

**2002 Annual Report
of the
Governor's Office of Highway Safety**

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Message from the Director

The Annual Report of the Governor's Office of Highway Safety (GOHS) documents the accomplishments of the agency and our many partners during the 2002 Federal Fiscal Year. During this period, GOHS conducted and funded an unprecedented number of life-saving initiatives designed to reduce motor vehicle crashes, injuries and fatalities by increasing public awareness and altering behavior. The tremendous growth of Georgia's population and increases in vehicle miles traveled make the role of the Governor's Office of Highway Safety pivotal as more people and cars burgeon our roadways.

The agency's ongoing mission is to inform the public of the life saving role of seat belt and child safety seat usage and the dangers of impaired driving, speeding, and failure to comply with driving laws. In the 2002 Federal Fiscal Year highway safety partnerships were strengthened and new alliances were developed with the Georgia State Patrol, county sheriffs departments, municipal police offices, community organizations, fire departments, health departments, high schools, colleges, businesses, and others.

As these milestones are applauded, we recognize that there is still more work to be done as we continue to find innovative ways of keeping the public aware of, involved in, and committed to highway safety.

**Yvonne L. McBride
Director**

PLANNING AND ADMINISTRATION

Following enactment of the 1966 Highway Safety Act, the Georgia Governor's Office of Highway Safety (GOHS) was established for the purpose of using public information and education to reduce motor vehicle crash injuries and deaths. In 1998 the Transportation Equity Act for the 21st-Century (TEA-21) was enacted to provide basic and incentive grant funds to states that implement effective laws and programs. These funds are awarded by the National Highway Traffic Safety Administration (NHTSA) who requires state highway safety offices to provide a minimum of 40% of highway safety money to local jurisdictions. GOHS distributes 80% of the highway safety funds to local units and 20% to state agencies.



MISSION

The mission of the Governor's Office of Highway Safety is *to educate the public on highway safety issues and facilitate the implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways.* GOHS accomplishes the mission through programs in *Alcohol and Other Drug Countermeasures, Speed and Aggressive Driving, Occupant Protection, Pedestrian and Motorcycle Safety, Law Enforcement Services, Public Information and Education, Roadway Safety, NETS, Traffic Records, Safe Communities, and Legislative Initiatives.*

HIGHLIGHTS OF THE YEAR

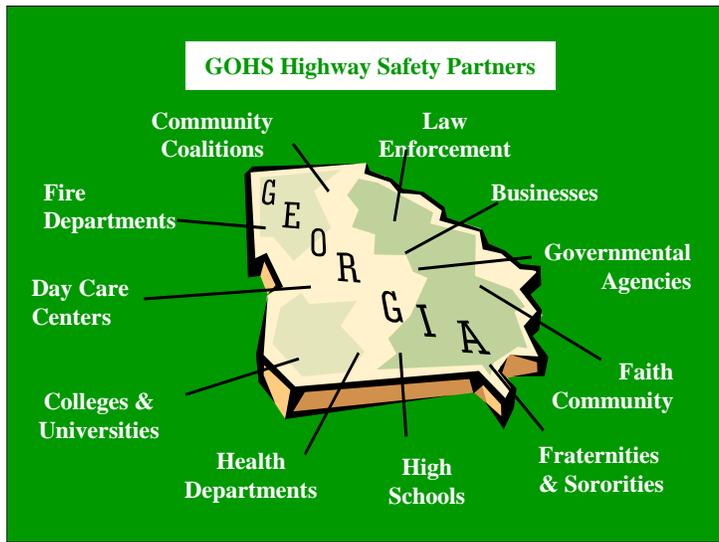
Traffic Enforcement Networks

GOHS has created 16 regional Traffic Enforcement Networks that involve law enforcement agencies in all 159 Georgia counties. These networks have resulted in 100% participation from Georgia's law enforcement community in statewide seat belt and alcohol mobilizations such as *Click It Or Ticket* and *Operation Zero Tolerance: You Drink, You Drive, You Lose.* The networks are coordinated by full time law enforcement officers who organize and facilitate monthly meetings.. In addition to local and state law enforcement officers, prosecutors, judges and representatives attend network meetings from other traffic enforcement agencies such as the Georgia Department of Natural Resources, Department of Motor Vehicle Safety, Department of Corrections and Military Police.

GOHS has established an email *list serv* to communicate legislative updates, court decisions and other pertinent information to traffic enforcement officers across the state. Georgia's Traffic Enforcement Network has become a national model recognized by the National Highway Traffic Safety Administration who encourages other states to adopt the concept. The states of Tennessee and South Carolina are now in the process of duplicating the model.

Expanded Partnerships

The unprecedented growth of Georgia's population and steady increase in vehicle miles traveled require a growing coalition of advocates to address the issues of crash injuries and deaths. GOHS has grown from awarding 40 grants to law enforcement agencies in 1998 to awarding 150 law enforcement grants in the 2003 fiscal year. Further the agency has increased the overall number of highway safety grants awarded from 65 in 1998 to 280 in the 2003 fiscal year. Grantees identify local highway safety issues and develop programs to address them. The GOHS staff provides technical support, data, and materials to partners. GOHS has initiated an expansive community outreach component designed to reduce motor vehicle crash deaths and injuries throughout the state, but particularly in rural Georgia and among minority populations. The GOHS Community Coalitions are located in counties where crash fatality rates are above the state average. They are designed to empower and inform communities across Georgia to increase the number of drivers and passengers who use seat belts and child restraint systems through programs, training, partnership and public information and education. The community coalitions work in close partnership with the Traffic Enforcement Networks.



GOHS Resource Center

In 2002, the Governor's Office of Highway opened a *Highway Safety Resource Center* to serve as a repository and distribution base for highway safety materials in Georgia. Through the Resource Center, educational materials and promotional items related to roadway safety are made available to agencies, organizations, and individuals throughout the State and Region. A significant and essential step in this process involved hiring a trained librarian/media specialist who is responsible for the overall organization and management of the center. The center can be accessed through personal visits, via telephone, or on the agency's web page.

GOHS Web Page

GOHS maintains and regularly updates a web page (WWW.GOHS.STATE.GA.US) which expanded in 2002 to include the following crash fatality data files:

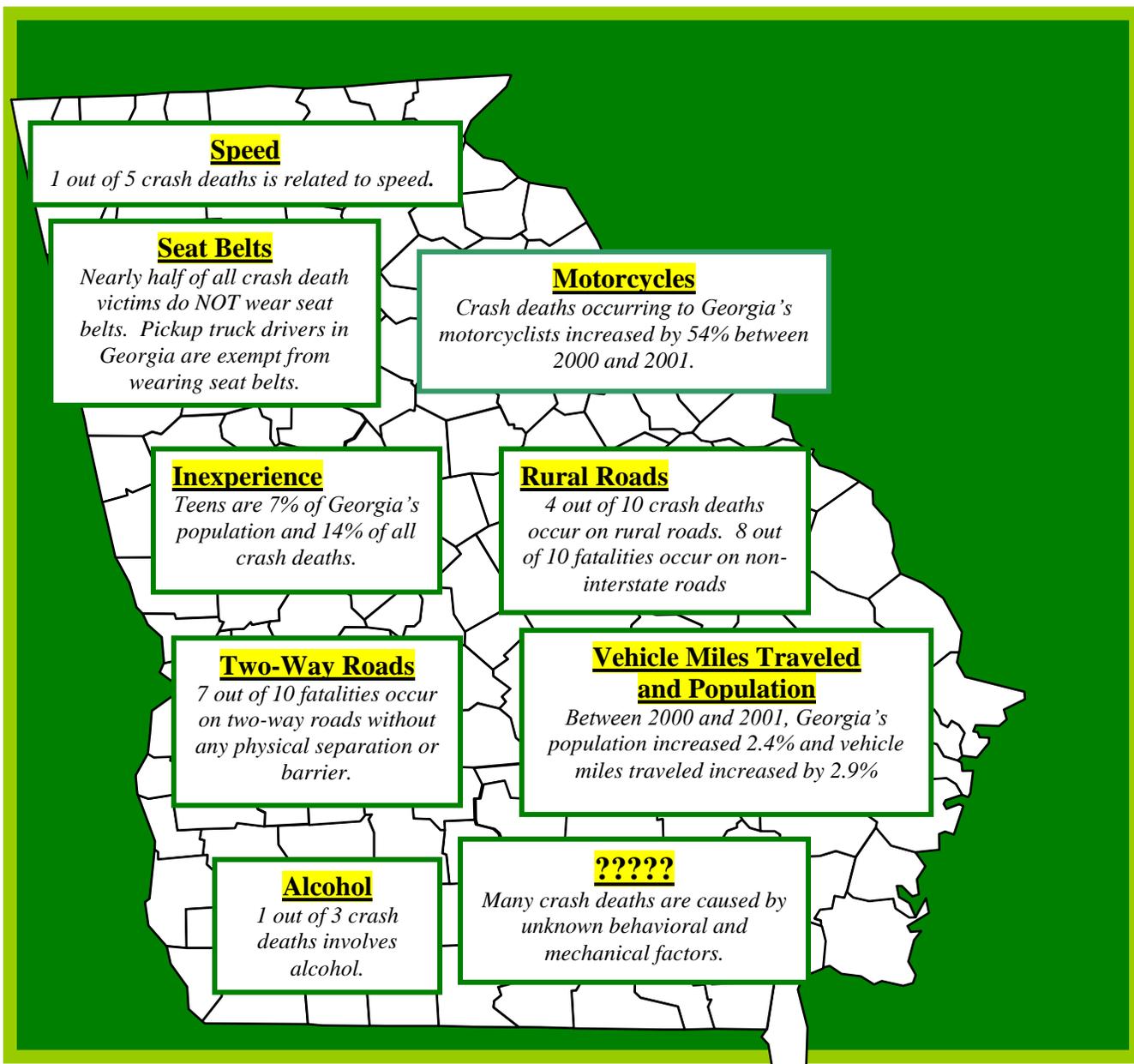
- U.S. Crash Deaths by State (1994-2001)
- Georgia Crash Deaths by County (1994-2001)
- 2001 Georgia Crash Deaths by Vehicle Type
- 2001 Georgia Pedestrian Deaths
- 2001 Georgia Teen Deaths by County

Data Analysis

Georgia is one of the fastest growing states in the country. Comparing 1990 and 2001 data reveals a 6% increase in crash deaths, 33% increase in vehicle miles traveled, and 23% increase in population. Currently, Georgia has the highest seat belt usage rate and child safety seat usage rate in its history. This is due in large part to the collaborative involvement of law enforcement and community partners throughout the state. Georgia's explosive growth will continue to require vigilante, expansive, and inclusive highway safety initiatives. The primary causes of crash deaths in Georgia are indicated in the map below:

10-Yr Comparison of Georgia's Crash Deaths

	1990	2001	% Change
Fatalities	1562	1651	6%
VMT per 100-mill	727.47	1079	33%
Population	6,478,216	8,383,915	23%



CHALLENGES

State Crash Data

Highway safety programs are dependent upon timely and accurate crash data. Since 1998, Georgia has neither processed nor reported crash and injury data which has resulted in total dependence upon crash fatality numbers for the development of safety programs. Recently, the Department of Motor Vehicle Services (DMVS) became the state repository of crash data and is currently processing crash files from 1998 to the present. Until this process has concluded, the lack of crash data continues to cause serious planning problems for state highway safety advocates. It is a particularly acute problem for GOHS.

Grants Management System

A primary function of GOHS is the distribution and management of grants to law enforcement agencies and other partners throughout the state. The process is complicated by the various NHTSA funding categories, timelines, and reporting requirements. The lack of an effective grants management system has caused a serious burden for the administration of GOHS grants. The agency is in need of a grants management system

Alcohol and Other Drug Countermeasures

Alcohol related crash fatalities dropped 4.8% last year in Georgia.

PROBLEM

Thirty seven percent of all motor vehicle crash deaths in Georgia in 2001 involved alcohol or drugs. Impaired driving killed 557 people on Georgia's roadways in 2001, down 4.8% from 2000. In 2001 Georgia received national recognition for being the only state where alcohol related fatalities (with a BAC of .10 or greater) decreased for three consecutive years.

GOAL

In 2002, the Governor's Office of Highway Safety sought to decrease the number of persons killed in alcohol-related crashes by 6% from 1999 to 2002.

ACCOMPLISHMENTS

Georgia implemented one of the most comprehensive efforts in the history of the State to curtail impaired driving crashes. Aggressive enforcement, increased education and awareness, progressive legislation and effective training of law enforcement, prosecutors and judges are the primary elements of the effort.

H.E.A.T. (HIGHWAY ENFORCEMENT OF AGGRESSIVE TRAFFIC)

This multi-jurisdictional approach to addressing impaired and aggressive driving was implemented in 2002 in the Metro Atlanta area. The initiative is comprised of three officers from eight jurisdictions who collectively form a twenty-four member **H.E.A.T.** Team. The participating jurisdictions include: Cobb, DeKalb, Fulton, Gwinnett, Clayton and Henry Counties and the cities of Atlanta and College Park. Each **H.E.A.T.** officer is armed with educational materials to educate the public about laws related to aggressive and impaired driving and a citation booklet to cite those who do not follow the law.



In 2001 the Georgia State Legislature created a new law related to aggressive driving and impaired driving by lowering the BAC from 0.1 to .08. The new driving law states, “A person commits the offense of aggressive driving when he/she operates any motor vehicle with the intent

“For the first time in the history of highway safety, the Georgia Governor’s Office of Highway Safety has created a multi-jurisdictional task force to address aggressive and impaired driving in Georgia. ”

*- Director Yvonne L. McBride
H.E.A.T Press Conference*

to annoy, harass, molest, intimidate, injure, or obstruct another person. Any person convicted of aggressive driving will be guilty of a misdemeanor of a high and aggravated nature and a six-point assessment toward the suspension of their driver’s license.” In addition to lowering the BAC to .08, the legislature also made it illegal to possess an open container of alcohol in the passenger area of a motor vehicle. With these changes, Georgia’s law enforcement community, including the H.E.A.T. Team, was able to save an immeasurable number of lives on the State’s roadways.

Summary of H.E.A.T. Enforcement Activities (January – September 2002)

Agency	Atlanta	Clayton	Cobb	College Park	DeKalb	Fulton	Gwinnett	Henry	Totals
Child Restraint	7	27	104	77	144	10	30	39	438
DUI	294	60	223	71	320	249	423	363	2003
Drug Arrests	12	19	66	0	14	13	3	82	209
Following Too Close	7	10	6	5	50	5	0	262	345
Improper Lane Change	29	35	290	20	23	15	189	20	621
Other Felony Arrests	21	2	33	0	1	3	11	1	72
Reckless Driving	134	3	7	5	55	3	6	45	258
Red Light Violations	54	9	64	29	42	16	33	61	308
Seat Belt	48	34	76	158	579	97	24	578	1594
Speeding	2148	925	753	2334	2209	643	999	2352	12363
Stolen Vehicles Recovered	2	0	8	0	1	1	0	11	23
Suspended/Revoked License	100	39	123	113	103	16	46	102	642
Uninsured Motorist	483	20	123	175	63	26	11	640	1541
Aggressive Driving	4	0	0	0	15	3	18	3	43
Eluding a Police Officer	16	3	2	2	15	0	0	3	41
Other Citations	1151	354	624	279	674	369	215	2701	6367
Crashes wkd/Month	0	3312	8899	660	11580	8468	18402	4396	55717
Fatality crashes/Month	0	5	21	2	23	22	55	14	142
Injury crashes/Month	0	551	1201	120	2540	1509	2963	963	9847

Note: Clayton project started in May 2002.

Cobb County Police Department H.E.A.T. Task Force

Since the Cobb County Police Department implemented it’s H.E.A.T. Task Force, crashes and injuries decreased as the number of citations issued went up. Motor vehicle

crashes were down 14 percent in Cobb County in 2002 compared to 2000. Total fatal crashes dropped 22 percent, impaired driving crashes decreased 54 percent, speed related crashes decreased 24 percent and crashes involving teens dropped 33 percent. The Cobb County Police Department wrote 46,555 speeding citations during the grant period, an increase of 23 percent over the previous year. The seat belt usage rate also increased in Cobb County to 90 percent, a 10 percent increase over 2001. The three Task Force officers made daily contacts with citizens through enforcement and educational efforts. The *Atlanta Journal and Constitution*, *Marietta Journal* and local television stations – WSB, WXIA, WGCL and WAGA did an outstanding job of promoting the work of the Task Force.

Cobb County H.E.A.T. Task Force

Citation Area	Goal	Actual
DUI	298	386
Speed Warnings	1,080	1,802
Seat Belts	290	13,369
Child Safety Seats	208	495

**College Park Police Department
H.E.A.T. Task Force**

College Park Police Department’s **H.E.A.T.** Task Force exceeded its goal in the first year of operation. They received good media coverage with articles being placed in the *South Fulton Neighbor* newspaper. Coverage on local TV and the local cable TV company covered the “Ghost Out” presentation at Woodward Academy. Task Force officers made public education presentations at Woodward Academy, Clayton County 4-H Clubs, and the College Park Citizens Police Academy.

The College Park H.E.A.T. Task Force made 106 DUI arrests and the Police Department made an additional 104 DUI arrests. The Task Force wrote 2,808 speeding citations and the Department wrote another 1,178 speeding citations.

**Clayton County Police Department
H.E.A.T. Task Force**

Clayton County joined the GOHS Multi-jurisdictional Task Force in May 2002. Of the five officers assigned to the Task Force, two were funded by GOHS and three were funded by the county. One is becoming a certified DRE Expert and all three are Certified Child Safety Seat Technicians. In the past two years (FFY2001 & FY2002), the county experienced a 3.6% increase in the number of motor vehicle crashes, from 10,034 to 10,392 and a 5.5% reduction in the total crash-related injuries (from 2,161 to 2,043). For the same time period, alcohol related deaths remained the same (2) and there were 5 speed related crash deaths. Based on statistical data, the county is now developing strategies to address the problem of pedestrian crashes. From October 2001 thru September 2002, the county experienced a total of 180 pedestrian crashes, resulting in 4 deaths and 70 injuries.

Fulton County Police Department H.E.A.T. Task Force

Total motor vehicle crashes decreased by 12.7 percent in Fulton County in 2001. Fulton County Police Department also reported a 12 percent increase in seat belt usage and a 96 percent child safety seat usage rate. The agency placed 3 news stories reaching over 2.2 million readers and four TV appearances reaching 685,000 viewers.

Fulton County reports an 80 percent decrease in total crashes involving failure to wear seatbelts, and a 56 percent decrease in total crashes resulting in death.

Henry County Police Department H.E.A.T. Task Force

Henry County is the 2nd fastest growing county in the State of Georgia and the 5th fastest growing county in the Nation. Since 1990, the county's population has increased by 103%, growing from 56,000 to 120,000. This tremendous growth in population has strained the department's efforts to obtain a reduction in the number of crashes, injuries and fatalities. Even with the activities conducted by the **H.E.A.T.** Task Force officers, the county's crash rate increased. In 2001 the county had a total of 98 DUI crashes and in 2002, the county had a total of 152 DUI crashes. DUI injuries increased from 43 to 66 for that same period. In 2001 there were no DUI fatalities; however, for 2002 there were 3 reported. The Task Force participated in 131 sobriety checkpoints, 84 occupant protection road checks, 6 community outreach programs and 2 media events.

City of Atlanta Police Department H.E.A.T Task Force

The Atlanta Police Department began implementing the Metro Atlanta Multi-Jurisdictional Task Force by assigning three (3) police officers to augment existing DUI and speed/aggressive driving enforcement efforts. In FY 2002, the Task Force issued 398 DUI citations contributing to a departmental total of 1688. This level of enforcement, department-wide, falls short of the objective to increase DUI arrests by 25%. The Task Force issued a total of 2998 speeding citations in FY 2001. According to the data provided by the Hit and Run Unit, Atlanta indicates that there were 7 crashes that were alcohol or other drug related, resulting in 4 fatalities and 9 injuries. Surprisingly, one of the problems that plagued the program led to a significant improvement. Most of the city's crash data was lost due to a computer crash. Recognizing the need for crash data as a key to deployment of resources and program evaluation, the Project Director directed his Hit and Run Unit to collaborate with the Central Crime Analysis Unit to produce crash data in a tabular form that identified the various relevant factors in each crash (injuries, fatalities, alcohol/speed related, location, time of day, day of week, etc). Access to this information has proven invaluable to resource deployment decision-making.

**Gwinnett County Police Department
H.E.A.T. Task Force**

The overall objective of this program was to continue to support the reduction of DUI related crashes, injuries and deaths not only in Gwinnett County but also in the metro Atlanta region. During the course of the grant period officers assigned to the Gwinnett County DUI Task Force, including the 3 officers specifically assigned to the grant program, made the following arrests:

OFFENSE	Grant Officers	Task Force
DUI	570	1617
Habitual Violators	4	6
Suspended License	75	172
Speeding	1248	2301
Aggressive Driving	24	73
Lane Use Violation	247	699
Sobriety Checkpoints	55	55
DUI Arrests from Checkpoints	125	354
TOTAL ARRESTS	2541	5155

**DeKalb Police Department
H.E.A.T. Task Force**

Between January and September 2002, the DeKalb **H.E.A.T Task Force** issued a total of 2,209 citations for speeding, 320 for DUI, 579 for seat belt violations. Additionally, the unit, through routine stops, apprehended 103 people for driving with a suspended license and 63 for being uninsured.



OPERATION ZERO TOLERANCE (OZT)

Operation Zero Tolerance: You Drink, You Drive, You Lose (OZT) was implemented in three phases. During the planning phase, from October 1, 1999 through June 30, 2000, formal implementation and public education and information (PI&E) plans were adopted, critical background data were collected, and support for the program was mobilized. During the implementation phase (July 1, 2001 through September 30, 2001) 2,837 checkpoints were conducted, which exceeded more than five-fold the initial program goal of 540. By the program's eighth month, at least



one sobriety checkpoint was documented in each of Georgia's 159 counties. Phase three (Evaluation) ran from October 1, 2001 through March 31, 2002. During this phase, programmatic checkpoint and fatality data were analyzed. Due to a data management problem in the state, expected data on DUI crashes and injuries for the period leading up to and through the program were not available. Notwithstanding the data retrieval problem, most program objectives were met or exceeded.

Summary of Checkpoint Numbers from the Demonstration Project

ITEM	NUMBER
Number of Reported Checkpoints	2,837
Vehicles Through Checkpoints	355,480
Vehicles Stopped at Checkpoints	280,082
DUI Citations Issued	2,322
DUI Citations, Under 21 Years of Age	332
Standardized Field Sobriety Tests	3,516
Drug Recognition Expert Evaluations	372

The success of **OZT** resulted in Georgia being awarded funding for a demonstration project on effective DUI prosecution and adjudication in 2002, Georgia's documented best practices of OZT were selected by the National Highway Traffic Safety Administration (NHTSA) to be distributed nationwide in 2003. In the final quarter of FFY 2002, Clarke, Hall and Chatham Counties were selected as the three demonstration sites. Each of these jurisdictions have been involved in partnerships with GOHS law enforcement initiatives and they have drug courts. Using the Drug Court concept, these jurisdictions will implement a full DUI Court Model that involves enforcement, prosecution, adjudication and treatment during FFY 2003.

OTHER ALCOHOL COUNTERMEASURES GRANTS

**Athens Clarke County Police Department
DUI Task Force**

The **DUI Task Force** conducted enforcement and education programs that resulted in a reduction of alcohol and drug related crashes by 15% during 2002 compared to 2001, and a reduction in alcohol/drug related injuries by 20%. Thirty-seven (37) officers were trained in the administration of the Standardized Field Sobriety Testing Curriculum, five more than planned. Voluntary use of occupant restraints by front-seat passengers was

increased 10% during the grant period. During this same period, speed related crashes showed an increase of 9.2% and speed related fatalities remained constant at 3. The department wrote 1,750 citations for failure to wear a seat belt, against a goal of 1,200. There was a 12 percent increase in the child safety seat usage rate from 77 to 89 percent. The agency established partnerships with Mothers Against Drunk Driving, Safe Children of Athens, Athens Downtown Development Authority, the Clarke County School System, and several private schools in the county.

Whitfield County Sheriff's DUI Task Force

In its first year of operation, the **DUI Task Force** conducted 46 DUI Sobriety Checkpoints. Between January and September 30, 2002 the unit made 228 DUI arrests (an increase of approximately 150 over the previous year) and wrote 577 Speeding/Warning Citations. The Task Force provided 36 public information and education programs reaching over 10,700 people and conducted 36 exhibits reaching another 4,000 people. The task force also made presentations on drinking and driving to over 1,500 high school students. Between October 1, 2001 and September 30, 2002, Whitfield County experienced an 8.3 percent reduction in motor vehicle crashes and a 22 percent reduction in fatal crashes, saving two lives over the number of fatalities in the previous year. Total crashes resulting in injury dropped 31 percent. Impaired crashes resulting in death were reduced 66 percent and speed related crashes dropped 44.9 percent. Total crashes involving teens dropped by 31 percent and teen deaths 66 percent. The agency received exceptional coverage by local media. Whitfield County has formed coalitions with Safe Kids, Mohawk and Shaw Industries and Wal-Mart Corporation in an effort to reach new audiences.

Whitfield County DUI Task Force in its first year of operation contributed to a 66 percent reduction in impaired crashes in the county.

Forsyth County DUI Task Force

The goals of the Forsyth DUI Task Force, over the four years of the grant were to reduce crash related injuries 10 percent, increase the seat belt usage rate by 10 percent, and increase public awareness of DUI dangers by holding at least 72 public presentations. There was a 53 percent reduction in crashes, a 72 percent reduction in injuries, and a 30 percent increase in the seat belt usage rate. Over 3,000 DUI arrests were made.

City of Macon DUI Task Force

The Macon Police Department is committed to highway safety, enforcing traffic laws and reducing the number of impaired related crashes. Alcohol and drug related crashes decreased by 20 percent, while speed related crashes decreased 36 percent, and total fatal crashes went down by 16 percent. The Task Force notified and encouraged the local media to participate in all its activities and received excellent support from all forms of media. The unit was featured in 3 print media stories, one radio program and 4 TV programs reaching 50,000 to 85,000 viewers. Public service announcements ran 5 times per day, 4 days each week on local radio stations.

Georgia Institute of Highway Safety (Located at Paine College)

Through the collaborative efforts of the Governor's Office of Highway Safety and Paine College, the Georgia Institute of Highway Safety was established. The goal of the Institute is to reduce traffic fatalities and injuries by providing resource materials and technical assistance to diverse community based safety advocates. The Institute's Advisory Committee meets on a quarterly basis. In 2002, the Institute conducted 30 training and public presentations, of which 13 were drug and alcohol related reaching a total of 1,033 people, and 14 exhibits reaching an additional 350 people. During 2002 the Institute participated in more than 40 Child Passenger Safety events and was proud to receive the "Buckle Up America" award presented by the University of Georgia Cooperative Extension Service for outstanding work.

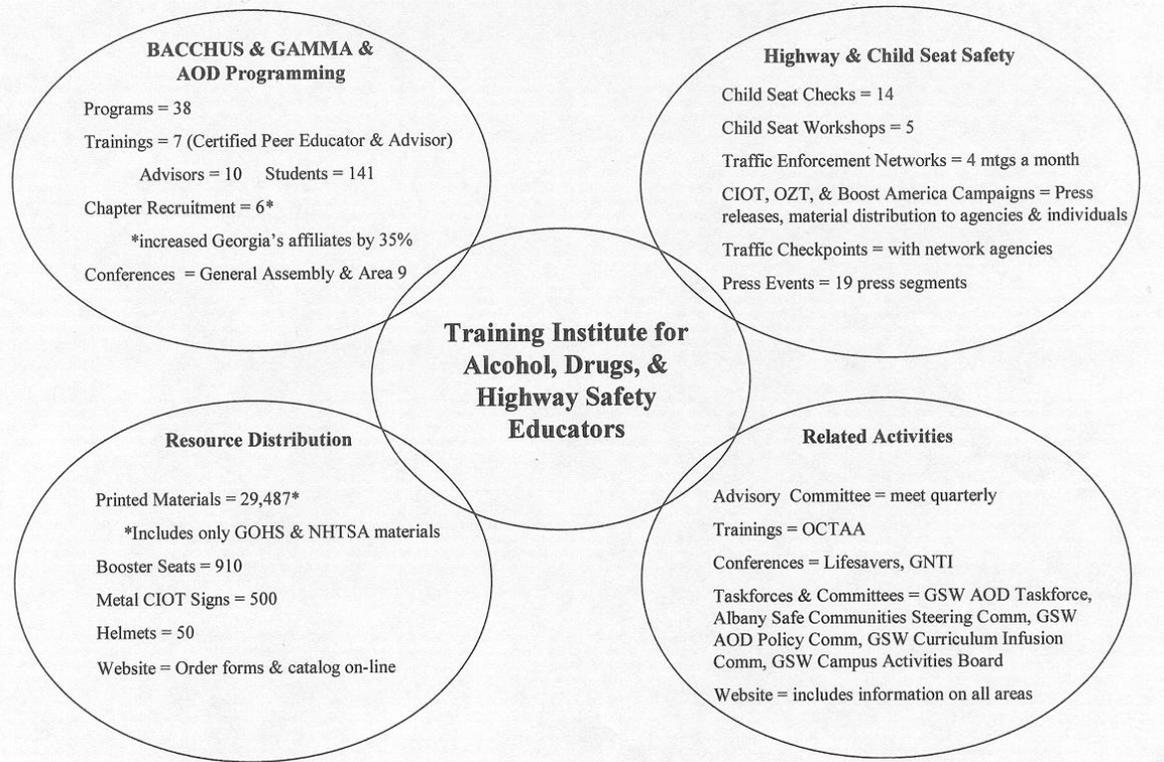
The Training Institute For Alcohol, Drugs and Highway Safety

The Training Institute strives to provide quality training and technical assistance to Georgia institutions of higher education wishing to establish Bacchus and Gamma organizations operate an educational resource center with materials focused on substance abuse prevention and highway safety.

"The Training Institute has been essential in implementing programming and educational events. Without their leadership and assistance, many of the programs would never have come to fruition."

Retta Evans, Ph.D., Chair
Task Force on Alcohol and Drugs
Georgia Southwestern

Training Institute for Alcohol, Drugs, & Highway Safety 2001-2002 At-A-Glance



Jeff Davis County Health Department

The goal of this project was to prevent teen DUI's by providing teen drivers with the opportunity to take part in the Fatal Vision Program. The project exceeded its goals of 24 presentations reaching 15,000 students by making 36 presentations reaching 16,000 students in 16 counties in the region. Thirty-six newspaper articles were placed and 3 TV programs focused on the program. There were no teen deaths in any of the schools during the time of this project.

Georgia Bureau of Investigation

This grant provided laboratory support of DUI-drug analysis by funding two scientists to perform blood alcohol determinations in DUI cases. The agency reports that the hiring of two additional forensic scientist has allowed DUI-drug cases to be significantly reduced in time for the analysis, compared to previous years -- 1,799 cases were received and 1,474 were processed within 30 days of receipt -- slightly better than an 80 percent rate for the year.

Georgia Public Safety Training Center (Georgia Police Academy)

This project supports training for Georgia law enforcement officers. In 2002 the agency presented 71 classes (compared to 57 classes in 2001), reaching 1,249 law enforcement officers (compared to 1,052 officers in 2001) and averaged 28 students per class. Classes were provided in: Advance Traffic Law, DUI Case Preparation & Courtroom Presentation, DUI Standardized Field Sobriety, DRE School, DRE Instructor, Drugs That Impair Driving, SFST Instructor Update, DRE Re-certification, DUI Case Report Writing, Radar Re-certification and multiple miscellaneous training meetings.

Georgia State Patrol

The goal of this project was to provide a conspicuous effort by troopers outside of their regular shifts to focus on the deterrence and apprehension of DUI violators. Troopers worked over 19,000 hours of overtime. A driving simulator was purchased to train troopers on how to handle chases involving DUI drivers. During the additional work hours troopers made almost 29,000 arrests; including 1,693 for DUI. The GSP also wrote 173,743 citations for speeding and made approximately 1,200 presentations reaching 74,582 people. Funding also provided for the purchase of 255 in-car cameras for DUI enforcement.

Georgia Sheriff's Association

This grant provided for the training of members of the Georgia Sheriff's Association. Fifty-five of the 159 counties responded to the survey on training needs and 49 counties expressed interest. However, through continued advertising efforts, 73 counties sent representatives to the training.

“This conference provided a wide variety of information with valuable supervision training that is seldom offered to sheriff's offices.”

Training Participant

Drug Impairment Training for Education Professionals (DITEP)

A growing concern for impaired driving among high school students led the Governor's Office of Highway Safety to conduct a pilot training session of the Drug Impairment Training for Education Professionals (DITEP). The sessions took place from February 19 – 20, 2002 at Mercer University in Macon, Georgia. Participants included 13 nurses and 25 educators. Eight Georgia Drug Recognition Expert (DRE) instructors were trained in administrative requirements, course goal and objectives, concepts of adult teaching and learning, a review of the DITEP curriculum package and some of the complexities of teaching DITEP. The first session consisted of training for school administrators, counselors, social workers, school nurses, and campus police. The information presented in this session covered drug use in society, laws, policies and roles,

identifying signs and symptoms of impairment in each of the 7 drug categories as well as how to notify parents that their student is impaired. On day two, school nurses were taught how to identify and assess a student who is believed to be impaired. Thirteen school nurses and one campus police officer attended. Information presented included how to complete eye examinations and divided attention test used to detect drug use, signs and symptoms of poly drug use and documentation. Feedback from participants was very positive.

Speed and Aggressive Driving

Speed was a factor in 20% of the motor vehicle crash deaths in 2001, the lowest percentage in the past eight years.

PROBLEM

The chance of a crash being fatal is over three times higher when speed is involved. Speed decreases the time available to make split second decisions, increases difficulty in maneuvering a vehicle, reduces the time and ability to stop safely, and contributes significantly to the severity of impact. In the past few years, aggressive driving and road rage have made headlines and many states have begun to address these issues. Speed, coupled with aggressive driving makes our roads and highways even more dangerous and if not addressed will contribute to increased fatalities.

Georgia law allows drivers to exceed the posted speed limit by 10 miles before they can be stopped and ticketed on interstates and major highways. Drivers in Georgia have become accustomed to driving faster than the posted speed limit without fear of being ticketed. This problem, coupled with reduced law enforcement officers on the roads and speed and aggressive driving become the norm. It is difficult to single out drivers speeding when the majority of the vehicles are going 10 miles over the speed limit as the norm.

GOAL

The goal of the GOHS Speed and Aggressive Driving initiatives was to decrease the number of persons killed in speed-related crashes by 4% from 1999 to 2002.

ACCOMPLISHMENTS

Since 1994, speed-related crash deaths have ranged from a high of 367 in 1997 to a low of 318 in 1999. There was a 2 percent decrease in speed-related crash deaths over the past year.

Changes in Speed-Related Crash Deaths in Georgia

	1994	1995	1996	1997	1998	1999	2000	2001
Speed Fatalities	345	358	367	356	333	318	342	336
Annual % Change		4%	2%	-3%	-7%	-5%	7%	-2%
Total Fatalities	1425	1488	1573	1577	1568	1508	1541	1651
Speed % of all Fatalities	24%	24%	23%	23%	21%	21%	22%	20%

Savannah Speed/Aggressive Driving Task Force

The Savannah Task Force, composed of four officers and one Sergeant, exceeded all project goals during 2002. The Task Force issued 14,293 citations including 4,856 for speeding, 868 for running a red light, 512 for DUI, 2,725 for failure to wear a seat belt, and 5,332 for other reasons. Total citations written by the Task Force were 48 percent above the goal of 9,600 citations. Total motor vehicle crashes dropped from 12,309 in 2001 to 12,137 in 2002 and total fatal crashes remained the same at 12. Impaired driving crashes resulting in death dropped 67 percent from 10 to 6 in 2002. The Task Force made 20 educational presentations reaching 6,300 people. The four public service announcements produced reached 155,000 people and print media stories reached another 140,000 people. The Task Force has formed partnerships with Mothers Against Drunk Driving, Safe Kids of Savannah, *Chic-fil-A*, Savannah/Chatham County Board of Education and the South Eastern Traffic Enforcement Network.

Hall County Sheriff's Department Speed/Aggressive Driving Task Force

The Task Force added three new officers to the existing traffic enforcement unit. This enabled them to issue 999 speeding citations, exceeding its goal by 55 and make 43 DUI arrests, exceeding the goal by seven. Overall, motor vehicle crashes are down 35 percent in Hall County during this grant period and teen deaths dropped 43 percent. Working closely with Gainesville Safe Kids, Hall County high schools and elementary schools, Task Force officers have made over 30 public presentations reaching over 3,000 adults and teens. The Task Force placed 32 news stories, including a weekly column written by one of the officers, reaching over 30,000 readers. Additionally, the Task Force made four TV appearances on the local cable channel. The Task Force was instrumental in the development and delivery of the Sheriff's "Teen Driving Safety Program" that was taught in all six Hall County high schools.

"I lost a friend this year in a car crash. As a participant in the Teen Driving Safety Program I have learned many things that will keep me and my friends safer on the road."
Laurie Lovell, Hall County Teen

Villa Rica Police Department and Carroll County Sheriff's Office Speed/DUI Task Force

This Task Force has changed the driving habits of citizens in Carroll County. The unit has developed a reputation of providing a valuable service to the public with positive traffic enforcement countywide. Speeding citations are up 119 percent due to the Task Force's efforts to reduce speeding. The Task Force has placed two newspaper articles reaching over 27,000 citizens and one TV program reaching 100,000 people.

Occupant Protection

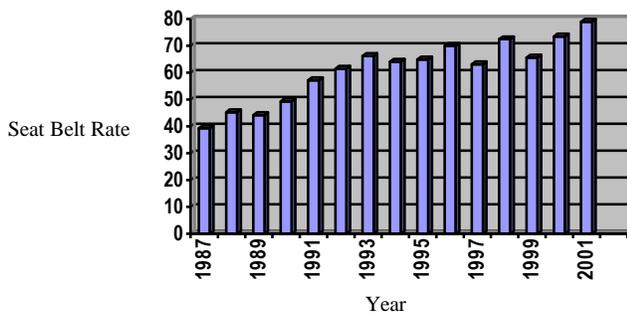
Georgia's seat belt and child safety seat usage rates are the highest in the State's history.

PROBLEM

The State of Georgia has a primary seat belt law for adults and children. The strict legislation and high visibility law enforcement have resulted in a current seat belt usage rate of 79% and a child safety seat rate of 93.5%, the highest in the State's history.

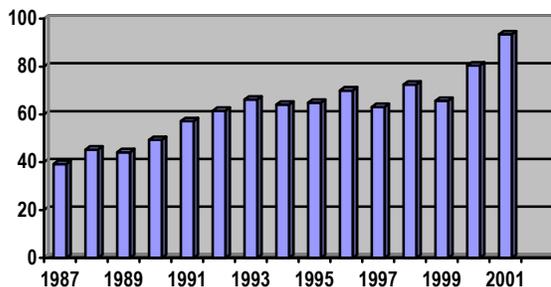
Nevertheless, motor vehicle crashes continue to be the leading cause of accidental death in Georgia. In 2001, there were 1,651 motor vehicle crash fatalities in Georgia resulting in an estimated economic cost of \$1.33 billion dollars. The National Highway Traffic Safety Administration estimates that seat belts, when used correctly, are 43.5% effective in preventing deaths in potentially fatal crashes and 50% effective in preventing serious injuries. Research has found that child safety seats, when properly installed and used, reduce fatal injuries by 71% for infants and by 54% for toddlers in passenger vehicles. For infants and toddlers in light trucks, the corresponding reductions are 58 percent and 59 percent, respectively.

SEAT BELT USE IN GEORGIA



Statewide, 79% of drivers and passengers fasten their seat belts.

CHILD SAFETY SEAT USE IN GEORGIA



The overall rate of child safety seat usage in Georgia is 93.5%

In 2000, 28 children age four and under were killed in motor vehicle crashes in Georgia. Of this number, only seven of the children killed were reported as properly restrained in child safety seats.

Georgia's Child Safety Seat Usage Rates (1997-2001)

Year	1997	1998	1999	2000	2001
All Vehicles	63.1 %	72.5%	65.7%	80.5%	93.5%
Atlanta, MSA	67.2%	73.5%	78.0%	83.2%	96.2%
Urban, MSA	64.2%	72.7%	63.0%	78.4%	85.3%
Rural	59.9%	71.4%	56.4%	76.3%	91.7%
White Drivers	74.7%	78.8%	69.8%	86.0%	97.0%
Nonwhite Drivers	52.3%	60.9%	59.0%	73.2%	87.65%
Male Drivers	62.8%	65.4%	61.7%	77.4%	93.1%
Female Drivers	65.4%	74.3%	67.6%	82.0%	93.6%

GOALS

The Governor's Office of Highway Safety established three major goals for occupant protection in 2002

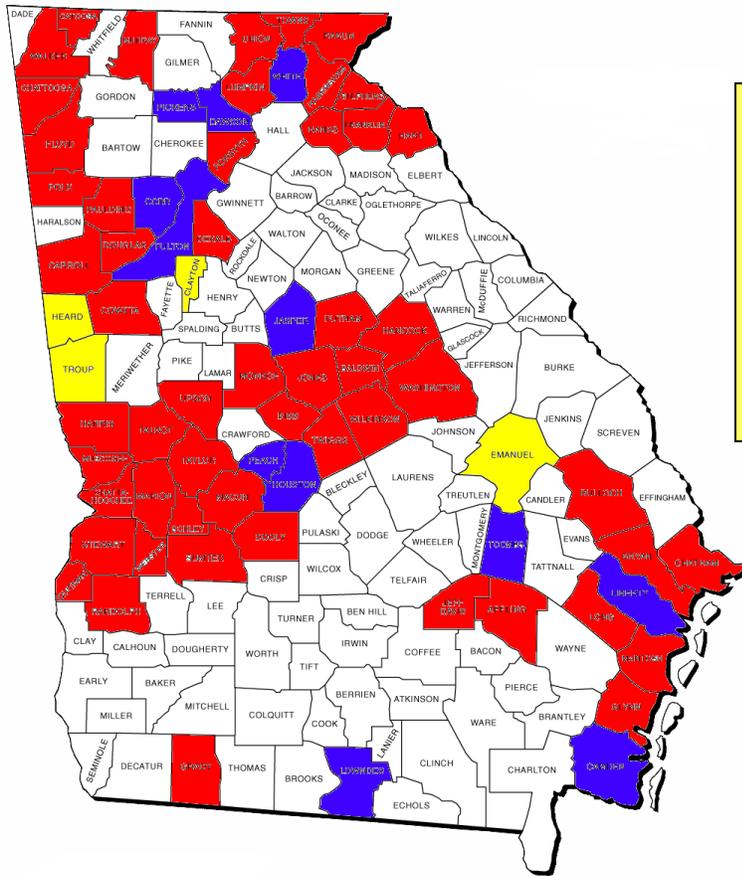
- To increase statewide safety belt use rate to 80% by the end of 2002.
- To increase child safety seat use rate for children under the age of five to 95% by 2002.
- To develop strategies to increase child safety seat and booster seat use among rural and minority populations statewide.

Partnerships were established with agencies and institutions that had the capability of reaching the largest number of adults and children.

ACCOMPLISHMENTS

Project Accomplishments

The Governor's Office of Highway Safety established partnership with health departments throughout the state. The projects resulted in over 624 child safety seat classes for parents and caregivers statewide. Additionally, over 4,308 child safety seats were distributed to low-income parents and caregivers. Over 100,000 individuals received printed materials on the importance of using seat belt and child restraint systems. Over 25,000 child safety seats were checked for proper installation and replaced as needed.



GOHS Health Department Partnerships
 Appling, Banks, Baldwin, Bibb, Bryan, Bulloch, Camden, Candler, Carroll, Catoosa, Chatham, Chattooga, Cobb, Coweta, Dawson, DeKalb, Douglas, Floyd, Forsyth, Franklin, Fulton, Glynn, Habersham, Hancock, Hart, Houston, Jasper, Jones, Liberty, Long, Lowndes, Lumpkin, McIntosh, Murray, Monroe, Paulding, Peach, Pickens, Putnam, Polk, Rabun, Stephens, Toombs, Towns, Twiggs, Union, Upson, Walker, Washington, White, Wilkinson.

- Health Departments
- Health and Fire/EMS
- Fire/EMS

DeKalb County Office of Family & Children Services

In order to increase services to a growing population, the DeKalb County Office of Family and Children Services increased the number Child Passenger Safety Technicians on staff to two. They conducted two highway safety summits and monthly child safety seat checks for clients.

Fulton Dekalb Hospital (Hughes Spalding)

The program increased the awareness of the importance of using occupant safety devices among hospital patients and staff.

Child Passenger Safety Public Information and Education-

The University of Georgia (UGA) produced 468 programs, interviews, newspaper articles, and exhibitions reaching 2,401,553 citizens statewide. The Department of Human Resources (DHR) conducted 294 programs, roadblocks, presentations, trainings, and distributed 5,346 child safety seats and 237,487 public information educational materials throughout the State.

Fitting Stations Across the State

The Atlanta Fire Department has placed child passenger safety technicians in various fire stations throughout the City of Atlanta. These facilities are open from 8:00 am - 8:00 pm, seven days a week to provide free child safety seat inspections. Between May and September 2002, more than 230 Child Safety Seats were distributed.



The parent or guardian is given one-on-one personal training by the child safety seat technician. This ensures that parents will receive instruction on how to properly install a child safety seat and will be able to replicate the process.



In addition to the Atlanta Fire Department, the Georgia Governor's Office of Highway Safety funds ten fitting stations across the State. These fitting stations are the Centerville Fire Department, Fort Valley Fire Department, Heard County EMA, Morrow Fire Department, Moultrie Fire Department, Smyrna Fire Department, Swainsboro Fire Department, Thomson Fire Department, and White County Safe Kids Coalition. These agencies were responsible for distributing or checking 1002 child safety seats during the past year.



Child Occupant Safety Project (Department of Human Resources)

The Child Occupant Safety Project (COSP) of the Department of Human Resources assembled and distributed 222 roadblock kits to 169 law enforcement agencies and 53 community groups. The COSP and the Injury Prevention Section were able to leverage funds within the Division of Public Health to purchase thousands of child safety seats that directly enhanced the ability of coalitions groups and law enforcement agencies to conduct occupant safety activities in their communities.

Over 5,300 child safety seats were disseminated through a matching grant with the Family Health Branch. The Injury Prevention Section made an in-kind contribution by purchasing and distributing 142 convertible seats and 624 booster seats. Project staff supported child occupant safety efforts around the state by disseminating over 235,500 pieces of education material, providing presentations, technical assistance, and conducting and/or assisting GOHS staff with child safety seat classes.

Georgia Comprehensive Passenger Safety Education (University of Georgia)

During the FY 2002 project year, the University of Georgia Cooperative Extension Service Occupant Safety Education Program (OSEP) provided training and resources relating to occupant protection throughout the State of Georgia. OSEP offered a wide range of training opportunities. During the past year, 17,699 people were reached through these educational efforts.



As a part of the OSEP outreach effort, 60 child safety seat check events were held during FY 2002 to help citizens with the installation of child restraint systems. OSEP staff also assisted law enforcement in checking child safety seats at 47 roadblocks. OSEP distributed 503,664 public information and education materials throughout the State of Georgia with a buckle-up message on it. During the year, 11 television stations interviews

were granted and 4 newspaper articles were printed with an estimated 2,370,100 people reached as a result. An annual Buckle-up, America! Awards Ceremony was held in May to coincide with NHTSA's National Campaign. The state winners of the Safety Belt/Poster/PSA/Essay contest acknowledged. The challenges faced by OSEP were that most of the staff was employed part-time, which limited their ability to respond quickly.

Youth Highway Safety Initiatives

More than one-half of participating schools increased safety belt use among students by greater than 10%.



Student's work on highway safety projects at the inaugural GOHS Youth Highway Safety Conference held in Macon.

PROBLEM

In 2001 there were 230 drivers between the ages of 16 and 20 who died on Georgia's roadways. This is particularly alarming since 16 to 20 year olds comprise only 7.4% of the State's population and are involved in 14.1% of the State's motor vehicle crash fatalities.

GOAL

The primary goal of the GOHS youth initiatives was to decrease the number of persons, ages 16-24, killed in traffic crashes by 5 percent.

ACCOMPLISHMENTS

GOHS believes that partnerships and collaborations are the key to solving teen driving issues and that young people and their parents must be involved in finding the solutions. In 2002, these partnerships included the sponsorship of SADD chapters in high schools, piloting a teen court,

funding media productions of Arch Productions and Campus Live, Foundation de Manana, Georgia Motor Trucking Association, College Bacchus and Gamma chapters,

Students Against Destructive Decisions (SADD)

All 354 Georgia public high schools received four highway safety communications with supporting educational materials including posters, videos, printed materials and public service announcements. Thirty-eight Georgia High Schools were funded by the Governor's Office of Highway Safety to establish a new Students Against Destructive Decisions (SADD) chapter or to enhance an existing chapter. SADD was selected as the vehicle for Georgia's youth highway safety program because of its established credibility, successes, and mission to help students make positive decisions in their lives.

These thirty-eight schools utilized grant funding to purchase incentives for safety belt surveys. They participated in high visibility programs such as the *Chain of Life* project to get fellow students to pledge to never drink and drive and to always wear seat belts. Schools across the state supported GOHS initiatives such as *Click IT or Ticket* and *Operation Zero Tolerance: You Drink, You Drive, You Lose* by working with community coalitions and local law enforcement agencies to distribute information and help with safety belt surveys. Other programs included memorial services and candlelight vigils for students who had died in traffic crashes. Chapters also conducted crash re-enactments to demonstrate the dangers of drinking and driving.



Americus High School students support *Click It Or Ticket!*

Youth Leadership Conference

In an effort to establish a comprehensive, coordinated effort to involve youth in highway safety issues, the first Georgia Governor's Office of Highway Safety Youth Leadership Conference was held in Macon, GA in May of 2002. Students representing 20 high schools were taught the skills needed to return to their communities and implement highway safety projects. SADD students across the state served as positive role models for younger students by conducting activities to educate middle and elementary schools children on seatbelt and pedestrian safety.

Dublin-Laurens County Teen Court

This was a pilot program that processed 48 first-time misdemeanor cases during the 2002 fiscal year. The number of referrals was down due to the establishment of a new Laurens County Juvenile Drug Court and Truancy Program in the school system. Of the 48 cases processed, 35 were traffic related violations and 13 were shoplifting cases. Forty-five of the 48 cases were completed. Teen Court trained 55 student volunteers from the city/county school systems during this past year. Over 15 presentations were made including one to the National Youth Assembly at Fort Valley, GA.

Arch Productions and Campus Live

This project presented the play *CHOICE* in 15 schools. *CHOICE* illustrates how five young people are seduced by alcohol and false happiness and the fun it promises. Campus Live conducted a “Talk Show” style Town Hall Meeting assembly at Model High school in Rome GA. A total of 800 representatives from 13 designated “high risk” counties for teen drivers participated in the discussion. The Talk Show was formatted into an hour-long program and delivered to Georgia Public Broadcasting for broadcast.

“It was real and you could feel it. The play made you think twice about drinking and driving with friends in the car.”

-A Georgia High School Student

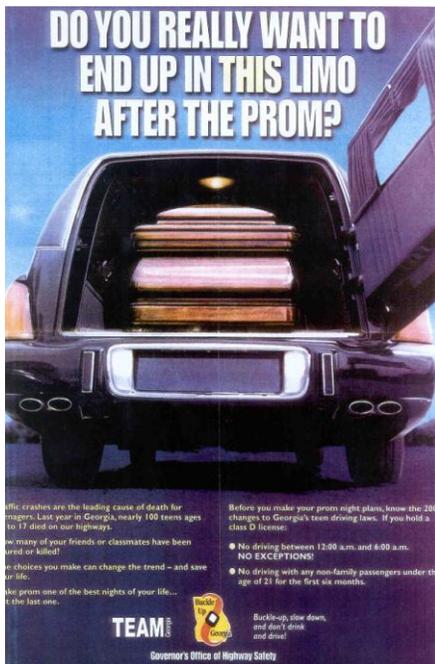
Foundation de Manana

In 2002, the project expanded to create *Captain DUI’s Honor Squad* in 46 elementary, middle and high schools and colleges in the Metro Atlanta area. The Honor Squad is designed to reach children with a diverse set of learning styles about drug and alcohol abuse. Further, the program seeks to help families who have been victimized by DUI.

The Georgia Motor Trucking Association (GMTA)

GMTA made one hundred thirty-six presentations of the *Experts on the Road* program to more than nine thousand (9,000) high school students. The program is designed to address the high risk driving behavior of teenage and young adult drivers by focusing on defensive driving techniques, the risks associated with impaired driving, safety belt use and sharing the road with large vehicles. They provided an additional thirty-nine appearances and presentations throughout the state to more than twenty thousand individuals.

Pomerance and Associates



All Georgia youth programs are required to have a media plan for reaching the community. Grantees are encouraged to use print, radio and TV along with community organizations and electronic media to get the impact of their programming before the public. Working with Pomerance and Associates, GOHS created a poster for all Georgia high schools to use with other educational resources from the GOHS Resource Center during prom and graduation events.

Bacchus and Gamma Programs Reaching College Students

Reaching high-risk college age young people through the Bacchus and Gamma peer-to-peer educator program is critical to increased seat belt usage and decreasing fatalities, especially alcohol related fatalities, for this age group. To complement its work with high school SADD programs, GOHS has implemented grants in several Georgia colleges and universities to address highway safety at the college level. These programs allow young people to continue the healthy life decisions established in high school during their college experience. The initial grants were made in January 2001 and will continue into 2003. The colleges and universities receiving these grants include: Abraham Baldwin Agricultural College, Albany State University, Brenau University, Georgia Southwestern State University, North Georgia College and State University, Morehouse College, Paine College, Spelman College, The University of Georgia, and Young Harris College.

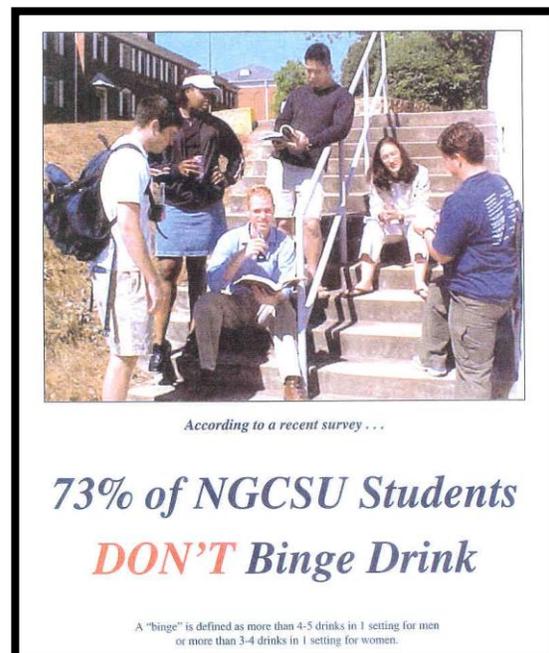
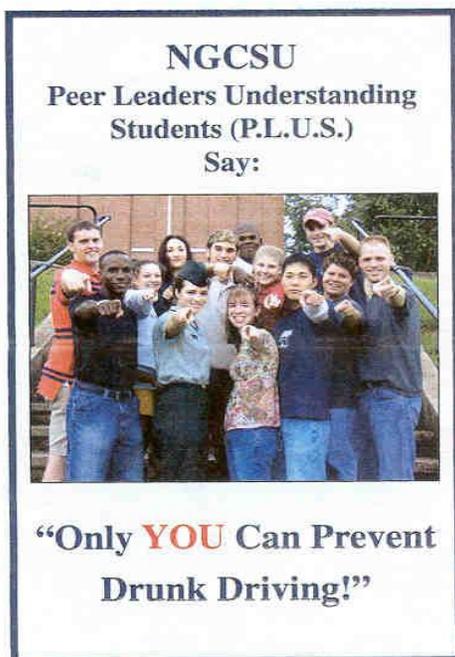


Abraham Baldwin Agricultural College (ABAC)

ABAC reported a decline in alcohol sanctions from 15 in 2001 to 13 in 2002. The college sponsored “Midnight Mania” to promote highway safety messages through an evening of games and activities, mock-tails and fun. The program also presented 6 sessions reaching 150 people and prepared 6 exhibits reaching another 1,017 students. Three print media stories reached 25,000 people.

North Georgia College and State University (NGCSU)

NGCSU implemented the program: “Reducing Drug/Alcohol Risk Through Peer Education.” Sixteen peer educators were recruited and trained using the Bacchus and Gamma Certified Peer Educator training materials. The Bacchus and Gamma Chapter at NGCSU created posters to remind students of these positive messages



Paine College

The Paine College Bacchus and Gamma chapter trained and installed thirty-five members as peer educators. Known as Peer Educators Advocating Choices of Excellence (P.E.A.C.E.), the chapter has received awards from the American Red Cross. The Chapter also received the Best New Organization Award presented by Dr. Shirley A.R. Lewis, President, Paine College for its enthusiasm, camaraderie and positive campus image. The Georgia Institute of Highway Safety (located at Paine College) also assisted in establishing a new Bacchus and Gamma Chapter at Morehouse College.

Albany State University

The “Responsible Choices” program sponsored by the Albany State University Bacchus and Gamma Chapter began the year with 22 students, 19 of whom were newly certified peer educators. The remaining students were returning Certified Peer Educators. The chapter conducted three days of events and activities during National Collegiate Alcohol Awareness Week in October. During the year other activities took place in the residence halls including presentations on the prevalence of alcohol use among African American fraternities and sororities. The chapter presented information to six drivers education classes at Albany area high schools.

Brenau University

In less than a year, the Brenau University Bacchus and Gamma Chapter has brought significant change to the campus, and the results have been positive. The sorority population (45% of the campus) was one of the most challenging areas to reach. However, several sorority members became Bacchus and Gamma members and these members have helped make the needed changes. The Chapter, known as the DIVAS (Devoted Individuals Visualizing Awareness through Sensibility), talked openly and honestly with the 100 first year students about topics related to being first year students. They especially addressed the areas of alcohol consumption and drinking and driving. The Chapter trained 27 peer educators. The third annual alcohol survey was completed by ninety-four percent of the students. It revealed that most students (77%) are choosing to drink in moderation, if at all. Only 33% reported drinking more than once a month.

Georgia Southwestern State University (GSSU)

The GSSU chapter consists of 35 members who provide statewide training of Bacchus and Gamma peer educators and advisors and assist with the recruitment of additional chapters. The chapter and staff presented 38 educational programs during the year in an attempt to reach the entire student population with the messages of highway safety. They also increased Georgia’s Bacchus and Gamma affiliates by 35% (6 new chapters) through recruitment and training efforts.

Georgia Southwestern State University Training Institute for Alcohol, Drugs, & Highway Safety Educators

Opening Ceremonies January 8, 2002



Pre-Opening lobby set-up



Guests sign into the guest book



Julie Massie, Institute Director
makes opening remarks



GSW President Michael Hanes
welcomes guests to campus



GOHS Director Yvonne McBride shares
her thoughts on the Institute



Grant writers Sam Miller, VP for Student Affairs, and
Alma Keita of Counseling Services help Ms. McBride
& President Hanes cut the official opening ribbon



Guests enjoy ceremony

The University of Georgia Bacchus and Gamma Chapter also uses posters in their student awareness campaigns.

Can you REALLY afford

CHEAP BEER?

MIP - MINOR IN POSSESSION OF ALCOHOL
 Maximum \$300 Fine
 6 Months Probation
 Alcohol Education

OPEN CONTAINER OF ALCOHOL
 Maximum 6 Months in Jail
 and/or \$1000 Fine

USE OF FAKE IDENTIFICATION
 Maximum 12 Months in Jail
 and/or \$1000 Fine
 12 Month Driver's License Suspension

PUBLIC URINATION
 Maximum 6 Months in Jail
 and/or \$1000 Fine

DRIVING UNDER THE INFLUENCE (Under age 21)
 Violation if Blood Alcohol Concentration is .02 or Higher
 Maximum 12 Months in Jail
 and/or \$1000 Fine
 Community Service
 DUI School
 Driver's License Suspension

These violations represent first offenses in Athens/Clarke County. Penalties drastically increase for 2nd offenses.

Georgia Law prohibits possession or consumption of alcoholic beverages by those under the legal drinking age and prohibits making alcoholic beverages available to persons under the legal drinking age. The University of Georgia supports a program of alcohol education and expects those who choose to use alcohol to do so responsibly. The following represent Code of Conduct violations at the University of Georgia:

1. Use, possession, distribution, or sale of alcoholic beverages except as permitted by law and University policy.
2. Providing or facilitating the use, possession or distribution of alcoholic beverages except as permitted by law and University policy.
3. Disruptive or disorderly conduct caused by the influence of alcohol and/or other drugs.
4. Use, possession, or distribution of narcotic or other controlled substances except as permitted by law.
5. Providing or facilitating the use, possession, or distribution of narcotic or other controlled substances except as permitted by law.

If a student is found to be in violation of alcohol and other drug related misconduct possible sanctions may include:

- PROBATION
- COMMUNITY SERVICE
- REFERRAL TO AN ALCOHOL EDUCATION PROGRAM (OCTAA, DUI SCHOOL, etc.)
- SUSPENSION FROM UNIVERSITY HOUSING
- SUSPENSION FROM UGA

Sponsored by Governor's Department of Highway Safety and (ASAP) Advocating Safe Alternatives for Peers

KEEP POSTED AND HAVE A CHANCE TO WIN A PRIZE!
 Keep this poster up through fall semester for a chance to win fun prizes from ASAP Peer Education Team. They want to find out if your poster is up and that you KNOW THE LAWS!

COMMUNITY OUTREACH

Community coalitions touched the lives of over 25,000 Georgians in high-risk rural and minority communities, thus increasing awareness of proper seat belt and child safety seat use and the dangers of driving under the influence.

PROBLEM

Data from the National Highway Traffic Safety Administration documents the disproportionate number of crash injuries and deaths that occur in rural communities and to minority populations. For this reason, the Governor's Office of Highway Safety has an extensive community outreach initiative to target these high-risk communities.

GOAL

The goal of the GOHS community outreach initiative is to involve rural and minority communities in local initiatives to increase seat belt usage rates and decrease the number of crash injuries and deaths occurring to high-risk populations.

ACCOMPLISHMENTS

Community Outreach is GOHS' non-traditional, grassroots approach to involving citizens throughout the state in highway safety initiatives. In addition to the innovative programs that are introduced each year, GOHS conducts several major campaigns throughout the year. One such campaign, *Click It Or Ticket*, significantly influences the rate at which Georgian's buckle up. Of course, as data indicates, the more people buckle up, the better chance they have of surviving in the event of a car crash. Hence, *Click It Or Ticket* is an avenue by



Regional Network and Coalition Coordinators

which GOHS accomplishes its mission of saving lives. Community outreach is critical to the success of *Click It Or Ticket* and all other GOHS public information and education initiatives. Neighborhood coalitions, which function as the connector between GOHS and the people of the community, are particularly effective in high-risk communities where indigenous people are more likely to heed the voice of local leaders, neighbors and law enforcement officials than that of a radio or television announcer.

Highlights of Accomplishments

The Marion County Highway Safety Coalition

The coalition was very active in the May 2002, *Click It Or Ticket* campaign. The Coalition involved 10 local businesses, 13 faith based organizations, and 25 educational and service agency leader. The Marion County Coalition strategically used media coverage to deliver its highway safety message to the community. These activities enabled the Marion County Highway Safety Coalition to reach over 2,500 people in the county.

The Dougherty County Coalition

Members of the coalition visited local churches to deliver information and posted flyers on neighborhood bulletin boards and inside of local businesses. They also established a network with local NAACP representatives, as well as distributed Spanish literature to Colquitt County residents during a child safety seat booster event. Moreover, the Coalition established a network with local health departments to aid them in providing safety seats and other highway safety information to their patrons.

The Greater Lowndes Coalition participated in the effort to increase proper child safety seat usage by organizing a health fair and several other functions to check vehicles and distribute 645 booster seats. In addition to the booster seat initiative, the Greater Lowndes Coalition was instrumental in getting a *Click It Or Ticket* public service announcement on a local television station, as well as having several of the local print media outlets to provide free advertisements for the campaign. The Coalition even compelled the Superintendent of Lowndes County schools to post *Click It Or Ticket* information in county high schools and to establish seat belt checkpoints. Greater Lowndes Coalition also garnered the support of the Lowndes County Ministerial Association in taking seat belt and child safety messages into churches of various denominations throughout the community. Child safety seat events were greatly assisted by the receipt of 25,000 booster seats from Ford Motor Company and Booster America for distribution throughout the state.

Faulkner Motor Sports

Faulkner Motor Sports held several informational/educational events to assist beginning, inexperienced drivers. Faulkner Motor Sports held safety events at high schools throughout the state including Towers High School in DeKalb County, Bowden High School in Carroll County, Westlake High School in Fulton County and Peach County High School in the city of Fort Valley, south of Macon. Attendance at these safety forums ranged from 428 to over one thousand.

Additional Networks in FY-2002

During FY 2002, four new regional networks were established as part of a pilot program which addressed areas of the state with high crash fatalities and low seat belt usage rates. The networks were identified as the Metro Atlanta Regional Network, Central Savannah River Area Network, Southwest Georgia Network and West Central Georgia Network. These networks developed strong community partnerships, identified potential grantees for FY 2003, sponsored events and supported other GOHS grantees in their region. Three (3) new grants were awarded to the following organizations: Unionville Improvement Association (Peach/Bibb Coalition), 100 Black Men of Savannah Coalition, and the Governor's Office of Human Relations. The Governor's Office of Human Relations organized a successful Latino Conference which targeted non-profit businesses for community grants.



Yvonne McBride, Clifton Jenkins, and Ricky Rich train Rev. Dixon on the use of *Fatal Vision* goggles. This experience helps drivers understand the distorting influence of alcohol consumption.

Outreach Partners

The nine (9) Coalitions and the four (4) Regional Networks developed an impressive list of partners in their respective areas. Over two hundred and fifty (250) partners assisted community coalitions in conducting events and activities. Some of the partners were as follows:

Marion County Coalition (Greater Pleasant Grove Ministry)

Marion County School System, Tri County Head Start, Marion County Tax Commissioner, Buena Vista Police Department, Mayor Ralph Brown, Marion County Health Department, Family Practice Center, Sheriff Department, EMT, Marion County Extension Services, Marion County's Commissioner's Office, Tri - County Journal, Steward Webster Journal –Patriot Citizen and Faith-based Organizations.

Metro Regional Network

Tutor Time, North Fulton Child Development Center, Easter Seals, Cobb Fire Department, SAFE Kids and Gwinnett Police Department.

DeKalb Coalition (The Alpha Kappa Alpha Sorority -Tau Pi Omega Chapter)

Lucious Sanders Recreational Center (Lithonia), Redan Elementary, South DeKalb Mall, William C. Brown Library.

Greater Lowndes County Coalition (Greater Pleasant Temple Outreach, Inc.)

Valdosta Fire Department, Lowndes County Sheriff Department, School Superintendents, Remerton Police Department, Georgia State Patrol, Girl Scouts, Greater Pleasant Temple Venturing Group, Alpha Kappa Alpha Chapter, Twenty-six churches and many more..

Southwest Georgia Network

Safe Communities, Toys-R-Us, Clay County Health Dept., Randolph CTY DEFACS, Randolph County Health Department, Right From the Start Medicaid, Black Mayors Associations, Terrell County Resource Center , The Family Connection, Traffic Enforcement Network, Webster Co Health Department, Dougherty County Region Office, Alltel Cellular Office, Terrell County Elementary, RSM, Terrell County NAACP, Randolph County DEFACS, Kiwanis Club, Dawson Medical Center, United Way, Colquitt County Fire Dept., Randolph Elementary, NAACP –LaGrange, NAACP-Randolph.

Laurens County Coalition (The Alpha Kappa Alpha Sorority -Tau Omicron Omega)

Susie Dasher, Moore Street Elementary, Shamrock Fire Station, 14 Churches, Health Department, Department of Family and Children Services, six (6) Pediatrician Offices, eight (8) Churches.

Clayton Coalition (Family Connection Unlimited, Inc.)

E..J. Swint Elementary, Jonesboro, Moore Elementary- Griffin, St. Phillips AME Church- Griffin, Channel 9 WCOM TV, WKEU Radio Station, Griffin Daily, 14 Churches in Griffin.

Troup, Coweta/Meriwether (The Alpha Kappa Alpha Sorority) CAFI, Troup County Schools, LaGrange Fire Department, Meriwether County Schools, Coweta County Fire Coweta County Safe Kids, CAFI, Meriwether County Schools, CAFI, Troup County Schools, East Coweta High SADD Chapter, Coweta County Sheriff Dept, CCFD, Emory Peachtree Regional Hospital, The Links, Inc., the Neweta Club of NANBPWC, Inc., Omega Psi Phi Fraternity, (13) Local African American Churches

West Central Georgia Regional Network (Funded under Columbus Safe Communities)

Columbus Girls and Boys Club, Open Door Community Center, Kingsville Baptist Church, Waverly Hall Police Department, and ten (10) churches.

Central Savannah River Regional Coalition

Safe Communities, Inc., Paine College Institute of Hwy Safety, Augusta State University, Beulah Grove Community Resource Center, Fort Gordon Child Care Center, Bourne Toyota Car Dealership, Silas X Floyd Head Start Program, Ursula Collins Elementary School, Olde Town Community Outreach Center, Inc., 100 Black Men of Augusta, Inc. Safe Kids/Medical College of GA, Mothers Against Drunk Drivers (MADD), St. Paul Baptist Church, Thankful Baptist Church of Augusta, University Hospital, Law Office of Attorney Watkins, University of Georgia Extension ED, Richmond Co Health Department, Richmond Co Department of Family & Children Services and AAA Insurance Co

100 Black Men of Savannah Coalition

Chatham County Police Department, Savannah Police Dept, Fox 22/WTOC/WSAV TV, St. Phillips A.M.E., Conners Temple, WSOK/LUV 101 Radio Stations.

Peach - Bibb Coalition Eugenia Hamilton Elementary, Bibb County Safe Kids, M.A Evan-Gantt’s Pre-School, Mayor’s Youth Council, Macon-Bibb Health Department, Tubman African American Museum and four (4) churches.

These committed networks, coalitions, and partners were responsible for saving lives throughout Georgia. Community Coalitions conducted over seventy-six (76) child safety seat checks and summit events in forty (40) counties: They also participated in over twenty health fairs and special events. Community Coalitions distributed over 2000 Booster seats and Convertible seats to deserving groups across the State of Georgia

CHALLENGES

Several faith based institutions and non-profit organizations do not have up-front funds to pay the cost of materials and supplies. Projects are delayed or not completed because of this factor. Some of the community grass roots organizations do not have 501©3 status to do business with the state of Georgia or have the staff capabilities to carry out the desired services. Often these grassroots organizations have innovative plans for promoting the highway safety message, but they lack the funds to have the required 501©3 status.

RECOMMENDATIONS

To address these issues, FY 03 grantees will receive a small amount for planning and startup of initial activities. Further, the Governor's Office of Highway Safety is developing policies and procedures that can include nontraditional organizations. We must continue to provide training to our community partners and must again look at more non-traditional training classes. A modified training class which allows working community partners to participate in weekend training sessions and weekday if the sessions are shortened.

Pedestrian and Motorcycle Safety

Between 1997 and 2001, pedestrian fatalities decreased by 22% in Georgia, from 188 fatalities to 146.

PEDESTRIAN SAFETY

PROBLEM

Pedestrian safety continues to be a high priority for Georgia. Pedestrians are the most vulnerable motor vehicle crash victims. In 2001, Georgia experienced 146 pedestrian fatalities. Because injuries to pedestrians are typically catastrophic, reducing these numbers is crucial.

GOAL

The goal of the GOHS pedestrian safety initiatives was to reduce the number of pedestrians killed in motor vehicle crashes from 161 to 158 in 2002.

ACCOMPLISHMENTS

Pedestrian Deaths in Georgia					
Year	1997	1998	1999	2000	2001
Deaths	188	169	161	141	146

Over the past few years the Governor’s Office of Highway Safety (GOHS) has focused a great deal of resources supporting counties with the most significant problems in pedestrian death and injury. Strategically, GOHS’s five-year plan called for focused public education and information campaigns to increase public awareness of the issues. Public education and information programs have been funded to increase public awareness of the issues. We have used a combination of educational programs, radio and TV PSAs, transit signage, and newspaper articles targeted at both youth and adults to increase awareness and educate the public.

Fulton and DeKalb Counties and the City of Atlanta continue to have the greatest number of pedestrian fatalities, accounting for 31% of the overall fatalities in 2001. When fatalities in Cobb, Gwinnett and Clayton are added, almost 50% of the state’s fatalities occur in the five Metropolitan Atlanta counties. Outside of Metropolitan Atlanta the City of Macon and Chatham County also have significant pedestrian fatalities in 2001. All of these jurisdictions have

conducted public education and information programs addressing pedestrian safety with funding from GOHS.

The second phase of GOHS's strategic plan on pedestrian safety is increased enforcement. Pilot enforcement efforts in the City of Atlanta in 2002 were conducted to determine the role enforcement plays in overall public behavior change. High-risk intersections have been the site of 'sting operations' to further educate the public, both drivers and pedestrians, about pedestrian safety laws and as an evaluation tool for determining public awareness.

Chatham County Police Department "Operation Walk Smart"

The Chatham County Police Department implemented "Operation Walk Smart" in the third year of their pedestrian safety program to reach young people. They produced a video in year two that has been used extensively to reach more young people. September 11, 2001 was a major obstacle for the project. The Department and its personnel were thrust into immediate action for the protection of the community. Unfortunately the Department also deactivated the Community Outreach Policing Unit, which was responsible for "Operation Walk Smart." The project was reactivated in August 2002 and since that time has been moving forward. Many of the goals were not met do to the redirection of the Police Department after September 11, 2001.

"The program reinforced the importance of pedestrian safety. Students are much more aware of the precautions they must take while walking in public areas."

Mr. R. Patricio, Principal
Hesse Elementary School

The project did reach almost 4,000 young people through public education programs, another 31,600 households per hour were reached with support from the four local TV stations and the

Savannah Morning News feature of the program reached 61,000 people. A strong effort was made to form partnerships in support of "Operation Walk Smart," and the department was very successful in forming partnerships with Safe Kids of Savannah, Beach, Groves, Savannah, Windsor Forest, Jenkins and Johnson High Schools and the Savannah Police Department. The Department also used a "Stealth Stat" recording device in areas of high pedestrian traffic to identify problem areas and quickly deployed officers to problem areas.

Fulton County Board of Education "Safety Streets Georgia"

"Safety Streets Georgia" (SSGA) is a simulated urban environment where elementary students are taught pedestrian and motor vehicle safety skills. During the grant year the addition of 15 new computers and headphones made it possible for more students to be involved in the lab at one time. The curriculum was completed this year and plans for the Outdoor Streetscape moved forward with funding from the Airport Area Chamber of Commerce. The Chamber members will donate their time, skills and resources to assure the completion of the Outdoor Streetscape.

"Children learn more quickly when they are involved in an activity and this program uses that involvement as its primary tool in teaching highway and pedestrian safety habits."

Billy Mitchell, President
Airport Area Chamber of Commerce

SSGA received public acclamation for the development of the project. The *South Fulton Neighbor* newspaper, in its article “Walk This Way,” commended the project and featured the new support for the project from the Airport Area Chamber of Commerce. The project was also featured on multiple TV and radio programs. SSGA reached 1,000 students through first-hand participation; additionally two exhibit opportunities reached another 400. SSGA boasts ten partnerships in support of this program including: Fulton County Safe Community, Fulton County Department of Public Works and Police Department, East Point and Atlanta Police Departments, Atlanta Public Schools, Clayton County School System, Helping Little Ones, Atlanta Fire Department and the Pedestrian Task Force.

Cobb County Police Department Walk In Traffic Safely

Through this program thousands of children and adults have been educated on pedestrian and bicycle education. This grant enabled the Cobb County Police Department Crime Prevention Unit to distribute almost 30,000 pedestrian and bicycle safety publications, several hundred-bicycle helmets and other safety items such as reflectors for clothing and bicycles. This past year 160 educational presentations were made reaching 19,450 youth and adults and an additional 4,500 people were reached through 8 exhibits. New program partnerships were developed with the Latin American Association and Cumberland Security Alliance. The program has been featured twice in the newspaper reaching 200,000 people and once on Cable TV Channel 23 reaching 500,000 viewers.

“This grant from the Governor’s Office of Highway Safety has been extremely important to Cobb County Crime Prevention Unit. I can’t tell you how many times I have used the materials in presentations throughout the county – thousands of people have been reached thanks to you.”

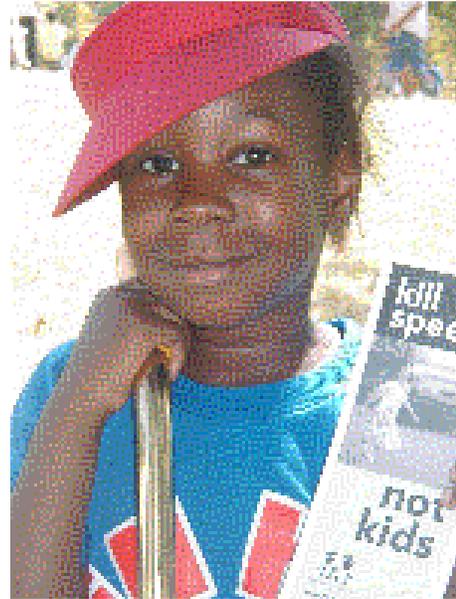
Bruce Bassett, Cobb County Police
Crime Prevention Officer

“Take Back the Streets” Pedestrians Educating Drivers on Safety (P.E.D.S.)

“Take Back the Streets!” project mobilized the public in Atlanta to reclaim their streets. The project had several elements. *Who has the Right of Way?* is a collaboration with the Atlanta Police Department on high visibility sting operations that educate motorists about crosswalk and other right of way laws. This project received excellent media coverage. There were thirteen television interviews, five radio interviews, six articles in the *Atlanta Journal-Constitution* and one article in the *Lake Clair Neighbors* newspaper. Over 1,300,000 people were reached through these media efforts.



Neighborhood pace cars empower citizens to calm traffic by using their cars as “mobile speed humps.” Over 2,000 children participated in the activities aimed at raising community awareness of children’s need for safe streets. Two hundred resident Atlantans signed on as PACE CAR drivers. Three high visibility activities to educate the public about crosswalk laws and safe crossing skills were conducted in collaboration with the Atlanta Police Department.



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Thinking Outside the Car

The Governor's Office of Highway Safety has provided one-year grants to police departments in Atlanta, DeKalb and Chatham counties, and to Georgia State University for over-time pay to enforce laws protecting pedestrians. GOHS also has printed 20,000 copies of the "Who has the right of way?" brochures PEDS created. Officers will distribute these along with citations.

GOHS is collaborating with PEDS to bring nationally renowned educators to Atlanta in November to train officers on pedestrian law enforcement. John Moffatt, Director of the Washington Traffic Safety

Commission, and Lt. John Miner, of the Redmond (Wash.) Police Department, will conduct classroom presentations and help local officers orchestrate on-street sting operations. Officers in 17 jurisdictions are invited.

Providing funding for enforcement of pedestrian laws is a significant change in direction for GOHS, an agency that for decades invested its funding in seat belt, drunken driving, and child-restraint seat initiatives.

Earlier this year, PEDS alerted GOHS to a similar pedestrian safety enforcement campaign in Maryland. PEDS applauds GOHS for taking the ball and running with it in Georgia. 🍌



GSU Police: A Show of Force

"Incredible." That's how PEDS President Sally Flocks describes the change in driver behavior at crosswalks near Georgia State University's new classroom building in downtown Atlanta's Fairlie Poplar district. "Drivers near Five Points are looking for pedestrians, stopping, and staying stopped," she says.

With as many as 5,000 students per hour crossing Peachtree Street, many at unsignalized crosswalks, Georgia State University has mobilized its 90-officer police department in a show of force for pedestrians downtown.

Since fall semester began two months ago, CSU police issued more than 600 citations, 225 for not stopping for pedestrians. Officers also are trying to change pedestrian behavior. Police are stationed at intersections, whistling pedestrians back onto curbs when



Georgia State University Police ticket motorists who violate crosswalk laws.

they try to cross against the light or step into traffic where no crosswalk exists.

Stepped-up enforcement seems to be working. Driver courtesy and compliance have increased dramatically, giving pedestrians a reason to prefer crosswalks to jaywalking. And in contrast to the summer, no injury reports have been filed since the program began, says Officer James Porter. 🍌

MOTORCYCLE SAFETY

PROBLEM

The Motorcycle Safety Program was implemented with a mission of reducing motorcycle crashes and promoting motorcycle safety. According the National Highway Traffic Safety Administration, per vehicle mile traveled, motorcyclists are about 16 times more likely as passenger car occupants to die in motor vehicle traffic crash and about 4 times more likely to be injured. The Governor's Office of Highway Safety provided funding to the Department of Motor Vehicle Safety to implement a motorcycle safety program for the State.

GOAL

The overall goal of the motorcycle safety program was to provide safety training for 750-1,000 additional motorcyclists and to establish two new training facilities to accommodate the demands for additional training.

ACCOMPLISHMENTS

Overall class offerings and enrollment numbers increased across the state. From October 2000 through September 2001, the program offered 266 classes and enrolled 3,850 students. From October 2001 through September 2002, those numbers increased to 321 and 4,575 respectively.

The purchase of the mobile trailer and motorcycles permitted the program to significantly expand its training classes around the state. In addition to expanding the training classes at Fort Gillem and Braselton, the program offered additional classes to Kings Bay, Macon, Valdosta and Dalton. Although funding was available to purchase 12 new motorcycles, the department purchased 20 bikes. This purchase allowed the department to schedule more classes at six of the sixteen training locations across the State.

Partnerships were established with Road Atlanta with the Braselton Training Site. Road Atlanta provided the training area, a classroom and on-site storage for motorcycles. Fort Gillem and Fort McPherson partnered with the Forest Park Training Site. Fort McPherson provided training facilities at no cost to the program.

- Law Enforcement Services

100% of Georgia's law enforcement agencies participated in *Click It or Ticket* and *Operation Zero Tolerance*.

PROBLEM

Over the past year, Georgia experienced an increase in the number of motor vehicle crash deaths occurring in the State. Part of this increase in fatalities stems from Georgia's rapid population growth and increase in vehicular traffic. Through more concentrated high visibility enforcement campaigns such as *Click It or Ticket* and *Operation Zero Tolerance: You Drink, You Drive, You Lose*, the rates are expected to drop throughout 2003. The Governor's



Office of Highway Safety recognizes that Law Enforcement plays an extremely important role in overall highway safety in the state of Georgia.. Previous campaigns have proven that high visibility enforcement of Georgia's traffic laws is the key to saving lives as well as interdicting the criminal element through traffic enforcement.

Georgia has a total of 47,148 law enforcement officers employed by 985 law enforcement agencies, covering 159 counties and countless municipalities and college campuses. Effective communication is crucial in penetrating and mobilizing Georgia's law enforcement. Georgia's law enforcement agencies, like many others across the country are understaffed and due to budget constraints, do not possess the tools necessary to effectively enforce Georgia's traffic laws.

The challenge is to market traffic enforcement initiatives to law enforcement command staff, as well as line officers, on the importance of high visibility enforcement and the impact their efforts make on highway safety in Georgia. This same message must be conveyed to the prosecutors and judicial community as well. Changing high-risk driving behavior through public education, strict traffic law enforcement, efficient prosecution and effective sentencing are the keys to reducing Georgia's traffic fatalities and injuries.

Law enforcement agencies must be provided adequate tools, training and networking opportunities in an effort to efficiently and effectively enforce Georgia's traffic laws and educate the public on highway safety issues. It is also necessary to provide law enforcement agencies, as well as law enforcement officers with incentive items, to motivate officers and constantly serve as a reminder that occupant protection and DUI enforcement are vital. In addition, funding for printing of these incentives, brochures, and highway safety materials are necessary in order for these agencies to disseminate pertinent information to the public regarding enforcement initiatives and market the campaigns for highly visible public recognition.

Adequate funding continues to be a problem for law enforcement agencies, large and small. Traffic enforcement is a specialized field, requiring specialized equipment for effective enforcement and prosecution. Funding is necessary to provide agencies with the proper

equipment, training and support to effectively enforce Georgia's traffic laws, thereby saving countless lives on Georgia's roadways

GOALS

The goal of Law Enforcement Services was to reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high risk behavior by 5% by the end of FY 2002 by promoting high visibility enforcement and enhanced participation and communication within the established traffic enforcement networks.

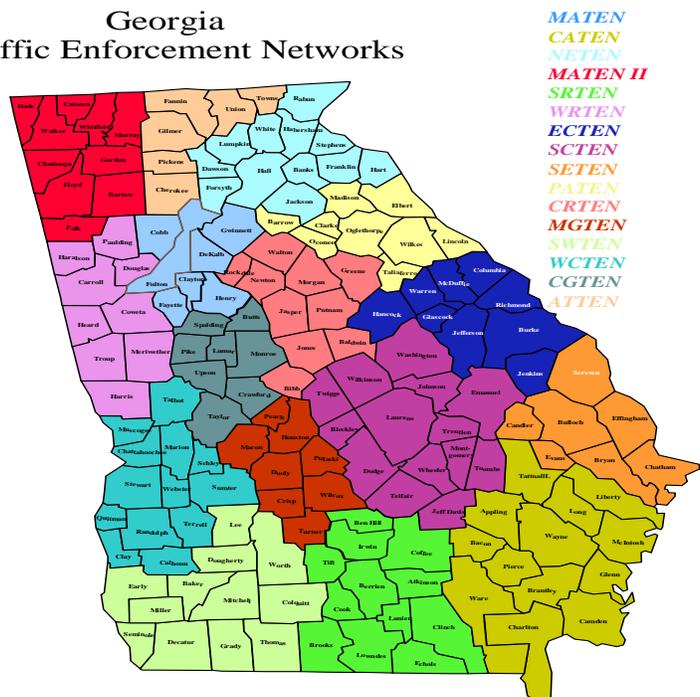
ACCOMPLISHMENTS

- Funded over 90 Georgia Law Enforcement agencies with highway safety small grants during FFY 2002, totaling approximately \$700,000.
- Impaired driving related fatalities reduced by 4.8%.

Traffic Enforcement Networks

The Governor's Office of Highway Safety facilitates and supports sixteen (16) traffic enforcement networks representing all one hundred fifty-nine (159) counties in Georgia. Georgia's Traffic Enforcement Network concept for mobilizing, organizing and communicating with law enforcement has become a national model, with many states around the country now planning similar projects. These traffic enforcement networks serve as a catalyst for traffic enforcement officers to voice their concerns and share ideas with their counterparts from other agencies in their region.

Georgia
Traffic Enforcement Networks



Updated 10/01/02

The networks are used as a training and communication tool for traffic enforcement and highway safety in Georgia. The network coordinators and assistant coordinators facilitate training programs such as legal updates, DUI sobriety checkpoints, DUI prosecution, Occupant Protection issues and other highway safety programs to the participants. During FY 2002, over

7000 law enforcement officers received training through the traffic enforcement networks during an average of 176 network meetings conducted throughout the year.

The networks were also used to encourage, facilitate and coordinate law enforcement participation in *Click it or Ticket*, *Operation Zero Tolerance*, and other national and state traffic enforcement initiatives. GOHS sponsored four (4) meetings during FY 2002 with the network coordinators and assistant coordinators to discuss pertinent issues pertaining to statewide law enforcement mobilizations and communication.

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The GOHS sponsored statewide email listserv (GATEN) continues to be an extremely important communications tool for Georgia's traffic enforcement community. GATEN now has approximately six hundred (600) Georgia traffic enforcement officers, judges, and prosecutors subscribed to the listserv. The listserv is hosted by Emory University and is used to keep the participants up to date on issues pertaining to traffic enforcement, such as legal updates, court decisions, training announcements, and other traffic enforcement and highway safety information. Homeland security updates are also broadcast to traffic enforcement officers via GATEN.

Small Grants:

During FY 2002, over ninety (90) small grants were awarded to Georgia law enforcement agencies totaling approximately \$700,000. Among the items purchased were in-car video cameras, laser or radar speed detection devices, alco sensors, or passive alcohol sensors and other assorted traffic enforcement and highway safety equipment including computers, traffic enforcement software, vehicle light bars, child safety seats, tint meters, stop sticks and intoximeters. These small grants were awarded to qualifying law enforcement agencies with a jurisdictional population of less than fifty thousand (50,000). The selected agencies were also active participants in regional traffic enforcement networks, *Click it or Ticket* and *Operation Zero Tolerance*.

Exhibits and Presentations:

The Governor's Office of Highway Safety's Law Enforcement Services Division continued to network and market highway safety strategies and programs to Georgia law enforcement officers, Sheriffs and Chiefs of Police, prosecutors, judges and other highway safety advocates. During FY 2002, the Law Enforcement Services Team exhibited at over fifty law enforcement, judiciary or public conferences, safety fairs and parades with over one hundred thousand (100,000) personal contacts.

GOHS traffic enforcement exhibits were held for the following organizations:

- Georgia Association of Chiefs of Police
- Georgia Sheriff's Association
- Georgia Fraternal Order of Police
- Safe Kids of Georgia
- Municipal Court Judges
- State Court Judges
- Georgia Public Health Association
- Prosecutors Association of Georgia

Governor's Challenge Awards



In an effort to recognize the outstanding performance and dedication of Georgia's law enforcement agencies in the area of highway safety, The Governor's Office of Highway Safety has established the *Governor's Challenge Awards Program*, patterned after the International Association of Chief's of Police's "Chief's Challenge". Law enforcement agencies are judged on their overall highway safety program, including departmental policies, enforcement initiatives, public information activities and innovative approaches. Winning agencies are recognized at a special ceremony. Corporate partners play an integral part of the success of this program. Governor's Challenge applicants are also entered in the IACP Chief's Challenge for national recognition.

GOHS recognized over thirty Georgia Law Enforcement Agencies during the FY 2002 Governor's Challenge Program. First place winners received in-car cameras, second place received radar units and third place winners received passive alcohol sensor flashlights. Jesup Police Department was the recipient of the 2002 Ford Expedition Governor's Challenge vehicle after a random drawing by the participating agencies. The Governor's Challenge vehicle is largely made available through the support of corporate partners. Two agencies, Marietta Police and Columbus Police were recognized nationally during the IACP Chiefs Challenge.

Hands Across the Border

To kick off the Labor Day 2002 *Click It or Ticket* mobilization, Georgia partnered with all adjoining states (Tennessee, North Carolina, South Carolina, Florida and Alabama) to conduct a “Hands Across the Border” initiative to hold ten multi-agency road checks and ten press events within a five day time frame on every state line adjoining Georgia. The Traffic Enforcement Network Coordinators were assigned the task of coordinating road checks on the state line, as well as press events at the



Photo taken on I-95 at the Florida Welcome Center. Pictured are Lt. Ricky Ogden, Georgia State Patrol and Major Grady Carrick of the Florida Highway Patrol



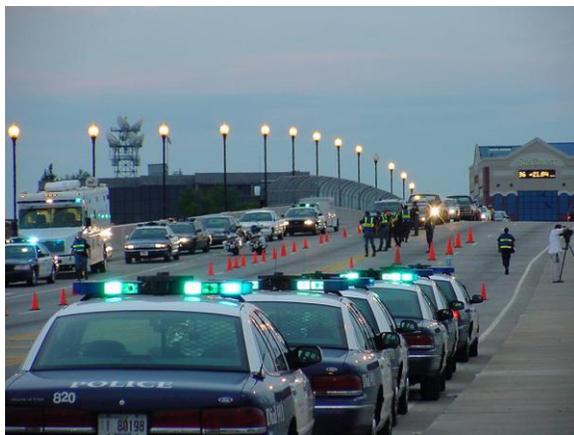
Photo of Georgia and Florida troopers with Georgia HATB Coordinator Ricky Rich and Florida HATB Bob Sondel.

Interstate Welcome Center on the state line the following morning.

Though the utilization of the networks, Georgia Law Enforcement participation at these events was larger than any previous year.

Approximately 320 officers from 89 Law Enforcement Agencies participated in the checkpoints. As a result, there were 436 charges placed including the following:

- | | | |
|----------------------------|--------------------|-------------------------|
| 1 Stolen Vehicle Recovered | 1 Firearms Charge | 26 DUI's |
| 49 Rev/Susp. Licenses | 8 Other Arrests | 2 Fugitives Apprehended |
| 45 Seat Belt | 20 Child Restraint | 23 Drug Arrests |



The press events were well attended by Law Enforcement agencies and media, generating over 40 news stories. Approximately 590 Law Enforcement Officers from all participating states were present, representing 120 agencies. The *Click It or Ticket* message was heavily emphasized during each press event. Statistical fatality data was shared with the media as well as a strong enforcement message.

CHALLENGES

The greatest challenge facing Law Enforcement Services during the coming year will be to facilitate more training for Georgia's Traffic Enforcement officers, prosecutors and judges. Effective training for law enforcement will result in stronger cases, more convictions, and more dangerous drivers being removed from Georgia's roadways. More officers should be trained in Standardized Field Sobriety Testing, Drug Recognition Expert, Conducting Safe and Complete Traffic Stops, Conducting Sobriety Checkpoints, DUI report writing, and Courtroom testimony. Prosecutors and Judges must be trained and educated on traffic enforcement issues and the important role of removing that dangerous driver from our roadways. Changing high-risk driving behavior through public education, strict traffic law enforcement, efficient prosecution and effective sentencing are the keys to reducing Georgia's traffic fatalities and serious injuries.

Public Information and Education

Paid and earned media strategies enabled the highway safety message to reach every county in Georgia.

PROBLEM

Motor vehicle crashes continue to be a major problem in the United States and the state of Georgia. They are the leading cause of injury related fatalities in the workplace and a major health care cost. In 2000, there were 41,821 motor vehicle crash fatalities in the United States. For that same year, Georgia experienced 1,541 motor vehicle crash fatalities with a death rate of 1.53 deaths per 100-million vehicle miles traveled. Thirty-seven percent (37%) of Georgia crash fatalities were alcohol related. Males are forty-nine (49%) of Georgia's population and 68% of alcohol crash fatalities. Teens are seven percent (7%) of the population and fourteen percent (14%) of the crash fatalities. Seniors seventy-five years of age and older are four percent (4%) of the population and 8 percent (8%) of the crash fatalities. An average of seventy-three (73) children nine and younger are killed each year on Georgia's roadways (GOHS Data Source). These deaths caused tremendous suffering for families and took an economic toll of \$1.3-billion. As Georgia enters into the new millennium, facing more growth, more traffic, more drivers, new challenges, and increased exposure and risk, motor vehicle crashes will continue to threaten the safety of Georgia's citizens.

In spite of these dismal statistics, there are ways to reduce the risk of crashes, injuries and fatalities. Strong law enforcement, effective highway safety legislation, improved road designs, public education and information, and community support, are among the proven means of reducing crashes, injuries and fatalities.

GOAL

The goal of the GOHS Public Information and Education (P.I.&E.) initiatives was to implement comprehensive marketing and communications campaigns that effectively combine printed education materials, campaign promotional items, earned media and paid media to effectively inform and educate citizens across Georgia and thereby reduce motor vehicle related crashes, injuries, fatalities and other associated costs.

MEDIA IMPACT STUDY

The use of paid media, complemented by earned media, assisted with spreading traffic safety messages and consistently reminding the public of law enforcement's zero tolerance of drinking and driving and failure to use seat belts and child safety seats. Grantees, Safe Communities, Regional Community Outreach Partners SADD (Students Against Destructive Decisions) chapters and law enforcement once again collaborated with GOHS to ensure comprehensive coverage of traffic safety campaigns. Each of the aforementioned groups used materials

provided by GOHS to organize and conduct news conferences, community meetings, safety programs and other activities to disseminate traffic safety messages.

ACCOMPLISHMENTS

OCCUPANT PROTECTION (P. I. & E.)

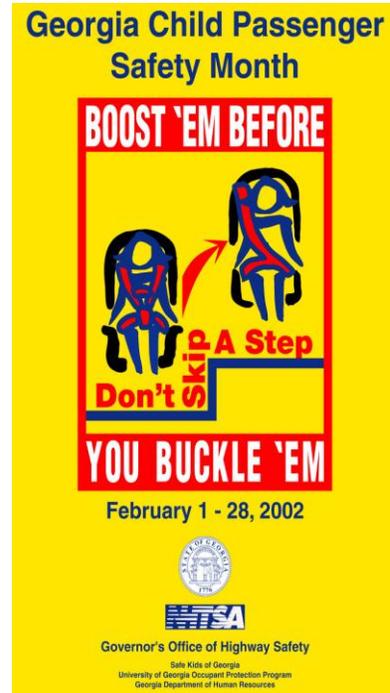


During fiscal year 2002, the GOHS communications and marketing unit successfully inaugurated *Georgia's Largest Booster Seat Check*. The November 2001 event attracted hundreds of metro



Atlanta residents to the Lakewood Antiques Market and more than 100 volunteers participated. Many volunteer Child Passenger Safety Technicians (CPSTs) checked and adjusted seats and provided new seats to families in need of booster seats for children who had outgrown convertible seats. The successful partnership included the WSB Television Family 2 Family Project, the Plastics Council and the Lakewood Antiques Market. WSB

provided ongoing publicity through public affairs programming and promotional announcements. More than 20 thousand leaflets were distributed across metro Atlanta to reach a diverse group of citizens. The successful event resulted in a commitment by WSB Television public affairs to assist in developing and promoting a second event. The station also committed to assisting in the identification of a radio sponsor from the company's radio group.



CHILD PASSENGER SAFETY MONTH

The annual observance of *Child Passenger Safety Month* began with the inauguration of the *Boost America Campaign*, a partnership between GOHS, the Ford Motor Company and United Way. The campaign provided 25,000 booster seats to low income Georgia families. GOHS grantees and community partners hosted booster seat checks to ensure that nearly every corner of the state received an opportunity to distribute the seats.



GOHS purchased paid media advertising through radio broadcasters in Atlanta, Augusta, Macon, Columbus and Savannah

YOUTH INITIATIVES (P.I.&E.)

Teen Driver Law Changes

Georgia's Teenage and Adult Driver Responsibility Act (TADRA) changed with the New Year. New sections of the law provided a curfew for new drivers between 16 and 18 with the Class D intermediate license that prohibits driving between the hours of 12:00 a.m. and 6:00 p.m. The new law also placed limits on the number of non-family passengers during the first six months of Class D licensing and also instituted requirements for driver training by parents or driver's education instructors.

Media strategies incorporated earned media with paid media to reach every corner of the state of Georgia to ensure that parents and young drivers were aware of the law's requirements. Paid media covered communities surrounding Atlanta, Macon, Augusta and Columbus, Georgia. Announcements were also purchased through the Georgia News Network to ensure that GOHS would reach rural listeners.



Marinel Wood describes her painful recovery from a devastating automobile crash that left her in a coma. (right inset)

The seventh annual Safe Driver's awareness day focused on teen drivers. The event, co-sponsored received coverage from three major television stations and Georgia Public Television as well as members of the Latino media. Sixty-five students and their *Students Against Destructive Decisions* (SADD) advisors participated. Several dozen-law enforcement organizations from Metro Atlanta also attended. Law enforcement officers joined the students to promote safe driving practices among young drives. An anti-dui step squad performs for the media and participants in the news conference.





Scenes from Safe Driver's Awareness Day at the State Capitol

GOHS Teen Driving Hotline

GOHS launched the new toll-free teen driver information hotline to provide another resource for accessing information surrounding the revised TADRA law

Campus Live Talk Show

A grant provided by GOHS to “Campus Live” used the media to provide young driver safety education programs through public service announcements and talks shows. Teens actively participated in the program planning and implementation process. Members of the Planning and Intervention Team served as panelists on a “Campus Live” Teen Talk Show at Model High School in Rome on March 20. More than 200 teens participated in the program. The program was viewed in all Georgia High Schools through Peach Star Satellite.

Prom and Graduation Season

WSB TV, WAGA TV and WXIA television in metro Atlanta broadcast public service announcements surrounding prom, graduation, and teen driver safety.

CLICK IT OR TICKET (P.I.& E.)

Georgia currently enjoys a seat belt use rate of more than 78 percent. However, marketing and communications strategies continued to reach the 22 percent of Georgians who continue to fail to buckle up. Campaigns were conducted once again for Thanksgiving 2001, Memorial Day 2002, and Labor Day 2002. GOHS continued to collaborate with law enforcement, private organizations, schools and local communities to provide *Click It Or Ticket* messages through the dissemination of education handouts at checkpoints, during community events and on local radio and television stations throughout Georgia. Dozens of law enforcement officers attended a *Click It Or Ticket* kickoff news conference in May. Law enforcement played a primary role in obtaining earned media for the two-week campaign. The law enforcement and community outreach news conferences were spearheaded by grantees and community partners.

Paid media purchases included Atlanta, Savannah, Columbus, Augusta and Macon. Statewide radio networks as well as the Latino media were incorporated into the broadcast advertisement strategy.

H.E.A.T. (P.I.&E.)

THE H.E.A.T IS ON!

Fourth of July holiday traffic enforcement involved both impaired driving enforcement as well as the kickoff of Highway Enforcement of Aggressive traffic (H.E.A.T). Governor Roy Barnes joined GOHS director Yvonne McBride in a news conference to announce grants to Cobb, Dekalb, Fulton, Clayton, Gwinnett and Henry Counties as well as the Atlanta and College Park Police Departments. The H.E.A.T. project announcement emphasized the strict enforcement of DUI laws coupled with the distribution of education materials related to aggressive and impaired driving.

The announcement received coverage from local television news as well as the Atlanta Journal/Constitution and community print publications in the jurisdictions that received the grant. GOHS sought and received follow-up coverage of H.E.A.T officers' activities during other major campaigns such as *Click It Or Ticket*.

Metro area paid media purchases included:

ABC Radio Networks
Radio One Atlanta, Inc.
WAOK AM/WVEE FM
WSTR FM

WNNX-FM/WWQ-FM
Clear Channel Atlanta,
Metro Network/Westwood One
WSB Radio Group

Hands Across the Border (P.I. & E.)

For the 11th consecutive year, GOHS and Georgia law enforcement agencies made a border-to-border pledge with state police agencies in Georgia, North Carolina, South Carolina and Alabama to encourage safe driving during the Labor Day Holiday. The event, which received coverage in all of the participating states, preceded the busy holiday travel period.



A Columbus, Georgia reporter covers Hands Across the Border



Media coverage in Alabama



Citizens line up for a safety seat clinic.

GOHS Website

GOHS staff members were trained to develop and update the website. The training culminated with the transition of the site to *INNERHOST.com*. The transition allows immediate changes and updates to the website to coincide with ongoing activities surrounding GOHS traffic safety programs.

GOHS Newsletter

The Georgia Highway Safety Review continued to serve as a tool for communications between GOHS, grantees, community coalitions, educators and other traffic safety advocates. The quarterly publication provides campaign and partnership updates, safety messages for use in traffic safety campaigns and a calendar of upcoming campaigns and special events.

Partnerships – A Primary Element

Partnerships with law enforcement, community groups, educators, private organizations and businesses were a key component of marketing and communications initiatives. Traffic Safety campaigns involved the participation of law enforcement and community partners to disseminate posters, brochures, broadcast advertisements, public service programming, news items and other information tools to spread messages to every community in Georgia.

CHALLENGES

Adequate funding of paid media remains a challenge. To reach rural and urban communities in Georgia, funding must be identified to adequately cover television and top radio media purchases particularly in metro Atlanta where costs often make up more than two thirds of the budget. The solicitation of private partners to cover media purchases will continue in order to supplement federal funds.

Roadway Safety

PROBLEM IDENTIFICATION

Georgia's law enforcement agencies aggressively enforce Georgia's primary seatbelt laws. Visitors as well as citizens utilizing Georgia's roadways must know that Georgia's Law Enforcement officers are serious about buckling up and saving lives on our highways. Buckle up signs and seat belt usage signs prominently displayed throughout the state will convey this message and serve as the motorist's ONLY warning to occupant protection violations in Georgia.

GOALS

To provide a minimum of six hundred (600) *Click it or Ticket* signs to law enforcement and public and private partners in an effort to educate the motoring public as to Georgia's zero tolerance policy for seat belt and child occupant protection violations. To facilitate the placement of *Click it or Ticket* signs in all 159 Georgia counties.

ACCOMPLISHMENTS

During FY 2002, with the assistance of law enforcement agencies, schools, businesses, corporations, churches, community coalitions and other Highway Safety Partners, the Governor's Office of Highway Safety facilitated the placement of three thousand four hundred seventy three (3473) *Click it or Ticket* signs throughout all 159 counties in the State of Georgia.



CHALLENGES

The challenge is to continue to educate the motoring public through signage on Georgia's roadways. In addition to the *Click it or Ticket* signs, Seat Belt Usage Rate signs will be placed throughout Georgia communities in a continuing effort to inform Georgia's motorists that Georgia's law enforcement is serious about occupant protection violations.

Network of Employers for Traffic Safety (NETS)

**Over 50 new large
and medium sized
companies were
added to the NETS
membership in 2002.**

PROBLEM IDENTIFICATION

Motor vehicle crashes are the leading cause of injury-related deaths and long-term health care in the U.S. workplace. The cost to employers is \$61 billion per year to cover workers compensation, healthcare, motor vehicle repair, lost productivity, liability claims and property damage. The cost to Georgia employers is estimated at \$2.98 billion a year.

The mission of NETS is to reduce traffic crashes involving Georgia's 3,886,581 employees and their families by helping employers implement well developed policies, dynamic workplace programs, and compelling community activities related to traffic safety.

GOALS

The Georgia NETS program seeks to reduce motor vehicle crashes, fatalities, injuries and their related costs by educating employers on how to develop effective workplace traffic safety programs.

ACCOMPLISHMENTS

GA NETS conducted 5 Traffic Safety Management Seminars, resulting in 100 safety managers being trained. A total of 31 outside presentations on highway and workplace safety programs were presented to associations, schools, government agencies and businesses. NETS has established regional advisory boards in Savannah, Augusta and Macon. Georgia NETS held 9 NETS Advisory Board meetings in FFY 2002.

NETS worked closely with state agencies by taking an active roll as a member of the Georgia Interagency Safety Advisory Council (GISAC). NETS' main involvement with the Council was to assist in organizing and presenting at training events. NETS also works with the Georgia Department of Labor as a member of Project Safe Georgia, and the Safety, Health & Environmental Conference Committee, chairing the Marketing Committee.

Georgia NETS supported *Click it or Tick*, *Operation Zero Tolerance: You Drink, You Drive, You Lose*, and *Drive Safely Work Week*. NETS' efforts to promote the *Click it or Ticket* Campaign resulted in thousands of requests from employers for materials to participate. Ninety five (95) employers conducted workplace traffic safety programs and activities in support of *Drive Safely Work Week*. In addition NETS exhibited at 7 safety conferences.

Challenges

NETS needs to increase the number of regional NETS advisory boards to cover the entire state. NETS also has a need for a “train the trainer” session to inform others on NETS. This strategy would increase NETS’ ability to deliver more seminars and presentations.

Traffic Records

PROBLEM

All programs sponsored by the Governor's Office of Highway Safety are driven by data to ensure that initiatives will be responsive to the documented roadway safety needs of Georgia. Accordingly, reliable traffic records are of extremely important. While significant progress has been made to process the State's traffic records, Georgia did not report crash injury data in 2002.

Accordingly, there are no official numbers of crash injury occurrences for Georgia between 1998 and 2002. Highway safety advocates, including the Governor's Office of Highway Safety, have relied on crash fatality numbers which provide a limited view of the State's motor vehicle crash problems. The Department of Motor Vehicle Safety is making significant strides to correct these issues.

An ongoing challenge for traffic records in Georgia is the sheer volume of collision reports generated in a state with a rapidly growing population in 159 counties. Further, Georgia has more than 900 law enforcement agencies. Because there is no consistent reporting system among jurisdictions, a great deal of time is consumed with the processing of crash data. The number of steps between the point at which an individual crash occurs and the collective reporting of all crashes for the state jeopardizes the accuracy and timeliness of collision reports.

GOAL

The ongoing goal for traffic records is to facilitate the development and maintenance of traffic information systems to provide accurate and timely crash data for safety decision-making in Georgia.

ACCOMPLISHMENTS

TraCS Testing

Testing of the TraCS crash reporting system was completed in 2002. Desk testing, using a suite of historical crash reports from the DeKalb County Police Department files, was completed early in the year. Field tests by Dekalb PD began in March 2002. Desk and/or field tests were or are being conducted by the City police departments of Lilburn, Newnan, Gwinnett, Cobb and Fulton at a less rigorous rate than the Dekalb tests.

TraCS Deployment

Although TraCS has not advertised, several police jurisdictions have learned of its existence and requested demonstrations and/or installation for local evaluation. TraCS is now operational (being used to prepare current crash reports) in Dekalb PD (since March 2002)

and Cobb PD (since November 2002). It will begin operational use shortly in the police departments of Gwinnett and Fulton Counties. The Traffic Records Coordinator has been assisting these agencies with start-up issues.

Traffic Records Coordinating Committee

Under the sponsorship of the Governor's Office of Highway Safety, the *Traffic Records Coordinating Committee* (TRCC) continued to meet monthly in FY 2002. These meetings were attended by representatives from law enforcement agencies, state departments, data analyzers, and others. .

Citation Automation Project

The Citation Automation Project continued to expand the automated crash reporting system into court systems. In FY 2002, additional courts were equipped with electronic citation communication software and hardware.

CHALLENGES

The greatest challenge for traffic records in Georgia has been the lack of motor vehicle crash and injury data since 1998. While the Department of Motor Vehicle Safety made steady progress toward remedying the past data problems while processing current traffic data, there was still no crash injury data published by the end of FY 2002.

CTSP Safe Communities

**Albany Safe Communities
received NHTSA's Region
IV Click It Or Ticket
Community Outreach award
in 2002.**

PROBLEM

Motor vehicle crashes are the leading cause of unintentional injury deaths, and the most significant factor in spinal and head injuries. According to the Centers for Disease Control, motor vehicle crashes are the leading cause of death for Georgians ages 1 to 35. The National Highway Traffic Safety Administration reports that most of these deaths are caused by failure to wear seat belts or place children in child safety seats, driving while intoxicated, and speeding. These are all learned behaviors. Therefore, the crashes that occur as a result of these behaviors are preventable. These crashes exact a high toll on the resources of the community due to lost productivity and health care costs. The greatest impact is human suffering.



However, because data is often fragmented and incomplete, it is difficult to paint a clear picture of the impact that these crashes have on the health and welfare of the community. Hence, limited knowledge of the problem results in community apathy.

Safe Communities is an injury prevention program geared toward educating the community and involving stakeholders in the problem solving process. The basic principle of Safe Communities is that indigenous people are best able to identify and prioritize their unique safety problems and select the appropriate community resources to carry out solutions. Community analysis of the total injury problem puts reducing and eliminating traffic crashes on the community's agenda as a major health problem that can be eliminated.

GOAL

In 2002, Georgia's Safe Communities aimed to reduce motor vehicle crashes, injuries and fatalities on Georgia's roads through comprehensive community-based information, education and enforcement programs delivered through local coalitions and community outreach.

ACCOMPLISHMENTS

Georgia Safe Communities

In 2002, Georgia Safe Communities successfully delivered a number of programs that increased community awareness of highway safety problems and solutions. In DeKalb County, child

safety seat programs were so well attended that eventually a limit had to be placed on the number of people able to attend each class.

DeKalb County Safe Communities also heavily participated in the *Click It Or Ticket* mobilization. During the May campaign, at least 3 members of the group were at every law enforcement roadblock providing child safety seats, fact sheets and information/education to the public.

The Richmond County (Augusta) Safe Communities Coalition organized a number of events during 2002. Members of the coalition taught proper usage of booster seats at a Child Safety Fair held at the local Family YMCA. They also spoke to fifteen teens about safe driving habits.

The Richmond County Coalition also reached out to businesses in the community by distributing kits to various companies during Drive Safely Work Week. In addition to community and business outreach, the coalition was politically active. It briefed a Commission subcommittee considering the idea of extending bar hours, on the facts about the correlation between increasing alcohol availability, the resulting increase in alcohol intake and the associated problems thereafter. The Commission voted against the extension of bar hours.

Columbus Safe Communities turned over a new leaf in 2002. For the first time it organized programs focused solely on booster seats information and education. These events, and a new child passenger seat law generated a high level of community interest as evidenced by the fact that as part of “Hands Across the Border,” 200 booster seats were installed.

Fulton County Safe Communities prompted change in their community in 2002 through public information and education projects, as well as leveraging the high visibility of the *Click It Or Ticket* campaign. Data indicates that their strategy is effective.

In 2001, observational surveys revealed that only 42% of motorists at Ponce de Leon, Peachtree Road, Pryor Road, Ashby Street, Martin Luther King Jr. Drive, and Simpson Road were buckled up. However, in 2002, the seat belt usage rate at the same intersections had increased to 70%! Through consistent public information and education projects, community outreach and leveraging major campaigns, Fulton County Safe Communities was able to increase the seat belt usage rates in these areas by 28% in one year!

Albany Safe Communities did exceptionally well in 2002. Albany (Dougherty County) had consistently been below the state average for seatbelt usage. However, in the 12 months that Albany Safe Communities has been active, the seatbelt usage rate has risen from 75% to 86%. This increase in usage was affected by high visibility media campaigns, intense law enforcement and the Safe Communities’ proactive public information and education projects.

Another major accomplishment of Albany Safe Communities during 2002 was the establishment of the Southwest Traffic Enforcement Task Force (SWTETF). The task force is a cooperative effort between law enforcement and civilians. The task force orchestrated monthly deployments spanning 10 counties in Southwest Georgia during 2002. During these deployments, the force

made more than 50 arrests and wrote over 500 tickets. Since inception, officers from various jurisdictions have requested assignment to the SWTETF.

Data Assessment

In order to assess the magnitude of motor vehicle crashes in a community, a Safe Community program must use data from multiple sources to identify the severity of injuries, number of fatalities, cost of treatment and the impact of all factors on the community. Upon assessing data, communities typically discover that motor vehicle crashes are a major health hazard in their locales.

DeKalb County reviews data at regular intervals to determine if seat belt usage rates and other indicative rates are positively changing as they carry out media, law enforcement and community campaigns.

Richmond County produces an annual fact book and report to increase public awareness of the health and safety issues that arise from traffic crashes. Also, Albany Safe Communities used data assessment in 2002, to garner community support for all their initiatives, which were highly successful as a result of multi-faceted support.

Community Involvement

A Safe Community program is based on the participation of local citizens and community organizations in actively addressing local traffic crashes, injuries and fatalities through preventive activities. Significant local participation is critical to the success of Safe Communities initiatives because citizens ensure that local values and attitudes are considered during problem and solution identification.

To increase community involvement during 2002, Albany Safe Communities rallied the support of an established, well known organization. With the support of a visible, reputable organization, Alpha Kappa Alpha, Inc., the Albany Safe Communities group compelled other organizations and local individuals to support highway safety initiatives.

Augusta Safe Communities employed a similar strategy to increase community involvement among young people. The coalition provided two hours of instruction on aggressive driving to health and fitness classes at local high schools. By partnering with schools, which are established entities in the community, the coalition was able to impact the thoughts and driving behaviors of young people, one of the most at-risk groups for highway safety injuries and deaths.

Partnerships

Expanded partnerships within a Safe Community program ensure that coalitions work with the community and other agencies and organizations with resources to address local traffic safety problems. Partnerships allow communities to develop collaborative strategies and share resources to increase the opportunities for reaching target populations.

Augusta Safe Communities partnered with a number of organizations to reach its goals. It worked with the local Health Department to begin Columbia County Compassionate Friends, a support group for families who have experienced the death of a child. It also partnered with the Red Cross to train volunteer instructors for public information and education classes.

Columbus Safe Communities actually took partnering a step further in 2002 by establishing a formal coalition of diverse agencies. A number of agencies are represented in the coalition including: the Columbus Police Department, Safe Kids Columbus, Department of Family and Children Services, Alpha Kappa Alpha Sorority, Columbus Wellness Center, Muscogee County Schools, Traffic Engineering and the Community Center and a United Way Agency.

DeKalb Safe Communities also used partnerships and collaborations to make their highway safety messages more profound. They collaborated with DeKalb Emergency Medical Services and the DeKalb Police Department to provide Crash Reenactment scenes, Ghost Out Programs and Mock Trials at five DeKalb County High Schools.

CHALLENGES

The Safe Communities program is a proven and effective way for concerned citizens to reduce the injuries, fatalities and economic losses incurred as a result of vehicle crashes. However, there are always challenges when a group is working to create long-term results. One of the main challenges for long-term program administration is financial self-sufficiency. For programs to be successful they must continue to identify potential funding sources to supplement current programs, and if possible establish a means of perpetuity.

Another challenge of Safe Communities in the future will be to remain cognizant of demographic changes and the influence of new cultures on local highway safety problems. The influx of new cultures means that there will have to be additional data assessment in order to effectively deliver campaigns. Awareness of culture specific data can make public information and education program delivery more relevant.

Safe Communities programs must also remain aware of the need to effectively communicate and be organized. On a local level, effective communication and organization makes mobilizations and kick off events for *Click It Or Ticket* and other campaigns, a more seamless process. Administratively, organization ensures accurate records and data, which can help Safe Communities coalitions secure future funding, as data indicates that seat belt usage rates increase and traffic crashes decline as they educate and advocate in their communities.

Legislative Activities

In 2002, the Georgia Legislature enacted a bill that exempts CPST technicians and sponsoring organizations from liability as a result of any act or omission that occurs solely in the inspection, installation or adjustment of a child safety seat.

The Georgia General Assembly adjourned 89 days after it started, ending the longest session since 1885. During the session the Governor's Office of Highway Safety (GOHS) tracked 48 bills and reviewed several hundred pieces of proposed legislation concerning highway safety or state/local government. These bills addressed subjects such as teen driving, driver's license, insurance, occupant protection, racial profiling, cell phones, tire safety, school bus safety, and DUI. Many of these bills did not pass as proposed, however, some legislation of importance to all highway safety professionals did pass.

However House Bill 1066 is the most significant legislation to be passed during the 2002 Legislative Session in relation to highway safety. The following is a summary of House bill 1066.

HB 1066 Child Passenger Safety Technicians

HB 1066 (Effective July, 1 2002)

51-1-20.2 Provides immunity from suit for those individuals and organizations involved in providing child safety seat instruction.

A child passenger safety technician or sponsoring organization shall not be liable to any person as a result of any act or omission that occurs solely in the inspection, installation or adjustment of a child passenger safety technician or sponsoring organization who:

Provides the services without fee;

Acts in good faith within the scope of training for which technician is currently certified;

Unless the act or omission constitutes willful and wanton misconduct or gross negligence.

Effective January 1, 2002, revisions to the **Teenage and Adult Driver Responsibility Act (TADRA)** significantly changed the way young motorists earn and maintain the privilege of driving by providing a controlled means for new drivers to gain experience and by reducing high-risk driver situations.

The 2002 Legislative Session featured several bills concerning highway safety issues such as cellular telephone bills, teen driver bills, impaired driving, racial profiling, occupant safety and bills dealing with rules of the road. Proposed legislation that is sure to get attention in the 2003 General Assembly will be distracted driving bills because of the increased number of crashes involving use of cellular phones and other electronic devices. Additionally, young drivers will probably be a topic for discussion as Georgia continues to lose too many teen drivers to crashes. The Georgia Governor's Office of Highway Safety is proud to report that the 2002 legislative

session was a progressive session, however, we endeavor with other stakeholders to continue to make Georgia highway safety laws the best in the nation to ensure the safety of our citizens.