

The New York Highway Safety Symposium

Sponsored by the

Three Leading Traffic Safety Organizations in New York State

Governor's Traffic Safety Committee

The Governor's Traffic Safety Committee, formed in 1967 by a combination of law and executive orders, develops and supports the State's highway safety program to ensure safe transportation of people and goods on New York's roadways. GTSC serves as New York State's official liaison to the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA), the two primary sources of funding for traffic safety programs. The GTSC works closely with a network of state and local agencies, law enforcement, non-profit organizations and private sector partners to deliver traffic safety information, resources and programs across New York State.

New York State Association of Traffic Safety Boards

The New York State Association of Traffic Safety Boards was formed in 1967 as a statewide support organization for county traffic safety boards and agencies, companies, or individuals having an interest in traffic safety and injury prevention. NYSATSB is organized into eight Regions across New York State, each with a Regional Vice President who serves as a liaison between traffic safety partners and the Association. The Association coordinates grant funding information, proposes traffic safety legislation, and offers traffic safety resources and education programs.

New York State STOP-DWI Association, Inc.

The New York State STOP-DWI Association, Inc. was formed in 1982. The Association is made up of STOP-DWI Coordinators and staff from each of the counties in New York State. The STOP-DWI Coordinators are responsible for the administration of local plans to combat impaired driving in their respective communities. Collectively, the NYS STOP-DWI Association, Inc. facilitates the exchange of ideas and information regarding impaired driving. The Association continues to foster new and innovative approaches for dealing with the impaired driver. These initiatives are developed in the areas of enforcement, prosecution/adjudication, probation rehabilitation/treatment, victims' services, training and public information and education.



Mission Statement of the New York Highway Safety Symposium

To bring together highway safety professionals from across New York State to share, promote and educate highway safety initiatives through a combined annual symposium sponsored by the Governor's Traffic Safety Committee, the NYS Association of Traffic Safety Boards and the NYS STOP-DWI Association, Inc.

MONDAY October 18

7:00-8:30 Breakfast Buffet

7:30-3:15 Registration

8:00-4:00 Advanced Roadside Impaired Driving Enforcement (ARIDE)

Training for Police Officers (pre-registration is required by contacting Richard J. Devlin at the Governor's Traffic Safety Committee (518) 486-4221; rdevl@dmv.state.ny.us)

This course will train law enforcement officers to observe, identify and articulate the signs of impairment related to drugs, alcohol, or combination of both, in order to reduce the number of impaired driving incidents as well as crashes resulting in serious injuries and fatalities.

8:30-10:00 OPENING PLENARY SESSION

Welcome Remarks by:

Chuck DeWeese *Assistant Commissioner, Governor's Traffic Safety Committee*

Karen Liddle *President, New York State Association of Traffic Safety Boards*

John Sullivan *NYS STOP-DWI Association, Inc.*

Keynote Address: Car Smarts for Parents of Teens: Get In The Know

Given the increasing traffic, construction and distractions on the road today, driving is not always smooth sailing. When newly-licensed teens take to the roads, their parents are justifiably anxious about their safety and lack of experience. As a mother of two high school-aged children, Lauren understands the worries and frustrations that arise when children take to the highway. In this talk, she educates parents with tips and strategies for managing their teens and the new realities of the road. With tools that increase their child's safety and strategies for setting reasonable and clear rules for their teen, parents are put at ease and in control.

Presenter: Lauren Fix *The Car Coach*

Moderator: John Sullivan *NYS STOP-DWI Association, Inc.*

10:00-10:30 Exhibitor Showcase / Poster Presentations / Refreshments

10:30-11:30 Youth for Youth

Have you ever bought clothes for your teen with the best of intentions only to hear, "Are you serious? I would never buy that – let alone wear it!" That is what we are faced with: how can we get youth to engage, listen, and take the traffic safety message seriously? Come listen to what teens have to say regarding the right fit and style for traffic safety messages with youth culture. This panel will feature youth who have lead school-based traffic safety programs with and for their peers. Panelists will provide insight on how to effectively involve and empower teens to conduct youth-led outreach strategies and get real results. If you have been struggling with how to reach teens, this workshop will be well worth your time.

Presenters: Youth Groups from Across New York State

10:30-11:30 Motorcycle Safety

The Motorcycle Safety Foundation's (MSF) Basic Rider Course (BRC) and motorcycle safety awareness and promotion activities are the cornerstone of the NYS Motorcycle Safety Program (NYSMSP). MSF will discuss its role in NY, including an overview of its rider training programs and public outreach. The NYS Association of Chiefs of Police (NYSACOP) and the New York State Police have been a proactive force in spreading the motorcycle safety and enforcement message throughout the law enforcement and motorcycle safety community with the regional program entitled "Practical Guidelines for Motorcycle Enforcement." The NYSACOP portion of this presentation will provide an overview of this innovative and successful training program.

Presenters: Chris Connelly *Motorcycle Safety Foundation Program Manager for New York*

Dominick Macherone *NYSACOP/GTSC Law Enforcement Liaison*

Daniel Montimurro *Motorcycle Safety Program, NYS Department of Motor Vehicles*

10:30-11:30

Getting Your Traffic Safety Programs to the Public

This presentation will explore several successful educational tools used by the Franklin County Traffic Safety Board to educate the public in traffic safety. These include: "Did You Know" articles consisting of weekly news articles on NYS V&T Law and traffic safety issues; PSAs funded by various sources, and 30-second videos on snowmobile and ATV safety enforcement. In late 2008 Franklin County TSB developed a web page as a department within the county's web site. Along with basic information about the Traffic Safety Board and the above-mentioned, a "Speaker's Bureau" is maintained with a number of subjects ready to present to clubs and organizations, school groups, senior citizens or any group that requests a presentation. Specific audiences are actively targeted and requests from anyone are welcomed.

Presenter: David Werner *Franklin County Traffic Safety Board*

11:45-1:00

Opening Luncheon & Chairman's Award Presentation

1:15-2:15

Enhanced Investigation of Serious/Fatal Motor Vehicle Crashes

This presentation demonstrates aggressive and innovative investigative techniques to provide for enhanced prosecutions in motor vehicle injury/death cases. The presenter will focus on, among other things, identifying required culpable mental states and aggravating factors and developing evidence to establish them, recognizing scientific and electronic evidence, utilizing innovative legal strategies to obtain blood evidence, and anticipating prosecution pitfalls and obstacles and proactively addressing them.

Presenter: James Burke *Chief Investigator, Suffolk District Attorney's Office*

1:15-2:15

Older/Younger Driver Panel

Over the past several years the Town of Camillus has seen a substantial increase in residential and commercial development. The increased development within the town has also been a factor in a significant increase in motor vehicle traffic. The Town of Camillus Police recognized in 2009 that the increase in traffic was contributing to the increase in motor vehicle accidents which, although slight, still caused concern to the department. After reviewing department records, the department determined that there was a steady increase in senior driver involvement in motor vehicle accidents. The police department then decided that it was time to begin a new senior driving educational presentation.

An update will be presented on the initiatives and programs developed by the Office for the Younger and Older Driver. Areas of particular discussion will include Graduated Driver Licensing, Driver Education, DS-6 Physician Request for Evaluation Process and presentations of the update for the two office related websites.

Presenters: Joseph Clabaugh *Town of Camillus Police Department*
Chuck Conroy *NYS DMV Office for the Younger & Older Drivers*
Debra Douglass *NYS Department of Health*

1:15-2:15

Distracted Driving – An Emergent Highway Safety Area

This presentation will discuss NHTSA's plan to address distracted driving, including early countermeasures, eligible sources of funding, in-kind resources to address it, data collection challenges and updates.

Presenter: Thomas M. Louizou *Regional Administrator, NHTSA Region 2*

1:15-2:15

Yesterday, Today, Tomorrow and Beyond

Making good decisions about future directions we should take in addressing the problem of impaired driving is a challenging task that requires us to know where we've been and where we are now. To help us better understand where we've been and where we are now, the presenters will provide 1) a short history of the various impaired driving programs and laws that were implemented over the past 30 years, 2) a summary of trend data on alcohol-related crashes and tickets issued for impaired driving, and 3) a status report on current programs and recent legislation.

Presenters: Kenneth Carpenter, *Research Scientist, Institute for Traffic Safety Management and Research*
Brian Diamante, *Research Assistant, Institute for Traffic Safety Management and Research*
Rod MacDonald, PhD, *Senior Research Associate, Institute for Traffic Safety Management and Research*

2:15-2:45 Exhibitor Showcase / Poster Presentations / Refreshments

2:45-3:45 Simulation Technology Research and Interventions

This presentation will offer an overview of the state-of-the-art motion simulation capabilities and highlight a variety of past/present research projects that have incorporated the simulator, each targeting a unique demographic. Results and present recommendations for a specific simulator intervention to support teenagers with ADHD during their early driving experiences will be summarized. Known as STEER (Supporting Teens' Effective Entry to the Roadway), this intervention for the riskiest novice includes parent-teen contracting, on-board monitoring of the teen's driving behaviors, and practice on a state-of-the-art driving simulator.

Presenters: George Fabiano *Asst. Prof. of Counseling, School & Educational Psychology, SUNY Buffalo*
Kevin Hulme *Senior Research Associate, NYS Center for Engineering Design and Industrial Innovation*
Kemper Lewis *Prof. for Competitive Product and Process Design, SUNY Buffalo*

2:45-3:45 Chautauqua Children's Safety Education Village

The Chautauqua Children's Safety Education Village is currently under construction at the Hewe's Education Center in Ashville NY. When finished there will be a child-size town complete with business district, streets, traffic signals, and railway crossing. Sheriff's Deputies will teach the children how to properly cross the street, sign recognition, bicycle safety, how to call 9-1-1 and what questions to expect, what to do at a railway crossing and many other safety-related scenarios. There will be a state-of-the-art fire education center that will allow trained firefighters to teach electrical safety and fill rooms with simulated smoke, allowing children to practice escape plans and then gather at a designated meeting location.

Presenter: Joseph A. Gerace *Chautauqua County Sheriff*

2:45-3:45 Engineering Countermeasures for Improving Pedestrian Safety

Communities across New York are striving to become more livable sustainable places that give their residents safe transportation choices and improved quality of life. They recognize that to survive and prosper, they must balance the safety and mobility needs of pedestrians with those of motor vehicles. Traffic engineers have responded by developing a toolbox of pedestrian safety countermeasures, but how effective are they? Following years of research, the Federal Highway Administration, in September 2007, published a list of pedestrian safety countermeasures including Crash Reduction Factors (CRFs) for their potential effectiveness at reducing pedestrian crashes. This session will discuss pedestrian safety and the effectiveness of these countermeasures in New York.

Presenters: Eric Ophardt *Bicycle & Pedestrian Program Manager, NYS DOT*
Emmett McDevitt *Transportation Safety Engineer, Federal Highway Administration*

2:45-3:45 Yesterday, Today, Tomorrow and Beyond – Part 2

Discussion will continue with presentations on specific topics related to recent legislation and current issues of concern. Topics will include: 1) Leandra's law, 2) probationers and high risk driving behavior, and 3) recidivism. The information from both parts of this session will set the stage for a discussion on where we need to be going.

Presenters: Kenneth Carpenter, *Research Scientist, Institute for Traffic Safety Management and Research*
Anne Dowling, PhD, *Deputy Director, Institute for Traffic Safety Management and Research*
Renee Varone, *Senior Research Associate, Institute for Traffic Safety Management and Research*

3:45-5:00 NYS Association of Traffic Safety Boards Annual Meeting

5:00-6:30 Dinner Buffet

POSTER PRESENTATIONS

Presenters will be with their posters during breaks in the exhibit area.

Disaster Management for Pedestrians

Disaster planning usually assumes that sufficient notice will be available to facilitate evacuation via highway, rail and bus transportation. However, a sudden catastrophic or no-notice event can lead to virtual gridlock and shutdown. Nearly all evacuees can become pedestrians by necessity. How do we evacuate both the ambulatory and the non-ambulatory during a sudden catastrophic event?

NYSDOT Pedestrian Projects & Programs

Many would be surprised to learn what NYS DOT does for pedestrian transportation, and pedestrian related access, safety and mobility issues. Statewide activities include demand modeling to identify locations for accessible sidewalks and pedestrian crossings, safe routes to school, pedestrian design and engineering guidance, and a safe-seniors pedestrian safety pilot program, to name a few.

Presenter: Jim Ercolano, NYSDOT

The NYS Crash Outcome Data Evaluation System: How You Can Use the Data in Your County

NYSDOH, Bureau of Injury Prevention staff will present on the utility of the Crash Outcome Data Evaluation System (CODES) data linkage project to local, state, federal, and private agencies. CODES is a database that matches individual records from the NYSDMV Police Accident Reports to the NYSDOH emergency medical services (Pre-Hospital Care Report or PCR), Emergency Department database, and the Hospital Discharge database. The CODES database provides medical and financial outcome information about injuries that occurred as a result of motor vehicles crashes. The linked databases create a full picture that describes what occurs before, during and after a crash. The CODES database is used to provide statistical summaries to local, state, federal, and private agencies and to conduct studies that examine the incidence, risk factors, and societal costs for traffic crashes and injuries. NYS county data tables will be highlighted.

Presenters: Michael Bauer, Sarah Sperry, Kainan Sun
NYSDOH Bureau of Injury Prevention

Extreme Transportation Event Field Station at the ECLIPSE Campus

An overview of the Extreme Transportation Event Field Station (ETEFS), located at the Experimental Campus for Large Infrastructure Protection, Sustainability, and Enhancement (ECLIPSE), which is part of the University at Buffalo will be presented, including ETEFS purpose, location, capabilities, and features. One of several Field Stations currently operating, under construction, or planned for the ECLIPSE Campus, ETEFS will allow RDT&E (research, development, testing and evaluation) on many types of transportation safety related issues including vehicle, motorcyclist, bicyclist, pedestrian, and infrastructure safety.

Presenters: Daniel P. Fuglewicz, Senior Manager / Staff Engineer and
Dr. Adel W. Sadek, Associate Professor, University at Buffalo ECLIPSE Campus

TUESDAY October 19

7:00-8:30 Breakfast Buffet

8:00-3:30 Registration

8:00-4:00 Advanced Roadside Impaired Driving Enforcement (ARIDE)

This is a continuation of Monday's course for pre-registered law enforcement officers.

9:00-10:00 Changes and Enhancements to the Drinking Driver Program

Over the past two years the Department of Motor Vehicles and the Office of Substance Abuse Services have been working cooperatively to improve the Drinking Driver Program. Efforts have been directed to improvements in the quality of the Drinking Driver Program in terms of effectiveness in prevention of recidivism and enhancement of data collection as well as improvements the timeliness and accuracy of data collected and data transferred to the DMV driver license file. In October, 2009, the agencies signed an MOU to formalize their relationship. This presentation will describe and discuss the many changes that are envisioned and where DMV and OASAS are in the process, including how DDP functions will change, changes to the DDP approval process, tracking of clients through the Impaired Driver System (IDS) and automated transfer of client information to DMV. In addition, an overview of the new DDP Curriculum will be presented as well as a discussion of Leandra's Law as it affects the treatment of the impaired driver.

Presenters: Julia Fesko *Office of Alcoholism & Substance Abuse Services*
Patricia Flaherty *Deputy Counsel, Office of Alcoholism & Substance Abuse Services*
Kathy McHale *Director of Driver Training Programs, NYS DMV*

9:00-10:00 Driving in the Safe Lane: Drunk, Drugged, Distracted Driving – the Laws and More

New teen drivers and their passengers face the highest rates of crashes, injuries and death. Risk factors include inexperience, relative biologic immaturity, peer pressure, distractions and low seat belt use. In Nassau County, the Community Parent Center's Driving in the Safe Lane program is a successful, multifaceted presentation that addresses these risks using a community partnership model that includes the education and health communities, as well as government, law enforcement, industry and personal experience.

Presenters: Tom Gilberti *Nassau County Police Department (retired)*
Wendy Tepfer *Director, Association for the Community Parent Center*
Lucy Weinstein *Director of Injury Prevention and Control, Winthrop University Hospital*

9:00-10:00 From Combat to Home & Veterans' Safe Driving Initiative

For all combat veterans, returning home can be a difficult time. Adding to this concern is the fact that motor vehicle crashes have been identified as a leading cause of death in veterans in the early years after returning from deployment. By understanding what veterans are going through upon their return home, we will be better prepared to offer resources and assistance to help them have a seamless transition. To this end, the U.S. Department of Veterans Affairs has been active in developing strategies and networks that provide outreach programs that offer help. In addressing the problem of motor vehicle crashes and their consequences among veterans, the VA has asked the Departments' of Motor Vehicles nationwide to partner with them in this endeavor. Hear from this panel of clinical and traffic safety experts on what law enforcement and first-responders are experiencing in the field and learn about the Veterans Safe Driving Initiative. Become an involved partner in helping veterans and in looking after the safeties of those who have so proudly served our country.

Presenters: Elizabeth A. Rahilly *LMSW U.S. Department of Veterans Affairs (Hudson Valley Health Care System)*
Kristen Tuttle *LCSW U.S. Department of Veterans Affairs (Hudson Valley Health Care System)*
Dominick Macherone *NYSACOP/GTSC Law Enforcement Liaison*
Denis Foley *Ph.D. Lewis Henry Morgan Institute, SUNY IT-Utica*

10:00-10:30 Exhibitor Showcase / Poster Presentations / Refreshments

10:30-11:30 NYSDMV Facial Recognition System

Facial Recognition is a new technology that has been instituted by the NYS Department of Motor Vehicles to further the Commissioner's initiative of "One Driver-One License." The Facial Recognition System (FRS) compares the images of all individuals having their image captured at all State and County Issuing Offices throughout the State with that of all images contained in the NYSDMV database and within their own record. FRS allows for enhanced enforcement of attempted fraud against the NYSDMV as well as detects potential traffic safety risks to the public highways of the state. In a joint effort between NYSDMV and the Institute for Traffic Safety Management and Research (ITSMR), a research study of data collected from the results of the FRS is being conducted to examine the effectiveness and the usefulness of facial recognition technology in addressing traffic safety issues.

Presenters: Owen McShane *Director, Division of Field Investigation, NYSDMV*
Todd Putorti *Senior Investigator, Division of Field Investigation, NYSDMV*

10:30-11:30 Get Up, Out & On the Way Safely...Pedestrian Safety for Seniors

Older adults in many NYC neighborhoods are at high risk of serious pedestrian injury and fatality. In response, DOT has developed a new, innovative multi-session workshop for seniors "Be Safe, Be Strong, Be Savvy" that will help them get up, get ready and get out of the house and on their way safely. The workshop was piloted at senior centers in high-risk locations this summer and fall, and the presentation recaps the development process, successes and areas for improvement. The Pedestrian Safety Program Manager for the NYSDOH, Bureau of Injury Prevention will provide a presentation to discuss the diminished capabilities of older pedestrians, the benefits of walking, the older pedestrian injury problem in NYS, and the risk factors associated with those injuries. She will also share the recently developed "Walk Aware" Senior Pedestrian Safety Toolkit that includes a variety of safety resource materials for local health and traffic safety partners.

Presenters: Marjorie Marciano *Deputy Director, Safety Education Division, NYCDOT*
Gina Gillooley *Injury Prevention Program Manager, NYSDOH*

10:30-11:30 Older/Younger Driver Panel

Updates on initiatives and programs developed by the NYSDMV Offices for the Younger and Older Driver and NYS DOH will be presented. Areas of particular discussion will include Graduated Driver Licensing, Driver Education, DS-6 physician Request for Evaluation Process and presentations of the update for the two office related websites. The NYS DOH will present the framework, strategic plan and activities of a state work group addressing teen driving safety issues. This work group was established in 2008 and promotes the institution and implementation of local and statewide strategies to reduce teen driving crashes, fatalities and injuries.

The Town of Camillus has seen a substantial increase in residential and commercial development. The increased development within the town has also been a factor in a significant increase in motor vehicle traffic. The Town of Camillus Police recognized in 2009 that the increase in traffic was contributing to the increase in motor vehicle accidents; although slight it still caused concern to the department. After reviewing department records the department determined that there was a steady increase in senior drivers that were becoming involved in motor vehicle accidents. The police department then decided that it was time to begin a new senior driving educational presentation.

Presenters: Joseph Claubagh *Town of Camillus Police Department*
Chuck Conroy *NYSDMV Office for the Younger & Older Drivers*
Debra Douglass *NYS Department of Health*

10:30-11:30 GTSC Grants Management

This workshop will feature the GTSC grant application and program management. Topics will include eGrants use, fiscal management and project management including reporting, monitoring and grant development. The GTSC fiscal and program managers will be the moderators / presenters and the GTSC program staff will be presenting. There will be an opportunity for a question and answer session.

Presenter: Jeanette Maikels *Program Manager, Governor's Traffic Safety Committee*

11:30-12:30 Luncheon Buffet

11:30-1:30 NYS STOP-DWI Association Inc. Annual Luncheon Meeting

- 12:30-1:30** **Distracted Driving – An Emergent Highway Safety Area**
 This presentation will discuss NHTSA’s plan to address distracted driving, including early countermeasures, eligible sources of funding, in-kind resources to address it, data collection challenges and updates.
Presenter: Thomas M. Louizou *Regional Administrator, NHTSA Region 2*
- 12:30-1:30** **Strategies to Prevent Teen Impaired Driving – DITEP**
 There are rising concerns among Traffic Safety and Education professionals that a disproportionate number of teens age 16 to 20 are involved in fatal and serious injury crashes. A significant factor in many of these crashes is the abuse of drugs and alcohol by the teen driver. The International Association of Chiefs of Police (IACP) along with the National Highway Traffic Safety Administration (NHTSA) partnered to develop a program aimed at identifying impaired teens *before* they drive. By giving teachers, school administrators, and nurses the tools to recognize drug and alcohol impairment and provide positive intervention, the tragic consequences can be averted. Drug Impairment Training for Education Professionals (DITEP) is not a new program, but has been revised and revitalized by a group comprised of instructors actively involved in curriculum development. Several of the revision specialists are currently presenting DITEP in New York, and interest in the education community is growing. The Governor’s Traffic Safety Committee, along with IACP, has developed a companion video presentation to further market the program and provide incentive for school districts to become involved.
Presenter: Sgt. Mark Philippy *Brockport Police Department*
- 12:30-1:30** **Overview of Accident Information System & Upcoming Accident Report Revisions**
 This is an overview of the workflow process of the motor vehicle accident reports received at DMV. All processes are covered from the receipt of the accident report through the time that the yearly accident statistics are released. Upcoming changes to the accident report, scheduled to be implemented on January 2011, will also be covered.
Presenters: Sean Harrington *Highway Safety Program Analyst, NYS Department of Motor Vehicles*
 Robin Long *Program Manager 2, NYS Department of Motor Vehicles*
 Michael McMullen *Motor Vehicle Office Manager, NYS Department of Motor Vehicles*
- 1:30-2:00** **Exhibitor Showcase / Poster Presentations / Refreshments**
- 2:00-3:00** **Pedestrian and Bicyclist Safety in New York City:
 An Update of Bellevue Hospital's Prospective Study**
 Since late 2008 researchers at Bellevue Hospital, a Level I Trauma Center in New York City, have been prospectively collecting demographic, behavioral and outcome data for pedestrians and cyclists who are injured or killed by motor vehicles. Research team members will present a summary update of their results so far, including data on protective gear use by cyclists, street-crossing behaviors of pedestrians, use of alcohol by the injured and risk factors for children and adolescents.
Presenters: Patricia Ayoung-Chee *New York University School of Medicine*
 Linda Dultz *New York University Langone Medical Center – Bellevue Hospital*
 Mollie Marr *New York University Langone Medical Center – Bellevue Hospital*
 Dekeya Slaughter-Larkem *New York University Langone Medical Center – Bellevue Hospital*
- 2:00-3:00** **“On the Border” A Look at How Alcohol/Drug Impaired Driving Convictions
 Impact Admission to Canada**
 This presentation will describe how an alcohol/drug conviction results in criminal inadmissibility to Canada and the Buffalo pilot project.
Presenters: John Sullivan *Canadian Consulate Representative*
 Lee Weaver *Director, Crossroads Driving Programs*

2:00-3:00

Safety Planning in New York State

Is there a local safety issue that you wish you could document? Ever wonder how safety planners undertake their work? Come to the NYSMPO Safety Working Group (SWG) session on local traffic safety issues. Panel participants will include members of the GTSC, NYSATSB, NYS STOP-DWI and others to discuss local safety planning needs and to identify ways the MPOs can build better partnerships with the broader safety community.

Presenters: Sandy Misiewicz *Senior Transportation Planner, Capital District Transportation Committee and Chair of the NYSMPO SWG*
Hector Boggio *Senior Transportation Planner, Greater Buffalo-Niagara Regional Transportation Council*
Matthew VanSlyke *Senior Planner, Herkimer-Oneida Counties Transportation Study*

2:00-3:00

Age of Distraction

Distracted driving has become a serious epidemic on our roads, but how do we manage such an outbreak? These distractions come in many forms, and most of us have either experienced or witnessed them. Visual distractions are anything that causes us to take our eyes off the road, manual distractions cause us to take our hands off the steering wheel and cognitive distractions cause us to take our minds off our driving. This workshop will engage you in specific discussions, interactive participation, and demonstrate how you can encourage someone else to be a safer driver.

Presenter: Michelle Anderson *Director of Operations, The National Road Safety Foundation, Inc.*

3:15-4:15

Effective Approaches to Diverse Cultures

This workshop will explore effective approaches in developing traffic safety programs that target diverse cultural groups. Presenters will expose how assumptions can create obstacles to effective community outreach and discuss the importance of integrating cultural aspects in program planning. Experiences and expertise on cultural competency issues and appropriate prevention strategies will be shared.

Presenter: Wilma Alvarado-Little *Director, Community Engagement/Outreach, Center for the Elimination of Minority Health Disparities, University at Albany, SUNY*

4:30-5:30

NYS Drinking Driver Program Directors' Annual Meeting

5:30-6:30

Reception

6:30-8:00

Awards Banquet

WEDNESDAY October 20

7:30-8:30

Breakfast Buffet

8:45- 11:00

Leandra's Law Panel and Roundtable Discussion

11:00

Conference Adjourns

A **Highway Safety Resource Area** will be available for highway safety educators, programmers and enforcement to demonstrate or provide samples of PI&E materials, videos, PowerPoint presentations, program models, vendor deals and more. All programs are welcome to come to this "Resource Swap," bring what you know works, and come to glean from others what they have found effective for our common cause.