

Winter
2003-2004



Iowa Department
of Public Safety

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Boost Your Booty Kicked Off

In an effort to increase booster seat use a coalition of traffic safety and health officials kicked off the Boost Your Booty Campaign. It focuses on



appropriate and proper use of booster seats. A multimedia campaign for TV, radio and print public service announcements was developed and geared for children, parents and caregivers.

Various components include a music video to be used in educational efforts by child passenger safety technicians and safety education police officers.

Another piece being developed is a growth chart that will be available in English and Spanish to assist health care givers and CPS technicians. All of these pieces will be available for use at fit stations, check up events, schools, day care facilities, clinics, doctors' offices and hospitals.

In the past 20 years Iowans have made great strides in the use of child safety seat systems to protect their children from the leading cause of death for children: motor vehicle crashes. Observational surveys on

Iowa's Belt Use Rate Inches Up

*Lu Simpson,
Occupant Protection Coordinator,
GTSB*

Iowa's traffic safety efforts have once again made a difference. The official autumn statewide seat belt use rate was determined to be 86.84 percent. That number is up by a small margin from the spring 2003 rate of 86.16% percent.

On the surface that may not appear to be a large number, but it actually indicates an additional 19,040 Iowa drivers and front seat passengers using their safety belts.

Thanks once again to enforcement agencies for their enforcement efforts and their continued support on the statewide seat belt surveys.

sTEP Waves

May 24 - June 1
July 2 - 6

Iowa seat belt use	87%
Goal	90%
Midwest ranking	# 1
U.S. Ranking	# 7

Continued on page 6...

Calendar

March 10-11:

Governor's Highway Traffic Safety Conference, Harrah's, Council Bluffs

March 25:

Cedar Valley Responsible Retailing Forum, Waterloo Center for the Arts. Free. www.uni.edu/subabuse

March 28-30:

Lifesavers, San Diego, Calif.

April 4-10:

Nat'l Work Zone Awareness Week

May 16-22:

Nat'l EMS Week

May 24 - June 6:

Nat'l seat belt mobilization

May 24-31:

Buckle Up America! week

May 24 - June 1:

sSTEP enforcement wave

Iowa Acts of Interest to Law Enforcement workshop:

June 23: Holiday Inn & Conference Center, Coralville

June 25: Starlight Village Conference Center, Ames

2004 Cooperative Enforcement in Planning Stage

by Bob Rushing

Law Enforcement Liaison, GTSB

A series of hugely successful corridor enforcement projects in 2003 has the staff of GTSB working on more for 2004.

A new twist developed during the Northern Lights project. Agencies saw traffic problems not only on the main corridors of the upper tiers of Iowa counties, but saw the opportunity for enforcement throughout the road system. Many of the injuries and fatalities were on county gravel roads and county trunks. Since the goal of the projects is to reduce injuries and death, law enforcement agencies pursued a saturation enforcement strategy.

In addition to working the project on the target date, many agencies worked smaller projects leading up to the big date. The results were positive. The GTSB learned a lesson from the Northern Lights project.

We are exploring several cooperative enforcement projects in 2004. Southern: the lower three tiers of counties. Northern: the top three tiers of counties. Middle: the middle three tiers of counties. Western: the western-most tiers of counties. The Interstates 35/80 project is set for September 2.

The 61-HEAT project has been a corridor event since 1995 and will continue in its traditional status.

As always, the GTSB relies on participants to set the dates for the events. The only exception being the Interstate 35/80 project which is traditionally the Thursday before Labor Day. We will hold regional planning meetings to review past successes and build on what we have learned in prior events.

We are also exploring improved methods of reporting results to the GTSB. Please contact me to establish a connection for these efforts (rushing@dps.state.ia.us).

Legislative Updates Set

The dates for the 2004 Iowa Acts of Interest to Law Enforcement workshop are set.

Coralville: June 23, Holiday Inn and Conference Center

Ames: June 25, Starlite Village Conference Center

Announcements usually are mailed in early April. The workshop is cosponsored by the Prosecuting Attorney Training Coordinator and the Public Safety, and Iowa County Attorneys Association.

CrossRoads

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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>

A Life Toll Addition

by Chief Randall A. Grady
Mar-Mac Unified Law Enforcement
District

We investigated a crash recently in which the driver and sole occupant would have

been killed if he were not wearing his seat belt.

He became a paraplegic upon being thrown from a vehicle. Because of that he must wear a seat belt to keep him in the driver's seat. The hand controls that he uses to operate the vehicle froze or stuck due to the cold weather and that is what caused him to lose control.



The entire top of the vehicle was crushed down on his van. The steering wheel was actually sticking outside where the windshield would have been. The driver only sustained a scratch on his hand! He was treated for exposure due to the cold temperatures.

In the earlier crash that paralyzed the driver, he was drag racing on Iowa 13 near the Iowa 128 junction when he lost control and was ejected through the t-top of his car.

"Clear Crash Sites Quickly" Campaign Launched

Metropolitan Orlando, Fla. has launched a "Move It, Yes You Can!" campaign to encourage motorists to move their vehicles off the roadway following a crash.

In an effort to minimize traffic congestion, facilitate emergency response and reduce the possibility of secondary collisions, the campaign's message is that police and insurance companies will not penalize motorists for removing their vehicles from the road. Nor will moving vehicles hinder determining who is at fault, contrary to popular misconceptions.

Iowa is Looking for Survivors of Crashes

by Scott R. Falb, Director of Driver
Research
Office of Driver Services, Iowa DOT

The State of Iowa is looking for survivors of traffic crashes who survived because they wore their safety belts or were secured in a child safety seat. We have been looking for survivors since Iowa's safety belt law took effect in July, 1986. Iowa's *Life Toll* is an accounting of lives saved from death or serious injury because those persons wore their safety belt or were secured in a child safety seat or booster seat. Law enforcement officers are asked to notify the Iowa DOT whenever they investigate a traffic crash where someone is saved from death or serious injury because they wore their safety belt. Officers can notify the IDOT in a variety of ways:

- ◆ Send an administrative message via the IOWA System listing the preliminary information concerning the traffic crash. Answer the question about lives saved by telling us who was saved by wearing their safety belt.
- ◆ Send an e-mail to:
scott.falb@dot.state.ia.us
- ◆ Call Scott Falb at 515-237-3154 and provide him with the details of the crash.
- ◆ Write to Scott Falb, Office of Driver Services, Iowa Department of Transportation, Park Fair Mall 100 Euclid, Des Moines, IA 50306-9204

Life Toll

(lives saved by the belt
since July, 1986)

YTD 2004	23
Grand Total	5,241

Traffic Enforcement in Iowa

West Des Moines

*by Officer Eric Donielson
West Des Moines PD*

ISP District 3

Trooper C. J. Noelck stopped a vehicle for a registration violation. The nervous driver and passenger were found with 85 pounds of marijuana.

In December we encourage officers to work school zones while school is letting out, with primary enforcement on seat belts. We hope this enforcement will slow drivers down and make an impact on all citizens to wear their seat belts, especially over the holidays when children are out of school and everyone is rushing to get to where they need to be.

During the project Senior Officer Jason Bryan was working GTSB-funded overtime in school zones. It was about 3:45 p.m. and the elementary schools were just letting out. Officer Bryan was just returning to his car after completing a stop on another violator when he observed a vehicle approaching him at a high rate of speed. He was unable to clock the subject on radar but noticed the driver was not wearing his seat belt. Bryan was able to stop the subject and determined the driver was intoxicated. He arrested the driver and impounded the truck.

The suspect was arrested for OWI second offense and tested well over the legal limit. By the suspect's, own admission he was headed to another bar when stopped. Bryan's activity was in an area that includes an elementary and a junior high school so the two-lane road becomes congested with parents and school buses picking up the children.

ISP District 9

Trooper Dan Schaefer stopped a minivan on I-380 for a seat belt violation. When the dust settled, charges against the Minnesota driver included no insurance, drug paraphernalia and possession of marijuana.

ISP District 6

Trooper Jeff Zylstra stopped a vehicle near Rock Valley because neither the driver or passenger were wearing seat belts. He smelled what appeared to be marijuana coming from the vehicle and also the odor of urine. That led to a search which turned up approximately two ounces of methamphetamine and numerous other drug paraphernalia including scales. The driver was charged with third offense OWI and several drug-related charges.

The passenger had a federal felony warrant from Virginia fled on foot and was not immediately apprehended.

Trooper Dave Driesen stopped a speeding minivan in rural Sioux County and noticed a bulge in the driver's pocket. He asked what it was and the driver produced a scale. On the scale was a white powder residue. A search uncovered a glass jar containing white powder that tested positive for ephedrine.

ISP District 5

A speeding motorist with a burned out headlight was stopped by Trooper Brian Beckman near Lake View. Beckman was suspicious of drug impairment by the driver and his passenger and arrested the driver for OWI. During the interview and the inventory of the vehicle, officers discovered methamphetamine sludge and equipment used to manufacture meth. Assisting Beckman were members of the Lake View PD and the Sac County SO.

Mt. Vernon

Officer Daniel Daubs worked December 26th and logged the following:

- 1 OWI
- 1 open container
- 2 narcotics arrests
- 1 faulty equipment
- 1 proof of insurance

Not bad for a four-hour overtime block.

Davenport PD

*by Sgt. Joe Blake
Traffic Unit, Davenport PD*

On a Thursday night in February, five Davenport Police officers each worked four hours overtime. In those 20 hours they generated the following activity:

- 6 OWI
- 15 OWI non-arrest contacts
- 8 possession under the legal age
- 2 seat belts
- 1 child safety seat
- 11 faulty equipment
- 5 no insurance
- 3 red lights
- 1 drug arrest
- 4 driving under suspension
- 5 warrants served

The officers were Kris Mayer, Bob Bytnar, Creighton Reggenwether, Shawn Roth, and Cpl. Jason Willey.

ISP District 12

Trooper Brian Votroubek stopped a pickup truck for improper registration near Davenport. He smelled the strong odor of marijuana coming from the truck. The driver admitted being around marijuana earlier in the day but said he had not used any because he was in a drug treatment program. Upon closer examination Votroubek discovered three pounds of marijuana. While being booked into the Scott County Jail, the driver was found with a pill believed to be Ecstasy in the watch pocket of his jeans.

It only gets worse....

*Chief Randall A. Grady
Mar-Mac Unified Law Enforcement
District*

A speeding car caught the attention of a Mar-Mac police officer and kept him busy for the remainder of the shift. As he approached the driver the officer noticed open containers of alcoholic beverages. Further investigation led to the driver's arrest for OWI.

The driver and passenger gave the officer false names for which they were charged with interference with official acts.

Other charges stemming from the stop included possession of a firearm as a felon and making alcohol available to persons under the age of 21.

Keokuk



The photo at left is a demolished tractor. The driver of the loaded grain truck tractor-trailer combination apparently struck a tree while traveling 45 mph.

Officer John Vaughn said the driver was traveling 45 mph on a Keokuk road when he lost control and

drove into a tree. Vaughn said the tractor was a mass of twisted metal. He said the driver walked away with a bruised hip because he was buckled up.

Boost Your Booty Kick Off

...continued from page 6



child safety seat usage in Iowa indicate an all time high of 84 percent usage for children under the age of six in 2003.

Unfortunately, both national and Iowa research show a continuing education gap regarding appropriate and proper

seating methods in motor vehicles for children between the ages of three and six. They include:

- Adult lap and should safety belts seldom fit children in age groups who are no longer required to be seated in child safety seats.
- Children need a belt positioning booster seat that raises them so the adult safety belt fits and protects them.

Current IDOT data indicates that of the children killed in traffic crashes since 2001 for age groups three through six, at least half were not belted or were in an adult lap shoulder system.

The Boost Your Booty campaign was developed to enhance the earlier Buckle Up Baby and Buckle Up Kid campaigns. Its thrust is the appropriate and proper use of booster seats.

If unsure, child passenger safety recommendations can be found at: www.nhtsa.dot.gov/cps. To locate the name of a child passenger safety seat technician, fit station, or check up event go to: www.blankchildrens.org/cps.

Boost Your Booty Campaign Goals:

- To increase the use of booster seats as reflected by the statewide child passenger survey in 2004.
- To decrease Iowa's death and injury numbers related to motor vehicle crashes.
- To remind adults to always be sure children traveling in motor vehicles are properly fitted in an appropriate child safety seat system for their size and age.

Older Driver Workshop Coming to Bettendorf

"Choice Not Changes" is the title of a workshop for older drivers planned for May 26th at the Isle of Capri Convention Center in Bettendorf.

It will run from 9 a.m. until 3:30 p.m. and includes lunch. Registration is five dollars.

The audience will include persons from Dubuque to Burlington.

The event is cosponsored by Generations Area Agency on Aging, Iowa's Safety Management System and the Iowa DOT. Kim Snook of the IDOT hopes to conduct a similar session later this year in Cedar Rapids.

AARP's "55 Alive" Seeks State Coordinator:

AARP's 55 Alive program is the nation's first and largest driver refresher course specially designed for drivers 50 and older and the only program of its kind in Iowa. It needs a state coordinator.

The state coordinator is a volunteer position responsible for managing and leading the state program including the supervisory and operational responsibility for the volunteer network who delivers the programs.

A qualified candidate will be an AARP member, able to set policy and provide oversight to operations, able to work with diverse populations, and commit to AARP goals and priorities.

Some benefits and expenses will be provided. Computer and Internet access and telephone required. For more information check the AARP web site:

www.aarp.org/55alive

or call Becky Groff, AARP Iowa 515/697-1002.

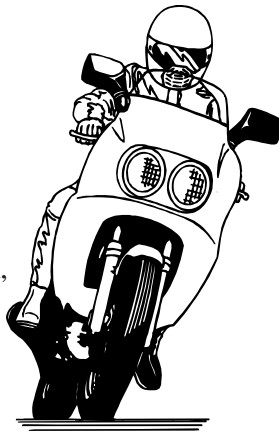
Iowa Motorcycle Safety Forum

by Robert L. Thompson,
Evaluator, GTSB

National and Iowa safety officials have observed that while the rate of highway fatalities in general has stayed rather flat, motorcycle injuries and deaths have risen significantly over the past several years. This trend is cause for concern and highway safety stakeholders and professionals are determined to define the contributing factors and identify potential solutions for reducing these motorcycle deaths and injuries in Iowa.

The Iowa Motorcycle Forum, held in Ames in November, provided the opportunity for collaboration among the many stakeholders in highway safety. The Iowa SMS toolbox of highway safety strategies was compiled with this sort of collaboration and it includes a chapter focused on motorcycle safety. This chapter provided background materials for discussion, and the current national and state statistics were reported by Bob Thompson, GTSB, and Scott Falb, IDOT.

At the close of the forum, participants agreed that compiling informational material with current statistics and meaningful safety information for motorcyclists and other motorists would be a good tool for the various stakeholders to share and use when communicating with the public. A volunteer group of stakeholders will plan to meet and prepare materials before the spring motorcycle season begins.



Some potential strategies identified by forum participants include:

- Consider requiring a motorcycle operator refresher short course at the time of license renewal every 5 years. One source of possible revenue to support this training would be a modest increase in the motorcycle endorsement fee from the current one dollar level.
- Incorporate a short segment on motorcycle awareness into the driver education curricula.
- Add a short segment on motorcycle awareness to senior driver refresher courses.
- Emphasize speed and impaired driving in motorcycle information and education efforts directed at motorcyclists since these are the two largest operator-related contributing factors to fatal and serious injury crashes.
- Consider modifying Iowa's law to allow modulating motorcycle headlamps in order to improve conspicuity to other vehicle operators.

Local SMS Groups:

Dubuque County: 10 a.m., Every sixth Friday. Contact: Mark Campbell 515/281-5430.

Polk County: Metropolitan Traffic Management Team 1:30 p.m., second Tuesday of each month. Contact: Cy Quick 515/225-2349.

Scott County: **CARS** 10 a.m., third Wednesday of each month. Contact: Denny Coon 563/326-8244.

Pottawattamie County (SWIFT): Meetings vary. Check www.cbtraffic.net Contact: Blake Redfield 712/328-4645.

Woodbury County: Tri-State Traffic Management Team, 10 a.m. 4th Wednesday monthly, WITCC, Sioux City. Contact: Chad Lingenfelter 712/279-6286 ext 29

Iowa's Strategic Highway Safety Plan web site:

www.iowaSMS.org

For other SMS information, contact Mary Stahlhut, 515/239-1169. E-mail: Mary.Stahlhut@dot.state.ia.us

Seat Belt Awards

Knoxville Area Hospital 95%



Knoxville Area Hospital was awarded the GTSB/NHTSA 95 percent Safety Belt Honor Roll plaque. In addition the hospital took part in the Iowa Illinois

Safety Council's Belt America program and increased seat belt use from 79 percent to 95 percent. Pictured are Trooper Adam Buck, sSTEP coordinator, GTSB, Pat Whitlatch, Deb Greiner, Dorothy Richardson, Katrina Nelson, Ann Gray, all from Knoxville Area Hospital and Charlie Black, Iowa Illinois Safety Council.

Grinnell Mutual Reinsurance Company 95%



Grinnell Mutual Reinsurance Company of Grinnell was awarded the GTSB/NHTSA 95 percent Safety Belt Honor Roll plaque. GMRC also received the Iowa Illinois Safety Council's Belt America Award. Pictured are Grinnell Mutual Reinsurance Company President Don Agnew; Adam Buck, GTSB; Lori Smith, Sherry Leshner and Diane Moothart, GMRC's Wellness Committee; and Charlie Black IISC. While working with IISC's Belt America program Grinnell Mutual reached a 95 percent compliance rate and qualified for the Honor Roll award.

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