



From Our Regional Administrator

NHTSA Region 4 held its annual Law Enforcement Liaison Conference in Mobile, Alabama in February. The conference was hosted by the Alabama Department of Economic and Community Affairs. It was an impressive meeting with law enforcement coordinators from Alabama, Florida, Georgia, South Carolina and Tennessee convening to discuss high visibility enforcement strategies for each State and the Region.

In addition to law enforcement, each State's Traffic Safety Resource Prosecutors, as well as the Governor's Representatives and Coordinators participated and furthered these discussions. Judge Kent Lawrence, the newly appointed Judicial Outreach Liaison (JOL) for our Region, was also in attendance. More information on the meeting can be found in this issue of the newsletter.



SAINT PATRICK'S DAY IMPAIRED DRIVING PREVENTION MARCH 12 - 18, 2012

On St. Patrick's Day, everybody's Irish! Unfortunately, no one is immune to the consequences of drunk driving. Every year, thousands of people needlessly lose their lives in motor vehicle crashes involving impaired drivers and motorcyclists. Last year, 327 of these alcohol-related crashes occurred during the St. Patrick's Day holiday.

And the costs are not only death, disfigurement, disability or injury. There are significant financial costs as well - car repairs, hospital bills, legal fees, bail, higher insurance rates, fines, court costs and lost time at work. Not to mention the trauma and social stigma of being the guy who got busted for drunk driving. It's simply not worth it when there are so many ways to avoid it altogether. St. Patrick's Day (defined for traffic study purposes as 6 p.m. March 16 to 5:59 a.m. March 18) has become a popular night out to celebrate with friends and family. Unfortunately, due to the large volume of drunk drivers, the night out has also become very dangerous.

In 2009, there were 103 crash fatalities on St. Patrick's Day. Of these fatalities, 37 percent involved alcohol-impaired drivers and/or motorcyclists with blood alcohol concentrations of .08 grams per deciliter or higher. NHTSA has developed information to assist you with your Impaired Driving Campaign. You can find what you need at: <http://www.trafficsafetymarketing.gov/>

Remember: Friends Don't Let Friends Drive Drunk



NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
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Lora Bailey Hollingsworth, P.E.

**Appointed Chief Safety Officer,
Florida
Department of Transportation**

Lora Hollingsworth joined the Florida Department of Transportation (FDOT) in November 2006 as the Director of the Office of Design. Since joining the Department she has also served in various interim roles including Interim Chief Engineer in 2008 and Interim Secretary for District 2 (Lake City) from September 2009 through February 2010. Lora moved into the position of Chief Safety Officer for the Department in November, 2011.

Prior to joining the FDOT, Ms. Hollingsworth served as City Engineer and Public Works Director for the City of Leesburg, Florida as the Special Services Division Director for Lake County, Florida, Department of Public Works and spent several years as a consultant in the private sector.

Lora has received several awards in the past which include the 1999 Florida Association of County Engineers and Road Superintendents Rural County Engineer of the Year Award; 1999 National Association of Counties award ("best in category" for Public Works Emergency Preparedness and Disaster Response Plan); and the Recipient of City of Leesburg Sterling Award in January 2004, and 2005 for hurricane disaster recovery efforts.

Region 4 Delivers Annual Law Enforcement Liaison Conference!

The National Highway Traffic Safety Administration (NHTSA) Regional Office located in Atlanta, Georgia recently held its annual Law Enforcement Liaison Conference in Mobile, Alabama. The conference was hosted by the Alabama Department of Economic and Community Affairs from February 8-10, 2012. After welcoming remarks from the Alabama Department of Public Safety's Colonel Hugh McCall, NHTSA Regional Administrator Terry Schiavone provided the attendees with the most current traffic safety data for the Region, covering a span of five years. He congratulated them on their successes and identified areas in which improvements could be made. He also provided them with effective countermeasures to continue that success and strengthen their programs.

An energetic crowd of one hundred and twenty five law enforcement coordinators from Alabama, Florida, Georgia, South Carolina and Tennessee met to discuss strategies for 2012 in the areas of high visibility, motorcycles, nighttime belt enforcement, ignition interlocks and other related areas. The program was also attended by each of the State's Traffic Safety Resource Prosecutors, as well as the Governor's Representatives and Coordinators from each State. This year's conference was complemented by the attendance of Judge Kent Lawrence who was just recently appointed the Judicial Outreach Liaison (JOL) for Region 4. Judge Lawrence offered his assistance in helping the States expand their current DUI Courts. Other presenters included Michael Jordan, National Program Manager for Motorcycle Safety from NHTSA's Safety Countermeasures Division and Joel Bolton, from NHTSA's Enforcement Justice Services Division.

The conference concluded with a town hall meeting that gave participants the opportunity to question a panel of experts. The areas represented were legal issues, best practice models for enforcement, determining training objectives and specific funding issues involving Section 402.

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BILL BABINGTON APPOINTED DIVISION CHIEF OF LAW ENFORCEMENT AND TRAFFIC SAFETY DIVISION IN ALABAMA

On January 17, 2012, Alabama Department of Economic and Community Affairs (ADECA) Director Jim Byard appointed Bill Babington as Division Chief of the Law Enforcement and Traffic Safety Division (LETS).

Bill Babington

A native Alabamian raised in Montgomery, Babington brings to LETS a twenty-three year professional career in a wide variety of community, economic development, workforce development and energy programs at both the regional and state government levels. In 1995, he joined the staff of ADECA where he managed Community Development Block Grants and loans, the Regional Revolving Loan Program and the Alabama Enterprise Zone Program. He spent five years in ADECA's Local Area Workforce Development Program, improving program integrity and managing a statewide system of workforce training providers. Most recently he led the Energy Efficiency and Renewables Section in the Energy Division of ADECA. In this role, he managed the implementation of the State Energy Program, Recovery Act programs and a variety of other state and federal energy efficiency and renewable energy projects including the development of a \$60 million energy project revolving financing program. Mr. Babington holds a Bachelor of Science in Political Science from Auburn University at Montgomery and a Juris Doctor from the Jones School of Law of Faulkner University. He also holds certifications from the National Development Council as an Economic Development Finance Professional and the State of Alabama as a Certified Public

GHSA Hires National Law Enforcement Liaison Program Manager

WASHINGTON, D.C. -- The Governors Highway Safety Association (GHSA) is pleased to announce it has selected Lowell Porter to serve as national law enforcement liaison program manager. In this newly created position, Porter will coordinate a national law enforcement liaison program designed to enhance highway safety through an increasing involvement of law enforcement officials across the country. Funding for the position is provided by the National Highway Traffic Safety Administration.

State Law Enforcement Liaisons (LELs) work with State Highway Safety Offices (SHSOs) to provide traffic law enforcement expertise, encourage involvement in state traffic law enforcement initiatives and act as a liaison between the state's law enforcement community and the SHSO. As national law enforcement liaison program manager, Porter will work to build stronger communications between LELs, assist in coordination of LEL activities nationwide and offer technical assistance for the widespread implementation of highway safety programs in communities throughout the nation.

The desired outcome of these activities is to create a stronger and more cohesive law enforcement liaison network between the states, territories, and NHTSA Regions.

Coming to a Location Near YOU.



Early Estimate of Traffic Fatalities for First 9 Months of 2011

Just Released

<http://www-nrd.nhtsa.dot.gov/Pubs/811583.pdf>





Leroy Smith, Director
SC Department of
Public Safety

Governor Nikki Haley Appoints New Director for the South Carolina Department of Public Safety

Governor Nikki Haley appointed Director Leroy Smith in October 2011 as new leadership for the South Carolina Department of Public Safety (SCDPS). The SCDPS house key public and traffic safety divisions including the South Carolina Highway Patrol, State Transport Police (commercial vehicle enforcement), Immigration Enforcement Unit, South Carolina Protective Services and South Carolina Office of Highway Safety. Director Smith currently serves as South Carolina's Governor's Highway Safety Representative.

Director Smith is a seasoned law enforcement professional, serving the Florida Highway Patrol for more than 22 years. He most recently served as a Major, managing the operations of the Florida Highway Patrol Training Academy. Prior to this appointment, he served as Chief of the Florida Highway Patrol, Bureau of Investigations. During his tenure with FHP, Director Smith also served as Chief of the Office of Inspections and Office of Homeland Security and Emergency Management. In addition to his extensive law enforcement expertise, Director Smith received a Master's of Public Administration degree from Florida State University and served in the United States Navy. Additionally, he has participated in specialized management training through the International Chiefs of Police. With such a diverse background, Director Smith is uniquely qualified to lead the SCDPS in fulfilling its mission to protect and serve the public and to save lives by educating citizens on highway safety along with the diligent enforcement of laws governing motor vehicles and commercial carriers.

Stop In For a Visit
For New Information at
<http://www.safercar.gov/>



LATEST TRAFFIC SAFETY MARKETING (TSM) NEWS

What's new in 2012?

MEMORANDUM TO OUR
HIGHWAY TRAFFIC SAFETY PARTNERS

2012 GHSA Webinar

What's new for the NHTSA communications for 2012 and a "How To" for online media buying.

Evaluating the Success of Your Campaign

How do I know if the campaign is working?

Earned Media vs. Paid Media

A 7-point list of benefits.

2012 Calendar of Events

Now available.

RSS Feed - RSS Latest News

UPCOMING EVENTS

March 12 - 18, 2012

St Patrick's Day Impaired Driving Prevention

April 2012

National Distracted Driving Awareness Month

May 2012

Motorcycle Safety Awareness Month

May 21 - June 03, 2012

CIOT National Enforcement Mobilization

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GETTING TO KNOW NHTSA

SANDY RICHARDSON

Sandy Richardson has worked with the National Highway Traffic Safety Administration (NHTSA) for twenty-seven years. She is a Regional Program Manager in the Region 4 Office. Sandy's primary responsibilities as the Regional Impaired Driving Coordinator are Standardized Field Sobriety Testing, Drug Evaluation and Classification, Traffic Safety Resource Prosecutors, DWI Courts and the Judicial Outreach Liaison.

Prior to working in the Regional Office, she worked in the Enforcement and Justice Services Division in Headquarters for 15½ years. She worked with prosecutors, judges, the Drug Evaluation and Classification Program, Standardized Field Sobriety Testing, law enforcement youth activities, State Association of Chiefs of Police and University and College Police Sections of the International Association of Chiefs of Police (IACP), and impaired driving enforcement programs. She was presented with an Honorary Member of the Division of State Associations of Chiefs of Police Award. She served as a member of the Ad Hoc Committee for Youth, Drinking and Driving and the Technical Advisory Committee of the IACP.

Prior to her employment with the NHTSA, she worked with the Arkansas Highway Safety Program for 7½ years. During that time, Sandy served as the Impaired Driving and the Occupant Protection Coordinator.

BITS OF HISTORY ON ADULT OCCUPANT RESTRAINTS

- 1885- Safety belts were used on horse-drawn vehicles to prevent ejection.
- 1910- Leather safety belts used on U.S. Army plane No. 1 to prevent ejection.
- 1922 – The first safety belt used as a safety device was used by Barney Oldfield in his race car. An interesting story...<http://www.irvinautomotive.com/history.htm>
- 1940- Cornell University conducted the first research program on the causes of vehicular crashes.
- 1949- Nash-Kelvinator introduced the first factory-installed safety belt.
- 1955- Lap belts were optional equipment in all 1956-model cars.
- 1964- Lap belts were standard equipment in most motor vehicles.
- 1966- U.S. Congress passes P.L. 89-593 establishing National Highway Safety Bureau (now NHTSA).
- 1973- Congress establishes incentive program for states to enact mandatory usage laws.
- 1974- Interlock systems were required on all new passenger vehicles.
- 1974- Congress repeals ignition interlocks or continuous buzzer systems after the practices were widely rejected by American motorists and withdraws incentive program.
- 1975- First production tension-relieving device on shoulder strap.
- 1978- Congress required states to allocate 2 percent of highway safety funds to safety belt usage.
- 1982- Office of Occupant Protection is established in Traffic Safety Programs.
- 1982 – National Observational safety belt survey belt use is 11.3 percent.