

TENNESSEE STATE GOVERNMENT
DEPARTMENT OF TRANSPORTATION



HIGHWAY SAFETY PERFORMANCE PLAN
ANNUAL REPORT
FEDERAL FISCAL YEAR 2009

“Our mission is to develop, execute, and evaluate programs to reduce the number of fatalities, injuries, and related economic losses resulting from Traffic crashes on Tennessee roadways.”

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Executive Summary

As the Federal Fiscal Year (FFY) 2009 Highway Safety Performance Plan was being planned and subsequently implemented, providing the most effective and safest highway facilities was of the critical importance. The State of Tennessee strived during the FFY 2008-09 to enhance its safety programs (education, enforcements, and emergency management services) to ensure highway safety.

While funding levels in the basic 402 programs generally remain constant, this uncertainty in the funding levels for specialized program areas required the Tennessee Governor's Highway Safety Office (GHSO) to maintain a conservative budget approach throughout the year.

Considering the high population growth rate in Tennessee, including minority populations, we implemented projects both in rural and urban areas throughout this very diverse state.

The program areas we focused on included:

- Occupant Protection
- Impaired Driving
- Youth Drivers
- Police Traffic Services
- Traffic Records
- Motorcycle Safety
- Safe Communities
- Emergency Medical Services

In FFY 2008-09, the GHSO awarded 322 grants (204 standard grants and 118 high visibility grants) to law enforcement and its other related agencies and entities, covering 87 of 95 counties and over a dozen media contracts for proven, result-driven programs and projects in the areas of alcohol and other drugs, occupant protection, traffic records, police traffic services, and safe communities. These funds also provided resources for state and local law enforcement to substantially strengthen their enforcement and educational programs.

Obstacles and problems in the traffic safety area tend to be the same from year to year. The state, city, and county law enforcement agencies have all suffered with budget decreases in recent years. In many cases, this has resulted in fewer officers. However, it did not create a significant impact on Tennessee's Highway Safety Program in FFY2008-09. GHSO was successful with continued reduction in highway fatalities with an observed seat belt use rate of 80.60%.

Overall, the Tennessee law enforcement community and the public identify with and support the efforts we at GHSO are providing for the highway traffic safety programs. Evidence strongly supports that the combination of paid and earned media and increased enforcement can have a significant impact on improving driver behavior.

Introduction

The Tennessee Highway Safety Office is pleased to present the Annual Report on our activities for Federal Fiscal Year 2009. The Mission Statement in our FFY 2009 Highway Safety Performance Plan served as the keystone for our highway safety planning efforts, and assisted us to establish the following goal and objectives:

Goal: Reduce the number of highway fatalities and injury crashes by 10 percent, from 1211 fatalities and 76,385 injury crashes in 2007, by the close of calendar year 2008.

We developed the following principles to carry out the highway safety functions.

- Improve the traffic safety environment in the local law enforcement agencies' jurisdiction communities.
- Promote highway safety programs throughout the year, especially during summer and long-weekend periods.
- Provide information and education to various Tennessee state organizations engaged in highway safety.
- Coordinate Traffic Records Coordinating Committee for improving vehicle crash data collection.
- Encourage staff members to engage in a personal development plan.

Based on the above goal we had developed objectives for the various program emphasis areas of the Highway Safety Performance Plan. These objectives helped the program management team in developing performance measures and related action plans, and subsequently the FFY 2009 TN Highway Safety Performance Plan.

In preparing this Annual Report for the National Highway Traffic Safety Administration, we have endeavored to measure our progress against our stated performance goals and action plans. The Annual Report is also the forum where we showcase the projects and the accomplishments of our safety partners. We have listed some of the highlighted projects and their accomplishments in this report of our success.

As the Director of Governor's Highway safety Office, I am very proud of the accomplishments of our office and all of the grantees across Tennessee who worked so tirelessly to prevent injuries and save lives.

Kendell Poole, Director
Governor's Highway Safety Office
Tennessee State Government

December 21, 2009

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PLANNING & ADMINISTRATION

Program Goal:

- To administer the state and Community Highway Safety Grant Program and other state and federal-funded highway safety programs;
- To plan for coordinated highway safety activities so as to use strategic resources most effectively to decrease traffic crashes, injuries, and deaths in Tennessee.

Performance Objective Measures:

1. To produce required highway safety plans and performance documentation in a timely manner.
2. To deliver programs that are effective in changing knowledge, attitude and behavior and in reducing crashes, injuries and deaths.
3. To lead transportation safety programs related with vehicle driver behavior for the Department of Transportation and for the State of Tennessee.
4. To incorporate a competitive grant online application processes into the development and implementation of the FFY 2008 Highway Safety Performance Plan.

Action Taken:

In keeping the program goals and objectives in mind, GHSO maintained a 10% budget of 402 funds for planning and administering functions of the FFY 2009 Highway Safety Performance Plan. Additionally, the University of Tennessee received grant funds to assist with monitoring and educating grantees in highway safety issues.

Grant Number	Grantee	Funding Source	Grant Amount
PA-09-01	GHSO	402	\$340,000.00
K4-09-05, K9-09-05 154AL-09-160, PT-09-197 K8-09-146	University of Tennessee	402, 154, 406	\$1,369,158.78

Here is a summary of the achievements:

Objective 1: GHSO prepared FFY 2009 Highway Safety Performance Plan and submitted it on time to NHTSA's Regional office.

Objective 2: GHSO developed and deployed effective traffic safety programs to educate drivers and enforce The TN State driving laws in order to reduce fatality crashes and injury crashes.

Objective 3: GHSO coordinated traffic safety and injury control programs with various GHSO Traffic safety partners of TN State Government.

Objective 4: GHSO instituted online competitive Highway Safety Grant application and evaluation process forwarding the traffic safety grants to various law enforcement agencies and its safety partners.

Using the national goal for 2009 as a basis for the problem identification process, for FFY 2009, The GHSO focused the majority of its grants funding on program areas that have been identified as high priority and where the programs may have the most impact on a statewide level.

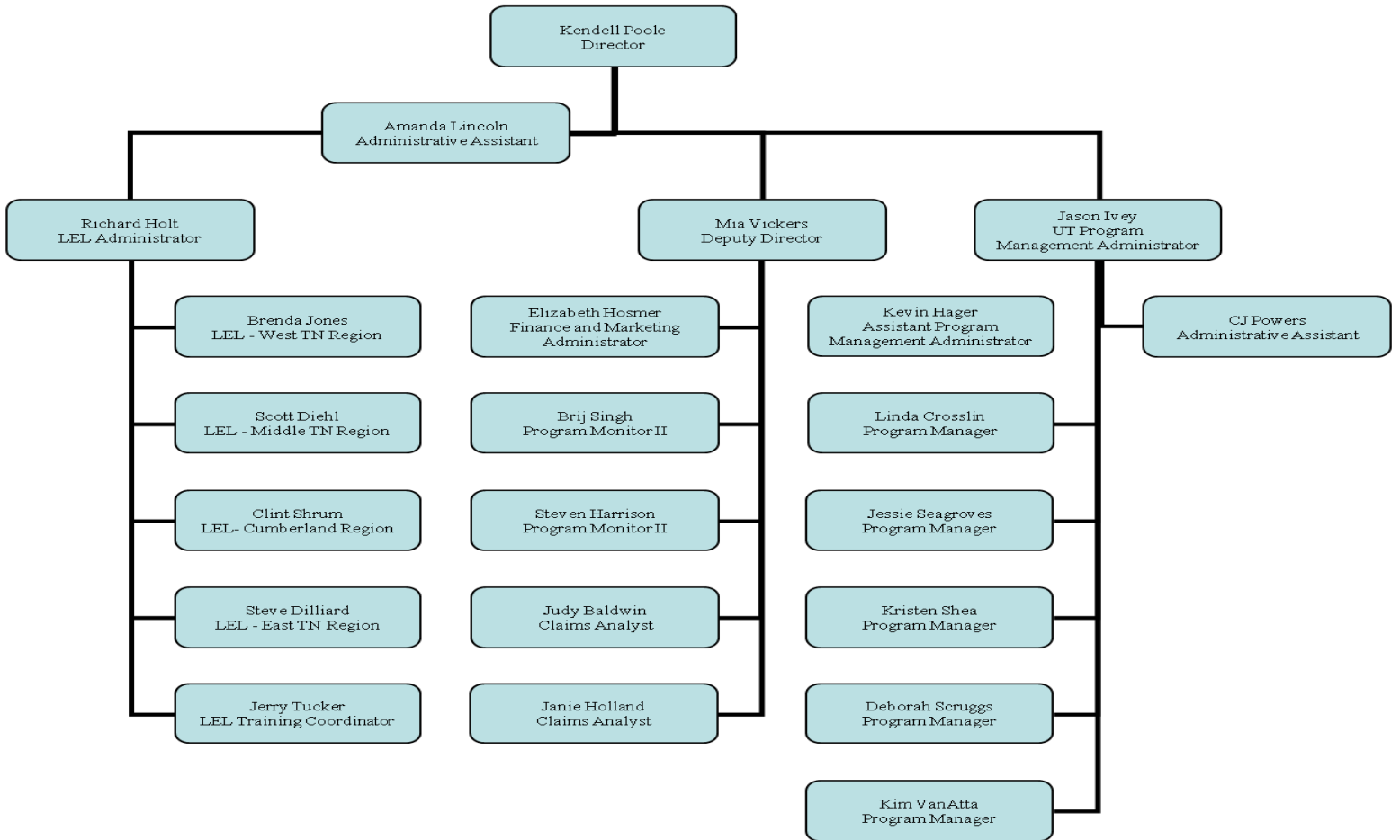
Tennessee GHSO has already established a Law Enforcement Training Program headed by a Law Enforcement Liaison Trainer. This position is responsible for scheduling and conducting statewide certified law enforcement training.

The GHSO conducted Traffic Records Coordinating Committee meetings to address the tasks in the 408 project focusing on budget, activities, progression of goals and objectives, and any new items that needed to be addressed.

The GHSO staff members have continued to develop their professional development through active participation in NHTSA offered courses, attending the National Governor's Highway Safety Association annual meeting, National Lifesavers conference and other opportunities to enhance their skills and knowledge on changing highway traffic safety program strategies.

The GHSO recognizes that achievement of quantified goals is dependent not only on the work of the office staff, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety.

ORGANIZATIONAL CHART
September 1, 2009



Highlights of Calendar Year 2008 Accomplishments

1. The number of people killed in motor vehicle crashes decreased from 1211 in 2006 to 1043 in 2008.
2. The number of people injured in motor vehicle crashes dropped to 65,415 in 2008 from 71,089 in 2007.
3. The motor vehicle fatality and injury rates per 100 million vehicle miles of travel declined to 95.4 in 2008 from 101.5 in 2007.
4. Overall Tennessee State population increased to 6,214,888 in 2008 from 6,149,116 in 2007.
5. The motor vehicle fatality rate per 100K population decreased to 16.65 in 2008 from 19.69 in 2007.
6. Motorcycle rider fatalities continued to increase. However, we had motorcycle fatalities decreased in 2008 by just 4 fatalities down from 2007.
7. More than half (50%) of passenger vehicle occupants killed were unrestrained.
8. The number of people killed in all alcohol-related crashes where at least the driver had a blood alcohol concentration equal to or greater than .08 grams per deciliter decreased to 327 in 2008 from 377 in 2007.
9. The proportion of alcohol related fatality rate decreased to 39 % in 2008 from 42.3% in 2007.
10. The alcohol related fatality rate decreased to .45 percent in 2008 from .66 percent in 2007.
11. The number of fatalities declined by 10 from 2007 for children of all ages below 15. The number of young drivers (aged 16 to 20) involved fatal crashes declined by 42 from 2007.
12. The percentage of population using seat belts decreased to 80.6 in 2009 from 81.5 in 2008. The survey was done in 2009.
13. According to a statewide observational safety belt use survey in July 2008, Tennessee reached a historical high in Motorcycle Helmet usage of 100 percent.
14. The percentage of TN Occupants of Passenger Cars and Trucks Killed in Crashes (Restraint NOT Used) increased to 57.6 in 2007 as compared to 37.6 percent in 2006.
15. By the end of 2008, the fatality rate had dropped another 15 percent following a 6 percent decrease in 2007. We expect to finish with another tremendous reduction in 2009 which will give Tennessee a three-year record with significant decreases in fatalities.
16. Tennessee hosted the National Lifesavers Conference at the Gaylord Opryland Resort. Nearly 2,000 registered for this annual event. In addition to the U.S. attendees, there were 54 people visiting from other countries. Eighty-two workshops were conducted in occupant protection, criminal justice, data and research, impaired driving, teen traffic safety and other highway safety tracks. The conference was very successful.

17. In addition to the 209 program grants this year, GHSO issued 131 high visibility (HV) grants. These HV grants involved \$5,000 worth of equipment or overtime but not both. HV projects focus on seat belt safety and alcohol countermeasures. We believe this initiative increases our partnership base greatly.
18. Hosted Tennessee's fifth annual Law Enforcement Challenge Ceremony in August. A total of forty state awards were presented to law enforcement agencies. Nationally, Tennessee agencies earned fifteen awards including five top honors as judged by the International Association of Chiefs of Police.
19. Hosted the 22nd Annual Tennessee Lifesavers Conference. There were 400 registrants to develop strategies, build alliances and communicate agendas towards reducing the tragic toll of deaths and injuries on Tennessee's roadways.
20. At a time when Tennessee ranks 6th in the Nation for teen fatalities, GHSO is using every resource imaginable to fight this battle. In addition to in-school programs, GHSO held the First Annual Lead and Live Youth Conference in November 2008 with 80 youth attending. The Second Annual Conference was held in November 2009 with 140 youth attending.
21. GHSO completed the sixth year of the statewide training program. 1,875 city and county law enforcement officers, 87 prosecutors, 639 Training Academy Cadets and 1,300 Tennessee Highway Patrolmen were trained.
22. GHSO began a Drug Recognition Expert (DRE) training program in 2005. Since March 2005, 79 officers have become certified DRE officers and 22 of those DRE's are within the Tennessee Highway Patrol. These officers have been trained to recognize impairment in drivers under the influence of drugs as well as alcohol. In 2009, DRE's have evaluated 150 drivers suspected of driving under the influence of substances other than alcohol.
23. GHSO's "Get Nailed" public service announcement was nominated for an Emmy. Also, the documentary about Blake McMeans has been nominated for Emmy Awards in three categories. The winners will be announced in January.
24. GHSO accomplished a substantial amount of earned media this year.

**MOST CURRENT Performance Vs Previous Years
As of November 30, 2009**

TENNESSEE DEPARTMENT OF SAFETY
FATALITY ANALYSIS REPORTING SYSTEM (FARS) UNIT
DAILY TRAFFIC FATALITY REPORT
CRASH YEAR 2009

INFORMATION AS OF: NOVEMBER 30, 2009

MONT	2005 FINA	2006 FINAL	2007 FINAL	THREE YEAR AVERAGE	'2008 TO DATE		'2009 TO DATE		2009 TO DATE			
					MONTH	YEAR	MONTH	YEAR	URBAN		RURAL	
									MONTH	YEAR	MONTH	YEAR
JANUA	91	87	67	82	88	88	53	53	23	23	30	30
FEBRUARY	81	82	81	81	88	176	66	119	34	57	32	62
MARCH	99	95	105	100	95	271	82	201	38	95	44	106
APRIL	95	97	98	97	66	337	96	297	37	132	59	165
MAY	130	109	107	115	82	419	98	395	39	171	59	224
JUNE	110	121	123	118	82	501	73	468	17	188	56	280
JULY	131	130	125	129	78	579	87	555	31	219	56	336
AUG	11	122	112	115	109	688	85	640	30	249	55	391
SEPT	10	105	107	106	99	787	63	703	19	268	44	435
OCTOB	72	126	89	112	100	887	88	791	30	298	58	493
NOV	110	109	88	102	68	955	73	864	14	312	59	552
DECEMBER	84	101	109	98								
TOTAL	1,270	1,284	1,211	1,255								

YEAR-TO-DATE TOTALS	2008	2009	CHANGE
TOTAL	955	864	- (91)
URBAN	406	312	- (94)
RURAL	549	552	+ 3

MONTH-TO-DATE TOTALS	2008	2009	CHANGE
TOTAL	68	73	+ 5
URBAN	31	14	- (17)
RURAL	37	59	+ 22

HOURS IN CURRENT REPORTING PERIOD 24
NUMBER OF FATALITIES (INCLUDING DELAYED) 4
DELAYED FATALITIES 4

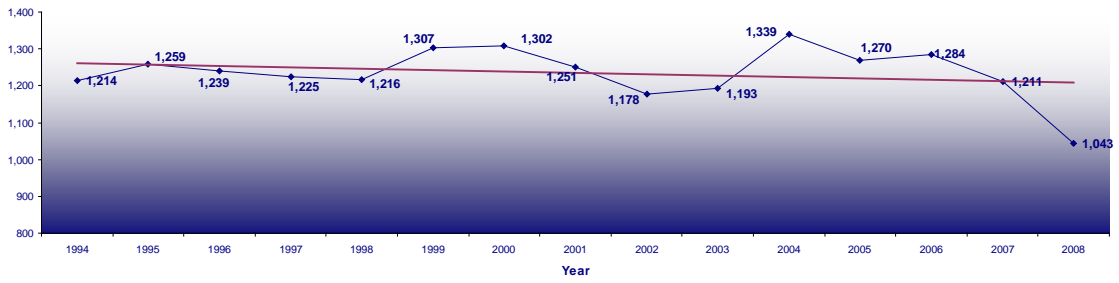
2009 PRELIMINARY TOTAL
FATALITIES IN ALCOHOL INDICATED CRASHES 152

*2009 figures are Preliminary—they include information reported as of the date of this report..

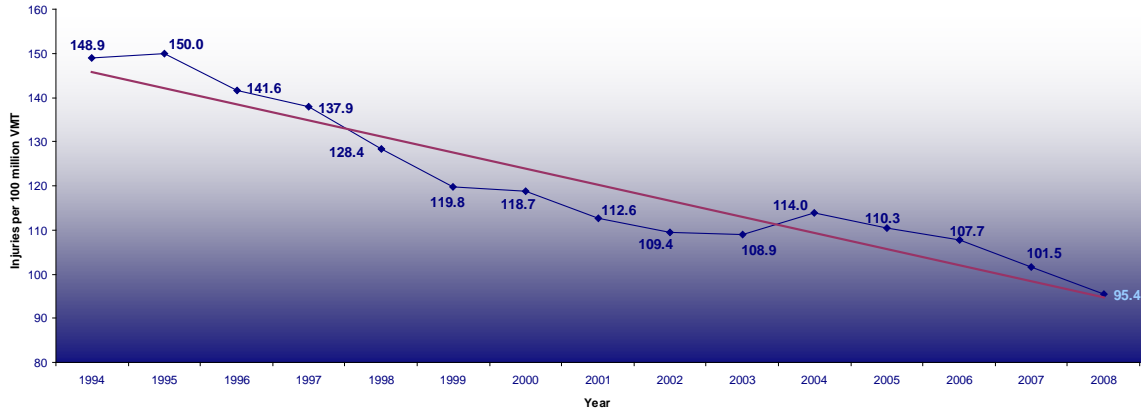
*2008 figures are Preliminary—they include information reported as of the date of this report.

Prepared by: DOTTIE BABITS Date: DECEMBER 01, 2009

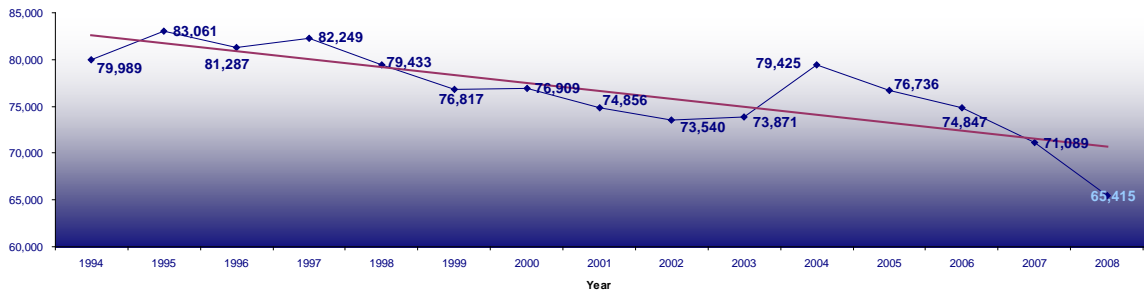
Tennessee Traffic Fatalities



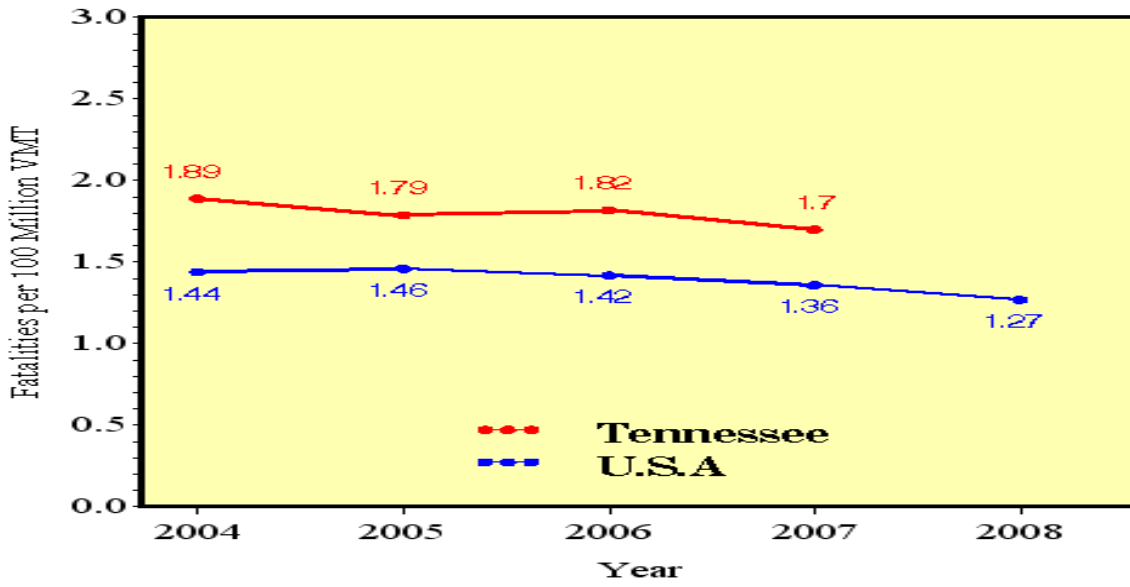
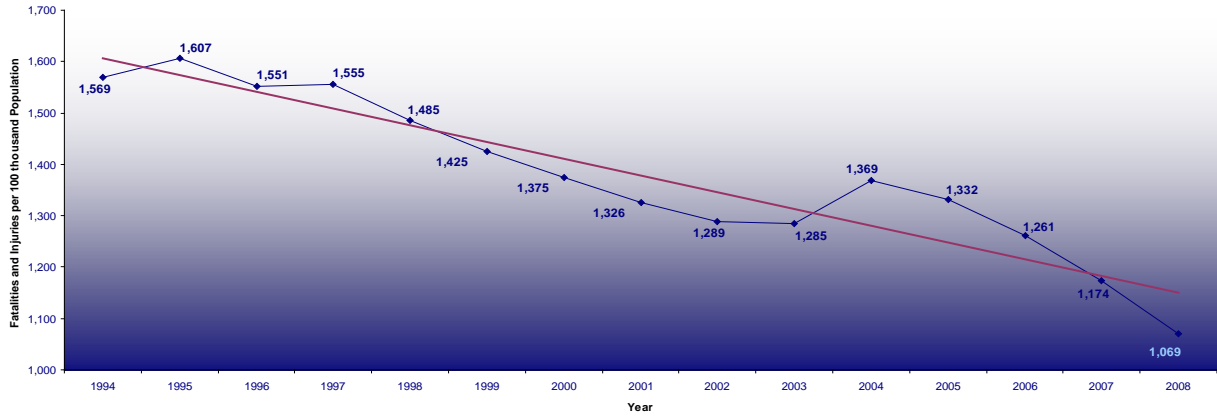
Tennessee Fatality & Serious Traffic Crash Injury Rate



Injuries in Motor Vehicle Crashes in Tennessee



Tennessee Traffic Fatality and Injury Rate



Note: 2008 Data is not available at this time

OCCUPANT PROTECTION PROGRAMS

Program Goals:

- To increase statewide average safety belt use to 85% from the baseline of 81.49% in 2008.
- To decrease the number of fatalities due to being unrestrained by five percentage points of the 2007 rate of 57.6%.
- To reduce child fatalities by 20% with proper use of child passenger safety restraints.

Performance Objective Measures:

- To increase statewide average safety belt use to 85% by the end of CY 2009.
To increase the usage of restraints to 78% by pick-up truck drivers in CY 2009.
- To increase statewide average correct child safety seat use to 20% by the end of CY 2009.

Action Taken:

The primary goal of Tennessee's passenger protection program is to promote and increase the usage of safety belts and the proper usage of child safety systems by vehicle occupants. The Tennessee Child Passenger Safety Centers (TCPSC) support this goal as they plan and implement statewide programs to train, certify and re-certify Child Passenger Safety Technicians. The centers also assist technicians in carrying out Child Safety Check Points throughout the state, and interpret collected data to help develop improved educational materials and strategies. In addition, the Centers work through community and commercial agencies to promote the proper use of child restraint systems in all vehicles.

The general goal of Tennessee's Occupant Protection Program is to reach safety belt usage rates at a level that is consistently at or above the national average of 82 percent. Efforts undertaken were designed to increase awareness and adherence to Tennessee's occupant protection laws with a priority given to enforcements and education. Partnerships have been built with representatives from law enforcement, media, health professionals, education, and local civic organizations.

Programming included enforcement activities, such as checkpoints and participation in national mobilizations. Public Information and education activities were administered through media announcements and support materials. Concentrated safety efforts included "Click it or Ticket" and "Buckle Up in your Truck".

The Tennessee Traffic Safety Center continues to provide educational resources to child passenger safety advocates throughout the State of Tennessee. In addition, information may be requested by community members via telephone or electronic requests. Copies of some educational materials are provided at no cost to the community. The rationale for this is clear; availability of up-to-date and relevant information is a key factor in working to solve the problem.

Unrestrained Children: Thanks in large part to Tennessee's 2004 Child Passenger Safety Law, check points and Inspection Stations in the state have reported increased awareness of and use of booster seats. The number of booster seats being utilized has decreased our misuse rate because "boosters" are less likely to be installed improperly. The Tennessee Child Passenger Safety Center's (TCPSC) booster seat education program this year has centered on reaching children through pre-school programs.

The TCPSC's delivered interventions in the four domains listed below, namely, Safety Restraint Misuse, Unrestrained Children, Safety Data Collection and Child Passenger Safety Technician Certification and Re-Certification.

During FFY 2008-09 TN GHSO funded four projects dealing specifically with child passenger safety and safety belts. The occupant protection programs implemented by the GHSO included education, enforcement, equipment, and evaluation components. These programs were primarily conducted by partnering organizations that include local colleges and universities, health departments, local enforcement agencies, hospitals and clinics, EMS and the fire department personnel, and many of the state's Safety Community programs.

Grant Number	Grantee	Funding Source	Grant Amount
K3-09-01/OP-09-01	East Tennessee State University	2011/402	\$ 246,820.68
OP-09-02	Meharry Medical College	2011/402	\$ 270,917.46
K3-09-03/OP-09-03	Shelby County Sheriff's Department	2011/402	\$ 315,663.37
K3-09-03/OP-09-04	Tennessee State University	2011/402	\$ 211,374.52

Highlights of Accomplishments:

One of the key methods used to evaluate the success of the state's Occupant Protection Program is the annual Safety Belt Observational Survey. The survey was conducted in 2009 and showed that 80.64 percent of motor vehicle drivers and front seat passengers wear their safety belts. This demonstrates a less than 1 percent increase from the 2008 usage rate of 81.49 percent.

The establishment of three Child Passenger Safety (CPS) Centers in Tennessee continues to enhance the highway safety resources in an effort to increase the number of children who are safety restrained in motor vehicles. Centers are located in East, Middle, and West Tennessee. Services offered by each of these sites are easily accessed by citizens across the state. The Tennessee State University, Children Are Restrained for Enhanced Safety occupant protection project has also played an integral role in the accomplishments of the Governor's Highway Safety Office childhood injury prevention efforts.

The Middle Tennessee Child Passenger Safety Center (MTCPSC) has successfully created and maintained a database of trained child passenger safety technicians across the middle Tennessee area. The database is used to track the number of individuals that are trained by the Center and to also store their contact information for future endeavors. Technicians are contacted regularly via email or post mail about maintaining their CPS certification; continuing education training opportunities, and regular updates in child passenger safety. .

The MTCPSC has created and successfully distributed a newsletter for the coalition. The newsletter is called the "Inspection Station." The newsletter is used to highlight the ongoing works of the CPS fitting stations, updates in CPS, and calendar of events. Each quarter the center conducts a coalition meeting in the middle Tennessee area. The coalition consists of the 46 CPS fitting stations supported by the Center.

The MTCPSC and its surrounding CPS fitting stations conducted a total of 13 child passenger safety checkpoint events. Of the 13 events conducted a total of 180 child safety seats were checked, 156 were misused, and 81 of those seats were deemed unsafe and replaced. The average misuse rate for the MTCPSC reported in the fourth quarter was 86 percent. The MTCPSC currently has a total of 46 CPS fitting stations across the middle Tennessee area. The newest fitting station established by the MTCPSC is the EI Protector Program. The EI Protector fitting station was created as a CPS fitting station to solely support the Hispanic/Latino

community. The Spanish-speaking CPS fitting station will be the ultimate child passenger safety resource for Hispanic/Latino families across the middle Tennessee area.

The East Tennessee Child Passenger Safety Center (ETCPSC) delivered interventions focused on safety restraint misuse, unrestrained children, safety data collection and child passenger safety technician certification and re-certification. In order to address problems of misuse, the ETCPSC seeks a three pronged intervention.

First, Five four-day National Highway Traffic Safety Administration (NHTSA) standardized certification training classes were conducted throughout East TN region which consists of 33 counties. 78 candidates successfully completed the training to become CPS technicians. The combined efforts of the Middle and West Tennessee CPS centers this year has resulted in a dramatic increase of the CPS technician recertification rate from 24 percent in 2008 to 54 percent in 2009.

Second, the ETCPSC works directly with community organizations which have CPS technicians on staff to serve as CPS Inspection Stations and to offer regularly scheduled checkpoints. ETCPSC has established 27 child seat fitting stations throughout the East TN region which has also increased outreach into the Hispanic community related to CPS. In conjunction with National CPS Week (Sept 112-19) seven fitting stations hosted a total of 10 Children Are Restrained Safely (CARS) events.

In an effort to increase fitting station data reporting ETCPSC has implemented a "Fitting Station Challenge" which each quarter rewards the station who reports the highest number of seats checked per tech, with an order of seats. This intervention is crucial as misuse is generally attributed to parents' being unaware of the major risks that safety restraint misuse poses to their children and the parents' underestimation of the risk and of their ability to dramatically reduce those risks (Will & Geller, 2004).

Third, the ETCPSC continue to develop its library of educational CPS literature to the community. This year, ETCPSC distributed a record 9,000 pieces of CPS educational literature. The rationale for this is clear: availability of up-to-date and relevant information is a key factor in working to educate the public. Unrestrained children- Thanks largely to Tennessee's 2004 (revised 2005) Child Passenger safety law, Two check points and inspection stations in the region have reported increased awareness of, and use of, booster seats. Copies of items in the library are available to CPS technicians as well as community members.

In a variety of ways, the ETCPSC play an increasingly vital role in teaching, encouraging, and increasing attention to child passenger safety throughout East Tennessee. This year, ETCPSC supplied 501 seats for 36 agencies in their region. The Center is serving as an educational resource center for a growing number of hospital programs, health department educators, Department of Children's Services and child care workers. In a variety of ways, the Center plays an increasingly vital role in teaching, encouraging and increasing attention to child passenger safety throughout East Tennessee.

The West Tennessee Child Passenger Safety Center (WTCPS) covers 22 counties in the West Tennessee area. Under the direction of the Shelby County Sheriff's Office, the WTCPS has improved the membership of its coalition by adding 10 new members, resulting in over 40 members that meet monthly. The Center has established and equipped 15 new fitting stations across West Tennessee whose purpose is to provide hands on instruction and education for the correct installation of child seat restraints. 104 CPS technicians have received certification or recertification this year. A database of all active CPS technicians has been developed and remains an important way of communicating all CPS events and programs that are held throughout the West Tennessee region. Additionally, the WTCPS has worked to develop a website to distribute press releases to inform the community of checkpoints, health fairs, and other community events.

The center has worked in conjunction with law enforcement deputies to educate individuals about the proper use of child seat restraints during enforcement projects. The Center conducted a total of 78 child passenger safety checkpoint events documenting that over 1,135 incidents of child safety seat misuse. Over 1000 children who arrived were found to be without a seat and 150 children were documented as being in the wrong type of restraint. The WTCPSC conducted 42 CPS workshops and 56 CPS presentations during the year. The WTCPSC has created partnerships with local agencies throughout the West Tennessee region.

The Tennessee State University, Children Are Restrained for Enhanced Safety (C.A.R.E.S.) project considers the education of families on current seat belt laws a cornerstone to protecting unintentional injuries of child passengers. The project has developed and implemented community-based strategies that addressed four specific problems:

- parents and caretakers are not aware of the need to use child safety seats to protect toddlers and children up to 8 years old;
- low income families may not be able to afford child safety seats;
- many child seats are not properly installed; and
- parents and caretakers sometimes use child safety seats that are out of date, have been recalled or do not meet industry standards. In light of these problems, an epidemiological study was conducted on the utilization of child passenger restraints (CPR) for underserved children.

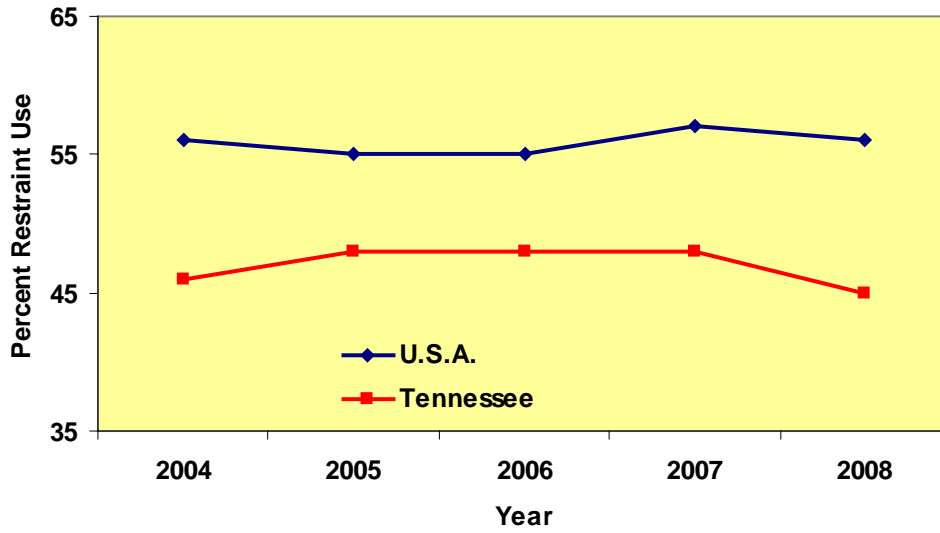
For the sake of this study, underserved is defined as group whose demographic, geographic, or economic characteristics impede or prevent their access to services (Weitz, Freund, and Wright 2001).

A study in Tennessee found that all child passenger aged 4-8 years are at risk of being inappropriately restrained. This study concluded that educational efforts should address specific barriers to booster seat use in these populations (Gunn, Phillippi, and Cooper 2005).

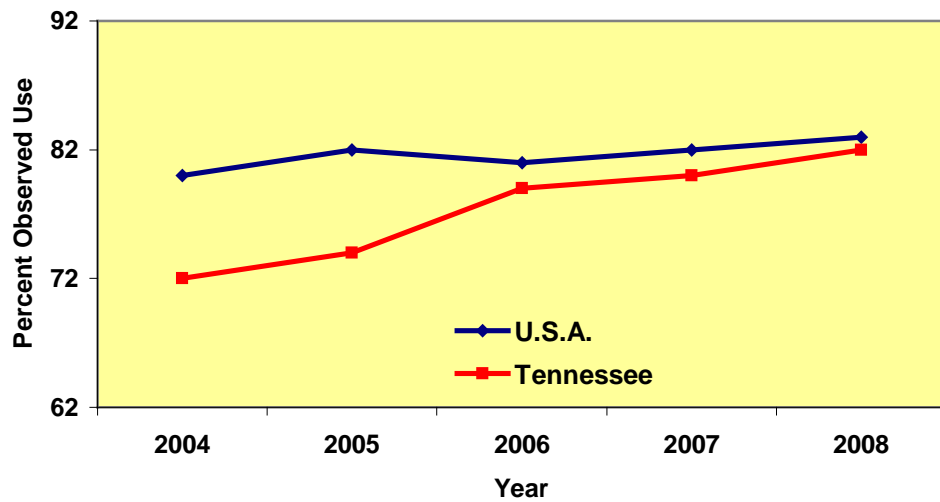
Additionally, the Task force on Community Prevention Services found that incentive and educational programs are effective in increasing the use of CPR (Zasa et al., 2001). This report highlights the C.A.R.E.S, program and the effects of outlined social demographic characteristics on restraint use for drivers and child passengers in middle Tennessee.

Observations made by the CARES staff yielded different results, an analysis of the data revealed that the child passengers were indeed restrained; however, a high percentage of drivers were not restrained. The reluctance of middle Tennessee drivers to use safety restraints and increase their children is worth further investigation. These results highlighted the need for more education for drivers and their perception of risk for injury. Research has shown that health and health risks caused by multiple factors effect behavioral, environmental, and social change must be multidimensional or multi-sector, and participatory. The most successful community injury prevention programs use multiple strategies of education, enforcement and environmental modifications to address the needs of the population.

Daytime Front Seat (Outboard Only)
Passenger Vehicle Occupant Fatalities
Aged 5 and Over, by Percent Restraint Use*



Daytime Front Seat (Outboard Only)
Passenger Vehicle Occupants Observed
Aged 5 and Over, by Percent Restraint Use**



*Percent Based Only Where Restraint Use Was Known
 **USA Data: National Occupant Protection Use Survey. Tennessee Data: State Survey

Tennessee Seatbelt Usage 2000-2009					
Year	Passenger Cars	Pickup Trucks	Vans	Sport Utility Vehicles	All Vehicles
2000	64.21%	39.27%	68.51%	72.99%	58.98%
2001	73.47%	53.94%	70.45%	75.90%	68.31%
2002	70.97%	53.00%	71.78%	73.60%	66.71%
2003	72.48%	54.99%	71.30%	75.37%	68.45%
2004	76.14%	57.48%	75.75%	77.35%	72.04%
2005	78.18%	62.60%	77.34%	79.49%	74.42%
2006	82.09%	69.37%	80.00%	81.97%	78.57%
2007	83.33%	72.27%	80.76%	82.72%	80.20%
2008	84.50%	75.10%	83.90%	78.30%	81.50%
2009	81.77%	73.47%	82.76%	84.66%	80.64%

Source: Cate, Matthew A., Survey of Safety Belt and Motorcycle Helmet Usage In Tennessee: Fiscal Year 2009 Final Report, (Knoxville, TN: University of Tennessee Center for Transportation Research, 2009), 5.

Tennessee Motorcycle Helmet Usage 2000-2009	
Year	Percent
2000	97.68%
2001	99.21%
2002	96.92%
2003	98.35%
2004	100.00%
2005	99.71%
2006	99.55%
2007	99.43%
2008	100.00%
2009	100.00%

Source: Cate, Matthew A., Survey of Safety Belt and Motorcycle Helmet Usage In Tennessee: Fiscal Year 2009 Final Report, (Knoxville, TN: University of Tennessee Center for Transportation Research, 2009), 6.

2009 Tennessee Seatbelt Survey Results

In 2009, the Tennessee highway safety community has continued several important vehicle occupant protection initiatives. The Tennessee Governor's Highway Safety Office (GHSO) continues its partnerships with the National Highway Traffic Safety Administration (NHTSA), the Tennessee Department of Safety (TDOS), local law enforcement agencies, and numerous other public and private entities to promote increased seatbelt usage across the state of Tennessee. Chief among these initiatives is the ninth consecutive year of the Click It or Ticket program. This high visibility education and enforcement campaign, combined with the 2004 enactment of a statewide primary enforcement seatbelt law, has produced an increase in Tennessee's observed seatbelt usage rate in seven of nine years since its implementation in 2001. Other safety campaigns such as Booze It and Lose It, Buckle Up in Your Truck, Hands Across the Border, and 100 Days of Summer Heat have also contributed to continuing progress in safety belt usage. GHSO is also partnering with NHTSA to deliver a focused safety belt camp media and enforcement campaign to roadway users in rural areas. This effort is active in Tennessee, Georgia, and Florida.

For 2009, the final statistically adjusted statewide seatbelt usage rate is 80.64% ($\pm 0.78\%$). By comparison, the final usage rate for 2008 was 81.49% ($\pm 0.72\%$). While since it marks the first annual decrease in observed usage rates since 2002, it should be noted that the 2009 rate is still the second highest observed in the State of Tennessee. Also, the difference between the 2008 and 2009 rates is not statistically significant as there is overlap between the 95% confidence intervals.

Despite this slight decrease, many historical trends continue. Pickup trucks continue to have the lowest usage rate of any vehicle type. For 2009, pickup trucks occupants were observed to have a seatbelt usage rate of 73.47%, down from 75.15% in 2008. The next lowest rate by vehicle type was 81.77% for passenger cars. Sport utility vehicles and vans returned usage rates of 84.66% and 82.76%, respectively.

Table 1 shows the final adjusted usage rates by vehicle type and county, as well as the final statewide usage rate of 80.64% ($\pm 0.78\%$) for all vehicle types. The observed statewide motorcycle helmet usage in 2009 was 100.00%.

Table 2 shows the motorcycle helmet usage by county. To further illustrate the recent progress brought about in increasing seatbelt usage across the state of Tennessee by both the Click-It-Or-Ticket campaign and passage of a primary seatbelt enforcement law,

Table 3 shows annual usage rates for all vehicles, passenger cars, pickup trucks, vans, and sport utility vehicles since 2000.

**Table 1: Final Summary of June 2009 Tennessee Safety Belt Use
Statewide Observational Survey Results**

County	No. of Sites	Adjusted Usage Rates					
		Passenger Cars	Vans	SUVs	Cars + Vans + SUVs	Pickup Trucks	All Vehicles
Davidson	16	88.10%	80.03%	87.44%	86.72%	78.91%	85.23%
Hamilton	16	87.42%	77.21%	86.06%	85.59%	77.62%	84.02%
Knox	16	87.62%	84.59%	88.07%	87.12%	75.91%	84.45%
Shelby	16	79.25%	88.69%	82.61%	80.99%	73.38%	79.59%
Blount	8	84.59%	83.32%	84.64%	84.30%	73.98%	81.98%
Bradley	8	88.53%	87.74%	87.83%	88.50%	74.44%	85.13%
Fayette	8	73.73%	81.03%	81.88%	76.93%	66.42%	73.61%
Franklin	8	81.17%	82.52%	82.00%	81.91%	65.45%	77.52%
Jefferson	8	85.99%	85.41%	90.45%	88.69%	78.24%	86.71%
Montgomery	8	74.08%	78.96%	80.53%	76.87%	67.32%	74.20%
Rutherford	8	71.49%	83.39%	80.38%	76.21%	67.71%	74.28%
Sevier	8	82.79%	78.36%	85.32%	82.79%	75.29%	81.01%
Sullivan	8	82.49%	78.63%	80.97%	81.45%	70.36%	78.88%
Tipton	8	74.62%	60.14%	81.68%	76.46%	60.54%	70.02%
Williamson	8	74.30%	85.11%	82.56%	78.71%	76.07%	78.10%
Wilson	8	80.19%	89.79%	84.30%	83.25%	73.46%	80.64%
Statewide Totals	160	81.77%	82.76%	84.66%	82.89%	73.47%	80.64%

**Table 2: Final Summary of June 2009 Tennessee Motorcycle Helmet Use
Statewide Observational Survey Results**

County	No. of Sites	Helmeted Riders	Total Riders Observed	% Helmet Use
Davidson	16	13	13	100.00%
Hamilton	16	52	52	100.00%
Knox	16	70	70	100.00%
Shelby	16	17	17	100.00%
Blount	8	24	24	100.00%
Bradley	8	81	81	100.00%
Fayette	8	8	8	100.00%
Franklin	8	18	18	100.00%
Jefferson	8	17	17	100.00%
Montgomery	8	34	34	100.00%
Rutherford	8	35	35	100.00%
Sevier	8	98	98	100.00%
Sullivan	8	30	30	100.00%
Tipton	8	9	9	100.00%
Williamson	8	40	40	100.00%
Wilson	8	48	48	100.00%
Statewide Totals	160	594	594	100.00%

ALCOHOL & OTHER DRUGS COUNTERMEASURES

Program Goal: To decrease the number of alcohol- and drug-related motor vehicle crashes to 35% in CY 2009 from the baseline of 41% in 2000

Performance Objective Measures:

- To decrease the number of alcohol related fatalities by 2% in CY 2009.
- To decrease the number of alcohol or drug-related crashes by 5% in CY 2009.
- To decrease the number of driver fatalities with BACs of .08 or greater by 10% by the end of 2009.
- To train 350 traffic enforcement officers in Standard Field Sobriety Testing (SFST), , 25 officers as Drug Recognition Experts (DRE), 150 officers in Advanced Roadside Impaired Driving Education (ARIDE) and to expand judge and prosecutor training to 80 by September 2009.

Action Taken:

- Executed year round impaired driving enforcement
- Provided special enforcement emphasis during national enforcement campaign periods
- Increased participation and coordination by all components of the DUI system: enforcement, prosecution, adjudication and rehabilitation
- Continued training of law enforcement on DUI laws
- Funded roadside safety checkpoints
- Continued funding DUI data tracking system called Tracker. One of many components is that of tracking and identifying high repeat offender locations
- Funded 21 of 31 Judicial Districts with at least one Specialized DUI prosecutor along with a DUI Coordinator as support staff
- Funding of 2 Traffic Safety Resource Prosecutors

Grant Number	Grantee	Funding Source	Grant Amount	Grant Name
K8-09-124	Tennessee District Attorneys General Conference	410	\$598,457.71	DUI Specialized Training/TN Traffic Safety Resource Prosecutors
154AL-09-126	Tennessee District Attorney General – District	410	\$160,099.86	DUI Special Prosecutor 1 st District (There are 22 districts with this type of focus.)
154AL-09-81	Metro Nashville Police Department	154/402	\$950,155.70	Highway Safety Initiative

Highlights of Accomplishments:

Tennessee District Attorneys General Conference – Traffic Safety Resource Prosecutors

The University of Memphis, Herff College of Engineering, continues to gather data from Tennessee Prosecutors who are funded by grants from the GHSO. These prosecutors tend to be the prosecutors who most often receive information and training from this unit. Since the inception of the Training division in 2002, many good and positive things have occurred. In 2002 the statewide conviction rate was 64%. This year it was 75.79%. Convictions in Tracker only count as convictions if an offender is found guilty as charged. Thus cases in which an offender is charged as a second offender, but convicted as a first offender do not count as convictions. In 2002 the average B.A.C. of the convicted offender was .17. Now it is 0.1114. In 2002 the average BAC of an offender found not guilty or who received a reduction was .13. Now it is 0.0681.

Training seminars that were organized, planned and conducted by this unit were:

- Crash Reconstruction Legal update
- Legal Update for Medical and Law Enforcement Personnel
- Cops in Court
- Development of a Cross Examination workshop in which 12 TSRP's from across the nation spent 30 hours in a meeting in Minneapolis working on the preparation of cross examination materials specifically intended to aid prosecutors concerning national defense experts and specific issues. These materials will be available to the nation's prosecutors whenever one of the specific experts participates in a trial in their jurisdiction.
- ARIDE
- ARIDE Plus
- Protecting Lives, Saving Futures course
- New laws were passed in June and immediate action was needed to make them effective. Not only did we advise prosecutors and law enforcement concerning the forced blood law, but we drafted new forms for use by law enforcement, which were adopted and revised by the Department of Safety and other agencies. We also met with the Tennessee Medical Association.
 - In service training for Tennessee State Troopers concerning the new mandatory blood draw law
 - Web Training regarding the implementation of the new laws passed by the Legislature
 - In addition memorandums were sent to approximately 1200 persons concerning two new US Supreme Court decisions and the new forced blood law.
- Presentations were made at the annual Tennessee Lifesavers Conference:
 - The Art of the Interview for 25 participants in a break out session
 - Underage Drugged Impaired Driving Panel for 40 participants in a break out session.
- Participate or coordinate assistance for SFST and DRE classes scheduled by the GHSO:

This area was extremely active this month as new legislation passed, a new US Supreme Court decision involving post-arrest search procedures and the usual barrage of cases from the Court of Criminal Appeals had to be delivered and acted upon. In addition TSRP Kimball attended the Inertational Association of Chemical Testing conference and collected new information about alcohol and drug testing that was also distributed

Three presentations were made to Tennessee Municipal Judges concerning teen driving issues with 160 judges in attendance.

LEL Regional Meeting - TSRPs served on a panel to inform TN Law Enforcement Liaisons of various legal issues.

- Train the Trainer
This 24 hour class was attended by 18 prosecutors and 8 law enforcement officers as they were selected due to their ability and willingness to teach others.

Tennessee District Attorneys General – Specialized DUI Prosecutors – First District (This is a sampling of one of a total of 22 grants of which there are very similar results)

The training for the grant was converted to GoToMeeting (web based), which has been overwhelmingly successful. The total record count went from 37,179 to 43,594. In addition to heavy usage, which involves updating records and running reports, record addition is higher. In total, 6,415 records were entered into Tracker over the year. Over the six years of Tracker, conviction rates have risen over 15% and BAC levels on arrests have decreased. The guilty as charged average is 0.1114 and not guilty or reduced is 0.0681.

Training was converted to an online format. The conviction rate remains around 76%. The conviction rates are remaining steady and the BAC levels on arrest are within an acceptable range with the GAC and NG BAC averages straddling the 0.08 legal limit.

Metropolitan Nashville Police Department

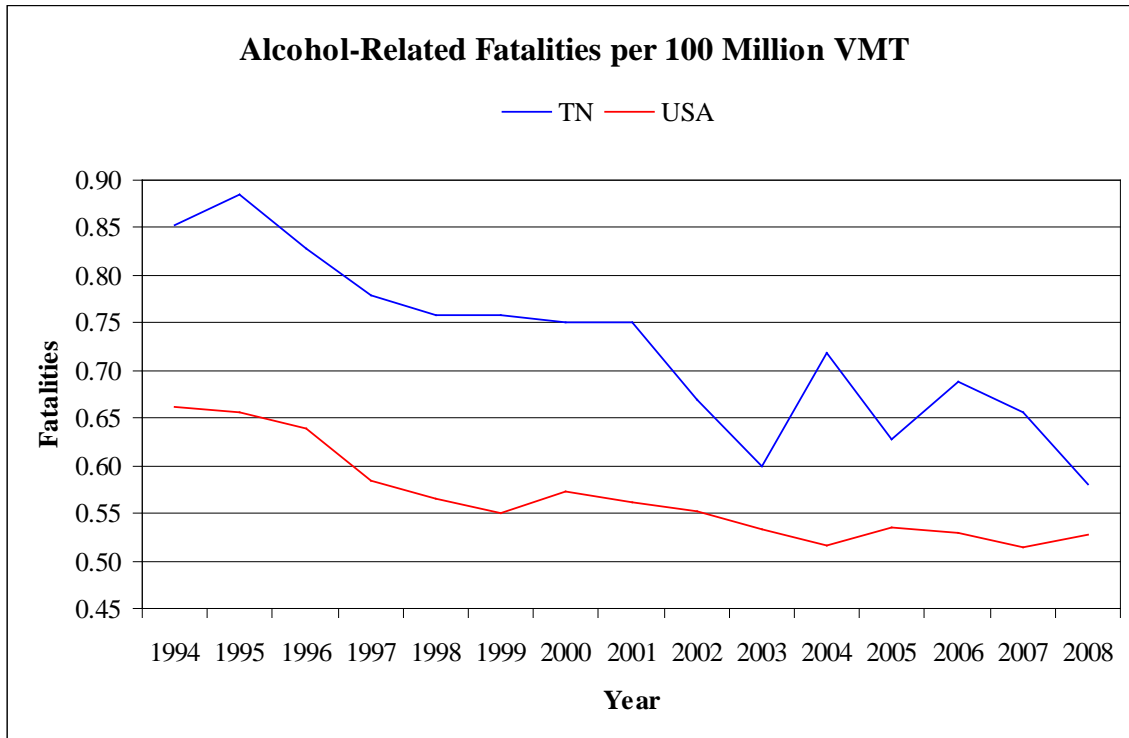
It was the goal of the Nashville Highway Safety Program to make 800 DUI arrests, conduct 800 breath alcohol analyzer tests, 100 felony arrests, 50 blood tests, 12,000 traffic stops, 800 physical arrest misdemeanors and 400 misdemeanor citations over the course of the grant program.

Additionally, a goal to reduce fatal crashes involving impaired drivers by five percent (5%) when compared to fatalities of the same type during calendar year 2007. Also, it was the goal of the Nashville Highway Safety Program to make 15 Sobriety Check Points.

Results:

- 15,698 Traffic stops made or 131% of the goal;
- 3,079 Misdemeanor arrests made or 285% of the goal;
- 50 Felony arrests made or 50% of the goal;
- 2,120 DUI arrests made or 165% of the goal;
- 1,032 Breath Alcohol tests conducted or 129% of the goal;
- 137 Blood tests made or 174% of the goal.
- It was the goal of the Nashville Highway Safety Program to make 15 Sobriety Check Points. At the end of the 2008-2009 NHSG 8 sobriety check points was made or 53% of the goal.

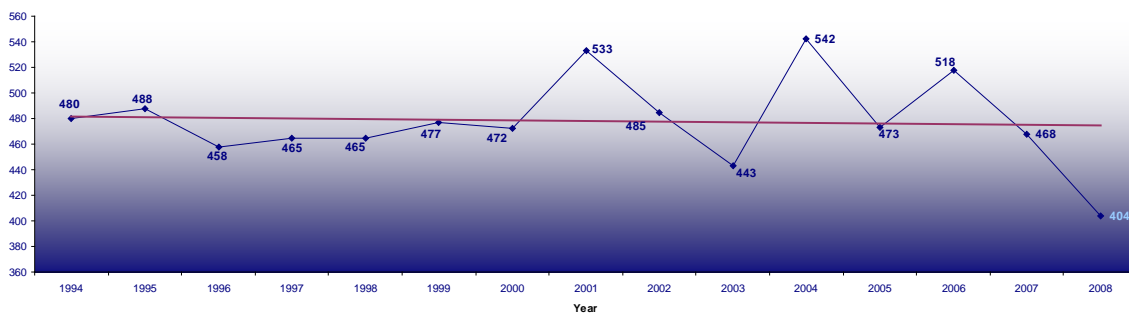
Performance Trend Chart:



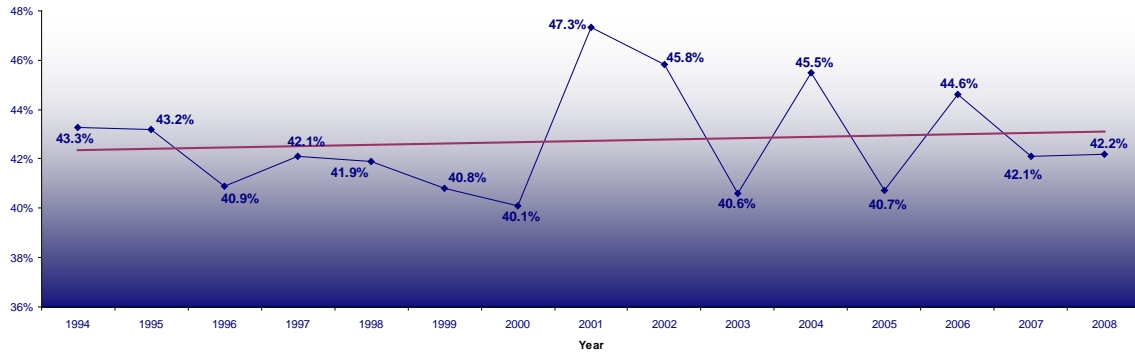
Alcohol-related Fatalities per 100 Million VMT

	2000	2001	2002	2003	2004	2005	2006	2007	2008
TN	0.75	0.75	0.67	0.60	0.72	0.63	0.69	0.66	0.58
USA	0.57	0.56	0.55	0.53	0.52	0.53	0.53	0.51	0.53

Alcohol Related Traffic Fatalities in Tennessee



Alcohol Related Fatalities as a Proportion of All Fatalities



Persons Killed By Highest Driver BAC in the Crashes, Tennessee

Year	BAC = .00		BAC = .01--.07		BAC = .08+		Total Number
	Number	Percent	Number	Percent	Number	Percent	
1994	743	61%	67	6%	398	33%	1,214
1995	760	60%	59	5%	437	35%	1,259
1996	749	60%	60	5%	423	34%	1,239
1997	745	61%	57	5%	415	34%	1,225
1998	732	60%	72	6%	404	33%	1,216
1999	806	62%	62	5%	433	33%	1,302
2000	800	61%	80	6%	415	32%	1,307
2001	733	59%	69	6%	439	35%	1,251
2002	720	61%	72	6%	384	33%	1,177
2003	778	65%	43	4%	370	31%	1,193
2004	825	62%	70	5%	439	33%	1,339
2005	824	65%	68	5%	376	30%	1,270
2006	797	62%	72	6%	414	32%	1,284
2007	763	63%	54	4%	390	32%	1,211
2008	648	6%	327	32%	386	37%	1,035

Source: NHTSA FARS Encyclopedia, at <http://www-fars.nhtsa.dot.gov/Trends/TrendsAlcohol.aspx>, 10 Nov 2009.

YOUTH DRIVERS PROGRAMS
Including
ALCOHOL AND OTHER DRUGS
COUNTERMEASURES

Program Goal: To decrease the number of 15 to 24-year-old drivers and passengers killed or seriously injured in all traffic crashes by 5% in 2009.

Performance Objective Measures:

Objective 1: To decrease the number of Youth ages 15-19 killed or seriously injured in motor vehicle crashes 5 % by the end of CY 2009.

Objective 2: To decrease the number and percent of 20 to 24-year-old drinking drivers involved in fatal crashes by 5% by the end of CY 2009.

Action Taken:

- Executed year round impaired driving enforcement
- Provided special traffic enforcement emphasis during national enforcement campaign periods
- Increased alcohol awareness on college and high school campuses across the state.
- Conducted beer-stings on local retail owners selling alcohol
- Monitored bars in town and conducted frequent “walk through” of establishments to determine if under-aged patrons were present.
- Provided drunk driver simulation using Simulated Impaired Driving Experience (SIDNE) vehicle to high schools.
- Increased participation and coordination by all components of the DUI system: enforcement, prosecution, adjudication and rehabilitation
- Continued training of law enforcement on DUI laws
- Purchased instructional equipment and materials to be distributed to schools.
- Funded roadside safety checkpoints
- Enhanced local capacities to develop comprehensive environmental prevention plans through campus/community coalition development

Grantee	Grant Amount	Grant Name
Tennessee Department of Safety	\$200,000.00	Youth Safety- Alcohol Impaired Enforcement
Washington County Sheriff's Department	\$51,828.00	Sheriff's Training for Awareness and Responsibility
Martin Police Department	\$32,986.00	Youth Alcohol/Youth Traffic Safety
Memphis Police Department	\$109,100.00	Comprehensive Alcohol Risk reduction (C.A.R.D.)
TSSAA- Statewide	\$60,000.00	DUI Highway Safety Education Team
Decatur County Sheriff's Office	\$75,524.41	Tenn. Novice Driver
MADD- Davidson County	\$76,783.00	Youth in Action
TJohnE Productions, Inc.	\$95,000.00	ThinkFast Young Adult Impaired Driving Intervention
Community Anti-Drug Coalitions Across Tennessee	\$46,366.00	"Alive to Tell the Story" Campus-Community Coalition Project

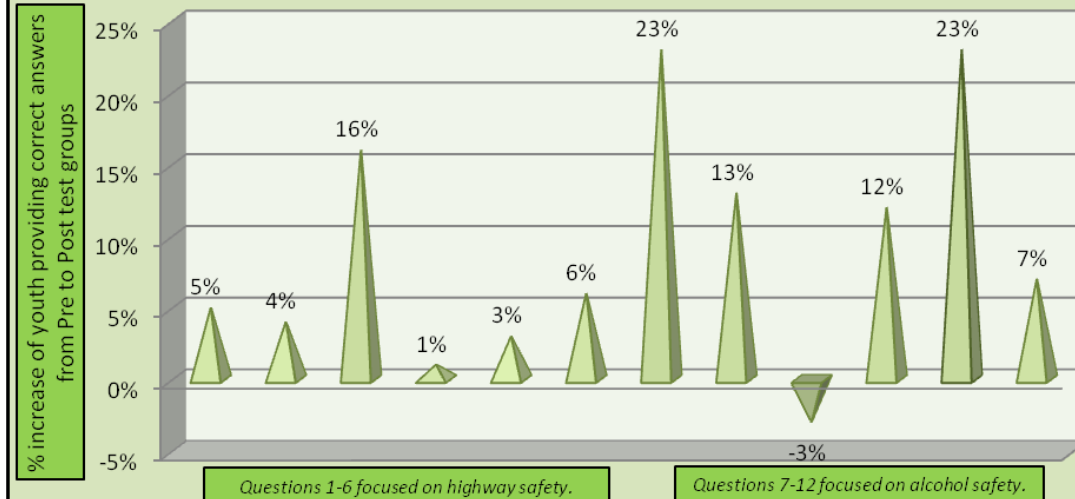
Community Anti-Drug Coalitions Across Tennessee (CADCAT) Program Highlights

- During FFY08, The Renaissance Center created a video production surrounding the story of Blake McMeans, a nationally ranked tennis champion who made the decision to drink and drive. Blake's decision left him confined to a wheelchair and the loss of his dreams to play tennis in college and as a professional. In marketing this DVD to schools and community organizations across the state throughout FFY09, CADCAT utilized its network of fifty plus county based coalitions to facilitate local awareness events.
- Blake McMeans appeared at awareness events at nine college campuses, fifteen high schools, one middle school, and at the 2008 Lead and Live Youth Conference. Each event was used to promote the general awareness of alcohol and drug issues, as well as to connect individual students with resources available to assist them in dealing with any issues they may have.
- These awareness events were also used to increase community and campus level support for developing prevention plans that utilized environmental strategies. Through this effort, CADCAT has developed three campus community coalitions: 1) Roane State Community College (RSCC) and the Roane County Anti-Drug Coalition (RCADC), 2) Volunteer State Community College (VSCC) and the Sumner County Anti-Drug Coalition (SCADC), and 3) Middle Tennessee State University (MTSU) and the Community Anti-Drug Coalition of Rutherford County (CADCOR).
- Each of these relationships is built around sharing local resources and building each organization's capacities and resulted in sixty-eight individuals receiving training to develop local comprehensive campus and community environmental prevention plans.
- CADCAT has also focused efforts on developing formalized training materials and technical assistance guides in order to provide similar support to other campuses and communities across the state who wish to develop coalitions to address campus prevention. At the end of FFY09, eighteen other campuses have expressed interest in participating in the training and technical assistance CADCAT offers through this project.

TJohneE Productions, Inc. Program Highlights

- The choices kids are faced with today are absolutely mind-boggling and the consequences of those choices can be dangerous – even potentially lethal. TJohneE's philosophy is to provide students with information that can facilitate choices that will promote a healthy, exciting educational experience that carries on to the real world. An interactive game show was created to appeal to all ages while providing entertainment as well as informative and engaging trivia.
- Over 8,000 high school and college students were educated about the risks associated with drinking alcohol while driving.
- 1769 youth from nineteen high schools representing fourteen counties participated in an evaluation of ThinkFast during the 2008 grant year. Youth completed a twelve question pretest prior to ThinkFast and the same twelve question post test after. The percentage increase of youth providing correct answers on the Post Test for each of the twelve questions is presented below.

2008-2009 ThinkFast Final Report



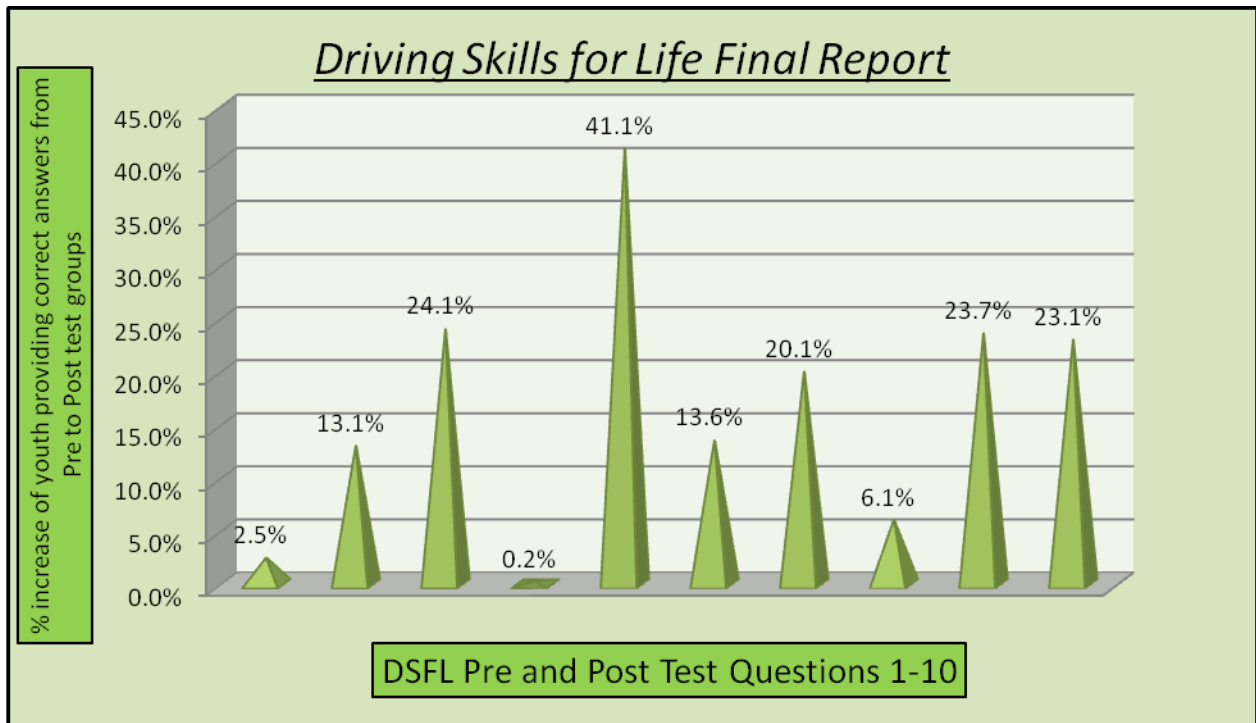
ThinkFast Pre and Post Test Questions 1-12

- The largest increase in information retained on highway safety was Question 3, which increased by 16% and asked “A teenager’s chance of a fatal crash doubles with just one passenger in the vehicle.” The answer was “true” and 51% of the pre-group got it correct, as compared to 67% of the post-group. The smallest increase was Question 4: “Wearing a safety belt doubles your chance of surviving a crash.” While the percent increase was minimal, 90% of the pre-group and 91% of the post-group answered “true” which was the correct answer.
- The largest increase in information retained on alcohol safety was tied between Question 7: “Only TIME can sober a person up after using alcohol or drugs,” and Question 11: “How many drinks do you need to consume to fail a breathalyzer test?” which both rose by 23%. The correct answer to Question 7 is “true” and was provided by 66% of the pre-group and 89% of the post-group. Since all participating youth were under the age of twenty-one, the answer to Question 11 is “as few as one.” 57% of the pre-group got this correct, as compared to 80% of the post-group. Question 9 showed a decrease in knowledge with 54% of the pre-group and 51% of the post-group answering correctly. This question asked “What does BAC mean,” and provided two definitions of the term with the correct answer being “both of the above”. This was also the question most frequently missed in both pre and post groups which may be a result of the wording of its answer.
- 98% of participating youth also reported that ThinkFast was helpful in teaching them about both highway and alcohol safety. 93% reported that ThinkFast was relevant to their lives and 94% indicated that they would like to have more information presented to them by ThinkFast in the future.

Driving Skills for Life & Operation Teen Safe Driving Program Highlights

Ford Driving Skills for Life (DSFL) was established in 2003 by the Ford Motor Company Fund (Ford), the Governors Highway Safety Association, and a panel of safety experts to teach newly licensed teens the necessary skills for safe driving beyond what they learn in standard driver education programs. Ford's DSFL helps young drivers improve their skills in four key areas that are critical factors in more than 60% of vehicle crashes. These are: Hazard Recognition, Vehicle Handling, Speed Management, and Space Management.

- During FY 2009, the Ford Motor Company Fund and GHSO worked to spread DSFL across the state. Ford contracted with Community Anti-Drug Coalitions Across Tennessee (CADCAT) in order to disseminate the DSFL DVD to at least 100 schools. Services were initially targeted to counties that exhibited the highest amounts of youth auto crashes and included Blount, Cocke, Davidson, Fentress, Franklin, Hamblen, Hamilton, Jackson, Madison, Maury, McMinn, Pickett, Rutherford, Scott, Shelby, Trousdale, Washington, and Weakley counties.
- Operation Teen Safe Driving occurred on September 11 and 12, 2009 at the Manheim Auto Auction in Lebanon, TN. This event brought 200 newly licensed teens and their parents together to increase awareness of teen driving safety issues, as well as to provide some hands on training experiences for teens. Ford brought in a team of professional drivers from across the country and provided opportunities to practice skills in their four critical areas, Hazard Recognition, Vehicle Handling, and both Speed and Space Management.
- The DSFL kit was delivered to 110 participating high schools by one of CADCAT's county-based community anti-drug coalition partners. By the partner's approximations, at least 16,000 students saw DSFL during the 2008 to 2009 school year, and many schools report that they intend to use the DVD again for future activities. In addition to these 110 schools, CADCAT also provided the DSFL DVD to county-level Coordinated School Health officials in Cannon, Decatur, Hardin, Henderson, Lake, Lincoln, Obion, and Wilson counties, where they intend to show the DVD in both classroom settings and during afterschool programs.
- Pre and Post tests were completed during the 2008-2009 DSFL project year by fourteen schools representing three counties (Madison, Shelby, and Weakley) in order to obtain a measure of knowledge gained after students watched the DSFL DVD. Schools were also encouraged to conduct classroom discussions about driving safety. These discussions were led by various school officials and CADCAT's coalition partners including local law enforcement, coalition directors, and members of the Tennessee National Guard, Counterdrug Task Force, and Drug Demand Reduction Unit.
- A total of 731 students completed the Pre Test and 652 completed the Post Test. Each youth was asked ten questions regarding the content presented by DSFL, as they were developed by the Ford Motor Fund and published in the Leader's Guide, included along with each DSFL kit.
- The Pre and Post Test groups were relatively similar across all categories with 70% of youth participants being between the ages of fifteen and eighteen and therefore eligible for a Learner's Permit under TN's Graduated Driver's Licensing laws. However, only 14% reported having obtained a Learner's Permit, with 75% of youth reporting having no license of any type at all. 30% report having had a Driver's Education course. 18% of participating youth reported that they drink alcohol and 10% indicated that they use illegal drugs. While only 7% of youth reported having driven after using substances, 53% reported having ridden with an intoxicated driver.
- The percentage of increase in youth providing correct answers on the Post Test for each of the twelve questions is presented below:

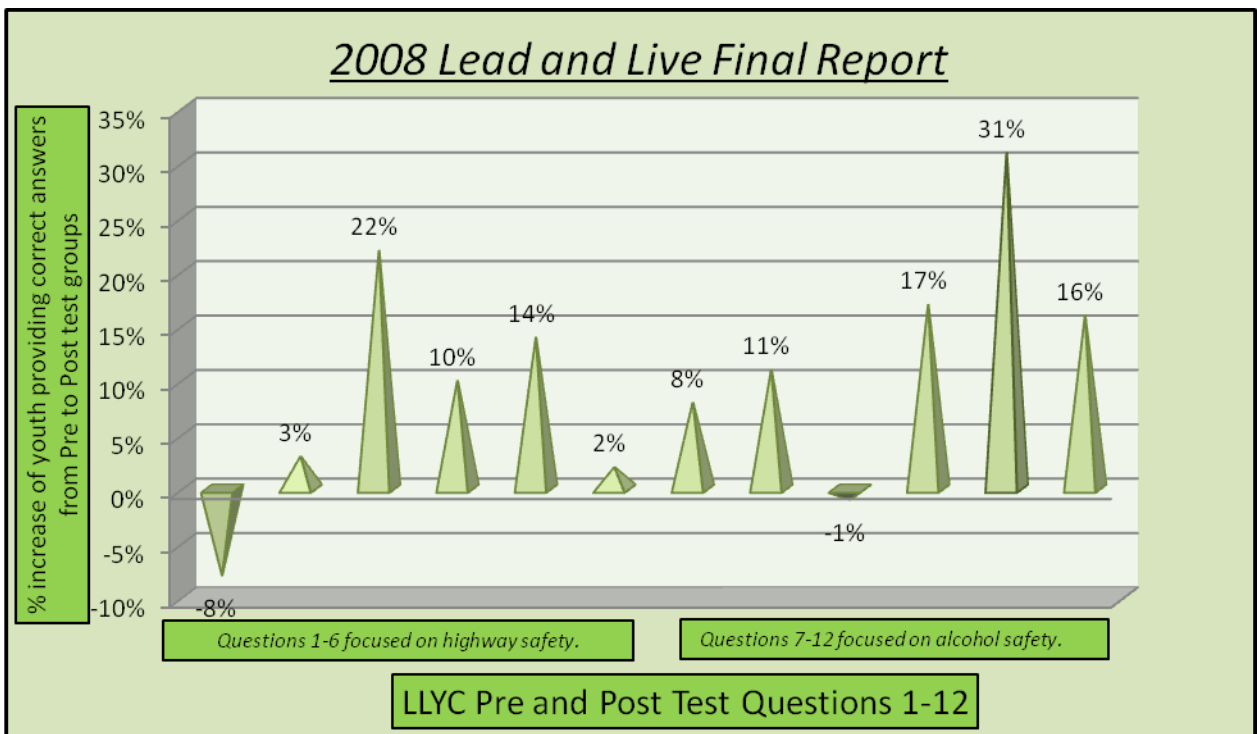


Lead and Live Youth Conference Highlights

- The first annual Lead and Live Youth Conference (LLYC) was held at Paris Landing State Park in November 2008. The **National Highway Traffic Safety Administration (NHTSA)** as well as **State Farm Insurance Company** provided funding for the **TN Governor's Highway Safety Office (GHSO)** to conduct LLYC. The conference focused on alcohol awareness, safe driving and making responsible decisions.
- **The three day event** combined quality education programming in a conference-style format. Along with providing information in regards to highway safety and alcohol and drug issues, LLYC also promoted the development of professionalism and leadership in its youth participants. LLYC presented information dynamically, incorporating traditional lecture with panel discussions, participatory demonstrations, inspirational speakers, and interactive game shows.
- Out of 75 registered youth, 73 youth representing 22 organizations from 14 counties participated in the Pretest. 68 youth representing 19 organizations from 11 counties participated in the Post Test. Participants ranged in age from 14 to 18. 74% had a B average or above in school. About half the group received free lunches at their school. The group does not appear to largely be engaging in high risk drinking, as only 2% report they actually use alcohol and less than 1% report that they use illegal drugs. 100% of both groups report that they wear their seat belts at least some of the time, with 70% reporting that they use it every time. While less than 1% reported having driven after using alcohol or drugs, 32% reported having ridden with a driver who had consumed alcohol or drugs. 69% of youth report that they have not taken a driver's education course, despite 47% reporting that they have some level of a driver's license.
- LLYC looked at four of the key indicators the Annie E. Casey Foundation identifies as benchmarks with which to measure a youth's positive and productive integration into their communities (as published in "Engaging Youth in Positive and Productive Roles: Recommendations for State Policies," found at: http://www.cssp.org/uploadFiles/engaging_youth.pdf). 65% of youth reported having a very healthy lifestyle. 51%

reported feeling safe in their communities. 74% felt very connected to the people in their communities and 75% reported being engaged as a leader. In looking at these benchmarks, it appears that LLYC did successfully recruit youth who are already acting as leaders in their communities. Additionally, LLYC successfully recruited a significant amount of youth whose responses indicated that they were somewhat connected to and engaged in their communities. Thusly, LLYC achieved its goal of recruiting both existing youth leaders and those that are beginning to assume their role as a leader in their communities.

- In an attempt to understand the environments these youth live in, LLYC gathered some information regarding the respondent's perceptions of drinking behaviors in their communities. While only 2% of youth reported that they drank alcohol themselves, 68% report having seen other underage youth drinking alcohol in their communities. Less than 1% reported having driven after consuming alcohol, however, 32% report having ridden in a car with a driver who had been drinking or using illegal drugs.
- The percentage of increase in youth providing correct answers on the Post Test for each of the twelve questions is presented below:

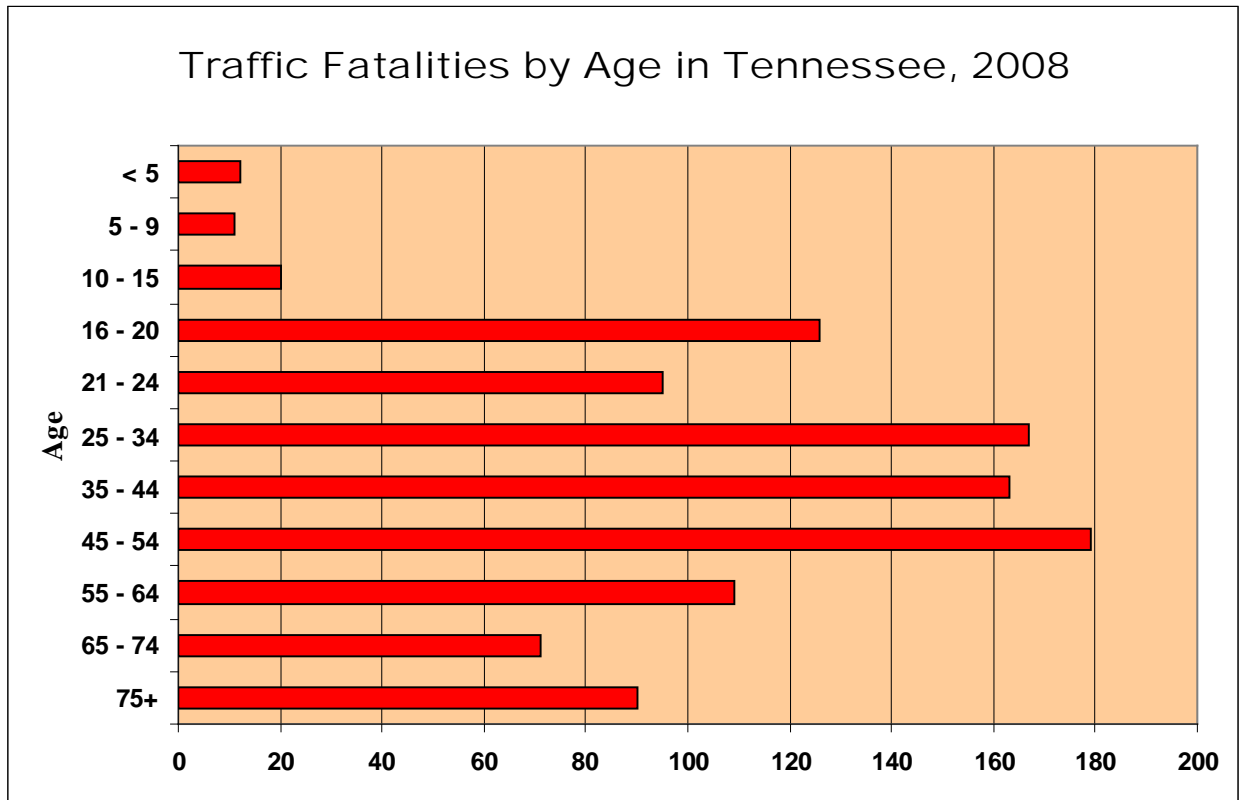


- 97 % of participating youth indicated that having information provided to them about highway safety would make them a better driver. 96% reported the same about alcohol safety. 94% said that LLYC 2008 was "Great!" and 93% said that they would encourage others to attend LLYC in the future.
- LLYC also recognized the following individuals and organizations for their outstanding leadership in promoting teen safety:
 - Outstanding Student Organizations: *Students Against Drunk Driving, Science Hill High School, & Washington County Youth Leadership, Washington County High School*

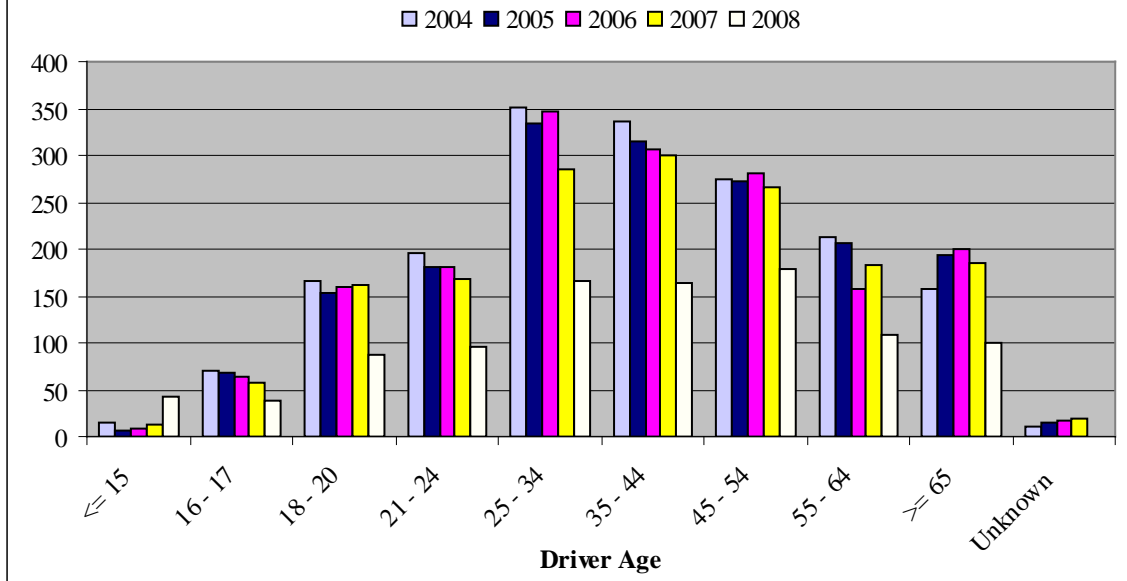
- Outstanding Student Award: *Hunter Trevathan, Gleason High School*
- Outstanding Individual Supporter: *Kristi Townes, Weakley County Alliance*
- Outstanding Agency Supporter: *Community Anti-Drug Coalitions Across Tennessee, accepted by Cynthia George*

Highlights of Accomplishments

- Reduction in fatal crashes from 168 in CY 2007 to 145 in CY 2008 for youth drivers ages 21-24.
- Reduction in fatal crashes from 219 in CY 2007 to 165 in CY 2008 for youth drivers ages 16-20.



Drivers Involved in Fatal Crashes By Age 2004 - 2008



POLICE TRAFFIC SERVICES

Goal 1: To decrease the number of vehicle crashes and fatalities related to speeding and other behavior related offenses by 10% from the calendar year 2007 preliminary data.

Objective 1: To decrease the number of speed-related crashes and fatalities and incapacitating injuries resulting from these crashes by 10% by end of 2009.
Performance Measure: The number of crashes in which at least one driver received a citation for speeding, or for which primary contributing factors had one or more speed-related causes recorded ; the number of fatalities and incapacitating injuries sustained in such crashes. **Baseline:** In 2006, approximately twenty percent of fatal crashes were speed related.

Objective 2: To decrease the number of rural fatal crashes 10% by the end of CY2008.
Performance Measure: The number of reportable crashes in which the responding law enforcement officer recorded the crash as occurring in a rural location; the number of fatalities and injuries sustained in such crashes.
Baseline: In CY2006, most of the increases in fatal crashes were on the rural route.

Goal 2: To provide funds for full-time officers, overtime pay, laser and radar equipment units, DUI trailers, Visible display radar trailers, computer equipment, and other resources.

Goal 3: To promote traffic enforcement training for patrol officers.

Goal 4: To encourage the involvement of community based organizations in program planning and its implementation activities.

Action Taken:

The general goal of Tennessee's Police Traffic Services Program is to significantly reduce the number of speed-related crashes. Performance goals include reducing the percentage of speed-related crashes by 10%, the high level of crashes that occur because of the four predominant contributing factors: following too closely, failure to grant the right of way, traveling too fast for road conditions, and violating traffic controls.

GHSO awarded several types of grants to various LEAs throughout the State. Examples of grants are shown below:

- Law Enforcement Liaisons Grant
- High Visibility Grants
- Police Traffic Services Enforcement Grants
- Network Coordinator Grants
- Law Enforcement Training Grants
- Law Enforcement Language Training Grant

The Tennessee Governor's Highway Safety Office participated in the national enforcement waves through our *Booze It & Lose It* and *Click It or Ticket* campaigns. We continued to encourage our law enforcement partners to participate fully in these initiatives by stepping up enforcement during strategically selected periods. GHSO also implemented a more sustained *Buckle Up in Your Truck* campaign and made it more conducive to the "*Click It or Ticket*" model.

The GHSO initiated enforcement along with the media advertising in order to raise the seatbelt usage rate for pick-up truck drivers and their occupants. Speeding, aggressive driving,

occupant protection, and DUI enforcement programs are priorities of the Police Traffic Services program area. Following are the sample Grants in this:

Grantee	Grant Amount	Grant Title
University of Tennessee	\$ 988,000.00	UT Law Enforcement Liaison
Various LEAs	\$ 665 K	High Visibility Grants
Various LEAs	\$ 440 K	Network Grants
Bradley County Traffic Svcs	\$ 24,300.00	Operation Safe Street Enforcement
Memphis Police Dept	\$ 196,816.55	Multi- Violation Grant
Columbia State Community College	\$ 245,000.00	Law Enforcement language Training
Tennessee Law Enforcement Training Officers Association	\$ 234,082.50	Law Enforcement Training
Alcoa Police Dept	\$ 38,559.04	Aggressive & Impaired Driving Traffic Enforcement

Some Examples of Results from Police Traffic Services Enforcement Grants

Alcoa Police Department Traffic Services

Program Highlights:

The Alcoa Police Department never had a dedicated traffic enforcement unit prior to the awarding of this grant. The department had deployed motorcycles in the past but those officers also worked regular calls for service and not just traffic activities. Staffing was always an issue any time an officer was assigned to a traffic enforcement assignment. Inevitably the officer would end up responding to all calls for service without being able to effectively focus on traffic. Two officers (Hank Morris and Jeff Parsons) applied for a two-officer grant in fiscal year 2005 without success. The same two officers applied again the following year and were successful in getting a two-officer grant. This grant allowed the department to hire two officers, making possible a permanent traffic safety assignment. Since beginning the traffic safety officer assignment in January 2007, enforcement activities have increased sharply. Total citations have increased by over 50% and remained at those levels.

Result

At the end of grant year three (PT-09-04), total crashes have declined compared to the 2005 year prior to the grant starting by 46% or 869 crashes. Crashes from grant year two have remained about the same to grant year three with 1020 crashes with a slight increase in private property crashes increased by nine in the final year. One of the main goals of the grant was to reduce alcohol related crashes. Comparing the year prior to the grant starting to the final year of the grant alcohol related crashes were reduced by 14% above the 10% goal. Fatalities again dropped from three in the second year to two in this final year. Compared to the first year of the grant this is a 75% decrease in fatalities far exceeding our goals.

Bradley County Traffic Services

Program Highlights:

Operation Safe Streets (Living Through Effective Enforcement) is a program geared toward saving lives. We have been able to put one extra officer on the street along with working overtime with others, with their focus being on traffic. This is not to mention the equipment we were able to purchase. Our focus has been on those drivers who drink and drive, aggressive drivers, underage

drinking drivers, seat belt usage, child passenger safety, those who like to ignore traffic controls, and the education of our students and citizens, thus enhancing the public safety of our citizens. SAVING LIVES!!!

Result

The people of Bradley County do know who or what Operation Safe Streets or living Through Effective Enforcement is. They have made an impact. One thing we would like to point out. They have really worked hard in areas where their crashes and DUI offenses were occurring.

- Over 30,000 traffic stops
- Over 25,000 warnings
- Over 2000 charges
- Over 200 DUI Charges for third year in a row.
- 8 safety presentations
- 2 check points. Short in this area and will improve in the coming year.

One thing we would like to point out it that their fatalities are up, but crashes are down. They are currently looking into why and trying to come up the solutions!!!

Memphis Police Department- Multi Violation Grant

Program Highlights

The City of Memphis has been awarded grant funds from the Governor's Highway Safety Office over the past six years for enhanced traffic enforcement, with special emphasis on reducing DUI offenses. One of the major objectives of the program is to increase contact with traffic violators before crash, injury or property damage occurs.

Enhanced traffic enforcement is targeted towards the top ten crash locations in the City of Memphis, including the intersections of I-240 & Walnut Grove, I-240 & Sycamore View, I-240 & Poplar Ave, I-40 & Perkins, Winchester & Mendenhall, Winchester & Riverdale, I-240 & Lamar, Winchester & Hickory Hill, I-40 & Airways and Poplar Ave & Perkins.

The strength of methodology is that the focus is given to previously identified, high-traffic locations, which focus on seatbelt compliance, alcohol and DUI offenses and speeding, with special emphasis during weekends, holidays and peak traffic periods. One of the weaknesses found with the chosen methodology is MPD must be consistent with the change in high crash locations, due to the increase police presence at a given weeks location. Enforcement activities consist of either DUI checkpoints or DUI saturation patrols – a minimum of twenty-four times during the grant period - with six-hour details strategically conducted between 3:00 PM and 2:00 AM on weekends and days around holidays - when DUI activity is likely to be at a peak. Special emphasis on seat belt and child restraint violation and enforcement took place during Memorial Day, Easter, Independence Day, and Thanksgiving holidays

Result

Traffic enforcement details were conducted as required throughout the grant period, starting in November 2008 and continuing through September 30, 2009. Data was collected throughout the year, both on the number of hours of details conducted and citations that were issued.

Over 475 details were run and a total of 54,241 citations were issued during grant-funded enforcement details – Alcohol Saturation Patrols (41,903), Multiple Violations (8,268), and Comprehensive Alcohol Risk Reduction (C.A.R.D), (4,070) – the majority of which: 36,950 or 68% were issued for speeding. Another 7,972 seat-belt and 161 child restraint citations were recorded for the same period. They did not receive this grant for the coming year. This will hurt them in achieving goals and objectives in reducing crashes and injuries.

Law Enforcement Liaison Grant- University of Tennessee

Program Highlights

The UT program consists of four Law Enforcement Liaison Officers, one Law Enforcement Administrator, a Law Enforcement Training Coordinator and a project director. The team is responsible for conducting DRE, SFST, Verbal Judo and other state certified courses to law enforcement agencies across the state. The program also conducts the statewide Law Enforcement Challenge, coordinates "Hands Across the Border" events, and coordinates network meetings and trainings to educate law enforcement agencies in highway safety related activities.

The success of this program was measured by:

- The number of officers trained in SFST, DRE and Verbal Judo.
- Increase in the number of agencies participating in the statewide Law Enforcement Challenge.
- Conduct the annual "Hands Across the Border" event.
- Network and conduct meetings with various agencies including: law enforcement, emergency medical services, hospital members, and other highway safety advocates.

High Visibility Grants

Program Highlights

The main goals and objectives were:

- To increase safety belt use to 80% by the end of CY 2008
- To maintain STEP Wave of concept of enforcement, participate in national mobilization periods
- To increase DUI arrests

Safety belt use has reached the goal set during the planning process.

Agencies submitted enforcement campaign data to WWW.TN.TrafficSafety.org website. The result of the campaign data is listed below in the Performance Chart section.

Network Law Enforcement Grants

Program Highlights

The main goals and objectives were to reduce injuries, fatalities, and economic losses on TN roadways. The most important factors in the success of state-wide highway safety programs are the involvement of law enforcement agencies on the local level and their enthusiasm and interest in the programs. One time special award grants are awarded to the highest score by the state four regional agencies.

The success of the program was measured by:

- Number of agencies participating in the monthly Network meetings;
- Number of LEAs participating in planned enforcement initiatives;
- Participation level of the agencies in the Network in the national campaign;
- Number of LEOs within the network receiving training; and
- Implement crash data collection by electronic systems.

Law Enforcement Training Grants

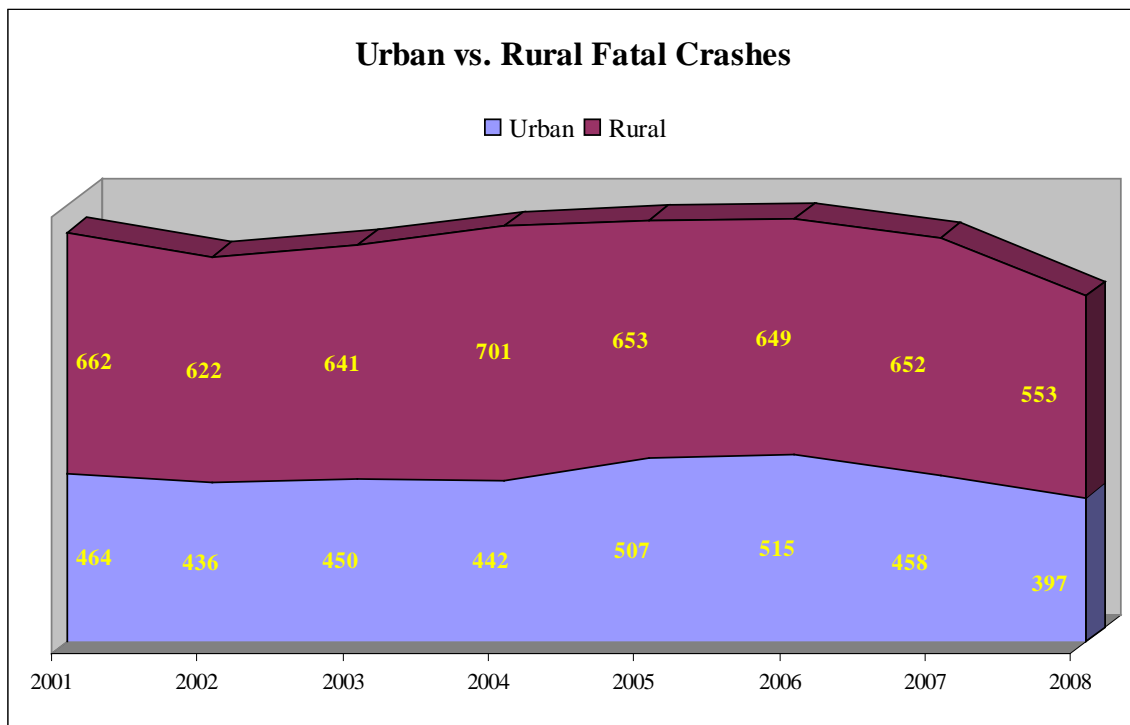
The Governor's Highway Safety Office is proud to report **the following achievements** in training grants.

Training Courses	# of Classes	Students Trained
Advanced Traffic Crash Investigation	4	69
Advanced Roadside Impaired Driving Enforcement	9	156
Advanced Roadside Impaired Driving Enforcement PLUS	5	87
At-Scene Traffic Crash Investigation	5	79
Basic Standardized Field Sobriety Testing	17	269
COPS in Court	3	119
Standardized Child Passenger Safety	17	240
Standardized Child Passenger Safety (Re-Certification)	15	86
Standardized Child Passenger Safety Renewal	10	55
Drug Recognition Expert	2	26
Drug Recognition Expert In-Service	2	15
GHSO Grant Application Writing	4	56
Law Enforcement Instructor Development	5	97
Motorcycle Accident Scene Training Basic	1	13
Motorcycle Accident Scene Training Instructor	1	5
Basic RADAR/LIDAR Operator	1	8
RADAR/LIDAR Instructor	1	20
Standardized Field Sobriety Instructor Development	2	17
Standardized Field Sobriety Testing Instructor Update	1	83
Standardized Field Sobriety Testing / Intro to Drugs that Impair	6	75
Sobriety Checkpoints in Tennessee	6	152
Officer Spanish Communication (Basic)	13	224
Officer Spanish Communication (Enhanced)	15	86
Spanish Traffic / DUI	6	75
STOPS (Instructor)	2	17
TRACS / TITAN (Traffic Records)	12	236
Traffic Crash Reconstruction	2	55
Verbal Judo	9	122

- Total Trained – 2,542
- Law Enforcement Personnel Trained – 2,247
- Prosecutors Trained - 620

Police Traffic Services Highlights of Accomplishments:

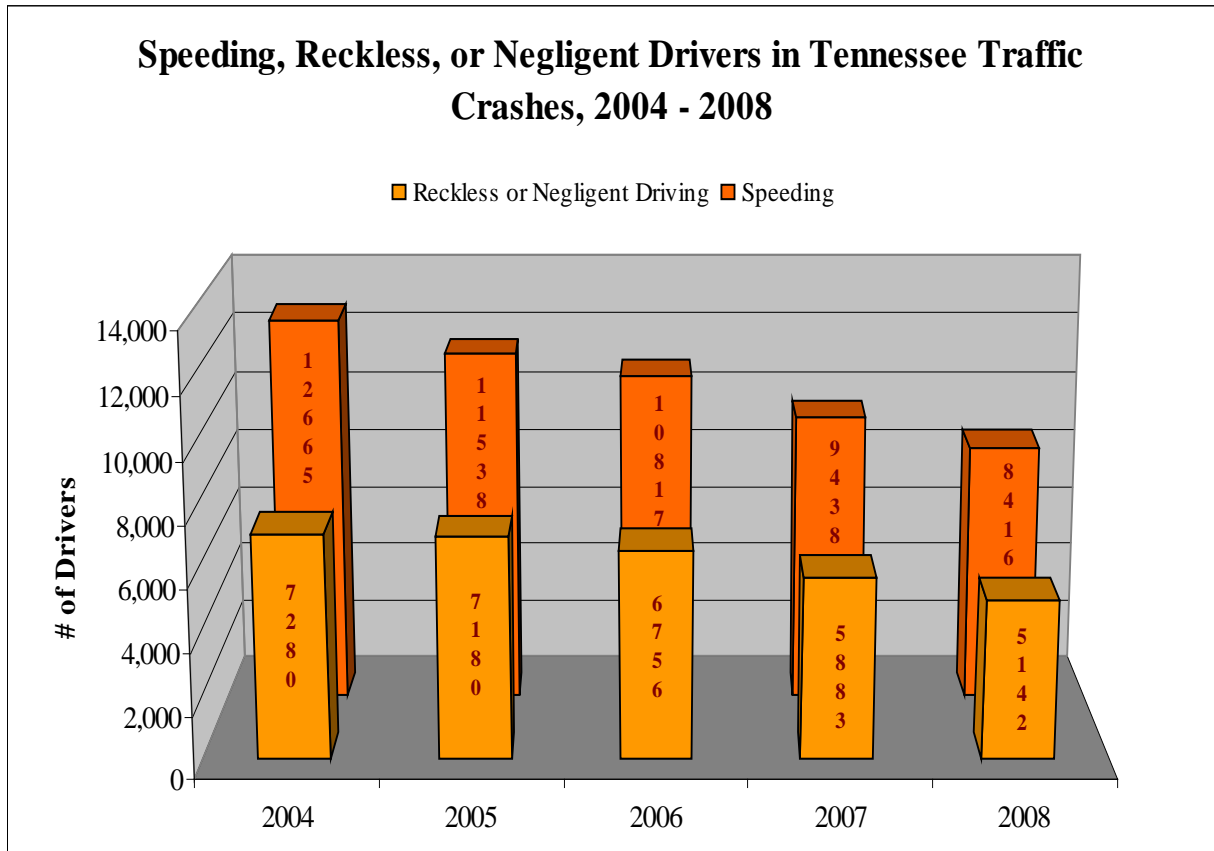
- The Law Enforcement Liaisons (LELs) were instrumental in increasing participation in the statewide traffic safety campaigns and recruiting new agencies in areas where there were no task forces on safety. They attended numerous safety task force meetings, safe community meetings, and county law enforcement meetings. They were a catalyst for supplying information to local law enforcement agencies about the GHSO and other agencies resources available for them.
- This month we will complete the sixth year of the GHSO Statewide Training Program.
- The final numbers are not in but we had trained approximately 2,247 Law Enforcement Officers
- Rural Crashes reduced from 652 in CY 2007 to 553 in CY 2008 (down by 15 %)
- Urban crashes reduced from 458 in CY 2007 to 397 in CY 2008 (down by 13 %)
- Number of reckless and negligent driving crashes has declined from 9,438 in 2007 to 8,416 in 2008.
- Number of speed related crashes has declined from 5,883 in 2007 to 5,142 in 2008.
- GHSO began a Drug Recognition Expert (DRE) training program in 2005. Since March 2005, 79 officers have become certified DRE officers and 22 of those DRE's are within the Tennessee Highway Patrol. These officers have been trained to recognize impairment in drivers under the influence of drugs as well as alcohol. In 2009, DRE's have evaluated 150 drivers suspected of driving under the influence of substances other than alcohol.



Aggressive drivers are high-risk drivers. They are more likely to drink and drive, speed, or drive unbelted even when not being aggressive. Aggressive driving is generally considered to consist

of combinations of several high-risk behaviors which, taken singly, do not represent aggression. These behaviors include:

- Disregard of traffic signs and signals
- Following too closely
- Erratic and improper passing
- Reckless, careless, and/or inattentive driving
- Driving while suspended license, and
- others



**Special Enforcement
FFY 2008-09**

	DUI Arrest	Suspended License.	Seat Belt	Uninsured Motorist	CRD	Speed	Felony	Reckless Driving	Vehicle Recovered	Drug Arrest	Fugitives App.	Other	Total
Rural Demo Project (RDP) May 8 - 16, 2009	75	135	546	256	31	564	39	26	2	61	9	182	1926
Occupant Protection Natl. Campaign May 16 - June 1, 2009	1657	3851	13910	9986	859	27794	875	462	68	1492	756	16476	78186
Impaired Driving Natl. Campaign Aug. 21 - Sept. 7, 2009	2056	3354	9221	12174	814	30010	1127	794	74	1451	689	16727	78491
RDP Nov. 16 - 22, 2009	92	140	216	243	52	767	40	10	8	68	10	242	1888
Impaired Driving Natl. Campaign Dec. 13 - 31, 2008	2209	3912	5658	10325	405	24658	950	521	102	1531	603	14722	65596
Totals	6089	11392	29551	32984	2161	83793	3031	1813	254	4603	2067	48349	226087

NOTE- The Yellow Color shows Special Enforcement Activity Output

TRAFFIC RECORDS PROGRAM

Goals and Objectives

- To simplify traffic safety data collection through electronic field data collection systems for state, local, and federal highway safety stakeholders' use.
- To develop knowledge base for traffic records system so that the strategic resources are managed effectively in reducing crashes, fatalities, and injuries on Tennessee roads.
- To develop data linkage partnerships so that data collected are provided to diverse set of users, agencies, and jurisdictions to improve traffic safety analysis to reduce injuries and deaths.

Performance Objective Measures:

- To increase the use of electronic crash data collection through a coordinated multi-agency program and to promote data-driven highway safety decision-making in Tennessee state, local organizations and other data users during FFY 2009.
- To develop a formalized process with detailed documentation for Electronic Crash collection to develop a statewide support process for both RMS and TraCS users.
- To update Crash data collection electronic workflows and forms to increase timeliness and accuracy.
- To increase crash and outcome reporting by improving the data linkages to coroner, ambulance run, and emergency department databases during FFY 2009.
- To ensure vigorous participation of all interests in the State Traffic Records Coordinating Committee and to use the TRCC's Traffic Records Strategic Plan recommendations as the basis for decision-making about highway safety information systems during FFY 2009.

TR-09-02; 154AL-09-77	TN Dept of Safety, TRIP	402 / 154 / 408	\$423,679.26
TR-09-03; 154AL-09-78	TN Dept of Safety, TITAN	402 / 154 / 1906	\$867,024.00
K9-09-02	TN Dept of Health, ISS	408	\$72,365.02
K8-09-131	Tracker - Tracking and Analysis of DUI Case Information	154	\$145,878.18

Activity: TR- 10383-Data Improvements- Automated Crash Report (DOS)

Traffic Records Improvement Project (TRIP)

- Tennessee Department of Safety (TDOS) received electronic crash reports on time.
- Assistance was made using standardized reports and data collection.
- A help desk was provided.

- Provisions were made with TraCS and XML test plans and Life Cycle plans.
- Electronic data collection was deployed.
- Work was done with updating paper report for temporary usage in concert with TRCC Strategic Plans.
- Documents containing monthly results were scanned and submitted to GHSO.

Traffic Records Integrated Traffic Analysis Network (TITAN)

Since 2007 when the original contract was signed to develop the statewide system, the work has continued and all components of the contracted system are in final deployment phases.

Minor enhancements to the crash reporting are being made under the ongoing maintenance and support provisions of the contract.

Comprehensive statewide "Tennessee Integrated Traffic Analysis Network" (TITAN) training for local agencies began in October of 2008.

- The training sessions have been continued on a regularly scheduled plan through November 2009.
- 100% of all THP crash reports are submitted using TraCS.
- The THP has trained one hundred sixty eight agencies' training staffs to deliver on-site training for the TraCS crash reporting system at their respective facilities.
- Local agencies are bringing up the electronic reporting at their site on their schedules.
- The electronic reporting capabilities, systems, and connectivity to databases are all provided by the State through the Office of Information Resources and the THP.
- Of the agencies that have been trained, 87 of them began reporting to the TITAN system electronically in FY 2009.
- An increase resulted of the percentages of electronic crash report from 35% to 39% for the same period.
- The backlog of paper crash reports has been completely mitigated.
- Paper crash reports are still received but are scanned, keyed, and entered in to the database for immediate access on a daily basis.
 - 78.2% or 21,491 crash reports were keyed within 30 days of being scanned.
 - 12.7% or 3,485 crash reports were keyed within 31 to 60 days after being scanned.
 - 4.4% or 1,209 crash reports were keyed within 61 to 90 days after being scanned.

Statewide Injury Surveillance System

- Tennessee CODES was discontinued in 2006.
- At this time, Emergency Medical Information Technology System does not directly link to other datasets.
- The Hospital Discharge Data System is housed within Tennessee Department of Health along with other datasets, including EMS, vital statistics, etc.
- Some efforts are being made by the DHS to link these patient care databases.
- Because this database contains social security numbers, it has the potential to be linked to the EMS file using that variable.
- All the EMS files collect similar identifying variables that would allow linkage in the future. The Department of Health Statistics does receive annual crash report datasets from the Safety Department for analysis purposes.
- While not directly linked to the trauma registry, the crash data are being analyzed in conjunction with the medical data.

MOTORCYCLE SAFETY PROGRAM

Program Goals:

- Reduce the number of motorcycle crashes by 15% from 2072 to 1761
- Reduce the number of motorcycle crash fatalities by 10% from 135 to 121
- Increase Helmet use in fatal crashes by 5% from an average of 82% to 87%

Performance Objective Measures:

Objective 1: To decrease number of motorcycle crashes to 1761, and number of fatalities to 121 in 2008

Performance Measure: Annual number of motorcycle crashes and motorcyclists killed as reported on police crash report form, averaged over three years.

Baseline: In CY 2004, 128 motorcycle riders died in 2,072 crashes.

Status: In CY 2007, 150 motorcycle riders died. Helmet use increased to 91.3%

Program Highlights:

In Blount County Tennessee, U.S. 129 weaves through 11 miles of mountainous roadway on the Tennessee side of the highway. This stretch of roadway has over 318 curves and is highly publicized on websites as the ultimate riding course for motorcycles and race cars. Drivers from all over the world come to test their endurance and push the limits for speed and agility.

In the spring of 2007, it was brought to the attention of the Governor's Highway Safety Office that there had been over 142 crashes from June 1, 2006 to September 30, 2006 and that Life Star continually had to transport seriously injured drivers and motorist. Law enforcement officials were concerned for the safety of residents in the area, but lacked the resources to continually man the area.

Action Taken:

Two grants were issued to agencies in that jurisdiction.

- Tennessee Department of Safety, Knoxville District and
- Blount County Sheriff's Office

Grant No.	Agency	Program	Grant Amount	Funding Source
PT-09-169	TN Department of Safety	The Dragon	\$68,242.00	402
PT-09-15	Blount County Sheriff's Office	The Dragon	\$83,348.32	402

Grant Period: October 1st, 2008 and ended September 30th, 2009.

Highlights of Accomplishments:

Blount County Sheriff's Office: During this year we placed two deputies four days per week on the dragon. Each deputy worked an 8 hour shift. Most shifts were Thursday thru Sunday 10am to 6pm. There was some variation of the hours worked due to the regular traffic knowing the hours we would be there and waiting until we left or before we arrived to do most of the racing. The number of crashes with serious injury has been greatly reduced over the last three years but the number of fatalities remains at 3 or 4 per year. This year there were 4 fatalities, none during the hours we were patrolling on the dragon. Last year deputies issued 1127 citations and this year they issued 1204. The number of citations issued to motorcyclists fell again this year (531 - 473) while the number to other motor vehicle increased (596 - 731).

TN Department of Safety, THP: The majority of the crashes this year investigated were cruiser type motorcycles with operator error being the primary cause. Four fatalities were recorded October 2008 thru September 2009. It should be noted that all fatalities were riders visiting from other states possibly not familiar with extremely curvy roads. Also, it should be noted three were cruisers and one a sport bike. Crashes Fri-Sun during THP Enforcement a reduction in crashes was noted during the enforcement period of 17.50%. There was a 37.69% reduction in overall (Sunday thru Saturday) crashes between mile markers 0 and 14 on the Dragon (U.S.129) between October 2008 and September 2009 enforcement period. Overall calls to U.T. Life star helicopter were reduced by 25.00% October 01, 2008 – September 30, 2009 during the enforcement period. There were approximately 930 citation issued by Tennessee Highway Patrol during the 2009 grant year. Of those 930 citations there were Five (5) DUI's, Two (2) Felony Drug charges, Two (2) Misdemeanor Drug charges.

Program Highlights:

The Shady Valley Enforcement grant resulted from the need for additional enforcement presence in the Shady Valley community of Johnson County in northeast Tennessee. During the spring and summer months hundreds of motorcycle riders visit the area to enjoy the natural beauty and to seek thrills by riding the numerous curves and switchbacks on U.S. Highway 421 and other roads in the area. The influx of motorcycles has resulted in many complaints from local residents and other motorists due to reckless and dangerous driving of a small percentage of the riders.

Action Taken:

One grant was issued to the Tennessee Department of Safety – THP 1st District

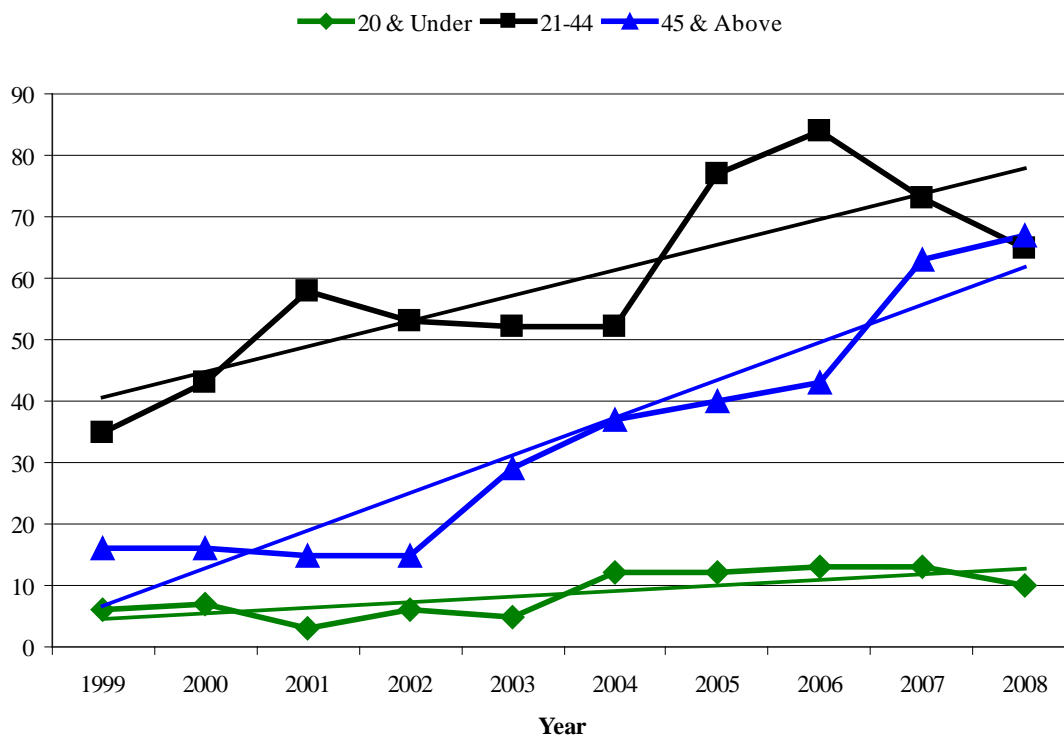
Grant No.	Agency	Program	Grant Amount	Funding Source
PT-09-167	TN Department of Safety	The Dragon	\$48,220.00	402

Grant Period: October 1st, 2008 and ended September 30th, 2009.

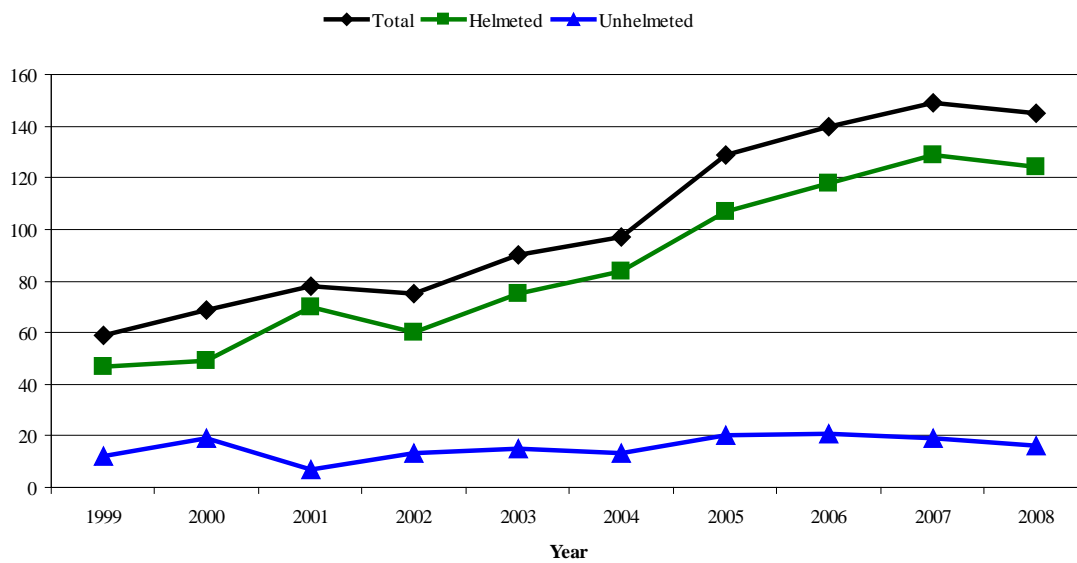
Highlights of Accomplishments:

During the grant period beginning in April and continuing through September the Tennessee Highway Patrol issued tickets or made arrests for 318 violations committed by motorcycle operators on roadways in the Shady Valley community. Motorcycle specific enforcement included 20 drivers' license violations, 97 helmet violations, 83 speeding violations, and 39 violations for no insurance. Thirty-four driver's license checkpoints were conducted which resulted in 31 tickets for a variety of violations. Three arrests were made for DUI. Troopers working on the Shady Valley Enforcement Grant logged a combined total of 18,001 patrol miles over several weekends during the grant period and claimed a total of 1,293 hours of overtime enforcement activities.

Tennessee Motorcyclist Fatalities by Age

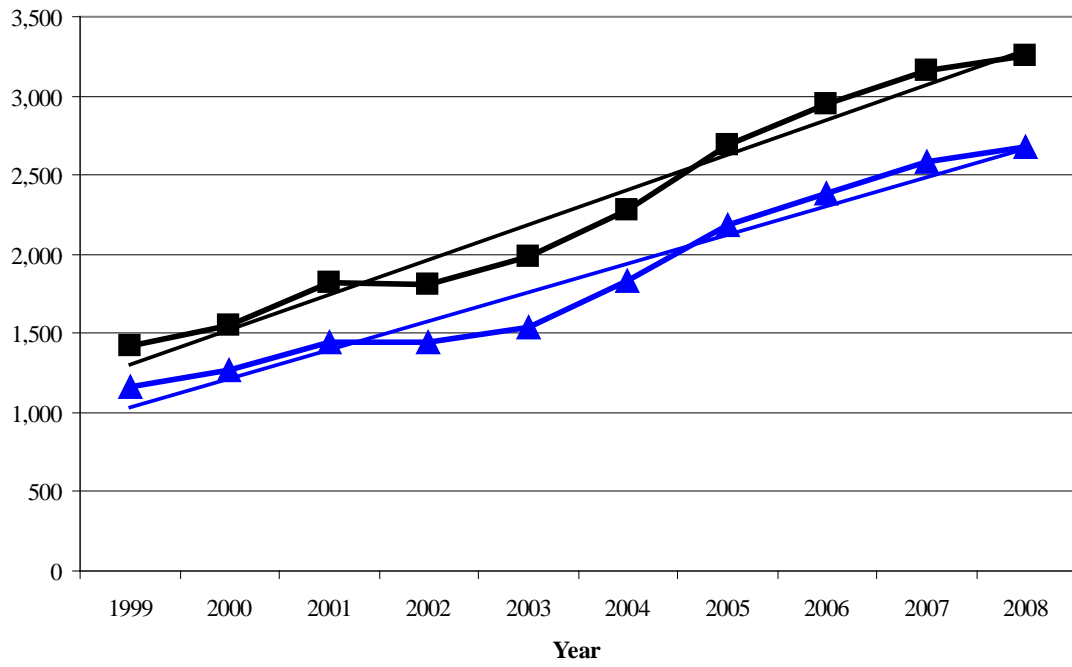


Tennessee Motorcyclist Fatalities by Helmet Use



Tennessee Motorcycle Crashes

■ Total Crashes ▲ Fatal & Injury Crashes



SAFE COMMUNITY PROGRAMS

Goal

- To improve motor vehicle crash survivability and injury outcome by improving the availability, timeliness, and quality of emergency medical response and by improving State and community coordination of emergency medical services, public safety, and mass casualty response.

Objective

- To improve the response time of emergency personnel in rural communities by providing training and equipment for 20-30 individuals within 5 communities

Performance Measure: Demonstrate a reduction in response time of EMS personnel and first responders to motor vehicle crashes.

Highlights of the program:

The emergency medical services program is a vital public service, a system of care for victims of sudden and serious injury. This system depends on the availability and coordination of many elements, ranging from an informed public capable of recognizing medical emergencies to a network of trauma centers capable of providing highly specialized care to the most seriously injured. The 9-1-1 emergency number, search and rescue teams, and well-trained and equipped pre-hospital and emergency department personnel are some critical elements of an emergency medical services system.

In order to decrease fatalities related to traffic crashes it is paramount that we increase the training to persons who are first on the scene by providing the following:

- Provide training and equipment to first responders in high motor vehicle crash risk locations within rural counties.
- Provide skills development for dealing with crash scenes and crash-related injuries, and skills development for crash injury prevention activities.
- Train emergency medical personnel via distance learning to reach more people who do not have the time or resources for long-distance travel.

Action Taken:

Five grants were awarded for the first responder training and equipment program. The criteria for the awards were based on a ranking of one of the top 65 counties in overall crashes. The agency must also be in a rural county in order to qualify for funding.

Programs	Agencies	Grant Amount
Faster Response to highway victim	Bedford County EMS	\$5,109.00
First Responder Training for Firemen	Franklin County Communications/911	\$11,175.00
First Responder Training	Halls Fire Department	\$13,455.00
First Responder	Mason Police Department	\$10,300.00
First Responder Equipment and Training	Putnam County EMS	\$13,349.33
First Responder Equipment and training	Wayne Medical Center EMS	\$15,028.50

Challenges Encountered and Solutions Developed:

EMS response times for an ambulance in rural Tennessee can be anywhere from 10-30 minutes. Transport times to a hospital can even be longer, depending upon the location of the call for service. The longer a patient with a life threatening injury has to wait for medical personnel to arrive, the chances for survival diminish.

In order to address the challenge of response time, GHSO is funding the following agencies for the 2009-10 Grant Year.

Agencies Funded:

- Ashland City Fire Department \$10,000.00
- Bedford County EMS \$14,950.00
- Etowah Rescue and Rural Fire Department \$10,871.66
- Haywood County EMS \$14,844.00
- Smith County EMS \$12,007.56

EMERGENCY MEDICAL SERVICES

Program Goals:

- To promote increased multi-disciplinary safety activities in statewide at least 40% of the state population and 33% of state traffic deaths and serious injuries.
- To inform the general public and safety advocates of changes in law, new data, new studies, program opportunities, etc, and to reach high-risk audiences with informational and motivational safety messages.

Performance Objective Measures:

- To provide outreach, technical assistance and guidance on no less than a quarterly basis to community representatives in Tennessee's 95 counties.
- To encourage locally directed multi-disciplinary safety activities in the top most populated counties or communities by the end of 2009 and the top 25 most populated counties or communities by the end of 2010.
- To provide training, technology transfer and technical assistance to at least 300 safety professionals and assist with the coordination of at least two volunteer organizations during 2008-09.

Action Taken:

NHTSA's goal of developing the Safe Community program was to promote injury prevention at a local level by engaging multiple representations of advocates in health, education, business, public works, law enforcement and interested citizens. The thrust was to analyze community needs and design programs that met those needs through a 'best practices' perspective.

The community practitioners involved implemented plans to address the problems primarily through education. Several members of the Tennessee GHSO staff were trained in the past on Safe Communities curriculum but only one is currently still a member.

On a National level, the Safe Communities program is being revised so the GHSO did not put the resources into it until the revision is complete.

The key area that was concentrated on was in the distribution of information through the Tennessee Traffic Safety Resource Center.

FFY 2009 Safe Communities Grants

Grant Number	Grantee	Funding Source	Grant Amount	Grant Name
PT-09-172/ 154AL-09-143	University of Tennessee	402 / 154	\$443,671.04	TN Traffic Safety Resource Center

Highlights of Accomplishments:

Over 472,452 pieces of traffic safety materials were shipped to 713 individuals and/or agencies. These figures do not include 563 agencies served thru the TTSRS Help Desk area. It also does not include the 450 plus TN Lifesaver & Law Challenge Conference attendees and the 4500 pieces of materials distributed at Conference.

The Vince & Larry costumes and Impairment goggles were shipped 44 times this year to statewide agencies for their use at safety events.

There was a larger increase in the use of the website - www.tntrafficsafety.org, with 68,670 hits.

- Updated Home page links for conferences and upcoming NHSTA campaigns etc.
- Global reorganization of web folders, files, coding (30+ different pages), asp, html, etc.
- Training-Portal Side to include new passwords, menu reorganization, menu buttons, Several document lists, add new student in the online roster section of each class
- Researched software for POST automation
- Developing Java coding for GHSO Training Division & TN POST Commission
- Coding was developed for Venue section to include a 'Notes' section for the Client side and a 'Memo' section for the Portal side.
- Research for new TTSRS website (Client Side Redesign)
- Updating html coding for changed Course descriptions
- Coded for New course – Sobriety Checkpoint in Tennessee
- Venue updates- helping clients w/class information updates
- Redeveloped coding Venue updates to include new functionality
- Batch processed: Lifesaver/Challenger picture for quicker load time
- Coding for Lifesavers Pictures
- Redeveloped/modified coding for Rural Demo Campaign
- Coding & setup done for Holiday Enforcement Campaign
- Maintained/updated coding for the two campaigns and issues with agency selection of Rural Demo project
- Developed in the portal an Agency Update Menu for campaigns
- Extensive work done on the Client & Portal side of the Lead & Live Youth Conference sections (rosters, calls, emails, recoding, PDF reorganizations, code integrity, and portal issues, etc.
- Developed/coded a Post- Conference area for the Lead & Live conference
- Batch processed pictures for Lead & Live and coding done for a new Picture Gallery in the new Post Conference area.

Challenges Encountered and Solutions Developed:

1. Past Safe Communities Projects: Using the past projects listed on the NHTSA website, we analyzed the participation and continuation factors of the projects. A number of them were started as a result to tragic deaths of students in crashes and funds were sought from the GHSO grants to develop them. Of those listed, only one (Clarksville) is still functioning in part due to the high number of continued crashes in

the teen population, two are functioning sporadically on seatbelt functions, and the rest no longer function. Lack of continuation of funds, lack of continued community interest, and failure to bring in new advocates or programs were cited as causes for dissipation of support.

2. Program Changes: NHTSA is in the process of changing the scope, objectives and design of the Safe Communities projects. A revision team was formed in 2006 in order to update and improve the Safe Communities concept. With Safe Communities reaching a ten year anniversary along with weakened financial support from the Federal level, an attempt is being made to strengthen a vital grassroots level program that formed hundreds of new partnerships during the late 1990s.

Tennessee Highway Traffic Safety Law

Current Highway Safety Laws:

- Primary Enforcement Seat Belt Law
- Booster Seat Law
- All-Rider Motorcycle Helmet Law
- Graduated Driver License (GDL) - 6-Month Holding Period Provision
- GDL - 30-50 Hours Supervised Driving Provision
- GDL - Passenger Restriction Provision
- Child Endangerment Law
- High Blood Alcohol Concentrate Law (amended from .20% to .15% effective 1/01/09)
- Repeat Offender Law
- Sobriety Checkpoints Law

Highway Safety Laws Needed

- GDL - Nighttime Restriction Provision
- Mandatory BAC Test Law - Drivers Killed
- Mandatory BAC Test Law - Drivers Who Survive
- Mandatory Interlock Device
- Administrative License Revocation (ALR)
- Increase the penalty for seat belt fine, increase the vehicle weight for the primary seat belt law to include the larger SUV's and to prohibit nursing mothers to keep small infants on their lap while traveling.

Other Notes:

The Governor's Highway Safety Office was asked by the Governor to conduct a DUI Task Force in order to provide legislators revised DUI laws that will be clearer and more effective for law enforcement officials, judges and prosecutors. The proposed changes/recommendations were provided to the Governor in October of 2006 and debated in the 2008 and 2009 legislative seasons any bill with a fiscal note has been shelved due to extreme budget constraints.

The ALR legislation was not passed during the 2008-2009 legislative seasons. Tennessee Governor Phil Bredesen reported particular disappointment that he was unable to approve the ALR legislation due to state budget constraints and indicated he would reintroduce the bill as soon as fiscally possible.

In 2009, there were attempts to introduce portions of the previously unsuccessful DUI legislation. The state chapter of Mothers Against Drunk Driving has determined to push for passage of the mandatory interlock legislation. The GHSO will continue to support the efforts of MADD to introduce interlock legislation and support all efforts to create ALR legislation, which also will allow the state to maintain its Section 410 funding. Legislation was once again proposed in 2009 to repeal the mandatory helmet law for motorcycles. This legislation was never passed out of committee and failed to gain traction.

Efforts will be supported from safety advocates across the state to increase the fine for not wearing a seat belt in the current primary law. Tennessee's current law mandates only a \$10 fine with no court costs, making it the lowest fine among any primary law states.

Challenges for the Future

Planning and Administration

- The Tennessee GHSO looks forward to working with NHTSA and GHSA on federal re-authorization.
- Governor Bredesen has signed the latest revision of Tennessee's Strategic Highway Safety Plan that will continue to unite the highway safety advocates of Tennessee in implementing ambitious goals in reducing fatalities on our roadways. Specific plans to reduce the number of fewer than 900 will include new senior driver safety programs and continued commitment to youth driving initiatives.

Occupant Protection Program

- Recertification of law enforcement officers. Many of them have taken the CPS certification to gain POST credit.
- Legislative changes to allow some local funds to be generated for the writing of CPS tickets.
- Development of a statewide campaign for child passenger safety similar to "Click it or Ticket" or "Buckle Up in Your Truck".
- Focusing efforts on rural areas, particularly among male pickup truck drivers statewide seat belt usage dropped for the first time in many years from 81.5 % in 2008 to 80.6 % in 2009. An increased seat belt fine has been determined as the best chance for enhancement in this area to re-ignite increases realized after initial passage of Primary Law six years ago.

Alcohol & Other Drugs Countermeasures Program

- Open Container Law to include passenger.
- Make all fines and fees equal statewide.
- Permit search warrants if defendant refuses breath or blood test.
- Support legislation to permit videotaping of DUI arrest of minors.
- Support mandatory ignition interlock legislation.

Police Traffic Services Program

- Tennessee's GHSO continues to support local law enforcement agencies that can identify specific needs as they relate to traffic enforcement in their jurisdictions and that do not have sufficient funding levels to purchase the equipment or training themselves.
- We continue to face the different needs between rural and urban areas and hope that we can continue to meet these needs proportionately.

Traffic Records Program

- Increase readily accessible, cross-referenced and current crash and judicial records.
- Create Tennessee Traffic Safety Data Users' Group within the framework of the new TITAN system.
- Reach 80 % usage of centralized system in 2010.

Motorcycle Program

- Implementation of the motorcycle strategic plan began in FFY 2007. The GHSO has full support from the Tennessee Department of Safety- Motorcycle Rider Program, but obtaining the support from motorcycle rider organizations and motorcycle-related businesses will be critical to the success of the various strategic plan components; the motorcycle community must be a part of the solution to the rising motorcycle fatalities.

- The GHSO has identified the Motorcycle Awareness Foundation of Tennessee (MAFT) as our strongest ally in this area.

Safe Community Program

- Although we were not able to expand our Safe Community projects in FFY 2008, the goal was to add at least two communities with high death and/or injury crash rates in 2009 as funding levels permit and to continue expanding efforts to reach the growing Hispanic Community with education and public information.

Integrated Communications Plan Earned and Paid Media

The Governor's Highway Safety Office has developed an integrated communications plan that works in tandem with the NHTSA National Communications Plan, as well as utilizes the unique opportunities that are available in the State of Tennessee. The plan focuses on occupant protection and impaired driving through techniques that integrate marketing i.e. brand recognition, method of delivery, target audience selection and demographic characteristics and law enforcement efforts in order to support state laws and encourage behavioral changes.

Brand recognition and association of the message can help build and sustain social norms. Booze It and Lose it is associated with the penalties of drinking and driving and Click It or Ticket is associated with the seat belt use, both messages associate the brand with behavioral changes. Although media is not the only factor to changing behavior, it can influence and provide a sustaining message that over time can be persuasive.

Paid and earned media, high visibility enforcement and partnerships will be the foundation of the integrated communications plan. Approximately 376 law enforcement agencies across the State participated in the high visibility enforcement periods. Partnerships include agencies such as: Mother's Against Drunk Driving, the Tennessee Department of Safety, NFL Titan's football, NHL Nashville Predators, NBA Memphis Grizzlies, the University of Tennessee (UT) football and basketball, the University of Memphis and many other sports venues that reach the desired target audience and are utilized to complement the Booze It and Lose, Click It or Ticket, and Motorcycle Safety campaign messages.

Goal: To increase awareness of the following highway safety messages 5% for Booze It and Lose It, 2% for Click It or Ticket, 5% for 100 Days of Summer Heat and 10% Motorcycle Safety in 2008.

Objectives: Provide educational messages through brand association that may lead to social norm changes of behavior.

Evaluation: Attitudes and perceptions evaluation for each campaign over \$100,000 will be conducted to determine if awareness has increased. Baseline evaluations have been conducted for each of these campaigns and will be compared to the results gathered in 2008-2009.

Tasks: Develop, plan and carryout the Booze It and Lose It, Holiday, Click It or Ticket, 100 Days of Summer Heat/Get Nailed and Motorcycle Safety campaigns as listed in the Events and Activities Calendar. Conduct attitudes and perceptions evaluations for each campaign period exceeding \$100,000.

The Social Science Research Institute has been conducting interviews with residents of the state of Tennessee over the past three years to measure driving habits and awareness of traffic safety slogans. Specifically, respondents have been asked about their recall and recognition of two slogans: *Click It or Ticket* and *Booze It and Lose It*. The timing of these interviews was scheduled to coincide with media campaigns sponsored by the Governor's Highway Safety Office. The findings of these surveys suggest that both campaigns have been successful in reaching the general public. Moreover, recall of the slogans has remained steady for the older, *Click It or Ticket*, slogan and has generally increased for the newer slogan, *Booze It or Lose It*.

Booze It and Lose It

The Booze It and Lose It campaign tag was utilized with an enforcement message during the holiday and Labor Day campaign periods and will target “risk takers” (men 18-29) and “blue collars” (men 25-34) demographic groups. Campaign periods included radio and television and the purchase of signage in the form of banners, posters and educational publications. Earned media included a news release and press conference at the onset of each campaign period, with local municipalities reporting in on progress, sobriety checkpoint locations, and other notable activities. The measure for advertising outreach was within the goals and guidelines of frequency and reach set by NHTSA for national paid media campaigns.

- The measure for each market purchased for broadcast television and cable was a minimum of 100-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 100-200 GRP's per week.
- These GRP's levels delivered with sufficient reach to the target audience of male viewers and listeners ages 18-34.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.

Based on the congressional requirements, an attitudes and perceptions pre and post telephone surveys utilizing random digit dialing sampling techniques were conducted for these campaign periods and the evaluation reports will be submitted to the Governor's Highway Safety Office and included in the Annual Media Report to NHTSA.

In addition to the campaigns for this year, major metropolitan bus advertising was utilized to display the Booze It and Lose It logo and an ad that was used for print ads for the sports events.



HOLIDAY 2008-2009

Flight Dates: Dec 8-Jan 4

Target Audience: Men 18-34

SPOT TV/CABLE TV					
MARKET	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/F
		PAID	PSAs		
Chattanooga	\$65,896.25	572	411	454	76
Jackson	\$5,129.79	428	419	0	
Knoxville	\$76,810.39	791	1160	633	84
Memphis	\$88,686.87	1299	1123	905	83
Nashville	\$60,175.00	276	140	1243	88
Tri-Cities	\$48,867.61	546	177	343	69
TOTAL	\$345,565.91	3912	3430	3578	

RADIO					
MARKET	PURCHASED/DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/F
		PAID	PSAs		
Chattanooga	\$14,123.60	449	594	468	72.
Cookeville	\$1,683.00	60	60	22	30
Jackson	\$5,297.20	204	214	59	59
Knoxville	\$24,436.25	491	844	591	63
Memphis	\$10,867.25	390	365	1,068	70.
Nashville	\$40,885.10	1073	986	1,114	70
Tri-Cities	\$17,040.80	636	402	341	61
TOTAL	\$114,333.20	3303	3465	3,663	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$80,019.85	2026	922
Cookeville	\$6,812.79	967	22
Jackson	\$10,426.99	2369	692
Knoxville	\$113,123.12	3757	1,496
Memphis	\$99,554.12	1171	2,311
Nashville	\$101,060.10	2782	1,457

Tri-Cities	\$65,908.41	1038	341
	\$476,905.38	14,110	7,241

HALLOWEEN 2008

Fund

Source: 154 Funds

Flight Dates: 10/22-10/31/2008

Target Audience: Men 18-34

MARKET	SPOT TV/CABLE TV				
	DELIVERED	# SPOTS		IMPRESSIONS	REACH/FREQUENCY
		PAID	PSAs		
Chattanooga	\$0.00	0	0	0	0
Cookeville	\$0.00	0	0	0	0
Jackson	\$0.00	0	0	0	0
Knoxville	\$0.00	0	0	0	0
Memphis	\$0.00	0	0	0	0
Nashville	\$0.00	0	0	0	0
Tri-Cities	N/A	0	0	0	0
TOTAL	N/A	0	0	0	0

MARKET	RADIO				
	PURCHASED/DELIVERED NET	# SPOTS		IMPRESSIONS	REACH/FREQUENCY
		PAID	PSAs		
Chattanooga	\$8,764.35	214	238	236,000	64/6.4
Cookeville	\$2,380.00	76	76	34,000	46.3/5.2
Jackson	\$2,490.50	108	118	42,000	56.6/6.2
Knoxville	\$10,025.80	179	181	290,000	56.5/5.8
Memphis	\$16,025.60	295	304	673,000	67.0/6.6
Nashville	\$20,210.50	276	142	662,000	62.0/6.2
Tri-Cities	\$6,666.55	157	158	161,000	56.1/5.1
State-wide	\$6,379.25	19	19	N/A	
TOTAL	\$72,942.55	1324	1236	2,098,000	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS
Chattanooga	\$8,764.35	452	236,000
Cookeville	\$2,380.00	152	34,000
Jackson	\$2,490.50	226	42,000
Knoxville	\$10,025.80	360	290,000
Memphis	\$16,025.60	599	673,000
Nashville	\$20,210.50	418	662,000
Tri-Cities	\$6,666.55	315	161,000
TN Radio Net	\$6,379.25	38	N/A
	\$72,942.55	2,560	2,098,000

SUPERBOWL 2009

Fund

Source: 410 Funds

Flight Dates: 1/26-2/1/09

Target Audience: MEN 18-34

SPOT TV/CABLE TV					
MARKET	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/FREQUEN
		PAID	PSAs		
Chattanooga	\$3,505.15	1	5	N/A	N/A
Cookeville	\$0.00				
Jackson	\$0.00				
Knoxville	\$6,878.87	11	0	N/A	N/A
Memphis	\$7,141.75	9	0	N/A	N/A
Nashville	\$8,237.11	28	0	N/A	N/A
Tri-Cities	\$8,762.89	7	18	N/A	N/A
TOTAL	\$34,525.77	56	23	0	

RADIO					
MARKET	PURCHASED/DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/FREQUEN
		PAID	PSAs		
Chattanooga	\$4,800.51	160	117	164	63.4/4.5
Cookeville	\$1,258.00	30	30	14	36.3/2.6
Jackson	\$1,310.70	70	18	26	51/4.3
Knoxville	\$6,715.85	149	149	253	63.5/4.2
Memphis	\$6,415.80	208	198	372	59.8/4.1
Nashville	\$11,701.95	322	327	559	71.4/4.6
Tri-Cities	\$3,965.25	125	68	126	54.3/4.1
TOTAL	\$36,168.06	1064	907	1,514	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$8,305.66	283	164
Cookeville	\$1,258.00	60	14
Jackson	\$1,310.70	88	26
Knoxville	\$13,594.72	309	253
Memphis	\$13,557.55	415	372
Nashville	\$19,939.06	677	559
Tri-Cities	\$12,728.14	218	126
TOTALS	\$70,693.83	2,050	1,514

LABOR DAY (BOOZE IT LOSE IT) 2009

Fund Source: 154 Funds

Flight Dates: 8/17-9/6/09

Target Audience: Men 18-34

SPOT TV/CABLE TV					
MARKET	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/FREQUEN
		PAID	PSAs		
Chattanooga	\$27,068.39	475	478	281	47/5.7
Cookeville	\$0.00	0	0	0	0
Jackson	\$8,617.96	328	294	60	45.8/5.0
Knoxville	\$29,957.36	1014	789	447	63.5/4.9
Memphis	\$17,517.49	233	211	424	46.2/4.6
Nashville	\$42,912.31	359	221	861	64.4/4.7
Tri-Cities	\$18,375.83	360	433	179	38.5/5.6
TOTAL	\$144,449.34	2,769	2,426	2,252	

RADIO					
MARKET	PURCHASED/DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/FREQUEN
		PAID	PSAs		
Chattanooga	\$14,226.00	385	395	302	64.6/7.7
Cookeville	\$1,308.15	54	54	21	42.4/3.5
Jackson	\$3,078.26	189	194	48	51.7/8.0
Knoxville	\$15,298.49	369	353	444	69.7/7.1
Memphis	\$15,203.94	366	236	542	49.6/7.4
Nashville	\$20,018.34	432	482	809	66.1/6.9
Tri-Cities	\$5,428.98	171	171	176	60.2/5.2
TOTAL	\$49,114.84	1,363	1,232	1,357	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$41,294.39	1733	583
Cookeville	\$1,308.15	108	21
Jackson	\$11,696.22	1005	108
Knoxville	\$45,255.85	2525	891
Memphis	\$32,721.43	1046	966
Nashville	\$58,210.80	1302	1,305
Tri-Cities	\$33,579.77	1395	721
TOTAL	\$224,066.61	9,114	4,595

JULY 4th 2009

Fund

Source: 154 Funds

Flight Dates: 6/29-7/5/09

Target Audience: Men 18-34

SPOT TV/CABLE TV					
MARKET	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/FREQU
		PAID	PSAs		
Chattanooga	\$0.00	0	0	0	0
Cookeville	\$0.00	0	0	0	0
Jackson	\$0.00	0	0	0	0
Knoxville	\$0.00	0	0	0	0
Memphis	\$0.00	0	0	0	0
Nashville	\$0.00	0	0	0	0
Tri-Cities	\$0.00	0	0	0	0
TOTAL	\$0.00	0	0	0	

RADIO					
MARKET	PURCHASED/DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/FREQU
		PAID	PSAs		
Chattanooga	\$4,573.55	111	111	97	50.3/3.3
Cookeville	\$436.05	18	18	7	27.5/1.8
Jackson	\$204.00	12	12	16	39.4/3.5
Knoxville	\$4,939.35	119	58	144	53.5/3
Memphis	\$5,358.40	129	106	190	39.0/3.3
Nashville	\$5,576.00	134	146	234	45.8/2.9
Tri-Cities	\$3,452.70	96	96	82	502./2.9
TOTAL	\$24,540.05	619	547	770	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$4,573.55	222	97
Cookeville	\$436.05	36	7
Jackson	\$204.00	24	16
Knoxville	\$4,939.35	177	144
Memphis	\$5,358.40	235	190
Nashville	\$5,576.00	280	234
Tri-Cities	\$3,452.70	192	82
TOTAL	\$24,540.05	1,166	770

Diversity Media

To address the diversity issue within the State a plan was developed that targeted the Hispanic Community. Many of the immigrants in Hispanic communities across the State come from countries where more often than not, people did not own or drive vehicles, nor were they educated in highway safety issues. Coming to the States requires learning driving skills and

roadway rules and laws which is difficult to deliver due to the possibility of incarceration for being in the country illegally. Through a partnership with MADD and Conexion Americanos- a non-profit agency that assists the Hispanic Community with everything from finding living arrangements to educational opportunities- delivered a DUI education and outreach program that provided educational materials to partners within the community and one-on-one interaction through a local phone number published in the educational materials. It also included radio; television buys; print ads and billboards during the campaign complimenting the Booze It and Lose message.

Hispanic

Fund Source: 154 Funds

Flight Dates: Nov 2008 - July 2009

Target Audience:

Men 18-34 Latino Men 18-34

MARKET	SPOT TV/CABLE TV				
	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/FR
		PAID	PSAs		
Chattanooga					
Cookeville					
Jackson					
Knoxville					
Memphis					
Nashville	\$9,903.11	425			
Tri-Cities					
TOTAL	\$9,903.11	425	0	0	

MARKET	RADIO				
	PURCHASED/DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/FR
		PAID	PSAs		
Chattanooga	\$3,702.60	198	198		
Cookeville					
Jackson					
Knoxville					
Memphis	\$2,652.00	93	94		
Nashville	\$19,155.40	1127	1123		
Tri-Cities					
TOTAL	\$25,510.00	1,418	1,415	0	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$3,702.60	396	0
Cookeville	\$0.00	0	0
Jackson	\$0.00	0	0
Knoxville	\$0.00	0	0

Memphis	\$2,652.00	187	0
Nashville	\$29,058.51	425	0
Tri-Cities	\$2,652.00	187	0
Sub-Total	\$38,065.11	1,195	0
Hispanic Print	\$13,382.46		
TOTAL	\$51,447.57		

*Reach and Frequency unavailable due to lack of ratings for Hispanic-only

The Booze It and Lose It tag was utilized in a soft alcohol countermeasures message in the following sports marketing venues: All Division One college teams in the state: The University of Tennessee, University of Memphis, and Vanderbilt University football and basketball, and Middle Tennessee State University; Tennessee Titans, Nashville Predators, Southern Heritage Classic, The Liberty Bowl, Music City Bowl, and 9 minor league baseball stadiums and others noted below. Interior and exterior signage, radio and television spots, public address announcements, Jumbo-tron, LED rotational lighting and other unique signage will be used to promote the Booze It and Lose It message.

Booze It and Lose It Marketing 07-08

Tennessee Titans (fall 08) (fall 09)	Tennessee Football Inc.	Signage, Television, psa's on jumbo-tron	324 Television spots, 21 psa's on jumbo-tron, 42 logo on replay permanent signage	\$120,000.00 \$66,666.00 Funded 154
Nashville Predators (fall 08 – spring 09) (fall 09)	Nashville Hockey Club	Signage, Television, logo on scoreboard rotations, print ad in Predator Press	Permanent signage, 110 tv, 180 radio spots, jumbo, print ad	\$175,000.00 \$25,000.00 Funded 154
Minor League Baseball (spring – summer 09)	Amerisports, Inc.	Signage, psa's, radio, jumbo- tron	Permanent signage, 964 radio spots (over bonused approx. 220 spots)	\$180,000.00 Funded 154
Southern Heritage Classic Football Game (Fall 09)	Summitt Management	Jumbo-tron, radio tags, logo inclusion on print materials, full page color ad, stadium signage	800 radio tags	\$80,000.00 Funded 154
Music City Bowl (fall 08)	Music City Bowl, Inc.	Signage, jumbo-tron, campaign logo on all print materials, radio and television	600 spots on the national radio network, 8 radios spots local during game, 4 cable spots	80,000.00 Funded 154
Liberty Bowl (fall 08)	Liberty Bowl Association	Signage, jumbo-tron, television, radio		\$80,000.00 (154)
Motorsports (fall 08) (spring– fall 09)	Alliance Sport Marketing	Signage, print ads, psa		\$50,000.00 \$200,000.00 (154)
Middle Tennessee State University (Fall 09)	Nelligan Sports	Signage	Campaign logo on jumbo-tron rotations, arena signage	\$4,375.00 Funded 154

Titan's Radio Network (fall 08 and fall 09)	Citadel Broadcasting	Radio	6,636 pd spots	\$46,666.66 \$84,000.00 Funded 154
Memphis Grizzlies (fall 08 – Spring 09)	Hoops LP	Signage	LED Rotational Signage, Jumbotron	\$105,000.00 Funded 154
U of M Football & Basketball (spring 09) (fall 09)	Learfield Communications	Signage, jumbo-tron, rotational signage, print ads	LED rotational signage, press backdrop	\$152,179.00 \$52,247.24 Funded 154
U Of M Football & Basketball (spring 09) (fall 09)	University of Memphis	Radio	199 radio spots	\$58,711.50 \$20,157.74 Funded 154
Vanderbilt University Football & Basketball (fall 08 – spring 09 & fall 09)	International Sports Properties	Radio, signage, rotational signage, Jumbo-tron	191 radio spots, 104 of these were bonus spots	\$67,275.00 \$20,888.88 Funded 154
UT Football & Basketball (fall 09- spring 09 & fall 09)	IMG College	Television, radio, Signage, Jumbo-tron, video boards	353 television spots, 2,150 radio spots	\$186,750.00 \$62,250.00 Funded 154
Bus Wraps	Various vendors	Signage	Bus wrap-Nash, Mem, Chatt	Funded 154
Sports radio/television	Various vendors	Television, radio, internet	2,010 radio spots 339 television spots	Funded 154

Click It or Ticket & Rural Demonstration Project

The Click It or Ticket campaign tag was utilized with an enforcement message during the month of May and target ed “risk takers” (men 18-29) and “blue collars” (men 25-34) demographic groups. Campaign periods included radio and television and the purchase of signage in the form of banners and educational publications. Earned media included a press release at the onset of each campaign period in conjunction with the Hands Across the Border media and checkpoint events with local municipalities reporting in on progress, sobriety checkpoint locations, and other notable activities. The measure for advertising outreach will be within the goals and guidelines of frequency and reach set by NHTSA for national paid media campaigns.

- The measure for each market purchased for broadcast television and cable was a minimum of 100-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 100-200 GRP's per week.
- These GRP's levels delivered with sufficient reach to the target audience of male viewers and listeners ages 18-34.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.

Based on the congressional requirements, an attitudes and perceptions pre and post telephone surveys utilizing random digit dialing sampling techniques will be conducted for this campaign period and the assessment report will be submitted to the Governor's Highway Safety Office and included in the Annual Media Report to NHTSA.

CLICK IT OR TICKET 2009

Fund

Source: 406 & 402 Funds

Flight Dates: 5/18-5/31

Target Audience: Men 18-34

MARKET	SPOT TV/CABLE TV				
	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/FR
		PAID	PSAs		
Chattanooga	\$49,992.05	580	506	338	79.2
Cookeville	\$0.00	0	0	0	
Jackson	\$11,378.95	174	221	36	31.3
Knoxville	\$35,751.00	175	204	597	81.0
Memphis	\$48,059.00	783	760	672	81.3
Nashville	\$86,432.25	438	258	1216	93.7
Tri-Cities	\$40,957.25	406	458	278	88.7
TOTAL	\$272,570.50	2,556	2,407	3,137	

MARKET	RADIO				
	PURCHASED/DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/FR
		PAID	PSAs		
Chattanooga	\$15,235.40	354	319	409	67.7
Cookeville	\$1,861.50	80	80	32	46.9
Jackson	\$4,049.40	203	184	58	53.9
Knoxville	\$26,973.05	417	416	700	74.4
Memphis	\$55,218.95	456	1285	947	55.4
Nashville	\$32,594.10	634	565	1,406	76.4
Tri-Cities	\$17,626.45	365	313	416	66.9
TOTAL	\$153,558.85	2,509	3,162	3,968	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$65,227.45	1759	0
Cookeville	\$1,861.50	1759	747
Jackson	\$15,428.35	160	32
Knoxville	\$62,724.05	782	94
Memphis	\$103,277.95	1212	1,297
Nashville	\$119,026.35	3284	1,619
Tri-Cities	\$58,583.70	1542	694
TOTAL	\$426,129.35	10,498	4,483

MAY RURAL DEMONSTRATION 2009

Flight Dates: 5/8-5/15/09

Target Audience: Men 18-34

MARKET	SPOT TV/CABLE TV				
	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/FREQUENCY
		PAID	PSAs		
Chattanooga	\$26,096.70	1006	434	183	64.6/2.8
Cookeville	\$0.00	0	0	0	0
Jackson	\$0.00	0	0	0	0
Knoxville	4959.75*	536	139	N/A	N/A
Memphis	\$0.00	0	0	0	0
Nashville	\$49,453.00	643	554	738	83.5/3.0
Tri-Cities	\$0.00	0	0	0	0
TOTAL	\$75,549.70	2185	1127	921	

*Cable Only

MARKET	RADIO				
	PURCHASED/DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/FREQUENCY
		PAID	PSAs		
Chattanooga	\$8,187.00	222	223	253	62.9/6.9
Cookeville	\$0.00	0	0	0	0
Jackson	\$0.00	0	0	0	0
Knoxville	\$7,014.52	172	172	185	30.8/3.7
Memphis	\$0.00	0	0	0	0
Nashville	\$14,376.90	274	254	603	68.0/5.0
Tri-Cities	\$0.00	0	0	0	0
TOTAL	\$29,578.42	668	649	1041	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$34,283.70	1885	436
Cookeville	\$0.00	0	0
Jackson	\$0.00	0	0
Knoxville	\$11,974.00	1019	185
Memphis	\$0.00	0	0
Nashville	\$63,829.90	1725	1,341
Tri-Cities	\$0.00	0	0
Massive Online	\$8,500.00		
Outdoor	\$1,250.00		

Total	\$85,553.90	2,744	1,526
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Teen Drivers

Two key messages were used to target teenage drivers 16-20 in the 2007-2008 fiscal year. The first "Between the Barrels" (formally In the Zone) focused on teen occupant protection and was utilized in eighteen high schools in the major metropolitan areas: Hamilton, Knox, Shelby and Davidson Counties. This project reached an estimated 7,200 students. This project includes a multimedia school assembly component consisting of a 5 minute video that will be shown to junior and senior students, school information packet with handouts, and other instructional materials to encourage teens to use seat belts, obey speed limit signs in construction zones, and to pay attention to the events occurring around them. A radio spot was produced from the 5 minute video that can be used on school intercom systems and was aired on radio stations. The second message was a radio and television spot that promoted seat belt use and an alcohol countermeasure message, entitled "Don't let a great time be the last time". This spot will be shown during the month of May during prom and graduation events.

The Booze It and Lose It tag was utilized in 3 high school events. The first being the high school football championship games, held at a central location in the State. High schools from across compete for the number one top ranking team based on school classification. The second was: the high school basketball championships with the same criteria mentioned for football. The third was the high school baseball, track, and soccer championships. These events collectively draw approximately 300,000 students annually, in addition to parents, grandparents and other interested visitors.

- The measure for each market purchased for broadcast television and cable was a minimum of 100-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 100-200 GRP's per week.
- These GRP's levels delivered with sufficient reach to the target audience of male and female viewers and listeners ages 16-21.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.

PROM 2009

Fund Source: 164 & 163 Funds

Flight Dates: 4/13-4/19/09

Target Audience: PERSONS 12-17

MARKET	SPOT TV/CABLE TV				
	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/FREQU
		PAID	PSAs		
Chattanooga	\$19,738.41	49	50	79	35.5/2.1
Cookeville	\$0.00	0	0	0	0
Jackson	\$7,127.25	26	34	18	32.4/1.9

Knoxville	\$21,214.95	55	42	182	52.4/2.4
Memphis	\$28,617.83	48	47	357	58.7/2.6
Nashville	\$22,936.85	35	12	273	47.3/1.9
Tri-Cities	\$9,957.73	27	10	41	25.8/1.9
TOTAL	\$109,593.02	240	195	950	

MARKET	RADIO				
	PURCHASED/DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/FREQUENCY
		PAID	PSAs		
Chattanooga	\$6,024.80	159	155	248	48.4/5.8
Cookeville	\$1,170.45	51	51	26	44.7/3
Jackson	\$2,450.55	68	92	32	42.7/4.0
Knoxville	\$7,712.90	170	168	355	63.6/4.3
Memphis	\$13,590.75	314	247	815	51.4/6.5
Nashville	\$9,500.45	303	276	891	61.2/5.7
Tri-Cities	\$8,150.65	268	268	264	60.6/5.3
TOTAL	\$48,600.55	1333	1257	2631	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$25,763.21	413	327
Cookeville	\$1,170.45	102	26
Jackson	\$9,577.80	220	50
Knoxville	\$28,927.85	435	537
Memphis	\$42,208.58	656	1,172
Nashville	\$32,437.30	626	1,164
Tri-Cities	\$18,108.38	573	305
Theatre Ads	\$36,959.00		
TOTAL	\$195,152.57	3,025	3,581

* Via Cinemedia and Screen Vision we purchased screen ads in movie theatres across the state. We received a week

Work Zone Safety

Fund

Source: 402 Funds

Flight Dates: 4/6 - 4/12

Target Audience: Teens

MARKET	SPOT TV/CABLE TV				
	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/FREQUENCY
		PAID	PSAs		
Chattanooga	\$11,050.00			No Data	
Cookeville	\$0.00			No Data	

Jackson	\$0.00	No Data			
Knoxville	\$13,000.00	No Data			
Memphis	\$11,071.25	No Data			
Nashville	\$11,050.00	No Data			
Tri-Cities	\$11,050.00	No Data			
TOTAL	\$57,221.25	0	0	0	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$11,050.00	No Data	
Cookeville	\$0.00	No Data	
Jackson	\$0.00	No Data	
Knoxville	\$13,000.00	No Data	
Memphis	\$11,071.25	No Data	
Nashville	\$11,050.00	No Data	
Tri-Cities	\$11,050.00	No Data	
TOTAL	\$57,221.25	0	0

SUMMER PROMOTION

The 100 Days of Summer Heat –Drive Drunk Get Nailed was utilized with an enforcement message during the month of June, July, August and early September and targeted “risk takers” (men 18-29) and “blue collars” (men 25-34) demographic groups. Advertising during these periods, included guerilla marketing utilizing “Nailed” vehicles that were moved around the state, radio, television, bar coasters and table tents in the Tri-Cities Market, and press releases. The measure for advertising outreach was within the goals and guidelines of frequency and reach set by NHTSA for national paid media campaigns.

- The measure for each market purchased for broadcast television and cable was a minimum of 100-300 Gross Ratings Points (GRP's) per week.

- The measure for each media market purchased for radio was a minimum of 100-200 GRP's per week.
- These GRP's levels delivered with sufficient reach to the target audience of male viewers and listeners ages 18-34.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.

SUMMER HEAT-DRIVE DRUNK GET NAILED 2009

Fund

Source: 154 Funds

Flight Dates: 6/22-8/9/09

Target Audience: Men 18-34

MARKET	SPOT TV/CABLE TV				
	DELIVERED	# SPOTS		IMPRESSIONS (000)	REACH/FREQUEN
		PAID	PSAs		
Chattanooga	\$68,807.50	1460	2464	477	52.5/9.1
Cookeville	\$0.00	0	0	0	0
Jackson	\$21,904.50	1159	1011	72	35.4/7.8
Knoxville	\$61,398.05	3281	3363	733	77.3/6.6
Memphis	\$35,590.35	730	895	759	50.9/7.4
Nashville	\$99,661.50	1092	1938	1479	65.6/7.9
Tri-Cities	\$45,102.70	1073	1081	311	46.2/8.2
TOTAL	\$332,464.60	8,795	10,752	3,831	

MARKET	RADIO				
	PURCHASED/DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/FREQUEN
		PAID	PSAs		
Chattanooga	\$19,783.75	553	557	486	69.7/11.9
Cookeville	\$2,180.25	90	91	35	47.6/5.2
Jackson	\$4,647.80	311	205	80	54.7/12.6
Knoxville	\$24,688.25	594	569	720	74.2/10.8
Memphis	\$19,924.00	515	432	762	53.0/9.7
Nashville	\$29,048.75	684	665	1,177	66.9/10.0
Tri-Cities	\$10,444.80	358	358	328	67.8/8.6
TOTAL	\$110,717.60	3,105	2,877	3,588	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$88,591.25	5034	963
Cookeville	\$2,180.25	181	35
Jackson	\$26,552.30	2686	152
Knoxville	\$86,086.30	7807	1,453

Memphis	\$55,514.35	2572	1,521
Nashville	\$128,710.25	4379	2,656
Tri-Cities	\$55,547.50	2870	639
TOTAL	\$443,182.20	25,529	7,419

Motorcycle Safety

With motorcycles fatalities on the rise since 1998, Tennessee embarked on a motorcycle safety awareness campaign which targeted men 25-54 whom are the predominant group represented statistically in fatalities since 2001. In 2007 the Tennessee Governor's Highway Safety Office partnered with the Tennessee Department of Safety and created a video package for motorcycle training and motorcycle safety awareness. The motorcycle spot ran statewide as a public service announcement in April of 2008 and radio spots were purchased for an awareness campaign. A press event was conducted in which approximately 100 motorcycle riders attended to emphasis motorcycle safety and a press release was distributed to local newspapers.

- The measure for each market purchased for broadcast television and cable was a minimum of 100-300 Gross Ratings Points (GRP's) per week.
- The measure for each media market purchased for radio was a minimum of 100-200 GRP's per week.
- These GRP's levels delivered with sufficient reach to the target audience of male viewers and listeners ages 18-34.
- The frequency was such that the target audience saw or heard the message a minimum of 3 times per campaign period.

MOTORCYCLE SAFETY 2009

Fund Source: 2010 Funds

Flight Dates: 4/27-5/4/09

Target Audience: Adults 25-54

MARKET	RADIO				
	PURCHASED/DELIVERED NET	# SPOTS		IMPRESSIONS (000)	REACH/FREQUENCY
		PAID	PSAs		
Chattanooga	\$10,603.75	247	247	705	61.3/5.4
Cookeville	\$1,162.80	48	48	73	45.3/3.9
Jackson	\$1,309.00	62	48	79	43.8/4.6
Knoxville	\$9,447.15	192	173	1,069	63.0/5.2
Memphis	\$11,884.70	332	264	1,606	58.9/5.1
Nashville	\$17,106.25	301	314	1,957	64.6/4.7
Tri-Cities	\$9,085.65	189	186	658	59.0/5.1
Fringe Counties	\$20,093.47	1014	468	N/A	N/A
TOTAL	\$80,692.77	2385	1748	6147	

TOTALS			
MARKET	DELIVERED	# SPOTS	IMPRESSIONS (000)
Chattanooga	\$10,603.75	494	705
Cookeville	\$1,162.80	96	73
Jackson	\$1,309.00	110	79
Knoxville	\$9,447.15	365	1,069
Memphis	\$11,884.70	596	1,606
Nashville	\$17,106.25	615	1,957
Tri-Cities	\$9,085.65	375	658
Fringe Counties	\$20,093.47	1482	N/A
	\$80,692.77	4,133	6,147

Events and Activities 2008-2009

MONTH	THEME AND APPROX DATES	MEDIA/PUBLICATIONS/ ACTIVITIES	APPLICATIONS/EVALUATION
October	Halloween – <i>Booze It and Lose It</i> Oct. 26- 31	Earned Media – News Release Media Purchase DMS Boards	
November (to Jan. 1)	Rural Demonstration Project <i>Click it or Ticket</i> Nov. 10 – Nov.16 Thanksgiving – <i>Booze It and Lose It</i> Nov. 23 – Jan. 1	Earned Media- News Release Media Purchase Earned Media – News Release Sobriety Checkpoints DMS Boards	Attitudes and Perceptions Survey
December	<i>National Drunk & Drugged Driving Prevention Month</i> (TBD)	Impaired Driving Media Release Alcohol Mobilization News conference	
January			
February	Super Bowl Sunday <i>Booze It and Lose It</i> Jan. 29 – Feb. 1	Media Purchase Sobriety Checkpoints News Conference DMS Boards	
March	Work Zone	Media Purchase	

	<i>Between the Barrels</i> April 6-12	DMS Boards Revised dates	
April	Prom Season (<i>Alcohol Message</i>) April 13-19 Motorcycle Awareness (<i>Safety Message</i>) April 26 - May 2	Media Purchase Revised dates News Release/News Conference Media Purchase DMS Boards	Attitudes and Perceptions Survey Attitudes and Perceptions Survey
May	May Mobilization/Rural Demonstration Project <i>Click It or Ticket</i> May 1 - June 2	News Release/News Conference Media Purchase Hands Across the Border News Sobriety Checkpoints DMS Boards	Attitudes and Perceptions Survey
June	Enforcement Efforts <i>100 Days Summer Heat</i> <i>Motorist & Motorcycle</i> Jun 21 – Sept 7	Media Purchase DMS Boards Sobriety Checkpoints	Attitudes and Perceptions Survey
July	4 th of July <i>Impaired Driving</i> Law Enforcement Challenge (date TBD) Tennessee Lifesavers Conference (date TBD)	News Release Media Purchase Earned Media	
August	<i>Booze It and Lose It</i> August 15-September 7	<i>Booze It and Lose It</i> Media Purchase Sobriety Checkpoints	Attitudes and Perceptions Survey
September			

2009 Governor's Highway Safety Office Communications Plan for DMS Boards

<i>Date</i>	<i>Time</i>	<i>Message</i>	<i>Date</i>	<i>Time</i>	<i>Message</i>
Jan. 31	6P-9P	Fans Don't Let Fans Drive Drunk	Oct. 30	6P- 11P	Drive Safely, Booze It and Lose It
Feb. 1	12N- 9P	Fans Don't Let Fans Drive Drunk	Oct. 31	12N- 9P	Drive Safely, Booze It and Lose It
Apr. 25	12N- 9P	Drive Safely Watch Out for Motorcycles	Nov. 25	12N- 9P	Buckle Up It's the Law
Apr. 26	12N- 9P	Drive Safely Watch Out for Motorcycles	Nov. 26	9A-3P	Buckle Up It's the Law
May 22	8P- 11P	Buckle Up, Click It or Ticket	Dec. 11	7P- 11P	Don't Drink & Drive, Booze It and Lose It
May 23	12N- 9P	Buckle Up, Click It or Ticket	Dec. 12	12N- 9P	Don't Drink & Drive, Booze It and Lose It
May 24	12N- 9P	Buckle Up, Click It or Ticket	Dec. 18	7P- 11P	Don't Drink & Drive, Booze It and Lose It
May 25	12N- 9P	Buckle Up, Click It or Ticket	Dec. 19	12N- 9P	Don't Drink & Drive, Booze It and Lose It
			Dec. 31	9A-3P	Don't Drink & Drive, For a Sober Ride call
			Dec. 31	7P- 11P	862-RIDE (Nashville Market)

Run Motorcycle messages periodically throughout the warm months- utilize Tellico Plains board more frequently due to high volumns of motorcycles

For all other markets use Booze It and Lose It