

State's First Distracted Driving Campaign Deemed Success

MORE THAN 52,000 CITATIONS ISSUED

The nation's first and most ambitious statewide campaign against distracted driving concluded earlier this spring and was deemed a success by both traffic safety and law enforcement. The month-long effort combined the resources of 103 California Highway Patrol (CHP) offices and more than 280 local law enforcement agencies for special zero tolerance enforcement during the month of April.



OTS Director Christopher Murphy unveiled new billboards promoting the cost of a first time hand-held ticket at a press event in Sacramento in early April.

In late May, OTS & CHP announced that 52,664 citations had been issued, reflecting approximately 80 percent of agencies reporting.

“We’re very pleased with the initial success of the distracted driving campaign, particularly the public awareness component,” said OTS Director Christopher J. Murphy. “Creating awareness of the dangers of distracted driving, and convincing drivers that any phone call or text message can wait until you reach a safe place to stop is part of the process of changing driver behavior.”

The *It's Not Worth It!* campaign unveiled new creative materials emphasizing the cost of a first time ticket, while also featuring the human costs, in the form of

Thank You!

OTS would like to thank the California Highway Patrol and more than 280 local agencies who volunteered resources to support California's first distracted driving zero tolerance effort. Keep up the great work! ●

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2012 Grants to See New Efforts Alongside Veteran Tactics

OTS recently announced \$76 million from federal funding to support 213 traffic safety grants to state and local agencies for the grant year that begins October 1, 2011. What the list shows is a combination of time-tested, successful programs and new efforts, some tackling new problems.

Major emphasis will be given to combating drunk driving, drug impaired driving and distracted driving. Even though the numbers of fatalities and injuries continue to fall, the percentage of total lives taken in vehicle crashes by drunk drivers remains virtually unchanged at 31 percent. Look for continuation of checkpoints, saturation patrols, warrant sweeps, help for prosecutors and more assistance for probation departments.

We will continue to use and even expand on education, awareness and social norming programs for youth like *Every 15 Minutes*, *Impact Teen Drivers*, *Real DUI Trials in Schools*, *Smart Start*,

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Message from the Director by Christopher J. Murphy



At OTS, the work never really takes a break. Every month brings another part of the grant cycle. Every week seems to bring another set of statistics or research study. Every day there are fresh questions to ask... and answer.

We just announced the new grants for fiscal year 2012. We look forward to continuing the enforcement, awareness and other programs that have been working well for combating DUI, promoting motorcycle, pedestrian and bicycle safety, and keeping our emergency medical services equipped with the latest life saving equipment.

We are also anticipating new challenges and new successes as we move into areas that are emerging as new obstacles on our road *Toward Zero Deaths – Every 1 Counts*.

Last April saw the kickoff of Distracted Driving Awareness Month, an unprecedented campaign of volunteering state and local agencies, businesses and community groups. California's efforts were so large, diverse, and well coordinated that the state has been singled out on the national level as the bellwether for future campaigns. But we're not stopping there. April was merely the start of the plans, campaigns, programs, and partnerships that we are building for now and into the future.

This new grant year will see an emphasis starting in the relatively new area of drugged driving. Drugs, both legal prescriptions and illegal substances, have been steadily showing up more often in fatal crashes. OTS will be spearheading several efforts to identify, stop and reverse the trends of drugged driving. The challenges will be numerous,

but so will the opportunities.

But, as new problems emerge, at least one can be seen as entering the "success" column. Twenty years ago I would not have bet that California could reach a 90 percent level of seat belt usage by 2005, but we did. Once we hit that mark, I couldn't imagine that we would ever top 95 percent, but we did in just four years. Now that we stand at 96.2 percent usage, we think that we can afford to shift some resources from seat belts to distracted driving.

Time keeps moving and the challenges keep coming. But I'm heartened when I take a quick minute to sit back and take stock of where all of us have been, what we have done, and how we have all worked singly and together over the years for traffic safety, for saving lives and futures. ●

OTS Launches YouTube Channel

As OTS continually looks at ways to better reach target audiences with critical traffic safety messages, we know that we must be in the digital space if we have any hope of reaching many of the hard-to-reach audiences, including teens, tweens and millennials.

As a recent addition to OTS' social media efforts to drive conversation in the digital space, we have officially launched the California OTS YouTube channel. The social media platform allows OTS to engage and entertain a demanding online audience by offering videos and other content aimed at initiating a conversation leading to greater awareness of traffic safety issues. April's Distracted Driving

Awareness Month proved an opportune time to launch OTS' YouTube channel, with the site seeing a significant spike in subscribers and channel views as new content was added. Current content includes the "Faces of Distracted Driving" videos from the National Highway of Traffic Safety Administration, with one of the uploads already receiving more than 1,500 views.



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STATE OF CALIFORNIA
Edmund G. Brown Jr., Governor

BUSINESS, TRANSPORTATION
AND HOUSING AGENCY

OFFICE OF TRAFFIC SAFETY
Christopher J. Murphy, Director
Chris Cochran, Editor

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<http://www.ots.ca.gov>

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DUID – The New Impairment

Two troubling trends are emerging in traffic safety. One, cell phone usage, is so new that we are having to learn as fast as we plan and respond. The other, drugged driving, is so old that we almost didn't see the rise coming.

Nationally, the percentage of driver fatalities where drugs were present increased from 13 percent in 2005 to 18 percent in 2009. In California the picture is worse, with 23 percent showing drugs present.

In the fight against drunk driving, the battle lines are pretty clearly drawn. Alcohol and its affect on driving have been studied extensively. Levels of alcohol can be reasonably easily tested for and we know what affect those levels have on the body to cause impairment. Follow procedures and you have a conviction.

Drugs and driving presents a whole new, different and daunting set of problems. First, there are hundreds of drugs that can impair driving. They can be legal prescriptions or illegal narcotics. Many are hard to detect. There are few legally or even scientifically established detection levels that constitute impairment. Combinations, especially with alcohol, can be

deadlier than either alone. Some drugs like marijuana can have trace amounts remaining in the bloodstream for as long as 30 days, long after impairment ends.

Younger drivers are more often seen with illegal drugs, while older drivers more often have problems with prescription drugs. Mixed with alcohol and either becomes a recipe for disaster.

While the problems are many, the fight cannot be ignored. OTS is taking steps to confront the issue on several fronts. Grants will establish vertical prosecutions in several jurisdictions so that an expert prosecutor can handle the serious cases from arrest through to conviction. There will be an expansion of ARIDE, the Advanced Roadside Impaired Driving Enforcement training that bridges the gap between the Standard Field Sobriety Test (SFST) and Drug Recognition Expert (DRE). More officers will have better training to recognize drug symptoms in the field and carry through to trial. Behind the scenes, OTS will be pushing for complete, thorough, consistent testing throughout the state by helping equip laboratories across the state with proper drug testing equipment. ●

News From the TSRP

The Traffic Safety Resource Prosecutor (TSRP) Program continues to provide California law enforcement and prosecutors the highest quality training focused on DUI and vehicular homicide investigation and prosecution. With a focus on drug impaired driving, the TSRP team is now leading an effort to deliver training to police officers and prosecutors on investigating and prosecuting the drugged driver.

In August and September 2011, the TSRP team will present two training programs expanding the current curriculum of *Prosecuting the Drugged Driver*. These two-day programs concentrate on specific areas of the drug DUI, including the evaluation and preparation of a DUI case, marijuana and prescription drugs, and working with drug recognition experts.

The *Prosecuting the Drugged Driver* programs will be presented regionally throughout the state. The program in northern California will take place August 24-25, 2011 and will be presented again in southern California on September 7-8, 2011. Location information and registration is available through the CDAA website at www.cdaa.org. If you are interested in scheduling training through TSRP for your agency, please contact TSRP Training Coordinator Paige D'Angelo at 916-443-2017. ●

Summer TSRP Trainings

Prosecuting the Drugged Driver Training

Northern California
August 24-25

Southern California
September 7-8

Register online at www.cdaa.org



Leadership Seminar Focuses on Training

Earlier this spring more than 700 traffic, engineering, bicycle, and pedestrian safety professionals came together at the 2011 OTS Leadership and Training Seminar in San Diego. The track-focused seminar format provided unprecedented educational opportunities in a number of areas, with participants receiving 16 hours of instruction time. Track-specific instruction included Standardized Field Sobriety Testing (SFST); Leadership; Drug Impairment; Collision Investigation; Community Safety; Engineering; Bicycle and Pedestrian Safety.

Participants were very happy with the intense, in-depth learning format. Rather than getting a wide variety of top level concepts that conferences usually provide, the Leadership and Training Seminar kept participants focused on their chosen area over nearly two and a half days. This provided practical, hands-on tools and paradigms that attendees could put to constructive use.

The comprehensive nature of the learning experience afforded the opportunity to bring in experts and instructors from across the state and the nation. Even participants with years in their field came away amazed at what new information they learned.

While some tracks were very specific and technically focused, others provided for far-reaching, cross-discipline dialogue not normally available through shorter sessions. Those in the engineering, community safety and bicycle and pedestrian safety tracks noted this especially in their evaluations. ●



The Leadership and Training Seminar provided the perfect backdrop for separate press events by OTS and MADD. Here OTS Assistant Director Chris Cochran introduces local, state and national speakers addressing issues concerning Distracted Driving Awareness Month.

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Thank you to our 2011 sponsors, Toyota Motor Sales U.S.A. and Clear Channel California, for their continued support of traffic safety in California. ●

I Pledge Not to Text or Talk on My Phone When Driving



Download a Pledge Badge

Test your distracted driving IQ!

Q Texting while driving can delay a driver's reactions as much as?

- A. Not wearing a seat belt.
- B. Having a blood alcohol content of .08, the same as a drunk driver.
- C. Taking your eyes off the road for a few seconds while picking up something dropped on the floor of the vehicle.

Correct Answer (B): Texting while driving can delay a driver's reactions as much as having a blood alcohol content of .08, the same as a drunk driver.

Q While all distractions can endanger drivers' safety, which of the following is the most alarming because it involves multiple types of distraction?

- A. Texting while driving.
- B. Using a hand-held cell phone while driving.
- C. Eating messy foods, such as a burger, while driving.

Correct Answer (A): Texting is the most alarming distraction because it involves three different types of distraction: eyes off the road (visual), mind off the road (cognitive) and hands off the steering wheel (manual).

Grantees



Sharing the Road



TALES FROM CLICK IT OR TICKET

Livermore PD Officer Traci Rebiejo was on *Click It or Ticket* patrol when she noticed a white box van stopped for a red light at the bottom of a freeway off-ramp. As the driver leaned forward in his seat to check for cross traffic, Officer Rebiejo could clearly see that he was not buckled up. The seat belt was hanging straight down from the B-pillar, the lap and shoulder belt portion were parallel with each other. A likely candidate for a ticket and some good advice about the dangers of not buckling up.

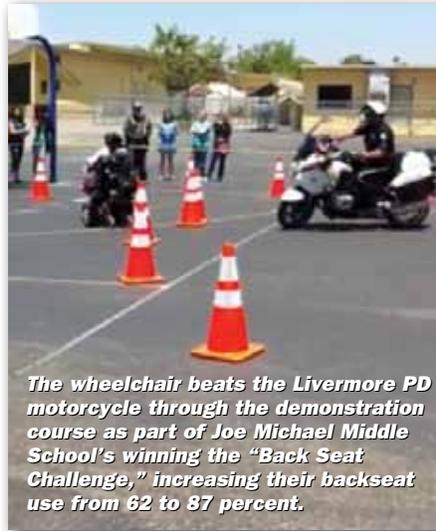
Officer Rebiejo advised Dispatch that she was making a traffic enforcement stop on the box van. It was not more than a few seconds before Dispatch advised her that the vehicle was reported stolen out of Alameda, 30 miles back up the freeway. A simple ticket turned into a felony stop.

Ultimately the driver was arrested without incident for driving the stolen vehicle. Then there was the matter of the felony domestic violence arrest warrant, not to mention that his driver's license was suspended.

Another reminder that traffic enforcement often leads to the discovery of other criminal activity.

THE RACE IS ON

Each year Livermore PD puts on a "Back Seat Challenge" pitting two elementary schools against each other to see which one can increase the percentage of students riding in the back seat of cars instead of the front. Statistics show that the back seat is a much safer place for children to ride. The challenge runs over a couple months with lots of visits to the schools by officers, plus various poster and slogan contests.



The wheelchair beats the Livermore PD motorcycle through the demonstration course as part of Joe Michael Middle School's winning the "Back Seat Challenge," increasing their backseat use from 62 to 87 percent.

At the end LPD rewards the winning school with a pizza lunch for all students and staff, plus puts on a motorcycle demonstration at both schools to thank them for their efforts.

This year's winner was Joe Michel School. They started out at 62 percent compliance and finished with 87 percent, an increase of 40 percent. After officers served up the pizza lunch, everyone went out to the playground for the motor demo. A very sociable young lady who is confined to a wheelchair approached Sgt. John Hurd during the demonstration and stated that she could go much faster than the motorcycles through the course. Of course, it was a challenge that could not be refused.

She had a blast, all the students loved it, and it was a reminder to the officers present as to why they do the job and what an impact they can have on the community.

NOT JUST ANOTHER NIGHT AT THE CHECKPOINT

At first it was just another Memorial Day weekend DUI checkpoint for the Stanislaus County Avoid the 12 DUI

Task Force. That was until someone in the line of cars waiting to pass through noticed the driver of a car ahead roll down the window and toss a large purse onto the side of the road.

The witness hailed Turlock PD motor officer Mike Simbalenko and relayed the incident to him. The officer soon recovered the Gucci purse and found what was eventually determined to be 3.3 pounds of crystal methamphetamine packed in Tupperware containers. Officer Simbalenko sped up the line in hopes of catching the suspect before he cleared the checkpoint and disappeared into the night.

Luck was on the officer's side this night. The suspect car had been pulled aside due to the driver not having a valid license. The driver was arrested and charged with multiple counts of possession and possession for sale. ●



Turlock PD officer Mike Simbalenko recovers 3.3 pounds of crystal meth at an 'Avoid the 12' DUI checkpoint over Memorial Day weekend.

OTS Takes Home Top PR & Advertising Awards

Chris Cochran is going to need a bigger office. Each spring, the Office of Traffic Safety (OTS) enters several communications award competitions that judge public education programs and their many components. This year OTS entered 13 projects for review across three competitions.

“We are continually looking to improve and refine our communications programs to make sure they are the best they can be,” said OTS Assistant Director for Marketing & Public Affairs, Chris Cochran. “Having our campaigns and programs evaluated and judged by experts reinforces the great work we’re doing. It also gives OTS a chance to share our work with other state and allied agencies.”

OTS was recognized with nine communication awards earlier this spring, surpassing the Office’s showing in recent years. “I was particularly pleased with the recognition of our work on the social media front,” said Cochran. “This is something we have been working towards for some time and now have off the ground and integrated into our communications programs.”



OTS’ Chris Cochran proudly displays an armful of awards at the State Information Officer’s Council (SIOC) awards ceremony held in Sacramento in May.

2011 OTS Communications Awards

STATE INFORMATION OFFICER’S COUNCIL (SIOC)

- Gold Award: OTS Facebook Social Media Program
- Gold Award: OTS Holiday DUI Public/Private Partnership with Raley’s Family of Fine Stores
- Silver Award: 2010 Holiday DUI Kick-off Press Event
- Silver Award: 2010 Click It or Ticket Campaign

INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS (IABC) SACRAMENTO CHAPTER

- Crystal Award: December 2010 Holiday DUI Enforcement Kick-off Press Conference
- Merit Award: 2010 Holiday DUI Prevention Campaign
- Merit Award: 2010 Click It or Ticket Campaign

SACRAMENTO PUBLIC RELATIONS ASSOCIATION (SPRA)

- Gold Award: 2010 Holiday DUI Kick-off Press Event
- Silver Award: OTS Facebook Page

OTS entered several traffic safety campaigns in the competitions, including the 2010 *Click It or Ticket* and 2010 Holiday DUI Prevention campaigns. A variety of program components were also highlighted, including distracted driving public education efforts, public/private partnerships, social media projects and media events.

Award highlights included: Two Gold Awards from the California’s State Information Officers Council (SIOC) for OTS’ Facebook social media program and the 2010 Holiday DUI Prevention campaign partnership with Raley’s Family of Fine Stores; Gold Awards for the 2010 Holiday DUI campaign kick-off media event from both the Sacramento Public Relations Association (SPRA) and International Association of Business Communicators (IABC); and a Silver Award from SIOC for the 2010 *Click It or Ticket* campaign. ●

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television ads, outdoor billboards, social media and more. In addition, a significant amount of exposure was generated via earned media, including coverage of two press events in early and mid-April. Caltrans added their support by getting the word out via 350 changeable message signs across the state.

“The campaign was very well received by the media statewide,” said OTS Assistant Director for Marketing and Public Affairs, Chris Cochran. “Distracted driving is clearly an issue that elicits a very strong response for many drivers, both positive and negative. It’s something every driver can identify with. We hope to use that energy to influence and define acceptable driving behavior, just as with seat belts and DUI.”

The *It's Not Worth It!* campaign continues throughout the year with both enforcement and public awareness efforts, with planning underway to initiate a possible mini grant enforcement program in 2012. ●

'YouTube Channel' from Page 2



OTS' YouTube channel can also be streamed through the Driver Challenge tab on Facebook, currently highlighting the *Faces of Distracted Driving* video clips.

Throughout the year the communications team will also be utilizing YouTube to help spark conversation around DUI prevention and enforcement, especially during the summer and winter holidays, teen driver safety, motorcycle safety and occupant protection, among other issues. Later this summer, you can even see the behind the scenes footage of NHTSA's recent shoot for their new television PSAs.

With over 5,000 views since April, OTS' You Tube channel is already helping to widen exposure of traffic safety messages to key audiences. Be sure to check us out at www.youtube.com/CaliforniaOTS. ●

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and other programs for high school and college students just starting their driving careers. A new peer-to-peer project, *Teens in the Driver's Seat*, will be launched in communities and schools throughout the state.



The current 2011 grants saw the start of one of our two newest efforts. April's Distracted Driving Awareness Month kicked off what will be an on-going and expanding set of tactics aimed at reversing the newest deadly problem facing motorists on our roadways. Look for both awareness and enforcement to grow in the public's eye while we work behind the scenes to gather new research and tactics for the future.

The other new emphasis is on drugged driving. The incidence of drugs alone and in combination with alcohol in fatal crashes has been rising steadily for the last five years. It's no longer overshadowed by alcohol, but becoming a problem that will take time, research and resources to combat. OTS will be starting down that road in the new grant year with increases in drug recognition training, prosecution resources and new laboratory drug testing equipment.

Wanting to keep the trend of fatalities in every major category moving downward, grants have been awarded in the other program areas of motorcycle, bicycle and pedestrian safety, putting the latest life saving technology in the hands of emergency responders, and continuing to push for using technology to ease access, gain speed and increase flexibility in data input and usage.

While new areas are being added to the list of grants, at least one is beginning to fall off, hopefully forever. When the state's seat belt usage rate hit a phenomenal 96.2 percent, all agreed that *Click It or Ticket* mini-grant resources would be better used by other programs, especially in distracted driving. The public awareness and social norming campaigns will continue to keep the need to buckle up in the eyes and minds of drivers, passengers and parents. ●

CALIFORNIA OFFICE OF TRAFFIC SAFETY

WHAT'S

AHEAD



August 5-11

National Stop on Red Week
www.fhwa.gov

August 19-
September 5

California Avoid DUI Task Force Enforcement Campaign
www.californiaavoid.org

August 24-25

Prosecuting the Drugged Driver Training Northern California
www.cdaa.org

September 7-8

Prosecuting the Drugged Driver Training Southern California
www.cdaa.org

September 18-24

Child Passenger Safety Week
www.nhtsa.gov

September 24

Seat Check Saturday

September 25-28

Governor's Highway Safety Association (GHSA) Annual Meeting
Cincinnati, OH www.ghsa.org



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