



# HIGHLIGHTS OF ASSOCIATION ACTIVITY

JULY 1, 2015–JUNE 30, 2016





29

SPONSOR/PARTNER ORGANIZATIONS

88

NATIONAL MEDIA MENTIONS



14

MEMBER WEBINARS

FACEBOOK "LIKES"



1,925



TWITTER FOLLOWERS

3,715



STATES UTILIZING GHSA'S CONSULTING SERVICE



6

NEW REPORTS



1.5 million

WEBSITE VISITORS

532

ANNUAL MEETING ATTENDEES

54

EXHIBITORS



## FELLOW MEMBERS AND FRIENDS,

My year at the helm of GHSA has been a busy and productive one. From action on federal highway safety legislation to new reports and resources, to thriving partnerships, the Association continues to achieve far more than organizations many times its size.

In December, President Obama signed the Fixing America's Surface Transportation (FAST) Act into law, the first long-term federal surface transportation bill in over a decade. The FAST Act provides much needed funding and program stability to help states plan strategic responses to their most pressing highway safety challenges.

GHSA has been working with the National Highway Traffic Safety Administration (NHTSA) to clarify the rules on the use of federal grant funds to purchase certain safety items. In February, Jonathan Adkins and I met with new NHTSA Executive Director, Jack Danielson, to express our concerns about the detrimental effect these restrictions would have on a state's ability to impact safety. At GHSA's request, NHTSA has issued revised guidance that provides more flexibility for states.

Earlier this year, in response to the recent increases in traffic fatalities, NHTSA held five regional safety summits to discuss the causes and to brainstorm solutions, culminating in a national summit in Washington, D.C., in which I participated. Several State Highway Safety Offices (SHSOs) and GHSA representatives attended the other sessions.

I'm pleased to report that GHSA's partnerships continue to flourish. Our longstanding relationship with Ford Motor Company Fund's Driving Skills for Life (Ford DSFL) program entered its 13th year, providing nearly \$70,000 in grants to five states, and delivering several successful hands-on driving events across the country. GHSA and the Foundation for Advancing Alcohol Responsibility (Responsibility.org) have teamed up to provide SHSOs with drug-impaired driving training grants for law enforcement officers. The Association continues to work with AT&T on the *It Can Wait* program, raising awareness about the critical issue of distracted driving. We also strengthened our close partnership with State Farm®, collaborating on reports and sharing key materials. And in December, GHSA kicked off a new partnership with Xerox to help promote best practices in automated enforcement.

Throughout the past fiscal year, GHSA has provided the membership with valuable data and reports on important topics in traffic safety. The Association released three partner-funded reports on the critical safety topics of pedestrians (funded by State Farm®), drug-impaired driving (funded by Responsibility.org), and adults who can positively influence teen driver behaviors (funded by the Ford Motor Company Fund). We also published three other spotlight reports on rear seat belt use, pedestrian fatalities and motorcyclist safety. All these publications received a great deal of media coverage and generated discussion among members, the news media and key influencers. Meanwhile, we kept our members informed through five issues of GHSA's *Directions in Highway Safety* newsletter.

Our annual meeting in Nashville, Tennessee, which focused on reaching high-risk drivers, was a tremendous success, with large attendance and glowing evaluations. We now look forward to our 2016 Annual Meeting, which will be held in Seattle, Washington, on August 27-31 and will explore the intersection of technology and driver behavior. I hope to see you all there!

As we head into our new fiscal year, GHSA continues to move forward on an ambitious schedule of projects. Reports are planned on drowsy driving and teen drivers; GHSA is working with NHTSA on the 5th edition of the Model Minimum Uniform Crash Criteria (MMUCC), which will be released in the spring; and the Association is about to start planning for a national summit of Law Enforcement Liaisons.

I am proud to help steer an organization doing so much good work in the world of traffic safety, and I know it could not be done without the many contributions made by you, our members and partners, throughout the year. Thank you for being a critical part of our success!



**Jana Simpler**

*GHSA Chair  
Director, Delaware Office of  
Highway Safety*



# ADVANCING TRAFFIC SAFETY ISSUES



## ▶ TEEN DRIVER SAFETY

Despite progress in recent decades, motor vehicle crashes are still the leading cause of death of teens in the U.S. During the past year, GHSA has continued its work to bring attention to programs and efforts to engage teen drivers and their parents.

■ GHSA and Ford Driving Skills for Life (Ford DSFL) continued their partnership, now in its 13<sup>th</sup> year, delivering nearly \$70,000 in state grants for programs that help supplement outreach to teens going through the Graduated Driver Licensing process. This past fiscal year alone, the Ford DSFL team provided hands-on training to teens in 19 states.

■ In conjunction with National Teen Driver Safety Week, GHSA released a new report that addressed how states can partner with adults other than parents who can influence teen behaviors to encourage teen driver safety. This report, *Under Their Influence:*

*The New Teen Safe Driving Champions*, was featured in a workshop at the GHSA Annual Meeting in Nashville and garnered media coverage of teen driver safety.



■ GHSA Executive Director Jonathan Adkins served on the board of the National Organizations for Youth Safety (NOYS) this past year, and GHSA is forging stronger partnerships with Students Against Destructive Decisions (SADD) and Family, Career, and Community Leaders of America (FCCLA). In addition, GHSA is working with Ford DSFL, SADD and RADD on preventing teen drug-impaired driving. GHSA Chair Jana Simpler spoke at a SADD impaired driving symposium and news conference in Washington, D.C. in December.



Ford DSFL Global Program Manager Jim Graham and Alabama Department of Economic and Community Affairs Public Safety Unit Chief Bill Whatley



## ▶ DISTRACTED DRIVING

Distraction behind the wheel is a critical issue for the highway safety community, with more than 3,000 people killed and an additional 431,000 injured in motor vehicle crashes involving distracted drivers in 2014.

- GHSA continues to encourage states to strengthen their distraction laws to ban hand-held cellphone use for all drivers. Currently, 14 states, the District of Columbia and 3 U.S. Territories have these bans in place.
- Partnerships help GHSA spread the word about curbing this deadly behavior. One example is AT&T's *It Can Wait* campaign. GHSA is conducting outreach to members to showcase how states are – and can be – working with this program to raise even more awareness about this key issue.



## ▶ DRUNK DRIVING

Alcohol-impairment is a factor in nearly one-third of all traffic fatalities, contributing to the deaths of nearly 10,000 individuals in 2014. GHSA works to raise awareness about this issue through outreach efforts.

- GHSA assists members who are on the front lines of education and enforcement efforts by providing access to tools and best practices and works with partners to encourage the use of technology such as ignition interlocks.
- Last December, GHSA Chair Jana Simpler represented the Association at the national *Drive Sober or Get Pulled Over* holiday mobilization kickoff in Washington, D.C.

*GHSA Vice Chair Harris Blackwood (far left) joins NHTSA Administrator Mark Rosekind (far right) with Region 4 law enforcement officers at a Driving Behavioral Change in Traffic Safety summit in February, 2016.*



## ▶ DRUG-IMPAIRED DRIVING

As the legalization of recreational marijuana becomes more widespread and there is greater understanding of impairment caused by prescription drug use, drug-impaired driving is in the national spotlight. As states address the issue, the need for additional data is key. GHSA is working to help members and the public understand the traffic safety challenges that accompany this emerging issue.

- In September, in partnership with the Foundation for Advancing Alcohol Responsibility (Responsibility.org), GHSA published *Drug-Impaired Driving: A Guide for What States*



*Can Do*, a report summarizing the current state of knowledge of drug use by drivers on America's roadways and identifying actions that states and other stakeholders can take to detect and prevent drug-impaired driving. The report generated a significant amount of media coverage.

- GHSA again teamed up with Responsibility.org and basketball superstar Shaquille O'Neal to launch a program providing grants to State Highway Safety Offices to provide law enforcement officers with the advanced training and skills necessary to detect drivers who are impaired by marijuana and other drugs. The first grants were awarded to Florida, Illinois, Nevada and Texas.

*Responsibility.org President & CEO Ralph Blackman, Shaquille O'Neal, and GHSA Chair Jana Simpler announce the new drug-impaired driving law enforcement grant program.*



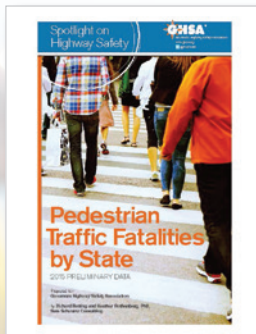
## ► PEDESTRIAN AND BICYCLIST SAFETY

More people are walking and biking to work, cities are implementing bike share programs, and transportation planners are increasingly taking pedestrian and bicyclist safety into account. However, the number of pedestrian deaths has increased alarmingly in recent years, and pedestrians now represent nearly 15 percent of all traffic fatalities. In addition, each year hundreds of bicyclists continue to die in traffic crashes across the country.

- Last August, GHSA released *Everyone Walks. Understanding and Addressing Pedestrian Safety*, funded by State Farm®. The report provides an overview of current pedestrian safety data and research and how states are addressing pedestrian safety through education, enforcement and legislative initiatives. National and local media outlets across the country highlighted the report's findings, helping to spur an important national conversation about keeping pedestrians safe.



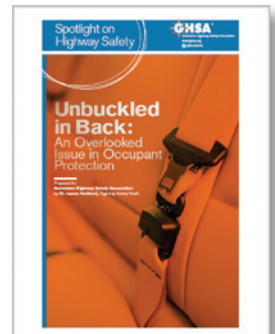
- This past spring, data from the most recent GHSA Spotlight on Highway Safety, *Pedestrian Traffic Fatalities by State: 2015 Preliminary Data*, showed a likely 10 percent increase in pedestrian deaths in 2015. More than 50 news outlets across the country reported on the findings from this report.



## ► OCCUPANT PROTECTION

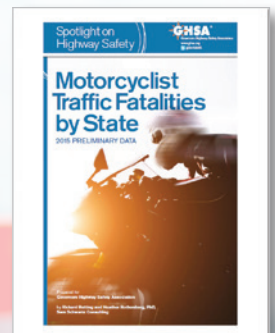
While seat belt use rates in the front seat of passenger vehicles remain at an all-time high, this past year GHSA brought attention to an often-overlooked issue, which is rear seat belt use by adult passengers. In 2013, there were 883 unrestrained rear seat passenger fatalities age 8 and above; more than 400 of these people may be alive today if they had simply buckled up. Rear seat passengers are three times more likely to die in a crash if they are unbuckled.

- As part of the Spotlight on Highway Safety series, GHSA released *Unbuckled in Back: An Overlooked Issue in Highway Safety*, a report examining rear seat belt use rates, state laws and enforcement, and public education efforts. The report garnered significant attention from national media.
- In conjunction with the national *Click It or Ticket* national seat belt enforcement mobilization, GHSA and some of its members partnered with the ride-hailing car service Uber on a public education campaign to help increase belt use in the back seat.



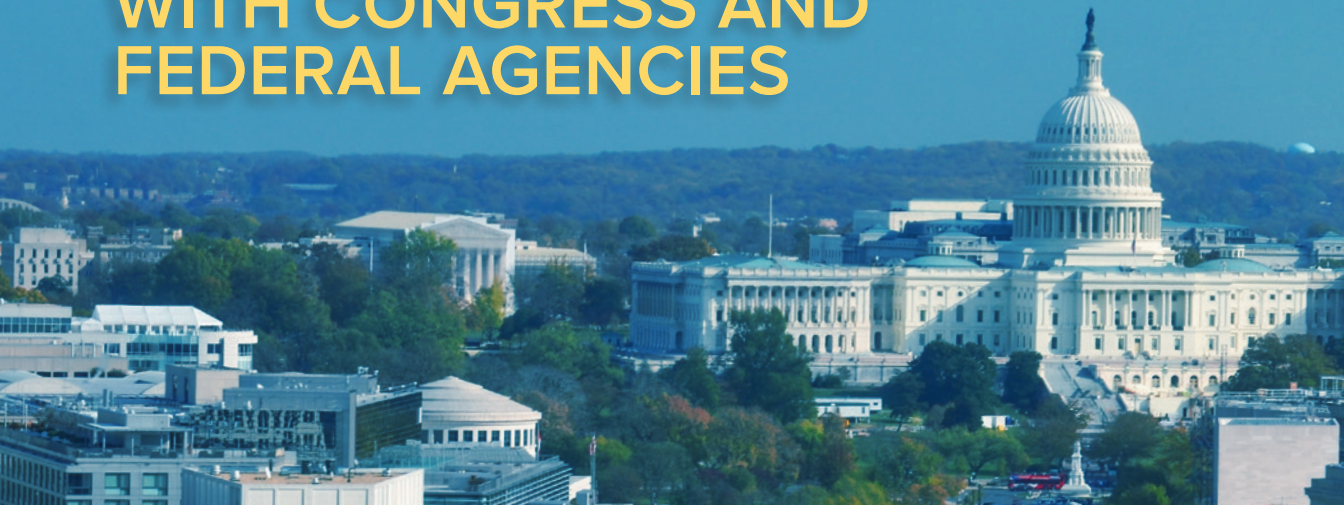
## ► MOTORCYCLIST SAFETY

Motorcyclists continue to be over-represented in traffic crashes and fatalities. For the seventh year in a row, GHSA published its annual *Spotlight on Highway Safety: Motorcyclist Traffic Fatalities by State* to provide a first-look at the prior year's fatality data and examine what states across the country are doing to improve motorcyclist safety from policy, training and education perspectives.





# COLLABORATING WITH CONGRESS AND FEDERAL AGENCIES



## ► **FIXING AMERICA'S SURFACE TRANSPORTATION ACT (FAST ACT)**

In December, Congress passed and the President signed into law the FAST Act, which authorizes funding and provides direction for highway and transportation programs through 2020. The majority of provisions affecting behavioral safety change will not take effect until October 1, 2016, and GHSA is working hard to provide members with the latest information about the upcoming requirements and changes.

- GHSA has held two “FAST Act Facts” webinars to provide a section-by-section look at requirements in the law.
- GHSA is continuing discussions with NHTSA to ensure that states understand the specific changes in the law.
- Working through the Federal Relations Committee and Reauthorization Subcommittee, GHSA shared key priorities with Congress, emphasizing that increased flexibility and reduced administrative burdens would help states advance safety initiatives.

## ► **HIGHWAY SAFETY PROGRAM IMPLEMENTATION**

The effective implementation of highway safety programs requires a solid partnership and open lines of communications with the federal government. GHSA's strong relationship with federal agencies not only provides a voice for the states in the development of federal guidance, it also gives members access to the latest information on requirements and compliance.

- GHSA Chair Jana Simpler and Executive Director Jonathan Adkins met with new NHTSA Executive Director Jack Danielson to discuss member priorities and concerns, including clarification of what safety items federal funds may be used to purchase.
- Senior NHTSA staff presented on several webinars for GHSA members during the past year, covering topics such as the FAST Act Interim Final Rule, grants management, improving FARS data quality, and updates to State Observational Seat Belt Study site selections.



## ► LAW ENFORCEMENT LIAISONS

GHSA continues to manage the National Law Enforcement Liaison Program (NLELP), funded through NHTSA. The program enhances communications between LELs, ensures greater coordination of LEL activities nationwide, creates and supports LEL training and guidance to increase the knowledge and skills of LELs, and provides technical assistance.

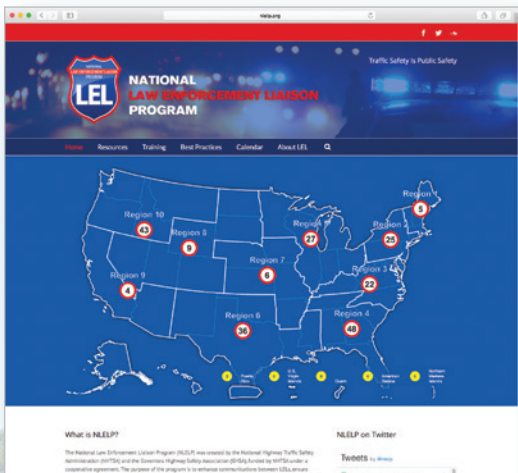
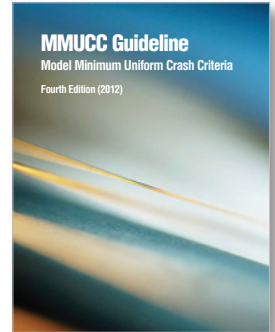
- In January, the program launched a new weekly email, the *Traffic Stop*, which keeps subscribers up to date with news, announcements and new publications from traffic safety partners.
- NLELP's resources continue to grow, with new website content, a quarterly newsletter, monthly webinars, podcast interviews and a growing presence on social media.
- In partnership with NHTSA and the Transportation Safety Institute, the LEL professional development and training program was revised and re-launched, with two sessions completed in the first half of 2016.
- Thirty-four LELs attending the 2016 Lifesavers Conference on Highway Safety Priorities participated in a networking meeting to share best practices from their states and discuss how to encourage more law enforcement participation in traffic safety campaigns.

## ► RESEARCH

The joint GHSA/NHTSA National Cooperative Research and Evaluation Program (NCREP) continues to grow. A total of 15 projects have been identified, and research is underway on several. Topics cover the spectrum of highway safety issues and include drug-impaired driving, electronic speed feedback signs, law enforcement liaison programs and the effectiveness of risk communication strategies on behavioral change.

## ► TRAFFIC RECORDS

In July 2015, GHSA and NHTSA released a tool to help states map data from their police crash reports and state crash databases to the Model Minimum Uniform Crash Criteria (MMUCC). This included a comprehensive report, a spreadsheet to help with the mapping process and a webinar to introduce the resources. Work is now underway on the MMUCC 5<sup>th</sup> Edition, with the launch of an online forum to collect input on proposed changes.







# EXPANDING AND DELIVERING MEMBER SERVICES

## ▶ EXECUTIVE SEMINAR

An Executive Seminar for new GHSA members drew a record-setting 24 participants to Atlanta in November. The value-packed program, which provided a comprehensive overview of highway safety office management, received positive reviews.



## ▶ CONSULTING SERVICES INITIATIVE (CSI)

Now in its second full year, CSI continues to grow. In FY 2016, consultants helped 9 states with a wide variety of projects, including updating highway safety plans, policies and procedures manuals, annual reports and grants management manuals.

## ▶ DIRECTIONS IN HIGHWAY SAFETY

GHSA's bimonthly newsletter, which provides members with updates on highway safety issues, published five issues this past year.



## ▶ WEBINARS

With topics ranging from the FAST Act to grants management to traffic safety data, GHSA's hosted 14 webinars this past year. Speakers included GHSA members, researchers and NHSTA staff.

## ▶ STRATEGIC PLANNING

After a comprehensive development process, at the Annual Meeting in Nashville, the Association adopted a new strategic plan to guide GHSA activities through 2020.

## ▶ HIGHWAY SAFETY AWARDS

Presented in Nashville in September, this prestigious annual awards program recognized two individuals and five programs for outstanding contributions to highway safety efforts.

## ▶ WEBSITE

More than 1.5 million individuals visited GHSA's website over the past year to access our resources, including our state law charts and our successful program examples. GHSA added four new entries to our popular State Highway Safety Showcase, featuring a "Move Over" campaign in Kentucky, Oregon's Management Review success, an impaired driving campaign in Colorado and Michigan's grantee "boot camp."

Work is currently underway on a comprehensive redevelopment of the Association's website to make it mobile responsive and more user-friendly.

## ▶ 2015 ANNUAL MEETING

Focusing on reaching high-risk drivers, the 2015 Annual Meeting drew more than 500 attendees to Nashville, Tennessee. Highlights included presentations from NHTSA Administrator Mark Rosekind, the heads of three of the nation's most prominent safety organizations and football legend and entrepreneur Joe Theismann. Fifteen breakout workshops covered a variety of hot-button highway safety topics, including promising approaches to pedestrian safety, drowsy driving, strategic communications, and more.



GHSA Chair Jana Simpler with NHTSA Administrator Mark Rosekind



## Executive Board Officers



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**Jana Simpler**

*Director, Delaware Office of Highway Safety*



### Vice Chair

**Harris Blackwood**

*Director, Georgia Governor's Office of Highway Safety*



### Secretary

**Darrin Grondel**

*Director, Washington Traffic Safety Commission*

## Regional Representatives

Region	Designate
1	Lauren Stewart, Maine
2	Chuck DeWeese, New York
3	Don Nail, North Carolina
4	Lora Hollingsworth, Florida
5	Mike Prince, Michigan
6	Penny Corn, Mississippi
7	Chris Bortz, Kansas
8	Karin Mongeon, North Dakota
9	Rhonda Craft, California
10	Audrey Allums, Montana

## Committee Chairs

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Chuck DeWeese, New York

*Member Services*  
Bridget White, Arkansas

*Strategic Communications*  
Joe Cristalli, Connecticut

*Bylaws and Policies*  
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Audrey Allums, Montana

*Strategic Planning*  
Lora Hollingsworth, Florida

*Federal Relations*  
Tom Gianni, Maryland

*Nominations*  
Lauren Stewart, Maine

*Workforce Development and Technology*  
Rhonda Craft, California

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*Executive Director*



**Denise Alston**  
*Director of Administration*



**Kara Macek**  
*Director of Communications*



**Erik Strickland**  
*Director of Federal Relations*



**Margaret Maxwell**  
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**Vernon Betkey**  
*National Law Enforcement Liaison Program Manager*



**Amadie Hart**  
*Communications Consultant*







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