



U. S. Department
of Transportation
**National Highway Traffic
Safety Administration**

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Idaho and Alaska

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22 January 2009

RE: Annual Highway Traffic Safety Program Report for 2008

Jim Lynch, Director
Montana Department of Transportation
Governor's Representative for Highway Safety
2701 Prospect Avenue, P.O. Box 201001
Helena, Montana 59620-1001

Dear Mr. Lynch,

Our office has received and reviewed an electronic copy of the FY 2008 Annual Evaluation Report for Montana's Highway Traffic Safety Program. We accept it as fulfillment of the Highway Safety Program requirements contained in 23 CFR 1200.33 Annual Report and the original 2008 Performance Plan.

We commend your state in its recent traffic safety achievements, such as in impaired driving, occupant protection, and on Native American reservations within Montana. The reductions your office is reporting for 2008 in alcohol related fatalities, especially the substantial decrease in Native American alcohol related fatalities, are wonderful trends in the right direction. Congratulations on the successes you have seen with the STEP, Roving Patrols, and SOAR programs. We encourage your continued, active support of traffic safety and wish you success in helping to pass a primary seatbelt law.

We appreciate you and your staff's commitment to traffic safety and look forward to providing more assistance.

Sincerely,

John M. Moffat

cc: Lynn Zanto, Rail, Transit and Planning Division Administrator
Priscilla Sinclair, State Highway Traffic Safety Bureau Chief





Healthy Mothers, Healthy Babies
The Montana Coalition



MONTANA Highway Traffic Safety

Annual Report

For

federal fiscal year 2008

Prepared by

Montana Department of Transportation
State Highway Traffic Safety Bureau—Rail, Transit and Planning Division

PO Box 201001, 2701 Prospect Ave

Helena, MT 59620

Online at www.mdt.mt.gov/safety/safetyprg.shtml

Montana Department of Transportation



MONTANA

Highway Traffic Safety Program FFY 2008 Annual Report

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I. Sources and Uses of Funds

This annual report covers Federal Fiscal Year 2008 which began October 1, 2007 and ended September 30, 2008.

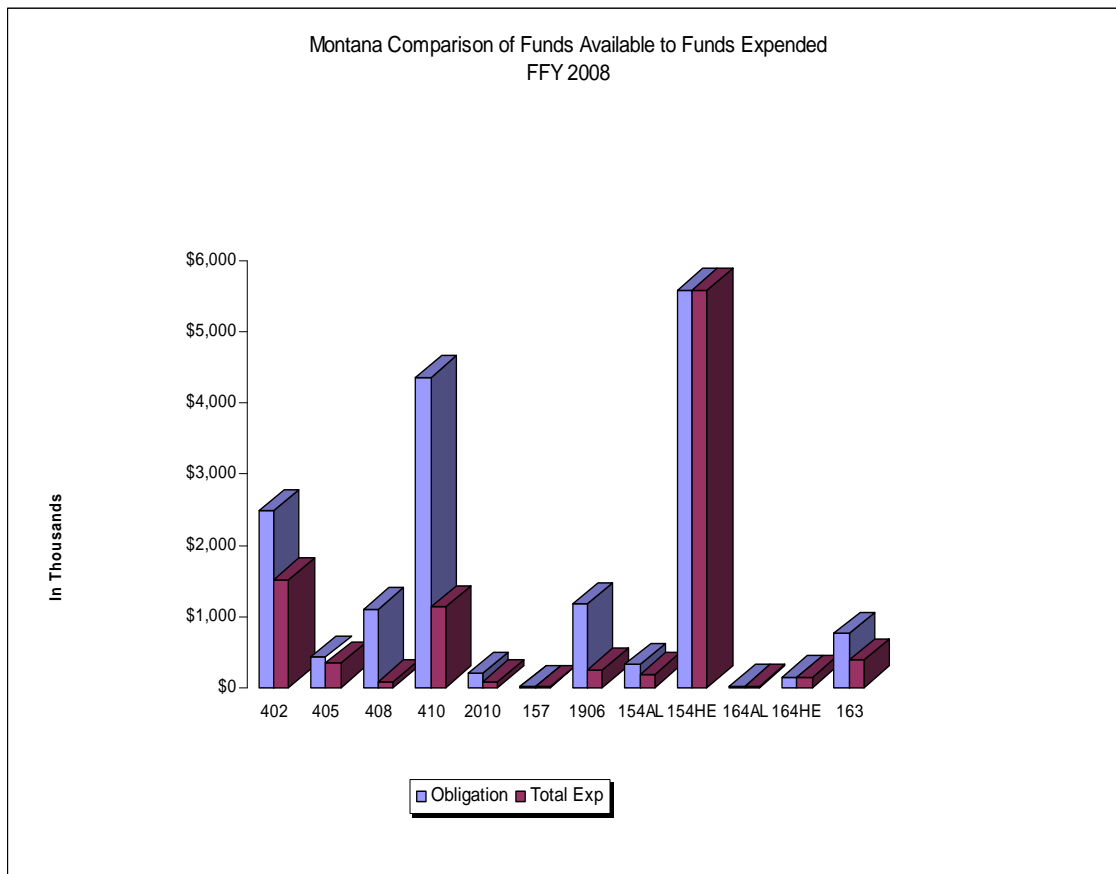
The National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation, Section 402, Title 23, U.S. Code, et seq provides for reimbursement of expenditures incurred following the approved Governor's Highway Safety Plan (HSP). This basic award was supplemented by application-based programs, financial incentives and penalty transfers. Where required, MDT fuel tax revenues spent in support of the Montana Highway Patrol were applied as soft match to federal funds.

We identify and analyze traffic safety problems on a historic basis to determine what improvements can be made in those issues, and then relate these to national priority problem areas. Each July, after all of the previous year's traffic statistics are available, we complete and publish an updated *Problem Identification Paper*. Known and estimated changes through the end of each calendar year are provided in the tables to complete the evaluation on a calendar year basis. Within the last five years, we have also conducted NHTSA supported assessments of safety belt and alcohol usage within Montana, and child occupant protection. Problem areas have been matched with known and recommended countermeasures that have the potential to help solve the injury and fatality rates on Montana's roadways, given the level of funding available.

NHTSA grants are used to strengthen our law enforcement programs, public information and education efforts, and training of people in proper child safety seat use and installation. We continue using grant monies to help the state identify potential racial profiling problems during traffic stops by law enforcement personnel and to help improve the state's electronic traffic records systems for law enforcement, the courts, and other key stakeholders. We continued our effort to merge occupant protection with impaired driving abatement efforts at both the state and local level, and in combination with national mobilization efforts.

Persons interested in the data that guides the annual plan are referred to the *Problem Identification Paper* available on the Montana Department of Transportation's Internet site at <http://www.mdt.mt.gov/safety/safetyprg.shtml>.

II. Planned versus Expended Funds



Program Area:	Obligation	Total Exp
402	2,478,690.18	1,518,710.67
405	428,636.01	342,646.88
408	1,100,005.20	83,040.88
410	4,362,630.03	1,134,785.48
2010	200,000.00	82,063.72
157	10,691.25	10,691.25
1906	1,172,509.89	248,107.86
154AL	327,434.90	187,864.74
154HE	5,579,430.88	5,579,430.88
164AL	21,635.48	21,635.48
164HE	151,937.89	151,937.89
163	761,909.00	388,089.80

Section 408, 410, 1906 & 2010 awards were not received until September 2008. Those awards appear in the above totals as part of carryforward in FFY 2009.

III. Progress in meeting performance goals by program, projects & activities

Fatalities increased 4.9% to 276 during 2007 (from 263 in 2006). This is three straight years of increase and is the highest number since 1983. Vehicle Miles Traveled (VMT) in Montana increased by 0.4% during 2007. This value has been relatively stagnant during the last three years, due likely to high gas prices. Although the number of fatalities is increasing, the fatality rate for Montana, 2.45 in 2007, has not been trending up or down during the last seven years.

Severe injuries (incapacitating injuries plus fatalities) have declined generally over the last thirteen years. During 1994, there were 2,621 serious injuries. By 1999, these injuries declined to 1,959 and continued to decrease to the 2007 level of 1,703. This general decrease is attributed in large part to seat belt usage along with airbags and more forgiving roadways and vehicles.

The Montana Alcohol Fatality Rate was 1.12 during 2006, for the second year in a row. This rate is among the highest rate of any state in the nation. NHTSA will release the 2007 alcohol fatality rates sometime in late 2008 or early 2009. During 2006, approximately 48% of Montana fatalities were related to alcohol, a 3% decrease from the 49.4% in 2005.

The American Indian population continues to be over-represented in both fatality rate and alcohol related fatality rate. While American Indians make up only 6.2% of Montana's population, they account for over 15% of the total fatalities and over 21% of the total alcohol related fatalities in 2007.

The Insurance Institute for Highway Safety reports in a study published in April 2006 that "policymakers and others should not use death rate statistics as a basis for judging the effectiveness of, or need for, specific highway safety countermeasures". In this study, examining urban and rural death rates and standardizing the data using national weights, Montana went from 50th in fatality rate to 27th in fatality rate. The gist of this study is that states with a lot of urban travel like New Jersey, have fatality rates that are lower than more rural states. These rates have nothing to do with traffic safety programs--they are simply a function of slower urban travel speeds caused by speed limits and/or congestion.

Montana seat belt usage during 2008 was 79.3%. Over the last eighteen years, usage has climbed about 0.5 to 1.5% each year until 2005 through 2008 when it leveled. Many feel that during the 2005 legislative session, when a primary seat belt law was narrowly defeated, many citizens first came to understand that our law was a secondary law and that they could not be stopped for non-use of a seat belt alone. This may have attributed to this lack of increase in recent years.

Although many of Montana's numbers have not shown marked increases or decreases during the last couple of years, 2008 appears to have those potential changes. During the first eleven months of 2008 there were 42 less fatalities than for the same time period in 2007. The difference in American Indian fatalities in 2008 has been the most exciting, with only 19 fatalities from January through September (as compared to 32 fatalities in 2007). It is understood that these numbers are for a partial year, and that one year does not make a trend, but the numbers are promising.

3.2.1 General Problem

Goal: The State Highway Traffic Safety Bureau (SHTSB) benchmarked the state fatality rate at 2.29 during 1995. A fatality rate goal of 2.0 was set for the year 2000 and it was not reached. The goal of 2.0 was then pushed back to 2005 and was nearly attained in 2004 when the rate was 2.05. The Montana Comprehensive Highway Safety Plan has now set a goal of 1.50 by 2008.

General Problem Goal	
Year	Fatality Rate
Benchmark (1999)	2.25
2000	2.40
2001	2.30
2002	2.57
2003	2.40
2004	2.05
2005	2.26
2006	2.33
2007	2.45
Goal (2008)	1.50

The high fatality rate in Montana is elevated primarily because of the heavy alcohol involvement in fatalities. In addition, Montana has a number of demographics that tend to push it toward a higher fatality rate.

American Indians have a very high rate of fatality deaths in Montana. Part of this can be attributed to the low seat belt usage for American Indian fatalities, which is under 8% (compared to seat belt usage for all other race occupant fatalities of over 30%). In the last five years, over 66% of American Indian fatalities occurred on the reservation (140 of 211 fatalities).

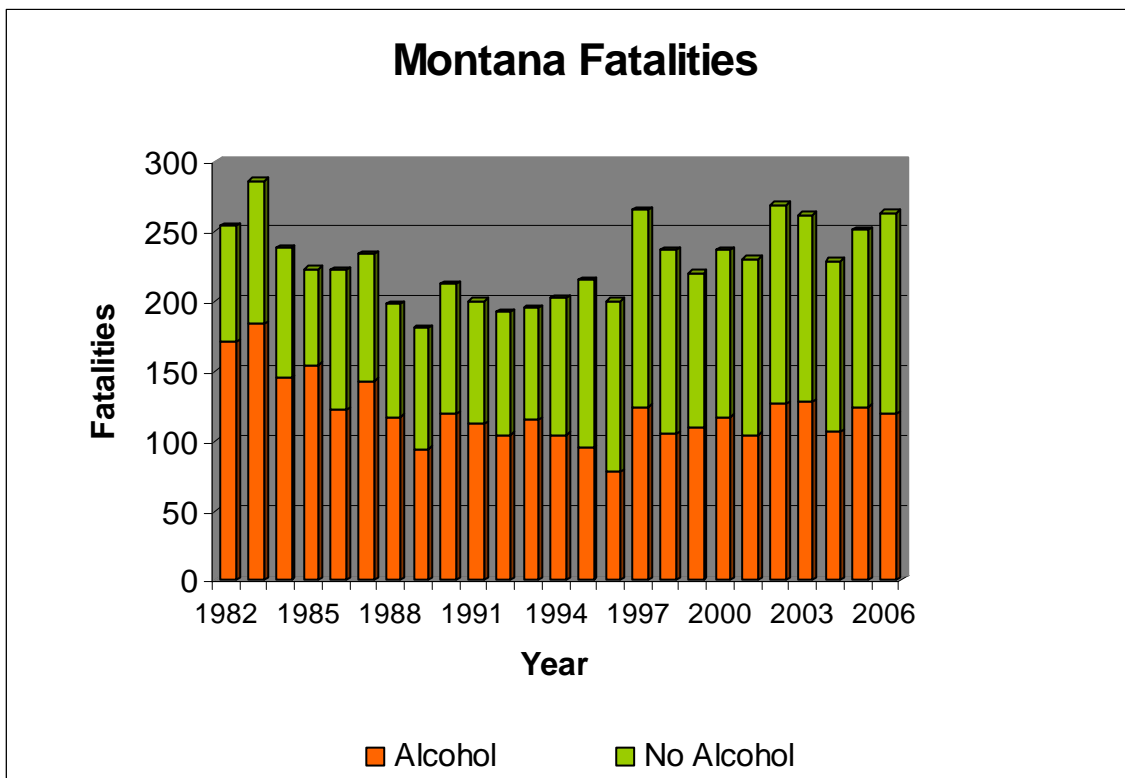
Vehicle Miles Traveled (VMT) outside of our 15 urban areas is over 75%, which is usually among the highest percentage of rural travel in the United States. Due to the number of long distance trips driven by Montanans, the state also has a high rate of *non*-alcohol-

related fatalities. Specifically, Montana is usually one of the three highest states in percentage of single vehicle fatalities. Most of these single vehicle crashes occur in rural locations, are run-off-the-road and often become rollovers when overcorrecting occurs.

Vehicle Miles Traveled (VMT) stayed at roughly 11.3 billion during 2007. There were over 735 thousand licensed drivers in Montana and over 1.51 million registered vehicles during 2007.

From 1988 until 1996, less than 200 fatalities occurred during five different years. Since then every year has been over 220 fatalities. Non-alcohol-related fatalities have been significantly higher since 1995, ranging from 111 to 144. The eight years previous to that, fatalities with no alcohol involvement were always less than 99. This is probably related to both increased vehicle speed and increased VMT. Possible other factors are increases in inattentive or distracted driving and aggressive driving.

Alcohol-related fatalities had been trending upwards since 1996, but decreased during 2004 and seem to be trending neither up or down since then. The number of alcohol-related fatalities during both 2002 and 2003 were higher than any year since 1987. The number of fatalities that did not involve alcohol was 144 during 2006 (data for 2007 is not yet available). This was the highest number during any of the last 25 years.

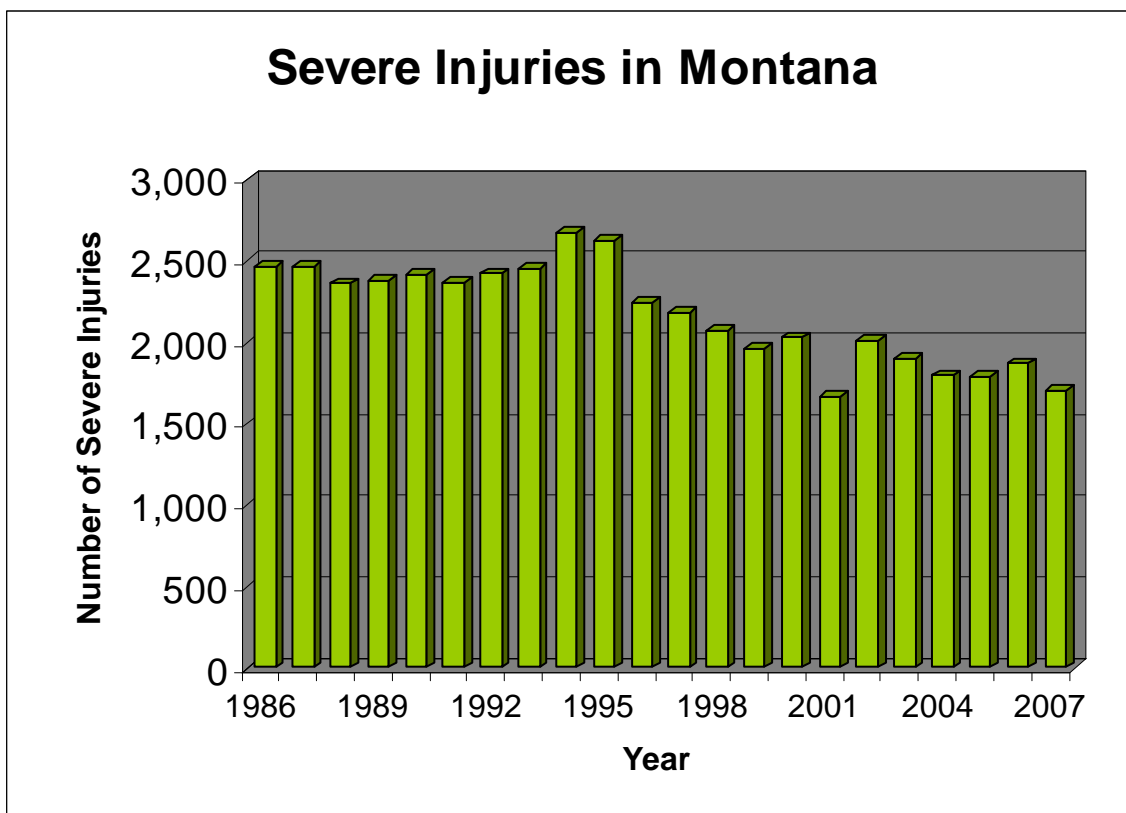


When analyzing data from Montana, one cannot draw conclusions based on any one or two years of fatality data. The numbers are simply not large enough. It usually requires

examining five, ten or twenty years in order to spot trends. Major conclusions should never be attempted on one or two year trends in fatalities.

Examining a statistic such as fatalities plus incapacitating injuries (severe injuries) can often provide much quicker conclusions to trends. Here, you are looking at numbers approaching 2,000 rather than just over 200. Sometimes this can provide more immediate trend feedback that is statistically significant.

The number of severe injuries fluctuated between 2,350 and 2,470 from 1986 until 1993 (see the chart below). During 1994 and 1995 this number surpassed 2,600. Since then there has been a definite decrease that reached 1,703 during 2007. During the last eight years, this decrease in part can be attributed to the seat belt law and to the increase in the number of vehicles with airbags and improved characteristics of roadways.



Finally, Montana’s vast and rural geography with corresponding delays in emergency response service limitations also contribute to the higher fatality rate from motor vehicle crashes. Over the last couple years, the median time from time-of-injury to the time a patient reaches the receiving facility is 64 minutes; the average length of time for a crash victim (for all crashes, both rural and urban) in Montana to reach a medical facility is 115 minutes—almost two hours. Delays in receiving care are known to affect survival outcomes.

3.2.2 Alcohol and Other Drugs

Performance goal

To reduce statewide alcohol- and drug-impaired fatal and incapacitating injury crashes.

Evaluation Measures

- *Total annual alcohol- and drug-related fatalities. Reduce from 126 during 2006 to less than 90 by 2010. (C)*
- *Annual alcohol- and drug-related fatality rate (per 100 M Vehicle Miles of Travel). Reduce from 1.12 during 2006 to less than 0.80 by 2010. (D)*
- *Annual alcohol- and drug-related fatalities as a percent of all traffic fatalities. Reduce from 47.9% during 2006 to less than 40% by 2010. (E)*
- *Efficient & effective support of program objectives & administration of HSP*

During the past twenty-two years, the alcohol rate has decreased more than 50%. The lowest rate was reached in 1996. During the last ten years the rate has been nearly level. The current alcohol related fatality rate for the nation is 0.56 and for Montana the rate is 1.12.

Alcohol/drug related crashes accounted for 10.4 percent of Montana's reported traffic crashes during 2007. That's about 1 out of 10 reported crashes. This percentage is higher than for all years since 1996.

263 people died on Montana's highways in 2006. In 2007, that number rose to 276. Nearly half of the 2006 and 2007 fatalities were alcohol-related.

In 2007, Montana had 106 drunken-driving fatalities where the driver's blood alcohol content (BAC) was .08 or more, a 2.9 percent increase from the previous year (103 in 2006). There was a total of 124 fatalities where some level of alcohol (.01 BAC or more) was present, down from 126 in 2006.

According to FARS, the percentage of alcohol-related fatalities in 2006 was 47.9, down from 49.4 percent in 2005. Although the official results for 2007 are not yet available, preliminary calculations estimate the rate to be 44.8 percent. Montana is making progress toward reducing the percentage of alcohol-related fatalities, and, with the addition of new programs in FFY 2009, hopes to still attain a goal of 40% or less of all fatalities by 2010.

An encouraging trend is emerging: preliminary data for 2008 shows a reduction in the number of alcohol-related fatalities.

**Fatality Comparison for 2008
 compared to same date in 2007
 as of September 29, 2008**

	2007	2008	Percent Change
Fatalities to Date	217	175	-19.4%
Motorcycles	35	32	-8.6%
Pedestrians	11	8	-27.3%
Bicycles	4	3	-25.0%
Alcohol Related*	81	63	-22.2%
Occupant Fatalities	167	132	-21.0%
SB Not Used*	127	102	-19.7%

*these data items are preliminary and could change as more information is received

Alcohol & other drugs – Accomplishments & Highlights

Law enforcement

Selective Traffic Enforcement Program (STEP)

MDT has strong partnerships with a variety of law enforcement agencies across the state.

In FFY 2008, MDT entered into almost \$1 million worth of contracts with local and state law enforcement to conduct overtime traffic patrols. These contracts covered at least 85% of the state’s population.

27 city police departments	\$ 264,261.11
8 county sheriffs plus MSPOA (to subcontract with 27 smaller county sheriffs offices)	191,193.03
5 tribal law enforcement agencies	54,831.08
State highway patrol	479,993.89
Total	\$ 990,279.11

Overtime patrols focused on two main areas: impaired driving and occupant protection, with speeding as a major trigger violation. Patrols were conducted in areas with a history of high alcohol-related fatalities and injuries, and at special events where large groups of people gathered and alcohol was served, e.g. county fairs, rodeos.

FFY 2008 saw a new focus on “**high crash corridors**” in the STEP contract requirements. Special attention by law enforcement is believed to be one of the contributing factors to

achievement of the CHSP goal to reduce fatalities and incapacitating injuries in high crash locations:

- Reduce fatalities plus incapacitating injuries in high crash locations from 156 during 2006 to less than 130 by 2010. *Goal met during 2007 with 107.*
- Reduce crashes in high crash locations from 1,061 to less than 1,000 by 2010. *Goal met during 2007 with 997.*

As part of the STEP program, the Montana Highway Patrol conducted **Safety Spot Checks** in conjunction/collaboration with local law enforcement and tribal law enforcement, in strategic areas throughout the state. A Safety Spot Check is defined by the Montana Code Annotated as a law enforcement agency's authority to establish a road block with the purpose of either apprehending a fugitive or checking for driver's license, driver's registration and proof of insurance.

The Montana Highway Patrol requires each of their eight districts to perform two Safety Spot Checks per year. The Safety Spot Checks are usually conducted on roads that are considered to be "high crash corridors" or outside communities with large gatherings that typically involve a great deal of alcohol, such as the annual Testicle Festival. As mentioned above, Safety Spot Checks are intended to verify the legality of a person operating a vehicle; if other violations of the law are noticed, drivers can be cited-- for example if they have an open container or they are operating a vehicle with a blood alcohol content (BAC) of .08 or more.

Roving Patrol program

In federal fiscal year 2008 the Montana Highway Patrol (MHP) started their Strategic Traffic Enforcement Team (STET), also known as Roving Patrols. This team consists of a sergeant and five troopers that conduct traffic stops through areas of Montana that data analysts have determined as high crash corridors. The high crash corridors were identified by Montana Department of Transportation staff and the MHP using historical crash data. This data identified corridors with higher than average numbers of crashes and fatalities caused by impaired driving, non-seatbelt usage, and speeding violations. STET moves around the state to these high corridors to show a presence of high visibility enforcement in these areas.

The purpose of STET is to detect and deter impaired driving, speeding, and a host of other traffic safety offenses. The Montana Highway Patrol also uses STET as an education tool to the motoring public. MDT is continuing the MHP's roving patrol program in FFY 2009, focusing their efforts on Montana's high crash corridors.

Mobilization enforcement

Additional, concentrated overtime patrols took place during the national mobilizations:

Memorial Day:	May 19 – June 1, 2008
Labor Day:	August 13 – September 1, 2008

Although the Memorial Day mobilization media focused on seatbelt enforcement, and the Labor Day media focused on impaired driving, at a practical level, law enforcement used both mobilization time periods to address both traffic safety issues.

DUI checkpoints are considered unconstitutional in Montana, so law enforcement conducts *safety spot checks*. At a pre-determined frequency, drivers are stopped and asked to produce their license, proof of insurance, and vehicle registration. If the officer sees an open container, finds that the person has an outstanding warrant for arrest, etc. appropriate action is taken. Officers may not, however, cite people for occupant protection violations because of the secondary enforcement provisions in the law.

Law enforcement made a total of 25,322 contacts on STEP overtime (including both sustained and mobilization enforcement), resulting in 1191 DUI arrests and 539 MIP citations.

Outreach to tribal law enforcement

Montana has made significant strides in relationships with tribal law enforcement. During FFY 2008, MDT added four new STEP contracts with tribal law enforcement, totaling five out of seven sovereign nations. Montana's LEL continues outreach to the remaining two reservations to add them to the STEP program.

The following tribes are currently contracted by MDT to conduct STEP:

- Crow STEP
- Flathead Tribal STEP
- Fort Peck Agency STEP
- Rocky Boy's STEP
- Fort Belknap STEP

Prevention of Racial Profiling

Native Americans represent 6.2 % of Montana's population. However, they are overrepresented in traffic crashes, and even more so in alcohol-related fatalities. Over 21% of the alcohol related fatalities during 2007 in Montana were American Indians.

MDT has devoted staff time and resources to combating the unique problems that are faced on and around the reservations. MDT has implemented the *Safe On All Roads* (SOAR) programs well as special projects made possible with NHTSA Section 1906 funds. (For more information about the SOAR program, please refer to the Occupant

Protection Report in Section 3.2.3, the remainder of this section on Alcohol, and the Media Report in section 3.2.8)

Montana Highway Patrol-Prevention of Racial Profiling Software (SmartCOP)

In FFY 2008, SHSTB contracted with the Montana Highway Patrol to develop an integrated software solution for tracking citations and trooper contacts. This will be accomplished through gathering and reporting data on traffic stops and citizen initiated contact data on a statewide basis by race and comparing that to Bureau of Census information. For example, a routine traffic stop will generate data such as time and location of stop; the officer involved; the person stopped; the officer's perception of their race/ethnicity; the vehicle being driven at the time; whether a citation or warning was issued or if no action was taken.

The data collected provides supervisors of law enforcement personnel a mechanism for recognizing if and when racial profiling is occurring so that they can take appropriate actions. The integrity of the data is preserved by protections that disallow any changes to critical fields by troopers and their immediate supervisors. This includes time, date, race, and location of stop and any data retrieved from Department of Motor Vehicle and other data bases. All of the historical information is archived, including patrol patterns by geographic location, by trooper ID number, and by actions taken.

This system is almost fully operational at this time (December 2008). The final piece will become available in January 2009. This piece will allow anyone to access MHP's home page and see a listing of citations broken out by race.

Montana Sheriffs and Peace Officers Association (MSPOA)

In FFY 2008, SHSTB contracted with MSPOA to conduct outreach to local law enforcement agencies and tribal governments. The purpose of this contract was to change the conversation about law enforcement in Montana and racial profiling.

MSPOA's efforts have included encouraging local law enforcement to adopt model policies that comply with the Montana state law (MCA § 44-2-117) for the prevention of racial profiling. This includes collecting and analyzing ethnic data on stops and citations.

During FFY 2008, the contractor visited every reservation in Montana, and numerous sheriffs offices and police departments, especially those on or near reservations. MSPOA staff met with Native American legislators and has established working relationships around the issue of racial profiling and race relations generally with the following organizations: Montana Association of Counties, the Montana Municipal Insurance Authority, the Montana Police Protective Association, the Montana Association of Chiefs of Police, the Montana Highway Patrol, the Montana Law Enforcement Academy, the

Montana County Attorneys Association, and all state or local law enforcement agencies or local government agencies with a stake in the outcome of this project.

Law enforcement equipment

Basic DUI equipment

MDT provided \$98,899 worth of basic DUI equipment (portable breath testing devices, radar, and in-car video systems) to help local law enforcement agencies participating in STEP establish probable cause to apprehend impaired drivers. This equipment was also made available to tribal law enforcement.

Intoxilyzer 8000

During FFY 2007, MDT provided \$731,350 to the Forensic Sciences Division of the Montana Department of Justice (DOJ) to procure and deploy 110 Intoxilyzer 8000s across the state. After the instruments were purchased, programmed, and distributed, Forensic Sciences staff provided training to local and state law enforcement across the state. Training and technical support continued in FFY 2008.

As of the last report from the Forensics Lab dated October 30, 2008, eighty-eight Intoxilyzers have been deployed to every county in the state, including the 10 counties that previously had no ability to test DUI offenders via breath analysis. Because of this project, transport time of suspected offenders is dramatically reduced. To date, five of Montana's seven reservations have received Intoxilyzers from DOJ, with one placement pending on the Blackfeet. The only reservation currently not participating is Crow Agency.

Butte – Silver Bow motorcycles

MDT contracted with the Butte – Silver Bow Police Department (BSBPD) to purchase two motorcycles and related equipment. The purpose was to enhance their traffic safety program in the areas of impaired driving and occupant protection.

The motorcycles provide BSBPD officers the ability to maneuver through congested traffic, allowing for more visibility, increased efficiency, and successful enforcement of traffic laws. The cycles also proved valuable during St. Patrick's Day and Evel Knievel Days in 2008. During these events, the community of Butte receives a large influx of people, and alcohol consumption is prevalent. As a result, enforcement efforts are stepped up to counter and prevent impaired driving.

Missoula motorcycles

MDT funded with the Missoula Police Department (MPD) \$44,000 to purchase two motorcycles and related equipment. This allowed the MPD to enhance their traffic safety program in the areas of impaired driving and occupant protection.

Besides the public relations value, the motorcycles provide the MPD officers the ability to maneuver through congested traffic, allowing for more visibility, increased efficiency, and successful enforcement of traffic laws.

Law enforcement training

SFST refresher training

MDT contracted with the Montana Highway Patrol to provide *Standard Field Sobriety Testing* (SFST) refresher training to local law enforcement and tribal law enforcement in conjunction with the Highway Patrol's SFST training for their own officers.

The MHP conducted six sessions of the SFST Refresher Course across the state that included two reservation locations. The curriculum contained additional (new) information on gaze nystagmus, as well as drowsy driving, distracted driving, mental illness, and drugged driving. Eighty-eight officers, prosecutors, and judges successfully completed the course.

Drug Recognition Expert (DRE) training

MDT provided the Missoula Police Department (the agency sponsoring the DRE school) \$9,000 to fund the airfare and motel expenses for 14 Montana students and the Montana DRE Instructor. The objective is to expand the number of drug recognition experts in law enforcement.

Montana's first DRE certification school was held in Missoula from September 25 – October 5, 2006, with field certifications conducted in the Maricopa County Detention Center with the support of Arizona DRE Instructors. Every student who attended the school and field certifications became certified as a Drug Recognition Expert in the state of Montana. In FFY 2008, MDT contracted with the Missoula Police Department to recertify existing DRE officers. Over 85% of the 26 officers were qualified for recertification.

Mobile Impaired Driving Assessment Center

In FFY 2007, MDT funded the Montana Highway Patrol \$250,000 to procure a *Mobile Impaired Driving Assessment Center* (MIDAC).

The MIDAC continued to be deployed during FFY 2008, at a total of 14 events. The MIDAC was in operation for 347 hours, resulted in 46 people being processed, 25 for DUI, 1 for suspected drug use, and 20 for minor in possession (MIP).

Event	Location	Date
1. DUI week – training for new law enforcement officers	Montana Law Enforcement Academy, Helena	Four times per year: November 7-8, 2007 March 5-6, 2008 June 4-5, 2008 September 6-7, 2008
2. Cats-Griz football game	Bozeman	November 16-17, 2007
3. Women in law enforcement career fair	Great Falls	January 26-28, 2008
4. St. Patricks' Day	Butte	March 17, 2008
5. Bozeman Sweet Pea Festival	Bozeman	July 4, 2008
6. Motorcycle rally – Iron Horse Stampede	Red Lodge	July 18-20, 2008
7. Annual Testicle Festival	Clinton	July 21-27, 2008
8. Hells Angel motorcycle rally	Missoula	July 28 – August 3, 2008
9. Rockin' The Rivers concert	Whitehall	August 8 -10, 2008
10. Bull Thing Rodeo	Eureka	August 21-24, 2008
11. State Motorcycle Safety Administrators national conference – tour for conference attendees	Billings	August 15-17, 2008
12. MHP trained 5 more officers to be certified to operate the MIDAC.	Helena	August 19-20, 2008

The center has a general deterrence effect because of its bold presence. For those who do choose to drive impaired, however, officers are able to bring suspects to the center to perform SFST and DRE testing, rather than having to transport them long distances to the nearest testing location. Offenders are temporarily held at the MIDAC until they can be picked up by a sober friend or transported to a jail.



The MHP welcomes participation and usage by other law enforcement entities as an opportunity to build relationships among the various law enforcement agencies, and to enhance efficiency.

In FFY 2009 the Montana State Highway Traffic Safety Bureau contracted the Montana Highway Patrol to provide a trooper who is solely devoted to highway traffic safety known as a Traffic Safety Resource Office (TRSO). One of the main duties of this Trooper will be to increase the use of the MIDAC as part of managing MDT-SHTSB contract implementation at MHP as well as aiding in training and coordination efforts with local law enforcement.

Public education & information

Partnerships in the work of DUI prevention

MDT staff recognizes that partnerships are essential in reducing the state's alcohol culture and crash statistics. The following partnerships within state, local, and federal government are of particular value:

- Lisa Scates, Department of Revenue – Liquor Education
- Bobbi Perkins, Dept. of Public Health & Human Services – Injury Prevention Coordinator
- Jackie Jandt, DPHHS Addictive & Mental Disorders Division – Planning & Outcome Officer
- David Huff, Office of Public Instruction – Driver Education Program Coordinator
- Karen Nelson, Office of Court Administrator/Montana Supreme Court, IT Manager
- Greg Noose, DOJ Driver and Records Control Bureau Chief
- Darcy Merchant, IHS Billings Area Officer
- Lonie Hutchison, Missoula City-County Health Department

Community coalitions

DUI Task Forces

MDT entered into a contract in January 2008 with the Missoula City-County Health Department to provide a DUI Task Force Facilitator for the state. The Facilitator under contract to MDT is Lonie Hutchison. She has over 20 years of traffic safety experience as coordinator of the Missoula County DUI Task Force. This contractor provides technical assistance to the DUI task forces from other counties on how to write and implement their annual plans. The facilitator also recruits other counties without Task Forces to develop and implement their own. The long-term goal is for each county in the state to have an active DUI task force to help provide grass-roots efforts to reduce drinking and driving at the local level.

Discussion is currently underway in response to a suggestion from the Cascade County DUI Task Force Coordinator that the DUI task forces form an association or coalition of task forces. Since DUI Task Forces are funded by driver license reinstatement fees, they are not subject to state or federal restrictions on lobbying. An association would effectively have the ability to advance more effective DUI laws in the state.

County DUI task forces are authorized under Montana Code Annotated 61-2-106 to conduct county drinking and driving prevention programs. Montana added six new DUI task forces during FFY 2008, thanks in large part to the contracted Facilitator, increasing the number of task forces to 27. As of September 30, 2008, five additional task forces were under development and had submitted plans for approval by the Governor's Representative for Highway Safety (GR).

According to Montana Code Annotated § 61-2-106, the task forces are charged with studying the problem of impaired driving related traffic crashes and recommending a program designed to:

- Prevent driving while impaired (eg. alcohol, legal or illegal drugs)
- Reduce impaired driving crashes and economic losses that result from such crashes
- Educate the public on the dangers of driving after consuming alcoholic beverages or other chemical substances that impair judgment or motor functions.

The Governor or Governor's Representative for Highway Safety has the responsibility and statutory authority to approve plans developed by the counties that outline their proposed impaired driving prevention programs in advance of each state fiscal year. The counties must also submit proof that their County Commissioners have appointed the DUI Task Force and approved their plan. The State Highway Traffic Safety Bureau (SHTSB) monitors the plans.

Funding for the DUI task forces comes from driver license reinstatement fees collected in accordance with MCA 61-2-107. The Montana Department of Justice passes monies to SHTSB for distribution to the task forces with approved plans. Monies are electronically deposited in quarterly increments in the County Treasurer's office for each county that has a state-approved DUI Task Force.

Below is an example of some of the activities many of the DUI Task Forces undertook during FFY08, as outlined in their plans approved by the GR:

○ Overtime wages for law enforcement DUI patrols, party/kegger patrols	○ Compliance checks	○ Designated Driver programs
○ PI&E media campaigns	○ Safety spot checks	○ Safe Ride Home Programs
○ Law enforcement equipment	○ Speaker fees	○ Victim's Impact Panels
○ Responsible Alcohol Sales/Service Training programs	○ Recognition programs for those in the community who make a difference fighting impaired driving	○ Trainings for law enforcement, prosecutors, and judges
○ Partnering with local youth groups	○ Conference attendance	○ Fatal Vision Goggle programs

MDT offered to pay for a member from each DUI task force to attend a quality training opportunity July 21-25 in Billings hosted by the Addictive & Mental Disorders Division of the Montana Department of Public Health & Human Services (DPHHS/AMDD). The training was designed to assist the recipients of the Strategic Prevention Framework State Incentive Grant (SPFSIG). The goal of the grant is to have the recipients focus on binge drinking and drinking & driving prevention using environmental prevention strategies.

MDT paid hotel, mileage, and per diem for three DUI task force representatives plus one Native American *Safe On All Roads* (SOAR) coordinator to attend the three days of training that pertained to the DUI task forces.

Jefferson County DUI Task Force – Junior Member Program

MDT entered into a \$4,999 contract with the Jefferson County DUI Task Force for a Junior Member Program in FFY 2008. The junior members assisted the task force with creating traffic safety messaging on impaired driving and occupant protection to target their peers. Messages were delivered at the local school and via two billboards in the county. The program was successful and is underway for the second year in FFY 2009 to continue the relationship and educational activities that have been formed during this project.

All members of the Jefferson County DUI Task Force Members agreed that the Junior Member Billboard Project was a huge success for both the teen members and adult members. The Junior Members provided valuable insight to the opinions of their teen peers in regards to both Occupant Protection and Impaired Driving. It is the members' belief that the Junior Members were empowered by the Task Force to make safe and healthy choices and to be excellent role models for their age population. The project provided opportunities for hands-on learning and increased local awareness of the importance of injury prevention and traffic safety.

Many local businesses who participated in the Junior Member project continued to show an interest in remaining involved with the projects of the Task Force. Task Force Members decided to apply for another Junior Member/Teen Grant Project in FFY09.

It is expected by the Task Force that all the Junior Members will continue to be valuable educational advocates for Highway Traffic Safety in their communities beyond their commitment to the Task Force. The Junior Members were all invited to continue to be members of the Jefferson County DUI Task Force.

It is the hope of the Jefferson County DUI Task Force Members and Junior Members that this project will contribute to a reduction in the number of teen-related motor vehicle deaths and/or severe injuries.

Sweet Grass County DUI Task Force – Media project

MDT provided supplemental funding to the Sweet Grass County DUI Task Force during FFY 2008. Funding was used to pay for the placement of impaired driving related education advertisements in the local newspaper. The pieces were succinct and pointed.

The cost of ad placement was \$960.90 for eight ads over the duration of this contract. A ninth ad was placed at local agency expense. Production costs were \$107, the only production costs for all ads placed over the duration of this grant. All of the ads paid for by this grant were placed in the *Big Timber Pioneer* which targets residents in Sweet Grass

County but also includes subscribers from out of state. The Big Timber Pioneer circulates 1,800 copies and is published once a week.

Safe Communities coalitions

MDT contracted with Healthy Mothers/Healthy Babies (HMHB) to manage the *Safe Kids/Safe Communities* (SKSC) project. Fifteen local coalitions continued to conduct impaired driving and occupant protection programs in the following 21 counties: Ravalli, Butte-Silver Bow, Cascade, Custer, Dawson, Flathead, Gallatin, Hill, Lincoln, Missoula, Richland, McCone, Sheridan, Lake, Pondera, Toole, Teton, Lewis & Clark, Jefferson, Broadwater, and Yellowstone. These counties encompass 80% of Montana's population.

Coalitions used positive, non-enforcement messages to raise awareness and change cultural norms around drinking and driving. Coalitions sought and received media attention for their impaired driving prevention programs. Coalitions developed and distributed their own brochures and other PI&E resources. Many of the SKSC coalitions collaborate with area DUI task forces on alcohol-related programs.

Some programs to reduce impaired driving were:

- *Empty Dinner Party* displays – a visual display intended to communicate the loss suffered by families and communities as a result of impaired driving. Each empty place setting at the dinner party represents someone who was killed on Montana's roads due to an alcohol- and/or drug-related traffic crash. This is an effective way to communicate local data with an emotional impact, especially in rural areas where people are closely connected.
- Mock Crash events – demonstrate the very real impacts that crashes have on schools, emergency responders, families, and communities. These events also demonstrate what happens to impaired drivers when they enter the justice system.
- PI&E via the faith-based community (messages in church bulletins, etc.)



An *Empty Dinner Party* display



- Dawson County SKSC Coalition developed and distributed T-shirts to local taverns for the New Year's Holiday. The message on the shirt was "DUI Limit .08" The taverns were all contacted via telephone on New Year's Eve and asked to have their employees wear the shirts.
- Many coalitions worked with local taverns to provide non-alcoholic beverages to designated drivers during the Christmas/New Year's Holiday time period.
- The Flathead SKSC Coalition partnered with Flathead CARE to market the "Tie One On For Safety" campaign. MADD's program works to raise awareness on not driving drunk during the holidays or ever. 3000 red ribbons and window clings were purchased and distributed to local law enforcement, school district employees, hospital employees, and car dealerships. A TV interview was done to raise awareness along with print and TV ads.
- The Gallatin County SKSC Coalition held a press conference for the New Year's holiday with participation from the Gallatin County Sheriff's Department, the Highway Patrol and the Bozeman Police Department. TV and newspaper reporters attended which resulted in two TV stories and one newspaper article. In addition, we were able to create a radio PSA, distribute 50 posters, 1000 drink coasters and 241 Designate Driver letters that were sent to establishments.
- Incentive Items, such as ice scrapers imprinted with designated driver information, were distributed through a variety of drive through.
- Flyers regarding responsible hosting, local stats, the designated driver program, importance of buckling up, and the New Year's Eve Home Free program were developed and distributed.
- Two Hill County SKSC arranged for radio programs about the local *Sober & Safe* Campaign, to be recorded by the Havre Police Chief, the Coalition Coordinator, and the Montana Motorcycle Safety Program Director.
- Officers from the Montana Highway Patrol, and the local sheriff and police chief's departments, recorded PSAs that were used on local stations.
- Department of Revenue-provided "booze bags" were distributed to liquor and grocery stores. The message on the brown bottle bags was "65% of kids get their alcohol from family and friends" and some suggestions on how to change the statistic.
- Many coalitions sent requests to businesses with reader boards/marquis displays to post anti-drinking and driving messages. Many businesses obliged to the requests.
- The Missoula County SKSC Coalition and Missoula County DUI Task Force co-sponsored a live radio remote broadcast from the Badlander Bar on December 14, 2008 from 3-6 pm to support local STEP enforcement activities. The event was

attended by 23 participants (law enforcement officers, public officials, DUI Task Force & SKSC Coalition members). Law enforcement officers and several public officials including Missoula County Sheriff, Mike McMeekin and County Commissioner, Larry Anderson, were interviewed.

- The SKSC Coalition of Richland, Sheridan & McCone Counties supported local law enforcement by encouraging them to make a public statement and submitting NHTSA-developed news releases to the newspaper. They distributed the “I’m your bartender not your Mother” coasters provided by MDT and put up the table tents that were created last year (one side displayed NHTSA’s fruitcake graphic and the other side listed locally created tongue-in-cheek “Top Ten Reasons NOT to hand over the keys” with statistics). The designated driver message was heavily advertised in a “Make a Pact” radio PSA that ran four times a day, a free ad on the Community Channel that utilized NHTSA’s elves graphics, and newspaper articles submitted to all newspapers in Richland, Sheridan and McCone Counties. We also designed grocery store dividers (triangular dividers) that had three phrases: “Designate a sober driver”, “BEFORE you start drinking”, and “Buzzed driving is drunk driving”. These dividers were distributed to two major grocery stores in Sidney. The Empty Dinner Party display also had strong designated driver messaging in the tri-county area.
- SKSC of Lake County & Flathead Reservation arranged for a 4’x6’ banner to promote designated driving during the holidays to be displayed on the building of the Lake County Health Department from December 13 to January 4. Because of a recent article in the paper, the owner of the Miracle of America Museum in Polson invited the SKSC Coordinator to view the DUI Victims Memorial he had set up in his museum. The day the coordinator attended, there were about three high school groups touring viewing the memorial.

Responsible alcohol sales & service training

MDT-SHTSB’s partnership with the Montana Department of Revenue (DOR) grew in effectiveness during FFY 2008 with the hiring of a new liquor education specialist at DOR.

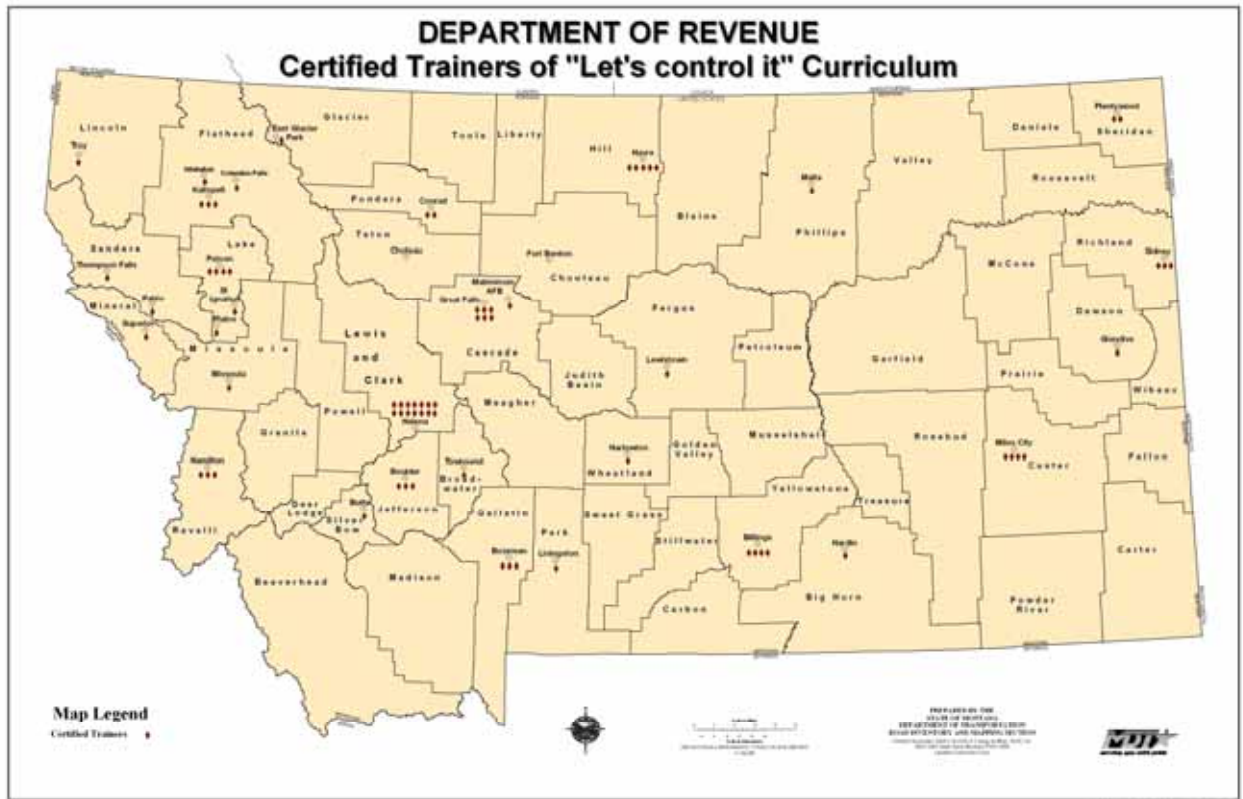
The mission of DOR’s Liquor Control Division is “to administer the applicable sections of the Alcoholic Beverage Code with an emphasis on excellence in customer service and a focus on public safety...” The Liquor Control Division’s responsible alcohol sales and service program is called, *Let’s Control It!* The objective of this training program is to address the responsible sales and service of alcoholic beverages. From this training, the alcohol servers learn how to confront the issues of high risk (binge) drinking, underage drinking, secondary distribution (adults giving alcohol to underage youth), and over-serving.

The SKSC coalitions, along with some DUI task forces, continued to provide alcohol server training within their respective counties using the Montana Department of Revenue's *Let's Control It!* training program. Some groups also provide TIPS (Training for Intervention Procedures) classes. TIPS markets themselves as "the global leader in education and training for the responsible service, sale, and consumption of alcohol." TIPS is a skills-based training program that is designed to prevent intoxication, underage drinking, and drunk driving.

In total, 116 *Let's Control It!* classes were conducted by the SKSC coalitions. This represents an increase over the 97 classes held during FFY 2007. These totals do not reflect any TIPS or ServSafe classes, or classes sponsored by other entities. DOR is working on a database that accurately reflects class and participant counts, and on ensuring that all certified trainers are reporting to DOR.

Through the new liquor education specialist's efforts, several changes were made to the *Let's Control It!* program during FFY 2008:

- The curriculum was expanded from a one- to two-hour program to a four-hour program. Added content included skills building and tools for servers and sellers to use on the job. A course evaluation was also developed to monitor the effectiveness of the training. A trainer manual was produced and distributed to all state trainers, along with several training aides.
- An eight hour train-the-trainer course was developed to certify state trainers. This process included developing policies and processes for trainer certification, certification exam, e-trainer network, and tracking capabilities.
- The state certified trainer base increased from 16 trainers to 77 trainers during FFY 2008.



Support for law enforcement

Local SKSC coalitions provided support to local law enforcement during the national impaired driving mobilization over Labor Day, as well as during special enforcement periods specified by the State: Christmas/New Year's, and the 4th of July. Several coalitions provided additional messaging during the Thanksgiving time period, Super Bowl, St. Patrick's Day, and during local events where alcohol was consumed

SKSC support took a variety of forms, including

- SKSC and law enforcement partnering in presenting information about laws, penalties and underage drinking on radio programs.
- Letters to the editor
- Encouraging law enforcement to use STEP enforcement.
- Reminding law enforcement of each upcoming campaign and that educational/promotional materials were available to them.
- Submitting news releases to local newspapers during the mobilization.
- Contacting law enforcement officials and encouraging them to promote the Designated Driver message in a preventative capacity, while walking through taverns during the New Year's holiday.
- Working with law enforcement officials to record radio spots for this mobilization.

Designated driver program

All SKSC coalitions were required to implement a designated drivers program over the Christmas/New Year's time period. This was a challenge for coalitions in rural areas without public transportation; however, they all devised some creative measures. Several coalitions were successful in getting local establishments to provide designated drivers with free soda.

Outreach to American Indian population

Coalitions were required to reach out to American Indian populations to encourage participation in SKSC, and/or assist them in establishing SKSC coalitions on reservations. Coalitions not located near a reservation were required to do outreach to American Indians residing in their urban areas. Several coalitions were represented at pow wows, reached out to urban Indians via safety seat clinics, and were successful in soliciting Indian members for their coalitions.

ACT program for DUI offenders

MDT continues to have a strong partnership with staff in the Chemical Dependency Bureau of the Department of Public Health & Human Services' Addictive & Mental Disorders Division (DPHHS/AMDD/CDB). The DPHHS staff is responsible for managing the state-approved chemical dependency treatment program, as well as a statewide network of prevention specialists.

In cooperation with DPHHS/AMDD/CDB, MDT continued to fund and facilitate an Assessment, Course, and Treatment (ACT) "train the trainers" certification training for licensed addiction counselors. Counselors who will be operating or managing the state-approved ACT programs for convicted DUI drivers are required to receive this training. This project also included payment of per diem and travel costs for American Indian counselors to attend these trainings.

ACT training for FFY 2008 was held May 14-16, 2008 at the Wingate Inn in Helena. The October training was cancelled because only four people registered. Two of those personnel who registered were not from state-approved programs.

Support and training

Traffic Safety Resource Prosecutor

MDT worked with the Attorney General's office to write a job description for the Traffic Safety Resource Prosecutor position. The contract ran into trouble when classification analysts at the Department of Justice placed the position in a band 6 category, which rendered the salary range too low to attract a qualified applicant. However, the effort was successful in securing additional funding for the project from the National Association of Prosecutor Coordinators.

Although we were unsuccessful in launching the TSRP during FFY 2008, the department is now moving forward with a Request for Proposal, and anticipates hiring a TSRP during FFY 2009.

Statewide outreach and education program

MDT worked with the Montana Supreme Court, the Attorney General's Office, and the Montana County Attorneys Association to provide training to both prosecutors and courts-of-limited-jurisdiction judges on topics associated with driving under the influence (DUI) during FFY 2008.

The following topics were included during eight hours of training on April 29, 2008 as part of the Courts of Limited Jurisdiction Judges Spring Conference:

- DUI field sobriety testing, probable cause
- DUI case law update
- DUI stacking, sentencing, enhancements
- DUI Panel discussion/question & answer

The following topics were included on the July 10-11, 2008 agenda as part of the Montana County Attorney's Association nine hour training session:

- Technology in the Courtroom: user-friendly new developments
- DUI Courts and a Judge's observations on DUI trials
- DUI legal update
- The Intoxilyzer 8000
- Driving under the influence of drugs
- DUI issues – questions & answers

Statewide tracking system

The Office of Court Administrator, Montana Supreme Court, is in the process of completing implementation of a robust accounting, case management, and reporting system called *FullCourt*. This system is designed to help court professionals manage cases from citation to adjudication.

FullCourt has been deployed in Montana's Courts of Limited Jurisdiction, capturing 99% of the cases filed there. Deployment to the District Courts is estimated to be complete by July 2009. In the meantime, the Office of Court Administrator's IT Manager confirmed that 68% of cases filed in Montana's District Courts are captured in *FullCourt*.

In late FFY 2008, MDT entered into a contract with the Montana Supreme Court to replicate the *FullCourt* database, allowing a more thorough analysis of DUI statistics than has ever been possible. DUI task forces are statutorily charged to collect "the number of

arrests and convictions in the county for driving under the influence of alcohol and the sentences imposed for these convictions". This project will allow the State to provide the task forces with this data, which will help guide their efforts.

DUI court training

MDT took the initiative in FFY 2008 to promote the DUI court model in the state. MDT-SHTSB began by funding a team from the Billings Adult Municipal Court (BAMC) to attend a 3.5 day training on the DUI court model.

The DUI court is a distinct court system dedicated to changing the behavior of the alcohol/drug dependant offenders arrested for driving under the influence/driving while impaired (DUI/DWI). The goal of DUI courts is to protect public safety by using the drug court model to address the root cause of impaired driving, alcohol and other substance abuse. With the repeat offender as its primary target population, DUI courts follow the Ten Key Components of Drug Courts and the Ten Guiding Principles of DWI Courts, as established by the National Association of Drug Court Professionals and the National Drug Court Institute.

Under this model, increased accountability along with treatment, more frequent testing, monitoring and other services, are expected to help offenders break the cycle of drinking and driving. DUI courts have been proven effective in reducing recidivism. A court must have received a prescribed level of training in order to be recognized by NHTSA as a DUI or hybrid Drug/DUI court for the purposes of qualifying under Section 410.

The BAMC team returned from the training and began to form plans to implement a dedicated DUI docket at the court. As part of their planning process, they submitted an application for FFY 2009 funding to this office. Their application was successful and they, along with the Kalispell Municipal Court will be implementing the DUI court model within Montana.

Four courts, including one tribal court, will be receiving either a 3.5 day or one-day of DUI court training during FFY 2009.

The Office of Court Administrator, Montana Supreme Court, held a two-day conference for the Montana Drug Courts in Butte August 20-22, 2008. Plenary Speakers included:

- Dr. Maxine Stitzer, John Hopkins, Department of Psychiatry & Behavioral Health
- Dr. Paul Cary, University of Missouri
- Dr. David Steward, Seattle Pacific University

The DUI Court Track encompassed the following topics:

- DUI Court Guiding Principles – DUI Advance Course

- DUI Program eligibility and client screening
- Targeting the DUI Problem – DUI Advance Course
- Supervising the DUI Offender

The conference was attended by Montana's judges, public defenders, probation officers, treatment providers, and case managers. Many had never been involved with the DUI courts and were enthusiastic about implementing one in their district. Some had dealt with family and/or juvenile courts only, but were thoughtful about adding a DUI court. Some attended to obtain tools to ensure their existing court programs were more successful. Overall, it was a very informative conference enhanced by the attendance of the national experts in this field.

Jeff Kushner is the Montana Statewide Drug Court Coordinator with the Montana Supreme Court/Office of the Court Administrator. The funding for his position was provided by the Montana Legislative Assembly for the state's drug courts. Jeff is a very strong advocate for implementation of evidence-based practices within treatment programs and drug courts, and for expanding the scope of DUI courts within the state.

Law enforcement liaison

MDT hired a full-time law enforcement liaison in January 2008. The liaison is responsible for managing law enforcement projects and activities to improve the state's presence among the law enforcement communities. The liaison works with local, state, and tribal law enforcement through the Selective Traffic Enforcement Program (STEP) and other law enforcement related programs. The main objective is to increase occupant protection and reduce impaired driving on Montana's roads by working with law enforcement.

The liaison has observed several areas where improvements can be made to MDT's law enforcement program. For example, in FFY 2009, the liaison will require STEP participants to record the total number of contacts, not just citations and warnings and report this information on a quarterly basis and after national mobilizations.

Educational materials

The impaired driving prevention educational materials listed below were requested and disseminated from the Montana State Highway Traffic Safety Bureau. The materials were also made available on our Montana Department of Transportation website <http://www.mdt.mt.gov/safety/safetyprg.shtml> for public use.

These materials were used by a variety of groups and individuals, including the DUI task forces, trainers of the *Let's Control It!* and TIPS curricula, driver education instructors, Montana School Districts K-12, universities and colleges, SOAR program coordinators, *Healthy Mothers Healthy Babies*, *Safe Kids Safe Communities* coalitions, the Office of Public Instruction, Montana hospitals, state and local public health and human services

personnel; law enforcement agencies, bars/taverns, Montana courts, and drivers' licensing agencies.

1. *Assessment Course Treatment (A.C.T.) Program (Brochure)*
An explanation of the mandatory program for those convicted of driving under the influence (DUI). This document describes one's responsibilities and rights. It explains vehicle licensing reinstatement fees and driver's license suspensions.
2. *Blood Alcohol Concentration (BAC) & You (Brochure)*
An explanation of what BAC is, how it affects your body, behavior and your driving abilities.
3. *Blood Alcohol Concentration (BAC) & Youth (Brochure)*
An explanation of what BAC is; how it affects your body, behavior and driving abilities. It also explains minors in possession (MIP) laws and penalties for purchasing or possessing alcoholic beverages.
4. *Montana's Minors in Possession (MIP) Drinking & Driving Laws (Brochure)*
An overview of what could happen if you are a minor stopped for drinking and driving beginning with an alcohol screening test, conviction, vehicle confiscation, A.C.T. program, treatment, fines, and driver's license suspensions and restrictions. This brochure is being updated to incorporate the new MIP laws.
5. *Drinking Decisions – Think BEFORE You Drink (Brochure)*
An overview of what could happen if you are stopped for drinking and driving beginning with an alcohol screening test, conviction, vehicle confiscation, A.C.T. program, treatment, fines, and driver's license suspensions and restrictions.
6. *Montana DUI Laws (Poster)*
Jointly developed by the Department of Justice and the State Highway Traffic Safety Office of Montana's 12 DUI laws, and can also be used as a power point presentation for training.
7. *Alcohol Sales and Underage Drinking Laws in Montana (Pamphlet)*
An explanation of legal responsibilities for those selling alcohol, liability for licensees, MIP laws, tips for reducing liability for licensees, staff training, establishment environment, recognizing false identifications, working with law enforcement, underage sales and penalties, serving alcoholic beverages in a bar and recognizing behavioral cues in excessive drinkers. Montana laws pertaining to alcohol sales and underage drinking are also listed.

8. *Montana's Open Container Law (Pamphlet)*

Montana's Open Container Law became effective October 1, 2005. This pamphlet explains the law and is signed by the Governor's Highway Safety Representative/Director of the Department of Transportation.

9. *Montana Gets Tough on DUI (Brochure)*

An explanation of Montana's DUI Law; the penalties for getting a DUI; the Standard Field Sobriety Test process; and how anyone can help keep impaired drivers off Montana's roads.

10. *Coasters*

MDT-SHTSB paid for another printing of 50,000 coasters imprinted with an impaired driving message (see image). Coasters were distributed to the SKSC coalitions and the DUI task forces. The coasters were enthusiastically received by many servers, and even used by some to signal patrons that they were being "cut off" from further alcohol service.

**I'm your bartender
not your Mother.**

Drink responsibly or
we'll both get grounded.

See, this is how it is...

The people serving you can be fined, go to jail and
even be sued because of your actions.

So...if your bartender thinks you've had too much,
you're done.

MDT-SHTSB is preparing to do a review and update of all its publications. New materials will be ready and available for distribution by the spring of 2009.

Motorcycles DUI Crashes

Because many motorcycle crashes are alcohol-related, the SHTSB's Law Enforcement Liaison is working with law enforcement to ensure they are trained to detect impaired riders. Please reference the motorcycle report (Section 3.2.7) for additional information.

3.2.3 Occupant Protection

Performance Goal

Increase statewide seat belt use which will reduce fatalities and incapacitating injuries.

Evaluation Measures

- *Annual statewide safety belt utilization for all roads. Increase from 79.3% during 2008 to 90% by 2010*
- *Annual restraint use by occupant fatalities. Increase from 26.3% during 2007 to 45% by 2010.*
- *Annual young driver crash rate (per 1,000 licenses). Reduce the under 21 year old drivers from 0.58 during 2007 to less than 0.40 by 2010.*
- *Annual Native American traffic fatalities as percent of all Montana traffic fatalities. Reduce from 15.5% during 2007 to less than 12% by 2010.*
- *Total annual single vehicle run-off-the-road crashes. Reduce single vehicle run-off-the-road crashes from 6,406 during 2007 to less than 6,200 by 2010.*
- *Fatalities and incapacitating injuries in high crash corridors. Reduce fatalities plus incapacitating injuries from 156 during 2006 to less than 130 by 2010.*
- *Annual alcohol- and drug-related fatality rate (per 100 M Vehicle Miles of Travel). Reduce from 1.12 during 2006 to less than 0.80 by 2010.*
- *Efficient & effective support of program objectives & administration of HSP*

Occupant Protection is Montana's second traffic safety priority, based upon the problem identification process and data from fatalities in Montana. The belt usage rate has hovered steadily over the past few years around the 80% mark. That trend continued this year, with an observed seatbelt usage rate of 79.3% in June 2008.

Within the state, occupant protection receives equal attention with impaired driving in reducing traffic crashes. Usage rates vary greatly by roadway type, vehicle type, and demographics. For instance, on local roads, seat belt usage rates are much lower than the

interstate and primary roads. Males have lower observed belt usage rates than females. Historically, belt use has also been low among Montana's Native American population.

Seat Belt Usage Rates					
Year	Interstate	Primary	City	Other	All Roads
2003	93.6%	82.3%	65.1%	71.7%	79.5%
2004	93.0%	83.3%	67.7%	73.1%	80.9%
2005	92.6%	82.4%	66.9%	72.6%	80.0%
2006	92.6%	81.7%	64.9%	70.6%	79.0%
2007	92.2%	82.1%	67.4%	70.5%	79.6%
2008	92.1%	81.7%	66.6%	70.7%	79.3%
Chg 1 Year	-0.1%	-0.5%	-1.2%	+0.3%	-0.4%
Chg 5 Year	-0.8%	-0.8%	+0.3%	-1.4%	-0.6%

Source: State Highway Traffic Safety Bureau – Montana Department of Transportation

An encouraging trend is emerging. Preliminary data for 2008 fatality comparisons with 2007, shows seat belts are being used more.

Fatality Comparison for 2008			
	2007	2008	Percent Change
Fatalities to Date	217	175	-19.4%
Motorcycles	35	32	-8.6%
Pedestrians	11	8	-27.3%
Bicycles	4	3	-25.0%
Alcohol Related*	81	63	-22.2%
Occupant Fatalities	167	132	-21.0%
SB Not Used*	127	102	-19.7%

*these data items are preliminary and could change as more information is received

Additionally, there has been a significant reduction in the number of fatalities involving American Indians as demonstrated in the following table. An occupant protection media program is currently available on four of Montana’s seven Indian reservations. This media program, which is managed by a contractor on behalf of MDT, is part of the Safe On All Roads (SOAR) Native American traffic safety project. (For more information about SOAR, please refer to section 3.2.8 Media Report). We believe that SOAR and the increased number of STEP contracts with tribal law enforcement in FFY 2008 have contributed to this reduction in Native American fatalities.

January 1 - September 30	2007	2008	Percent Change
Native American Fatalities	32	19	-40.6%

Occupant Protection – Accomplishments & Highlights

Law Enforcement

Selective Traffic Enforcement Program

MDT contracts with law enforcement agencies throughout Montana to participate in the Selective Traffic Enforcement Program (STEP). SHTSB solicits law enforcement agencies based on fatality data and population.

- The larger law enforcement agencies offered contracts were as follows:
 - The police departments in Billings, Bozeman, Great Falls, Helena, Kalispell, Missoula, and the Montana Highway Patrol
 - The sheriffs departments in Missoula, Yellowstone, Cascade, Ravalli, Flathead, Lewis & Clark, and Butte Silver-Bow Counties
 - Tribal Law Enforcement
 - Chippewa Cree Law Enforcement
 - Crow Law Enforcement
 - Confederated Salish and Kootenai Law Enforcement
 - Fort Belknap Police Department
 - Fort Peck Law and Justice
- The next group offered contracts were law enforcement agencies (sheriffs and/or police) in communities and counties with a population of at least 5,000 people followed by counties with less than 5,000 people. SHTSB contracted with the Montana Sheriff's & Peace Officers Association (MSPOA) to manage the STEP overtime contracts for 27 smaller counties.

In total, this allows for 85% statewide coverage of the population by law enforcement.

Law enforcement agencies conducted year-round sustained enforcement from October 1, 2007 to September 30, 2008. They participated in the two national mobilizations, Memorial Day and Labor Day, as well as state-required overtime activities around July 4th and the Christmas/New Years time frames.

As much as possible, law enforcement spent 50 percent of their time enforcing impaired driving violations and 50 percent of their time enforcing seatbelt usage during the same traffic stop. Since Montana has a secondary seatbelt law, officers cannot pull a driver over solely because of observed seatbelt or child restraint violations. Law enforcement used speed enforcement as a strategy to stop impaired drivers and cite those drivers seen not wearing their seatbelts.

During STEP patrols in FFY 2008, officers logged a total of 3,257 seatbelt citations and 107 child occupant restraint citations.

The Montana Highway Patrol as part of the STEP program conducted Safety Spot Checks in strategic areas throughout the state. They conducted this activity in collaboration with local and tribal law enforcement. A Safety Spot Check in accordance with Montana Code Annotated allows law enforcement agencies to establish a road block with the purpose of either apprehending a fugitive or checking for driver's license, driver's registration and proof of insurance. These spot checks are also used as an opportunity to educate motorists about seatbelt and child safety seat use. Safety Spot Checks provide law enforcement the opportunity to cite drivers not wearing their seatbelts and apprehend those driving impaired.

The Montana Highway Patrol requires each of their eight districts to perform two Safety Spot Checks per year. The Safety Spot Checks are usually placed on roads that are considered to be "High Crash Corridors" or outside of communities with large celebratory gatherings such as rodeos. Safety Spot Checks are intended to verify the legality of a person operating a vehicle. If other violations of the law are noticed drivers can be cited, depending on the severity of the violation

Roving Patrol program

In federal fiscal year 2008 the Montana Highway Patrol (MHP) started their Strategic Traffic Enforcement Team (STET), also known as Roving Patrols. This team consists of a sergeant and five troopers that conduct traffic stops through areas of Montana that data analysts have determined as high crash corridors. The high crash corridors were identified by Montana Department of Transportation staff and the MHP using historical crash data. This data identified corridors with higher than average numbers of crashes and fatalities caused by impaired driving, non-seatbelt usage, and speeding violations. STET moves around the state to these high corridors to show a presence of high visibility enforcement in these areas.



(6/4/08) MHP Trooper Stacy Cozby, wrote a lot of citations Wednesday afternoon on U.S. Highway 93 south of Lolo. Some, like this driver who was stopped for driving seven miles over the speed limit were given a warning and told to slow down. Photo by Michael Gallacher/Missoulain.

The purpose of STET is to detect and deter impaired driving, speeding, and a host of other traffic safety offenses. The Montana Highway Patrol also uses STET as an education tool to the motoring public. MDT is continuing the MHP’s roving patrol program in FFY 2009, focusing their efforts on Montana’s high crash corridors.

Mobilization enforcement

Law enforcement plays a major role in seat belt and child safety usage by conducting overtime patrols in support of the SHTSB’s Selective Traffic Enforcement Program (STEP). The Highway Patrol and 69 local law enforcement agencies received STEP contracts from the SHTSB this year.

The May Mobilization, scheduled May 19, 2008 – June 1, 2008, specifically focused on occupant protection. Law enforcement conducted their seatbelt efforts in areas with a history of high incidents of alcohol-related fatalities and injuries. They developed plans based on this information on where they would conduct STEP and submitted these documents to the SHTSB as part of their contract with MDT. Seatbelt overtime activities by law enforcement occur during both night and daytime. Law enforcement wrote 451 seat belt citations and 11 child passenger restraint citations during the May Mobilization.

During FFY 2008, combining both the Memorial Day and Labor Day Mobilization enforcement efforts, law enforcement wrote 819 seat belt citations and 35 child restraint citations.

Combined Memorial Day and Labor Day Mobilizations FFY08				
Organization	Seat Belt Citations	Child Restraint Citations	Speed Citations	Total Citations
8 Montana Highway Patrol	316	11	346	673
26 Police Departments	317	17	503	837
8 Sheriff’s Departments	92	4	158	254
5 Tribal Law Enforcement Agency	77	2	47	126
Montana’s Sheriff’s & Peace Officer Association (27 Sheriff’s Departments)	17	1	166	184
GRAND TOTAL	819	35	1220	2100

MDT contracted with an advertising company to conduct a major new media campaign during the May mobilization. The “Room to Live” campaign’s message focused on the importance of the vehicle safety cage, and how there is “room to live” within that space during a crash, if occupants are buckled. The campaign is based on a tragic true story involving Montanans that proved that when two occupants in the same vehicle are involved in a crash, wearing a seat belt can make the difference between life and death. The Governor’s Representative for Highway Safety, the Montana Highway Patrol, and

other law enforcement agents were involved in the delivery of the campaign. They developed seatbelt messages that had a law enforcement emphasis and placed these radio and television spots in Montana's larger and some smaller markets, covering approximately 85% of Montana's population. Please see Section 3.2.8, the Media Report, for additional details about the campaign.

Outreach to tribal law enforcement – Native American STEP

The SHTSB's law enforcement liaison worked with Montana's seven reservations to implement the STEP overtime programs on those reservations whose tribal law enforcement are not funded by BIA. SHTSB was successful in awarding five tribes STEP contracts during FFY08. This helped improve tribal law enforcement's ability to apprehend those driving impaired and not wearing their seatbelts.

The SHTSB Law Enforcement Liaison (LEL) encouraged tribal law enforcement agencies to work with non-tribal law enforcement agencies such as the Montana Highway Patrol and county sheriff's offices to assist in safety spot checks as part of the STEP program. SHTSB will continue to encourage other Native American law enforcement agencies to join the STEP overtime program in FFY09.

Public information & education

Community Coalitions

MDT contracted with Healthy Mothers, Healthy Babies (HMHB) to manage and subcontract with 15 local *Safe Kids/Safe Communities* (SKSC) coalitions based in Libby, Kalispell, Polson, Missoula, Hamilton, Butte, Helena, Great Falls, Conrad, Havre, Billings, Miles City, Glendive, and Sidney. These 15 coalitions served 21 of Montana's 56 counties.

Coalition strengthening

1. MDT contracted with the Missoula City County Health Department to provide a technical consultant to the 15 *Safe Kids/Safe Communities* coalition coordinators in FFY 2008. The Project Director supported coalitions in conducting projects outlined within their proposals/work plans approved by HMHB and SHTSB, and provided them technical assistance gleaned from 20+ years experience in the traffic safety arena. Priority was given to new SKSC coordinators and those identified by HMHB and SHTSB as needing assistance.
2. At the July 23-24, 2008 quarterly meeting, MDT contracted with Tracie Moseman, Helena Youth Connections, to provide training to the Montana *Safe Kids Safe Communities* coordinators. Tracie also contracts training services for the

Department of Public Health & Human Services/Addictive & Mental Disorders Division and is herself, a prevention specialist. She focused on areas of the prevention theory, risk and protective factors, community organizing, logic models, evaluation, and data assessment.

Comprehensive occupant protection education: an integrated approach

From 2006 to 2008, Montana continued to develop and implement a comprehensive program for increasing the proper use of passenger restraints. Through combined state and local coordination, local leaders and public service agency personnel are being empowered to fulfill their respective occupant protection educational functions. The focus has evolved, throughout the process, from occupant protection for children to an integrated approach serving both adults and children, called the “family approach”. This approach recognizes that children are not truly safe in a vehicle, even in a properly fitted and installed child restraint, unless every other vehicle occupant is properly restrained. As a result of this approach, child passenger safety training included an adult occupant protection message.

Education outreach

The State Highway Traffic Safety Bureau partially funded *Healthy Mothers, Healthy Babies* and national expert, Joe Colella, to travel the state presenting occupant protection awareness workshops to healthcare providers, emergency responders, law enforcement, Native Americans, and others. FFY 2008 was the third and final year of the project, fulfilling the recommendation contained in the September 2005 Occupant Protection for Children (OPC) Assessment.

FFY 2006 – Year 1 of the Joe Colella/HMHB awareness tour:

HMHB/Colella’s first educational outreach, entitled *Crash Injury & Healthcare – Grand Rounds Tour*, began as an effort to provide functional awareness for pediatricians and other pediatric healthcare providers. Over half of Montana’s healthcare facilities participated. During FFY06, the *Crash Injury & Healthcare Grand Rounds* tour visited 26 cities and four Native American reservations (Crow, Northern Cheyenne, Fort Peck, and Flathead). A new two-hour occupant protection section was added to the Law Enforcement Academy Basic Training.

FFY 2007 – Year 2 of the Joe Colella/HMHB awareness tour:

FFY 2007 focused on bringing accredited continuing education training to law enforcement officers. A similar accredited program was also developed to meet the needs of first responders. Both included expanded information on restraint selection for adults and children, correct use, available resources, interactive exercises, and hands-on practice. A special effort was made to further address Native American community needs. In addition to continuing education for industry-specific groups, the two-hour presentations were also approved for child

passenger safety re-certification continuing education units (CEUs). During FFY07, the *Crash Injury & Healthcare Grand Rounds tour* visited 25 cities (some more than once) and all seven of Montana's reservations, offering 57 trainings to 927 participants.

FFY 2008 – Year 3 of the Joe Colella/HMHB awareness tour:

The third year of the comprehensive program continued to provide functional and updated occupant protection awareness to law enforcement officers, first responders, and healthcare providers, continuing to include all Native American communities. This year's new focus included separate courses delivered to professional and other non-parental early childhood professionals, as well as directly to community member families.



This phase helped ensure consistency between educational and enforcement programming, and continued to serve the integrated “family approach” to occupant protection. In addition, ways to reach judges, prosecutors and local legislators within their communities, was pursued.

Print and broadcast media involvement was included in the programming, in an effort to reinforce occupant protection messaging to community members. Reaching underserved populations, encouraging local and state partnerships, and the dissemination of available tools and resources, continues to be high priorities.

Joe Colella and Patty Carrell had an opportunity to participate in the Montana Crime Prevention Conference reinforcing that being unrestrained or incorrectly restrained is against the law. Their focus was that 73% of those who die on Montana roadways are unrestrained, and more than half of those who are incapacitated by serious injuries are unrestrained. The cost of these violations, in Montana lives, injuries and money is HUGE... and some people don't get it unless

it is treated as an unacceptable crime. The result of their presentation was deep interest, great support, new potential partners, and wonderful news coverage.

Another opportunity arose to present occupant protection education to County Attorneys during the annual Montana County Attorney's Association Summer Training Seminar. These new partners can actively pursue occupant protection citations in the courtroom – or the citations can be reduced, negotiated or dismissed. By bridging the gaps between Montana laws, the laws of physics, and the real-world results of non-compliance, prosecuting attorneys are now in a better position to make the best choices. Some attendees were hopeful that legislative improvements would be added to the Association's agenda.



Lewis & Clark County Sheriff Dutton attended & now wants training provided for more deputies.

HMHB/Colella's tour in FFY08 reached 36 Montana cities including five (5) reservations. Fifty nine workshops were conducted with a total attendance of 340 participants.

Saved by the Belt Awards

Throughout Montana, the SKSC coalitions cumulatively awarded 29 "Saved by the Belt" awards to individuals involved in motor vehicle crashes that were saved by wearing safety belts in FFY 2008. There were fewer awards this fiscal year compared to last year primarily because of submission of fewer nominations by law enforcement. One of these awards, however, was presented on the Rocky Boy's Reservation which is a very positive achievement for our Native American communities.

Once law enforcement determines an individual is eligible, the nomination form is completed by the investigating officer and submitted to *Healthy Mothers, Healthy Babies*. These awards are typically presented at a press conference with the survivor(s), law enforcement, and public officials. A positive message and increased public awareness by participants and their relatives, followed by news coverage, will hopefully have the effect of influencing more people to wear their safety belts.

Child Passenger Safety

NHTSA statistics show that child safety seats reduce the risk of fatal injuries by 71% for infants and 54% for toddlers. See the table below for Montana’s statistics over the past five years:

Year	Fatalities		Injuries	
	Ages 0-4	Ages 5-14	Ages 0-4	Ages 5-14
2002	1	6	220	593
2003	4	8	231	593
2004	1	4	210	562
2005	4	5	221	521
2006	4	4	199	496
2007	1	5	197	453
Change - 5 Year	-64.3%	-7.4%	-8.9%	-18.1%

In looking at a ten-year snapshot, we are especially proud to say that the injuries to children under age 4 decreased from 321 in 1996 to 197 in 2007, and injuries to children ages 5 to 14 also decreased from 672 in 1996 to 453 in 2007.

The SKSC coalitions are the primary agents involved in providing child passenger safety car seat clinics and inspection stations throughout the state. During 2008, they developed and conducted numerous Child Passenger Safety (CPS) awareness workshops, six 4-day CPS certification training courses, and provided numerous community presentations on child passenger safety. They have integrated the “family approach” occupant protection philosophy in all their trainings and public information and educational materials. This philosophy stresses that no one in the vehicle is safe unless *everyone* in the vehicle is properly restrained. Stipends were offered to those students traveling more than 50 miles each way from their homes to attend the 4-day trainings to help offset the cost of their hotel, meals and mileage. MDT also covered all travel expenses for instructors that traveled more than 50 miles to teach the class.

Montana now has 18 CPS instructors (4 more than last year), 156 CPS technicians and 25 permanent CPS fitting stations. According to SKSC reporting, over 3,100 child safety seats were inspected and more than 900 were distributed during FFY08.

Other factors believed to contribute to these child injury and fatality reductions include increased law enforcement efforts; public information and education campaigns; increased number of fitting stations and available community resources; distribution of educational materials; and safety messaging via radio spots. Montana’s culture appears to have embraced the need for child restraint usage for infants and toddlers. However, Montana’s CPS law only covers children until they are 6 years old and weighs 60 pounds.

More work is needed to increase booster seat usage, including a legislative change to increase the age and weight or height requirements for child passenger safety.

Montana's 2nd Annual Technician/Instructor Update was held in September, 2008. The technician update was held on day one and afforded each attending technician 3 CEUs. Approximately 17 technicians and 8 instructors were in attendance. The featured speakers included Joe Colella, Director of Traffic Safety Projects; Alan Korn, Director of Public Policy & General Counsel, Safe Kids Worldwide and Mike Cooney, Montana Senator. Technicians also had the opportunity to get their car seat installations observed, checked and signed off by attending instructors. Topics of discussion included:

- Where are we now? - CPS Statistics, Booster Seats, Latch
- Legislation - Passing a Primary Seat Belt law in Montana
- State Programming & Resource Update
- Protecting yourself from Liability
- Finding & Using Technical Resources
- Checkup QA
- General Technical Update

On day two, Joe Colella facilitated an instructor workshop. Topics of discussion included:

- New Curriculum
- Ensuring new techs are accurate and efficient
- Classroom Performance System tools (clickers)
- Safe & Alive presentation/video and other resources
- State programming update

The State Highway Traffic Safety Bureau offered stipends for attendees traveling 50 miles or more from their home to attend the technician/instructor update.

Coalition-provided PI&E

1. In FFY 2008, *Healthy Mothers Healthy Babies* developed an occupant protection presentation. This tool was developed for coalition members to use at speaking engagements to explain the criticality of seat belt use in motor vehicles. The targeted audiences include: schools, legislators, law enforcement agencies, emergency medical technicians, prosecutors, judges, day care centers; hospital personnel, ministerial organizations, firemen, primary care givers, etc.

The "*Safe & Alive*" *Disarming Montana's Biggest Killer* occupant protection presentation of facts empowers Montanans to make the right personal, parental and policy choices. Using statistics and studies from the Montana Department of Transportation, the National Highway Traffic Safety Administration, the Children's Hospital of Philadelphia, and other credible sources, it demonstrates the facts about death and injury on Montana roadways. The topics included in this presentation:

- Basic Physics of Vehicle Crashes
- Human, Injury & Economic Costs
- Little Known Facts That Affect Montanans
- Restraint Choices & Educational Resources

To provide a better understanding of motor vehicle occupant protection issues that touch Montanans everyday, *Safe Kids Safe Communities* coalition leaders plan to deliver it across the state, helping to educate people within each community. This video will also be used by members of the Montana Seatbelt Coalition to educate legislators as well as the general public about the benefits of passing a primary seat belt law in the 2009 legislative session. An online video version of the presentation is available at www.hmhb-mt.org, to supplement the community deliveries and discussions. The 16 minute video is narrated by its developers, and includes graphics, videos and facts that paint a clear picture of Montana deaths and injuries, as well as ways to prevent or reduce them

2. *Safe Kids/Safe Communities* coalitions provided public information and education (PI&E) to the public on child safety seats by hosting safety seat clinics, and developing and disseminating local information about child safety seat usage. MDT contracted with *Healthy Mothers Healthy Babies* to serve as a clearinghouse to disseminate free PI&E materials to the public on occupant protection and impaired driving. These packets include information about child passenger safety, teen and adult usage as well as other brochures, pamphlets, and manuals addressing occupant protection and impaired driving. Nearly 1,700 packets were disseminated statewide during fiscal year 2008 in over 21 counties covering approximately 79% of the population. Over 3,000 additional PI&E materials were distributed independent of the packets for special requests of specific brochures.

In addition to distributing the PI&E educational packets, the *Safe Kids/Safe Communities* coalitions developed educational campaigns throughout the fiscal year. Some of the campaigns this year were similar to last year's, such as:

- **Public awareness targeting pickup drivers.** Examples included presentations to businesses, news articles, flyers in grocery stores and drive-through businesses
- **"Do it for the ones you love...Buckle Up"** stickers with a heart crossed by a seat belt provided to hunters.
- **Occupant Protection Program in the high school and middle school.** Students, law enforcement and the community participated in a local challenge to increase belt usage.
- **"Heaven Can Wait" Campaign.** Informational leaflets with the "Heaven Can Wait" logo, local crash and safety belt statistics, and reasons for people to buckle up.

- **Parking lot “Buckle Up” signs.** Parking lot owners received signs saying *Buckle Up, It’s the Law!* at the exit and entrances to parking lots.
- **Your Choice Program.** This event is a mock DUI crash re-enactment for high school students. At one location, two speakers who are confined to wheel chairs for the remainder of their lives because they were not wearing seat belts at the time of their crashes spoke to the audience about how their lives would be different if they had only buckled up.

The following Safe Kids Safe Communities’ Occupant Protection Programs deserve special recognition:

- “Please Be Seated” cards - SKSC forwarded 100 completed “Please Be Seated” Cards to the Cascade County Sheriff’s Office reporting vehicles with unbuckled children in them. This information is given to the SKSC by observant community members who have seen a vehicle with a child unrestrained or improperly restrained. This information includes type of vehicle, license number and where/when the vehicle was seen. The Sheriff’s Office, in turn, writes a letter to the registered driver of the vehicle and explains the vehicle had an unrestrained child in the vehicle and it is against the law. The letter also explains where and how they can obtain a car seat if in need and where to get it installed for free.
- Developing a “Cost of a Crash” flyer
- Outreach Programs:
 - Partnering with the Boy Scouts and the Students Against Drunk Driving (SADD) to help with seat belt surveys
 - Reaching out to the German-speaking Hutterite Colonies in northern Montana and the public health nurses who work with them. Because of the Hutterite’s culture and customs, the SKSC coordinator was not allowed admittance to give a presentation. However, the children were allowed to submit ideas on developing an Occupant Protection coloring book.
 - Partnering with the ministry/faith-based community to spread the word about occupant protection
 - Attending the “Daddy Day Care” prenatal classes to educate parents
 - Educating children in elementary schools
 - Partnering with businesses (gas stations, Insurance agencies, health care center, automobile dealerships, radio stations) to add Occupant Protection messages on banners, payroll checks, the radio, reader boards and store receipts
 - Targeting Senior Citizens with occupant protection messages who did this?
 - Partnering with a local “celebrity” cowboy to spread the word about occupant protection

General education

General education to promote the reduction of highway traffic crashes, deaths, and property loss has been accomplished through numerous avenues this fiscal year. The majority of the funding we have received from the National Highway Traffic Safety Administration (NHTSA) has been used toward public information and education about our two major issues: occupant protection and impaired driving. Through contracts with our sub-grantees, such as *Healthy Mothers/Healthy Babies* and *Safe Kids/Safe Communities*, as well as our own internal efforts, we have made great strides educating the public. The key has been to produce and distribute educational materials that publicize the importance of not driving impaired and the importance of wearing a safety belt as a means to influence safer driving habits.

The occupant protection educational materials listed below were frequently requested and disseminated from the Montana State Highway Traffic Safety Bureau. They were also made available on our Montana Department of Transportation website <http://www.mdt.mt.gov/safety/safetyprg.shtml> for public use. These are often used by the Montana School Districts K-12 and Higher Education School Systems; *Healthy Mothers, Healthy Babies*; the *Safe Kids Safe Communities* coalitions; the Office of Public Instruction; Montana hospitals; state and local Public Health and Human Services; law enforcement agencies; Montana bars/taverns, Day care Centers, Montana courts; Driver's Education; and Drivers' Licensing Agencies.

1. *Safety Belt and Child Restraints (Brochure)*: This document consists of Montana laws regarding the use of adult safety belts and child restraints, why we use them, facts, statistics, how to wear them and the penalty for non-use. An overview of air bags and their impact on child seats and size and weight guide for child safety seats are also included in this document. Updated 4/04.
2. *Friends Ask Their Friends to...BUCKLE UP! (Pamphlet)*: This brochure targets teen drivers. The 3 kinds of collisions are explained; how to properly wear safety belts; and how the air bag works in conjunction with the safety belt are defined. The Montana safety belt law explains the legal consequences of being cited for not wearing a safety belt. Finally, this brochure lists a dozen facts about teenagers and safety belt use/non-use. Updated 9/05.
3. *Graduated Driver's License Law Brochure*: This Montana law became effective July 1, 2006. This brochure was jointly produced by the SHTSB and other state agencies and explains who is affected and details within each of the steps toward obtaining a full privilege driver's license. The law emphasizes the need for parental/guardian supervision throughout the 18-month driver-training period, remaining free from traffic violations or alcohol/drug offenses are outlined, as well as the requirement for all occupants wearing their safety belts.

4. *Child Passenger Safety Referral Cards*: These child passenger safety referral cards were distributed to law enforcement for use during traffic stops, as well as to a variety of other locations, such as office waiting rooms.

5. *Keep Your Child Safe While Traveling (Brochure)*: This Native American Occupant Protection for Children brochure details the four steps of safe child transportation. It was developed by the United Tribes Technical College in North Dakota. The State Highway Traffic Safety Bureau has been given permission to reproduce this brochure for distribution on Montana's reservations and throughout the state once the contact information is changed. Updates are currently underway.

6. *Buckle-up Bug Activity Coloring Book*: In the summer of 2007, MDT received permission from the Indiana Automotive Safety Program to reproduce their *Buckle-up Bug activity book*, a coloring book with puzzles and other activities that presents the full range of occupant protection messages in a fun and engaging manner. The booklet has proven to be very popular, and MDT has printed and disseminated about 10,000 copies via summer fairs, SKSC coalitions, CPS technician certification courses, and other venues.

7. *Educational Materials CD*: The Occupant Protection and Impaired Driving data on the CDs was compiled by the State Highway Traffic Safety Bureau. It is an educational tool developed for each of the SKSC coalitions.

Media

Occupant protection messages for radio, and television were developed by MDT's contracted media agency and disseminated in support of national mobilizations and sustained enforcement. These messages were disseminated to the following seven largest media markets and as well as a few of the smaller markets: Gallatin, Flathead,



Healthy Mothers / Healthy Babies—the Montana coalition

TRANSPORT YOUR CHILD SAFELY!

Use a properly installed child safety seat or "big kid" booster seat.



Call our Helena office for a certified technician in your area:
1-800-421-6667

Or, find a fitting station near you at
www.hmhb-mt.org

- Most crashes occur near home
- Even crashes at lower speeds can be violent
- **No one** can hold on to a child during a crash... the forces are simply too strong
- **4 out of 5** car seats are used or installed incorrectly



Is YOUR child's safety seat installed correctly?

Call **1-800-421-6667** today for free technical assistance!

Sponsored by the Montana Department of Transportation

Lewis & Clark, Missoula, Silver Bow, Cascade, and Yellowstone, reaching approximately 85% of the population.

For more information, please see the Media Report in Section 3.2.8.

Legislation

Montana is making significant progress towards the passage of a Primary Seat Belt law in Montana.

- 2003 Session – the bill didn't get out of the Senate
- 2005 Session – the bill passed the Senate and lost by 56 votes in the House
- 2007 Session – the primary seat belt bill passed the Senate and was defeated by only 6 votes in the House

Leading up to the 2007 legislative session, SHTSB produced educational cards on the importance of seatbelt usage. Cards were disseminated to elected legislators, traffic education instructors, schools, first responders, hospitals, local groups such as *Safe Kids/Safe Communities* coalitions, law enforcement, and others who have a vested interest in traffic safety.

The Montana Seatbelt Coalition was revitalized during 2007 -2008. The coalition worked on the issue in the 2005 session but was inactive during the 2007 session. Chaired by Denice Harris of Mountain West AAA and comprised of traffic safety advocates from an array of state, federal, local and Native American entities, the coalition's goal is to strategize and determine the most effective way to help legislative officials and the public understand the benefits of a primary seat belt law and vote to pass the bill. Senator Mike Cooney will again carry the bill. MDT is very careful in its participation on the coalition not to violate state and federal lobbying restrictions.

Outreach to Montana's American Indian population

Local SKSC coalitions and DUI Task Forces continue to encourage American Indians, living on and off the reservations, to join their coalitions. If requested, they will help them establish their own SKSC and DUI Task Forces on their reservations. Both SKSC and DUI Task Forces have provided encouragement and support to American Indians in their educational efforts in developing messages on the importance of seatbelt usage on the reservations. DUI Task Forces are encouraged to support this program since the FFY 2009 Highway Safety Problem Identification verifies there is a significant correlation between those who drive impaired and not wearing their seatbelts.

Native American Occupant Protection Campaign

Restraint use on most of Montana's Native American reservations is very low. In accordance to: as low as 10% in the 2006 Billings Indian Health Services Report.

American Indian fatalities during each of the last ten years account for 13.5 to 20.1% of the total Montana fatalities, which is two to three times the percentage of the population (6.2%). During the past four years, seat belt usage for American Indian occupant fatalities has been less than 8%. Seat belt usage for all other race occupant fatalities has been over 30%. Because of these statistics, the Native American occupant protection



public relations "Safe on all Roads" (SOAR) program which started in 2004 continues to this day.

The SOAR program is managed by a public relations and communications agency contracted by MDT. The primary strategy is to have occupant protection communications developed and delivered from within the Native American communities rather than from outside, non-Indian sources. **More information concerning this Native American campaign is found in Section 3.2.8 of this report.**

Youth Programs

Driver's Education Program for Montana's Native Americans

MDT is contracting with Montana State University-Northern to administer a driver's education project. David Huff from Montana's Office of Public Instruction (OPI), in cooperation with MSU-Northern, volunteered to assist in implementing this project by:

- Recruiting five potential teachers on or near the Crow and Northern Cheyenne reservations interested in receiving scholarships to attend MSU Northern's driver education classes.
- Providing technical assistance to the schools interested in applying for a state approved driver education program for Native American youth.

No teachers were found who were able to attend the classes during FFY 2008, so OPI will continue to recruit over the winter of 2008-2009 for teachers to attend the 2009 driver's education instructor training at MSU-N at Havre.

3.2.4 Speed Control

Performance Goal

To maintain or decrease speeds on rural interstate and non-interstate highway.

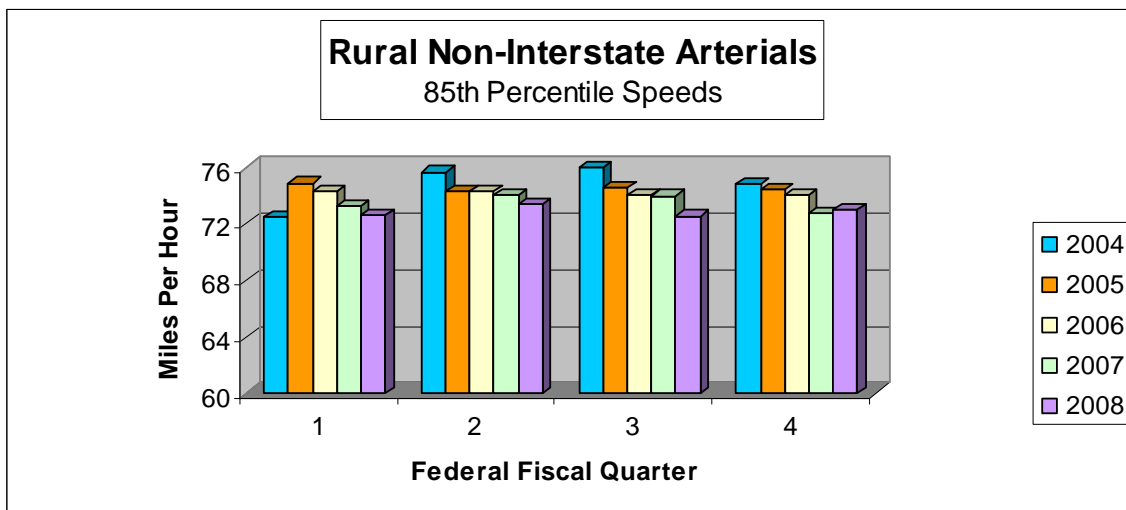
Evaluation Measures

- *Reduce alcohol related fatality rate to 0.9 per 100 million vehicle miles by 2009*
- *Reduce the percentage of alcohol-related fatalities to 40% of all fatalities by 2009*
- *To reduce the 85th Percentile Speeds on non-interstate to 71 mph for each of the four quarters by 2009*
- *Efficient & effective support of program objectives & administration of the HSP*

Discussion

Eighty-five percent of speeds for non-interstate arterials during the first three quarters of FFY 2008 were lower than the corresponding quarters in FFY 2007 (please reference the next table). Speeds for quarter 4 were slightly higher from FFY 2007 to FFY 2008. This shows that the state is moving in the right direction in addressing speed.

Rural Non-Interstate Arterial 85 th Percentile Comparison				
FFY Quarter	1	2	3	4
2006 85 th Percentile	74.27	74.28	74.03	74.02
2007 85 th Percentile	73.25	74.03	73.97	72.74
2008 85 th Percentile	72.58	73.36	72.53	72.99



Law Enforcement Purchase of “Your Speed Is” trailers

Five enforcement agencies were contracted to purchase speed trailers during 2006. Three agencies made these purchases, while two agencies contracts were extended and completed these purchases during the first quarter of 2007. These agencies were the Kalispell Police Department, the Havre Police Department, the Missoula County Sheriff's Department, the Gallatin County Sheriff's Department and the Yellowstone County Sheriff's Department. The Dawson County Sheriff's Department received a speed trailer in 2008 bringing the total to 6 law enforcement agencies having speed trailers funded by MDT.

The trailers contain a speed measurement unit with a display of speed for passing motorists, plus the ability to record data for further analysis. The type of data collected is rate of speed and time of day. From this data, agencies are able to do an analysis of the problem times and areas. This enables them to develop strategies on where to place officers to help them effectively apprehend speeders. These trailers have been used primarily for speed awareness in locations where speed was high which included school zones.

All six law enforcement agencies were required to provide quarterly reporting on the use of the speed trailers throughout 2008. Four of the six agencies with speed trailers collected more data than was required. Specifically, two of the agencies have recorded data and conducted complex analysis while two others have performed some analysis. Agencies have reported that they have occasionally been surprised by the data analysis. They have also noted a reduction of speed when the display is showing passing vehicle speeds. Agencies are also reporting a reduction in speed related crashes in areas where the trailers have been used.

Part of MDT's contract with these law enforcement agencies called for the sharing of these vehicles with surrounding small agencies. All six agencies have loaned out the speed trailers to other agencies. One of the agencies gave their old speed trailer to another city police department when they received a new trailer.

All six trailers had some type of equipment problem occur. One trailer was completely replaced by a new trailer. The remaining issues were related to the electrical system or the counting unit and/or software. Also, the speed trailers can not be used during the winter months due to the harsh weather conditions. Because of this, some agencies had as much down time during 2008 as they had where the trailer worked. The speed trailers all seem to work at this time.

In FFY 2009 the Montana Department of Transportation will purchase up to five additional speed trailers to share with local law enforcement on roadways with a history of high incidents of crashes caused by speeding.

Selective Traffic Enforcement Program (STEP)

Law enforcement agencies conduct year round sustained enforcement from October 1, 2007 to September 30, 2008. They are expected to participate in the two national mobilizations, Memorial Day and Labor Day, as well as overtime activities on July 4th and New Years Day. As much as possible, law enforcement will spend 50% of their time enforcing impaired driving violations and 50% of their time enforcing seatbelt usage during the same traffic stop. If there is a violation, a ticket is issued for drivers seen not wearing their seatbelts since Montana has a secondary seatbelt law. Law enforcement can also use speed enforcement as a strategy to stop impaired drivers and cite those drivers seen not wearing their seatbelts.

Mobilization enforcement

Law enforcement plays a major role in speed enforcement by conducting overtime patrols in support of the SHTSB's Selective Traffic Enforcement Program (STEP). The Highway Patrol and 69 local law enforcement agencies received STEP contracts from the SHTSB to carry out seatbelt overtime and DUI enforcement. These agencies wrote a total of 5,743 speed warnings and 5,148 speed citations during FFY 2008.

Public Information & Education materials on the dangers of speeding

Cascade County SKSC coordinated a radio presentation which discussed school speed zones. Hill County SKSC disseminated information highlighting the importance of adjusting speed to conditions of the roadway and avoiding distracted and drowsy driving. Two articles were in the newspaper relating how speed affects the odds of being in a crash.

3.2.5 Traffic Records Program

Performance Goal

Develop and implement a comprehensive, coordinated traffic safety records, data management and analysis system, accessible to all stakeholders, to manage and evaluate transportation safety.

Performance Measures from the Traffic Records Strategic Plan

- *Measure – 00012 is the percentage of court convictions that are moved electronically from the Office of the Court Administrator database to the Driver's History database.*

- *Measure – 00013 is the percentage of courts that use Full Court and therefore create electronic data to be added to the Court database.*
- *Measure – 00014 is the percentage of EMS providers that submit EMS pre-hospital trip reports to the state database with the Department of Public Health and Human Services.*

Action Plan

- Continue to expand computerization to the Courts of Limited Jurisdiction and to the District Courts.
- Continue to implement and add components to the Driver's History database.
- Continue to adjust the IJIS broker to improve transfers of conviction data from the Office of Court Administrators to the Driver's History database.
- Begin to deploy the NEMSIS (National Emergency Medical Services Information Systems) compatible Pre-Hospital Trip Report to EMS providers.
- Deploy the CTS America CAD/RMS crash and citation software with the Montana Highway Patrol. Eventually deploy crash system to local law enforcement.
- Continue to engage the Traffic Records Coordinating Committee in order to implement the strategic plan.

Traffic Records – Accomplishments & Highlights

The Traffic Records Coordinating Committee has continued to meet since its inception during the fall of 2004. During the last year, it has been meeting about eight times per year or every six weeks. Currently, the Information Services Division of the Department of Transportation has a program manager who is heading up and coordinating the TRCC. The Information Services Division has also hired a systems architect, who is partially funded with 408 funds in order to document the architecture of the various traffic safety related databases and the potential for their integration and accessibility of data to others. With this information, he will be reporting to the TRCC, the best way to continue integrating databases and providing more access to other stakeholders.

The Department of Justice and the Office of Court Administration have developed a broker to transfer court conviction data to the Driver History database. The Integrated Justice Information Sharing (IJIS) broker is now moving electronically all of the electronic convictions to the Driver's History database, except for those which do not match a license.

The TRCC envisions a likelihood of continuing to use broker technology to pass information between other databases.

The Office of the Court Administrator continued to successfully implement hardware and software in the courts. Ninety-six percent of the Courts of Limited Jurisdiction are computerized, trained and are sending conviction data to the Office of the Court

Administrator. These courts account for 99% of convictions from this level of court. This office is now placing computers in the 56 District Courts and has accomplished this placement and training in many of those courts. These courts account for a very small percent of traffic convictions, but they do account for many of the very serious felony traffic citations.

The Driver's License file continues to add functionality, including electronic fingerprints and the ability to interchange data with other Justice systems. During 2007, the public was first able to access their driver's history information on the internet. The Montana Enhanced Registration and Licensing Information Network (MERLIN) is a project to provide access to vehicle registration, driver's license and conviction data within the Department of Justice. This system is currently being developed and implementation is running slightly behind schedule. It should eventually provide comprehensive summaries of conviction data, including DUI convictions.

The Emergency Medical Services and Trauma Systems Section within the Department of Public Health and Human Services has begun deploying a 100% compatible NEMSIS Pre-hospital trip report to EMS providers. This deployment began in January 2008 with two test service providers. The deployment continues to other providers as resources allow through 2011.

The Department of Justice, Office of Court Administration and the Montana Highway Patrol have settled on a statewide format for an electronic citation. Implementation of this began for the Montana Highway Patrol during September 2008. In the relatively near future, the Department of Justice will conduct a study to decide how best to move this electronic data to the specific courts.

The Department of Transportation was involved in a project to determine the requirements from all parts of the agency for GIS during 2007. This includes the crash system that originates with the Montana Highway Patrol. The next phase of this project will be the design phase of a department wide GIS. This phase has not been started and is running well behind schedule.

In related activities, the Department of Transportation has funded a feasibility study for their Safety Management System (SMS), which is the department's core safety analysis and reporting software application. This system was originally designed as a mainframe application in the mid-1970's and converted to Oracle in the 1990s. The conversion did not change the design and that (originally mainframe) design severely constrains the acceptance of new data types such as the new MHP application, the Court's traffic safety related case disposition data (available 1st – 2nd quarter 2009, nor the GIS functionality required to meet MDT's strategic plans. It is MDT intention to replace the current SMS to meet stakeholder requirements in the department and coordinate the effort with TRCC.

3.2.6 Emergency Medical Services

Performance Goal

Develop an effective and integrated Emergency Medical Services (EMS) delivery system.

Evaluation Measures

- Implementation of CHSP EMS strategies.
- Implementation of EMS strategies contained in Montana EMS System Plan.
- Efficient & effective support of program objectives & administration of the HSP

Emergency Medical Services (EMS) – Accomplishments & Highlights

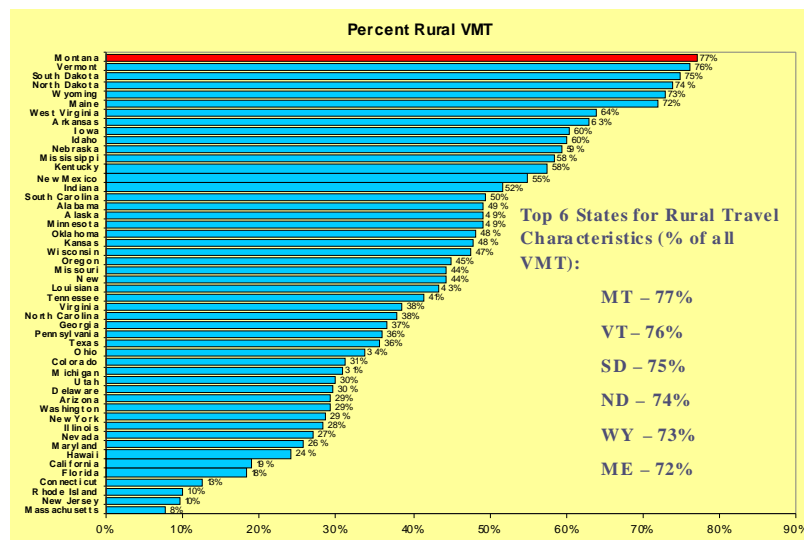
Building collaboration

MDT worked collaboratively with EMS staff in the Department of Public Health and Human Services (DPHHS EMS) on several efforts during FFY 2008.

Data supports program efforts

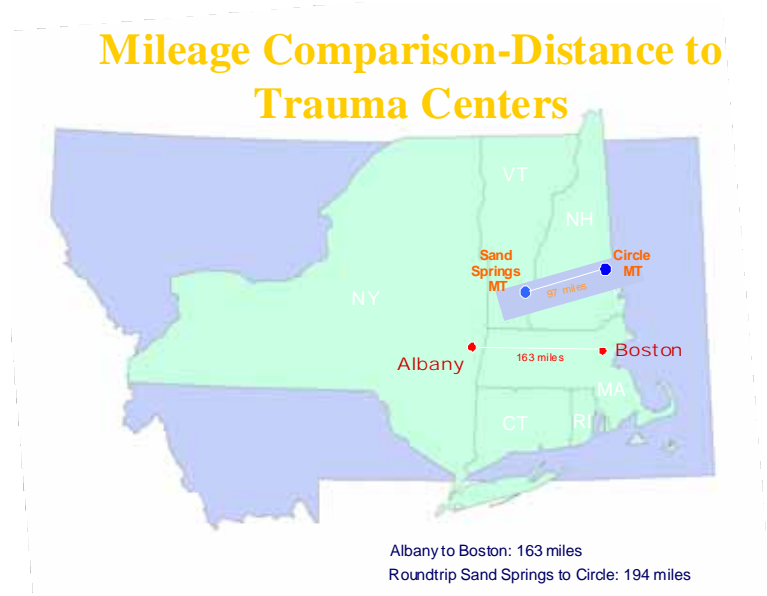
DPHHS EMS staff provided data from the State Trauma Registry to Harborview Medical Center in Seattle, WA in FFY 2008. This is in support of a NHTSA-funded research project to quantify the cost to the state of Montana for unbelted crash survivors. As part of the analysis, the trauma registry data was cross-referenced to FARS data and hospital discharge data. The data was formally released on December 11, 2008 at a press conference hosted by the Montana Seatbelt Coalition prior to the 2009 legislative session.

This graphic shows the distribution of percentage of rural vehicle miles traveled (outside of urban areas with 5,000 population or more) by state.



At 77%, Montana has the most rural travel characteristics of any state. One of the many challenges in rural traffic safety is getting to emergency services.

The map to the right shows the challenges Montanans in rural areas face with the distances that must be traveled to get crash victims to trauma centers. For example, if someone is injured in a crash near Sand Springs, Montana, an ambulance would have to travel 97 miles each way from the nearest trauma center in Circle to get the victim to treatment. That 194 mile round trip is longer than the 163 mile distance between Boston and Albany.



According to 2007 Montana EMS data, median response time from time-of-injury to the time a patient reaches the receiving facility is 64 minutes. Delays in receiving care are known to affect survival outcomes.

DPHHS EMS has begun deploying a 100 percent compatible NEMSIS (National Emergency Medical Services Information System) pre-hospital trip report to EMS providers (OPHI-PCR). The NEMSIS system is a software system database containing information on Emergency Vehicle Trips. The local EMS services can electronically collect the entire database of data elements which will include patient care information. A subset of these elements are uploaded to the state central database. This data is used by the state to improve oversight to EMS services, provide improved training, and to be able to summarize these data elements. Currently, the number of EMS response trips is not known for the state and little is known about response times and even less about medical treatments given to patients before being transported and during transport. A subset of these state elements are uploaded to a national database. This database is web-based and will support several key business needs for local EMS services and the State. This software will ultimately meet critical needs for EMS performance improvement and accountability by supporting documentation of patient care. Its web-based functionality will also enable limited syndromic surveillance functions for bioterrorism and disaster management.

This deployment began in January 2008 with two test service providers and the deployment is continuing during the rest of 2008 to other providers. While the module is being implemented with very basic reporting options, development of a comprehensive reporting platform is key to the success of this project. A \$75,000 traffic records project began September 3, 2008 with DPHHS EMS in support of programming the required comprehensive reporting platform.

The goal of the OPHI is to prevent unnecessary mortality and morbidity by converting time-consuming, paper-based procedures into electronic systems. This program assists local, regional and statewide entities to respond with medical resources that meet the needs of the emergency medical patient in a timely, systematic manner.

Education

DPHHS, through their EMS program for children child passenger safety (CPS), contributed \$8,000 in FFY 2006, \$5,000 in FFY 2007, and \$5,000 again in FFY 2008 to *Healthy Mothers Healthy Babies (HMHB)*. HMHB conducts outreach CPS educational programs by having national CPS expert Joe Colella to do this training in local communities and on the reservations (please refer to the occupant protection section of this document for more details).

During FFY 2008, EMS staff participated in the Indian Health Service injury prevention coalition (serving Montana and Wyoming) as well as the State Advisory for the *Safe Kids/Safe Communities* coalitions. The goal of working with these injury prevention programs includes resource sharing, promoting data and data analysis, and collaboration on injury prevention projects.

In addition to their work on enhancing emergency response services, EMS staff work on building partnerships and doing injury prevention programming, which hopefully result in a reduced need for emergency services. Through networking with other injury prevention programs (local, state, and regional) the DPHHS Injury Prevention Program is identifying the needs for injury prevention in Montana, as well as identifying what programs are currently in place addressing these needs. Sharing data and best practice interventions with injury prevention partners is one strategy for improving injury prevention efforts until funding for a State Injury Prevention program is allocated.

3.2.7 Motorcycle Involvement in Crashes

Performance Goal

Total annual motorcycle fatal crashes. Reduce motorcycle fatal crashes from 33 during 2007 to less than 20 fatal crashes by 2010.

Evaluation Measures

- Reduce alcohol related fatality rate crashes to 0.9 per 100 vehicle miles by 2008
- Reduce the percentage of alcohol-related fatalities to 40% of all fatalities by 2008

- *Reduce the sum of occurrences of “speed too fast for conditions”, “failed to yield”, “careless driving”, “alcohol”, “followed too closely”, “improper turn” and “improper backing” to 16,000 by 2008 (17,363 during 2004)*
- *Reduce motorcycle crashes to 1.6% of all crashes by 2008*
- *Reduce motorcycle crashes to 6% of all fatal crashes by 2008*
- *Efficient & effective support of program objectives & administration of the HSP*

Motorcycles – Accomplishments & Highlights

Support for motorcycle safety instructor training

In each federal fiscal year all motorcycle safety instructors are strongly encouraged to go to the National Association of State Motorcycle Safety Administrators (SMSA) workshop. In FFY 2008 this training was hosted in Billings, Montana August 2008. Participants throughout the United States attended this training. Montana instructors received funding from Section §2010 federal funding to participate in the various training seminars offered by the Association.

This year’s SMSA workshop covered the National Agenda for Motorcycle Safety (NAMS) and the NAMS Implementation Guide. The training provided a framework for potential strategies Montana may consider adopting and examples of what other states are currently doing in terms of motorcycle safety. This workshop demonstrated how administrators can identify and implement NAMS strategies. This included how to identify a state’s motorcycle safety problems; developing local partnerships; choosing potential strategies; and developing a plan to implement these strategies within their respective states.

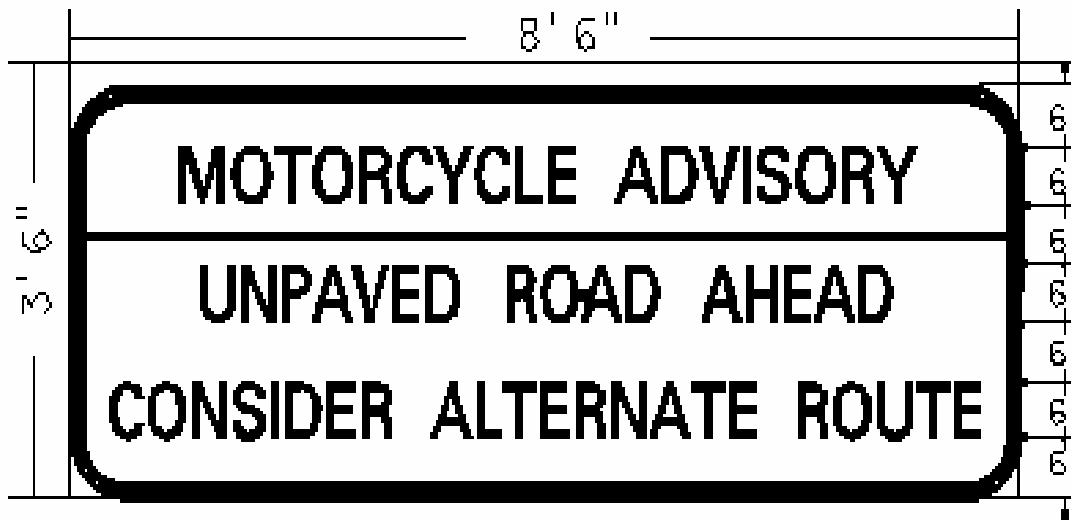
Motorcycle safety instructors were given a four hour block of instruction on adult education techniques. This instruction will enhance students abilities to successfully complete the basic riders course. The other blocks of instruction included Ohio State Beginning Rider Course II which shortens the amount of time of instruction for returning riders. This class could be implemented in Montana to decrease the amount of riders that ride motorcycles on our roads without the proper motorcycle endorsements and licenses.

Motorcyclists and construction zones

In FFY 2008 MDT work zones started using signs providing motorcycle users information on the road conditions. These signs assist the riders in their decision-making on certain actions they should take to safely travel on Montana’s roads under construction.

MDT's Construction Engineer has directed that construction road condition reports for projects describing unpaved sections contain an advisory for motorcyclists of the conditions. These reports suggest the motorcyclists consider an alternate route. Road condition information is available online and is MDT's most frequently accessed web page (<http://www.mdt.mt.gov/travinfo/>). The telephonic road report (at phone number 511) is also well-used.

MDT, at their own expense in FFY 2008, started using the following sign. This sign advises riders of the conditions of roads under construction or may have been washed out due to adverse weather conditions. Signs are posted at least fifteen miles before the adverse road conditions that allow motorcyclists time to exit the road if necessary.



Motorcycle Safety website

Using FFY 2007 and FFY 2008 Section 2010 grant monies, the Montana Department of Transportation (MDT) funded a media company \$50,000 to develop a website for MDT suggesting 10 top motorcycle routes located in strategic places throughout the state, (www.ridemt.com). The intent is to get motorcyclists to the website and view the route they plan to take and accompanying safety related information. The current routes for the website were chosen by MDT's Traffic & Safety Bureau familiar with the safety aspects of these roads from an engineering perspective. The roadways currently listed in the website are as follows:

1. Roundup Run - Starts from Billings on US 87 North and heads to US 12.
2. Hi-line Run – Starts from Havre, MT through the open plains to the North.
3. Warrior Trail- Leaves Mile City on I-94 West and joins US 39 South heading to the open plains.
4. Makoshika Run- Starts from Glendive, MT following the Yellowstone River on I-94 South until the motorcyclists join up with US 12 East.
5. West Yellowstone Run – Leaves Missoula, MT on US 200 West, winds through the mountains and joins US 83 North that passes many mountain lakes.
6. Beartooth Highway – Starts from Cooke City, MT just east of the N.E. entrance of Yellowstone Park.

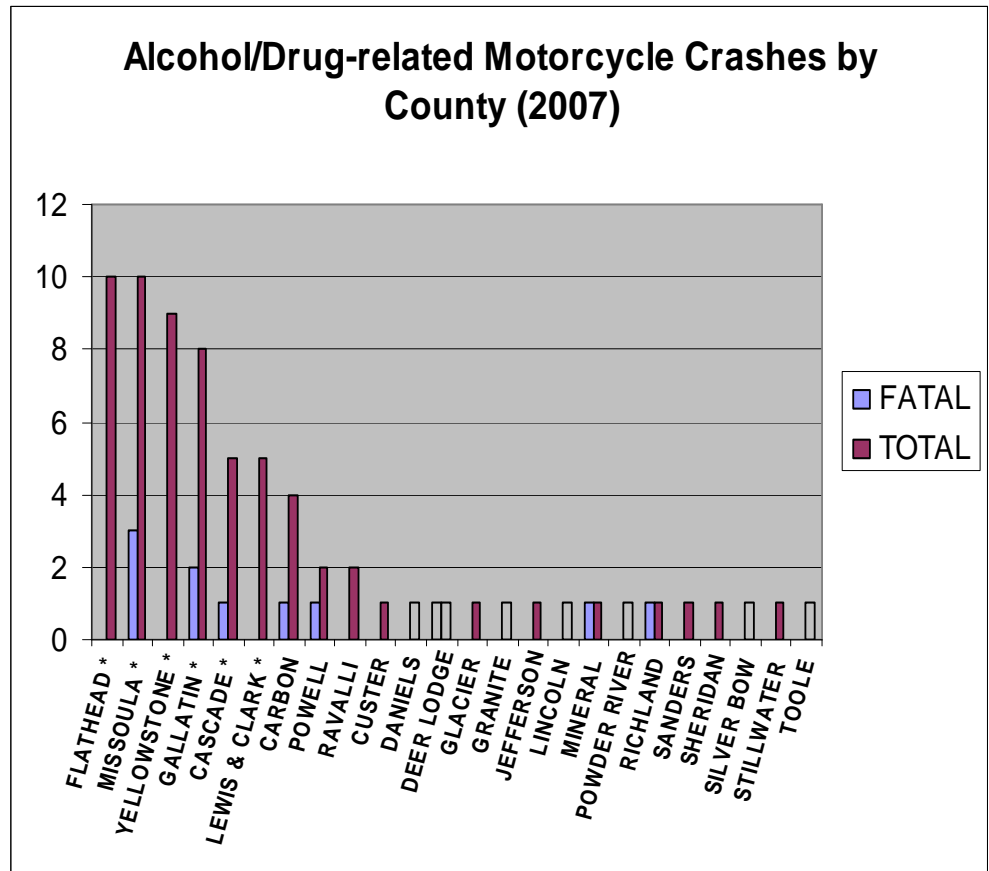
7. Going to the Sun (Glacier Run) – Goes West on US 2 along the southern boundary of the park to West Glacier.
8. Kings Hill Run – Goes west on US 89/87 to US 89 South.
9. Pintler Run – Starts on MT-48 heading west to Anaconda and connects to MT-1 west along the shores of Georgetown Lake.
10. Seeley Swan Run – Leaves Missoula on US 200 West, winds through the mountains and joins US 83 North.

The graph on the next page shows the counties in 2007 with the highest amount of alcohol/drug-related crashes in Montana. Seven of the top ten rides loop through at least one of these counties. The website gives motorcyclists the ability to offer tips to their fellow riders on the top ten rides or on other good rides found around the state of Montana.

FFY 2009 MDT will continue working on the web site adding a safety related “Myths and Facts” page as well as hosting an on-line safety community for motorcyclists. The safety community will

feature guest writers from the pool of Montana Motorcycle Safety instructors. This site will provide the general public the ability to comment on particular safety topics. Topics can include helmet use and proper riding gear or the effect that one alcoholic beverage can have on a riders balance and perception.

The web site currently features a “Moustache Maker” for the



purpose of attracting the target audience with humor. The “Moustache Maker” includes the additional feature of adding the users personal helmet style to complete their look. FFY 2008, the Montana Motorcycle web site drew in a large audience and in FFY 2009, MDT will continue to draw riders with additional humorous features. The ultimate goal is to impart motorcycle safety messages to riders by integrating humor with safety messages.

3.2.8 Media Report

Media is a key component of the State Highway Traffic Safety Bureau's (SHTSB) strategy to inform the public about traffic safety issues and campaigns. Each year, with the support of a contracted media company, the SHTSB works with partnering agencies to create and broadcast safety messages through media outlets such as radio and television, news releases, press conferences and other earned media opportunities. SHTSB provides traffic safety public information on four of Montana's reservations with the assistance of Native American coordinators that develop culturally relevant media for the resident tribes and target demographic. In FFY 2009 this media program is expanding to 3 more reservations within Montana.

Media Accomplishments & Highlights

During FFY 2008, the following campaigns and programs are examples of both paid and earned media that focuses on impaired driving and occupant protection seatbelts promoted by MDT for both Native American and non-Native American populations:

A. Impaired Driving – Paid & Earned Media

Target Audience:

Primary Demo: Male: 21 – 35

Secondary Demo: Adults 35 – 54

Campaign Objectives:

The goal was to deliver a message regarding the reality of driving under the influence of alcohol and what it can do to you and your family. We wanted to decrease the number of alcohol related crashes and deaths on Montana roadways by informing and educating the public on the importance of not driving under the influence of alcohol. We also included law enforcement related messages pertaining as part of the Labor Day Mobilization campaign and sustained enforcement.

Media Strategies:

The media utilized for this campaign included network television, cable television and radio and earned media outlets.

1. Campaign: December 2007- January 1, 2008; Christmas/New Years – Paid Media

Components of this campaign were as follows:

One thirty-second **television** commercial ran that was created and produced entitled "Tracie". The commercial was a true testimonial from a mother who had lost her son in

an alcohol related crash. This commercial had a “don’t drink and drive, don’t do this to your family” message and the commercial aired statewide.

One thirty-second **radio** commercial ran that was created and produced entitled “Tracie”. This commercial had a “don’t drink and drive, don’t do this to your family” message and the commercial aired statewide.

Television Analysis:

Utilizing the buy one-paid/one-bonus method, the media contractor ran a network and cable television schedule during this campaign in all major markets of Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula. The GRPs purchased in each market varied based on the number of GRPs needed to achieve the reach/frequency goal. The television placement received an average of 591.7 GRPs in each major market. This schedule achieved an average reach of 86.5% and frequency of 6.8

For this holiday campaign, MDT allowed the contractor \$46,000.00 for paid network and cable television media. They ended up placing \$45,900.00 of that budget. **Using the one-paid/one-bonus method, the contractor estimated MDT received an additional \$47,254 in no-charge television commercials throughout this campaign.**

**Paid\bonus spots for TV: Total paid spots – 1,646
Total bonus spots – 1,613**

Radio Analysis:

Utilizing the one-paid/one-bonus method, the contractor ran a schedule during the campaign in all major markets of Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula. The GRPs purchased in each market varied based on the number of GRPs needed to achieve the reach/frequency goal. The campaign achieved an average of 731.3 GRPs in each market, with an average reach of 71.6% and a frequency of 10.3.

For this holiday campaign, MDT allowed the media contractor \$24,000.00 for radio paid media. **Using the one-paid/one-bonus method, the contractor estimated MDT received an additional \$20,988.80 in no-charge radio commercials throughout the campaign.**

**Paid\bonus spots for radio: Total paid spots – 1,290
Total bonus spots – 1,175**

Summary of paid and earned media dollars received for TV and radio.

TV placement – advertising cost:	\$45,900.00
Earned media dollars @ (no charge) N/C:	\$47,254.15
Radio placement – advertising cost:	\$24,009.00

Earned media dollars @ N/C:	\$20,988.80
Grand Total placement – advertising cost:	\$69,909.00
Grand Total Earned media dollars @ N/C:	\$68,242.95

2. Campaign: March 11 – 17, 2008; ST Patricks Day - Paid Media

Target Audience:

Primary Demo: Male: 21 – 35
 Secondary Demo: Adults 35 – 54

Campaign Objectives:

Our goal was to deliver an educational message regarding the consequences of driving under the influence of alcohol. The message was to let the public know to enjoy the celebration of St. Patrick’s Day but please do not drink and drive. Local law enforcement will be out in force and will be performing safety spot checks. All media delivered a designated driver educational message regarding driving under the influence of alcohol.

Media Strategies:

The media utilized for this campaign included radio only. The media contractor requested that all media provide one no-charge bonus commercial for every paid commercial scheduled. All campaign materials were placed in all seven major Montana markets as well as a few selected rural markets.

Components of this campaign were as follows:

One thirty-second **radio** PSA entitled “Paul Grimstad-St. Pats” rotated with local STEP PSAs. These PSAs had an impaired driving message and aired statewide. The spot delivered this designated driver message: “Remember don’t drink and drive, it’s the law” The spot ran for the entire length of the campaign.

The media contractor contacted local STEP law enforcement officers and asked them to participated and produce radio PSAs for their market. The following enforcement officers participated in the 2008 St. Patrick’s Day STEP Enforcement media campaign.

City	Participant	Station
Belgrade	Sheriff Cashell	Clear Channel Radio
Belgrade	Asst. Chief Clark	Clear Channel Radio
Billings	Sheriff Maxwell	Clear Channel Radio
Bozeman	Deputy. Chief Schumacker	Clear Channel Radio
Butte	Sheriff Walsh	Fisher Radio
Columbia Falls	Chief Perry	Bee Broadcasting

Whitefish	Chief Dial	Bee Broadcasting
Kalispell	Chief Nasset	Bee Broadcasting
Glendive	Chief Michaels	KXGN/KDZN
Great Falls	Captain Reeves	Fisher Radio
Cascade County	Sheriff Castle	Fisher Radio
Havre	Chief Tate	KOMJ/KPOX
Helena	Colonel Grimstad	Cherry Creek Radio
Helena	Chief McGee	Cherry Creek Radio
Jefferson County	Sheriff Doolittle	Cherry Creek Radio
Missoula	Chief McMeekin	Fisher Radio
Missoula	Mike Collier (TSO)	Fisher Radio
Ravalli County	Under sheriff McConnell	Clear Channel
Salish / Kootenai	Tribal Chief Couture	Anderson Radio Broadcasting

Radio Analysis:

Utilizing the one-paid/one-bonus method, the contractor ran a schedule during the campaign in all major markets of Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula and smaller rural markets including: Glendive, Havre and Polson/Ronan. The GRPs purchased in each market varied based on the number of GRPs needed to achieve the reach/frequency goal. Our paid radio during the campaign achieved an average of 675.2 GRPs in each market, with an average reach of 68.8% and a frequency of 9.8.

For this sustained enforcement campaign, MDT allowed the media contractor \$25,000.00 for radio paid media. Out of those dollars, the contractor placed \$24,777.18. **Using the one-paid/one-bonus method, MDT received an additional \$23,112.18 in no-charge radio commercials throughout the campaign.**

Paid\bonus spots for radio: Total paid spots – 1,863
Total bonus spots – 1,717

Summary of paid and earned media dollars received for radio.

Radio placement – advertising cost: \$24,777.18
Earned media dollars @ N/C: \$23,112.18

3. Campaign: January – March 2008; ST Patrick’s Day; Earned Media

Target Audience:

Primary Demo: Male: 21 – 35
 Secondary Demo: Adults 35 – 54

Earned Media Activities Overview:

Development and Distribution of News Releases

The media contractor coordinated earned media efforts to support the Montana Department of Transportation paid media traffic safety campaign running during the second quarter.

After discussion with several of the STEP agencies, it was agreed that media contractor would develop press releases and PSAs that focused on STEP activities for St. Patrick's Day festivities.

The media contractor researched statewide events where alcohol and driving may occur. They did three events in April and May. The PSA scripts and press releases were written and produced during this reporting cycle:

1. Elton John – April 9 & 10 Missoula, placed spots and will send press releases.
2. PBR Nile Invitation – April 16-18 Billings, placed spots and will send press releases.
3. Garden City Brewfest – May 1st and 2nd Missoula, placed spots and will send press releases.
4. Rock in Badlands III – April 19th and 20th Glendive, will send press releases.

Sample Radio Scripts:

:30 PSA Elton John Concert script

Captain Tom Hamilton: :23

Hello, this is Captain Tom Hamilton with the Montana Highway Patrol. Sir Elton John is returning this Friday for his second sold-out concert in Missoula. The Sheriff's Department, the Montana Highway Patrol and the local police are asking you to drive safely and sensibly. Enjoy the show but if you are drinking alcohol, always have a designated driver. Please help keep Montana's roads safe. Remember, don't drink and drive. And always buckle-up.!

RADIO STATION ANNOC: :06

This message is brought to you by the Montana Department of Transportation, and this station.

Music out.

##

:30 PSA PBR Nile Invitation Script

Sheriff Chuck Maxwell :23

Hello, this is Sheriff Chuck Maxwell with the Yellowstone County Sheriff's Department.

This weekend is the PBR Nile Invitation. The Sheriff's Department, the Montana Highway Patrol and the local police are asking you to drive safely and sensibly. We want you to enjoy the bull riders but if you are drinking alcohol, always have a designated driver. And please remember to buckle-up, it's the law.

RADIO STATION ANNOC: :06

This message is brought to you by the Montana Department of Transportation, and this station.

Music out.

###

Sample News Releases:

FOR IMMEDIATE RELEASE

Elton John's second concert hypes up city and law enforcement

MDT helps fund program to increase traffic safety during high risk event

After a sold-out concert in Missoula back in September, Elton John is coming back again. With such a popular event the first time around, area law enforcement and the Montana Highway Patrol will add extra patrols on Friday, April 11 to ensure a safe and good time.

"We know there will be an increase in party-goers around town on the night of Elton John's return concert, so we will have additional patrol officers out in force," said Missoula County Sheriff Mike McMeekin. "We are trying to keep people from getting hurt or killed. If they know we're out there they might play it smart and get a cab, call a friend or designate a driver. We want everyone to enjoy the return of Sir Elton, but be safe before, (during) and after the concert."

The added patrols are funded by a grant from the Montana Department of Transportation's Selective Traffic Enforcement Program (STEP). The STEP program is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

In addition to added law enforcement patrols in Missoula County, the Montana Highway Patrol will assist with added patrols to focus on those who may be traveling from out of town this weekend to attend the concert.

"We certainly want people to have a good time, but we'll have some extra troopers on the roads," said Col. Paul Grimstad of the Montana Highway Patrol. "We don't want anyone's exciting weekend to end in tragedy."

According to Jim Lynch, director of MDT, improving safety on Montana roads takes everyone's help. "We hope people will look out for their friends and family. Don't drive if you will be drinking, and don't let anyone who has been drinking get behind the wheel. And of course, always buckle up."

Lynch encouraged reporting suspected impaired drivers to authorities by calling 911.

###

FOR IMMEDIATE RELEASE

Program puts more enforcement on the roads to increase safety

Glendive – Area law enforcement will spend a little extra time on the streets of Glendive on Saturday April 19 starting at 6 p.m. through Sunday, April 20 at 12 p.m. This is in an effort to detect and deter impaired drivers as well as to ensure that drivers and passengers are buckled up during the Rock in the Badlands III event. The overtime hours are in addition to regularly scheduled patrols as part of the Montana Department of Transportation Selective Traffic Enforcement Program (STEP).

Added patrols will be funded by a grant from MDT's STEP program, which is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

"This program is effective because it allows us to put more officers on the road when and where needed to help keep our roads and travelers safe," said Glendive Chief of Police Alan Michaels. "Having even one or two more officers on the road than normally scheduled does make a difference, especially during a popular high-risk event like Rock in the Badlands."

"If you're going out to have a good time, designate a sober driver," said the Director of the Department of Transportation, Jim Lynch. "Don't let your friends drive if they've been drinking, never get behind the wheel after you've been drinking and always buckle up."

The extra law enforcement will be working all the major routes with emphasis on Towne Street and Merrill Avenue.

###

FOR IMMEDIATE RELEASE

Extra patrols in force during St. Patrick's Day celebration

MDT helps fund program to increase traffic safety during popular holiday

Area law enforcement and the Montana Highway Patrol will add extra patrols during the St. Patrick's Day weekend, March 16-17.

"We know there will be an increase in party-goers celebrating St. Patrick's Day so we will have additional patrol officers out in force," _____ . "We are trying to keep people from getting hurt or killed. If they know we're out there, they might be smart and get a cab, call a friend, or designate a driver."

The added patrols are funded by a grant from the Montana Department of Transportation's Selective Traffic Enforcement Program (STEP). The STEP program is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

In addition to added law enforcement patrols in _____, the Montana Highway Patrol will assist with added patrols to focus on those who may be traveling to visit family and friends over the holiday weekend.

"We certainly want people to have a good time on St. Patrick's Day, but we'll have some extra troopers on the roads," said Col. Paul Grimstad of the Montana Highway Patrol. "We don't want anyone's St. Patrick's Day to end in tragedy."

According to Jim Lynch, director of MDT, improving safety on Montana roads takes everyone's help. "We hope people will look out for their friends and family. Don't drive if you will be drinking, and don't let anyone who has been drinking get behind the wheel. And of course, always buckle up."

Lynch encouraged reporting suspected impaired drivers to authorities by calling 911.

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TITLE OF RELEASE	RELEASE DATE
Extra patrols in force during St. Patrick's Day celebration <i>MDT helps fund program to increase traffic safety during popular holiday</i>	March 12, 2008 – <ul style="list-style-type: none"> • Billings • Butte • Gallatin County • Havre • Helena • Kalispell • Laurel • Missoula • Ravalli • Whitefish
Extra patrols in force during St. Patrick's Day celebration <i>MDT helps fund program to increase law enforcement during highly celebrated holiday in Butte</i>	March 12, 2008 – Butte

Related newspaper articles appeared in the following newspapers (these may or may not have been generated from the news releases media contractor sent to the media);

DATE	PUBLICATION	HEADLINE	COLUMN INCHES	PR VALUE
3-18-08	Montana Standard, Butte	<i>Over the weekend</i> – Police make 12 DUI arrests	29	\$807.00
3-19-08	Montana Standard, Butte	Crowd smaller, but more arrests	28	\$780.00
3-14-08	Havre Daily News, Havre	Friends don't let friends drive drunk this St. Patrick's Day – <i>Don't depend on dumb luck – designate a sober driver before the party begins</i>	28.5	\$318.50
3-19-08	Montana Standard, Butte	<i>St. Pat's roundup</i> – MIP arrests total 51, Curbing underage drinkers	31.75	\$884.00
3-15-08	Helena Independent Record, Helena	St. Patty's patrol – <i>Butte law enforcement agencies implement security measures for holiday celebration</i>	126.75	\$2,956.00
1-11-08	Jordan Tribune, Jordan	DUI And Seat Belt Rules To Be Enforced	14	\$83.00
		Total column inches/PR value	286	\$6,298.50

**Note: The PR (Public Relations) Value listed represents the paid media value for the space that was used to publish the news releases in the respective newspapers. This value (\$) shows the client's return on investment for these public relations efforts (for newspaper only).*

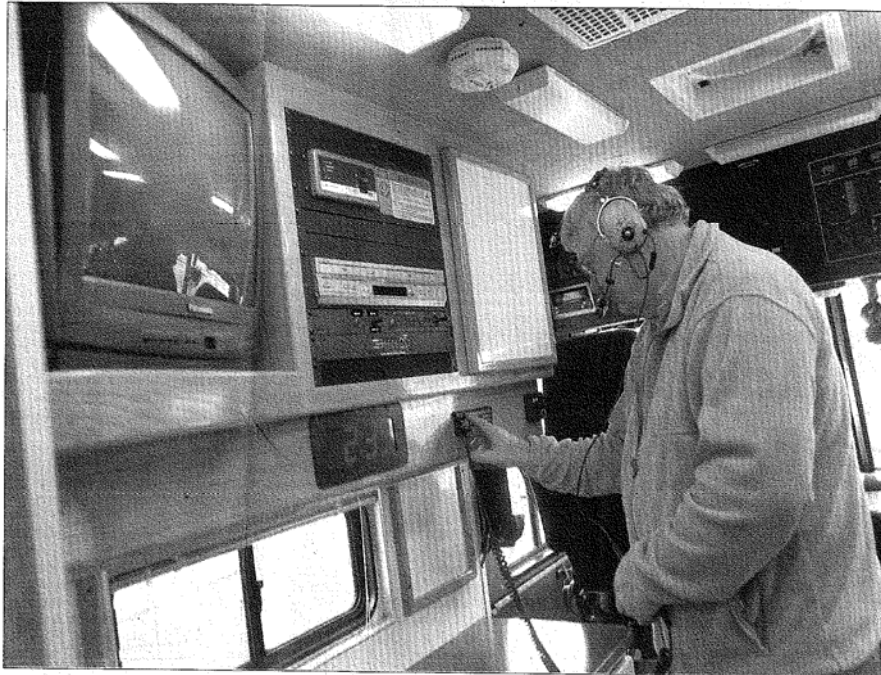
Sample Newspaper Clips:

825 Great Northern Blvd. Ste. 202
Helena MT 59601
406-443-2850

15: 1 5 2008

Independent Record
Helena, Montana

St. Patty's patrol



Dave McPherson, 911 director, performs a radio check while in the mobile emergency command and communication center earlier this week in Butte. The vehicle will be used as a police station for the first time during St. Patrick's Day Monday in Butte. It will be located on a busy intersection in Uptown Butte. Montana Standard photo



Montana Clipping Service
Expedition Block
825 Great Northern Blvd. Ste. 202
Helena MT 59601
406-443-2850

MAR 18 2008

Montana Standard
Butte, Montana

Over the weekend

Police make 12 DUI arrests

BY JOHN GRANT EMEIGH
of The Montana Standard

Despite St. Patrick's Day being on Monday, police contended with plenty of rowdy celebrating and drunken driving incidents over the weekend.

Police made 25 arrests between Friday and early Monday, according to Sheriff John Walsh. Of those arrests, 12 were arrests for driving under the influence. Walsh said this is a higher arrest count than on an ordinary weekend.

Walsh said one reason is the added police patrols looking for impaired drivers.

"We have more patrols out there observing everything, but unfortunately we have more people drinking and driving," the sheriff said.

Police average between five to 10 arrests on most weekends in the Butte area, according to Walsh.

Police were expected to crack-down ever harder on drinking and driving on St. Patrick's Day. The Montana Highway Patrol had extra patrols on Interstate 90 between Butte and Anaconda. Walsh said his patrols combed the city for drunk drivers as well.

Results of those patrols weren't available on Monday.

Most of the weekend's non-drunken driving arrests were for disorderly conduct. Walsh said one person had the distinction of being arrested twice within a three-hour period.

According to the police report, Matthew Marjamaa, 24, of Philipsburg was arrested on suspicion of disorderly conduct

See DUI, Back Page

DUI ...

Continued from Page A1

after he allegedly attempted to start fights at the M&M Sunday about 10 p.m. Marjamaa bonded out of jail that same evening, police said.

About 1 a.m. Monday, police were called to the

Party Palace, Park and Main, for a disturbance. Police claim Marjamaa was trying to start a fight at that bar, so he was arrested again. He remained in jail Monday afternoon in connection with disorderly conduct.

Reporter John Grant
Emeigh may be reached via
e-mail at john.emeigh@lee.net.

Butte law enforcement agencies implement security measures for holiday celebration

By JOHN GRANT EMEIGH
Montana Standard

People under the legal drinking age who get caught with alcohol on St. Patrick's Day in Butte will have their party interrupted by a visit to a judge.

As part of a new policy, people ages 18 to 20 caught by police with alcohol will be cited for misdemeanor minor in possession and will immediately go before City Court Judge Steve Kambich to be processed.

Butte Police Capt. George Skuletich told The Montana Standard that this is one way the department is cracking down on underage drinking.

Minors in possession

Underage drinkers who are caught by police during the St. Patrick's Day celebration in Butte will have to visit a judge that night. A special patrol will be looking for underage drinkers.

"We've got a special patrol that will be out specifically looking for underage drinkers," Skuletich said.

Instead of simply citing underage drinkers, Skuletich explained that the young violators will go to court and have the ticket processed that very day. Those found guilty could be ordered to pay a fine to the court on the spot, Skuletich said. Penalties and fines for these violations are \$275 or more.

Juveniles under 18 caught with alcohol will be cited in juvenile court and detained at the Butte-Silver Bow Health Department. Skuletich said they will be held until a parent or guardian can pick them up.

The department is trying out this new policy because underage drinking has been a problem during St. Patrick's Day in the past.

"Hopefully these new policies will be a deterrent (to underage drinking)," Skuletich said.



Montana Standard photo

The mobile emergency command and communication center will be parked at Dakota and Park in Uptown Butte Monday.

Police 'substation' will be parked in downtown Butte during festivities

By JOHN GRANT EMEIGH
Montana Standard

BUTTE — Among new security measures Butte law enforcement is taking over the St. Patrick's Day celebration will be the addition of a new police "substation."

The county's emergency command vehicle — the substation — will be parked in the lot at Dakota and Park, in the heart of Uptown Butte, and one block east of Mon-

tana Street (across from Terminal Meats).

The substation will be available to the public to report minor crimes or incidents, or just as an information booth, according to Butte's 911 director Dave McPherson. The station will include a civilian staff, headed by McPherson.

"If necessary, a police officer can be called to the scene," McPherson

More SUBSTATION, page 3C

Substation

continued from 1C

said.

The vehicle, which is about the size of an RV, is equipped with a sophisticated radio system that can put the substation in touch with law enforcement in the area. The county acquired the vehicle in 2004.

Police Capt. George Skuletich said this is good year to try these new practices since St. Patrick's Day

falls on a Monday, which tends to draw fewer people than when the holiday falls on a weekend.

Law enforcement also will have foot patrols, which they used last year.

Both police officers and the Montana High Patrol will walk through the uptown area in groups of five or six.

Skuletich said that helped last year in keeping people from becoming too rowdy and allowed officers to respond more quickly to disturbances.

4. Campaign: April - June 2008; Sustained Enforcement - Earned Media

Target Audience:

Primary Demo: Male: 21 – 35
Secondary Demo: Adults 35 – 54

Earned Media Activities Overview

Development and Distribution of PSAs and News Releases for High Risk Events

The media contractor coordinated earned media efforts to support the Montana Department of Transportation's sustained enforcement campaign running during the third quarter.

With the help of the STEP officers the contractor researched special events where people might be drinking and driving. The produced and distributed radio PSAs along with new releases to the area's newspaper, radio and television stations. Separate event radio PSAs were developed for each market and were produced by local STEP officers. The contractor requested PSA radio spots in all of the various markets for each individual event.

Local STEP officers produced thirty-second **radio** commercials telling the listeners to have fun at these events, but, *"Remember don't drink and drive, it's the law, it will be enforced."*

The following events are where PSAs were requested and ran from April to June, 2008.

Market	Event	Dates
Missoula / Captain Tom Hamilton	Elton John Concert	April 9-10
Billings / Sheriff Chuck Maxwell	PR Nile Rodeo	April 16-17
Missoula / Captain Tom Hamilton	Garden City Brew Fest	May 1-2
Great Falls / Sheriff Castle	Belt Rodeo:	June 11-13
Glendive / Chief Allen Michaels	Badlands Drifters	June 24-26
Helena / Sheriff Leidle	Augusta Rodeo	June 26-28

The media contractor researched, wrote and distributed sustained enforcement news releases to meet the requirements of MDT's contract. The title of each release, along with the distribution date, is listed below. The releases are also inserted into this report and incorporated an occupant protection message. The releases were sent to newspapers, television and radio in all the appropriate markets.

TITLE OF RELEASE	RELEASE DATE
Program puts more enforcement on the roads to increase safety	April 2, 2008 – Billings area market
Elton John's second concert hypes up city and law enforcement <i>MDT helps fund program to increase traffic safety during high risk event</i>	April 7, 2008 – Missoula area market
Program puts more enforcement on the roads to increase safety	April 7, 2008 – Butte area market
MDT cautions motorists to be responsible during MSU Spring Rodeo weekend <i>Popular event poses potential danger for alcohol related crashes</i>	April 7, 2008 – Bozeman area market
Program puts more enforcement on the roads to increase safety	April 14, 2008 – Glendive area market
State program puts more enforcement on the roads to increase safety	April 24, 2008 – Darby area market
Program puts more enforcement on the roads to increase safety on Mother's Day weekend	May 5, 2008 – Columbia Falls area market
MDT cautions motorists to be responsible during U of M graduation weekend <i>Milestone event poses potential danger for alcohol related crashes</i>	May 5, 2008 – Missoula area market

Press Releases:

FOR IMMEDIATE RELEASE

Program puts more enforcement on the roads to increase safety

Billings – Local area law enforcement will spend a little extra time on Billings' streets April 7 and April 24 from 9 a.m. to 3 p.m. This is in an effort to detect and deter impaired driving as well as to ensure that drivers and passengers are buckled up. The overtime hours are in addition to regularly scheduled patrols as part of the Montana Department of Transportation Selective Traffic Enforcement Program (STEP).

The added patrols will be funded by a grant from MDT's STEP program, which is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

"This program is effective because it allows us to put more officers on the road when and where needed to help keep our roads and travelers safe," said Billings City Chief of Police, Rich St. John.

"If you're going out to have a good time, designate a sober driver," said the Director of the Department of Transportation, Jim Lynch. "Don't let your friends drive if they've been drinking, never get behind the wheel after you've been drinking and always buckle up."

The extra law enforcement will be patrolling near the east end of Billings as well as the west side of the city.

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FOR IMMEDIATE RELEASE

Program puts more enforcement on the roads to increase safety

Butte – Area law enforcement will spend a little extra time on the streets of Butte between April 15 and April 30 from 9:30 a.m. to 11:30 p.m. everyday. This is in an effort to detect and deter impaired drivers as well as to ensure that drivers and passengers are buckled up. The overtime hours are in addition to regularly scheduled patrols as part of the Montana Department of Transportation Selective Traffic Enforcement Program (STEP).

Added patrols will be funded by a grant from MDT's STEP program, which is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

"This program is effective because it allows us to put more officers on the road when and where needed to help keep our roads and travelers safe," said Silver Bow County Sheriff, John Walsh. "Having even one or two more officers on the road than normally scheduled does make a difference."

"If you're going out to have a good time, designate a sober driver," said the Director of the Department of Transportation, Jim Lynch. "Don't let your friends drive if they've been drinking, never get behind the wheel after you've been drinking and always buckle up."

The extra law enforcement will be working all the major routes in the county with emphasis on Front St. at the intersections with Main Street, Harrison Avenue, Montana Street and Kaw Avenue.

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FOR IMMEDIATE RELEASE

Program puts more enforcement on the roads to increase safety

Glendive – Area law enforcement will spend a little extra time on the streets of Glendive on Saturday April 19 starting at 6 p.m. through Sunday, April 20 at 12 p.m. This is in an effort to detect and deter impaired drivers as well as to ensure that drivers and passengers are buckled up during the Rock in the Badlands III event. The overtime hours are in addition to regularly scheduled patrols as part of the Montana Department of Transportation Selective Traffic Enforcement Program (STEP).

Added patrols will be funded by a grant from MDT's STEP program, which is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

"This program is effective because it allows us to put more officers on the road when and where needed to help keep our roads and travelers safe," said Glendive Chief of Police Alan Michaels. "Having even one or two more officers on the road than normally scheduled does make a difference, especially during a popular high-risk event like Rock in the Badlands."

"If you're going out to have a good time, designate a sober driver," said the Director of the Department of Transportation, Jim Lynch. "Don't let your friends drive if they've been drinking, never get behind the wheel after you've been drinking and always buckle up."

The extra law enforcement will be working all the major routes with emphasis on Towne Street and Merrill Avenue.

###

FOR IMMEDIATE RELEASE

MDT cautions motorists to be responsible during MSU Spring Rodeo weekend

Bozeman—The Montana State University Spring Rodeo begins on Thursday, April 10 through Sunday, April 13. With schools from all over the state and Wyoming coming to town, area law enforcement will be heavily saturated on the roads to help detect and deter any impaired driving that may be associated with this popular event. The extra patrols are in addition to regularly scheduled patrols as part of the Montana Department of Transportation Selective Traffic Enforcement Program (STEP).

Added patrols will be funded by a grant from MDT's STEP program, which is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

"This program is effective because it allows us to put more deputies on the road when and where needed to help keep our roads and travelers safe," said Gallatin County Sheriff, Jim Cashell. "Having even one or two more deputies on the road than normally scheduled does make a difference, especially during a popular high-risk event like the MSU Spring Rodeo."

"If you're going out to have a good time, designate a sober driver," said the Director of the Department of Transportation, Jim Lynch. "Don't let your friends drive if they've been drinking, never get behind the wheel after you've been drinking and always buckle up."

The extra law enforcement will be working all the major routes in the county.

###

FOR IMMEDIATE RELEASE

State program puts more enforcement on the roads to increase safety

Darby – Area law enforcement will spend a little extra time patrolling the Main Street District in Darby on Saturday, May 3 and Sunday May 4. This is in an effort to detect and deter impaired drivers as well as to encourage drivers and passengers to buckle up. The overtime hours are in addition to regularly scheduled hours as part of the Montana Department of Transportation Selective Traffic Enforcement Program (STEP).

The added patrols will be funded by a grant from MDT's STEP program, which is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

"This program is effective because it allows us to put more officers on the road when and where needed to help keep our roads and travelers safe," said Darby Chief of Police, Larry Rose.

"If you're going to engage in activities where alcohol is involved, have a good time, but designate a sober driver," said the Director of the Department of Transportation, Jim Lynch. "Don't let your friends drive if they've been drinking, never get behind the wheel after you've been drinking and always buckle up."

###

FOR IMMEDIATE RELEASE

MDT cautions motorists to be responsible during U of M graduation weekend

Milestone event poses potential danger for alcohol related crashes

Missoula— Graduation means the end of one chapter and the beginning of another. It's also a time for family and friends to gather together to celebrate this great achievement. That's why the Montana Department of Transportation is reminding everyone to be responsible during the University of Montana's graduation weekend. On May 9 through May 11, area law enforcement will be heavily saturating roads to help detect and deter any impaired drivers.

The added patrols are funded by a grant from the Montana Department of Transportation's Selective Traffic Enforcement Program (STEP). The STEP program is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

In addition to added law enforcement patrols in Missoula, the Montana Highway Patrol will assist with added patrols to focus on those who may be traveling from out of town for graduation.

"This is an exciting time for our graduates so we want them to enjoy themselves," said Missoula Chief of Police, Rusty Wickman. "We just don't want someone's graduation weekend to end in tragedy. Be smart – don't drink and drive and always buckle your seat belt."

With Montana having the highest alcohol related fatality rate in the nation per vehicle mile traveled, law enforcement across the state are taking a proactive approach by stepping up patrols during high-risk events, such as graduation.

According to Jim Lynch, director of MDT, improving safety on Montana roads takes everyone's help. "We hope people will look out for their friends and family. Don't drive if you will be drinking, and don't let anyone who has been drinking get behind the wheel. And of course, always buckle up."

Lynch encouraged reporting suspected impaired drivers to authorities by calling 911.

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Related newspaper articles appeared in the following newspapers (these may or may not have been generated from the news releases the contractor sent to the media);

DATE	PUBLICATION	HEADLINE	COLUMN INCHES	PR VALUE
4-17-08	<i>Ranger Review, Glendive</i>	Local police will enforce traffic safety	20	\$150.00
4-17-08	<i>Fairfield Sun Times, Fairfield</i>	Mock accident in Simms brings home dangers of driving impaired	79.75	\$563.00
4-16-08	<i>Silver State Post, Deer Lodge</i>	Is Powell County up for a challenge	23.25	\$196.00
4-16-08	<i>Anaconda Leader, Anaconda</i>	Why 'Minor in Possession' tickets matter	45.5	\$428.00
4-16-08	<i>Jefferson County Courier, Clancy</i>	<i>Father of girl killed by drunk driver to speak</i>	50	\$235.00
4-16-08	<i>Whitehall Ledger,</i>	Tragedy leads to unity against	75	\$476.00

	Whitehall	irresponsible alcohol use		
4-24-08	Great Falls Tribune, Great Falls	Not even one beer	14	\$615.00
4-16-08	Mountaineer, Big Sandy	Alcohol-Related Traffic Fatalities Rise During Prom-Graduation Season	29	\$144.00
		Total column inches/PR value	336.5	\$2,807.00

**Note: The PR (Public Relations) Value listed represents the paid media value for the space that was used to publish the news releases in the respective newspapers. This value (\$) shows the client's return on investment for these public relations efforts (for newspaper only).*

Sustained Enforcement Earned Media radio PSAs

Thirty-second sustained enforcement radio PSAs were produced and distributed to selected markets. Individual STEP law enforcement officer produced PSA for their cities. These spots ran in rotation with a thirty-second enforcement PSA produced by Montana's Highway Patrol Colonel Paul Grimstad. The PSA message was an enforcement message for seat belts and impaired driving.

- Belgrade with Police Chief E.J. Clark
- Billings with Sheriff Maxwell
- Bozeman with Bozeman Police Information Officer Trent Shomoker
- Butte with Sheriff Walsh
- Columbia Falls with Chief of Police Dave Perry
- Glendive with Chief of Police Allen Michaels
- Great Falls with Sheriff Dave Castle on Great Falls Police officer Cory Reeves
- Havre with Chief of Police Mike Barthel
- Helena with Chief of Police Troy McGee
- Jefferson County with Sheriff Craig Doolittle
- Missoula with Mike McMeekin from the Missoula County Sheriff's Department
- Salish Kootenai Reservation with Craig Couture Flathead Police Department
- Whitefish with Bill Dial, Whitefish Police Department

5. Campaign: July 2-6, 2008; Fourth of July - Paid Media

Target Audience:

Primary Demo: Male: 21 – 35
 Secondary Demo: Adults 35 – 54

Campaign Objectives:

The goal was to deliver a message regarding the reality of driving under the influence of alcohol and what it can do to you and your family. MDT believes we decrease the number of alcohol related crashes and deaths on Montana roadways by informing and

educating the public on the importance of not driving under the influence of alcohol.

Media Strategies:

The media utilized for this campaign included radio only. The agency requested that all media provide one no-charge bonus commercial for every paid commercial scheduled. All campaign materials were placed in all seven major Montana markets as well as a few selected rural markets.

Components of this campaign were as follows:

Two thirty-second **radio** commercial was used that were produced in 2007. They were entitled "Tracie" and "Rambo". The commercials had a "don't drink and drive, don't do this to your family" message and aired statewide.

Radio Analysis:

Utilizing the one-paid/one-bonus method, the media contractor ran a schedule during the campaign in all major markets of Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula and smaller rural markets including; Anaconda, Deer Lodge, Dillon, Glendive, Hamilton, Havre, Lewistown, Miles City, Polson/Ronan and Sidney. Paid radio during the campaign achieved an average of 461.3 GRPs in each market, with an average reach of 74.3% and a frequency of 6.5. This was only a 4 day campaign.

For this sustained enforcement campaign, MDT allowed the media contractor \$28,000.00 for radio paid media. Out of those dollars, the contractor placed \$27,667.65. **Using the one-paid/one-bonus method, we estimate the client received an additional \$27,639.65 in no-charge radio commercials throughout the campaign.** All invoices are in and have been verified.

Paid \ bonus radio spots: **Total paid spots – 1,716**
Total bonus spots – 1,702

Summary of paid and earned media dollars received for radio.

Radio placement – advertising cost:	\$27,667.65
Earned media dollars @ N/C:	\$27,639.65

6. Campaign: August 18 – 31, 2008; Labor Day - Paid Media

Campaign Objectives:

The goal was to continue increasing awareness of the consequences of driving under the influence of alcohol through education to decrease the number of alcohol-related crashes and deaths on Montana roadways.

Target Audience:

Primary demographic: Males: 21-34

Secondary demographic: Males: 35-49

Media Strategies:

The media utilized for this campaign included network television, cable television and radio.

The media contractor requested that all media provide one no-charge bonus commercial for every paid commercial. The contractor placed network/cable television and radio in all of the major markets including; Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula, and in select smaller markets on radio which included; Anaconda, Deer Lodge, Dillon, Glendive, Havre, Lewistown, Livingston, Miles City, Polson, Ronan, and Sidney.

Components of this campaign were as follows:

Five thirty-second **television** commercials were used that were originally produced for the FFY 2008 May Mobilization Campaign. They were reproduced to include the Impaired Driving tags. These five spots were entitled "Nikki-Kids", "Nikki-Life Support", "Nikki-Best Friend", "Tina-More Time" and "Tom-Bar Drinking". These commercials had an enforcement message and aired statewide.

For this campaign, MDT allowed the contractor \$45,600 for paid television media. The contractor placed a total of \$45,615.00 of that budget. **Using the one-paid/one-bonus method, MDT received an additional \$41,609.40 in no-charge television commercials throughout the course of this campaign.**

Television Analysis:

Utilizing the buy one paid/one bonus method the media contractor ran a network television and cable schedule during the course of this campaign in all major markets (Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula). The GRPs purchased in each market varied based on the number of GRPs needed to achieve the reach/frequency goal. The network television placement received an average of 414 GRPs in each major market. This schedule achieved an average reach of 76% and a 5.8 frequency.

Paid\bonus spots: Total paid spots – 1136

Total bonus spots – 1115

Three sixty-second **radio** commercial were used which were created and produced entitled "Billy #3 Lose", "Tom" and "Tina". These commercials had an enforcement message and aired statewide during the course of the campaign. They delivered the message: "Please don't do this to your family. Don't Drink and Drive."

For this campaign, MDT provided the contractor \$40,000 for radio paid media. Out of those dollars they placed \$39,491.30. **Using the one paid/one bonus method, MDT received an additional \$38,717.80 in no-charge radio commercials throughout the course of the campaign.**

Radio Analysis:

Utilizing the one paid/one bonus method MDT ran a schedule during the course of the campaign in all major markets (Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula) and various small markets which included Anaconda, Deer Lodge, Dillon, Glendive, Havre, Lewistown, Miles City, Polson, Ronan and Sidney. The GRPs purchased in each market varied based on the number of GRPs needed to achieve the reach/frequency goal. Paid radio during the course of the campaign achieved an average of 757.8 GRPs in each market, with an average reach of 75.7% and a 10 frequency.

**Paid\bonus spots for radio: Total paid spots – 2,366
Total bonus spots – 2,312**

Summary of paid and earned media dollars received for TV and radio.

TV placement – advertising cost:	\$45,615.00
Earned media dollars @ N/C:	\$41,609.40
Radio placement – advertising cost:	\$39,491.30
Earned media dollars @ N/C:	\$38,717.80

7. Campaign: July - September 2008; Labor Day - Earned Media

Target Audience:

Primary Demo: Male: 21 – 35
Secondary Demo: Adults 35 – 54

Labor Day Earned Media Activities Overview

Press Releases

Labor Day Mobilization

The contracted media company also researched, wrote and distributed news releases to announce the Labor Day Mobilization, which took place from August 15 through September 1, 2008. The “Before,” “During” and “After” news releases and the clips generated from those releases are included in this report.

Sustained and other enforcement earned media

The contractor also wrote and distributed a high risk news release for the Gardiner Brewfest. This news release also incorporated an impaired driving message. The release was sent to newspapers, television and radio in Bozeman and to the newspaper in Livingston.

Other newspaper clippings related to impaired driving are included in this report.

Every impaired driving press release has an occupant protection (OP) message incorporated into it, and most newspapers will mention the OP message along with the impaired driving message.

Listed are the Labor Day Mobilization “Before,” “During,” and “After” news releases and the Gardiner Brewfest news release. Any and all related clips accompany the end of this report.

TITLE OF RELEASE	RELEASE DATE
Law enforcement mobilizes against drunk driving August 15 – Sept. 1 <i>Department of Transportation enforcement message seeks to save lives</i>	Aug. 11, 2008 – statewide
Labor Day travel poses increased vehicle crash risks <i>Statewide Labor Day law enforcement mobilization still in effect through the busy travel holiday</i>	Aug. 27, 2008 – statewide
MDT Labor Day enforcement reports show continued progress <i>Statewide law enforcement increased patrols to help keep motorists safe during busy travel holiday</i>	Sept. 26, 2008 – statewide
MDT cautions motorists to be responsible during Gardiner Brewfest <i>Outdoor fun pose potential danger for alcohol related crashes</i>	Sept. 17, 2008 – Bozeman, Livingston

Sample news releases:

“Labor Day Before” news release

Law enforcement mobilizes against drunk driving August 15 – Sept. 1

Helena, MT— Drunk driving is one of America’s deadliest crimes. In 2006, more than 13,000 people died in traffic crashes involving a driver or motorcyclist with a blood alcohol concentration (BAC) of .08 or higher. Meanwhile, Montana consistently has the highest rate of alcohol-related crash fatalities in the nation, based on the number of vehicle miles traveled.

To save lives the Montana Department of Transportation will be joining with thousands of other law enforcement and highway safety agencies across the nation from August 15 throughout the Labor Day holiday to take part in the *Drunk Driving. Over the Limit. Under Arrest.* campaign against impaired driving.

As we head into this Labor Day mobilization, preliminary reports from the Montana Highway Patrol indicate more than a 31 percent decrease in alcohol-related fatalities from last year during the January through July time period. Although the decrease is a positive trend, MDT and statewide law enforcement would like to prevent even more deaths on our Montana roads by combining high-visibility enforcement with heightened public awareness.

The national *Drunk Driving. Over the Limit. Under Arrest.* impaired driving crackdown is a prevention program organized by the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA). Law enforcement will be out in force August 15 through September 1 with extra patrols to prevent impaired driving. The Montana Department of Transportation State Highway Traffic Safety Bureau is providing funding for additional patrols and overtime for the Montana Highway Patrol, the Montana Sheriffs and Peace Officers Association and about 56 police and sheriffs departments.

If you are caught driving while under the influence, you will be arrested. Montana considers impaired driving a deadly crime. If you will be celebrating the Labor Day weekend, or if you plan to be traveling, make sure that a sober driver is behind the wheel. Driving impaired is not worth the risks.

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"Labor Day During" news release:

Labor Day travel poses increased vehicle crash risks

Statewide Labor Day law enforcement mobilization still in effect through the busy travel holiday

Helena – With more cars, trucks, campers and motorcycles taking to the roads on one of the most popular travel holidays of the year, the Montana Department of Transportation reminds motorists to be extra cautious while celebrating the Labor Day weekend.

During the national Labor Day Crackdown (Aug. 15 to Sept. 1), statewide law enforcement has stepped up their efforts to remind motorists to be aware that alcohol use increases the risks of traveling on Montana roads. "We are doing everything we can to keep those traveling in Montana safe on our roads," said Montana Department of Transportation Director, Jim Lynch. "We don't want the Labor Day holiday to end in tragedy for anyone."

As we head into the Labor Day weekend, preliminary reports indicate more than a 31 percent decrease in alcohol-related fatalities from last year. As of August 25th there were 43 fewer fatalities overall than this time last year. While this is a positive trend, MDT and statewide law enforcement would like to prevent even more deaths on our Montana roads by combining high-visibility enforcement with heightened public awareness.

If you are caught driving while under the influence, you will be arrested. Montanans consider impaired driving a serious offense. If you will be celebrating the Labor Day weekend, or if you plan to be traveling, make sure you have a designated driver behind the wheel. Driving impaired is not worth it – you could lose everything.

About Drunk Driving. Over the Limit. Under Arrest Crackdown.

Law enforcement will be out in force August 15 through September 1 with extra patrols to prevent impaired driving. The Montana Department of Transportation State Highway Traffic Safety Office is providing funding for additional patrols and overtime for the Montana Highway Patrol, the Montana Sheriffs and Peace Officers Association and several local police and sheriffs departments.

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"Labor Day After" news release

MDT Labor Day enforcement reports show continued progress

Statewide law enforcement increased patrols to help keep motorists safe during busy travel holiday

Helena – The Montana Department of Transportation warned motorists that an increase in law enforcement patrols would saturate the state between Aug. 15 and Sept. 1, 2008. The annual law enforcement mobilization is an effort to reduce impaired driving and to remind folks to buckle up.

Preliminary enforcement reports compiled by the Montana Highway Traffic Safety Bureau show a somewhat steady trend in DUI arrest numbers over the same period last year. The Labor Day crackdown from 2006 recorded 121 DUI arrests, while last year 98 DUI arrests were recorded. The recent report shows 100 arrests were made during the 2008 mobilization.

As a positive sign, officials estimate a small reduction in alcohol-related fatal crashes during 2007 for Montana. Data for the year has not yet been finalized. Early indicators for the first seven months of 2008 demonstrate a decrease in fatal crashes with alcohol involvement when compared to the first seven months of 2007. This year preliminary reports show 42 fatalities occurred from January through July where alcohol was a factor, compared to 61 alcohol-related fatal crashes during the same time frame in 2007.

Although the numbers are mostly positive, MDT and statewide law enforcement are continually trying to prevent deaths on Montana roads by combining high-visibility enforcement with heightened public awareness to stop drinking and driving.

The added patrols over the Labor Day mobilization were funded by a grant from the Montana Department of Transportation's Selective Traffic Enforcement Program. STEP is designed to give officers from the Montana Highway Patrol, the Montana Sheriffs and Peace Officers Association and participating local police and sheriffs departments additional resources to focus on traffic safety. The grant funding is aimed at deterring impaired drivers and encouraging the use of seat belts.

"One of our highest priorities is to reduce the number of highway fatalities," said MDT Director, Jim Lynch. "The STEP program is one tool to improve safety for Montana motorists, but we need everyone to do their part and to make smart, safe choices. Don't get behind the wheel if you've been drinking, wear your seat belt every time you get in a vehicle, and drive defensively."

With the STEP program, law enforcement agencies use overtime and added shifts to increase patrols. "We want to thank all of our law enforcement partners for working so hard for safer roads," said Lynch. "Their efforts help save lives, and that is the bottom line."

###

**The following news release was researched, written and distributed by Media contractor in January. Two articles directly related to this release were published in July and September. Therefore, the release is being reposted here and the related clips follow.*

Related newspaper articles on the Labor Day Mobilization and the Gardiner Brewfest appeared in the following newspapers.

DATE	PUBLICATION	HEADLINE	COLUMN INCHES	PR VALUE
8-7-08	<i>Valerian, Valier</i>	Aggressive impaired driving crackdown seeks to save lives	40	\$170
8-15-08	Havre Daily News, <i>Havre</i>	Law enforcement mobilizes against drunk driving today	28	\$313
8-15-08	Miles City Star, <i>Miles City</i>	Patrols against drunken driving increase	12	\$95
8-15-08	Great Falls Tribune, <i>Great Falls</i>	'07 traffic deaths see increase <i>Patrol to crack down on drunk drivers</i>	52.5	\$2,307
8-15-08	Havre Daily News, <i>Havre</i>	Patrols against drunken driving increase	6	\$67
8-15-08	Billings Gazette, <i>Billings</i>	Patrols to focus on drunken driving	10	\$660
8-18-08	Havre Daily News, <i>Havre</i>	Patrols against drunken driving increase	8	\$89
8-21-08	Independent Observer, <i>Conrad</i>	Drunk driving, over the limit, under arrest to save lives program	46	\$244
8-21-08	Meagher County News, <i>White Sulphur Springs</i>	Highway Patrol Mobilizes Against Drunk Driving this Season	26	\$138
8-24-08	Independent Record, <i>Helena</i>	DUI crackdown	12.5	\$291
8-29-08	Bozeman Daily Chronicle, <i>Bozeman</i>	Police to step up patrols over Labor Day weekend	46	\$886
8-29-08	Havre Daily News, <i>Havre</i>	Labor Day mobilization in effect through busy travel holiday season	20	\$224
8-20-08	Western News, <i>Libby</i>	Extra patrols in order for Bull Thing Rodeo	16	\$132
9-27-08	Bozeman Daily Chronicle, <i>Bozeman</i>	MDT cautions motorists traveling for Brewfest	7	\$135

Other related newspaper articles appeared in the following newspapers. These may or may not have been generated from the news releases media contractor sent to the media.

7-16-08	Jefferson County Courier, Clancy	MHP: Fatalities rise in summer	32	\$151
7-23-08	Terry Tribune, Terry	Alcohol energy drinks may pose threat to young people	63	\$296
9-16-08	Havre Daily News, Havre	Drunkenness crackdown	9	\$101
9-30-08	Havre Daily News, Havre	Partners in Prevention <i>Time to re-think the drink</i>	60	\$671
		Total column inches/PR value	494	\$6,970

**Note: The PR (Public Relations) Value listed represents the paid media value for the space that was used to publish the news releases in the respective newspapers. This value (\$) shows the client's return on investment for these public relations efforts (for newspaper only).*

Labor Day Media Interviews (Earned)

In support of the Labor Day Mobilization, the media contractor coordinated media interviews with MDT Director Jim Lynch:

- **Radio**
 - 8-29-08 – Kalispell, KOFI; 10 minute interview with host Mike Holton
 - 8-29-08 – Missoula, KGVO; 20-30 minute interview with host Pete Deneault; Clear Channel Radio, Community View Point, ran on three stations.

The following are talking points generated by the contracted media company:

Labor Day Event – Law Enforcement Mobilization Fact Sheet/Talking Points
August 28, 2008

Law Enforcement Mobilization – “Drunk Driving. Over the Limit. Under Arrest.”

Law enforcement will be out in force August 15 through September 1 with extra patrols to prevent impaired driving. The Montana Department of Transportation State Highway Traffic Safety Office is providing funding for additional patrols and overtime for the Montana Highway Patrol, the Montana Sheriffs and Peace Officers Association and several local police and sheriffs departments.

- **DUI Fatality Facts**
 - Preliminary reports from the Montana Highway Patrol indicate more than a 31 percent decrease in alcohol-related fatalities from last year.
 - As of August 25th there were 43 fewer fatalities overall than this time last year.
 - While this is a positive trend, MDT and statewide law enforcement would like to prevent even more deaths on our Montana roads – thus the reason for the mobilization.
 - Unfortunately, Montana continues to have the highest alcohol related fatality rate in the nation per vehicle mile traveled.
 - Alcohol use is involved in around 30 percent of all fatal crashes.
 - In 2007, there were four fatalities on Montana roadways during the Labor Day weekend. There have been 19 deaths over the last five years, which is an average just below four.
 - Alcohol-related crashes are about 10 percent of all crashes, but 50 percent of all fatal crashes.
- **Other DUI Facts**

- The typical Blood Alcohol Content (BAC) annually of persons arrested for Driving Under the Influence (DUI) is about 0.17, or so high as to greatly impair a person's motor and mental skills.
- Impaired driving is one of America's most-often-committed and deadliest crimes. In 2007, an estimated 12,998 people were killed in crashes where a vehicle operator had a blood alcohol concentration (BAC) of .08 or higher. This number represents a 3.7 percent decline from the 13,491 fatalities in 2006.
- The Department of Corrections reports that 86 percent of WATCH program felony DUI offenders are being successfully rehabilitated. They don't re-offend and they don't drink.
- **Impaired Driving Costs**
 - Violators can possibly face:
 - Jail time
 - Loss of driver's license
 - Higher insurance rates
 - Attorney fees
 - Other fines and court costs
 - Car towing and repairs
 - Lost time at work
 - Etc.
- **Tips for Safe Labor Day weekend** (provided by National Highway Traffic Safety Administration web site):
 - Whenever you plan on consuming alcohol, designate a sober driver before going out and give that person your keys.
 - If you're impaired, call a taxi, use mass transit or call a sober friend or family member to get you home safely.
 - Use your community's Sober Rides programs
 - Promptly report drunk drivers you see on the roadways to law enforcement
 - Wearing your safety belt while in a car or using a helmet and protective gear when on a motorcycle is your best defense against an impaired driver.
 - "Friends Don't Let Friends Drive Drunk" If you know someone who is about to drive or ride while impaired, take their keys and help them make other arrangements to get to where they are going safely.

Sample Labor Day campaign news paper clips:



Montana Clipping Service
Expedition Block
825 Great Northern Blvd. Ste. 202
Helena MT 59601
406-443-2850

AUG 15 2008

Havre Daily News
Havre, Montana

HAVRE DAILY NEWS

Friday, August 15, 2008 **A3**

Law enforcement mobilizes against drunk driving today

From MDT

HELENA — Drunk driving is one of America's deadliest crimes. In 2006, more than 13,000 people died in traffic crashes involving a driver or motorcyclist with a blood alcohol concentration (BAC) of .08 or higher. Meanwhile, Montana consistently has the highest rate of alcohol-related crash fatalities in the nation, based on the number of vehicle miles traveled.

To save lives the Montana Department of Transportation will be joining with thousands of other law enforcement and highway safety agencies

across the nation from August 15 throughout the Labor Day holiday to take part in the Drunk Driving. Over the Limit. Under Arrest. campaign against impaired driving.

As we head into this Labor Day mobilization, preliminary reports from the Montana Highway Patrol indicate more than a 31 percent decrease in alcohol-related fatalities from last year during the January through July time period. Although the decrease is a positive trend, MDT and statewide law enforcement would like to prevent even

more deaths on our Montana roads by combining high-visibility enforcement with heightened public awareness.

The national Drunk Driving. Over the Limit. Under Arrest. impaired driving crackdown is a prevention program organized by the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA). Law enforcement will be out in force August 15 through September 1 with extra patrols to prevent impaired driving. The Montana Department of Transportation State Highway

Traffic Safety Bureau is providing funding for additional patrols and overtime for the Montana Highway Patrol, the Montana Sheriffs and Peace Officers Association and about 56 police and sheriffs departments.

If you are caught driving while under the influence, you will be arrested. Montana considers impaired driving a deadly crime. If you will be celebrating the Labor Day weekend, or if you plan to be traveling, make sure that a sober driver is behind the wheel. Driving impaired is not worth the risks.



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AUG 7 2008

Valerian
Valier, Montana

Aggressive impaired driving crackdown seeks to save lives

By Jacqueline Bonser
For The Valerian

Drunk driving is one of America's deadliest crimes. In 2006, nearly 13,000 people were killed in highway crashes involving a driver or motorcycle operator with an illegal blood alcohol concentration (BAC) of .08 or higher. The picture for motorcycle operators is particularly bleak. Forty-one percent of the 1,878 motorcycle operators who died in single-vehicle crashes in 2006 had BAC levels of .08 or higher.

These statistics are the reason why local law enforcement officials will join with thousands of other law enforcement and highway safety agencies across the nation from Aug. 15 and throughout the Labor Day holiday to take part in the *Drunk Driving. Over the Limit. Under Arrest.* crackdown on impaired driving.

The message is simple: No matter what you drive, if you are caught driving impaired, you will be arrested. No exceptions. No excuses. Law enforcement will be out in force conducting saturation patrols to get more drunk drivers off the road and save lives that might otherwise be lost.

Driving with a BAC of .08 or higher is illegal in every state. Yet we continue to see far too many people suffer debilitating injuries and loss of their loved ones as a result of impaired driving. This careless disregard for human life must stop. To help ensure that happens, law enforcement officers are dedicated to arresting impaired drivers wherever and whenever they find them.

To further prevent people from driving while impaired, many judges sentence drunk drivers not only to jail time, but also require certain convicted impaired drivers to install ignition interlock devices on their vehicles. Ignition interlocks can detect when an offender has been drinking and prevent a vehicle from starting, thus helping to reduce the chances that offenders might again take to the road while impaired. Other technologies prescribed by judges include transdermal devices that detect alcohol through a person's skin and are used in combination with a treatment plan.

It's important to remember, however, that much of the tragedy that comes from drunk driving could be prevented if everyone would take these few simple precautions:

- If you are planning to drink alcohol with friends, designate a sober driver before going out and give that person your keys
- If you're impaired, call a

sober friend or family member to get you home safely

- Promptly report drunk drivers you see on the roadways to law enforcement

- Wear your seat belt while in a car or use a helmet and protective gear when on a motorcycle as these are your best defenses against an impaired driver

And remember, if you know someone who is about to drive or ride while impaired, take their keys and help them make other arrangements to get to where they are going safely.

Drunk driving is simply not worth the risk. Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for impaired driving can be significant. Violators often face jail time, the loss of their driver's license, higher insurance rates, attorney fees, time away from work and dozens of other expenses.

Don't take the chance. Drunk driving is a serious crime. Remember: *Drunk Driving. Over the Limit. Under Arrest.*

For more information, visit www.StopImpairedDriving.org.



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825 Great Northern Blvd. Ste. 202
Helena MT 59601
406-443-2850

AUG 21 2008

Meagher County News
White Sulphur Springs, Montana

Highway Patrol Mobilizes Against Drunk Driving this Season

Drunk driving is one of merica's deadliest crimes. In 2006, ore than 13,000 people died in traffic crashes involving a driver or motorcyclist with a blood alcohol concentration (BAC) of .08 or higher. Meanwhile, Montana consistently has the highest rate of alcohol-related crash fatalities in the nation, based on the number of vehicle miles traveled.

To save lives the Montana Department of Transportation will be joining with thousands of other law enforcement and highway safety agencies across the nation from August 15 throughout the Labor Day holiday to take part in the Drunk Driving. Over the Limit. Under Arrest. campaign against impaired driving.

As we head into this Labor Day mobilization, preliminary reports from the Montana Highway Patrol indicate more than a 31 percent decrease in alcohol-related fatalities from last year during the January through July time period. Although the decrease is a positive trend, MDT and statewide law enforcement would like to prevent even more deaths on our

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If you are caught driving while under the influence, you will be arrested. Montana considers impaired driving a deadly crime. If you will be celebrating the Labor Day weekend, or if you plan to be traveling, make sure that a sober driver is behind the wheel. Driving impaired is not worth the risks.



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AUG 18 2008

Havre Daily News
Havre, Montana

Monday, August 18, 2008 **A3**

Patrols against drunken driving increase

HELENA — Law enforcement units statewide are stepping up patrols as part of a national campaign against drunken driving.

The campaign is called "Drunk Driving. Over the Limit. Under Arrest." It runs through Sept. 1.

The state Highway Traffic Safety Bureau will pay for the additional patrolling.

Drivers in Montana are considered intoxicated if they have blood-alcohol levels of 0.08 or greater.

The nationwide campaign against drunken driving has been organized by the National Highway Traffic Safety Administration. (AP)

Post Labor Day Campaign Survey Executive Summary – October 28, 2008

Description:

Following the three-week media campaign advertising for the Labor Day law enforcement mobilization, a collection of survey responses was undertaken to measure the public awareness and recall of the advertising messages. Visitors to Department of Motor Vehicle locations in Billings, Bozeman and Missoula, Montana filled out survey questionnaires. A total of 400 responses were collected and compared with results from a similar survey in September of 2007. There were two age categories surveys, one for ages 21 -34 and the second was all ages.

Reliability:

The sample was selected to provide a 95 percent reliability with a plus or minus 5 percentage point confidence level. This means that we would expect to repeat the survey 95 times out of 100 with a very similar result, allowing a variance of 5 percentage points up or down. Thus, 'significant' results would be those that have somewhat more than a five percentage point variance.

Highlights of results:

Reported drinking went down substantially. In the 21 - 34 year old age group, when asked how often they are drinking and driving when compared to three months ago, the incidence of drinking of any kind showed to be much lower. Those who reported they don't drink at all went from 11 percent in 2007 to 31 percent in 2008. When asked how often they designate a sober driver, respondents also had the opportunity to answer that they "don't drink" – and thus don't need a designated driver. Those who said they use a designated driver "every time" stayed about the same, but those who said they "don't drink" in response to the designated driver question doubled in percentage of responses from 2007, from 14 percent to 28 percent.

A similar increase in the report of not drinking and driving was reflected in the overall age category. Among all respondents, the corresponding percentage went up 23 percentage points, from 12 percent in 2007 to 35 percent in 2008. When asked how often they designate a sober driver, the number who said they don't drink increased from 13 percent to 33 percent.

From the results of this survey, it appears that the perception that drinking and driving laws are "very strictly" enforced has increased significantly. On the question about enforcement, the 21-34 age group chose "very strictly" 54 percent of the time as opposed to 34 percent in 2007—an increase of 20 percentage points. In the aggregate sample of all ages, "very strictly" was the selected answer by 49 percent of respondents, compared to 38 percent in 2007.

In the 21-34 year old sample, 61 percent recalled a story about a parent who had lost a son in a car crash; 73 percent recalled hearing about the devastating effects drinking and driving can have on your family. Forty percent remembered the story of a young wife who had lost a husband in a car crash and 56 percent recalled the spot about a young man who was killed while riding with his best friend. These percentages compared well with the overall group of respondents.

In response to the question about the chances of getting arrested for a DUI, the likelihood of “always” getting arrested increased seven points in the 21 - 34 age group.

The survey results appeared to show that we are successfully reaching our target audience of 21 to 34 year olds. It also appears that the enforcement message is getting through, and we might conclude that is helped by the various publicity efforts in addition to the paid media testimonial spots that were the center of this brief campaign.

The comparison with a similar sample (2007) in the same location by the same method would appear to lend credence that this is a valid measure of achievement in our objectives. We can presume that respondents would have been just as likely to prevaricate about their drinking and driving behavior in one year as in the next.

8. Campaign: April 11 to September 26, 2008; Other DUI Media Events- Paid & Earned Media

Campaign Objectives:

The goal was to deliver an educational message to the public regarding the consequences of driving under the influence of alcohol. The message was to let the public know to enjoy the various celebration around the state during the summer but please not to don't drink and drive. Local law enforcement will be out in force and will be performing safety spot checks. All media delivered a designated driver educational message regarding driving under the influence of alcohol.

Target Audience:

Primary demographic: Males: 21-35

Media Strategies:

The media utilized for this campaign included radio only. The contractor requested that all media provide one no-charge bonus commercial for every paid commercial scheduled. All campaign materials were placed in all seven major Montana markets as well as a few selected rural markets.

Components of this campaign were as follows:

Various thirty-second **radio** commercials were used and ran for this campaign. All commercials had an impaired driving message and aired statewide. The spot delivered this designated driver message: *“Remember don’t drink and drive, it’s the law”*. Each spot ran during the specific event.

The PSAs were either re-used from the 2007 events or produced for the events that were not covered in 2007. The markets and events listed are below in date order.

<u>Market</u>	<u>Event</u>	<u>Date</u>
Belt:	PRCA Rodeo	6/11 – 6/13
Augusta:	Augusta Rodeo	6/26 – 6/28
Havre:	Great Northern Fair	7/16 – 7/20
Helena:	Last Chance Stampede	7/23 – 7/27

<u>Market</u>	<u>Event</u>	<u>Date</u>
Columbia Falls:	Columbia Falls Rodeo	7/25 – 7/27
	Heritage Days Weekend	
Great Falls:	Montana State Fair	7/25 – 8/3
Butte:	Silver Bow County Fair	7/30 – 8/3
Clinton:	Testicle Festival	7/30 – 8/3
Missoula:	Western Montana Fair	8/5 – 8/10
Three Forks:	Rockin’ The Rivers	8/8 – 8/10
Glendive:	Dawson County Fair	8/7 – 8/10
Billings:	Montana Fair and Rodeo	8/8 – 8/16
Kalispell:	Northwestern Montana Fair	8/13 – 8/17
Hamilton:	Ravalli County Fair	8/27 – 8/31
Gardiner:	Gardiner Annual Brewfest	9/23 – 9/26

For this Special Events campaign, MDT allowed the media contractor \$18,300 for radio paid media. Out of those dollars, the contractor placed \$16,991.89. **Using the one-paid/one-bonus method, MDT received an additional \$15,067.29 in no-charge radio commercials throughout the campaign.**

Radio Analysis:

Utilizing the one-paid/one-bonus method, the ran a schedule during the campaign in the following markets (Billings, Bozeman, Butte, Glendive, Great Falls, Hamilton, Havre, Helena, Kalispell and Missoula). The GRPs purchased in each rated market varied as the length of each event was different. Our paid radio during the campaign achieved an average of 218 GRPs in each market, with an average reach of 53.5% and a frequency of 4. Each schedule was approximately 2-5 days in length running during each specific event.

Paid \bonus spots for radio: **Total paid spots – 1139**
Total bonus spots – 1058

Summary of paid and earned media dollars received for radio.

Radio placement – advertising cost: \$16,991.89
Earned media dollars @ N/C: \$15,067.29

9. Campaign: August 08 – September 08; University Football Media

Campaign Objectives:

The goal was to increase awareness of the message regarding the consequences of driving under the influence of alcohol and not wearing a seat belt in order to decrease the number of alcohol-related crashes and deaths on Montana. This media program targeted males 21 – 34 during football season at MT State University (MSU) in Bozeman and University of Montana (U of M) in Missoula from August – September 2008.

Media Strategies for MSU:

The media utilized for this campaign included network television only. The contracted media company placed a network television sponsorship with ABC-Max Media across the state, including Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula.

Sponsorship (included eight home and away games) on seven TV stations

- Four :30 second commercials running statewide inside each game, one in each quarter
- Custom sponsorship feature
- Shared in-game announcements
- Scoreboard and Replay Sponsorships

Custom Sponsorship: Close to the top of the broadcast and right before kick-off, the booth announcers will toss to the sideline reporter for the “Montana Highway Traffic Safety Keys to the Game.” Dave Griffiths will be on the field talking about what each team needs for a victory, and a full screen graphic will come up over a live shot of the field. Across the top is the visiting team logo in the left corner, “Keys to the Game” in the center and a rotation in the upper right hand corner of the “Click It or Ticket” and “You Drink, You Drive, You Lose” logos as Dave itemizes the “keys” with bullet-points on the graphic. He then does the same with the Bobcats. The graphic flips and has the MSU logo, “Keys to the Game”, and your logo across the top with bullet-points as he itemizes the keys. Finally, he tags out with “that’s it for our Montana Highway Traffic Safety Keys to the Game, and we’ll kick things off right after this.”

Shared in-game announcements: In the 2nd quarter, the Montana Department of Transportation will be included on a sponsorship billboard. The audio will say “Bobcat game day is brought to you by, then a list of other advertisers, and end with “The Montana Department of Transportation would like to remind you to please make sure everyone in your car wears their seatbelt.” In the 3rd quarter, the end tag will be “The Montana Department of Transportation would like to remind you to always have a designated driver, please don’t drink and drive.” The appropriate logos will be on the screen.

Scoreboard Sponsorship: The “You Drink, You Drive, You Lose” logo and the “Click It or Ticket” logo will always be in the upper left portion of the screen where the score is being shown. These two logos will alternate every other game, as there is not enough room for both at one time.

Replay Sponsorship: At the end of the game there will be a brief post-game wrap up. It will be called the “Montana Highway Traffic Safety Post Game-Report.” After the brief re-cap, the announcers will end the broadcast with “The Montana Department of Transportation would like to remind you to please wear your seatbelt and please do not drink and drive, always have a designated driver.”

To date, ABC has broadcast a total of two games for the MSU Bobcats. Total price for this Sponsorship is \$29,000.

Aug. 30.... Adams State...1:00 p.m.
Sept. 27.... South Dakota...1:00 p.m.

Components of this campaign are as follows:

A total of six thirty-second **television** commercials are being used that were produced for the Labor Day Impaired Driving and the May Mobilization Campaigns. These six spots are entitled “Nikki-Kids”, “Nikki-Life Support”, “Nikki-Best Friend”, “Tina-More Time”, “Tom-Bar Drinking” and “Room to Live” Occupant Protection spot with Jim Lynch.

Media Strategies for U of M:

The media utilized for this campaign included network television only. Media contractor placed a network television sponsorship with CBS, the MTN Network across the state, including Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula.

Sponsorship (includes a total of eight home and away games plus the Griz/Cat game)

- Two 30-second commercials will run statewide inside each game, one in each half.

- A logo & name mention on at least 10 promotional ads across the state in the week leading up to each game.
- During the game, an ID or OP logo and name mention will be broadcast either at the beginning or end of the game. When the "You Drink You Drive, You Lose" logo appears on the screen, the voiceover will read: "The Montana Department of Transportation would like to remind you to please do not drink and drive, always have a designated driver." When the "Click It or Ticket" logo appears on the screen, the voiceover will read: "The Montana Department of Transportation would like to remind you to please make sure that everyone in your car wears their seatbelt".

To date, there have been no games broadcast on CBS. Total price for this Sponsorship is \$26,400.

Components of this campaign are as follows:

A total of six thirty-second **television** commercials will be used that were produced for the Labor Day Impaired Driving and the May Mobilization Campaigns. These six spots are entitled "Nikki-Kids", "Nikki-Life Support", "Nikki-Best Friend", "Tina-More Time", "Tom-Bar Drinking" and "Room to Live" Occupant Protection spot with Jim Lynch.

B. Occupant Protection – Paid & Earned Media

Overview for FFY 2008

May mobilization

On January 21, 2008, the media contractor presented a power point summary to Director Lynch, Sandy Straehl, Priscilla Sinclair, Lori Ryan and Charity Watt Levis. The majority of the presentation was on the Native American "Safe on all Roads" campaign although a portion of the presentation and discussion was on the 2008 May Mobilization campaign. It was agreed that the May Mobilization earned media would be limited to STEP "Before, During and After" sustained enforcement press releases and that there would not be a press conference to kick-off this year's May Mobilization. New television and radio testimonials were developed and produced for the paid media portion of the Mobilization. It was later agreed that the television message should deliver the "Room to Live" message similar to the Minnesota Fox news story. The contractor began searching for stories and cars that showed the "Room to Live" concept. With the help of the MHP, the media contractor Media contractor located a family that had lost their son in a car crash. The driver was wearing a seat belt and the passenger was not. The passenger was ejected and died shortly after the crash. This families' message was so compelling that it was decided to develop a 12-minute video to be distributed to the DUI Task Forces, the Safe Kids Safe Community and OPI driver education classes. Filming and production

will be completed by April 22nd.

During the month of March the media contractor researched statewide news/talk show and in April the contractor began scheduling Director Lynch and Col. Paul Grimstad of the MHP to appear on these news/talk show during the May Mobilization.

Sustained Enforcement

To reinforce STEP activities and the enforcement message, the media contractor placed previously produced occupant protection radio spots and television spots with the Montana Broadcasters Association. Placement began on March 10th and ran for eight weeks ending on May 4th.

1. Campaign: May Mobilization; May 5 –25, 2008 (Paid Media)

Target Audience:

Primary Demo: Male: 18 – 34

Secondary Demo: Adults 35 – 54

May Mobilization Campaign Objectives:

The goal was to deliver a message regarding the reality and consequences of driving without the use of a seatbelt and the effects it can have on the driver, the passengers and their families. All media delivered messages were in regards to the reality of what can happen if seatbelts are not properly worn.

Media Strategies:

The media utilized for this campaign included network television, cable television and radio. The media contractor requested that all media provide one no-charge bonus commercial for every paid commercial scheduled. All campaign materials were placed in all seven major Montana markets and additional radio was placed in selected rural markets.

Components of this campaign were as follows:

One thirty-second **television** commercial ran that was created and produced entitled "Room to Live." The commercial demonstrates how most cars are built with a protective "cage" around the driver and the passenger. Montana Department of Transportation Director, Jim Lynch is sitting in a crashed car showing the viewer that in a car crash/rollover there is "room to live" if the driver is belted and kept inside the car. Director Lynch tells a true Montana story about two young men; the driver was belted and walked away from the 103 miles-per-hour crash and the un-belted passenger died when he was and thrown from the car.

Two sixty-second **radio** commercials ran that were created and produced entitled "Nickie" and "Trooper Burman." These commercials are true testimonial from Nickie, the wife of the young man who died in the crash. She tells her heart-wrenching story of what life is like for her and her two young children without her husband. In her own words she tell the listeners that she is angry at her husband for not wearing his seat belt. She said she knows that he would be alive today if only he had been wearing his seat belt because the car's "cage" would have protected him and kept him inside of the car. The second sixty-second radio commercial is the testimony of Montana Highway Patrol, Trooper Burman, the investigating officer of the car crash. In his own words he tells the story of how the crash happened and how the belted driver walked away from the crash and the unbelted passenger was thrown from the car. He also explains how the car rolled four times, but the seat belt kept the driver in the car and the car's "cage" gave him "room to live."

Before the May Mobilization campaign kick off, Media contractor emailed all Montana radio stations the "Nickie" and the "Trooper Burman" radio spots and a letter from Director Lynch asking the stations to please place these spots in their everyday PSA rotation schedule. Television dubs were also produced for all markets and TV PSAs were requested in letter form from Director Lynch. These requests were sent to all radio and television stations including the stations that we placed paid media for the May Mobilization.

Television Analysis:

Utilizing the buy one-paid/one-bonus method, we ran a network and cable television schedule during this campaign in all major markets of Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula. The GRPs purchased in each market varied based on the number of GRPs needed to achieve the reach/frequency goal. The television placement received an average of 710.8 GRPs in each major market. This schedule achieved an average reach of 84.30% and frequency of 8.4.

For this campaign, MDT allowed the contractor \$48,500.00 for paid network and cable television media. The contractor placed \$57,195.00 as some of the budget was shifted from radio to television due to the campaign airing during the political campaign season.

Using the one-paid/one-bonus method, we estimate the client received an additional \$61,579.68 in no-charge television commercials throughout this campaign. All invoices are in and have been verified.

Paid\bonus spots for TV: **Total paid spots – 1,584**
Total bonus spots – 1,629

Radio Analysis:

Utilizing the one-paid/one-bonus method, we ran a schedule during the campaign in all

major markets of Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula. Some radio stations in Bozeman, Missoula and Hamilton would not give us the bonus ads because of the political window. All stations agreed to place our ads in the PSA rotation after the election. Because these PSAs run in rotation with other PSAs, we cannot get affidavits for our PSAs. The GRPs purchased in each market varied based on the number of GRPs needed to achieve the reach/frequency goal. Our paid radio during the campaign achieved an average of 1,045.5 GRPs in each market, with an average reach of 80.4% and a frequency of 13. Additional radio was also purchased in Anaconda, Deer Lodge, Dillon, Glendive, Havre, Hamilton, Lewistown, Miles City, Polson/Ronan and Sidney.

For this campaign, MDT allowed the media contractor \$69,300.00 for paid radio media. Out of those dollars, the contractor placed \$60,462.83. Again, this budget was shifted to television due to the political timing. Using the one-paid/one-bonus method, we estimate the client received an additional \$47,048.35 in no-charge radio commercials throughout the campaign. All invoices are in and have been verified.

Paid \ bonus spots for radio: **Total paid spots – 3,578**
Total bonus spots – 2,929

Summary- May Mobilization paid and earned media dollars received for TV and radio.

TV placement – advertising cost:	\$57,195.00
Earned media dollars @ N/C:	\$61,579.68
Radio placement – advertising cost:	\$60,462.83
Earned media dollars @ N/C:	\$47,048.35
(Additional PSAs ran in June after the election)	
Grand Total placement – advertising cost:	\$117,657.83
Grand Total Earned media dollars @ N/C:	\$108,628.03

2. Campaign: May Mobilization; April – June 2008 (Earned Media)

Target Audience:

Primary Demo: Male: 18 – 24

Secondary Demo: Adults 35 – 54

Press Releases

The contractor wrote and distributed news releases to meet the requirements of the State

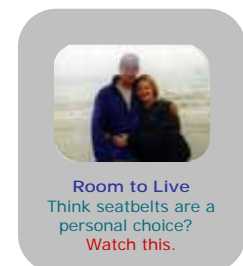
Highway Traffic Safety Bureau contract in support of the May Mobilization “Click it or Ticket” Campaign, which took place from May 12 – June 1. The contractor also wrote a news release regarding the “Room to Live” campaign and supported this campaign by writing an editorial from MDT Director Jim Lynch that focused on the video’s “Room to Live” story. The titles of each release/editorial, along with the distribution dates are listed. The releases are also inserted into this report. Most of the news release also incorporated an impaired driving message. The releases were sent to newspapers, television and radio in all Montana markets.

TITLE OF RELEASE	RELEASE DATE
<u>Before</u> Mobilization - Law enforcement mobilizes for annual Click It or Ticket campaign	May 2, 2008 - statewide
<u>During</u> Mobilization - Extra Montana law enforcement patrols are out in force for annual Click It or Ticket mobilization	May 29, 2008 - statewide
<u>After</u> Mobilization MDT reports fewer seat belt citations handed out – still too many deaths <i>Mobilization numbers decrease, but MDT says too many MT motorists still not buckling up</i>	July 11, 2008 - statewide
Jim Lynch Editorial Sustained Enforcement – Vehicles are built with room to live, if you buckle up	May 15, 2008 - statewide
Department of Transportation releases seat belt video Sustained Enforcement <i>Story of a Montana family promotes seat belt use</i>	May 14, 2008 - statewide

Montana Department of Transportation May Mobilization “Room to Live” Video and Viral Campaign

Video concept and creative

An eleven-minute video was produced by the media contractor. The video tells a true story about how a young man, Jeremy Lugibihl died in a car crash because he was not wearing his seat belt. The video has testimonies from his friends, family, and the investigating officer of the crash. They all tell their heart-wrenching story on how Jeremy died and what this tragic death has done to them. The belted driver, one of Jeremy’s friends, tells how he killed his best friend because he was driving too fast and Jeremy had taken his seat belt off because of a dare.



The message of the video is that there is “room to live” in a car because the protective “cage” was intact, even after it rolled four times. The belted driver walked away from the crash and the unbelted passenger was thrown from the car and died. The first four-minutes of the video draws you into this tragic story. Then the video shows 10 crashed cars where people were thrown out of the car and died because they were not wearing their seatbelt. Each car shows that there was “room to live” if only they had buckled their seat belt, which more than likely would have kept them in the car. www.mdt.mt.gov

Montana Department of Transportation Director, Jim Lynch, narrates the video and show’s Jeremy’s crashed car. He then sits in the passenger seat to demonstrate that Jeremy would have lived because there was plenty of room all around him. Col. Paul Grimstad of the Montana Highway Patrol is also in the video. Col. Grimstad gives the viewer the facts and figures about roll-overs and how Montana’s law enforcement officers are enforcing the laws. The video ends with a plea from the family to not do this to your family and to always wear your seat belt.

BEFORE May Mobilization News Release

STATEWIDE—FOR RELEASE:

Law enforcement mobilizes for annual Click It or Ticket campaign

HELENA – The Director of the Montana Department of Transportation and the Colonel of the Montana Highway Patrol said that a record number of law enforcement agencies across the state will participate in stepped-up enforcement and saturation patrols from May 12 to June 1 as part of the national "Click It or Ticket" campaign.

“On Memorial Day and every day, we want everyone to drive safe and buckle up,” said Col. Paul Grimstad. “As more Montanans take to the roads to begin the summer, we hope drivers and passengers will do their part.”

According to the Highway Traffic Safety Bureau in the Department of Transportation, in 2007, 217 drivers and passengers died in crashes on Montana roads. More than 73 percent of them were not wearing their seat belts.

“Regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes,” said Director Jim Lynch. “We participate in the national Click It or Ticket campaign to help save lives and to educate people on the importance of always buckling up.”

The added patrols are funded by a grant from the Montana Department of Transportation’s Selective Traffic Enforcement Program (STEP). The STEP program is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

“Wearing your seat belt costs you nothing, but the costs for not wearing it can be high,” said Lynch. “Emergency room treatment, long term medical costs and the ultimate price of one’s life are just too much compared to just buckling up.”

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DURING May Mobilization News Release

FOR IMMEDIATE RELEASE:

Extra Montana law enforcement patrols are out in force for annual Click It or Ticket mobilization

HELENA – The Director of the Montana Department of Transportation and the Colonel of the Montana Highway Patrol want to remind Montana motorists that a record number of law enforcement agencies across the state are participating in stepped-up enforcement and saturation patrols that began May 12 and continue through June 1 as part of the national "Click It or Ticket" campaign.

"We want everyone to drive safe and buckle up," said Col. Paul Grimstad. "As more Montanans take to the roads to begin the summer, we hope drivers and passengers will do their part."

According to the Highway Traffic Safety Bureau in the Department of Transportation, in 2007, 217 drivers and passengers died in crashes on Montana roads. More than 73 percent of them were not wearing their seat belts.

"Regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes," said Director Jim Lynch. "We are participating in the national Click It or Ticket campaign to help save lives and to educate people on the importance of always buckling up."

The added patrols are funded by a grant from the Montana Department of Transportation's Selective Traffic Enforcement Program (STEP). The STEP program is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

"Wearing your seat belt costs you nothing, but the costs for not wearing it can be high," said Lynch. "Emergency room treatment, long term medical costs and the ultimate price of one's life are just too much compared to just buckling up. A seat belt will keep you in the vehicle's safety cage where there is room to live in the event of a crash."

So remember to buckle up, it's the law and it can save your life.

###

AFTER May Mobilization News Release:

As a part of the third quarter earned media efforts, the media contractor gathered post report data from the May Mobilization efforts from the State Highway Traffic Safety Bureau. From those preliminary reports, the contractor wrote an "After" press release. This release was not distributed or published until the fourth quarter, therefore, the release and the clippings from that release are included in this report.

Every occupant protection press release has an impaired driving message incorporated into it, and most newspapers will mention the ID message along with the occupant protection message.

Listed is the May Mobilization "After" press release. Any and all related clips accompany the end of this report.

TITLE OF RELEASE	RELEASE DATE
MDT reports fewer seat belt citations handed out – still too many deaths <i>Mobilization numbers decrease, but MDT says too many MT motorists still not buckling up</i>	July 11, 2008 - statewide

FOR IMMEDIATE RELEASE

MDT reports fewer seat belt citations handed out – still too many deaths

Mobilization numbers decrease, but MDT says too many MT motorists still not buckling up

HELENA, July 2008– Four-hundred and thirty-three (433) seat belt citations were given to Montana motorists during the recent “Click It or Ticket” mobilization that took place between May 12 and June 1, according to the Montana Department of Transportation. That is an encouraging number compared to last year, when more than 830 citations were issued during the 2007 mobilization. Through June 17 of this year, however, the Montana Highway Patrol reports that failure to wear a seat belt was a factor in 71 fatalities. Even though this is a decrease of 29 percent over the same period in 2007, the number still reflects 71 lives that may have been saved if a seat belt would have been worn.

“It’s a positive trend to see these numbers decrease, but it’s unfortunate that so many people still do not take buckling up more seriously,” said Director of the Montana Department of Transportation, Jim Lynch. “Too many of our relatives and friends continue to die on our roadways. That’s why Montana law enforcement participates in mobilizations – to remind motorists that seat belts prevent deaths and injuries.”

Vehicles are built with a reinforced safety cage to protect the occupants in a crash. Within that cage is your best chance to survive—because there is “Room to Live” if you stay in the vehicle properly buckled up. (**Log on to www.mdt.mt.gov and click on the *Room to Live* video for a true story about the importance of wearing your seat belt.**)

In 2007, 217 drivers and passengers died in crashes on Montana roads, according to the Highway Traffic Safety Bureau, Department of Transportation. More than 73 percent of them were not wearing their seat belts. Of those 217 occupants who died in crashes last year, 105 were ejected, either partially or completely.

The added patrols during the mobilization were funded by a grant from the Montana Department of Transportation’s Selective Traffic Enforcement Program (STEP). The STEP program is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

“Wearing your seat belt costs you nothing, but the costs for not wearing it can be high,” said Lynch. “Emergency room treatment, long term medical costs and the ultimate price of one’s life are just too much compared to just buckling up. A seat belt will keep you in the vehicle’s safety cage where there is room to live in the event of a crash.”

So remember to always buckle up, it’s the law and it can save your life.

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Related newspaper articles appeared in the following newspapers (these were generated from the news releases the media contractor sent to the media)

DATE	PUBLICATION	HEADLINE	COLUMN INCHES	PR VALUE
CLICK IT OR TICKET MAY MOBILIZATION AFTER				
7-15-08	<i>Havre Daily News</i> , Havre	MDT reports fewer seat belt citations handed out – still too many deaths <i>Mobilization numbers decrease, but MDT says too many MT motorists still not buckling up</i>	40	\$447
7-16-08	<i>Jefferson County Courier</i> , Clancy	MDT: Seat belt usage rised, but still too rare	29	\$136
7-16-08	<i>Roundup</i> , Sidney	MDT Reports Fewer Seat Belt Citations Handed Out – Still Too Many Deaths	42	\$436
7-16-08	<i>Dillon Tribune</i> , Dillon	Fewer seatbelt citations handed out in May	16	\$129
7-16-08	<i>Laurel Outlook</i> , Laurel	More drivers clicking seat belts this year	28	\$288
7-16-08	<i>Phillips County News</i> , Malta	Seat belts still could save lives	8	\$42
7-17-08	<i>Madisonian</i> , Ennis	Still too many deaths	24	\$141
7-17-08	<i>Times Clarion</i> , Harlowton	MDT reports fewer seat belt citations handed out – still to many deaths <i>Mobilization numbers decrease, but MDT says too many MT motorists still not buckling up</i>	19	\$101
7-17-08	<i>Big Horn News</i> , Hardin	MDT reports fewer seat belt citations handed out – still too many deaths	27	\$206
7-17-08	<i>Independent Press</i> , Forsyth	MDT reports fewer seat belt citations handed out – still too many deaths	38	\$212
7-17-08	<i>Herald News</i> , Wolf Point	MDT reports fewer seat belt citations handed out – still too many deaths <i>Mobilization Numbers Decrease, But MDT Says Too Many Montana Motorists Still Not Buckling Up</i>	37.5	\$221
7-17-08	<i>Glacier Reporter</i> , Browning	MDT reports fewer seat belt citations handed out – still too many deaths	36.75	\$253
7-17-08	<i>Phillipsburg Mail</i> , Phillipsburg	MDT reports fewer seat belt citations handed out	30	\$176
7-17-08	<i>Powder River Examiner</i> , Broadus	MDT reports fewer seat belt citations handed out – still too many deaths <i>Mobilization Numbers Decrease, But MDT Says Too Many Montana Motorists Still Not Buckling Up</i>	35	\$161
7-17-08	<i>Judith Basin Press</i> , Stanford	MDT reports fewer seat belt citations handed out – still too many deaths	19	\$95
7-17-08	<i>Meagher County News</i> , White Sulphur	MDT reports fewer seat belt citations handed out	28	\$148

	Springs			
7-17-08	<i>Shelby Promoter, Shelby</i>	Montana Department of Transportation reports fewer seat belt citations in 2008	31	\$213
7-18-08	<i>Ekalaka Eagle, Ekalaka</i>	MDT reports fewer seat belt citations handed out – still too many deaths	38	\$211
7-19-08	<i>Lewistown News Argus, Lewistown</i>	MDT reports fewer seat belt citations handed out – still too many deaths	29	\$256
7-20-08	<i>Sidney Herald Leader, Sidney</i>	Fewer seat belt citations, still too many deaths in state	22	\$199
7-31-08	<i>Wibaux Pioneer, Wibaux</i>	Montana DOT encouraging better use of seat belts	30	\$141
8-1-08	<i>Sheridan County News, Plentywood</i>	Seat belts save lives	20	\$98
8-8-08	<i>Big Sky Weekly, Big Sky</i>	Click it or ticket	35	\$177
8-26-08	<i>Ravalli Republic, Hamilton</i>	Local 'Click it or Ticket' campaign ramps up	20.75	\$317
8-28-08	<i>Valerian, Valier</i>	MDT reports fewer seat belt citations handed out – still too many deaths	36	\$152
		Total column inches/PR value	719	\$4,956

**Note: The PR (Public Relations) Value listed represents the paid media value for the space that was used to publish the news releases in the respective newspapers. This value (\$) shows the client's return on investment for these public relations efforts (for newspaper only).*

Sample newspaper clips before, during, and after May Mobilization:



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406-443-2850

JUL 16 2008

Laurel Outlook
Laurel, Montana

More drivers clicking seat belts this year

During the recent "Click It or Ticket" mobilization between May 12 and June 1, law enforcement officers wrote 433 seat belt citations to Montana motorists, according to the Montana Department of Transportation.

"That is an encouraging number compared to last year, when more than 830 citations were issued during the 2007 mobilization, an MDT spokesperson said. Through June 17 of this year, however, the Montana Highway Patrol reports that failure to wear a seat belt was a factor in 71 fatalities.

Even though this is a decrease of 29 percent over the same period in 2007, the number still reflects 71 lives that may have been saved if a seat belt would have been worn.

"It's a positive trend to see these numbers decrease, but it's unfortunate that so many people still do not take buckling up more seriously," said Director of the Montana Department of Transportation, Jim Lynch. "Too many of our relatives and friends continue to die on our roadways. That's why Montana law enforcement participates in mobilizations — to remind motorists that seat belts prevent deaths and injuries."

Vehicles are built with a reinforced safety cage to protect the occupants in a crash. Within that cage is your best chance to survive — because there is "Room to Live" if you stay in the vehicle

properly buckled up. (Log on to mdt.mt.gov and click on the Room to Live video for a true story about the importance of wearing your seat belt.)

In 2007, 217 drivers and passengers died in crashes on Montana roads, according to the Highway Traffic Safety Bureau, Department of Transportation. More than 73 percent of them were not wearing their seat belts. Of those 217 occupants who died in crashes last year, 105 were ejected, either partially or completely.

The added patrols during the mobilization were funded by a grant from the Montana Department of Transportation's Selective Traffic Enforcement Program (STEP). The STEP program is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

"Wearing your seat belt costs you nothing, but the costs for not wearing it can be high," said Lynch. "Emergency room treatment, long term medical costs and the ultimate price of one's life are just too much compared to just buckling up. A seat belt will keep you in the vehicle's safety cage where there is room to live in the event of a crash."

"So remember to always buckle up, it's the law and it can save your life," he concluded.

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825 Great Northern Blvd. Ste. 202
Helena MT 59601
406-443-2850
JUL 17 2008

Madisonian
Ennis, Montana

THE MADISONIAN - Serving Southwestern Montana

Still Too Many Deaths

Four-hundred and thirty-three (433) seat belt citations were given to Montana motorists during the recent Click It or Ticket mobilization that took place between May 12 and June 1, according to the Montana Dept. of Transportation. That is an encouraging number compared to last year, when more than 830 citations were issued during the 2007 mobilization. Through June 17 of this year, however, the Montana Highway Patrol reports that failure to wear a seat belt was a factor in 71 fatalities. Even though this is a decrease of 29% over the same period in 2007, the number still reflects 71 lives that may have been saved if a seat belt would have been worn.

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JUL 17 2008

Herald - News
Wolf Point, Montana

MDT Reports Fewer Seat Belt Citations Handed Out – Still Too Many Deaths Mobilization Numbers Decrease, But MDT Says Too Many Montana Motorists Still Not Buckling Up

During the recent “Click It or Ticket” mobilization that took place between May 12 and June 1, 433 seat belt citations were given to Montana motorists, according to the Montana Department of Transportation.

That is an encouraging number compared to last year, when more than 830 citations were issued during the 2007 mobilization.

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Even though this is a decrease of 29 percent over

the same period in 2007, the number still reflects 71 lives that may have been saved if a seat belt had been worn.

“It’s a positive trend to see these numbers decrease, but it’s unfortunate that so many people still do not take buckling up more seriously,” said director of the Montana Department of Transportation, Jim Lynch.

“Too many of our relatives and friends continue to die on our roadways. That’s why Montana law enforcement participates in mobilizations — to remind motorists that seat belts prevent deaths and

injuries,” Lynch said.

Vehicles are built with a reinforced safety cage to protect the occupants in a crash. Within that cage is your best chance to survive — because there is “Room to Live” if you stay in the vehicle, properly buckled up.

Log on to www.mdt.mt.gov and click on the Room to Live video for a true story about the importance of wearing your seat belt.

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More than 73 percent of them were not wearing their seat belts. Of those 217 occupants who died in crashes last year, 105 were ejected, either partially or completely.

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Continued on page 3

Seat Belts

Continued from page 1

“Wearing your seat belt costs you nothing, but the costs for not wearing it can be high,” said Lynch.

“Emergency room treatment, long-term medical costs and the ultimate price of one’s life are just too much compared to just

buckling up. A seat belt will keep you in the vehicle’s safety cage where there is room to live in the event of a crash,” Lynch said.

So, remember to always buckle up, it’s the law and it can save your life.



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AUG 26 2008

Ravalli Republic
Hamilton, Montana

Local 'Click it or Ticket' campaign ramps up

RAVALLI REPUBLIC

In 2006, 15,046 passenger vehicle occupants died in traffic crashes between the nighttime hours of 6 p.m. and 5:59 a.m., according to the National Highway Traffic Safety Administration.

Sixty-four percent of those passenger vehicle occupants killed were not wearing their seat belts at the time of the fatal crashes.

The proportion of unbuckled deaths at night is considerably higher than the alarming 46 percent of passenger vehicle occupants who were killed and were not wearing their seats belts during daytime hours across the nation that same year.

That's why Bitterroot Safe Kids/Safe Communities announced it is joining with state and local law enforcement agencies and highway safety officials to launch an aggressive national Click It or Ticket seat belt enforcement mobilization to increase seat belt use and reduce highway fatalities.

Their new emphasis this year will be on convincing more motorists to buckle up – day

and night.

Research shows there is a problem with drivers and passengers not buckling up at night – when the risk of a fatal crash is greatest.

Regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes.

In 2006, 72 percent of passenger vehicle occupants involved in a fatal crash who

were buckled up survived the crashes. When worn correctly, seat belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent – and by 60 percent in pickup trucks, SUVs and minivans.

– *Ravalli Republic*

For comments, tips or corrections:
Call Managing Editor Gary Moseman,
406-791-1465 or 800-438-6600,
or e-mail the editorial board at
tribletters@greatfallstribune.com

VIEWPOINTS

Editorial board (our opinion)
► Jim Strauss, President & Publisher
► Gary Moseman, Managing Editor
► Mike Grate, Production Director

Buckle up for yourself and for those you love

By JIM LYNCH

In support of the national "Click it or Ticket" campaign (May 12-June 1), the Department of Transportation will again launch a statewide campaign urging Montanans to buckle up.

You've heard this message before, but failure to use seat belts remains the primary factor in deaths and incapacitating injuries on Montana roads.

Vehicles are built with a reinforced safety cage to protect the occupants in a crash. Within that cage is your best chance to survive—because there is "Room to Live" if you stay in the vehicle, properly buckled up.

I want to share a tragic but important story with you.



COMMUNITY ROUNDTABLE

Today's guest: Jim Lynch, director of MDT



This is part of a series of columns by community leaders on the topics of their choice. To comment, visit our online forums at www.greatfallstribune.com/forums

In July 2007, two young men left a bar together, best friends with young families and bright futures. The driver was buckled, and at first, so was the passenger. Then, on a good faith act of trusting his friend's driving, the passenger unbuckled his seat belt. Within minutes, the car left

the road and rolled several times. The unbuckled passenger was ejected. He died from his injuries. The belted driver was unharmed.

One bad decision and one brief moment forever changed the lives of these young men and their families.

If the passenger had been wearing his seat belt, he almost certainly would not have died. Though the car was crushed end-to-end, within the safety cage there was room at the head, feet and sides of the passenger seat. There was room to live.

A video about this story can be viewed by logging on to www.mdt.mt.gov and clicking on the Room to Live video.

Sadly, this is only one example out of hundreds of unnecessary deaths each year.

In the past five years, 1,063 drivers and passengers died in vehicle crashes on Montana roads. More than 70 percent—731 people—were not wearing their seat belts.

Single vehicle, run-off-the

road crashes cause more than 60 percent of the fatalities in Montana—most because of ejection from the vehicle.

In 2007, 217 drivers and passengers died in crashes on Montana roads. More than 73 percent of them were not wearing their seat belts.

Of those 217 occupants who died in crashes last year, 105 were ejected, either partially or completely.

With the ejection rate so high, we must change the way we think about seat belts. We need to make a conscious effort to buckle up and remind others to do the same, every trip.

My point is clear and simple: If you are wearing your seat belt at all times, in the event of a

crash, you remain inside the vehicle where the safety cage can protect you from death or disabling injuries.

Instill everyone in the vehicle uses proper safety restraints. Never drive under the influence, designate a sober driver and always buckle up.

If you don't do it for yourself, do it for those who love you. Vehicles are built with room to live, if only you do your part and buckle up.

Jim Lynch is director of the Montana Department of Transportation in Helena. The referenced video also is available free of charge by calling Bank Communications, 406-454-3422, extension 121, or by e-mail, ronda@bank.com.

LETTERS TO THE EDITOR

On our minds: MANG, good candidate

Sober realization

There must be some other way to describe the feeling other than a "tremendous boost in morale" that the MANG



GUEST OPINION

Candidates should address outdated tax policy system



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OCT 17 2007

Roundup Record Tribune
Roundup, Montana

Air bags alone don't measure up MDT urges you to buckle up

The Montana Department of Transportation has been reminding Montana motorists for years that seat belt use is the single most effective way to prevent serious injury or death in a motor vehicle crash. These days, that message is even more important as new studies look into air bag related fatalities and the risk air bags pose to those not wearing a seat belt.

Airbags were introduced in the 1970s and became mandatory in all vehicles in 1998. Although they have saved thousands of lives since first being installed, they have also been the cause of death in many crashes, where occupants weren't buckled. Ac-

cording to the National Highway Traffic Safety Administration, 32 children and 20 adults have been killed by air bags as of Jan. 9, 1997. According to NHTSA, the majority of drivers fatally injured by an air bag are short-statured women who sat too close to the steering wheel and were not using any type of restraint.

Studies show that wearing seat belts is the best way for adults to protect themselves from the force of an airbag. An air bag deploys forcefully at a rate of 200 mph. A seat belt acts as a buffer between the air bag and the occupant so the air bag doesn't injure the neck of a passenger or driver. These studies

prove that use of seat belts, buckled up by air bags for both the driver and passenger, has saved thousands of lives (James Kowalick, Ph.D., P.E. Renaissance Leadership Institute).

Data collected over 11 years from 67,284 drivers and front-seat passengers involved in car crashes found that air bags were effective for people of medium height (five foot three-five foot 11) when accompanied by a seat belt, but potentially harmful to people smaller than four foot 11 and taller than six foot three, especially when not wearing any kind of restraint. (Study conducted by Dr. Craig Newgard, lead researcher emergency medicine and public health and preventive medicine Oregon Health & Science University.)

To reduce the risk of injury from an air bag alone, ALL occupants should position themselves at a distance so their sternum is at least 10 inches back from the air bag cover and should also be wearing a seat belt.

"We want everyone to understand that air bags work best when accompanied by a seat belt," said Director of the Montana Department of Transportation, Jim Lynch. "Too many people have the misconception that an air bag alone will save your life. Air bags are secondary. Seat belts are the key to surviving a crash."

Campaign: May Mobilization

Survey Results; Executive Summary; Aggregate Analysis: Ages 21 – 54 Years

Bookmark not defined.

Study Design

- A one-page questionnaire was distributed at the Department of Motor Vehicle offices in Billings, Bozeman, and Missoula, Montana during the time period May 27-30, 2008.
- The questionnaire distribution was administered by individual trained interviewers.
- Demographics were set to collect 130 interviews per market; at least 30 of those being males ages 21- 34 years, at least 30 interviews being females ages 21-34 years and the balance of the interviews were to be males or females ages 35- 54.
- 392 completed interviews were held with the age group of 21-54 year olds.

Detailed Findings

This survey had specific comparison points with a similar survey done in June, 2007. When appropriate, discussion of those comparison points is included in this summary.

There were 392 completed surveys within this age group, with 47 percent being male and 53 percent being female. The most heavily populated age segment was 26 – 34 year olds (26 percent) and the fewest were in the 35 – 39 year old category (8 percent). Overall age distribution was similar between the 2007 and 2008 studies. The large majority (86 percent) of the respondents considered themselves to be Caucasian, down somewhat from the 2007 study with 93 percent indicating the same. There was a slight increase in the other ethnicities interviewed, the largest among Asians, and this figure increasing from 1 percent in 2007 to 4 percent in 2008. Over three quarters (81 percent) of the respondents indicated they had been Montana residents for more than three years. There was a significant change in the number of miles driven with the largest group (36 percent) driving 5,000 to 10,000 miles in the 2007 study, while the largest number in the 2008 study drove more than 15,000 miles (33 percent).

Measured Public Exposure and Awareness

Sixty-three (63 percent) percent of the participants definitely remembered hearing, seeing or reading something in the past 30- 40 days from the Department of Transportation or from a law enforcement officer asking them to please wear your seat belt, with another twenty-four (13 percent) percent who thought they might have heard the same message. A large number of respondents—36 percent in 2007 and 37 percent in 2008—thought they would “sometimes” get a ticket for not wearing a seat belt. **Perception of seat belt law**

enforcement appeared to have a significant increase, as 27 percent of the group in 2008 felt they would always get a ticket for no seat belt as compared to 19 percent of respondents in 2007. In the 2008 study, 76 percent of respondents felt the seat belt law was enforced either “somewhat strictly” or “very strictly” as opposed to 69 percent who responded the same in 2007. Twenty-seven percent (27 percent) of the 2008 participants felt that law officers enforced the seat belt law very strictly as compared with 23 percent who felt the same in 2007.

In 2008, 29 percent of the respondents reported wearing their seat belts more often now than they did three months ago and 59 percent of them asked their passengers to buckle up “every time,” as compared with 50 percent who asked their passengers “every time” in 2007. The majority of the 2008 participants felt that penalties for not wearing a seat belt were “about right” (51 percent) with 12 percent reporting they were “too strict.”

Although 80 percent of respondents said they knew what Montana’s current seat belt laws were, only 25 percent felt they knew the difference between a primary and secondary seat belt law.

When asked if they had seen, heard or read anything about seat belts saving lives because there is **“Room to live” inside the car, over three quarters (80 percent) reported they remembered it.** Participants were most likely to have learned about “Room to live” from television (58 percent) or radio (45 percent).

The most highly recognized seat belt enforcement messages were “Click it or ticket” and “Buckle up, it’s the law” with 78 percent of the participants being familiar with both. Thirty-two (32 percent) of the respondents acknowledged recognizing “Seat belts give you room to live, buckle up.” Sixty-two (62) percent of those surveyed remembered seeing or hearing an announcement about the man who was not wearing a seat belt and was killed while his belted friend survived the crash. A large number (37 percent) of participants felt that drivers and passengers in Montana not wearing their seat belts were “somewhat of a problem” while another 30 percent sited it as a “significant” or “one of our worst” problems.

The number of respondents who subscribed to a newspaper was down to 31 percent in 2008 as compared to 34 percent in the 2007 study. Eighty (80) percent of the respondents watched from 0 to 10 hours of television per week, 59 percent listened to the radio from 0 to 10 hours each week.

Overall Summary

It is notable that almost two thirds of respondents remembered hearing, seeing or reading something in the past 30- 40 days from the Department of Transportation or from a law enforcement officer asking them to please wear their seat belts. The variety of media used to convey this message appears to have had a positive impact on the

awareness level of seat belt usage.

The increase from 22 percent in 2007 to 27 percent in 2008 among respondents who felt that law officers “very strictly” enforced the seat belt law indicates a positive trend and may account for why **29 percent of the respondents stated they were wearing their seat belt “more often” now as compared with three months ago.** These figures could also point to the effectiveness of the media campaign promoting and raising awareness of seat belt use, a premise that may also be supported by the increase of nine percentage points from 2007 to 2008 in respondents who asked their passengers to buckle up (50 to 59 percent).

It is interesting to note that while 80 percent of respondents felt they knew the Montana seat belt law, only 25 percent knew the difference between a primary and secondary seat belt law. Interviewers reported that several people asked about the difference between the two after completing the survey and were surprised to hear that Montana did not have a primary seat belt law. There were several comments from participants that thought Montana had passed the primary seat belt law at some point in the past.

The recall for the “Room to live” campaign by eight out of ten respondents was very strong. It was not surprising that “Click it or ticket” and “Buckle up, it’s the law” rated so highly in recall as both slogans have been in the market for some time now. The impact of the new campaign component featuring the man who was killed in a car crash while not wearing his seat belt although his best friend survived was substantial with almost two thirds of respondents reporting having seen, heard or read something about it.

3. Campaign: Sustained Occupant Protection Enforcement; March – May 08 (Earned Media)

Radio

Thirty-second sustained enforcement radio PSAs were produced and distributed to selected markets. Individual STEP law enforcement officer produced PSA for their cities.

These spots ran in rotation with a thirty-second enforcement PSA produced by Montana’s Highway Patrol Colonel Paul Grimstad. The PSA message was an enforcement message for seat belts and impaired driving.

- Belgrade with Police Chief E.J. Clark
- Billings with Sheriff Maxwell
- Bozeman with Bozeman Police Information Officer Trent Shomoker
- Butte with Sheriff Walsh
- Columbia Falls with Chief of Police Dave Perry
- Glendive with Chief of Police Allen Michaels
- Great Falls with Sheriff Dave Castle on Great Falls Police officer Cory Reeves

- Havre with Chief of Police Mike Barthel
- Helena with Chief of Police Troy McGee
- Jefferson County with Sheriff Craig Doolittle
- Missoula with Mike McMeekin from the Missoula County Sheriff's Department
- Salish Kootenai Reservation with Craig Couture Flathead Police Department
- Whitefish with Bill Dial, Whitefish Police Department

Sample News Releases – Sustained Enforcement

Department of Transportation releases seat belt video

Story of a Montana family promotes seat belt use

Each year as summer travel approaches, state and national campaigns tackle the issue of seat belt use. This year, the statewide Montana campaign "Room to Live" brings a new message that state officials hope will save lives by reducing occupant ejections in vehicle crashes. As part of the campaign, the Montana Department of Transportation funded the development of a 12-minute video, also titled *Room to Live*. The video focuses on a real life story, while showing the vehicle safety features that protect belted occupants.

"We hope folks will take the time to watch this video to see just how important seat belts are," said Director of the Department of Transportation, Jim Lynch. "This video shows the impact of one death on four families...one death out of the hundreds we lose each year in Montana because they failed to buckle up."

In 2007, 217 drivers and passengers died in crashes on Montana roads. More than 73 percent of them were not wearing their seat belt. Of those 217 occupants, 105 were ejected, either partially or completely. The highest percentage of fatalities and incapacitating injuries occur in single vehicle rollovers where the person is ejected from the vehicle.

The *Room to Live* video was inspired by an in-depth news report by Fox News Investigators, a Minnesota affiliate (www.myfox9.com, Investigators). The Montana Department of Transportation has already received more than 3,000 requests for the video. The Montana Office of Public Instruction will receive 400 for driver's education classes. DUI Task Forces and Safe Kids, Safe Communities coordinators around the state will also use the video for training and education. **You can view the video at www.mdt.mt.gov.**

"Show it to your family, teenagers, everyone you know," said Lynch. "It's time we all understand that the one action that will save lives and prevent disabling injuries is buckling your seat belt. Ask everyone in your vehicle to be buckled up at all times."

www.mdt.mt.gov – *Room to Live*

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GUEST EDITORIAL Sustained Enforcement

Vehicles are built with room to live, if you buckle up

By Jim Lynch, Director, Montana Department of Transportation

In support of the national "Click It or Ticket" campaign (May 12 – June 1), the Department of Transportation will again launch a statewide campaign urging Montanans to buckle up. You've heard this message before, but failure to use seat belts remains the primary factor in deaths and incapacitating injuries on Montana roads.

Vehicles are built with a reinforced safety cage to protect the occupants in a crash. Within that cage is your best chance to survive—because there is "Room to Live" if you stay in the vehicle properly buckled up.

I want to share a tragic but important story with you. In July 2007, two young men left a bar together, best friends with young families and bright futures. The driver was buckled, and at first, so was the passenger. Then, on a good faith act of trusting his friend's driving, the passenger unbuckled his seat belt. Within minutes, the car left the road and rolled several times. The unbelted passenger was ejected. He died from his injuries. The belted driver was unharmed.

One bad decision and one brief moment forever changed the lives of these young men and their families. If the passenger had been wearing his seat belt, he would not have died. Though the car was crushed end-to-end, within the safety cage there was room at the head, feet and sides of the passenger seat. There was room to live.

A video about this story can be viewed by logging on to www.mdt.mt.gov and clicking on the *Room to Live* video.

Sadly, this is only one example out of hundreds of unnecessary deaths each year. In the last five years, 1,063 drivers and passengers died in vehicle crashes on Montana roads. More than 70 percent – 751 people – were not wearing their seat belts. Single vehicle, run-off-the road crashes cause over 60 percent of the fatalities in Montana—most due to ejection from the vehicle. In 2007, 217 drivers and passengers died in crashes on Montana roads. More than 73 percent of them were not wearing their seat belt. Of those 217 occupants who died in crashes last year, 105 were ejected, either partially or completely. With the ejection rate so high, we must change the way we think about seat belts. We need to make a conscious effort to buckle up and remind others to do the same, every trip.

My point is clear and simple. If you are wearing your seat belt at all times, in the event of a crash, you remain inside the vehicle where the safety cage can protect you from death or disabling injuries. Insist everyone in the vehicle uses proper safety restraints. Never drive under the influence, designate a sober driver and ALWAYS buckle up. If you don't do it for yourself, do it for those who love you.

Vehicles are built with room to live, if only you do your part and buckle up.

The video is available free of charge by calling the media contractor at 406-454-3422 ext 121.

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Related newspaper articles appeared in the following newspapers (these may or may not have been generated from the news releases the media contractor sent to the media);

DATE	PUBLICATION	HEADLINE	COLUMN INCHES	PR VALUE
CLICK IT OR TICKET MAY MOBILIZATION				
5-22-08	<i>Judith Basin Press, Stanford</i>	Judith Basin County Sheriff's Office kicks off Click It or Ticket enforcement mobilization	42	\$210.00
5-18-08	<i>Ranger Review, Glendive</i>	Seat belt pledge renewed	39	\$289.00
5-15-08	<i>Havre Daily News, Havre</i>	Law enforcement launches Click It or Ticket It to help save lives	30	\$335.00
5-21-08	<i>Dillon Tribune, Dillon</i>	Law focuses on seatbelt use	30	\$242.00
5-21-08	<i>Lewistown News Argus, Lewistown</i>	'Click It or Ticket' to Save life and limb	19.25	\$170.00
5-22-08	<i>Bozeman Daily Chronicle, Bozeman</i>	Law enforcement: 'Click it or Ticket'	12	\$231.00
5-23-08	<i>Bozeman Daily Chronicle, Bozeman</i>	Extra patrols tout zero tolerance for holiday weekend	38.5	\$741.00
ROOM TO LIVE				
6-12-08	<i>Great Falls Tribune, Great Falls</i>	Buckling up keep you safely inside your car	22	\$967.00
5-29-08	<i>Cascade Courier, Cascade</i>	Vehicles are built with room to live, if you buckle up	42	\$296.00
5-23-08	<i>Miles City Star, Mile City</i>	Take time to buckle up, be safe	38.5	\$306.00
5-28-08	<i>Anaconda Leader, Anaconda</i>	Vehicles are built with room to live, if you buckle up	44	\$414.00
5-22-08	<i>Judith Basin Press, Stanford</i>	Vehicles are built with room to live, if you buckle up	37.5	\$188.00
5-22-08	<i>Philipsburg Mail, Philipsburg</i>	Vehicles are built with room to live, if you buckle up	36	\$212.00
5-24-08	<i>Lewistown News Argus, Lewistown</i>	Vehicles are built with room to live, if you buckle up	30.25	\$267.00
5-21-08	<i>Blaine County Journal, Chinook</i>	Vehicles are built with room to live, if motorists buckle up	32	\$198.00
5-21-08	<i>Glasgow Courier, Glasgow</i>	Vehicles are built with room to live, if you buckle up	34	\$315.00
5-27-08	<i>Montana Standard, Butte</i>	Vehicles are built with room to live	42.5	\$1,183.00
5-19-08	<i>Great Falls Tribune, Great Falls</i>	Buckle up for yourself and for those you love	49.5	\$2,175.00
5-15-08	<i>Havre Daily News, Havre</i>	Vehicles are built with room to live, if you buckle up	39	\$436.00
6-11-08	<i>Roundup Record Tribune, Roundup</i>	Vehicles are built with room to live, if you buckle up	30	\$163.00

5-20-08	Belgrade News, Belgrade	Vehicles offer room to live, if you buckle up	42.5	\$175.00
5-29-08	Madisonian, Ennis	Buckle up	28	\$165.00
5-27-08	Livingston Enterprise, Livingston	Buckle up: It's the law	56	\$389.00
		Total column inches/PR value	814.5	\$10,067.00

**Note: The PR (Public Relations) Value listed represents the paid media value for the space that was used to publish the news releases in the respective newspapers. This value (\$) shows the client's return on investment for these public relations efforts (for newspaper only).*

C. Native American Impaired Driving Paid & Earned Media

Target Audience:

Primary Demographic: Native American men age 18-34

Secondary Demographics: Young Native American women; students and youth

Tertiary Demographics: Grandparents and families



Project Description:

The media contractor has continued the coordination and supervision of traffic safety promotion on four American Indian reservations in northern Montana.

The scope of activities includes training, media advertising development and placement, writing and distributing news releases, coordinating with community partners, production and distribution of print materials and promotional items, advocacy for seat belt and impaired driving enforcement, displays and public engagement at community events, and building a network of safe drivers.

During this particular activity period, meetings, presentations and reports with MDT were a primary focus, as the program structure, strategies and activity updates were reviewed.

Market Definition:

Residents of four Montana Indian Reservations:

- Blackfeet Reservation
- Fort Belknap Reservation
- Fort Peck Reservation
- Rocky Boy's Reservation

Objectives:

Goal: Reduce traffic deaths and injuries on these reservations

- 1) Reduce incidence of impaired driving
- 2) Educate young adults and youth not to ride with a driver who has been drinking

Traffic Safety Communications Interns

Our existing Native American interns continued implementation of the SOAR program on their reservations in FFY 2008. Tim Rosette, Jr. has been added on the Rocky Boy's Reservation, under the supervision of Shannon Stump.

Blackfeet Reservation Intern: Cheryl Little Dog

- 34 year-old East Glacier resident
- BA in elementary education
- Paraplegic since alcohol-related crash when she was 19
- Member of Blackfeet Tribal Law and Order Committee

Fort Belknap Intern: Lynette Stein-Chandler

- 31 year-old Director of Gros Ventre (White Clay) language studies at Fort Belknap College
- Master's Degree in Native American Studies, Montana State University-Bozeman
- 3rd year Doctoral Student in Educational Leadership from the University of Montana
- Recently completed her contribution to an international book on indigenous education models

Fort Peck Reservation Intern: Mike Todd

- Fort Peck Community College student in Counseling
- 38-year old Poplar resident
- Active in the Assiniboine Medicine Lodge
- Serves on Fort Peck Injury Prevention committee
- Completed Injury Prevention Training through HIS
- Serves with community panel of elders and health professionals
- Part-time employee doing assessment for adult meth program

Rocky Boy's Reservation Intern: Tim Rosette, Jr. ("JR")

A Stone Child College student has begun working for the Safe On All Roads program at Rocky Boy. Shannon Stump is



Tim Rosette, Jr.

continuing to supervise the program and advise JR in his activities.

- 21-year-old student at Stone Child College
- Former athlete
- Coordinates with Shannon Stump at the Tribal Police Dept. and with Rocky Boy Clinic
- Father, Tim Rosette, Sr., is with tribal road safety

Personal Contracts

The Safe On All Roads program has continued to collect signatures on personal “contracts” where individuals pledge not to drink and drive or ride with a driver who has been drinking. Hundreds of signatures have been collected – almost 600 on the Fort Peck Reservation alone.

Community Events

The program materials and objectives were represented at numerous community events throughout the year. This year’s round dance sponsorships and presentations achieved high visibility for us.

1. Campaign: October– December 2007 SOAR Program – impaired driving (earned media and PI&E) (next page):

DATE	EVENT	LOCATION	RESERVATION	EXPOSURE
October 4	Dept of Public Safety Career Fair	Browning	Blackfeet	Table, materials
October 5	Homecoming parade	Harlem	Fort Belknap	Float, messages
October 6	Native American Heritage parade	Browning	Blackfeet	Float, messages
Nov 11	Wolf Point Round Dance	Northside School	Fort Peck	Display table, drawing, sponsorship
Nov 11	Veterans Round Dance	Rocky Boy	Rocky Boy	Display table, drawings
Nov 15	Career Day	Wolf Point	Fort Peck	45-minute presentations to 4 classes of students from NE MT high schools
Nov 16-17	Veterans Powwow	Red Whip, FBC	Fort Belknap	Display table, drawings
Nov 17	Oswego (Red Bottom) Veterans Round Dance	Oswego	Fort Peck	Display, drawings, Public Address
Nov 26 - 30	College registration	Blackfeet CC	Blackfeet	Info table, drawings
Dec. 7-8	Native American Classic Basketball	MSU-Northern	Blackfeet, Rocky	Display; public

DATE	EVENT	LOCATION	RESERVATION	EXPOSURE
	Tournament		Boy, Fort Belknap, Fort Peck (Frazer)	address, drawing prior to championship
Dec. 10	Parade of Lights	Browning	Blackfeet	Float, banners
Dec 12-13	Middle school presentations with Frank Kipp MIP program	Browning	Blackfeet	Presentation
Dec 20	Christmas Bazaar	Stone Child	Rocky Boy	Display table, drawings
Dec 26-28	Youth Basketball Tournament	Poplar	Fort Peck	Sponsorship, table, display, public address, drawings
Dec 27	Hand game Tournament	Red Whip	Fort Belknap	Publicity, Sponsorship, table, drawings

Promotional Items

During this period, additional Sober Behind the Wheel imprinted items were sent out to the local coordinators on the Blackfeet, Fort Peck and Fort Belknap Reservations to give out as drawing prizes at winter events. Long-sleeved t-shirts were popular prizes. The embroidered knit caps that proved popular in the winter of 2007 were reproduced for further distribution in 2008.

Media campaigns

From December 21 to January 2, we ran a paid radio and newspaper campaign urging our audiences not to drink and drive and to always designate a sober driver. A new radio spot was created. For the newspaper advertising, the "Crosses" ad from 2007 was reprinted. This ad tested very well in focus groups held in 2007.

HOLIDAY RADIO

Music bed: Native American music; drum group.

SOAR Coordinator:

For thousands of years, family unity has been the heart of Indian culture. Keeping our families together and intact is the key for our survival. The more of our family we keep alive, the richer we become as a people.

When alcohol-related crashes take one of our family members we lose, not only as a family, but as a people.

Please preserve family culture. Buckle your seat belt and designate a sober driver. Thank you from your tribal college and the Montana Department of Transportation.

Activities in brief:

Blackfeet Reservation

- In November, Cheryl received three days of free training from the White Bison foundation on the teachings of the Medicine Wheel and methods of combating alcohol abuse in reservation communities.
- Cheryl continued to chair a committee to construct a rock circle Medicine Wheel dedicated to prevention of alcohol-related crashes. She obtained a donation of logs from the Blackfeet Tribal Business Council.
- Cheryl coordinated a group to build a traffic safety float for the Parade of Lights in Browning. The group of traffic safety supporters also distributed ornaments to children during the parade.
- Cheryl recorded a new radio spot that aired during the Holiday campaign.
- Cheryl attended volleyball games, using various announcements and prize awards to get an opportunity to address the crowd with traffic safety messages.
- She continues to meet regularly in her capacity as an appointed member of the tribal Law and Order committee and with the Concerned Citizens for Traffic Safety.
- Also in December, Cheryl went to the reservation middle schools with Frank Kipp of the Minors In Possession program, where she provided presentations to the assembled youth about her experiences and why they need to always wear a seat belt and not get into a vehicle with a driver who has been drinking.

Fort Belknap Reservation

- Lynette also set up a Veteran's Day information booth at the college to talk to people about traffic safety.
- She set up a table at the college during finals week to remind people to drive safe during the holidays.
- Lynette Chandler and Avis Spencer provided displays and information at the Stick game Tournament held in Fort Belknap after Christmas. The SOAR logo appeared on fliers advertising the event. The event lasted about 8 hours, was attended by many reservation families and served to be an outstanding success in terms of message exposure.

Fort Peck Reservation

- Mike Todd provided information, displays and public address at a fundraiser for the Fort Peck Youth Basketball Tournament. He reported that the event drew large numbers of our target audience, and almost all of the 40 new safe driver contracts signed at the event were from young men.

- In November, Mike received three days of free training in the White Bison teachings of the Medicine Wheel and methods to combat alcohol abuse in the community.
- Fort Peck Community College has initiated a new program that will offer course credit to students for taking part in cultural education activities (to begin in January); this will include Mike Todd’s anti-DUI teachings and story-telling related to reducing impaired driving.
- Mike Todd wrote and recorded a new impaired driving radio spot for the holiday campaign. Mike’s spot also aired in the other reservation markets (except for the Blackfeet Nation).
- Mike continues to serve on the injury prevention committee and work with local law enforcement.

Rocky Boy’s Reservation

- Butch Nault of Rocky Boy Clinic distributed posters and fliers around the reservation in October.
- JR worked with Shannon Stump to put together a display and information table at the Veterans round dance.
- JR distributed crash facts and collected personal contract signatures at the Christmas Bazaar at Stone Child College.
- As a new intern, JR also received training and background in community coordination activities and traffic safety issues on the reservation.

2. Campaign: January – March 2008 Native American Earned Media Impaired Driving Related Activities: (following page)

DATE	EVENT	LOCATION	RESERVATION AUDIENCE	EXPOSURE
Jan 16-18	Registration at Fort Belknap College	Fort Belknap	Students	Table, information handouts
Jan 26	Havre Health Fair 10a-5p	Holiday Village, Havre	Rocky Boy, Fort Belknap, Havre; 1000 people expected	Table, giveaways. Many Indian families attended
Jan- Feb	Basketball games	Havre, Box Elder, Browning, Harlem	Families, young adults and students	Table, display, public address, giveaways
Feb 15	Sweetheart Round Dance	Rocky Boy	Rocky Boy	Contracts sign ups, give aways

DATE	EVENT	LOCATION	RESERVATION AUDIENCE	EXPOSURE
Feb 18, 19	Historical Trauma workshop	Browning, Blackfeet Community College	Students	Information table and display, public discussion
Feb 21, Feb 22	Valentine Traffic Safety party, FPCC hosted by VP Student Services	Poplar, Wolf Point campuses	Fort Peck CC students and staff	Brochure, focus on traffic safety, review of FPCC-SOAR partnership and why it's important
Feb 22	Elementary school presentations	Harlem, Hays	Grade school students	Classrooms
March 4	Career Fair	Fort Belknap	Fort Belknap College, HS students	Booth, information, drawings
March 7-8	Rocky Boy 5-on-5 Basketball tournament	Rocky Boy	Rocky Boy, families, young men	Sponsored team, booth, banners
March 19	Intern meeting with Director Lynch in Helena	MDT		N/A
March 20-23	27 th Annual Poplar Youth Basketball Tournament	Poplar	Fort Peck, Newtown	Pre-event publicity, Booth, display, public address, drawings, ad in souvenir program, publicity

Sweatshirts, long-sleeved t-shirts and knit caps displaying the Sober Behind the Wheel logo were given out as prizes during the January through March events and basketball games on the Fort Peck, Blackfeet and Fort Belknap Reservations.

On the Rocky Boy Reservation, the SOAR program introduced a new impaired driving slogan: Native Pride, Sober Ride. The logo was imprinted on water bottles and



travel mugs that were distributed at a boxing “Smoker,” and at a 5-on-5 basketball tournament organized locally. We helped to sponsor both the tournament and the Smoker in return for traffic safety messages from the announcer and an information table and banner placement.

Blackfeet Reservation

- Cheryl is coordinating with the new Pikuni Youth Strategies group under the organization of Blackfeet Housing and their recent SPF-SIG (grant) to combat underage drinking.
- Our program is coordinating with the college to begin construction on the Medicine Wheel in April.
- During the basketball season, Cheryl created displays and organized half-time giveaways to highlight the SOAR program goals.
- Cheryl created a window display diorama at the college to show the plans for the Medicine Wheel as a community focus against drunk driving.

Fort Belknap Reservation

- Like all the interns, Lynette continues to collect signatures to the safe driver contract. She set up a table to collect signatures and provide education for students at Spring Semester Registration.



Student winners at the Fort Belknap Career

- Lynette has increasingly collaborated with other programs. She and Avis Spencer for Tribal Injury Prevention, along with the coordinator for the Montana Tobacco Use Prevention Program, set up their own mini-health fairs during this period.
- Lynette continues to work with KGVA public radio to produce and air traffic safety messages.
- Plans are underway to support efforts for all-night parties for high school students following prom and graduation.

Fort Peck Reservation

- Mike Todd provided information, displays and public address at the Fort Peck Youth Basketball Tournament. The event drew 52 teams to the competition and large numbers of our target audience. Over 100 new safe driver contracts were signed.
- Mike has been promoting health and wellness behaviors through the discovery of cultural traditions in weekly “Sings” that were held in Wolf Point every Monday night from January through March. Students who participated and received education in avoiding alcohol and wearing seat belts accumulated punches on a card that translated to college course credit.
- The partnership with Fort Peck Community College for traffic safety efforts was formalized with a Memorandum of Agreement with the Montana Department of Transportation. .
- Mike has been developing concepts, writing scripts and producing the radio spots that will be used for the impaired driving campaigns during the period of high school and college graduation.
- Prom on the Fort Peck Reservation (Poplar and Wolf Point high schools) was scheduled earlier than our other markets, so a special radio campaign was placed to support law enforcement efforts during this high risk weekend.

Rocky Boy’s Reservation

- JR Rosette has continued to collect contract signatures.
- The SOAR program booth at the popular Havre Health and Safety Fair in January was manned by JR, along with Randi Szabo and the media contractor. Heavy traffic included Fort Belknap as well as Rocky Boy families. A traffic safety gift basket was given away.
- JR provided a booth at the Havre District Basketball tournament in mid-February.
- JR’s strengths are in athletics, which provide an excellent venue to reach our target audience of young men. During this period, he provided traffic safety promotion displays and education at a boxing match and a 5-on-5 basketball tournament. A “Native Pride, Sober Ride” team competed in the tourney.
- He is currently organizing a SOAR sponsored basketball tournament for early May.

3. Campaign: October 2007 – September 2008; SOAR Impaired Driving Program (Paid Media)

Target Audience

The primary demographic is Native American Men 18 to 34 years of age.

Secondary demographic of teenagers and families on the reservation.

a. Blackfeet

Medicine Wheel Construction:

The medicine wheel is a Native American belief in the circle of life and contains healing properties. This medicine wheel is dedicated to the remembrance of Native Americans who have died because of impaired driving. It also aims to bring awareness to the issue and encourage change for the Blackfeet Nation to prevent future such losses.

Medium: newspaper

For the Medicine Wheel impaired driving campaign from October 18, 2007 – December 13, 2007, two 6-column x 21" newspaper ads ("Medicine Wheel"), one black & white ad and one 4-color ad, were placed in the Browning Glacier Reporter. This publication covers the Blackfeet Reservation and prints weekly.

Browning Glacier Reporter	October 18, October 25, November 1, November 8, November 15, December 6 & December 13
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For the Native American Impaired Driving Labor Day 2008 campaign the media contractor placed a 6 col. x 5" B&W newspaper ad ("Medicine Wheel Construction") in the Browning *Glacier Reporter*.

Browning <i>Glacier Reporter</i>	September 11 & 18	\$402.40
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Campaign Total Paid Newspaper Placement - \$5,297.50

**b. Shelby, MT
Cut Bank, MT**

"It Takes a Community"

Television placement of the impaired driving spot produced by the New Mexico Department of Transportation, with permission.

Medium: Cable TV

The "It Takes a Community" spot is being aired approximately 18 times a week on the Discovery Channel, ESPN and TNT networks in the Cut Bank & Shelby markets. The media contractor negotiated a paid schedule with a matching no charge schedule that aired on these stations in the Blackfeet Reservation area.

Campaign Total Television Placement - \$3,024.00
Total Bonus Value - \$3,024.00

c. Fort Peck Round Dance, Poplar

Medium: Newspaper

For the Fort Peck Round Dance campaign, one 3-column x 7" newspaper ad ("Fort Peck Round Dance") was placed in the Fort Peck Journal and the Wotanim Wowapi. These publications cover the Fort Peck Reservation and print weekly.

Fort Peck Journal	November 8, 2007	\$98.83
Wotanim Wowapi	November 8, 2007	\$111.20

Campaign Total Paid Newspaper Placement - \$210.03

- d. Browning, Montana**
- Chinook, Montana**
- Fort Peck Reservation**
- Wolf Point, Montana**
- N. Cheyenne, Montana**

Medium: Radio

For the Holiday campaign from December 21, 2007 – January 02, 2008, 1 30-second spot was run in all markets. The media contractor negotiated a paid schedule with a matching no charge schedule that aired on 7 radio stations in the Blackfeet, Fort Belknap and Fort Peck Reservation areas.

KRYK-FM (December - January)	\$567.15 (spot value)
KPQX-FM (December - January)	\$567.15 (spot value)
KZIN-FM (December - January)	\$697.08 (spot value)
KVCK-AM (December - January)	\$435.48 (spot value)
KVCK-FM (December - January)	\$435.48 (spot value)

Total Paid Placement Radio Dollars placed - \$2,792.34
Total Bonus Value - \$2,792.34

Medium: radio

For the Native American Graduation 2008 campaign in June the "Graduation" spot was run on all stations. Schedules were run based around the high-school Prom and

Graduation weekends. The media contractor negotiated a paid schedule with a matching no charge schedule that aired on five stations.

KPOX-FM	\$398.00 (spot value)
KOJM-AM.....	\$398.00 (spot value)
KRYK-FM.....	\$437.80 (spot value)
KVCK-AM.....	\$305.60 (spot value)
KVCK-FM.....	\$305.60 (spot value)
KZIN-FM.....	\$376.80 (spot value)

Total Paid Placement Radio Dollars placed - \$2,221.80

Total Bonus Value - \$2,221.80

Newspaper

For the Holiday campaign from December 20 - December 27, 2007, one 6-column x 5" newspaper ad ("Crosses") was placed in the Browning Glacier Reporter, Chinook Blaine County Journal-News, Fort Peck Journal, Wotanin Wowpai and Wolf Point Herald News. These publications cover the Blackfeet, Fort Belknap and Fort Peck Reservations and print weekly.

Browning Glacier Reporter	December 20 & 27, 2007	\$442.88
Chinook Blaine County Journal	December 19 & 26, 2007	\$400.67
Fort Peck Journal	December 20 & 27, 2007	\$235.30
Wolf Point Herald News	December 20 & 27, 2007	\$423.54
Wotanin Wowapi	December 20 & 27, 2007	\$381.19

Campaign Total Paid Newspaper Placement - \$1,883.58

Newspaper

For the Native American Fathers Day campaign newspaper the media contractor placed a 3 column x 6" black and white newspaper ad ("Graduation") in the Browning Glacier Reporter, Chinook Blaine County Journal News, Fort Peck Journal and the Rocky Boy Tribal News.

Browning Glacier Reporter	May 8, 15 & 22, 2008	\$362.13
Blaine County Journal News	May 15, 2008	\$110.76
Fort Peck Journal	May 1, 8 & 15, 2008	\$254.12
Rocky Boy Tribal News	2nd Quarter Newsletter (May)	\$52.94
Wolf Point Herald	May 15 & 22, 2008	\$222.36

Campaign Total Paid Newspaper Placement - \$1,002.31

Medium: BILLBOARD

For the Impaired Driving campaign billboard art with the impaired driving message was produced and placed on billboards in Ashland, Box Elder, Harlem, Poplar and near the east end of Glacier Park. We have been utilizing vinyl wraps for our billboard postings. The vinyl lasts longer and holds up better in the harsh weather conditions on and near the reservations. The use of vinyl gives us the opportunity to move our artwork or store it for a later campaign.

Blackfeet Reservation (May – October 2008).....	\$1,776.75
Fort Belknap Reservation (May – December 2008)	\$1,568.60
Fort Peck Reservation (May – October 2008)	\$1,176.45
Northern Cheyenne (July – December 2008 – new))	\$1,176.45
Rocky Boy Reservation (July – October 2008–renewal))	\$1,176.45

Total Paid Placement Billboard - \$6,874.70

e. Fort Belknap Reservation

Native American Impaired Driving Messages:

Medium: PUBLIC RADIO

The media contractor negotiated a paid sponsorship for traffic safety messages that aired on public radio station, KGVA, Fort Belknap between January and March 2008.

According to previous traffic logs, approximately 7 to 10 traffic safety announcements ran per day. This is an on-going sponsorship that includes programming and production as well as airing of provided announcements. During this time, the station developed and ran various impaired driving radio spots. BJ the DJ was also given talking points to discuss during DJ air time which referenced the radio spots as well as high risk events that were taking place on the Fort Belknap Reservation or holidays in which there is typical increase in impaired driving incidences. The budget dollars for this effort did not come out of 2008 paid media, but rather an annual sponsorship from the 2007 budget.

KGVA.....	\$0.00
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RADIO

The media contractor negotiated a paid schedule with a matching no charge schedule that aired on the Fort Belknap College radio station, KGVA between October 2007 and January 2008. During this time, the station ran impaired driving radio spots focusing on the Reservation’s Prom and Graduations. BJ the DJ was also given talking points to discuss during DJ air time which referenced these radio spots.

KGLM-FM.....\$400 (spot value)

Total Paid Placement Radio Dollars placed - \$400

RADIO

For the Native American Impaired Driving Milk River Indian Days campaign the "Survival" spot was run. The media contractor negotiated a paid schedule with a matching no charge schedule that aired on one station.

KMMR-FM..... \$288.05 (spot value)

Total Paid Placement Radio Dollars placed - \$288.05

Total Bonus Value - \$288.05

f. Fort Peck

Native American Prom:

Medium: COMMERCIAL RADIO

For the Native American Prom 2008 campaign in March the "Fort Peck Prom" and "Lucky" spots were run on the Fort Peck Reservation. The media contractor negotiated a paid schedule with a matching no charge schedule that aired on five stations.

KVCK-AM..... \$91.68 (spot value)

KVCK-FM..... \$91.68 (spot value)

Total Paid Placement Radio Dollars placed - \$183.36

Total Bonus Value - \$183.36

RADIO

For the Iron Man Basketball Tournament campaign in May the "Basketball Tournament" spots were run on all stations. The media contractor negotiated a paid schedule with a matching no charge schedule that aired on three stations.

KPQX-FM \$399.90 (spot value)

KOJM-AM \$399.90 (spot value)

KRYK-FM..... \$399.90 (spot value)

Total Paid Placement Radio Dollars placed - \$1,199.70

Total Bonus Value - \$1,199.70

RADIO

For the Native American Impaired Driving Labor Day 2008 campaign the "Labor Day Ad" spot ran. The media contractor negotiated a paid schedule with a matching no charge schedule that aired on two stations.

KVCK-AM.....	\$229.20 (spot value)
KVCK-FM.....	\$229.20 (spot value)

Total Paid Placement Radio Dollars - \$458.60

Total Bonus Value - \$458.60

RADIO

For the Native American Impaired Driving Wahcinca Pow Wow campaign the "Survival - Mike Todd" and spot was run. The media contractor negotiated a paid schedule with a matching no charge schedule that aired on two stations.

KVCK-AM.....	\$152.80 (spot value)
KVCK-FM.....	\$152.80 (spot value)

Total Paid Placement Radio Dollars - \$305.60

Total Bonus Value - \$305.60

NEWSPAPER

For the Iron Man Basketball Tournament campaign newspaper the media contractor placed a 3 column x 5" black and white newspaper ad ("Basketball Tournament") in the Chinook Blaine County Journal News, Havre Daily News and the Fort Peck Journal.

Blaine County Journal News April 23 & 30, 2008	\$194.12
Havre Daily News April 21, 23, 27, 25, 28, 29 & 30, 2008	\$1,173.56
Fort Peck Journal April 6,13, & 20, 2008	\$423.54

Campaign Total Paid Newspaper Placement \$1,791.22

g. Market:

- Blackfeet Reservation
- Crow Reservation
- Flathead Reservation
- Fort Belknap Reservation
- Fort Peck Reservation
- Little Shell Tribe and urban Indians
- Northern Cheyenne Reservation
- Rocky Boy Reservation

Medium: MAGAZINE

For the Native American Impaired Driving campaign newspaper the media contractor placed a Full Page 4-Color newspaper ad (“Safe on All Roads”) in the *Native Montana Magazine*.

<i>Native Montana Magazine</i>	September 10	\$1,882.40
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Campaign Total Paid Newspaper Placement - \$1,882.40

4. Campaign: April – June 08; SOAR Native American Impaired Driving Activities

- A web site for access to archives of Native American Traffic Safety materials is available to all of our partners and stakeholders. Content continues to be added to the site.
- Start of DUI Task Force at Fort Belknap. SOAR coordinator Lynette Chandler is participating. SOAR ally and volunteer, Avis Spencer of Tribal Sanitation is a driving force.
- SOAR program materials, including “Sober Behind the Wheel” are being used for public outreach and education on a volunteer basis by the Northern Cheyenne Transportation Planning department. Janis Spear and her two employees are enthusiastic about partnering with the SOAR program. This gives us a Northern Cheyenne presence immediately. On May 15, Janis Spear and the employees in her office at Transportation Planning wore Sober Behind the Wheel t-shirts and set up a traffic safety information table at the annual Health Fair in Lame Deer.
- Graduation media campaign against drinking and driving aired May 1 to May 30, approximately (varied by reservation).
- An Environmental Analysis and Archeological Survey on the site of the Blackfeet Medicine wheel have been completed. USDA grant dollars as well as college funding has been going to the site preparation. Local contributions as well as the college donations are supporting the project. Construction of the rock circle began July 10, with MDT Director Jim Lynch as a featured speaker. Preparations are underway for a Native American Heritage Week Medicine Wheel event in September.
- Mike Todd received grant writing training June 24-25.
- Mike Todd has been providing anti-DUI classes for at-risk 15-18 year olds on the Fort Peck Reservation.
- SOAR coordinators Cheryl Little Dog and Mike Todd are participating in the development of tribe-specific traffic safety plans promoted by the Federal Highway Administration; draft plans have been distributed as a result of meetings held in June in Browning and Poplar.

- As an initiative for the Fort Peck Tribal Traffic Safety Plan, Mike Todd is championing the establishment of a DUI Court and the initiation of new sentencing protocols for the Fort Peck Reservation. These might include mandatory daily education classes and breathalyzer tests following jail release. MDT SHTSB will assist in providing information on existing programs and resources that may be relevant.

5. Campaign: July – September 08; Native American SOAR Activities

Project Description: The media contractor has continued the coordination and supervision of seat belt and impaired driving communications on reservations in Montana, including but not limited to education, outreach, advocacy and coalition-building. During this period, relationships and activities were expanded to the Northern Cheyenne Reservation.

Northern Cheyenne

The first major event for SOAR materials and education on the Northern Cheyenne Reservation was at the annual Fourth of July in Lame Deer. The Tribe's Transportation Planner, Janis Spear and her staff manned a booth at the three-day event. Safe On All Roads also helped sponsor a Tiny Tot special during "Seat Belt Saturday" held during the pow wow.

Response to the "Sober Behind the Wheel" message materials was very positive. Bumper stickers with the Sober Behind the Wheel message were distributed at this powwow and other events over the summer. A new



Sober Behind the Wheel billboard was added near Ashland on the Northern Cheyenne Reservation. Similar billboards are planned at the request of community members and the tribal president.

On July 15, the SOAR program manager met with Janis, her staff, and Eugene Limpy, Sr. in Lame Deer. Limpy is the director of the Tribal Employment Opportunities Office (TERO) which oversees the Transportation Planning department.

LaVonne King and Reasco Killsnight of the Northern Cheyenne Transportation Planning office gave a presentation on traffic safety at an adult wellness camp held outside of Lame Deer in mid-July. The Transportation Planning staff also provided education and outreach during the Labor Day pow wow.



On September 17, a focus group of 17 young men of the Northern Cheyenne Reservation was held at Chief Dull Knife College. Traffic safety materials developed for other reservations were tested with this group. Comments and recommendations from this group were provided to the Transportation Planner and MDT staff prior to a tribe-specific safety plan development meeting held in October 2008.

In September, Janis and her staff began promoting a student contest to write a Hand Drum song about seat belt use or sober driving. A winner will be chosen from the Northern Cheyenne Reservation to go on to compete at the statewide level.

The contest objective is to acquire new materials for peer education, provide an interactive element to youth outreach, and increase public awareness through earned media publicity. The recruitment of judges for the contest is also helping to increase the size and scope of our local network.

Rocky Boy Reservation



The SOAR program provided outreach at the golf tournament held in conjunction with the annual powwow on August 2. Designated driver rodeo banners were set up at the rodeo checkpoints during the powwow. In September we resumed efforts to recruit a student to undertake program tasks. During this period, the local SOAR coordinator, Shannon Stump of Chippewa Cree Tribal Law enforcement continued to supply citation records to be shared with MDT. The SOAR program provided support to the Rocky Boy law enforcement by

publicizing saturation patrols and checkpoints during the annual powwow the first weekend of August, and Labor Day, the last weekend of August. News releases went out to both newspaper and radio. Announcements were published in both Great Falls and Havre.

The impaired driving message we are using on this reservation, developed with the help of Tim Rosette, Jr., is: Native Pride Sober Ride. Caps and t-shirts with the new slogan were distributed in the summer of 2008.

Fort Belknap Reservation

Avis Spencer of Fort Belknap Tribal Sanitarian's office continued to spearhead SOAR program outreach on this reservation. Avis represents the SOAR program and MDT objectives in networking and collaborating with other programs on the reservation, such as Tobacco Use prevention.

The SOAR program had a float in the annual parade and a booth at Milk River Indian Days the last weekend of July.

On July 30, the SOAR program manager met with Avis Spencer and Lynette Chandler to collaborate on strategies and direction for the ongoing program. A Back to School campaign was planned as well as activities to support the Fort Belknap DUI Task Force during the school year. Avis and Lynette continue to utilize the public radio station operated by the tribal college as a valuable medium for traffic safety messages for the Fort Belknap communities.

Mike Todd of the Fort Peck Assiniboine Tribe was invited to speak at the Hays Pow wow in August. He took the opportunity to address the crowd with his cultural storytelling approach to DUI prevention.

The SOAR program helped to sponsor a Back to School picnic for parents, students and faculty held in Fort Belknap on September 3. The information distributed at the picnic helped support a Back to School traffic safety campaign. The media contractor staff attached Safe On All Roads labels and messages to notebooks and rulers that were given away to students. A drawing was held for a girl's backpack and a boy's backpack. Drawings continue to be a method whereby public address time is acquired for our traffic safety messages.

On September 20, a car seat clinic and bike rodeo was held on the Fort Belknap Reservation. Avis organized the event to include the SOAR program objectives. Also in September, at these events and others, Avis Spencer began promoting a Round Dance song contest for contestants age 13 to 30. The Fort Belknap contest, along with creative contests on the other reservations, will be judged in November. The entries must address

a sober driving or seat belt message for young people on the reservation.

Blackfeet Reservation

A community event to begin construction of the rock circle Blackfeet Medicine Wheel was held on July 10 in Browning. Blackfeet Community College prepared the cardinal points of the wheel so that individuals could begin filling in the circle with their stones.

Montana Department of Transportation Director Jim Lynch came to Browning to speak to the gathered families. Seventeen local singers participated in the event. Youth and adult



dancers performed, preparing the ground for an arbor to be built at a later date. After the remarks of Mr. Lynch, tribal college president John Salois and other, families were invited to select and place stones in memory of a loved one lost to an alcohol-related death. Following the blessing and placement of stones, a traditional feed was held.

Blackfeet Community College is keeping a ledger of names of loved ones to whom the families have dedicated their stones.



The July event at the Blackfeet Medicine Wheel will be held each year at the start of the North American Indian Days pow wow.

Cheryl Little Dog set up a SOAR booth and provided public education and outreach during the 2008 pow wow July 11-13. A brochure providing information



about the Blackfeet Medicine Wheel and how to contribute to the project was distributed at the pow wow (and at other locations and events on the reservation and in Great Falls).

Also in July, Cheryl Little Dog and the SOAR program manager attended the Summer Institute for training in environmental prevention strategies. Cheryl is helping to coordinate the alcohol-related crash prevention efforts of the SOAR program and the Pikanii Action Team. The Pikanii Action Team is operating under a DPHHS Strategic Prevention Framework State Incentive Grant. One of the joint goals of the collaboration is the development of a Blackfeet DUI Task Force.

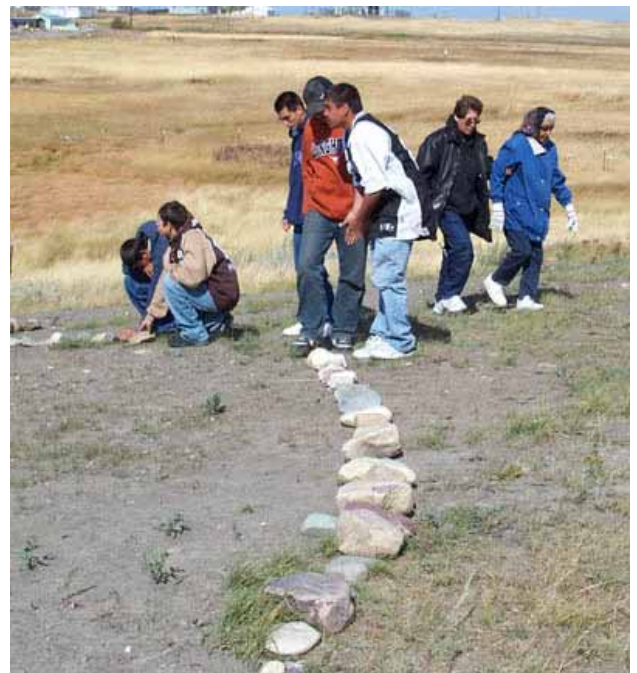


On September 24, during Native American Heritage Week, another community gathering was held at the site of the Blackfeet Medicine Wheel. The tribal college organized a walk from the campus to the hillside. Students from Browning High School joined the walk to the site.

Speakers included John Salois, president of the college, Cheryl Little Dog, local SOAR coordinator, and Ron LaDue, the Browning program officer for the Pikanii Action Team (shown with Cheryl).

Rosie Day Rider and Leonard Day Rider provided the spiritual leadership for the event. The Little Yellow Pigeon Singers and their teachers provided the singing. A feed after the event was provided by Blackfeet Community College.

News coverage of one or two of the 2008 Medicine Wheel events appeared in the *Glacier*



Reporter, the *Great Falls Tribune*, the *Prevention Connection* newsletter for Billings Area Indian Health Service and *Native Montana* magazine.

Additional seasonal events at the Blackfeet Medicine Wheel are planned. Logs for construction of a fifty-foot arbor have been donated by the tribe for the site. Blackfeet Community College is collecting contributions for signage, walkways and landscaping, as well as the arbor. Several hundred dollars have been received in community contributions.

Fort Peck Reservation

During this period, local SOAR coordinator Mike Todd continued to champion the initiative to establish a DUI Court for the Fort Peck Reservation. This effort was one of the strategic elements developed in the tribe-specific safety plan meeting held in June.

He continued to coordinate communications among the various tribal entities involved, with two primary goals: revising tribal codes to allow for harsher sentencing and a graduated schedule of sanctions for convicted offenders to prevent repeat offenses; and obtaining grant funding for the establishment and administration of the court school.

Mike also continued various prevention activities during this period, including teaching classes for at-risk youth at Spotted Bull Treatment Center. He continued to coordinate with and participate on various committees, including the Injury Prevention Committee, the DUI Task Force, and the Community Advisory Committee.

Mike Todd was invited to bring his DUI prevention presentation to the A.I.C.U. pow wow held in Butte in July in conjunction with the International Folk Festival. That week, he also made a presentation in Warm Springs to DUI felons participating in the Department of Corrections WATCh program.



The Fort Peck Reservation has more annual pow wows than any other reservation in Montana. The SOAR program had a booth and public address opportunities at the Wahcinca Dakota Oyate pow wow July 17-20. At the Wadopana Celebration August 1-3,

the SOAR program sponsored a “special” in which Montana Department of Transportation Director Jim Lynch gave honor to Fort Peck Community College for their partnership and support of the Native American Traffic Safety program. The tribal council chairman, tribal council members, college administration officers (including college president Jim Shanley and State Rep. Marge Campbell) participated in the honor dance with Jim Lynch, Mike Todd and others.

The event at the Wadopana pow wow was covered in a news story in the *Wolf Point Herald* and a magazine article in the *Native Montana magazine*.

During college registration in August, the SOAR program had an information table at the college. Fort Peck Community College asked all students to fill out the SOAR Native American Traffic Safety program evaluation survey along with the other paperwork necessary for their class registration.

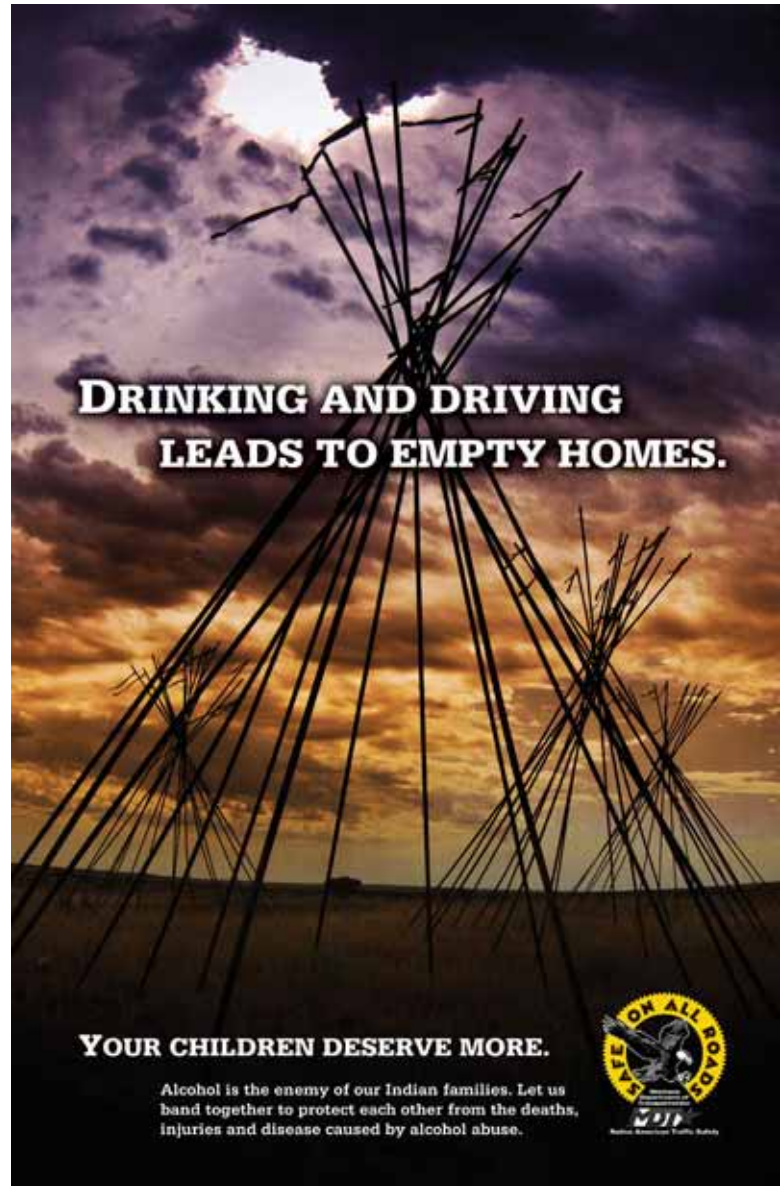


On Labor Day weekend (Aug. 28-31), the Poplar Indian Days pow wow was held in Poplar. The SOAR program sponsored a hand drum contest at the pow wow. This was the second year of the contest, a popular event in both 2007 and 2008. Mike Todd served as the announcer. Most of the singers fall within our target audience and contests of this type are highly favored by youth and young adults.

In September, Mike was invited to speak at the Red Road Pow wow in Great Falls, an event sponsored in part by the White Bison Foundation. Mike also participated in a sobriety round table discussion held during the weekend. He set up a SOAR information table and promoted safe driver contracts, the Sober Behind the Wheel campaign and the upcoming Blackfeet Medicine Wheel event in Browning.

Native American Heritage Week falls in the fourth week of September. After two years of SOAR activities on the reservation, Mike has become a popular speaker and was much in demand during the week's activities. He offered presentations at schools in Wolf Point, Poplar and Brockton. Working with Ron Jackson, he also offered cultural lessons related to traffic safety while instructing youth in how to set up a tepee. On September 26, the SOAR program helped sponsor a sobriety pow wow at Spotted Bull Treatment Center in Poplar. Mike served as announcer for the one-day event.

Mike also created a concept and obtained photos for a new impaired driving prevention poster. The poster concept received enthusiastic approval from our various contacts around the state. The poster, titled "Empty House," was printed and distributed to all seven reservations and the Billings Area Indian Health Service.



Crow Reservation

During this period, the SOAR program cemented relationships with contacts at the tribal college and Indian Health Service. Our key contact for this reservation will be Deborah Haines, who handles injury prevention as well as heading up the tribe's DUI Task Force. Community health educators Myra Lefthand and Curtis Brien will also help the SOAR program outreach efforts. Contacts with law enforcement and the Big Horn County DUI Task Force were also made. The first activity of note on this reservation is the Back to School campaign radio script contest for high school students.

Flathead Reservation

In July and August, the SOAR program established a firm ally in Margene Asay, health educator for the Confederated Salish and Kootenai Tribal Health. Margene is now our key point of contact and helps distribute materials to the rest of the reservation through the tribal health nurses who go out to the various community clinics. She will also help with publicity announcements on the local public television station at the tribal college. The next step for our impaired driving efforts on this reservation will be to test creative materials and message points with a focus group representing our target audience.

Issues And Advancement On Other Reservations

- Recruitment and retention is a continuing challenge. We are looking for new applicants at Rocky Boy, since Tim Rosette, JR, took a full-time job surveying for the roads department.
- We have recommended making inroads on three new reservations by building partnerships. With the help of local contacts on the Flathead and Northern Cheyenne Reservations, we can proceed with our education efforts immediately.
- We've built a program relationship with Confederated Salish & Kootenai Tribes contacts Margene Asay (Tribal health educator) and Fred Steele (Injury Prevention). Fred saw our basketball season campaign at Rocky Boy last winter and has requested we do the same banners and announcers' talking points for the Flathead Reservation schools. We'll work toward providing materials to local contacts that will distribute them or utilize them in their presentations.
- Northern Cheyenne Transportation Planner Janis Spear and her staff are using our materials for local outreach. Janis and her supervisor Eugene Limpy have shared a set of objectives that the SOAR program can help them achieve, among which their highest priority is the establishment of tribal traffic safety codes.
- Though we've established a good relationship with Little Big Horn College, we are looking for additional, supportive contacts on the Crow Reservation. We may look at hiring a local coordinator when college classes resume in September.
- Print media availability has varied. Rocky Boy and Fort Belknap tribal news are back in publication for future issues after hiatus. However, we have a new media outlet in the *Native Montana Magazine*, a free publication that is being widely distributed on the reservations and among urban Indian populations in Montana.

D. Native American Occupant Protection Paid & Earned Media



Target Audience:

Primary Demographic: Native American men age 18-34

Secondary Demographics: Young Native American women; students and youth

Tertiary Demographics: Grandparents and families

Project Description:

The media contractor has continued the coordination and supervision of traffic safety promotion on four American Indian reservations in northern Montana.

The scope of activities includes training, media advertising development and placement, writing and distributing news releases, coordinating with community partners, production and distribution of print materials and promotional items, advocacy for seat belt enforcement, displays and public engagement at community events, and building a network of safe drivers.

During this particular activity period, meetings, presentations and reports with MDT were a primary focus, as the program structure, strategies and activity updates were reviewed.

Market Definition:

Residents of four Montana Indian Reservations:

- Blackfeet Reservation
- Fort Belknap Reservation
- Fort Peck Reservation
- Rocky Boy's Reservation

Objectives:

Goal: Reduce traffic deaths and injuries on these Reservations

- 1) Increase seat belt use
- 2) Increase awareness of the value of seat belts
- 3) Support education for child passenger safety

Traffic Safety Communications Interns – same interns described in impaired driving section of this document are also doing Native American related occupant protection program.

1. Campaign: October 2007 – June 2008 SOAR Occupant Protection Program (Earned Media)

Community Events

The program materials and objectives on occupant protection were represented at numerous community events throughout the year. This year's round dance sponsorships and presentations achieved high visibility for us.

DATE	EVENT	LOCATION	RESERVATION	EXPOSURE
October 4	Dept of Public Safety Career Fair	Browning	Blackfeet	Table, materials
October 5	Homecoming parade	Harlem	Fort Belknap	Float, messages
October 6	Native American Heritage parade	Browning	Blackfeet	Float, messages
Nov 11	Wolf Point Round Dance	Northside School	Fort Peck	Display table, drawing, sponsorship
Nov 11	Veterans Round Dance	Rocky Boy	Rocky Boy	Display table, drawings
Nov 15	Career Day	Wolf Point	Fort Peck	45-minute presentations to 4 classes of students from NE MT high schools
Nov 16-17	Veterans Powwow	Red Whip, FBC	Fort Belknap	Display table, drawings
Nov 17	Oswego (Red Bottom) Veterans Round Dance	Oswego	Fort Peck	Display, drawings, Public Address
Nov 26 - 30	College registration	Blackfeet CC	Blackfeet	Info table, drawings
Dec. 7-8	Native American Classic Basketball Tournament	MSU-Northern	Blackfeet, Rocky Boy, Fort Belknap, Fort Peck (Frazer)	Display; public address, drawing prior to championship
Dec. 10	Parade of Lights	Browning	Blackfeet	Float, banners
Dec 12-13	Middle school presentations with Frank Kipp MIP program	Browning	Blackfeet	Presentation
Dec 20	Christmas Bazaar	Stone Child	Rocky Boy	Display table, drawings
Dec 26-28	Youth Basketball Tournament	Poplar	Fort Peck	Sponsorship, table, display, public address, drawings
Dec 27	Hand game Tournament	Red Whip	Fort Belknap	Publicity, Sponsorship, table, drawings

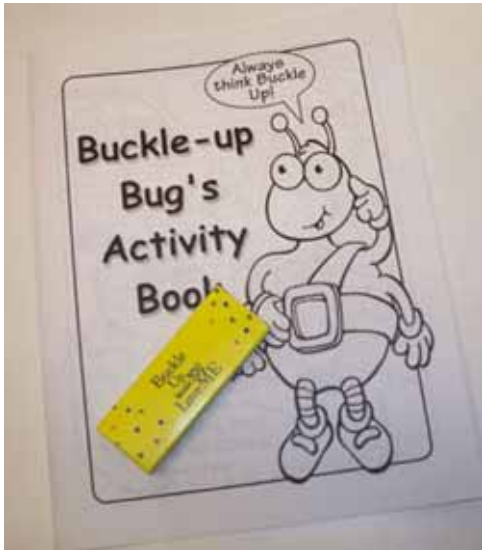
Promotional Items



Each of the interns received between 250 and 300 heart-shaped glass ornaments to distribute prior to Christmas. The ornaments were imprinted with the Buckle Up Because You Love Me typography. The ornaments were given out in various ways, for the best opportunities on each reservation.

At Rocky Boy, they were handed out at the Christmas Bazaar at the college. In Browning, college students accompanied the traffic safety float in the Parade of Lights, and took the ornaments to children lining the street. At Fort Peck, many were given to Head Start students to take home to their parents.

During this time period, the interns also continued to give out youth t-shirts as prizes.



The Montana Department of Transportation provided children's coloring books for the SOAR interns to give away. To accompany the coloring books, we purchased boxes of crayons with the "Buckle Up Because You Love Me" imprint. The books and crayons were extremely popular; everyone on the reservation welcomes gifts for the children. At the events where we are targeting families, an activity for the children is very welcome.

Basketball season seat belt promotion

The high school basketball season is an important social outlet during the winter months among the reservation communities for advocating seatbelt usage. The sport is vigorously supported and families attend the games in droves. Therefore, the basketball games and tournaments give us an excellent opportunity to reach our target audiences of families and young people.

The season began in December. The first big event, the Native American Classic held at Montana State University Northern in Havre, was a competition for teams from all four of the program's target reservations. Safe On All Roads had a table and banner display at the tournament, provided talking points for the announcer, and advertised a drawing prize giveaway to draw young people to the table. The drawing was announced several times a day during the tourney, as a reminder to the families to make sure everyone buckles up. The drawing was held on the court between the semifinal and championship games.

The interns on each reservation made contact with high school coaches, athletic directors,

or school principals. In almost all cases, we received warm support for the presence of seat belt messages and materials at the games. The media contractor provided one- to two-liner safety belt talking points which are being used by announcers and coaches, as well as radio announcers during game broadcasts. Almost all schools contacted welcomed the messages and some, such as Browning High School and Harlem High School were extremely supportive. At selected games or tournaments, drawing or half-time giveaways were held to draw attention to our seat belt messages.

Each of the program interns has chosen select contests to attend and provide extra incentive for announcer messages by providing a drawing prize or other announcement.

The media contractor developed vinyl banners that were distributed to each high school; the banners have been posted prominently in the school gymnasiums. Banners went to ten schools. Each banner is customized, making it an attractive message of support for the team, within a "Buckle Up" concept. During the culmination of the season in February, the media contractor distributed license plate holders with the team name, and run a media campaign for seat belt use.

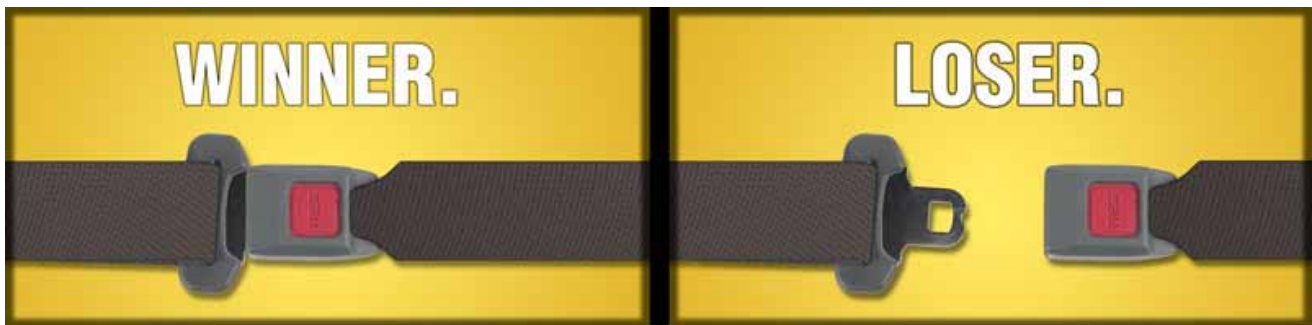
CLASS	HIGH SCHOOL	NICKNAME
B	Harlem	Wildcats
C	Hays-Lodge Pole	Thunderbirds
A	Browning	(Runnin') Indians
C	Heart Butte	Warriors
C	Brockton	Warriors
B	Wolf Point	Wolves
B	Poplar	Indians
C	Frazer	Bearcubs
C	Box Elder	Bears
C	Rocky Boy	Stars



**BOX ELDER
BEARS**



**Buckle up!
Live to play
another day.**



**ROCKY STAR
BOY**



**Buckle up!
Live to play
another day.**

WINNER. 	LOSER. 
THUNDERBIRDS  	Buckle up! Live to play another day.



Keep our traditions alive.
Keep yourself alive.
Buckle up!



Activities in Brief:

Blackfeet Reservation

- The SOAR program helped support a series of information meetings by the new Department of Public Safety and the tribal council. Cheryl attended two of the meetings.
- Cheryl coordinated a group to build a traffic safety float for the Parade of Lights in Browning. The group of traffic safety supporters also distributed ornaments to children during the parade.
- Cheryl contacted the schools for the basketball season seat belt campaign, and attended games to give out drawing awards.
- She continues to meet regularly in her capacity as an appointed member of the tribal Law and Order committee and with the Concerned Citizens for Traffic Safety.
- Also in December, Cheryl went to the reservation middle schools with Frank Kipp of the Minors In Possession program, where she provided presentations to the assembled youth about her experiences and why they need to always wear a seat belt and not get into a vehicle with a driver who has been drinking.
- Cheryl made halftime presentations during basketball home games to draw attention to our seat belt use objectives. In one instance, she presented BUCKLE UP license plate holders to the Browning Indians varsity basketball team and their parents.
- Cheryl continues to advocate for safety seat use and seat belt enforcement at Law & Order Committee meeting.

Fort Belknap Reservation

- Lynette Chandler and Avis Spencer provided buckle up messages, displays and information at the Stick game Tournament held in Fort Belknap after Christmas. The SOAR logo appeared on fliers advertising the event. The event lasted about 8 hours, was attended by many reservation families and served to be an outstanding success in terms of message exposure.
- Lynette Chandler provided traffic safety messages through KGVA radio. She created buckle up radio messages for Thanksgiving and Christmas.

- Like all the interns, Lynette continues to collect signatures to the safe driver contract. She set up a table to collect signatures and provide education for students at Spring Semester Registration.
- Lynette has increasingly collaborated with other programs. She and Avis Spencer for Tribal Injury Prevention, along with the coordinator for the Montana Tobacco Use Prevention Program, set up their own mini-health fairs during this period.
- Lynette continues to work with KGVA public radio to produce and air traffic safety messages.

Fort Peck Reservation

- Mike Todd distributed “Buckle Up Because You Love Me” ornaments to Head Start children in Poplar.
- Mike Todd provided information, displays and public address at a fundraiser for the Fort Peck Youth Basketball Tournament. He reported that the event drew large numbers of our target audience, and almost all of the 40 new safe driver contracts signed at the event were from young men.
- Mike continues to serve on the injury prevention committee and work with local law enforcement.
- Mike coordinated with four high schools to get exposure of seat belt messages at basketball games.
- Mike Todd provided information, displays and public address at the Fort Peck Youth Basketball Tournament. The event drew 52 teams to the competition and large numbers of our target audience. Over 100 new safe driver contracts were signed.
- Mike continues to serve on the injury prevention committee and work with local law enforcement. During this period, he worked with the committee to plan for a child Safety Seat Clinic and seat belt use promotion at the Children’s Fair in April.
- Mike has been promoting health and wellness behaviors through the discovery of cultural traditions in weekly “Sings” that were held in Wolf Point every Monday night from January through March. Students who participated and received education in avoiding alcohol and wearing seat belts accumulated punches on a card that translated to college course credit.
- Mike has been developing concepts, writing scripts and producing the radio spots that we have used for our seat belt media campaigns.

The partnership with Fort Peck Community College for traffic safety efforts was formalized with a Memorandum of Agreement with the Montana Department of Transportation.

Rocky Boy's Reservation

- Butch Nault of Rocky Boy Clinic distributed posters and fliers around the reservation in October.
- JR worked with Shannon Stump to put together a display and information table at the Veterans round dance.
- JR Rosette, assisted by Thomas Oats, provided a display booth and information at the Native American Classic basketball tournament at MSU-Northern in Havre. Teams from all four of our reservations were represented. Announcer talking points were used and a drawing for a traffic safety prize was held during the break before the championship game.
- JR distributed crash facts and collected personal contract signatures at the Christmas Bazaar at Stone Child College.
- He also set up a table at local basketball games, where he is coordinating with the high school coaches.
- JR Rosette distributed Buckle Up magnet clips at the Sweetheart Round Dance, collecting contract signatures.
- JR provided a booth at the Havre District Basketball tournament in mid-February. Talking points were given to the announcers and coaches to promote seat belt use over the public address system.
- JR's strengths are in athletics, which provide an excellent venue to reach our target audience of young men. During this period, he provided seat belt promotion displays and education at a boxing match and a 5-on-5 basketball tournament.
- He is currently organizing a SOAR sponsored basketball tournament for early May.



The Safe On All Roads program has continued to collect signatures on personal “contracts” where individuals pledge to always wearing their seat belt on the reservation, to make sure everyone in their vehicle is always properly restrained, and to make sure children are properly secured in a safety seat appropriate for their age and weight. Hundreds of signatures have been collected—over 700 on the Fort Peck Reservation alone.

2. Campaign: October 2007 – June 2008 SOAR Occupant Protection Program (Paid Media)

a. Reservations

Blackfeet Reservation
Fort Belknap Reservation
Fort Peck Reservation
Rocky Boy Reservation

Medium: RADIO

For the Native American Valentines Day 2008 campaign in February the “Eagle 08” and “Travel Camp 08” spots were on all stations. The media contractor negotiated a paid schedule with a matching no charge schedule that aired on five stations.

KLAN-FM.....	\$423.36 (spot value)
KLTZ-AM.....	\$423.36 (spot value)
KMMR-FM.....	\$452.65 (spot value)
KPQX-FM	\$388.05 (spot value)
KOJM-AM.....	\$388.05 (spot value)
KRYK-FM.....	\$318.40 (spot value)
KVCK-AM.....	\$366.72 (spot value)
KVCK-FM.....	\$366.72 (spot value)
KZIN-FM.....	\$518.10 (spot value)

Total Paid Placement Radio Dollars placed - \$3,645.41

Total Bonus Value - \$3,645.41

RADIO

For the Native American Fathers Day 2008 campaign in June the “Father’s Day” spot was run on all stations. The media contractor negotiated a paid schedule with a matching no charge schedule that aired on six stations.

KPQX-FM	\$497.50 (spot value)
KOJM-AM.....	\$477.60 (spot value)
KRYK-FM.....	\$497.50 (spot value)
KVCK-AM.....	\$382.00 (spot value)
KVCK-FM.....	\$382.00 (spot value)
KZIN-FM.....	\$471.00 (spot value)

Total Paid Placement Radio Dollars placed - \$2,707.60

Total Bonus Value - \$2,707.60

NEWSPAPER

For the Native American Fathers Day campaign newspaper the media contractor placed a 6 column x 6" black and white newspaper ad ("Daddy I Love You") in the Browning Glacier Reporter, Chinook Blaine County Journal News, Fort Peck Journal and the Rocky Boy Tribal News.

Browning Glacier Reporter	June 12 & 19, 2008	\$402.36
Blaine County Journal News	June 11 & 18, 2008	\$369.19
Fort Peck Journal	June 12 & 19, 2008	\$235.30
Rocky Boy Tribal News	3rd Quarter Newsletter (August)	\$52.94

Campaign Total Paid Newspaper Placement - \$1,059.79

NEWSPAPER

For the Native American Valentines Day campaign newspaper the media contractor placed a 6 column x 6" black and white newspaper ad ("Eagles") in the Browning *Glacier Reporter*, Chinook *Blaine County Journal News*, Fort Peck *Journal* and the Wolf Point *Herald News*.

Browning Glacier Reporter	February 7, 14, 21 & 28, 2008	\$892.82
Blaine County Journal News	February 7, 14, 21 & 28, 2008	\$838.61
Fort Peck Journal	February 7, 14, 21 & 28, 2008	\$564.72
Wolf Point Herald News	February 7, 14, 21 & 28, 2008	\$889.43

Campaign Total Paid Newspaper Placement - \$1,887.11

b. Reservations:

- Fort Peck Reservation
- Rocky Boy Reservation

Medium: RADIO

For the Native American May Mobilization 2008 campaign in May the radio stations each produced their own spots from the media contractor's scripts. The media contractor negotiated a paid schedule with a matching no charge schedule that aired on three stations.

KPQX-FM	\$298.50 (spot value)
KRYK-FM.....	\$298.50 (spot value)
KVCK-FM.....	\$229.20 (spot value)

Total Paid Placement Radio Dollars placed - \$826.20

Total Bonus Value - \$826.20

c. Rocky Boy Reservation

Medium: RADIO

For the Native American Safe Kids, Safe Communities Safety Seat Clinic in May the radio station produced a spot containing the clinic information. The media contractor negotiated a paid schedule with a matching no charge schedule that aired on two stations.

KPQX-FM	\$228.85 (spot value)
KOJM-AM.....	\$228.85 (spot value)

Total Paid Placement Radio Dollars placed - \$457.70

Total Bonus Value - \$457.70

d. Reservations:

- Blackfeet Reservation
- Crow Indian Reservation
- Flathead Indian Reservation
- Fort Belknap Reservation
- Fort Peck Reservation
- Northern Cheyenne Reservation
- Rocky Boy Reservation

Medium: NEWSPAPER

For the Native American Native Montana Summer Edition the media contractor placed a Full Page 4-color newspaper ad ("Buckle Up Daddy") in the Native Montana Magazine which distributes to the 7 Reservations.

Native Montana Magazine	June 23, 2008
\$1,882.40	

Campaign Total Paid Newspaper Placement - \$1,882.40

3. Valentine's Earned Media Campaign

The Valentine's Day radio and newspaper campaign ran from February 7 to February 24. The timing was not only aimed at Valentine's Day, but also to reach the families who traveled to basketball tournaments along the Hi-Line.

We received very positive comments about the concept: learn survival from "Grampa Eagle." Mike Todd, who wrote and recorded the radio spot, received calls from people on the other three reservations as well as from Fort Peck.



During this period, the Billings Area Indian Health Service Injury Prevention office asked us for an update on our activities and the efforts in progress on the reservations. Our February activities were published in an article titled "Hoops and Hearts: February Seat Belt Campaigns" in the Indian Health Service Injury Prevention Newsletter.

RADIO PSA :30 "Valentine's Day - 2008 Buckle Up Because You Love Me"

Background: *Sounds of Eagles calling; in no sound effects are available, please add Native American music*

Announcer:

When Grandpa Eagle finds a mate they stay together for a lifetime. They have many children and do what is necessary for survival. Can we as humans learn from this? Can we learn to always buckle up because we love our mate and we love our children? I believe we can learn from Grandpa Eagle and do what is necessary for survival so we can always be there for our mate and our children. Buckle up because you love them. This message is brought to you by the Montana Department of Transportation and your Tribal College.

RADIO PSA :30 Spot 2 "Valentine Day - Family Travel"

Background Music: *Native American*

Announcer:

Our people have always traveled as a family. When our ancestors traveled from camp they understood that the risk of one could threaten the safety of all. And when our mothers traveled from camp, babies were kept safe and secure in a cradleboard. Because the love for our family has not changed, we need to keep the tradition to travel safe. Never get into a car if the driver has been drinking alcohol and always buckle up everyone in the car. This message is brought to you by the Montana Department of Transportation and your Tribal College.

Other Accomplishments:

- A web site for access to archives of Native American Traffic Safety materials is available to all of our partners and stakeholders. Content continues to be added to the site.
- Existing seat belt and child safety seat promotion materials are now being distributed on the Northern Cheyenne Reservation, with the help of the tribal Transportation Planning department staff. Local audiences have responded well to the “Safe Travel and Protection is Traditional” and “Buckle Up Because You Love Me” concepts.
- SOAR coordinators Cheryl Little Dog and Mike Todd are participating in the development of tribe-specific traffic safety plans promoted by the Federal Highway Administration; draft plans have been distributed as a result of meetings held in June in Browning and Poplar.
- The SOAR program has been able to establish increasing support of Indian Health Service or other Child Passenger Safety clinics.

Other earned media campaigns

- Native American May Mobilization News Release May 19, 2008
- Child Safety Seat Clinic News release, May 28, 2008 (Havre event.)
- For Occupant Protection during June, a Father’s Day campaign news release was distributed to all four active reservations. A pow wow season “Safe Travel is Traditional” news release was distributed to the four active reservation media plus the Flathead Reservation and the Crow Reservation.

4. SOAR Occupant Protection Activity Report July – Sept 2008

Seat Belt Use Observation

One of our goals is to obtain baseline and comparison data that measures seat belt use in the reservation communities. Training of local coordinators is still in progress. In September, Avis Spencer from Fort Belknap and Mike Todd from Fort Peck received training from Jack Williams of MDT in the methods of data collection that are consistent with those used by MDT.

Northern Cheyenne

The first major event for SOAR materials and education on the Northern Cheyenne Reservation was at the annual Fourth of July in Lame Deer. The Tribe’s Transportation Planner, Janis Spear and her staff manned a booth at the three-day event. Safe On All Roads also helped sponsor a Tiny Tot special during “Seat Belt Saturday” held during the pow wow.



LaVonne King and Reasco Killsnight of the Northern Cheyenne Transportation Planning office gave a presentation on traffic safety at an adult wellness camp held outside of Lame Deer in mid-July. The Transportation Planning staff also provided education and outreach during the Labor Day pow wow.

On September 17, a focus group of 17 young men of the Northern Cheyenne Reservation was held at Chief Dull Knife College. Traffic safety materials developed for other reservations were tested with this group. Comments and recommendations from this group were provided to the Transportation Planner and MDT staff prior to a tribe-specific safety plan development meeting held in October 2008.

In September, Janis and her staff began promoting a student contest to write a Hand Drum song about seat belt use or sober driving. A winner will be chosen from the Northern Cheyenne Reservation to go on to compete at the statewide level.



At the request of the Northern Cheyenne contacts, we created banners based on words from a bumper sticker that Janis had developed previously: “Safeguard your greatest gift; Buckle Up.” The banners are posted at the TERO office and

other locations in the Northern Cheyenne communities.

Rocky Boy Reservation

The SOAR program provided outreach at the golf tournament held in conjunction with the annual powwow on August 2. In September we resumed efforts to recruit a student to undertake program tasks. Two applicants are being considered.

During this period, the local SOAR coordinator, Shannon Stump of Chippewa Cree Tribal Law enforcement, continued to supply citation records to be shared with MDT. The SOAR program provided support to the Rocky Boy law enforcement by publicizing saturation patrols and checkpoints during the annual powwow the first weekend of August, and Labor Day, the last weekend of August. News releases went out to both newspaper and radio. Announcements were published in both Great Falls and Havre.

Fort Belknap Reservation

Avis Spencer of Fort Belknap Tribal Sanitarian’s office continued to spearhead SOAR program outreach on this reservation. Avis represents the SOAR program and MDT objectives in networking and collaborating with other programs on the reservation, such

as Tobacco Use prevention.

The SOAR program had a float in the annual parade and a booth at Milk River Indian Days the last weekend of July.

On July 30, the SOAR program manager met with Avis Spencer and Lynette Chandler to collaborate on strategies and direction for the ongoing program. Avis and Lynette continue to utilize the public radio station operated by the tribal college as a valuable medium for traffic safety messages for the Fort Belknap communities. During the September Back To School campaign, Avis coordinated with students and KGVA to have three seat belt promotion public service announcements produced and aired.



A Back to School campaign was targeted to increase seat belt use awareness. In addition to newspaper and radio advertising, the SOAR program helped to sponsor a Back to School picnic for parents, students and faculty held in Fort Belknap on September 3. The information distributed at the picnic helped support the Back to School campaign. The media contractor staff attached Safe On All Roads labels and messages to notebooks and rulers that were given away to students. A drawing was held for a girl's backpack and a boy's backpack. Drawings continue to be a method whereby public address time is acquired for our traffic safety messages.

On September 20, a car seat clinic and bike rodeo was held on the Fort Belknap Reservation. Avis organized the event to include the SOAR program objectives. Also in September, at these events and others, Avis Spencer began promoting a Round Dance song contest for contestants age 13 to 30. The Fort Belknap contest, along with creative contests on the other reservations, will be judged in November. The entries must address a sober driving or seat belt message for young people on the reservation.

Blackfeet Reservation

Cheryl Little Dog set up a SOAR booth and provided public education and outreach during the 2008 Native American Indian Days pow wow July 11-13. She collected signatures on Personal Safe Driver contracts and evaluation surveys. Like our other local coordinators, Cheryl used drawings for prizes of CDs or hooded sweatshirts to get announcements of SOAR messages over the loudspeaker.



In Cheryl's new employment as a program officer for the alcohol use prevention grant being administered by Blackfeet Housing, and her continuing role as the chairperson for the Blackfeet Medicine Wheel project, her day-to-day emphasis tends to be on drunk driving prevention. However, Cheryl has been working to recruit student advocates to help with seat belt use promotion. She also has been building a relationship with the driver's education teacher at

Browning High School to add to our forums for seat belt use education. Cheryl continues to serve with the Law and Order Committee as well.

Fort Peck Reservation

Local SOAR coordinator Mike Todd participated in the development of a tribe-specific safety plan in June. He continued to coordinate various prevention activities during this period, participating on the Injury Prevention Committee, the Community Advisory Committee and meeting with various pow wow committees.

The Fort Peck Reservation has more annual pow wows than any other reservation in Montana. The SOAR program had a booth and public address opportunities at the Wahcinca Dakota Oyate pow wow July 17-20. At the Wadopana Celebration August 1-3, the SOAR program sponsored a "special" in which Montana Department of Transportation Director Jim Lynch gave honor to Fort Peck Community College for their partnership and support of the Native American Traffic Safety program. The tribal council chairman, tribal council members, college administration officers (including college president Jim Shanley and State Rep. Marge Campbell) participated in the honor dance with Jim Lynch, Mike Todd and others. The event at the Wadopana pow wow was covered in a news story in the *Wolf Point Herald* and a magazine article in the *Native Montana magazine*.



During college registration in August, the SOAR program had an information table at the college. Fort Peck Community College asked all students to fill out the SOAR Native American Traffic Safety program evaluation survey along with the other paperwork necessary for their class registration.

Through Mike's work, the SOAR program also had a presence at a new pow wow this year, the "Turns Around" pow wow held August 15 and 16 in Poplar.

On Labor Day weekend (Aug. 28-31), the Poplar Indian Days pow wow was held in Poplar. The SOAR program sponsored a hand drum contest at the pow wow. This was the second year of the contest, a popular event in both 2007 and 2008. Mike Todd served as the announcer and emphasized traffic safety messages throughout his public address. Most of the singers fall within our target audience and contests of this type are highly favored by youth and young adults.

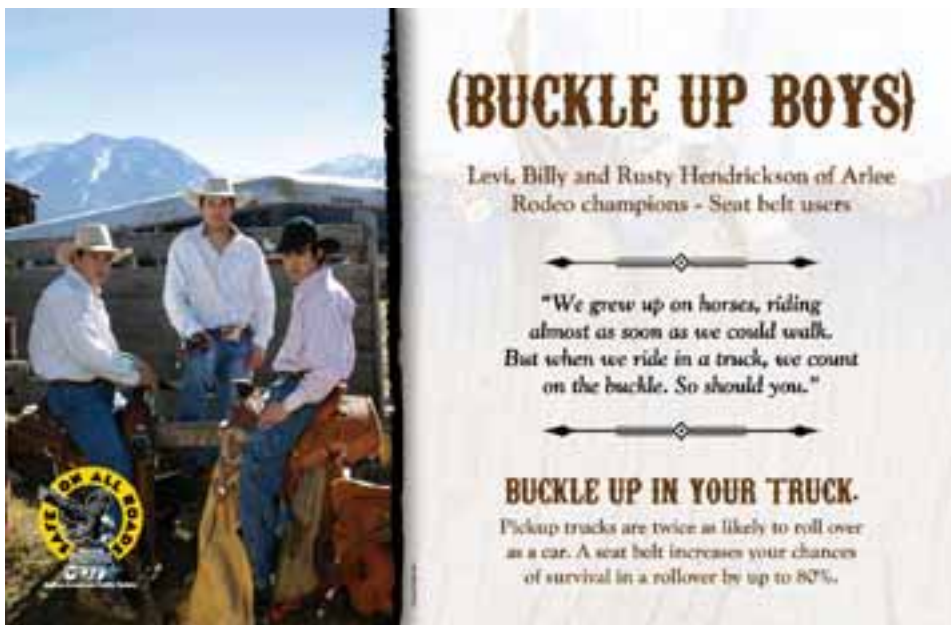
Native American Heritage Week falls in the fourth week of September. After two years of SOAR activities on the reservation, Mike has become a popular speaker and was much in demand during the week's activities. He offered presentations at schools in Wolf Point, Poplar and Brockton. Working with Ron Jackson, he also offered cultural lessons related to traffic safety while instructing youth in how to set up a tepee. On September 26, the SOAR program helped sponsor a pow wow at Spotted Bull Treatment Center in Poplar. Mike served as announcer for the one-day event.

Crow Reservation

During this period, the SOAR program cemented relationships with contacts at the tribal college and Indian Health Service. Our key contact for this reservation will be Deborah Haines, who handles injury prevention as well as heading up the tribe's DUI Task Force. Community health educators Myra Lefthand and Curtis Brien will also help the SOAR program outreach efforts. Contacts with law enforcement and the Big Horn County DUI Task Force were also made. The first activity of note on this reservation is the Back to School campaign radio script contest for high school students.

Flathead Reservation

In July and August, the SOAR program established a firm ally in Margene Asay, health educator for the Confederated Salish and Kootenai Tribal Health. Margene is now our key point of contact and helps distribute materials to the rest of the reservation through the tribal health nurses who go out to the various community clinics. She will also help with publicity announcements on the local public television station at the tribal college. Another contact is Fred Steele, who has a long history in injury prevention for the Flathead Reservation.



Along with Emily Colomeda, formerly with Lake County Safe Kids, Safe Communities, Margene developed a successfully campaign concept to promote seat belt use in 2007. The campaign featured three brothers (high school to college age) from Arlee who are rodeo champions. The

Hendrickson boys went around to reservation schools and talked about seat belt use. Margene asked us to help continue that campaign. We utilized the "Buckle Up Boys" in a Back to School seat belt campaign newspaper ad. A billboard design promoting seat belt use was developed along with the Buckle Boys campaign. A color version of the newspaper ad was printed as a poster and distributed to all seven reservations and the Billings Area Indian Health Service.

Safe Travel is Traditional

During the pow wow season of July and August, we used radio ads, some newspaper ads, and earned media to remind people to make sure their families were safely buckled up on their way to and from the pow wows. Announcers at pow wows were helpful—especially on the Fort Peck and Fort Belknap Reservations—in mentioning seat belt use to the crowd during or at the close of the day’s events.

Summer Pow wow radio (“Survival”): Mike Todd :30

Our ancestors fought, cried and gave their lives to keep our culture and traditions. Do your part for the survival of our culture by buckling up and choosing not to drink and drive. Car crashes are the number one killer of our young people. Without young people, who is going to carry our culture into the future? How will our traditions survive if you don’t? Stay alive: buckle up and have a sober driver. This message is brought to you by the Montana Department of Transportation and your tribal college.

Back to School Campaign

The primary occupant protection campaign during this period was the *Back to School* campaign in September.

Elements of the Back to School campaign were:

- Newspaper
- Radio
- Billboard
- Poster



Radio script for Back to School

Good tracks radio spot : Mike Todd :30

If you get a good education...so will your children.
If you live a good honest life...so will your children.
If you are successful and build a good career, your children will follow.
If you buckle your seatbelt, you'll live... so will your children.
If you choose not to drink and drive, you'll choose life for your children
Leave good tracks for your children to follow.

This message is brought to you by the Montana Department of Transportation and your local tribal college.

Note: Radio spots are archived for MDT partners to hear or download. Contact info@safeonallroads.com for information on how to access the site.

Traffic Safety Contest

As part of our Back to School campaign, we developed a contest for students or young adults to write a song or radio script to promote seat belt use and sober driving. The contest objective is to acquire new materials for peer education, provide an interactive element to youth outreach, and increase public awareness through earned media publicity. The recruitment of judges for the contest is also helping to increase the size and scope of our local network.

Issues And Advancement On Other Reservations:

- We have recommended making inroads on three new reservations by building partnerships. With the help of local contacts on the Flathead and Northern Cheyenne Reservations, we can proceed with our education efforts immediately.
- We've built a program relationship with Confederated Salish & Kootenai Tribes contacts Margene Asay (Tribal health educator) and Fred Steele (Injury Prevention). Fred saw our basketball season campaign at Rocky Boy last winter and has requested we do the same banners and announcers' talking points for the Flathead Reservation schools. We'll work toward providing materials to local contacts that will distribute them or utilize them in their presentations.
- Northern Cheyenne Transportation Planner Janis Spear and her staff are using our materials for local outreach. Janis and her supervisor Eugene Limpy have shared a set of objectives that the SOAR program can help them achieve, among which their highest priority is the establishment of tribal traffic safety codes.
- Though we've established a good relationship with Little Big Horn College, we are looking for additional, supportive contacts on the Crow Reservation. We may look at hiring a local coordinator when college classes resume in September.
- Print media availability has varied. Rocky Boy and Fort Belknap tribal news are back in publication for future issues after hiatus. However, we have a new media outlet in the *Native Montana Magazine*, a free publication which is being widely distributed on the reservations and among urban Indian populations in Montana.

IV. Legislature & Administrative Changes

Performance Goal

Assure that the Highway Safety Plan is administered by a state highway safety agency suitably equipped, staffed, and organized to carry out the state's traffic safety programs efficiently and effectively.

Performance measure

- *Afford each staff member the opportunity to attend professional development function.*
- *The SHTSB is equipped and supported by the same technologies and services provided to all sections within the Department*
- *Continue integrating the goals and objectives of the Comprehensive Safety plan into the Highway Safety Plan that meet NHTSA federal requirements.*

Accomplishments:

The State Highway Traffic Safety Bureau in FFY 2008 continued focusing on securing federal funds for new and continuing program areas, and on providing technical assistance and support for various partner organizations and coalitions.

The SHTSB was successful in securing the following federal grant monies: Section 402 Highway Safety Program, Section 405 Occupant Protection, Section 408 Traffic Records, Section 410 Impaired Driving, and Section 2010 Motorcycle Safety grant.

Staff members continued their professional development through active participation in NHTSA and other training opportunities to enhance their project management skills. Training included NHTSA Managing Federal Finances, NHTSA Program Management, and FARS.

In FFY 2005, the primary seatbelt law passed was introduced and passed in the Senate but failed on the floor of the House of Representatives by 25 votes. During FFY 2007, a primary safety belt law was again introduced to the legislature again and passed in the Senate. However, it failed on the floor of the House of Representatives by 6 votes.

In preparation for FFY 2009 legislative session, AAA of Montana is currently hosting periodic meetings with key stakeholders throughout the state to develop and implement strategies that will help with the passage of a primary seatbelt law in FFY 2009. The Montana Department of Transportation is one of the key members on this committee.

The SHTSB hired a permanent law enforcement liaison (LEL) and a half time accounting technician in FFY 2008. The newly hired LEL focused their attention recruiting additional law enforcement agencies to conduct Selective Traffic Enforcement Program (STEP) enforcement under contract with MDT. The agencies participating in STEP focus their overtime efforts on impaired driving and occupant protection. The half time accounting technician assists the Bureau's grants accountant in processing numerous invoices generated by the contracts implemented and managed by the SHTSB.

SHTSB also hired a full time statistical analyst to receive training from the Bureau's Research Operations Analyst before he retires the end of May 2009. The new analyst is expected to take over this person's duties after May. These duties include the collection and analysis of critical data in support of our traffic safety programs plus pre and post seatbelt surveys.

The SHTSB continued supporting the development of *Montana's Comprehensive Safety Plan* during FFY 2008, by working jointly on this project with other personnel within the Montana Department of Transportation's Rail, Transit & Planning Division. Montana's Comprehensive Plan encompasses all areas of highway safety and requires commitments from the following agencies to ensure the success of this program: Office of Public Instruction, Department of Health and Human Services, local law enforcement, Montana Highway Patrol, MDT Engineering, emergency medical responders, *Safe Kids/Safe Communities*, DUI Task Forces, Tribal partners, and others. The plan's overall goal is to significantly reduce death and injury on Montana's roads.

The SHTSB integrated portions of Montana's current Comprehensive Safety Plan into the FFY 2009 Highway Safety Plan. This Highway Safety Plan includes many of the following emphasis areas outlined in the Comprehensive safety Plan: Native American Crashes, High Crash Corridors, Single Vehicle Run-Off-the-Road Crashes, and Young Driver Crashes. The countermeasures in support of these emphasis areas include strategies that help reduce impaired driving and increase occupant protection usage.