



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

**2003
Annual Report**

**Sonny Perdue, Governor
Robert F. Dallas, Director**

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Message from the Director

We are pleased to present the 2003 Annual Report of the State of Georgia Governor's Office of Highway Safety (GOHS) which provides an overview of the agency's accomplishments during the 2003 Federal Fiscal Year. The National Highway Traffic Safety Administration (NHTSA) requires state highway safety offices to provide a minimum of 40% of highway safety money to local jurisdictions. GOHS distributes 80% of the highway safety funds to local jurisdictions and 20% to state agencies. GOHS develops partnerships with law enforcement departments, educational institutions, state and local agencies, and community coalitions to educate the public on the necessity of safety belt use, the detriments of impaired driving, the consequences of speeding, and the overall importance of being informed.

Keeping Georgia's motorists, cyclists, and pedestrians safe is challenged by the State's tremendous increases in population and vehicle miles traveled. Georgia has the 10th largest state population in the United States and was ranked 4th in numeric population change between 1990 and 2000. (Only California, Texas, and Florida added more people). Between 2000 and 2001, the State's crash deaths increased by 7%, causing Georgia to rank 4th in motor vehicle fatalities among the 50 states. Crash deaths decreased by 8% between 2001 and 2002 and Georgia's ranking dropped to 6th. When vehicle miles traveled are used as an equalizer, Georgia's current crash death rate of 1.4 per 100-million vehicle miles traveled ranks Georgia 27th among the 50 states.

As an office, GOHS has experienced substantial change. In July, Governor Perdue appointed Robert F. Dallas director and Robert G. Mikell deputy director. Following these appointments, GOHS personnel were re-assigned to take advantage of their skills and the office was organized to meet the needs of the public served by GOHS. Reporting hierarchy has been streamlined to reflect functional responsibility. Internal controls are being developed to ensure compliance with applicable state and federal laws, regulations and guidelines. Internal GOHS policies and procedures have been reviewed to reflect audit findings. Finally, initial steps have been taken to ensure GOHS funded programs are primarily data driven with measurable goals and objectives.

GOHS is committed to ensuring all highway safety projects in Georgia are driven by data on the numbers and rates of crashes, injuries, deaths, and safety belt use in all 159 counties and 500+ cities and towns. This commitment to data-driven initiatives guarantees that communities across Georgia, regardless of location, receive appropriate assistance to address local issues. We are grateful to our numerous partners throughout the state for their commitment to making the GOHS mission a reality.

Robert F. Dallas
Director

Overview

The **2003 Annual Report** summarizes activities funded by the Georgia Governor's Office of Highway Safety (GOHS) in the 2003 federal fiscal year (FY2003). Under the umbrella of the GOHS mission, each section of the report includes the goals, problem identification, objectives, and accomplishments. All GOHS programs are conducted within the context of the agency's mission:

*To educate the public on highway safety issues and
facilitate the implementation of programs that
reduce crashes, injuries, and fatalities on Georgia roadways.*

Activities reported in the **2003 Annual Report** were proposed in the **2003 Highway Safety Plan (2003HSP)**. Most of the objectives in the plan were related to increasing safety belt use and/or reducing motor deaths occurring to occupants, cyclists, and pedestrians in 2003. Because of the 1½-year delay in processing and reporting national and state crash statistics, the numbers necessary to determine if many of the objectives proposed in the plan were met are not yet available. In those instances, the **2003 Annual Report** indicates the unavailability of the data.

The **2003 Annual Report** is not an exhaustive document, but seeks to provide a general summary of GOHS's programmatic accomplishments in the areas of Alcohol and Other Drug Countermeasures, Speed and Aggressive Driving, Occupant Protection, Youth Initiatives, Pedestrian and Motorcycle Safety, Police Traffic Services, Safe Communities, and Traffic Records.

PLANNING AND ADMINISTRATION

PLANNING AND ADMINISTRATION



PROGRAM GOAL: To implement statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, fatalities and other associated costs.

PROBLEM IDENTIFICATION

According to the Centers for Disease Control, motor vehicle crashes continue to be the leading cause of death for people between the ages of 1 and 34 in the United States and in Georgia. Programs Proposed by the Georgia Governor's Office of Highway Safety (GOHS) for the 2003 Federal Fiscal Year were based on data from the 2000 Fatalities Analysis Reporting System (FARS). In 2000, there were 41,821 motor vehicle crash fatalities in the United States and 1,541 in Georgia. The Georgia death rate per 100-million vehicle miles traveled was 1.53 and thirty-seven percent (37%) of Georgia crash fatalities were alcohol related. Males were forty-nine (49%) of Georgia's population and 68% of alcohol crash fatalities. Teens were seven percent (7%) of the population and fourteen percent (14%) of the crash fatalities.

PERFORMANCE OBJECTIVES

- Objective 1:** *To maintain sufficient staff to deliver public information and education programs that help reduce crashes, injuries and fatalities.*
- Objective 2:** *To provide operating funds to support the implementation of programs contained in GOHS Highway Safety Plan.*
- Objective 3:** *To collect and analyze traffic crash data to ensure resources are directed to the identified problem areas.*
- Objective 4:** *To evaluate the effectiveness of programs and their impact upon GOHS performance goals.*

ACCOMPLISHMENTS

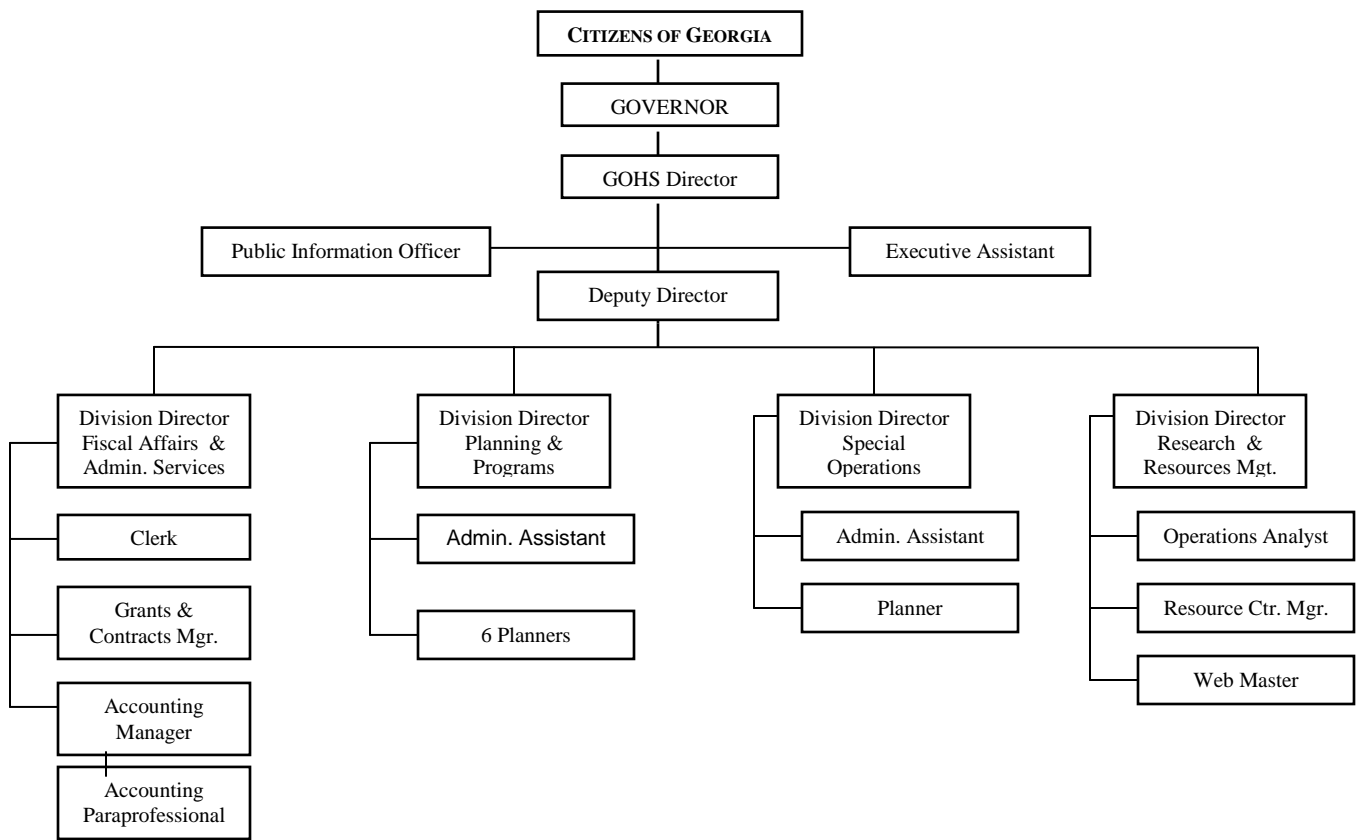
In 2003, the GOHS organizational structure was streamlined and reduced from five to four divisions to reflect the primary functions of the agency: (1) Fiscal Affairs and Administrative Services, (2) Planning and Programs, (3) Special Operations, and (4) Research and Resources Management.

The Division of Fiscal Affairs and Administrative Services is responsible for financial matters, human resources, and office maintenance. The unit consists of a Division Director, Grants and Contract Manager, Accounting Manager, Clerk, and Accounting Paraprofessional.

Through the Division of Planning and Programs, GOHS programs are developed and grants are administered, monitored, and evaluated. The section consists of a Division director, six planners, and an administrative assistant.

The Division of Special Operations plans, monitors, and evaluates all law statewide enforcement activities of the agency. It consists of a Division Director, planner, and administrative assistant. Through the Division of Research and Resources Management, special services are rendered in the areas of data analysis and reporting, resource center management, web administration, and technical assistance. It consists of a Division Director, Resource Center Manager, Web Master, and Operations Analyst.

GOHS Organizational Chart



MEASURABLE GAINS

Safety Belt Use

In 2003, Georgia's statewide safety belt usage rate increased to 84.5%, an increase of 7.5% from 2002, the highest recorded usage in Georgia since systematic studies of safety belt use began in 1987. Driver only usage in 2003 was 85.1% and passenger only usage was 82.4%. Excluding pickup trucks who are exempt from mandatory restraint laws, statewide safety belt usage in 2003 drivers and passengers was 88.7%, an increase of 7.7% from 2002 to 2003.

Child Safety Seat Usage

Statewide in 2003 in Georgia, 90.5% of children under the age of 5 were observed restrained in motor vehicles. The 90.5% child safety seat usage observed in 2003 represents an increase of 5.2% from 2002.

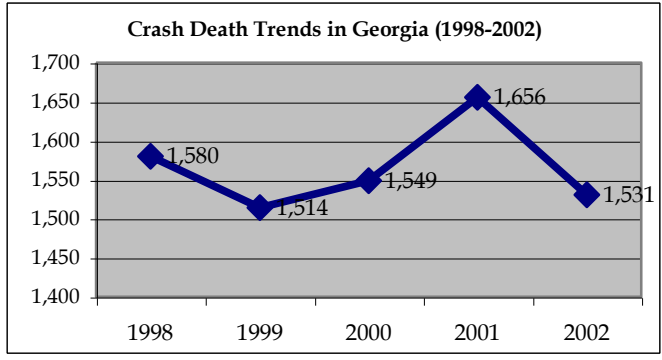
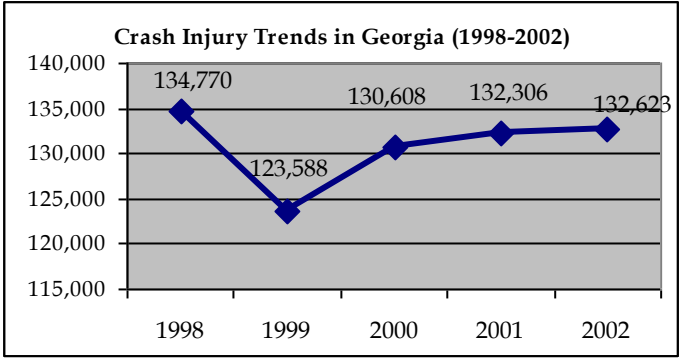
Crash Injuries and Deaths

In 2003, the Georgia Department of Motor Vehicle Safety (DMVS) released crash, injury, and death data from 1998 - 2002. Data on 2003 crashes, injuries, and deaths was not available at the time of the release of this report. Prior to this year, Georgia relied exclusively on data from the National Highway Traffic Administration Fatality Analysis Reporting System (FARS). According to the Georgia DMVS, motor vehicle related injuries and deaths in Georgia have changed as follows over the past five years:

Changes in Georgia's Crash Injuries and Deaths (1998-2002)

| | 1998 | 1999 | 2000 | 2001 | 2002 |
|----------|---------|---------|---------|---------|---------|
| Injuries | 134,770 | 123,588 | 130,608 | 132,306 | 132,623 |
| Deaths | 1,580 | 1,514 | 1,549 | 1,656 | 1,531 |

These numbers show a decrease of 8% in injuries and 4% in deaths between 1998 and 1999. The decreases were not sustained and it is not clear what caused the drop. Another decline (-8%) in crash deaths occurred between 2001 and 2002. However, the decrease was not reflected in crash injuries which remained virtually unchanged.



Over the past five years, crash injuries have ranged from a low of 123,588 in 1999 to a high of 134,770 in 1998. Fatalities ranged from a low of 1,514 in 1999 to a high of 1,656 in 2001. Georgia’s death rate per 100-million vehicle miles traveled is currently 1.4 which is the lowest among NHTSA Region IV states.

| State | NHTSA Region IV State Fatality Rates per 100 Million Vehicle Miles Traveled | | | | | | | | | |
|-----------------------|---|------|------|------|------|------|------|------|------|--|
| | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | |
| Alabama | 2.2 | 2.2 | 2.2 | 2.2 | 1.9 | 2 | 1.8 | 1.7 | 1.8 | |
| Florida | 2.2 | 2.2 | 2.1 | 2.1 | 2.1 | 2.1 | 2 | 1.9 | 2 | |
| Georgia | 1.7 | 1.7 | 1.8 | 1.7 | 1.6 | 1.5 | 1.5 | 1.5 | 1.4 | |
| Louisiana | 2.3 | 2.3 | 2.4 | 2.4 | 2.3 | 2.3 | 2.3 | 2.3 | 2.1 | |
| Mississippi | 2.8 | 2.9 | 2.7 | 2.7 | 2.8 | 2.7 | 2.7 | 2.2 | 2.5 | |
| North Carolina | 2 | 1.9 | 1.9 | 1.8 | 1.9 | 1.7 | 1.7 | 1.7 | 1.7 | |
| South Carolina | 2.3 | 2.3 | 2.3 | 2.2 | 2.3 | 2.4 | 2.3 | 2.3 | 2.3 | |
| Tennessee | 2.2 | 2.2 | 2.1 | 2 | 1.9 | 2 | 2 | 1.8 | 1.7 | |
| USA | 1.7 | 1.7 | 1.7 | 1.6 | 1.6 | 1.6 | 1.5 | 1.5 | 1.5 | |

**ALCOHOL AND OTHER DRUG
COUNTERMEASURES
AND YOUNG DRIVERS**

**SECTION 402
SECTION 410
SECTION 154/164**

SECTION 402
ALCOHOL AND OTHER DRUGS (AOD) COUNTERMEASURES
AND YOUNG DRIVERS

PROGRAM GOAL: To reduce alcohol/drug related motor vehicle crashes, injuries and fatalities through the systematic delivery of effective program countermeasures.

PROBLEM IDENTIFICATION

In 2003, GOHS continued to develop and implement programs related to alcohol and other drug countermeasures and young drivers. Data from the National Highway Traffic Safety Administration (NHTSA) reported that in 2000, 41,945 people were killed in motor vehicle traffic crashes in the United States, of which 16,653 (39.8 percent) were alcohol-related. By 2002, the latest available year of data, a total of 42,815 persons died on America’s roadways, of which 17,419 or 41% were alcohol-related.

In Georgia, in 2000 there were 585 (38% of total) alcohol-related crash deaths compared to 558 (34%) in 2001 and 529 (35%) in 2002.

Alcohol-Related Driving Deaths in Georgia

| Year | Total Number | Total Fatalities in Alcohol-Related Crashes | |
|------|--------------|---|---------|
| | | Number | Percent |
| 1996 | 1,573 | 577 | 37 |
| 1997 | 1,577 | 586 | 37 |
| 1998 | 1,568 | 528 | 34 |
| 1999 | 1,508 | 524 | 35 |
| 2000 | 1,541 | 585 | 38 |
| 2001 | 1,656 | 558 | 34 |
| 2002 | 1,531 | 529 | 35 |

Source: NHTSA, Fatality Analysis Reporting System (FARS)

Alcohol impaired driving death rates are higher in urban areas where alcohol establishments are more prevalent. These areas include: Metropolitan Atlanta, Augusta, Savannah, Macon, and Columbus. College towns such as Athens and Valdosta, though not heavily populated, tend to show trends of impaired driving problems as well. The majority of impaired driving crashes tend

to take place between the hours of 10:00 p.m. and 4 a.m. Anecdotally, these hours are consistent with bar and restaurant closings.

Georgia's impaired driving statistics have been impacted by the drug culture as reflected in an increase in drug related crashes. Between 2000 and 2001, there was a 38% increase in drug related crash deaths. The number of law enforcement officers properly trained to identify drug impairment has been limited because of the lack of courses offered, manpower shortages and lack of understanding for the need of this training by the law enforcement community. A companion program to drug recognition, standardized field sobriety testing (SFST), is experiencing limited success as the DUI Defense Bar has vigorously attacked the SFST process, particularly that portion which deals with horizontal gaze nystagmus (HGN). The primary problem is that many law enforcement officers are not properly trained in this procedure and the availability of training resources needed to correct this deficiency is limited.

Georgia's Administrative License Suspension (ALS) law continues to be misused by the DUI Defense Bar. In assessing the effectiveness of Georgia's administrative license suspension procedures for impaired drivers, the initial analysis of ALS hearing data revealed that a large percentage of ALS suspensions were lifted because of the officer's failure to attend hearings. However, when officers attend, approximately 75% of the hearings result in revocation. An attitudinal survey was conducted in April 2000 to determine why officers fail to effectively use the ALS procedure. Problems indicated were scheduling of the hearings, lack of pay (\$25 per day when off duty regardless of length of hearing) and perceived misuse of hearings by the defense bar. Additional reasons include officers not being represented by counsel and officers' belief that they will lose in court.

TARGET POPULATION

Because the problems of impaired driving have the potential to affect all motorists, the target population is the motoring public and include young, inexperienced drivers ages 16-20.

PERFORMANCE OBJECTIVES

- Objective 1:** *To decrease the number of persons killed in alcohol-related crashes by 5% from 2000 to 2003.*
- Objective 2:** *To decrease the number of people killed in alcohol-related crashes involving drivers ages 16 - 20 by 5% from 2000 to 2003.*
- Objective 3:** *To decrease the number of fatalities in motor vehicle crashes involving drivers ages 16 – 17 by 5% from 2000 to 2003.*
- Objective 4:** *To decrease the number of people killed in crashes involving drivers ages 18-20 by 5% from 2000 to 2003.*
- Objective 5:** *To decrease the number of people killed in crashes involving drivers ages 21-24 by 5% from 2000 to 2003.*

ACCOMPLISHMENTS

NOTE:

The preceding objectives are taken from the *GOHS 2003 Highway Safety Plan* and were the basis for the activities conducted during the 2003 federal fiscal year. The statewide 2003 crash data numbers are not yet available and, therefore, cannot be included in the findings of the *2003 Annual Report* at this time. Upon release of the statewide data, the *2003 Annual Report* will be amended to include these numbers and the extent to which each objective was or was not met, based on the data.

Whitfield County Sheriff's Department DUI Task Force

The DUI Task Force conducted concentrated patrol and sobriety checkpoints throughout Whitfield County on a monthly basis. When combining enforcement with Georgia State Patrol, the county reported a reduction in the number of alcohol related fatalities (from 7 in 2001 to 0 in 2002/2003). The Task Force conducted 44 Public Information and Education Programs. A total of 49 sobriety checkpoints were conducted. A total of 2,327 citations were issued. Partners included Sake Kids of Dalton and the Epilepsy Foundation of North Georgia.

Paulding County Sheriff's Office Alcohol & Other Drugs Countermeasure Project

The accomplishments of the DUI Task Force were achieved through high visibility patrol in congested areas and numerous road checks. The Task Force's major accomplishments were the development and implementation of a written, comprehensive road check policy for the entire department and its close working relationship with its partners. For example, the SWAT team donated a large van to transport road check equipment, the Paulding County Department of Transportation manufactured large lightweight signs for the road checks, and the Drug Task Force purchased strobe lights for the deputy's traffic vests. The officers conducted a minimum of 34 public information and education activities. They worked closely with Paulding County High School SADD program, other high schools and groups conducting various presentations reaching well over 4,000 students throughout Paulding and surrounding counties. Officers also participated in CIOT and OZT.

Bulloch County Sheriff's Office DUI/Aggressive Driving Overtime Enforcement

This project consisted of gathering initial data to determine highway/intersections where more concentrated enforcement should be made to reduce fatalities and injuries due to DUI, aggressive driving, speeding and not wearing safety belts. According to figures provided by Post 45 of the Georgia State Patrol, Bulloch County experienced three (3) alcohol related fatalities in the 2002 and two (2) alcohol fatalities by the end of grant period. This constitutes a 33% reduction in fatal car crashes where alcohol was involved during the project. The county also experienced the following reductions: an eleven (11%) percent reduction in injuries in car crashes where alcohol was involved; a 9% reductions in car crashes where alcohol was involved; a 100% reduction in fatal car crashes involving speed (from 1 to 0); a 35% reduction in injuries in car crashes where speed was involved, and a 25% reduction in car crashes where speed was involved. Informal

safety belt surveys showed an increase in usage of 3% (from 74% to 77%). Bullock County conducted nine (9) public presentations reaching approximately 800 people. Two major newspaper articles were featured in the county’s major newspaper, reaching approximately 20,000 readers. A safety message was carried at no charge on the local cable channel government access scroll for a two-week period in July to coincide with Operation Zero Tolerance.

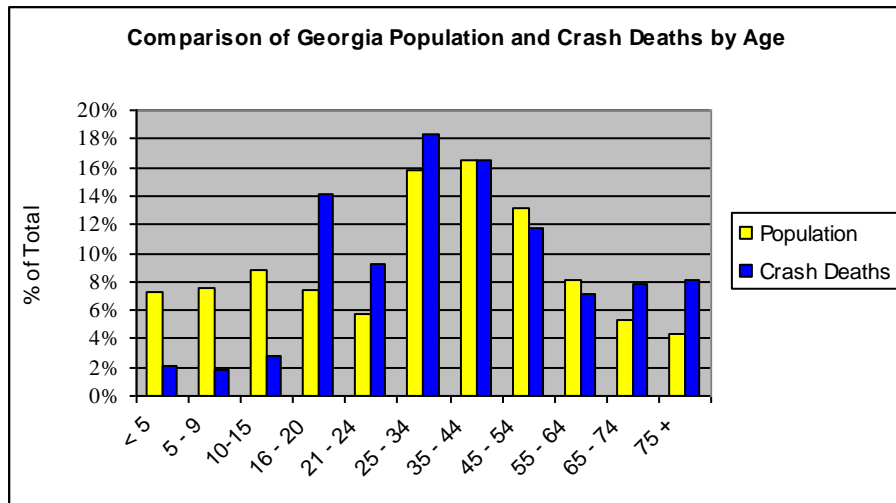
Barrow County Sheriff’s Department Selective Traffic Enforcement Program

The focus of this unit was to modify driving behavior through a balance of education and enforcement. Each month a pamphlet was created to inform the public after which an enforcement wave was conducted for compliance. The county’s major accomplishment was the increase in their safety belt use rate. Informal surveys showed an increase of 14% (from 57% in 2002 to 71% in 2003). A total of 9 child safety seat checks were conducted. Officers participated in 11 educational exhibits.

**SECTION 410 INCENTIVE
YOUNG DRIVERS**

PROBLEM IDENTIFICATION

The problem affecting teen drivers is the disproportionate number of teenagers who died on Georgia’s roadways when compared to their population size. Although drivers ages 16-20 account for only 7% of Georgia’s population, they continue to be 14% of the total crash fatalities. The economic cost to Georgia was \$91 million for drivers ages 16-17, \$167 million for drivers ages 18-20, and \$201 million for drivers ages 21-24.



High-risk behavior, peer pressure, inexperience, non-use occupant safety devices, and lack of proper information are a few of the problems that youth face while driving on Georgia's roadways. In an effort to address these issues, the Teenage and Adult Driver Responsibility Act (TADRA) was enacted on July 1, 1997 to reduce the number of lives lost. In the three and one-half years after TADRA was enacted the number of fatalities in crashes involving at least one-driver ages 16-17 declined 28.6 percent. On January 1, 2002, the TADRA law was strengthened by adding minimum requirements for supervised driving, passenger limitations, and a stricter curfew.

Data analysis confirms the effectiveness of the TADRA Law in saving lives of teens. In the year following enactment of the strengthened graduated driver's license program (TADRA), deaths to 16-year-old drivers decreased by 42% and deaths occurring to 16 year old passengers decreased by 26% (see chart).

**Crash Deaths Occurring to Georgia Teen Drivers and Passengers
Following Enactment of TADRA Upgrade (effective 1/1/02)**
(Note: does not include pedestrians, cyclists, etc.)

| Age | Total Number of Deaths in 2001 | | | Total Number of Deaths in 2002 | | | Percent Change | | |
|-----------------|--------------------------------|-----------|-------|--------------------------------|-----------|-------|----------------|-----------|-------|
| | Driver | Passenger | Total | Driver | Passenger | Total | Driver | Passenger | Total |
| 15 | 2 | 11 | 13 | 4 | 9 | 13 | 100% | -18% | 0% |
| 16 | 26 | 23 | 49 | 15 | 17 | 32 | -42% | -26% | -35% |
| 17 | 22 | 17 | 39 | 30 | 16 | 46 | 36% | -6% | 18% |
| 18 | 32 | 8 | 40 | 27 | 20 | 47 | -16% | 150% | 18% |
| 19 | 34 | 13 | 47 | 24 | 17 | 41 | -29% | 31% | -13% |
| All Ages | 1039 | 422 | 1,461 | 956 | 387 | 1,343 | -8% | -8% | -8% |

TARGET POPULATION

The target population is the Georgia motoring public, including young inexperienced drivers ages 16-20.

PERFORMANCE OBJECTIVES

- Objective 1:** *To decrease the number of persons killed in alcohol-related crashes by 5% from 2000 to 2003.*
- Objective 2:** *To reduce youth and young adult risks of injury and decrease the number of fatalities in crashes involving drivers 16-17 by 5% by 2003 through school and community based initiatives.*

ACCOMPLISHMENTS

NOTE:

The preceding objectives are taken from the *GOHS 2003 Highway Safety Plan* and were the basis for the activities conducted during the 2003 federal fiscal year. The statewide 2003 crash data numbers are not yet available and, therefore, cannot be included in the findings of the *2003 Annual Report* at this time. Upon release of the statewide data, the *2003 Annual Report* will be amended to include these numbers and the extent to which each objective was or was not met, based on the data.

Athens-Clarke County Police Department Alcohol & Other Drugs Countermeasures

Through efforts of heightened enforcement, the county reported arrests for driving under the influences of alcohol and/or drugs went from 810 in FY02 to 936 in FY03, an increase of 15.6%; the number of alcohol and/or drug related crashes resulting in deaths decreased from 3 in FY02 to 2 in FY03, a decrease of 33.3%; the number of alcohol and/or drug related crashes resulting in injuries decrease from 81 during FY02 to 70 in FY03, a reduction of 14%; the number of crashes involving teens (ages 13-19) decreased from 1,516 during FY02 to 1,472 in FY 03, a reduction of 2.9% and the number of crashes involving teens (age 13-19) with injuries decreased from 333 during FY02 to 310 in FY 03, a decrease of 6.9%. Officers assigned to the project made 495 DUI arrests/contacts; 1,726 speeding contacts/warnings; issued 1,761 contact/warnings for child restraint and safety belt violations. The county's safety belt use rate rose from 83% to 88.6%. The Officer's were also able to conduct 17 educational programs at local schools and run two public service announcements on traffic safety issues on local radio or television stations..

City of Macon DUI Task Force

The DUI Task Force worked diligently on reducing the number of fatalities associated with alcohol and other drugs, yet impaired driving continued to be the most frequently cited contributing factor in fatal and injury traffic crashes. The DUI Task Force involved local businesses in educational program activities, and a total of 32 education and training programs were presented to schools, the policy academy, community events, junior/senior proms and other local events. Fatal crashes increased by one, however, alcohol related crashes decreased. In addition there were no speed related fatal crash during FY 03. The task force conducted 15

DUI and safety belt checkpoints within their department and six with Bibb County Sheriff's Office, Jones County Sheriff's Office and the Georgia State Patrol. The Task Force participated in fifteen media releases to include participation in *Click It Or Ticket*, *Chick-fil-A* "Teen Safety Driving Program," Impaired Driving Checkpoints, and partnered with Safe Kids.

Georgia Bureau of Investigation blood Alcohol Testing

The objectives of this grant were to achieve a 100% 30-day turn around time on Blood Alcohol and Toxicology analyses done by the Headquarters GBI-Department of Forensic Science (DOFS) laboratory located in Decatur, Georgia. These objectives were to be met through the funding of two scientists tasked with this work. An additional objective was related to the training of the scientists funded by the grant to perform the toxicology analysis on submitted samples.

During the period of 10/1/2002 to 9/30/2003, the two scientists funded by this grant completed a total of 998 Blood Alcohol analyses and 313 Toxicology analyses. The total number of these reports issued to DOFS customers within 30 days of evidence submission was 716 and 68 respectively, corresponding to on-time rates of 71.7% and 21.7%. While these values were below the expectations and objectives established at the outset of the grant, they should still be considered a success given the staffing difficulties encountered by the laboratory during the grant period. The two scientists completed their training related to toxicology analysis of samples. Because the grant funding for FFY2003 was insufficient to continue paying the salary and benefits to these two scientists until the end of the grant period, these two individuals were transferred to state funded positions at the end of August 2003.

Georgia Public Safety Training Center/Georgia Police Academy Division

Thirteen individual courses were offered a total of 76 times and attracted 1,352 students from all over the state. The SFST basic program continues to be a model for all other training agencies in the state. The demand for this course is overwhelming and each of the 16 offerings had maximum enrollment. In addition, we were able to offer the SFST course 12 times at various agencies around the state. The Drug Recognition Expert (DRE) Program is beginning to attract a more attention from across the state. The DRE Program was 90% accurate in identifying drug impairment in the year 2002 with 537 evaluations completed. The staff continues to expand their expertise in the field by attending training and conferences applicable to impaired driving. Additionally, the agency continues to provide assistance to the Georgia Traffic Enforcement Networks through speaking engagements and training resources. There have been several requests to speak about the programs to various organizations and groups, including judges and prosecutors.

Council On Alcohol & Drugs Responsible Alcohol Sales & Service Program (RASS)

The RASS program provided communities and businesses with education and awareness on the best practices for reducing commercial motor vehicles' access to alcohol. It raised important issues regarding community standards for alcohol control, regulations and enforcement. A total of 40 RASS Workshops were provided for approximately 425 owners and manager of various alcohol-licensed establishments in Clayton, Cobb, DeKalb, Douglas, Fulton, Gwinnett and Henry Counties. There were 15,792 educational materials disseminated to community coordinators of underage drinking prevention groups, merchants, law enforcement agencies and

youth teams in 13 counties and/or cities in Georgia. In addition, a website was developed and posted to provide basic information about RASS resources, Georgia alcohol laws, merchant liability and available workshops. A training video for employees of alcohol-licensed establishments was developed and distributed to managers and owners of alcohol-licensed establishments and communities throughout Georgia. A Public Awareness Campaign made the front page in the Atlanta Journal and Constitution and Marietta Daily News. In addition, 17 television news spots appeared on five metro-Atlanta networks.

An independent evaluation of RASS training activities showed a 41% increase in knowledge of state and local alcohol laws by those who completed the course successfully. Results of the pre- and post-analyses indicated that post assessment scores increased significantly from an average of 34% correct to 75% correct.

License Suspension Adjudication Course

Training was provided to 25 OSAH ALJs. The course materials, presentations, group discussions and training exercises served to broaden the insight of the ALJs in the area suspension for impaired driving, particularly as to the role of law enforcement officers in the hearing process. The presentation, review, and discussion of case management techniques enabled the ALJs to be better versed in case management techniques and their administration of Administrative License Suspension hearings.

Georgia Southwestern State University (GSW)

GSW Bacchus/Gamma Chapter served as a resource center for the state of Georgia in the areas of alcohol and other drug education and highway safety publications. This grant year the center distributed 39,020 pieces of printed materials to agencies in Southwest Georgia. Staff attended monthly network meetings to better support highway safety efforts in this 45 county region. GSW Peer Educators worked with the Americus High SADD chapter to organize several educational activities for the high school students. GSW's Resource Center was consolidated with the Georgia Traffic Institute in Conyers, Georgia at the end of the grant year.

Paine College

The Paine College Bacchus/Gamma chapter was very active in increasing CPS awareness in rural areas while collaborating with various agencies within their demographic region. This chapter attended network meetings regularly and was supportive of the OZT and Click It Or Ticket campaigns. They conducted approximately 26 presentations reaching up to 580 students in several middle and high schools within their region. The Paine College Resource Center was also consolidated with the Georgia Traffic Institute in Conyers, Georgia at the end of the grant year.

North Georgia College & State University (NGCSU)

The NGCSU Bacchus/Gamma chapter recruited an additional 20 Peer Educators, which brought them to a total of 28. Within a 7-month period, the Peer Educators presented six classroom programs, two dorm programs, one freshman social, and nine campus-wide programs. This chapter along with Lumpkin County High School and a Countywide Family Connections Program formed a Task Force to Reduce Underage Drinking.

Abraham Baldwin Agricultural College (ABAC)

The ABAC Bacchus/Gamma Chapter attended the Area Nine Conference at UGA and won the 2nd place award for best Alcohol Awareness Week. This chapter has also increased the number of peer educators to 29. They conducted two safety belt surveys and observed a 2% increase in usage. During their Open Campus Day and New Student Orientation Day, they distributed 352 parent packets.

Albany State University (ASU)

ASU Bacchus/Gamma chapter attended the Area Nine Conference at UGA. They were successful in recruiting 37 new Peer Educators during this grant year. This chapter made presentations at Albany High School each semester for the student body, bringing in a guest speaker each time. The chapter also administered a survey to the student body. This organization is now recognized as the major resource regarding programming related to alcohol and other substance abuse related issues.

Savannah State University (SSU)

SSU Bacchus/Gamma Chapter attended the Area Nine Conference sponsored by UGA. This chapter conducted presentations to over 30 schools that covered alcohol policies, highway safety, and safety belt usage. They collaborated with the Chatham County Health Department and conducted a Teen Health Fair, distributing information on highway safety and safety belt use. Additionally, the Savannah State University chapter presented an award-winning skit on dangers of drinking. They also conducted observational safety belt checkpoints to bring awareness to the students.

University of Georgia (UGA)

The University of Georgia Bacchus/Gamma chapter hosted the Bacchus/Gamma Area Nine Conference during which groundwork for the establishments of a statewide network of college peer educators was made. This chapter sponsored Jim Matthews, author of “Beer, Booze, and Books” to speak to UGA students. They held an alcohol-free tailgate at home football games; and plan to collaborate with the athletic association in the future. A Leaders Forum was conducted with over 120 community, campus and student leaders in attendance. Underage drinking posters (5,000) were distributed in residence halls in all incoming student’s rooms, and other buildings throughout campus.

Spelman College

The Spelman College Bacchus/Gamma program conducted the annual CORE survey of alcohol use among students. They educated over 1,000 junior high, high school, and college students on alcohol and marijuana use and encouraged responsible decision-making. They collaborated with other colleges within the Atlanta University Center on two awareness campaigns on impaired driving, substance abuse and other risky behaviors. The chapter conducted two safety belt surveys, observing a 7% increase in use among the student body.

Young Harris College

The Young Harris College Bacchus/Gamma chapter conducted fifteen active programs on healthy lifestyle choices and behavior throughout the campus (including the dangers of impaired

driving), with over 400 students in attendance. Seven of their members have moved on to become peer educators at a senior academic institution.

Emergency Nurses CARE (EN CARE)

Emergency Nurses CARE (ENCARE) is a statewide volunteer organization with the mission of educating the public in preventing injuries and fatalities caused by drinking and driving. The program focuses on grades 3-5, 15-18 year olds and senior adults. It consists of slide and video presentations and testimonials by experienced emergency nurses and paramedics. During the FFY 2003, the ENCARE program reached 14,916 people across the state of Georgia.

Jessup PD Teenage DUI Simulator

During the 2003 year, the DUI simulator was taken to students in 6 high schools, on 3 technical college campuses and Ft. Stewart. The DUI simulator provides audiences with a graphic presentation of what happens when drivers lose control of their vehicles due to impaired driving. Presentations addressed TADRA, speeding, aggressive driving, and impaired driving.

Students Against Destructive Decisions (SADD)

SADD provided students with the best prevention and intervention tools possible to deal with the issues of underage drinking, impaired driving, drug abuse and other destructive decisions. Students participated in several campaigns, and conducted different activities such as Red Ribbon (distributed red ribbons and “Wear Red Day”); attended the GOHS Leadership Conference; conducted Observational Safety Belt Surveys with the help and collaboration of the Local law enforcement agencies, participated in the statewide Click It or Ticket campaign; performed two Student Highway Safety Surveys; participated in Prom Promise Kick-off; and participated in numerous community service projects across the state. The following schools participated in the 2003 GOHS/SADD program:

- | | |
|--------------------------|--------------------------|
| 1. Benjamin Banneker HS | 21. Americus HS |
| 2. Bleckley Co. HS | 22. Bradwell Institute |
| 3. Campbell HS | 23. Calhoun HS |
| 4. Carver HS | 24. Cross Keys HS |
| 5. Chamblee HS | 25. Etowah HS |
| 6. Chattooga HS | 26. Greene Co. HS |
| 7. Druid Hills HS | 27. Harrison HS |
| 8. Echols Co. HS | 28. Kendrick HS |
| 9. Glynn Academy HS | 29. Loganville HS |
| 10. Gordon Central HS | 30. Monroe HS |
| 11. Jackson Co. Comp. HS | 31. Northside HS |
| 12. John McEachern HS | 32. South Cobb HS |
| 13. Osborne HS | 33. Southeast Bulloch HS |
| 14. Paulding Co. HS | 34. Sprayberry HS |
| 15. Pebblebrook HS | 35. Thomson HS |
| 16. Rockmart HS | 36. Tucker HS |
| 17. Spencer HS | 37. Winder Barrow HS |
| 18. Union Co. HS | 38. Windsor Forest HS |
| 19. Westside HS | 39. Woodstock HS |
| 20. Woodland HS | 40. Pickens Co. HS |

The City of Cuthbert Overtime Grant

Overtime enforcement was used to educate youth and adults on the hazards of alcohol, drug use and vehicles. Through a total of 36 public information and education sessions, 831 contacts were made with students and 145 contacts were made with parents. Additionally, 39 checkpoints were conducted. The City of Cuthbert child safety seat use rate rose from 90% in 2002 to 92% in 2003, according to informal surveys.

Mothers Against Drunk Driving (MADD)

MADD effectively reached approximately 70,000 youth and raised student awareness about the consequences of underage drinking. The multi-media program illustrated the consequences of poor choices and under-age drinking. The MADD presentations focused on educating young, impressionable students to heighten their awareness of the dangers of underage drinking and driving.

Hall Co. Driver Safety Program

During this grant period the program goals of conducting six 2-½ day programs during summer vacation and 45-classroom presentation during the school year were met. The program reached approximately 1,650 students. It had tremendous support from the local sheriff and the business community, including donations to feed students and incentive items. Partnerships with the school system and community provided a united effort to keep young drivers safe in Hall County. Through the community's interest in this program, the teen driving program was able to establish a partnership with the local newspaper that allowed a weekly traffic safety column to be published. This allowed the highway safety message to reach thousands throughout the county and region. The most significant accomplishment is the fact that teen fatalities fell from eight in the six months prior to the grant to just three in the twelve months of the grant period.

Duluth Police Department

During the 2003 grant period the Duluth PD surpassed the established objectives and had several accomplishments. The original plan called for four programs. Due to an increase in program awareness, a total of nine programs were conducted during the 2003 school year. (The department conducted 2 programs in the 2003-04 school year, prior to this year's grant being released.) The Drive Smart Team was also able to work with multiple law enforcement agencies and two south Georgia traffic networks. Duluth PD presented the program to approximately 16,700 students.

Columbus Department of Public Health

The Columbus Health Department and the Office of Adolescent Health and Youth Development are currently in the fourth year of the impaired driving project. Approximately 5,800 juniors have seen the DUI re-enactment over the past three years. Each year the number of students that have participated has increased. This year the goal was to increase the number of students by 15% from 2,100 (2002) to 2,415. In the past years, the re-enactment has been limited to Muscogee County students because of the shortage of funds. However, due to the grant from GOHS, this year's events included the surrounding counties of Taylor, Talbot, Terrell, and Harris along with two neighboring Alabama counties. Some of the survey data from previous years reveals the following: Mean age attendance is seventeen, 77.5% have a permit or driver's

license, 33.8% have been involved in a car crash, 10.7% have received ten a ticket for a moving violation, 36.5% have been the passenger of a driver who was drinking, 25.8% have had an alcoholic drink in the past two-weeks, 92.6% recommend the program, 70.2% reported they would change their current behaviors because of seeing this event, 87.8% and reported this event reaffirmed current positive behaviors. In addition: DUI data analysis is ongoing. Retrospective surveys of last years students who attended the re-enactment reveal overwhelmingly that they would “highly recommend” this event to peers or classmates. The data collected is complete for pre and post surveys and one-year retrospective. Video of the re-enactment is available.

154/164 TRANSFER FUNDS
ALCOHOL AND OTHER DRUGS (AOD) COUNTERMEASURES

PROBLEM IDENTIFICATION

According to the National Highway Traffic Safety Administration (NHTSA) there is an average of one alcohol-related motor vehicle crash fatality every 30 minutes. Every two minutes in America someone is injured in an alcohol-related crash and alcohol-involved traffic crashes nationally result in more than \$45 billion in economic costs annually.

Georgia’s crash, injury and fatality reporting system is currently in need of updating to include Accident Records Location Coding (ARLC) and Global Positioning System (GPS) receivers for crash location and system enhancements. These new technological advances, along with red light running photo enforcement, guardrail delineators and deer accident prevention measures, will result in safer roads in the state. Georgia recently received an official opinion from the State’s Attorney General stating the use of red light running technology at intersections was legal under Georgia law.

PERFORMANCE OBJECTIVES

- Objective 1: To reduce the number persons killed in alcohol-related crashes by 5% from 2000 to 2003.*
- Objective 2: To reduce youth and young adult risks of injury and decrease the number of fatalities in crashes involving drivers 16-17 by 5% from 2000 to 2003 through school and community based initiatives.*

NOTE:

The preceding objectives are taken from the *GOHS 2003 Highway Safety Plan* and were the basis for the activities conducted during the 2003 federal fiscal year. The 2003 statewide crash data numbers are not yet available and, therefore, cannot be included in the findings of the *2003 Annual Report* at this time. Upon release of the statewide data, the *2003 Annual Report* will be amended to include these numbers and the extent to which each objective was or was not met, based on the data.

ACCOMPLISHMENTS

Atlanta Police Department HEAT

A major accomplishment of this project was the significant reduction of both traffic crash fatalities and serious injuries in the City of Atlanta as compared to a year ago. Numerous presentations on the danger of impaired and aggressive driving, pedestrian safety, and passenger restraint were made to schools, communities, churches, and neighborhood groups. Media attention was garnered on the subject of pedestrian and drivers' safety and joint road checks were conducted in conjunction with other agencies. The HEAT unit issued 2,856 speeding citations and made 352 DUI arrests.

Gwinnett County HEAT

The Gwinnett HEAT unit conducted the following activities during the grant period:

| <u>Activity</u> | <u>3 Grant Officers Arrests</u> | <u>Task Force Arrests</u> |
|------------------------------|---------------------------------|---------------------------|
| DUI: | 537 | 1394 |
| Habitual Violator: | 0 | 2 |
| Suspended License: | 76 | 172 |
| Speeding: | 759 | 1517 |
| Aggressive Driving: | 24 | 49 |
| Lane Use Violations: | 249 | 635 |
| Insurance Violations: | 37 | 20 |
| Disregard for Red Light: | 36 | 84 |
| Safety Belt/Child Restraint: | 18 | 34 |
| Other Citations: | 205 | 802 |
| Felony Non-Traffic: | 11 | 50 |
| Sobriety Checkpoints: | 81 | 81 |
| Total Arrests: | 1952 | 4840 |

Fulton County Police Department HEAT

Overall accomplishments included:

- Project speed citations exceeded the goal of 600 contacts by 1377 contacts.
- Public Information Activities exceeded the goal of 24 by 28 activities.
- Safety Belt Citation exceeded the goal of 1200 by 1249 contacts.
- Overall DUI related crashes declined by 27%.

- DUI related injury crashes declined by 25%.
- DUI related fatalities declined by 33%.
- Speed related fatalities declined by 27%.

Additional activities included the following:

| <u>Activity</u> | <u>Location</u> | <u>Contacts</u> | <u>Date</u> |
|-----------------------|-----------------------------|-----------------|---------------|
| Child Seat Checkpoint | Meadow Baptist Church | 30 | 10/25/02 |
| Child Seat Checkpoint | Latter Day Saints Church | 15 | 10/23/02 |
| Child Seat Checkpoint | Gwinnett Christian Church | 20 | 10/03/02 |
| Child Seat Checkpoint | Wal-Mart Stone Mountain | 75 | 10/11/02 |
| Child Seat Checkpoint | Egelston Hospital | 19 | 11/20/02 |
| ADAP Program | Collins Hill High School | 240 | 01/30/03 |
| Student/Parent Aware. | Shiloh High School | 100 | 02/12/03 |
| Drive Smart Expo | Collins Hill High School | 3,500 | 03/11/03 |
| Drive Smart Exp | Shiloh High School | 2,000 | 03/12/03 |
| Drivers Ed Class | Brookwood High School | 35 | 03/20/03 |
| Student/Parent Aware. | Peachtree Ridge High School | 60 | 06/06/03 |
| Student/Parent Aware. | Shiloh High School | 60 | 06/06/03 |
| Student/Parent Aware | Peachtree Ridge High School | 50 | 07/10/03 |
| Teen Safe Driving | Brookwood High School | 35 | 07/11/03 |
| Teen Safe Driving | New London Driving School | 27 | 07/12/03 |
| Teen Safe Driving | Grayson High School | 352 | 08/26 - 28/03 |
| Teen Safe Driving | Maxwell High School | 22 | 09/28/03 |
| ADAP Classes | Collin Hills High School | 450 | 0915 - 16/03 |
| BAT Mobile Display | Dave & Busters Car Show | N/A. | 09/28/03 |

One of the most significant accomplishments was training that allowed officers to better detect and apprehend violators and to prepare cases for court. It has become increasingly difficult to obtain convictions on DUI cases because a number of defense attorneys are now specializing in DUI defense work. It has become increasingly important for officers to increase their knowledge and skills through training.

DeKalb County HEAT

During the grant period, the unit accomplished a number of objectives and goals, including: receiving new breath-testing vehicle, receiving a new speed survey trailer, receiving additional officers (six total). During the grant period, DUI crashes were reduced by 13%, DUI injuries were reduced by 17%, and DUI fatalities were reduced by 63% over the previous year. The announcements regarding the award of this grant were coordinated through the County's Office of Communication and the Department's Public Information Officer. Collectively those media offices developed and disseminated Press Releases from the County Chief Executive Officer and the Chief of Police. In addition, news releases were sent to area news TV stations and designated reporters. The Department's Crime Awareness Officers and STAR Team members kept the community and general public informed of the grant and its activities through the distribution of notices and attendance at community meetings.

Cobb County HEAT

Three officers were assigned to the HEAT unit. One was already a Drug Recognition Expert (DRE). The other two, Officer Brown and Officer Wade, successfully completed the DRE

School and follow-up requirements and are also now certified DRE's making the entire HEAT unit experts in Standardized Field Sobriety Testing and in Drug Recognition. The 3 HEAT officers made contact with well over one thousand citizens to discuss highway safety and provide educational materials. They exposed innumerable other young adults and teens to the HEAT unit and DUI education through their public presentations at local schools and events such as Drug and Alcohol Awareness Day at Marietta High School. Media coverage has been provided by several news agencies such as The Atlanta Journal, The Marietta Daily Journal and the local television stations, WSB, WXIA, WGCL and WAGA. Cobb saw a 1% increase in fatal crashes involving failure to wear safety belts, total fatality crashes increased by 25%, crashes resulting in injury increased by 9%, Impaired Driving crashes resulting in fatalities increased by 33%, Impaired Driving crashes resulting in injury increased by 25% and speed related crashes resulting in death increased by 10%. The HEAT unit increased the number of DUI citations by 26% over their projected yearly total. These increases, though unacceptable, are directly related to the county's increased population and vehicle miles traveled. (Note: Cobb County's annual vehicle miles traveled are the third highest in the State, behind Fulton and DeKalb Counties).

One-Year Change in Vehicle Miles Traveled in Five Metro Atlanta Counties

| County | 2001 | 2002 | % Change |
|----------|-------------------|-------------------|----------|
| DeKalb | 7,367,992,984.75 | 7,421,813,618.10 | 0.73% |
| Cobb | 6,408,983,779.55 | 6,418,950,177.55 | 0.16% |
| Fulton | 11,497,015,342.05 | 11,570,381,875.05 | 0.64% |
| Gwinnett | 6,324,717,945.05 | 6,234,485,503.00 | -1.43% |
| Clayton | 2,618,842,792.40 | 2,692,895,317.35 | 2.83% |

College Park HEAT

During the grant period the HEAT unit consistently surpassed the project objectives. Most by at least 75%. Speeding, Safety Belt, Child Seat contacts were standouts. Officers exceeded the speeding citations goals by more than 500%. College Park HEAT team's Public Information and Education programs continued to reach large numbers of people. The team made numerous presentations to civic group and high school students. There were more than 500 public education programs and training activities conducted related to highway safety, impaired driving, safety belt use, and child safety seat use. Further, the unit made presentations to more than 1,175 civic groups, including Kiwanis Clubs and neighborhood associations. During the grant period, the City of College Park increased the number of speeding citations by 84.3% and the number of impaired driving citations by 80%.

Henry County HEAT

The HEAT unit was successful in promoting safe driving through enforcement as well as in educating the public on the dangers of aggressive driving, reckless driving, and the horrific results of driving while impaired. Henry County HEAT unit was awarded First Place for its Child Passenger Safety Program from the Governor's Challenge. Through the grant, the Henry County HEAT Unit participated in several hundred safety and sobriety checkpoints in conjunction with GOHS's *Click it or Ticket* and *Operation Zero Tolerance* Campaigns. The HEAT unit also participated in the National Night Out and presented highway safety education relating to TADRA and current Motor Vehicle Laws to schools and churches. The sustained and aggressive traffic enforcement that the HEAT unit provided during this past year resulted in more than 150 DUI arrests, and more than 1,500 traffic citation being issued. The majority of citations issued for speeding were in excess of 81 mph. In addition aggressive drivers were cited and made aware of the dangers and seriousness of driving to intimidate or harass another driver.

Clayton County HEAT

The project grant exceeded its stated objectives of reducing alcohol-related crashes, and increasing safety belt usage. Crashes involving alcohol decreased by 22.3% and safety belt usage is above 80%. The project sponsored at least four D.U.I. sobriety checkpoints a month, to include at least one joint checkpoint with a neighboring agency. Since the inception of the project grant, total crashes from January to June 2003 totaled 4, 834 which is a 4.9% decrease from the same month last year. Crashes involving alcohol totaled 129 which is a 22.3% decrease from the same month last year. And to this date there are no alcohol related fatalities. From 2002-2003, the state court received 965 DUI cases, with 881 convictions, resulting in a 91% conviction rate.

In 2002, Clayton HEAT and the Clayton Fire Department made a video titled "The Last Dance", which featured 4 teenage high school students during their Prom. The students consume alcohol/drugs, and ultimately are involved in a fatal crash. The video shows the aftermath of the crash and includes the trial. This video has been presented at every middle and high school in the county, and is continually requested. The HEAT officers are also available at each viewing for questions.

In June 2003, the project grant along with CBS/Channel 46 News conducted an in-depth news story on the dangers of speeding/aggressive driving in school zones. The news story was in conjunction with the first day of school. An enforcement blitz was also conducted in conjunction with the beginning of school and resulted in 209 citations being issued in the first week of the school year.

Ben Hill & Fitzgerald Police Department Overtime Enforcement of DUI

This grant was in effect for six months only. A total of 78 DUI contacts were made, 14 public information and education sessions completed; 80 child restraints citations/warnings were made; 187 department safety belt contacts were made and 12 checkpoints were conducted.

OCCUPANT PROTECTION
SECTION 402
SECTION 405
SECTION 2003B

SECTION 402 OCCUPANT PROTECTION

PROGRAM GOAL: To increase the statewide use of safety belts and child safety restraint systems

PROBLEM IDENTIFICATION

The National Highway Traffic Safety Administration estimates that safety belts, when used correctly, are 43.5% effective in preventing deaths in potentially fatal crashes and 50% effective in preventing serious injuries. Research on the effectiveness of child safety seats has found them to reduce fatal injury by 71% for infants and by 54% for toddlers in passenger vehicles. For infants and toddlers in light trucks, the corresponding reductions are 58% and 59%, respectively.

The preceding statistics show that safety belts and child restraints are valuable tools in preventing injuries and fatalities in all population groups. To obtain the maximum benefit, these restraints need to be used consistently and correctly.

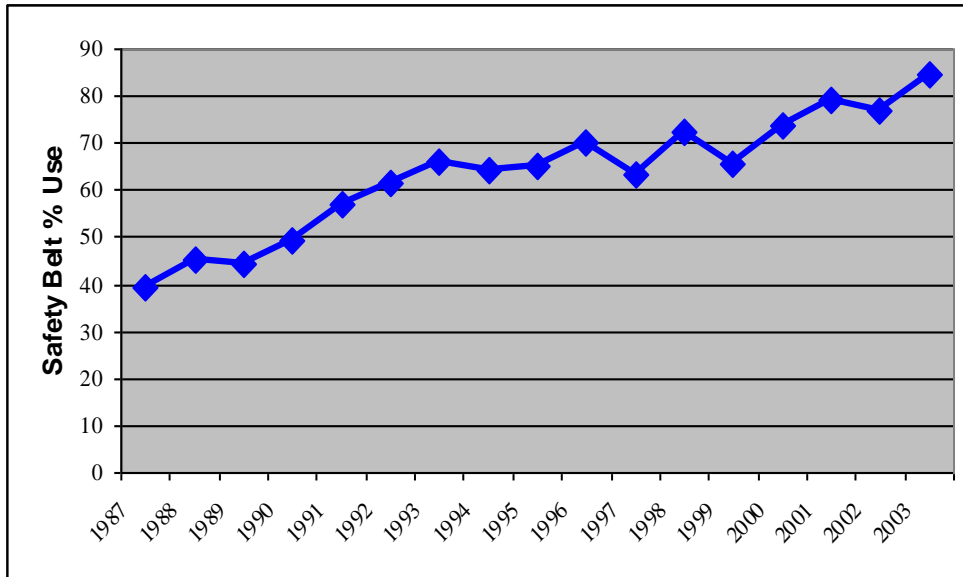
PERFORMANCE OBJECTIVES

- Objective 1: To increase statewide safety belt use from 79.0% to 83 percent by the end of FFY 2003.*
- Objective 2: To increase the use of child safety restraint systems for children under the age of five from 93.5 percent to 95 percent by the end of FFY 2003.*

ACCOMPLISHMENTS

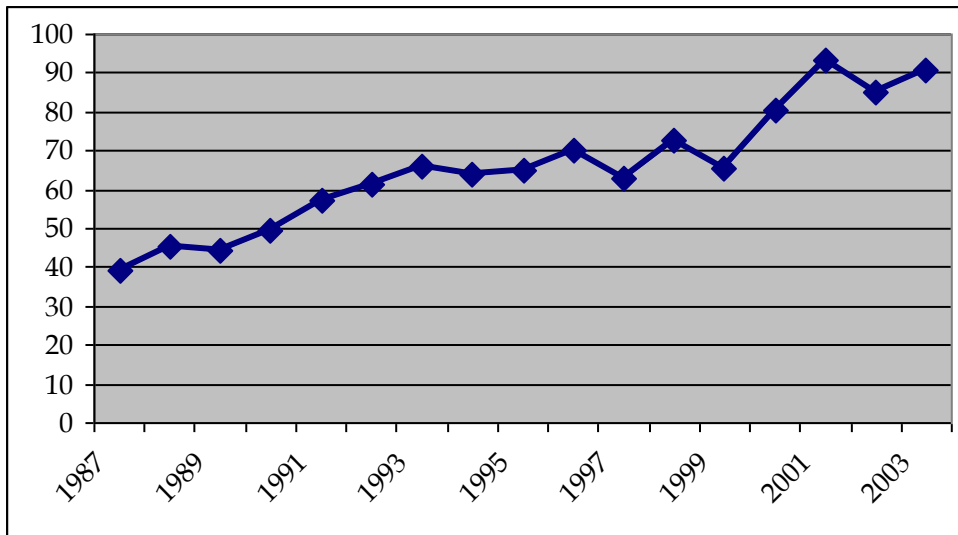
Statewide, 84.5% of drivers and passengers fastened their safety belts in 2003. These rates represent an increase of 10 percentage points over 2002 levels.

GEORGIA SAFETY BELT USE RATE (1987-2003)



The statewide child safety seat use rate for Georgia in 2003 was 90.5, an increase of six percentage points over the 2002 rate.

GEORGIA CHILD SAFETY SEAT USE RATE (1987-2003)



Georgia Traffic Injury Prevention Institute

The Georgia Traffic Injury Prevention Institute (GTIPI) met or exceeded all relevant goals and objectives set forth in the grant year. This is particularly true for the Child Passenger Safety Technician Training, the Childcare Provider Training, the Parent/Youth Outreach Program, the NETS Program and Resource Center activities.

An internal goal for GTIPI was to broaden the opportunity to outreach to a broader constituency. The program met that goal by exceeding the established milestones in a variety of areas, including a 38% increase in CPST classes offered, 20 Child Care Provider CPS programs reached 754 participants, a 400% increase in P.R.I.D.E. training programs, 200% increase in NETS programs conducted, and a 68% increase in public information and education materials distributed statewide.



Georgia Department of Human Resources

The Injury Prevention Section (IPS) established more measurable goals for hospitals to meet while developing community coalitions to foster the child occupant safety program in the hospitals. Through the development of community coalitions, the hospital initiative had a greater chance of creating viable long-term programs to ensure that Georgia's newborns leave hospitals properly restrained.

Accomplishments include the participation of fifty-seven (67) health departments in the following counties: Appling, Baldwin, Barrow, Bartow, Bibb, Bulloch, Calhoun, Carroll, Catoosa, Chatham, Cherokee, Clayton, Colquitt, Coweta, DeKalb, Dougherty, Effingham, Evans, Fannin, Floyd, Forsythe, Franklin, Fulton, Gilmer, Hancock, Hart, Houston, Jasper, Jeff Davis, Jenkins, Jones, Laurens, Lee, Miller, Monroe, Murray, Muscogee, Paulding, Peach, Pickens, Pierce, Rabun, Richmond, Seminole, Stewart, Terrell, Tattnell, Thomas, Toombs, Twiggs, Union, Upson, Walker, Walton, White, and Whitefield. Educational materials were sent to each county health department at the inception of the federal fiscal year 2003 per the request of GOHS. A total of 4,126 child safety seats were distributed during the grant period.

The Injury Prevention Section conducted a training class to provide information and technical support to the participating health departments. Additional educational materials were sent to other county health departments upon request. Car beds for premature babies with disabilities were distributed to establish a loaner program for health department clients who needed them. Staff participated in numerous statewide health initiatives as presenters and exhibitors. Further, staff conducted and/or supported child safety seat checks as requested to instruct parents on proper installation of child safety seats.

Emergency Medical Services (EMS) Sticker Program

There were 10 certified child passenger safety technicians at the child safety seat check event in

Savannah, GA who work for the EMS, fire department or law enforcement. Additional stickers were shipped to Georgia health departments in all counties. These stickers serve as car seat tracking devices.

Atlanta Fire Department

Due in part to the efforts of the Atlanta Fire Department, Atlanta residents now have greater access to proper child safety restraint systems. Due to the size of the Atlanta Fire Department and the excellent rapport that they share with the community, this agency has been studied as a model by other metropolitan fire departments. The concept of bringing child safety seat technicians to the neighborhoods and providing strategically located fitting stations has proven very beneficial. Not only can the parents and caregivers receive the needed child safety seat inspections, but they also have a ready resource for any future inquiries. The Car Safety Seat Fitting Station Project has proven to be a good fit within the communities of Atlanta. To date, the car safety fitting station program has installed 1,437 car seats, inspected over 200 car seats, and has 455 Evenflo car seats in inventory.



DeKalb County Department of Family and Children Services (DFACS)

New Leaf Services, Inc.

Working under the auspices DeKalb County DFACS, New Leaf Services, Inc. is a comprehensive personal car program for low-income residents who need automobiles to get and maintain employment. Occupant safety for drivers and children is the primary focus. During the grant period, over one hundred families were served and approximately 84 child safety restraints were issued.

New Leaf participants received an initial presentation on highway safety issues and child safety restraint usage during the program orientation. Participants attended sessions to increase their knowledge about highway safety issues. During the grant period, the New Leaf provided information on pedestrian, bicycle, skate, and scooter safety as well as updating and registering children in the child identification registry. New Leaf participated in community forums hosted by DFACS and the foster care/adoption community to share information about highway safety issues. New Leaf Services has fully incorporated the vehicle restraint checks into the regular bi-weekly maintenance and service activities required for participants for the duration of their association with the program. Participants are provided with hands-on training with child safety restraints. This also served as an evaluation measure to determine the retention of highway safety information by the participants. The organization also continued relationships with the DeKalb Partnerships Head Start program to provide child safety seats to families with limited financial resources. New Leaf conducted presentations on correct usage and installation of child safety restraints.

SECTION 405 OCCUPANT PROTECTION

PROBLEM IDENTIFICATION

In 2001, the University of Georgia Research Center reported that the safety belt usage by location and ethnicity as 79.3% for whites, 76.7% for non-whites, 75.4% in rural areas, 78.5% in the Atlanta Metropolitan Statistical Area, and 91.2% for other Metropolitan \Statistical Areas. In spite of these improvements, the usage of safety belts among minority and rural vehicle occupants continued to lag behind the State average

TARGET POPULATION

The target population is the Georgia motoring public, 16 years of age and older, rural and minority citizens.

PERFORMANCE OBJECTIVES

Objective 1: To increase safety belt rate by 5% for minority citizens sixteen (16) years and older in targeted counties by 2003.

Objective 2: To increase safety belt use rate by 5% for citizens sixteen years (16) years and older in rural Georgia by 2003.

ACCOMPLISHMENTS

After years of lagging behind state averages, safety belt usage rates for minorities and rural Georgians improved greatly in 2003. For the last two years, observed usage rates in rural Georgia have exceeded the State average.

SAFETY BELT USE AMONG MINORITIES AND RURAL GEORGIANS

| Category | 2001 | 2002 | 2003 |
|-----------|------|------|------|
| White | 79.3 | 77.1 | 84.8 |
| Non-White | 76.7 | 76.9 | 84.1 |
| Rural | 75.4 | 80.1 | 86 |

During **fiscal year 2003**, the Governor's Office of Highway Safety (GOHS) awarded over 30 highway safety grants to local communities. Through community coalitions, GOHS worked to bring about changes in behavior to make a significant difference in highway safety outcomes. The agenda of community coalitions was to compel citizens to buckle up, slow down, and drive sober. By reaching minority and rural communities, GOHS has played an essential role in helping save the lives of Georgians, regardless of ethnicity or location. The following is a summary of accomplishments of the Coalitions funded during Fiscal year November 2002 – September 2003.



ACPS, Inc
Fulton Prevention Resource & Learning Center
Roswell North Fulton Community Coalition

ACPS' primary focus was providing a strong public information/education program to the community on child safety restraint use, teen safety belt use and abstinence from drinking and driving. A GOHS subcommittee was formed in November 2002 to address specific problems dealing with highway safety. This coalition exceeded project objectives by conducting over twelve public presentations, six exhibits, twelve safety seat check points; participating in four major highway safety campaigns and one summit; and by establishing a strong working coalition by partnering with law enforcement and faith based ministries. In 2003, ACPS programs reached a combined audience of over 3,500 citizens. Media coverage included K-Buena (local Spanish station), 95.5 (The Beat) and The Roswell Neighbor with a circulation of 18,450. ACPS (Roswell North Fulton Community Coalition) was recognized as one of the fifteen community coalitions in the country selected by the Community Anti-Drug Coalitions of America to attend the Mid-Year coalition training in San Francisco. This Coalition was unique in that it represented a very diverse group of citizens which included youth, seniors, law enforcement, businesses, civic leaders, faith-based representatives, African Americans, Hispanics, Whites, and East Indians.

Alpha Kappa Alpha Sorority, Inc.
DeKalb Coalition

The Stone Mountain Lithonia Chapter of Alpha Kappa Alpha Sorority, Inc. (AKA) provided community-based training and education to minorities in targeted areas by conducting a "Staying Alive: Child Safety Seat & Safety Belt Program" for childcare providers, young children and teenage drivers. AKA established a strong coalition which was comprised of representatives from the faith communities, law enforcement agencies, other sororities, fraternities, and neighborhood organizations who supported four GOHS campaigns, established an ongoing highway safety initiative with the St. Paul AME Church and attended the Metro Atlanta Traffic Enforcement Network (MATEN) meetings. The coalition conducted four Public Presentations

and displayed four exhibits with a combined audience of 1,553 at Lithonia, Redan, Stone Mountain, and Stephenson High Schools. Other events were held at the Stone Mountain Department of Motor Vehicles, South DeKalb Mall and Wesley Chapel Library where over 28 safety seats were distributed. Several of the events were covered by news stories reaching an estimated audience of 7,000.

**Family Connection Unlimited
Clayton County Coalition**

Family Connection Unlimited Inc. developed coalitions in Clayton and Spalding counties for the purpose of educating teens and the general public on occupant protection and impaired driving issues through programs that reduce crashes, injuries, and fatalities on Georgia roadways. The Coalition held regularly scheduled meetings which included law enforcement, faith based groups, civic organizations and the Monroe and Clayton Police Departments. This program exceeded its objectives. The Clayton County Coalition conducted three safety belt checks, fourteen public presentations (Educational Summits), fourteen exhibits and one Community Fair. The combined audience reached for all events was approximately 3,200. The combined number of people reached through the media outlets was approximately 340,000.

Theresa Carrington – Metro Atlanta Regional Coordinator

As a Regional Coordinator, Ms. Carrington was responsible for organizing and establishing neighborhood coalitions in targeted counties in the Metro Atlanta area to address highway safety issues. Ms. Carrington exceeded the objectives as set forth in her contract. She developed a procedure for monitoring and recording regional activities by developing reporting forms and instructions. She co-organized three regional neighborhood summits (March Jamboree, Greek Fest, and Safe Kids Parade), supported the Troup, Coweta, and Meriwether Coalition that was located outside the boundaries of her region, and established partnerships with faith based organizations. She served as a technician at a “Buckle Up for Safety Summit” at the Mt. Olive Baptist Church, attended many MATTEN meetings, and partnered with the Alpharetta and Roswell Police Departments and the Alpharetta Fire Department. She also supported four GOHS campaigns and worked at least one activity for each Metro Atlanta grantee. Further, she conducted five public presentations and participated in 7 exhibits.

Shirley Freeman –Southwest Regional Coordinator

The Southwest Georgia Coordinator developed strong partnerships with many local organizations including Randolph and Terrell Counties NAACP, seven local churches, Calhoun County Head Start, Job Corps, Dougherty Public Health, Terrell County Boys & Girls Club and Phoebe Volunteers. These partners were instrumental in supporting and implementing highway safety programs in the community. The Coordinator participated in over twenty-seven educational and training programs and eight exhibits that reached a total of 7,831 citizens. Over 3,000 fans with a safety message were delivered to the churches in the area. The media coverage included four newspaper articles, PSAs and one radio announcement that, in total, reached an estimated audience of 67,500.

Melvin Johnson – Central Savannah Regional Coordinator

As a Regional Coordinator, Mr. Johnson was responsible for organizing, supervising, supporting and monitoring three coalitions in the Central Savannah River Area. Initially, the programs were actively participating in activities but experienced problems with cash flow. As a result of this, one coalition withdrew from the program and the other grantee, because of medical problems, could not physically carry out the program. The Regional Coordinator conducted safety belt and child safety presentations and booster seat give-aways at local churches in the counties of Burke, Columbia, Jefferson, McDuffie, Richmond and Greene. This coordinator established strong partnerships with two churches in the Augusta area, one in the Louisville, one in Evans and supported three road checks and all major GOHS campaigns. A strong partnership was forged with the East Central Traffic Network Division and Captain Hannah supported many of the Coordinator's events. Other partners include Safe Communities, SAFE Kids, and Paine College Resource Center. The Coordinator made highway safety presentations to the St. Paul Baptist Church (Louisville), student mentees of the 100 Black Men of August, Olde Town Community Outreach Center, Inc.'s Board of Directors, and Fairview Baptist Church. Additional worked well with five churches in the Augusta, Evans and Columbia County.

Greater Pleasant Temple Outreach

The Greater Lowndes County Coalition (GLCC) established a strong highway safety initiative in Lowndes and surrounding counties. The program focused on occupant protection, underage drinking/driving and pedestrian safety. The highway safety initiatives overall driving awareness and driving education for teens and parents of young children. The GLCC participated in 25 child safety seat checkpoints and seventy educational programs and training. The Coalition also conducted over 66 safety exhibits. This program distributed over 100,000 brochures with safety messages throughout the community and participated and supported four major highway safety campaigns. Media coverage included ten news stories/print media; nine radio spots, two television programs featuring the project and two PSAs. Media coverage reached a viewing audience of over 500,000 and program events reached over 13,000 citizens in Lowndes and surrounding counties. New partnerships were established with the Honorable Judge Kelly Turner and District Attorney David Miller of Lowndes County, and the Women's and Children's Department of South Georgia Regional Hospital. Greater Pleasant Temple was featured in USA Today and will be featured as a highway safety community model in the Buckle Up America Newsletter.

Latin American Association

This initiative was designed to disseminate information on transportation safety to Atlanta area Latinos in order to reduce injuries and fatalities on the roads. Through outreach efforts, the project sought to educate Latinos on highway safety issues, including DUI prevention, safety belt usage and pedestrian safety, as well as conduct child safety seat checks and distribution. Family Services organized two monthly seminars at two LAA offices. At the seminars safety issues were discussed and participants were tested before being issued a child safety seat. A total of eighteen seminars/trainings were offered at the two LAA offices with three exhibits and 1,650 in attendance. Two hundred and thirty-two families received instruction on proper car seat

installation and 190 child safety seats were distributed to families in need. The coordinator served to educate the greater Latino community by participating in two community events, Dia de La Muyer Latina health fair, LAA employment fairs, LAA housing fair and the LAA Youth Conference. Information on transportation safety was disseminated to 1650 individuals. Latin American Association met its objectives. Media outlets included News stories/print media - 4 (100,000), Radio programs- 4 (25,000) and Public Service Announcements – 1 (6000). The total number of people reached was 131,000. Latin American Association developed over 22 new partners during FY2003. Some of the partners were: NHTSA, SAFE Kids, The Creative Partnerships, National Latino Youth Institute, Corazon de Mi Vida, and others.

Intervention Prevention Unlimited, Inc.

Intervention Prevention Unlimited, Inc. provided education to the public on occupant protection and impaired driving issues through activities that reduce crashes, injuries and fatalities in Terrell County. The Coalition conducted over 13 presentations, 26 briefings and four summits. The Teenage Driver Safety summits were sponsored in collaboration with the Terrell County Board of Education. A total of 18 child safety seats were distributed and two child safety seat checkpoints were conducted. The total audience reached during the project period was 532. Some of the new partnerships developed were with the Terrell County Board of Education, Terrell Academy, Sardis Baptist Church and Pleasant Hill Baptist Church.

Faulkner Motorsports

The Faulkner Motorsports Occupant Protection Program includes school and community initiatives. Faulkner coalesced with several organizations during 2003 to host informational and educational events. A very significant feature of Faulkner's presentation is a crash dynamics demonstration. In 2003, Faulkner conducted eighteen appearances at targeted high schools, conducted ten promotional safety appearances, held two Georgia race appearances and supported six GOHS Safety Partners in other targeted counties. Faulkner's program reached a total of 160,567 people. Out of the 35 appearances, seven gained extensive media coverage in either print or electronic media. Faulkner developed new partnerships with Fulton County Health Department, Safe Kids of Fulton County, Family Connection Unlimited, Inc., Phi Phi Omega Chapter of AKA and the Injury Free Coalition for Kids- Atlanta at Hughes Spalding Children's Hospital.

The Atlanta Step-UP

The Atlanta Step-up Society provided monthly pedestrian safety classes to homeless citizens in Midtown/Buckhead and Atlanta's Old Fourth Ward. Educational materials were distributed and displayed at local businesses within the target areas. One-hour pedestrian safety awareness classes were held every third Saturday for approximately 60 homeless citizens. The Atlanta Step-UP Society also participated in two community events and the Annual Customer Appreciation.

Operation M.E.N. (Meeting Essential Needs)

This Project provided a first time safety initiative in rural communities where resources were very limited. Operation M.E.N. partnered with rural volunteer fire departments, police and sheriff departments to establish working relationships. During the project year, the program conducted over 3 child safety educational programs, 6 exhibits and 2 distribution campaigns,

reaching a combined audience of 148. The main objectives met were establishing partnerships with faith base organizations, law enforcement and the community at large.

Alpha Kappa Alpha Sorority-Phi Phi Omega Chapter

A total of nine schools and one church participated in this initiative with a total audience participation of 639 students and parents. The curriculum involved a 30 minute Power Point presentation on traffic laws and license procedures, a 15 minute DUI Goggle Exercise and a Virtual Bar Exercise where students selected alcoholic drinks and were shown their B.A.C. levels. Alpha Kappa Alpha also participated in the Operation Drive Smart Expo at North Gwinnett High School. Approximately, 2800 students participated in this event. A pre & post survey was conducted on 271 students. A Goggle demonstration was conducted with the Youth Group of Cascade United Methodist Church. This program conducted twelve public presentations, five exhibits and reached a total audience of 930 people. New partnerships were developed with the Alpharetta Fire Department, Gwinnett Police Crime Prevention Unit, Gwinnett Fire Department, North Fulton Regional Hospital, Roswell Police Department, Alpharetta Police Department, Duluth Community Oriented Policing Services, Radio One (Praise 97.5) and Fulton County School Area Superintendent.

Greater Pleasant Grove Ministry (Marion County Coalition)

Greater Pleasant Grove Ministry's goal was to increase public awareness through publicized demonstrations of safety belt and safety seat usage, teenage driving tips and impaired driving. This program established a very diverse coalition comprised of the schools, Buena Vista Police Department, Marion County Health Department, local business owners, Marion County DEFACS, Family Practice Center and faith based organizations. The Coalition conducted over ten educational programs and training reached an audience of more than 4,000 and eight exhibits reaching an audiences of 7,000. Other activities involved participation in the Law Enforcement Torch Run, The Dare Program, Tri-County High School Prom, LK Moss and Marion Middle School Informational Awareness Events. Combined audience reached during these events was 1,533. Greater Pleasant Grove Ministry supported all GOHS campaigns such as, *Click It or Ticket*, *Operation Zero Tolerance*, *Walk Your Child to School*, and *Child Passenger Safety Month*. The number of news stories/print media placed was 61 covering three counties and reaching over 20,000 people. Other advertisements included the distribution of posters in businesses and at annual community gatherings. Another strong component was the coalition involvement and participation in the West Central Law Enforcement Network.

Unionville Improvement Association - Peach-Bibb Coalition)

The Unionville Improvement Association's objective was to increase safety belt and safety seat use and reach people with information and messages about the benefits of wearing safety belts. The key target group was the at risk teen-age population. This was a very active project with an organized coalition and new partners included the County Coroner's Office, and GEICO Insurance Company. Faith based organizations were reached through the Ministerial Alliance. Unionville Improvement Association was instrumental in coordinating projects in Middle Georgia and assisted with the logistics of arranging the statewide community coalition meetings. Events were conducted in Houston, Bibb and Peach counties. The coalition participated in many events during 2003 and some included: "Click It or Ticket" events in May and November, Pan African Festival and Juneteenth Freedom Festival. Over ten check points were set up at local

high schools with the Macon Police Department and Bibb County Sheriff Department to inform our youth about the importance of safety belt usage. They also conducted safety seat checks with Macon-Bibb Health Department and Bibb County Safe Kids.

Good News Ministries

Good News Ministries worked to create a Sumter County Coalition for the purpose of educating the community about occupant protection and impaired driving issues through programs aimed to reduce crashes, injuries and fatalities on Georgia roadways. Another key objective was to provide information and education on the use of safety belts and child safety seats. This program sponsored an activity or event each month. Some of the activities involved: free booster seat giveaway, distribution of “Click It or Ticket” literature, child seat safety checks, presentations at Boy Scouts of America Unit #260, and distribution of literature at health fairs sponsored by the Oasis World Outreach.

Light & Power Outreach Community Services, Inc.

This program’s purpose was to educate the public on occupant protection and impaired driving issues through programs that reduce crashes, injuries and fatalities on Georgia roadways. The coalition provided some innovative approaches including a student essay contest, Walk Your Child To School Day, Click it or Ticket event in the Hispanic Community and a Christmas celebration at an Hispanic church. Light & Power also participated in two car checkpoints during November and collaborated with faith base organizations to conduct Pre & Post Safety Belt Observation surveys in December and January. This group also held a Safety Fair at the Airport Church of Christ for the Latino Community and distributed over nine booster seats. Two schools participated in the essay contest concerning “Why it is important to Buckle up” and a Community Safety and Summer Festival was held on June 28. This program included distribution of nine booster seats and participation in one child safety seat check. They conducted six educational programs/training and the number of people reached was over 1,200. Other activities involved a Community Safety and Summer Festival that reached more than 300 people. Media consisted of seven news stories/print and the number of people reached was 22,000. The number of new partnership/coalitions developed was seven and they were as follows: Evangel Temple Church, Valdosta Lowndes Parks & Recreation, Open Bible Christian School, New Covenant Church, West Gordon Elementary School, Lowndes County Sheriff Dept and Valdosta Police Department.



New Bryant Helping Hands

This project was designed to reduce impaired driving and to increase safety belt and safety seat use in Lanier County through a structured community outreach project. During 2003, New Bryant Helping Hands conducted three Safety Belt Observational Surveys, attended one law enforcement network meeting, and presented highway safety community outreach educational

seminars/workshops throughout the grant period on safety belts, driver's safety and pedestrian safety. These presentations were made at various schools, community centers and churches in Lanier county. The project also participated in the "Click It or Ticket" check points and special campaign events. New Bryant conducted over fifteen educational programs/training reaching approximately 1500 people. Ten exhibits were held with an audience of 500 and the Highway Safety Youth Summit, Highway Safety Health Fair and the Highway Safety Awareness programs reached 900 people.

Friendship Baptist Church Inc. (Tift County)

This program was designed to address impaired driving in Tift County through a structured community outreach project. This Coalition conducted three Safety Belt Observational Surveys in Tift County and presented twelve highway safety seminars/workshops on safety belt usage, driver's safety, pedestrian safety and impaired driving. Friendship participated in the *Click It or Ticket* Campaign in Tift County, conducted two highway safety summits and participated in Child Passenger Safety Month. The twelve highway safety events reached approximately 3000 people, the five exhibits reached 1,250, and the two highway safety summits reached a total audience of 800.

Greene County Board of Commissioners

Operation Know How was established to provide occupant safety information to the community on safety belt use and proper use of car safety seats. During the course of the project, the coordinator established a strong working relationship with law enforcement and met with five different law enforcement groups each month. The program conducted eight educational programs and training, reached a total of 194 people, and conducted safety events in three counties reaching 2,800 people. Events included car seat training, a prom driving awareness event, a Zero Tolerance Event, a presentation at Boswell Hospital, a childcare facility, and two churches.

The Connector

The Connector established strong partnerships with the East Point Police Department to conduct safety belt observational surveys before and after campaigns. The Connector participated in several events to distribute literature at childcare centers. Locations for these events included the Sheltering Arms Day Care Center, The Connector Early Head Start Program, and the Alpha and Harper Center. Personnel from the Connector also distributed literature at five roadblocks conducted by the East Point Police. This organization also distributed literature to employees at Coca-Cola. The Connector supported GOHS Safety Campaigns, the "Click It or Ticket" Campaign, a Car Seat Training and check (Latino audience), and the Booster Seat Event at the Lakewood Exhibition Center. Total audience reached combined events that included Hands On Atlanta Volunteer (15), Sheltering Arms Beaver Center, College Park (40) and The Connector Early Head Start Parent Committee (60). Partnered with East Point Police in a "Click It or Ticket" PSA.

100 Black Men of Savannah

This Coalition did not conduct any activities and did not file any claims. The Authorizing Official withdrew the grant application.

Olde Town Community Outreach Center, Inc.

This Coalition experienced cash flow problems early in the program year. This program participated in three child safety seat checks and conducted one safety belt survey. It applied for a small reimbursement and withdrew the grant application.

Soroptimist International of the Americas (SIAN Club)

This Program did not conduct any activities or file any claims for 2003. The Authorizing Official withdrew the grant application.

Columbus Georgia Lupus Society

This Program did not conduct any activities or file any claims for 2003. The Project Director withdrew the grant application.

100 Black Men of Augusta

The program was designed as a Teen and Passenger Safety Program to provide child and passenger safety to adults and teens in Richmond county and surrounding counties. During the month of November, The 100 Black Men of Augusta kicked off its Highway Safety Program by sponsoring two workshops with the mentees to explain the purpose and scope of the program. Five mentees were employed to work with the program. The workshop consisted of a video presentation on “New Law New Responsibility-Driving Ambition.” In the second workshop, booklets containing information on safety belts, child restraints and impaired driving were distributed. During the annual Thanksgiving Day Basketball Classic, a display table was set up where pamphlets, child safety seats, four Click It or Ticket posters and three large banners were displayed.

SECTION 2003B

PROTECTING OUR CHILDREN

PROBLEM IDENTIFICATION

The State of Georgia has a primary safety belt law for adults and a primary law that requires children from birth to five years of age to be properly restrained in an age and height appropriate child restraint system. These laws, combined with high visibility law enforcement, have resulted in Georgia’s child safety seat use increasing from 61.5% in 1992 to 85.3% in 2002, an increase of 23.8 percentage points in the last decade.

Nevertheless, motor vehicle crashes are still the leading cause of accidental death in Georgia. In 2001, there were 1,615 fatalities in Georgia resulting in an estimated economic cost of 1.33 billion dollars. By 2002 (the latest year of available data), the number of fatalities was 1,531. The National Highway Traffic Safety Administration estimates that safety belts, when used correctly, are 43.5% effective in preventing deaths in potentially fatal crashes and 50% effective in preventing serious injuries. Research has found that child safety seats reduce fatal injuries by

71% for infants and by 54% for toddlers in passenger vehicles. For infants and toddlers in light trucks, the corresponding reductions are 58 percent and 59 percent, respectively.

These statistics show that safety belts and child restraints are valuable tools in preventing injuries and fatalities in all population groups. To obtain the maximum benefit, they need to be used at all times. Surveys conducted by the University of Georgia, Survey Research Center found that safety belt use varies among various demographic groups. Males between the ages of 16 and 24, populations outside of urban metropolitan areas, and non-white populations in urban and rural areas are less likely to be properly restrained or to properly restrain their children. Numerous studies have shown that when adults use safety belts and children are properly restrained, deaths, injuries and the severity of injuries are significantly reduced.

PERFORMANCE OBJECTIVES

:To increase the child safety restraint use from 93.5 percent to 95 percent in FFY2003.

ACCOMPLISHMENTS

In 2003, the observed statewide safety belt use rate in Georgia reached an all-time high of 84.5% and the child safety seat use rate was 90.5%. An examination of the changes in child safety seat use in Georgia reveals the following trends between 1993 and 2003.

| Ten Year Trend in Child Safety Seat Use in Georgia | | | | | | | | | | | |
|--|------|------|------|------|------|------|------|------|------|------|------|
| | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
| Overall | 66.2 | 64.1 | 64.9 | 70 | 63.1 | 72.5 | 65.7 | 80.5 | 93.5 | 85.3 | 90.5 |
| Atlanta MSA | 62.1 | 60.5 | 61.5 | 71.4 | 67.2 | 73.5 | 78 | 83.2 | 96.2 | 89.9 | 93.1 |
| Urban MSA | 72.8 | 69.6 | 63.1 | 73.6 | 64.2 | 72.7 | 63 | 78.4 | 85.3 | 77.5 | 90.5 |
| Rural | 64.9 | 63.3 | 63.3 | 69.8 | 59.9 | 71.4 | 56.4 | 76.3 | 91.7 | 83.5 | 72.5 |
| White | 72 | 69.5 | 72.2 | 75.3 | 74.7 | 78.8 | 69.8 | 86 | 97 | 84.5 | 91.2 |
| Nonwhite | 53.9 | 54.5 | 51.6 | 57.7 | 52.3 | 60.9 | 59 | 73.2 | 87.6 | 86.3 | 89.7 |
| Male | 60.8 | 58.7 | 56.4 | 66.1 | 62.8 | 65.4 | 61.7 | 77.4 | 93.1 | 81.3 | 88.9 |
| Female | 68.7 | 66.5 | 68.5 | 71.8 | 65.4 | 74.3 | 67.6 | 82 | 93.6 | 86.9 | 91.1 |

Department of Human Resources -Health Departments

The fifty-seven health departments participating in the Mini-Grant were in the counties of

Appling, Baldwin, Barrow, Bartow, Bibb, Bulloch, Calhoun, Carroll, Catoosa, Chatham, Cherokee, Clayton, Colquitt, Columbus, GA, Coweta, Dekalb, Dougherty, Effingham, Evans, Fannin, Floyd, Forsythe, Franklin, Fulton, Gilmer, Hancock, Hart, Houston, Jasper, Jeff Davis, Jenkins, Jones, Laurens, Lee, Miller, Monroe, Murray, Muscogee, Paulding, Peach, Pickens, Pierce, Rabun, Richmond, Seminole, Stewart, Terrell, Tattnall, Thomas, Toombs, Twiggs, Union, Upson, Walker, Walton, White, and Whitefield. A total of 4,126 seats were distributed during the grant period.

Seats and car beds were distributed to health departments that were Mini-Grant participants in order to establish a loaner program for health department clients who have premature babies. The car beds were sent to each of the following participants: Public Health District Seven (10), Candler (2), Chatham (2), Fulton (2), White (4), and Toombs counties. These counties are currently working with hospitals and prenatal clients to ascertain when there is need for a car bed. The car beds were not GOHS funded.

Program staff assisted in a child safety seat check event held in Chatham County. Jane Garrison, child safety seat instructor, SAFE KIDS coalition leader and coordinator of the Mini-Grants for both Chatham and Effingham counties held a child safety seat check event across from Candler Hospital in Savannah on September 27, 2003. The check event was in fulfillment of a 4-day certification class held by Jane for individuals in the health care industry in and around Savannah. The event provided an excellent opportunity to let new technicians know about the grants supported and managed by GOHS. Over 20 child safety seats were checked at the event.

TRAFFIC RECORDS

SECTION 402

SECTION 411

SECTION 402 AND 411 TRAFFIC RECORDS

PROGRAM GOAL: To assist in the statewide coordination, collection, processing, analysis, and reporting of accurate crash reports and maintain an effective traffic information system.

PROBLEM IDENTIFICATION

Motor vehicle traffic in Georgia is escalating at an alarming rate. The state's steady increase in vehicle miles traveled is reflected in an unprecedented population growth which means that there are more people and more vehicles in Georgia than at any time in history. The latest U. S. Census indicated that Georgia's population of 8.1-million represented a 26% increase over the 1990 numbers. The United States grew at a rate of 13% during this same period.

There is a need to maintain a repository of timely and accurate data related to motor vehicle crashes, injuries, and fatalities. This information is vital to the planning and programmatic functioning of law enforcement agencies, governmental entities, including the Georgia Department of Transportation, highway safety advocates, and community coalitions. As the state's crash deaths and vehicle miles traveled increase, the need to have accurate data becomes more critical.

Over the past year, Georgia has made significant strides in remedying the traffic data dilemma that has faced the state for the past five years, specifically the lack of crash data. In October 2003, the Georgia Department of Motor Vehicle Safety completed reconstruction of the crash data records and released five years of injury and death data (1998-2002). These databases will be extremely helpful in the planning of data-driven highway safety programs throughout Georgia.

However, much work remains to be done in the areas of coordination and implementation. Of utmost importance is ensuring that various governmental entities can access crash, injury, and fatality data in a more timely manner. This information is crucial to the planning of roadway safety programs. The absence of timely information means that programs are developed without the most current information. Further, in order to plan jurisdictional improvement programs, it is necessary for county-level data to be readily available and accessible.

The Traffic Records Coordinating Committee's (TRCC) mission is to coordinate and facilitate the state's traffic records activities. Over the past year much progress was made by virtue of completing the reconstruction of the crash data. The State Traffic Records Coordinator with the TRCC developed a strategic plan related to the committee's mission. The plan addresses the

need for a long-range strategic plan, support of the Traffic Records Coordinator, and improvements in the process of crash location, better communication and error feedback to reporting agencies and support of the Crash Outcome Data Evaluation System (CODES).

PERFORMANCE OBJECTIVES

- Objective 1:** To develop and disseminate a long-range Strategic Plan for traffic records improvement in Georgia.*
- Objective 2:** To sponsor the Georgia Traffic Records Coordinating Committee for continued synchronization and cooperation among various governmental and law enforcement entities.*
- Objective 3:** To continue support of a Georgia Traffic Records Coordinator to provide leadership in the production and implementation of the long-term strategic plan and TraCS.*
- Objective 4:** To provide field-test TraCS in selected Georgia jurisdictions.*
- Objective 5:** To promote and support research initiatives related to highway safety in Georgia.*

ACCOMPLISHMENTS

One of the major goals for the year was to formalize the TRCC and define its structure, membership, and procedures. An initial draft of a TRCC Formalization document was completed in April 2003, with review and changes by the Formalization Subcommittee completed in July 2003. This effort will be completed when the TRCC begins meeting again and can formally consider the document. The 2003 Annual Plan for improving Traffic Records was produced in December 2002, defining this year's specific short-term objectives, schedule, responsibilities, etc. The annual plan defined the overall traffic records improvement objectives and prioritized the major efforts involved.

The top priority traffic record type is the crash report. For the crash report, the top priority is developing and deploying computer tools for electronic preparation followed by electronic transmission to DMVS.

Gwinnett County PD completed its own local Incident Report (crime) and began using it operationally (in office only) during this period. This agency is currently interfacing TraCS with their county Records Management System (RMS) Gwinnett PD will use the TraCS crash report and traffic citation developed under this effort when field use begins (after completing the RMS interface).

Cobb County PD began limited internal piloting of TraCS in 2002 and in 2003 decided to fully deploy. Approximately 300 users, 30 supervisors, and three system administrators were trained. Technical assistance (about 30 person days) was also provided to install and configure TraCS components for operation. On September 10, 2003, Cobb contracted to use TraCS for crash reporting. The city of Smyrna also began internal piloting of TraCS during this period and has decided to deploy department wide when and if the Basic Analysis Capability is completed. TraCS, actually its auxiliary software called the Georgia TraCS Support Software (GTSS), is about 90-95% ready for electronic transmission to DMVS. During this period, DMVS updated the design of their database and issued an updated transfer specification. GTSS was updated to meet the new specifications. An initial test of TraCS by the Department of Motor Vehicle Safety resulted in the discussion to shift resources toward electronic transfer of crash data from jurisdictions already converted to TraCS (or other comparable systems) before converting other jurisdictions. Once crash data becomes is able to flow electronically, resources will be focused on converting jurisdictions.

SECTION 402
PEDESTRIAN AND BICYCLE SAFETY

SECTION 402 PEDESTRIAN AND BICYCLE SAFETY

PROGRAM GOAL: To reduce pedestrian and bicycle risks of injury and decrease the number of pedestrians and bicyclists killed in motor vehicle crashes using training, partnerships and public information initiatives.

PROBLEM IDENTIFICATION

Pedestrians and bicyclists are among the most vulnerable of all citizens who use our roads. Society as a whole has only recently begun to understand the challenges pedestrians and bicyclists face when highway design and road construction have, for such a long time, focused almost exclusively on motor vehicles. Rapid suburban growth has contributed to more and more roads being built with few considerations for the movement of pedestrians and bicyclists. However, as society addresses suburban sprawl and the breakdown of the infrastructure in both urban and rural areas, the plight of the pedestrian and bicyclist is being heard. Organizations that advocate for a balanced approach to development are beginning to impact planning and development. Neighborhood associations, faith communities, and city governments are insisting on smart growth where all users of roads have their concerns addressed.

New and innovative traffic calming techniques are being used to make our roads and highways safer for those most vulnerable. Creative public information and education programs are being developed and implemented to increase the public's awareness and knowledge that we must 'share' the road. However, there is still much to be accomplished.

PERFORMANCE OBJECTIVES

***Objective 1:** To reduce the number of pedestrians killed in motor vehicle crashes from 141 in 2000 to 131 in 2003.*

***Objective 2:** To reduce the number of bicycle fatalities from 15 in 2000 to 12 in 2003.*

ACCOMPLISHMENTS

NOTE:

The preceding objectives are taken from the *GOHS 2003 Highway Safety Plan* and were the basis for the activities conducted during the 2003 federal fiscal year. The 2003 statewide crash data numbers are not yet available and, therefore, cannot be included in the findings of the *2003 Annual Report* at this time. Upon release of the statewide data, the *2003 Annual Report* will be amended to include these numbers and the extent to which each objective was or was not met, based on the data.

While data from 2003 is unavailable, 2002 numbers indicate that there were 161 pedestrians and 13 bicyclists killed in Georgia. Georgia ranked 9th among states in the number of pedestrians killed and 15th in pedestrian fatality rate per 100,000 population. Georgia's pedestrian death rate of 1.88 is higher than the U.S. rate of 1.67.

Georgia State University Police Department

Officers involved in the project had over 40,000 citizen contacts involving both pedestrians and motorists. Compliance at Peachtree Street Crosswalks increased a total of 1,300 percent as measured by PEDS.

Fulton County Board of Education

Throughout the course of the 2002-2003 grant cycle-year, Safety Street Georgia (SSG) reached over 7,400 children ranging in age from six to ten. The SSG program has been well received within several county-level school systems, including Fulton, Clayton, DeKalb, and Atlanta City Public Schools. With the assistance of several organization/corporations, SSGA has been able to promote safety education to a wide variety of audiences. Some of the partnering agencies associated with SSGA are the Teaching Museum South, Fulton County Department of Health and Wellness-Health Education Division, Injury Free Coalition for Kids, Hughes Spalding Children's Hospital, Safe Communities, Safe Kids Campaign (local and state levels), Fulton County Pedestrian Task Force, Fulton County Department of Public Works, Fulton County Prevention Resource Center, Liberty Mutual Group, and the Georgia Department of Labor. Other participants included child-advocacy groups such as The Boys Scouts of America, The Boys and Girls Club, Atlanta Metropolitan Big Brothers Big Sisters Program, The Metropolitan Atlanta YMCAs, Helping Little Ones, The Frank Ski Kids Foundation, The Evander Holifield Foundation, the Chauncey Foundation, and local summer and day camps.

Atlanta Police Department

During the course of the project year, there was a reduction in pedestrian fatalities and serious injuries in the City of Atlanta as compared to a year ago. Numerous presentations on drivers and pedestrians were made to school, community, church, and neighborhood groups. Additionally, more than 600 pedestrian related charges were made during the period of the grant. Media attention was garnered on the subject of pedestrian and driver safety and joint road checks were conducted in conjunction with other agencies.

Chatham County Police Department

The outcome of the pedestrian program in Chatham County did not produce the reduced number of pedestrian related crashes as anticipated. In fact an actual rise of 52.92% was affirmed. During the project year, 26 pedestrians were involved in crash accidents, compared to 17 in the previous year. This result shows that the continued efforts of enforcement must remain high on the list of education and enforcement programs. Seat belt usage increased by 8.75% from 77.24% to 84% during the grant period.

DeKalb County Police Department

Since implementation of the program, pedestrian crashes, injuries and fatalities have shown a marked decrease. Buford Highway in north DeKalb County has a very diverse ethnic population with many citizens not fluent in the English language. As a result, many of these individuals are not familiar with the laws and procedures of the area. In too many instances, officers experienced extreme difficulty in communicating with members of these diverse communities. For members of the Hispanic community, highway safety brochures in Spanish were provided in an effort to educate them regarding pedestrian safety. Posters regarding pedestrian safety were also placed on display at local businesses. These posters were printed in Spanish and English to accommodate the large number of Hispanic citizens.

Pedestrians Educating Drivers on Safety, Inc. (PEDS)

GOHS in partnership with PEDS and several law enforcement agencies offered a one-day training for law enforcement officers from ten jurisdictions. Representatives were sent from the Atlanta Police Department, DeKalb County Police Department, Chatham County Police Department, MARTA, College Park, the University of Georgia, Georgia State University Police, Cobb, Gwinnett and Whitfield Counties. John Moffat, Director of the State of Washington State Highway Safety Office, and Lt. John Minor were the facilitators and provided an outstanding framework for training. The morning sessions focused on pedestrian safety laws in Georgia, enforcement efforts that are working in other states, and other critical areas. In the afternoon, the forty participants took to the streets of Atlanta for some “hands on” enforcement. The City of Atlanta Police Department and Georgia State University Police Department officers conducted the operation while other participants watched and learned.

SECTION 402
SPEED AND AGGRESSIVE DRIVING
COUNTERMEASURES

SECTION 402
SPEED AND AGGRESSIVE DRIVING COUNTERMEASURES

PROGRAM GOAL: To reduce the motor vehicle crashes, injuries, and fatalities through the systematic delivery of effective speed/aggressive driving countermeasures.

PROBLEM IDENTIFICATION

The chance of a crash being fatal is over three times higher in crashes related to speed than crashes not related to speed. Speed decreases the time available to make split second decisions, increases difficulty in maneuvering a vehicle, reduces the time and ability to safely stop, and contributes significantly to the severity of impact.

Following enactment of the Teenage and Adult Driver Responsibility Act (TADRA) on July 1, 1997, speed-related crashes declined for all driver age under age 24. From 1996 to 2000, nineteen fewer fatalities occurred in speed-related crashes involving at least one driver ages 16-17. Seventy-two percent of the drivers ages 16-17 in speed-related fatal crashes were male and 28 percent were female, compared with 79.8 percent male and 20.4 percent female for all drivers in speed-related crashes.

Speed plus inexperience often leads to crashes for young drivers. Sixteen and seventeen year old drivers have the highest speed-related fatality rate in Georgia. In 2000, the fatality rate per 100,000 licensed drivers was 23.2. In spite of the high fatality rate, the number of fatalities in speed-related crashes involving sixteen and seventeen year old drivers decreased from 55 in 1996 to 36 in 2000. Both young and older drivers need to be educated on how speed increases the risk of injury and death.

PERFORMANCE OBJECTIVE

To decrease the number persons killed in speed-related crashes by 4% from CY2000 to CY2003.

ACCOMPLISHMENTS

NOTE:

The preceding objective is taken from the *GOHS 2003 Highway Safety Plan* and was the basis for the activities conducted during the 2003 federal fiscal year. The 2003 statewide crash data numbers are not yet available and, therefore, cannot be included in the findings of the *2003 Annual Report* at this time. Upon release of the statewide data, the *2003 Annual Report* will be amended to include these numbers and the extent to which each objective was or was not met, based on the data.

City of Savannah

Speed/Aggressive Driving

The program focus was geared toward promoting motorist's compliance with traffic laws through enforcement and education. Their efforts resulted in an increase in DUI arrests by 30% over FY 2002 (five hundred twelve DUI contacts were made during FY 2002 whereas, 666 were made this year). Crash-related injuries decreased by 9.16%. A total of 43 officers were trained in Standardized Field Sobriety Testing. The entire department received training on Administrative License Suspension Hearings. Officers conducted twelve educational programs/exhibits reaching approximately 6,000 citizens. The City of Savannah's safety belt use rate rose from 74% to 75%, representing a 1.35% increase. A total of six child safety seat checkpoints were conducted.

Hall County Board of Commissioners

Hall County Speed & Aggressive Driving

High visibility patrol and aggressive enforcement along with public information and education programs proved to be helpful to the success of this project. The Speed and Aggressive Driving Program included Gainesville Police Department and Hall County Sheriff's Office. Their combined efforts resulted in an increase in the overall number of traffic arrests thus reducing the number of fatalities within their jurisdictions. A total of 1,195 citations were issued, 52 DUI arrests, a reduction in the number of speed related crashes and fatalities, 101 safety belt and child safety seat citations issued and 101 public information and education activities were among their many accomplishments. Informal surveys indicated a current safety belt use rate of 87% (up from 79%). A total of 500 child safety seats and 300 booster seats were distributed, 25 child safety seat checks points were conducted. Other milestones included the Traffic Enforcement Unit's success in reaching over 78,000 people weekly through the Gainesville Times. Over 80 newspaper articles were published on highway safety issues. Officers within the Traffic Unit combined with the School Resource Program to establish a TEEN Driving Program, which provided a 2 and ½ day course at each Hall County High School. Over 500 drivers have attended this course.

Villa Rica Police Department & Carroll County Sheriff's Dept TRIP Project

The TRIP unit accomplished its mission by providing both jurisdictions with a specialized traffic enforcement unit which focused on high traffic areas. With the awareness also focused on teen driving, the TRIP Unit was at the forefront in educating youth on the graduated driver's license. Even though there was a 36% increase in the number of vehicle crashes in Carroll County, the number of traffic fatalities remained the same. The county's safety belt use rate rose by 6.4% from 77% to 82%. A total of 64 child safety seats were distributed and 24 public information and education sessions reached approximately 1,900 people. Carroll County was the host site for GOHS Annual Occupant Safety Caravan, resulting in three full days of intense training and presentations on occupant safety. Training and presentations were presented at schools, businesses, and civic groups.

POLICE TRAFFIC SERVICES

SECTION 402 POLICE TRAFFIC SERVICES

PROGRAM GOAL: To reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high-risk behavior.

PROBLEM IDENTIFICATION

Between 2000 and 2001, there was a significant increase in the number of fatalities on Georgia's roadways. Rapid population growth and a considerable increase in vehicular traffic on Georgia's roadways is a major factor in the increase of fatalities. Through more concentrated high visibility enforcement campaigns such as "Click It or Ticket" and "Operation Zero Tolerance," the rates are expected to continue to drop.

The Governor's Office of Highway Safety recognizes that Law Enforcement plays an important role in overall highway safety in Georgia. Campaigns such as "Operation Zero Tolerance" and "Click it or Ticket" have proven that high visibility enforcement of Georgia's traffic laws is the key to saving lives on Georgia's roadways, as well as interdicting the criminal element through traffic enforcement.

Georgia has a total of 47,148 law enforcement officers employed by a total of 985 law enforcement agencies, covering 159 counties and numerous municipalities and college campuses. Effective communication is crucial to mobilizing Georgia's law enforcement. Georgia's law enforcement agencies, like many others across the country, are understaffed and due to budget constraints, do not possess all of the tools necessary to effectively enforce Georgia's traffic laws.

The key is to ensure that law enforcement command staff and line officers are aware of the importance of high visibility enforcement and the impact their efforts make on highway safety in Georgia. This same message must be conveyed to the prosecutors and judicial community as well. Changing high-risk driving behavior through public education, strict traffic law enforcement, efficient prosecution and effective sentencing is the key to reducing Georgia's traffic fatalities and injuries.

Law enforcement agencies must be provided adequate tools, training and networking opportunities in an effort to efficiently and effectively enforce Georgia's traffic laws and educate the public on highway safety issues. It is also necessary to provide law enforcement agencies and law enforcement officers with incentive items to motivate officers and constantly serve as

a reminder that occupant protection and DUI enforcement are vital. In addition, funding for printing of these incentives, brochures, and highway safety materials are necessary in order for these agencies to disseminate pertinent information to the public regarding enforcement initiatives and market the campaigns for highly visible public recognition.

Adequate funding continues to be a problem for law enforcement agencies, large and small. Traffic enforcement is a specialized field, requiring specialized equipment for effective enforcement and prosecution. Funding is necessary to provide agencies with the proper equipment, training and support to effectively enforce Georgia's traffic laws, thereby saving countless lives on Georgia's roadways.

TARGET POPULATION

The target population is state and local law enforcement agencies and the law enforcement officers working therein.

PERFORMANCE OBJECTIVES

- Objective 1:** *To increase statewide overall safety belts use from 79% percent to 83% percent by the end of FY 2003.*
- Objective 2:** *To decrease the number of persons killed in impaired driving crashes by 5% from 2002 to 2003.*
- Objective 3:** *To increase by 5% the number of Georgia law enforcement personnel who receive local and national professional training opportunities in FY 2003.*
- Objective 4:** *To maintain and strengthen partnerships with all Georgia law enforcement agencies and increase their participation in the Traffic Enforcement Networks by 10% in FY 2003.*
- Objective 5:** *To increase by 10% the number of corporate partners who provide support for the Governor's Office of Highway Safety's law enforcement project.*
- Objective 6:** *To create and implement public information and education strategies for the purpose of increasing public awareness of highway safety and law enforcement initiatives that reduce traffic crashes, injuries and fatalities statewide in FY 2003.*

ACCOMPLISHMENTS

The Georgia Governor's Office of Highway Safety's Traffic Enforcement Network concept continues to be the cornerstone in the success of Police Traffic Services initiatives. The 32 volunteer Traffic Enforcement Network Coordinators and Assistant Coordinators and four Law Enforcement Liaisons provide the leadership for Georgia's sixteen regional Traffic Enforcement Networks. These networks are the infrastructure for the GOHS Law Enforcement Services Team, which provide traffic enforcement and highway safety communication, training and mobilization efforts across the state.



Objectives and accomplishments during FFY 2003 included:

1. To increase statewide overall safety belt use from 79% to 83% by the end of FFY 2003.

Through the educational efforts and the high visibility enforcement efforts of "Click it or Ticket", Georgia's safety belt use rate actually rose to 84.5%.

2. To decrease the number of persons killed in impaired driving crashes by 5% from 2002 to 2003.

Even though Georgia saw a decrease in impaired driving fatalities in 2002, this goal can not be measured at this time due to the 2003 data not being available. With Georgia's stepped up efforts in Impaired Driving enforcement, we expect to continue to see a decline in Impaired Driving fatalities throughout 2003 and 2004. During 2003 Georgia continued to step up efforts of impaired driving enforcement through High Visibility Enforcement mobilizations of Operation Zero Tolerance and Sustained Impaired Driving Enforcement in selected areas. GOHS selected 40 counties which made up 65% of Georgia's Impaired Driving Fatalities. Meetings and workshops were held with each law enforcement agency within the 40 counties. Each agency agreed to conduct sustained impaired driving enforcement throughout 2003. The agencies reported their enforcement activity weekly. In addition, through the efforts of the Traffic Enforcement Networks, numerous multi agency Sobriety Checkpoints were conducted each month across the state.

3. To increase by 5% the number of Georgia law enforcement personnel who receive local and national professional training opportunities in FY 2003.

GOHS Law Enforcement Services responded to the needs of Georgia's law enforcement by facilitating advanced training courses through the traffic enforcement networks. Network Coordinators and LEL's were trained as instructors and delivered specialized training to law enforcement officers regionally throughout Georgia. A special emphasis was placed

on Standardized Field Sobriety Testing (SFST) training in an effort to quickly place highly trained law enforcement officers on the numerous Sobriety Checkpoints being conducted across the state. With a partnership of the Georgia Police Academy, the Traffic Enforcement Networks facilitated in training over 800 law enforcement officers in SFST during 2003. Other specialized training included "Safe and Complete Traffic Stops", and radar re-certification.

4. To maintain and strengthen partnerships with all Georgia Law Enforcement agencies and increase their participation in the Traffic Enforcement Networks by 10% in FY 2003.

All of the Traffic Enforcement Networks continue to recruit law enforcement officers to participate in the network meetings and GOHS initiatives. The Network Coordinators are now tracking attendance at each meeting and are actively recruiting agencies that are not regularly participating. An overall increase in attendance and participation was observed throughout FY 2003.

5. To increase by 10% the number of corporate partners who provide support for the Governor's Office of Highway Safety's law enforcement project.

Corporate partnerships are extremely important to the success of many of GOHS' initiatives. The Governor's Challenge Program will soon become self sufficient through the generous support of the Corporate partners. Many new partners became part of the 2003 program. The Governor's Challenge Vehicle is now totally purchased and equipped by corporate partners. GOHS continues to recruit more corporate partners to assist in our efforts to save lives on Georgia's roadways.

6. To create and implement public information and education strategies for the purpose of increasing public awareness of highway safety and law enforcement initiatives that reduce traffic crashes, injuries and fatalities statewide in FY 2003.

The Governor's Office of Highway Safety participated in paid media campaigns during the May 2003 Click it or Ticket campaign and the July, 2003 Operation Zero Tolerance campaign. These paid media campaigns were focused on target audiences throughout the state and were partially responsible for the increase of the 2003 safety belt usage rate from 79% to 84.5% and the declines in Impaired Driving fatalities. Additionally, GOHS distributed over 200,000 Click it or Ticket and Operation Zero Tolerance brochures to Georgia's Law Enforcement to be distributed to the public through checkpoints and safety fairs. Each of the mobilizations were "kicked off" with a statewide press conference as well as numerous regional press events through the Traffic Enforcement Networks. The media was invited to checkpoints which resulted in a tremendous amount of earned media. GOHS also distributed over 1000 Click it or Ticket or Seat Belt usage rate signs through the traffic enforcement networks and Georgia's Law Enforcement agencies.

The Governor's Office of Highway Safety Law Enforcement Services Team continued to support Executive Level training for law enforcement agency heads and command staffs, encouraging traffic enforcement and highway safety as a departmental priority. GOHS conducted training segments to two Georgia Association of Chiefs of Police New Chiefs School during FY 2003. A total of 105 Chiefs attended the two sessions. Additionally, GOHS sponsored a Command Staff Workshop for the Georgia Sheriff's Association. GOHS conducted a two hour presentation to the attendees which included over 130 members of Georgia Sheriff's Offices.

The Governor's Office of Highway Safety funded a total of 72 law enforcement agencies with small law enforcement grants from 402 PTS funds during FY 2003. These grants were used to assist these funded agencies with providing the tools necessary for effective and professional traffic enforcement activities.

GOHS continued to recruit support for the high visibility enforcement mobilizations. GOHS received "fax back" forms from 100% of Georgia's traffic enforcement agencies indicating support for the mobilizations.

The Law Enforcement Services Team continued to market the initiatives of GOHS to Georgia's Law Enforcement Community through attending and exhibiting at the Winter and Summer Training Conferences of the Georgia Association of Chiefs of Police and the Georgia Sheriff's Association. Other accomplishments during FY 2003 include completion of a 159 county safety belt survey.

With assistance and coordination of the traffic enforcement networks, in partnership with the University of Georgia, GOHS conducted safety belt surveys in all 159 Georgia counties. This was the first time such an effort had been attempted. The survey was a tremendous success and even though the survey was not Georgia's "Official" Survey, the information obtained was invaluable for internal planning purposes.

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Police Traffic Services

PROGRAM GOAL: To reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high-risk behavior.

PROBLEM IDENTIFICATION

The tremendous and steady growth in Georgia's population and corresponding increases in vehicle miles traveled have resulted in the need for a greater law enforcement presence throughout the state. A multitude of issues have a negative impact on traffic safety, including safety belt non-use, speeding, and the use of alcohol. In Georgia, one-third of all crash fatalities are related to the use of alcohol. It has been documented that the presence of law enforcement and the issuance of citations has a positive influence on all aspects of highway safety. For this reason, the Governor's Office of Highway Safety (GOHS) is committed to providing support and assistance to the state's law enforcement community.

Objectives and accomplishments during FFY 2003 included:

Objective 1: To increase statewide overall safety belt use from 79% to 83% by the end of FFY 2003.

Through the educational efforts and the high visibility enforcement efforts of "Click it or Ticket", Georgia's safety belt use rate actually rose to 84.5%.

Objective 2: To decrease the number of persons killed in impaired driving crashes by 5% from 2002 to 2003.

Even though Georgia saw a decrease in impaired driving fatalities in 2002, this goal cannot be measured at this time due to the 2003 data not being available. With Georgia's stepped up efforts in Impaired Driving enforcement, we expect to continue to see a decline in Impaired Driving fatalities throughout 2003 and 2004. During 2003 Georgia continued to step up efforts of impaired driving enforcement through High Visibility Enforcement mobilizations of Operation Zero Tolerance and Sustained Impaired Driving Enforcement in selected areas. GOHS selected 40 counties which made up 65% of Georgia's Impaired Driving Fatalities. Meetings and workshops were held with each law enforcement agency within the 40 counties. Each agency agreed to conduct sustained impaired

driving enforcement throughout 2003. The agencies reported their enforcement activity weekly. In addition, through the efforts of the Traffic Enforcement Networks, numerous multi agency Sobriety Checkpoints were conducted each month across the state.

Objective 3: To increase by 5% the number of Georgia law enforcement personnel who receive local and national professional training opportunities in FY 2003.

GOHS Law Enforcement Services responded to the needs of Georgia's law enforcement by facilitating advanced training courses through the traffic enforcement networks. Network Coordinators and LEL's were trained as trainers

and delivered specialized training to law enforcement officers regionally throughout Georgia. A special emphasis was placed on Standardized Field Sobriety Testing (SFST) training in an effort to quickly place highly trained law enforcement officers on the numerous Sobriety Checkpoints being conducted across the state. With a partnership of the Georgia Police Academy, the Traffic Enforcement Networks facilitated in training over 800 law enforcement officers in SFST during 2003. Other specialized training included “Safe and Complete Traffic Stops”, and radar recertification.

Objective 4: To maintain and strengthen partnerships with all Georgia Law Enforcement agencies and increase their participation in the Traffic Enforcement Networks by 10% in FY 2003.

All of the Traffic Enforcement Networks continue to recruit law enforcement officers to participate in the network meetings and GOHS initiatives. The Network Coordinators are now tracking attendance at each meeting and are actively recruiting agencies that are not regularly participating. An overall increase in attendance and participation was observed throughout FY 2003.

Objective 5: To increase by 10% the number of corporate partners who provide support for the Governor’s Office of Highway Safety’s law enforcement project.

Corporate partnerships are extremely important to the success of many of GOHS’ initiatives. The Governor’s Challenge Program will soon become self sufficient through the generous support of the Corporate partners. Many new partners became part of the 2003 program. The Governor’s Challenge Vehicle is now totally purchased and equipped by corporate partners. GOHS continues to recruit more corporate partners to assist in our efforts to save lives on Georgia’s roadways.

Objective 5: To create and implement public information and education strategies for the purpose of increasing public awareness of highway safety and law enforcement initiatives that reduce traffic crashes, injuries and fatalities statewide in FY 2003.

The Governor’s Office of Highway Safety participated in paid media campaigns during the May 2003 Click it or Ticket campaign and the July, 2003 Operation Zero Tolerance campaign. These paid media campaigns were focused on target audiences throughout the state and were partially responsible in the increase of the 2003 safety belt usage rate from 79% to 84.5% and the declines in Impaired Driving fatalities. Additionally, GOHS distributed over 200,000 Click it or Ticket and Operation Zero Tolerance brochures to Georgia’s Law Enforcement to be distributed to the public through checkpoints and safety fairs. Each of the mobilizations were “kicked off” with a statewide press conference as well as numerous regional press events through the Traffic Enforcement Networks. The media was invited to checkpoints which resulted in a tremendous amount of

earned media. GOHS also distributed over 1000 Click it or Ticket or Safety Belt usage rate signs through the traffic enforcement networks and Georgia's Law Enforcement agencies.

The Georgia Governor's Office of Highway Safety's Traffic Enforcement Network concept continues to be the cornerstone in the success of Police Traffic Services initiatives. The 32 volunteer Traffic Enforcement Network Coordinators and Assistant Coordinators and four Law Enforcement Liaisons provide the leadership for Georgia's sixteen regional Traffic Enforcement

Networks. These networks are the infrastructure for the GOHS Law Enforcement Services Team, which provide traffic enforcement and highway safety communication, training and mobilization efforts across the state.

The Governor's Office of Highway Safety Law Enforcement Services Team continued to support Executive Level training for law enforcement agency heads and command staffs, encouraging traffic enforcement and highway safety as a departmental priority. GOHS conducted training segments to two Georgia Association of Chiefs of Police New Chiefs School during FY 2003. A total of 105 Chiefs attended the two sessions. Additionally, GOHS sponsored a Command Staff Workshop for the Georgia Sheriff's Association. GOHS conducted a two hour presentation to the attendees which included over 130 members of Georgia Sheriff's Offices.

GOHS funded a total of 28 law enforcement agencies with small law enforcement grants from 164 PTS funds during FY 2003. These grants were used to assist the following agencies with providing the tools necessary for effective and professional traffic enforcement activities.

- | | |
|-------------------------|-----------------------|
| 1. City of Austell | 15. City of Shellman |
| 2. City of Bremen | 16. City of Thomaston |
| 3. City of Cleveland | 17. City of Unadilla |
| 4. City of Davisboro | 18. City of Wadley |
| 5. City of Ellijay | 19. City of Woodstock |
| 6. City of Fayetteville | 20. Echols Co. |
| 7. City of Lafayette | 21. Hart Co. |
| 8. City of Louisville | 22. Heard Co. |
| 9. City of Maysville | 23. Jasper Co. |
| 10. City of Nahunta | 24. Jefferson Co. |
| 11. City of Nashville | 25. Lanier Co. |
| 12. City of Pearson | 26. Monroe Co. |
| 13. City of Plains | 27. Ray City PD |
| 14. City of Richland | 28. Upson Co. |

GOHS continued to recruit support for the high visibility enforcement mobilizations. GOHS received fax back forms from 100% of Georgia's traffic enforcement agencies indicating support for the mobilizations.

The Law Enforcement Services Team continued to market the initiatives of GOHS to Georgia's Law Enforcement Community through attending and exhibiting at the winter and summer Training Conferences of the Georgia Association of Chiefs of Police and the Georgia Sheriff's Association.

Other accomplishments during FY 2003 included the completion of a statewide, 159-county safety belt survey – the first in Georgia's history. The surveys were conducted with the assistance and coordination of the traffic enforcement networks, in partnership with the University of Georgia. Even though the observations did not represent Georgia's "Official" Survey, the information obtained was invaluable for internal planning purposes.

SECTION 402
COMMUNITY TRAFFIC SAFETY PROGRAMS
SAFE COMMUNITIES
RESOURCE INFORMATION CENTERS AND
CLEARINGHOUSE

SECTION 402
COMMUNITY TRAFFIC SAFETY PROGRAMS (CTSP)

PROGRAM GOAL: To reduce the number of motor vehicle crashes, injuries, fatalities and their associated costs through the establishment and maintenance of effective Safe Communities & Network of Employers for Traffic Safety (NETS) programs.

PROBLEM IDENTIFICATION

Crashes continue to be the leading cause of death for persons ages 4 -33 and the largest contributor to spinal cord and head injuries. These crashes exact a major toll on community resources such as health care costs, workplace productivity and human services. However, community awareness of the extent of the problem remains limited because of fragmented and incomplete data.

Safe Communities is an injury prevention program organized around the principle that local communities are best able to identify their unique safety problems, prioritize those problems and recruit the appropriate community resources to solve their problems. An analysis of the total injury problem will put traffic crashes in the foreground as the leading contributor to major preventable health problems in the community. In order to assess the magnitude of motor vehicle crashes in a community, a Safe Community program must use data from multiple sources to identify the types and severity of injuries and fatalities, the costs of treatment, and the impact on the community. When communities look at their injury data, they discover that motor vehicle injuries are a major issue.

A Safe Community program must have the participation of local citizens and community organizations in addressing the local injury problem. This is important because citizens ensure that local values and attitudes are considered during the process of identifying the injury problems and formulating successful solutions. Expanded partnerships within a Safe Community program ensure that coalitions work with the community to address the roadway safety issues within a particular jurisdiction. Partnerships allow communities to develop collaborative strategies and share resources that increase opportunities for reaching target populations.

TARGET POPULATION

Georgia Safe Communities in DeKalb, Richmond/Augusta, Fulton County, City of Albany, Columbus/ Muscogee and Cobb Counties.

PERFORMANCE OBJECTIVES

To provide support information and instruction to the existing Safe Communities programs for the purpose of identifying problems and developing effective strategies in their local communities.

ACCOMPLISHMENTS

Community Traffic Safety Programs---Safe Communities

Albany Safe Communities has organized a chapter of the Network of Employers for Traffic Safety (NETS) in Southwest Georgia region. Also notable is an increase in seatbelt use in Albany/Dougherty County from 73% in summer of '02 to 93.5% summer of 2003.

Cobb Safe Communities has been very instrumental in reaching the teen population. The Teen Driving Event at Lockheed Martin provided 5 hours of instruction on Teen Driving Safety to 2,000 teens from 20 high schools. Twelve law enforcement and fire departments provided instructors and facilitators for this event.

Safe America worked on a variety of driving safety issues which included active partnerships with the Cobb Chamber of Commerce, The Hispanic Chamber of Commerce, Publix Super Markets, and Kennesaw State University. Safe America presented 26 safety sessions in middle and high schools throughout Cobb County.

Columbus Safe Communities participated in campaigns such as Click it or Ticket, International Walk Your Child to School Day (with 5 elementary schools participating), as well as National Safe Kids Week. Their focus this year was on Child Passenger Safety and increasing seatbelt usage among teens and African Americans. Through their collaboration with SADD chapters and local churches they were able to access their intended audience, reaching well over 2000 teens and countless number of adults.

DeKalb County Safe Communities had various accomplishments this year. Most notable would be their Booster Seat Program. Between October 2002 and April 2003 they were able to educate over 7,300 young from 30 elementary schools in DeKalb County. Of those educated, over 2,000 received booster seats once the parent was educated on its use and importance.

Further, DeKalb County Safe Communities completed a pedestrian safety assessment of five schools. DeKalb Safe Communities worked on the Safe Routes to School project, which is a joint effort with the Atlanta Bicycle Campaign, PEDS, and Gwinnett County Schools. The coalition completed a proposal which was submitted to the Georgia Department of Transportation related to pedestrian/bicycle education and walkability assessments.

Fulton County Safe Communities continues to impact the community through public information and education projects. Their teen driving presentations reached over 1000 students from 14-18 years of age. Fulton County SC took an active role in pedestrian issues at two local elementary schools educating students, staff and families on pedestrian safety issues. Results from there efforts were evident with a 70% increase in walkers at the schools.

Partnerships

- Columbus SC partnered with Liberty Mutual Insurance and Enterprise Rent-a-Car.
- Fulton Co. SC partners with multiple law enforcement agencies and SADD chapters.
- DeKalb Co. SC partnered with Marta, Public Works, Police, EMS, Solicitor Generals Office, Emory Police, Safe Kids, Safe Routes to School, Stone Mountain Women's Group, Goodwill Industries and several neighborhood associations.
- Cobb Co. SC has numerous partners to include, but not limited to: SADD, MADD, DPS, Citizens Police Academy, Neighborhood Watch, Safe Kids, Georgia Mutual Aid Group, and several police departments.
- Albany SC partnered with law enforcement, GA Dept. of Public Health, A Healthy Albany, Phoebe Putney Memorial Hospital, Lee Co. Health Department and Enforcing Underage Drinking Law Coalition.

Georgia Operation Lifesaver, Inc.

Operation Lifesaver Mobile Exhibit

This exhibit focused on educating children and adults about safety around trains and railroad right-of-ways. This was accomplished through the use of a unique Mobile Exhibit Truck. The truck was exhibited at 30 events throughout Georgia. Locations included 16 community events, reaching over 47,450 people; seven schools, reaching 7,850 students; five businesses/associations, reaching 1,625; 1 truck stop, reaching 550 drivers; and one school bus driver training, reaching 725 drivers. The exhibit "Truck" is the only one of its kind in the nation, and it is leased to Georgia Operation Lifesaver only. It was estimated that through Georgia Operation Lifesavers, Inc., a total of 12 interviews were held as part of the community scheduled events. The establishment of partnerships was critical to the success of this project. Dixie Precast, Inc., leased the truck to GOL; the Georgia Motor Trucking Association provides "free" CDL Drivers and the Georgia Sheriff's Association and the Georgia Chiefs of Police provided assistance in securing and cordoning off the parking location at scheduled events.

Cobb County

RR Grade Crossing Incident Management

Through this training grant, a total of 14 Railroad Grade Crossing Investigation Classes were held. A total of 292 people were trained from 105 different departments.

**SECTION 402 CTSP
RESOURCE INFORMATION CENTERS AND CLEARINGHOUSE**

PROGRAM GOAL: To increase public awareness and knowledge of highway safety, create a series of resource centers across the state where the highway safety materials are available, and provide a clearinghouse for materials for Georgia.

PROBLEM IDENTIFICATION

The public often goes uninformed about the valuable resources and successful projects related to roadway safety. Without a systematic means of disseminating information, there is no way of determining who needs information and what kinds of items would be helpful.

PERFORMANCE OBJECTIVES

To make highway safety materials available and accessible to all Georgia citizens.

ACCOMPLISHMENTS

The Governor's Office of Highway Safety *Resource Center* opened in 2002 and to serve as a repository and distribution base for highway safety materials throughout the state. The resource center provides educational materials and promotional items related to roadway safety to agencies, organizations and individuals. The resource center has successfully distributed in excess of 500,000 pieces of highway safety information to more than 1300 agencies across the state and region. The center can be accessed through personal visits, via telephone, or on the agency's web page. During the 2003 federal fiscal year, the GOHS Resource Center distributed materials as indicated in the following chart:

| SUBJECT CATEGORY | REQUEST | QUANTITY |
|---|---------|----------|
| Occupant Protection (Seat Belts & Child Restraints) | 270 | 82,279 |
| Alcohol & State Programs | 161 | 44,857 |
| Emergency Medical Services | 8 | 298 |
| Traffic Law Enforcement | 294 | 57,958 |
| Miscellaneous | 88 | 11,903 |
| Bicycle, Bus & Motorcycle | 99 | 20,414 |
| Program Development & Evaluation | 12 | 24 |
| Vehicle Related Safety | 344 | 321,000 |
| Georgia Safe Communities | 106 | 45,298 |
| Totals | 1382 | 584,031 |

**SECTION 157-B
INNOVATIVE FUNDS**

**SECTION 157-B
INNOVATIVE FUNDS**

PROGRAM GOAL: To reduce the number of overall traffic related fatalities on Georgia roadways resulting from occupant protection violations, and other high-risk behavior.

PROBLEM IDENTIFICATION

Organized statewide high visibility enforcement campaigns began in 1997 with “Operation Strap & Snap.” Since that time, vehicle crash fatality rates have declined in Georgia for the first time in history. With the tremendous successes of “*Operation Zero Tolerance: You Drink and Drive. You Lose*” and “*Click it or Ticket*,” the rates are expected to continue to drop throughout 2000 and 2001.

The Governor’s Office of Highway Safety recognizes the crucial role played by law enforcement in the state’s highway safety agenda. Campaigns such as “*Operation Zero Tolerance*” and “*Click it or Ticket*” have proven that high visibility enforcement of traffic laws is the key to reducing crashes, injuries, and deaths.

Georgia has a total of 47,148 law enforcement officers employed by a total of 985 law enforcement agencies, covering 159 counties and numerous municipalities and college campuses. Effective communication is pivotal to mobilizing Georgia’s law enforcement. Georgia’s law enforcement agencies, like many others across the country are understaffed and do not possess all of the tools necessary to effectively enforce Georgia’s traffic laws.

Changing high risk driving behavior through public education, strict traffic law enforcement, efficient prosecution and effective sentencing, is the key to reducing Georgia’s traffic fatalities and injuries. Law enforcement agencies must be provided adequate tools, training and networking opportunities in an effort to efficiently and effectively enforce Georgia’s traffic laws and educate the public on highway safety issues.

Adequate funding continues to be a problem for law enforcement agencies. Traffic enforcement is a specialized field, requiring equipment for effective enforcement and prosecution. Funding is necessary to provide agencies with the equipment, training and support for effective enforcement.

TARGET POPULATION

The target population is state and local law enforcement agencies and the law enforcement officers working therein.

PERFORMANCE OBJECTIVES

- Objective 1:** *To increase statewide overall safety belt use from 79% to 83% by the end of FFY 2003.*
- Objective 2:** *To increase by 5% the number of Georgia law enforcement personnel who receive local and national professional training opportunities in FY 2003.*
- Objective 3:** *To maintain and strengthen partnerships with all Georgia law enforcement agencies to increase their participation in the Traffic Enforcement Networks by 10% in FY 2003.*
- Objective 4:** *To increase by 10% the number of corporate partners who provide support for the Governor's Office of Highway Safety's law enforcement projects.*
- Objective 5:** *To create and implement public information and education strategies for the purpose of increasing public awareness of highway safety and law enforcement initiatives that reduce traffic crashes, injuries and fatalities statewide in FY 2003.*

ACCOMPLISHMENTS

During the past year, fifteen counties with fatality numbers equal to or higher than the state average were solicited to apply for grant funds to participate in a comprehensive occupant protection enforcement initiative. Through data analysis, the following counties were identified as meeting the criteria: Fulton, Burke, Haralson, DeKalb, Coffee, Hall, Barrow, Colquitt, Thomas, Richmond, Carroll, Gwinnett, Troup, Walton, Cobb, and Clayton. Every agency that participated in the program documented safety belt usage increases in their jurisdiction. Several agencies documented decreases in their injury and fatality rates. While focus was on occupant protection violations, officers also handled impaired driving and speed violations which is reflected in the impaired driving fatality data of many of the agencies. Clayton County reported a 100% decrease in these rates and the Atlanta Police Department reported a 25% decrease.

The Governor's Office of Highway Safety continued to fund the Georgia State Patrol Specialized Traffic Enforcement Program (STEP), which provided overtime funds for increased enforcement of safety belt and child restraint laws during the Click It or Ticket mobilizations. Forty-eight GSP posts were activated through this program, providing enforcement on a statewide basis.

The Governor's Office of Highway Safety, through the initiation of the STEP grant encouraged a high level of enforcement participation of State and Local Law Enforcement throughout the

grant year. This included statewide enforcement blitzes, safety belt observations, public information and education, and others. During each wave of enforcement the Governor's Office of Highway Safety utilized the Traffic Enforcement Networks to communicate with Law Enforcement Agencies at the local level. The purpose was to increase not only enforcement, but also the reporting of all enforcement activity.

Historically, Georgia has had a strong partnership with all law enforcement agencies across the state and continued to report a 100% participation level during these mobilizations. The reported activity indicated the following results:

FEBRUARY 2003 (CHILD PASSENGER SAFETY MONTH)

| | |
|---------------------------|--------|
| SEAT BELT CITATIONS | 9,233 |
| Child Restrain Citations | 1,001 |
| DUI Arrests | 764 |
| Drug Arrests | 606 |
| Suspended/Revoked License | 1,195 |
| Felony Arrests | 368 |
| Road Checks | 2,150 |
| TOTAL CHARGES | 38,395 |

MAY 19 – JUNE 1, 2002 (MEMORIAL DAY HOLIDAY)

| | |
|---------------------------|---------|
| SEAT BELT CITATIONS | 29,861 |
| Child Restrain Citations | 3,142 |
| DUI Arrests | 2,138 |
| Drug Arrests | 1,334 |
| Suspended/Revoked License | 3,226 |
| Felony Arrests | 1,027 |
| Road Checks | 7,680 |
| TOTAL CHARGES | 106,300 |

September 1 – 8, 2002 (Labor Day)

| | |
|--------------------------|--------|
| SEAT BELT CITATIONS | 8,163 |
| Child Restrain Citations | 881 |
| DUI Arrests | 1,028 |
| Drug Arrests | 427 |
| Revoked/Revoked License | 1,022 |
| Felony Arrests | 324 |
| Road Checks | 2,240 |
| TOTAL CHARGES | 43,508 |

Hands Across The Border 2003

The 12th Annual Hands Across the Border Program (HATB) was a tremendous success with approximately 435 officers representing 127 Georgia law enforcement agencies participating in the Sobriety Checkpoints and 463 officers representing 156 law enforcement agencies participating in the HATB media events. The Georgia Governor's Office of Highway Safety Law Enforcement Services Division with the assistance of the LEL's and Traffic Enforcement

Network Coordinator's and Assistant Coordinators coordinated ten media events and nine sobriety checkpoints in five days and six nights. Agency participation was at an all time high and media presence was better than expected. Last year there were 320 officers representing 89 agencies assisting with the sobriety checkpoints. As indicated in the enforcement data chart, 391 cases were made including 23 DUI's, 48 Seatbelt citations, 18 Child Restraint Citations, 34 Suspended or Revoked Drivers license, 8 Drug arrests, 6 other felony arrests and 5 fugitives were apprehended. In comparison, only 174 citations and arrests were made during the 2002 HATB checkpoints. A total of fifty-three media agencies covered the HATB 2003 checkpoints and the press events. Numerous news stories were generated throughout the state.

**SECTION 403
DEMONSTRATION GRANT**

SECTION 403 DEMONSTRATION GRANT

PROGRAM GOAL: To reduce alcohol/drug related motor vehicle crashes, injuries and fatalities through the systematic delivery of effective program countermeasures.

PROBLEM IDENTIFICATION

In 2001 Georgia had 1,656 fatalities related to motor vehicle crashes. Impaired driving killed 558 persons in 2001. The chance of a crash being fatal was almost six times higher for crashes related to alcohol or drugs than crashes not related to driver impairment. In 2001, nearly one-third of fatal crashes were alcohol-related. By 2002, the latest available year of data, a total of 42,815 persons died on America's roadways, of which 17,419 or 41% were alcohol-related. 2000 there were 585 (38% of total) alcohol-related crash deaths compared to 558 (34%) in 2001 and 529 (35%) in 2002.

Alcohol-Related Driving Deaths in Georgia

| Year | Total Number | Total Fatalities in Alcohol-Related Crashes | |
|------|--------------|---|---------|
| | | Number | Percent |
| 1996 | 1,573 | 577 | 37 |
| 1997 | 1,577 | 586 | 37 |
| 1998 | 1,568 | 528 | 34 |
| 1999 | 1,508 | 524 | 35 |
| 2000 | 1,541 | 585 | 38 |
| 2001 | 1,656 | 558 | 34 |
| 2002 | 1,531 | 529 | 35 |

Source: NHTSA, Fatality Analysis Reporting System (FARS)

TARGET POPULATION

Because the problems of alcohol impaired driving have the potential to affect all motorists, the target population is the motoring public.

PERFORMANCE OBJECTIVE

To decrease the number persons killed in alcohol-related crashes by 5% from 2000 to 2003.

ACCOMPLISHMENTS

NOTE:

The preceding objective is taken from the *GOHS 2003 Highway Safety Plan* and was the basis for the activities conducted during the 2003 federal fiscal year. The 2003 statewide crash data numbers are not yet available and, therefore, cannot be included in the findings of the *2003 Annual Report* at this time. Upon release of the statewide data, the *2003 Annual Report* will be amended to include these numbers and the extent to which the objective was or was not met, based on the data.

This project sought to address the increasing demands upon the court's time by providing for pilot projects in three (3) different jurisdictions in Georgia to establish separate and distinct DUI courts. The courts selected are located in Athens, Gainesville, and Savannah. These sites were selected for participation in the project due to the cooperation of various stakeholders within these systems; the proximity of an established Drug Court to provide technical assistance; and because they are geographically diverse regions representing a range of populations, socioeconomic and ethnic characteristics.

The three (3) sites are in discussion regarding the criteria of selection for participants. We know one criterion is the repeat offender. A consensus has been reached regarding the BAC as criteria, probably .15 or higher and repeat offenders who refuse the test may be participants based on their assessment and level of substance abuse/addiction.

Athens is located in northeast Georgia in Clarke County, which has a population of 101,800, according to the U.S. Census Bureau's 2001 estimates. Athens is a college town and tends to show trends of impaired driving problems. Overwhelmingly, impaired driving crashes tend to take place between the hours of 10:00 p.m. and 4:00 a.m., the hours that are consistent with bar and restaurant closings.

Gainesville is located in northeastern Georgia in Hall County, which has a population of 145,664, according to the U. S. Census Bureau's 2001 estimates. Gainesville has a growing and emerging Hispanic population of approximately 20%, when compared to the statewide average of 5.3%.

Savannah is located in Southeastern Georgia in Chatham County, which has a population of 232,064, according to the U.S. Census Bureau's 2001 estimates.

Athens-Clarke County enrolled 98 participants. Ten participants have been terminated from the program; 72 are actively participating in a treatment phase of the program and are doing well. The other participants are either serving the confinement portion of their sentence, or are in non-compliance status, but have not been terminated from the program. Several participants completed the requirements to receive a limited driving permit. The program made good progress toward getting participants to complete the drivers license requirements. Participants cannot move from Phase II to Phase III without having completed the DUI Risk Reduction Program. Several participants met the requirements to obtain a limited driving permit, and two participants completed all DMVS requirements and have reinstated their licenses. Six participants will be eligible for full license reinstatement during the next quarter.

Hall County DUI Court judge has sentenced 70 offenders to the DUI Court. Fifty-seven (57) participants are actively participating in the treatment phase and in compliance, twelve are non-compliant, and one has been terminated from the program.

Chatham County had forty-four participants in the Chatham DUI Court. Of those, thirty-three are actively participating in a treatment phase and are in compliance. A procedure was put in place to keep potential DUI Court participants from pleading out in Recorder' Court, and avoiding being placed in the DUI Court. The new procedure involves the cooperation of Recorder's Court, the DA's Office and State Court. All eligible participants' cases will be forwarded directly to State Court from Recorder's Court.



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