

CROSSROADS

Spring/Summer
2009



Iowa Department
of Public Safety

In this issue...

Occupant Protection Training	1
Calendar	2
Occupant Protection Articles	2
Message from the Bureau Chief	3
Saturation Patrols	4
STEP Waves	5
I-380 Checkpoint	6
GTSB Resources	7/8
DRE News	9
MANIACS	9
Teen Seat Belt Usage	10
Awards	11
Motorcycle Task Force	12



On May 6-9th the Iowa Governor's Traffic Safety Bureau (GTSB) sponsored a Child Passenger Safety Technician class at the National Guard Armory in Carroll Iowa. The National Highway Traffic Safety Administration (NHTSA) Child Passenger Safety Technician (CPST) course is a four day training. Classes are held in strategic locations across the state as determined by the Iowa CPST Instructor pool. Twelve students completed the classes and are now Certified CPS Technicians. The class concluded with a Child Seat Check Up Event on Saturday at Lou Walsh Chevrolet in Carroll where the students inspected over 25 seats.



Every Trip – Every Time

Iowa seat belt use	93.1%
2008 Goal	95%
Midwest ranking	# 2
U.S. Ranking	# 8

Calendar

2009

August 21-
September 3
sTEP Wave

September 10-
26
DRE Training

September 13-
19
Child Passenger
Safety Week

September 17
Child Passenger
Safety & Seat
Belt Saturation
Patrol

September 30
End of 2009
Contract Year

October 1
Beginning of
2010 Contract
Year

October 16
Operation
Western
Expansion
Saturation Patrol

October 18 - 24
National Teen
Driver Safety
Week

November 23 -
29
sTEP Wave
Thanksgiving/
C.A.R.E.

It is well established that seat belts save lives. However, many pregnant women do not wear seat belts, for fear that the belt itself could injure the baby in a car crash. But is this actually the case? Does the seat belt put the baby at risk?

A group of researchers led by Dr. Stacie Zelman from Wake Forest University examined a national database of over two million injured patients, and found over 2,400 pregnant women injured in car crashes. Women wearing a seat belt, having an air bag, or both were significantly less likely to have pregnancy-related complications than women with neither a seat belt nor an air bag. The combination of a seat belt and air bag resulted in the lowest rate of complications.

The researchers conclude that pregnant women should use seat belts with confidence that they will help, not hurt, in a crash.



The other day I was in the Quad Cities and on the back tailgate of a pickup truck was a magnetic sticker that read "Seat belts are not nearly as confining as wheel chairs" I talked to the owner of the pickup and asked him where he got the sticker. He said he made it. He got the materials from a craft store. I asked him what had prompted him to construct it. He said he had a close friend who was involved in a traffic accident and was not wearing his seat belt. The accident resulted in his friend being confined to a wheel chair until his health deteriorated to the point that he passed away. He said he did the sign as a memorial to his friend. He said he was amazed by the numbers of vehicles who pull up behind him at a stop sign and he could see the drivers or passengers buckling their seat belts after reading the message on the tailgate of his truck. I guess the only thing I would consider is changing it to "Seat belts are not nearly as confining as a wheel chair or casket." For me it was a harsh reality check but it certainly did not coat the message on the need for drivers and passengers to wear their seat belts.

Captain Charles A. Witt
Clinton Police Department

CrossRoads

Chester J. Culver, Governor
Eugene T. Meyer, Commissioner,
Iowa Department of Public Safety
Larry D. Sauer, Bureau Chief
Governor's Traffic Safety Bureau
Wendie S. Nerem, Editor

CrossRoads is published quarterly by the
Governor's Traffic Safety Bureau
Public Safety Building, 3rd Floor
215 East 7th Street
Des Moines, IA 50319-0248
Phone: 515/725-6123
Fax: 515/725-6133
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](http://www.infoiowa.state.ia.us/DPS/index.htm)



From the Governor's Traffic Safety Bureau Chief

To Traffic Safety Partners and Associates,

I would like to take this opportunity to thank all of our law enforcement partners across the state for their targeted enforcement efforts on seat belt and impaired driving violations so far this summer.

I realize that traffic fatality numbers can change very quickly as they did in May and April of this year when we were inundated with several multiple fatality crashes. Naturally, those 2 months were not good for the multi-year fatality trend line and at the end of May, we were several fatalities ahead of where we were last year. However, since then in June, July and so far in August we have been fortunate to see lower fatality numbers when comparing those to previous years. We are nearly back even with last year's count at this time. I am convinced that your dedication to targeting our 2 major killers, belts and booze, during the times data tells us is the worst has contributed significantly to the down-turn in fatality numbers in the past 2 1/2 months.

We still have a significant amount of time left before cold weather sets in and motorcycles are stored away for the winter, so we at the GTSB would ask that you remain vigilant in your enforcement efforts to keep fatal crashes to a minimum.

In closing, I have just learned that the state seat belt rate has risen another 2 to 3 tenth of a percent with this year's surveys, which is good news for all.

As always, if there is anything that we can do at GTSB to serve you in your traffic safety efforts, please do not hesitate to contact us.

Very truly yours,

A handwritten signature in black ink that reads "L. Sauer".

Larry D. Sauer, Bureau Chief
Governor's Traffic Safety Bureau

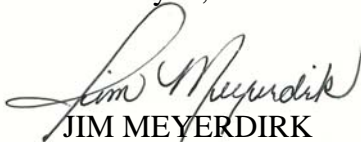
Saturation Patrols

Traffic Safety Colleague:

Another season has rolled by and it went so fast. This year we expanded corridor events to saturation patrols, encompassing larger sections of the state for each project. All saturation patrol informational meetings are finished for another year, but we still have two more saturation patrol events to complete before they are over for the year. We have the Child Passenger Safety & Seat Belt Saturation Patrol that will be held Sept. 17th for the entire state. All agencies will be asked to report all their numbers in the twenty four hour period to me. Then, the last Saturation Patrol for the year will be on Oct. 16th. This will be Operation Western Expansion. This project has been moved to a Friday night and, again, we are asking all agencies on the entire western half of the state to collect their department's enforcement numbers and report them back to me. We are asking for the full twenty four hour period, but would like to see the biggest concentration from 7:00 p.m. until 3:00 a.m. The reporting forms are on the web site at www.iowagtsb.org - just download, fill out, and fax in.

Next year there are going to be more changes in the saturation patrol projects. They will be two days and moved to Friday and Saturdays. The changes will be gone over in detail at the informational meetings to be held across the state next summer. If someone from your department has not attended one of these meetings, it is important that they try to do so and make at least one during the summer months. The information each year is different and pertains to what the Governor's Traffic Safety Bureau is asking your agency to accomplish along with any new changes that have taken place in traffic safety. It also allows us to meet you face to face and answer any questions you have on your contracts or problems you are experiencing. Your input on the saturation patrols is also important; if it does not work for you, it will not work for anyone else. We would like to discuss your success stories involving traffic safety. Each year we look to improve the saturation patrols so we can make the best impact on our goal. Everyone's goal should be to lower the serious injury and fatality crashes to an all time low and with the help of all law enforcement in the state we can and are doing just that. Thank you for your traffic safety dedication and hard work. **YOU ARE MAKING A DIFFERENCE!**

Thank you,



JIM MEYERDIRK

Governor's Traffic Safety Bureau



sTEP Enforcement Wave
“Drunk Driving. Over the Limit, Under Arrest,”
August 28 – September 3, 2009

Western Expansion Corridor Event
October 16, 2009

sTEP Enforcement Wave
Thanksgiving/C.A.R.E.
November 23-29, 2009

March 2009 sTEP wave
by Randy Hunefeld

The March sTEP wave occurred on March 12th and went through March 17th. This wave was the second of five waves and the number of traffic contacts showed that we are on task in saving lives in 2009.

Iowa law enforcement is taking traffic safety to a new level and your efforts are paying off. Even though it is difficult to say how many lives are being saved, I feel confident in stating that without your efforts there would be a lot more folks not sharing holidays with their loved ones.

During the March enforcement wave, over 1650 officers from 251 agencies participated and the results were 23,723 traffic contacts. This wave is only four days long; however it netted 545 OWIs, 2,883 seat belt violations, 8,261 speeders and 422 suspended drivers. Also reported were also 38 felonies, 145 narcotic incidents and 195 warrants served.
(See attached March sTEP wave report)

My hat is off to all those agencies that participated in the March sTEP wave.

“Click It or Ticket It” May sTEP Wave
by Randy Hunefeld

Iowa’s law enforcement was involved in the National “Click it or Ticket it,” campaign which occurred during the May sTEP wave running from May 18th – 31st. There were 245 agencies and over 1,823 officers that participated and took the time to report their activity. Even though there were 42 fatalities during the month of May, which represents a 10 year high, I know without the effort of law enforcement there would have been many more to add to that count.

So what were the agencies doing during the May sTEP wave? Well, to say the least, they weren’t hanging out at the donut shops, they were out saving lives. The final report has been tallied and this sTEP wave reported 43,906 traffic violations. There were 180 sTEP contractors, 62 non-sTEP contractors, and 3 volunteer agencies that participated.

Some of the highlights of the 43,906 traffic violations were 949 OWIs, 4,918 seat belt violations and 16,112 speed violations. There were 1,492 traffic accidents investigated and 2,064 motorist assists. 93 felony, 268 narcotics and 379 arrests warrants were served during this 2 week time period.

My hat is off for the efforts of each and every officer who participated during this sTEP wave. You are truly Iowa’s shining star. You continue to make our streets and communities safe, not only during the sTEP waves but each and everyday.

I-380 Safety Check Point (2009)

By Randy Hunefeld

Originally the I-380 Safety CheckPoint was scheduled for May 15th, but the weather did not cooperate and the date was moved to May 29th. This Safety CheckPoint project has been on-going for several years and it has been very successful.

In April, a planning and organizational meeting was held at the Buchanan County Sheriff's Office Annex. As a result of the meeting, it was determined that there was a need for additional K-9 officers for narcotic searches on vehicles. It was further determined that there was a need for additional patrol officers, reserve officers, DRE.'s and bilingual officers for the basic traffic checkpoint lines. The project location was held at the I-380 / Mile Marker #53 at the southbound DOT Scales in Buchanan County.

On May 29th, 57 officers from 21 agencies arrived and conducted the checkpoint from 4 – 8 p.m. There were 1006 motor vehicles and an additional 139 commercial motor vehicles that were checked. As a result of the project, there were 85 citations, 69 warnings and 62 equipment repair memos, for a total of 224 violator contacts. Additional activities reported were 15 consent searches, 60 (K-9) deployments, 7

PBTs used on subjects, 2 motorist assists, one accident investigated and \$2500.00 worth of narcotics were seized. Besides traffic violations, there were 14 arrested, which included one OWI, twelve narcotic and one felony.

The following agencies were represented: Benton County Sheriff's Office, Black Hawk County Sheriff's Office, Bremer County Sheriff's Office, Buchanan County Sheriff's Office, Dubuque County Sheriff's Office, Fairbank Police Department, Fayette Police Department, Fayette County Sheriff's Office, Hiawatha Police Department, Independence Police Department, Iowa City Police Department, Jesup Police Department, LR3 Fusion Center, Marion Police Department, Urbana Police Department, Governor's Traffic Safety Bureau, Iowa Department of Transportation/ Motor Vehicle Enforcement, Iowa State Patrol Post 9 and 10, (ATF) Alcohol Tobacco and Firearms and (ICE) Immigration and Customs Enforcement.

This event proves what a little initiative and a cooperative multi-agency effort can do to promote traffic safety and make communities safer.



BIGGEST KEPT SECRET GTSB's Resource Library

The GTSB has maintained a resource library for many years. Just like any other library these materials are available for the general public's use.

Below is a list of the newest AV materials recently added to the Resource Library in 2009:

- 174 Driven to Distraction
- 191 Reducing Patient At Risk Drinking Kit
- 200 Young Driver Outreach Program
- 208 Understanding Car Crashes WHEN PHYSICS MEETS BIOLOGY
- 225 Drinking, Driving & Dying TEACHER'S RESOURCE BOOK & DVD
- 226 DRUGGED DRIVING: The Road to Disaster
- 227 SUDDEN IMPACT: After the Crash TEACHER'S GUIDE DVD Version

Below is other material that was added within the last few years:

- 81 Drive Time THE MENACE OF THE ROAD English/Spanish
- 84 TRACS National Model Statewide Application of Data Collection & Management
- 85 Technology to Improve Highway Safety
- 167 The Last Uncontrolled Variable in Driver Safety a Special Report
- 169 NRSF Traffic Safety PSA Composite 1) Russian Roulette, 2) Baby Seat, 3) Mother, Aggressive Driver; 4) Jenni, 5) It Wasn't My Fault, 6) Race Car Driver, 7) Lt. Raider on Street Racing, 8) Parent's Loss, 9) Judge Baker, 10) Let Him Pass, 11) Showoff Reckless Driver, 12) Backing Up, 13) Baby Seat, 14) Russian roulette Sp, 15) Race Car Driver Sp, 16) Shattered Lives, 17) Shattered Lives Sp, 18) Call the Police!, 19) Cell Phone ALL CLIPS ARE :30 IN LENGTH
- 175 Increasing Safety Belt Use in Your Company
- 182 P.U.R.S.U.E. Prepare. Understand. Respond. Stop. Utilize. Examine. Improve Decision-Making Before, during and after the pursuit of violators
- 201 MUTCDUS Road Symbol Signs & U.S. Pavement Markings Posters
- 204 TEACHING TEENS TO DRIVE A Partnership for Survival CD & Handbook
- 203 TRAFFIC SAFETY TOOLBOX CD

If you would like to borrow any of these materials contact Ihla Hochstetler at 515-725-6123.



A man was driving through an intersection when a traffic camera flashed. He thought his picture had just been taken for exceeding the speed limit, even though he knew he was not speeding.

Just to be sure, he went around the block and passed the same spot again, driving even more slowly, but again the camera flashed. He thought this was quite funny, so he slowed down even further as he drove past the area another time, but the traffic camera flashed yet again.

He even tried this a fourth time with the exact same result.

The fifth time he was laughing when the camera flashed as he rolled past at a snail's pace.

Two weeks later, he got five traffic citations in the mail for driving without a seat belt.



Commander Alex Booster Seat materials can be obtained by contacting:

Mark Nagel 515-725-6126
nagel@dps.state.ia.us; or

Ihla Hochstetler 515-725-6123
hochstet@dps.state.ia.us



Commander Alex, Boy Warrior, and Princess Kelsey, Booster Seat Warrior Princess, were a hit at this year's Art Festival and Iowa State Fair. Children are delighted by these cardboard cutouts and are thrilled to have their pictures taken while they are looking through them. Parents are excited about them, as well, and pictures are taken of all ages. These cutouts go along with the Commander Alex Book which promotes the use of booster seats and informs readers about the booster seat law.

IN ORDER TO RIDE SAFE, CHILDREN BETWEEN 40 AND 80 POUNDS AND UNDER 4'9" TALL SHOULD ALWAYS SIT IN A BOOSTER SEAT. Commander Alex out!



IOWA DRUG RECOGNITION EXPERT (DRE) PROGRAM

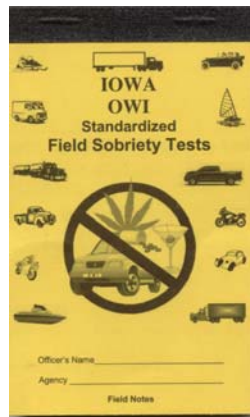
The 2009 DRE Training School is scheduled for September 10 - 26, 2009 in Ames, Iowa.

Out of State certification will be October 13 -17 2009 in Arizona.

DRE Recertification is September 2, 2009 in Buena Vista County and December 10, 2009 at Post 1, Des Moines, Iowa.

The 2010 DRE Conference is scheduled for July 22-24, 2010 in Pittsburgh, Pennsylvania. For further information visit the International Drug Recognition Expert web site at www.decp.org or the International Association of Chiefs of Police web site at www.iacp.org. Any agency with questions regarding this conference can call Denny Becker at (515) 725-6128 or e-mail him at becker@dps.state.ia.us.

Since 1991, Iowa DRE's have completed 5,346 Drug OWI Enforcement Evaluations with 90% or greater OWI Conviction rate.



The new Standardized Field Sobriety Tests booklets have been received at the GTSB.

To order please contact
Denny Becker 515-725-6128
becker@dps.state.ia.us; or

Ihla Hochstetler 515-725-6123
hochstet@dps.state.ia.us



MANIACS

The Governor's Traffic Safety Bureau has again worked with the Integer Group to produce an excellent video with a safety belt message for teenagers. It begins with a group of young men who are involved in risky behavior as stuntmen. They start by riding a mini-cycle up a ramp and into a pool, then using a pogo stick to go up the down escalator; and lastly, riding a bicycle through a car wash. In the end, after they all buckle their seat belts as they get in their pickup; the statement "Even for Maniacs some risks aren't worth taking" really makes an impact. The video can be located at the following web site:

<http://www.maniacstunts.com/>

Teen Seat Belt Usage

By Mark Nagel



The DPS, GTSB and many community groups are working together to promote the passage of an enhanced seat belt law in Iowa in order to bring us up to the level of many other states. The proposed bill will require the use of a seat belt by youth ages 11 – 17 years when riding in the back seat of a vehicle.

Currently our law covers all youth in the front seat and children in the back seat through the age of 10 years.

Teenagers have a higher crash risk than all other age groups in the United States. This can be attributed to both driving inexperience and to a greater propensity for risk-taking behaviors. Teens often ride with other teens. Because of these factors, this age group faces substantially elevated risks for injury and death from traffic crashes. Seat belts are known to mitigate the severity of injuries in the event of a crash.

Studies have routinely shown that seat belt use among teenagers is lower than among older age groups, and among teenage passengers it is lower than among teenage drivers. Therefore, the consequences of teenagers' higher crash risks are compounded by their failure to wear seat belts.

Data from the Iowa Department of Transportation reveals the following:

- In the years 2004-2007, a total of 1823 injuries were reported through the Iowa DOT for youth ages 0-17 years **unbelted**, in motor vehicle crashes. Of that total, **16%** of the reported injuries occurred in the age range of 0-10 years (covered by the current child restraint law) and **84%** of the injuries were in the 11-17 year group (currently not covered by a seat belt law if riding in the back seat). *
- Fatality data is nearly parallel in injury data for the same timeframe and ages. 71 unbelted fatalities were reported, 15% in the age group 0-10 (covered by child restraint law) and 85% in the age group 11-17 years (not covered when riding in the back seat). *
- The most common fatality scenario in Iowa typically includes one or more of the following: rural highway or road; too fast for curve; lane drift--drop a wheel and over correct; fatigue, drugs or alcohol; AND no belt(s). These kinds of crashes are the most fatal because they occur at highway speeds, have the possibility of head-on traffic, have ditches that exacerbate rollovers and involve other off road objects like trees and telephone poles.

Despite widespread knowledge of the risks involved, teens do not routinely wear seat belts when riding in the back seat.

- In 2006, 1,215 Iowa high school students (ages 14-17) were surveyed regarding current seat belt practices. While 83% of respondents indicated they always or usually wear their seat belt while driving, only 30% of the students said they always or usually wear their seat belt when they are riding in a vehicle as a back seat passenger.
- In two observation surveys conducted at Iowa high schools in 2004, back seat seat belt use ranged from 25% to 47%.
- Nationally in the years between 1995-2000, the belt use rate among fatally injured teenage passengers (ages 16-19) was 23%.



SAFE KIDS AWARD

Mark Nagel accepted an award to the Iowa Governor's Traffic Safety Bureau (GTSB) from the Iowa SAFE KIDS Coalition at an Appreciation Awards Breakfast March 26th at Blank Children's Hospital. The award was presented by the staff of Greater Des Moines SAFE KIDS for the GTSB's involvement in the Child Passenger Safety Program. Nagel, the GTSB Occupant Protection Coordinator, volunteers at the monthly Fit Station and serves on the SAFE KIDS Steering Committee.

The VIP of the Year Award – Voices for Injury Prevention - was awarded to *Chad Thomas, ThinkFirst Iowa, Waterloo, Iowa*

Chad Thomas was awarded the National VIP Award in June at the National Think First Conference in Chicago. He was also elected to the Board of Directors of Think First.

Chad has been an active member of the **ThinkFirst** family since 2000 – first as a **ThinkFirst** Iowa Voices for Injury Prevention (VIP) speaker, then as the chapter coordinator, and now as the **ThinkFirst** Iowa State Chapter Director.

Chad was in a car crash during the summer of 1998, just after graduating from high school. He was so determined to begin his freshman year at the University of Northern Iowa that his college entrance was delayed only one semester as he went through rehabilitation. He graduated in 2003 with a Bachelor's Degree in Psychology and a minor in General Business.

About 5 years ago, Chad saw the need to improve the **ThinkFirst** injury prevention marketing effort in Iowa and spearheaded an impressive and creative marketing campaign. Chad has spoken to thousands of middle and high school students throughout Iowa. During the 2007-08 school year, he spoke to over 23,000 students at 159 **ThinkFirst** For Teens presentations. During 2008-09, he expects to top that number, presenting to nearly 29,000 students at 205 events.

On a national level, Chad serves as an active member of the VIP Leadership Council. He worked closely with Dale Spencer and the **ThinkFirst** Foundation during the production of the VIP training film in 2006 and 2007. Most recently, he served as one of the driving forces behind the production and release of the new **ThinkFirst** for Teens film, Think About Your Choices. Chad regularly and gladly offers to serve in any capacity helpful to the national effort. We are deeply grateful to him for his outstanding contributions to the mission and programs of **ThinkFirst**.

Congratulations Chad!

Motorcycle Safety Task Force

By Christine Burkett



The Motorcycle Safety Task Force has had a busy summer this riding season. As part of Rider Education, motorcycle rider safety courses for beginning and refresher courses for experienced riders were offered at certified training sites at community colleges and motorcycle dealerships throughout the state. Rider Refresher classes were sponsored, in part, with NHTSA Motorcycle Safety funds.

A motorcycle safety PSA that reminded riders and other vehicles to be on the lookout for each other this summer was distributed to television stations statewide. The PSA, originally produced for the Idaho Highway Safety Office, graphically illustrated the consequence of a vehicle turning in front of a motorcycle. The response to the PSA has been very positive from riders and non-riders as well.

The task force members had many discussions of how to best target safety messages to riders and the public in general. After reviewing many possible outreach opportunities, the task force selected Motorcycle Day at the Iowa State Fair to have an informational booth about various safety issues and motorcycles. The booth featured a demonstration and drawings for modulating head lamps, activity sheets addressing motorcycle safety for children, and conspicuity information. All agreed the event was a big success.

The next outreach will be on September 18th in Indianola at the Bike Down to I-town event that draws thousands of riders and others. This outreach will feature an information booth and a mini fashion show highlighting conspicuity and safety gear.

The task force continues to meet monthly and is already planning next year's Motorcycle Safety Forum and speakers. The Forum will be at the Scheman Center in Ames on April 30th. Please mark your calendar and remind those interested in motorcycle safety issues to attend this event as many excellent speakers and vendors will be featured.

Finally the task force members would like to remind law enforcement agencies that motorcycle riders are very much over represented in serious injury and fatality crashes and encourages the agencies to utilize this information in planning enforcement activities. With education and enforcement we can make a difference and SAVE LIVES!

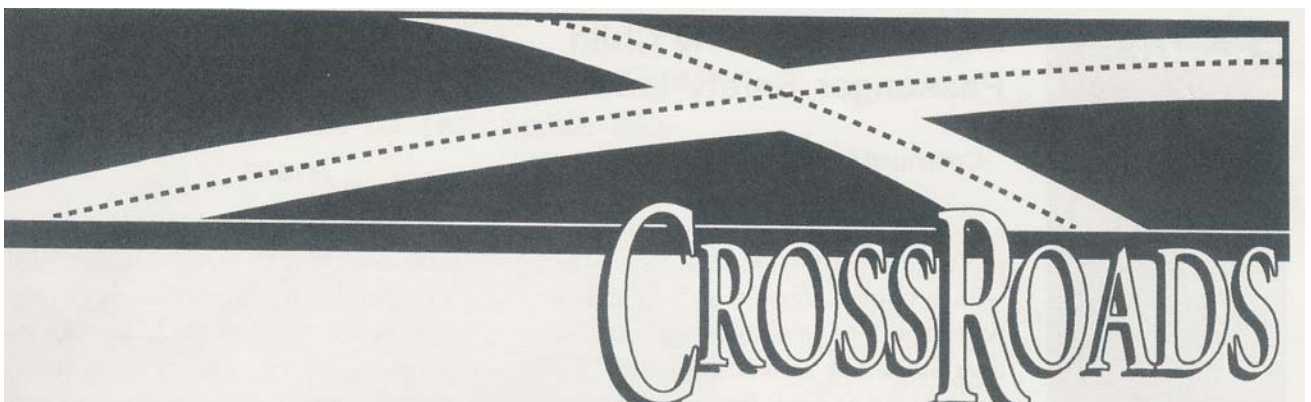
Article Submissions

To submit articles for the CrossRoads Publication send to Wendie Nerem, Editor; Governor's Traffic Safety Bureau; Public Safety Building, 3rd Floor; 215 East 7th Street; Des Moines, Iowa 50319-0248;

FAX 515-725-6133 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 515-725-6131.



Governor's Traffic Safety Bureau, Public Safety Building, 3rd Floor, 215 E. 7th Street, Des Moines, IA 50319-0248

www.iowagtsb.org