

NEVADA

Occupant Protection Program Assessment

July 20 - 25, 2014



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Special recognition and appreciation also goes to Laura Nichols for her able assistance throughout the assessment process and in producing this report. Each member of the team appreciates the opportunity to have served on this assessment and hopes that consideration will be given to the implementation of the proposed recommendations. This report will enable Nevada to continue to make strides in increasing the seat belt and child restraint use rates and decreasing the 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 Occupant Protection Program Assessment is to aid the Nevada Office of Traffic Safety (OTS) in the review of its occupant protection programs statewide, identify the programs' strengths and accomplishments, identify problem areas, and offer suggestions for enhancement or improvement. The assessment is intended to serve as a tool for planning, development, and implementation purposes and for making decisions about how to best prioritize programs and use available resources. This assessment tool follows the format of the *Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 20, Occupant Protection* (November 2006). The guidelines that precede each section of this report are taken directly from this document. The U.S. Department of Transportation developed the guidelines in collaboration with the States to ensure technical guidance to the States.

In addition, team evaluators consulted the National Highway Traffic Safety Administration (NHTSA) Interim Final Rule (IFR) for Moving Ahead for Progress in the 21st Century (MAP-21). MAP-21 was passed in 2013, and the IFR specifies several requirements that must be met by states in order to receive occupant protection funds under this authorization. Some of the requirements differ from earlier authorizations; therefore, team members also considered these new requirements when writing the assessment report.

The Occupant Protection Program Assessment establishes criteria against which statewide and community programs are measured. The assessment examines significant components of the occupant protection program. Each state, in cooperation with its 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, aggressive enforcement, public information, education, and outreach is necessary to achieve significant, lasting increases in seat belt and child restraint use, which will prevent fatalities and decrease the number and severity of injuries.

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

Following the completion of the presentations, the team convened to review and analyze the information presented. The team noted the strengths and challenges as well as recommendations for improvement. This report is a consensus report. The recommendations are based on the unique characteristics of the state and what the team members believed the state and its political subdivisions and partners can do to improve the effectiveness and comprehensiveness of their programs.

The assessment team documented the exemplary work conducted throughout Nevada in the area of occupant protection. 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. These recommendations are not intended as criticism. Instead, they are an attempt to provide assistance to all levels for improvement, which is consistent with the overall goals of these assessments.

On the final day of the assessment, the team briefed Nevada on the results of the assessment and discussed major points and recommendations. This report is a Nevada report; it is not a NHTSA-owned document. Nevada 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.

EXECUTIVE SUMMARY

The Nevada Office of Traffic Safety (OTS) strives to eliminate deaths, injuries, and economic losses resulting from traffic crashes. OTS provides federal and state funding for highway safety programs, specifically to local and state level partners, and to non-profit organizations for the development and implementation of programs that help enforce traffic laws, educate the public in traffic safety, and provide varied and effective means of reducing fatalities, injuries and economic losses from traffic crashes.

In 2012, 21,667 occupants of passenger vehicles died in motor vehicle traffic crashes in the United States. Of the 21,667 occupants killed, 9,679 were restrained. Looking only at occupants where the restraint status was known, 52 percent were unrestrained at the time of the crash despite the observed seat belt use rate for the United States in 2012 being recorded at 86 percent. The lack of proper restraint use therefore remains a serious highway safety, public health, and societal issue. This is especially true in Nevada, where in 2012, there were 258 traffic fatalities; of those, 73 were unrestrained occupants, an increase from 64 the prior year, representing 28 percent of fatalities involving motor vehicles. Despite an impressive seat belt use rate of 94.8 percent, Nevada's unrestrained fatality statistics are cause for concern. Comparative traffic statistics and a five-year trend analysis of unrestrained traffic fatalities in Nevada indicate the following:

- Traffic fatalities between 2011 and 2012 increased by 12 or 5 percent, from 246 in 2011 to 258 in 2012.
- The number of unbelted fatalities increased from 64 in 2011 to 73 in 2012.
- Between 2007 and 2011:
 - there were 429 unrestrained passenger vehicle occupant fatalities aged 5 or older;
 - nearly two-thirds (64 percent) of the State's unrestrained fatalities occurred in Clark County;
 - nearly 66 percent of the State's unrestrained fatality crashes occurred on urban roadways;
 - Clark County led the State in overall fatalities with 57.4 percent;
 - male drivers ages 26-35 were over-represented in unrestrained fatalities and serious injuries; and
 - the highest number of unbelted fatalities occurred on the weekend (Friday – Sunday) from 9:00 p.m. to midnight between 2006 and 2010.

Occupant protection is the foundation of any sound traffic safety program and wearing a seat belt is the single most effective habit that the people of Nevada can adopt to protect themselves in motor vehicle crashes.

OTS, in cooperation with the National Highway Traffic Safety Administration (NHTSA) and an expert team of evaluators, has undergone a comprehensive assessment of the occupant protection component of Nevada's highway safety program. Based on the fundamental elements of the *Uniform Guidelines for State Highway Safety Programs for Occupant Protection*, this

assessment report identifies Nevada's strengths and challenges and provides recommendations for each of the following areas: Program Management; Legislation, Regulation, and Policy; Enforcement; Communication; Occupant Protection for Children; Data and Evaluation; and Outreach Programs.

The intent of the assessment was to provide a guide for OTS to look toward program enhancements and ultimately increase restraint use and decrease unrestrained fatalities statewide.

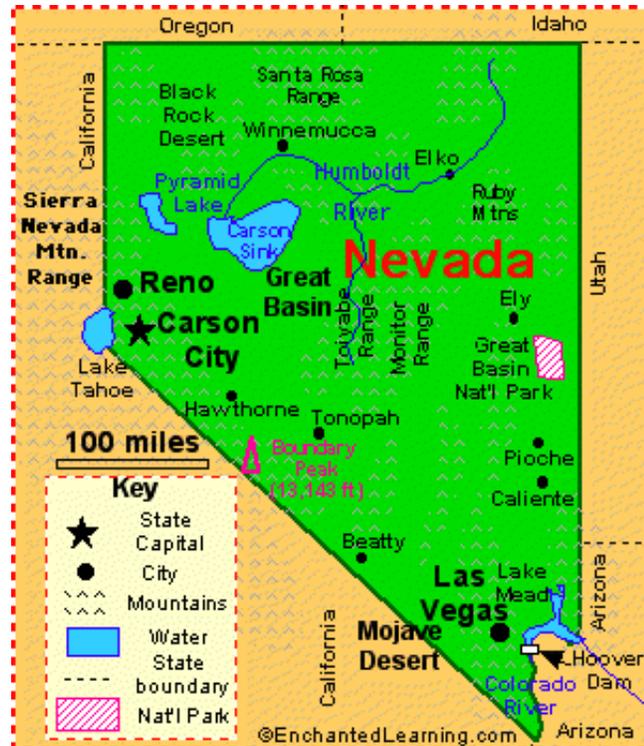
The key recommendations presented in the first section of this report are those found to be the most critical for improving the State's occupant protection program. While Nevada's occupant protection initiatives are numerous and impressive, there are always opportunities to approach the problem from a different perspective and leverage growth. All recommendations presented in this report are intended to increase occupant protection and help OTS carry out its life-saving mission.

Nevada was the 36th state in the United States; it became a state on October 31, 1864. Nevada's land area is 110,567 square miles, making it the seventh largest state in the nation. According to the 2010 Census, 2,700,551 Nevadans live in the State, with males making up 50.5 percent and females 49.5 percent of the population.

The State's demographics are quite diverse, with Caucasians representing 66.2 percent of the population followed by Hispanic/Latinos at 19.7 percent, African Americans at 6.8 percent, Asians at 4.5 percent, American Indians at 1.3 percent and the remaining 8 percent are two or more races. The median age of residents is 36.3, with 75 percent of the population being 18 years of age and over.

Nevada, its name of Spanish origin and translated to "snowcapped", has several hundred mountain ranges across its landscape, many with elevations over 10,000 feet. In contrast, the State's lowest point (along the Colorado River) is only 470 feet above sea level. Nevada is the driest state in the nation with an average annual rainfall of only about 7 inches; much of the State is uninhabited, sagebrush-covered desert.

Nevada's capital city is Carson City. It is ranked last among the ten largest cities in the State. Las Vegas is the State's largest city with 583,756 residents, followed by Henderson, 257,729; Reno, 225,221; Paradise, 225,167; North Las Vegas, 216,961; Sunrise Manor, 189,372; Spring Valley, 178,395; Enterprise, 108,481; Sparks, 90,264 ; and Carson City, which is home to 55,274



residents*. The State has 17 counties, the largest of these being Clark County, and one independent city.

Approximately 96 percent of Nevada's population is located within 70 miles of two metropolitan areas: Las Vegas, just 40 miles from the California border, and Reno, 450 miles to the north and just 10 miles from the California border. Much of the population experiences commute times of over an hour. The remainder of the population resides in rural Nevada, making up less than four percent of the population. Eighty-five percent of Nevada's geographic land mass is under federal control, and 73 percent of the overall land mass in the State is rural.

Nevada is home to a number of industries. The major industries include tourism, mining (gold and silver) and hydro-electric power. Nevada is also considered the gambling capital of the U.S. and a leading entertainment center. In 2009, 12.5 percent of Nevada's general revenue came from the gaming industry, which brought in \$830 million. The state's leading agricultural industry is cattle and calves. Based on the State's tourism attraction, there are a number of transient issues that contribute to a considerable number of challenges to deploying an effective occupant protection program.

*U.S. Census Bureau 2010 Census Data

KEY RECOMMENDATIONS

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

- **Develop and implement a comprehensive occupant protection strategic plan; enhance problem identification and project development for this plan which incorporates demographic, crash, and detailed occupant restraint use trends.**
- **Analyze seat belt observation data to identify local target areas and to serve as an evaluation tool for tracking trends in local seat belt use.**
- **Develop an occupant protection program budget that balances short- and long-term projects; enforcement, media, education, outreach and evaluation; and occupant protection with other traffic safety program areas.**
- **Upgrade Nevada’s seat belt law (NRS 484D.495) to allow primary enforcement, consistent with all other traffic laws.**
- **Increase the age of children covered under Nevada’s child passenger safety law up to at least age eight to be consistent with current best practices.**
- **Require seat belt use for young drivers and their passengers as a condition for continued licensure within Nevada’s graduated driver licensing system.**
- **Develop and implement a proactive traffic safety outreach program using community-oriented policing strategies for the Hispanic community, with the goal of reducing the disproportionate number of Hispanic drivers and victims involved in traffic related collisions.**
- **Eliminate the public policy messaging of explaining the limitations of a secondary seat belt law and promote the message that the seat belt law will be strictly enforced.**
- **Promote the message that the child passenger safety law is a primary violation and will be strictly enforced.**
- **Convene a Law Enforcement Executive Advisory Council made up with a cross-sampling of police chiefs, sheriffs, Nevada Highway Patrol executive staff, and Nevada Office of Traffic Safety staff to develop and implement an action plan emphasizing year-round seat belt enforcement by all uniformed law enforcement officers.**
- **Allocate sufficient staff time to focus on the separate but equally important issues relative to recruiting, developing and maintaining a statewide distribution of certified child passenger safety technicians.**

- **Conduct a child restraint use survey to measure restraint use. Identify differences between children in both northern and southern Nevada geographical areas to determine why use rates reported through trauma registries are higher in the northern region. Customize and target child restraint messaging to families, police, and other providers to increase use in both areas, but particularly in the south.**
- **Upgrade the Child Passenger Safety Advisory Board by the following:**
 - **Add a rotating board member component to introduce a percentage of new members every two to three years.**
 - **Retain a core group of experienced members for institutional memory purposes.**
 - **Advertise available Board Member openings and selection criteria on monthly calls with technicians in the State.**
 - **Fill the Diversity position as soon as possible.**
 - **Ensure membership has a varied skill set (for example, administration, policy, program, and evaluation skills).**
- **Establish and/or support local coalitions that include representatives from traditional and non-traditional organizations including local health departments, transportation, schools, law enforcement, fire and emergency medical services, medical professionals, child care, employers, auto dealers, tribes, insurance, private and non-profit groups, and media. Work with these coalitions to provide opportunities to share ideas and resources, coordinate efforts, and provide feedback on the direction of the program.**
- **Strengthen the Strategic Highway Safety Plan seat belt critical emphasis area team's commitment to the State's occupant protection program. This might include responsibilities such as:**
 - **develop a statewide occupant protection strategic plan;**
 - **review crash data and other studies to identify non-user and low belt use populations;**
 - **identify countermeasures that reach each target group and ensure those countermeasures are implemented within a given time;**
 - **provide strategic direction for the program;**
 - **review and provide input on all campaign messaging and placement;**
 - **recruit representatives from grassroots and diverse communities across the State;**
 - **establish subcommittees with subject matter experts that focus on specific populations (e.g. teen driving, law enforcement, rural, business outreach subcommittees); and**
 - **improve communications and collaboration among partnering organizations.**
- **Develop and implement standardized occupant protection programs for identified high risk populations that:**
 - **use proven countermeasures;**
 - **are evaluated for effectiveness and reach;**
 - **include safety restraint use for all ages;**
 - **are publicized to appropriate state and local entities; and**

- include a variety of delivery methods (e.g. presentations, resource kits, videos, educational activities).
- Use available data and resources to identify populations (e.g., rural motorists, young drivers, part-time users, pickup truck drivers and passengers, Hispanic and African-American motorists, nighttime drivers, and hard-core non-users) with low seat belt use rates and work with a media contractor to create effective messaging designed to change the behavior of non-users.
- Develop and implement a comprehensive occupant protection communications plan and ensure it incorporates:
 - year-round messaging that targets identified at-risk populations;
 - campaigns specifically developed to reach diverse populations;
 - participation in all national campaigns;
 - a variety of enforcement-based and social norming messaging;
 - strategic placement of messaging to reach target audiences;
 - use of non-traditional media and partnerships;
 - an earned media component;
 - evaluation of existing and new messaging, when appropriate; and
 - delivery methods to the State's partners for their use.
- Designate a position with the sole responsibility of managing the communications program including managing campaigns, coordinating public information initiatives, organizing applicable training for law enforcement and grantees, maintaining content on websites and social media, and other related assignments.
- Evaluate the current restraint programs to determine where changes may have occurred or programs may have lost their effectiveness to align efforts toward activities that will increase restraint usage.
- Continue to identify statewide data sources for safety analysis, in particular citation and adjudication data related to occupant protection issues and any possible linkages with injury prevention data.
- Create an updated Strategic Plan for State Safety Data Improvements, under the auspices of the Traffic Records Coordinating Committee, to prioritize funding that will assist the occupant protection program in the areas of systems development, data quality improvement, data usage, and data access.

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 should be used to revise existing programs, develop new programs and determine progress and success. The State Highway Safety Office (SHSO) should:

- *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

- The Nevada occupant protection program is coordinated and administered by the Nevada Office of Traffic Safety (OTS), a division within the Department of Public Safety (DPS). The DPS Director serves as the Governor's highway safety representative.
- The DPS Director is supportive of the highway safety program. He has approved additional staffing, developed a strong working relationship with the Nevada Department of Transportation (NDOT), participates in media efforts, and encourages communication with OTS.
- OTS staff is located in both Carson City, the capital, and Las Vegas, with program managers stationed in Las Vegas. This division of staffing was established to better serve the population in the State, with eighty-eight percent of Nevada's population in just two counties (Clark and Washoe) with over 70 percent of the population in just one county (Clark) that includes the city of Las Vegas.
- There is a designated State Occupant Protection Program Coordinator trained in traffic safety program management who is also scheduled for training in Occupant Protection Program development and implementation.
- OTS supports training for program staff and grantees. New grantees receive grant management training while existing grantees receive individual updates and program assistance.
- OTS provides a detailed Grant Administration Manual and a Grant Proposal Workbook to assist grantees and to help ensure compliance with all grant administrative requirements. Both of these documents are readily available on the OTS website.

- The Nevada 2011-2015 Strategic Highway Safety Plan (SHSP) was originally developed in 2006 and updated in 2011. “Seat Belts” was identified as one of five critical emphasis areas for the SHSP.
- OTS participates with NDOT in Road Shows that provide discussion of SHSP strategies and projects with community leaders. The Road Shows develop local participation in SHSP updates and implementation of strategies.
- As part of the strategic highway safety planning process, Nevada adopted the goal of zero fatalities.
- To increase occupant protection, the SHSP has identified the following four strategies:
 1. Enhance data collection and analysis to identify gaps and improve seat belt usage in Nevada;
 2. Improve seat belt enforcement and media campaign(s);
 3. Enhance public education to groups with lower than average restraint use; and
 4. Provide traffic safety education to visiting motorists.
- Partners involved in the SHSP include a large and diverse set of organizations representing a variety of interests, among them municipalities, state agencies, associations, and the Indian Health Service.
- The Nevada Highway Safety Performance Plan (HSPP) is developed through a multi-step process that includes selection of projects based on several criteria and which are consistent with the priorities and strategies selected for the SHSP.
- Application by law enforcement agencies for the Joining Forces traffic safety program is relatively easy. The grant application is streamlined and specific.
- The HSPP identifies an FY 2014 target goal for occupant protection:

To decrease unrestrained traffic fatalities from the 2009 to 2011 average of 72 to 69 fatalities for the 2011 to 2014 average by December 31, 2014.
- Performance measures for seat belts in FY 2014 include:

Maintain an annual daytime observed seat belt usage rate of at least 90 percent.
Decrease the percentage of unrestrained fatalities from 48 percent in 2011 to 47 percent in chronological year (CY) 2014. (Unrestrained rate equals those unrestrained + unknowns.)
- For child passenger safety, the following target goal has been chosen:

Decrease the number of serious injuries for children between ages zero to six from the three-year average of 70 (2010 to 2012) to 68 (2011 to 2014) by December 31, 2014.

- Strategies for occupant protection emphasize multi-jurisdictional enforcement, public education, and paid and earned media.
- Nevada uses the National Highway Traffic Safety Administration’s (NHTSA) publication, *Countermeasures that Work*, as a resource for planning the SHSP and HSPP.
- In addition to federal NHTSA traffic safety funds, Federal Highway Administration (FHWA) Highway Safety Improvement Program (HSIP) funds have been allocated to OTS annually since 2009 for traffic safety behavioral programs, including for occupant protection.
- The Nevada Executive Committee on Traffic Safety was formed to “identify, prioritize, promote and support a coordinated effort to save lives and reduce injuries on the roads of Nevada”. The Committee is advisory in nature and reports to the State Board of Directors of NDOT.
- Unbelted fatality data analyses have identified high-risk target areas as male drivers aged 21 – 35, Clark County, urban roads, Friday through Sunday, pickups, and single-vehicle crashes.

1B. CHALLENGES

- There is currently not a state strategic plan for occupant protection. At the time of this assessment, the Occupant Protection Coordinator is tasked with development of this plan.
- Nevada is projected to become a “minority-majority” state, when a majority of its population will consist of minority races and ethnicity. According to the Nevada Seat Belt Use Survey 2013, African-Americans have the lowest seat belt use compared to Hispanic, Caucasian and “other” categories. These factors are not specifically reflected in traffic safety program planning and projects.
- Many employees in the gaming and mining industries, which operate 24/7, work graveyard shifts. This scheduling tends to result in drowsy driving, impaired driving, and single-vehicle crashes that make up a large portion of unbelted fatalities and injuries. This area of need is not specifically reflected in program planning and projects for occupant protection.
- Nevada is the second fastest aging state in the United States with a senior citizen population that grew 53 percent over 10 years (World Population Review 2014). This significant demographic shift is not reflected in the HSPP.
- There is no statistically valid local occupant restraint observed use data which could assist in identifying priority locations and provide evaluation data for occupant protection projects.
- An observation use survey for child passenger safety (CPS) was conducted every year from 2004 to 2006, but has not been conducted since 2006. Lack of this data results in an inability to track progress in CPS and difficulty in targeting CPS efforts.

- The SHSP has not been updated since 2011, but is scheduled to be updated this year.
- There is strong representation on the SHSP seat belt critical emphasis area (CEA) team from OTS, Nevada Highway Patrol, and NDOT. However, team membership does not include some of the partners that could be particularly beneficial to occupant protection planning, coordination, and implementation, such as representation from minority populations, employers/business, education, and child passenger safety.
- Perceptions regarding the seat belt CEA team are mixed. It is not consistently seen as effective, satisfaction with the membership ranges from moderate to high, and active participation varies.
- A Southern Nevada Traffic Safety Coalition is being formed, but little information was available on this coalition for the assessment. There do not appear to be many examples of other traffic safety or occupant protection local coalitions or coordination efforts.
- The highway safety program is marketed by issuing a request for proposal and approaching specific entities for projects, but it is not clear how problem identification specifically leads to project development and selection.
- Grant applications are analyzed by a Peer Review Committee. The Committee scores and prioritizes applications. Peer review provides proposal analysis by knowledgeable individuals in the field but can cause conflicts of interest if members of the committee are competing for the same grant dollars. There is a perception within the State that some conflict of interest may exist.
- It appears that the funding planned for occupant protection (OP) projects may be declining from FY 2014 to FY 2015. This is reflected overall in the proportion of seat belt (SB) and CPS funds compared to the total highway safety program as well as in the amount of funds dedicated specifically to occupant protection. (See tables and charts pgs 16-17.)

Chart 1: 2014 Nevada Highway Safety Performance Plan - Proportion of Funds by Program Area

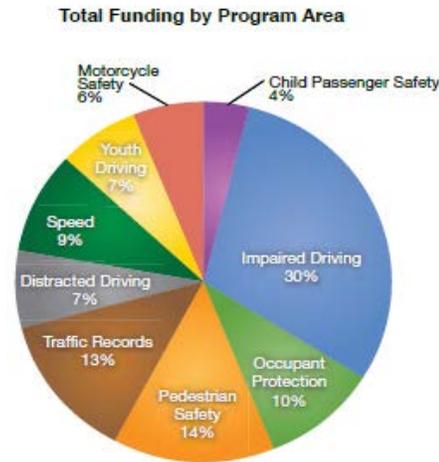


Chart 2: Draft 2015 Nevada Highway Safety Performance Plan - Proportion of Funds by Program Area

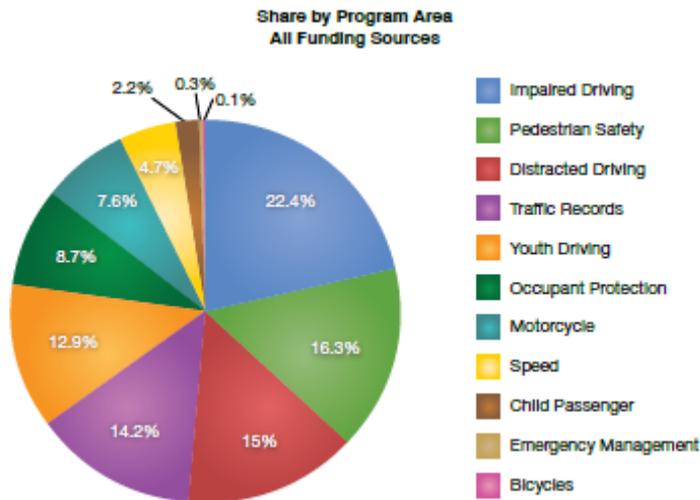


Table 1: Comparison of Proportion of FY 2014 and FY 2015 Planned Occupant Protection Funds to Total Program

Fiscal Year (FY) of Performance Plan	Seat Belt (SB)	Child Passenger Safety (CPS)	Total SB and CPS
FY 2014	10.0%	4.0%	14.0%
FY 2015	8.7%	2.2%	10.9%

Table 2: Planned Occupant Protection Funds from FY 2014 to FY 2015 by Project

Seat Belt Projects	FY 2014	FY 2015
OP Assessment	\$ 35,000	na
Attitude Survey	(planned in Performance Measure 1)	\$ 45,253
Belt Survey	\$ 69,000	\$ 50,000
High Visibility Enforcement	\$ 461,000	unknown for OP
Communication and Media	\$ 546,909	unknown for OP
OTS Project Management	\$ 122,500	\$ 100,000
Child Passenger Safety Projects	FY 2014	FY 2015
Nye Communities Coalition	na	\$ 24,415
Douglas County SO	\$ 25,000	na
Mason Valley FD	\$ 8,853	na
Ron Wood Family Resource Center	\$ 52,889	\$ 52,889
Safe Kids Clark County	\$ 50,000	\$ 20,000
CPS training	\$ 11,076	\$ 4,999
OPC Program	\$ 20,000	\$ 10,000

Sources: 2014 Nevada Highway Safety Performance Plan and Draft 2015 Nevada Highway Safety Performance Plan

Note: Exact comparisons cannot be made because of changes in projects, differences in detail between the Plans and projects such as high visibility enforcement which support OP and other program areas.

- Some of the responsibilities and priorities of the newly-hired Occupant Protection Coordinator appear to be still in development. Some tasks for the Coordinator were identified during the course of this assessment.
- Headquartering a significant number of OTS staff in Las Vegas can be advantageous, as noted above, and persons seem to be easily accessible regardless of office location. At the same time, geographic distance between employees can potentially create oversight issues plus delays and complexities in communications.
- OTS has developed and maintains an e-grants program which allows grantees a way to apply for and track a grant application and to manage a grant through an online system. However, this system is considered time-intensive and not user-friendly.

1C. RECOMMENDATIONS

- **Develop and implement a comprehensive occupant protection strategic plan; enhance problem identification and project development for this plan which incorporates demographic, crash, and detailed occupant restraint use trends.**
- **Analyze seat belt observation data to identify local target areas and to serve as an evaluation tool for tracking trends in local seat belt use.**
- Conduct a child passenger safety observed use survey approximately every two years to evaluate progress and identify high priority areas.
- Expand membership in the seat belt critical emphasis area team to better reflect all state and local representation of occupant protection needs.
- Task the seat belt critical emphasis area team to:
 - serve as the State's occupant protection coalition,
 - complete a comprehensive update to the Strategic Highway Safety Plan, and
 - assist with development and implementation of occupant protection projects.
- Coordinate local traffic safety efforts through community task forces and coalitions such as the Southern Nevada Traffic Safety Coalition.
- Establish strong links between problem identification and program development and between the planning process and project selection.
- Increase the outreach of the occupant protection program to encourage additional and non-traditional partners for grant proposals.
- Review the project selection scoring process; revise as needed to ensure:
 - selection criteria are clearly defined and sufficiently communicated.
 - point allocation appropriately reflects the priority of selection criteria.
 - the point grading scale is well-defined and consistently understood.
 - peer reviewers are carefully selected for their expertise, trained in the scoring process, and have no vested interest (for or against) in the outcome of the selection.
 - feedback on the selection results are used as a means to encourage applicants to improve proposals.
- **Develop an occupant protection program budget that balances short- and long-term projects; enforcement, media, education, outreach and evaluation; and occupant protection with other traffic safety program areas.**
- Identify and clarify the roles and responsibilities of the State Occupant Protection Coordinator, balancing seat belt with child passenger safety activities and regional geographic area with occupant protection program area responsibilities.

- Develop and implement clear protocols and procedures between the headquarters (Carson City) Office of Traffic Safety staff and Las Vegas-based staff members; continue to implement routine communication events, such as face-to-face meetings, video-conference calls, and on-line (e.g., Skype®, GoToMeeting®) staff meetings to ensure cohesive and coordinated traffic safety management.
- Upgrade the e-grants system to where it is beneficial to grantees and provides an easy mechanism to submit applications for, track, and report on traffic safety projects.

2. LEGISLATION/REGULATION AND POLICY

GUIDELINE:

Each State should enact and enforce occupant protection use laws, regulations and policies to provide clear guidance to the 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

- There are individuals in Nevada, including dedicated legislators, who have remained committed to enhancing the State's occupant protection laws.
- Nevada's child passenger safety law (NRS 484B.157) requires children under age 6 and who weigh less than 60 pounds to be properly buckled in an approved child restraint system.

- The child passenger safety law allows primary enforcement.
- Under NRS 484B.157, failure to restrain children under age 6 and weighing less than 60 pounds may result in fines, community service and/or suspension of the driver’s license for up to 180 days. There is a graduated penalty structure for child passenger safety violations, as follows:

NRS 484B.157 Penalty Structure

Offense	Fine	or Community Service	Driver License Suspension
1st	between \$100 and \$500	between 10 – 50 hours	
2nd	between \$500 and \$1,000	between 50 – 100 hours	
3rd			between 30 – 180 days

- All ages of passengers in all seating positions are covered by Nevada’s occupant protection laws.
- In addition to the fine, a violation of the seat belt law will incur administrative fees and court costs. These may bring the total combined cost to at least \$70.
- Law enforcement is generally in favor of strengthening occupant protection laws. Law enforcement agencies and associations have testified on behalf of a primary belt law.
- Under Nevada law (NRS 484B.160) a driver may be fined at least \$35 but not more than \$100 for permitting a passenger under the age of 18 to ride in the bed of a flatbed truck or pickup truck. Exceptions to this prohibition include transportation for farming or ranching or during an authorized parade.
- The perception of Nevada drivers that they may get a ticket for failing to use occupant protection is fairly high, with 61.7 percent indicating that this possibility is very likely or somewhat likely.
- Texting, accessing the internet and hand-held cell phone use while driving are illegal in Nevada as of January 1, 2012. (NRS 484B.165) The fines are \$50 for the first offense in seven years, \$100 for the second and \$250 for the third and subsequent offenses. Fines are subject to doubling if the offense occurs in a work zone. Courts may assess additional administrative fees. Although the first offense is not treated as a moving violation for Department of Motor Vehicle (DMV) and insurance purposes, a second or subsequent offense carries four demerit points.
- Young drivers (under age 18) may not transport any passenger under the age of 18, except for immediate family members, for the first six months after the license was issued. Penalties for violations include extending the restriction for six months or more and fines for repeated violations.

- Drivers under age 18 may not drive between the hours of 10 p.m. and 5 a.m. unless they are traveling to or from a scheduled event such as school events or work.

2B. CHALLENGES

- There is currently no coalition or task force known to legislators that is dedicated to upgrading the State’s occupant protection laws.
- Nevada’s seat belt law (NRS 484D.495) allows secondary enforcement only:

A citation may be issued pursuant to this subsection only if the violation is discovered when the vehicle is halted or its driver arrested for another alleged violation or offense.

- Results of the annual seat belt survey using federally-approved methodology indicate a 95 percent state rate. This rate does not reflect local use data or lack of use by high-risk drivers. Because the overall belt use rate is high, it has served as an impediment to enhancing current law.
- Only one citation per driver is allowed, even if the driver and another passenger are unbelted.
- A seat belt fine cannot exceed \$25 and may be substituted with community service.
- The child passenger safety law covers children only up to the age of six and 60 pounds.
- There is no provision requiring children to be properly restrained in the back seat of a vehicle.
- Seat belt use is not a requirement for young drivers or their passengers in Nevada’s graduated driver licensing system.
- The Nevada Office of Traffic Safety (OTS) does not require a traffic safety grantee to have and enforce an employee seat belt policy as a condition of the grant agreement.
- The *Traffic Safety Community Attitudes Survey* (September 2013) does not include questions regarding public support of occupant protection legislation or primary enforcement.
- According to the *State of Nevada Employee Handbook*, “employees are responsible for following all motor vehicle laws and must operate the vehicle in a safe manner at all times”. However, this handbook does not explicitly require state employees to properly use seat belts on state business while driving either a state or personal vehicle. DPS policy requires its employees to properly wear seat belts, but it is not known whether all Nevada state agencies have a similar policy.

- There are 21 federally-recognized American Indian tribes or groups in Nevada. As independent nations, the tribes may adopt state laws or may have their own traffic code. While it is outside the scope of this assessment to research tribal legislation, by virtue of their number alone, the tribes provide a level of complexity in regulation that most other states do not have.
- The extent to which employers in the State have seat belt use policies for their employees is unknown.

2C. RECOMMENDATIONS

- Develop a coalition dedicated to achieve upgrades to the State’s occupant protection laws, incorporating powerful influences in the State such as the gaming and mining industries.
- **Upgrade Nevada’s seat belt law (NRS 484D.495) to allow primary enforcement, consistent with all other traffic laws.**
- Conduct more in-depth analyses of restraint use data; share these results with traffic safety partners and incorporate results in legislative efforts.
- Allow more than one citation per driver, reflecting the actual number of violations within a vehicle.
- Increase the amount of the seat belt fine commensurate with other safety and traffic legislation in the State.
- Eliminate the option for community service in lieu of a fine for conviction of a seat belt infraction to be consistent with other traffic laws.
- **Increase the age of children covered under Nevada’s child passenger safety law up to at least age eight to be consistent with current best practices.**
- Require children to be properly restrained in the back seat of a vehicle unless all available positions are occupied by other children.
- **Require seat belt use for young drivers and their passengers as a condition for continued licensure within Nevada’s graduated driver licensing system.**
- Require all traffic safety grantees to have and enforce an employee seat belt policy as a condition of the grant agreement.
- Incorporate questions regarding public support of occupant protection legislation and primary enforcement in the *Traffic Safety Community Attitudes Survey*.

- Require all state employees while on state business to properly use seat belts when operating or riding in state or personal vehicles. DPS policy requires its employees to properly wear seat belts, but it is not known whether all Nevada state agencies have a similar policy.
- Incorporate tribal interests in efforts to upgrade occupant protection requirements within the State.
- Encourage employers to develop and implement seat belt use policies for all employees.

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

- The Nevada Highway Patrol (NHP) has a comprehensive, well-organized statewide traffic law enforcement program and a demonstrated commitment to training, public information, and enforcement.
- The Lyon County Sheriff's Office is an example of a rural law enforcement agency that has demonstrated proactive, consistent, visible, and targeted traffic law enforcement.

- The Las Vegas Metro Police Department is an example of an urban/metropolitan police department that has leveraged the benefit of an intelligent and proactive traffic law enforcement approach to fulfill the basic police role.
- The Data Driven Approaches to Crime and Traffic Safety (DDACTS) model is used by the Las Vegas Metro PD when the agency develops deployment practices for their personnel.
- OTS has established a comprehensive law enforcement program, Joining Forces, which actively uses the concept of performing multi-jurisdictional high visibility enforcement (HVE) that emphasizes the importance of a continuity of enforcement with one “voice”.
- OTS uses their Joining Forces program to recognize law enforcement agencies and individual officers for outstanding efforts in seat belt enforcement.
- OTS has recently acquired the resource of a Law Enforcement Liaison (LEL) who will be responsible for coordinating and promoting participation in statewide traffic law enforcement initiatives and other OTS-sponsored efforts.
- Law enforcement agencies understand the elements of HVE and use a diversity of strategies to enforce the seat belt law.
- Law enforcement agencies understand the elements of creating a general deterrence and have found that “word of mouth” by the public is one of the most effective means for creating a general deterrence.
- Many law enforcement agencies have seat belt policies for their officers and a defined accountability process for those officers who do not comply with the policy.
- The Las Vegas Metro PD has distinguished themselves as one of the national leaders for police accountability in the operation of a patrol car.
- During the assessment, it was a common theme among law enforcement officers that they were provided direction for enforcement of child passenger safety laws and transporting children in department vehicles.
- Law enforcement understand the importance of law enforcement executive leadership being instrumental in supporting seat belt enforcement priorities.
- OTS staff has an excellent working relationship with law enforcement agencies.
- There appear to be many excellent working relationships among law enforcement agencies throughout the State in special enforcement of seat belt laws.
- OTS maintains a good activity and enforcement tracking system for seat belt mobilizations and includes regular identification of criminal activity by traffic law enforcement.

- OTS has leveraged Highway Safety Improvement Program (HSIP) funding to provide more funding opportunities for law enforcement agencies to participate in seat belt enforcement activity.
- Seat belt and child passenger safety enforcement are part of the officer training curriculum for the NHP.
- Standardized crash reports allow for data collection on the use or non-use of seat belts and child restraints, along with restraint type.

3B. CHALLENGES

- There is a significant Hispanic population in the State. Clark County, the most populated county in the State, has the greatest concentration of Hispanics (29.9 percent). Nationally, young adult Hispanic males have a higher collision risk than their Caucasian counterparts despite driving fewer miles.
- The State's seat belt law is a secondary law. The secondary enforcement element is inconsistent with the State's Chapter 484-B *Rules of the Road* statutes that have a primary enforcement element for all other traffic violations.
- The combination of a secondary seat belt law, no driver's license infraction points for seat belt violations, and a \$25 fine creates the perception that seat belt enforcement is not a public safety priority.
- OTS does not have a requirement for law enforcement agencies to have a seat belt use policy in order to receive grant funding.
- There is a perception by policy makers that Nevada's high seat belt use rate for a secondary state is a measure of success and therefore there is no need for a primary seat belt law. This mindset inhibits those traffic law enforcement strategies designed to increase occupant protection.
- The Joining Forces program appears to be in the maintenance of the status quo phase. Because of this, potential for program deterioration exists. The State's demographics have changed since the initial implementation of the Joining Forces program. There is a need to energize, challenge, and inspire law enforcement agencies to enhance the program.
- The Joining Forces Event Calendar, OTS's designated HVE plan, lacks the elements documenting the intensity, visibility, and proper placement of messaging for HVE. The plan does document the frequency element of the HVE campaigns.
- OTS does not routinely track alcohol/drug related unrestrained fatal collisions for vehicle occupants. Nationally it has been identified that there is a relationship between unbuckled and

impaired drivers. Nevada collision data from 2010 through 2012 indicated that unrestrained fatalities involving all vehicle occupants ranged from 41 percent to 55 percent, when a driver with a blood alcohol concentration (BAC) was equal to or greater than 0.08 percent.

- Staffing concerns and competing priorities appear to have overtaxed some law enforcement resources, inhibiting the ability to perform proactive seat belt enforcement.
- It appears that law enforcement and traffic safety professionals and official publications focus on explaining the limitations of a secondary seat belt law and may be unintentionally undermining the general deterrence factor of the State's seat belt law.
- Excluding law enforcement agencies' participation in Click It or Ticket mobilizations through the Joining Forces program, there is not an indication of a statewide sustained seat belt enforcement strategy to develop a general deterrence. Inconsistent statewide seat belt enforcement is not an effective strategy to have officers suddenly intensify their enforcement efforts without a planned periodic maintenance of effort to re-enforce the general deterrent to modify risky driving behavior.
- There is no centralized *citation and adjudication* data collection system for law enforcement agencies that could provide accessibility to both citation and conviction data. This type of data (adjudication in correlation with citation) is essential to assist law enforcement agencies in the development and refining of traffic safety intervention strategies and traffic law enforcement tactics. Additionally, the lack of this data makes it difficult for OTS to evaluate the effectiveness of grant-funded traffic law enforcement programs or to compare to non-grant funded activities. The challenge is not having a centralized repository for both citation and adjudication information.
- There is no evaluation methodology for OTS to determine the relationship between the intensity of traffic law enforcement and traffic outcomes regarding seat belt enforcement.
- There does not appear to be regular child passenger safety training to update officers on identification and enforcement for child restraint laws.
- The NHP's seat belt and child passenger safety awareness training for law enforcement is not provided to allied law enforcement agencies.
- There is a lack of coordinated communication for district attorneys, law enforcement officials, and others that identifies emerging traffic safety issues, trends, countermeasures, and adjudication best practices.
- The common non-seat belt user profile used for messaging and problem identification is limited. Nevada lacks state-specific non-seat belt user characteristics to assist law enforcement agencies in identifying dangerous drivers and appropriate countermeasures (i.e., the type of behavior, criminality, and non-compliant personalities of non-seat belt users).

- Motor vehicle crashes are a significant issue for the general population, but are even more so for those in the military. There is a significant military presence in the State, yet there is little indication of law enforcement traffic safety outreach efforts to the military bases.
- There was an indication that the State’s law enforcement agencies have significant influence on traffic safety, but may not be completely leveraging their influence to create advocates that serve as another voice to emphasize the importance of a traffic law enforcement mission.

3C. RECOMMENDATIONS

- Develop an in-depth profile of seat belt violator characteristics that may be shared with criminal justice professionals, traffic safety professionals, advocates, media, and policy makers.
- **Develop and implement a proactive traffic safety outreach program using community-oriented policing strategies for the Hispanic community, with the goal of reducing the disproportionate number of Hispanic drivers and victims involved in traffic related collisions.**
- Require law enforcement agencies to have a seat belt use policy in order to receive grant funding.
- Identify law enforcement agencies that have developed excellent enforcement and education programs and utilize these agencies to promote programs through the State’s Law Enforcement Liaison.
- Partner with the Department of Defense to support their veterans’ “Safe Driving Initiative: Home Safe, Drive Safe, Stay Safe” program.
- **Eliminate the public policy messaging of explaining the limitations of a secondary seat belt law and promote the message that the seat belt law will be strictly enforced.**
- **Promote the message that the child passenger safety law is a primary violation and will be strictly enforced.**
- Develop the governance and authority for one entity to be the State’s custodian of citation and adjudication data.
- Develop and use an evaluation methodology to determine the effectiveness of traffic law enforcement.
- Develop and implement annually a high visibility enforcement plan that documents 1) the intensity, frequency, and visibility of traffic law enforcement efforts and 2) the placement of enforcement messaging.

- Develop and implement a mechanism for communicating with district attorneys, law enforcement officials, and others to identify emerging traffic safety issues, trends, countermeasures, and adjudication best practices.
- **Convene a Law Enforcement Executive Advisory Council made up with a cross-sampling of police chiefs, sheriffs, Nevada Highway Patrol executive staff, and Nevada Office of Traffic Safety staff to develop and implement an action plan emphasizing year-round seat belt enforcement by all uniformed law enforcement officers.**
- Amend the current seat belt law in Nevada to be a primary offense to standardize it with enforcement of all other traffic laws.
- Provide child passenger safety training to law enforcement officers statewide.
- Track the number of unrestrained fatalities involving all vehicle occupants when a driver's blood alcohol concentration is equal to or greater than 0.08 percent to highlight the connection between impaired driving and non-use of seat belts to help determine enforcement strategies and measure progress.

4. 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;*
- *Consider applying for the booster seat incentive grant program – Section 2011. 47 States and the District of Columbia have enacted booster seat use requirements since 2000, but many of the laws do not currently extend to eight years of age, the minimum threshold for eligibility under the Section 2011 criteria. States with these insufficient provisions are not eligible for funding;*
- *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.*

4A. STRENGTHS

- Nevada currently has (as of 7/23/14) 163 certified car seat technicians and 10 instructors. Of the 10 instructors, five function as lead instructors. While there are no technician proxies, the State supports between two and four certification classes in a year to increase the number of technicians.
- Nevada has a primary child passenger safety (CPS) law that requires correct use of child restraints for children younger than 6 years of age and who weigh 60 pounds. Children over age 6 and under 18 must wear a seat belt. Fines for the unrestrained child under age 6 are substantial.
- There is an established child passenger safety violator diversion program, the Family Vehicle Safety Program (FVSP), which enables a first time law violator an opportunity to waive the fine by attending a two-hour class taught by a certified CPS technician. The cost of the class is \$30 plus the cost of a car seat. Nineteen agencies throughout the State provide FVSP training.
- The State has 31 fitting stations that are staffed by at least one certified technician or instructor. Many fitting stations have bilingual certified technicians to serve Hispanic families.
- There is an eight hour training developed for and provided to Nevada Highway Patrol troopers to enable proper enforcement of the CPS law. The course is under consideration for post credit which enhances the value of the course to law enforcement. To date, 75 troopers have completed the course.
- There is an established Child Passenger Safety Advisory Board that draws professionals from a variety of injury prevention, health care, and safety disciplines. The Advisory Board meets quarterly and at times, video conferences in members. The Nevada Office of Traffic Safety (OTS) serves as staff for the Board.
- There are some creative programs offered in the State to teach children about CPS. Humboldt County emergency medical services (EMS) uses volunteers and incentives at elementary schools to teach kids about buckling up. Safe Kids Clark County offers the “Buck for a Buckle” program that has a pre-test, a booster seat distribution, a school-based intervention, and a post-test. A faith-based program through University Medical Center offers school programs, works with local police, and has car seats provided through Kohl’s plus Toyota’s Buckle Up for Life program for families.
- The University Medical Center’s programs are funded through 2014. Almost 1,000 car seats are distributed annually through these faith-based programs. They are mandated to have at least four community programs per year. They are based in the Las Vegas area.
- There is child-specific trauma by motor vehicle injury data from hospital trauma registries made available through the Center for Traffic Safety Research, University of Nevada School of Medicine. It includes restraint use at the time of the crash.

- There are two OTS grant-funded Safe Kids Coalitions serving the two largest counties in the State, Clark County in the south and Washoe County in the north. They offer car seat technician training, car seat checkup events, renewal courses for expired technicians, and other safety programs related to children in and around cars.
- Safe Kids programs have a standardized checklist that is used for every child restraint checked. It provides local data that can be used for grant writing and is later entered into a national database.
- There are some, but not many, resources that are specific to Spanish-speaking families' transportation needs.
- OTS is a recognized resource for CPS.
- The Safe Kids Clark County coordinator provides the Trauma Talks program three times a year in Clark County to middle school and high school students, reaching 40-50 students in each presentation. This is done through Sunrise Hospital, a Level II trauma center.
- Hospitals with maternity floors in the State hold an annual skills fair for nurses to learn new techniques. A simple one minute car seat checklist for nurses and new parents was developed to use upon discharge of a baby and is promoted at the skills fair.
- Occupant protection grantees in the State support and participate in nationally recognized activities such as Child Passenger Safety Week and Click It or Ticket.

4B. CHALLENGES

- While the State has a fair number of technicians and instructors, the current recertification rate is 33.9 percent. The rate at this same time in 2013 was 45.3 percent. Of the 56 technicians eligible to recertify this year, only 19 did. The national recertification rate is 54.7 percent.
- There is evidence of lack of restraint use by children, with 50 percent of children unrestrained when seen at an unpublicized sobriety checkpoint.
- Data from the Nevada School of Medicine Trauma Center indicates a clear, significant, and sustained difference in the percentage of injured children, ages 0-6, riding restrained in vehicles between those in the north (higher percentage) and south (lower percentage).
- There has been no child restraint use survey since 2006 to measure compliance with the law and determine pockets of need. Currently, data can be gathered only through hospital admissions or death reports. Trauma Center data suggests an inconsistent restraint use of children injured in crashes from year to year. The number of children treated in emergency rooms and discharged without a hospital admission is not collected for analysis.

- There are limited opportunities for car seat technicians and instructors to meet, share new ideas, complete recertification requirements, and problem solve on a regular basis. This is especially difficult for rural technicians and instructors.
- Allied law enforcement outside the Nevada Highway Patrol are currently unable to take advantage of the eight-hour CPS awareness course that prepares officers to provide basic curbside child occupant protection evaluation and education to drivers.
- There is no evaluated statewide, standardized, or coordinated school-based program to teach elementary, middle, and high school students about occupant protection. Some creative programs are currently available but not to every child in the State.
- The State develops key CPS messaging in a “one size fits all” model that does not address the differences in culture, geography, and population diversity.
- At the present time, instructors who are teaching a certification course must use their personal vehicles to collect demonstration seats, dolls, and equipment from a storage facility. The personal time and effort expended on this is significant.
- Approximately 28 percent of the State’s population is comprised of Hispanic residents, yet there is no one on the CPS Advisory Board to reflect their needs, customs, and language. Hispanic residents are over-represented in crashes in the State.
- A State Safety Summit for highway safety advocates is scheduled to be held every other year, yet awareness of this conference is not widespread.
- There is no indication of involvement from Departments of Education, Motor Vehicles, and Health and Human Services and childcare providers in the State occupant protection for children program.
- There is no indication of progress in implementing a mentoring program for new technicians as recommended in the 2004 Occupant Protection Assessment.
- There do not appear to be sufficient opportunities to recognize volunteers in a significant way. Past incentives based on level of involvement worked well in keeping unpaid volunteers active at child restraint inspections and fitting stations and in other community events but are no longer provided.
- Few programs are addressing older kids who have moved out of booster seats and into seat belts.
- Tribal program coordination is at an early stage. The level of CPS program activities among the tribes is not well known.
- The CPS law allows enforcement of both non-use and misuse of car seats. It takes skill to identify misuse. More police officers need training and practice to adequately enforce the law.

- The tiered occupant protection laws include a primary offense for children younger than age 6 and 60 pounds and a secondary offense for children between the ages of 6 and 18. This tiered approach creates confusion to effectively enforce the laws regarding children.
- There is only one CPS instructor who is trained in transporting children with special healthcare needs in the State. This person is located in the south.

4C. RECOMMENDATIONS

- **Allocate sufficient staff time to focus on the separate but equally important issues relative to recruiting, developing and maintaining a statewide distribution of certified child passenger safety technicians.**
- Evaluate the benefit of using a technician proxy program for the most rural and remote areas of the State where lack of access to an instructor may limit recertification opportunities.
- Assure a larger attendance of certified technicians and instructors at the State Safety Summit. Provide continuing education credit workshops to enable technicians to receive required recertification hours and car seat installation signoffs. Recognize outstanding volunteers and efforts at the Summit.
- Complete a needs assessment to determine pockets of the State where no stores within 50 miles of a certified technician or potential grantee has ready access to child restraints for low income families to increase child restraint use.
- **Conduct a child restraint use survey to measure restraint use. Identify differences between children in both northern and southern Nevada geographical areas to determine why use rates reported through trauma registries are higher in the northern region. Customize and target child restraint messaging to families, police, and other providers to increase use in both areas, but particularly in the south.**
- Schedule monthly conference calls to support new and seasoned technicians who are staffing inspection stations, providing community education, and reaching underserved populations. Make use of technology that enables inclusion without leaving an office (Skype®, Google Voice, webinars). Use this opportunity to solicit new grantees and cultivate new leadership within the State.
- Identify and implement ways to lead troopers and other allied law enforcement officers into the child passenger safety certification program once they have completed the eight-hour awareness course and have expressed an interest in child passenger safety.

- Identify the actual Nevada education statute that addresses the amount and type of safety education required each year in elementary, middle, and high school. Develop a turnkey standardized lesson plan for teachers to use to meet the requirement without having to do the research or gather data and materials. Include the Department of Education curriculum specialists in this initiative.
- Identify potential child passenger safety instructors in remote areas or where those with special skills are needed (special needs, Spanish language speaking, tribal member, etc.). Be prepared for this to take as long as three years to accomplish.
- Purchase or lease a traveling training trailer that holds the substantial amount of equipment used in child passenger safety certification classes and community education venues. Update the classroom child restraint equipment every three years.
- **Upgrade the Child Passenger Safety Advisory Board by the following:**
 - **Add a rotating board member component to introduce a percentage of new members every two to three years.**
 - **Retain a core group of experienced members for institutional memory purposes.**
 - **Advertise available Board Member openings and selection criteria on monthly calls with technicians in the State.**
 - **Fill the Diversity position as soon as possible.**
 - **Ensure membership has a varied skill set (for example, administration, policy, program, and evaluation skills).**
- Establish quality assurance measures necessary to expand and maintain a robust technician and inspection station service required through MAP-21 using the Child Passenger Safety Advisory Board.
- Increase involvement of injury prevention, media, and social media specialists from agencies not currently working in occupant protection (e.g., Departments of Education, Motor Vehicles, and Health and Human Services; Head Start; childcare) to increase visibility, utilization of services, and take advantage of their information links.
- Develop a mentoring program to link new technicians with seasoned technicians to engage them and increase their skills in child passenger safety immediately after training.
- Determine what incentives might be allowable and most useful in increasing volunteer activity at child restraint checkup events and community education.
- Compile a database of teachers who register through an online, self-populated order form to access the Zero Teen Fatalities toolkit. Provide an online follow-up evaluation of the materials content, value to the presenter, number of people who used the materials, and any outcomes of the activities. Solicit input in next generation materials from those who provided evaluation.

- Include tribal nations and other diverse populations in all occupant protection for children program planning.
- Develop a series of live, then recorded, webinars that can be viewed at any time by those needing more information about child passenger safety. This could be useful to police officers, childcare providers who cannot attend training, nurses, and other injury prevention specialists to enhance knowledge without traveling.
- Develop an itinerant training program whereby certification classes can be held in an area central to or somewhat convenient to rural counties. Make it a priority to recruit technician candidates in designated areas. Seek technician candidates who can become champions in their communities. Be prepared to bring flexible but appropriate training to them.
- Add an additional person trained in transporting children with special healthcare needs in the northern part of the State.
- Ensure that every child passenger safety project is evaluated to determine outcomes. Make those results a part of every final report.
- Provide the one-minute car seat discharge checklist to all hospitals in the state with maternity services.
- Pass a primary occupant restraint law for all ages.

5. 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 the health, business and education sectors, and from diverse populations, within the community should be encouraged. Community involvement should broaden public support for the State's programs and 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.***

5A. STRENGTHS

- The Nevada Office of Traffic Safety (OTS) serves as a lead organization for developing and disseminating occupant protection information and educational programs and is recognized as showing a genuine dedication to improving occupant protection among all Nevadans.
- OTS organizes the biennial Nevada Safety Summit that provides law enforcement, government officials, educators, engineers, emergency medical services personnel, child passenger safety technicians, and advocacy groups an opportunity to receive and share information concerning all facets of transportation safety.
- Recognition of community and individual efforts to improve traffic safety and occupant protection is provided through the Nevada Zero Fatalities Safety Summit and Joining Forces Conferences.
- OTS, its grantees, and partners take advantage of occupant protection educational material produced by the National Highway Traffic Safety Administration (NHTSA), Safe Kids, and other national organizations.
- The state law enforcement community has three seat belt convickers available for use in educating motorists about the importance of seat belts.
- Nevada’s Child Passenger Safety Advisory Board developed and administers the Family Vehicle Safety Program which provides violators of the child restraint law with an incentive to attend training that includes education and hands-on instruction regarding the importance of properly and consistently using child restraints.
- Traffic safety advocates have utilized national and locally-created programs to support their occupant protection activities. These programs include, for example:
 - *Buckle Up for Life*: a faith-based program created by Toyota that educates the entire family on critical safety behaviors and provides child safety seats to families in need.
 - *Buckle for a Buck*: developed by Safe Kids Clark County to educate and reward elementary school students who are buckled up while being transported to and from school. The program incorporates pre- and post-seat belt observational surveys and interventions educating students, faculty and parents about the importance of child safety seat, booster seat, and seat belt use.

- *Every 15 Minutes*: a two-day program involving high school students that encourages safe driving behaviors, including buckling up, using mock crashes, and educational activities.
- Occupant protection is promoted to teen drivers through Nevada's *Zero Teen Fatalities* program, which includes peer-to-peer education, contests, web-based resources, parent programs, and educational activities during sporting events.
- The State supports the *Driver's Edge* program, which is a non-profit organization and public charity dedicated to teaching young drivers what's not being taught in traditional driver's education. The course incorporates seat belt use into safety instruction. The nationally-recognized program is stationed in Las Vegas, Nevada, and is in high demand among young drivers.
- Medical personnel have served as spokespeople for promoting traffic safety and seat belt usage to the public, especially in the State's three urban counties.
- Seat belt use is included in the Nevada Youth Risk Behavioral Surveillance System Survey (YRBSS) administered through the Nevada Department of Health and Human Services (DHHS). The 2013 study found that only 5.8 percent of high school students reported that they rarely or never use seat belts.
- To address the growing number of Spanish-speaking individuals in Nevada, the *Zero Fatalities* program has hired a Hispanic outreach consultant to carry out specific assignments, coordinate with Spanish-language media partners, and attend community events.
- OTS and the *Zero Fatalities* program work with Spanish-language media partners to transcreate campaign materials with appropriate occupant protection messaging that targets the Hispanic population.
- Nevada has one dedicated Spanish language child passenger safety technician instructor. Most of the fitting stations have bilingual technicians to serve Spanish-speaking families.
- The Nevada Department of Transportation (NDOT) has started working with the 21 federally-recognized American Indian tribes in the State and has conducted road safety audits to help identify safety needs in an effort to reduce motor vehicle related injuries and fatalities. As partnerships are strengthened, there are plans to create targeted campaigns to reach this population with occupant protection messaging and countermeasures.
- Traffic safety advocates partner with businesses and private groups to expand the reach of occupant protection initiatives.
- Various large businesses, such as Clark County Water Reclamation District, Zappos, and MGM Grand, implement employee-based educational programs that encourage safe driving behaviors including buckling up and using child restraints.

5B. CHALLENGES

- Nevada has a geographic area covering 17 counties with 89.9 percent of the population living in three urban counties located in the southern and northern areas of the State.
- Distances between urban centers and rural communities make it difficult to conduct in-person meetings, share resources, seek new partnerships, and reach the large number of schools, businesses, government agencies, and other partners.
- With nearly half of the State comprised of low-population communities and numerous competing interests and priorities, it can be difficult to find regional champions who are committed to improving occupant protection.
- Nevada has a high observed seat belt usage rate for a state with a secondary seat belt use law, making the need for innovative outreach strategies essential in reaching motorists who still ride unbuckled.
- Many safety advocates attribute low seat belt usage rates to the culture of the state (i.e., independent, individual rights oriented). Changing the culture of a state or community, especially with regards to behavior, is challenging.
- The State does not have an occupant protection strategic plan that identifies non-users and low belt use populations, includes countermeasures to reach each target group, and provides strategic direction for campaigns and initiatives.
- The State lacks an effective communication network among grantees and partnering agencies to ensure partners are engaged and retained, programs are advertised, resources and activities are coordinated, and effective countermeasures are shared.
- The Strategic Highway Safety Plan (SHSP) seat belt critical emphasis area team, which serves as the State's only occupant protection advisory committee, has limited representation from grassroots advocates and diverse populations.
- There are few localized task forces or groups that coordinate efforts, plan and implement programs, and discuss issues regarding comprehensive occupant protection for both children and adults.
- There are few comprehensive programs including grassroots, community and school-based, that focus on increasing the usage of safety restraints among at-risk, diverse, and rural motorists.
- Few programs include an evaluation component to determine effectiveness and address problem identification.
- There are few state-created educational materials and resources available to grantees and partnering agencies promoting occupant protection among all ages.

- Driver education is no longer a course routinely offered within the school system and is often delivered by a variety of independent providers, making it difficult to use this course as a delivery mechanism for occupant protection education.
- It is becoming difficult to conduct comprehensive occupant protection programs within the school system due to changes in state and national education requirements.
- Seat belt use is not included in the Nevada Behavioral Risk Factor Surveillance System Survey (BRFSS) administered through DHHS.
- Training and education about the importance of occupant protection is not consistently provided to primary health care providers (e.g. doctors, nurses, clinic staff, pharmacies).
- In rural communities it is difficult to recruit health care providers as spokespeople for seat belt and child restraint use at community and media events.
- Economic cost data and injury data is not widely distributed to outreach partners in the State despite requests for such data.
- According to the 2010 United States Census Bureau, 27.5 percent of Nevada's population is Latino, making this minority group the largest diverse population in the State. This population continues to grow and there are not champions or sufficient resources (e.g. bilingual technicians, outreach materials, programs) to meet their needs and provide education on the importance of occupant protection.
- Despite employer programs being listed as a strategy to increase seat belt use in the State's SHSP, outreach to small and large employers is inconsistent and often limited to providing information and resources upon request. In addition, there are minimal efforts to communicate with and train businesses statewide regarding the importance of occupant protection.
- There are no award programs to recognize businesses with high seat belt use rates among employees.

5C. RECOMMENDATIONS

- **Establish and/or support local coalitions that include representatives from traditional and non-traditional organizations including local health departments, transportation, schools, law enforcement, fire and emergency medical services, medical professionals, child care, employers, auto dealers, tribes, insurance, private and non-profit groups, and media. Work with these coalitions to provide opportunities to share ideas and resources, coordinate efforts, and provide feedback on the direction of the program.**

- **Strengthen the Strategic Highway Safety Plan seat belt critical emphasis area team's commitment to the State's occupant protection program. This might include responsibilities such as:**
 - **develop a statewide occupant protection strategic plan;**
 - **review crash data and other studies to identify non-user and low belt use populations;**
 - **identify countermeasures that reach each target group and ensure those countermeasures are implemented within a given time;**
 - **provide strategic direction for the program;**
 - **review and provide input on all campaign messaging and placement;**
 - **recruit representatives from grassroots and diverse communities across the State;**
 - **establish subcommittees with subject matter experts that focus on specific populations (e.g. teen driving, law enforcement, rural, business outreach subcommittees); and**
 - **improve communications and collaboration among partnering organizations.**

- Improve timely communication with grantees and partnering agencies by increasing opportunities to network, plan programs, and share resources. This could be accomplished through local coalitions, the biennial Zero Fatalities Safety Summit, regional traffic safety forums, newsletters, and online tools such as websites and blast emails.

- **Develop and implement standardized occupant protection programs for identified high risk populations that:**
 - **use proven countermeasures;**
 - **are evaluated for effectiveness and reach;**
 - **include safety restraint use for all ages;**
 - **are publicized to appropriate state and local entities; and**
 - **include a variety of delivery methods (e.g. presentations, resource kits, videos, educational activities).**

- Ensure all programs include an evaluation component to determine effectiveness and reach.

- Increase the number of standardized resources (e.g., online and downloadable materials, videos, brochures, infographics, banners, parking lot signage, posters, etc.) that are available to partners and grantees to promote seat belt and child restraint use and readily distribute these resources.

- Find more opportunities to reach novice drivers and their parents with occupant protection messages and programs beyond school delivery systems.

- Provide opportunities to strengthen the collaboration between the Office of Traffic Safety and the Department of Health and Human Services (DHHS) to encourage the use of injury and cost data, and coordinate outreach efforts designed to increase safety restraint use among all motorists. For example:
 - invite a representative from DHHS to participate in the Nevada Child Passenger Safety Advisory Board;
 - encourage participation in the Nevada Strategic Highway Safety Plan’s seat belt critical emphasis area team;
 - solicit DHHS to disseminate the American Academy of Pediatrics Discharge Policy to all hospitals with maternity services; and
 - involve DHHS in planning for the Zero Fatalities Safety Summit.

- Incorporate occupant protection into health and medical professional training using brown-bag seminars or workshops during grand rounds.

- Incorporate seat belt use into the Nevada Behavioral Risk Factor Surveillance System survey.

- Implement a program that is specifically designed to increase safety restraint use among Hispanic motorists and ensure the program includes:
 - members of the population in the planning stages for the program;
 - development of resources created to target this population;
 - a distribution plan that ensures the program reaches the target audience (e.g. churches, businesses, community events, sporting venues); and
 - an evaluation component.

- Expand business outreach by supporting more comprehensive employee programs that might include:
 - an e-newsletter;
 - distribution of national Drive Safely to Work Week campaign materials;
 - linkages to the National Employers for Traffic Safety website and associated programs and materials;
 - sample seat belt policies and guidelines for reducing motor vehicle crashes;
 - a video library;
 - cost and injury data that supports the need to promote the use of safety restraints;
 - award programs for employers that reach a 90 percent seat belt usage rate among employees;
 - training opportunities for safety managers to learn more about what can be done to improve occupant protection within their company; and
 - specific initiatives or tools that target employers with a diverse workforce.

6. 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. NHTSA currently estimates booster seat use is only 43 percent nationwide (2008 NSUBS);*
- *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.*

6A. STRENGTHS

- Nevada supports the Click It or Ticket (CIOT) message and participates in national mobilizations and safety weeks by supporting state and local media, enforcement, and educational activities.
- The Nevada Office of Traffic Safety (OTS) has identified males ages 18-34, nighttime motorists, and Hispanics as target audiences for enforcement-based messaging and works to reach these groups during the two CIOT campaigns conducted annually.

- The Nevada Department of Transportation (NDOT) and Nevada Department of Public Safety (DPS) contract with an advertising agency to:
 - develop an annual communications plan;
 - provide strategic placement of paid media;
 - develop and produce state-specific messaging;
 - provide public relations support; and
 - obtain bonus and added value from the State’s various media partners to promote occupant protection issues.
- To support branding of national and state-level campaigns and reduce campaign costs, OTS utilizes NHTSA-created CIOT materials and tags them with state-specific messaging.
- Paid media is used with strategic placement of campaign advertisements on television, web-based and social media platforms, radio, print, and outdoor boards with evaluation of media buys using reach and frequency and the number of impressions.
- To increase the reach to nighttime motorists, CIOT media placement includes spot buys on late-night television as well as direction to media partners that bonus media be placed during nighttime hours.
- Use of social and online media, such as YouTube, Facebook, online radio, Twitter, and pre-roll video, has been incorporated into media buys.
- Law enforcement partners are provided with a pre-campaign action kit that includes talking points, campaign artwork, sample social media posts, infographics, and sample news releases to support the CIOT messaging.
- On an annual basis, OTS and NDOT request proposals from media partners based on a combined communications budget to increase the value of paid placement, bonus and added value media, and obtain a stronger commitment from media partners.
- Press events are used to kick-off the CIOT campaigns, gain earned media in support of the high visibility enforcement mobilizations, and are well attended by media partners.
- The State’s media partners are responsive to the needs of OTS and NDOT and support the various campaigns and activities being promoted.
- Through a collaborative effort, DPS and NDOT have adopted the goal of zero fatalities and have branded traffic safety campaigns with the Zero Fatalities slogan. In addition, the program supports a ZeroFatalitiesNV.com website, Facebook page, and YouTube channel that are used to keep the public informed of occupant protection issues.
- The Zero Fatalities slogan appears to be recognized and supported by traffic safety partners and leadership. According to the annual Traffic Safety Community Attitudes Survey, awareness of the message increased from 33 percent in 2012 to 43.2 percent in 2013.

- OTS's media contractor ensures all media buys include bonus placement and added value that is at or above the National Highway Traffic Safety Administration (NHTSA) media guideline of a 1:1 buy and provides post-buy reports that detail reach, frequency, and the number of impressions.
- The CIOT media buys include placement on Spanish-language stations and efforts are made to transcreate CIOT messaging to reach Hispanic motorists more effectively.
- NDOT and OTS partner with Entravision, which reaches 91 percent of the Hispanic population in Clark County, to disseminate CIOT messaging and Zero Fatalities in the Spanish language to motorists year-round.
- The State supports various sports marketing social norming campaigns in the two most populated counties and engages baseball, hockey, and basketball fans using live reads, messaging, and activities during the game to promote buckling up.
- The Nevada Highway Patrol (NHP) supports four full-time Public Information Officers (PIO) located in both the southern and northern areas of the State to provide support services to OTS including creating and distributing press releases, coordinating interviews with media partners, supporting occupant protection activities and campaigns, and reviewing campaign materials.
- OTS, NDOT and NHP have partnered to recruit and train seven Zero Fatalities Ambassadors who promote the Strategic Highway Safety Plan's five critical emphasis areas which include occupant protection. These officers are charged with promoting the use of seat belts and child restraints within the communities they serve and will receive annual update training related to traffic safety issues.
- OTS plans to grow the Zero Fatalities Ambassador program to include allied law enforcement partners beyond the NHP.
- The NHP PIOs track earned media and receive daily alerts involving traffic safety.
- Variable message boards and signage along highways are used to communicate with the motoring public that seat belt use is the law in Nevada.
- OTS and NDOT support regular attitudinal and behavioral studies to measure awareness of law enforcement activity, safety messaging, and personal driving behavior.
- NHP and local law enforcement agencies have strong working relationships with media partners who generally report seat belt use and non-use when providing motor vehicle crash details to the public.
- OTS publicizes results of seat belt observational studies and the number of citations resulting from grant-funded enforcement campaigns.

6B. CHALLENGES

- Occupant protection problem identification is limited and does not include specific age groups, diversity information, county level data, and low belt use populations, making it difficult to determine communication strategies that support decreasing the number of unrestrained fatalities occurring in Nevada.
- Nevada lacks a comprehensive statewide communications plan which includes year-round occupant protection initiatives using a combination of enforcement-based and social norming messaging that target identified high risk groups.
- There are few statewide campaigns or initiatives that work to increase seat belt use among high-risk audiences such as pickup truck drivers and passengers, Hispanics, African-Americans, older drivers, rural motorists, and children of booster seat age.
- Media buys consist of standard placement (e.g. television, radio, online) with limited use of non-traditional media and partnerships, which may be necessary to convert Nevada's hard-core non-users of seat belts and child restraints.
- Some traditional public relations activities, such as press events, may no longer be as effective in cutting through the media clutter and helping to bring the occupant protection issue to the forefront.
- The duty of carrying out the communications plan has been assigned to one full-time OTS staff member who has multiple supervisory and program management responsibilities.
- The annual seat belt observational survey identifies motorists in northern and rural communities as having low seat belt usage rates, yet messaging appears to be representative of southern communities. In turn, it is unclear what outreach activities and messaging would be effective in increasing restraint use in northern and rural areas.
- The inventory for outdoor media placement is limited, especially in rural areas of the State, and the creative specifications can vary greatly, which increases production costs.
- Use of non-traditional media outlets or guerilla marketing tactics are limited.
- Annual attitudinal and awareness telephone surveys funded through OTS are designed to measure awareness of specific campaigns and attitudes towards enforcement of seat belts; however, the demographic breakdown shows that only 15.6 percent of respondents were younger than age 35, which is the target age group of most occupant protection campaigns.
- CIOT pre-campaign tool kits and supporting materials are not readily shared with all traffic safety partners and are not available as downloads online which may decrease the use of these valuable resources.

- There is no evaluation conducted of campaign tool kit contents to determine effectiveness and level of use.
- Websites and social media sites (e.g. Facebook, Twitter, and YouTube) managed by partnering agencies do not readily provide information on seat belt and child restraint use, and lack sufficient information regarding occupant protection usage and the State's occupant protection laws.
- Despite having a large Hispanic population in the State, there is only one Hispanic PIO with NHP, located in Southern Nevada, who speaks fluent Spanish.
- Seat belt survivors and crash victim stories are limited within media and educational campaigns, and the State does not have an active Saved by the Belt program.
- Public communications focus on the seat belt law as secondary and may be unintentionally undermining the general deterrence factor of the State's seat belt law.

6C. RECOMMENDATIONS

- **Use available data and resources to identify populations (e.g., rural motorists, young drivers, part-time users, pickup truck drivers and passengers, Hispanic and African-American motorists, nighttime drivers, and hard-core non-users) with low seat belt use rates and work with a media contractor to create effective messaging designed to change the behavior of non-users.**
- **Develop and implement a comprehensive occupant protection communications plan and ensure it incorporates:**
 - **year-round messaging that targets identified at-risk populations;**
 - **campaigns specifically developed to reach diverse populations;**
 - **participation in all national campaigns;**
 - **a variety of enforcement-based and social norming messaging;**
 - **strategic placement of messaging to reach target audiences;**
 - **use of non-traditional media and partnerships;**
 - **an earned media component;**
 - **evaluation of existing and new messaging, when appropriate; and**
 - **delivery methods to the State's partners for their use.**
- **Designate a position with the sole responsibility of managing the communications program including managing campaigns, coordinating public information initiatives, organizing applicable training for law enforcement and grantees, maintaining content on websites and social media, and other related assignments.**
- Incorporate guerilla marketing, non-traditional media, and partnerships in the communications plan and during public relations activities which will help hone in on the target geographically

and behaviorally.

- Identify at-risk populations and effective countermeasures by conducting focus groups, intercept surveys, telephone surveys, or literature reviews.
- Redesign the annual attitudinal and behavioral survey to include increased responses from the younger demographic.
- Work with the media contractor to make campaign tool kits downloadable and advertise this resource to all law enforcement and community partners including coalition members, grantees, child passenger safety technicians, emergency medical providers, business and media partners, and other stakeholders.
- Evaluate the use and effectiveness of campaign tool kits to ensure materials are being used, help track earned media and outreach activities, and determine what resources may be missing or inadequate.
- Coordinate among partnering agencies to update websites with current and relevant information on all occupant protection issues, including:
 - the State’s seat belt law as it applies to both child passengers and adults;
 - links to Zero Fatalities and other state and local traffic safety websites;
 - answers to common questions (FAQs);
 - crash, injury, and cost data;
 - child passenger safety and occupant protection training opportunities;
 - child passenger safety inspection stations;
 - resources available to partners and the public; and
 - general occupant protection information.
- Recruit Hispanic Public Information Officers who speak fluent Spanish from state and local law enforcement agencies to become Zero Fatalities Ambassadors.
- Expand current efforts to recognize crash survivors by creating and publicizing a statewide Saved by the Belt program or other activity that helps increase public recognition of the importance of seat belts and child restraints as life-saving devices.

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

- Nevada conducts two statewide observational restraint use studies each year following federal guidelines provided by the National Highway Traffic Safety Administration (NHTSA). Recently the NHTSA methodology was updated, but Nevada's percentage of restrained drivers remained relatively consistent between the two survey methodologies and the trend of restraint use has been consistent over several years.
- Due to consistent editing and handling of data encoded for the Fatality Analysis Reporting System (FARS), Nevada is able to maintain trend data on child restraint use, seat belt use, and air bag deployment in fatal crashes. Some FARS data are currently delayed due to the absence of the FARS analyst, but this is not expected to be an ongoing problem.
- While there appear to be multiple crash databases available, the very close partnership between the Nevada Office of Traffic Safety (OTS) and the Nevada Department of Transportation (NDOT) seems to result in the majority of crash analysis requests being fulfilled by NDOT. While there may not be extensive local roadway attributes in the roadway inventory file, all crashes are assigned an appropriate location code for later linkage, spatial analysis, and mapping.
- For law enforcement agencies receiving grants from OTS, such as those under the Joining Forces grants, administrative data such as the number of citations written related to occupant protection are readily available.
- Evaluations of the prevention of serious injury based on restraint use is being conducted at the Center for Traffic Safety Research, University of Nevada School of Medicine (UNSOM) by linking crashes with data available through trauma registries. Efforts to obtain more effective linkages through the probabilistic linkage of NHTSA's CODES program or other methodologies

are being explored. Initial findings with the UNSOM analysis of crash and trauma registries show:

- Traffic crashes resulted in \$676 million in hospital charges from 2005-2012.
 - The state of Nevada pays \$134 million of this, for patients without insurance and for prisoners.
 - In the year of 2012 alone (newest data), traffic crashes resulted in \$48 million in hospital charges.
 - Patient hospital charges relating to motor vehicle crashes average \$48,000 and are as high as \$2 million.
 - Patient hospital charges divided into two categories, \$50,000 or less or more than \$50,000, show the use of restraints is significantly associated with hospital charges, with 47 percent of people who were NOT restrained accruing more than \$50,000 in hospital charges.
- Due to the close partnership and planning efforts shared by OTS and NDOT, NDOT has been generous with the use of the Highway Safety Improvement Program (HSIP) funding for OTS programs.

7B. CHALLENGES

- Additional study sites are not added during the NHTSA observational restraint use studies and observational surveys of child restraint use have not been conducted in recent years. There were few examples provided of observational restraint use studies before and after other outreach events to evaluate the effect of those events.
- It was not clear if the FARS analyst, or the interim analyst, routinely receive immediate notice of fatal crashes occurring throughout the State. With the current crash system upgrade, automated fatal crash records may be delayed, resulting in the need to use alternative means of identifying a fatal crash, such as newspaper notices. The delay in obtaining even a notice that a fatal crash occurred is particularly problematic because FARS data are so heavily used in Nevada for safety analyses.
- While efforts are made by OTS to identify the numerous attributes and target audiences by using crash data, the combination of a crash system upgrade and delayed details on FARS fatal accidents makes this difficult to achieve effectively.
- Based on citations written for violations of occupant protection laws, it is not clear that officers remember that child restraint usage is a primary offense even though failure to use seat belts is a secondary offense.
- While citation data is provided to OTS from grant-funded law enforcement agencies, the lack of a statewide citation database prevents obtaining a full indication of the number of citations written for occupant protection offenses and prevents any indication of how many of those offenses result in a program diversion or a conviction.

- Injury prevention data sources are available at DHHS but have not been provided to UNSOM for analysis.
- OTS and NDOT work closely together and with other partners to develop the Strategic Highway Safety Plan (SHSP). The selection of behavioral programs for the SHSP appears to be filtered first by the use of the American Association of State Highway Transportation Officials (AASHTO) Strategic Safety Plan. Since the AASHTO plan is intended primarily for use by state departments of transportation, this initial consideration of strategies may not be appropriate for state-specific behavioral traffic safety needs.
- With the exception of the observational studies conducted twice a year, occupant protection programs have little in the way of impact evaluations to determine their effectiveness. Neither crash nor injury data are readily available at this time to do so.
- There is little crossover between the SHSP data team and the TRCC.

7C. RECOMMENDATIONS

- Conduct problem identification for occupant protection using all data sources possible, especially injury prevention analyses.
- **Evaluate the current restraint programs to determine where changes may have occurred or programs may have lost their effectiveness to align efforts toward activities that will increase restraint usage.**
- Obtain and analyze restraint observational survey data (e.g., nighttime, additional sites, weekends), in addition to the National Highway Traffic Safety Administration's approved observational study, to expand existing data to better plan and focus occupant protection efforts.
- **Continue to identify statewide data sources for safety analysis, in particular citation and adjudication data related to occupant protection issues and any possible linkages with injury prevention data.**
- Encourage the participation of the Department of Health and Human Services in the Traffic Records Coordinating Committee.
- Provide opportunities to strengthen the collaboration between the Office of Traffic Safety and the Department of Health and Human Services (DHHS) to encourage the use of injury and cost data.
- Use all available injury prevention data for analysis of restraint use, particularly when fatal and serious injury crash data are not readily available. The Centers for Disease Control website shows various examples for analyzing hospital discharge data.

- Provide a periodic update to the Traffic Records Coordinating Committee of all systems activities to ensure that there is no duplication of efforts.
- **Create an updated Strategic Plan for State Safety Data Improvements, under the auspices of the Traffic Records Coordinating Committee, to prioritize funding that will assist the occupant protection program in the areas of systems development, data quality improvement, data usage, and data access.**
- Ensure consistency in planning and action between the Strategic Highway Safety Plan data team and the efforts of the Traffic Records Coordinating Committee.

ASSESSMENT AGENDA

SUNDAY JULY 20, 2014

6:30PM – Meet and Greet: Assessment Team and Nevada Office of Traffic Safety

- Appetizers

MONDAY JULY 21, 2014

8:30AM-10AM – **SESSION I**

Introductions/Program Management

- Traci Pearl – State Highway Safety Office, Highways Safety Coordinator
- Valerie Evans – OTS Operations Manager, Marketing, Communications
- Dorothy Pewitt – OTS OP Program Manager
- Chuck Reider – NDOT Chief Safety Engineer (Retired), CWR Solutions

10:00AM – 10:15AM – **MORNING BREAK (refreshments available)**

10:15AM – 12:15PM – **SESSION II**

Legislation, Regulation and Policy

- Mark Manendo – Nevada Legislator, Chair, Senate Transportation Committee
- Dennis Nolan – former Chair of Senate Transportation Committee
- Joyce Woodhouse - Senator

12:15PM – 1:15PM LUNCH BREAK (lunch will be provided)

1:15PM – 2:30PM – **SESSION III**

Law Enforcement

- Valerie Evans – OTS, Joining Forces Program Manager
- Detective Derek Cecil – Reno Police Department
- Lt. Johnny Smith – Lyon County Sheriff's Office
- Burdel Welsh – Chief of Police - West Wendover Police Department

2:30PM-2:45PM – **AFTERNOON BREAK (refreshments available)**

2:45PM – 4:30PM – **SESSION III CONTINUED**

- Valerie Evans – OTS, Joining Forces Program Manager
- Lt. Natasha Koch – Nevada Highway Patrol
- Lt. Pete Kisfalvi – Metro Police Department, Traffic Division
- Sgt. Rich Strader – Metro Police Department

TUESDAY JULY 22, 2014

9:00AM – 10:30AM – **SESSION IV**

Data & Evaluation Programming

- Dr. Puskin Kachroo – Director, Transportation Research Center, University of Nevada Las Vegas
- Sergio Contreras - Transportation Research Center, University of Nevada Las Vegas

- Michael Chang - Transportation Research Center, University of Nevada Las Vegas
- Dr. Deborah Kuhls - Center for Traffic Safety Research, University of Nevada School of Medicine
- Nadia Fulkerson – Project Director, Center for Traffic Safety Research, University of Nevada School of Medicine
- Kim Edwards – Nevada Department of Transportation (NDOT) Crash Data Analyst
- Ben West – OTS Traffic Records Coordinator
- Mike Gross – Brazos Software/NCATS Modernization Project (Nevada Citation and Accident Tracking System)
- Ken Mammen – NDOT Safety Engineer

10:30AM – 10:45AM – MORNING BREAK (refreshments available)

10:45AM – 12:15PM – SESSION V

Occupant Protection for Children

- Jeanne Marsala – Director, Safe Kids Clark County
- Debbie Whittaker – EMS Rescue (rural)
- Ben West – CPS Training for Nevada Highway Patrol
- Jamie Perez-Cruz - East Valley Family Services – FVSP provider for low-income clientele (Family Vehicle Safety Program)
- Rose Gardner- Head Start Program, Early Childhood Education Program, University Medical Center

12:15PM – 1:15PM – LUNCH BREAK (lunch provided)

1:15PM – 2:15PM – SESSION V CONTINUED

- Jeanne Marsala – Director, Safe Kids Clark County
- Debbie Whittaker – EMS Rescue (rural)
- Ben West – CPS Training for Nevada Highway Patrol
- Ken Mammen – NDOT Safety Engineer

2:15PM-2:30 PM- AFTERNOON BREAK

2:30PM-4:30 PM – SESSION VI

Communications Program

- Valerie Evans – OTS Operations Manager, Marketing, Communications
- Clayton Carter - Media Partner – Penna Powers Brian Haynes (PPBH)
- Trooper Loy Hixson – PIO, Nevada Highway Patrol
- Thelma Abrill – Entravision - Outreach in the Hispanic community

WEDNESDAY JULY 23, 2014

9:00AM – 10:30AM – SESSION VII

Outreach Programs

- Erica Nansen – Community Educator, University Medical Center (UMC)
- Vickie Fisher – REMSA Point of Impact, Program Coordinator
- Erin Breen – Director, UNLV’s Center for Traffic Safety Research
- Clayton Carter - Penna Powers Brian Haynes
- Marty Flynn – Clark County Water Reclamation District (large employer)

10:30AM – 10:45AM – MORNING BREAK (refreshments available)

10:45AM – 12:15PM – SESSION VII CONTINUED

- Vickie Fisher – REMSA Point of Impact, Program Coordinator
- Erin Breen – Director, UNLV’s Center for Traffic Safety Research
- Clayton Carter - Penna Powers Brian Haynes
- Marty Flynn – Clark County Water Reclamation District (large employer)

12:15PM – 1:15PM – LUNCH (lunch provided)

1:15PM – 4:30PM – Team Member Discussion, Deliberation and Report Preparation

3:15PM-3:30PM – AFTERNOON BREAK (refreshments available)

THURSDAY JULY 24, 2014

9:00AM – 4:30PM – Team Member Discussion, Deliberation and Report Preparation

10:30AM – 10:45AM – MORNING BREAK (refreshments available)

12:15PM – 1:15PM – LUNCH (lunch provided)

3:15PM-3:30PM – AFTERNOON BREAK (refreshments available)

FRIDAY JULY 25, 2014

9:00AM – Final Report Out

TEAM CREDENTIALS

Susan N. Bryant, M.A., M.B.A.

831 Clark Street

Iowa City, IA 52240

leaderservices@yahoo.com

Susan (Sue) Bryant is currently a consultant for a small firm of which she is the principal. After almost thirty years of state employment, 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 held the position of state traffic safety director, 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. She headed a project in Texas to conduct community assessments and develop local strategic plans for underage drinking prevention. In addition, she 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, California, Colorado (2), Florida (2), Georgia, Idaho, Illinois, Kentucky, Maine (2), Maryland, Massachusetts, Montana (3), 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 was also on the team to develop assessment team training. She is currently project director for a leadership in impaired driving project for the National Highway Traffic Safety Administration.

For seven years, she served as a member and then chair of the City of Rollingwood, Texas, Planning and Zoning Commission. She served as chair of the City's Utility Commission and as director with the Rollingwood Community Development Corporation. She now serves as President of the Johnson County (Iowa) Dog Park Action Committee, a 501c3 corporation.

She has taught high school and adults, consulted for the media in major television markets, and taught 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. She is also a graduate of Leadership Texas.

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

Glenn Cramer
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Seattle, WA 98174
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Glenn Cramer is a self-employed consultant that currently provides service to the National Highway Traffic Safety Administration (NHTSA) - Pacific Northwest Region with law enforcement outreach in Washington, Oregon, Idaho, Alaska, and Montana. In this role he helps to identify effective traffic law enforcement tactics and communicate these best practices to law enforcement agencies. Glenn also provides technical assistance to the NHTSA Pacific Northwest Region in collaborating with judges and prosecutors on traffic safety initiatives. He additionally assists with providing proactive planning of traffic safety initiatives and mobilizations.

In September 2005, Glenn retired from the Washington State Patrol (WSP) after 32 years of service. During his career with the WSP he served as the Deputy Chief, commanding the Field Operations Bureau, overseeing 1,200 employees responsible for traffic law enforcement, collision investigation, and ferry and homeland security. He also served as the Assistant Chief commanding the Technical Services Bureau with oversight of the Information Technology Division, Electronic Services Division (Telecommunications), Criminal Records Division, and the Facilities/Fleet Division.

Barbara Hilger DeLucia
Highway Safety Consultant
301 Lee Avenue
College Station, TX 77840-3148
bdelucia@data-nexus.com

Barbara Hilger DeLucia is a highway safety consultant for transportation information and public safety systems. She served as the President and CEO of Data Nexus, Inc., Transportation Program Director for Star Mountain, Inc., and Head of the Accident Analysis Division for the Texas A&M Transportation Institute. She has 35 years of experience in project management, highway and public safety, and transportation information systems. Ms. DeLucia served on numerous state and international traffic records assessment teams, crash data improvement program (CDIP) teams, and has managed several state traffic records systems audits and strategic planning efforts. She assisted the Republic of Thailand and South Korea in developing information systems and processes to improve roadway safety.

Since 1980, she participated in numerous national efforts to improve data quality and transportation information systems, under the auspices of the Transportation Research Board, the National Research Council, the National Safety Council, and ATSIP. She has served on NCHRP panels and served as the consultant for the NCHRP Synthesis 350: *Crash Records Systems* and as the Recorder for the FHWA/AASHTO *International Scan for Transportation Safety Information Systems*. She has designed and developed systems for many components of a transportation network database (e.g., crash, roadway, traffic, bridge, railroad grade crossing) and automated methods to calculate safety severity indices, to identify high crash locations, and to conduct evaluations for run-off-road and intersection-related crashes, raised pavement markers, and other safety programs.

She taught a commercial training course for programmers and systems analysts and participated in developing and conducting both instructor-based and web-based training, including a *Metropolitan Safety and Traffic Operations*, a short course for the Texas A&M Engineering Extension Service. For web-based training, she helped to develop an ITE course about highway safety data using NHI format and standards and to develop over 100 courses (www.trafficrecords101) used extensively for safety data training. She was a participating faculty member at the LBJ School of Public Affairs, University of Texas, teaching a graduate course about *Crash Data Systems in Texas and Other States*. She evaluated emerging technologies for data collection for all US DOT modal agencies, assisted in the development of the ALERT car for public safety data collection, and provided software and hardware for public safety data collection for the Ford Visteon vehicles.

Ms. DeLucia earned a BBA from North Texas University specializing in statistics and computer science and a Masters of Public Administration from Texas A&M University specializing in public administration and policy.

Kristy Rigby
Occupant Protection Program Manager, Utah Department of Public Safety
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Kristy Rigby joined the Utah Department of Public Safety's Highway Safety Office (HSO) in 1994 while earning a Bachelor's Degree from the University of Utah in Community Health Education. She began her career as Child Passenger Safety Program Coordinator and worked to bring the first child safety seat trainings into the state. For the past sixteen years she has managed Utah's Occupant Protection Program, and has been an integral part of the state's child passenger safety, drowsy driving, teen driving, distracted driving, and community traffic safety programs. As a senior staff member of the HSO, Kristy actively participates in developing the state's Highway Safety Plan, manages various federal funding sources, and has maintained her certification as a Child Passenger Safety Technician.

During her career, she has played an instrumental role in the development of state and local programs and campaigns that include *Buckled or Busted*, *Click It or Ticket*, *Click It Club* elementary school-based program, *Saved By The Belt*, the *Don't be a bob!* drowsy driving initiative, *Don't Drive Stupid* teen driving and Zero Fatalities Programs, *Super Click* Hispanic seat belt campaign, and *Together for Life* rural seat belt program.

Kristy represents the HSO on various boards and committees that include the Safe Kids Utah Executive Committee, Emergency Medical Services for Children Advisory Board, Coalition for Utah Traffic Safety, and Teen Driving Task Force. She currently chairs the state's Occupant Protection Program Advisory Committee and Zero Fatalities Safety Summit Executive Planning Group. In addition, she is a member of the National Association of Women Highway Safety Leaders and the Governor's Highway Safety Association.

In addition to her work with state and local programs, she participates as a panel member for a National Cooperative Highway Safety Research Program's (NCHRP) project designed to develop "A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries." She has also served on National Highway Traffic Safety Administration's Occupant Protection Program assessment teams for the States of Maine, South Carolina, Colorado, South Dakota, Vermont, and Kansas.

Kristy has received recognition for her work to improve traffic safety in Utah, including: Governor's Medal of Excellence in Outstanding Public Service, Public Safety Medal of Excellence, Catherine Summerhays Award from the Health Education Association of Utah, Special Act/Special Service Award for her dedication to child passenger safety on the Uintah and Ouray Indian Reservation, and an Appreciation and Recognition Award from the Utah Minority Community Information and Education Center.

Lorrie Walker

Training Manager and Technical Advisor

Safe Kids Worldwide

1301 Pennsylvania Ave. NW, Suite 1000, Washington, D.C. 20004-1707

lwalker@safekids.org

Lorrie Walker has 28 years of 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.

Walker joined Safe Kids Worldwide as the training manager and technical advisor for the Safe Kids Buckle Up program in August, 2004. She develops community-based educational programs on vehicle safety and oversees the national and international certification and other training programs for Safe Kids.

Walker is a charter member and past Chair of the National Child Passenger Safety Board.

Prior to working in Washington D.C. with Safe Kids Buckle Up, she served as the director of the Florida Traffic Safety Resource Center and assistant professor of research at Florida Atlantic University. She was also the program administrator of the Traffic Injury Prevention Project at the American Academy of Pediatrics, Pennsylvania Chapter for more than a decade.

Walker holds a bachelor's degree in social work from Eastern College in St. Davids, Penn. and a master of science from St. Joseph's University in Philadelphia. She worked for nine years as an adjunct professor in the Health Administration and Health Education Departments in both the graduate and undergraduate schools at St. Joseph's University.

She is currently involved in providing child passenger safety training outside the US and has certified technicians in Canada, Japan, Abu Dhabi, Dubai, Bahrain, Qatar and China in the recent past.