projects and to become informed about the component parts of and datasets within their traffic records systems in other agencies.

Traffic Records Strategic Planning

One of the critical roles played by the TRCC is that of coordinating traffic safety information technology efforts through the state's Strategic Plan for Traffic Records. The value of having such a strategic plan for properly developing, maintaining, and tracking the progress of traffic safety IT projects has been recognized by Congress and was required by the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) legislation, the Moving Ahead for Progress in the 21st Century Act, (MAP-21) legislation and now by the [Fixing America's Surface Transportation \(FAST\) Act](#) (Pub. L. No. 114-94).

The TRCC establishes policies, sets strategic goals for project development, approves projects within the strategic plan, and authorizes funding. Membership of the committee includes representation from all stakeholder agencies. The Chair has the responsibility for directing the implementation of the Traffic Records Strategic Plan.

The TRCC meets at least three times a year qualifying the state for federal funding for traffic records. The group met in December of 2020, and February and April in 2021. Presentations were given at each meeting that review progress, present the latest innovations of each of the involved agencies, and plan for the next years' strategic plan update. Minutes are taken at each meeting to have a record of the meeting and preserve important ideas, actions taken and status updates. The TRCC submitted a Traffic Safety Information Systems Strategic Plan (FY 2021-2025), and an application for a grant to NHTSA in July 2020. The Strategic Plan is updated each year to cover an advancing five-year time period. The overall strategic planning effort of the TRCC, as reflected in the Traffic Safety Information System Strategic Plan, is quite comprehensive.

Traffic Safety Technical Development Projects

Total Fiscal Year 2021 Expended Funds – \$ 724,343.70

Funding Source – FAST Act Section 405c

CAPS and the AOHS in ADECA/LETS continue to make the most of a long-standing relationship that has been mutually beneficial for many years, not only for one another but for traffic safety in the State of Alabama. This grant had several projects in the scope of work for FY2021.

The progress made in the program in 2021 is described below:

Upgrade to
eCrash-2:
MMUCC-5 and
Updated
Technology

Area Goals:

To test deploy eCrash-2, a new version of the Alabama electronic crash reporting system, that (1) incorporates MMUCC version 5, (2) accommodates the changes being made in MapClick (and other supporting software), and (3) includes recent improvements in technology.

Progress:

Finished and tested development for including RouteID and milepoint distance in the data collection of eCrash. This is a major accomplishment that will greatly improve the location data in eCrash. This was scheduled for release through ALEA coordination on 10/14/2021.

Upgrades to eCrash-2:

Include full MMUCC-5 data elements.

Continued development of required updated technology to support MMUCC-5.

MapClick
Updated
Version
Deployment

Area Goals:

To conduct a coordinated training and deployment plan for the recently updated version of MapClick that accomodates the eGIS changes made by ALDOT

Progress:

Finished development adding RouteID and Milepoint distance data to MapClick export. This is scheduled for release through ALEA coordination 10/14/2021.

Continued development to allow for data updates without the need for a MapClick re-lease.

Work continued on improving the nightly route updater, which retrieves updated routes from eGIS and incorporates them into MapClick.

RESCUE
Companion
Certification
Project

Area Goals:

To continue the systems analysis and requirements development steps necessary to replace and improve upon the current EMS licensure records system called AlaCert; and to start the initial development steps once the design steps are completed.

Progress:

Continued the development of framework updates for the RESCUE web entry application.

Obtained NEMSIS v3.5.0 Collect Data certification.

Improvements to the RESCUE Dashboard datasets for analytical reporting

Added parameters to PCR repository search UI to assist EMS data manager with PCR retrieval.

Started development of NEMSIS custom elements to allow for collection of Emergency Medical Stroke Assessment (EMSA) data in Alabama PCRs.

Virtually attended the 2021 NEMSIS v3 Implementation Meeting to participate and learn in moving the NEMSIS v3 standard forward.

Continued IT support for the ADPH EMS office.

User/vendor technical support

Completed multiple SQL query requests for special data requests

Portal
Development
for new
ADVANCE-X

Area Goals:

To focus on the ADVANCE-X portal: (1) to move the old ADVANCE portal to the new framework in Angular; and (2) To make the necessary continued refinements to SAFETY and RESCUE-EMS portal as required.

Progress:

Work continued in supporting the existing SAFETY/ADVANCE portals.

General troubleshooting on eCrash/eCite dataset issues

Work continued on developing the next generation portal that brings more desktop-like functionality into the SAFETY portal.

The ADVANCE portal has been moved to new ADAPT-S authentication.

Design Planning
for Coordinated
MOVE and
eCite New
Versions

Area Goals:

To plan the design for the next version of cCite (eCite-2) and MOVE that are totally coordinated; and to utilize the most current practical technology to the extent possible in this effort.

Progress:

Held internal reoccurring cross-team meetings for design and implementation issues of MOVE service and user interface.

Completed development of a prototype MOVE user interface.

Completed development of a prototype MOVE service

Support data sharing between connected applications.

Alabama's Electronic Patient Care Reporting (e-PCR) Assistance Program

Total Fiscal Year 2021 Expended Funds - \$60,000.00

Funding Source – FAST Act 405c

The Alabama Office of EMS and Trauma renewed its existing sole-source contract with Grayco Systems, Inc. for the continued maintenance, support, and modifications of the Alabama Electronic Patient Care Reporting (e-PCR) NEMSIS compliant data collection software system and of the Alabama AlaCert data collection tracking software for provider service and individual license system. This project is being used to maintain and support AlaCert (the licensure database system), EMSIS Server, AL ePCR (the NEMSIS-compliant pre-hospital data collection system), and EMSIS Web (the web version of AL ePCR) is ongoing. The NEMSIS compliant data system is required by NHTSA, Office of EMS. This program also continued to collect and track licensed Emergency Medical Provider Services and Emergency Medical Personnel of all Alabama recognized license levels.

Center for Advanced Public Safety (CAPS) Data and Information Technology Support

Total Fiscal Year 2021 Expended Funds - \$1,012,524.13

Funding Source - State Traffic Safety Trust Fund

The University of Alabama Center for Advanced Public Safety and the AOHS have a long-standing relationship working together to improve traffic safety. CAPS provides AOHS with valuable statistics, data and analysis tools relating to traffic safety. The use of this data is particularly important as emphasis is placed on strategic planning for highway safety and as AOHS works to base funding on crash data.

The development and deployment of the eCite and eCrash projects are key areas where CAPS and AOHS have worked together to improve the quality of data being gathered and the safety of the state's law enforcement officers. The funding that CAPS receives from AOHS is crucial in conducting projects to improve law enforcement and traffic safety and in maintaining the systems that have been developed that the officers are now reliant upon. In FY 2021, CAPS assisted the AOHS by fulfilling data information requests that are made of the CAPS staff, prepared reports and statistical information for grant applications when asked, contributed to the development of the State's Highway Safety Plan, and assisted with all aspects of the Traffic Records Coordinating Committee (TRCC) meetings.

CAPS continued to spread eCite to law enforcement agencies throughout the state, provided training, provided technical support, and maintained software systems.

CARE Software Program

In the efforts to support the traffic safety community in the State of Alabama, CAPS staff members responded to requests for traffic crash data. These included requests from CTSPs regularly, Geographic Information Systems (GIS) Coordinators, ALDOT, ALEA, Federal Motor Carrier Safety Administration (FMCSA), NHTSA Region 4 personnel, county and municipal agencies, reporters, planning commissioners, the public, various media outlets from across the state, engineers, and others.

Improvements to the Critical Analysis Reporting Environment (CARE) systems have been ongoing, and updates to these systems are released whenever necessary. Information releases for the CARE program are made on a regular basis as data are made available to provide the users with the most up to date material possible for their analyses.

Electronic Citation Distribution and Expansion and Technical Support

CAPS assisted in the expansion of eCite, the electronic citation software. Since requests for eCite training have decreased so much, CAPS has begun to offer eCite training via a GoToMeeting webinar. Software maintenance is performed by developers for the following systems, including fault detection/correction and data updates as often as needed to assure the continuous effective operations existing systems.

CAPS provides technical support to all users that call or email with questions in a very timely manner. CAPS personnel assisted users having issues with eCite, eCrash, MapClick, CORE, LogBook, MOVE, ADVANCE as well as general problems related to hardware issues. CAPS worked with ALEA to resolve these issues in addition to the users that have called directly. In addition, personnel have fielded other calls and emails on such things as requests for assistance with eCite integration into the police or court records management systems (RMS). CAPS also produces and sends out thumb drives of the software to agencies as they request it. CAPS personnel spend considerable time in testing software being developed or updated before it is released to users. This software could be MOVE, one of the applications in the MOVE suite such as eCite or eCrash or could also be CARE or ADVANCE software testing.

CAPS staff also work to manage the data center that houses the large amount of eCite and eCrash data that is being transmitted to servers. Our system engineers ensure that this large quantity of sensitive data is safe and secure. These engineers also performed migration to new servers that house eCite and eCrash data as part of a data center modernization effort.

Survey Services and Administrative Support

CAPS assisted in the "Drive Sober or Get Pulled Over" alcohol campaign survey. This campaign focused on the importance of not driving while impaired and involved a strong media and enforcement blitz during the Labor Day Holiday weekend. To measure the effectiveness of this campaign, The University of Alabama subcontracted with Research Strategies, Inc. Research Strategies performed telephone surveys from a representative portion of the state to determine whether the campaign was a success. CAPS worked closely with Research Strategies to refine the survey questions being asked. The survey was conducted statewide. This is because the media permeates the state better now since much of it is digital media and not just the major TV and radio market areas. The results of the phone survey were compiled by Research Strategies and provided to AOHS at ADECA.

Another component of the "Drive Sober or Get Pulled Over" Media campaign takes a different approach. Alliance Sport Marketing was contracted to promote the Drive Sober message at motorsport events and a college football tailgate tour across the state. Alliance also managed to get an extra engagement at the University of Alabama A-Day game on April 17th, 2021. This turned out to be a very large event. The A-Day Game was the highest attended US sporting event since the start of the pandemic.

CAPS assisted with another phone survey. This survey was a driver attitude survey conducted at the request of GHSA and NHTSA. CAPS contracted with Research Strategies, Inc. for this survey. CAPS instructed Research Strategies, Inc. as to the questions and counties that were included in the survey of the state. The results of the phone survey were produced by Research Strategies and forwarded on to CAPS for review and dissemination to the Office of Highway Safety.

CAPS personnel also provided administrative support to the AOHS in facilitating the Traffic Records Coordinating Committee meetings by developing and giving presentations at the meeting, developing the agenda, sending invitations, and taking the minutes of the meeting.

Safe Home Alabama Website

The SafeHomeAlabama.gov (SHA) website is unique in that it attempts to be comprehensive of all traffic safety activities in Alabama as well as including information from other sources that are judged to be of use to the Alabama traffic safety community. Efforts were made to extend SHA coverage to all traffic safety programs and data within the state, covering all governmental agencies and private organizations that are active in the state. There are several updates made every week to SHA. These include reports and links to reports, including recent news articles and sometimes new pages are added.

This year legislation efforts have been implemented on the SHA website. New legislative information and charts was received from ATI each week while the legislature was in session and the SHA site was updated accordingly.

Program Area- Impaired Driving

Overview

The AOHS conducted a problem identification analysis for Impaired Driving in the State of Alabama to pinpoint common factors and assess strategies that could be used to combat the growing issue. Alabama compared FY2018 ID crashes against FY2016-2017 ID crashes to determine any significant changes that have occurred from the previous two fiscal years. Also, a review was conducted of the current legislation in Alabama regarding ID laws and penalties. The findings were then taken into consideration when planning enforcement campaigns, as well as training programs to fund in the upcoming fiscal year.

In FY 2021, Alabama allocated funds for projects that employed a combination of countermeasures to have the greatest impact in reaching program goals. These projects included High Visibility Enforcement (HVE) efforts paired with paid media campaigns, Drug Recognition Expert and Prosecutor Training programs. The activities and accomplishments of these programs can be found starting on page 31.

Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	961
2021	C-2) Number of serious injuries in traffic crashes(State crash data files)	2021	5 Year	6,595
2021	C-3) Fatalities/VMT (FARS, FHWA)	2021	5 Year	1.36
2021	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2021	5 Year	260

Crash Summary

Performance measures in Alabama are set using averages from the previous five years of crash data. However, it can be useful to monitor progress of projects based on the previous year's crash data to gauge effectiveness of activities conducted throughout the fiscal year. In Alabama in 2020, 934 people were killed on the highway, up from the 2019 total of 930 fatalities (FARS). Serious Injuries decreased from 5,118 in 2019 to 4,779 in 2020. The Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC decreased from 272 in 2019 to 236 in 2020.

Drive Sober or Get Pulled Over High Visibility Enforcement

Total Fiscal Year 2021 Expended Funds - \$112,722.81

Funding Source – FAST Act 405d

In addition to the paid media effort, the four regions in Alabama conducted the “Drive Sober or Get Pulled Over” (DSOGPO) High Visibility Enforcement program for a two-week period from August 20 through September 6. The enforcement program consisted of members from 89 law enforcement agencies from the municipal to the state level (Municipal Agencies: 46; County Sheriffs: 10; State Police Districts: 16). Officers from local agencies worked 3,590 total hours and the total number of citations issued was 7,495.

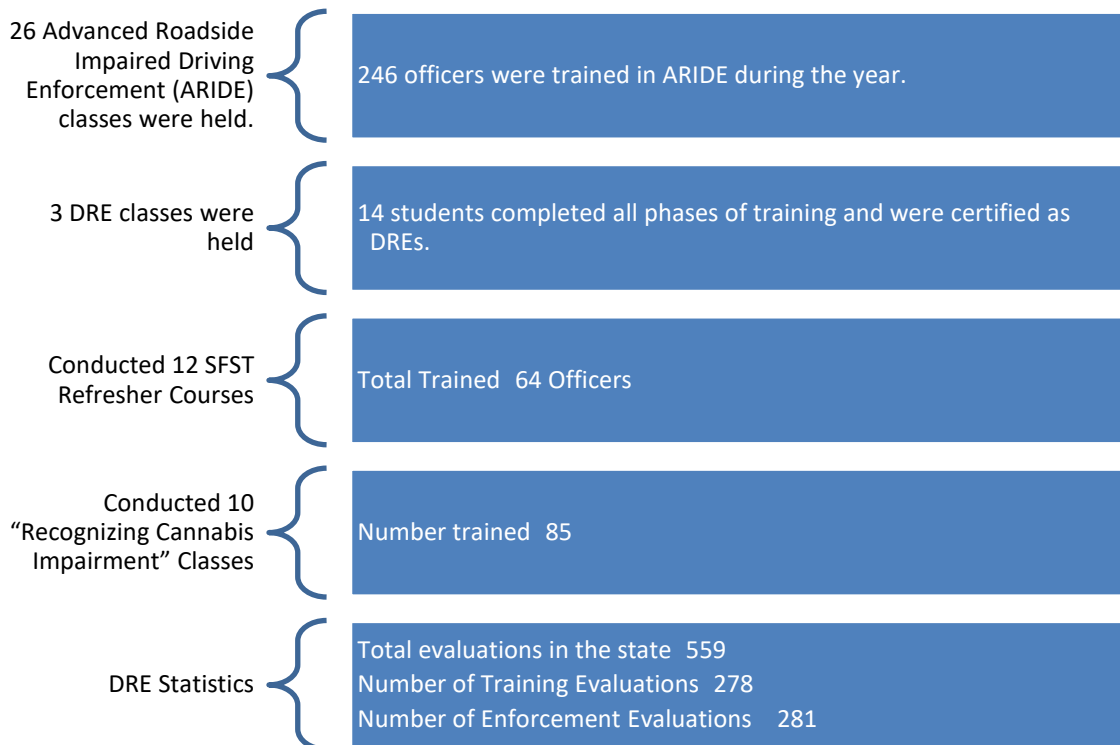
Drug Recognition Expert (DRE) Training Program

Total Fiscal Year 2021 Expended Funds - \$219,496.07

Funding Source – FAST Act 405d

The goal of the Drug Recognition Expert (DRE) Program is to train and certify law enforcement officers from various agencies around Alabama as Drug Recognition Experts. Each certified DRE will be able to diagnose an individual arrested for DUI to be either under the influence of some drug other than alcohol or suffering from a medical issue. If the DRE determines the defendant is under the influence of a drug, then the DRE will identify the category or categories of impairing drugs.

2021 Activities



*Participating agency list found in Appendix A

Traffic Safety Resource Prosecutor Program

Total Fiscal Year 2021 Expended Funds - \$142,248.74

Funding Source – FAST Act 402

The Traffic Safety Resource Prosecutor (TSRP) provides critical support to Alabama’s prosecutors, law enforcement officers, judges, and other traffic safety professionals by offering competency and expertise in impaired driving. The TSRP program continues to be a utilized resource in the battle against impaired driving and the problems being faced both on the law enforcement level and the prosecutorial level. It is all being done with a focus on the overall goal of increasing the level of readiness and proficiency for the effective investigation, preparation, and prosecution of traffic related cases involving impaired driving from misdemeanor offenses to traffic homicide cases. The TSRP further serves as a liaison while providing technical assistance, training, and counsel to prosecutors and law enforcement, as well as information to communities regarding the dangers of driving under the influence.

2021 Activities

Taught classes at police academies throughout the state, covering DUI legal environment and moot court classes

Held virtual trainings on Basic DUI Investigation & Prosecution

Taught DUI refresher courses to law enforcement agencies and district attorney offices and provided training for newly revised Implied Consent law in Alabama

Hosted and organized other DUI-related classes around the state both in person and through virtual platforms

Served on a panels regarding oral fluid collection by law enforcement for both AAA and Abbott Labs

131 requests for assistance by arresting officer, DREs, and prosecutors answered

Over 1,245 law enforcement officers, legislators, lawyers, judges, and other personnel have attended the various training courses throughout the year

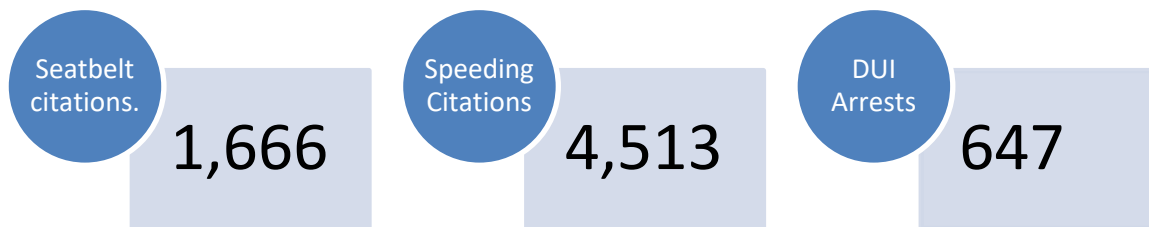
Provided information and collaborated with legislators throughout the session to ensure the proposed amendments to Implied Consent legislation in Alabama would enhance the current law, and not interfere with enforcement

Impaired Driving Hot Spot High Visibility Enforcement (HVE)

Total Fiscal Year 2021 Expended Funds – \$ 918,420.52

Funding Source- FAST Act 405d

There were four local Impaired Driving HVE projects during FY 2021 as well as one statewide HVE project. Each of these projects focused on alcohol/ impaired driving related Hotspot crashes and the problem locations that were identified across the state. One project took place in each of the four CTSP/LEL regions and the statewide project was conducted in conjunction with ALEA. By conducting these HVE projects, additional efforts were focused on the reduction of impaired driving related crashes. The enforcement effort was data driven, which helped prevent traffic violations, crashes, and crash fatalities and injuries in locations most at risk.



Impaired Driving Hot Spot High Visibility Media Campaign

Total Fiscal Year 2021 Expended Funds - \$640,828.54

Funding Source- FAST Act 405d

Auburn University’s Media Production Group implemented the 2021 Impaired Driving Hot Spot Campaign around the holiday periods of Christmas and New Year’s Eve, St. Patrick’s Day, 4th of July, and Labor Day. “Impaired Driving” Media Plans were developed and submitted to AOHS. The plan and actions taken were consistent with the campaign content: The mission was to produce and direct a statewide multimedia campaign – a comprehensive, high visibility initiative of the national enforcement mobilization, a partnership of criminal justice and traffic safety partners.

The campaign was designed to increase awareness that sobriety checkpoints, saturation patrols and undercover officers would conduct massive enforcement efforts, usually involving multiple agencies that target specific areas to identify and arrest impaired drivers. Alabama's earned media, paid media, enforcement, and post-survey periods followed the campaign and evaluation schedule as distributed for the campaign.

Paid media: Weekly during December 21-January 1, March 08-March 29, June 22- July 4, and August 23-September 6, 2021. The campaign once again targeted a key at-risk group, 18 to 34-year-olds, particularly males. The buy focused on the following dayparts: morning drive (M, Th-F, 7A-9A) and evenings (M, Th-F, 5P-Midnight). Weekend dayparts, especially sporting events, were appropriate as well if they appealed to the target group.

The objective was accomplished principally through the following tasks:

- Development of the “Impaired Driving” marketing approaches, based on Nielsen and Arbitron Ratings and targeted toward males in the 18-34 age group primarily and slanted toward rural areas and identified hot spots.
- Produced the television and radio advertising spots.
- Negotiated placements of approved, paid program broadcast television, cable television, radio spots, and digital media.

Results

9,408 total television and radio media spots were run throughout the campaigns. Other media sources that were utilized include radio and digital platforms, which had a total of 8,901,912 impressions.

Media Components

Broadcast Television: The broadcast television buys focused on programming in prime times: early morning (M-F, 7A- 9A) and evenings (M-F, 5P-Midnight). Selected weekend day parts, especially sporting events, were also approved if the media programming would appeal to the target group.

Cable Television: The large number of cable networks in Alabama can be effective in building frequency for the male 18-34 target market. The buys focused on the following day parts: early morning (M-F, 7A- 9A) and evenings (M-F, 5P-Midnight) with selected weekend day parts, especially sporting events. Paid scheduling was placed for networks that cater to males in our target, such as CNBC, ESPN, Fox News and Fox Sports, CNN, etc.

Radio:The campaign targeted that same key at-risk group, 18-34-year olds, particularly males. The buy focused on the following day parts: morning drive (M-F, 7A-9A), midday (M-F, 11A-1P), afternoon (M-F, 4P-7P), evenings (M-F, 7P-Midnight). Selected weekend day parts were considered as well.

Digital Media: Digital media is a rapidly evolving platform in media consumption. For the CIOT campaign, ads were placed in a variety of digital sites such as Facebook, YouTube and Bleacher Report; ads were also placed on streaming services such as Pandora and Spotify.

Out of Home:Electronic billboards were leased in major markets where space was available. Several designs were retagged for Alabama’s use to correspond to and reinforce the video commercial. Lamar, Link and Beam electronic billboards were designed and placed in the twenty-six (26) major media market sites providing coverage in Birmingham, Mobile, Montgomery/Wetumpka, Huntsville and Auburn/Opelika.

Impaired Driving Paid Media Evaluation

The 2021 ADECA Alabama Alcohol Target Group Research data collection was started by Research Strategies, Inc.'s in-house Consumer Telephone Operations Center in September at the completion of the Labor Day weekend enforcement blitz. The data retrieval phase of the research was completed in September. A total of 502 qualified Alabama driver residents were randomly sampled using a combination of landlines and wireless (cell phones) telephone exchanges.

Each of the five hundred (N = 502) research participants captured in the 2021 ADECA Alabama Alcohol Target Group Research were qualified as:

- Living in one of the 67 Alabama Counties
- Being 19 Years or older
- Drives a motor vehicle at least a few times a year
- Drank at least a single beer, glass of wine or other alcoholic beverage in the past year. (This qualification reveals that 35.2% of Alabama drivers “say” that they have not drank in the past one year.)

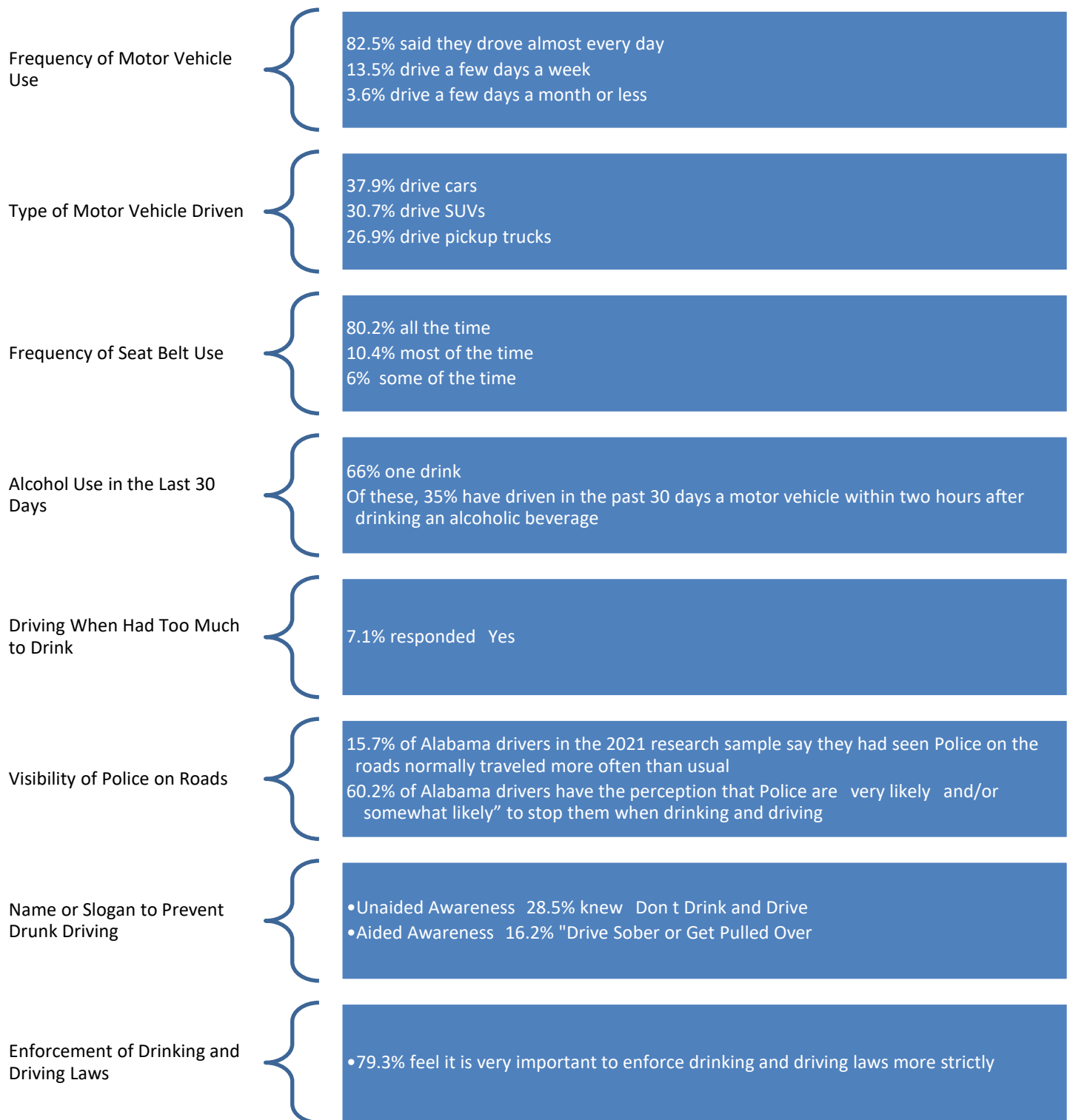
Since 2018, the ADECA Alabama Alcohol Target Group Research sample was expanded to include all 67 Alabama Counties. To get an accurate geographic and demographic representation, Research Strategies, Inc. weighted each county's sub-sample proportionately by the county's population percent of Alabama's total population.

Each of the 67 Alabama counties' sub-samples were randomly pulled from the top residential ZIP Codes in each county, weighted by ZIP Code population within the county. This Stratified Sample Matrix offers the 2021 ADECA Alabama Alcohol Target Group Research with a margin of error of +/- 4.37 percentage points or less, at a 95% confidence level.

General Information and Demographics

- Respondent gender: The Alabama drivers participating in the 2021 ADECA Alabama Alcohol Target Group Research were 54.2% males and 45.8% females.
- Respondent Age: The overall sample's average age is 47.1 years.
- Respondent Ethnicity: Drivers were asked what racial category described them. Most drivers, 70.3%, considered themselves to be white. Black or African American respondents made up 24.9%, Hispanics/Latino and Asians made up the remainder of the survey.
- Respondent Education: 66.7% of respondents had some college education or were college graduates or higher.

Major Findings among All Drivers



Alabama Driver Attitude Report 2021-July Statewide Telephone Survey

A statewide Driver Attitude telephone survey was conducted for the AOHS. The study design measured attitudes toward seat belt use, messages about seat belt law enforcement, speeding, speed enforcement, drinking and driving and impaired driving enforcement.

The survey was administered to a randomly selected state-wide sample of respondents age 19 and older in each of the sixty-seven (67) Alabama Counties. Interviews were conducted in July 2021. Research Strategies, Inc., conducted the data collection. ATI/CAPS managed the process and project.

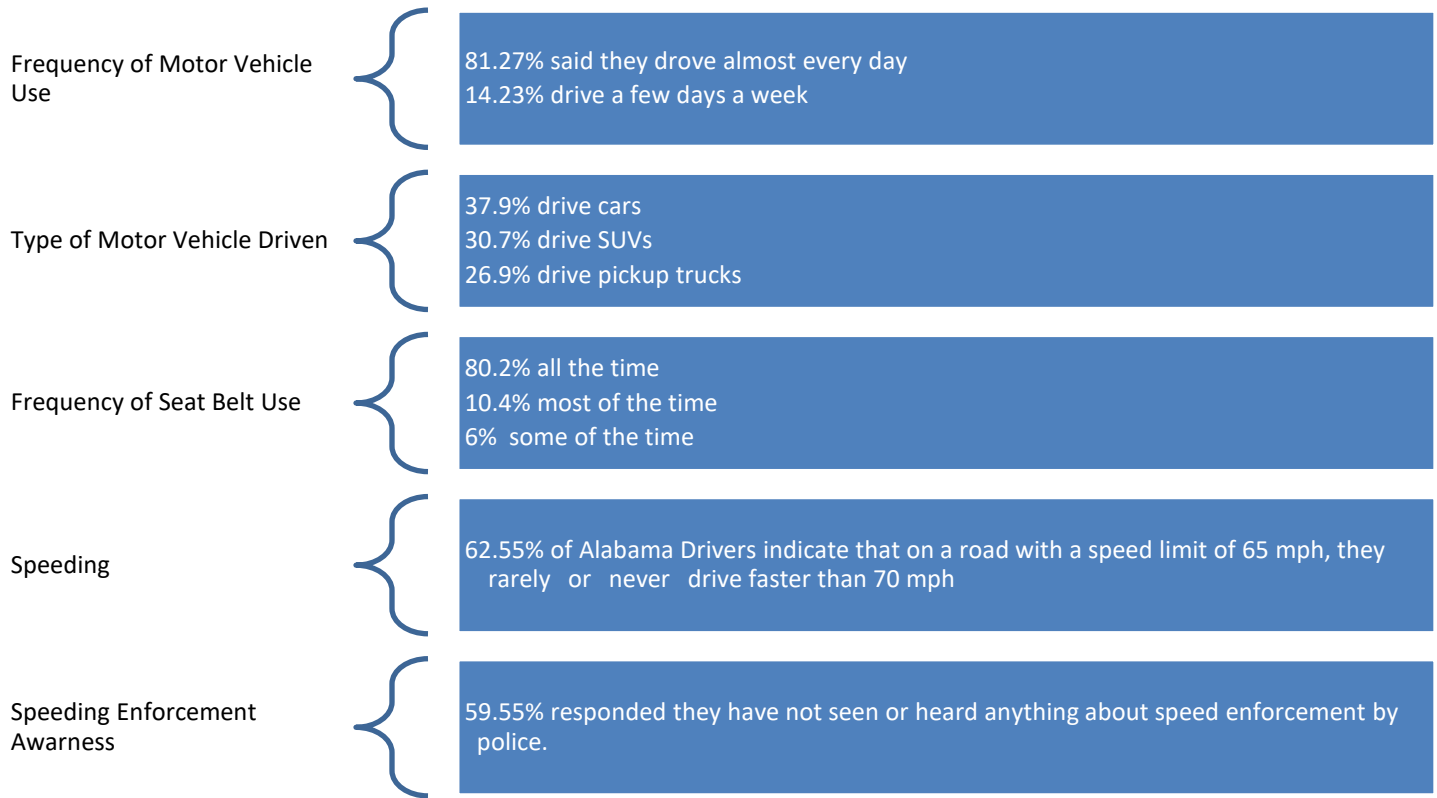
The questionnaire was programmed on a computer assisted telephone interviewing (CATI) type system. A total of 267 qualified Alabama residents were randomly sampled.

The telephone intercepts were completed on July 13, 2021. These intercepts were captured on cell phones 95.5% of the time to speak to all age ranges and ethnic skews. The age range and the ethnic skews of the sample have remained consistent over the past years while the dependency on landline phones has declined to reach Alabama drivers by county.

General Information and Demographics

- Respondent Age: Drivers were asked to indicate their age during the demographic portion of the survey. The overall average age of respondents was 52.1 years old.
- Respondent Gender: Male 47.9% and Female 52.1%.
- Respondent Education: 59.9% of Alabama drivers have some college or technical school or more education.
- Respondent Race and Ethnicity: Drivers were asked what racial category described them. Most drivers considered themselves to be white at 70.4%. Blacks or African American made up 22.9% of the survey. Hispanic or Latinos made up 0.4%.

Major Findings Among All Drivers



Program Area- Distracted Driving

Overview

The AOHS conducted a problem identification analysis for Distracted Driving in the State of Alabama to pinpoint common factors and assess strategies that could be used to combat the growing issue. Alabama compared overall Distracted Driving crashes by severity to determine any significant factors that could be taken into consideration when selecting potential countermeasures.

In FY 2021, Alabama allocated funds from the State Traffic Safety Trust Fund for a communication campaign to educate the general and motoring public on the dangers of distraction while on public roads and highways. As noted in *NHTSA Countermeasures that Work* document, while most of the motoring public knows that distracted driving is a problem, a campaign addressing this issue faces substantial obstacles. However, AOHS was confident that the first step to impact traffic safety in this area is to simply begin.

While enforcement efforts are difficult to implement targeting distraction, Alabama planned to utilize an already established advertising platform to our intended audience to help raise awareness. However, the vendor that was selected to place the ads on high school tickets discontinued the program before any work was able to be performed. Due to the unique nature of the planned advertisement strategy, the project was cancelled, and no funds were expended.

Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	961
2021	C-2) Number of serious injuries in traffic crashes (State crash data files)	2021	5 Year	6,595
2021	C-3) Fatalities/VMT (FARS, FHWA)	2021	5 Year	1.36

STATEWIDE STATISTICS TABLE 2014-2020

Performance Measure	2014	2015	2016	2017	2018	2019	2020	2021 Baseline*
C-1 Number of Traffic Fatalities (FARS)	820	849	1083	948	953	930	934	931
Fatalities/VMT (FARS/FHWA)								
Total_	1.25	1.26	1.56	1.34	1.34	1.30	1.38	
Rural_	1.97	2.09	2.76	2.04	1.88	1.84		1.34
Urban_	.72	.67	.70	.86	.97	.92		
C-2 Number of Serious Injuries in Traffic Crashes (State Crash File) *	7,967	8,540	8,152	7,484	7,002	5,118	4,779	7,829
C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	383	376	478	418	387	391	384	376
C-5 Number of Fatalities in crashes involving driver or motorcycle operator with a BAC of .08 and above (FARS)	265	244	298	265	249	277	236	264
C-6 Number of Speeding-Related Fatalities (FARS)	237	236	329	257	262	216	265	264
C-7 Number of Motorcyclist Fatalities (FARS)	65	67	112	79	82	93	78	81
C-8 Number of Unhelmeted Motorcyclist Fatalities (FARS)	10	9	11	6	10	15	10	9
C-9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	91	122	161	117	127	118	120	124
C-10 Number of Pedestrian Fatalities (FARS)	96	98	120	119	107	119	101	108
C-11 Number of Bicycle Fatalities (FARS)	9	9	3	7	9	6	10	7
B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	95.7%	93.3%	92.0%	93.0%	91.8%	92.3%	92.3%*	93.2%
Fatalities Percent of All Crashes	0.62%	0.58%	0.69%	0.60%	0.60%	0.59%	0.70%	0.62%
Serious Injuries Percent of Non-fatal Crashes*	20.2%	19.6%	17.7%	16.3%	15.4%	3.2%	3.6%	17.8%
Speed Fatalities Percent of Speed Crashes*	2.7%	2.3%	3.7%	2.6%	2.5%	2.4%	2.8%	2.8%
Speed Serious Injuries of Non-fatal Speed Injuries*	32.4%	32.0%	29.3%	27.6%	26.0%	22.9%	21.6%	29.5%
Impaired Fatalities Percent of Impaired Crashes*	4.5%	3.8%	4.9%	4.6%	4.4%	5.0%	5.0%	4.4%
Impaired Serious Injuries of Non-fatal Impaired Injuries*	28.5%	34.9%	30.3%	28.6%	26.6%	25.9%	26.3%	29.8%

