

**41<sup>ST</sup> ANNUAL**

**LIFESAVERS**

**CONFERENCE**

*National Conference on Highway Safety Priorities*



# THANK YOU TO OUR 2023 SPONSORS

LIFESAVERS IS GRATEFUL for the support of the sponsors listed below and extends a special thank you to our 2023 state partner, the Washington Traffic Safety Commission, for assisting with conference planning, volunteer staffing and conference bags & contents.

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## THANK YOU

to the following organizations and their representatives (wearing a Planning Committee ribbon) that guide the conference planning process and/or provide in-kind support:

- ✦ AAA
- ✦ AAMVA
- ✦ Advocates for Highway and Auto Safety
- ✦ Alliance for Automotive Innovation
- ✦ American Property Casualty Insurance Association
- ✦ Aurora Operations
- ✦ Bureau of Indian Affairs, Office of Justice Services, Indian Highway Safety Program
- ✦ Colorado Department of Transportation
- ✦ Family, Career and Community Leaders of America
- ✦ Governors Highway Safety Association
- ✦ Indian Health Service
- ✦ Insurance Institute for Highway Safety
- ✦ International Association of Chiefs of Police
- ✦ Juvenile Products Manufacturers Association
- ✦ Louisiana Highway Safety Commission
- ✦ Maryland Highway Safety Office
- ✦ National Highway Traffic Safety Administration
- ✦ National Safety Council
- ✦ National Traffic Law Center
- ✦ National Transportation Safety Board
- ✦ NYS DOH Governor's Traffic Safety Committee
- ✦ Ohio Department of Transportation
- ✦ PA Traffic Injury Prevention Project
- ✦ Safe Kids Worldwide
- ✦ StopDistractions.org
- ✦ The Children's Hospital of Philadelphia
- ✦ Texas A&M Transportation Institute
- ✦ Virginia Tech Transportation Institute

Thank you to the more than 100 individuals — representing public, private and non-profit entities — who serve on the workshop track planning groups.

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STATE OF WASHINGTON

## WASHINGTON TRAFFIC SAFETY COMMISSION

621 8<sup>th</sup> Avenue SE, Suite 409, PO Box 40944, Olympia, Washington 98504-0944 (360) 725-9860

Welcome to Seattle and the great state of Washington!

I want to thank you for attending this year's Lifesavers National Conference on Highway Safety Priorities.

Washington's traffic fatalities are trending in the wrong direction, and we have intensified our efforts to support road users and build a transportation system that is safer for everyone whether they are driving, walking, rolling, or using transit, including our busses, trains, and our unique ferry system.

This national conference is a wonderful opportunity for experts and advocates from across the nation to discuss our challenges and share solutions. We all have so much to share and learn from one another. We are proud to host these valuable conversations at such a critical time.

The team of local and national organizers have worked hard to deliver a great conference that is enjoyable and enlightening. I hope you also take the time to safely enjoy the beauty of Washington, from the mountains to our waterways and the lands that our sovereign tribes have called home since time immemorial.

Sincerely,

A handwritten signature in black ink that reads "Shelly Trucksess Baldwin".

Shelly Trucksess Baldwin  
Director

# PROGRAM AT A GLANCE & EXHIBIT HOURS

TIME	EVENT	LOCATION
<b>Saturday, April 1</b>		
	Preconference Trainings (pre-registration required)	Details on Page 7
11:00 a.m. – 6:00 p.m.	Registration Open	Hall 4ABC Atrium Lobby
12:00 – 6:00 p.m.	Exhibit Setup	Hall 4ABC
3:00 – 6:00 p.m.	Traffic Safety Scholars Panel Discussion & Reception (Invite only)	Rm 604/Suite 10
<b>Sunday, April 2</b>		
7:30 a.m. – 5:00 p.m.	Registration Open	Hall 4ABC Atrium Lobby
7:30 – 11:00 a.m.	Exhibit Setup	Hall 4ABC
8:00 – 8:30 a.m.	Morning Coffee	Hall 4E Lobby
8:30 – 10:15 a.m.	Opening Plenary	Hall 4E
10:30 a.m. – 12:00 p.m.	1st Workshop Session	Level 6
12:00 – 5:00 p.m.	Exhibit Hall Open	Hall 4ABC
12:00 – 1:30 p.m.	Grab & Go Lunch in Exhibit Hall	Hall 4ABC
1:30 – 3:00 p.m.	2nd Workshop Session	Level 6
3:00 – 4:00 p.m.	Networking Hour in Exhibit Hall (Complimentary Refreshments)	Hall 4ABC
4:00 – 5:00 p.m.	3rd Workshop Session	Level 6
<b>Monday, April 3</b>		
7:30 a.m. – 5:00 p.m.	Registration Open	Hall 4ABC Atrium Lobby
8:00 a.m. – 4:30 p.m.	Exhibit Hall Open (closed during Awards Luncheon)	Hall 4ABC
8:00 – 8:45 a.m.	Continental Breakfast in Exhibit Hall	Hall 4ABC
9:00 – 10:30 a.m.	4th Workshop Session	Level 6
10:30 – 10:45 a.m.	Break	
10:45 a.m. – 12:15 p.m.	5th Workshop Session	Level 6
12:30 – 2:00 p.m.	Public Service Awards Luncheon	Hall 4E
2:15 – 3:45 p.m.	6th Workshop Session	Level 6
3:45 – 4:30 p.m.	Networking in Exhibit Hall (Complimentary Refreshments) Special appearance by Seattle Seahawks mascot Blitz!	Hall 4ABC
4:30 p.m.	Exhibitor Move Out	
<b>Tuesday, April 4</b>		
7:30 – 8:45 a.m.	Traffic Safety Scholars Debriefing (Invite only)	Rm 604
8:30 – 9:00 a.m.	Morning Coffee	Level 6 Foyers
8:30 a.m. – 1:00 p.m.	Registration Open	Level 6
9:00 – 10:30 a.m.	7th Workshop Session	Level 6
10:30 – 10:45 a.m.	Break	
10:45 a.m. – 12:15 p.m.	8th Workshop Session	Level 6
12:30 – 1:30 p.m.	Closing Plenary Luncheon	Ballroom 6BC

# WORKSHOPS BY TRACK INDEX

The pink numbers indicate the page where the workshop description can be found.

## Child Passenger Safety (CPS)

- 11 Better Safety Through Science: CPS Research Updates (1.5 CEUs)
- 19 CPS in the Sky, Keeping Children Safe on Airplanes (1.5 CEUs)
- 9 CPSTs on the Front Line: Product Updates (1.5 CEUs)
- 21 Heatstroke: Why It Happens & Potential Technology Solutions
- 16 Less Is More: CPS with Meager Means
- 13 Let Your Data Do the Talking! Highlight Your CPS Program Achievements. Target Outreach. Facilitate Reporting. (1 CEU)
- 21 May the (Police) Force Be with You: CPS & Law Enforcement Partnerships
- 25 Recognizing & Meeting the Needs of Diverse Populations
- 23 Regulation, Compliance & Beyond (1.5 CEUs)
- 19 The Back Is Where It's At: New Rear Seat Technologies & Advanced Safety Features (1.5 CEUs)
- 17 They Don't Make Them Like They Used To (1.5 CEUs)

## Communications (COM)

- 12 18 or 81, Effective Messaging Through the Years
- 16 Keep It Local! Campaigns Making Big Impacts Locally
- 23 Law Enforcement's Use of Social Media to Promote Traffic Safety (& Recruitment!)
- 18 Let Professional & College Athletes Be Your Traffic Safety Cheerleaders!
- 20 Safety Wrap: Campaigns That Bring It All Together to Save Lives
- 16 Slow Down, Move Over: It's the Law!
- 10 They Hear You, but Do They HEAR You? Communication Innovation: What Works?
- 21 Tools You Can Use Today to Increase Your Impact in Communications & Marketing

## Criminal Justice/Law Enforcement (CJ/LE)

- 24 Act or React? Fast & Accurate Perception in a Complex World
- 11 Backing Our Partners in Blue: How to Protect Traffic Law Enforcement Officers on the Road
- 22 Breaking Free from the Revolving Door: Innovations to Reduce High-Risk Impaired Drivers from Subsequent Offenses
- 20 Hiding in Plain Sight: Unveiling Masking, Human Trafficking & CDL
- 24 Justice for All? The Potency of Language & Impact of Incarceration on People with Substance Use Disorders
- 9 Responsible Beverage Service (RBS) Training & Enforcement: Another Effective Tool in the Toolbox to Prevent Impaired Driving
- 13 The Sovereign Citizen: What You Really Can & Cannot Do
- 10 Traffic Law Enforcement in 2023 & Beyond

## Distracted Driving (DD)

- 23 Beyond the Big City & Bright Lights: Reaching Rural Road Users
- 19 Changing the Culture of Distracted Driving, It Takes a Village
- 17 Directing Drivers' Attention to the Road: A Roadmap for Combating Distracted Driving
- 25 Driving Down Distraction: Building A Case for Support
- 21 It's Not a One Way Road: Parents & Teens Influence on Each Other's Driving Behaviors
- 19 Not Your Usual Suspects: Non-traditional Partners to Combat Distracted Driving
- 13 One on One with the National Distracted Driving Coalition
- 9 Uncovering New Research on Distracted Driving
- 11 Using Technology to Understand & Influence Driver Behavior

## Driver Training/Assessment & Licensing (DTAL)

- 10 Automated Driver Systems 101. What They Do, What They Don't Do & YOU!
- 18 Motorcycle Fatalities: Saving Lives Using Motorcycle Training & Licensing
- 19 Rethinking Teen Driver Safety Strategies
- 11 Using Modern Methods & Technology to Assist Older Drivers

## Impaired Driving (ID)

- 9 Alcohol, Other Drug & Multiple Drug Use Among Drivers: NTSB's Efforts to Reduce Impaired Driving
- 18 Innovative & Emerging Law Enforcement Approaches to Reducing Impaired Driving
- 9 Keeping Our Underserved Communities Safe. A Look at Impaired Driving Strategies for Tribal Populations
- 25 Medical Health, Impairment & Older Drivers
- 12 Reimagining Responses to Impaired Driving
- 21 The DL on Drugs & DUID Arrests
- 16 The HEAT Program: Increasing Inclusion while Reducing Recidivism
- 20 The Word on Weed Legislation, What Works & What Doesn't
- 16 Tragedies on Our Roadways. A Look at Risky Driving Behaviors from the Victim's Perspective: Victim Impact Panel

## Occupant Protection (OP)

- 22 Back to the Basics: Countermeasures That Work
- 18 Engaging the Right Partners to Improve Occupant Protection Efforts
- 23 Engaging with Tribal Communities on Seat Belt Use
- 12 More Bang for Your Buck: Reaching More People Through Employer Outreach
- 10 Occupant Protection Research: The Science Behind Occupant Protection
- 24 Reaching the Unreachable: Belt Use in Pickup Trucks. Have We Made Any Progress?
- 20 Where to Look & What to Look For: Finding the Occupant Protection Data You Need

### Pedestrian, Bicyclist & Micromobilist Safety (PBM)

- 24 A Great Debate: Bicyclist Safety Laws
- 18 But You Said "Don't Drive Drunk": Walking While Impaired Town Hall
- 16 Data-Driven Pedestrian Safety Plans for Older Adults
- 12 Generation Z & Millennials: What They Know About Safe Practices for Pedestrians, Bicyclists & Micromobilists
- 21 Pedestrian, Bicycle & Micromobility Ideas in a Box
- 19 Pedestrian, Bicyclist & Micromobility: Current Research & Findings
- 25 Putting Vision in Focus to Protect Pedestrians, Bicyclists & Micromobilists
- 10 Safe Navigation for All Pedestrians
- 13 Walking Tour of Seattle

### Safe System (SS)

- 25 A Novel Support Hub for Safe System Planning & Implementation
- 22 A Safe System Approach: The West Coast Perspective
- 24 Building a Foundation for a Safe System Approach within Your Agency
- 12 Data, Data, Data! How Do We Know What We Don't Know?
- 18 Infrastructure: A Design for the Future
- 16 Motorcycles & the Safe System Approach
- 17 National Roadway Safety Strategy Implementation: 1-year Later
- 20 Safe Vehicles: Is Automated Driving Part of a Safe System Approach?
- 10 Shaping Public Policy with Safe System Principles
- 11 What's Needed to Ensure Equitable Safety Investments for All Road Users?

### Vehicle Technologies/Automated Driving (VT/AD)

- 24 Advanced Impaired Driving Technologies: An All of the Above Approach
- 19 Are We Really Connected? Vehicle Technology & Infrastructure Needs: The Time Is Now
- 11 How Safe Is Safe Enough (Part 1)? Conveying the ADS Safety Case From a Manufacturer's Perspective
- 16 How Safe Is Safe Enough (Part 2)? Conveying the ADS Safety Case From the Communicators' Perspective
- 9 How the History & Affordability of Vehicle Design Informs Future Vehicle Safety
- 21 Incorporating Non-occupant Protection in Vehicle Design
- 17 NHTSA's Latest Data on L2 ADAS System-related Crashes & Lessons Learned



**RATE THE SPEAKERS** in each workshop using the Lifesavers mobile app.



**WEAR YOUR NAME BADGE** Your name badge is required to enter the Seattle Convention Center, all plenary sessions, workshops, and the exhibit hall.



### YOUR FEEDBACK ON WORKSHOPS IS VITAL!

Please complete the workshop evaluations using the Lifesavers mobile app – your input is used to plan next year's conference!

To access the overall conference evaluation, click the Evaluation tile in the mobile app or on the event site.

When you're in a presentation, click the Evaluation button to rate that specific workshop.



**MOBILE APP HELP** Visit the Information Desk at registration for questions about using the Lifesavers mobile app.



**TWEET WITH US!** Lifesavers Planning Committee members will be tweeting throughout the conference. Join in the conversation by using the hashtag #Lifesavers2023

# LIFESAVERS TRAFFIC SAFETY SCHOLARS

**Congratulations to the 2023 Lifesavers Traffic Safety Scholars**, the recipients of a \$1,000 scholarship to help defray the cost to attend the conference. They will be wearing orange ribbons on their badge — be sure to welcome them to the conference!

**Samia Akter**, Florida International University  
**Yasmine Al Moghrabi**,  
Florida International University  
**Kamar Amine**, Florida International University  
**Christine Baariu**, Hasselt University  
**Habtamu Bore**, Hasselt University  
**Angelina Caggiano**, University of  
Massachusetts Amherst  
**Fernando Cortes**, Saint Martin's University  
**Sagar Dasgupta**, The University of Alabama  
**Joshua Depp**, University of Florida  
**Amber Dillard**, Fielding Graduate University  
**Mucyo Germain**, Hasselt University  
**Nischal Gupta**, Michigan State University  
**Saqib Mohammed Haroon**,  
University of Arizona

*\*Denotes a returning Traffic Safety Scholar*

**Ahmed Hossain**, University of Louisiana  
at Lafayette  
**Yongcan Huang**, University of Georgia  
**Riffat Islam**, The University of Alabama  
**Atika Jabin**, Florida International University  
**Pouya Jalali Khalilabadi**, University of Arizona  
**Sagar Keshari**, Michigan State University  
**Farooq Azam Khanzada**, University of Louisiana  
at Lafayette  
**Abdallah Kinero**, Florida International University  
**Asif Mahmud**, Pennsylvania State University  
**Md Mahmud Hasan Mamun**,  
Florida International University  
**Meron Alemu Metekia**, Hasselt University  
**Sunday Okafor**, The University of Alabama

**A Latif Patwary**,  
University of Tennessee Knoxville  
**Kirill Rogovoy**, California State Polytechnic  
University, Pomona  
**Holly Russell**, University of  
Massachusetts Amherst  
**Kezia Suwandhaputra**, Oregon State University  
**Yuni Tang\***, West Virginia University  
**Syed Baqir Ul Husnain**, Oregon State University  
**Meng Wang**,  
University of Massachusetts Amherst  
**Tinsaye Yishak**, Hasselt University  
**Xi Zhang**, University of Arizona

Look for their orange  
badge ribbons



2024

## TRAFFIC SAFETY SCHOLARS PROGRAM

Help Us Engage with the Next Generation of Traffic Safety Professionals



Do you know an undergraduate or graduate student who may be interested in learning about or pursuing a career in traffic safety? The *2024 Traffic Safety Scholars (TSS) Program* will award scholarships of up to \$1,000 to undergraduate and graduate students to help defray the cost of attending the Lifesavers Conference, April 7-9 in Denver, Colorado. Students will not only learn about highway safety issues from leading experts, but also network with the largest gathering of highway safety professionals anywhere in the country.

To be eligible for a scholarship, a student must be enrolled on a full- or part-time basis at an accredited college or university during the 2023-24 academic year pursuing any field of study. Applications are judged on the basis of completeness and a video submission.

Help us get the word out about the TSS Program by sharing this information with your college and university contacts. Direct them to the Lifesavers website at [lifesaversconference.org](https://www.lifesaversconference.org) where they can learn more about the program and access the link to the 2024 scholarship application this September.

# SATURDAY APRIL 1

## Registration Open

11:00 a.m. – 6:00 p.m.  
Hall 4ABC Atrium  
Lobby, Level 4

## Exhibit Setup

(Exhibitors Only)  
12:00 – 6:00 p.m.  
Hall 4ABC, Level 4

## Exhibitor Only Reception

4:00 – 6:00 p.m.  
Exhibit Hall

## NETWORKING EVENT

### Indian Highway Safety Tribal Grants

10:00 a.m. – 3:00 p.m.  
Room 606, Level 6

## PRECONFERENCE TRAININGS

These trainings are being held in conjunction with the conference. Pre-registration is required; there is no on-site registration.

### How to Hybrid: A Helping Hand for CPS Instructors

9:30 – 11:30 a.m.  
Room 603, Level 6

### Moving the Needle in Child Passenger Safety

1:00 – 4:30 p.m.  
Ballroom 6A, Level 6

### The Public Crisis on Our Roads – Messaging Safety When Everything Has Changed

1:00 – 4:00 p.m.  
Room 603, Level 6

### Characterization of EMS Motor Vehicle Crash Activations and Injury Data Utilizing the National Emergency Medical Services (EMS) Information System (NEMSIS)

1:00 – 5:00 p.m.  
Room 605, Level 6



**PLAN NOW** to visit Denver, Colorado! The 2024 Lifesavers Conference will be held April 7-9 at the Colorado Convention Center.



**CPS CEUs** There is an opportunity to earn 8.5 hours of Child Passenger Safety (CPS) technical continuing education units (CEUs) at this year's conference. Passports are available at the CPS CEU workshops in Sessions 1, 2 and 3 on Sunday; after that, they will be available at the Safe Kids certification table in the Exhibit Hall. Technicians must stay for the entire workshop and have their passport stamped on the way out to be eligible for CEUs. Technicians should keep their passport after Lifesavers in the event they are selected for a CEU audit at time of recertification. Replacement passports will not be available after the conference ends.

Earn an additional CEU by visiting selected exhibitors in the Exhibit Hall and having your passport stamped.



**COMMUNITY EDUCATION CREDIT** Four Child Passenger Safety workshops will offer community education credits for recertification. Participating in at least one community event (education) is required for recertification for both child passenger safety technicians and instructors. Recertifying technicians can earn community education credit by attending a one hour (minimum) live or online educational session(s).

# SUNDAY APRIL 2

## Registration Open

7:30 a.m. – 5:00 p.m.  
Hall 4ABC Atrium  
Lobby, Level 4

## Exhibit Setup

(Exhibitors Only)  
7:30 – 11:00 a.m.  
Hall 4ABC, Level 4

## Morning Coffee

8:00 – 8:30 a.m.  
Hall 4E Lobby, Level 4

## Exhibit Hall Open

12:00 – 5:00 p.m.  
Hall 4ABC, Level 4

## NETWORKING EVENTS

### Ohio Meet & Greet

5:00 – 5:45 p.m.  
Room 607, Level 6

### Best Practices for Implementing State-Wide Oral Fluid Roadside Drug Screening

5:15 – 8:00 p.m.  
Room 603, Level 6

### National Distracted Driving Coalition Networking Reception

5:15 – 8:00 p.m.  
Room 606, Level 6

## OPENING PLENARY

8:30 – 10:15 a.m.  
Hall 4E, Level 4

### Master of Ceremonies

**Joe Colella**, *Director of Child Passenger Safety,  
Juvenile Products Manufacturers Association*

### Presentation of Colors/National Anthem

**Washington State Patrol**  
**Mark Medalen and Angie Ward**

### Welcome to Seattle

**Shelly Baldwin**, *Director, Washington Traffic  
Safety Commission*

**John Batiste**, *Chief, Washington State Patrol*

### Welcome to Lifesavers

**Roger Millar**, *Secretary, Washington State  
Department of Transportation*

### Mission Moment

**David Jones**, *Safety Advocate, Cooper Jones Active  
Transportation Safety Council*



## TRACK KEY

**CPS**.....Child Passenger Safety  
**COM**.....Communications  
**CJ/LE**.....Criminal Justice /Law Enforcement  
**DD** .....Distracted Driving  
**DTAL**.....Driver Training/Assessment & Licensing  
**ID**..... Impaired Driving  
**OP** ..... Occupant Protection  
**PBM**..Pedestrian, Bicyclist & Micromobilist Safety  
**SS**..... Safe System  
**VT/AD**... Vehicle Technologies/Automated Driving  
**All Tracks**.....content crosses all tracks

## NON-TRACK TOPICS

Content related to non-track topics is identified, where applicable, next to the workshop title.

**Aging Drivers**  
**Commercial Vehicle**  
**Engineering**  
**Motorcycle**  
**Teens**  
**Tribal**

Use the Search button in the mobile app to quickly find content.



# WORKSHOP SESSION

10:30 a.m. - 12:00 p.m.

## DD, Teens, Aging Drivers

### Uncovering New Research on Distracted Driving Ballroom 6A

An abundance of research regarding the effects of distraction on highway safety is currently available. It can be challenging to identify the proper context of these findings. New work is broadening our understanding of distraction by examining questions such as why drivers feel so compelled to engage in distracting activities behind the wheel, how the effects of distraction vary by age, and other factors. Experts will help you understand how to accurately interpret research results and explore the latest science of distracted driving.

## CPS

### CPSTs on the Front Line: Product Updates (1.5 CEUs) Ballroom 6B

Child safety seats are constantly changing. CPSTs are on the front line working every day to ensure that parents and caregivers know how the newest restraints work to protect their precious cargo. Learn about the latest child restraint updates directly from the manufacturers as they showcase the latest products and technology.

## CJ/LE, ID

### Responsible Beverage Service (RBS) Training & Enforcement: Another Effective Tool in the Toolbox to Prevent Impaired Driving Ballroom 6C

What are the public safety benefits of responsible beverage service (RBS)? RBS training, with buy in from stakeholders and proper implementation, can substantially reduce risky alcohol consumption, impaired driving arrests, and alcohol-related single-vehicle crashes. Learn about strategies to reduce alcohol harm for a successful RBS training program.

## VT/AD

### How the History & Affordability of Vehicle Design Informs Future Vehicle Safety Room 603

Hear from researchers and practitioners as they offer lessons from the past to help create a safer future. Learn about how regulation, design, and adoption come together to create safe vehicles for all roadway users. Additionally, we need to ensure access to vehicle safety features for all users, not just those who can afford it! What evidence is there to support broader deployment? We will hear perspectives from research, advocacy, and transportation equity professionals.

## ID

### Alcohol, Other Drug & Multiple Drug Use Among Drivers: NTSB's Efforts to Reduce Impaired Driving Room 605

Despite growing attention on polydrug usage, limitations with the collection and reporting of drug data create significant barriers to understanding the prevalence of non-alcohol drugs and drug combinations amongst drivers. Learn about NTSB recommendations to address alcohol and other-drug impaired driving and remove barriers to the collection and reporting of drug data. NTSB staff will discuss findings from a recently released safety study examining the prevalence of alcohol, other drug, and multiple drug use among drivers. NTSB crash investigations involving impaired driving will also be highlighted.

## ID, Tribal

### Keeping Our Underserved Communities Safe. A Look at Impaired Driving Strategies for Tribal Populations Room 606

Impaired driving has a disparate impact on many communities including tribal communities. Lack of safe roadways, resources, education and outreach, and the availability of post-crash care contribute to these disparities. Learn about evidence-based programs to reduce harm from impaired driving in tribal lands.



**DISCLAIMER:** Attending, sponsoring, speaking or exhibiting at the Lifesavers Conference on Highway Safety Priorities does not imply endorsement by Lifesavers Conference, Inc., its Board of Directors or the Lifesavers Planning Committee.

#### **PBM**

### **Safe Navigation for All Pedestrians Room 607**

From home to school to work to the community, safe travel for all pedestrians should be a priority. Considerations for pedestrians that require special accommodations as well as areas near schools and community access will be covered.

#### **CJ/LE**

### **Traffic Law Enforcement in 2023 & Beyond Room 608**

Gain insights into the International Association of Chiefs of Police (IACP) Trust Building Initiative; information on equity in crashes and proactive traffic law enforcement; and a perspective from the International Roads Policing Alliance. Learn the importance of traffic law enforcement, how equitable traffic law enforcement can and should be conducted, and gain insights into existing valuable community outreach tools and strategies that they can take back and immediately deploy. Also learn about how the IACP International Roadway Policing Alliance is approaching the traffic death and injury problem on a global scale.

#### **DTAL, VT/AD, COM**

### **Automated Driver Systems 101. What They Do, What They Don't Do & YOU! Room 612**

Vehicle manufacturers are increasingly adding automated driving systems (ADS), such as Adaptive Cruise Control and Lane Centering, etc., to a broad range of vehicles. While the use of these systems is intended to result in improved safety, a central challenge with their deployment is how to educate drivers on the use of ADAS and ADS technologies. Hear about methods and best practices to educate drivers on the use of these technologies in ways that will optimize acceptance and use to promote safety. Speakers who are or have developed statewide and/or nationwide education modules relative to ADAS and ADS will guide an interactive discussion to identify best practices that can be used by transportation safety stakeholders as they begin or continue discussions within their organizations or agencies.

#### **COM, All Tracks, Teens**

### **They Hear You, but Do They HEAR You? Communication Innovation: What Works? Room 613**

When the goal of a communications campaign is behavior change, what can we do to ensure the message is heard? Learn the importance of using data and program theory to address timely traffic safety issues including cannabis-impaired driving and distracted driving. GHSA's Cannabis and Driving report will be highlighted in addition to research on applying behavior change theory to social media messaging, and real-world examples from Idaho's award-winning social media campaign.

#### **SS, VT/AD**

### **Shaping Public Policy with Safe System Principles Room 615**

While much of the discussion about the Safe System approach has focused on roadway design, vehicle technology offers another important safety opportunity. Vehicle-based solutions for the persistent problems of impaired driving, speeding, seat belt use, and driver distraction can be an important part of a Safe System approach. Learn how vehicle design and policy could be part of a Safe System approach.

#### **OP, Engineering**

### **Occupant Protection Research: The Science Behind Occupant Protection Room 620**

What's new with belts? Nothing you say...join us to find out! NHTSA representatives will provide an update on current research efforts in adult occupant protection and biomechanics regarding seat belt safety.



## **LUNCH**

**12:00 – 1:30 p.m.  
Hall 4ABC, Level 4**

Grab lunch in the exhibit hall and explore the latest technology, programs and initiatives offered by nearly 80 exhibitors.

Be sure to check the Winner's Board, located near the exhibit hall entrance, before the hall closes at 4:30 p.m. on Monday to see if you won one of the many exhibitor drawings!



# WORKSHOP SESSION

1:30 - 3:00 p.m.

**DD, CJ/LE**

## Using Technology to Understand & Influence Driver Behavior Ballroom 6A

How can insurance, tech and traffic safety advocates work together to change driver behavior on distractions? Learn about the prevalence of driver distractions using telematics and observation data and how changes in law, enforcement, driver feedback and incentives influence driver behavior. Find out what's working and not, and engage in discussion on how to implement successful partnerships and interventions locally.

**CPS, Engineering**

## Better Safety Through Science: CPS Research Updates (1.5 CEUs) Ballroom 6B

Technology and innovation are constantly moving our field forward. Explore how several prominent research scientists have added to the collective knowledge of the CPS field, how researchers are using digital photography, remote technology, in-depth surveys, and improved terminology to combat child restraint system (CRS) misuse and reduce barriers to education at inspection stations. Crash analysis testing scenarios that highlight new CRS and vehicle configurations will also be demonstrated.

**CJ/LE**

## Backing Our Partners in Blue: How to Protect Traffic Law Enforcement Officers on the Road Ballroom 6C

Law enforcement agencies are facing several unprecedented challenges, including reduced agency staffing magnified by tragic loss of officers in preventable roadway-related incidents. We need to protect the valuable commodity that are our first responders and create a culture of safety and accountability. Information from the 2022 Law Enforcement Traffic Safety Summit will be shared including current law enforcement officer (LEO) challenges on our roadways and officer safety. What are the critically important steps LEOs can employ to immediately reduce crashes and traffic-related injuries, improve officer safety, and how law enforcement agencies can empower staff to remove exaggerated risks during traffic stops. Learn how motorist engagement can lead to

reduced risky driving behavior. Traffic enforcement is vital to the mission to "protect and serve" facilitating positive and lasting results that generate safer spaces and higher quality of life for everyone in the community.

**VT/AD**

## How Safe Is Safe Enough (Part 1)? Conveying the ADS Safety Case From a Manufacturer's Perspective Room 603

Absent a regulatory framework, Automated Vehicle (AV) deployment hinges upon defining how safe is safe enough. What percentage of crash scenarios should an AV driver be able to avoid? What about edge cases? NHTSA's exemption process requires "equivalent safety," but what does "equivalent safety" look like for non-traditional AVs? Learn from the entities who are working to develop standards that can inform future regulation.

**SS, VT/AD, CJ/LE, Engineering**

## What's Needed to Ensure Equitable Safety Investments for All Road Users? Room 605

The principles underpinning the Safe System approach are that death and serious injury are unacceptable, humans make mistakes, the human body has a limited physical ability to tolerate crash forces, responsibility is shared, and all parts of the system must be strengthened so that if one part fails, all road users are still protected. From vehicle and road design to public policy and traffic laws, safety equity must be at the forefront. An expert panel will discuss the actions necessary to ensure safe roads for all.

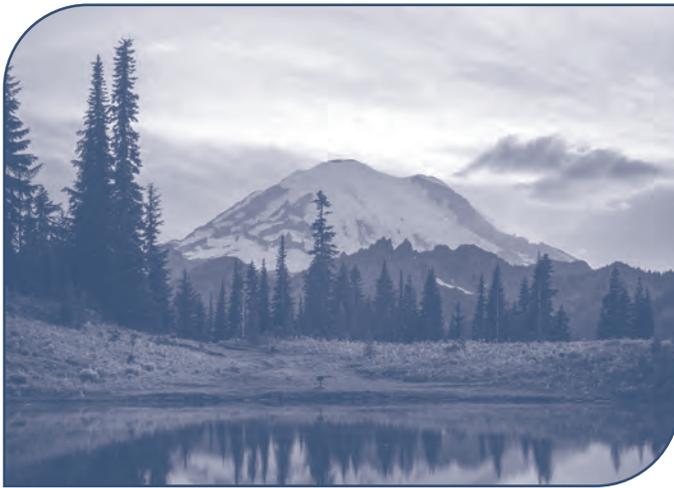
**DTAL, Aging Drivers**

## Using Modern Methods & Technology to Assist Older Drivers Room 607

As our general population continues to age, a greater proportion of our driving population falls into the category of older drivers. Mobility is a key component to independent living for many older adults, thus being able to drive safely becomes increasingly important. Learn about programs and research focused on extending safe mobility for older adult drivers. Using modern methods to assure equitable and accessible mobility for all individuals, especially older adults, is the common objective of the presentations.



**LOOK FOR THE 2023 TRAFFIC SAFETY SCHOLARS** here in Seattle who have an orange ribbon on their Lifesavers badge.



**ID, CJ/LE**

**Reimagining Responses to Impaired Driving  
Room 608**

Impaired driving is one of the most complicated issues in the justice system. Complex laws, lengthy case processing, public safety implications, societal views, and unique justice-involved individuals require multiple strategies to respond to impaired driving. Unfortunately, jurisdictions often focus their energy and resources on one area of the system rather than having strategies across the justice spectrum to reduce impaired driving. Explore strategies and programming to reform the justice system’s response to impaired driving.

**COM, Teens, Aging Drivers**

**18 or 81, Effective Messaging Through the Years  
Room 612**

Research demonstrates that the age groups most at risk of fatal crashes are teens and older adult drivers, however, reaching these audiences requires very different communication strategies. New and innovative campaigns and resources that address these vulnerable age groups on topics that may not be in your traffic safety education arsenal will be featured! Shred those old pamphlets and learn about tools and resources developed to reduce roadway fatalities for older adults and young drivers, including SADD’s campaign on the dangers of drowsy driving, and how Oklahoma modernized teen education on work zone safety.

**PBM, Teens**

**Generation Z & Millennials: What They Know About Safe Practices for Pedestrians, Bicyclists & Micromobilists  
Room 613**

Learn and hear from youth who are implementing programs in their communities and with their peers to address pedestrian, bicycle, and micromobility safety.

**SS**

**Data, Data, Data! How Do We Know What We Don’t Know?**

**Room 615**

The Safe System approach relies on data-driven solutions to effect change. Do we have the data we need? What is data linkage? How do we use it to identify safety issues and realize equitable investments in safety in the communities that need it the most? This expert panel will explore these questions and others and provide real world examples of a data-driven approach.

**OP, COM**

**More Bang for Your Buck: Reaching More People Through Employer Outreach**

**Room 620**

How can we assess the success of employer belt use programs and determine what elements of these programs have the greatest likelihood of changing driver behavior and safety culture in the workplace? Find out today! Hear about the updates to the Behavioral Traffic Safety Cooperative Research Program (BTSCRCP) that engages employers to increase seat belt use.



**Complimentary  
Refreshments & Networking Hour**

**3:00 – 4:00 p.m. ▪ Hall 4ABC, Level 4**

Visit nearly 80 exhibitors and see what’s new in the world of traffic safety. Enjoy refreshments while you catch up with old acquaintances and network with others working in your field.

See the exhibitors list on page 26.



**ON MONDAY, APRIL 3, DURING THE NHTSA PUBLIC SERVICE AWARDS LUNCHEON, WE WILL HONOR PEOPLE AND ORGANIZATIONS**

who exemplify the highest standards of achievement in traffic safety. The honorees are outstanding representatives of the thousands who tirelessly give of their time, talent and energy to make travel safer.

# 3<sup>RD</sup>

## WORKSHOP SESSION

4:00 - 5:00 p.m.

### PBM

#### **Walking Tour of Seattle** 3:30 - 4:30 p.m.

Want to end the first day of the conference by taking in the sights of Seattle and adding some steps to your day? Explore Seattle on foot as tour leaders point out development projects and innovative transportation infrastructure that make Seattle one of the most vibrant and walkable cities in the U.S.

Participants will meet tour leaders at 3:30 p.m. at the Seattle Convention Center Arch Building outside entrance on the street level, 7th and Pike (across from the Sheraton). From there, three groups will head in different directions and tour several sites including a new waterfront promenade, Pike Place Market, and people-oriented streets that are closed to through traffic. The tour will last approximately 45 minutes and will run rain or shine, so dress appropriately!

Participant cap: 75. Prior sign-up, participant confirmation, and completed waiver required.



### DD

#### **One on One with the National Distracted Driving Coalition** Ballroom 6A

Distracted driving affects all road users and is a multi-faceted problem requiring a broad spectrum of solutions. Partnerships across sectors allow us to share knowledge, optimize prevention strategies and reach much larger audiences to positively influence safer choices. The National Distracted Driving Coalition joins experts and advocates to identify and promote sound solutions. Review of the coalition's completed priorities from their national action plan will be discussed, highlighting the key findings in their published reports and how those findings can be used in your own communities.

### CPS, COM, Tribal

#### **Let Your Data Do the Talking! Highlight Your CPS Program Achievements. Target Outreach. Facilitate Reporting.** (1 CEU)

#### Ballroom 6B

With over 100,000 recorded seat checks and counting, the National Digital Car Seat Check Form (NDCF) is your source for Child Passenger Safety use and misuse data. All programs can benefit from its free clean-data files, customized dashboards and the interactive table tool. Explore ways in which your program can use NDCF data to improve educational outreach, reporting, grant writing and more.

### CJ/LE

#### **The Sovereign Citizen: What You Really Can & Cannot Do**

#### Ballroom 6C

A "sovereign citizen" (SC) claims to only be answerable to a particular interpretation of the common law and to not be subject to any government laws. A SC driver can pose particular challenges to an officer during a traffic stop. Learn details of a new training program for law enforcement officers and implemented by the Ohio Traffic Safety Office. This program focuses on the identification of SC groups; their ideology, terminology, tactics, and schemes, and the best practices for dealing with SCs roadside. Witness mock traffic stop scenarios and identify what an officer can do during a traffic stop including an overview of possible criminal charges for noncompliance, and how to implement similar training in their jurisdiction.

# WORKSHOPS AT A GLANCE

**CPS:** Child Passenger Safety **COM:** Communications **CJ/LE:** Criminal Justice/Law Enforcement **DD:** Distracted Driving **DT/AL:** Driver Training, Assessment & Licensing

WORKSHOPS AT A GLANCE

SUNDAY, APRIL 2	Ballroom 6A	Ballroom 6B	Ballroom 6C	Room 603	Room 605
<b>SESSION 1</b> 10:30 a.m. – 12:00 p.m.	<b>DD</b> Uncovering New Research on Distracted Driving	<b>CPS</b> CPSTs on the Front Line: Product Updates (1.5 CEUs)	<b>CJ/LE</b> Responsible Beverage Service (RBS) Training & Enforcement	<b>VT/AD</b> How the History & Affordability of Vehicle Design Informs Future Vehicle Safety	<b>ID</b> Alcohol, Other & Multiple Drug Use Among Drivers: NTSB's Efforts to Reduce ID
<b>SESSION 2</b> 1:30 – 3:00 p.m.	<b>DD</b> Using Technology to Understand & Influence Driver Behavior	<b>CPS</b> Better Safety Through Science: CPS Research Updates (1.5 CEUs)	<b>CJ/LE</b> Backing Our Partners in Blue: How to Protect LE Officers on the Road	<b>VT/AD</b> How Safe Is Safe Enough? (Part 1)	<b>SS</b> What's Needed to Ensure Equitable Safety Investments for All Road Users?
<b>SESSION 3</b> 4:00 – 5:00 p.m. (1 Hour)	<b>DD</b> One on One with the National Distracted Driving Coalition	<b>CPS</b> Let Your Data Do the Talking! Highlight Your CPS Program (1 CEU)	<b>CJ/LE</b> The Sovereign Citizen: What You Really Can & Cannot Do	<b>VT/AD</b> How Safe is Safe Enough? (Part 2)	<b>SS</b> Motorcycles & the Safe System Approach
MONDAY, APRIL 3					
<b>SESSION 4</b> 9:00 – 10:30 a.m.	<b>DD</b> Directing Drivers' Attention to the Road: A Roadmap for Combating Distracted Driving	<b>CPS</b> They Don't Make Them Like They Used To (1.5 CEUs)		<b>VT/AD</b> NHTSA's Latest Data on L2 ADAS System-related Crashes & Lessons Learned	<b>SS</b> National Roadway Safety Strategy Implementation: 1-year Later
<b>SESSION 5</b> 10:45 a.m. – 12:15 p.m.	<b>DD</b> Not Your Usual Suspects: Non-traditional Partners to Combat Distracted Driving	<b>CPS</b> CPS in the Sky, Keeping Children Safe on Airplanes (1.5 CEUs)	<b>DD</b> Changing the Culture of Distracted Driving, It Takes a Village	<b>VT/AD</b> Are We Really Connected? Vehicle Technology & Infrastructure Needs	<b>CPS</b> The Back Is Where It's At: New Rear Seat Tech. & Advanced Safety (1.5 CEUs)
<b>SESSION 6</b> 2:15 – 3:45 p.m.	<b>CPS</b> May the (Police) Force Be with You: CPS & Law Enforcement Partnerships	<b>CPS</b> Heatstroke: Why It Happens & Potential Technology Solutions	<b>DD</b> It's Not a One Way Road: Parents & Teens Influence on Each Other's Driving Behaviors	<b>VT/AD</b> Incorporating Non-occupant Protection in Vehicle Design	<b>PBM</b> Pedestrian, Bicycle & Micromobility Ideas in a Box
TUESDAY, APRIL 4					
<b>SESSION 7</b> 9:00 – 10:30 a.m.	<b>CPS</b> Regulation, Compliance & Beyond (1.5 CEUs)			<b>OP</b> Engaging with Tribal Communities on Seat Belt Use	<b>DD</b> Beyond the Big City & Bright Lights: Reaching Rural Road Users
<b>SESSION 8</b> 10:45 a.m. – 12:15 p.m.	<b>CJ/LE</b> Act or React? Fast & Accurate Perception in a Complex World			<b>OP</b> Reaching the Unreachable: Belt Use in Pickup Trucks. Any Progress?	<b>PBM</b> Putting Vision in Focus to Protect Pedestrians, Bicyclists & Micromobilists

# WALKING TOUR — OF SEATTLE —



## SUNDAY 3:30 – 4:30 p.m.

Meet at 3:30 p.m. at the Convention Center's outside entrance on street level, 7th & Pike. Sign-up required. Details on page 13.



**ID:** Impaired Driving **OP:** Occupant Protection **PBM:** Pedestrian, Bicyclist, & Micromobilist Safety **SS:** Safe System **VT/AD:** Vehicle Technologies/Automated Driving

Room 606	Room 607	Room 608	Room 612	Room 613	Room 615	Room 620
<b>ID</b> Keeping Our Underserved Communities Safe. ID Strategies for Tribal Populations	<b>PBM</b> Safe Navigation for All Pedestrians	<b>CJ/LE</b> Traffic Law Enforcement in 2023 & Beyond	<b>DTAL</b> Automated Driver Systems 101. What They Do, What They Don't Do & YOU!	<b>COM</b> They Hear You, but Do They HEAR You? Communication Innovation: What Works?	<b>SS</b> Shaping Public Policy with Safe System Principles	<b>OP</b> OP Research: The Science Behind Occupant Protection
	<b>DTAL</b> Using Modern Methods & Technology to Assist Older Drivers	<b>ID</b> Reimagining Responses to Impaired Driving	<b>COM</b> 18 or 81, Effective Messaging Through the Years	<b>PBM</b> Generation Z & Millennials: What They Know About Safe Practices for PB&Ms	<b>SS</b> Data, Data, Data! How Do We Know What We Don't Know?	<b>OP</b> More Bang for Your Buck: Reaching More People Through Employer Outreach
	<b>COM</b> Keep It Local! Campaigns Making Big Impacts Locally	<b>ID</b> The HEAT Program: Increasing Inclusion While Reducing Recidivism	<b>PBM</b> Data-Driven Pedestrian Safety Plans for Older Adults	<b>ID</b> Tragedies on Our Roadways. Risky Driving Behaviors from the Victim's Perspective	<b>CPS</b> Less Is More: CPS with Meager Means	<b>COM</b> Slow Down, Move Over: It's the Law!
<b>DTAL</b> Motorcycle Fatalities: Saving Lives Using Motorcycle Training & Licensing	<b>PBM</b> But You Said "Don't Drive Drunk": Walking While Impaired Town Hall	<b>ID</b> Innovative & Emerging Law Enforcement Approaches to Reducing ID	<b>COM</b> Let Professional & College Athletes Be Your Traffic Safety Cheerleaders!	<b>OP</b> Engaging the Right Partners to Improve Occupant Protection Efforts	<b>SS</b> Infrastructure: A Design for the Future	
<b>DTAL</b> Rethinking Teen Driver Safety Strategies	<b>PBM</b> Pedestrian, Bicyclist & Micromobility: Current Research & Findings	<b>ID</b> The Word on Weed Legislation, What Works & What Doesn't	<b>COM</b> Safety Wrap: Campaigns That Bring It All Together to Save Lives	<b>OP</b> Where to Look & What to Look For: Finding the OP Data You Need	<b>SS</b> Safe Vehicles: Is Automated Driving Part of a Safe System Approach?	<b>CJ/LE</b> Hiding in Plain Sight: Unveiling Masking, Human Trafficking & CDL
		<b>ID</b> The DL on Drugs & DUID Arrests	<b>COM</b> Tools You Can Use Today to Increase Your Impact in Communications & Marketing	<b>OP</b> Back to the Basics: Countermeasures That Work	<b>SS</b> A Safe System Approach: The West Coast Perspective	<b>CJ/LE</b> Breaking Free: Reduce High Risk Impaired Drivers from Subsequent Offenses
		<b>COM</b> Law Enforcement's Use of Social Media to Promote Traffic Safety (& Recruitment!)	<b>VT/AD</b> Advanced Impaired Driving Technologies: An All of the Above Approach	<b>SS</b> Building a Foundation for a Safe System Approach within Your Agency	<b>CJ/LE</b> Justice for All? Language Potency & Incarceration Impact for Substance Use	<b>PBM</b> A Great Debate: Bicyclist Safety Laws
		<b>ID</b> Medical Health, Impairment & Older Drivers	<b>SS</b> A Novel Support Hub for Safe System Planning & Implementation		<b>DD</b> Driving Down Distraction: Building A Case for Support	<b>CPS</b> Recognizing & Meeting the Needs of Diverse Populations

**VT/AD, COM**

**How Safe Is Safe Enough (Part 2)?  
Conveying the ADS Safety Case From  
the Communicators' Perspective  
Room 603**

Statistics don't tell the whole story. The perception of all road users will be important for broader deployment and to realize benefits to micromobility as well. Join us to discuss how do we communicate safety to the general public, to those who will be using vehicles with ADS technologies?

**SS, DTAL, CJ/LE, Motorcycle  
Motorcycles & the Safe System Approach  
Room 605**

Rider safety has traditionally been the responsibility of the riders themselves and related traffic safety laws including requirements for motorcycle helmet use. Learn how, through a holistic Safe System approach, we can reimagine the future of motorcycle safety as a shared responsibility. Traffic safety laws bolstered by technology, infrastructure improvements and planning can help reverse the upward trend of motorcycle fatalities.

**COM, All Tracks  
Keep It Local! Campaigns Making Big  
Impacts Locally  
Room 607**

Let's localize our messaging and outreach! Too often, traffic safety outreach programs fall short from reaching rural communities or struggle with messaging that fails to address the needs of the community. Customizing campaigns focused on risky driving behaviors such as distraction and belt use and finding local champions and partnerships is critical for success. Learn from successful programs like the North Dakota Association of Counties that meet citizens where they are, partner with local agencies, and speak their language.

**ID  
The HEAT Program: Increasing Inclusion while  
Reducing Recidivism  
Room 608**

Impaired driving disproportionately impacts many communities that may be underserved by many existing impaired driving programs and resources. Learn about the Habilitation Empowerment Accountability Therapy (H.E.A.T.) program - an Afro-centric, trauma-informed cognitive behavioral therapy approach. Representatives from Missouri will discuss this program, and identify alternatives to clinical treatment and incarceration for high-risk Black males in the justice system.



**CONTACT INFORMATION FOR MODERATORS AND SPEAKERS** is found on the event site and mobile app, and in the preconference participants list emailed to you in advance of Lifesavers.

**PBM, Aging Drivers  
Data-Driven Pedestrian Safety Plans for  
Older Adults  
Room 612**

If we can make it here, we'll make it anywhere, it's up to you NEW YORK, NEW YORK! Get acquainted with the "Pedestrian Safety and Older New Yorkers" study and review the results. Learn how New York City used this study to shape its outreach, education and enforcement, and how you can implement this approach in your city.

**ID, All Tracks  
Tragedies on Our Roadways. A Look at Risky  
Driving Behaviors from the Victim's Perspective:  
Victim Impact Panel  
Room 613**

There is a reason why we do not use the word accident when describing a vehicle collision. Preventable crashes on our roadways take the lives of our families and friends every day. How do we put an end to these tragedies? Hear from advocates and victims from impaired driving and other areas of traffic safety.

**CPS, COM, Tribal  
Less Is More: CPS with Meager Means  
Room 615**

Looking for no-cost and low-cost impactful strategies for child passenger safety programs? Some of the most successful efforts to increase child passenger safety are small scale, grassroots and resulting from collaboration. Hear from experts about unique partnerships, utilization of virtual platforms and tapping into extramural funding to support or supplement program reach. (*Meets Community Education requirement.*)

**COM, CJ/LE, DTAL  
Slow Down, Move Over: It's the Law!  
Room 620**

Every state has a Slow Down, Move Over law in place yet studies have shown that many motorists are not aware that these laws exist in their state. Protecting roadside workers and others stranded on the side of the roadway needs to be a priority for all of us as these are preventable crashes. Learn about resources to educate policy makers, traffic safety advocates and the public about the importance of slowing down and moving over to allow for a safe space on the side of the road.



# MONDAY APRIL 3



**Registration Open**  
7:30 a.m. – 5:00 p.m.  
Hall 4ABC  
Atrium Lobby, Level 4

**Exhibit Hall Open**  
(closed during Public  
Service Awards  
Luncheon)  
8:00 a.m. – 4:30 p.m.  
Hall 4ABC, Level 4

**Complimentary  
Continental  
Breakfast**  
8:00 – 8:45 a.m.  
Hall 4ABC, Level 4

Grab some coffee  
and breakfast before  
heading to the  
workshops! Exhibitors  
will be there to meet  
and greet you.

## NETWORKING EVENT

**Global CPS  
Networking Meeting**  
4:30 – 5:45 p.m.  
Room 607, Level 6

4<sup>TH</sup>

## WORKSHOP SESSION

9:00 – 10:30 a.m.

### DD

#### **Directing Drivers' Attention to the Road: A Roadmap for Combating Distracted Driving** Ballroom 6A

Distracted driving is a pervasive yet preventable traffic safety problem, but it doesn't have to be. Explore the challenges identified in a new Governors Highway Safety Association report, funded by General Motors, and recommendations for combating this deadly behavior. The audience will be invited to share their insights for changing the social norm, so nobody drives distracted and everybody on the road gets home safely.

### CPS

#### **They Don't Make Them Like They Used To (1.5 CEUs)** Ballroom 6B

Participating car seat manufacturers will each describe a feature and its benefits regarding convenience, comfort, correct use, energy management and injury reduction. A demonstration using volunteers from the audience will be conducted using the discussed model or feature. Processes will be visible to all other attendees using close-up live video to capture the tips, tricks and correct use for each product. Additional opportunities to practice are at manufacturer booths in the exhibit hall for the remainder of the conference.

### VT/AD, Engineering

#### **NHTSA's Latest Data on L2 ADAS System-related Crashes & Lessons Learned** Room 603

In an effort to better understand real-world performance of Level 2 ADAS and Levels 3+ ADS, NHTSA issued a Standing General Order (SGO) in 2021 requiring automakers to report incidents involving those systems to the Agency within 1 day of occurrence. Learn about the results from the first batch of data released in June 2022 including information on the SGO and what the data can and cannot tell us.

### SS, All Tracks

#### **National Roadway Safety Strategy Implementation: 1-year Later** Room 605

In 2021, the U.S. Congress passed a major five-year transportation bill, and in 2022, the U.S. DOT adopted a Safe System approach and released its National Roadway Safety Strategy to curb the rising crash toll on our roads. One year later, join representatives from the U.S. DOT and its agencies to learn what they are doing to fulfill the directives in the transportation law and help the U.S. adopt and advance the Safe System approach.

## DTAL, Motorcycle

### Motorcycle Fatalities: Saving Lives Using Motorcycle Training & Licensing

Room 606

A critical safety topic within the motorcyclist safety community is the relative lack of training and licensure among current riders. Understand the factors that contribute to this safety critical issue, learn how to identify various issues regarding lack of motorcycle training, and identify potential solutions that can then be used to further inform and guide policy makers.

## PBM, ID, CJ/LE

### But You Said "Don't Drive Drunk": Walking While Impaired Town Hall

Room 607

Impaired walkers are nearly 2.5 times more involved in a pedestrian fatal crash than impaired drivers. A study supports the theory that impaired pedestrians were likely former impaired drivers. Laws prohibiting drunk driving and supporting enforcement have helped to reduce alcohol-impaired driving-related motor vehicle fatalities. So, should we prohibit impaired walking? What can federal, state, and local governments and policymakers do to help? This town hall will explore social and systemic constructs that challenge the ability to keep people who choose to drink and not drive but choose to walk safe and foster ideas for change.

## ID, CJ/LE

### Innovative & Emerging Law Enforcement Approaches to Reducing Impaired Driving

Room 608

Progress has stalled regarding the reduction of alcohol-impaired driving events. Additionally, the need to address drug-impaired driving is growing. Learn about novel programs from across the country to train law enforcement regarding impairment by alcohol and other drugs and how to improve the detection of impaired drivers.

## COM, All Tracks, Teens

### Let Professional & College Athletes Be Your Traffic Safety Cheerleaders!

Room 612

In a world of "influencers," athletes have the ability to reach the audiences we need to educate on matters of traffic safety! Learn from highway safety professionals who have successfully implemented paid and earned media campaigns how to connect and engage with collegiate and professional athletes, athletic organizations, and sports marketing agencies. Identify how to develop a media campaign that will go the distance.

## OP, COM

### Engaging the Right Partners to Improve Occupant Protection Efforts

Room 613

Who's the Goose to your Maverick? Where would Dorothy be without the Lion, the Tin Man, and the Scarecrow? Improving your Occupant Protection efforts can come down to finding the right partners. Learn how to implement best practices involving a variety of partnerships – from parents, to the court system, to community agencies – to advance your OP initiatives.

## SS, Tribal, Engineering

### Infrastructure: A Design for the Future

Room 615

We must set new goals to ensure safe and accessible roads for all users across our nation. Equitable safety investments, lessons learned from the past, improvements to meet the needs of diverse communities and road users, the role of public transportation, and an eye toward resiliency and sustainability are the foundations of this workshop. An expert panel will discuss these issues and how a Safe System approach can help steer the U.S.— rural, urban, suburban and tribal areas—to safer, more equitable, user-friendly and environmentally sound outcomes.



**MOBILE APP HELP** Visit the Information Desk at registration for questions about using the Lifesavers mobile app.



# BREAK

— 10:30 – 10:45 a.m. —

But first, let me take a selfie!



**CHECK OUT OUR SELFIE STATION IN THE EXHIBIT HALL ON SUNDAY AND MONDAY**



# WORKSHOP SESSION

10:45 a.m. - 12:15 p.m.

**DD, COM, CJ/LE**

## Not Your Usual Suspects: Non-traditional Partners to Combat Distracted Driving

**Ballroom 6A**

Reducing traffic crashes, injuries, and deaths takes the entire village. Join us to uncover some unlikely partners that can help your efforts with raising awareness about traffic safety campaigns, enforcement initiatives, outreach efforts, etc.

**CPS**

## CPS in the Sky, Keeping Children Safe on Airplanes (1.5 CEUs)

**Ballroom 6B**

Thinking of traveling by plane this summer? The Federal Aviation Administration (FAA) is supporting safe travel for all aircraft passengers in collaboration with child restraint system (CRS) manufacturers, researchers, and safety advocates. Witness recent research, current regulations, approved and non-approved child restraints, CRS fitment, and best practices for restraint installation in airplane seats. Review safety features for persons who are differently abled, and resources for caregivers and CPSTs.

**DD, COM, Teens**

## Changing the Culture of Distracted Driving, It Takes a Village

**Ballroom 6C**

How do we create positive culture change when it comes to distracted road users through a multifaceted approach? Tired of implementing minimally effective education and distracted driving messaging in your community? Learn how others have used diverse approaches including Positive Community Norming to change the culture around distracted driving. Identify how to engage audiences from elementary, tweens, high school, college, to communities around distracted driving. Witness how collaborations with HBCU/MSI Greek Life can help your community change the culture around distracted driving in K-12 schools.



Visit the Exhibit Hall for complimentary **REFRESHMENT BREAKS.**

**VT/AD, Engineering**

## Are We Really Connected? Vehicle Technology & Infrastructure Needs: The Time Is Now

**Room 603**

For the past decade (if not longer), we've been preparing for a connected vehicle future, where vehicles communicate with each other, the infrastructure, and other road users – all under the guise of making travel safer and more efficient for all road users. However, and despite the increased penetration of connected and other advanced vehicle technologies, we've yet to move beyond piloting connected vehicles in smaller than previously imagined environments. Learn about the current status of connected vehicles, and approaches and considerations in this regard including opportunities for state DOTs and other safety partners to help propel the technology forward and to maximize the available 30 MHz.

**CPS, VT/AD**

## The Back Is Where It's At: New Rear Seat Technologies & Advanced Safety Features (1.5 CEUs)

**Room 605**

New safety advances are continually made in vehicles, including seating passenger compartment geometries, occupant restraint systems, head restraints, air bags and more. As the evolution of safety continues, children must be included in the equation to determine how the safety improvements affect child safety products and how systems must be adapted to accommodate safety advances in the back seat.

**DTAL, COM, Teens**

## Rethinking Teen Driver Safety Strategies

**Room 606**

Teen drivers are more likely to be involved in crashes than any other age group. The reasons for this heightened crash risk include immaturity, risk-taking, and poor decision-making. However, there are programs and approaches to teen driver training and licensing that have proven to be effective at improving safety for teen drivers. Learn about effective programs that aim to improve teen driving safety through either training and/or licensing policies.

**PBM**

## Pedestrian, Bicyclist & Micromobility: Current Research & Findings

**Room 607**

This session will include lightning-round presentations to highlight research and findings on the topics of micromobility, bicycle, and pedestrian safety. Learn from researchers and share your insights with them in addition to exploring how this research can impact your community's pedestrian, bicycle, and micromobility efforts.

## ID, CJ/LE

### The Word on Weed Legislation, What Works & What Doesn't

Room 608

The widespread legalization and decriminalization of cannabis creates numerous policy challenges and opportunities. Join this discussion with current policy experts and researchers to review cannabis policies and learn about the known effects of both cannabis legalization and resultant policies.

## COM, All Tracks

### Safety Wrap: Campaigns That Bring It All Together to Save Lives

Room 612

As traffic safety practitioners we are all learning more about the Safe System Approach, but how are these concepts communicated to the public? Learn from the states that have launched comprehensive communications campaigns that wrap those five pillars into impactful messaging. Representatives from Washington and Maryland will discuss their own approaches to the Safe System and best practices.

## OP

### Where to Look & What to Look For: Finding the Occupant Protection Data You Need

Room 613

Are you new to the field of occupant protection or have you been around as long as "Click It Or Ticket"? New and experienced practitioners will see that not all occupant protection data is the same or should be used to inform program countermeasures. Learn how to utilize various data resources including traffic records data available at both the federal and state level to appropriately allocate resources for problem identification and evaluation efforts.

## SS, VT/AD, Engineering

### Safe Vehicles: Is Automated Driving Part of a Safe System Approach?

Room 615

An element of the Safe System approach is safe vehicles which includes advancing vehicle safety technology and vehicle standards to prevent crashes and mitigate forces when they cannot be avoided to ensure the safety of both those inside and outside the vehicle. Explore the landscape of available vehicle technology including automated driving systems, what is happening now on our roads and the potential future of mixed fleets including autonomous vehicles.

## CJ/LE, DTAL, Commercial Vehicle

### Hiding in Plain Sight: Unveiling Masking, Human Trafficking & CDL

Room 620

Commercial driver's license (CDL) holders have the privilege of operating 80,000 pound vehicles. With that privilege comes greater training, licensing expectations, and responsibility. Federal and state law prohibit the masking of convictions, yet misconceptions continue to persist. Identify how to analyze the rules and regulations around CDL operators, understand the broad definition of "conviction," and the definition of "masking" throughout the adjudication of a CDL offense. Learn about disqualifying offenses, and the often deadly, practical consequences of what happens when unsafe CDL drivers are allowed to operate commercial motor vehicles. What constitutes lifetime disqualification for a CDL holder? What is the federal "No Human Trafficking on Our Roads Act" (NHTRA) and the requirements it imposes on every state. Take a walk through the steps of law enforcement, prosecutors and judges, who must ensure CDL holders are appropriately suspended or disqualified.



## NHTSA PUBLIC SERVICE AWARDS LUNCHEON

12:30 - 2:00 p.m. - Hall 4E, Level 4

Join the National Highway Traffic Safety Administration (NHTSA) as it honors those who through their dedication and passion for traffic safety are saving lives on our roadways. Safety professionals from across the nation will be honored.

### Master of Ceremonies

*Barbara Rooney, Chairwoman, Governor's Highway Safety Association*

### Remarks

*Sophie Shulman, Deputy Administrator, NHTSA*

### Award Presentations

*Barbara Sauers, Associate Administrator, Regional Operations and Program Delivery, NHTSA*

### Award Citations

*Caroline Cash, Highway Safety Specialist, NHTSA*



# WORKSHOP SESSION

2:15 - 3:45 p.m.

## CPS, CJ/LE, COM

### May the (Police) Force Be with You: CPS & Law Enforcement Partnerships Ballroom 6A

Whether or not they are CPSTs or potential candidates, law enforcement officers are in an ideal position to reach and educate caregivers on CPS in a wide range of settings. How do you reach these community partners to engage them in CPS? Learn how to facilitate successful partnerships and programs, and pick up tips to help you strengthen your collaborations with these community members. *(Meets Community Education requirement.)*

## CPS, VT/AD, OP

### Heatstroke: Why It Happens & Potential Technology Solutions Ballroom 6B

Explore the various vehicle occupant reminder systems. Whether your vehicle has a door logic, ultrasonic or radar-based technology, each is designed to reduce the chance of a pediatric vehicular heatstroke fatality. NHTSA's research on Unattended Child Reminder Systems and the technologies available to detect occupants in a vehicle will be discussed. *(Meets Community Education requirement.)*

## DD, Teens

### It's Not a One Way Road: Parents & Teens Influence on Each Other's Driving Behaviors Ballroom 6C

Parents and teens are strong influences on each other's behaviors, including behind the wheel. Witness how strongly teens are under their parents' influence and how to engage parents to be the driver they want their kids to be. Learn how to activate students to stop their parents from driving distracted using the student-to-parent program.

## VT/AD, PBM, OP, Engineering

### Incorporating Non-occupant Protection in Vehicle Design Room 603

With the alarming trend of increasing pedestrian fatalities, how are vehicle designs protecting the most vulnerable? Beyond seatbelts and airbags, learn about the innovations in vehicle technologies that promise to protect all roadway users, not just those inside the vehicle. Hear from experts on what technologies may make the biggest impact for those walking, biking, and rolling.



Workshop speakers are found on the mobile app. The speaker list can also be found on the Lifesavers 2023 event site, Click on SPEAKERS

## PBM, COM, Engineering

### Pedestrian, Bicycle & Micromobility Ideas in a Box Room 605

Current infrastructure and historical roadway engineering play an outsized role regarding safety for people walking and biking. Identifying deficiencies with intersection and roadways design that influence motorist behavior and engaging community members and other partners in developing solutions can result in rapid improvements where they are most needed. Hear about innovative ideas you can take home, adapt, and implement directly into your work addressing pedestrian, bicyclist, and micromobility safety. With a little collaboration and community-involvement, these quick wins can go a long way.

## ID, CJ/LE

### The DL on Drugs & DUID Arrests Room 608

Significant attention is given to alcohol-impaired driving, but practitioners are increasingly seeing polydrug usage in impaired drivers. What's the deal? Why aren't we taking more proactive measures to address polydrug use and impairment? Get the down low (DL) on drugs and DUID arrests. Learn about detection of non-alcohol drugs and drug combinations and how this can be used to inform countermeasures to reduce impaired driving events in your jurisdiction.

## COM, All Tracks, Teens

### Tools You Can Use Today to Increase Your Impact in Communications & Marketing Room 612

Traffic safety stakeholders don't always have a curriculum designer or multimedia team to create new programs or engaging content. If you would like to hit the ground running with new programs and communication tools, this workshop is for you! Get acquainted with NHTSA's Traffic Safety Marketing website and resources for public use. Canva, a design platform that gets 5 stars for ease of use, will be demonstrated along with real Tennessee traffic safety social media campaigns designed in Canva. Operation Lifesaver will showcase a new curriculum you can use in your home state and a traffic safety professional with decades of experience will share tips and tricks for maximizing impact.

## OP

### Back to the Basics: Countermeasures That Work Room 613

Stuck at the same belt use rate year after year? Did your statewide belt use rate go down recently? Looking to improve your statewide belt use rate but not sure how? Look no further! Review updates to the Countermeasures that Work document to provide guidance on which efforts will provide the greatest potential to improve belt use rates.

## SS

### A Safe System Approach: The West Coast Perspective Room 615

Want to adopt the Safe System Approach in your state or community, but have no idea where to start? Join a dynamic group of Western state panelists who will share what they are doing to advance a Safe System Approach. Learn from real world examples and about road safety investments that have been prioritized in their states and communities, and how you can take their experience and use it.

## CJ/LE, ID

### Breaking Free from the Revolving Door: Innovations to Reduce High-Risk Impaired Drivers from Subsequent Offenses Room 620

In 2019, over one million drivers were arrested for driving under the influence. In 2020, impaired drivers caused over 11,000 fatalities. Community justice and treatment professionals face unique challenges in assessing risk levels for these offenders while determining the most appropriate level and type of supervision, technology, and treatment needs to minimize the risk of a re-offense and a new victim. Experts in the field of DWI Courts, treatment of substance use disorders, and community supervision will provide an overview of evidence-based practices to address the issues of high-risk impaired drivers from arrest to discharge. This includes the latest research on assessment tools, characteristics of high-risk impaired drivers, community supervision strategies, technologies, the use of problem-solving courts and alcohol treatment programming to help criminal justice and treatment professionals maximize their effectiveness while reducing risk to the community.



**WORKSHOP SPEAKERS** are found on the mobile app. The speaker list can also be found on the Lifesavers 2023 event site, Click on **SPEAKERS**



**SPEAKER SUPPLEMENTAL FILES** received before the conference are posted on the Lifesavers event site and the mobile app.



**WE WANT YOUR FEEDBACK!** On Tuesday, April 4, you'll receive an email from Lifesavers reminding you to evaluate the 2023 conference in the mobile app or from the event site. We use your input to plan next year's conference, so please take the time to tell us your thoughts. Include your email address on your evaluation and you'll receive a link to access the 2023 conference participant list.



**Complimentary  
Refreshments & Networking**  
3:45 – 4:30 p.m. • Hall 4ABC, Level 4

**Special appearance by  
Seattle Seahawks mascot Blitz!**



**EXHIBITOR MOVE OUT**  
4:30 p.m. • Hall 4ABC, Level 4

**FILMING & LOGO USE POLICY** No organization or individual attending the Lifesavers Conference is permitted to film during the conference for their own purposes, such as to promote a program, service or product. This policy is in place to protect all attendees' and exhibitors' privacy and because it could be construed as an endorsement of the organization and/or its product, service and/or project by the host State and/or the Lifesavers Conference. An exception may, however, be made on a case-by-case basis by submitting a written request to Lifesavers through Meetings Management, Inc.

Organizations/individuals are also not permitted to use the Lifesavers Conference and/or general Lifesavers logo without express written permission.



**Registration Open**

8:30 a.m. – 1:00 p.m.  
Level 6

**Morning Coffee**

8:30 – 9:00 a.m.  
Level 6 Foyers

**NETWORKING  
EVENT**

**Interact with Impact:  
Come Learn About  
Impact Teen Drivers  
Award Winning  
Programs**

8:00 – 9:00 a.m.  
Room 606, Level 6



**MARK YOUR CALENDAR**

for future Lifesavers  
Conferences:

**April 7 - 9, 2024**

Colorado Convention  
Center, Denver, CO

**March 9 - 11, 2025**

Long Beach  
Convention Center  
Long Beach, CA



**WORKSHOP SESSION**

9:00 - 10:30 a.m.

**CPS, Engineering**

**Regulation, Compliance & Beyond  
(1.5 CEUs)  
Ballroom 6A**

Go beyond the basics that CPSTs learn during their initial training. Take advantage of this great opportunity to witness how side-impact testing, frontal testing, labeling, registration, and other requirements are being updated, and how these new requirements will improve car seats. Take a close look at comprehensive compliance testing and how these requirements are applied. In addition, learn about additional voluntary testing that some manufacturers choose to perform as they develop new seats, features and instructions.

**OP, Tribal**

**Engaging with Tribal Communities  
on Seat Belt Use  
Room 603**

Tribal communities have significant challenges regarding traffic safety. Learn how to engage with tribal leaders to effect change and reduce injuries and fatalities both within and outside of tribal lands. Hear from experts how to create partnerships and strategies that resonate with tribal communities to buckle up.

**DD, COM**

**Beyond the Big City & Bright Lights:  
Reaching Rural Road Users  
Room 605**

Rural roads continue to see a disproportionate number of crashes and fatalities. Hear from representatives of rural communities regarding evidence-based programs, promising practices, resources, and outreach strategies to improve the safety of our rural communities.

**COM, CJ/LE, Teens**

**Law Enforcement's Use of Social  
Media to Promote Traffic Safety  
(& Recruitment!)  
Room 608**

Law enforcement agencies are expanding their presence on social media to improve police community relations. Explore how law enforcement agencies are using social media platforms to educate citizens on traffic safety issues, before and after enforcement. Learn how to strategize which social platforms best align with specific messaging and targeted audiences regarding challenges that the community needs to address. Presenters will also offer tips on using social media for law enforcement recruitment!



**LOOK FOR LIFESAVERS PLANNING COMMITTEE (LPC) MEMBERS** wearing a Planning Committee ribbon. The list of organizations represented on the LPC can be found on page 1.

**VT/AD, ID, CJ/LE**

**Advanced Impaired Driving Technologies:  
An All of the Above Approach  
Room 612**

Advanced technologies show significant promise in preventing impaired driving. Witness the Past, Present, and Future of advanced impaired driving prevention technologies, from traditional alcohol interlocks for convicted offenders, to the DADSS breath-based and touch-based drunk driving prevention systems, to future technologies like Driver Monitoring Systems that may be capable of detecting alcohol and/or drug impairment and bringing the vehicle to a safe stop.

**SS, COM**

**Building a Foundation for a Safe System Approach  
within Your Agency  
Room 613**

In aiming for our goal of zero fatalities and serious injuries, not only do we need to apply the Safe System approach framework, but transportation and related agencies need a strong foundation of positive traffic safety culture. This expert panel will provide guidance for building a robust internal structure for positive traffic safety culture and the Safe System approach.

**CJ/LE**

**Justice for All? The Potency of Language  
& Impact of Incarceration on People with  
Substance Use Disorders  
Room 615**

Addict. Criminal. Dirty. Hardcore. Alcoholic. Felon. These are common words used to describe justice-involved individuals with substance use disorders that can undermine successful treatment and recovery. The use of non-stigmatizing language can improve outcomes, strengthen community partnerships, and impact funding. Substance use disorders are treatable, when treated correctly. Learn how the language we choose impacts this population and how to provide alternatives to avoid stigmatization and re-traumatization.

**PBM, CJ/LE**

**A Great Debate: Bicyclist Safety Laws  
Room 620**

Bicycling is safe, efficient, low-cost, low-impact, and improves physical health. At the same time, bicycling is dangerous, expensive, elitist, and exclusionary. Can we improve traffic safety and public health by getting more people to bike, even if that means more people on e-bikes or riding without helmets? Are helmets a necessity for cyclist safety or a barrier to a world where cycling is safe and normal? In the absence of functional, connected bike networks, states have turned to traffic laws and

their enforcement to improve the safety of people who bike, but many advocates question their impact even as they advocate for them. Learn and discuss the benefits and impacts of bicyclist safety laws hotly debated among politicians, roadway users, and safety advocates.



**BREAK**

— 10:30 – 10:45 a.m. —



**WORKSHOP  
SESSION**

**10:45 a.m. – 12:15 p.m.**

**CJ/LE**

**Act or React? Fast & Accurate Perception in a  
Complex World  
Ballroom 6A**

How much should we trust what our brains are telling us? We bet our life on it every moment. Instinctively, we tend to rely on our own perceptions and beliefs more than, and to the exclusion of, the stated perceptions and beliefs of others. Law enforcement benefit from having a strong understanding of this process. So how do we form our understanding of our world? Officers will learn new information about sensation, perception, attention and memory, and heuristics and belief. Participants will be charged with some things to consider going forward with this information.

**OP**

**Reaching the Unreachable: Belt Use in Pickup  
Trucks. Have We Made Any Progress?  
Room 603**

We all know the statistics. The lowest belt use rate has historically been identified with drivers of pickup trucks. Campaigns using targeted messaging that resonate with particular populations and communities have been found to be effective. How can we provide effective messaging with countermeasures that work to increase belt use among these drivers. Join us to learn about occupant protection programs targeted at pick up truck drivers.



Let us know at registration if your address has changed.

## **PBM**

### **Putting Vision in Focus to Protect Pedestrians, Bicyclists & Micromobilists**

#### **Room 605**

Learn about frontover prevention efforts, the impact of twilight, and resources to improve the safety of pedestrians, bicyclists, and micromobilists.

## **ID, Aging Drivers**

### **Medical Health, Impairment & Older Drivers**

#### **Room 608**

Driver health is one important aspect of impaired driving. Health often intersects with drug use and driving which warrants additional strategies to remove impaired drivers from our roadways. Several presentations will also describe unique challenges for older drivers. The aging driver population not only faces increasing risk of physical and cognitive declines which may impact driving, but also may be uniquely at-risk to substance impairment from polysubstance usage of prescription medications. Learn about unique risk factors for aging drivers, medical conditions which may cause impairment, and countermeasures to address these risks.

## **SS, CJ/LE, Engineering**

### **A Novel Support Hub for Safe System Planning & Implementation**

#### **Room 612**

Implementing a Safe System approach requires authentic collaboration and cooperation across diverse partners (e.g., engineering, planning, enforcement, public health). However, sustainable collaboration across agencies and organizations is challenging given competing demands and organization-specific priorities. Tools and effective supporting infrastructure are needed to help sustain and strengthen these collaborations to realize Safe System goals. Learn about a novel support and technical assistance hub in North Carolina designed to assist Safe System- and Vision Zero-adopting communities across the state, and the hub's support model and publicly available tools.

## **DD, CJ/LE**

### **Driving Down Distraction: Building A Case for Support**

#### **Room 615**

When it comes to distraction, what is acceptable? It's complicated. Researchers have examined crash rates to determine what laws yield the intended effect. Learn about various strategies and steps to enact effective and enforceable legislation against distracted driving.



**PLAN NOW** to visit Denver, Colorado! The 2024 Lifesavers Conference will be held April 7-9 at the Colorado Convention Center.

## **CPS, COM, Tribal**

### **Recognizing & Meeting the Needs of Diverse Populations**

#### **Room 620**

Child passenger safety education should reach everyone who travels with a child in the car. Car seat checks are a great tool to provide outreach in this regard, however, they often do not influence hard-to-reach audiences. Learn about unique and creative approaches to reach refugee families, child transporters, and tribal communities. Identify how to establish new partnerships, utilize virtual tools, training videos, pre and post tests, online polls, and educational materials in family's native language to assist in providing meaningful outreach. (*Meets Community Education requirement.*)



## **CLOSING PLENARY LUNCHEON**

**12:30 – 1:30 p.m. - Ballroom 6BC, Level 6**

Join the Lifesavers Conference Planning Committee and your colleagues as we give a well-deserved thank you to our host city and state and say hello to our 2024 hosts from Denver.

### **Master of Ceremonies**

**Timothy J. Kerns, PhD**, Director, Maryland Highway Safety Office, Maryland Department of Transportation, Motor Vehicle Administration

### **Speaker**

**Mike McGinn**, Executive Director, America Walks, Former Mayor of Seattle

### **Goodbye to Seattle; Denver Here We Come!**

**Shelly Baldwin**, Director, Washington Traffic Safety Commission

**Brittany Janes**, Highway Safety Program Manager, Colorado Department of Transportation

# EXHIBITORS

Lifesavers appreciates the support of the following exhibitors. **Sponsors are highlighted in pink.**  
Use the mobile app to view exhibit descriptions and contact information.

## **Booth 600**

**AAA, Inc.**  
aaa.com

## **Booth 108**

**AASHTOWare  
Safety/Numetric**  
numetric.com

## **Booth 601**

**Abbott/Intoximeters**  
abbott.com/roadside

## **Booth 604**

**Acusensus**  
acusensus.com

## **Booth 708**

**Aiwaysion Inc**  
aiwaysion.com

## **Booth 101**

**Alliance Highway Safety**  
alliancehighwaysafety.com

## **Booth 620**

**Altumint, Inc.**  
altumint.com

## **Booth 513**

**American Association  
of Motor Vehicle  
Administrators (AAMVA)**  
aamva.org

## **Booth 321**

**American Trucking  
Associations' Share  
the Road**  
trucking.org/share-road

## **Booth 404**

**ATSS Foundation**  
foundation.atssa.com

## **Booth 120**

**Babyark**  
babyark.com

## **Booth 412**

**BIA, OJS - Indian Highway  
Safety Program**  
bia.gov

## **Booth 109**

**ChORUS**  
roadsafeseniors.org

## **Booth 312**

**CMI, Inc.**  
alcoholtest.com

## **Booth 102**

**Columbia  
Southern University**  
columbiasouthern.edu

## **Booth 100**

**Crossroads Software, Inc**  
crossroadssoftware.com

## **Booth 806**

**Department of Licensing**  
dol.wa.gov

## **Booth 207**

**Diono**  
diono.com

## **Booth 114**

**Doona/Simple Parenting**  
doona.com/en-us

## **Booth 116**

**Dorel Juvenile**  
doreljuvenile.com

## **Booth 416**

**ELTEC**  
elteccorp.com

## **Booth 213**

**Evenflo/Goodbaby**  
evenflo.com

## **Booth 313**

**Evergreen Safety Council**  
esc.org

## **Booth 400**

**Family, Career and  
Community Leaders of  
America (FCCLA)**  
fcclainc.org

## **Booth 800**

**Federal Motor Carrier  
Safety Administration**  
fmcsa.dot.gov

## **Booth 305**

**General Motors**  
gmEVfirstrespondertraining.  
com

## **Booth 204**

**Graco**  
gracobaby.com

## **Booth 705**

**HAAS Alert**  
haasalert.com

## **Booth 402**

**Helmets R Us, Inc.**  
helmetsrus.net

## **Booth 608**

**Impact Teen Drivers**  
impactteendrivers.org

## **Booth 718**

**Innocorp, Ltd.**  
fatalvision.com

## **Booth 304**

**Intoxalock**  
getintoxalock.com

## **Booth 105**

**Kailee Mills Foundation**  
kaileemillsfoundation.org

## **Booth 414**

**Keep Kids Alive Drive 25**  
kkad25.org

## **Booth 405**

**Kids and Car Safety**  
kidsandcars.org

## **Booth 217**

**KidsEmbrace**  
kidsembrace.com

## **Booth 813**

**Kustom Signals**  
kustomsignals.com

## **Booth 409**

**Laser Tech**  
lasertech.com

## **Booth 618**

**Lifeloc Technologies**  
lifeloc.com

## **Booth 505**

**Lifesafer**  
lifesafer.com

## **Booth 507**

**Medidas Digital Inc.**  
trypscore.com

## **Booth 612**

**National Center  
for DWI Courts**  
dwicourts.org

## **Booth 506**

**National Distracted  
Driving Coalition**  
usnddc.org

## **Booth 501**

**National Highway Traffic  
Safety Administration**  
nhtsa.gov

## **Booth 607**

**National Law Enforcement  
Officers Memorial Fund, Inc**  
nleomf.org

## **Booth 716**

**The National Road Safety  
Foundation**  
nrsf.org

**Booth 519**

**National Safety Council**  
nsc.org/road

**Booth 418**

**Nationwide/IIHS/MADD**  
nationwide.com

**Booth 306**

**Northwestern TTAP Center**  
nwttap.wordpress.com

**Booth 508**

**NTSB**  
ntsb.gov

**Booth 219**

**NUNA Baby**  
nunababy.com/usa/car-seats

**Booth 201**

**Responsibility.org**  
responsibility.org

**Booth 302**

**Ride N Remind - Back Seat  
Reminder System**  
ridenremind.com

**Booth 714**

**SADD, Inc.**  
sadd.org

**Booth 301**

**Safe Kids Worldwide**  
safekids.org

**Booth 509**

**Safe Ride News  
Publications**  
saferidenews.com

**Booth 609**

**SafeAcross**  
safeacross.com

**Booth 602**

**Saferstreet Solutions**  
saferstreetsolutions.com

**Booth 208**

**SafetyBeltSafe U.S.A.**  
carseat.org

**Booth 406**

**Smart Start Inc**  
smartstartinc.com

**Booth 200**

**Street Dynamics**  
stalkerradar.com

**Booth 621**

**The Dawn Project**  
dawnproject.com

**Booth 821**

**The National Judicial  
College - FMCSA**  
cdlresources.org

**Booth 819**

**The National Judicial  
College - NHTSA**  
judges.org

**Booth 815**

**ThinkFast**  
thinkfastinteractive.com

**Booth 613**

**ThinkFirst National Injury  
Prevention Foundation**  
thinkfirst.org

**Booth 308**

**Thomashilfen  
North America**  
thomashilfe.us

**Booth 504**

**Traffic Injury Research  
Foundation**  
tirf.ca

**Booth 209**

**Tribal Injury Prevention  
Resource Center**  
thetiprc.com

**Booth 701**

**TX Department of  
Transportation**  
txdot.gov/careers

**Booth 112**

**UPPAbaby**  
uppababy.com

**Booth 300**

**Virginia Tech  
Transportation Institute**  
vtti.vt.edu

**Booth 309**

**Virtual Driver Interactive**  
driverinteractive.com

**Booth 801**

**Washington State Patrol -  
MIDU**  
wsp.wa.gov

**Booth 517**

**Westat & NDCF**  
westat.com

**Booth 712**

**WSDOT Memorial  
Foundation**  
wsdotmf.org



**LIABILITY/PHOTOGRAPHY WAIVER** By registering for the 2023 Lifesavers Conference, you agree and acknowledge that you are participating in Lifesavers Conference events and activities of your own free and intentional will. You acknowledge this freely and knowingly and that you are, as a result, able to participate in Lifesavers Conference events and hereby assume responsibility for your own well-being. You are also acknowledging that an inherent risk of exposure to COVID-19 exists in any public place where people are present and that you voluntarily assume all risks related to exposure to COVID-19 and agree not to hold Lifesavers Conference or any of their affiliates, directors, officers, employees, agents, contractors, or volunteers liable for any illness or injury.

The Lifesavers Conference plans to take photographs and video during the 2023 conference for reproduction in Lifesavers' educational, news or promotional materials, whether in print, electronic or other media, including the Lifesavers website. By participating in the 2023 Lifesavers Conference, you grant Lifesavers the right to use your name and photograph/image for such purposes. All postings are the property of Lifesavers and may be displayed or used by Lifesavers for any purpose.

# See you in Denver next year!

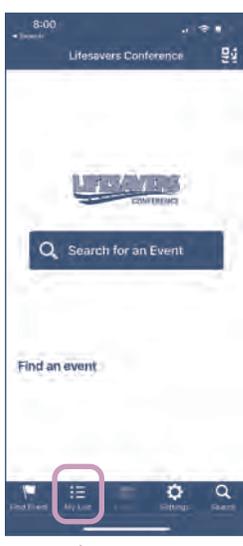
National Conference on Highway Safety Priorities - April 7-9, 2024  
Explore things to do during your stay at [VISITDENVER.com](http://VISITDENVER.com).

**FOR FULL ACCESS TO CONFERENCE INFORMATION, DOWNLOAD THE LIFESAVERS CONFERENCE MOBILE APP.**

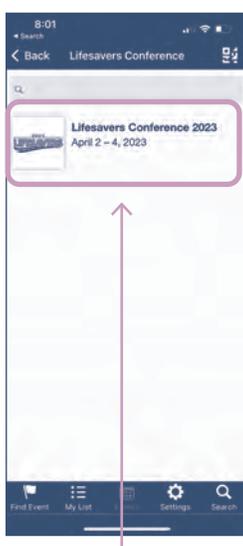
Be sure to accept push notifications so you receive important updates during the conference.

For iPhone and Android devices, visit the App Store or Google Play via your device and search for Lifesavers Conference, Inc. or scan the QR code

Login with the account you created on the event site, or create an account with code SEATTLE23



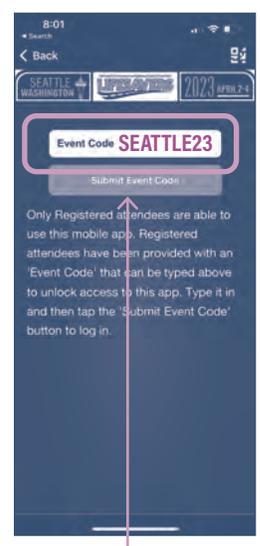
Click on "My List" at the bottom of your device.



Select "Lifesavers Conference 2023"



Choose "Create Account" if you don't have one already.



Enter Code: SEATTLE23

# EXHIBIT HOURS, EVENTS & FLOORPLAN

## EXHIBIT HALL - LEVEL 4

Main Entrance

Main Entrance

100	102	104	106	108
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112	114	116	118	120
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101	103	105	107	109
200	202	204	206	208

Food & Beverage

201	203	205	207	209
300	302	304	306	308

213	215	217	219	221
312	314	316	318	320

301	303	305	307	309
400	402	404	406	408

313	315	317	319	321
412	414	416	418	420

405	407	409
504	506	508

Food & Beverage

501	503	505	507	509
600	602	604	606	608

513	515	517	519	521
612	614	616	618	620

601	603	607	609
700	702	706	708

613	615	617	619	621
712	714	716	718	720

701	703	705	707	709
800	802	804	806	808

Food & Beverage

801
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813	815	817	819	821
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Networking Lounge

Demonstration Area

### SATURDAY APRIL 1

12:00 - 6:00 p.m.  
Exhibit Setup

4:00 - 6:00 p.m.  
Exhibitor Only  
Reception

### SUNDAY APRIL 2

7:30 - 11:00 a.m.  
Exhibit Setup

12:00 - 5:00 p.m.  
Exhibit Hall Open

12:00 - 1:30 p.m.  
Grab & Go Lunch

3:00 - 4:00 p.m.  
Networking Hour  
(Complimentary  
Refreshments)

### MONDAY APRIL 3

8:00 a.m. - 4:30 p.m.  
Exhibit Hall Open  
(closed during  
Public Service  
Awards Luncheon)

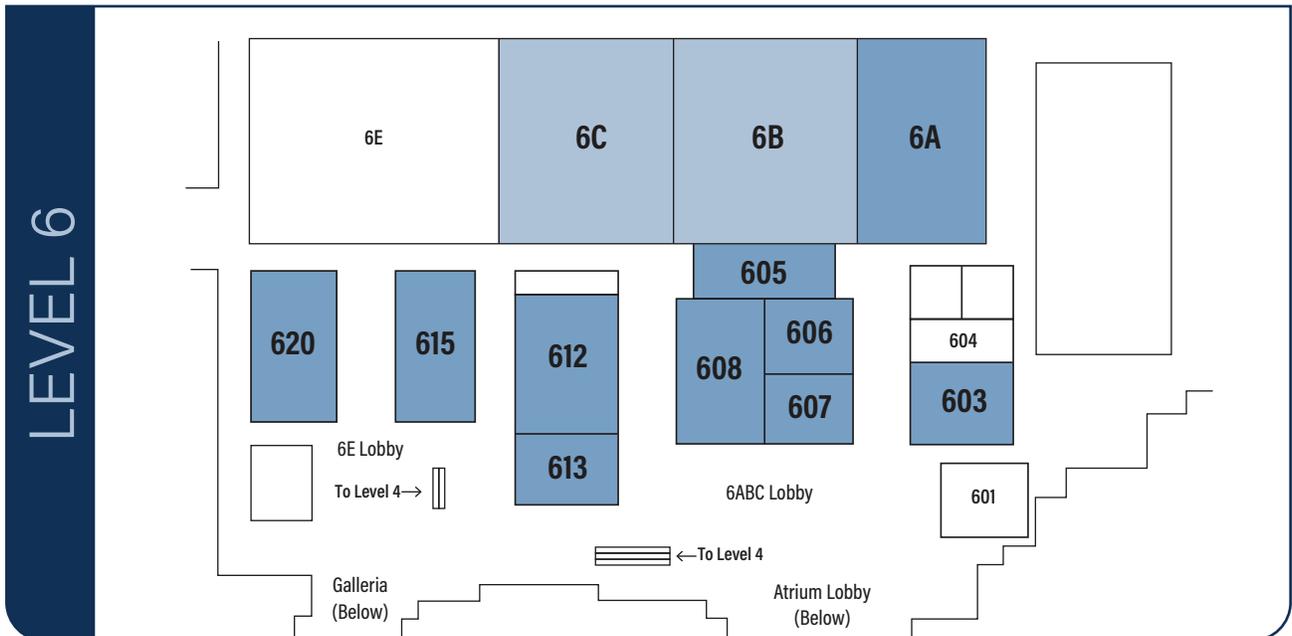
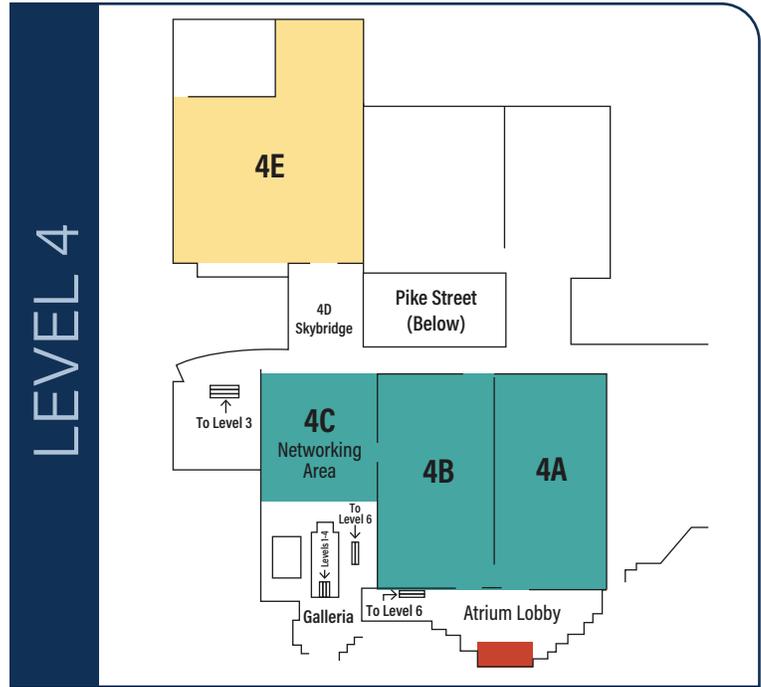
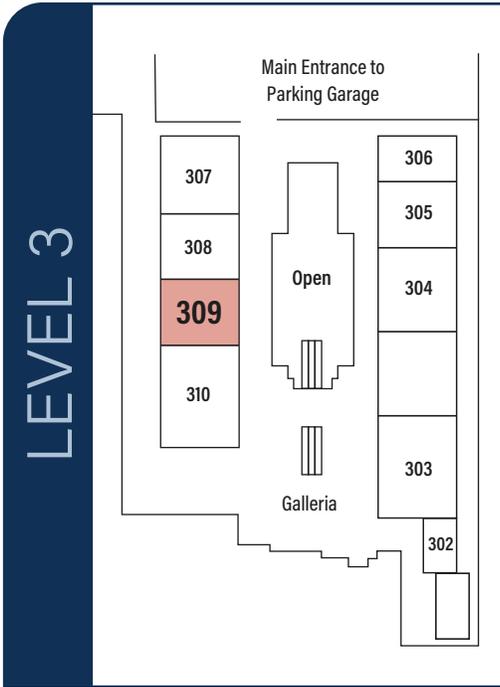
8:00 - 8:45 a.m.  
Continental Breakfast

3:45 - 4:30 p.m.  
Networking  
(Complimentary  
Refreshments)  
Special appearance  
by Seattle Seahawks  
mascot Blitz!

4:30 p.m.  
Exhibitor Move Out

# SEATTLE CONVENTION CENTER (ARCH BUILDING)

## FLOOR PLAN



- Sunday & Monday Plenary Sessions
- Workshop Rooms & Tuesday Plenary Session
- Workshop Rooms
- Exhibit Hall
- Registration
- Speaker Ready Room