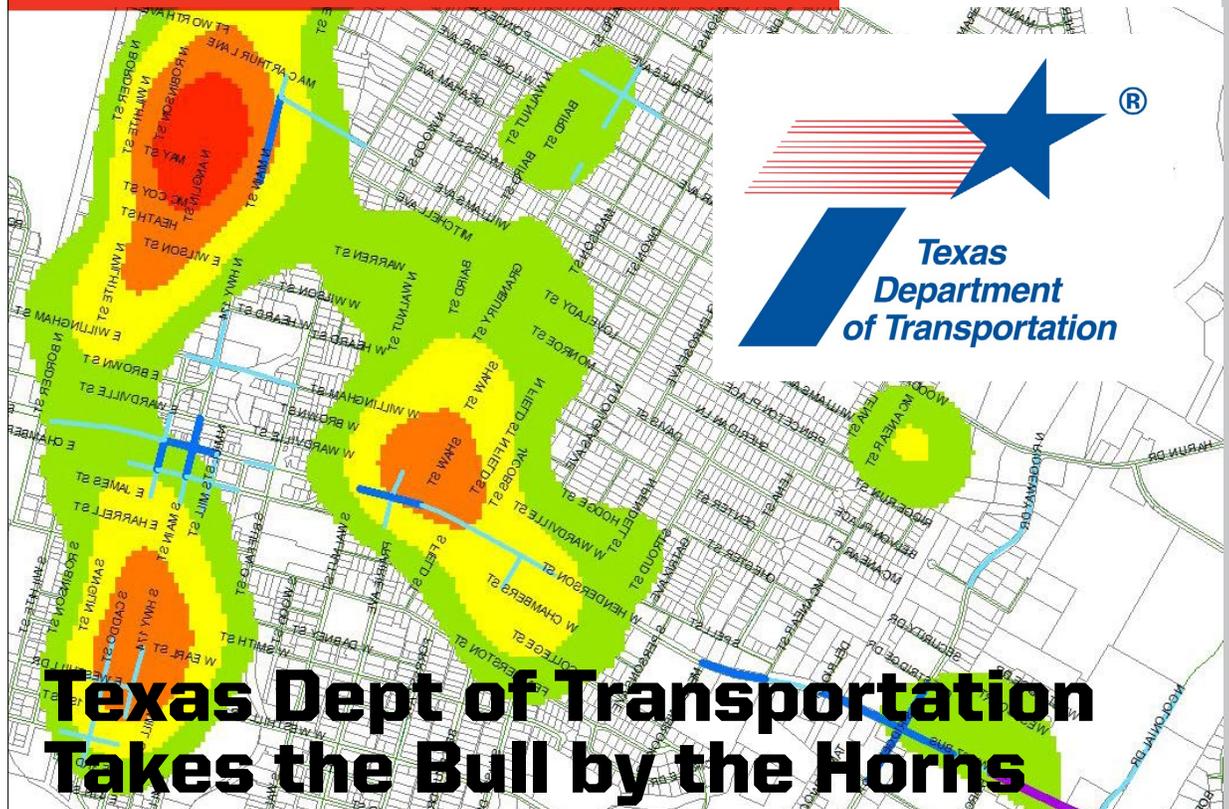


THE LEL

Law Enforcement Improving Traffic Safety

January 2017

- 3 Networking Opportunities
- 4 Best Practices
- 6 Judicial DRE Education
- 7 First Person
- 8 Region 7 Spotlight
- 9 Partner Spotlight: NSC
- 10 Tips to Testify
- 11 Awards and Events
- 12 Traffic Safety Calendar



Texas Dept of Transportation Takes the Bull by the Horns

A Data-Driven Approach to Crime and Traffic Safety

By Daniel A. Howard and Peggy M. Schaefer

The following is an excerpt from an article that originally appeared in the September 2016 issue of The Police Chief, reprinted with permission from the International Association of Chiefs of Police (IACP). The [full article](#) is available on the National LEL Program website.

The rise in traffic crashes and fatalities in Texas has been challenging to address, despite state and federal funding commitments and increased en-

forcement programs, media outreach, and educational campaigns. Statistically, crashes take place and can even be plotted on a map, but there is sparse information available for the Texas Department of Transportation (TxDOT) or law enforcement on methods to reduce these numbers. The DDACTS [Data-Driven Approaches to Crime and Traffic Safety] model became part of the solution by providing law enforcement agencies with a way to use their data proactively instead of reactively and place resources like enforcement and edu-

The DDACTS model became part of the solution by providing law enforcement agencies with a way to use their data proactively.

Texas Dept of Transportation Takes the Bull by the Horns



DDACTS training for the Pearland (TX) Police Department in 2016.

TxDOT began to lay the groundwork for the future of the DDACTS model by forming partnerships to conduct training workshops throughout the state.

educational efforts where they can have the greatest impact on improving highway safety in Texas.

TxDOT began to lay the groundwork for the future of the DDACTS model by forming partnerships to conduct training workshops throughout the state and, later, to deliver the current program. The collaboration with IADLEST [the International Association of Directors of Law Enforcement Standards and Training] was designed to further TxDOT's goal of a statewide implementation of the DDACTS model through a focused agency-specific approach. The three-part program built on the foundation laid by TTI [Texas A&M University's Texas Transportation Institute] and IADLEST by working with many of the more than 50 police departments that were previously exposed to

the model through the following efforts:

- 1. Conducting eight-hour agency-specific strategic planning workshops and providing eight hours of focused technical assistance for departments ranging in size from 15 members to 2,000. Once completed, additional remote technical support is provided to help the agencies continue to overcome obstacles to a successful implementation of the DDACTS model.**
- 2. Developing and training a cadre of in-state DDACTS subject matter experts. This knowledgeable instructional group not only worked with Texas agencies this year, but will also assist with TxDOT's efforts to provide a Texas-centric focus to departments in the state for years to come.**
- 3. Conducting an intensive two-day analytical training workshop for law enforcement personnel assigned to the analytical function in their respective agencies. This workshop focused on ways to efficiently use hotspot mapping to identify deployment strategies for highly visible traffic enforcement.**

The TxDOT DDACTS program has impacted departments throughout the state and has exposed more than 200 law

enforcement personnel to the model. The program has been well-received, as evidenced by Cleburne Police Chief Robert Severance's comment:

In 2013, the Cleburne Police Department sent officers to three-day workshops in Norman, Oklahoma, and Lubbock, Texas, prior to implementing DDACTS. Thanks to the partnership between TxDOT and IADLEST, we hosted a one-day workshop in 2016. This allowed us to provide valuable training to our first line supervisors... DDACTS is helping the Cleburne Police Department reduce social harms in our community. It has gained support from a broad spectrum of community stakeholders because it is data driven, evidence based, and procedurally just.

[Continue reading the full article to learn about the future of DDACTS in Texas.](#)

Daniel A. Howard, MA, CPM, is a retired Commander at the Mount Laurel, New Jersey Police Department. Peggy M. Schaefer, MPM, is the DDACTS Project Manager with IADLEST.

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Vernon Betkey
PROGRAM MANAGER

2017 Networking Opportunities Abound

A national LEL conference is tentatively scheduled for July 11-13, 2017.

HAPPY NEW YEAR! I HOPE YOU all had an enjoyable holiday season. It is hard to believe that another year is behind us, but it is now time to turn our attention to 2017. We have some projects and events occurring this coming year that will be here before we know it.

Four sessions of the [LEL professional development course](#) at the Transportation Safety Institute (TSI) in Oklahoma City are scheduled this year. The first, which occurs January 31–February 2, is full, but the June and August sessions are open for registration. The fourth session will occur between October and November, and we will share the date as soon as the course is scheduled. The course evaluations have been very good and the content is spot on with meeting the expectations of the students. If you are thinking about attending, I suggest you register at your earliest convenience. It will be a worthwhile experience and you won't be disappointed.

This spring, we are planning another LEL networking session at the [2017 Lifesavers National Conference on Highway Safety Priorities](#), which will take place March 26–28 in Charlotte, North Carolina. At the last two Lifesavers conferences, we hosted a 90-minute networking session following the scheduled activities on the second day of the conference. More than 40 LELs attended each session. Many of

the LELs in attendance commented that we did not allocate sufficient time, so we are trying something different this year. This year's networking session will take place as a preconference meeting on Saturday, March 25, from 10:00 a.m.–3:00 p.m. The time change provides us more opportunity for networking, program updates, discussion and information sharing. If you would like to attend and have not already responded, please email me at vbetkey@ghsa.org to let me know.

Finally, we have a new event on the horizon. A national LEL conference is tentatively scheduled for July 11–13, 2017, at a facility near Baltimore-Washington International Thurgood Marshall Airport. The two-and-a-half-day agenda will include interactive discussions on topics designed to influence action and engage law enforcement partners in traffic safety programs. There will not be a registration fee for attendance, and maximum LEL participation is encouraged. Additional information will be available in the coming weeks.

2017 is shaping up to be a year filled with opportunities for LELs to meet, share information and network. I look forward to your participation.



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Best Practices



Changing Driver Behavior: First Get Their Attention

By Chris Cochran

HOW DOES A GOVERNMENT agency communicate a message meant to change behaviors that most people are not interested in changing? The same way business has—through heavier reliance on video, social media and the online world. The California Office of Traffic Safety (OTS) has two new campaigns that combine humor and edginess to get the attention of its target audience of individuals aged 18-34 without alienating older constituents.

With pedestrian fatalities and drug-impaired driving on the rise, OTS discovered a huge gap in basic public understanding of the scope of the problems. Drivers were unaware that pedestrian deaths had increased to 25 percent of total traffic fatalities or that they could get a DUI by taking prescription medications or using marijuana.

On the issue of rising pedestrian fatalities, both observations and crash reports showed that drivers and pedestrians were almost equally at fault, yet each thought the others were the bad guys. Pedestrians are jaywalking and ignoring oncoming vehicles; drivers are speeding and not looking for pedestrians, even in crosswalks. No matter who is at fault, the pedestrian always loses.

OTS developed an “everyman” character, Pete Walker, who is a normal pedestrian wearing a suit of armor made from old car parts that he thinks will protect him as he meanders obliviously through traffic. The campaign highlighted the theme, [*Pedestrians Don't Have Armor*](#). The public's recognition of the problem jumped from 26 percent before the campaign to 46 percent after.

With rising marijuana- and prescription drug-related crashes, and recreational marijuana legalization on the horizon, OTS also had to focus on drug-impaired driving. Two commercials in a visual and audio format that mimic edgy cable television shows such as “True Detective” provide a simple message: [*DUI Doesn't Just Mean Booze*](#). It is too early to know the difference these commercials are making, but social media commenting is heavy and they are allowing OTS to begin the dialogue.

The public needs basic education on issues like these. Awareness, change and norming will come. Campaigns with humor and edginess can help government

agencies capture the attention of Millennial and “Generation Z” target audiences.

Chris Cochran is Assistant Director of Marketing and Public Affairs with the California Office of Traffic Safety.

Struck-By Crashes: A Constant Danger

By Nick Breul

THROUGH THE FIRST WEEK OF December 2016, 15 officers were struck and killed by an automobile as they were stopped along the shoulder of the roadway conducting a traffic stop or investigating a crash. That represents five more “struck-by” deaths than at this same time last year.

The National Law Enforcement Officers Memorial Fund (NLEOMF) has conducted research on law enforcement officer struck-by fatalities from 2011-2015, and found that of the 56 officers killed, 14 were killed while on the scene of an existing crash.

The NLEOMF research also found that 52 percent of all the struck-by crashes occurred at night and that 25 percent of the drivers were impaired. This problem that is continually killing police officers, tow crane drivers, firefighters, traffic safety personnel and EMTs is not easing, despite every state having enacted “Move Over” laws.

No matter who is at fault, the pedestrian always loses.

Best Practices

To ensure safety at crash scenes and other enforcement operations, the NLEOMF is recommending that: all law enforcement agencies conduct training on the Traffic Incident Management System (TIMS); officers consider right side (passenger) approaches while conducting traffic stops; and officers wear retroreflective visibility vests.

More information about the [NLEOMF officer safety initiatives](#) and downloadable officer safety resources are available on the organizations website.

Nick Breul is Director of Officer Safety and Wellness with the National Law Enforcement Officers Memorial Fund.

Red Lake Nation Achieves Zero Traffic Deaths

By Becky Putzke

RED LAKE NATION IS A COMMUNITY of approximately 5,800 residents located in north central Minnesota. Most residents are members of the Red Lake Band of Chippewa. Tribal government has full sovereignty over the reservation and can limit who can visit or live on the reservation. Laws are made by the Tribal Council and enforced by the Tribal Council and federal courts.

Approximately 675 roadway miles pass through the reservation. In 2008, grant funds were awarded through the Bureau of Indian Affairs (BIA) Highway



From left to right: Director William Brunelle, Lieutenant Alex Dow, Patrol Officer Jamus Veit, Patrol Officer Ron Leyba, Captain Dana Lyons, Jr., Telecommunication Operator Samantha Dow

Safety Program to fund one full-time traffic safety officer. During 2014, this increased to two full-time officers. The grant includes overtime funding for any officer assigned to work during traffic safety mobilizations.

The number of motor vehicle crash fatalities reported by the Red Lake Department of Public Safety gradually dropped, from seven in FY10 to zero in FY16.

The majority of roadway deaths on the reservation have involved alcohol and non-use of seat belts. The possession of alcoholic beverages is prohibited within the reservation and habitual offenders arrested for DUI face mandatory jail time. In FY15, the Tribal Council adopted a primary seat belt law for all vehicle occupants. Recently, the department worked with a Tribal code committee to pass a law focused on distracted driving.

While sobriety checkpoints are prohibited in Minnesota, they are allowed on the reservation.

Checkpoints and saturation patrols are conducted during national mobilizations and at other key times during the year. Red Lake officers also work specific drug interdiction patrols targeting illegal drugs and narcotics.

In addition to traffic enforcement, the department provides several community education programs that have helped build strong community support of enforcement initiatives.

The department has shared their story of education and enforcement with other traffic safety advocates at events such as Minnesota's Toward Zero Deaths conference and the Tribal Engineering and Roads conference. Most important, the department is committed to looking for new and innovative ways to reduce crashes and continue to have zero motor vehicle deaths on their reservation.

Becky Putzke is an LEL with the Minnesota Office of Traffic Safety.

The number of motor vehicle crash fatalities gradually dropped from seven in FY10 to zero in FY16.

Engineering

EMS

Enforcement

Education

Solutions and Counter- measures

Region 1 Takes First Steps in Judicial DRE Education

By Justice Brian L. Burgess

HIGHWAY SAFETY LEADERS IN the New England Region share common priorities: reducing the spike in highway fatalities, increasing stagnant seatbelt use rates, addressing the everyday hazards of distracted driving, combating the scourge of DUI, and determining drugged driving impairment in the field.

The region's state highway safety directors and Traffic Safety Resource Prosecutors (TSRPs) found it difficult to get New England state judiciaries to open up to education on the ability of police officers specially trained in drug recognition evaluation (DRE). Some state trial courts admitted testimony from police witnesses, but others tended to exclude such evidence unless presented by scientists. There was a shared perception that the judiciary was not open to DRE education, and traffic safety advocates wondered if the Region 1 Judicial Outreach Liaison (RJOL) could change this situation.

Judges balk at attending some education programs because of ethical concerns. If a program looks too closely associated with an interest group, judges risk charges of either bias or the appearance of impropriety.

Enter the New England Association of Drug Court Professionals (NEADCP), a consortium of prosecutors, defense counsel, probation officers and substance abuse treatment providers, law enforcement and medical professionals from New England states interested in impaired driving interdiction and rehabilitative alternatives to incarceration. The RJOL asked the organizers of the Association's annual conference and training program to include DRE instruction in their November 2016 program. Not only were the NEADCP conference organizers enthusiastic about DRE, they offered a double session.

Of the judges who attended, some heard new information, some heard old information and some still questioned admissibility of DRE evidence without a scientist to lay the foundation. The positive points, though, were the conveyance of new knowledge

and the notion that evidentiary admissibility, while questioned, is an open possibility.

DRE education need not persuade judges that a trained officers' testimony should be admitted into evidence. It helps judges learn that a trained officer's testimony can be considered under the correct circumstances of facts and established science, that an officer's measurements and factual reports can be objective observations, and that the scientific standards underlying an officer's DRE evidence can be sufficiently settled so that some trial courts are willing to adopt and follow rulings from appellate courts in other jurisdictions allowing DRE evidentiary foundations. DRE judicial education can open the door to the science without the need for scientists on the witness stand.

Hopefully, the ice is broken and DRE education can be expanded across the New England region's judiciary.

Justice Brian L. Burgess is the Region 1 Judicial Outreach Liaison, and a retired justice of the Vermont Supreme Court.

DRE judicial education can open the door to science without the need for scientists on the witness stand.



First Person

NLELP resources not only help us as knowledge brokers, but also assist us in our thinking skills.

The Value of NLELP Resources

By Glenn Cramer

IN THE JULY 2016 EDITION OF THE LEL, VERN BETKEY WROTE ABOUT THE RESOURCES and communications tools available for LELs through the National LEL Program (NLELP). Since reading his article, I have thought about the value NLELP resources provide us as LELs.

Our ability to promote traffic safety is based on our influence. The influence we have as leaders relies on our:

- Relationships, or who we know;
- Knowledge, or what we know;
- Experience, or where we've been; and
- Ability, or what we can do.

LELs provide value by being a "knowledge broker," creating dependable pathways to experts who can help complete critical tasks or provide access to resources. NLELP provides LELs with access to sources of information to further develop our knowledge, thus increasing our benefit to organizations with which we work. The LEL who is a knowledge broker and understands the importance of developing a view of the big picture is an important asset to improve service and develop better solutions.

NLELP resources not only help us as knowledge brokers, but also assist us in our thinking skills, whether it be creative thinking, exploring ideas and options that may enable us to experience a breakthrough, or shared thinking that brings together a group of minds to help us to think over our head and attain results.

As LELs, this "bottom-line" thinking is where can we support the important traffic safety mission by finding the information and resources necessary to bring a task to a successful completion.

In addition, these items are available for sharing with partners, and LELs are encouraged to take full advantage of this resource to help build and maintain strong working relationships. For more information, contact your Regional LEL or Vernon Betkey.

Glenn Cramer is the National Highway Traffic Safety Administration (NHTSA) Region 10 LEL.

Regional Spotlight

Region 7

Iowa
Nebraska
Kansas
Missouri
Arkansas

A press kickoff event was held in Kansas City, Kansas, on September 22. With Interstate 70 as a backdrop, along with police cruisers from the highway patrols and local law enforcement, the press event was set up with satellite feeds to all of the participating states. *Obey the Sign or Pay the Fine* was the primary message. FMCSA Director T.F. Scott Darling attended and spoke to the press about speeding enforcement for commercial vehicles. Also speaking were the command staff from the state police of every participating state and

Susan DeCourcy, the NHTSA Region 7 Administrator.

The speed enforcement campaign was conducted September 23-25. The enforcement was considered successful, as 226 law enforcement agencies participated. During the campaign, 10,680 citations were issued, including 7,377 for speeding. Other activities conducted during the campaign were 206 impaired driving arrests and 308 felony arrests.

Bill Sullivan is the NHTSA Region 7 LEL.

Region 7 Conducts Multi-State Speed Enforcement Campaign

By Bill Sullivan

FATAL CRASHES HAVE BEEN increasing in Region 7, which includes the states of Kansas, Missouri, Nebraska, Arkansas and Iowa. A statistical review indicated that one of the major contributing factors of fatal crashes in passenger vehicles and commercial vehicles is speeding. The Region 7 State Highway Safety Offices and the NHTSA Regional Office developed a plan for their first ever region-wide speed enforcement campaign.

Since many of the speed-related crashes involve commercial motor vehicles, the Federal Motor Carrier Safety Administration (FMCSA) joined in this campaign. The Oklahoma Highway Patrol (OHP) also joined the campaign; while Oklahoma is in Region 6, it shares many of the major roadways with the Region 7 states.

During the campaign, 10,680 citations were issued, including 7,377 for speeding.



Susan DeCourcy, Region 7 Administrator, speaks at the press event, along with T.F. Scott Darling, FMCSA Administrator; Colonel Brett Johnson, Missouri Highway Patrol; Colonel Michael Van Berkum, Iowa State Patrol; and Colonel Bill Bryant, Arkansas State Police

Partner Spot light

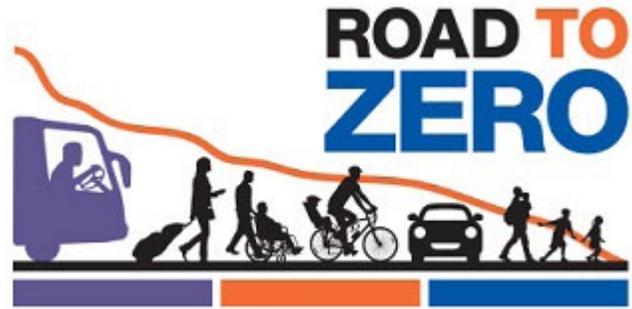


Eliminating Fatalities on *The Road to Zero*

By Jane Terry

The Road to Zero is working across silos to make a broad impact on the national roadway fatality epidemic.

THE NATIONAL SAFETY COUNCIL (NSC) is a nonprofit safety and health resource organization founded in 1913. NSC eliminates preventable deaths at work, in homes and communities, and on the road through leadership, research, education, and advocacy. In October, the NSC joined with NHTSA, FMCSA, and the Federal Highway Administration (FHWA) to announce an ambitious new goal of eliminating roadway fatalities within 30 years—the Road to Zero Coalition. The Coalition builds on previous efforts such as Towards



Zero Deaths, Vision Zero initiatives and the Safe Systems transportation approaches to roadway safety.

The effort brings together more than 100 member organizations with a focus on the “4Es” (Education, Engineering, Enforcement and Emergency Medical Services) to drive down fatalities. By focusing on efforts to create safer driving, safer vehicles and infrastructure, and improved safety management systems, the Road to Zero is working across silos in transportation and emergency response to make a broad impact on the national roadway fatality epidemic.

Zero crashes is an ambitious goal. NHTSA is dedicating a total of \$3 million over the course of three years to fund innovative projects to reduce fatalities that include a coordinated safe systems approach to highway safety. NSC is also dedicating \$1 million over three years. The Road to Zero Grant Program uses the NHTSA funds to award grants ranging between \$50,000 and \$200,000 for the implementation of highway safety countermeasures. U.S.-based nonprofit organizations that are Road to

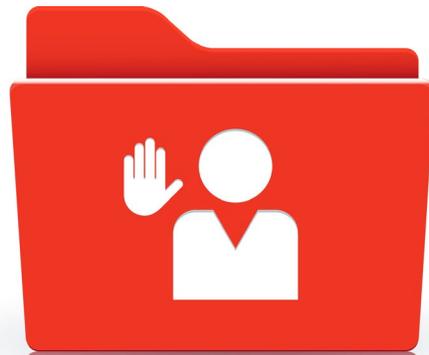
Zero Coalition members are eligible, and proposals for projects that are effective, measurable, and replicable will be given priority. The online application is open through February 3, 2017. Awards will be announced in March.

Bringing together highway safety experts, the Coalition is working with the RAND Corporation to outline what roadways might be like in 2045 to reach our goal of zero highway deaths. A webinar for LELs on May 17 will explore additional Road to Zero opportunities and partnerships.

We need dedicated partners to help address problem driving habits, improve roadway design, and build awareness and access to safety technology. The next Road to Zero coalition meeting will take place on March 1. More information on this movement to end preventable deaths on our roadways is available on the [Road to Zero](#) section of the NSC website.

Jane Terry is Government Affairs Director with the National Safety Council.

Tips to Testify



An officer must interact professionally with an unrepresented party.

Pro se, Pro Per and Self-Represented Litigants

By Judge Earl G. Penrod

MOST LAW ENFORCEMENT OFFICERS APPRECIATE that testifying in court is an important responsibility and merits proper preparation. Being examined and cross-examined by aggressive attorneys can be somewhat stressful, regardless of the nature of the case. Police officers also should anticipate and prepare for the special challenges and potential pitfalls of testifying in a case with a party proceeding without an attorney.

Whether the case involves a traffic citation, a criminal charge, or a civil case, an officer must interact professionally with an unrepresented party, who may be referred to as a self-represented litigant, a *pro per* party or a party proceeding *pro se*. Although some self-represented parties can cause a case to be more challenging for witnesses and other participants, self-represented litigants are deserving of respect. After all, access to the courts and the right to have one's case fairly heard and decided does not depend upon one's ability or willingness to hire an attorney.

When being examined by a *pro se* party, the officer may be frustrated by questions that are not easily answered or may seem to be more a statement than a question. Because the question and answer format of testimony is not a typical method of communication in every day discourse, *pro*

se litigants sometimes struggle to properly examine or cross-examine a witness. The officer should not criticize or respond sarcastically to poorly worded questions. It can be counterproductive to directly challenge the *pro se* litigant's meandering and verbose question or respond to a question with a question. Also, an officer must be careful not to appear to be arguing with the litigant when that litigant challenges or contradicts answers provided by the witness.

If a *pro se* litigant is unable or unwilling to ask understandable and answerable questions, the police officer must remain composed and professional and respond to the question as directly as possible. However, if the questioner persists in conducting an improper examination, the officer should expect an objection by the prosecuting attorney or the attorney for the other party in a civil case. And while it may seem to come far too late in the process, a judge may eventually step in and provide some direction and admonishment as appropriate to maintain order and decorum, even if the other side does not offer an objection.

TIP TO TESTIFY: When being examined or cross-examined by a self-represented litigant, patience is an important virtue for the officer.

The Honorable Earl G. Penrod is a Judge of the Gibson Superior Court in Indiana.



Awards & Events

2016 National Law Enforcement Challenge Award Recipients

THE INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE (IACP) presented the 2016 National Law Enforcement Challenge (NLEC) awards during the 123rd Annual IACP Conference and Expo in San Diego, CA on October 18, 2016. Congratulations to the 51 law enforcement agencies who received recognition for their outstanding performance in traffic safety, and to all of the agencies that participated. The first-place recipients are listed below. For more information on the NLEC and to view the complete list of recipients, visit www.theiacp.org/NLEC.

AWARD CATEGORY	FIRST PLACE
Municipal 1-20 Sworn Officers	Norwalk Police Department, IA
Municipal 21-50 Sworn Officers	City of Byron Police Department, GA
Municipal 51-100 Sworn Officers	Winter Park Police Department, FL
Municipal 101-350 Sworn Officers	Arlington Heights Police Department, IL
Municipal 351 or More Sworn Officers	Henrico County Division of Police, VA
Sheriff 1-50 Sworn Deputies	Westmoreland County Sheriff's Office, VA
Sheriff 51-150 Sworn Deputies	Gloucester Sheriff's Office, VA
Sheriff 151 or More Sworn Deputies	Calvert County Sheriff's Office, MD
State Police/Highway Patrol 1-500 Sworn	Rhode Island State Police
State Police/Highway Patrol 501-1,500 Sworn	Tennessee Highway Patrol
State Police/Highway Patrol 1,501 or More Sworn	California Highway Patrol
College/University Law Enforcement	University of Georgia Police Department
International Agencies	Ontario Provincial Police, Canada
Military Police	Fort Meade Police Department, MD
Regional Enforcement Efforts	Iowa Governor's Traffic Safety Bureau
Special Law Enforcement	Metropolitan Washington Airports Authority Police
Clayton J. Hall Memorial Award	Arlington Heights Police Department, IL
State Association/Highway Safety Office Award	Virginia Association of Chiefs of Police

2017 LEL Webinar Series

The schedule for the 2017 LEL Webinar Series has been developed. All webinars will take place from 3:00-4:00 p.m. Eastern Time. Details will be posted on the [Upcoming Webinars](#) page of the NLELP website. Please note that dates and topics are subject to change

JANUARY 18:
Law Enforcement Partnership Forums

FEBRUARY 15:
Autonomous Vehicles Challenges for Law Enforcement

MARCH 1:
April Distracted Driving HVE Campaign

MARCH 15:
May Click It or Ticket HVE Campaign

APRIL 26:
Distracting Driving for Emergency Vehicle Drivers

MAY 17:
The Road to Zero

JUNE 12: Drive Sober or Get Pulled Over Summer Campaign

JULY 19:
CMV Traffic Enforcement Training

AUGUST 9:
DDACTS – Where are We and Where are We Going?

SEPTEMBER 13:
Move Over

OCTOBER 18:
Drive Sober or Get Pulled Over Holiday Campaign

NOVEMBER 15:
Technology Briefing

DECEMBER 20:
TBD



Traffic Safety Calendar

JANUARY

JANUARY 18

NLELP JANUARY WEBINAR: LAW ENFORCEMENT PARTNERSHIP FORUMS

This webinar will examine the concept and development of the Law Enforcement Partnership Forum, a roundtable discussion format that brings local law enforcement, state highway safety office staff, and members of NHTSA regional and headquarters staff together for a listening and learning session.

JAN 31-FEB 2

LEL PROFESSIONAL DEVELOPMENT TRAINING CLASS

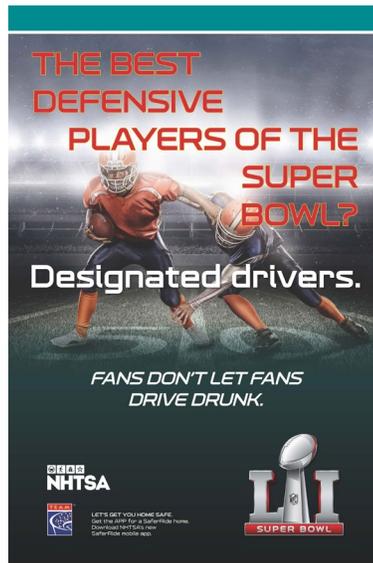
Transportation Safety Institute, Oklahoma City, OK

FEBRUARY

FEBRUARY 4-7

NATIONAL SHERIFFS' ASSOCIATION WINTER LEGISLATIVE AND TECHNOLOGY CONFERENCE

Washington, DC



FEBRUARY 5 SUPER BOWL LI

Primary Message: *Fans Don't Let Fans Drive Drunk*

The Super Bowl is America's most watched national sporting event. NHTSA's *Fans Don't Let Fans Drive Drunk* campaign encourages people to make plans ahead of time that will prevent them from getting behind the wheel of a vehicle after drinking.

MARCH

MARCH 17

ST. PATRICK'S DAY

Primary Message: *Buzzed Driving is Drunk Driving*

Don't rely on the luck of the Irish. There is a spike in drunk-driving crashes every year on St. Patrick's Day.

MARCH 26-28

LIFESAVERS NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

Charlotte, NC

A pre-conference LEL-only networking session will take place on Saturday, March 25, from 10:00 a.m.-3:00 p.m.



APRIL

NATIONAL DISTRACTED DRIVING AWARENESS MONTH

Primary Message: *U Drive. U Text. U Pay.*

For many more resources to help you with your traffic safety marketing and messaging, visit www.trafficsafetymarketing.gov.