

CROSSROADS

Winter
2006



Iowa Department
of Public Safety

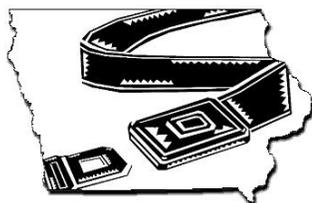
In this issue...

Calendar	2
M.A.D.D.	2
K.Y.D.S.	3
Join the Click	3
GTSB Conference	4
Special Recognition Luncheons	5
Avenue of the Saints Corridor Project	5
2006 sSTEP Program	6
Pick Up Truck Enforcement	6
Enrique Camarena Award	6
CPAA of Clinton	7
Seat Belt Awards	7
Ray Jones Retirement	8



Governor Thomas J. Vilsack has a leadership role in promoting traffic safety in the state of Iowa. At the Governor's Christmas Luncheon for state employees December 16, 2005 Vince and Larry were in attendance in order to bring a greater awareness for the use of safety belts. Above they are pictured with Governor Thomas J. Vilsack and First Lady Christie Vilsack.

Buckle Up Iowa



Every Trip - Every Time

sSTEP Waves 2006

May 22 - June 4

July 1 - 5

August 18 - September 4

Iowa seat belt use	87%
Goal	95%
Midwest ranking	# 2
U.S. Ranking	# 11

Calendar

2006

March 22-23

Iowa Governor's
Highway Traffic
Safety
Conference,
Cedar Rapids, IA

April 9-11

Lifesavers 24,
Austin, TX

April 24

Iowa CPS
Conference,
Altoona/
Des Moines

May 7 - 13

Regional Pick
Up Truck
Enforcement

May 23 - 24

Kansas Traffic
Safety
Conference,
Overland Park,
KS

May 22 – June 4

Click It or Ticket
Mobilization

June 13 - 16

DRE
Conference,
Kansas City, MO

June 30 –

August 3
Traffic Records
Forum, Palm
Desert, CA

July 1 - 5

sSTEP Wave

August 16 –

September 4
Impaired Driving,
High Visibility
Enforcement



December is National Drunk and Drugged Driving Prevention Month

On December 21, 2005 Polk County MADD President Brenda Krumel and Michelle Coles of Mothers Against Drunk Drivers, Governor Thomas J. Vilsack and Department of Public Safety Commissioner Kevin Techau, united with law enforcement officers across the state to promote driving safely on Iowa's highways over the holidays with a 3-D Month Proclamation Signing. The media event focused on reducing the number of impaired drivers on Iowa's roads.



Governor Thomas J. Vilsack ties a MADD red ribbon on the antennae of his vehicle to indicate his support for driving alcohol and drug free over the holidays and 3-D Month.

CrossRoads

Thomas J. Vilsack, Governor
Kevin W. Techau, Commissioner,
Iowa Department of Public Safety
J. Michael Laski, Director
Governor's Traffic Safety Bureau
Wendie S. Nerem, Editor

CrossRoads is published quarterly by the Governor's Traffic Safety Bureau
Wallace Bldg., 4th Floor
Des Moines, IA 50319-0248
Phone: 515/281-3907
Fax: 515/281-6190
E-Mail: gtsbinfo@dps.state.ia.us

We welcome article submissions and ideas pertaining to traffic safety.

Visit our web site at: www.iowagtsb.org.
The latest issue of CrossRoads may be viewed in color at:
<http://iowagtsb.org/gtsbcrsr.pdf>
Back issues of CrossRoads may be viewed from links at:
<http://www.infoiowa.state.ia.us/DPS/index.htm>



Governor Thomas J. Vilsack was joined by former Iowa Senator Tony Bisignano, a number of public safety officials and students at Lincoln High School, Des Moines, Iowa January 24, 2006 to rally support for recommendations made as part of the Iowa Keep Young Drivers Safe (KYDS) Initiative and legislative proposals known as NICK'S LAW.

The IOWA KYDS report was released at the press conference and is available at www.iowaKYDS.org.



Youth in preparation for filming the Join the Click Video

The Iowa Department of Public Safety, Governor's Traffic Safety Bureau held a media event in the Iowa State Historical Building Auditorium February 9, 2006 to kick off the "Join the Click" Campaign aimed at encouraging all children up to the age of 11 to be properly seated in a child safety seat, booster seat or adult belt appropriate for the child's size in every seating position in their vehicle. The preview of the "Join the Click" video was followed by the group of dancers from Pleasant Hill performing their routine to the "Join the Click" song. For additional information and to view the Video Clip log on to www.jointheclick.org.

2006 Governor's Highway Traffic Safety Conference
March 22-23, 2006
Marriott Cedar Rapids, Cedar Rapids, Iowa

This year's conference looks to be an exciting event with topics and speakers covering major traffic concerns.

Betty Mercer, contractor with the National Highway Traffic Safety Administration (NHTSA), will share details of NHTSA's latest safety belt initiatives.

Jack Oates from NHTSA will share trends, problems and possible solutions under SAFETEA-LU.

Ross Loder, Iowa Department of Public Safety Legislative Liaison, will discuss highway safety legislation such as changes to Iowa laws affecting young drivers and other key legislative issues.

Peter Grady, Assistant Attorney General, Prosecuting Attorneys Training Coordinator, Iowa Attorney General's Office, will discuss recent court cases, their outcomes and potential consequences. He will also share information about national impaired driving issues.

Phil Headley, Chief Engineer, Continental Teves North America – discusses the enormous potential safety benefits of features like stability control and how it can benefit peace officers and the motoring public.

Karen Williams, President, Williams Group – The latest in teen brain development research explains why the teen is a special risk at the wheel.

Kim Snook, Driver License Supervisor, Office of Driver Services, Iowa Department of Transportation and Laurinda Smith, Program Coordinator, Iowa State University Department of Public Safety – Learn about Iowa's highest risk, most serious injury and

fatality prone drivers and what is being done to assist them.

Breakout Sessions will include information regarding the following:

Multidisciplinary Groups at the local level – learn why multidisciplinary safety teams are important to officers, EMS personnel, traffic engineers, and others on how the multidisciplinary approach can benefit your community.

Crash Reporting – discussion regarding training issues and possible training venues including four hour on-site programs and roll call training.

Multi-agency Enforcement – explore the benefits of cooperative enforcement and learn about programs in other parts of the state and region.

Motorcycle Safety: What's new for 2006 – Motorcycle deaths continue to climb as our riding population continues to age. Find out what's being done to combat the problem.

Adolescent Brain & Alcohol: Just the Facts – a quick glimpse into the profound and lasting impact alcohol use can have on the teen brain.

Technology and Law Enforcement – Find out about the latest in technological developments and how they might benefit your agency.

These speakers will be followed by the Awards Luncheon and presentation of the Kip Hayward Award and the Commissioner's Special Awards for Traffic Safety.

For conference information contact the GTSB at 515-281-3907 or go to the Iowa State University web site

<http://www.ucs.iastate.edu/mnet/gtsb/home.html>

2006 GTSB Special Recognition Dinners

The Governor's Traffic Safety Bureau is holding ten Special Recognition Dinners around the state to thank officers for their hard work in Seat Belt Safety. Recognition is extended to all law enforcement agencies for their participation and support of traffic safety enforcement, along with those that have been involved in traffic enforcement programs facilitated by the Governor's Traffic Safety Bureau.

March 15, 2006	Fairfield Country Club	Fairfield, Iowa
March 28, 2006	Cronk's Restaurant	Denison, Iowa
March 29, 2006	Spencer Country Club	Spencer, Iowa
March 30, 2006	Holiday Lodge Best Western	Clear Lake, Iowa
April 25, 2006	Country Hills Community Golf & Restaurant	West Union, Iowa
April 26, 2006	Maquoketa Country Club	Maquoketa, Iowa
April 27, 2006	Long Branch Restaurant	Marion, Iowa
May 2, 2006	Red Coach Inn	Red Oak, Iowa
May 3, 2006	Terrible's Conference Center	Osceola, Iowa
May 4, 2006	Quality Inn & Suites Starlite Convention Center	Ames, Iowa

For additional information contact the Governor's Traffic Safety Bureau at 515-281-3907.

Corridor Enforcement Project – Avenue of the Saints



Saint Patrick's Day is Friday March 17th. Routinely this is a busy day for law enforcement in Iowa. Traffic safety is yet a major concern on that day and through the ensuing weekend.

With that burden and concern in mind, Iowa law enforcement will partnership with Missouri law enforcement for a corridor traffic enforcement project targeting the roads along the Avenue of the Saints (Highway 27).

The project will be conducted on Thursday, March 16, 2006.

The planning meeting for this project will be held March 9, 2006 at the Holiday Inn Conference Center, Coralville, Iowa.

For additional information contact the Governor's Traffic Safety Bureau at 515-281-3907.

2006 sTEP Program

The 2006 sTEP program is alive and well. We have just completed the second wave (February 11 – 14, 2006) and the numbers reflect it to be another successful event. It is amazing what law enforcement can do when they come together for a righteous cause. Saving lives and preventing accidents is a job handled by law enforcement on a daily basis and it is rarely appreciated by the public.

With 80% of the sTEP contractors reporting, along with 16 other contractors and 6 volunteer agencies, for a total of 165 agencies, their reports show 6,584 traffic contacts. There were 121 operating while intoxicated contacts, 1,109 seat belt contacts, 2,633 speed contacts along with 16 felony arrests, 52 narcotic arrests and 97 arrest warrants served. These reporting agencies covered 245 traffic accidents and assisted 391 motorists.

I want to commend all those law enforcement agencies that participated in the February wave. Keep up the good work!!!

Randy Hunefeld
sTEP Coordinator



Chinese Buckle Up signs - Pictures taken by Charlie Black, Iowa-Illinois Safety Council, while on his trip to China.



Special Week of Seat Belt Enforcement and a Pick Up Truck Awareness Campaign

From April 3 - May 13, 2006 Iowa will be participating in a special seat belt awareness project. Just like the "Click It or Ticket. Seat Belt Tickets Save Lives," the NHTSA's Central Region states will be rallying to partner in a special awareness campaign regarding pick up truck fatalities. The message simply stated "Pick Ups Rock and Roll." will be released during this time frame. NHTSA wants states with large populations of pick up truck drivers to understand that due to their construction, pick up trucks tend to roll over and have little crush down factor built into them. In this regards, it is important to reiterate the importance of seat belt use. Since 2000, 266 pick up truck occupants have died in Iowa crashes, 75% of them unbelted. There will be a paid media campaign attached to this mobilization that will run April 30-May 13. Then there will be a week of seat belt enforcement running May 7-13. Please watch for the announcement package regarding that enforcement period.

2005 Enrique Camarena Award

On November 7, 2005 Sgt. Craig Porter of the Johnston Police Department was recognized by the Enrique Camarena Award Committee for his outstanding contribution to furthering drug awareness and prevention in his community. Craig attended DRE training in 1991 and since then has instructed all DRE classes and has arrested approximately 100 drug impaired drivers.



Denny Becker, DRE Coordinator, Governor's Traffic Safety Bureau; Sgt. Craig Porter, Johnston Police Department; Johnston Mayor Brian Laurenzo; and Johnston Police Chief Ron Nichols



The Citizen Police Academy Alumni of Clinton, Iowa float promoted seatbelts and child restraints for the 57th Annual Mardi Gras Parade held in the City of Clinton, October 24th, 2005. The float contained a six foot papier-mache pumpkin wearing its seat belt and shoulder strap.



The Citizen Police Academy Alumni of Clinton, Iowa obtained and distributed reflective “trick or treat” bags for children containing safety “trick or treat” suggestions. They were handed out Friday afternoon and Saturday morning before Halloween, promoting pedestrian safety.

Seat Belt Award

General Mills: 95%

General Mills Employees, Cedar Rapids, were awarded the GTSB/NHTSA 95 percent Safety Belt Honor Roll plaque.



Pictured from left to right:
 Rue Patel - Plant Manager, Patrick Killean - Safety Manager, Joyce Wood -Plant Safety Committee, Charlie Black – Iowa-Illinois Safety Council, Don Dodd - Plant Safety Committee, Wendie Nerem – Governor’s Traffic Safety Bureau and Jon Woodworth- Fruit Dept Manager. Not pictured: Randy Nelson, Tom Fine, Doug Bell, Jane Wachira and Dan Morrow.

GTSB Staff

Michael Laski, Director
 515-281-8400

Denny Becker, Western Area Administrator & Impaired Driving and DRE Program Coordinator
 515-281-8844

Sandy Bennett, Administrative Assistant
 515-281-5431

Christine Burkett, State Programs Administrator
 515-281-8348

Shelley DeForest, Financial Manager
 515-281-3730

Ihla Hochestetler, Secretary
 515-281-3907

Randy Hunefeld, sSTEP Coordinator & Police Traffic Services Coordinator
 515-281-7166

Wendie Nerem, Eastern Area Administrator, Youth Coordinator, Web Manager & CrossRoads Editor
 515-281-5430

Bob Rushing, Law Enforcement Liaison
 515-281-8836

Lu Simpson, Central Area Administrator and Occupant Protection Coordinator
 515-281-6583

Bob Thompson, Program Evaluator
 515-281-3014

Ray Jones Retirement

Ray Jones, Bureau Chief, Bureau of Emergency Medical Services (EMS) retired in January 2006. From his humble beginnings working as a medic with his brother, to service director, state regional coordinator, and finally bureau chief, Ray has contributed greatly to the state's EMS system. His support and dedication to the Iowa public has been greatly appreciated. Congratulations go out to Ray on his retirement and he is wished the best in his retirement years.

Article Submissions

To submit articles for the CrossRoads Publication send to Wendie Nerem, Editor, Governor's Traffic Safety Bureau, Wallace State Office Building, Des Moines, Iowa 50319-0248,
FAX 515-281-6190 or e-mail to nerem@dps.state.ia.us.

Be sure to indicate that you would like to have the article published in the CrossRoads.
If you have any comments or questions contact Wendie Nerem at 515-281-5430.

Governor's Traffic Safety Bureau
Wallace State Office Building 4th Floor
Des Moines IA 50319-0248

CROSSROADS

PRRST STD
US POSTAGE
PAID
DES MOINES IA
PERMIT #1195