

The Honorable C.W. Bill Young  
Chairman  
Committee on Appropriations  
U.S. House of Representatives  
Washington, DC 20515

Dear Mr. Chairman:

Enclosed is the report to Congress, *Impaired Driving, Motorcycle and National Occupant Protection Program Expenditure Justifications for Fiscal Year 2003 and Planned Expenditures for 2004*. This report is submitted in response to House Report 108-243 (page 85), which states: *“NHTSA shall also report to the House and Senate Committees on Appropriations on all fiscal year 2003 expenditures on impaired driving, motorcycle, and national occupant protection programs. The report shall include all planned expenditures for fiscal year 2004, and explanations describing how the majority of these activities are based on proven research and implementation strategies.”*

The report consists of tables that summarize Fiscal Year (FY) 2003 activities and expenditures, and FY 2004 planned activities and expenditures. Individual tables are included for the FY 2003 and FY 2004 Impaired Driving, Motorcycle, and Occupant Protection Programs. Each table is organized by budget category, including the activities accomplished or planned for that fiscal year, the justification for these activities, and the funding level.

National Highway Traffic Safety Administration (NHTSA) programs are data driven and research-based. They utilize the public health model and injury prevention approach to identify and address motor vehicle injury and fatality problems. By applying these models and focusing on performance-based resource allocation, NHTSA has developed a comprehensive range of effective traffic safety programs.

An identical letter has been sent to the Ranking Member of the House Committee on Appropriations; Chairman and Ranking Member of the House Subcommittee on Transportation, Treasury and Independent Agencies; Chairman and Ranking Member of the Senate Committee on Appropriations; and Chairman and Ranking Member of the Senate Subcommittee on Transportation, Treasury and General Government.

Sincerely yours,

Jeffrey W. Runge, M.D.

Enclosures

**SECTION 403  
IMPAIRED DRIVING PROGRAM  
FY 2003**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2003 ENACTED
<p><b>Enforcement/ Prosecution/ Adjudication</b></p>	<p><u>High Visibility Enforcement</u> - Develop high visibility enforcement programs with law enforcement and States. Initiate "You Drink &amp; Drive. You Lose." (YDDYL) crackdowns in July and December, supported by a coordinated national and State paid media campaign and earned media. Focus efforts especially in 13 Strategic Evaluation (SES) States (AK, AZ, CA, FL, GA, LA, MS, MT, NM, OH, PA, TX, WV). National organizations support the crackdowns by providing incentives, recognition or technical assistance to law enforcement agencies, and generating earned media.</p> <p><u>Law Enforcement Liaisons</u> - Provide regional law enforcement liaison (LEL) officers to assist States in recruiting and training for YDDYL crackdowns, and institutionalizing NHTSA-developed law enforcement training curricula. Develop and deliver roll call and in-service training for law enforcement officers to enhance their ability to enforce impaired driving laws. Develop plans for regional judicial outreach liaison (JOL) officials.</p> <p><u>Judges and Prosecutors</u> - Address identified needs in the criminal justice system to enhance specific deterrence. Establish one prosecutor and two judicial fellowship positions to provide leadership at the national level, and regional judicial outreach liaison (JOL) positions to assist States in assuring appropriate disposition of impaired driving violations at the State and local levels. Provide education and promote leadership among judges and prosecutors, through their national organizations. Hold a Criminal Justice Summit on Impaired Driving, with participation from judges, prosecutors, enforcement officials and others, to identify gaps, problems, challenges and potential remedies in the criminal justice system in handling DWI (driving while impaired) cases.</p> <p><u>Records Systems</u> - Demonstrate implementation of model impaired driving records information system in 4 States (AL, IA, NE, WI). Determine the efficiency of a model system that will track impaired driving offenders from citation through completion of court ordered sanctions and the effectiveness of such a system to ensure that repeat offenders are appropriately adjudicated. (Partially funded by FY 2003 Congressional Directed funds.)</p> <p><u>Lab</u> - Maintain an independent laboratory to support national alcohol- testing and impaired driving countermeasures program.</p>	<p>Intensive, high visibility enforcement (using the <i>Click It or Ticket</i> campaign model) has been shown to significantly increase safety belt use. Ten States that fully adopted the model in 2002 increased use rates an average of 9 percentage points. In 2003, national belt use rates increased from 75% to 79%. Similar results have been seen for impaired driving (using Checkpoint Tennessee), where a high-visibility enforcement effort combined with a highly publicized media campaign reduced impaired driving crashes by as much as 20 percent. The 13 SES States each have high alcohol-related fatality numbers and/or rates and have demonstrated a willingness to address this problem.</p> <p>NHTSA program analyses show that States have benefited from the professional outreach capability supplied by the seasoned command-level officials who serve as LELs to secure maximum participation in the YDDYL campaign. Using this model, NHTSA seeks to extend its outreach capability through Judicial Outreach Liaisons (JOLs), experienced as both prosecutors and judges, to ensure that courts treat impaired driving violations appropriately.</p> <p>In 2000, there were 1.5 million DWI arrests in the U.S., second only to 1.6 million arrests for substance abuse-related crimes. In addition, DWI cases are complex and, in many jurisdictions, are assigned to the least experienced prosecutors and judges. Moreover, there is high turnover, especially among prosecutors. According to a 2001 Bureau of Justice Statistics (BJS) survey, 58% of prosecutor offices in large districts report problems recruiting staff attorneys and 72% report problems retaining them. Judges and prosecutors, therefore, need to be educated on the nuances of DWI and steps must be taken to shore up the system, to ensure that cases lead to appropriate dispositions and consequences (including specific deterrence).</p> <p>NHTSA research has demonstrated that driver license sanctions (applied judicially or administratively) are an effective remedy, particularly for first-time offenders. However, decisions about licensing actions must be based on an offender's complete driving history, and this information must be timely, accurate and complete. Currently, systems are not adequate to ensure the timely exchange of a driver's complete driving history between jurisdictions. Consequently, prior offenses often go undetected.</p> <p>An offender's alcohol concentration is important evidence in DWI cases; it is an element of the crime under <i>per se</i> statutes. The model specifications and the resulting conforming products lists that are published by NHTSA establish the foundation to permit the admissibility of alcohol concentration</p>	<p>\$5,544</p>

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	<p>The laboratory performs research and analysis on evidentiary, preliminary and passive alcohol breath testing equipment that measures alcohol concentration in breath and bodily fluids. The lab establishes model specifications for these instruments based on precision and accuracy, and tests products for inclusion on a Conforming Products List. The lab also provides testimony and technical assistance to States and local laboratories, on an as needed basis.</p> <p><i>Currently working with: International Association of Chiefs of Police (IACP), Mothers Against Drunk Driving (MADD), Students Against Destructive Decisions (SADD), Air Bag and Seat Belt Safety Campaign (AB&amp;SBSC), National Judicial College, American Bar Association (ABA), National Center for State Courts, National Association of State Judicial Educators (NASJE), National Traffic Law Center (NTLC), National Liquor Law Enforcement Association (NLLEA), National Committee on Traffic Laws and Ordinances (NCUTLO), Volpe Transportation Systems Center (Volpe).</i></p>	<p>evidence in court. Specifically, if alcohol concentration was determined using equipment that appears on NHTSA's conforming products list, a foundation has been laid to accept that evidence in court.</p>	
<p><b>Prevention and Treatment</b></p>	<p><u>Prevention</u> - Conduct demonstration programs that incorporate education and prevention strategies. Work with national organizations to reach populations that are at high risk of impaired driving or otherwise hard to reach, including teens, college age youth and young adult males.</p> <p><u>Regional media assistance</u> - Provide <b>regional</b> media technical assistance to help States plan and conduct press conferences and other earned media events, as well as to develop and place paid media buys. Provide regional data analytic technical assistance to help the States identify high priority needs and high-risk populations. Conduct media relations workshops for State and community traffic safety practitioners to enhance their earned media capabilities. Provide regional diversity outreach liaison (DOL) contractors to assist States in reaching high-risk</p>	<p>The public health model is an effective and widely used approach for addressing a public health problem. Its core components include: <i>defining the problem, identifying risk and protective factors, developing and testing prevention strategies, and adopting and disseminating effective strategies.</i> This model emphasizes <i>primary prevention</i>, which incorporates public education/communication to disseminate information about a public health problem, as well as information regarding effective and ineffective interventions. Educational and communication efforts are necessary to continue to build awareness and knowledge regarding traffic safety issues, particularly to high-risk groups who are not receiving the message through main stream media venues. Efforts are data driven and tailored to those most at risk for death and injury from motor vehicle crashes, and those most likely to drink and drive.</p> <p>Communication/media strategies that bridge enforcement activities are needed to keep the issue in front of the public and intended audience on a regular basis. Technical assistance to States in the form of problem identification and strategic planning are essential to move States and communities towards using a public health and evidence based approach in the planning and implementation of programs.</p>	<p>\$1,340</p>

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	<p>populations.</p> <p><u>Screening and brief intervention</u> - Develop and disseminate screening and brief intervention tools for use by physicians in an emergency room setting.</p> <p><u>Communications/Media</u> - Produce enforcement-based YDDYL ads for TV and radio to reach intended populations; provide media technical assistance to 13 SES States and others as resources allowed; purchase air time for national and State developed ads; as appropriate, coordinate earned media efforts for the YDDYL campaign. Conduct series of surveys to provide real time qualitative research for use in analyzing the impaired driving program; coordinate publication of results to keep media attention on the issue. (Partially funded by Congressional Directed funds.)</p> <p>Develop multi-year impaired driving communication plan and implementation strategy for new messaging effort; develop new public service announcements and advertisements for ongoing impaired driving campaigns; produce VNRs (video news releases), conduct and coordinate satellite radio tours for YDDYL crackdowns; conduct earned media events to support YDDYL and focus test new material.</p> <p>Engage sporting venues such as auto racing organizations and Major League Baseball to place multimedia materials at facilities; conduct community relations activities; and place public service announcements in selected cites, to reach at-risk population (21-34 year old males). Develop national website to serve as the primary communication tool for partners, providing immediate access to updated materials, news and information.</p> <p><i>Currently working with: State Highway Safety Offices, TEAM, MADD, SADD, American Academy of Family Physicians, Partnership for Prevention, Emergency Nurses Association.</i></p>	<p>Research has demonstrated that screening and brief interventions by physicians increase the number of high-risk individuals who seek assessment and treatment for alcohol dependency, thereby reducing their risk of driving impaired.</p> <p>High-visibility enforcement in conjunction with highly publicized media campaigns designed to reach at-risk populations provides both general and specific deterrence in reducing impaired driving. Checkpoint Tennessee, which used high-visibility enforcement, combined with a highly publicized media campaign, reduced impaired driving crashes by as much as 20 percent.</p> <p>Communication strategies that bridge enforcement activities are needed to keep the issue in front of the public and target audiences on a regular basis. Advertising/social marketing research indicates that the audience needs ongoing information to internalize the message.</p> <p>An emphasis on high-risk groups is supported by data that reveals higher alcohol related fatality numbers and rates (FARS) among certain populations. Social marketing research indicates that sporting venues are an effective strategy to reach high-risk groups. The use of internet websites provides an inexpensive and easily accessible venue for disseminating information.</p>	

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<b>Legislation</b>	<p><u>Legislative issues</u> - Track issues and legislative proposals relating to State impaired driving laws. Conduct research on emerging issues; maintain current information and provide technical assistance. Produce technical publications that relate to State impaired driving laws.</p> <p><i>Currently working with: National Conference of State Legislatures (NCSL), National Committee on Uniform Traffic Laws and Ordinances (NCUTLO), and StateNet.</i></p>	<p>A number of impaired driving laws have been shown to have a significant impact on deaths and injuries. For example, the Centers for Disease Control found that zero tolerance laws reduce fatal crashes by 9-24%; NHTSA estimates that 22,000 lives have been saved since 1975 as a result of minimum drinking age laws; a 2000 study in Illinois estimated that Administrative License Revocation (ALR) laws reduce alcohol-related fatal crashes by 6-13%; and a 2000 study published in Injury Prevention found that 0.08 BAC per se laws, particularly when combined with ALR laws, reduce alcohol-related crashes and fatalities by 6-16%. In addition, safety belts were used by only 23 percent of fatally injured intoxicated drivers (BAC .08+) and 36 percent of fatally injured impaired drivers (BAC .01-.07); safety belt use is higher in States with primary safety belt laws; and belt use reduces the risk of fatal injury to front-seat passenger car occupants by 45%. Accordingly, primary safety belt use laws could also reduce the number of alcohol related fatalities.</p>	\$289
<b>Other</b>	<p><u>BAC testing</u> – Conduct research to identify best practices for, and barriers to, improving BAC testing programs for drivers involved in fatal crashes.</p>	<p>BAC testing rates vary considerably among the States, ranging from 0.0% to 94.4% known for fatally injured drivers and 1.0% to 83.1% for surviving drivers in fatal crashes.</p>	\$661
<b>Outreach</b>	<p>Work with national organizations to accomplish key objectives and to provide technical assistance. Activities include recognition and assistance to support enforcement crackdown efforts, developing roll call video to support sustained enforcement efforts, developing strategies and delivering programs for hard to reach populations, including youth, Hispanics, American Indians and males age 21-34.</p> <p><i>Currently working with: Aspirando Le Seguridad, Corazon de me Vida, National Hispanic Medical Association, American College of Emergency Physicians, American Public Health Association, and other traffic safety, youth, and Native American organizations.</i></p>	<p>Social marketing research indicates that messages directed to the intended demographic are more effective at influencing behavior than generalized messages. Efforts are data driven (FARS, GES, CDC, etc.) and tailored to those most at risk for death and injuries from motor vehicle crashes, and those most likely to drink and drive.</p>	\$1,545
<b>Drugs, Driving and Youth</b>	<p>Expand the Drug Evaluation and Classification (DEC) program. Provide technical support and assistance to States adopting or expanding their DEC programs, provide DRE (Drug Recognition Expert) training, develop a National DRE Tracking system. Collect data, conduct research on parametric data, and sponsor a National Meeting of toxicologists. Expand the Drug Impairment Training for Education Professionals (DITEP) program in high schools.</p> <p><i>Currently working with: International Association of Chiefs of Police, Texas A&amp;M University,</i></p>	<p>NHTSA estimates that drugs impair approximately 18-22 percent of fatally injured drivers, either alone or in combination with alcohol. However, further research is needed to verify these estimates.</p> <p>DEC programs are in place in 35 States and the District of Columbia. IACP and NHTSA estimate that approximately 5600 DREs are certified. States have indicated that they maintain a 90-97 percent conviction rate on drug impaired driving cases where a DRE evaluation was completed.</p>	\$1,363
<b>Congressionally Directed Funds</b>	<p>Congressional Language: "The conference agreement provides \$4M above the budget request for the impaired driving program..."</p>	<p>In 2000, there were 1.5 million DWI arrests in the U.S., second only to 1.6 million arrests for substance abuse-related crimes. In addition, DWI cases</p>	\$4,000

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	<p>\$1M shall be used for judicial and prosecutorial initiatives; \$2M ... on the repeat offender tracking model; and \$1M ... on target population outreach efforts.” Thus, funds were directed to these three areas.</p> <p><u>Judges and Prosecutors</u> - Judicial and prosecutorial initiatives included developing training and education for prosecutors and judges (including web-based training), establishing an additional judicial fellowship position, working to DOJ to expand the number of DWI courts and youth courts.</p> <p><u>Repeat offender tracking system</u> - Repeat offender tracking model efforts included fully funding demo to implement model impaired driving records information system in 4 States to determine the efficiency of a model system that will track offenders from citation through completion of court ordered sanctions and the effectiveness of such a system to ensure that repeat offenders are appropriately adjudicated. Also developed functional standards for courts for automated case management systems to improve the ability of state courts to process DWI offenders and to be compatible with model impaired driving records systems.</p> <p><i>Currently working with: American Bar Association (ABA), National Association of State Judicial Educators (NASJE), National Traffic Law Center (NTLC), National Association of Prosecutor Coordinators (NAPC); Office of Juvenile Justice and Delinquency Prevention (OJJDP); National Liquor Law Enforcement Association (NLLEA).</i></p> <p><u>Outreach to high-risk populations</u> – High-risk population outreach efforts include initiatives tailored to reach populations that evidence high numbers or rates of traffic injuries and fatalities and are not reached through traditional methods, including Hispanics, American Indians, youth, young males (age 21-34) and impaired motorcycle riders.</p> <p><i>Currently working with: Aspirando Le Seguridad, Corazon de me Vida, National Hispanic Medical Association, American College of Emergency Physicians, American Public Health Association, and other traffic safety, youth, and Native American organizations. High-risk groups also addressed through efforts with the National Liquor Law Enforcement Association, Students Against Destructive Decisions, and through focused national media.</i></p>	<p>are complex and, in many jurisdictions, are assigned to the least experienced prosecutors and judges. Moreover, there is high turnover, especially among prosecutors. According to a 2001 Bureau of Justice Statistics (BJS) survey, 58% of prosecutor offices in large districts report problems recruiting staff attorneys and 72% report problems retaining them. Judges and prosecutors, therefore, need to be educated on the nuances of DWI and steps must be taken to shore up the system, to ensure that cases lead to appropriate dispositions and consequences (including specific deterrence).</p> <p>Driver license sanctions have been demonstrated to be an effective remedy, particularly for first-time offenders, and are commonly applied judicially or administratively. However, decisions about licensing actions must be based on an offender’s complete driving history, and this information must be timely, accurate and complete. Currently, there are no systems in place to ensure the timely exchange of a driver’s complete driving history between jurisdictions. Consequently, prior offenses of often go undetected.</p> <p>Public health and social marketing approaches emphasize that to be effective, it is important to specify the audiences for your program as precisely as possible (audience segmentation). Each group may be reached more efficiently through different channels, different products, and different types of messages. Programs that seek to reach “the general public” risk being weak because they are designed to appeal to everyone, and therefore cannot focus on the benefits and barriers relevant to a particular group (<i>Marketing Public Health: Strategies to promote Social Change, Siegel and Doner, 1998</i>).</p>	

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Total			\$14,742

Note: The Impaired Driving Section 403 Budget activities are developed and implemented based on data and available research. Results from these activities provide new evidence and strategies to be conducted at the community level.

In addition to the summary of activities provided for FY 03, specific project titles are outlined in a separate attachment.

**SECTION 403  
IMPAIRED DRIVING PROGRAM  
FY 2004**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2004 ENACTED
<b>Enforcement/ Prosecution/ Adjudication</b>	<p><u>High Visibility Enforcement</u> – Plan and coordinate high visibility enforcement crackdowns, supported by national/ State media. Continue to focus efforts in and provide support to 13 Strategic Evaluation (SES) States (AK, AZ, CA, FL, GA, LA, MS, MT, NM, OH, PA, TX, WV). Seek participation from a greater number of law enforcement agencies in all 50 States. Move toward improved coordination and planning between safety belt and impaired driving campaigns. Also move toward sustained high visibility enforcement and media support throughout the year, and conduct a demonstration to identify effective strategies for sustaining visibility and enhancing general deterrence. Seek to involve liquor law enforcement officials.</p> <p><u>Law Enforcement Liaisons</u> - Provide regional law enforcement liaison (LEL) officers to assist States in recruiting and training for “You Drink &amp; Drive. You Lose.” (YDDYL) crackdowns, and in institutionalizing NHTSA-developed law enforcement training curricula. Focus on moving toward sustained highly visible enforcement throughout the year. Develop and deliver roll call and in-service training for law enforcement officers to enhance their ability to enforce impaired driving laws.</p> <p><u>Prosecutors, Judges and Courts</u> - Address identified needs in the criminal justice system to enhance specific deterrence. Maintain prosecutor and judicial fellowship positions to provide leadership at the national level, and regional judicial outreach liaison (JOL) positions to assist States in disposition of impaired driving cases. Provide education and promote leadership among judges and prosecutors, through national judicial and prosecutorial organizations. Move toward addressing gaps, problems and challenges identified at the Criminal Justice Summit on Impaired Driving, such as expanding the number of DWI courts (based on drug court model) and experienced prosecutors involved with DWI cases (e.g., through training, use of State resource prosecutors, mentoring and special prosecutors). Develop and demonstrate process for identifying/addressing weaknesses in the criminal justice system at the community level.</p> <p><u>Close Court Supervision</u> - Develop model protocol for the supervision of impaired driving offenders while completing court ordered sentence/sanctions that often include various substance abuse/misuse and addiction treatment modalities.</p> <p><u>Liquor law enforcement</u> - Conduct an enforcement demo focusing</p>	<p>Intensive, high visibility enforcement (using the <i>Click It or Ticket (CIOT)</i> campaign) has been shown to significantly increase safety belt use. Evaluation of the CIOT campaign in May 2003 revealed that the nation’s safety belt use increased to 79%, the highest rate ever recorded. Similar results have been seen for impaired driving (using Checkpoint Tennessee), where a high-visibility enforcement effort combined with a highly publicized media campaign reduced impaired driving crashes by as much as 20 percent. Checkpoint Tennessee demonstrated, however, that sustained enforcement is necessary to maintain results in the area of impaired driving (gains were not retained when activities ceased).</p> <p>NHTSA program analyses show that States have benefited from the professional outreach capability supplied by the seasoned command-level officials who serve as LELs to secure maximum participation in the YDDYL campaign. Using this model, NHTSA seeks to extend its outreach capability through Judicial Outreach Liaisons (JOLs), experienced as both prosecutors and judges, to ensure that courts treat impaired driving violations appropriately.</p> <p>In 2000 there were 1.5 million DWI arrests in the United States. DWI cases and statutes are complex. A typical murder statute is one paragraph long; a typical DWI statute (which are often handled by the least experienced judges and prosecutors) can be 15-20 pages long. Judges and prosecutors, therefore, need to be aware of DWI and steps that can be taken to shore up the system, to ensure that cases lead to appropriate dispositions and consequences (including specific deterrence). Drug courts have reduced recidivism among offenders who are substance abusers and several studies have shown similar results using the drug court model for DWI cases.</p> <p>Research has demonstrated that remedial interventions reduce DWI recidivism 7-9%, as compared with standard sanctions alone, such as fines, jail or community service. Overall licensing was found to be most effective in reducing general non-alcohol related driving events; however, remedial intervention was more effective in reducing alcohol-related driving events (such as DWI and alcohol-related crashes).</p> <p>Although it is illegal per se in 46 States, DC and PR to drive with a BAC of 0.08 or higher, the average and the most common BAC for drivers in alcohol-related fatal crashes is 0.16, twice the per se limit, and 84% of all drinking drivers in fatal crashes had a BAC of 0.08 or more. As many as 50% of all drinking drivers who are arrested for impaired driving had their</p>	\$4,342

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	<p>on serving practices that contribute to excessive alcohol consumption. Develop training curricula for security and door staff at licensed liquor establishments.</p> <p><i>Current plans include working with: International Association of Chiefs of Police (IACP), Mothers Against Drunk Driving (MADD), Students Against Destructive Decisions (SADD) and other youth organizations, Air Bag and Seat Belt Safety Campaign (AB&amp;SBSC), Techniques for Effective Alcohol Management (TEAM), Law Enforcement Television Network (LETN), National Liquor Law Enforcement Association (NLLEA), National Traffic Law Center (NTLC), National Judicial College, American Bar Association (ABA).</i></p>	<p>last drink at a licensed retail establishment.</p>	
<p><b>Prevention and Treatment</b></p>	<p><u>Prevention</u> - Conduct demonstration programs that incorporate education and prevention strategies. Work with national organizations to reach populations that are at high risk of impaired driving or otherwise hard to reach, including teens, college age youth and young adult males. Collaborate with national organizations that have affiliates at the local level.</p> <p><u>Regional media assistance</u> - Provide <b>regional</b> media technical assistance to help the States plan and conduct press conferences and other earned media events, as well as to develop and place any paid media buys. Provide regional data analytic technical assistance to help the States identify high priority needs and high-risk populations. Conduct media relations workshops for State and community traffic safety practitioners to enhance their earned media capabilities. Provide regional diversity outreach liaison (DOL) contractors to assist States in reaching high-risk populations.</p> <p><u>Screening and Brief Intervention</u> - Move toward further development, dissemination and implementation of screening and brief intervention tool for use by physicians in emergency departments, trauma care centers and other medical and health care settings. Participate in National Screening Day with other Federal agencies and national organizations.</p> <p><u>Communications/Media</u> - Refresh "YDDYL" media ads; provide technical media assistance to States; coordinate earned media</p>	<p>The public health approach emphasizes <i>primary prevention</i>, which incorporates public education/communication to disseminate information about a public health problem, as well as information regarding effective and ineffective interventions. Educational and communication efforts are necessary to continue to build awareness and knowledge regarding traffic safety issues, particularly to high-risk groups who are not receiving the message through main stream media venues. Efforts are data driven and tailored to those most at risk for death and injury from motor vehicle crashes, and those most likely to drink and drive.</p> <p>Communication/media strategies that bridge enforcement activities are needed to keep the issue in front of the public and intended audience on a regular basis. Technical assistance to States in the form of problem identification and strategic planning are essential to move States and communities towards using a public health and evidence based approach in the planning and implementation of programs.</p> <p>Research has demonstrated that screening and brief interventions by physicians increase number of high-risk individuals who seek assessment and treatment for alcohol dependency, thereby reducing their risk of driving impaired.</p> <p>Research indicates that sustained high-visibility enforcement in conjunction with highly publicized media campaigns, including a paid media component,</p>	<p>\$1,163</p>

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	<p>efforts for YDDYL campaign that reach at-risk groups.</p> <p>Implement the first year of the impaired driving communications plan for the new messaging begun in FY 2003; develop and produce TV, internet, print and radio public service announcements, media kits, materials for community “guerrilla marketing”, and develop outdoor advertising segment.</p> <p>Create a strategic and tactical plan to identify ways to work through private and public partnerships to place multimedia materials at sports and entertainment venues; and create opportunities to influence audiences through athletes, actors, and recordings artists that hold special appeal to high-risk populations. Engage National Football League Players Association, Major League Baseball and Major League Soccer to place multimedia materials at their facilities; conduct community relations activities; and place public service announcements in selected cities. (Occupant Protection funds contribute to this initiative.)</p> <p>Develop multi-media marketing impaired driving publications for the Hispanic community; coordinate Hispanic media messaging during law enforcement mobilization events; produce and disseminate culturally appropriate materials for the mobilizations.</p> <p>Implement the second phase of message development and dissemination strategies for teens. Engage a panel of experts to identify strategies, messages and delivery mechanisms using information obtained from teen focus groups; conduct pilot tests of messages, materials and delivery mechanisms.</p> <p><i>Current plans include working with: State Highway Safety Offices, TEAM, American Academy of Family Physicians, Partnership for Prevention, Emergency Nurses Association, American College of Emergency Physicians, National Hispanic Medical Association, Community Anti-drug Coalitions of America, National Institute for Alcohol Abuse and Alcoholism.</i></p>	<p>designed to reach at-risk populations will provide both general and specific deterrence in reducing impaired driving.</p> <p>Communication strategies that bridge enforcement activities are needed to keep the issue in front of the public and intended audiences on a regular basis.</p> <p>Social marketing research indicates that sporting venues are an effective strategy to reach high-risk populations.</p> <p>Social marketing research indicates that messages directed to the intended demographic are more effective at influencing behavior than generalized messages.</p>	
Legislation	<p><u>Legislative issues</u> - Track issues and legislative proposals relating to State impaired driving laws. Conduct research on emerging issues, maintain current information and provide technical assistance. Produce technical publications that relate to State impaired driving laws.</p>	<p>A number of impaired driving laws have been shown to have a significant impact on deaths and injuries. For example, the Centers for Disease Control found that zero tolerance laws reduce fatal crashes by 9-24%; NHTSA estimates that 22,000 lives have been saved since 1975 as a result of minimum drinking age laws; a 2000 study in Illinois estimated that Administrative License Revocation (ALR) laws reduce alcohol-related fatal</p>	\$389

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CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2004 ENACTED
	<p><i>Current plans include working with: National Conference of State Legislatures, StateNet and National Committee on Uniform Traffic Laws and Ordinances.</i></p>	<p>crashes by 6-13%; and a 2000 study published in Injury Prevention found that 0.08 BAC per se laws, particularly when combined with ALR laws, reduce alcohol-related crashes and fatalities by 6-16%. In addition, safety belts were used by only 23 percent of fatally injured intoxicated drivers (BAC .08+) and 36 percent of fatally injured impaired drivers (BAC .01-.07) ; safety belt use is higher in States with primary safety belt laws; and belt use reduces the risk of fatal injury to front-seat passenger car occupants by 45%. Accordingly, primary safety belt use laws could also reduce the number of alcohol related fatalities.</p>	
Other	<p><u>Lab</u> - Maintain an independent laboratory to support national alcohol-testing and impaired driving countermeasures program. The laboratory performs research and analysis on evidentiary, preliminary and passive alcohol breath testing equipment that measures alcohol concentration in breath and bodily fluids. The lab establishes model specifications for these instruments based on precision and accuracy, and tests products for inclusion on a Conforming Products List. The lab also provides testimony and technical assistance to States and local laboratories, on an as needed basis.</p> <p><u>Impaired motorcycle riders</u> - Perform a risk study to better define crash risk as a function of blood alcohol content for different groups of motorcycle riders and conduct demonstration programs designed to reduce the incidence of impaired riding.</p> <p><u>Use of Vehicle and Highway Technology</u> – Collaborate with other Federal agencies, vehicle and highway experts to consider measures, such as use of vehicle or highway technology to reduce impaired driving and alcohol related fatalities.</p>	<p>An offender's alcohol concentration is important evidence in DWI cases; it is an element of the crime under <i>per se</i> statutes. The model specifications and the resulting conforming products lists that are published by NHTSA establish the foundation to permit the admissibility of alcohol concentration evidence in court. Specifically, if alcohol concentration was determined using equipment that appears on NHTSA's conforming products list, a foundation has been laid to accept that evidence in court.</p> <p>While the alcohol-related fatality rate for passenger cars, light trucks and large trucks in 2001 were 0.51, 0.52 and 0.03, respectively, the alcohol-related fatality rate for motorcycles in that year was 14.08. Moreover, motorcycle fatalities increased in 2002 (by 47%), as did alcohol-related motorcycle fatalities (by 6%).</p> <p>Vehicle technology offers the potential for detecting driver impairment and responding appropriately. State data demonstrates the effectiveness of rumble strips in reducing the overall incidence of run off the road events (49% reduction in CA, 65% reduction in NY and 70% reduction in PA).</p>	\$937
Drugs, Driving and Youth	<p>Conduct research to improve our knowledge about the scope of the drug impaired driving problem and assess current and future needs for drug impaired driving enforcement and adjudication.</p> <p>Expand the Drug Evaluation and Classification (DEC) program. Establish Regional Drug Recognition Expert (DRE) Coordinator positions, provide technical support and assistance to States adopting or expanding their DEC programs, provide DRE training, develop a State DRE Management system, and operate a national DRE Tracking system. Move toward building an infrastructure that can support an expanded DEC program. Expand advanced impaired driver training to non-DRE officers and Drug Impairment Training for Education Professionals (DITEP) program in high</p>	<p>NHTSA estimates that drugs impair approximately 18-22 percent of fatally injured drivers, either alone or in combination with alcohol. However, further research is needed to verify these estimates.</p> <p>DEC programs are in place in 35 States and the District of Columbia. IACP and NHTSA estimate that approximately 5600 DREs are certified. States have indicated that they maintain a 90-97 percent conviction rate on drug impaired driving cases where a DRE evaluation was completed.</p>	\$1271

**SECTION 403  
IMPAIRED DRIVING PROGRAM  
FY 2004**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2004 ENACTED
	<p>schools.</p> <p><i>Current plans include working with: International Association of Chiefs of Police, International Association of Directors of Law Enforcement Standards &amp; Training and the Office of National Drug Control Policy,</i></p>		
Outreach and Technical Support	<p>Collaborate with national organizations representing diverse populations and other high-risk groups and provide technical assistance for activities in support of impaired driving priorities, including high visibility enforcement, adjudication, and screening and brief intervention. Activities include assistance to support enforcement crackdown efforts, promotion of improvements in adjudication, adoption of screening by health care providers serving high-risk populations, and delivery of programs for hard to reach populations, including youth, Hispanics, American Indians, males age 21-34 and repeat offenders.</p> <p><i>Current plans include working with: Mothers Against Drunk Driving, Law Enforcement television Network, Students Against Destructive Decisions, National Organizations for Youth Safety, National Latino Council on Alcohol and Tobacco Prevention, National Indian Education Association, Substance Abuse and Mental Health Services Administration, Techniques for Effective Alcohol Management, Network of Employers for Traffic Safety.</i></p>	<p>Social marketing research indicates that messages directed to the intended demographic are more effective at influencing behavior than generalized messages. Efforts are data driven and tailored to those most at risk for death and injuries from motor vehicle crashes, and those most likely to drink and drive.</p>	\$1498
Congressionally Directed Funds	<p>Funds have been directed to the impaired driving program to support the repeat offender tracking system, outreach activities, and for a judicial/prosecutorial initiative.</p> <p><u>Repeat Offender Tracking System</u> Projects are currently being conducted to automate and integrate records from various data systems, and to transfer data electronically. These steps are expected to increase and expedite the availability of records. Current efforts will be expanded by conducting and evaluating similar 2-year projects in 1-2 additional States. Preference will be given to Strategic Evaluation (SES) States that already have necessary components of a repeat offender tracking system.</p> <p><u>Targeted Population Outreach</u> Collaborate with national organizations representing diverse populations and other high-risk groups and provide technical assistance for activities in support of impaired driving priorities, including high visibility enforcement, adjudication, and screening</p>	<p>Congressional language states, "Within the amount provided for national impaired driving programs, the conference agreement provides 4.5 million for impaired driving activities as proposed by the Senate: Judicial/Prosecutorial, Repeat Offender, and Targeted Population Outreach (<i>House Conference Report, p. H12682</i>).</p> <p>The movement of cases from law enforcement to courts to motor vehicle authorities is a complicated process requiring coordination and sharing of information among independent agencies. In jurisdictions across the county, records are incomplete and, as a result, chronic offenders are set free and penalties are not enforced.</p> <p>Social marketing research indicates that messages directed to the intended demographic are more effective at influencing behavior than generalized messages. Efforts are data driven and tailored to those most at risk for</p>	\$4,500

**SECTION 403  
IMPAIRED DRIVING PROGRAM  
FY 2004**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2004 ENACTED
	<p>and brief intervention. Activities include assistance to support enforcement crackdown efforts, promotion of improvements in adjudication, adoption of screening by health care providers serving high-risk populations, and delivery of programs for hard to reach populations, including youth, Hispanics, American Indians, males age 21-34 and repeat offenders.</p> <p><u>Judicial/Prosecutorial Initiative</u> The Judicial/Prosecutorial Initiative will involve the following components: Provide funding for four Traffic Safety Resource Prosecutors; Provide DWI/Drug Court training; Conduct an Expert Testimony Training Summit; Maintain the judges on-line training program; Implement Sentencing Summit recommendations; Implement the Traffic Safety Resource Prosecutor Summit recommendations; Conduct a summit for LEL, TSRP, NAPC working group, Judicial Fellows, JOL and Prosecutor Coordinators, and the Prosecutor Fellows; Establish a web-based communication system with the criminal justice partners.</p> <p><i>Current plans include cooperative agreements/contracts with: MADD, LETN, SADD, youth organizations, National Latino Council on Alcohol and Tobacco, National Indian Education Association, Substance Abuse and Mental Health Treatment Administration, Techniques for Effective Alcohol Management, Network of Employers for Traffic Safety, ABA Judicial Division, National Association of Prosecutor Coordinators (NAPC), National Traffic Law Center (NTLC), and National Association of State Judicial Educators (NASJE).</i></p>	<p>death and injuries from motor vehicle crashes, and those most likely to drink and drive.</p> <p>Enforcement of traffic laws is predicated on a seamless process of apprehension, adjudication and sentencing that all too often exists only in the abstract. Tremendous progress has been made with the enforcement of traffic laws, but efforts are increasingly needed to improve the adjudication and sentencing process. Tickets and arrests continue to rise, but the number of prosecutors, judges and courts remains the same. The system that receives offenders is not prepared, or adequately trained and educated, to successfully complete the process. A system wide approach is needed to create this seamless process, and those involved (from the top down) need to be educated. The creation of curriculums, training classes and tools (such as web-based instruction) address the need to build awareness. Evidence based activities, such as DWI/Drug Court, address the need to reduce recidivism and modify high-risk behaviors.</p>	
<b>TOTAL</b>			<b>\$14,100</b>

**SECTION 403  
IMPAIRED DRIVING PROGRAM  
PROJECTS – FY 2003**

***Enforcement / Prosecution / Adjudication (\$5,544,000)***

- Demonstrate Model Impaired Driving Records Information System
- Impaired Driving Initiative (*International Association of Chiefs of Police*)
- Breath Testing Equipment Laboratory (*Volpe Transportation Systems Center*)
- Alcohol Beverage Control Enforcement – Best Practices (*National Liquor Law Enforcement Association*)
- Local Campus – Community Policy, Education & Enforcement Demonstration
- Enhanced Training/Technical Assistance for Prosecutors (*National Traffic Law Center*)
- Judicial Outreach (*National Judicial College*)
- Judicial Fellowship (*American Bar Association*)
- National Traffic Law Center (*NTLC*)
- National Committee on Uniform Traffic Laws and Ordinances (*NCUTLO*)
- Juvenile Holdover Program

***Prevention / Treatment (\$1,340,000)***

- TEAM Coalition Support (*Techniques for Effective Alcohol Management*)
- Court Monitoring (*Mothers Against Drunk Driving*)
- Youth Initiatives (*Students Against Destructive Decisions*)
- Enforcement Support (*Mothers Against Drunk Driving*)
- Patient Counseling by Family Physicians (*American Association of Family Physicians*)
- Partnership for Prevention
- Emergency Nurses Association (*ENA*)

***Legislation (\$289,000)***

- National Conference of State Legislatures
- Electronic Legislative Search

***Outreach (\$1,545,000)***

- ASPIRANDO LE SEGURIDAD
- CORAZON DE ME VIDA
- National Hispanic Medical Association
- American College of Emergency Physicians
- American Public Health Association
- Native American Youth
- Native American
- National Organizations for Youth Safety
- Promotion of Traffic Safety through Local Health Departments
- Outreach for Prosecutors
- Mothers Against Drunk Driving Diversity Outreach

***Other (\$661,000)***

- State BAC Testing Demonstration

***Drugs, Driving, and Youth (\$1,363,000)***

- Research of Parametric Data
- Differences in Drug Signs/Symptoms for Ascending v. Descending
- National Alcohol & Drug Impaired Driving Conference (*International Association of Chiefs of Police*)
- DRE Data Collection (*Texas A&M University*)
- Youth Enforcement (*International Association of Chiefs of Police*)
- DRE Technical Support
- National Meeting with Drug Recognition Expert Toxicologists
- Drug Evaluation and Classification Program Regional Coordination

***Congressionally Directed Funds (\$4,000,000)***

***Target Population (\$1,000,000)***

- Advertising Development for 13 Strategic Evaluation States
- Impaired Motorcycle Operators
- Social Norming (21-34 year olds)
- Underage Drinking Projects in 13 Strategic Evaluation States
- Students Against Destructive Decisions Program in 13 Strategic Evaluation States

***Prosecution and Adjudication (\$1,000,000)***

- Support for Prosecution and Adjudication Training
- Training for Prosecutors –Protecting Lives Saving Futures
- Increase Judicial Fellows
- Technical Support for Prosecutors
- National Drug Court Initiative
- National Association of State Judicial Educators - Judicial Website
- Youth Courts
- National Center for State Courts Judicial Education
- National Judicial College Training

***Repeat Offender (2,000,000)***

- Records Demonstration
- Functional Standards for Courts

***Total: \$14,742,000***

**SECTION 403  
MOTORCYCLE PROGRAM  
FY 2003**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2003 ENACTED
<p><b>Crash Prevention</b> – Congressionally Directed</p> <p>Congressionally Directed</p>	<p><i>Crash Avoidance Skills</i> – (1) examine motorcyclists’ crash avoidance skills and the relationship of those skills to rider education and training (a series of longitudinal studies are being conducted to identify crash avoidance skills and improve rider education/training curricula); and, (2) develop appropriate consumer information materials on safe riding information for motorcyclists, as well as needed curricula revisions to ensure that the identified skills are adequately addressed in rider education and training. <i>(Motorcycle Safety Foundation)</i></p> <p><i>Conspicuity</i> –Conduct research to improve other roadway users’ ability to detect motorcyclists in the traffic mix. <i>(Virginia Polytechnic Institute – VA Tech)</i></p>	<p><i>Crash Avoidance Skills</i> – Motorcyclists fatalities have increased 53 percent over the five-year period 1997 – 2002. The age group with the highest number of fatalities is the 20 –29 year age group. However, the number of fatally injured motorcyclists 40 years of age and older is increasing faster than any other age group and contributing disproportionately to the increase in total fatalities. Developing crash avoidance skills from sound, science-based rider education and training curricula is a fundamental crash prevention component of a comprehensive motorcycle safety program. It is important to assess rider education and training curricula to determine if techniques used to teach crash avoidance skills are effective and meet motorcyclists’ needs. For those motorcyclists who do not complete formal rider education and training courses, it is important to develop appropriate consumer information materials to communicate proper crash avoidance maneuvers and skills.</p> <p><i>Conspicuity</i> – Research conducted in the late 1970’s to the mid 1980’s resulted in lighting improvements to motorcycles to make these vehicles more visible to other roadway users. One treatment was the advent of daytime running lamps, providing the motorcycle with a unique crash avoidance signature. However, as more vehicles, other than motorcycles, begin using daytime running lamps there is concern that motorcyclists may lose this unique visual signature. Improved conspicuity treatments may enhance the speed/space judgment of other roadway users and reduce the number of collisions involving motorists turning left into the path of oncoming motorcyclists.</p>	<p>\$345</p>
<p><b>Data Collection and Analysis</b></p>	<p>Link rider training databases with existing CODES databases to identify the number of trained motorcyclists in the crash population. Examine the rider training and licensing practices of each State program to determine how resources are being used and to provide best practices for other States to model. Support efforts to enhance data and information collection on research, programs, promotions, legislation, and standards for bicycle and motorcycle helmets in the U.S. and abroad. Collect and analyze data on training, demographics, licensing, and crash experience on the current rider population to assist in the development of countermeasures to address the increase in motorcycle-related fatalities. Identify costs associated with rehabilitating injuries received in a motorcycle crash. Develop a national model for estimating rehabilitation costs. <i>(National Center For Statistics and Analysis; American Institutes for</i></p>	<p>Data is needed to better understand the increase in the number of motorcyclist fatalities since 1997 and to develop appropriate, science-based countermeasures that address specific, identified problems. For example, data describing the riding population, number of miles ridden during a specific time period, type of motorcycle ridden, training and licensing status, crash involvement, and personal protective gear used provide a solid foundation for developing countermeasures. These projects are designed to improve data collection and support problem identification analyses and evaluation.</p>	<p>\$373</p>

**SECTION 403  
MOTORCYCLE PROGRAM  
FY 2003**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2003 ENACTED
	<i>Research; World Health Organization; Dynamic Sciences, Inc.; Pacific Institute for Research and Evaluation)</i>		
<b>Public Information, Education and Outreach</b>	<p><i>Media and Communication</i> – Support educational materials production, distribution, and outreach to motorcyclists and traffic safety groups. <i>(American Motorcyclist Association)</i></p> <p><i>Program Support and Outreach</i> –Support a graduate internship program that offers meaningful traffic safety work assignments to graduate students, and provides a source of technical assistance, and outreach for motorcycle safety related issues. <i>(Howard University; National Safety Council; Transportation Safety Institute National Judicial College; National Traffic Law Center; National Committee on Uniform Traffic Laws and Ordinances)</i></p>	<p>The public health model is an effective and widely used approach for addressing a public health problem. Its core components include: <i>defining the problem, identifying risk and protective factors, developing and testing prevention strategies, and adopting and disseminating effective strategies.</i> This model emphasizes <i>primary prevention</i>, which incorporates public education/communication to disseminate information about a public health problem, as well as information regarding effective and ineffective interventions.</p> <p>Educational and communication efforts are necessary to build awareness and knowledge regarding motorcycle safety issues. Risk management and crash avoidance skills are especially needed for those who have not completed rider education and training. It is also important to provide training materials to law enforcement officials to help in enforcement areas such as detecting impaired motorcyclists and identifying non-compliant motorcycle helmets.</p>	\$227
<b>Total</b>			<b>\$945</b>

**SECTION 403  
MOTORCYCLE PROGRAM  
FY 2004**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2004 ENACTED
<p><b>Crash Prevention</b></p> <p>Congressionally-directed (FY03)</p> <p>Congressionally-Directed (FY03)</p>	<p>Determine crash risk as a function of blood alcohol content for motorcycle riders. Also, crash risk will be examined as a function of other variables such as age, helmet use, training, motorcycle type, licensure, etc.</p> <p><i>Crash Avoidance Skills</i> – (1) examine motorcyclists' crash avoidance skills such as: cornering, swerving, and braking and the relationship of these skills to rider education and training (a series of longitudinal studies will be conducted to identify crash avoidance skills and to improve rider education/training curricula); and, (2) develop appropriate consumer information materials on safe riding information for motorcyclists, as well as curricula revisions to ensure that the identified skills are adequately addressed in rider education and training. (<i>Agreement with the Motorcycle Safety Foundation</i>)</p> <p><i>Conspicuity</i> – Continue research to improve other roadway users' ability to detect motorcyclists in the traffic mix. (<i>Contract with Virginia Polytechnic Institute – VA Tech</i>)</p>	<p>It is known that as a driver's blood alcohol concentration (BAC) increases, the likelihood of a passenger vehicle-related fatal crash also increases. This relationship has been used to support science-based countermeasures targeting drivers. However, similar information for motorcyclists is not available i.e. what is the likelihood of a motorcycle crash or fatal crash at a given BAC. This project's objective is to determine crash risk as a function of alcohol for different groups of motorcyclists.</p> <p><i>Crash Avoidance Skills</i> – Motorcyclists fatalities have increased 53 percent over the five-year period 1997 – 2002. The age group with the highest number of fatalities is the 20 –29 year age group. However, the number of fatally injured motorcyclists 40 years of age and older is increasing faster than any other age group and is contributing disproportionately to the increase in total fatalities. Developing crash avoidance skills from sound, science-based rider education and training curricula is a fundamental crash prevention component of a comprehensive motorcycle safety program. It is important to assess rider education and training curricula to determine if techniques used to teach crash avoidance skills are effective and meet motorcyclists' needs. For those motorcyclists who do not complete formal rider education and training courses, it is important to develop appropriate consumer information materials to communicate proper crash avoidance maneuvers and skills.</p> <p><i>Conspicuity</i> – Research conducted in the late 1970's to the mid 1980's resulted in lighting improvements to motorcycles to make these vehicles more visible to other roadway users. One treatment was the advent of daytime running lamps providing the motorcycle with a unique crash avoidance signature. However, as more vehicles, other than motorcycles, begin using daytime running lamps there is concern that motorcyclists may lose this unique visual signature. Improved conspicuity treatments may enhance the speed/space judgment of other roadway users and reduce the number of collisions involving motorists turning left into the path of oncoming motorcyclists.</p>	<p>\$354</p>
<p><b>Data Collection and Analysis</b></p>	<p>Continue to link rider training databases with existing CODES databases to identify the number of trained motorcyclists in the crash population. Second year of a series of three-year projects - continue to support efforts to enhance data and information collection concerning research, programs, promotions, legislation, and standards for bicycle and motorcycle helmets in the U.S. and</p>	<p>Data is needed to better understand the increase in the number of motorcyclist fatalities since 1997 and to develop appropriate, science-based countermeasures that address specific, identified problems. For example, data describing the riding population, number of miles ridden during a specific time period, type of motorcycle ridden, training and licensing status, crash involvement, and personal protective gear used provide a solid</p>	<p>\$130</p>

**SECTION 403  
MOTORCYCLE PROGRAM  
FY 2004**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2004 ENACTED
	abroad. ( <i>The National Center For Statistics and Analysis; Dynamic Sciences, Inc.; World Health Organization</i> )	foundation for developing countermeasures. These projects will provide data to support problem identification analyses and evaluation.	
<b>Public Information, Education and Outreach</b>	<p><i>Media and Communication</i> –Support educational materials production and distribution and outreach of motorcycle safety materials to traffic safety groups.</p> <p><i>Program Support and Outreach</i> – Support a graduate internship program that will provide a source for technical assistance and outreach concerning motorcycle safety-related issues.</p> <p>(<i>National Judicial College; National Traffic Law Center; National Committee on Uniform Traffic Laws and Ordinances; National Safety Council; Transportation Safety Institute</i>)</p>	<p>The public health model is an effective and widely used approach for addressing a public health problem. Its core components include: <i>defining the problem, identifying risk and protective factors, developing and testing prevention strategies, and adopting and disseminating effective strategies.</i> This model emphasizes <i>primary prevention</i>, which incorporates public education/communication to disseminate information about a public health problem, as well as information regarding effective and ineffective interventions.</p> <p>Educational and communication efforts are necessary to build awareness and knowledge regarding motorcycle safety issues. Risk management and crash avoidance skills are especially needed for those who have not completed rider education and training. It is also important to provide training materials to law enforcement officials to assist in motorcycle safety-related areas such as detecting impaired motorcyclists and identifying non-compliant motorcycle helmets.</p>	\$260
<b>Total</b>			<b>\$744</b>

**SECTION 403  
MOTORCYCLE PROGRAM  
PROJECTS-FY 2003**

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***Crash Prevention (\$345,000)***

- Longitudinal Study to Improve Motorcycle Crash Avoidance Skills (*Motorcycle Safety Foundation*)
- The Effects of Motor Vehicle Fleet Daytime Running Lights on Motorcycle Conspicuity (*Advanced Research lead – Virginia Tech and Veridan*)

***Data Collection and Analysis (\$373,000)***

- CODES Data Network Support (*NCSA*)
- Motorcyclists Rider Education and Licensing: Review of Programs and Practices (*American Institutes for Research*)
- Support for WHO Helmet Initiative (*World Health Organization*)
- Characteristics of Motorcycle Operators (*Dynamic Sciences, Inc.*)
- Motorcycle Injury Rehabilitation Costs (*Pacific Institute for Research and Evaluation*)

***Public Information, Education, and Outreach (\$227,000)***

- NCUTLO Support
- Judicial Fellow Support
- Materials development and distribution (OCCI)
- Technical and administrative support

**SECTION 403  
OCCUPANT PROTECTION PROGRAM  
FY 2003**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2003 ENACTED
<p><b>Enforcement/ Prosecution/ Adjudication</b></p>	<p><b>Enforcement</b> Develop high-visibility enforcement programs with law enforcement organizations and States; coordinate semi-annual national high visibility safety belt law enforcement mobilizations. Using Congressionally earmarked funds, conduct a national advertising campaign to support the earned media component and State-purchased advertising. Enlist the support of at-risk populations (such as the National Conference of Black Mayors) for the mobilizations.</p> <p>Administer Section 157 and other grant programs to support State law enforcement mobilization efforts. Support widespread adoption of high visibility law enforcement by conducting demonstration programs focusing on the application of this model in special circumstances, including secondary law States, rural locations, and with special emphasis on pick up trucks.</p> <p>Provide regional law enforcement liaison (LEL) officers to assist States in recruiting participating police agencies and training for the semi-annual law enforcement mobilizations. Develop a law enforcement training curricula to institutionalize this process. Develop and deliver roll call and in-service training for law enforcement officers to enhance their ability to enforce occupant protection laws;</p> <p><b>Adjudication/Prosecution</b> Develop plans for regional judicial outreach liaison (JOL) officials to assist States in assuring appropriate disposition of occupant protection violations.</p> <p><i>Contractual/Cooperative Agreements funded by the Agency include: International Association of Chiefs of Police, Air Bag and Seat Belt Safety Campaign, National Organization of Black Law Enforcement Executives, Hispanic American Police Command Officers Association, and the National Sheriff's Association.</i></p>	<p>Research demonstrates that an intensive, high-visibility enforcement program (such as the <i>Click It or Ticket</i> campaign) significantly increases safety belt use. Evaluation of the <i>Click It or Ticket</i> campaign in May 2002 shows that in the ten States that fully adopted the high visibility enforcement model, safety belt use increased an average of 9 percentage points. This was consistent with earlier evaluations of the campaign in 2000 and 2001.</p> <p>State and regional law enforcement liaison (LEL) officers report that, in numerous court districts, safety belt citations are frequently dismissed and impaired driving criminal charges are often pled down to lesser offenses. These practices diminish the intended deterrence effects of the enforcement mobilizations and discourage law enforcement officers from participating in the mobilizations. Regional Judicial Outreach Liaisons can work with the States' criminal justice systems to ensure appropriate prosecution and adjudication. NHTSA evaluations have confirmed the value of the outreach performed by the seasoned command-level LELs in maximizing law enforcement agency participation in the <i>Click It or Ticket</i> campaign. States are expected to benefit similarly from the outreach conducted by the JOLs. These JOLs are experienced prosecutors and judges and will ensure that courts treat safety belt and child passenger safety violations appropriately.</p>	<p>\$4,322</p>
<p><b>Public Education/ Prevention</b></p>	<p>Conduct demonstration grant programs that incorporate education and prevention strategies; Expand partnerships and educational</p>	<p>The public health model is an effective and widely used approach for addressing a public health problem. Its core components include: <i>defining</i></p>	<p>\$3,800</p>

**SECTION 403  
OCCUPANT PROTECTION PROGRAM  
FY 2003**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2003 ENACTED
	<p>efforts with diverse organizations and other high-risk and hard to reach populations; Increase the accessibility of safety education, training, and expertise about traffic safety to African Americans and other ethnic minority populations; Tailor national media messages/campaign to high-risk and minority audiences (e.g., teens, males, rural vehicle occupants, pick-up truck drivers, African Americans and Hispanics); Expand public information and education efforts to promote awareness of existing air bag issues and emerging technologies.</p> <p>Provide <b>regional</b> media technical assistance to help the States plan and conduct educational efforts, including press conferences and other earned media events, as well as to develop and place paid media buys. Provide regional data analytic technical assistance to help States identify high priority needs and high-risk populations. Conduct media relations workshops for State and community traffic safety practitioners to enhance their earned media capabilities and to provide expanded educational messages and events. Provide regional diversity outreach liaison (DOL) contractors to assist States in reaching high-risk populations.</p> <p><b><u>Communications/Media</u></b></p> <p>Produce <b>national</b> enforcement-based <i>Click It or Ticket</i> (CIOT) ads for TV and radio programming that reach high-risk groups; Provide media technical assistance to states, refresh CIOT ads, and coordinate earned media efforts for the CIOT campaign that are tailored to reach high-risk groups.</p> <p>Develop child passenger safety awareness and instructional materials; Develop planners and materials for use during the CIOT, Child Passenger Safety, and America Buckles Up Children (ABC) mobilization efforts; Continue partner newsletter; Maintain the Buckle</p>	<p><i>the problem, identifying risk and protective factors, developing and testing prevention strategies, and adopting and disseminating effective strategies.</i> This model emphasizes <i>primary prevention</i>, which incorporates public education/communication to disseminate information about a public health problem, as well as information regarding effective and ineffective interventions.</p> <p>Educational and communication efforts are necessary to continue to build awareness and knowledge regarding traffic safety issues, particularly to high-risk groups do not receive the message through main stream media venues. Demonstration grants and educational efforts are data driven and tailored to those most at risk for death and injury from motor vehicle crashes, and those least likely to wear safety belts.</p> <p>Traffic safety research shows that the most effective means of modifying traffic/motor vehicle related behaviors is education accompanied by high-visibility enforcement. Educational and awareness efforts convey the appropriate safety messages to be adopted by the public. According to the <i>Health Belief Model</i> and social marketing principles, individuals will change behaviors when they perceive a cost for noncompliance as well as benefit from making the change. NHTSA educational efforts integrate these principles and convey the appropriate safety messages to be adopted by the public.</p> <p>Highway safety research has demonstrated that an intensive, high-visibility enforcement program, which couples increased enforcement with media (paid, earned, and donated) such as the <i>Click It or Ticket</i> campaign, significantly increases safety belt use. Evaluation of the <i>Click It or Ticket</i> campaign in May 2002 revealed that in the ten States that fully adopted the model, safety belt use increased an average of 9 percentage points. This was consistent with earlier evaluations of the campaign in 2000 and 2001. Communication/media strategies that bridge enforcement activities keep the issue in front of the public and target audience on a regular basis, and provide the educational messages necessary to change behavior.</p>	

**SECTION 403  
OCCUPANT PROTECTION PROGRAM  
FY 2003**

<b>CATEGORY</b>	<b>SUMMARY OF ACTIVITIES</b>	<b>JUSTIFICATION OF PROGRAM ACTIVITIES</b>	<b>FY 2003 ENACTED</b>
	<p>Up America (BUA) website; Plan and coordinate BUA mobilization events; Develop and place articles in the mainstream press to increase safety belt and child seat use.</p> <p>Develop educational materials and messages that resonate with the African American community and disseminate through effective media outlets and partner organizations (Congress directed funds to be used for education of high-risk groups); Develop multi-media marketing of occupant protection and child passenger safety publications for the Hispanic community; Coordinate Hispanic media messaging during Agency mobilization events; Produce and disseminate culturally appropriate materials for the November and May mobilizations.</p> <p><i>Contractual/Cooperative Agreements funded by the Agency include: State Highway Safety Offices, Bureau of Indian Affairs, National Conference of Black Mayors, Meharry Medical College, Jack and Jill of America, Rural Health Association, National Council of Negro Women, and the US Indian Health Service.</i></p>	<p>An emphasis on high-risk groups is supported by data that reveals higher fatality and injury rates and lower safety belt use for certain groups.</p>	

**SECTION 403  
OCCUPANT PROTECTION PROGRAM  
FY 2003**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2003 ENACTED
<b>Child Passenger Safety (CPS)</b>	<p>Conduct semiannual CIOT mobilization.</p> <p>Develop a comprehensive CPS infrastructure, following the public health model, that includes thousands of certified CPS technicians in all 50 States, a training curriculum, and an intensive education and awareness campaign; Conduct Child Passenger Safety Week campaign in February 2003.</p> <p>Implement a national booster seat education program as required by the TREAD Act (to increase restraint use by 4-8 year olds); Expand linguistically and culturally appropriate educational material on the proper use of child safety seats, including development of the Spanish language version of the CPS Curriculum; Conduct comprehensive awareness program to educate the public on the new Lower Anchors and Tethers Children (LATCH) system; Expand the network of public and private sector child safety seat inspection stations across the US; Document and promote best practices learned from Section 403 demonstration grants and Sections 405 and 2003(b) Grant Programs.</p> <p><i>Contractual/Cooperative Agreements to carry out these objectives are established with organizations such as the: AAA, National Safety Council, Governors Highway Safety Association, National Black Child Development Institute, National Latino Children's Institute, and National Black Nurses Association.</i></p>	<p>Highway safety research demonstrates that an intensive, high-visibility enforcement program (such as the <i>Click It or Ticket</i> campaign) significantly increases safety belt use.</p> <p>Due in part to the establishment of a comprehensive CPS infrastructure, there has been a significant increase in the proper use of child restraints and a considerable decrease in child fatalities in motor vehicle crashes in recent years. In 2002, restraint use as measured by the National Occupant Protection Use Survey (NOPUS) was 99 percent for infants and 94 percent for toddlers. Fatalities for children ages 0-3 continued their recent decline, dropping five percent in 2002, and fatalities were below 500 for the first time. Maintaining and refining this CPS infrastructure is important to sustain gains and to continue improving proper child safety seat use. In addition, each year brings a new generation of parents, necessitating the continuation of these efforts.</p> <p>Motor vehicle injury is the leading cause of injury death for children 4 to 8 years of age. Although booster seat use substantially reduces the risk of injury, observational surveys indicate that most children are currently restrained by safety belts designed for adults. In a recent study by Children's Hospital of Philadelphia it was found that the use of belt-positioning booster seats lowers the risk of injury to children in crashes by 59 percent compared to the use of vehicle safety belts.</p> <p>Lack of booster seat usage has been due in part to a deficiency of information among parents and other caregivers regarding the correct progression of restraint use for children. A multi-faceted community-education campaign can significantly increase the use of booster seats (<i>Harborview Injury Prevention and Research Center and Children's Hospital and Regional Medical Center, 2003</i>).</p>	\$1,987
<b>Legislation</b>	<p>Assess safety implications of State legislation addressing occupant protection and child passenger protection. Provide assessments, technical assistance and recommendations to States upon request. Provide support grants to States and continue development of</p>	<p>Primary safety belt laws increase belt use. NHTSA analysis shows that in 2003, the safety belt use rate in States with primary safety belt laws was eight percentage points higher than in States with secondary laws. An upgrade in a State's safety belt law to primary enforcement also significantly</p>	97

**SECTION 403  
OCCUPANT PROTECTION PROGRAM  
FY 2003**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2003 ENACTED
	<p>technical publications to support State legislative initiatives.</p> <p><i>Contractual/Cooperative Agreements funded by the Agency include the: National Conference of State Legislatures, National Traffic Law Center, and the National Committee on Uniform Traffic Laws and Ordinances.</i></p>	<p>raises child safety seat use. Research has shown that when drivers wear safety belts, children are restrained significantly more often than when drivers are unbuckled (<i>Fifth Report to Congress, April 2003, NHTSA Research Note, March 2003</i>).</p>	
<b>Congressionally Directed Funds</b>	<p>Funds were directed to occupant protection and child passenger safety (CPS) outreach and educational initiatives tailored to reach high-risk groups, such as teens, rural occupants, and minority populations. Tailored activities include: Develop community-based demonstration programs that addressed the unique characteristics of rural safety belt use, as well as address the 'systems of care' and public health infrastructure of rural communities as they relate to belt use/traffic safety; Expand the current State model to a region-wide pick-up truck demonstration program; Institute an African American metropolitan demonstration concept developed by Cambridge Institute; Maintain Corazon de me Vida; Examine unique cultural requirements and processes and procedures to establishing fitting stations in non-English speaking communities, and; conduct mini-NOPUS surveys to assess the specific impact of the May 2003 mobilization on teens.</p> <p><i>Contractual/Cooperative Agreements funded by the Agency include the: State Highway Safety Offices, National Safety Council, Governors Highway Safety Association, National Black Child Development Institute, National Latino Children's Institute, and National Black Nurses Association.</i></p>	<p>Data (FARS, GES, CDC, etc.) reveals that groups such as African Americans, Hispanics, rural occupants, pick up truck drivers, and teens are overrepresented in unrestrained fatalities. Research and evaluation show that efforts to reach at-risk populations are effective. In addition, Congressional language directed that NHTSA "must continue to be vigilant and creative in its efforts to increase national safety belt use, particularly for those at high-risk and often difficult to reach...the Committee directs that these additional funds be used to continue outreach activities toward minority populations, teens and rural populations."</p>	3,000
<b>Total</b>			<b>13,206</b>

Note: The Occupant Protection Section 403 Budget activities are developed and implemented based on data and available research. Results from these activities provide new evidence and strategies to be conducted at the community level.

In addition to the summary of activities provided for FY 03, specific project titles are outlined in a separate attachment.

**SECTION 403  
OCCUPANT PROTECTION PROGRAM  
PROJECTS-FY 2003**

***Enforcement/Prosecution/Adjudication (\$4,322,000)***

**Project Titles**

- Assistance for Occupant Protection Enforcement (*International Association of Chiefs of Police*)
- Prosecutor Outreach (*National Association of Prosecutors Coordinators*)
- Prosecutor Involvement in Occupant Protection-Monographs (*American Prosecutor's Research Institute/National Traffic Law Center*)
- Regional Pickup Truck Demonstrations
- Increasing Safety Belt Use in Secondary Law States
- Mobilization Support (*Air Bag and Seat Belt Safety Campaign*)
- Metropolitan/Urban Demonstrations
- Multicultural Demonstration Projects (*Hispanic American Police Command Officers Association*)
- National Organization of Black Law Enforcement Executives (*NOBLE*)
- Impaired Driving and Occupant Protection Initiatives (*Law Enforcement Television Network*)
- Technical Assistance (*National Safety Council*)

***Public Education/Prevention (\$3,800,000)***

**Project Titles**

- Techniques for Effective Alcohol Management (*TEAM*) Coalition Support
- Diversity Cooperative Agreement Program
- Mayors Challenge to Buckle Up America (*National Conference of Black Mayors*)
- Implementation of Blue Ribbon Panel to Increase Safety Belt Use Among African Americans
- Buckle Up and Smile for Life (*National Dental Association*)
- Child Passenger Safety Community Outreach (*National Black Nurses Association*)
- Community Outreach to Increase African American Safety Belt Use (*National Council of Negro Women*)
- Buckle Up America (BUA) Cooperative Agreement Program (*National Rural Health Association*)
- Native American Youth Outreach (*National Indian Education Association*)
- Native American Outreach (*US Indian Health Service*)
- Patient Counseling by Family Physicians (*American Association of Family Physicians*)
- Child Passenger Safety/Booster Seat Education (*American Hospital Association*)
- Buckle Up America Education and Outreach to Support Mobilizations (*American Public Health Association*)
- Strengthening the Role of Local Health Departments as Leaders in Community Mobilization Efforts (*Association of State and Territorial Health Offices*)

- Policy and Collaborative Support for Mobilizations (*National Association of County and City Health Officials*)
- Partnerships for Prevention
- Youth Occupant Protection (*National Organizations for Youth Safety*)
- Educating Teens in Occupant Protection Issues (*Emergency Nurses Association*)
- Corazon de me Vida (*National Latino Children's Institute*)
- Teen Occupant Protection Demonstration Program Initiative
- Part-time Users
- Air Bag Education Initiative

***Child Passenger Safety (\$1,987,000)***

**Project Titles**

- Child Passenger Safety (CPS) Certification Administration Support (*AAA*)
- LATCH Education Initiative
- TREAD Booster Seat Implementation Plan
- CPS Hispanic Fitting Station Program Demonstration
- Booster Seat Public Forums
- Addressing the Unrestrained 8-15 Year Old

***Legislation (\$97,000)***

**Project Titles**

- Develop Model Occupant Protection and Child Passenger Safety Laws for States (*National Committee on Uniform Traffic Laws and Ordinances*)
- Traffic Safety Digest
- Judicial Fellowship (*American Bar Association*)
- Monitor and Track Current State Legislation (*National Conference of State Legislatures*)

***Congressionally Directed Funds (\$3,000,000)***

- Funds were directed to occupant protection and child passenger safety (CPS) outreach and educational initiatives tailored to reach high-risk groups. Tailored activities included: community-based demonstration program that addresses the unique characteristics of rural safety belt use, as well as the 'systems of care' and public health infrastructure of rural communities as they relate to belt use/traffic safety; expanding the current State model into a region-wide pick-up truck demonstration program; conducting African American metropolitan demonstrations; Continuation of Corazon de me Vida; demonstrating unique cultural requirements and processes and procedures to establish fitting stations in non-English speaking communities, and; conducting mini-NOPUS observation survey to assess the impact of the May 2003 mobilization on teens.

***TOTAL: \$13,206,000***

**SECTION 403  
OCCUPANT PROTECTION PROGRAM  
FY 2004**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2004 ENACTED
<p><b>Enforcement/ Prosecution/ Adjudication</b></p>	<p><b>Law Enforcement</b>  NHTSA, in coordination with the Governors Highway Safety Association, the Air Bag &amp; Seat Belt Safety Campaign and others, has scheduled a single coordinated national safety belt mobilization for May 2004. In addition to this nationwide mobilization, States have agreed to conduct additional mobilizations during the summer months according to their own problem identification. Both national and State paid media will be focused on the May 2004 mobilization.</p> <p>NHTSA will work with State Highway Safety Offices as well as State and local law enforcement organizations to move toward the integration of continuous belt enforcement ("24/7") into routine traffic enforcement efforts. As this model is integrated in law enforcement operations, it will be examined to see if it is effective in sustaining long-term success of safety belt gains. NHTSA will encourage States to continue to use the CIOT model, or other models, that have demonstrated an ability to increase and sustain safety belt use rates.</p> <p>Provide regional law enforcement liaison (LEL) officers to assist States in recruitment and training for the semi-annual Operation ABC Mobilizations, and in institutionalizing NHTSA-developed law enforcement training curricula; Develop and deliver roll call and in-service training for law enforcement officers to enhance their ability to enforce occupant protection laws;</p> <p><b>Adjudication/Prosecution</b>  Provide for regional judicial outreach liaison (JOL) officials, to assist States in assuring appropriate disposition of occupant protection violations.</p> <p><i>Current plans include cooperative agreements/contracts with: International Association of Chiefs of Police, Air Bag and Seat Belt Safety Campaign, National Organization of Black Law Enforcement Executives, Hispanic American Police Command Officers Association, and the National Sheriff's Association.</i></p>	<p>Highway safety research demonstrates that an intensive, high-visibility enforcement program (such as the <i>Click It or Ticket</i> campaign) significantly increases safety belt use. Evaluation of the <i>Click It or Ticket</i> (CIOT) campaign in May 2003 revealed that the nation's safety belt use increased from 75 to 79 percent, the highest rate ever recorded.</p> <p>A recommendation of NHTSA's Report, "<i>Initiatives to Address Safely Belt Use</i>" (July 2003) is to identify and conduct research on other current innovative traffic law enforcement models to compare their effectiveness and efficiency with the <i>Click It or Ticket</i> model. One such model is "24/7" enforcement of safety belt use laws. Some States that have institutionalized safety belt enforcement into regular traffic enforcement have achieved even higher rates than the national average, such as California, which reported 91 percent belt use in 2003.</p> <p>States report benefit from the professional outreach conducted by the seasoned command-level officials who serve as LELs. A primary contribution of the LELs is to secure maximum law enforcement agency participation in the <i>Click It or Ticket</i> campaign.</p> <p>State and regional law enforcement liaison (LEL) officers report that, in numerous court districts, safety belt citations are frequently dismissed and impaired driving criminal charges are often pled down to lesser offenses. These practices diminish the intended deterrence effects of the enforcement mobilizations and discourage law enforcement officers from participating in the mobilizations. Regional Judicial Outreach Liaisons (JOLs) can work with the States' criminal justice systems to ensure appropriate prosecution and adjudication. NHTSA evaluations have confirmed the value of the outreach performed by the seasoned command-level LELs in maximizing law enforcement agency participation in the <i>Click It or Ticket</i> campaign. States are expected to benefit similarly from the outreach conducted by the JOLs. These JOLs are experienced prosecutors and judges and will ensure that courts treat safety belt and child passenger safety violations appropriately.</p>	<p>\$4,347</p>

**SECTION 403  
OCCUPANT PROTECTION PROGRAM  
FY 2004**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2004 ENACTED
<p><b>Public Education/Prevention</b></p>	<p>Continue cooperative efforts with organizations representing diverse populations and other high-risk groups; Increase accessibility of safety education, training, and expertise about traffic safety to ethnic minority populations; Conduct special education campaign for Child Passenger Safety Week in February 2004; Broaden efforts to engage employers in programs designed to increase safety belt use.</p> <p>Provide <b>regional</b> media technical assistance to help the States plan and conduct press conferences and other earned media events, as well as to develop and place paid media buys; Conduct media relations workshops for State and community traffic safety practitioners to enhance their earned media capabilities.</p> <p>Provide regional data analytic technical assistance to help the States identify high priority needs and high-risk populations; Provide regional diversity outreach liaison (DOL) contractors to assist States in reaching high-risk populations.</p> <p><b><u>Communications/Media</u></b> Provide national technical media assistance to States, refresh <i>Click It or Ticket</i> (CIOT) campaign media ads, and coordinate earned media efforts for the CIOT campaign that targets high-risk groups.</p> <p>Develop and disseminate materials that resonate with the African American community; Coordinate media messaging during Agency mobilization events; Produce and disseminate culturally appropriate materials for the Agency's mobilizations. Develop multi-media marketing occupant protection and child passenger safety publications for the Hispanic community; coordinate Hispanic media messaging during agency mobilization events; produce and disseminate culturally appropriate materials for the Agency's mobilizations.</p> <p>Implement booster seat advertising and education campaign developed in FY 2003; including TV, radio, and print public service announcements, as well as promote implementation</p>	<p>The widely used and effective public health approach emphasizes <i>primary prevention</i>, which incorporates public education/communication to disseminate information about a problem, as well as information regarding effective and ineffective interventions. Traffic safety research shows that the most effective means of modifying traffic/motor vehicle related behaviors for high-risk groups is education accompanied by high-visibility enforcement. Research demonstrates that people must be aware of the benefit of safe behaviors before they will adopt those behaviors.</p> <p>Communication/media strategies are needed to keep the safety belt issue in front of the public and target audience(s) both during special emphasis periods and in-between. NHTSA evaluations have shown that a comprehensive media plan, which includes earned and paid media, is effective in modifying behaviors. NHTSA's Report, <i>"Initiatives to Address Safely Belt Use"</i> (July 2003) highlights the effectiveness of high-visibility enforcement, stating, "when people in a community understand that law enforcement is serious about enforcing occupant protection laws, and actually witness officers enforcing those laws, they are more likely to buckle up and buckle up their children." This was demonstrated once again as safety belt use increased from 75 to 79 percent nationwide in June 2003, the highest rate ever recorded, following the <i>Click It or Ticket</i> campaign that combined enforcement, education, and media.</p> <p>Technical assistance to States in the form of problem identification and strategic planning has proven successful in moving States and communities towards utilizing a public health and evidence based approach in the planning and implementation of programs.</p> <p>Booster seat use is only at approximately 10% nationwide. Parents, caregivers, grandparents, and schools need to receive information about booster seat use.</p>	<p>\$4,048</p>

**SECTION 403  
OCCUPANT PROTECTION PROGRAM  
FY 2004**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2004 ENACTED
	<p>of the teachers' kits developed in FY 2003.</p> <p>Develop communication strategies to reach hard-core non safety belt users; identify necessary research, develop innovative methods, and test material and messages that will resonate with hard-core non safety belt users.</p> <p>Develop material on child passenger safety; Develop planners and materials for partners use during the CIOT, Child Passenger Safety, and America Buckles Up Children (ABC) mobilization efforts.</p> <p>Engage National Football League Players Associations, Major League Baseball and Major League Soccer to place multimedia materials at their facilities; Conduct community relations activities; Place public service announcements in selected cities. (Impaired Driving funds contribute to this initiative.)</p> <p><i>Current plans include cooperative agreements/contracts with: State Highway Safety Offices, Bureau of Indian Affairs, National Conference of Black Mayors, Meharry Medical College, the Blue Ribbon Panel to Increase Seat Belt Use Among African Americans, Jack and Jill of America, Rural Health Association, National Council of Negro Women, the Advertising Council, and the US Indian Health Service.</i></p>	<p>Program experience indicates that as the overall safety belt use rate increases, conversion of the remaining non-users becomes progressively more difficult. Twenty-one percent of the adult population does not buckle up. This effort will help refine Buckle Up America and CIOT messages and programs to maintain effectiveness with the remaining non-users.</p> <p>Social marketing research indicates that sporting venues are an effective strategy to reach the high-risk population of 18-34 year old males.</p>	

**SECTION 403  
OCCUPANT PROTECTION PROGRAM  
FY 2004**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2004 ENACTED
<p><b>Child Passenger Safety (CPS)</b></p>	<p>A comprehensive infrastructure has been developed for the CPS program that includes thousands of certified CPS technicians in all 50 States, a training curriculum, and an intensive education and awareness campaign. NHTSA will support the national certification program for CPS technicians and trainers and extend the network of public and private sector child safety seat inspection stations across the U.S. to increase proper use of child restraints and safety belts for children.</p> <p>Implement the national booster seat education campaign (TREAD) to reduce deaths and injuries in the 4 to 8 year-old age group. A three-year community demonstration program will identify effective ways to increase booster seat use at the local level. The program includes the development of a survey methodology to directly observe booster seat use. Program interventions will be assessed according to incidence of child crash-related injuries, including an examination of data collected and maintained by emergency medical service providers and local hospitals.</p> <p>Develop a framework for establishing inspection stations in Hispanic communities; Disseminate the Spanish language version of the 32-hour CPS Curriculum; Assist States with Occupant Protection for Children Assessments to provide strategic direction for programs.</p> <p><i>Current plans include cooperative agreements/contracts with: National SAFE KIDS Campaign, National Safety Council, Governors Highway Safety Association, National Black Child Development Institute, Think First National Injury Prevention Foundation and National Black Nurses Association.</i></p>	<p>Due in part to the establishment of a comprehensive CPS infrastructure, there has been a significant increase in the proper use of child restraints and a considerable decrease in child fatalities in motor vehicle crashes in recent years. In 2002, restraint use as measured by the National Occupant Protection Use Survey (NOPUS) was 99 percent for infants and 94 percent for toddlers. Fatalities for children ages 0-3 continued their recent decline, dropping five percent in 2002, and fatalities were below 500 for the first time. Maintaining and refining this CPS infrastructure is important to sustain gains and to continue improving proper child safety seat use. In addition, each year brings a new generation of parents, necessitating the continuation of these efforts.</p> <p>One of the biggest CPS challenges is increasing booster seat use for children 4-8 years old. Although booster seat use in this age group substantially reduces the risk of injury, most children are currently restrained by safety belts designed for adults. In a recent study by Children's Hospital of Philadelphia it was found that the use of belt-positioning booster seats lowers the risk of injury to children in crashes by 59 percent, compared to the use of vehicle safety belts.</p> <p>Lack of booster seat usage has been in part due to a deficiency of information among parents and other caregivers regarding the correct progression of restraint use for children. A multi-faceted community-education campaign can significantly increase the use of booster seats (<i>Harborview Injury Prevention and Research Center and Children's Hospital and Regional Medical Center, 2003</i>). According to the <i>Health Belief Model</i> and social marketing principles, individuals will change behavior when they perceive a threat from noncompliance as well as a benefit from making the change. Booster seat educational efforts address the need to inform the public and prepare them to change behaviors, as well as educate them about child restraint laws.</p> <p>Once an individual has decided to change a behavior, this transition must be facilitated. If the "cost" in time, effort, money, and lifestyle changes, etc. is too high, the individual is less likely to go forward (<i>Marketing Public Health: Strategies to Promote Change, 1998</i>). Expanding the network of free inspection station services addresses these core components (ease and accessibility) of a successful public health and social marketing strategy.</p>	<p>\$1,770</p>
<p><b>Legislation</b></p>	<p>Assess safety implications of State legislation addressing occupant protection and child passenger protection; Provide</p>	<p>Primary safety belt laws increase belt use. NHTSA analysis shows that in 2003, the safety belt use rate in States with primary safety belt laws was 11 percentage points</p>	<p>\$90</p>

**SECTION 403  
OCCUPANT PROTECTION PROGRAM  
FY 2004**

<b>CATEGORY</b>	<b>SUMMARY OF ACTIVITIES</b>	<b>JUSTIFICATION OF PROGRAM ACTIVITIES</b>	<b>FY 2004 ENACTED</b>
	<p>assessments, technical assistance and recommendations; Provide support grants to States and continue development of technical publications to support State legislative initiatives.</p> <p><i>Current plans include cooperative agreements/contracts with: National Conference of State Legislatures, the National Traffic Law Center, and the American Bar Association.</i></p>	<p>higher than in States with secondary laws. An upgrade in a State's safety belt law to primary enforcement also significantly raises child safety seat use. Research has shown that when drivers wear safety belts, children are restrained significantly more often than when drivers are unbuckled (<i>Fifth Report to Congress</i>, April 2003, <i>NHTSA Research Note</i>, March 2003).</p>	

**SECTION 403  
OCCUPANT PROTECTION PROGRAM  
FY 2004**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2004 ENACTED
<p><b>Congressionally Directed Funds-High Risk Populations</b></p>	<p>Funds have been directed to occupant protection outreach and educational initiatives tailored to reach high-risk groups, including rural occupants, minority populations, and teens.</p> <p><b><u>Rural</u></b> Conduct a community-based demonstration program addressing the unique characteristics of rural safety belt use, as well as relevant systems of care and public health infrastructure in rural communities in MI, TN, WI, and WY.</p> <p>Enhance ongoing region-wide pick-up truck demonstration program (in States of AR, LA, NM, OK, and TX) to include a second phase, incorporating a law enforcement mobilization over Labor Day. Refine the program implementation based on FY 03 results.</p> <p><b><u>Minority Populations</u></b> Conduct demonstration program to examine the impact of various strategies to increase safety belt use among Hispanics. Strategies will include high-visibility enforcement and media, community support, and increased education and awareness.</p> <p><b><u>Teens</u></b> Conduct demonstration program to test the potential of a strong Graduated Drivers Licensing (GDL) law that includes</p>	<p>Congressional language states, "within the amount provided for occupant protection programs, the conference agreement provides \$3,000,000 for outreach initiatives toward minority, teen, and rural populations to increase seat belt use. (<i>House Conference Report, p. H12682</i>). Data (FARS, GES, CDC, etc.) reveals that groups such as Hispanics, rural occupants, pick up truck drivers, and teens are overrepresented in unrestrained fatalities. Research and evaluation show that efforts to reach at-risk populations are effective.</p> <p>Rural areas account for a disproportionate share of annual traffic fatalities and have safety belt use rates several percentage points lower than suburban locations (NOPUS 2002). A combination of factors is responsible, including some that are unique to rural areas (e.g., rural crashes often occur in isolated areas, causing a delay in the time of discovery and in the delivery of emergency services to the victim). Traffic safety research shows that the most effective means of modifying traffic/motor vehicle related behaviors for high-risk groups is education accompanied by high-visibility enforcement. While high-visibility enforcement is a successful method to increase safety belt use, rural America faces challenges in implementing this approach, such as limited resources, inadequate manpower, and lack of community support for strong enforcement. This program will examine ways to address these barriers and implement an effective campaign within the framework of a rural community.</p> <p>Safety belt use among pickup occupants is about 12 percentage points lower than in passenger cars (NOPUS 2003). Traffic safety research shows that the most effective means of modifying traffic/motor vehicle related behaviors for high-risk groups is education accompanied by high-visibility enforcement. It is hypothesized that a uniform message coupled by a coordinated effort of States will enhance the effectiveness of the program.</p> <p>Studies have shown that belt use among Hispanic populations is lower than the general population. Traffic safety research shows that the most effective means of modifying traffic/motor vehicle related behaviors for high-risk groups is education accompanied by high-visibility enforcement. This program is modeled after the African American ten-city demonstration concept developed by the Cambridge Institute.</p> <p>Teens are more likely to be killed and injured in motor vehicle crashes than any other age group. They also have the lowest belt use of all age groups (NOPUS 2002). GDL</p>	<p>\$3,000</p>

**SECTION 403  
OCCUPANT PROTECTION PROGRAM  
FY 2004**

CATEGORY	SUMMARY OF ACTIVITIES	JUSTIFICATION OF PROGRAM ACTIVITIES	FY 2004 ENACTED
	<p>a safety belt provision/sanction, along with high- visibility enforcement of the law and a strong media component.</p> <p><b>Evaluation</b> Provide funds for evaluation of program demonstrations for rural, minority, and teen populations.</p> <p><b>Media</b> Provide funds to support messaging and campaigns in the areas of rural/pick-up trucks, Hispanics, African Americans, and teen safety belt initiatives.</p> <p><i>Current plans include cooperative agreements/contracts with: State Highway Safety Offices, The Oklahoma Regional Community Policing Institute, Michigan Center for Rural Health, Upper Cumberland Development District (TN), Safe Communities Coalitions of Madison and Dane County (WI), and Injury Prevention Services for Wyoming.</i></p>	<p>was created to address these risks and build a system for phasing in on-road driving. There are three stages to GDL: supervised learner's period; intermediate licensing phase, and finally; full-privilege license. Research has shown that GDL is effective at reducing high-risk driving behaviors and reducing crashes involving young drivers (<i>Journal of Safety Research (v) 34, 2003</i>), and high-visibility enforcement has been effective at reducing the high risk behavior of non-belt use in the general population. This project will combine the benefits of GDL and high-visibility enforcement, recognizing that in jurisdictions where GDL advancement is contingent on maintaining a violation-free driving record, general high-visibility enforcement can be particularly beneficial. In addition to the documented deterrent effect of such programs, these efforts should also discourage violation of GDL restrictions (such as non use of safety belts), since detection for such an infraction would then delay progression to the next licensing level (<i>Journal of Safety Research (v) 34, 2003</i>).</p>	
<b>Total</b>			<b>\$13,255</b>

Note: NOPUS 2003 results do not include a breakdown of safety belt use by age group, or rural versus urban safety belt use. Therefore, NOPUS 2002 results are cited for these variables. NOPUS 2003 did include the overall safety belt use rate for the nation (79%) and safety belt use by vehicle type; accordingly 2003 data was cited.