

Winter  
2009



## 2009 IOWA GOVERNOR'S HIGHWAY TRAFFIC SAFETY CONFERENCE

Iowa Department  
of Public Safety

The annual Governor's Highway Traffic Safety Conference will be held April 14-16, 2009 at the Embassy Suites Hotel in Des Moines, Iowa.

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The conference goal is to initiate a dialogue with key local, state, federal, and private sector leaders to identify highway priorities supported by problem identification where possible, in order to improve traffic safety in Iowa and achieve the goals of the Iowa Highway Safety Plan.

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The objectives of the conference are to:

- Provide a forum for discussion among local, state, federal and private sector leaders on traffic safety issues.
- Offer a motivational and informative agenda with topics of compelling interest.
- Offer peer recognition to individuals, agencies, and corporate entities for outstanding contributions to traffic safety.
- Define highway traffic safety as a priority issue for those attending and the public.
- Share state-of-the-art developments in highway safety technologies and programs through presentations and demonstrations.
- Share traffic safety program details.

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You can register for the conference on-line at

[www.ucs.iastate.edu/mnet/gtsb/home.html](http://www.ucs.iastate.edu/mnet/gtsb/home.html); by mail at Registration Services, Iowa State University, 102 Scheman Building, Ames, Iowa 50011-1112; or by FAX at 515-294-6223.

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For questions about program content, please contact Christine Burkett, [Burkett@dps.state.ia.us](mailto:Burkett@dps.state.ia.us) or (515) 725-6123. For registration questions, please contact Registration Services at 515-294-6222 or [registration-info@iastate.edu](mailto:registration-info@iastate.edu).

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Every Trip – Every Time

**Congratulations to Iowa Law  
Enforcement and other Safety  
Partners!**

Iowa seat belt use	93%
Midwest ranking	# 2
U.S. Ranking	in top 10

## Calendar

2009

March 12 – 17  
sTEP

March 13  
Motorcycle  
Conference,  
Marriott,  
Cedar Rapids, IA

March 29 –  
April 1  
Lifesavers  
Confererence,  
Nashville, TN

April 14 – 16  
Governor's  
Traffic Safety  
Conference,  
Embassy Suites,  
Des Moines, IA

May 18 – 31  
sTEP



**Jennifer Parsons** has joined the Governor's Traffic Safety Bureau as the new Accounting Assistant. Jennifer was previously with the Department as the Commissioner's Secretary prior to her move to St. Louis, Missouri. She has returned to Iowa and brings with her many skills which will enhance the bureau's effectiveness.

**Welcome Jennifer!**



The 2009 contracts became effective October 1, 2008. Monthly reports are due the 15<sup>th</sup> of each month. If you are presently sending in a paper copy and would like to have it in a digital format in order to e-mail it to the office, please contact Sandy Bennett at 515-725-6122 or by e-mail at [bennett@dps.state.ia.us](mailto:bennett@dps.state.ia.us).



### CrossRoads

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**Eugene T. Meyer**, Commissioner,  
Iowa Department of Public Safety  
**Larry D. Sauer**, Bureau Chief  
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**Wendie S. Nerem**, Editor

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We welcome article submissions and ideas pertaining to traffic safety.

Visit our web site at: [www.iowagtsb.org](http://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>



## From the Governor's Traffic Safety Bureau Chief



Greetings from the GTSB:

Although one traffic death is too many, 2009 has started with lower fatality numbers, 32 as of February 20, 2009 versus last year's 54 through the same date. I attribute this to all of our partners' dedication to traffic safety.

Another very encouraging note is that since 2002 serious injuries have declined by 18%. The Four Es of traffic safety – Engineering, Education, Enforcement and Emergency Medical Service are the keys to Iowa's success in this area and we do these well.

Unfortunately the fatality trend line has reached plateau with an average annual fatality rate of about 430 from 2003 through 2008. In the past year targeted seat belt, impaired and drunken driving enforcement has been tremendous by Iowa law enforcement. These 2 areas collectively account for over 50% of Iowa's fatalities each year. Focused night time enforcement in these 2 areas is where we will start to move the fatality trend line downward from the current plateau (see graph). This focus will save lives and serious injuries in your communities.

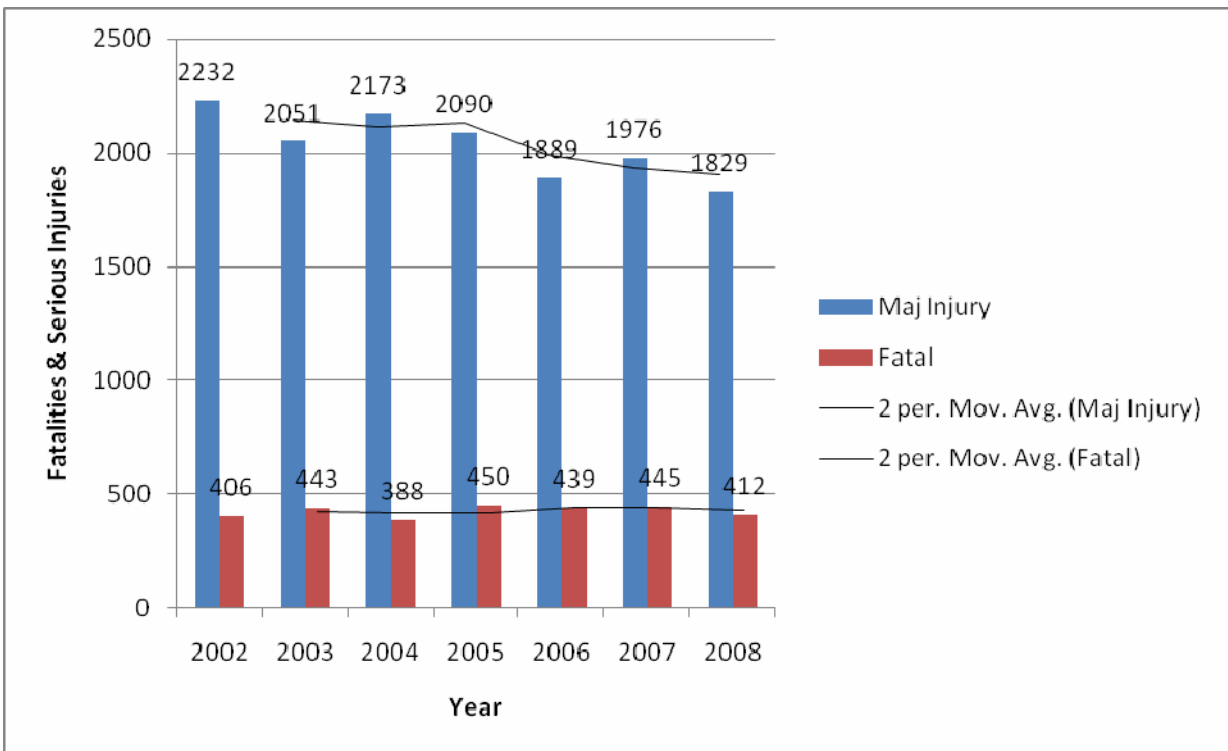
Last year 53 lives were lost to motorcycle crashes and 73 deaths occurred in crashes involving large trucks. We encourage all of our partners to also focus in these areas with the intent of lowering death and serious injury.

Thanks for all you do.

Larry D. Sauer, Bureau Chief



Iowa Department of Public Safety  
Governor's Traffic Safety Bureau



# PRAISE ATHON

## 2008 ADDY Awards

During the 2008 Praise A Thon held February 21, 2009 at the Hy-Vee Convention Center in West Des Moines, The Integer Group Midwest was recognized by the American Advertising Federation of Des Moines with two ADDY Awards for public service advertisements and materials created for the Iowa Governor's Traffic Safety Bureau.

In the Public Service Television category, Integer received a Gold ADDY for the GTSB's television PSA "Low Rider." The Low Rider PSA features a young man in his vehicle listening to music and an older gentleman in his vehicle who meet at a stop light. As a law enforcement officer pulls up behind them with his lights on, the older driver assumes the young man is going to be stopped. However, it's the older driver that is ticketed for not wearing his safety belt.

In the Public Service Brochure category, Integer received a Silver ADDY for the GTSB's "Commander Alex, Booster Seat Warrior" book. This book was made with the idea that riding safely in a car is Cool and Fun when a child's booster seat has magic powers that turn an ordinary kid into a superhero. The book brings to life Commander Alex and his friend, Princess Kelsey as they take kids on a backseat adventure. The back of the book contains a notation to adults about Iowa's child passenger safety law and a reminder to keep kids safe in a proper child restraint system in the backseat of a vehicle.

The Governor's Traffic Safety Bureau is proud to have such recognition bestowed on their public service materials and would like to thank The Integer Group and, in particular Bill Grismer, for his invaluable direction in marketing and media relations.



Gold Addy



Silver Addy

## **SPECIAL TRAFFIC ENFORCEMENT PROGRAM**

November 24 – 30, 2008 sSTEP Wave

With the start of the new fiscal year, there were high hopes and great expectations for the sSTEP program. The new state seat belt survey increased from 91% to 93% and the expectation was that the fatality rate would be lower as well.

183 law enforcement agencies applied and received sSTEP grant money for the 2009 calendar year, up from 178 the previous year. Special sSTEP training provided through the ICN at 16 sites around the state occurred the first part of November with very good attendance.

As the sSTEP Coordinator I always seem to get excited as the November sSTEP wave approaches and this year was no exception. The sSTEP program has been very successful and I contribute its success to the hard work of Iowa's law enforcement. I always tell contractors that I can't do my job without them doing their job. The partnership between law enforcement and the GTSB has been very beneficial for everyone.

The November sSTEP wave began November 24<sup>th</sup> and ended on November 30<sup>th</sup>. When all the reports had been received, there were 183 out of 183 sSTEP agencies that had reported their activity to GTSB. The sSTEP program has had 100% reporting for the previous two years unlike a lot of other states that have 50-60% reporting. Again, this shows how we work hard to make a program like sSTEP so successful. We also had 59 other GTSB contractors and seven volunteer agencies report their numbers for a total of 249 agencies that participated and reported their activity. This is up from 230 agencies in 2008.

So how did we do during this November 2009 sSTEP wave? As you might have guessed, the number of contacts (warnings and citations) went from 18,640 to 24,284, up 33% from the previous year. What an effort by everyone who participated! While reviewing 2008 and 2009 November sSTEP waves, it would appear that there were increases in contacts in every traffic category.

I would still like to see more contacts with seat belt violators. Even though our statewide average is 93%, that still means there are 150,000 drivers and 50,000 front seat passengers that are unbuckled everyday on Iowa's roadways. In 2008, over 170 persons died unbelted in crashes, which is only a marginal improvement from the 180 unbelted persons killed in 2007. Iowa law enforcement efforts are making a difference in reducing fatalities and serious injury crashes, but our work is not done. I guess we can call it, job security.

Randy Hunefeld  
sSTEP Coordinator



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## **THE 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.

The 2009 DRE Conference is scheduled for August 8 - 10, 2009 in Little Rock, Arkansas. For further information visit the International Drug Recognition Expert web site at [www.decp.org](http://www.decp.org) or the International Association of Chiefs of Police web site at [www.iacp.org](http://www.iacp.org). Any agency with questions regarding this conference, call Denny Becker at (515) 725-6128 or e-mail him at [becker@dps.state.ia.us](mailto:becker@dps.state.ia.us).

## 2009 Corridor Events

Southern Exposure	April 9 <sup>th</sup>	Southern Third of State
Operation Midway	May 7 <sup>th</sup>	Middle Third of State
Northern Lights	June 11 <sup>th</sup>	Northern Third of State
Operation "I"s	July 16 <sup>th</sup>	Interstates Only
Eastern HEAT	August 6 <sup>th</sup>	Eastern Third of State
Child Passenger Safety & Seat Belt Corridor	September 24 <sup>th</sup>	Entire State
Western Expansion	October 15 <sup>th</sup>	Western Third of State

For additional information relating to corridor events contact:

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Governor's Traffic Safety Bureau

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### St. Patrick's Day Parade

The Governor's Traffic Safety Bureau is participating in the St. Patrick's Day Parade in Des Moines on March 17<sup>th</sup> in order to bring awareness to the community of the number of crash fatalities in Iowa this past year. Preliminary numbers show that we lost 411 individuals in car crashes in 2008. Statistics from past years show that 25% of traffic fatalities involve alcohol.

St. Patrick's Day is a day of celebration. A day when many people "imbibe in the spirits." Before you go out to celebrate this year, remember to use caution and **Designate a Driver!**

## The Iowa Safety Belt Honor Roll

### Make the Honor Roll and Help Save Lives!

As a leader in your community, you serve an important function -- helping to improve the quality of life. Highway Traffic Safety advocates at the local, state and national levels are depending on you to ensure the safety of your most valuable asset -- people. Every year, thousands of loved ones, valued co-workers and fellow citizens are needlessly hurt or killed in auto crashes. Many of these injuries and fatalities could have been prevented by safety belt use. In fact, numerous national studies prove that safety belts reduce the risk of serious injury or death by nearly 50 percent.

Not only are productive members of our community hurt or lost forever in these tragic crashes, but there is also a staggering economic cost -- nationally estimated at \$150 billion annually. Clearly, we all pay dearly when safety belts are not used.

### Encourage Safety Belt Use

We invite you to participate in the *Iowa Safety Belt Honor Roll*. This prestigious program, conducted by the Iowa Governor's Traffic Safety Bureau (GTSB), is designed to encourage safety belt use and to reward those achieving 80% 85%, 90%, 95% and 100% use rates among their members or targeted population. Your target group may be your county, city, company, school, military base, police department or other organization.

### Rewards of the Honor Roll

The benefits of participation are numerous. You'll help save lives, act as a role model for others and be recognized for your efforts with an award for your accomplishment.

Award recognition is distinguished in five levels: 80%, 85%, 90%, 95% and 100%. These honors can be a source of pride and self-accomplishment for you and your community. Many honorees choose to arrange a local award ceremony when they receive their award.

### How Do You Qualify?

To qualify for an award, you must conduct two unannounced safety belt observational surveys at least 30 days apart. Although it isn't necessary that the entire targeted population be surveyed, it is important that you observe a large enough sample to substantiate a valid safety belt use rate for the group, facility or jurisdiction. A self-reporting survey that asks people about their safety belt use is not acceptable.

The idea is to get as many people within your reach to buckle up.

### When Can You Enter?

The *Iowa Safety Belt Honor Roll* is an ongoing program. Applications may be submitted to the Governor's Traffic Safety Bureau anytime throughout the year. Only one award, per achievement level, will be awarded to a group or organization within a given year. However, organizations may reapply as higher achievement levels are attained (e.g., you may qualify for an 80% award in March and an 85%

award in September of the same year). The GTSB can help an honor roll awardee plan an appropriate award presentation.

To obtain an application and more information regarding this program go to the GTSB web site at <http://www.dps.state.ia.us/commis/gtsb/forms/HonorRollBooklet.pdf> or contact the GTSB by phone at 515-725-6123.



95% Safety Belt Usage Award was presented to FINLEY HOSPITAL, Dubuque, Iowa on February 19, 2009.



95% Safety Belt Usage Award was presented to MUSCATINE COMMUNITY COLLEGE, Muscatine, Iowa on February 23, 2009.

**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](mailto: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.

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