

NORTH CAROLINA

Occupant Protection Program Assessment

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Each member of the team appreciates the opportunity to have served, and hopes that consideration and implementation of the proposed recommendations will enable North Carolina to continue to make strides in increasing its usage rates and decreasing its number of unrestrained fatalities.

Notes:

The information included in this document has been collected from a variety of sources including interviews, official documents, websites, and other materials. Sources may not be consistent. Some copyrighted material has been used under the "Fair Use" Doctrine of the U.S. copyright statute.

ASSESSMENT BACKGROUND

The purpose of the assessment is to aid the North Carolina Department of Transportation (NCDOT), Governor's Highway Safety Program (GHSP) in a review of the occupant protection programs in this State; the identification of the program's strengths, accomplishments, and challenges; and to offer suggestions for improvement. The assessment can be used as a tool for planning purposes and for making decisions about how to best use available resources. This assessment tool follows the format of the *Uniform Guidelines for State Highway Safety Programs*, Program Guideline No. 20, Occupant Protection (January 2013). The guideline that precedes each section of this report is taken from this document. The assessment process provides an organized approach for measuring program progress. The U.S. Department of Transportation developed the guidelines in collaboration with the States.

All states, in cooperation with their political subdivisions, should have a comprehensive program that educates and motivates its citizens to use available motor vehicle occupant protection systems. A combination of use requirements, high visibility enforcement, public information, education, and incentives is necessary to achieve significant, lasting increases in seat belt usage, which will prevent fatalities and decrease the number and severity of injuries. The Occupant Protection Program Assessment process establishes criteria against which these statewide and community programs are measured. The assessment team then examines significant components of a state's occupant protection program in the context of these criteria.

The National Highway Traffic Safety Administration (NHTSA) Headquarters and Regional Office staff facilitated the Occupant Protection Program Assessment. Working with the GHSP, NHTSA recommended a team of six individuals with demonstrated expertise in various aspects of occupant protection program development, implementation and evaluation.

The assessment consisted of a thorough review of State-provided occupant protection program briefing materials, as well as interviews with state and community level program directors, coordinators, advocates, law enforcement personnel, and GHSP staff. The conclusions drawn by the assessment team are based upon, and limited by, the facts and information provided by various experts who made presentations to the team, as well as the briefing materials supplied by the GHSP.

Following the completion of the presentations, the team convened to review and analyze the information presented. They noted programmatic strengths and challenges, as well as recommendations, resulting in a consensus report. The recommendations provided herein are based on the unique characteristics of North Carolina and what the team members believed the State, along with its political subdivisions and partners, can do to improve the effectiveness and reach of its occupant protection program.

The assessment team noted that many exemplary programs are conducted throughout North Carolina in the area of occupant protection and traffic safety in general. It is not the intent of this report to thoroughly document all of these successes, nor to credit the large number of individuals at all levels who are dedicated to traffic safety. By its very nature, the report tends to focus on

areas that need improvement. Please consider this report as constructive criticism. It is an attempt to provide assistance at all levels for improvement, which is consistent with the overall goals of these types of assessments.

On the final day of the assessment, the team briefed the GHSP on the results of the assessment and discussed major points and recommendations. This report is a GHSP report; it is not a NHTSA document. North Carolina may use the assessment report as the basis for planning occupant protection program improvements, assessing legislative priorities, providing for additional training, and evaluating funding priorities. The final report is provided to the GHSP and to NHTSA.

INTRODUCTION

The state of North Carolina, in cooperation with the National Highway Traffic Safety Administration (NHTSA), has undergone a comprehensive assessment of the occupant protection component of its highway safety program. This assessment is intended to guide the North Carolina Department of Transportation (NCDOT), Governor's Highway Safety Program (GHSP) toward program improvements. The mission of the GHSP is "to promote highway safety awareness and reduce the number of traffic crashes and fatalities in the state of North Carolina through the planning and execution of safety programs." Recommendations put forth as a result of this assessment will facilitate GHSP in carrying out its lifesaving mission.

Wearing a seat belt is the single most effective thing people can do to protect themselves in a crash. Research has shown that lap/shoulder seat belts (when used correctly) reduce the risk of fatal injury to front seat occupants, age five and older, of passenger cars by 45 percent (60 percent for light trucks) and the risk of moderate-to-critical injury by 50 percent (65 percent for light trucks). Furthermore, research on the effectiveness of child safety seats has found them to reduce fatal injury by 71 percent for infants (younger than one year old), and by 54 percent for toddlers (one to four years old), in passenger cars. For infants and toddlers in light trucks, the corresponding reductions are 58 percent and 59 percent, respectively.¹ In 2010 alone, NHTSA estimates 533 lives were saved by seat belts and child restraints in North Carolina. An additional 118 lives could have been saved if everyone buckled up 100 percent of the time.²

North Carolina is the 10th largest state in the U.S., and contains the second largest highway system in the country. Its population was an estimated 9,752,073 in 2012, according to the U.S. Census Bureau. The State is growing rapidly, with population increases of 2.3 percent since 2012 and 21 percent since 2000.

The objective of this assessment is to help North Carolina reduce fatalities and injuries on their roadways. Occupant protection is the foundation of any sound traffic safety program, and increased seat belt usage will provide immediate and substantial reductions in fatalities and injuries. In 2011 (the most recent final fatality data available), 1,227 persons lost their lives on North Carolina roadways and highways, equating to 12.71 fatalities per 100,000 population and 1.18 per 100 million vehicle miles traveled (VMT). North Carolina's rates are above the national average of 10.39 fatalities per 100,000 population and 1.10 per 100 million VMT.

Although the total number of unrestrained fatalities in North Carolina has decreased in recent years, the percent of fatally injured passenger vehicle occupants who were unrestrained at the time of the crash has remained essentially unchanged since 2002. Just under half of all fatalities each year in North Carolina involve an unrestrained passenger.³ In 2011, there were 375 fatalities in North Carolina involving an unrestrained passenger vehicle occupant.

¹*Traffic Safety Facts, 2011 Data—Occupant Protection*, DOT HS 811 729, April 2013. Washington, DC: National Highway Traffic Safety Administration.

²*Lives Saved in 2010 by Restraint Use and Minimum Drinking Laws*, DOT HS 811 580, February 2012. Washington, DC: National Highway Traffic Safety Administration.

³*North Carolina FY 2014 Highway Safety Plan*, July 2013. Raleigh, North Carolina: NC GHSP.

North Carolina has two primary occupant protection goals: increase observed seat belt usage by drivers and right front occupants from the 2007-2011 average of 89.5 percent to 92 percent; and reduce the number of unrestrained passenger vehicle occupant fatalities by 25 percent from the 2007-2011 average of 444 to 333 by 2014.

According to the UNC Highway Safety Research Center, the observed seat belt usage rate in North Carolina increased from 65 percent in 1993 (the year the State launched its Click It or Ticket program) to 89.5 percent in 2011. Despite this significant improvement over the past two decades, North Carolina's observed seat belt use rate has changed little over the past six years. After reaching an all-time high of 89.8 percent in 2008, North Carolina's most recent observational survey (conducted in June 2012) found the observed seat belt use rate had dropped to 87.5 percent. Preliminary data from their June 2013 seat belt survey indicate a slight increase in usage to 88.6 percent. However, this figure remains preliminary at the time of this report. Observed restraint use of children ages zero to eight is at 92.4 percent.⁴

In this State where Click It or Ticket began, "the difficulty in raising belt usage over 90 percent has been frustrating [in recent years], given the considerable time and resources devoted to this issue."⁵ The State recognizes that it could see reduced crash fatalities and continued reductions in injuries on its roadways if more people simply buckled up.

As such, this assessment process was designed to help North Carolina determine how to focus their resources and take their occupant protection program to the next level. The report provides North Carolina with an overview of the strengths and challenges of their occupant protection program, and presents the State with recommendations addressing those opportunities. Utilizing these recommendations will help the State to target persistent non-users more effectively and ultimately will help save lives on North Carolina roadways.

⁴*Observed Restraint Use Among North Carolina Children Age 0 – 16*, July 2013. Chapel Hill, North Carolina: UNC Highway Safety Research Center.

⁵*North Carolina FY 2014 Highway Safety Plan*, Executive Summary, July 2013. Raleigh, North Carolina: NC GHSP.

KEY RECOMMENDATIONS

*(Note: Key Recommendations are **BOLDED** in each individual section)*

1. PROGRAM MANAGEMENT

- **Implement an occupant protection coalition or subcommittee that will focus on occupant protection issues and projects, provide collaboration and communication among existing partners, generate additional participation, and raise the visibility and priority of occupant protection in the State.**
- **Develop and implement occupant protection programs that focus on high priority target audiences, particularly for those age groups that have been identified by the data as highly represented in the category of fatally injured passenger vehicle occupants.**

2. LEGISLATION, REGULATION, AND POLICY

- **Allow primary enforcement for passengers in the rear seating position of all vehicles.**
- **Require a violation for each unbelted person in a vehicle.**
- **Require all children to be properly restrained at all times in passenger vehicles with no exception for available seated positions.**

3. LAW ENFORCEMENT

- **Implement a Law Enforcement Executive Advisory Council made up with a cross sampling of police chiefs, sheriffs, North Carolina State Highway Patrol (NCSHP) executive staff, GHSP staff, and key stakeholders to develop a strategic plan to rejuvenate North Carolina's Click It Or Ticket brand.**
- **Develop minimum work performance expectations for those officers performing all grant-funded seat belt enforcement activities to help ensure maximizing the funding.**
- **Provide law enforcement agencies overtime funding based on a data driven, competitive process to provide targeted seat belt High Visibility Enforcement.**

4. COMMUNICATION

- **Create and implement a strategic media marketing campaign plan. The Public Information Officer has indicated she will be doing this for the next fiscal year.**

- Hire a full service public relations contractor to assist in evaluation and development of refreshed branding of Click It Or Ticket that will reinvigorate the target audience of males ages 18-34.
- Establish a corporate outreach program that incorporates the employer risk managers, trauma nurses, fleet managers, human resource managers, military safety offices, health prevention specialists, etc. These partnerships can be a vehicle to share messages, facts, data, campaign components with target audience of all economic, geographical, ethnic backgrounds through emails, webinars, social media, and distribution of collateral materials. Many of these partners look for safety information to share and educate their employees within their companies.

5. OCCUPANT PROTECTION FOR CHILDREN

- Develop and implement a three-to-five year plan with current and potential major partners to continue, expand or develop OPC programs targeting children, tweens, teens and their parents/caregivers. Planning should include coming to agreement on levels of training needed to provide agreed-upon services.
 - Analyze OPC program data to identify populations currently served and determine socio-economic groups and geographic locations that appear to be underserved.
- Develop and launch a statewide initiative targeting older children and tweens to encourage proper seat belt use and prepare them to wear seat belts as a teen when arriving on school campuses.

6. OUTREACH

None

7. DATA AND EVALUATION

- Continue to support and expand the observational survey of restraint use by North Carolina children. Include additional fields of collection that further identify the current child passenger safety status in the State.
- Acquire statewide occupant protection citation and adjudication data. Break this data down to individual law enforcement agency areas of responsibility and supply it to all of these law enforcement agencies on at least a quarterly and yearly basis. Also build partnerships with the courts. This action may result in increased aid from the courts in promoting highway safety data and safety data collection.
- Work with law enforcement to review the value of the written warning notice. Determine if the written warning notice has value as an enforcement or data collection tool. Publish and address the findings of this review.

1. PROGRAM MANAGEMENT

GUIDELINE:

Each state should have centralized program planning, implementation and coordination to achieve and sustain high rates of seat belt use. Evaluation is also important for determining progress and ultimate success of occupant protection programs.

- *Provide leadership, training and technical assistance to other State agencies and local occupant protection programs and projects;*
- *Establish and convene an occupant protection advisory task force or coalition to organize and generate broad-based support for programs. The coalition should include agencies and organizations that are representative of the State's demographic composition and critical to the implementation of occupant protection initiatives;*
- *Integrate occupant protection programs into community/corridor traffic safety and other injury prevention programs; and*
- *Evaluate the effectiveness of the State's occupant protection program.*

1A. STRENGTHS

- There has been a steady decrease in unrestrained passenger vehicle occupant fatalities in North Carolina since 2006. The number of unrestrained passenger vehicle occupant fatalities was 379 in 2011, a 23 percent decrease from the 2005 – 2009 annual average of 495. This achievement exceeded the current goal to:

Decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions 20% from the 2005 – 2009 annual average of 495 to 396 during 2012.

- North Carolina's goal is to attain a belt use rate of 92 percent for drivers and right front passengers by December 31, 2013, up from 87.5 percent in 2012.
- The goal-setting process incorporates a variety of factors including: trends in crashes and fatalities, ceiling/floor effects, effect of external forces, and effectiveness of known countermeasures.
- The newly-elected Governor and the Secretary of Transportation visibly participate in and support highway safety activities.
- North Carolina Department of Transportation (NCDOT) provides significant resources to support the highway safety program, including access to traffic records and a designated public information/marketing specialist assigned to support the Governor's Highway Safety Program (GHSP).

- GHSP operates within NCDOT. The GHSP Director is an appointed position and serves as the Governor's Highway Safety Representative (GR). This allows key documents, such as the Highway Safety Plan, to be approved at the GHSP-level. A highly experienced traffic safety professional with 28 years of experience in the GHSP was recently appointed as GR.
- GHSP manages with a staff of 13, including a director, assistant director, six highway safety specialists (HSSs), a marketing specialist, a finance officer, a materials manager, and two administrative support staff members.
- There is a designated Occupant Protection Coordinator within GHSP. The responsibilities of the coordinator include serving as a statewide resource, proactively encouraging participation in the occupant protection program, and developing programs to increase seat belt and car seat use.
- The Occupant Protection Coordinator has attended program management training, traffic safety instructor training, and is a certified child passenger safety technician.
- GHSP funds the Occupant Protection Program from a combination of State funds, local matching funds, and federal Section 402, Section 405, Section 406, and Section 2011 funds. This budget supports efforts in law enforcement, child passenger safety, media and outreach, surveys, and teen outreach programs such as *StreetSafe* and *VIP for a VIP*.

According to the FY 2012 *Highway Safety Plan* (HSP), the following federal funds were planned and available for occupant protection:

Source of Funds (Federal)	Planned Amount	Note
Section 402	\$ 619,200	
Section 405	\$ 3,266,550	Includes \$1,800,000 in "GHSP hold account"
Section 406	\$ 1,132,868	Includes \$50,000 in "GHSP hold account"
Section 2011	\$ 463,000	
Estimated TOTAL	\$ 5,481,618	

- In FY 2012, GHSP initiated a web-based project application system, Systems Applications and Program's (SAP) Grantor Management System. SAP is integrated with NCDOT's Federal Aid, Grants and Financial System. It will streamline current procedures and allow users to apply online, view the status of an application, and make changes to a contract at any time. The system also allows GHSP staff to approve applications electronically.
- Problem identification for the annual *Highway Safety Plan* is conducted using a variety of data sources, including:
 - North Carolina State Crash Data
 - Fatality Analysis Reporting System (FARS)
 - Administrative Office of the Court (AOC) Data

- Special enforcement data reported to GHSP
- Census Data (state-wide and by county)
- State licensure data (state-wide and by county)
- Registered vehicle data (state-wide and by county)
- Vehicle miles traveled data

In addition to state-wide analyses, data are analyzed on a county basis.

- Problem identification also includes observed occupant protection use data. An annual seat belt use survey of 15 counties provides usage rates in the following categories: driver/passenger, driver gender, age brackets, urban/rural location, vehicle type, and region of the State. A biennial observed use survey in six counties for child passenger safety provides estimated rates for age (through 16 years old) and region (Central, East, and West).
- GHSP uses an internal review process for initial evaluation of project proposals. Applications are reviewed according to problem identification, goals and objectives, strategies and activities, budget, and past performance. Applications within 25 target counties are given priority. GHSP then has a review meeting that includes all GHSP HSSs, the Director, Assistant Director, Law Enforcement Liaison, and Finance Officer.
- GHSP has identified high priority areas of the State that are experiencing belt use lower than the state average. GHSP staff members meet with officials from those areas to encourage participation in the occupant protection program.
- Young drivers, aged 16-24, have been identified as having lower seat belt use than older age groups. Occupant protection is incorporated into teen driving programs to address part of this age cohort.
- Self-sufficiency of law enforcement grant-funded projects is encouraged through a three-year increasing match requirement. A funded agency must provide 15 percent match the first year, 30 percent match the second year, and 50 percent match the third and final year of funding.
- GHSP makes available an online *Manual for Project Directors* (rev. 9/09). This manual provides information, instruction, and requirements regarding the Governor's Highway Safety Program, the highway safety grant process, highway safety funding guidelines, the highway safety contract, agreement of conditions, other items of interest, and public information and education.
- In a GHSP traffic safety project contract, a traffic safety subgrantee must specifically indicate what GHSP goal(s) matches the highway safety project being funded.
- GHSP requires HSSs to conduct performance management reviews of highway safety funded projects. Monitoring may be conducted by telephone, mail, e-mail or by an on-

site review. GHSP Policies and Procedures determine the type of monitoring to be conducted for each project.

- Highway safety projects submit monthly or quarterly reports plus an annual report. The final report includes a description of work completed during the project, accomplishments, and a cost summary of amounts budgeted, expended, and remaining by cost category. These reports are signed by the grantee official and the GHSP representative who reviewed the report.
- As required by the National Highway Traffic Safety Administration, GHSP completes and submits an annual administrative report for the program. This report provides an overview of the status of performance measures and goals, a financial summary, a description of accomplishments for the projects in each of the funded program areas including highlights of noteworthy programs, and a description (*Looking to the Future*) of some of the major challenges for the traffic safety program. Seat belt use was cited as one of these challenges in the *FY 2012 Annual Report*.
- The University of North Carolina, Highway Safety Research Center (HSRC), maintains an online reporting system for Buckle Up Kids and Permanent Checking Station programs that allows local programs to timely and easily submit reports. In FY 2012, 568 reports were submitted through this system.
- There are numerous conferences, summits, and meetings held routinely and throughout the year that bring together various highway safety professionals, officials, volunteers, and others. These include, for example, the North Carolina Child Passenger Safety Conference and the North Carolina Highway Safety Symposium.

1B. CHALLENGES

- With a preliminary 2013 seat belt use rate of 88.6 percent, North Carolina is considered a “lower seat belt use state” under Moving Ahead for Progress in the 21st Century (MAP-21) legislation. A “lower seat belt use state” is defined as one with a rate less than 90 percent.
- There had been an active Executive Committee for Highway Safety in North Carolina that included top level leaders in state government, the Insurance Commissioner, attorneys, local law enforcement, the head of the Highway Patrol and others. This committee initially had a subcommittee for occupant protection and successfully achieved policy and legislative changes, including adding a rear seat belt requirement to the state’s seat belt law. This Committee is not currently active.
- There is currently no statewide coalition or task force for occupant protection, although plans are in progress to establish such a group by September 1, 2013.
- Under the NCDOT accounting system, GHSP can’t execute a contract without having the funds in hand. All funds from a fund source must be authorized and appropriated 100

percent before a project can be released. While this requirement does assure that sufficient funds are available prior to entering a grant agreement, it may also help contribute to delays in implementing projects.

- Federal funds are often dispersed to the State in random time frames, frequently dependent on Congressional Continuing Resolutions, and regardless of federal fiscal year schedules. Planning difficulties and challenges to implementation result. For example, according to the 2012 *Highway Safety Plan, Cost Summary*, \$1.8 million in Section 405 occupant protection funds were unplanned in a GHSP “hold account.”
- The *North Carolina Strategic Highway Safety Plan (SHSP)* has not been updated since 2007. Work has begun to provide the planning activities to update the SHSP.
- The State has identified the 15 to 19, 20 to 24, and 25 to 29 year-old age groups as highly represented in number of unrestrained fatally injured passenger vehicle occupants. With the exception of teen and school programs plus targeted media, there appears to be few projects planned or available to specifically address these age groups to increase their belt use.
- Within the last couple of years, GHSP has experienced a high rate of employee changes and new hires. Three highway safety specialists came on board just two years ago. The marketing specialist was recently hired as of about two months prior to the assessment. The director was appointed just two weeks prior to the assessment, leaving the assistant director position open.
- The Occupant Protection Coordinator also serves as a highway safety specialist for a specified region in the State, providing grant management and oversight to projects in that region, in addition to other responsibilities as needed and assigned. While a combination of roles is to be expected, role-conflict may result, along with competing tasks, which may leave occupant protection priorities receiving lower than preferred attention.

1C. RECOMMENDATIONS

- Implement a high level traffic safety committee to support traffic safety policies and programs.
- **Implement an occupant protection coalition or subcommittee that will focus on occupant protection issues and projects, provide collaboration and communication among existing partners, generate additional participation, and raise the visibility and priority of occupant protection in the State.**
- Ensure occupant protection goals, strategy development and implementation receive high priority in the State’s update to the *Strategic Highway Safety Plan*.
- **Develop and implement occupant protection programs that focus on high priority target audiences, particularly for those age groups that have been identified by the**

data as highly represented in the category of fatally injured passenger vehicle occupants.

- Continue to provide and support program management training and occupant protection education to state and local staff and volunteers.
- Develop a planning process and pending project list that accommodates a flexible schedule and allows quick turn-around for project implementation and/or expansion once funds become available.
- Maintain occupant protection coordinator responsibilities as a priority while defining and communicating priorities for this position.
- Establish and maintain systems to support occupant protection coordination which may include, but not be limited to, contracting with other agencies or organizations to assist with planning and networking and looking to existing statewide networks, such as the North Carolina Department of Transportation districts and Law Enforcement Liaisons, to serve as distribution systems.

2. LEGISLATION, REGULATION, AND POLICY

GUIDELINE:

Each state should enact and vigorously enforce primary enforcement occupant protection use laws. Each state should develop public information programs to provide clear guidance to the motoring public concerning motor vehicle occupant protection systems. This legal framework should include:

- *Legislation permitting primary enforcement that requires all motor vehicle occupants to use systems provided by the vehicle manufacturer;*
- *Legislation permitting primary enforcement that requires that children birth to 16 years old (or the State's driving age) be properly restrained in an appropriate child restraint system (i.e., certified by the manufacturer to meet all applicable Federal safety standards) or seat belt;*
- *Legislation permitting primary enforcement that requires children under 13 years old to be properly restrained in the rear seat (unless all available rear seats are occupied by younger children);*
- *Graduated Driver Licensing (GDL) laws that include three stages of licensure, and that place restrictions and sanctions on high-risk driving situations for novice drivers (i.e., nighttime driving restrictions, passenger restrictions, zero tolerance, required seat belt use);*
- *Regulations requiring employees and contractors at all levels of government to wear seat belts when traveling on official business;*
- *Official policies requiring that organizations receiving Federal highway safety program grant funds develop and enforce an employee seat belt use policy; and*
- *Outreach to state insurance commissioners to encourage them to persuade insurers to offer incentives to policyholders who use seat belts and child restraints. Insurance commissioners are likely to have significant influence with insurers that write policies in their states.*

2A. STRENGTHS

- North Carolina has an extensive network of committed advocates who have successfully passed comprehensive legislation and who continue to support state laws through education, outreach, and enforcement.
- The State Child Fatality Task Force is a well-respected, statutorily-established group composed of 35 participants. Highway safety representatives, though not among those designated in statute, participate in committee work. This Task Force is recognized as a critically important partner in achieving legislative changes.
- The State's occupant protection laws provide requirements for child passenger safety (G.S. 20-137.1), seat belt use (G.S. 20-135.2A), and children in the open bed or open cargo areas of a vehicle (G.S. 20-135.2B).

- The State complies or partially complies (See also “Challenges” below.) with the requirements of Moving Ahead for Progress in the 21st Century (MAP-21), Section 405(B) incentive program:
 - A state must have primary enforcement of all seating positions covered under the state’s seat belt use law and child restraint law. North Carolina’s seat belt law allows for primary enforcement for the driver and front seat passengers age 16 and older and for passengers younger than age 16.
 - There must be no gaps in coverage in the state occupant protection laws. A state must require each occupant who is under eight years of age, weighs less than 65 pounds and is less than four feet, nine inches in height to be secured in an age-appropriate child restraint. Under North Carolina’s child passenger safety law, all children less than age 16 must be properly restrained. A child restraint must be used if the child is less than age eight and less than 80 pounds. Under the seat belt law, all drivers and passengers must be properly restrained.
 - All “passenger motor vehicles” must be covered by the State occupant protection law. North Carolina law requires occupant protection in all vehicles that are required by federal standards to have seat belts.
 - The State should provide for imposition of a fine of not less than \$25 per unrestrained occupant. Unrestrained drivers and front seat occupants age 16 and older are subject to a fine of \$25.50 plus mandatory court costs of \$135.50.
- A child under age five and less than 40 pounds must be properly restrained in a child restraint in the rear seat if the vehicle has an active airbag and there is a rear seat available.
- Under the child passenger safety law, the penalty for a violation includes imposition of two driver license points and incurs court costs of \$238 if no child restraint or belt is used and \$188 in court costs if the child is not in the rear seat when required.
- In addition to fine and court costs, a \$50 fee for an improper equipment offense is imposed for “front seat belt construction or installation violation,” “rear seat belt construction or installation violation,” or “failure to secure passenger under 16.”
- If proof of acquisition of a child restraint is presented to the court, there is no conviction of a driver in violation of the child passenger safety law for a child under the age of eight. This provision initially resulted in dismissals in situations where a seat may have been borrowed or temporarily purchased and did not ensure proper installation and use. Subsequently, a program is being implemented throughout the State for violators to be referred to permanent checking stations and, in order to receive a dismissal, to provide to the court documentation of car seat acquisition and proper installation from a certified child passenger safety technician.

- G.S. 20-135.2B prohibits children less than age 16 in the open bed or open cargo area of a vehicle without a permanent overhead restraining construction, except under limited and legally specified conditions such as in an emergency situation.
- North Carolina has a “Good Samaritan” law (G.S. 20-137.5) that limits liability for a child passenger safety technician (CPST) when the CPST acts in good faith and no fee is charged.
- North Carolina’s Graduated Driver Licensing (GDL) law encompasses a three-tier system (limited learner permit, limited provisional license, and full provisional license). GDL provisions require that all passengers must be restrained by a seat belt or child restraint and prohibit the driver from using a cell phone while driving. Other driving restrictions include, but are not limited to:
 - Limiting driving to between the hours of 5 a.m. and 9 p.m. during six months of a limited learner permit.
 - While driving with a limited provisional license and without supervision, no more than one passenger under 21 years of age is allowed in the vehicle, unless those passengers are members of the immediate family or live in the same household. If a family member or same-household passenger under the age of 21 is in the vehicle, no other passenger under 21 is permitted.
 - A “Lose Control-Lose License” provision under which a license or permit may be denied or revoked for enumerated student conduct, including the possession or sale of an alcoholic beverage or illegal controlled substance on school property.
- North Carolina transportation standards for child care require that “each adult and child shall be restrained with an individual seat belt or appropriate child restraint device when the vehicle is in motion.” The standards also prohibit children in the front seat if the vehicle is equipped with an operational passenger side airbag. These requirements are in effect for children under two even for vehicles not required by federal or state law to be equipped with seat restraints. The standards prohibit a child from riding in the load carrying area or floor of a vehicle.
- The State requires state employees to wear a seat belt during the course of their employment. According to the NC Office of State Personnel, *Inside State Government: A Handbook for Employees*:

If you are in a state vehicle or on state business, you are expected to observe all motor vehicle and civil laws. This includes observing speed limits and using seat belts.
- All replacement school buses in North Carolina must come equipped with integrated seat belts with harnesses in the first one or two rows of seats.

- Many law enforcement agencies that participate in occupant protection activities have a seat belt policy for their employees, including their uniformed officers. Penalty for violation may include a 2-3 day suspension, plus a citation for the violation.
- The North Carolina Firefighters Association has issued a seat belt position paper which calls for fire department agencies to develop and enforce a seat belt policy. According to this policy, “any firefighter not following this policy should be given progressive discipline starting with a verbal reprimand, leading to and including termination.”
- The North Carolina Department of Insurance, though not in a position to endorse seat belt discounts due to the already low insurance rates in the State, is a long-time, strong, and critical partner for the occupant protection program.
- Indications are that health-related organizations have and enforce seat belt use policies for their employees.
- The Eastern Band of Cherokee, the only tribe in North Carolina that is recognized by the federal government, has adopted North Carolina’s motor vehicle laws under Cherokee Code, Chapter 20, Article I. Motor Vehicles, § 20-1. The only exceptions to this adoption are a reservation speed limit on a small section of state highway, speed limits on reservation roads, and laws pertaining to all-terrain vehicles. According to the Code,

all traffic and motor vehicle violations shall be enforced in accordance with existing compacts in an effort to ensure cooperation between all law enforcement agencies.

2B. CHALLENGES

- North Carolina law does not allow for primary enforcement for rear seat passengers age 16 and older.
- According to MAP-21, the State should provide for imposition of a fine of not less than \$25 per unrestrained occupant. According to State law, however:
 - The State’s seat belt law specifies a fine of \$25.50 for the driver and front seat passengers age 16 or older. The penalty for rear seat passengers age 16 and older is a fine of just \$10 with no court costs.
 - The fine for violation of the child passenger safety law is not to exceed \$25, “even when more than one child less than 16 years of age is not secured in a restraint system.”

- North Carolina does not provide for increased penalties for second or subsequent violations of the occupant protection laws.
- No violation of an occupant protection law incurs points on insurance.
- Court costs are not included in statute as a penalty under the children in open bed or cargo area law.
- Failure to wear a seat belt in the rear seat for passengers age 16 and older does not include court costs as part of the penalty.
- If there is no lap and shoulder belt available for a belt-positioning booster, a child younger than age eight and heavier than 40 pounds may be restrained by a properly fitted lap belt only.
- Children may be unrestrained if all belted seating positions are occupied.
- Only violation of the child passenger safety law provides for points against the driver license. Neither violation of the seat belt law nor violation of children in open bed or cargo area law results in points against the driver license.
- There are several exemptions to prohibiting children under the age of 16 from riding in the open bed or open cargo area of a vehicle. The prohibition is not in effect if:
 - An adult is present in the bed or cargo area of the vehicle and is supervising the child,
 - The child is secured or restrained by a seat belt installed to support a load strength of not less than 5,000 pounds for each belt,
 - The vehicle is being operated in a parade,
 - The vehicle is being operated in an agricultural enterprise, including providing transportation to and from the principal place of the agricultural enterprise.
- It is not known whether all police or sheriff agencies in the State have a seat belt use policy for their employees, including for uniformed officers.
- There is no requirement for traffic safety subgrantees to have a seat belt use policy as a condition of receiving federal grant funds.

- Motor vehicle fines cannot be dedicated to address any highway safety problem. Under state constitutional law, funds obtained from motor vehicle fines are dedicated to support of the public schools. Neither court costs nor fees are similarly restricted. However, charging a fee may violate the child passenger safety technician limitation of liability (“Good Samaritan”) law.
- Potential budget cuts could have serious impacts on highway safety and the potential to maintain or move forward on occupant protection initiatives. For example, the State Child Fatality Task Force may be eliminated in current legislative budget proposals.

2C. RECOMMENDATIONS

- **Allow primary enforcement for passengers in the rear seating position of all vehicles.**
- Increase all occupant protection fines to a minimum of \$25.
- **Require a violation for each unbelted person in a vehicle.**
- Eliminate all exemptions to prohibiting children from riding in the back of an open or cargo bed of any vehicle.
- Eliminate the option that allows a child less than age eight and heavier than 40 pounds to be restrained by a lap belt only if there is no lap and shoulder belt available for a belt-positioning booster.
- **Require all children to be properly restrained at all times in passenger vehicles with no exception for available seated positions.**
- Add driver license and insurance points for any occupant protection violation.
- Continue to expand the car seat diversion program to other parts of the State with consideration given to expanding to other occupant protection violations.
- Increase the age for which children must be properly restrained in the backseat rather than allowing them to ride in the front seat.

- Dedicate a portion of court costs for violation of an occupant protection law to programs designed to increase occupant protection, including the purchase and distribution of car seats for children in need.
- Require subgrantees to have their own agency or organization seat belt policy with implications for failing to wear a seat belt through employee disciplinary procedures.
- Encourage establishment of and compliance with seat belt policies for law enforcement agencies with disciplinary measures imposed for failure to wear a seat belt with particular emphasis on seat belt use for all uniformed officers.
- Consider imposition of a fee for “reimbursement for expenses,” which is allowed under the child passenger safety technician limitation of liability law, and/or allocation of court costs to help support occupant protection programs.
- Continue to provide State legislative financial support for injury prevention and highway safety efforts such as the State Child Fatality Task Force.

3. LAW ENFORCEMENT

GUIDELINE:

Each State should conduct frequent, high-visibility law enforcement efforts, coupled with communication strategies, to increase seat belt and child safety seat use. Essential components of a law enforcement program should include:

- *Written, enforced seat belt use policies for law enforcement agencies with sanctions for noncompliance to protect law enforcement officers from harm and for officers to serve as role models for the motoring public;*
- *Vigorous enforcement of seat belt and child safety seat laws, including citations and warnings;*
- *Accurate reporting of occupant protection system information on police accident report forms, including seat belt and child safety seat use or non-use, restraint type, and airbag presence and deployment;*
- *Communication campaigns to inform the public about occupant protection laws and related enforcement activities;*
- *Routine monitoring of citation rates for non-use of seat belts and child safety seats;*
- *Use of National Child Passenger Safety Certification (basic and in-service) for law enforcement officers;*
- *Utilization of Law Enforcement Liaisons (LELs), for activities such as promotion of national and local mobilizations and increasing law enforcement participation in such mobilizations and collaboration with local chapters of police groups and associations that represent diverse groups (e.g., NOBLE, HAPCOA) to gain support for enforcement efforts.*

3A. STRENGTHS

- There is a high quality of talent of law enforcement and support personnel dedicated to traffic safety.
- North Carolina developed the “Click It Or Ticket” (CIOT) model that other states have adopted and tailored to their needs.
- North Carolina State Highway Patrol (NCSHP) is committed to strict enforcement of the State’s seat belt and child passenger safety laws.
- NCSHP has procedures to collect traffic stop data and analyze for indicators of biased policing.
- North Carolina General Statute (NCGS) 114-10.01, Traffic Stop Statistics, requires and defines the data law enforcement officers are to collect during traffic stops.
- A majority of North Carolina law enforcement agencies utilize the State’s e-citation program to report their infractions.

- Law enforcement agencies are involved in occupant protection education, including the use of seat belt “Convincers.”
- Many law enforcement agencies have written policies that require officers to wear seat belts.
 - Examples of the enforcement of these policies included officer receiving sanctions of days off without pay and being cited for the violation.
 - Traffic Occupant Protection Strategies (TOPS) training has been provided for North Carolina law enforcement officers.
- The North Carolina Governor’s Highway Safety Program (GHSP) has a good working relationship with the NCHP and allied law enforcement agencies.
- GHSP has an innovative points system to encourage law enforcement agencies to participate in high visibility and saturation enforcement and permanent checking stations by providing funding for traffic safety equipment.
- Law enforcement agencies understand the elements of high visibility enforcement (HVE), saturation, and checkpoint traffic law enforcement and use these tactics to meet the situation.
- Law enforcement agencies have used creative tactics to conduct nighttime seat belt enforcement, i.e. plain clothes officers on foot, or working construction zones on foot using a “spotter.”
- GHSP is seeking a buy in from local agencies to address the unrestrained fatal crash locations and will offer incentives or funding as needed to enhance the enforcement efforts. GHSP is also funding light towers for a number of communities to aid in conducting nighttime seat belt enforcement activities.
- The State has an experienced and dedicated law enforcement liaison (LEL) network that oversees a network of county traffic safety coordinators. There are 11 LELs, who are full-time police officers responsible for the law enforcement outreach for a specific region. The LELs represent six police departments and five sheriff offices. Each LEL and county traffic safety coordinator has a communication network to disseminate information.
- GHSP contracts with a retired law enforcement officer to provide Traffic Safety Resource Coordination services and consult with the LELs.
- State has a primary seat belt law for front seat vehicle occupants.
- Law enforcement agencies work cooperative nighttime seat belt enforcement with impaired driver enforcement deployments.

- Standardized crash reports collect the use or non-use of seat belts and child safety seats, along with restraint type and air bag presence and deployment.
- The State has a thorough traffic records program.
 - Approximately 60% of the collision reports submitted by law enforcement officers are done electronically.

3B. CHALLENGES

- From 2007 (high of 236,307 citations) through 2012 (159,167 citations) the total occupant protection enforcement has decreased 32.7 percent.
 - From 2007 (high of 18,658 citations) through 2012 (11,471 citations) the total occupant protection enforcement for CIOT mobilizations has decreased 38.6 percent.
 - From 2007 to 2012 the seat belt usage rate dropped from 88.8 percent to 87.5 percent.
- The State has a secondary seat belt law for those vehicle passengers age 16 and over seated in the rear seat. The monetary fine for this violation is \$10, with no driver's license infraction points incurred with the violation. Additionally, NCGS 20-137.1 only allows a law enforcement officer to issue one citation, even when more than one child younger than 16 years of age is not properly secured in a restraint system.
- The combination of a primary seat belt law for front seat vehicle occupants versus a secondary enforcement law for rear seat vehicle passengers, with no driver's license infraction points for seat belt infractions, and the limiting of officer professional discretion for enforcing child restraint system laws, subtly provides a mixed public policy perception that enforcement is not a public safety priority.
- Anecdotal information indicates some officers exercise their professional discretion not to cite people for seat belt violations due to the court costs.
- Currently, the GHSP does not provide overtime funding to law enforcement agencies to participate or perform enhanced seat belt enforcement.
- Currently, the GHSP does not have a law enforcement recognition program in place, other than the annual Law Enforcement Traffic Safety Awards, to highlight a law enforcement agency or individual's outstanding seat belt enforcement efforts.
- Except for officers assigned to traffic enforcement units, the perception is officers do not view occupant protection enforcement as a priority compared to other duties and fail to enforce seat belt and child passenger laws in a consistent manner.

- Law enforcement agencies may be missing opportunities to use traffic enforcement as an effective crime suppression tool.
- Occupant protection enforcement data is collected. However, there is no data analysis to assess the qualitative value of the enforcement and refine future enforcement tactics.
- There are no protocols for law enforcement agencies to conduct observational seat belt surveys. This technique is useful for pre and post seat belt mobilizations to develop performance indicators for comparison and sharing with officers and key stakeholders.
- GHSP has not defined minimum work performance expectations for subgrantee law enforcement agencies.
- There is an inconsistent display of highway signage indicating a strict enforcement message of seat belt and child passenger safety laws.
- The State's 2012 seat belt usage rate was 87.5 percent. From 2008 to 2012, there was an unrestrained fatality in 60.1 percent of alcohol-related fatal crashes, an indicator linking impaired driving with not wearing a seat belt.
- The North Carolina CIOT brand has become a program identity and the strict enforcement message has faded.
- The fastest growing ethnic population in North Carolina is Hispanic. Nationally, young adult Hispanic males have a higher collision risk.
- Except for those officers that have been trained as child passenger safety technicians, there is not a basic child passenger safety education available for officers.
- There is not a statewide strategy for localized CIOT enforcement messaging using police chiefs and sheriffs with recorded messages supporting the initiative.

3C. RECOMMENDATIONS

- Provide education to law enforcement executives regarding successful past practices that combined traffic enforcement and crime suppression, followed up by training on NHTSA programs like "Data Driven Approaches to Crime and Traffic Safety," "Conducting Complete Traffic Stops" and "Looking Beyond the Ticket."
- **Implement a Law Enforcement Executive Advisory Council made up with a cross sampling of police chiefs, sheriffs, NCSHP executive staff, GHSP staff, and key stakeholders to develop a strategic plan to rejuvenate North Carolina's Click It Or Ticket brand.**

- **Develop minimum work performance expectations for those officers performing all grant-funded seat belt enforcement activities to help ensure maximizing the funding.**
- **Provide law enforcement agencies overtime funding based on a data driven, competitive process to provide targeted seat belt High Visibility Enforcement.**
- Develop a methodology for law enforcement agencies to evaluate seat belt enforcement data for productivity and to refine future seat belt enforcement efforts.
- Develop a protocol for law enforcement agencies participating in Click It Or Ticket enforcement activities to conduct pre and post observational seat belt surveys.
- Expand the traffic law enforcement tactic of performing nighttime seat belt enforcement transitioning to impaired driving enforcement later in the evening.
- Strategically display statewide regulatory highway signage indicating a strict enforcement message for seat belt and child passenger safety laws.
- Develop a law enforcement recognition program to recognize North Carolina law enforcement agencies and individual officers for outstanding efforts in seat belt enforcement.
- Conduct a North Carolina Law Enforcement Challenge, to promote and encourage award winning traffic safety programs.
- Promote the International Association of Chiefs of Police National Law Enforcement challenge to North Carolina law enforcement agencies to showcase their highway safety efforts on a national level.
- Provide localized Click It Or Ticket strict enforcement messaging with chiefs and sheriffs throughout the year.
- Increase law enforcement awareness of occupant protection, with additional educational materials, such as:
 - Produce and distribute a “roll call” type video to orient officers about the basics of identification and enforcement of child passenger safety laws.
 - Develop a pocket rack card for officers to carry with information about enforcement of child passenger safety laws.
- Assess law enforcement officers’ attitudes, knowledge, and support of occupant protection laws through focus groups, ideally using an independent facilitator.
- Provide law enforcement outreach to the Hispanic population and consider adopting or using elements of the “El Protector” program.

4. COMMUNICATION

GUIDELINE:

As part of each State's communication program, the State should enlist the support of a variety of media, including mass media, to improve public awareness and knowledge and to support enforcement efforts to about seat belts, air bags, and child safety seats. To sustain or increase rates of seat belt and child safety seat use, a well-organized effectively managed communication program should:

- *Identify specific audiences (e.g., low belt use, high-risk motorists) and develop messages appropriate for these audiences;*
- *Address the enforcement of the State's seat belt and child passenger safety laws; the safety benefits of regular, correct seat belt (both manual and automatic) and child safety seat use; and the additional protection provided by air bags;*
- *Continue programs and activities to increase the use of booster seats by children who have outgrown their toddler seats but who are still too small to safely use the adult seat belts;*
- *Capitalize on special events, such as nationally recognized safety and injury prevention weeks and local enforcement campaigns;*
- *Provide materials and media campaigns in more than one language as necessary;*
- *Use national themes and materials;*
- *Participate in national programs to increase seat belt and child safety seat use and use law enforcement as the State's contribution to obtaining national public awareness through concentrated, simultaneous activity;*
- *Utilize paid media, as appropriate;*
- *Publicize seat belt use surveys and other relevant statistics;*
- *Encourage news media to report seat belt use and non-use in motor vehicle crashes;*
- *Involve media representatives in planning and disseminating communication campaigns;*
- *Encourage private sector groups to incorporate seat belt use messages into their media campaigns;*
- *Utilize and involve all media outlets: television, radio, print, signs, billboards, theaters, sports events, health fairs;*
- *Evaluate all communication campaign efforts.*

4A. STRENGTHS

- Governor's Highway Safety Program (GHSP) has identified their high-risk, low seat belt use population through observational seat belt surveys and enforcement and crash data.
- GHSP has adequate budget allocated to support occupant protection (OP) paid and sports media.

- MSA, the media contractor, ensures added value to media buy at or above the National Highway Transportation Safety Administration (NHTSA) media guidelines of 1:1 spot buy.
- The State uses NHTSA national media buy when considering where to put their media money to enhance their buy and coverage.
- MSA has conducted media research of the target audience to determine media habits to target media buy.
- MSA does provide media buy evaluation such as click-through rates, impressions, gross rating points (GRPs).
- Media buys are focused on the targeted 25 counties that also have major designated market areas (DMA) with some media spillover into adjoining counties.
- The State re-tags NHTSA TV, radio, and digital media messages.
- The North Carolina Department of Transportation (NCDOT) has in-house resources available to them such as videographer and graphics to help save on production costs.
- GHSP has recently filled the PIO position on staff. GHSP is tasking the PIO to take a fresh look and evaluate the Click It Or Ticket (CIOT) program. The PIO will evaluate program efforts and sports marketing contracts and enhance social media presence.
- GHSP Public Information Officer (PIO) has seat belt use survey data available by region and county and shares that information with law enforcement and media.
- GHSP has created a traffic calendar with important enforcement dates and national mobilizations that they distribute throughout the State and to law enforcement.
- GHSP utilizes a news clipping service to track earned media exposures.
- GHSP utilizes sports marketing venues such as the National Hockey League (NHL), National Football League (NFL), minor league baseball, college football and baseball, and NASCAR venues in their marketing mix with signage, PSAs, video boards, and Highway Safety nights. GHSP sets up booths at select college football and minor league baseball games to interact with fans, plus distributes and promotes seat belt safety information. GHSP also conducts radio interviews during games and sponsors fireworks for Highway Safety nights.
- GHSP placed CIOT logos in a Halloween corn maze at no charge.
- GHSP sets up Safety City at the North Carolina State Fair with convincer, crash car display, MADD, Safe Kids, law enforcement vehicles on display, and appearances of sport mascots, Buckle Bear, and Connie Cone and Billy Barrel.

- GHSP is doing teen focused CIOT messaging with Securing Your Future that includes brochures, posters, and signage at high schools. Program is also complemented with Huddle ticket program that provides all NC high schools with free athletic admission tickets that include CIOT message, coupon for food item at local restaurant, and QR™ code that links to a traffic safety message on mobile devices.
- The child passenger safety (CPS) program has a large quantity and variety of educational materials they distribute to the public.
- Promotion of permanent checking stations is extensive including BuckleUpNC.org, permanent signage, press releases for Child Passenger Safety week and Seat Check Saturday.
- GHSP participated in Speed Street during Speed Week in Charlotte, one of the most publicized events in the major metropolitan area.
- GHSP utilizes Lowe's Motor Speedway and NASCAR Hall of Fame free of charge for kick off press events.
- GHSP is beginning to collect a library of #SafetySelfie pictures from celebrities and community leaders for next year's CIOT campaign.
- GHSP #SafetySelfie has increased social media traffic and is supported by the Governor and other community leaders.
- GHSP gets performance reports from sports marketing venues including proof of performance (POP), audience reach, and number of spots played. The Carolina Panthers' venue also has a Hispanic radio broadcast that GHSP utilizes for media placement.
- GHSP utilizes seat belt data, facts, survey information in press releases and shares with media to cover stories in local communities.
- GHSP provides earned media resources, such as press release templates and op-ed pieces, for local counties and communities to reach out and share with media.
- GHSP has recently gained support from NCDOT to display campaign messages on variable message signs.
- The GHSP Highway Safety Symposium had over 600 officers, district attorneys, judges and others in attendance to learn and keep up to date on traffic safety issues in NC.
- The State celebrated the 20th Anniversary of CIOT with a luncheon and press event attended by the Governor and law enforcement officers and covered by the media.

- The CPS Diversion program is a positive educational tool to reach car seat violators and is also a public relations tool for many stakeholders.

4B. CHALLENGES

- The PIO is new to GHSP and beginning to establish working relationships with other partner PIOs and key stakeholders.
- There has been no recent evaluation of CIOT brand recognition and message effectiveness with North Carolina's target audience to evaluate where the message stands since being implemented 20 years ago.
- The GHSP website is not easily found or customer friendly. However, reorganizing the website may be difficult due to government website Common Look and Feel (CLF) requirements.
- There does not appear to be an established strategic media/campaign plan or formal work plan.
- Much campaign development, creative, and production is done in house. However, there doesn't seem to be any research to support the campaign messaging and outcome.
- GHSP does not currently have direct access to an independent media consulting agency that could provide the creative focus for their messages. This service could provide greater autonomy and help the GHSP become a leader in highway safety messaging and marketing.
- The CPS program addresses Occupant Protection issues of children ages eight years old and under but is lacking in outreach to parents with children ages nine to fifteen years.
- GHSP works with many sports marketing teams. However, the teams do not have established related spokespersons to help enhance and spread traffic safety messages. This could be positive with celebrity spokesperson helping to enhance GHSP social media efforts and messaging with target audience.
- GHSP would like to expand their sports marketing by adding venues such as the Charlotte Hornets and expanding messaging and outreach at venues. However, they expressed a limited media budget.
- There is not an established corporate outreach program that could share and promote seat belt safety with target audience in key low usage areas.
- There is a lack of organizational sharing and communication of information among law enforcement, GHSP, community coordinators, media, and other partners.

- Media is not proactive on reporting positive traffic safety messages but quick to report sensational crashes. It is unknown if media receives information on seat belt use in crashes and subsequently reports that to the public.
- There has been a decline in media staffing, specifically TV reporters, which makes it harder to get media out to events and community to cover stories.
- Earned media is limited to news releases, press events, and other print based approaches that typically do not attract their target audience — males in the 18-34 year old age group.

4C. RECOMMENDATIONS

- **Create and implement a strategic media marketing campaign plan. The Public Information Officer has indicated she will be doing this for the next fiscal year.**
- Design a website with campaign specific look, feel, and messaging that is easily accessible for public, media, law enforcement, etc. Use a campaign splash page with fast facts and information or utilize BuckleUpNC.org to place campaign components.
- **Hire a full service public relations contractor to assist in evaluation and development of refreshed branding of Click It Or Ticket that will reinvigorate the target audience of males ages 18-34.**
- Utilize research the National Highway Traffic Safety Administration has done on millennial males 18-34, their habits, thinking, etc., to help formalize a media and campaign plan.
- Create multiple Click It Or Ticket messages that speak to the low use target audiences such as males 18-34, pickup truck & van drivers, diverse and rural populations.
- Produce and distribute collateral materials such as posters, fliers, and table tents that could be placed in law enforcement lobbies, libraries, major employer cafeterias, work areas, and other public places.
- Separate the Governor's Highway Safety Program messaging from Department of Transportation messaging in social media and websites in order to stand alone and become more recognizable by the public.
- Use social norming messages such as "Buckle Up" or "Buckle Up NC" to promote seat belt safety and usage throughout the year outside of Click It Or Ticket enforcement periods to sustain message and increase message frequency.
- Create occupant protection social media contests or online contests that would engage the public and reward with sports tickets or other promotional items or contestant-created ads to be placed in media buy.

- Add media training and media updates to the Highway Safety Symposium agenda.
- Evaluate the sports media return on investment to focus efforts on venues with ones that have the most males ages 18-34 in the 25 focus counties. Increase additional elements and components as added value with venues without increasing budget costs. There are many items venues can offer such as online inclusion, social media blasts, customer email blasts, ticket inserts, and temporary signage.
- Coordinate with other highway safety offices to work with a reputable NASCAR team to promote safety messages on car, driver, etc.
- Evaluate and focus sports marketing venues based on target audience, which ones have the most males ages 18-34 in the 25 focus counties that give the best return on investment, most elements in program, and provide the most tangible, reliable reporting.
- Provide an online media resource area for the Law Enforcement Liaisons and local coordinators to get pre-written press releases/templates, local data comparisons, pre-approved quotes from key Governor's Highway Safety Program leaders or canned quotes that could be used by local law enforcement or other community leaders.
- **Establish a corporate outreach program that incorporates the employer risk managers, trauma nurses, fleet managers, human resource managers, military safety offices, health prevention specialists, etc. These partnerships can be a vehicle to share messages, facts, data, campaign components with target audience of all economic, geographical, ethnic backgrounds through emails, webinars, social media, and distribution of collateral materials. Many of these partners look for safety information to share and educate their employees within their companies.**
- Strengthen relationships with key media traffic reporters and pitch emotional based stories as to why traffic safety is public safety (removing criminals from roads, seizing weapons, arresting drug dealers, preventing crashes that save innocent lives).
- Fund and support the Governor's Highway Safety Program Public Information Officer to join and participate in public relations associations such as the Public Relations Society of America and the National Information Officers Association for networking, idea sharing, media training opportunities, and resources to benefit the department.
- Coordinate highway safety information efforts by partnering with other agencies' public information offices to share contacts, campaign information, media releases, and stories, for example, provide review and contribute relevant content to each other's materials.

5. OCCUPANT PROTECTION FOR CHILDREN

GUIDELINE:

Each State should enact occupant protection laws that require the correct restraint of all children, in all seating positions and in every vehicle. Regulations and policies should exist that provide clear guidance to the motoring public concerning occupant protection for children. Each State should require that children birth to 16 years old (or the State's driving age) be properly restrained in the appropriate child restraint system or seat belt. Gaps in State child passenger safety and seat belt laws should be closed to ensure that all children are covered in all seating positions, with requirements for age-appropriate child restraint use. Key provisions of the law should include: driver responsibility for ensuring that children are properly restrained; proper restraint of children under 13 years of age in the rear seat (unless all available rear seats are occupied by younger children); a ban of passengers from the cargo areas of light trucks; and a limit on the number of passengers based on the number of available seat belts in the vehicle. To achieve these objectives, State occupant protection programs for children should:

- *Collect and analyze key data elements in order to evaluate the program progress;*
- *Assure that adequate and accurate training is provided to the professionals who deliver and enforce the occupant protection programs for parents and caregivers;*
- *Assure that the capability exists to train and retain nationally certified child passenger safety technicians to address attrition of trainers or changing public demographics;*
- *Promote the use of child restraints and assure that a plan has been developed to provide an adequate number of inspection stations and clinics, which meet minimum quality criteria;*
- *Maintain a strong law enforcement program that includes vigorous enforcement of the child occupant protection laws;*
- *Enlist the support of the media to increase public awareness about child occupant protection laws and the use of child restraints. Strong efforts should be made to reach underserved populations;*
- *Assure that the child occupant protection programs at the local level are periodically assessed and that programs are designed to meet the unique demographic needs of the community;*
- *Establish the infrastructure to systematically coordinate the array of child occupant protection program components;*
- *Encourage law enforcement participation in the National Child Passenger Safety Certification (basic and in-service) training for law enforcement officers.*

5A. STRENGTHS

- The North Carolina child passenger safety law (G.S. 20-137.1) requires the driver to properly secure all passengers less than 16 years of age in a child passenger restraint system or seat belt.
 - Children younger than age eight and who weigh less than 80 pounds are required to be secured in a child passenger restraint system.

- Children who are younger than five years of age and who weigh less than 40 pounds must be in the rear seat in vehicles with active front passenger-side airbags.
- The North Carolina child passenger safety technician liability protection law (G.S. 20-137.5) states that currently certified child passenger safety technicians and / or sponsoring agencies would not be liable as a result of:
 - An act of omission occurring during an inspection, installation, or adjustment of a child safety seat, or
 - Providing education regarding the installation or adjustment of a child safety seat if acting in good faith and within the scope of the training.
- The North Carolina Governor's Highway Safety Program (GHSP) funds the following agencies to administer child passenger safety programming activities, training and education statewide:
 - North Carolina Department of Insurance (NCDOI); Buckle Up Kids/Safe Kids NC
 - Western North Carolina Safe Kids; Safe Transportation for All Children
 - University of North Carolina – Chapel Hill; Continued Development of the North Carolina Child Passenger Safety Resource Center.
- North Carolina hosts an annual Child Passenger Safety Conference. The conference is attended by approximately 300 technicians. Attendees are able to earn the CEUs required for re-certification.
- The North Carolina Child Passenger Safety Resource Center provides technical assistance to CPS advocates and administrators by maintaining the technical accuracy of the curriculum. This technical assistance includes:
 - Coordinating CPS training activities and programs
 - Supporting the North Carolina CPS Training Committee.
- North Carolina is very active in the field of child passenger safety. In FY 2012, a total of 15 NHTSA Child Passenger Safety Certification classes were held through which 317 individuals became certified as CPS Technicians. Six of the classes were completely sponsored through GHSP funding (State-Sponsored), five were co-sponsored classes, three were local classes, and one was an independent class. These courses were held in locations throughout the state.
- Six renewal classes were scheduled and advertised to expired CPS technicians and conducted during the year. Renewal classes were located throughout the state. Fifty-eight expired technicians were recertified through these renewal courses.

- As of May 2013, North Carolina has 2,418 technicians, 54 instructors and 46 technician proxies. Currently, all but three counties (Northampton, Washington and Tyrrell) have at least one technician, technician proxy or instructor.
- Approximately half of the technicians are in the fire services (e.g., fire fighters).
- In FY 2012, the Buckle Up Kids/Safe Kids NC provided 11 update/refreshers classes to assist technicians in maintaining certification by acquiring continuing education units.
- Re-certification rate is 65.2 percent.
- Western North Carolina Safe Kids will continue to provide leadership for the State to increase the base of CPS Technicians trained in Special Needs Transportation.
 - Two classes are offered annually, one in the fall and one in the spring.
 - There are currently 61 CPS technicians who have received the enhanced training.
- NC Buckle Up Kids (BUK) is a GHSP funded program administered through the NC Department of Insurance, Office of State Fire Marshal. Currently, there are BUK programs in 92 of 100 counties. BUK programs assist parents and other caregivers by providing low-cost child restraints and education on their use to qualifying families.
 - During FY 2011, over 4,800 child restraints were distributed through BUK programs. These included primarily convertible and booster seats, and to a lesser extent rear-facing-only infant seats and combination restraints.
 - During FY 2011, 677 child passenger safety events were held and 5,870 seats were checked in local communities through BUK programs.
- North Carolina has permanent checking stations where parents/caregivers can receive information about child passenger safety and have their child restraints and seat belts checked to ensure they are installed and used correctly.
 - There are 140 permanent checking station programs; with over 175 locations in 66 counties (some programs have more than one permanent location).
 - During FY 2011, NC permanent checking stations served over 10,000 families and checked more than 11,300 child restraints. More than half of these checks were for children younger than age two. More than 10,500 child restraints were checked at permanent checking stations in FY 2012.
- North Carolina has a number of Safe Kids coalitions supported, in part, through GHSP. Local Safe Kids coalitions conduct a number of child passenger safety clinics and educational events throughout the year. There are currently 38 Safe Kids coalitions

operating in 67 counties.

- Some law enforcement agencies have officers trained as CPS technicians.
- Law enforcement traffic units are committed to enforcement of child passenger safety laws and providing education on correct use for families. Police expressed frustration that other units do not see their activity as valuable.
- A special enforcement campaign was held during Child Passenger Safety Week, (September 17-23, 2012), resulting in 185 citations.
- During 2011, 6,046 child passenger safety law violations were issued during three enforcement waves and other enhanced enforcement periods.
- Department of Insurance, Office of State Fire Marshal, and the North Carolina Conference of District Attorneys initiated a county driven diversion program in cooperation with law enforcement and permanent checking stations. The law states that a citation can be waived with “proof satisfactory to the court”. The program allows drivers who have received a child passenger safety citation to participate in an educational program at a designated permanent checking station. The goal of the program is to encourage law enforcement officers to be proactive in identifying and issuing citations for child passenger safety violations, and also to provide education and installation assistance to drivers cited. (Currently started or in the process of being started in 48 counties).
- Selected CPS materials are available in Spanish.
- Bi-lingual CPS technicians are available to assist families.
- The North Carolina Child Passenger Safety Resource Center provides consumer information to the public through a toll free number, website, brochures and flyers.
- BuckleupNC.org is the GHSP, HSRC, and NCDOT’s collaboration to provide consumer information to the general public.
 - Maintain and keep current the website: www.BuckleUpNC.org.
- An observational study, conducted in 2011, found that over 90 percent of children were restrained.
- GHSP and the NCDOT, the two state agencies providing the majority of the funds within North Carolina, established the North Carolina Child Passenger Safety (CPS) Training Committee to help develop and implement policies and procedures to be followed by agencies, programs, or individuals conducting CPS training programs sponsored in whole or in part by North Carolina.
- North Carolina Child Passenger Safety Training Committee provides a forum for the

GHSP grant recipients involved in State or local CPS educational and/or training efforts.

- Membership includes representatives of state and local law enforcement agencies, fire and rescue departments, health departments, and hospitals.
- Individual CPS instructors, consultants, and advocates are also represented on the committee.
- Committee tasks vary and include curriculum development, communications to technicians about policies and procedures, and monitoring of state-sponsored CPS classes.

5B. CHALLENGES

- The North Carolina Child Passenger Safety law (G.S. 20-137.1) requires the driver to properly secure all passengers less than 16 years of age in a child passenger restraint system or seat belt. An exemption in the law allows children to be unbuckled if all seating positions equipped with a child passenger restraint systems or seat belts are occupied.
- The child passenger safety law allows for only one citation and penalty even when more than one child, less than 16 years of age is unrestrained. MAP-21 interim rule requires a minimum fine of \$25.00 per unrestrained occupant to ensure that enforcement of the law is meaningful.
- Although the CPS observational study showed that 90 percent of children were restrained, restraint use was not necessarily appropriate for the age of the child. One hundred percent of children less than age one were restrained, but restraint use declined as age increased. The study also found that many children were not using an appropriate restraint for their age.

	CRD		Seat belt		Unrestrained		Total
	N	%	N	%	N	%	N
< 1	182	100.0%	0	0.0%	0	0.0%	182
1 - 4	1145	93.6%	17	1.4%	61	5.0%	1223
5 - 8	292	56.3%	142	27.4%	85	16.4%	519
9 - 12	9	4.6%	156	80.0%	30	15.4%	195
13 - 16	0	0.0%	57	82.6%	12	17.4%	69
Total	1628	74.4%	372	17.0%	189	8.6%	2188

- Currently there is no analysis of data collected on the car seat check forms to determine types of misuse recorded at permanent checking stations and community events. If data is analyzed, critical errors found most often during permanent checking stations and car seat checkup events can be incorporated and shared in CPS educational messages.

- Community-based health care providers (pediatricians, primary care providers, etc.) may not be fully engaged in CPS promotion (e.g., with information to help counsel families and refer them to a local car at distribution program and/or a nearby permanent checking station).
- Even though unrestrained fatalities are relatively rare among those younger than 15 years old, 26 passenger vehicle occupants ages 14 and under were killed in 2011. Of these, 46% were unrestrained.
- There does not appear to be a coordinated, statewide occupant protection for children (OPC) effort to reach children between nine and 15 years of age in a consistent manner.
- There does not appear to be a coordinated effort to provide in-person technical update classes to the currently certified instructors and/or technicians. There is no monitoring or standardization of statewide update classes.
- A need was identified for basic CPS training for officers who are not child passenger safety technicians. The bulk of the citations are written by the traffic unit.
- North Carolina has developed a close working relationship among their vested community partners through their Buckle Up Kids programs, permanent checking stations, and Safe Kids Coalitions to promote child passenger safety. There appears to be a consistent collection of reported activity from CPS partners in the field. However, there does not appear to be a long term plan to analyze where resources are located to determine if resources are distributed based on population needs.

5C. RECOMMENDATIONS

- Create a united effort through partnerships with representatives of state and local law enforcement agencies, fire and rescue departments, health departments, hospitals and the medical community, child passenger safety instructors and technicians, and safety advocates, etc., to:
 - Amend the child passenger safety law to remove the exemption allowing children to be left unbuckled if all belted seating positions are occupied.
 - Amend the law to require a citation be given to the driver for each child under the age of 16 years who is unbuckled.
- **Develop and implement a three-to-five year plan with current and potential major partners to continue, expand or develop OPC programs targeting children, tweens, teens and their parents/caregivers. Planning should include coming to agreement on levels of training needed to provide agreed upon services.**
 - **Analyze OPC program data to identify populations currently served and determine socio-economic groups and geographic locations that appear to be underserved.** ⁶
- Safeguard the investment of resources expended to date in certification, focus on quality assurance and recertification of technicians by increasing communication and expand the opportunities for earning CEUs.
 - Develop and implement an Instructor development mentoring program to assist both new and experienced instructors to maintain and improve technical knowledge and/or teaching skills.
 - Develop and implement a strategic plan to offer standardized technical updates throughout the State for technicians, i.e., in-person trainings, webinars, newsletters distributed via email or posted on the website.
- Coordinate efforts to implement an age-appropriate educational program targeting tweens to continue the message of safe transportation for all child passengers.
- **Develop and launch a statewide initiative targeting older children and tweens to encourage proper seat belt use and prepare them to wear seat belts as a teen when arriving on school campuses.**

⁶ North Carolina – Permanent Checking Stations
July 2013. Raleigh, North Carolina: Angela Osterhuber.
North Carolina – CPS Technicians/Instructors/Tech Proxy
July 2013. Raleigh, North Carolina: Angela Osterhuber

- Educate and motivate law enforcement officers to vigorously enforce the existing occupant protection laws.
- Develop a basic CPS training presentation for law enforcement to be used at Roll Call. The presentation should provide visual cues to identify misuse. The theme of the program is “If it looks wrong, it most likely is!”
- Develop and implement an educational program for North Carolina’s hospitals that serve newborns and young children. Conduct a survey to determine if they have written CPS discharge policies and protocols; training for nursing staff; educational materials for new parents; and interest in enhancing their capacity in this arena.
- Develop and implement a child passenger safety presentation that is message-appropriate for physicians, based on the American Academy of Pediatrics “Policy Statement on Child Passenger Safety”. Obtain a medical CME/CEU for the presentation to entice physicians, medical professionals, and office staff to attend the training. Trainings can be offered at Grand Rounds, Physician Practices, and through webinars.

6. OUTREACH PROGRAM

GUIDELINE:

Each state should encourage extensive statewide and community involvement in occupant protection education by involving individuals and organizations outside the traditional highway safety community. Representation from health, business, education, and diverse cultures of the community are encouraged, among others. Community involvement broadens public support for the state's programs and can increase a state's ability to deliver highway safety education programs. To encourage statewide and community involvement, States should:

- Establish a coalition or task force of individuals and organizations to actively promote use of occupant protection systems;*
- Create an effective communications network among coalition members to keep members informed about issues;*
- Provide culturally relevant materials and resources necessary to conduct occupant protection education programs, especially directed toward young people, in local settings;*
- Provide materials and resources necessary to conduct occupant protection education programs, especially directed toward specific cultural or otherwise diverse populations represented in the State and in its political subdivisions.*

States should undertake a variety of outreach programs to achieve statewide and community involvement in occupant protection education, as described below. Programs should include outreach to diverse populations, health and medical communities, schools and employers.

a. Diverse Populations

Each State should work closely with individuals and organizations that represent the various ethnic and cultural populations reflected in State demographics. Individuals from these groups might not be reached through traditional communication markets. Community leaders and representatives from the various ethnic and cultural groups and organizations will help States to increase the use of child safety seats and seat belts. The State should:

- Evaluate the need for, and provide, if necessary, materials and resources in multiple languages;*
- Collect and analyze data on fatalities and injuries in diverse communities;*
- Ensure representation of diverse groups on State occupant protection coalitions and other work groups;*
- Provide guidance to grantees on conducting outreach in diverse communities;*
- Utilize leaders from diverse communities as spokespeople to promote seat belt use and child safety seat;*
- Conduct outreach efforts to diverse organizations and populations during law enforcement mobilization periods.*

b. Health and Medical Communities

Each State should integrate occupant protection into health programs. The failure of drivers and passengers to use occupant protection systems is a major public health problem that must be recognized by the medical and health care communities. The SHSO, the State Health Department and other State or local medical organizations should collaborate in developing programs that:

- *Integrate occupant protection into professional health training curricula and comprehensive public health planning;*
- *Promote occupant protection systems as a health promotion/injury prevention measure;*
- *Require public health and medical personnel to use available motor vehicle occupant protection systems during work hours;*
- *Provide technical assistance and education about the importance of motor vehicle occupant protection to primary caregivers (e.g., doctors, nurses, clinic staff);*
- *Include questions about seat belt use in health risk appraisals;*
- *Utilize health care providers as visible public spokespeople for seat belt and child safety seat use;*
- *Provide information about the availability of child safety seats at, and integrate child safety seat inspections into, maternity hospitals and other prenatal and natal care centers;*
- *Collect, analyze and publicize data on additional injuries and medical expenses resulting from non-use of occupant protection devices.*

c. Schools

Each State should encourage local school boards and educators to incorporate occupant protection education into school curricula. The SHSO in cooperation with the State Department of Education should:

- *Ensure that highway safety and traffic-related injury control, in general, and occupant protection, in particular, are included in the State-approved K-12 health and safety education curricula and textbooks;*
- *Establish and enforce written policies requiring that school employees use seat belts when operating a motor vehicle on the job; and*
- *Encourage active promotion of regular seat belt use through classroom and extracurricular activities as well as in school-based health clinics; and*
- *Work with School Resource Officers (SROs) to promote seat belt use among high school students;*
- *Establish and enforce written school policies that require students driving to and from school to wear seat belts. Violation of these policies should result in revocation of parking or other campus privileges for a stated period of time.*

d. Employers

Each State and local subdivision should encourage all employers to require seat belt use on the job as a condition of employment. Private sector employers should follow the lead of Federal and State government employers and comply with Executive Order 13043, “Increasing Seat Belt Use in the United States” as well as all applicable Federal Motor Carrier Safety Administration (FMCSA) Regulations or Occupational Safety and Health Administration (OSHA) regulations requiring private business employees to use seat belts on the job. All employers should:

- *Establish and enforce a seat belt use policy with sanctions for non-use;*
- *Conduct occupant protection education programs for employees on their seat belt use policies and the safety benefits of motor vehicle occupant protection devices.*

6A. STRENGTHS

- The Governor’s Highway Safety Program (GHSP) has an extensive support network and community partners that focus on Child Passenger Safety (CPS) promotion, education, and enforcement.
- The CPS committee shares data, facts, and keeps community organization members up to date on trends and issues with CPS.
- GHSP partner El Pueblo creates a culturally sensitive and relevant Hispanic occupant protection (OP) program messaging, materials, and outreach in the Hispanic community on CPS and OP. They do not directly translate the English message but create their own that fits into the community and culture.

DIVERSE POPULATIONS

- Partners have recognized that there is a need for materials and resources in multiple languages and agree that the Hispanic community is the fastest growing population in North Carolina. Other growing populations include Vietnamese, Pakistani, African, and Indian.
- Many partners such as public health, hospitals, and Safe Kids all collect and look at data on occupant protection (OP) in their communities. However, they are just now looking at the information as a whole to include the whole family and looking beyond CPS.
- There are several informal collaborative groups that have statewide representation. It appears that representatives of diverse populations are members of these informal state and local networks.
- Faith-based outreach is used to reach many of the diverse communities and populations.

- The leaders of partner organizations support their employees working on OP traffic safety issues within their communities.
- Partners participate in activities to complement the national Click It Or Ticket (CIOT) mobilization. One CPS hospital program participates in seat belt checking stations and addresses the CPS violations. They also participate in fairs in the rural communities and use the seat belt convincer as an educational tool.
- Partners have recognized the need and have created Spanish-only CPS programs for families.
- Public health partners recognize that some populations fear law enforcement but have addressed that by making sure the children do not fear law enforcement or fire personnel but rather encourage the children to interact with them.
- Partners working with bilingual children on OP and CPS have noticed that the kids begin to educate the parents and influence the parents to buckle up and be safe.
- GHSP funds the CPS Resource Center in state toll free hotline that provides a Spanish translator when needed.
- El Pueblo has a relationship with the local Hispanic media and contacts them to publicize the Click It Or Ticket message. They also write articles and do interviews with the local TV station Univision.

HEALTH AND MEDICAL COMMUNITIES

- Hospital programs promote and have CPS technicians working in the facility to address the needs of new parents.
- Multiple organizations, such as Safe Kids, fire departments, medical centers, and law enforcement agencies, provide occupant protection education for children, access to child safety seats and installation assistance to parents across the state.
- Some electronic medical records and client health assessments collect patient seat belt use data.
- Partners have done colleague-to-colleague education on OP issues including grand rounds and presentations for pediatric nurses that provide CEUs.
- Hospital and public health organizations require personnel to use OP systems. Some use it as an incentive and as part of their performance appraisals, and some use it as a deterrent with loss of vehicle privileges if caught not wearing a seat belt.

- Some hospital partners do an OP educational program that includes pre and post OP surveys at fairs with teens. They collect information on county, age, and knowledge of seat belt law and importance of use.
- Hospital partners have collected and evaluated the cost of unbelted crashes and injuries and its effect on the public. They use that information in their programs, interviews, and sharing with other colleagues.

SCHOOLS

- GHSP has a supportive partnership with North Carolina Department of Public Instruction Driver Education (NCDPI). NCDPI has recently revised its curriculum and included a unit that addresses highway safety and traffic related injury control and occupant protection in particular.
- Drivers education in-car instruction does not begin until all occupants are buckled up and that is always stressed.
- School Resource Officers (SRO) support highway safety education programs. Law enforcement officers provide presentations to students regarding Click It Or Ticket and consequences of unbelted crashes.
- There are many programs that address teen drivers including VIP for a VIP, StreetSafe, JoCo Teen Drivers, and SADD. All programs have OP components and use peer to peer teaching and involvement.
- StreetSafe program uses “see it, hear it, do it” which increases message frequency for teens. They have in car driver exercises that address speeding, tailgating, distraction, and driving around tractor trailers. They utilize the seat belt convincer in every program session. The program gives stories and videos of unbelted crashes and consequences. Program audience is 16-25 year old and also includes parents of young drivers. The Program is funded by GHSP, State Farm, and other insurance agents. Program shares the Click It Or Ticket (CIOT) message.
- VIP for a VIP program is a two-part program at high schools. Morning session is a presentation of local law enforcement, fire, rescue, EMS, and survivor parents talking about teen crashes. There is a video and photos that show the fatal crash in the community. The afternoon session is a simulation and reenactment of a fatal crash. GHSP supports program financially and also comes to programs.
- JoCo Teen Driver program is peer leader driven, research based, and implemented in all Johnston County high schools. GHSP has provided funding for program items with the CIOT message. The Program has buy-in and support in the county from legislators to citizens.

EMPLOYERS

- Fort Bragg audience is military and civilians on base. They do have a seat belt use policy and the Military Police enforce it.

6B. CHALLENGES

- There are limited networking opportunities for traffic safety partners to gather and share ideas and resources on a statewide basis beyond CPS.
- State lacks a strategic plan to build an integral network of partners to streamline communications and put all efforts together across the state.
- Perceived risk of seat belt enforcement is low among males 18-34 years old.
- GHSP is not a member of the North Carolina Injury and Violence Prevention State Advisory Committee that works on injury prevention topics.
- A comprehensive approach to reaching high-risk motorists with culturally sensitive, risk specific, occupant protection messages has not yet been fully developed and implemented.
- Some populations are very protective and do not allow outsiders, especially law enforcement, within their group. The messaging and education has to come from one of them to share with community. It has been a challenge to get a connection within the community to be the liaison between GHSP and community.
- One of the biggest challenges is having materials in various languages readily available. Materials also need to be at a readable level and many of them are not.
- JoCo Teen Driver program has expressed a challenge to get other counties to participate in expanding the program.
- There does not seem to be an established employer outreach program or community partner program that can organize resources centralized messages into the community and share OP education with employers and establish employer seat belt policies.

6B. RECOMMENDATIONS

- Identify and change the behaviors of persistent non-users with outreach programs specific to those audiences.
- Develop and implement a community partner program that raises awareness, participation and support for Click It Or Ticket and other occupant protection programs.
- Produce TV, radio, and collateral messaging featuring the medical community that addresses crashes with belted and unbelted victims.
- Develop and implement an employer-based safety program that promotes seat belt use and other traffic safety initiatives, provides resources, and encourages businesses to establish effective seat belt policies.

7. DATA AND EVALUATION

GUIDELINE:

Each State should access and analyze reliable data sources for problem identification and program planning. Each State should conduct several different types of evaluation to effectively measure progress and to plan and implement new program strategies. Program management should:

- *Conduct and publicize at least one statewide observational survey of seat belt and child safety seat use annually, making every effort to ensure that it meets current, applicable Federal guidelines;*
- *Maintain trend data on child safety seat use, seat belt use and air bag deployment in fatal crashes;*
- *Identify high-risk populations through observational usage surveys and crash statistics;*
- *Conduct and publicize statewide surveys of public knowledge and attitudes about occupant protection laws and systems;*
- *Obtain monthly or quarterly data from law enforcement agencies on the number of seat belt and child passenger safety citations and convictions;*
- *Evaluate the use of program resources and the effectiveness of existing general communication as well as special/high-risk population education programs;*
- *Obtain data on morbidity, as well as the estimated cost of crashes, and determine the relation of injury to seat belt use and non-use;*
- *Ensure that evaluation results are an integral part of new program planning and problem identification.*

7A. STRENGTHS

- North Carolina's most recent annual seat belt use survey for which data is available was conducted in June 2013 in 15 counties. Trained observers recorded information for stopped or nearly stopped vehicles. Data were collected during rush hours (weekdays between dawn and 9 a.m. or between 3:30 p.m. and dusk), non-rush hours (weekdays between 9 a.m. and 3:30 p.m.), and on weekends (Saturday or Sunday between 9 a.m. and dusk). Three years ago the State reduced the number of counties in the survey from 17 to 15. They also deleted some counties and added other counties to keep the survey meaningful and compliant.
- The 2013 observed belt use rate for drivers and front seat occupants was 88.6 percent. This is an increase of 1.1 percentage points over the June 2012 rate of 87.5 percent. North Carolina's observed belt use rate had been declining slightly over the past few years. This increase was a welcomed change and puts the State back near their goal of 90.0 percent. North Carolina's observed belt use rate continues to be higher than the national average.
- The focus counties for the 2013 Click It or Ticket campaign include the 15 survey counties and 10 additional counties that have a high instance of unrestrained fatalities.

25 Occupant Protection Focus Counties*		
NC Click It or Ticket 2013		
15 Survey Counties		10 Additional Focus Counties
Alamance	Nash	Brunswick
Cabarrus	Onslow	Cumberland
Caldwell	Robeson	Davidson
Catawba	Rowan	Forsyth
Columbus	Wake	Gaston
Franklin		Iredell
Guilford		Rockingham
Harnett		Sampson
Johnston		Union
Meckleburg		Wayne

* Includes the 20 counties with the highest number of unrestrained fatalities

- North Carolina conducted a “mini-mobilization” April 7-13 and April 21-27 that targeted all 15 counties included in the annual seat belt observational surveys as well as 10 additional counties with a high number of unrestrained fatalities. These concentrated enforcement efforts complemented the statewide mobilization efforts for the Spring Click It or Ticket (CIOT) campaign. The Governor’s Highway Safety Program (GHSP) will continue to explore innovative approaches to ramping up efforts in these counties. GHSP will focus particular attention to nighttime seat belt enforcement and will conduct meetings with all law enforcement agencies in each of these counties to communicate the importance of improving seat belt compliance rates and their role in reaching the goals set for each county.
- The GHSP is sharing data with agencies in counties that are overrepresented in unbelted fatalities, showing the locations of these crashes and the time of day they are occurring.
- This year a survey of nighttime seat belt usage was conducted on behalf of the GHSP throughout the months of April and May. The Research Triangle Institute (RTI) was contracted by GHSP to conduct the survey. The Nighttime Seat Belt Survey was similar to the regular survey in that it was conducted by field observers who monitor the seat belt usage of drivers and front seat passengers. The observations took place at 120 different sites in 15 counties across North Carolina, during the month of June. Some sites of the survey were changed in some instances to locations that were more conducive to nighttime surveys. The results of the survey show that 84.7 percent of drivers and front seat passengers were using occupant protection at night.

In addition to the recording of seat belt usage, these surveys also collected distracted driving information, and general vehicle descriptions. Observers did not record any identifying information such as license plate numbers, nor did they speak directly to motorists. Observers made observations using night-vision technology (monocular), and

recorded data on tablet devices. The collection of this data will not be used for any legal measures.

- The State's program managers evaluate subgrantees using manpower allocation to the program and time of day of enforcement activity as measurement tools. Program managers can also look at subgrantee enforcement data independently, local seat belt surveys and participation in training programs as program evaluation tools.

GHSP makes available an online *Manual for Project Directors* (rev. 9/09). This manual provides information, instruction, and requirements regarding the Governor's Highway Safety Program, the highway safety grant process, highway safety funding guidelines, the highway safety contract, agreement of conditions, other items of interest, and public information and education.

In a GHSP traffic safety project contract, a traffic safety subgrantee must specifically indicate what GHSP goal(s) matches the highway safety project being funded.

GHSP requires HSSs to conduct performance management reviews of highway safety funded projects. Monitoring may be conducted by telephone, mail, e-mail or by an on-site review. Highway Safety Program (HSP0 Policies and Procedures determine the type of monitoring to be conducted for each project.

Highway safety projects submit monthly or quarterly reports plus an annual report. The final report includes a description of work completed during the project, accomplishments, and a cost summary of amounts budgeted, expending, and remaining by cost category. These reports are signed by the grantee official and the GHSP representative who reviewed the report.

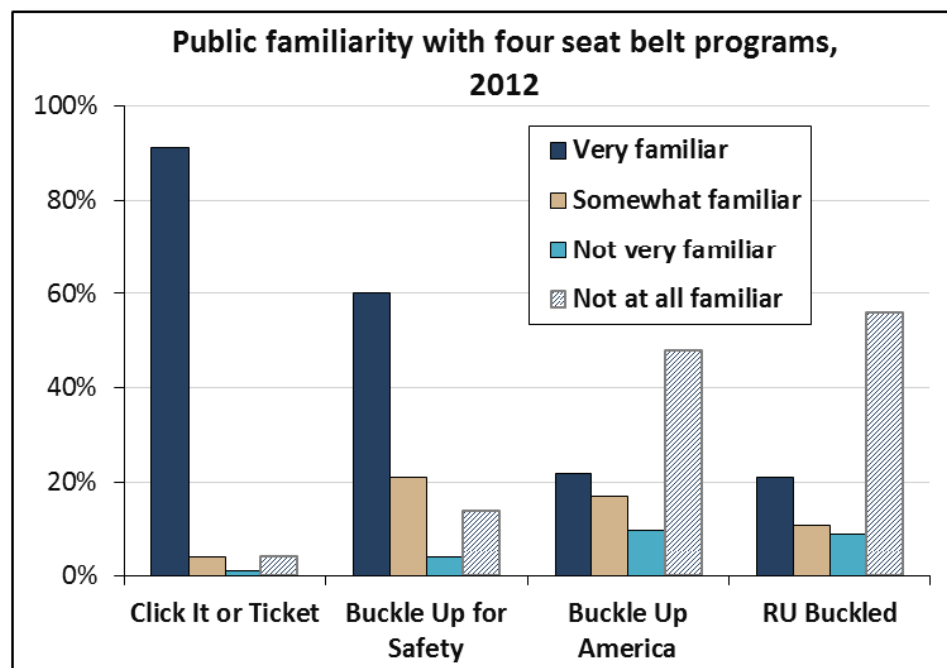
As required by the National Highway Traffic Safety Administration, GHSP completes and submits an annual administrative report for the program. This report provides an overview of the status of performance measures and goals, a financial summary, a description of accomplishments for the projects in each of the funded program areas including highlights of noteworthy programs, and a description (*Looking to the Future*) of some of the major challenges for the traffic safety program. Seat belt use was cited as one of these challenges in the *FY 2012 Annual Report*.

- North Carolina's FY 2014 Highway Safety Plan is currently focusing law enforcement and media attention on the enforcement of seat belt laws at night and will include the evaluation requirement that law enforcement subgrantees devote at least 50 percent of their enforcement efforts to nighttime enforcement.
- In August through November 2011 the University of North Carolina Highway Safety Research Center did an observational survey of restraint use among North Carolina children. Local Safe Kids Coalitions were asked to identify locations where parents regularly travel with their children. The sites had to represent the communities' diversity and allow for safe stoppage of vehicles as they entered or exited parking lots. The

Coalition recruited coalition members who were Certified Child Passenger Safety Technicians who were to collect data after being trained in observation protocol. Six counties in three different regions of the State were selected for the survey. Among other things the surveys showed that though restrained many of the children were not restrained properly or were in a restraint inappropriate for their age or size. Observers also noted major and gross misuse of the child restraint.

- The GHSP conducted a statewide telephone survey, including a standard series of questions recommended by the National Highway Traffic Safety Administration (NHTSA), to gauge public opinion and awareness of occupant protection issues. A random sample of 601 North Carolina residents age fifteen and one-half and older who were licensed to drive a motor vehicle were interviewed between December 9 and December 19, 2012.

Data collected from the survey included self-reported seat belt usage, likelihood of being stopped and ticketed for failure to use occupant protection, support of the States \$25.50 fine and familiarity of occupant protection programs (shown below graphically).



- The State Highway Patrol Field Operations Section provides the analysis and distribution of traffic collision and enforcement statistics to ensure proper administration and supervision of the Patrol's primary function of implementing occupant protection. Other agencies can get similar data from in-house record management system or the NCDOT Division of Motor Vehicle (DMV) or North Carolina Administrative Office of the Courts (AOC).
- The NCDOT Traffic Engineering and Safety Systems Branch periodically updates cost figures associated with traffic crashes for use by branch personnel to do cost analyses.

Increases in medical care and other inflationary costs can quickly render previously developed cost estimates obsolete.

The 2011 North Carolina crash costs include the cost associated with the average number of injuries in each crash type. For example, the average fatal crash in 2011 on North Carolina's roads included 1.08 fatal injuries, 0.15 A injuries, 0.40 B injuries and 0.29 C injuries. The injury costs include estimates of medical costs, public services, loss of productivity, employer cost, property damage and change in quality of life.

Crash Type	Cost Per Crash 2011 Dollars
Fatal Crash	\$4,600,000
A Injury Crash	\$270,000
B Injury Crash	\$79,000
C Injury Crash	\$39,000
Property Damage only Crash	\$5,300
Average Crash	\$47,000
Non-Fatal Injury Crash	\$56,000
Severe Injury Crash (F+A)	\$1,900,000
Moderate Injury Crash (B+C)	\$50,000

- Managing the North Carolina Traffic Records System (TRS) requires coordination and cooperation. The data that make up the complete NCTRS reside in a variety of operational systems. Ownership of these databases resides with multiple agencies, and the collectors and users of the data span the entire State and beyond.

Development and management of NC traffic safety programs has been a systematic process with the goal of reducing the number and severity of traffic crashes. This data-driven process should ensure that all opportunities to improve highway safety are identified and considered for implementation. A quick look at the components of the NCTRS follows.

- Crash Records

The NCDOT, DMV is the official custodian of the State's crash file. The crash report is documented in North Carolina in two formats. The paper form DMV-349 accounts for approximately 40 percent of the annual volume of crash reports submitted. Electronic crash reports account for 60 percent and are generated from two sources; an e-crash field reporting module from third-party vendors and North Carolina TraCS which was developed by the NCDOT Information Technology (IT) staff and is provided free of charge to local, tribal, and state law enforcement.

Electronic reports generated by third-party vendor systems must first be printed and submitted in hard copy to the DMV. The NCDOT IT staff completed a pilot with three local agencies who use the same Records Management System (RMS) vendor to enable their system to submit completed and successfully validated e-crash reports electronically using XML exchange. This pilot was successful. The NCDOT now needs to address the other vendors' software. It was estimated that more than 25 percent of the total crash volume annually is submitted by printed reports from RMS vendors' systems that capture crash reports electronically. Addressing these additional vendor systems as quickly as possible will improve the timeliness of the crash database and eliminate the redundant data entry currently imposed on the data capture staff.

North Carolina has an impressive business process that results in a high degree of confidence and accuracy in its crash file. The system is governed by an excellent quality control process.

- Driver and Vehicle Records

The DMV has been working on the rewrite of their driver and vehicle systems. The DMV has not implemented a total rewrite of the State Automated Driver License System (SADLS) and the State Title and Registration System (STARS) as anticipated. Vehicle Registration is now collecting property tax w/vehicle registration. On the driver license side, they are still working on the next generation driver license upgrade and have the changes defined for tightening the control in order to counter attempts to obtain a driver license under fraudulent conditions.

The North Carolina over-the-counter driver license process was changed to central issuance with improved control over the validation of personal identification of applicants. Use of the Systematic Alien Verification for Entitlements (SAVE) file was initiated in 2007. Also, registration of vehicles and processing of title applications has been extended to qualified auto dealerships.

- Statewide Injury Surveillance System (SWISS) Records

North Carolina's injury surveillance system data are captured by the Injury Epidemiology Unit of the Division of Public Health, Injury and Violence Prevention Branch. This injury surveillance system is comprised of emergency department, hospital discharge, and vital statistics (death) data.

Almost all associated data in the State is collected and transferred electronically to the North Carolina Disease Event Tracking and Epidemiologic Collection Tool (NC DETECT). EMS data are linked to emergency department data on a daily basis. Trauma records are linked to EMS reports. Aggregate information is available about the number of agencies and personnel in the State and agency level reports address response time, call volume and disposition.

De-identified discharge sets are shared with the State Center for Health Statistics.

Twelve trauma centers and some non-designated hospitals submit data to the National Trauma Data Bank.

Mortality data is reported to the local registrar within five days of death. The registrar prepares death certificates and forwards them to Vital Records and on to the National Center for Health Statistics.

○ Citation and Adjudication Records

North Carolina was one of the first states in the nation to develop the electronic citation, which it began in 1999 with a pilot program with the Highway Patrol. That program has grown and is embraced by law enforcement agencies throughout the State to the point that 87 percent of the traffic citations issued annually are completed and transmitted electronically. The Administrative Office of the Courts has taken an active role in this process, working to purchase printers for law enforcement officers, to enable the remaining agencies to implement electronic citations.

Because of the volume of electronic citations and the fact that paper citations are added to the electronic database through data entry by court staff, there is virtually a complete database of enforcement actions within the state.

○ Roadway Component Records

Because the electronic collection of traffic crashes has increased appreciably the ability to locate the crash occurrence on the public road system has also increased appreciably. This was due to a software routine built into the automated system that aids in the location process. NCDOT has developed and implemented the Arc Geographic Information System (GIS) used to house and display roadway characteristics data on the State road system. The information systems used in roadway safety programming are fundamentally sound and are meeting the needs of the roadway safety community.

7B. CHALLENGES

- It is unclear whether enforcement data is being used to its fullest capacity.
- The Traffic Records Coordinating Committee is not adequately marketing the available traffic records to other partners.
- It is questionable if the locations on citations and crash reports are harmonized. Harmonization would allow the review of the effect of various enforcement countermeasures including occupant protection usage, crash incidence, and severity at all locations in North Carolina.
- Seat belt observational data is not generally available at the county level.

- The current crash system requires double entry of some vendor crash reports. A pilot project has shown that there is a fix to accept the first report of a crash electronically to the State crash file.
- The State only provided occupant protection citation data by counties for an entire year, instead of on a quarterly or monthly basis.
- The State had a Traffic Records Assessment in 2012. As a result of the assessment the Traffic Records Coordinating Committee (TRCC) developed a Traffic Records Strategic Plan. The strategic plan identified improvements that are needed in each of the primary traffic safety information systems. However, there is little evidence of improvement of the system at this time.
- Statewide data on occupant protection charges and their adjudication is not widely distributed to individual agencies.
- It is unclear how evaluation results are incorporated in subsequent program planning and problem identification.
- One missing element of the citation database is the written warning notice. Most occupant protection programs expect swift and stern enforcement action of violators. Inclusion of warnings in the database would supply data on officers' support of strict enforcement and effectiveness of the written warning notice.

7C. RECOMMENDATIONS

- Develop an electronic registration system for mortality data.
- **Continue support and expand the observational survey of restraint use by North Carolina children. Include additional fields of collection that further identify the current child passenger safety status in the State.**
- Address the redundant double crash entry of vendor software generated crash reports. Use the pilot project as a guide to accept the first report of a crash electronically to the State crash file.
- **Acquire statewide occupant protection citation and adjudication data. Break this data down to individual law enforcement agency areas of responsibility and supply it to all of these law enforcement agencies on at least a quarterly and yearly basis. Also build partnerships with the courts. This action may result in increased aid from the courts in promoting highway safety data and safety data collection.**
- Market available traffic records and safety data within the State, such as; citation and adjudication, crash, cost, driver, vehicle, roadway, occupant protection usage, programs etc. Use the Traffic Records Coordinating Committee as a major contact for this marketing.

- Support the rewrite and upgrade of the State's driver and vehicle systems.
- Support recommendations in the Traffic Records Strategic Plan. Prioritize projects and supply resources as available.
- **Work with law enforcement to review the value of the written warning notice. Determine if the written warning notice has value as an enforcement or data collection tool. Publish and address the findings of this review.**

ASSESSMENT TEAM CREDENTIALS

SUSAN N. BRYANT, M.A., M.B.A.

831 Clark Street
Iowa City, Iowa 52240

leaderservices@yahoo.com

Susan (Sue) Bryant is currently a consultant for a firm based in Iowa where she recently returned after almost thirty years of employment with the state of Texas. She retired as the director of the public transportation division of the Texas Department of Transportation (TxDOT). The public transportation division had 180 employees and an approximately \$150 million budget of federal and state grant programs for rural and small urban transportation systems, the state's medical transportation program, and public transportation planning. Prior to becoming division director, she served for over ten years as the director of the Texas traffic safety program.

During her career with TxDOT, she also held the positions of assistant to the deputy director for field operations, and highway safety planner and traffic safety program manager. She served as secretary and member of the board of the National Association of Governors' Highway Safety Representatives (now Governors Highway Safety Association) and member of the law enforcement committee for the Transportation Research Board.

She facilitated the strategic planning process for the Governors Highway Safety Association (GHSA) and completed a "How To Manual" for occupant protection for children for GHSA. Most recently, she headed a project in Texas to conduct community assessments and develop local strategic plans for underage drinking prevention. In addition, she has served as community liaison for the Travis County Alliance for a Safe Community, an underage drinking prevention coalition based in Austin. She has served on highway safety program assessment teams for Alaska, Colorado (2), Florida (2), Georgia, Idaho, Illinois, Kentucky, Maine (2), Maryland, Massachusetts, Montana (2), Missouri (2), North Dakota, Oklahoma, South Carolina, South Dakota, Vermont, and Wyoming. She served on the team to update the impaired driving assessment tool and on the team to develop assessment team training.

She has taught high school and adults, consulted for the media in major television markets, and also teaches management to state and local officials. She has been named to "Who's Who of American Women," has received the national Award for Public Service from the U.S. Department of Transportation, and is a two-time recipient of the American Association of State Highway and Transportation Officials (AASHTO) President's Modal Award for highway safety.

A Phi Beta Kappa graduate with Highest Honors in English from the University of Iowa, she holds a master's degree in communications from the University of Iowa and a master's degree in business administration from the University of Texas at Austin.

GLENN M. CRAMER

9403 Autumn Line Loop SE,
Olympia, WA 98513

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Professional Experience

Self Employed/ Consultant – October 2005 to present

Provide NHTSA law enforcement outreach services in Washington, Oregon, Idaho, Alaska, and Montana by communicating their traffic safety priorities. Help identify effective traffic law enforcement tactics and communicate these best practices to law enforcement agencies. Provide technical assistance to the NHTSA in collaborating with judges and prosecutors on traffic safety initiatives. Assist with providing proactive planning of traffic safety initiatives and mobilizations. Assist the Pacific Northwest States with the development of highway safety strategic plans. Assist in monitoring and evaluating federal funded traffic safety programs.

- Developed, organized, and implemented regional law enforcement liaison programs in Idaho, Alaska and Washington.
- Assisted with the development and implementation of the Night Time Seat Belt Enforcement Project in Washington State.
- Developed a working partnership for traffic safety initiatives with Native American Tribes in Washington, Idaho, and Montana.
- Worked closely with the states of Montana and Idaho to develop procedures to analyze data collected from traffic stops made by Montana Highway Patrol troopers and Ada County (Boise, Idaho) deputies to examine whether biased policing practices had occurred, and
- Guest Presenter at Jackson State University (Jackson, Mississippi) Public Safety Symposium- on the value of traffic law enforcement and procedures for the effective collection of traffic stop data.

Washington State Patrol (WSP) Employment Experience

Assistant Chief, Commander, Technical Services Bureau, April 2005 to September 2005

Assisted the Chief in developing the WSP's vision and ensuring technological resources are directed to supporting the agency's strategic plan. Established policies set the goals and objectives for the Communications Division, Criminal Records Division, Electronic Services Division, and the Property Management Division.

- Developed, organized and participated in technological partnerships with federal, state, local, and private stakeholders.

Deputy Chief, Commander, Field Operations Bureau, January 2004 to April 2005

Lead the Field Operations Bureau overseeing 1,200 employees responsible for traffic law enforcement, collision investigation, and motorist assists on 17,524 miles of state and interstate

highways. The bureau is comprised of eight districts, including the Special Operations Division (Capitol Campus Security), Executive Protection Unit (Governor and First Family protection), the Explosives Unit, Canine Unit, and the Vessel and Terminal Security Division.

- Provided leadership to other state police organizations in the elements of WSP's accountability driven leadership.
- Presented at national and state forums WSP's leadership philosophy that "traffic law enforcement is law enforcement".
- Directed and managed the development of a Ferry Security Division working with federal, state, local, and private stakeholders to secure resources and identify alliances.

Captain, Commander, Government and Media Relations, February 2002 to January 2004

Represented the Chief on legislative matters. Coordinated the development and support of legislation to further the agency's public safety mission. Acted as the liaison with the Office of Financial Management and Governor's Executive Policy office. Acted as the spokesperson for the Chief with members of the media.

- Coordinated, planned, and implemented the department's public information programs.
- Assisted in drafting legislative bills and testifying before the Washington State Legislature.
- Developed, organized, and directed WSP's town meeting program.
- Lead the development of Washington State's Amber Alert Program and the development of a western states regional Amber Alert web portal.

Captain, Commander, Budget and Fiscal Services, October 2001 to February 2002

Chief Fiscal Officer managed the day to day financial operations of the department. Involved with coordinating the planning, development, preparation, presentation, and implementation of the agency's biennial budget request.

- Co-authored a WSP – Washington State Department of Transportation Joint Operation Policy.

Captain, District Commander, Field Operations Bureau January 2000 to October 2001

District Commander for Southwest Washington responsible for planning and developing of traffic law enforcement programs in five counties to be used in obtaining the objectives of the department.

- Oversaw the WSP community policing program in Southwest Washington.
- Developed and implemented mutual aid agreements with the Oregon State Police and the Portland Police Bureau

Acting Captain, Government & Media Relations September 1999 to Jan. 2000

Represented the Chief on legislative matters of official agency business. Coordinated the specific planning for the implementation of departmental information and public relations programs.

- Coordinated, planned, and implemented the WSP's press relations with the implementation of collecting trooper traffic stop data.

Lieutenant Field Operations Bureau January 1999 to September 1999

Administrative assistant to the Field Operations Bureau Commander responsible for overseeing the administrative process in eight geographical districts and the Commercial Vehicle Division.

- Assisted with the development and securing the resources for the first WSP aggressive driving apprehension team.

Lieutenant, Office of Professional Standards October 1997 to January 1999

Commander of the Internal Affairs Section responsible for oversight on all administrative investigations on WSP disciplinary matters.

- Developed, planned, coordinated, and implemented the investigative protocols between the WSP and Department of Social and Health Services (DSHS) for criminal and administrative investigations pertaining to DSHS employees.

Detective Sergeant, Internal Affairs Section, September 1993 to October 1997

Investigated allegations of employee misconduct within the WSP and outside agencies as directed by the Chief.

Sergeant, Field Operations Bureau, July 1991 to September 1993

Olympia Detachment supervisor, supervising a work group of troopers performing traffic law enforcement activities in Thurston County.

Trooper and Detective, Field Operations Bureau, September 1976 to July 1991

Performed traffic law enforcement and investigative activities in Kittitas, Pierce, and Thurston Counties.

Trooper Cadet, Field Operations Bureau, February 1974 to September 1976

Radio dispatcher

Education and Training

- City University – Mgmt Specialty for Bachelor of Science Degree,
- Clark Community College - Associate of Applied Science Degree;
- FBI Northwest Command College; and
- Washington State Patrol Basic Training

Membership and affiliations

- International Association of Police Chiefs;
- Washington State Association of Sheriffs and Police Chiefs;
- Montana Sheriffs and Peace Officers' Association:
 - FBI Alumni Association;
 - Gateway Rotary Charter Member-Paul Harris Fellow, and
 - TOGETHER Thurston County Executive Board Member- a nonprofit organization dedicated to engaging and mobilizing families, schools and the community to advance the health, safety and success of youth in Thurston and Mason Counties.

GMC:gmc

LARRY HOLESTINE

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Elizabeth, Colorado 80107

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lholestine@aol.com

Experience

- Consultant – Transportation Safety and Criminal Justice – 2009-Present
- Data Nexus Inc., Director of Public Safety Services 2003 – November 2009
- National Highway Traffic Safety Administration Region VIII, Law Enforcement Liaison 2002 -2003
- Colorado State Patrol Major 1990 – June 2002
- Colorado State Patrol Lieutenant and Captain 1984 – 1990
- Colorado State Patrol Sergeant 1981- 1984
- Instructor Coordinator, Colorado Law Enforcement Training Academy 1979-1981
- Colorado State Patrol Trooper 1973-1979

Education and Credentials

- Bachelor of Science – Adult Technical Education specializing in Criminal Justice – Colorado State University 1990
- Certificate - School of Police Staff and Command - Northwestern University 1985
- Certificate - Management in State Government - State of Colorado 1987
- Coordinator/Instructor for the Colorado Law Enforcement Training Academy and Colorado State Patrol Academy
- Instructor, Colorado Institute of Law Enforcement Training at Colorado State University
- Colorado Police Officer Standards and Training (POST), Certified Trainer
- Technical Crash Investigation – Northwestern University 1979

Professional Activities

- Executive Board, Association of Transportation Safety Information Professionals, National Safety Council, 1987- 2003
 - 2001 Program Chair, 2002 1st Vice Chair, 2003 Chair
- Member, ANSI D-16 Committee on Motor Vehicle Accident Classification
- Chair, Steering Committee, Law Enforcement Section, Colorado Safety Management System
- Co-Chair and Member, Colorado State Traffic Records Advisory Committee
- Member, National Agenda for Traffic Records Committee, National Safety Council

- Representative for National Highway Transportation Safety Administration (NHTSA) and the National Safety Council (NSC) to promote the Association of Transportation Safety Information Professionals (ATSIP)
- Member, Intelligent Transportation Systems, Archived Data User Program Committee, Federal Highway Administration
- Co-Chair, Highway Safety Program Advisory for Traffic Records Panel, Data Nexus, Inc. for National Safety Council
- Member, Project Panel/Advisory Group, Project #NCHRP 17-12 (Improved Safety Information to Support Highway Design) Northwestern University Traffic Institute
- Member, Project Panel/Advisory Group, National Center for Highway Research Projects
 - Reducing Crashes in Construction Zones
 - Developing Basic Training for Transportation Safety Information Users
 - Data needs for Transportation Information Professionals
- Member, Colorado Department of Transportation RFP Review committee for Intelligent Transportation Systems
- Member, NHTSA Traffic Records Assessment Team (Number Denotes Number of Assessments for the State); Kansas(4), South Carolina(2), Nebraska, Louisiana(3), Arizona(2), Iowa(2), New Mexico (2), Wisconsin(3), North Dakota(2), South Dakota(3), Connecticut, Idaho (2), Oregon(3), Tennessee(3), Delaware(2), Kentucky, Mississippi(3), Missouri(3), New Jersey, Montana, Idaho, Nevada, Ohio(2), Illinois, Massachusetts(2), Wyoming(3), Virginia, Vermont, Maryland, San Carlos Reservation, White River Reservation, Menominee Reservation, and North Carolina
- Co-Chair, National Safety Council, Association of Highway Safety Information Professionals, Marketing and Honest Broker Committee
- Member, Transportation Research Board – Law Enforcement Committee and Traffic Records Committee
- Member, Colorado State Patrol Diversity Committee
- Member of NHTSA Impaired Driving Assessment team: Vermont, Nevada, Massachusetts, California, Indiana, Oregon, Tennessee, Delaware, Louisiana, Alaska, Florida, Maine, Missouri
- President and Member, Northern Colorado Peace Officers Association
- Member, Committee on Guidelines for Transportation Safety Information Management Systems and files, National Safety Council and National Highway Traffic Safety Administration
- Member National Academy of the Sciences (NAS), National Center for Highway Research Projects (NCHRP) Committee: Project 17-40 Model Curriculum for Highway Safety Core Competencies, Project 03-80 Traffic Enforcement Strategies for Work Zones
- Member of NHTSA Occupant Protection Assessment Team, States of South Dakota and Idaho.

ALISON M. KIRK

Community Relations Officer
Office of Highway Safety, Dover Delaware

4475 Halltown Road
Hartly, Delaware 19953

alison.kirk@state.de.us

EXPERIENCE

Community Relations Officer, March 2010 – Present

Office of Highway Safety, Dover, DE

Develop and implement the agency's annual traffic safety strategic communications plan and conducted the research and planning necessary for the execution of paid and earned media and evaluation of traffic safety campaigns. Plan, prepare and implement news events and other earned media activities to promote driving enforcement mobilizations.

- Media outreach- writing and dissemination of press releases, pitching related community stories and events to media outlets, conducting media interviews, draft and edit talking points and speeches while coordinating agency and department press events and sharing of information with other department public relations officers. My most recent campaign to garner national earned media is the Pedestrian Walk Smart campaign-stories by USA Today, CBS This Morning, and News Journal.
- Social Media- Manage and edit content, update and respond to posts on OHS webpage, Twitter and Facebook pages. Use Word Press to disseminate press releases which automatically feeds and updates OHS news room webpage and social media channels.
- Event marketing- Developed and executed several events and promotions such as the online Under 21 Think Don't Drink TV Video contest and the awards ceremony held at Dover Downs, the Click It or Ticket 10th Anniversary Kick Off event at Dover International Speedway, Designated Driver online contest with Star Coach Race Tours and NASCAR Sprint Cup Driver J.J. Yeley, and Aggressive Driving 'Are You That Guy' campaign promotion. Also secure and build strategic partnerships to promote traffic safety including the Dover Air Force Base Wing Safety Office, FedEx, Perdue, Delaware National Guard, Wilmington Blue Rocks, Airport Speedway, Delmar International Speedway, and Dover International Speedway.
- Contract management- Coordinated and managed the Request for Proposal (RFP) process for the full service public relations contract and also manage the million dollar budget and media contract between OHS and the public relations firm.

- Narrative report writing- Develop and prepare the agency policy initiatives and technical reports including media reports and evaluations for the highway safety plan and annual report and the agency weekly report to the Department Secretary.
- Communications- Investigate and formulate responses to direct public inquiries, media inquiries, and/or inquiries from other agencies regarding funding, campaign enforcement, request for information, and complaints. Recommend media outlets and venues to communicate traffic safety messages based on target audience, budget, campaign timing, and enforcement plan.

Accomplishments

- Recipient of the 2011 State Employee of the Year Award (Team)
- Created and developed the first NASCAR partnership between OHS, Front Row Motorsports, Tommy Baldwin Racing, and NASCAR Sprint Cup Driver J.J. Yeley to promote the Drive Sober & Click It or Ticket campaigns

Assistant Director, ElderInfo Department July 2007 – March 2010

Insurance Commissioner's Office, Dover, DE

Responsible for the planning, coordination and execution of the State Health Insurance Assistance Program (SHIP) in Delaware to provide counseling and assistance to people with Medicare and their families. While in this capacity I accomplished the following:

- Community outreach and education- promoting services offered by the agency such as specialized Medicare counseling, individualized guidance regarding health care benefits, and health care seminars. Partnered with senior centers, health care agencies, non-profit agencies and organizations, and state and federal agencies to disseminate important information about Medicare.

Skills

- Community Outreach and Education
- Contract Management
- Event Marketing
- Media Outreach
- Narrative Report Writing
- Procurement
- Program Development & Management
- Social Media
- Sports Marketing
- Volunteer Recruitment

ANGELA OSTERHUBER

Project Director
Traffic Injury Prevention Project
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Brief Biography

Angela Osterhuber has more than 25 years' experience in the traffic safety field, predominately in the areas of child passengers, bikes, school buses, children with special health care needs, teen drivers, teen passengers and pedestrian safety. Within the traffic safety program, she administers a statewide child passenger safety program that involves public information and education, training and technical assistance, car seat distribution, development and implementation of educational programs to meet statewide community needs, and maintains the Statewide "800" phone line as a resource in Pennsylvania.

As an advocate for child passenger safety, Angela is also the designated State CPS contact and a past member and chair of the National Child Passenger Safety Board. Angela is a certified instructor for the National Standardized Child Passenger Safety Course. Angela holds a bachelor's degree from Seton Hall University and a master's in Counseling Education from Temple University.

JANICE D. SIMMONS

Assessment Consultant
1285 Ketch Court
Annapolis, Maryland 21403

410-693-7167
Jds1017@aol.com

Janice Simmons is an administrative consultant for Assessment Teams throughout the nation. She has worked with teams to provide technical document editing and process management for highway safety program assessments since 1992, beginning with *The Emergency Medical Services Program Assessment for the State of New York*.

In addition to Occupant Protection, she has served as a team member on programs that include Driver Education, Emergency Medical Services, Enforcing Underage Driving Laws, Impaired Driving, Motorcycle Safety, Pedestrian Safety, Traffic Records, Standardized Field Sobriety Tests, and Emergency Medical Services Reassessments. Additionally, she was a consultant on the team that developed the pilot program for Driver Education Assessment in 2010, and to update the National Impaired Driving Assessment Tool.

After graduating Maryland Institute College of Art (MICA), Baltimore Maryland, she taught design, criticism and aesthetics, and art history courses to high school students and adults. In addition to her work in education, and assessment programs, she is an associate with a design consulting firm in Annapolis, Maryland.

AGENDA

2013 NORTH CAROLINA OCCUPANT PROTECTION ASSESSMENT

EMBASSY SUITES, RALEIGH, NC

SUNDAY – JULY 7, 2013

5:00 PM --- JOINT MEETING/RECEPTION: Assessment Team and North Carolina Governor's Highway Safety Program Staff

MONDAY – JULY 8, 2013

8:30 AM – 10:00 AM --- SESSION I Introductions/Program Management

Don Nail	Director, NC Governor's Highway Safety Program
Shannon Bullock	Finance Director, NC Governor's Highway Safety Program
Joshua DeFisher	Highway Safety Specialist, NC Governor's Highway Safety Program
Heather Jeffreys	Public Information Officer, NC Governor's Highway Safety Program

10:00 AM - 10:15 AM -- BREAK

10:15 AM - 12:15 PM -- SESSION II Legislation, Regulation and Policy

Kimberly Overton	Chief Resource Prosecutor, NC Conference of District Attorneys
Rob Foss	Sr. Research Associate, UNC-Chapel Hill Highway Safety Research Center
Bill Hall	Manager - OR Program, UNC-CH Highway Safety Research Center
Bob Mack	Deputy Commissioner, NC Department of Insurance
Elizabeth Hudgins	Executive Director, NC Child Fatality Task Force

12:15 PM - 1:15 PM -- LUNCH

1:15 PM - 3:15 PM -- SESSION III Law Enforcement

Lt. Col. Gary Bell	Lieutenant Colonel, North Carolina State Highway Patrol
F/Sgt. Jeff Gordon	First Sergeant, North Carolina State Highway Patrol
Capt. Freddy Johnson	Captain, North Carolina State Highway Patrol
Lt. Barry Roberts	Lieutenant, High Point Police Department
Sgt. Dave Sloan	LEL – Region 8, Charlotte-Mecklenburg Police Department
Chief Allen Lawrence	LEL – Region 9, Marion Police Department
Lt. David MacAlpine	LEL – Region 3, New Hanover Sheriff's Office
Dep. Brandon Batten	GHSP Columbus County Coordinator, Columbus County Sheriff's Office
Bob Stevens	Traffic Safety Resource Coordinator, NCGHSP
Dep. Jose Peralta	Deputy, Harnett County Sheriff's Office
M/Ofc. Frank Gore	Master Officer, Durham Police Department

3:15 PM - 3:30 PM -- BREAK

3:30 PM - 4:30 PM -- SESSION III CONTINUED (if needed)

TUESDAY – JULY 9, 2013

**9:00 AM - 10:30 AM -- SESSION IV
Communications Program**

Don Nail	Director, NC Governor's Highway Safety Program
Shannon Bullock	Finance Director, NC Governor's Highway Safety Program
Heather Jeffreys	Public Information Officer, NC Governor's Highway Safety Program
Andrew Lada	Media Account Executive, MSA
Jan Johnson	President, MSA
Kelly Ransdell	Deputy Director, North Carolina Department of Insurance/NC Safe Kids

10:30 AM - 10:45 AM -- BREAK

**10:45 AM - 12:15 PM -- SESSION V
Occupant Protection for Children**

Kelly Ransdell	Deputy Director, North Carolina Department of Insurance/NC Safe Kids
Bill Hall	Manger - OR Program, UNC-CH Highway Safety Research Center
Bevan Kirley	Research Associate, UNC-CH Highway Safety Research Center
Vicki Killough	Safe Kids WNC Coordinator, Mission Children's Hospital
Meg Langston	Fire & Life Safety Educator, New Hanover County Fire Services
Phil Berger	District Attorney, Rockingham District Attorneys Office
Dep. Jose Peralta	Deputy, Harnett County Sheriff's Office
M/Ofc. Frank Gore	Master Officer, Durham Police Department

12:15 PM - 1:15 PM -- LUNCH

1:15 PM – 2:15 PM --- SESSION V CONTINUED

2:15 PM – 3:15 PM -- SESSION VI

Data & Evaluation Programing

Janet Greene	Assistant Administrator, NC Administrative Office of the Courts
Chris Oliver	Safety Planning Engineer, NCDOT - Transportation Mobility and Safety
Eric Rodgman	Applications Specialist, UNC-CH Highway Safety Research Center
Cynthia Augustine	Research Statistician, Research Triangle Institute
Joshua DeFisher	Highway Safety Specialist, NC Governor's Highway Safety Program

3:15 PM - 3:30 PM -- BREAK

3:30 PM – 4:30 PM --- SESSION VI CONTINUED (if needed)

WEDNESDAY – JULY 10, 2013

9:00 AM - 10:30 AM -- SESSION VII

Outreach Programs (Diverse Populations and Health & Medical Communities)

Hubie Mercado	Highway Safety Specialist, NC Governor's Highway Safety Program
Cecilia Saloni	Public Safety Director, El Pueblo
Kelly Ransdell	Deputy Director, North Carolina Department of Insurance/NC Safe Kids
Suzanne Ledoyen	Public Health Educator, Wake County Human Services Public Health Center
Robin Deal	Manager – Prenatal Services, Rex Healthcare
Vickie Killough	Safe Kids WNC Coordinator, Mission Children's Hospital

10:30 AM – 10:45 AM --- BREAK

10:45 AM – 12:15 PM --- SESSION VIII

Outreach Programs (Schools and Employers)

Harriett Southerland	SADD State Coordinator, Youth Advocacy & Involvement Office
Reggie Flythe	Driver Education Consultant, NC Department of Public Instruction
Doug Darrell	Director, StreetSafe
Cpt. David Hood	Captain, Greensboro Fire Department – VIP for a VIP
Lynda Carroll	Vice-Chairman - JoCo Teen Drivers
Stephen Fox	Fire Chief, Ft. Bragg Fire Department & Public Safety
Elizabeth Bonilla	Advisor, JoCo Teen Drivers
Allison Powers	Student, JoCo Teen Drivers

12:15 PM – 1:15 PM -- LUNCH

Team Member Discussion, Deliberation and Report Preparation

THURSDAY- JULY 11, 2013

Team Member Discussion, Deliberation and Report Preparation

FRIDAY – JULY 12, 2013

9:00 AM -- Final Report Out