

Mississippi Office of Highway Safety



**MISSISSIPPI
Office of Highway Safety**
Office of Highway Safety
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2016 Annual Report

Helping Drive Change in Highway Safety

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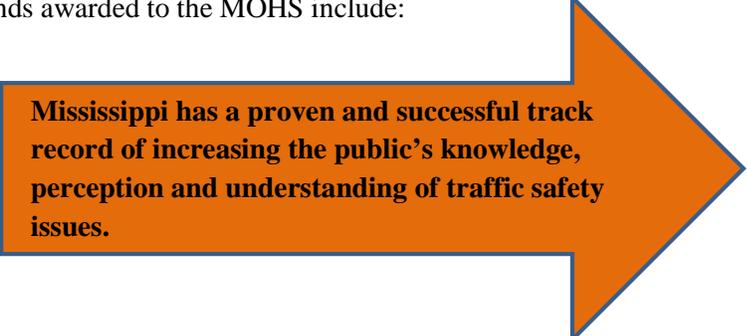
Visit the Mississippi Office of Highway Safety website at www.highwaysafety.ms.gov and the Department of Public Safety website at www.dps.state.ms.us. The Mississippi Office of Highway Safety provides equal employment opportunity and services to all individuals regardless of disability, race, age, religion, color, gender, creed, national origin or political affiliation.

>>>Executive Summary>>>: 2016 – Helping Drive Change in Highway Safety

The Mississippi Office of Highway Safety (MOHS) administers Mississippi's highway safety grant program in accordance with the provisions and all amendments of the Highway Safety Act of 1966. At the MOHS, we take our responsibilities seriously: **Saving Lives**. We administer federally-funded programs aimed at reducing traffic fatalities, traffic injuries and the associated economic losses from property damage crashes in the state.

We receive funding through federal grants, primarily from the U.S. Department of Transportation and the National Highway Traffic Safety Administration (NHTSA). The funds awarded to the MOHS include:

- Section 402-General Traffic Safety
- Section 154-Open Container Funds
- Section 405b-Occupant Protection Funds
- Section 405c-Traffic Records Funds
- Section 405d-Impaired Driving Funds



Mississippi has a proven and successful track record of increasing the public's knowledge, perception and understanding of traffic safety issues.

These funds support the Mississippi Highway Safety programs for impaired driving, occupant protection, police traffic services, public information & education, traffic records, driver's education, motorcycle and youth programs. The 2016 Annual Report reflects the federal fiscal year highlights and successes toward many of the MOHS goals and targets. The report provides detailed descriptions of goals based on national standards, achievements in performance measures and strategies for each of the program areas.

Mississippi has a proven and successful track record of increasing the public's knowledge, perception and understanding of traffic safety issues. We are proud of the state's efforts to minimize the state's fatality rate. Overall traffic fatalities increased from 607 in 2014 to 677 in 2015, which is an increase from the low of 2014. The fatality rate has declined from a high of 4.39 VMT in 1981, to 1.54 in 2014. During 2015, fatal crashes increased by significant numbers on Mississippi roadways. Mississippi has a lot of work to do to drive down fatalities and injuries.

Mississippi increased serious traffic injuries from 25,357 in 2014 to 27,955 in 2015 in Type A, B and C injury crashes. The MOHS will continue to work with law enforcement and partners to continue the work in enforcement and education to further reduce the number of injuries crashes in the state.

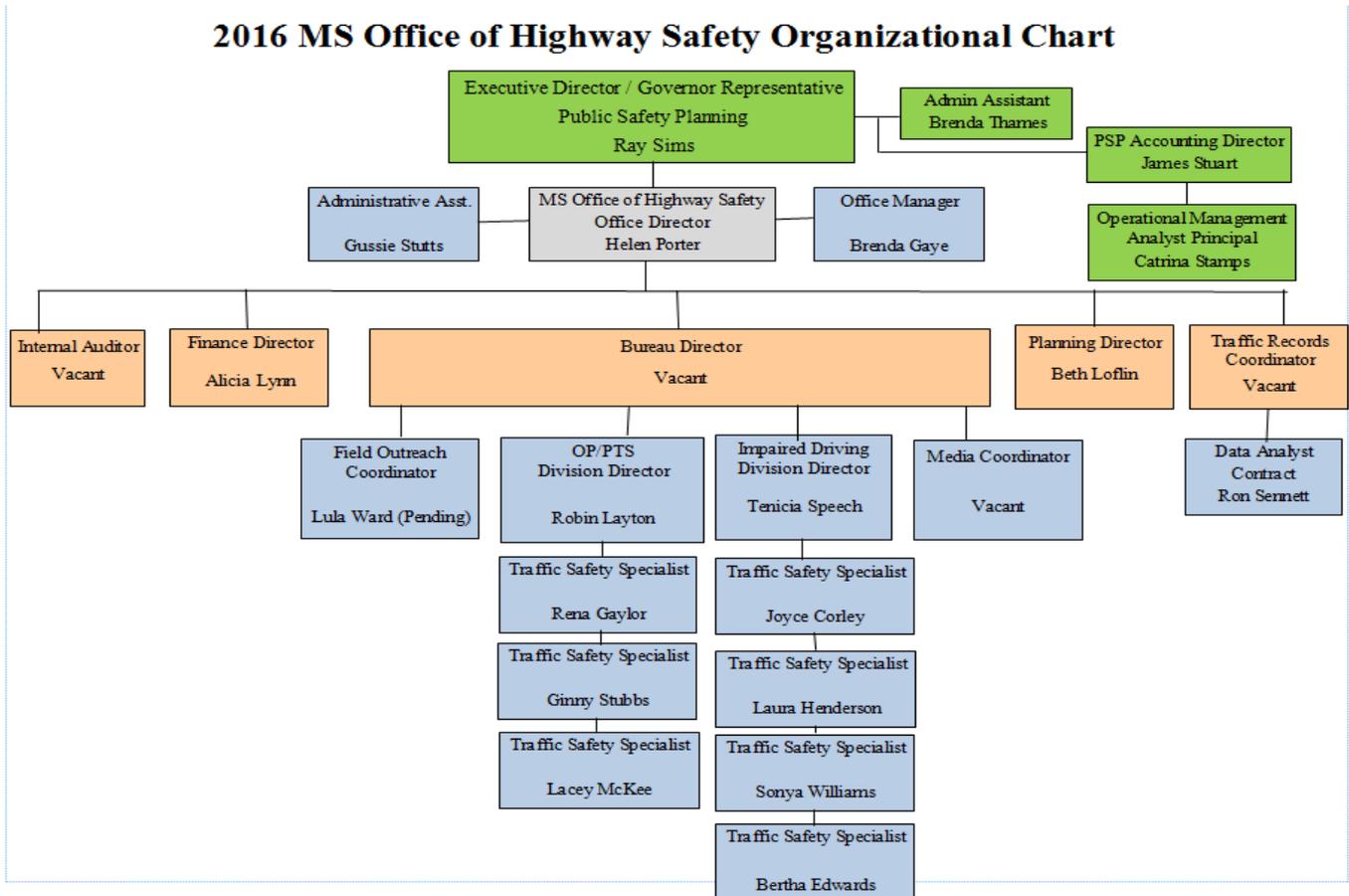
Alcohol-impaired fatalities continue to plague Mississippi, accounting for 26% of the total number of fatalities in year 2015, making impaired driving the department's top priority for 2016. Teen fatalities continue to be a priority for the MOHS with the number of teen fatalities continually increasing for the past three years from 81 in 2014 to 105 in 2015.

We remain committed to serving Mississippi through best practices, data driven approaches and evidenced based programs to continue the successes of the MOHS program. Our support of law enforcement agencies, non-profit partners, and state and local partners will continue to grow while meeting joint goals of reducing fatalities, decreasing injuries and crashes on the Mississippi roadways

I want to thank our Commissioner, Albert Santa Cruz, staff, state leaders, partners and sub-grantees for helping us achieve our goal of reducing injuries and fatalities on Mississippi's roadways.

Helen Porter,
Interim Office Director
Mississippi Office of Highway Safety

>>>2016 MOHS Organization Chart>>>



The Mississippi Office of Highway Safety (MOHS) is managed by the Department of Public Safety and Division of Public Safety Planning. MOHS is located within the Public Safety Planning office. The chart below shows the organization of the MOHS.

>>> MOHS Mission Statement and Mission Goal>>>

The mission of the Mississippi Office of Highway Safety is to encourage and assist state and local agencies, institutions and the private sector in establishing or expanding cooperative highway safety programs based on specifically identified traffic safety problems. The overall goal is to reduce traffic crashes which result in death, injury and economic loss in the state. In order to accomplish this goal, activities are carried out in the areas of alcohol/drug countermeasures and police traffic services that include speed, occupant protection, traffic records, roadway safety and motorcycle safety (funded through the National Highway Traffic Safety Administration [NHTSA]).



>>>2016 Mississippi Legislation>>>

2016 Legislative Bills Passed: Out of the 44 legislative bills introduced, only 7 bills passed both the House of Representatives, Senate and were presented to the Governor for signature. Below is a listing of the bills presented and approved during the 2016 legislative session.

- House Bill 525: Certificate of insurance; require after certain driver's license suspensions and damages caused.
- House Bill 845: Alcoholic beverages; revise definition of "qualified resort area" under the Local Option Alcoholic Beverage Control Law.
- House Bill 1223: Local Option Alcoholic Beverage Law; authorize municipalities to establish leisure and recreation districts.
- House Bill 1361: DUI test; clarify the authority to administer.
- House Bill 1369: Controlled substances; revise Schedules I, II, II and IV.
- Senate Bill 2777: DUI Modernization and Technology Act; create.
- Senate Bill 2778: DUI Transparency Act; create.



>>>Mississippi Safety Partners>>>

- Alcohol Service Center
- Office of the Attorney General
- DREAM Inc.
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- Jackson State University
- Mississippi Association of Highway Safety Leaders (MAHSL)
- Mann Agency LLC
- Metro Jackson Community Development Coalition
- Mississippi Department of Education
- Mississippi Department of Health
- Mississippi Department of Mental Health
- Mississippi Department of Public Safety (including Planning and State Patrol)
- Mississippi Department of Transportation
- Mississippi Judicial College
- Mississippi Municipal League
- Mississippi Police Chiefs' Association
- Mississippi Railroad Association
- Safe Kids Mississippi
- Mississippi Sheriffs' Association
- Mississippi State University-Health Education
- Mississippi State University – Social Science Research Center
- Mississippi Trucking Association
- (MADD) Mothers Against Drunk Driving
- National Highway Traffic Safety Administration
- Office of Justice Programs Enforcing Underage Drinking Laws
- SHSP Planning Committee
- (S.T.O.R.M) Sobriety Trained Officers Representing Mississippi

>>>Mississippi Statistical Summary 2011-2015>>>

	2011	2012	2013	2014	2015	Average
C1. Core Outcomes Measure- Fatalities	630	582	613	607	677	622
C2. Core Outcomes Measure –Number of Serious Injuries	27,242	26,886	26,645	25,357	27,955	21,977
C3. Core Outcome Measure- Fatalities/100M VMT	1.62	1.51	1.58	1.54	1.70	1.59
C4. Core Outcome Measure- Number of unrestrained passenger vehicle occupant fatalities, all seating positions	309	293	284	279	309	295
C5. Core Outcome Measure- Number of fatalities involving driver or motorcycle operator with .08 BAC or above	159	191	207	172	175	181
C6. Core Outcome Measure- Number of speeding-related fatalities	104	95	126	96	96	103
C7. Core Outcome Measure- Number of motorcyclist fatalities	58	39	39	41	37	43
C8. Core Outcome Measure- Number of un-helmeted motorcyclist fatalities	6	5	4	6	8	6
C9. Core Outcome Measure- Number of drivers age 20 or younger involved in fatal crashes	86	64	76	81	105	82
C10. Core Outcome Measure- Number of pedestrian fatalities	47	48	53	53	63	53
C11. Core Outcome Measure-Number of bicycle fatalities	7	4	6	6	5	6
Core Behavioral Measure	2012	2013	2014	2015	2016	Average
B-1. Percent observed belt use for passenger vehicles	83.2%	74.4%	78.3%	79.6%	77.9%	79.68%
Core Achievement Measures:	2012	2013	2014	2015	2016	Average
Seat Belt Citations Issued During Grant Funded Activities*	20,570	27,236	27,291	25,179	27,996	25,654
Impaired Driving Arrests During Grant Funded Activities*	11,245	11,263	10,667	12,330	12,851	11,671
Speeding Citations Issued During Grant Funded Activities*	18,057	21,873	26,785	32,596	34,589	26,780

*Grant Funded Data-December 2016



>>>Mississippi Office of Highway Safety>>>

>>>2016 Outcome and Behavior Measures>>>

The MOHS works diligently with all agencies, creating strategic plans and hosting strategic planning meetings in an effort to reach core outcome and behavior measures for FY17 and FY18. The reduction of law enforcement within the Mississippi Highway Patrol and local agencies is one of the challenges that the overall program faced in FY16. **In one year, the MOHS will be able to determine which of its core performance measure were met.** Data used is 2015 NHTSA/FARS prepared data, 2016 NHTSA/FARS Data will be available in 2017.

>>>FY16 GOAL: To reduce traffic fatalities to 615 and serious injuries to 6,131 or below by 2016.

C-1 Core Outcome Measure/Number of traffic fatalities (FARS): To decrease traffic fatalities by 2.8% from a five year average (2009-2013) of 633 to 615 by the end of FY16. **Fatalities increased from 607 in 2014 calendar year to 677 in 2015. The fatalities are higher than the target of reaching 615 by the end of 2016. The MOHS did not reach the goal set, but continues to work toward reducing overall fatalities across the State.**

C-2 Core Outcome Measure/Number of Serious Injury in traffic crashes (State crash data file): To decrease the number of serious traffic injuries by 5.00% from a five year average (2009-2013) of 6,457 to 6,131 by the end of FY16. **Serious traffic injuries decreased from 5,884 in 2015 to 6,257 in 2016. The serious injury is higher than the target of reaching 6,131 by the end of FY16. *Measure was written for Type A and Type B injuries, not to include Type C injuries.**

C-3 Core Outcome Measure/Fatalities/VMT (FARS, FHWA): To maintain the number of fatalities the VMT of a five year average (2009-2013) of 1.61 by the end of FY16. **The fatality rate increased from 1.54 in 2014 in calendar year to 1.70 by 2015. MOHS did not meet the goals of 1.61 by the end of FY16.**

C-4 Core Outcome Measure/Number of unrestrained passenger vehicle occupant protection fatalities, all seat positions (FARS): To decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions by 13% from the five year average (2009-2013) of 321 to 279 by the end of FY16. **Unrestrained passenger vehicle occupants in all seating positions increased from 279 by 2014 to 309 in 2015. The fatalities are higher than the target of 279 by the end of 2016.**

C-5 Core Outcome Measure/Number of fatalities in crashes involving driver or motorcycle operator with a BAC of .08 and above (FARS): To decrease the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 2% from the five year average (2009-2013) of 193 to 190 by the end of FY16. **Alcohol-impaired driving fatalities increased from 172 in 2014 to 175 in 2015. The fatalities are lower than the target of reaching 190 by the end of FY16.**

C-6 Core Outcome Measure/ Number of speeding-related fatalities (FARS): To decrease the number of speeding-related fatalities by 4 from a five year average (2009-2013) from 109 to 105 by the end of FY16. **Speed-related fatalities maintained at 96 fatalities for both 2013 and 2014. The fatalities are lower than the target of reaching 105 by the end of FY16. The MOHS will continue to work toward reducing speed related fatalities.**

C-7 Core Outcome Measure/Number motorcyclist fatalities (FARS): To decrease the number of motorcyclist fatalities by 7.5% from the 5 year average (2009-2013) from 45 to 42 by the end of FY16. **Motorcycle fatalities decreased from 41 in 2014 to 37 in 2015. The fatalities met the target of reaching 42 by the end of FY16. The MOHS will continue to work to reach the long term goal of 40 by the end of 2017.**

>>>Mississippi Office of Highway Safety>>>

>>>2016 Outcome and Behavior Measures>>>

C-8 Core Outcome Measure/Number of un-helmeted motorcyclists fatalities (FARS): To decrease the number of un-helmeted motorcyclist fatalities 15% from the five year average (2009-2013) of 7 to 6 by the end of FY16. **Un-helmeted motorcyclist fatalities increased from 6 in 2014 to 8 in 2015. The fatalities are higher than the target of reaching 6. The MOHS will continue to work on the reduction of un-helmeted motorcyclist fatalities.**

C-9 Core Outcome Measure/Number of drivers age 20 or younger involved in fatal crashes (FARS): To decrease the number of drivers aged 20 or younger involved in fatal crashes by 7.5% from the average (2009-2013) of 87 to 81 by the end of FY16. **Drivers age 20 or younger involved in fatal crashes increased from 81 in 2014 to 105 in 2015. Teen fatalities has increased substantially from 2014 to 2015. The MOHS will work with local agencies in the coming year to create new programs and target teen fatalities areas to decrease this number in the coming years.**

C-10 Core Outcome Measures/Number of pedestrian fatalities (FARS): To decrease the number of pedestrian fatalities by 5% from the five year average (2009-2013) of 51 to 49 by the end of FY16. **Pedestrian fatalities increased from 53 in 2014 to 63 in 2015. The MOHS will work with local agencies in the coming year to create new programs and target pedestrian fatalities areas to decrease this number in the coming years.**

C-11 Core Outcome Measure/Number of bicyclist and other cyclist fatalities (FARS): To decrease the number of bicycle fatalities by 15% from the five year average (2009-2013) of 6 to 5 by the end of FY16. **Bicyclist fatalities decreased from at 6 in 2014 to 5 in 2015. The MOHS reached the goal of 5 fatalities and will work to continue reducing the number of bicycle fatalities.**

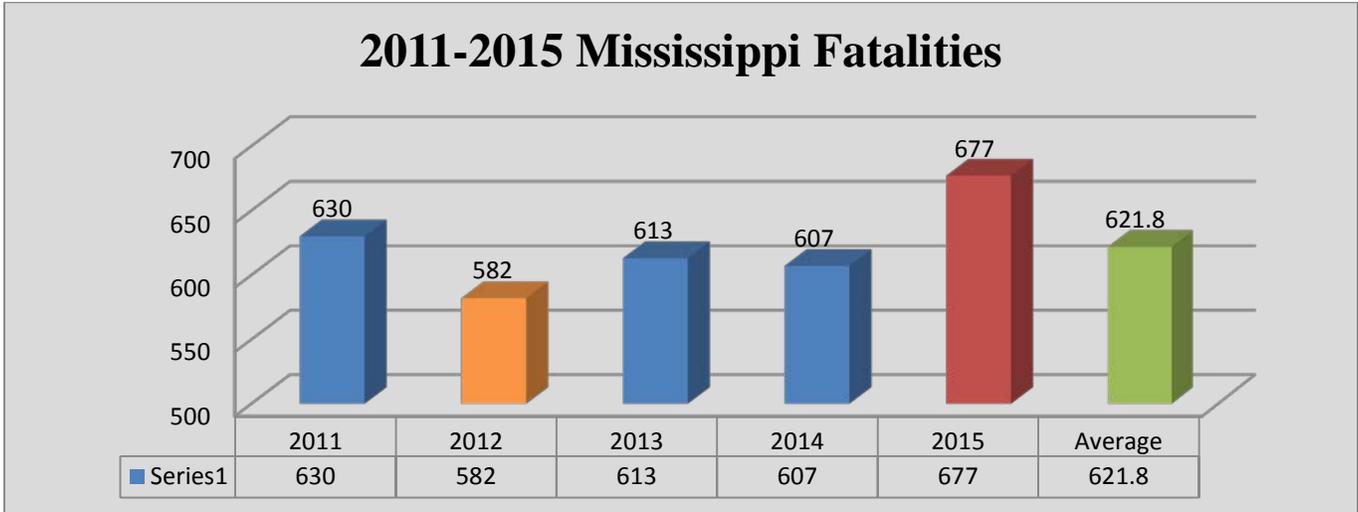
B-1 Core Behavior Measure/Observed seatbelt use for passenger vehicles, front seat outboard occupants: To increase statewide observed seatbelt use of front seat outboard occupants in passenger vehicles from the 2014 annual survey number of 78.3% to 80% by the end of FY16. **Statewide seat belt usage of all front seat outboard occupants in passenger vehicles decreased from 79.6% in 2015 to 77.9% in 2016.**

Activity Measure/Number of seatbelt citations issued during grant-funded enforcement activities (Grant Reporting): To increase the number of seatbelt citations during grant funded enforcement activities by 3.00% from the five year average (2010-2015) of 21,313 to 21,953 by the end of FY16. **The number of grant funded seatbelt citations increased from 25,179 in FY15 to 27,996 grant funded seatbelt citations in FY16. The number of grant funded citations is higher than the target of 21,953 by the end of 2016. The MOHS will continue to work toward the reaching long term goals.**

Activity Measure/Number of impaired driving arrests made during grant funded enforcement activities (Grant Reporting): To increase the number of impaired driving arrests made during grant funded activities by 2.00% from the four year average (2011-2014) of 11,623 to 11,855 by the end of FY16. **The number of grant funded impaired driving arrest citations increased from 12,330 in FY15 to 12,851 in FY16. The number of grant funded citations is higher than the target 11,855 by the end of FY16. The MOHS will continue to work toward the reaching long term goals.**

Activity Measure/Number of speed citations issues during grant-funded enforcement activities (Grant Reporting): To increase the number of speeding citations issued during grant funded enforcement activities by 5.00% from the four year average (2011-2014) of 21,143, to an increase target of 22,200 by the end of FY16. **The number of grant funded speed related citations increased from 32,596 in 2015 to 34,589 in FY16. The number of grant funded citations is higher than the target of 22,200 by the end of FY16. The MOHS will continue to work toward the reaching long term goals.**

>>>Mississippi Fatality and Injury Information>>>



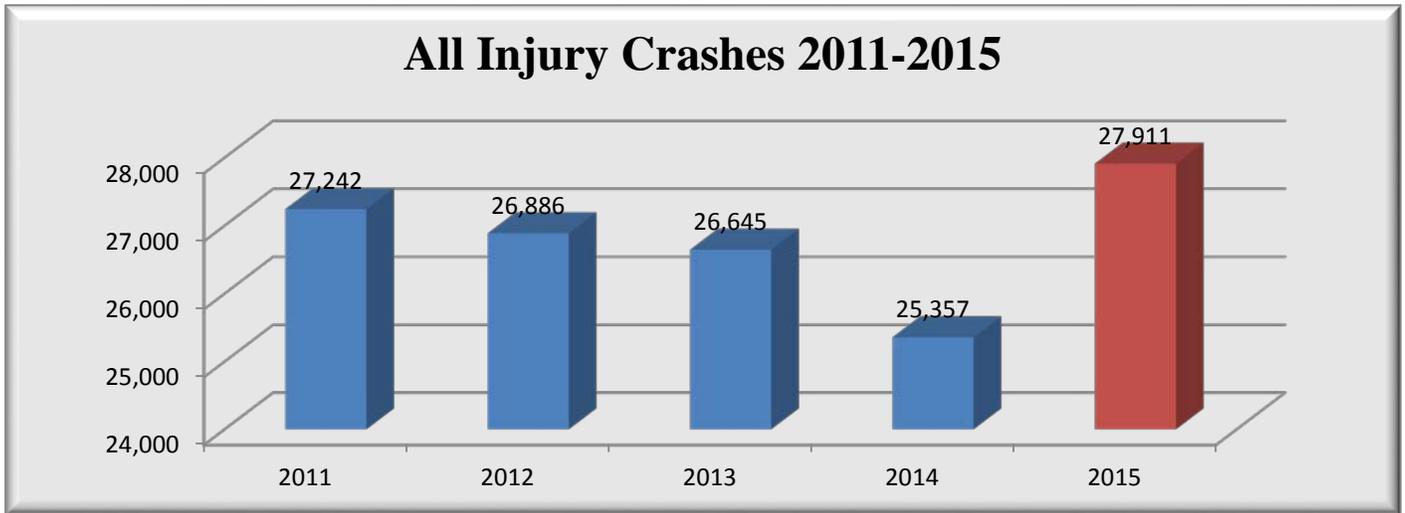
Overall, the number of fatalities has increased in 2015 to a high of 677. The data increased from 607 in 2014 to 677 to 2015, while the five year average continues to be 621. The Mississippi Office of Highway Safety will continue to work on reducing the number of fatalities across the State.

2011 - 2015 Top Twenty-Five Traffic Fatalities Ranked by Highest 5-Year Average

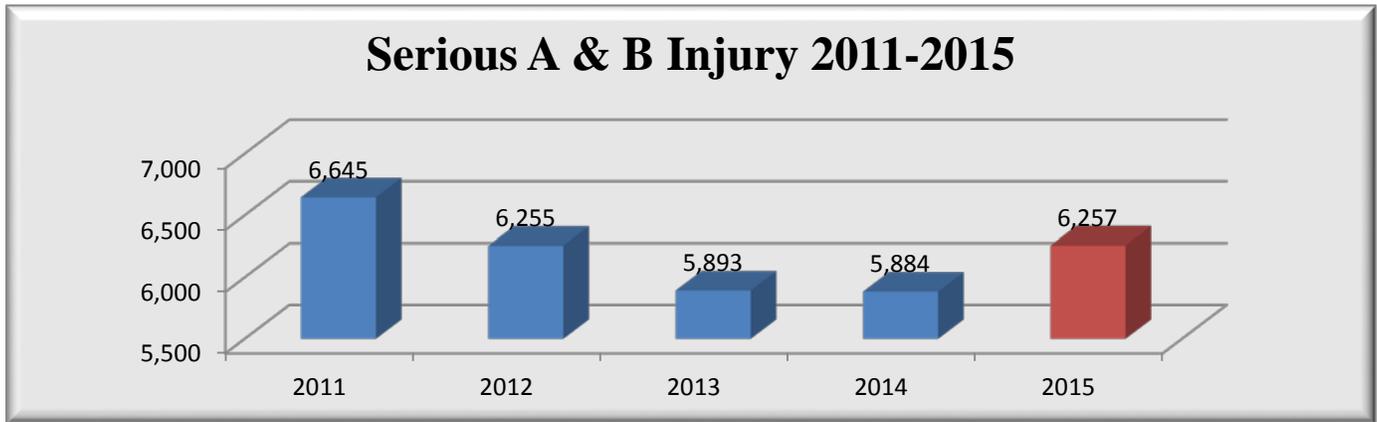
<u>Rank</u>	<u>County Name</u>	<u>2011 Total Fatalities</u>	<u>2012 Total Fatalities</u>	<u>2013 Total Fatalities</u>	<u>2014 Total Fatalities</u>	<u>2015 Total Fatalities</u>	<u>11-15 Total Fatalities</u>	<u>11-15 Average Fatalities</u>
1	Hinds Co	32	29	28	31	47	167	33
2	Harrison Co	34	30	24	23	28	139	28
3	Jackson Co	18	16	18	28	20	100	20
4	Rankin Co	16	22	21	18	16	93	19
5	Desoto Co	20	11	17	19	24	91	18
6	Jones Co	27	15	11	14	19	86	17
7	Lee Co	17	15	19	20	14	85	17
8	Forrest Co	25	18	8	9	15	75	15
9	Lauderdale Co	18	15	15	17	10	75	15
10	Pearl River Co	18	9	13	13	17	70	14
11	Marshall Co	10	8	14	14	17	63	13
12	Panola Co	19	8	15	11	10	63	13
13	Copiah Co	11	12	14	7	19	63	13
14	Washington Co	10	21	9	10	8	58	12
15	Warren Co	11	16	15	6	10	58	12
16	Lincoln Co	13	11	11	13	8	56	11
17	Pike Co	15	6	9	11	15	56	11
18	Hancock Co	17	7	8	8	13	53	11
19	Marion Co	14	11	6	12	8	51	10
20	George Co	8	13	10	7	11	49	10
21	Covington Co	7	8	9	12	13	49	10
22	Bolivar Co	14	8	9	5	13	49	10
23	Madison Co	7	9	6	11	14	47	9
24	Pontotoc Co	13	5	9	9	9	45	9
25	Lowndes Co	6	8	9	13	7	43	9

The chart above represents the total number of fatalities for each of the twenty-five counties in Mississippi during the years of 2011-2015.

>>>Mississippi Injury Information>>>



The number of injury crashes (A, B and C) has increased substantially from the low of 25,337 injuries in 2014 to the five year high of 27,911 in 2015, which is a 10.07% increase.



The number of serious injury crashes (A and B) increased from the low of 5,884 in 2014 to an increase of 6,257 in 2015, which is a 6.34% increase.

Year	Injury Crashes (A,B &C)	Amount of reduction from previous year	Serious A & B Injury	Amount of reduction of A&B injury from previous year
2011	27,242		6,645	
2012	26,886	-1.31%	6,255	-5.87%
2013	26,645	-0.90%	5,893	-5.79%
2014	25,357	-4.83%	5,884	-0.15%
2015	27,911	10.07%	6,257	6.34%

The conclusion chart shows the reductions in percentage in injury and serious injury crashes from 2011-2015. The largest decrease in injury crashes (A, B &C) occurred during 2014. The largest increases in both injury crashes were in 2015 with 10.07% increase in injuries (A, B &C) and 6.34% in injuries (A & B).

>>>Impaired Driving Program-Section 154 and 405(d)>>>

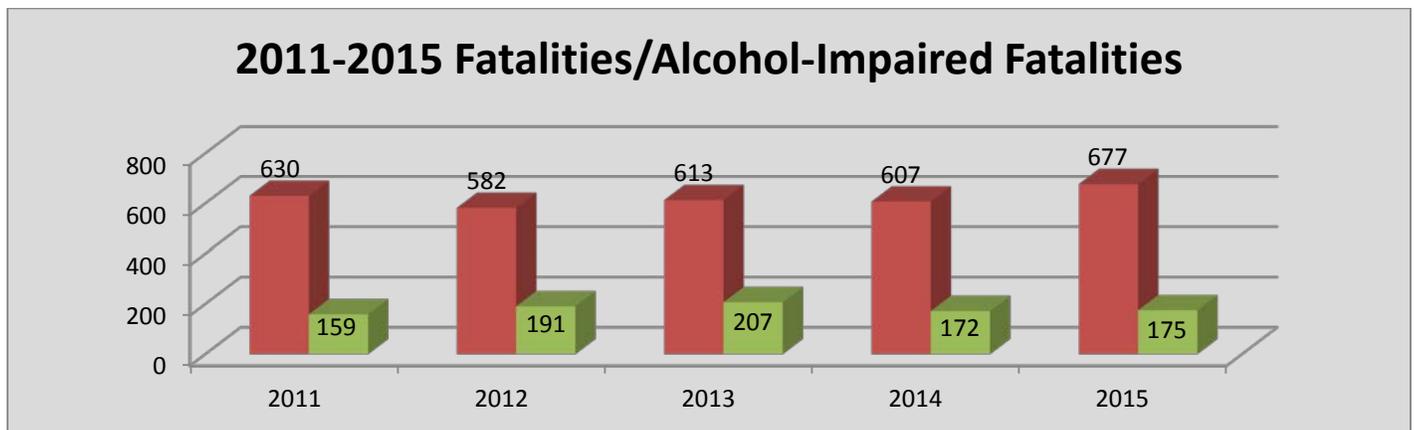
The impaired driver is a crucial factor in fatal traffic crashes every year in Mississippi. Although speeding and other aggressive driving behaviors also cause deadly traffic crashes, alcohol and impairment remain the predominant enemies of traffic safety. When impaired arrests decrease, traffic fatalities usually increase.

The Mississippi Office of Highway Safety continues to cite impaired driving as a top priority due to the state's high number of alcohol and drug-related fatalities. Extensive efforts are being made to continue to reduce this very serious offense by participating in all National Crackdowns related to impaired and drunk driving across the state. State and local law enforcement also conducted enhanced impaired driving enforcement activities throughout the grant year with emphasis on holidays and special events. In addition, public information and education was extensively emphasized through a multitude of public awareness activities throughout the year.

The Impaired Driving programs help the MOHS support increased enforcement, high visibility and police presence. As a result, arrests for DUI were up, and more citizens were reached with public information and education programs.

C-5 Core Outcome Measure/Number of fatalities in crashes involving driver or motorcycle operator with a BAC of .08 and above (FARS):

To decrease the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 2% from the five year average (2009-2013) of 193 to 190 by the end of FY16. Alcohol-impaired driving fatalities increased from 172 in 2014 to 175 in 2015. The fatalities are lower than the target of reaching 190 by the end of FY16.



>>>Mississippi Traffic Fatalities and Alcohol-Related Involvement 2011–2015>>>

Year	Fatalities	Alcohol Impaired Fatalities	% of Alcohol Impaired Fatalities
2011	630	159	25%
2012	582	191	33%
2013	613	207	33%
2014	607	172	28%
2015	677	175	26%



>>>Impaired Driving Program-Section 154 and 405(d)>>>

Alcohol-Impaired Driving Fatalities**: Mississippi and U.S.

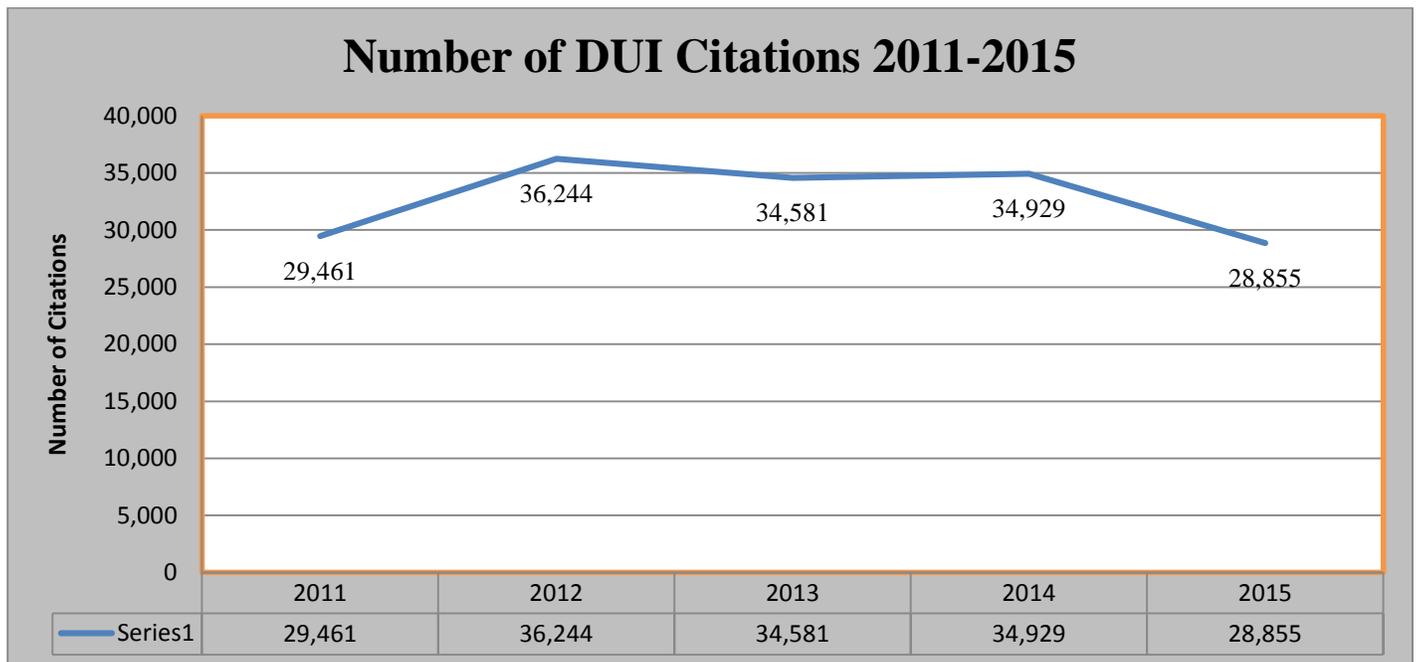
Year		Total Fatalities in all Crashes	Alcohol-Impaired Driving Fatalities (BAC= .08+)		
			Number	Percent	Per 100 Million VMT
2011	Mississippi	630	159	25	0.41
	US	32,479	9,865	30	0.33
2012	Mississippi	582	191	33	0.49
	US	33,782	10,336	30	0.35
2013	Mississippi	613	207	34	0.53
	US	32,893	10,084	31	0.34
2014	Mississippi	607	172	28	0.44
	US	32,744	9,943	30	0.33
2015	Mississippi	677	175	26	
	US	35,092	10,265	29	

*2014 VMT information is not available. Data prepared by NHTSA/STSI. State with the lowest rates could be in different states.

Mississippi increased the number of alcohol-impaired driving fatalities from 172 fatalities in 2014 to 175 in 2015. The percentage of alcohol-related fatalities and the comparison of total fatalities decrease from 28% in 2014 to 26% in 2015, which is lower than the national percent of 29% in 2015.

There were 175 alcohol-impaired fatalities in 2015, 3 higher than the 172 in 2014, although this is an increase it's much smaller than some increases across the country. Total fatalities increased 607 in 2014 to 677 in 2015, the eighth year in a decade that fatalities have been below 800. The success of the public information and education campaigns, together with strict traffic enforcement by state and local departments, documents that the state has made significant progress in reducing deaths.

The total number of DUI arrests decreased from 34,929 in 2014 to 28,855 in 2015. The fines assessed for DUI total more than \$7 million annually.



>>>Impaired Driving Program-Section 154 and 405(d)>>>

Blood Alcohol Concentration Reporting Rates for Drivers/Motorcycle Rider (Operators) Involved in Fatal Crashes

Year		Surviving Drivers/Motorcycle Rider			Killed Drivers/Motorcycle Rider			Total Drivers/Motorcycle Rider		
		Total	w/Blood Alcohol Concentration (BAC) Results Reported to FARS		Total	w/ Blood Alcohol Concentration (BAC) Results Reported to FARS		Total	w/Blood Alcohol Concentration (BAC) Results Reported to FARS	
			Number	Percent		Number	Percent		Number	Percent
2011	Mississippi	362	96	27	445	224	50	807	320	40
	US	23,025	7,484	33	20,815	15,846	76	43,840	23,330	53
2012	Mississippi	278	60	22	406	169	42	684	229	33
	US	24,174	7,769	31	21,490	16,097	75	45,664	23,666	52
2013	Mississippi	341	47	14	438	214	49	779	261	34
	US	23,860	6,975	29	20,943	15,661	75	44,803	22,636	51
2014	Mississippi	357	59	17	400	167	42	757	226	30
	US	23,883	6,781	28	20,788	15,352	74	44,671	22,133	50
2015	Mississippi	418	53	13	454	207	46	872	260	30
	US	26,463	7,214	27	22,150	15,421	70	48,613	22,635	47

**2014 VMT information is not available. Data prepared by NHTSA/STSI. State with the lowest rates could be in different states.

Mississippi increased the reporting of BAC in 2014 from 2015. Because there is still work to be done, the MOHS will continue to work with partners to increase the BAC tests performed in all fatal crashes. The number of fatal crashes increased from 757 in 2014 to 872 in 2015.

Program Narrative: One alcohol and impaired driving countermeasure project proposed for 2016 included the designated of DUI enforcement units in targeted problem localities. During FY16, Mississippi also participated in the National Impaired Driving Crackdown, “Drive Sober or Get Pulled Over” as determined by NHTSA. In addition, Mississippi also conducted high visibility enforcement campaigns on a quarterly basis at high-risk times throughout the year. MOHS utilized problem identification to help select projects that would help the state reach its goals for impaired driving. Some of the results are highlighted in the following pages.

A high visibility (HV) DUI enforcement initiative for the first quarter of FY16 was conducted during the Christmas/New Year’s Eve holiday period. High visibility DUI enforcement for the second quarter was scheduled for New Year’s Day and Super Bowl Sunday. The third quarter HV initiative included the Memorial Holiday period. The fourth quarter HV initiatives concluded with the Fourth of July and Labor Day.

Law enforcement agencies, including the Mississippi Highway Patrol conducted six high visibility

enforcement blitz efforts with checkpoints, saturation patrols and other detailed activities, in a joint effort to reduce the number of alcohol/drug-related fatalities in Mississippi.

The MOHS, along with all grant-awarded agencies, implemented activities in support of national highway safety goals to reduce impaired motor vehicle-related fatalities. All awarded agreements were required to complete the High Visibility Enforcement (HVE) compliances, which define the mobilizations and sustained enforcement activities.

Law enforcement used the following criteria to help identify locations in each county and city for intensified enforcement, including sobriety checkpoints and saturation patrols. Selection of intensified enforcement areas were determined by:

- Unusual number of alcohol/drug-related crashes
- Alcohol/drug-impaired driving violations
- Unusual number of nighttime single vehicle crashes
- Any other documented alcohol/drug-related vehicular incidents

>>>Impaired Driving Program-Section 154 and 405(d)>>>

In 2015/2016, during the National Impaired Driving campaigns, participating law enforcement across the state engaged in four high visibility enforcement efforts. Detailed activities included checkpoints and saturation patrols. Out of the state's 261 state and local agencies, 90 participated in the blitzes (34%) and 80 reported a total of 414 checkpoints and saturation patrols, utilizing 5,200 hours for 2016. *Information for the 2016/2017 Christmas/New Year's Campaign is not currently available.

The Mississippi Highway Patrol (MHP), county and local law enforcement agencies concentrated their efforts in the top 25 counties impaired-driving fatalities and severe-injury crashes in the state. Through sustained enforcement efforts, DUI arrests are anticipated to increase or remain above 7,500 annually in the continued efforts to reduce fatal and serious injuries across the state.

The MHP worked diligently during FY16 to remove impaired drivers from Mississippi roads and highways. There were 518 grant-funded checkpoints and details conducted during the year totaling 22,818 man hours dedicated to DUI enforcement. The Breath Alcohol Testing (BAT) vehicles, which began operating in March 2010, were utilized in 110 of these details. In FY16, MHP wrote 4,167 DUI arrest citations while working grant-funded details, which included checkpoints and saturation patrols. The BAT vehicles assisted in increasing the overall grant-funded DUI total arrests by conducting 418 tests during FY16.

Local agencies, including municipal and county agencies wrote 10,283 citations for DUI and 2,568 in impaired driving citations during FY16. This combined effort with MHP and locals is effective to keeping the state safe from impaired drivers.

Program Funding: Through Section 154 funds, the MOHS funded 41 DUI related projects (enforcement) with a total of \$3,308,243 funds. These projects consist of funding for approximately 21 full-time DUI officers along with overtime to conduct high visibility enforcement, public information and education. DUI activities for these projects were conducted throughout the grant period with emphasis during national impaired driving campaigns, holidays and other special events.

Section 405(d) funds were utilized for 24 projects (enforcement and PI&E) with a budget of \$1,503,750.00, which included 30 full-time Impaired Driving officers, along with overtime to conduct high visibility enforcement and public information and education throughout the grant period. Funding also provided a Traffic Safety Resource Prosecutor to assist in training prosecutors in DUI laws across the State in DUI laws.

Alcohol Funding	Projects	Full Time Officers	Budget Amount
154	41	21	\$3,308,243.00
405(d)	24	30	\$1,503,750.00
Total	65	51	\$4,811,993.00

Grant Funded Activity: With the use of Section 154 and 405(d) funds, the MOHS continues to gain success in high-visibility enforcement, paid media and public information and enforcement programs. In 2016, the MOHS contracted with 64 agencies and the Mississippi Highway Patrol.



>>>Impaired Driving Program-Section 154 and 405(d)>>>

Traffic Safety Resource Prosecutor:

Traffic Safety Prosecutor Training	Number of Classes	Number Trained
SFST Classes	8	161
ARIDE	3	43
DRE In Service	2	24
DUI Basic	3	206

Section 405(d) impaired driving grant funds allowed for the continuation of the Traffic Safety Resource Prosecutor (TSRP) position, whose primary goal is to improve the state’s DUI laws and conviction rate. The TSRP provides knowledge and training to state prosecutors, judges and law enforcement officers across the state. During the past five years, the TSRP has trained and provided technical assistance to over 4,500 prosecutors, law enforcement offices, judges and MS court clerks.

The TSRP collaborated with the MS Standards and Training Law Enforcement Training Division (no trainings from October 2015 – September 2016; training authorized to begin May 2015) to teach *Cops in Court* testimony training at eight (8) SFST classes, as well as legal section of (2) ARIDE. Two sessions of DRE In-service were also offered to all DRE officers for 8 hours of required continuing education in 2016. Additionally, the TSRP provided three (3) trainings on BASIC DUI law at the Mississippi Law Enforcement Training Academy to the Basic Recruit Class and at the Mississippi Highway Patrol Cadet School.

The TSRP developed training on recent changes to DUI law. The TSRP provided training on “Ignition Interlock, Non-Adjudication & Everything In-Between” at the Fall and Spring Prosecutors Conferences (October 21-23, 2015 and April 26-29, 2016). The TSRP also collaborated with District Attorneys to provide DUI & DUI Homicide training for local law enforcement.

The TSRP is an intricate part of the Mississippi Highway Safety Leaders Association (MAHSL) and the Impaired Driving Taskforce. During the legislative sessions, the TSRP tracks and summarizes all traffic and DUI legislation, including the ignition interlock bills and presents all information to both of committees.

The TSRP provides training at statewide conferences and the Mississippi Safety Training and Award Symposium (MS STARS), in which the TSRP outlines

during workshops and general session, the changes to new laws and issues related to DUI laws to the over 400 attendees of the conference.

Traffic Safety Prosecutor Training	Number of Trained
Court Clerks	207
Judges	528
Law Enforcement Prosecutors	571
Other Individuals	585
Total Trained	2,063

Law Enforcement Training/Coordination: During FY16, the MS Standards and Training Law Enforcement Training Division conducted Standardized Field Sobriety Training (SFST), Standardized Field Sobriety Testing Instructor Training (SFST Instructor), Drug Recognition Expert Training (DRE), Advance Roadside Impaired Driving Enforcement (ARIDE) and Complete Traffic Stops (CTS).

- The LE Training Division conducted 9 training schools.
- 14 SFST Schools-236 law enforcement officers trained; and 80 law enforcement officers were re-certified in SFST;
 - 1 SFST Instructor School; Trained 21SFST Instructors; and
 - 3 ARIDE School-69 law enforcement officers trained.

Mississippi’s DUI-Other citations are on the rise and to combat these issues, the MS Standards and Training Law Enforcement Training Division staff continued working with existing DREs throughout our state.



>>>Impaired Driving Program-Section 154 and 405(d)>>>

LEL Troop District Coordinators/Special Wave Grants:

The LEL Troop District Coordinators aided the Mississippi Office of Highway Safety in providing (11) agencies with \$59,727.00 in grants funds for Impaired Driving Special Wave Grants which enhanced high visibility enforcement during National Campaigns and beyond. Many of these areas received a grant for the first time to combat these issues in their communities.

Strategies:

- The MOHS participated in the National Impaired Driving Crackdowns set forth in Section 405(d) guidelines by way of funded state and local agencies, as well as media campaigns.
- The agency funded a statewide comprehensive coordination project to oversee alcohol/drug countermeasures, including DUI enforcement.
- The agency provided logistics for the statewide Standardized Field Sobriety Training, Advanced Roadside Impaired Driving Expert, Drug Recognition Expert and Complete Traffic Stops.
- The agency funded Impaired Driving projects which utilized high visibility enforcement activities such as checkpoints, roadblocks and/or saturation patrols.
- All local MOHS Impaired Driving project agencies within a high risk location conducted at least one impaired driving enforcement operation per month.
- During FY16, the MHP, in conjunction with local jurisdictions conducted at least two safety checkpoints per month within each of the top 25 counties ranked highest for impaired driving fatalities in the state.
- Each local MOHS Impaired Driving project agency continued to conduct monthly multi-jurisdictional sobriety checkpoints, giving priority to high-risk locations by county.
- Each local project generated and utilized earned media before, during, during and after planned HVE efforts conducted during the National Impaired Driving Blitz campaigns and state holiday campaigns.
- At the end of the grant year for FY16, MOHS

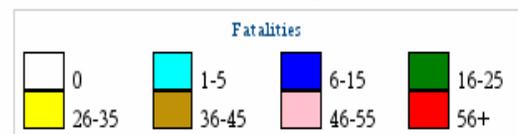
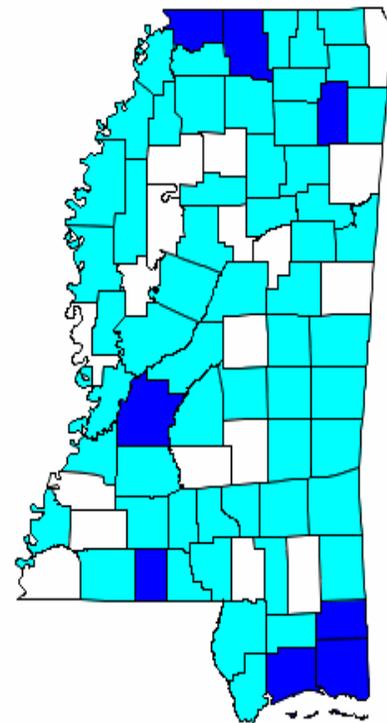
conducted attitudinal surveys based on the NHTSA/GHSA agreed-upon questions in order to track driver attitudes and awareness related to impaired driving.

Activity Measure/Number of Impaired Driving arrests made during grant funded enforcement activities (Grant Reporting): Activity Measure/Number of impaired driving arrests made during grant funded enforcement activities (Grant Reporting):

To increase the number of impaired driving arrests made during grant funded activities by 2.00% from the four year average (2011-2014) of 11,623 to 11,855 by the end of FY16.

The number of grant funded impaired driving arrest citations increased from 12,330 in FY15 to 12,851 in FY16. The number of grant funded citations is higher than the target 11,855 by the end of FY16. The MOHS will continue to work toward the reaching long term goals.

Fatalities in Crashes Involving an Alcohol-Impaired Driver (BAC = .08+)



>>>Occupant Protection Program-Section 402 & 405(b)>>>

On May 27, 2006, Mississippi became the 22nd state to implement a primary safety belt law. Mississippi qualified for \$8.7 million in incentive funds for traffic safety. The MOHS commends the Mississippi legislature for enacting this bill and the governor for his support.

Occupant Protection projects help the MOHS increase belt use across the State, support the program and impact unrestrained drivers in Mississippi. During 2015, citations for seatbelts and child restraints were down, but the MOHS will be working diligently during the coming year to reach more citizens through enforcement, public information and education programs.

Target & Behavior Measures: To increase the seat belt usage rate above the national average of 90.1%.

C-4 Core Outcome Measure/Number of unrestrained passenger vehicle occupant protection fatalities, all seat positions (FARS): To decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions by 13% from the five year average (2009-2013) of 321 to 279 by the end of FY16. Unrestrained passenger vehicle occupants in all seating positions increased from 279 by 2014 to 309 in 2015. The fatalities are higher than the target of 279 by the end of 2016.

C-9 Core Outcome Measure/Number of drivers age 20 or younger involved in fatal crashes (FARS): To decrease the number of drivers aged 20 or younger involved in fatal crashes by 7.5% from the average

(2009-2013) of 87 to 81 by the end of FY16. Drivers age 20 or younger involved in fatal crashes increased from 81 in 2014 to 105 in 2015. Teen fatalities has increased substantially from 2014 to 2015. The MOHS will work with local agencies in the coming year to create new programs and target teen fatalities areas to decrease this number in the coming years.

B-1 Core Behavior Measure/Observed seatbelt use for passenger vehicles, front seat outboard occupants: To increase statewide observed seatbelt use of front seat outboard occupants in passenger vehicles from the 2014 annual survey number of 78.3% to 80% by the end of FY16. **Statewide seat belt usage of all front seat outboard occupants in passenger vehicles decreased from 79.6% in 2015 to 77.9% in 2016.**

Activity Measure/Number of seatbelt citations issued during grant-funded enforcement activities (Grant Reporting): To increase the number of seatbelt citations during grant funded enforcement activities by 3.00% from the five year average (2010-2015) of 21,313 to 21,953 by the end of FY16. **The number of grant funded seatbelt citations increased from 25,179 in FY15 to 27,996 grant funded seatbelt citations in FY16. The number of grant funded citations is higher than the target of 21,953 by the end of 2016. The MOHS will continue to work toward the reaching long term goals.**

>>>Mississippi Occupant Protection Comparison Facts 2013 – 2015

	2013	2014	2015	Change from 2014 to 2015
Fatalities	613	607	677	11.1%
Seat Belt Citations	27,736	21,781	25,018	14.86%
Child Restraint Citations	4,116	3,360	2,978	-11.37%
Fatalities Age 5 and Above Not Restrained	281	278	308	11%
Ages 16 – 20 Killed and not Belted	80%	60.7%	53%	11.4%



>>>Occupant Protection Program-Section 402 & 405(b)>>>

Mississippi Passenger Vehicle Occupant Fatalities Age 5 & Above by Restraint Use & Lives Saved Estimates

Year	Fatalities Age 5 and Above					Lives Saved Estimates	
	Total	Restrained	Unrestrained	Unknown Restraint Use	Percent Known Restrained*	Lives Saved at Current Belt Use	Potential Lives Savable at 100% Usage
2011	491	184	307	0	37	235	121
2012	452	160	289	3	36	205	83
2013	483	198	281	4	41	259	135
2014	471	189	278	4	40	232	112
2015	536	230	305	1	43	296	121

*Data prepared by NHTSA/STSI

The number of fatalities has increased a great deal from 471 in 2014 to 536 in 2015, along with the number of restrained and unrestrained in ages 5 and above. The MOHS is committed to working with partners and law enforcement to make decreases in unrestrained fatalities.

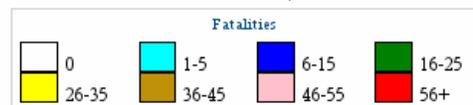
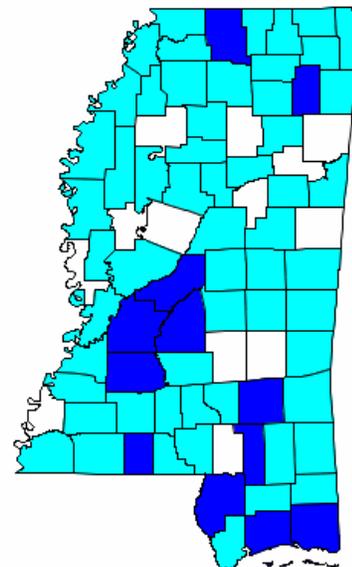
>>>Mississippi Passenger Vehicle Occupant Fatalities Age 4 & Under by Restraint Use/Lives Saved Estimates

Year	Fatalities Age 4 and Under					Lives Saved Estimates	
	Total	Restrained	Unrestrained	Unknown Restraint Use	Percent Known Restrained*	Lives Saved at Current Seat Belt & Child Safety Seat Usage	
2011	10	8	2	0	80	10	
2012	11	7	4	0	64	9	
2013	6	3	3	0	50	4	
2014	4	3	1	0	75	3	
2015	10	6	4	0	60	8	

According to the chart directly above, the number of occupant protection fatalities in ages 4 and under has also increased to the highest level in three years. The number of fatalities has continued to increase from the low in 2014 of 4 to 10 in 2015. The MOHS is committed to working with partners and law enforcement to make decreases in unrestrained fatalities in children ages 4 and under.



Passenger Car Occupant Fatalities



>>>Occupant Protection Program-Section 402 & 405(b)>>>

Program Narrative: The MOHS participated in all national mobilizations for seat belt enforcement, including the “Click It or Ticket” (CIOT) campaign during May 2016. MOHS utilizes Section 402 and 405 funds for paid media campaigns and seat belt enforcement details, and reports law enforcement activities as required by NHTSA.

Recognizing the importance of Occupant Protection (OP), MOHS has an Occupant Protection Division Director who is assigned to provide emphasis on strengthening the OP program. Additionally, the LEL network coordinators have spent an intense amount of time on CIOT special wave grants, highlighting the importance of seat belt and child restraint enforcement along with participation in the statewide CIOT campaign by law enforcement.



Historically, most of the drivers and passengers who died in traffic crashes in the state were not belted. According to a NHTSA study by the Road Safety Observatory, Seat belts were 45% effective at preventing serious injuries. For front seat passengers, the best estimate was that seat belts were 45% effective at preventing fatal injuries, with a 95% chance that the effectiveness was between 55% and 35%. In 2015, there were 6,257 serious injuries, three out of every four, were using safety belts. Young drivers and passengers ages 16 to 20, who were killed and were unbelted, represented at an alarming rate of 53%. Of the 76 youth (16-20) occupant protection fatalities, only 33 were belted. There were 496 drivers sustaining life-threatening injuries (A level) in 2015.

During 2015, there were 677 fatalities, 313 were not belted, which is 56.1% of fatalities were unbelted. Most were transported by Emergency Medical Services (EMS) to medical centers for observation and/or emergency room care. There is no doubt that seat belts save lives and/or reduce injury. With sustained statewide law enforcement, coupled with public information and education, Mississippi stands poised to save hundreds of lives and reduce thousands of injuries each year from increased safety belt usage by motorists.

Program Funding: Through Section 402 funds, the MOHS funded 37 Occupant Protection related projects for a total of \$768,030.00. These projects consist of funding for high visibility enforcement, public information and education. OP activities for these projects were conducted throughout the grant period with emphasis during national campaigns, holidays and other special events.

The MOHS utilized Section 402CR funds with a total budget of \$85,000.00, to fund child restraint seats to the Mississippi Department of Health, to be provided to impoverished families in areas across Mississippi. The MOHS also utilized Section 405(b) funds for 4 Occupant Protection related projects with a total budget of \$348,626.06. These projects provided consistent funding for the child occupant protection program, paid media and resources for occupant protection.

The Mississippi Highway Patrol (MHP) was awarded \$444,049.00 for an Occupant Protection Project to conduct enhanced enforcement efforts for seat belt and child restraint checkpoints and saturation patrol across the state to help provide enforcement in areas that have low seatbelt usage and agency participation.

Grant Funded Activity: With the use of Section 402 (OP & CR) and 405(b) funds, the MOHS continues to gain success in high visibility enforcement, paid media and public information and enforcement programs. In 2016, the MOHS contracted with 40 agencies and the Mississippi Highway Patrol. These agencies worked overtime hours conducting checkpoints and writing 25,166 occupant protection citations and 3,070 child restraint citations during grant funded activities in FY16.

OP Funding	Enforcement Projects	Budget Amount
402-OP	37	\$768,030.00
402-CR	1	\$85,000.00
405(b)	3	\$348,626.06
Total	41	\$1,201,656.00

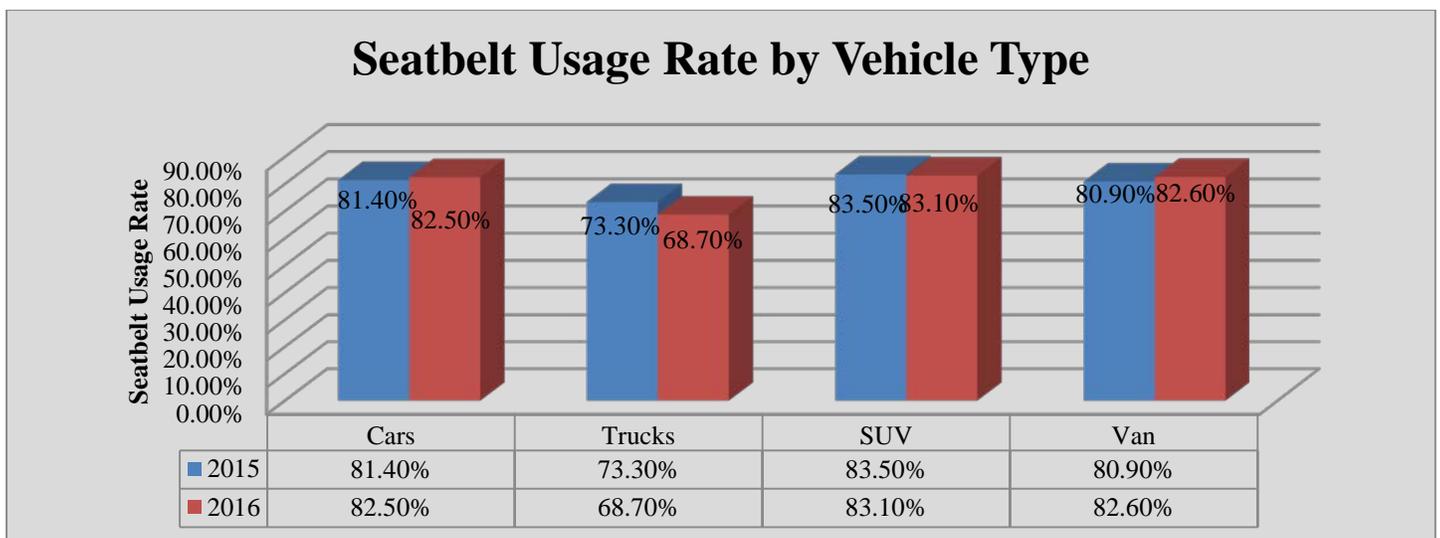
>>>Mississippi Seatbelt Surveys/Usage Rate>>>

The MOHS conducts annual statewide safety belt use surveys in accordance with criteria established by the Secretary of Transportation for the measurement of state safety belt use rates. The survey will ensure that the measurements accurately represent the state’s seat belt usage rate. Occupant Protection continues to be a priority emphasis area for NHTSA and for the MOHS.

Overall Seatbelt Survey: The overall estimated seatbelt usage rate for Mississippi in 2016 is 77.9%, which is a decrease of 1.7% from the 79.6% usage rate of 2015. The northern part of the state continues to be a major focus area with four surveyed counties under 75% belt usage and two counties over 80%. The southern part of the State remains to have some of the highest rates for seatbelt usage, with most above 80% usage and two above the national average of 87%.

County	2015 Survey	2016 Survey	Percentage Change
Chickasaw	84.2%	65.0%	-22.80%
Desoto	82.5%	88.4%	+7.15%
Hancock	80.3%	75.7%	-5.73%
Harrison	91.9%	90.3%	-1.74%
Holmes	80.8%	78.8%	-2.48%
Hinds	79.1%	72.5%	-8.34%
Jackson	83.8%	88.0%	+5.01%
Lee	83.2%	70.3%	-15.50%
Leflore	67.9%	68.7%	+1.18%
Madison	78.2%	81.4%	+4.09%
Panola	77.7%	80.3%	+3.35%
Perry	89.3%	92.3%	+3.36%
Pike	83.7%	82.8%	-1.08%
Pontotoc	72.6%	72.9%	+0.41%
Prentiss	62.5%	70.6%	12.96%
Rankin	75.4%	72.6%	-3.71%
Total	79.6%	77.9%	-2.14%

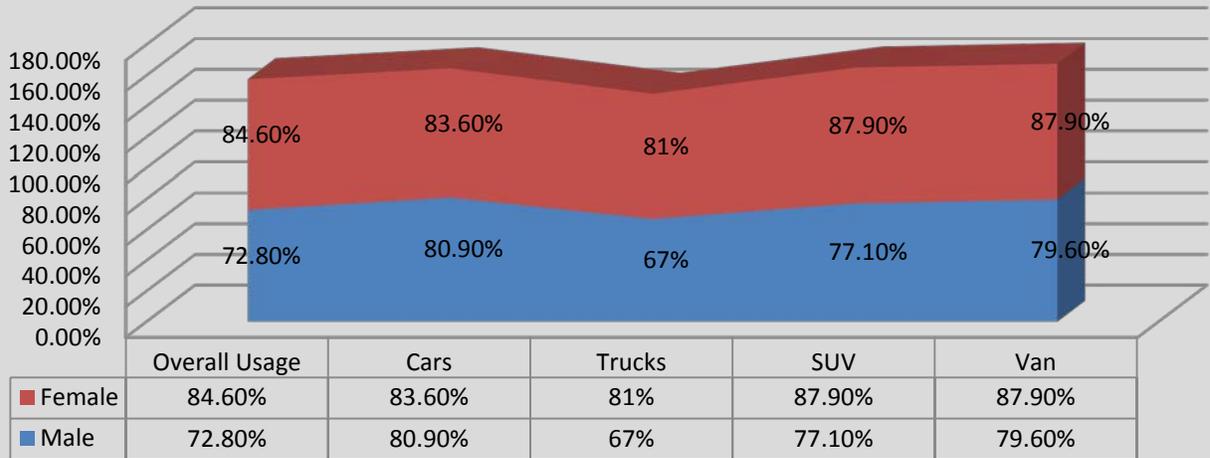
As the chart shows, the MOHS has made major positive differences in Prentiss County (+12.96%), Desoto County (+7.15%) and Jackson County (+5.01%) counties, presumably due to an increased effort in media and enforcement in these areas of the state. There were significant drops in belt use from 2015 to 2016 came from Chickasaw County (-22.80%) and Lee County (-15.50%).



During 2015, MOHS saw increases in seatbelt usage rate in both passenger cars at 82.50% and with vans at 82.60% seatbelt usage rates. Cars had a 1.35% increase, while vans had a 2.10% increase in usage. Pickup trucks and SUV usage rates fell 6.28% for trucks and .48% in SUV vehicle types.

>>>Occupant Protection Program-Section 402 & 405(b)>>>

Seatbelt Usage Rates by Sex and Vehicle Type



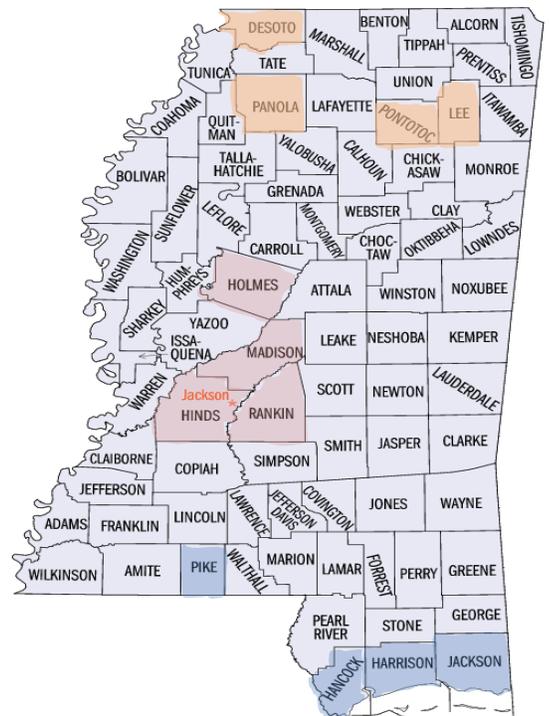
During 2015, the MOHS saw higher seatbelt usage rates with women all vehicle types, with the largest difference in the usage rates of trucks and SUV vehicles.

>>>Night Time Seat Belt Usage Survey>>>

Seat Belt Mini-Survey: Mini-surveys use a fraction of the number of observation sites that a full-statewide survey uses. A mini-survey can provide a fairly accurate representation of seat belt use based on a statewide survey design. The mini-survey design can be done quickly making it a useful tool for measuring change, especially before and after program activity. The mini-survey design used here, included 30 sites and was completed in 5 days.

Mississippi Mini-Surveys at Day and at Night

- 30 observation sites across 12 counties
- 1 hour observations per site at night and again at day
- Daytime hours of observation 7AM–6PM; Nighttime hours of observation 9PM–3AM
- Weekdays and weekend days represented



>>>Mini-sample Counties and Number of Occupants Observed at Night and at Day>>>

	April 2014		February 2015		September 2016	
	<u>AT NIGHT</u>	<u>AT DAY</u>	<u>AT NIGHT</u>	<u>AT DAY</u>	<u>AT NIGHT</u>	<u>AT DAY</u>
<u>County</u> <u>(Number of Observation Sites)</u>	<u>Number of Occupants Observed</u>					
Northern Region (8 sites)	607	2,291	468	1,688	574	1,805
Desoto (3 sites)	387	900	339	843	323	673
Panola (1 site)	94	460	89	366	104	353
Pontotoc (2 sites)	27	426	6	202	28	247
Lee (2 sites)	99	505	34	277	119	532
Middle Region (12 sites)	557	2,515	523	2,297	559	2,198
Holmes (1 site)	39	114	39	95	44	98
Madison (3 sites)	109	592	102	420	99	448
Hinds (5 sites)	305	1,306	317	1,168	311	1,116
Rankin (3 sites)	104	503	65	614	105	536
Southern Region (10 sites)	1,272	3,578	964	2,489	944	2,361
Pike (1 site)	40	284	17	108	17	136
Hancock (1 site)	49	109	22	33	15	28
Harrison (5 sites)	815	2,064	642	1,512	630	1,458
Jackson (3 sites)	368	1,121	283	836	282	739
Total (30 sites)	2,436	8,384	1,958	6,474	2,077	6,364

>>>Mini-Survey Results Summary>>>

	April 2014		February 2015		September 2016	
	Nighttime	Daytime	Nighttime	Daytime	Nighttime	Daytime
Overall						
Raw Average	76.7%	79.9%	75.8%	82.2%	80.4%	84.9%
Sites Weighted (1:1)	74.6%	79.2%	76.2%	80.8%	79.5%	83.9%
Front Seat Occupant Type						
Drivers (raw)	75.4%	80.2%	75.3%	82.2%	79.5%	84.6%
Passengers (raw)	81.4%	79.0%	77.6%	82.1%	85.2%	86.0%
Road Type						
Interstate Ramps (raw)	81.2%	88.1%	82.2%	85.9%	85.8%	88.1%
Principal Arteries (raw)	75.2%	76.1%	68.5%	77.5%	77.9%	82.9%
Minor Arterials (raw)	78.0%	79.3%	79.2%	84.9%	82.4%	87.4%
Collectors (raw)	72.3%	76.1%	73.5%	80.3%	76.3%	79.8%

Results Summary: Belt use continues to measure lower at nighttime than daytime across the state of Mississippi. Belt usage across the small sample of sites included in this survey appear to be increasing at both day and night. It is important to note that this survey design cannot and does not indicate the official statewide use rate.

Occupant Type: Passenger belt use is higher than driver belt use at nighttime. That is likely due to the higher proportion of nighttime passengers who are female and the fact that female occupants are observed wearing their seat belt more often than male occupants. Driver belt use clearly appears lower at night.

Road Type: Seat belt use is lower at nighttime on all road types in Mississippi. Belt use is generally lower on low volume (local traffic) roadways and higher on high volume roadways (Interstate traffic).

Region: Although absent in the above tables, seat belt usage is typically lowest in the northern portion of Mississippi, both night and day, compared to other portions of the state. That pattern of results (among others) concurs with the official statewide survey of belt use across Mississippi.

>>>2016 Mississippi Child Restraint Survey>>>

The MOHS Occupant Protection Division has provided leadership and worked to coordinate programs with the Safe Kids MS Coalition, the MS State Department of Health (MSDH) and other state and local agencies, including the Mississippi Department of Transportation. MOHS also promoted the 2016 Child Passenger Safety Week and “Click It or Ticket” for the Memorial Day holiday period. Through the Safe Kids MS Coalition, the Child Passenger Safety Coordination Project provided statewide safety checkpoints, a data base for child passenger instructors, technicians and a permanent fitting station located in Jackson and across the state.

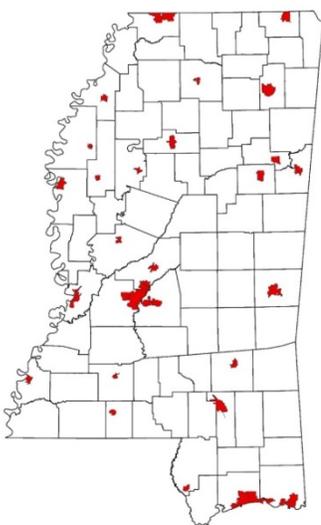
According to the 2016 Seat Belt Survey Report, Mississippi currently has a 77.9% usage rate. This rate is lower than the 79.6% usage rate in 2015. Over time, the effort toward increasing and improving child restraint use has been both extensive and intensive. The child restraint rate is 81.27%. There is little doubt that having a primary child restraint law has made a significant impact on the high use of child restraints in Mississippi. The 2006 primary seat belt law for all front seat passengers could be an influential factor in the usage rate increase. Forty municipalities with populations of 10,000 and above were selected for the 2016 Child Restraint Survey.

Mississippi is moving in the right direction with regard to child passenger safety, and perhaps with continued education and enforcement, child restraint usage rates could be brought to an even higher level. Section 405 funds were utilized in 2017 to continue funding the MS State Department of Health’s Child Passenger Safety Program, Mississippi State University Seatbelt Survey and the Mississippi Highway Patrol. MOHS and Safe Kids MS, along with the MSDH are making a concerted effort to preserve the lives of children through the continued education of the public on child passenger safety awareness.

Children Observed		Children Restrained		Children Unrestrained	
5,837	100%	4,744	81.27%	1,093	18.73%

Seating of Child	Position	Children Observed		Children Restrained	
Front Seat		1,049	18.3%	716	68.3%
Back Seat		4,685	85.7%	4,015	85.5%
Totals		5,734	100%	4,731	82.5%

*Unsure gender omitted



Media: The occupant protection program media campaign was successful during the FY16 grant year. As part of its effort to enhance its media campaigns, the MOHS continued with the current media contractor to continue with efforts to increase public awareness across the state on seat belt issues. Please see Media Section of the Annual Report for more information on the OP Media campaign.

Education: Educational outreach has continued for nurses and other medical staff at Blair E. Batson Children’s Hospital and the University Medical Center (UMC) maternity ward on the importance of Child Passenger Safety (CPS). Of course, this is a means to an end.

During the FY16 grant period, there were 1,712 car seats distributed throughout the state with a total of 297 CPS techs statewide for FY16. There were 9 CPS certification and 1 renewal training class, which represented 71 new certifications and 8 re-certification during the grant year. This addresses retention rates, as it is more cost effective to recertify than to retrain. The MOHS is moving to recruit more law enforcement officials to become CPSTs, so they will be up to date on the state laws, as well as the proper installation of child passenger safety seats.

Safe Kids MS presented 35 child passenger educational presentations during the FY16 grant year, reaching 2,811 people. The organization conducted 18 child passenger seat check points and installed 146 car seat/booster seats.

>>>Occupant Protection Program-Section 402 & 405(b)>>>

Impediments to Achievements: Mississippi must continue to strive to increase seat belt usage in an effort to reach 100% statewide usage. The agency's biggest challenge is to reach the remaining 22.1% of Mississippians who refuse to wear their seat belts. Seat belt usage decreased from 79.6% in 2015 to 77.9% in 2016, moving Mississippi further to the goal of meeting and/or exceeding the national average of 90%. Another impediment for Mississippi is that, the state did not have any proposed legislation for occupant protection laws during the 2016 legislative session. Without proposed legislation and the passing of legislation, the program will continue to have more and more adult occupant and child occupant deaths in Mississippi.

LEL Troop District Coordinators: The LEL Troop District Coordinators aided the Mississippi Office of Highway Safety in providing 11 agencies with \$59,727.00 in grant funds for Occupant Protection Special Wave Grants which enhanced high visibility enforcement during National Campaigns and beyond. Many of these areas received a grant for the first time to combat these issues in their communities.



>>>Traffic Records Program-Section 405(c) and 154>>>

The Mississippi Highway Safety Information System (MHSIS) is a complex, volume-intensive data collection, storage and retrieval system that supports national priority areas defined by the National Highway Traffic Safety Administration (NHTSA). MHSIS encompasses the total automated traffic records system which includes traffic crashes, citations, drivers, vehicles, roadways, EMS and hospital data, vital statistics, coroner reports, crime laboratory data, demographics and travel density.

The State Traffic Records Coordinating Committee (STRCC) meets on a regularly scheduled basis to review all major traffic record projects at its member agencies. The strategic plan for data system improvements is developed and updated annually to apply for Section 405(C) traffic records funds.

FY16 Accomplishments: During FY16, preparation and dissemination of statistical reports were major traffic record activities. These tabulations are used for MOHS planning, problem identification, evaluation, special analyses and responses to requests for data. Ad hoc queries are made by the legislature, media, state and

local agencies, law enforcement, universities, research foundations, safety associations and the general public. Special planning data sets were also developed to show the picture of areas that need improvement in the state and focused enforcement efforts areas.

Traffic record users include: MHP; local police and sheriff's departments to deploy enforcement units; engineers to identify roadway hazards; judges to determine sentencing; and, prosecutors to determine appropriate charges. Additionally, they include licensing agencies to identify problem drivers; emergency response teams to improve response times; health care organizations to understand implications of patient care and costs; and, motor carrier officials to identify problem commercial drivers and carriers.

Blood alcohol concentration (BAC) testing for impaired drivers in fatal traffic continues to show improvement, due, in part, to the partnership between MOHS, the State Crime Lab, law enforcement and each county coroner. According to MS FARS, there were 677 total traffic fatalities in 2015, with 872 total drivers and motorcycle

>>>Traffic Records Program-Section 405(c) and 154>>>

riders involved in fatal crashes. MS tested 30% of all 872 drivers and motorcycle riders involved in fatal crashes with known BAC results and tested 46% of drivers or motorcycle drivers who were killed and only 13% of those who survived the crash. Mississippi is improving with BAC testing, but more needs to be done and the MOHS is dedicated to continue working in this area.

Program Funding: The MOHS funded the Traffic Record through Section 405(c) funds. There were (3) 405(c) Traffic Records related projects with a total of \$585,179.05 were used for coordination of the program. The MOHS also funded in FY16, one project in Traffic Records with Section 154 funds with a total of \$73,756.97. These projects consist of the e-citation project, data lab and the updates.

TR Funding	Projects	Budget Amount
405(c)	3	\$585,179.05
154	1	\$73,756.97
Total	4	\$658,936.02

2016 E-Citation Total:
Electronic Citations: 269,010
Electronic DUI Citations: 7,373
Electronic Seatbelt Citations: 21,253
Electronic Child Restraint: 3,368
Electronic Speed Citations: 134,160

Social Science Research Center/e-Cite: In FY16 the Social Science Research Center (SSRC) and Center for Advanced Public Safety (CAPS) again partnered with the SSRC serving as the overall project manager. As project managers, their function was to provide training and support functions, while CAPS continued with the technical development and support.

Training & Deployment: New users underwent a thorough training process before being able to use MOVE/eCite in the field. Currently, all nine Mississippi Highway Patrol and 13 additional departments have been trained and are using MOVE/eCite. Eight agencies are in the process of securing agreements for the program, while an additional 18 are interested in the program.

Courts: Work continues with county justice courts and their technology vendors to integrate the eCite information into each court’s respective case system. As of 2016, all Mississippi county justice courts are downloading citations.

CitSearch: CitSearch is a ticket management tool that allows users to search and print. CitSearch can be queried in numerous ways: date range, ticket number, officer, defendant, etc. Currently, CitSearch is available to all law enforcement officers using eCite. Viewers can also access PDFs of all citations issued on the eCite system through CitSearch. CitSearch is now being deployed to Justice Court Clerks, who have access to all eligible citations within their jurisdiction. Additionally, features have been built in for administrators to control courthouse, citation and user information for the overall MOVE/eCite program, giving that control and access to specified users.

MapClick: Considerable time was spent this grant year on the development of the MapClick application. This feature uses a base layer map that is used at MDOT for mapping crash analysis and is being transferred to the DUI Citation tracking system to map DUI citations. This mapping tool is also being developed to use the same Linear Referencing system that MDOT uses to get the most precise location. This tool will be used for citation data and crash data with a mapping feature to overlay the two to make sure enforcement is in the same areas as crashes.

Dashboard: An “eCite Dashboard” has been developed for MHP and State Users. Dashboard allows large scale, real-time analysis of citation data by trooper, violation, location, defendant, time of day, etc. Additionally, Dashboard can map citation information if GPS data is available. The Dashboard has been demonstrated to many types of potential users and developers are currently taking that feedback and making modifications. The eCite project also provides electronic DUI citation that was updated in FY16.

Through the use of the electronic citations, MOVE and CitSearch, the citation becomes available for view in the first available record database within minutes of issuance (once electronic transfer is complete) rather than the 30-45 day wait time, when tickets were manually entered into the system. The citations can then be tracked from point of issuance to download from the court.

>>>Police Traffic Services Program-Section 402>>>

The Police Traffic Service area covers programs in impaired driving, occupant protection, speed enforcement, along with additional highway safety areas, such as distracted driving and texting and driving. For outcome measures and achievement measures for impaired driving and occupant protection, please see program sections for outcomes.

The PTS projects helped the MOHS support the overall program and has impacted the police traffic services program. As a result more citations for speed, occupant protection and DUI were up, as well as more citizens were reached with public information and education.

C-6 Core Outcome Measure/ Number of speeding-related fatalities (FARS): To decrease the number of speeding-related fatalities by 4 from a five-year average (2009-2013) from 109 to 105 by the end of FY16.

Speed-related fatalities maintained at 96 fatalities for both 2013 and 2014. The fatalities are lower than the target of reaching 105 by the end of FY16. The MOHS will continue to work toward reducing speed related fatalities.

Activity Measure/Number of speed citations issues during grant-funded enforcement activities (Grant Reporting): To increase the number of speeding citations issued during grant funded enforcement activities by 5.00% from the four year average (2011-2014) of 21,143, to an increase target of 22,200 by the end of FY16. **The number of grant funded speed related citations increased from 32,596 in 2015 to 34,589 in FY16. The number of grant funded citations is higher than the target of 22,200 by the end of FY16. The MOHS will continue to work toward the reaching long term goals.**

>>>Speed Related Crashes 2011-2015>>>

Crash Year	Total Fatalities	VMT (Millions)	Speed-Related Fatalities	Speed-Related Fatality Rate by (VMT)
2011	630	38,851	104	.26
2012	582	38,667	95	.25
2013	613	38,758	126	.33
2014	607	39,499	96	.24
2015	677	N/A	96	N/A

*Based on most recent VMT (2014) data. 2015 VMT is not available at time of 2016 Annual Report.

Program Narrative: In conjunction with the DPS, the Mississippi Highway Patrol (MHP) Uniformed Division of Public Affairs continued the MHP Highway Safety Public Education campaign. The Public Affairs Officer (PAO) assigned within each of the nine highway patrol districts supported and promoted “Click it or Ticket” and “Drive Sober or Get Pulled Over” state/national campaigns. In addition the PAO’s also conducted educational programs in the areas of impaired driving and OP.

PTS Funding	Enforcement Projects	Budget Amount
402 Funds	24	\$913,873.29
Total	24	\$913,873.29

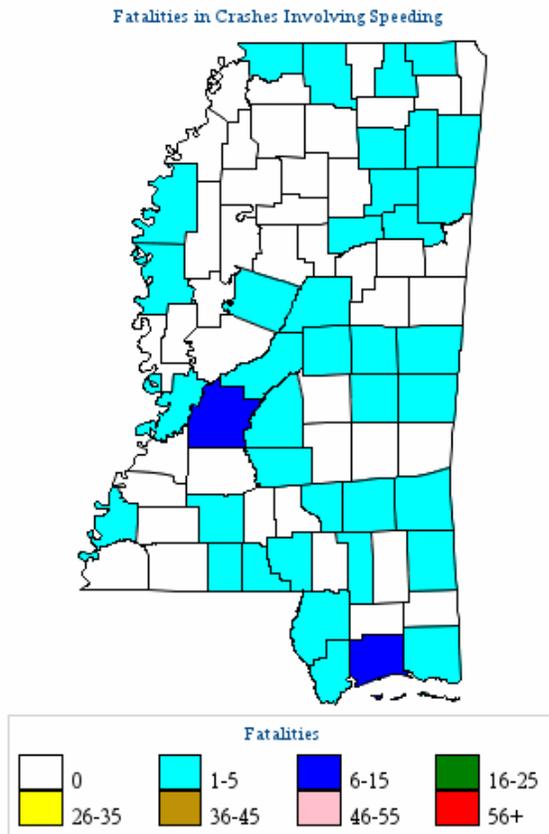
Program Funding: The MOHS funded through Section 402 funds, 24 Police Traffic Service related projects with a total of \$913,873.29 funds. These projects consist of funding for high visibility enforcement, public information and education. PTS activities for these projects were conducted throughout the grant period, with emphasis during national impaired driving campaigns, holidays and other special events.



Grant Funded Activity: With the use of Section 402 funds, the MOHS continues to gain success in high visibility enforcement, paid media and public information and enforcement programs.

>>>Police Traffic Services Program-Section 402>>>

LEL Troop District Coordinators: The LEL Troop District Coordinators aided the Mississippi Office of Highway Safety in providing 6 agencies with \$90,600.00 in grant funds for Police Traffic Service Special Wave Grants which enhanced high visibility enforcement during National Campaigns and beyond. Many of these areas received a grant for the first time to combat these issues in their communities.



>>>Public Information & Education Program-Section 154, 402 (PT&DE), 405(d)

Narrative: The MOHS has long recognized the importance of combining enforcement and public education into its highway safety efforts. Thus, an educational component designed to help raise awareness about the dangers of drinking and driving, occupant protection distracted driving and teen safety has been in effect for the past six grant years.

The MOHS Public Information and Education Program has a collection of sub-grantees that focus on public information and education, which includes presentations at churches, schools, conferences, meetings, health fairs and many other events to increase awareness. Booths or table set-ups are displayed with relevant educational materials and promotional items bearing “no drinking and driving”, “buckle up” and distracted driving safety messages. These projects helped the MOHS support multiple programs including impaired, OP unrestrained, youth and older drivers in Mississippi. These projects helped reach more citizens with public information and education.

>>>Public Information & Education Program-Section 154, 402 (PT&DE), 405(d)

Program Funding: The MOHS funded 8 PI&E Projects through Sections 154, 405(d), 402 (DE and PT) funds. These projects consist of funding for public information and education and two projects that include the combination of education and enforcement.

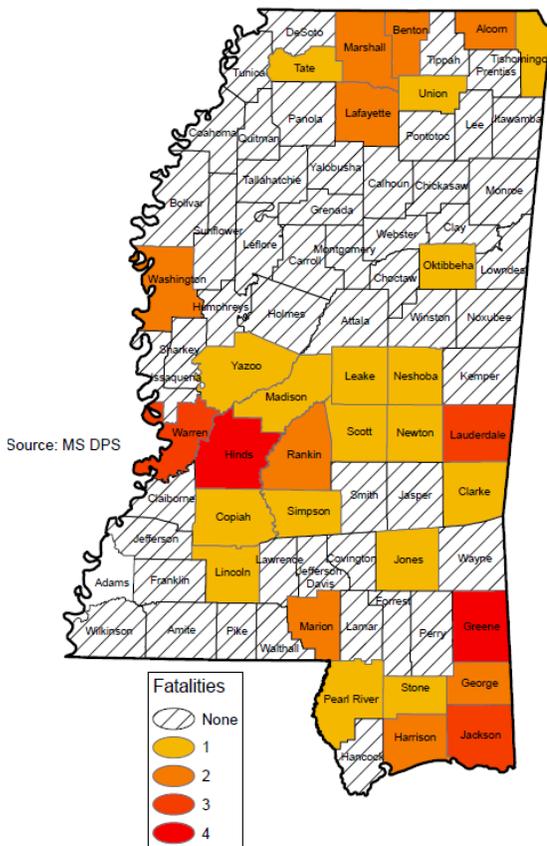
Youth Funding	Projects	Budget Amount
154 Funds	4	\$580,111.08
405(d)	1	\$31,250.00
402 PT Funds	1	\$49,676.28
402 DE Funds	2	\$202,590.67
Total	31	\$863,628.03

Mississippi Youth Highway Safety Programs (DREAM): The Mississippi Office of Highway Safety has funded

DREAM, Inc. through Section 402 DE and 154 funds to coordinate the statewide youth highway fatality prevention efforts since October 2012. Car crashes are the number one killer of teens ages 16-20 in the United States. The Mississippi Youth Highway Safety Programs (MYHSP) mission is to decrease youth motor vehicle fatalities and injuries by decreasing impaired driving and increasing seat belt usage. This is accomplished by the implementation of the following programs and efforts:

1. Provides interactive and fun youth highway safety presentations to youth ages 11-20 years old in schools and communities.
2. Coordinates and implement two statewide youth conferences focused on highway safety.
3. Collaborates with prevention partners, state agencies, communities, law enforcement and youth across Mississippi to decrease youth highway fatalities.

The Mississippi Youth Highway Safety Program team facilitated youth-focused school and community trainings on impaired driving, seat belt usage and distracted driving. Program staff provided the following presentations and activities during October 1, 2015-June 30, 2016.



Alcohol Project (154):

- 235 Presentations and reached 2,030, 273 people across Mississippi;
- 33 Health fairs across Mississippi;
- 414 Social Media Posts, reaching 22,939 people;
- 71 Law Enforcement Agencies-Worked directly with agencies on programs and presentations; and
- Worked with all 25 Top counties for alcohol-impaired fatalities.

Police Traffic Services (402PTS):

- 241 Presentations and reached 2,038,213 people across Mississippi;
- 34 Health fairs across Mississippi;
- 414 Social Media Posts, reaching 22,939 people;
- 71 Law Enforcement Agencies-Worked directly with agencies on programs and presentations; and
- Worked with all 25 Top counties for alcohol-impaired fatalities.

[**>>>Public Information & Education Program-Section 154, 402 \(PT&DE\), 405\(d\)**](#)



Mississippi SADD: The MYHSP program director serves as the SADD State Coordinator for Mississippi. During FY16, Mississippi had over 200 registered SADD chapters statewide. DREAM, Inc. secured funding from State Farm Insurance to provide training and support for Mississippi SADD Chapters to strengthen and support the SADD infrastructure for youth highway safety. DREAM provided regional trainings in 2016 and developed a resource calendar for all SADD Chapters.

Youth Line: *YOUTHLINE* is a youth-focused quarterly newsletter devoted to youth highway safety initiatives in Mississippi. There were two issues designed in FY16 for September – December 2015 and January – March 2016. The newsletters were emailed across Mississippi and printed to promote the youth highway safety programs.



Metro Jackson’s Initiative: *Community Forums*-Jackson State University-Metro Jackson Community Prevention Coalition (MJPCPC) in collaboration with local law enforcement and community entities conducted *Community Forums* throughout the Mississippi Delta, as well as specific target areas provided by the MOHS. *Community Forums* are public information and educational sessions on the dangers and consequences of alcohol-impaired driving. This conventional activity incorporates innovation in its delivery. Participants are shown data as it relates to: drunk driving-related incidents (crashes, injuries, and fatalities) in their communities; how alcohol impacts coordination in DUI classes; the legal and administrative consequence of a DUI charge; what BAC is; and, the physical effects of a high BAC. Participants are also given the opportunity to share strategies and ideas on how to reduce DUIs in their communities. MJPCPC conducted five (5) *Community Forums* in FY16.

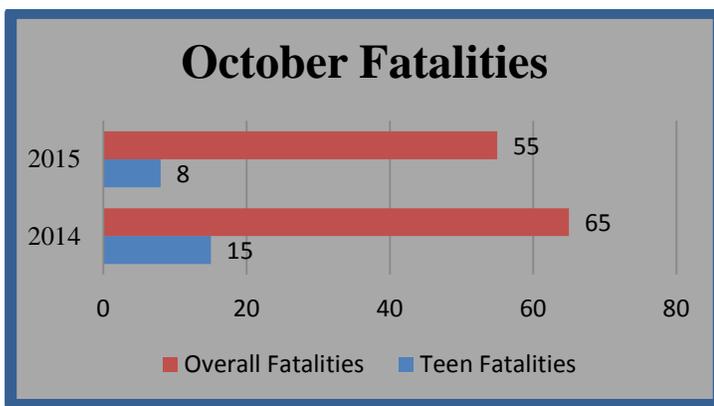


Jackson State University Interdisciplinary Alcohol/Drug Studies Center -Impaired Driving Prevention Project - “Have a Heart” - Don’t Drive Drunk is a special event hosted by the Jackson State University Interdisciplinary Alcohol/Drug Studies Center Impaired Driving Prevention Project on Valentine’s Day. In February, the project staff set up information booths at two central locations, the Student Center and the College of Liberal Arts Walk Way, located on the JSU Campus where students frequent during the course of the day, The activity was conducted in collaboration with the JSU Campus Police who assisted project staff; by talking with students about the dangers of impaired driving; conducting drunk driving demonstrations with electric cars; and, allowing students to sense the effects of drinking while driving by engaging in the use of drunk driving goggles. In addition, students were given heart candy on a stick with impaired driving messages. They were also provided red hearts containing alcohol-impaired driving fact sheet information on the back. Each student participant was given three hearts and was asked to share his event experiences with three other students. This was a very popular campus event and served as a very effective, yet extensive avenue.

Pay Attention Pay a Fine-Pilot-1st Wave: During the month of October, the MS Highway Patrol Public Affairs Division participated in a pilot program which was implemented in three regions in Mississippi. The safety campaign, called “Pay Attention or Pay a Fine”, was conducted during the month of October, after reviewing data showing October was the deadliest month for teen fatalities during 2015.

The counties targeted during the first wave of the pilot were Holmes, Rankin, Lamar and Forrest counties, these counties had some of the highest concentrations in teen fatalities in seatbelt and distracted driving in the State. The success of the first wave was gauged by social media contacts/earned media, education programs, traffic surveys (pre and post) and enforcement details. The following is a summary of the results for the safe driving initiative:

- 24 education programs in local high school and colleges with 3,620 student reached
- 14% decrease in distractions
- 100% of enforcement goals met (529 citation issued)
- 47% of reduction in teen fatalities
- 15% reduction in total fatalities for October.



Stop the Knock-Pilot-2nd Wave: The Mississippi Highway Safety Patrol Public Affairs Division initiated a safety campaign, "Stop the Knock", from May-September 2016. The campaign was focused on reducing traffic fatalities and was carried out throughout all nine MHP districts. PAO's teamed with local agencies to help reinforce "Stop the Knock" through education, enforcement, and enablement. This was one of the first programs that enabled students to use social media to help us spread the message.

The success of the program was gauged by social media contacts, earned media, educational programs and traffic enforcement details. During the campaign, PAO's saturated multiple counties including high traffic volume areas such as Harrison County (Coast), Oktibbeha County (Mississippi State University), and Lafayette County (Ole Miss).

- 30 DUI arrest
- 800 traffic citations
- 45 educational programs (including schools, civic organizations, churches, etc.) Over 20,000 students/participates
- 3 mock crashes set up in 3 school districts Over 20,000 reached through social media

This traffic initiative was a successful tool used by our division to simply get a basic message across. We believe our efforts truly helped us "Stop the Knock". Statistics with fatalities and injuries are still pending, but will be shared as completed.

Both the Pay Attention Pay a Fine and the Stop the Knock Campaign have been included in the FY17 planning and will enter into a statewide program throughout the year. The MOHS and the MHP PAO hope that the program will reach areas of need and save additional lives across the state.

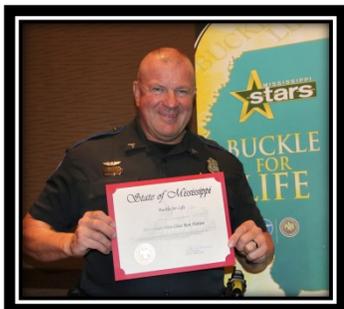
[>>4th Annual MS Stars Conference>>](#)

>>August 16-18, 2016>>>



The Mississippi Office of Highway Safety held the Fourth Annual Mississippi Safety Training and Recognition Symposium (MS STARS) on August 16-18, 2016, at the Golden Nugget Hotel and Casino in Biloxi, MS. The conference was established to provide training to law enforcement, community partners, universities and others interested in highway safety issues in Mississippi about emerging trends, program ideas and the latest data available. There were 350 registered for the conference, and attendees from all over the State. The conference focused on impaired driving, occupant protection, youth/community partners, legal and general traffic and offered 31 separate workshops featuring state and nationally recognized speakers.

Buckle for Life Recognition Ceremony: The Buckle for Life Luncheon was held on August 16, 2016, at the MS Stars Conference to honor law enforcement and community partners across the state for their seatbelt and child restraint safety achievements. More than 110 officers from 26 agencies, including the 9 Troop Districts were honored. Officers were recognized for awards issued more than 1,314 Child Restraint Citations and more than 18,163 Seat Belt Citations in 2015. Mississippi Highway Patrol Sergeant Criss Turnipseed gave the luncheon speech that encouraged all attendees to continue their efforts in seatbelt and child restraint safety and to continue to keep the citizens of Mississippi safe.



The top three recipients for Child Restraints for 2015 were:

- Corporal Chaz Kennedy-MHP Troop F- 172 Child Restraints
- Master Sergeant- Craig Bishop-MHP Troop F-135 Child Restraints
- Officer Shane Fewell-Magee Police Department- 133 Child Restraints

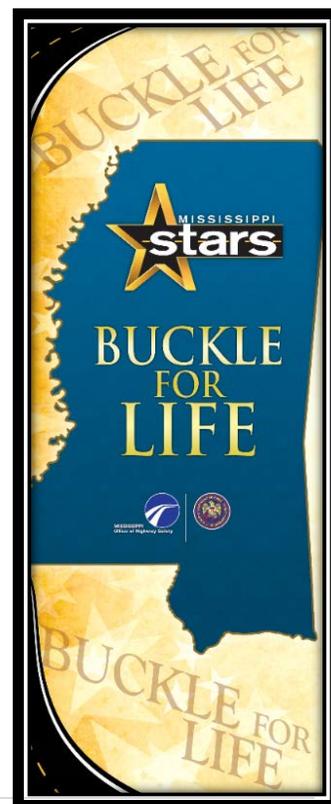
The top five recipients for Seatbelt Citations for 2015 were:

- Patrolman First Class-Ron Nation-Pearl Police Department-1,213 Seatbelt Citations
- Deputy-Jacob Mathis-Lauderdale County Sheriff's Department-931 Seatbelt Citations
- Corporal Marqus Fisher-MHP-Troop M- 654 Seatbelt Citations
- Sergeant Josh Broman-Gulfport Police Department-555 Seatbelt Citations
- Sergeant Andy Matuszewski-Lauderdale County Sheriff's Department-543 Seatbelt Citations

The Buckle for Life Luncheon honors those agencies that write the most Child Restraints and Seatbelt Citations. The Top City, County and Troop District are as follows:

- Top City Child Restraints-Brandon Police Department-394
- Top County Child Restraints- Madison County Sheriff's Department-220
- Top Troop District Child Restraints- Troop D- 418
- Top City Seat Belt Citations- Pearl Police Department-1,950
- Top County Seat Belt Citations- Lauderdale County Sheriff's Department-314
- Top Troop District Child Restraints- Troop F- 2,343

The "Buckle for Life" Luncheon also recognizes the officer who wrote the most Seat Belt Citations during the 2015 "Click It or Ticket" campaign. The award was received by Troop F- Master Sergeant, Craig Bishop with 275 seat belt citations during the 2 week blitz period.



>>4th Annual MS Stars Conference>>

>>August 16-18, 2016>>>

DUI 100 Club Recognition Ceremony: The DUI 100 Club was established in 1983 to recognize those law enforcement officers across the State, who each writes a minimum of 100 DUI citations within a calendar year. This recognition luncheon was held on August 18, 2016, which celebrated the 33rd year of the DUI 100 Club.

Law enforcement officers from 33 agencies were recognized for making more than 8,513 DUI arrests collectively. The top five recipients for DUI arrests for 2015 were:

- DUI Officer Shane Fewell-Magee Police Department-483 DUI Arrests
- Officer Blake Tucker-Gulfport Police Department-353 DUI Arrests
- Sergeant John Kilpatrick-Simpson County Sheriff's Department-264 DUI Arrests
- Patrolman Michael Hansbro, Jr.-Hernando Police Department-262 DUI Arrests
- Sergeant Perry Baldwin-Southaven Police Department-257 DUI Arrests

The DUI 100Club Luncheon honors those agencies that write the most DUI Citations. The Top City, County and Troop District are as follows:

- Top City DUI Arrests- Gulfport Police Department- 644 DUI Arrests
- Top County DUI Arrests- Desoto County Sheriff's Department-459 DUI Arrests
- Top Troop District DUI Arrests-Troop F- 1,003 DUI Arrests



The DUI 100-300 Club Luncheon also recognizes the officer that writes the most DUI citations during the National Blitz. The Top Officer for the Drive Sober Get Pulled Over Blitz Period Labor Day award was received by Lucedale Police's Department Sergeant, Tracy Dayton with 28 DUI Arrests during the two week period. The Top Officer for the Drive Sober Get Pulled Over Blitz Period Christmas/New Year award was received by Hattiesburg Police's Department Officer, Jason Jarvis with 23 DUI Arrests during the two-week period.

Oklahoma Office Director, Toby Taylor gave the luncheon speech shared his personal story of impaired driving, success of the impaired driving program, that he leads and also gave encouragement to all attendees to continue their efforts in impaired driving and to continue to keep the citizens of Mississippi safe.



>>>Paid Media Report>>>

In a market more segmented than ever before, the MOHS diversifies the media mix to maximize audience's exposure to the message. The MOHS wants to generate the message as frequently as possible in order to affect the behavioral change, while negotiating for the best media placement at the lowest possible cost.

The media planning process involves in-depth, up-front analyses. Major emphasis is placed upon finding unique placement opportunities and providing cost-effective solutions. Media alternatives are analyzed based upon the particular medium's composition, coverage and efficiency in reaching the potential audience. The MOHS also determines the frequency that the message should be seen/heard by the target audience. With every media buy, the MOHS requests one bonus spot for each paid media spot that is placed.

Broadcast Placement Strategy: In most campaigns, the MOHS uses network television as the primary medium, to increase the reach to audience. It also uses cable television to increase the frequency of the message to the audience. Although broadcast television viewership has declined over the past few years, television still provides the greatest source of reach through the use of select day parts and programming. Ads are placed on 25 network stations statewide.

Programming is determined based on up-to-date Nielsen and Rentrak ratings. The MOHS seeks the highest-rated program for the lowest cost per point in order to reach the largest percentage of the target audience.

Through cable, the broadcast buy covers the entire state. Cable networks offer an excellent opportunity to reach outlying markets, particularly the northern counties bordering Tennessee. Spots also air on movie screens statewide during campaigns.

Radio serves as a secondary medium to increase reach while generating higher levels of frequency. Radio is the top medium of choice Monday-Friday, 9 a.m.-6 p.m., making radio a great compliment to the prime and late night schedules on broadcast and cable television.

Radio provides a solid mechanism to distribute the message almost evenly throughout the state. Formats that index high for male targets include All Talk, AC, Alternative, CHR, Country, Hip-Hop, News, Rock, Urban and College. The MOHS places advertising in the highest rated stations in each format according to current

Arbitron and Tapscan reports and requests a buy-one/bonus-one schedule.

Online Media Placement: The MOHS places a significant amount of digital ads through a network of 1,000's of websites focusing on men 18-34 through desktop, tablet and mobile responsive ad positions. Ads are placed on sites such as ESPN Online Properties, Turner Digital, and the major Mississippi colleges, Facebook, Twitter, Instagram and YouTube.

Outdoor: Digital outdoor boards quickly remind all drivers about impaired driving enforcement and seat belt usage. High school and University campuses and high-traffic metropolitan areas are targeted statewide through quick, memorable reminders. The MOHS also leases special digital message boards for some of the northern counties, an area difficult to reach through broadcast TV and radio.

Print: The MOHS places ads in the *Jackson Free Press*, a weekly publication featuring local entertainment and events; college newspapers; local papers; and the state's only Hispanic newspaper, *La Noticia*.

Movie Theatres: Movie theaters are a popular venue for quick enforcement messages. The MOH places ads on 276 movie theatre screens throughout the state during blitz campaigns, resulting in thousands of impressions.

Monitoring: Monitoring ensures that coverage in print, broadcasts and electronic media conveys appropriate messages and strategic objectives. This year all Drive Sober or Get Pulled and Click It or Ticket campaigns received media attention from nearly every broadcast television and radio news outlet in the state. Using the *Neilsen* Media Research tool, the MOHS submitted a detailed post media analysis report, providing an accurate, up-to-date measure of the number of viewers and listeners.



>>>Paid Media Report>>>

Christmas/New Year's 2015/2016: This year's Drive Sober or Get Pulled Over Christmas/New Year's campaign from December 1, 2015-January 3, 2016, included coverage of cities and rural areas throughout the state. The overall objective was to effectively reach males 18-34, as a secondary target, males 35-54, through a heavily concentrated campaign with one key message-Drive Sober or Get Pulled Over- in order to effect positive change. The strategy was to use radio, online, outdoor, movie theatres and print to reinforce the messages carried primarily by television.

Spots aired on highly-rated primetime shows favored by the demographic, such as sports, particularly NFL and Mississippi university playoffs and bowl games. Special programming that occurred within the campaign window, such as television series finales and New Year's specials, were also selected. New spots aired on movie screens nationwide. Through numerous online networks, media was placed on thousands of websites (particularly sports sites such as Yahoo Sports, ESPN and Turner Sports), in the sports and entertainment sections of local and online newspapers and in a Hispanic newspaper.

Quick reminder ads were shown on electronic outdoor boards in 88 high-traffic areas across the state. A media challenge is that Tennessee media dominates the northern section of the state. These counties were reached through cable T.V., online, radio and special portable digital message boards. During big playoff college games, the MOHS placed rotating digital ribbon and scoreboard messages, live game video streaming and audio broadcasts in the stadiums. Spots also ran statewide during high school playoffs and all-star games. During these televised games, live pregame announcements and interviews, electronic stadium signage and related websites also relayed the message.

Memorial Day 2016: The MOHS Click It or Ticket Memorial Days 2016 Campaign included paid and earned media from May 23-June 5, 2016. Males 18-35 were the primary target audience, and youth 16-20 were the secondary target audience.

Focusing on teen seat belt use, the paid media plan included statewide coverage, with special emphasis on 24 counties: Desoto, Tate, Tippah, Lee, Itawamba, Pontotoc, Carroll, Oktibbeha, Yazoo, Neshoba, Newton, Lauderdale, Clarke, Hinds, Rankin, Simpson, Jones, Lincoln, Marion, Greene, George, Jackson, Harrison and Hancock. The sixteen (16) surveyed counties were Hancock, Harrison, Jackson, Perry, Pike, Hinds, Rankin, Madison, Leflore, Holmes, Panola, Desoto, Pontotoc, Chickasaw, Lee and Prentiss.

New:30 radio spots were created for the campaign, airing throughout the state on 133 radio stations along with :15 reminders. TV spots aired throughout the state on 24 network TV stations, statewide cable and 260 movie theatre screens. Print ads were placed in two weekly newspapers: *La Noticia*, the state's only Hispanic newspaper and the *Jackson Free Press*, publication which lists bars, bands and entertainment in the metro Jackson area. A new "15 online video spot was created especially for online desktop, tablet and mobile responsive high-traffic sites across the state, such as ESPN, Yahoo Sports and weather sites. University and University athletic websites were also emphasized. Facebook, Twitter and YouTube ads targeted men 18-34.

Electronic outdoor signage was placed across the state on 77 outdoor boards. Ads ran during semi-pro baseball games and Mississippi High School Athletic Association playoff tournaments in the Mississippi Braves Stadium in Pearl, MS, and during college baseball tournaments at the University of Miss., University of Southern Miss., and Mississippi State University ballparks.

Labor 2016: The MOHS Drive Sober or Get Pulled Over Labor Day 2016 Campaign included an enforcement from August 19- September 5, 2016, and a paid and earned media campaign. All Mississippi markets were targeted, with males 18-34 as the primary target audience. The Drive Sober or Get Pulled Over Labor Day Campaign included television (network and cable), radio print, outdoor/billboard, movie theatre, print and online media. A media plan was developed for approval and placement utilizing Arbitron, Rentrak and Nielsen resources, in conjunction with feedback from the NHTSA. Additionally, a high number of bonus spots were successfully negotiated for network television, cable television and radio.

>>>Earned Media Report>>>

Christmas/New Year's 2015/2016: *2016/2017 information was not available at the time of the report.

Christmas/New Year's Earned Media:

- 38 TV stories valued at \$119,140.00
- 2 (60 stations) Radio news stories valued at \$4,500.00
- 87 Print news stories valued at \$19,061.69
- 87 Online stories valued at \$19,061.69
- Total Earned Media: \$161,763.38

A statewide press conference was held on Monday, December 14, 2015, at the Harvest Grill in downtown Meridian. A statewide conference was held on Tuesday, December 15, 2015, at the Mississippi Agricultural and Forestry Museum in Jackson. Presiding was Mississippi Department of Public Safety Commissioner Albert Santa Cruz; Colonel of the Mississippi Highway Patrol (MHP), Colonel Donnell Berry; Director of Public Affairs for MHP, Captain Johnny Poulos. Speakers included Executive Director of Public Safety Planning, Captain Donald McCain and Mississippi Office of Highway Safety Director, Penny Corn.

Ms. Cecilia Rich, a special victim advocate spokesperson, spoke about the loss of her son Trey Rich, whose life was taken by a drunk driver on Christmas Eve. Trey was a senior at Belhaven University and played football for the college. Representative from the Belhaven Athletics Program attended the press event and spoke about the tragic and unexpected life of a teammate.

Click It or Ticket 2016: The MOHS Click It or Ticket Memorial Day 2016 Campaign covered an enforcement period from May 23, 2015 to June 5, 2016, as well as a paid and earned media statewide campaign period from May 9-June 5th, 2016. Seatbelt use was particularly emphasized in the 25 low usage counties and the 16 survey counties. Males ages 18-34 were the primary target audience and youth 16-20 were the secondary target audience.

Memorial Day Earned Media

- 20 TV stories valued at \$61,650.00
- 1 radio interviews valued at \$1,805.00
- 63 Print news stories valued at \$17,974.99
- 94 Online stories valued at \$79,624.99
- Total Earned Media: \$161,054.98

As part of the overall Click It or Ticket campaign several media conferences were held around the state to generate awareness for seatbelt use. The Memorial Day Click It or Ticket Statewide Press Conference was held on May 13, 2016 at the Mississippi Agricultural Museum, in-conjunction with the monthly MAHSL meeting and LEL luncheon. The press conference featured the Commissioner, Colonel of the Highway Patrol and the MS Office of Highway Safety Director, along with victim advocates and speakers.

During the Memorial holiday there was \$161,054.98 in earned press, along with bonus spots and negotiated discount from TV, radio, outdoor, online and movie theatres. In addition to press conferences, there were 64 live one-on-one interviews with radio and newspapers around the State.

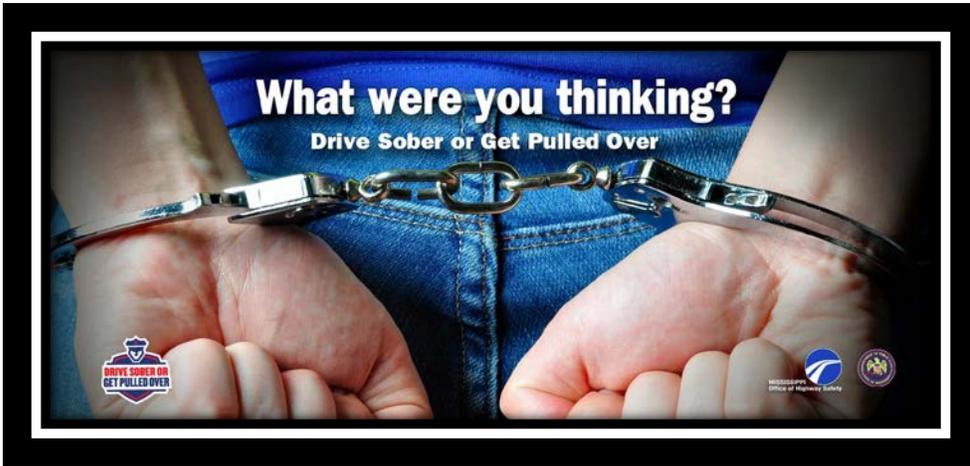
Labor Day Earned Media

- 4 Press Conferences
- 18 TV stories valued at \$43,065.00
- 2 radio interviews valued at \$4,500.00
- 34 Print news stories valued at \$8,712.01
- 52 Online stories valued at \$51,777.01
- Total Earned Media: \$108,054.02

Labor Day 2016: The MOHS Drive Sober or Get Pulled Over Campaign, Labor Day, 2015, included an enforcement period from August 19 – September 5, 2016, and a paid and earned media campaign period from August 17–September 5, 2016. All Mississippi markets, statewide, were targeted, and the primary target audiences were males age 18-34 in Mississippi.

During the Labor Day holiday there was \$108,054.02 in earned press and more than \$200,000 in value added through negotiated discount pricing and bonus spots from TV, radio, outdoor and movie theatres.

>>>Earned Media Report>>>



Social Media: The MOHS utilizes various social media platforms to help promote awareness campaigns for Click It or Ticket and Drive Sober Get Pulled Over. During each campaign, updates, posts are created and monitored daily to help gain page traffic and deliver message to thousands of Mississippi social media users. Research shows that social media, particularly Facebook, is one of the most favored media to reach teens and young adults. For the campaign to be successful, it needed to appeal to the target audience with

memorable, realistic interactive messages through the new media.

MS Office of Highway Safety Facebook Page: Helps promote the Mississippi Office of Highway Safety. The page provides information on grant opportunities, upcoming events and important information from the MOHS to reach the citizens of Mississippi, along with sub-grantees of the MOHS.



MS Drive Sober: Helps promote the Drive Sober Get Pulled Over and Buzzed Driving national campaigns, along with DUI and Impaired Driving information throughout the year. The MS Drive Sober Facebook page has 4,862 “likes.” New information about impaired driving is updated regularly, along with updated articles, web posts and commercials.

MS Click It or Ticket: Facebook was also utilized for social media in FY16, by updating the MS Click It or Ticket campaign page. The page includes a “Seat Belt Saves Lives” highway traffic safety message and will allow viewers to not only post comments but also complete a seat belt survey.

In FY16, the Facebook page had over 6,215 “like status” over the course of the campaign. As press releases, radio spots, MOHS commercials, news stories, public interest spots become available to the MOHS, those items are also added to the MS Click It or Ticket Page for the viewing public to enjoy and share comments.



>>>Earned Media Report>>>

Stop the Knock Facebook Page: Created in 2015, the MS Stop the Knock page helps promote messages to the public about speeding, texting and distracted driving. In FY16, the Stop the Knock page had 327 likes. The page also provides information on the Pay Attention Pay a Fine Campaign.



Twitter: The MOHS created its first Twitter page on May 12, 2014. This page will includes links to press releases, radio spots, MOHS commercials, news stories and public interest spots, as they become available, and will be added to the Twitter feed. The MOHS Twitter page currently has 1,416 followers and has made 300 tweets.



You Tube and Google+: The MOHS has also utilized social media in the form of YouTube and Google+ channels. The MOHS You Tube channel has videos of the MOHS most recent commercials for Drive Sober or Get Pulled Over and the Click It Ticket campaign, along with any additional news clips that have featured the MOHS in local news.

Tumblr: This page includes campaign posts, radio spots, MOHS commercials and news stories, which are added to the Tumblr feed as the stories and media become available.

>>>Mississippi Awareness Survey>>>

The National Highway Traffic Safety Administration (NHTSA) and the Governor's Highway Safety Association (GHSA) have agreed on a minimum set of performance measures that States should use in the development and implementation of behavioral highway safety plans and programs. Among these performance measures, behavioral measures provide a link between specific activities and outcomes by assessing whether highway safety activities have influenced behavior and/or awareness.

States can use awareness surveys to track driver attitudes of highway safety enforcement, communication activities and self-reported driving behavior. The survey presented was developed and conducted by Preusser Research Group, Inc. (PRG) during November 2016.

The results which follow provide program managers data that are used to determine trends in awareness of traffic safety messages, sources of information, self-reported behaviors and perceived risk of an enforcement consequence for not complying with laws. Topical areas covered in the survey included seat belt use, drinking and driving, and speeding. The survey had 1,216 respondents, though not all answered every question.

Slogan Recognition: Recognition of the Click it or Ticket slogan is very high among Mississippians. The 2016 survey results indicate that 90.4% (up from 87.8% in 2015) of the respondents recognized the slogan. It was by far the most recognized slogan included in the survey. Drive Sober or Get Pulled Over was the next most recognized slogan in the survey with 64.3% recognition. Familiarity with this slogan also increased compared to the previous year (61.9% in 2015). These two widely known slogans are key components for Mississippi's high-visibility enforcement efforts.

Seat Belt Awareness Message: More often than not (56.8%), survey respondents reported recent exposure to messages regarding seat belt enforcement. Television was the most common source for information (34.3%), followed by radio (18.1%), and then posters (9.3%). Most respondents (79.3%) perceived a "very/somewhat" likelihood of a ticket for not complying with the belt law.

Males reported higher exposure to seat belt enforcement messages than females (59.9 vs. 53.8, respectively, and statistically significant @ $p=.05$), although females appeared to have a higher perceived risk of a ticket than males (82.6% vs. 76.1%; statistically significant @

$p=.01$). Respondents 35 and over reported a higher rate of exposure to seat belt messages than those under 35 (58.1% vs. 53.9%; not significant). As for perceived risk of getting a ticket for not wearing a seat belt, there was a small difference among the age groups. Those under 35 perceived a 79.3% ("very/somewhat") likelihood of a ticket for not complying with the belt law, while those 35 and over perceived the risk at 76.3%. This difference is also not statistically significant.

Speed Awareness Message: Less than half of the survey respondents (45.3%) reported recent exposure to information regarding speed enforcement. Again, television was the most common source of information (26.8%), followed by radio (15.9%), and then "other" sources (7.2%). Nearly nine out of ten (86.6%) survey respondents perceived a "very/somewhat" likelihood of a ticket for not complying with speed limits.

Males and females reported nearly the same level of exposure to speed enforcement messages (44.7% vs. 45.7%, respectively), but female respondents perceived a higher risk of getting ticketed (89.6% vs. 83.9%; statistically significant @ $p=.01$). Drivers under 35 years of age also reported nearly equal exposure to messages as those 35 and over (45.2% vs. 45.3%), and there was little difference among the age groups regarding the perceived risk of a speeding ticket.

Impaired Driving Message: The survey results indicated that a substantial majority of respondents (64.1%) were recently exposed to enforcement information regarding impaired driving. Television (46.4%) was again, by far, the most common source of information, followed by radio (22.4%), and then the newspaper (8.9%).

Age made little difference regarding exposure to the alcohol enforcement messages (62.0% for those under 35, and 65.5% for those 35 and over; not significant), but results suggest that respondents under the age of 35 years perceived greater risk of arrest for driving under the influence (91.1% vs. 88.0%; not significant). Nearly nine out of ten respondents (89.3%), regardless of age or gender, perceived a driver's chance of arrest as "very/somewhat" likely if driving impaired.

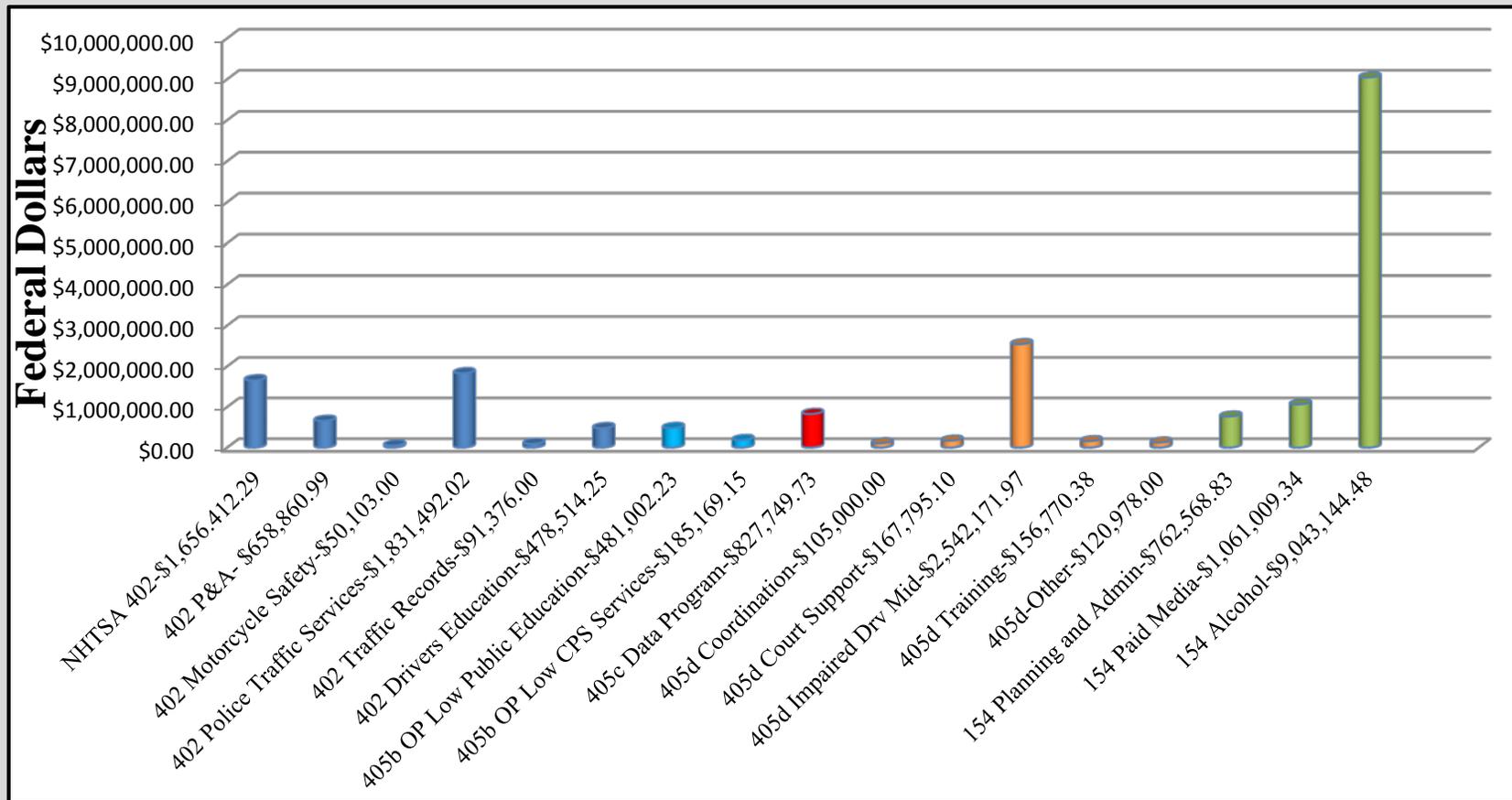


>>>FY16-Financial Report>>>

*Final Project Financial Information can be found in GTS.

The Mississippi Office of Highway Safety funded a total of 174 highway safety grants during the FY16 grant year. The FY16 highway safety program included: (50) 154-Federally Funded Grants, (30) 405(d)-Federally Funded Grant, (43) 402-OP Federally Funded Grants, (4) 405(b) Federally Funded Grants, (27) 402-PT Federally Funded Grants, (4) 405(c) Federally Funded Grants and 16(P&A) Federally Funded Grants. The FY16 Highway Safety Plan accounted for a total of **\$20,305,117.76** in highway safety related program funding.

FY2015 Federal Funds-Obligated Funds \$20,305,117.76

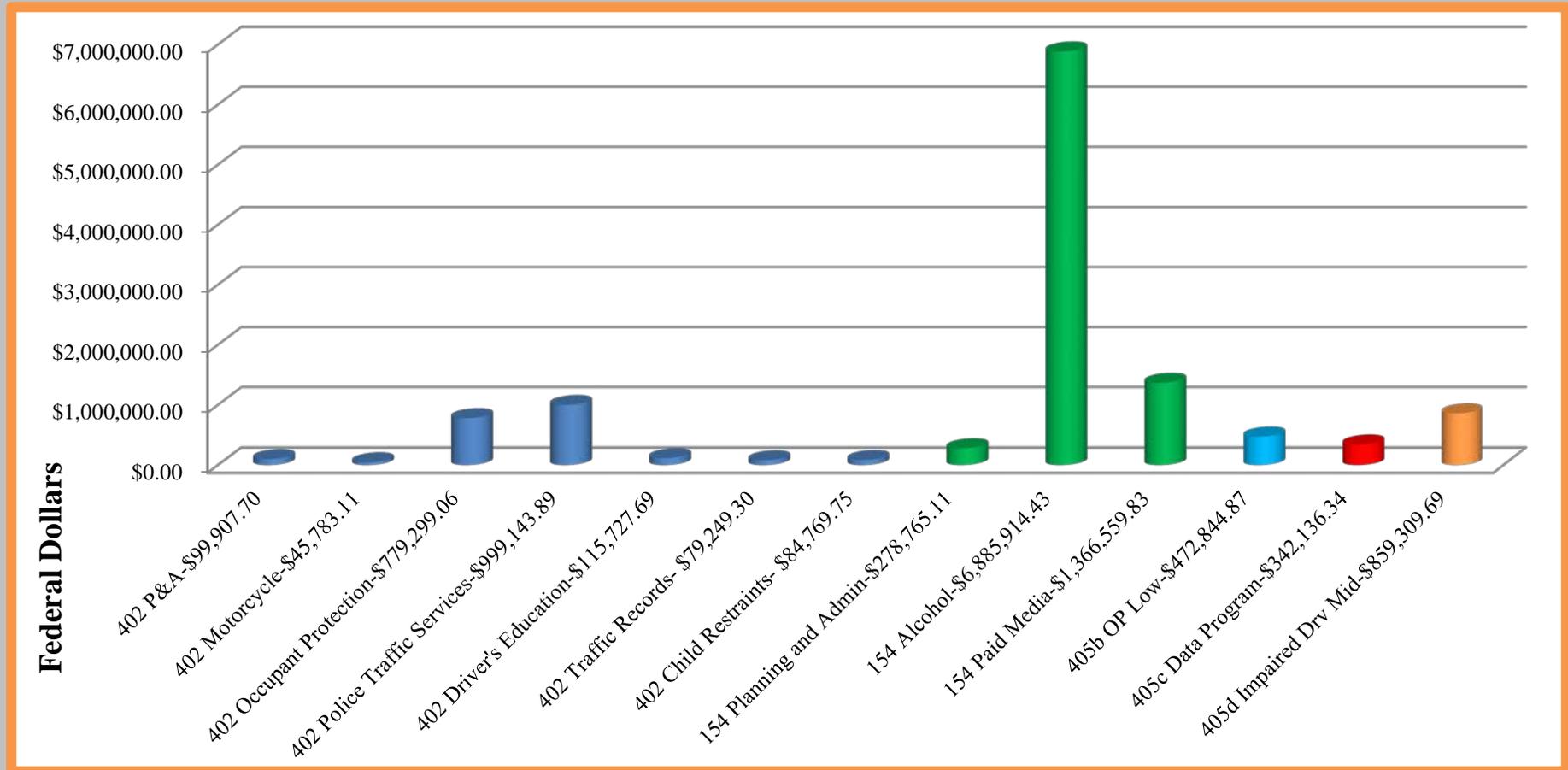


>>>FY16-Financial Report>>>

***Final Project Financial Information can be found in GTS.**

During the FY16 grant year, the Mississippi Office of Highway Safety Office had a total obligated budget in the FY16 Highway Safety Plan of \$20,305,117.76 for highway safety projects. During the grant year, the MOHS expended a total of \$12,409,410.77 in grant funds and helped make 174 programs across Mississippi a success.

FY2015 Federal Funds-Total Expended Funds \$12,409,410.77





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