



Nifty 50

FIFTY INTERESTING WAYS TO PROMOTE TRAFFIC SAFETY AS TAKEN FROM SUBMISSIONS TO THE 2003 IACP LAW ENFORCEMENT CHALLENGE.

VOLUME 1

Drive Hammered

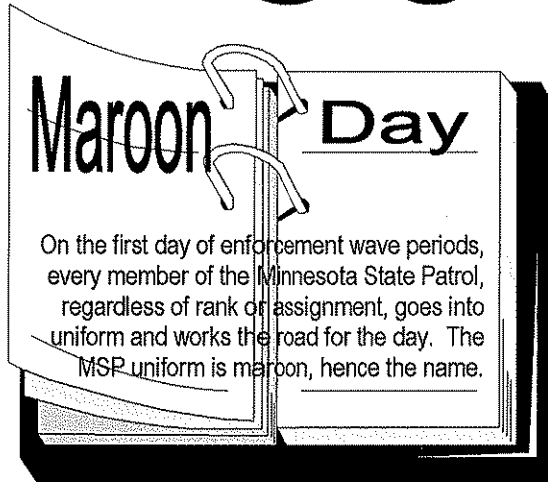


Get Nailed

Using earned media and paid media, the Alaska State Troopers use the catchy phrase "Drive Hammered – Get Nailed" to increase public awareness about the dangers of drinking and driving. Launched in conjunction with a new DUI team, the program has garnered great success.

COST RECOVERY

In Chesterfield County (VA) Motorists convicted of DUI are required to reimburse the arresting agency for costs of officer time and other expenses associated with their arrest, testing, trial, and conviction.

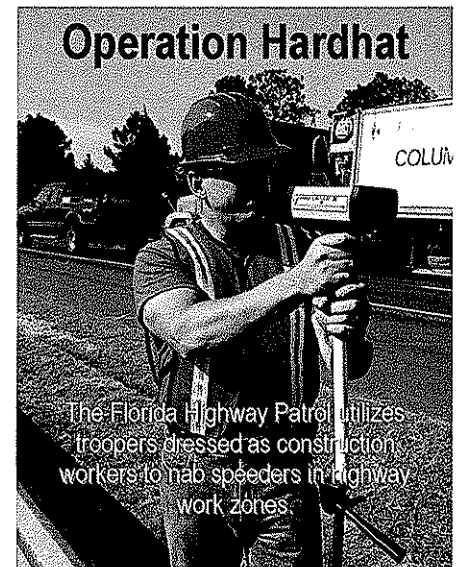


Maroon Day

On the first day of enforcement wave periods, every member of the Minnesota State Patrol, regardless of rank or assignment, goes into uniform and works the road for the day. The MSP uniform is maroon, hence the name.

Buckle Up for Freebies

Hickory Hills (IL) Police Department Officers stationed at busy intersections approach stopped cars and pass out coupons for free McDonalds fries, Wendy's frosties, and 7-11 slurpees to kids who are buckled up. Those not buckled get "buckle up" pins.



Operation Hardhat

The Florida Highway Patrol utilizes troopers dressed as construction workers to nab speeders in highway work zones.

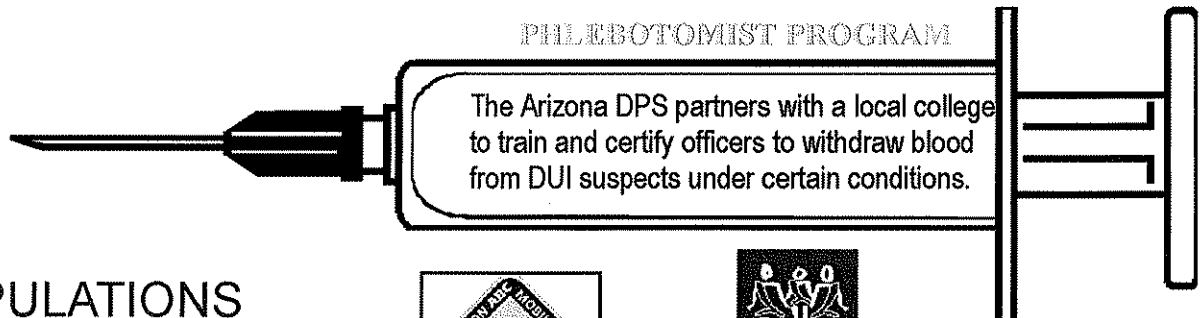
OPERATION NIGHTHAWK
 In Pennsylvania, a high visibility, multi-agency enforcement program requires officers attend a DUI workshop for updates and encouragement from motivational speakers.

1ST
 The Sterling (IL) Police Department advertises child seat checkpoints as "Most Beautiful Buckled Baby Contests"

BUSINESSES FUND OFFICER TRAINING

The Olney (IL) Police Department solicited the assistance of local businesses to fund travel for an officer to attend a child passenger safety technician course in a nearby city.

PHLEBOTOMIST PROGRAM



The Arizona DPS partners with a local college to train and certify officers to withdraw blood from DUI suspects under certain conditions.

DIVERSE POPULATIONS

Through meaningful dialog with the African-American, Latino, and Asian-American communities, the California Highway Patrol promotes important traffic safety messages. Their "El Proector" program has been around since 1987.



Project Advance

Utilizing an unmarked van equipped with speed measurement devices, camera equipment, and interactive computers, a Maryland Trooper covertly documents violations. Vehicle owners are later cited with a warning via mail.



BATTLE OF THE BELTS

Florida Highway Patrol used the natural rivalry of schools to promote friendly competition. Students at each school created campaigns, slogans, and promotional programs to improve their seatbelt compliance. Awards were given for the school with the best overall compliance rate and the most improved compliance rate.

Seatbelt Use Tracking Sign

The Adel, GA PD uses signs near the city limits to inform motorists of monthly seatbelt use. Legends on the signs are changeable, allowing two calendar months and corresponding percentage rates to be changed. A click it or ticket logo/message accompanies the sign.



DUI Training

The Fresno, CA PD uses roll call type training forums to provide orientation and refresher training in DUI. The program includes how to recognize impaired drivers, laws of arrest, and agency policy.

Neighborhood Traffic Safety Program

Citizen use a telephone hotline, city web site, or direct officer contact with designated "Neighborhood Traffic Officer". Employing education, enforcement, and/or engineering, the agency responds to the citizen concern.

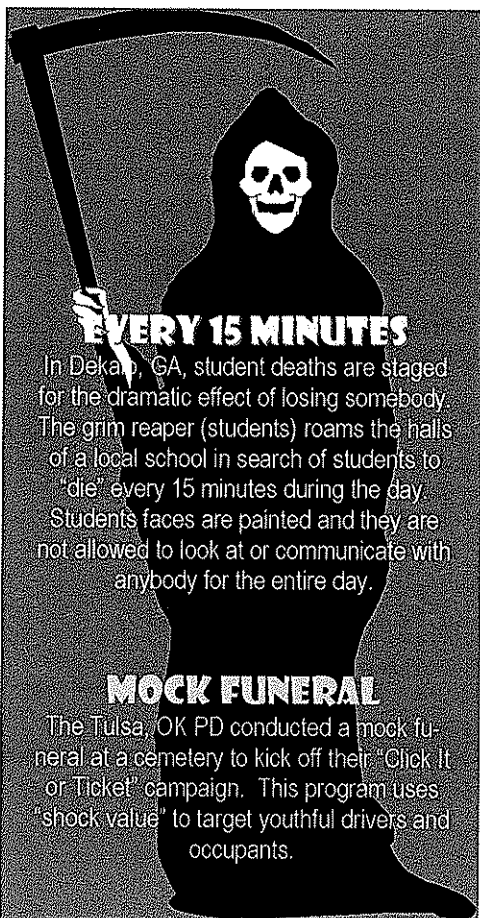


Safety Signs

The Martin County, FL Sheriff's Office partners with local businesses to sponsor safety signs located on local streets and highways. Similar to highway beautification signs, these signs contain legends about important safety messages.

Seatbelt Enforcement Zones

The Lincolnshire, IL PD increases public awareness by using roadside signs promoting primary seatbelt use and warning of strict enforcement.



EVERY 15 MINUTES

In Dekalb, GA, student deaths are staged for the dramatic effect of losing somebody. The grim reaper (students) roams the halls of a local school in search of students to "die" every 15 minutes during the day.

Students faces are painted and they are not allowed to look at or communicate with anybody for the entire day.

MOCK FUNERAL

The Tulsa, OK PD conducted a mock funeral at a cemetery to kick off their "Click It or Ticket" campaign. This program uses "shock value" to target youthful drivers and occupants.

My Choice to Live

In this North Dakota State Patrol program, youth and parents enter a pact not to drink and drive, but to call parents. Parents agree to immediately provide a ride and/or advise the youth.

There is an agreement not to ask questions or pass judgment, just help.

Commercial Vehicle Inspection

The City of Fairfax PD developed a local commercial vehicle inspection program to address HAZMAT transportation through the city. Certified level 1 inspectors work with state and Federal counterparts.

DUI SIMULATION

Using fatal vision goggles, Lavonia, GA officers teach high school students about the dangers of drinking and driving. Officers accompany students driving golf carts on a closed course of traffic cones, while the student wears the fatal vision goggles.

University Vehicle Safety Check

Prior to major student breaks in April and November each year, the University of Richmond, VA PD conducts a vehicle safety check open to all students, faculty, and staff.

PACE CAR

In San Carlos, CA, the neighborhood "Pace Car" program gets residents to obey the rules of the road and model proper driving behavior. Participants sign a pledge and receive a special "Pace Car" sticker for their vehicle as a sign for other residents that they are a pace

Operation Storefront

The Brevard County, FL Sheriff's Office DUI taskforce targeted convenience stores during hours just prior to the 2 am stop alcohol sales, suspecting drinkers make last minute purchases to "stock up".

RED TAG PROGRAM

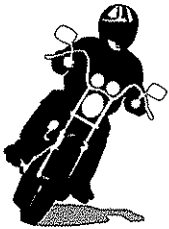
The red tag ordinance in Tucson, AZ costs motorists responding to police parties to obtain owner and claim forms for the call. It allows for the posting of a brightly colored tag on the front left window of an existence where an accident or injury occurs. The tag remains for 30 days and offers motorists responding to late calls of prior information.

Christmas Tree Tags

In New Lenox, IL, Christmas tree tags with a DUI message are attached to beer, wine, and liquor bottles sold in retail outlets on Christmas and New Years Eve, encouraging responsible consumption.

Aggressive Motorcycle Enforcement

In Metro Atlanta, officers from the special operations unit and aerial support unit work together to discourage motorcycles traveling at high speeds and /or aggressive driving. To discourage pursuits, the aerial support unit follows offenders, when appropriate, until a safe location to stop is found.



Mini-Checkpoints

The Fairfax County, VA PD saves costs by tapping various agency patrol districts for one officer each week to staff a combined DUI sobriety checkpoint (10-12 officers total). Through this method, the agency is able to do one DUI checkpoint per week. Auxiliary police are also used to maximize staffing.

High School Pledge

In cooperation with Stevens Advanced Driving School, the Hinesburg (VT) Community Police offered special crash avoidance courses to select students free of charge. As part of the program, participants signed a pledge to remain alcohol and drug free, always wear seatbelts, and comply with conditions of their license.

Airbag Simulator

Using airbags donated by a local dealer, the Sterling (IL) Police & Public Works Departments, fabricated a device whereby an airbag could be activated in proximity to a child seat to demonstrate the hazards associated with child seat placement in vehicles with air-

HEAT Highway Enforcement Against Aggressive Traffic

Eight (8) metro Atlanta area agencies combine to meet monthly and also conduct numerous selective enforcement and child safety seat details. The squad is specially trained in traffic enforcement and adopts a zero tolerance policy.

P.R.I.D.E.

Forsyth County S. O. has a program which stands for "Parents Reducing Incidents of Driver Error." The goal is to address and reduce the number of motor vehicle crashes involving teen drivers.

Everyone Loves Fry-Days

In a partnership with area McDonalds restaurants, every Friday during select months, Collier Co. (FL) deputies distribute coupons for free french fries to drive through window customers.

How To Enter Next Year's IACP Law Enforcement Challenge

The Law Enforcement Challenge program annually recognizes outstanding achievement in traffic safety by recognizing municipal, county, and state law enforcement agencies of all sizes. The program targets three major traffic safety priorities:

Occupant Restraint
Impaired Driving
Speeding

Application forms and instructions are available from the IACP web site:
WWW.THEIACP.ORG



Basketballs Sell Seatbelts

The Hawaii County (HI) Police sponsored a 3 on 3 basketball tourney for youth ages 8-17 to promote awareness of seatbelt laws. As part of the registration process, participants and parents pledge to use seatbelts.

Citizen RADAR

City residents in Folsom, CA are allowed to borrow agency RADAR guns to monitor speed on neighborhood streets. With explicit instructions not to initiate any enforcement action, they are encouraged to write down tag numbers and forward them to the PD. The PD sends a letter to the registered owner with a notation about the observation.



AVOID THE

21

Twenty-one law enforcement agencies in Alameda County, CA combine to target impaired drivers in specialized patrols and DUI enforcement. Follow-up arrests and a DUI warrant service are part of the program.

*21 law enforcement agencies participating.

The programs contained herein are used only as examples, as taken from submissions to the 2003 IACP Law Enforcement Challenge. Other agencies may conduct the same or similar programs. Look at IACP website at www.theiacp.org to view the specifics of each of these programs.

Safe Ride/Tipsy Tow

In Albuquerque, NM, there is always an alternative to getting behind the wheel after drinking. Free cab rides home from local bars are always available. During holiday periods, they also provide a "free ride for your car" by providing a "Tipsy Tow" free tow.

SAFETY TOWN

"Safety Town" is a bicycle and pedestrian safety program directed at grade school-aged children. The Naperville PD assists the Junior Women's Club with their program in using a small scale city. The site features miniature streets, sidewalks, buildings and roadway signs. Children use tricycles to learn the rules of the road.



High School Seatbelt Policy

The New Kent Co., VA Sheriff's Office, working with the local high school, crafted a mandatory school seatbelt policy for all students traveling on/off school property. First offense non-compliance involves a verbal warning, second offense a letter to the parents, third offense removal of parking privileges for 1 week, and a fourth offense termination of parking privileges for the remainder of the school year.

Innovative Messaging

The East Hazel Crest, IL PD places traffic safety messages on all fax cover sheets. In addition, "Click it or Ticket" signs are used on commuter parking lot booths.

Covert Enforcement

The Kissimmee, FL PD and Osceola County SO use patrol officers dressed as tourists, homeless people, bucket truck operators, and disabled motorists to catch violators with RADAR and/or other traffic enforcement.

Seatbelt Check Ahead

To generate seatbelt compliance, the Colorado Springs PD deploys familiar portable orange diamond shaped signs on the roadside with the legend "Seatbelt Check Ahead" and "Seatbelt Check Ahead 1/2 Mile". Another sign reading "Thank you for participating in our seatbelt check" is positioned down the road. No officers or actual check are present.



Welcome Home Program

Officers from the Winter Park, FL PD routinely deliver packets of safe driving materials to new residents of the community.

School of International Training

The program trains students from all over the world, to learn and live as Ambassadors in the US. The Brattleboro, VT PD covers motor vehicle laws, licensing, accident reports, DUI and speeding.

Valet Drop Off

The Monterey Park, CA PD, working with local elementary schools established specialized areas for parent "drop off" of school children. School safety patrols are trained to open car doors and assist students exiting. By expediting the "drop off", safety is dramatically enhanced.

ELDERLY DRIVER PROGRAM

The Florida Highway Patrol educates troopers and citizens about the method for reporting drivers in need of re-evaluation.

SROVT

"Solid Realistic Ongoing Verifiable Training" provides CHP officers with updated and refresher training on policies and procedures, occupant restraint, DUI, and speed on a daily basis.

SAFETY AT SEA

The Virginia State Police, in conjunction with the US Navy, assigns troopers to conduct safety briefings and assist sailors on deployment, prior to their return to "home port".

DUI Training

The Hinesburg, VT Police use a multi-pronged approach for educating officers and the community on zero tolerance policies pertaining to seatbelt, child restraint, and DUI.

Before Aggressive Driving Gets Everyone Stopped

The California Highway Patrol uses "BADGES" on a rotating monthly schedule where each department hosts one BADGES day during their designated month. Each participating agency sends officers to a designated point for the day for proactive enforcement.

