CONTENTS

Page	
2	Message from the Director
3	Delaware Office of Highway Safety Overview
4-5	Office Staff
6	Planning and Administration
7-8	2005 Initiatives
9-14	Crash Trends
15-20	Occupant Protection
21-27	Impaired Driving
28-30	Aggressive Driving
31-34	Traffic Records
35-36	Pedestrian Safety
37-57	Paid Media Summary
58	Financial Summary

Jana Simpler & Lisa Moore staff the Governor's booth at the Delaware State Fair

Linda Kouse & Bonnie Whaley distribute information at Kent County's 911 Day

MESSAGE FROM THE DIRECTOR

The Delaware Office of Highway Safety is committed to improving safety and security on Delaware roadways through the administration of federal funds, the development of countermeasures to combat unsafe driving behaviors, and the collection and analysis of crash data.

It is our sincere belief that through a data driven approach to program planning, effective public information and education efforts, and coordinated enforcement initiatives; we can realize our goal of making Delaware roads the safest in the country.

The 2005 Annual Evaluation Report reflects our major accomplishments in impacting our priority areas, and highlights the programming initiatives undertaken to increase public awareness about highway safety. Throughout the coming year, we will continue in our quest to achieve our outlined goals in each priority area, to identify additional highway safety partners, and work toward improving Delaware's data collection and analysis processes.

Mrs. Tricia Roberts, Director
Delaware Office of Highway Safety

Delaware Office of Highway Safety

The Office currently consists of seven full-time employees and five part-time employees, who serve as a resource to many different customers including the citizens of the First State, the Delaware General Assembly, various State and local public and private organizations, and approximately thirty sub-grantee agencies.

As a division of the Department of Safety and Homeland Security, the Office of Highway Safety (OHS) fulfills its mission through a variety of public information/education and enforcement initiatives. OHS staff members are committed to expanding our partnerships with agencies statewide, including the Delaware State Police, the Division of Alcohol and Tobacco Enforcement, municipal law enforcement agencies, the Delaware Department of Transportation, State and County emergency medical services, the Delaware Department of Health and Social Services, the Division of Motor Vehicles, the Department of Justice, the Courts, businesses, educators, and private citizen organizations. We believe it is through these vital statewide links that effective promotion of safe driving practices will be accomplished.

By focusing on the state's identified highway safety priority areas, developing state-wide partnerships, and increasing public awareness of safe driving habits, the Office of Highway Safety, under the leadership and direction of Mrs. Tricia Roberts, is striving to make Delaware's roadways the safest in the country.

Tricia Roberts makes comments at the Aggressive Driving prevention campaign kick-off. Also pictured: Col. Thomas MacLeish, Delaware State Police; Capt. Mark Hitch, New Castle County Police; and Lt. Col. Mark Seifert, Delaware State Police

Office Staff

Tricia Roberts, Director – Responsible for planning, organizing, and directing the operations and programs of the Office of Highway Safety in accordance with Federal and State rules, regulations, and guidelines. Monitors State and Federal legislation that impacts highway safety and the State of Delaware.

Jana Simpler, Management Analyst III – Responsible for monitoring and evaluation of approved highway safety projects, administration and distribution of federal funds to state, local, and private agencies and preparation of the State Highway Safety Plan. Performs duties as necessary as the **Occupant Protection Coordinator, Aggressive Driving Coordinator, and Traffic Records Coordinator.**

Lisa Moore, Management Analyst III – Responsible for coordinating and organizing impaired driving initiatives across the state, managing the statewide DUI Provider Program, and the administration of the TEA-21 Section 154 Transfer Program. Prepares the Annual Evaluation Report and coordinates the funds received under the Office of Juvenile Justice and Delinquency Prevention (OJJDP) Federal grant program. Performs duties as necessary as the **DUI Program Coordinator and the Pedestrian/Bicycle Safety Coordinator.**

Andrea Summers, Community Relations Officer – Responsible for dissemination of information regarding agency programs and events, coordination of public awareness campaigns and media events, and presentation of safety education programs for schools, businesses, and other State and local agencies.

Gohar Qureshi, Information Systems Support Specialist – Responsible for the administration of the network computer system, modification of existing programs and implementation of new programs as needed, and maintenance of the OHS website. Maintains internal and external equipment inventory.

Linda Kouse, Operations Support Specialist – Responsible for ordering public information materials, coordinates distribution of materials to increase public awareness, and assists the Community Relations Officer with public information and education initiatives.

Bonnie Whaley, Administrative Specialist I – Responsible for processing fiscal documents as required for the daily operations of the office, maintains sub-grantee and fiscal files, and assists the Operations Support Specialist in events designed to increase public awareness of highway safety issues. Manages the Office of Highway Safety's timesheets for the Department's Human Resources Section.

Jim Brown, Law Enforcement Liaison – Responsible for the coordination of law enforcement mobilizations throughout the grant year and for organizing law enforcement training opportunities (part-time position).

Nadine Holleger, Russell Holleger, Larry Kelley, and Victoria Love, Statewide Fitting Station Coordinators – Responsible for the coordination of the Office of Highway Safety's Child Passenger Safety Fitting Stations located throughout the State.

Front to back: Tricia Roberts, Lisa Moore, Jana Simpler, Vicky Love, Andrea Summers, Gohar Qureshi, Larry Kelley, Bonnie Whaley, Nadine Holleger, Russell Holleger, Linda Kouse, and Jim Brown

Planning & Administration

<u>Mission Statement:</u> ***The Office of Highway Safety is committed to improving safety and security on Delaware roadways through the administration of Federal highway safety funds, the development of countermeasures to combat unsafe driving behaviors, and the collection and analysis of traffic crash data.***

The Delaware Office of Highway Safety, established in accordance with the Highway Safety Act of 1966, is a state agency dedicated to promoting safe travel throughout Delaware.

Through the administration of Federal highway safety funds, the Office employs a comprehensive approach to impacting each of the State's identified priority areas. The majority of our programming efforts are focused on the following five traffic safety areas:

- **Occupant Protection**
- **Impaired Driving**
- **Aggressive Driving**
- **Traffic Records**
- **Pedestrian Safety**

FY 2005 Initiatives

Occupant Protection

- Fall 2004 Seat Belt Use Rate Maintenance Mobilization
- Child Passenger Safety Awareness Week (CPSAW) Initiative
- NHTSA Mid-Atlantic Region Occupant Protection Summit
- Click It or Ticket Enforcement and Education Campaign
- Statewide Observational Seat Belt Survey
- Child Passenger Safety Fitting Stations
- Child Passenger Safety Technician Training
- TEA-21 Occupant Protection Incentive and Innovative Grant Administration

Impaired Driving

- Checkpoint StrikeForce Impaired Driving Enforcement Campaign
- Safe Family Holiday Campaign
- Underage Drinking Enforcement
- NHTSA Mid-Atlantic Regional Law Enforcement Summit
- DUI Enforcement Training Initiatives
- Drug Recognition Expert Training
- Safe Rides Program
- DUI Enforcement Mobilizations
- DUI Law Enforcement Equipment Purchase
- TEA-21 Impaired Driving Incentive Grant Administration

Aggressive Driving

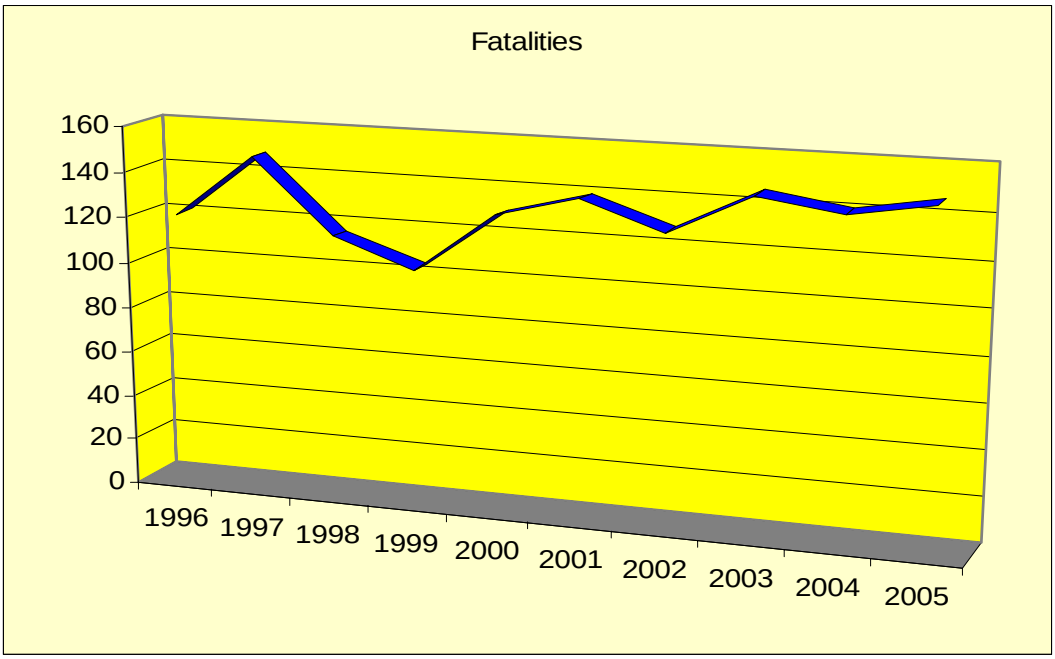
- **Operation Slow It Down Campaign**
- **Stop Aggressive Driving Campaign**

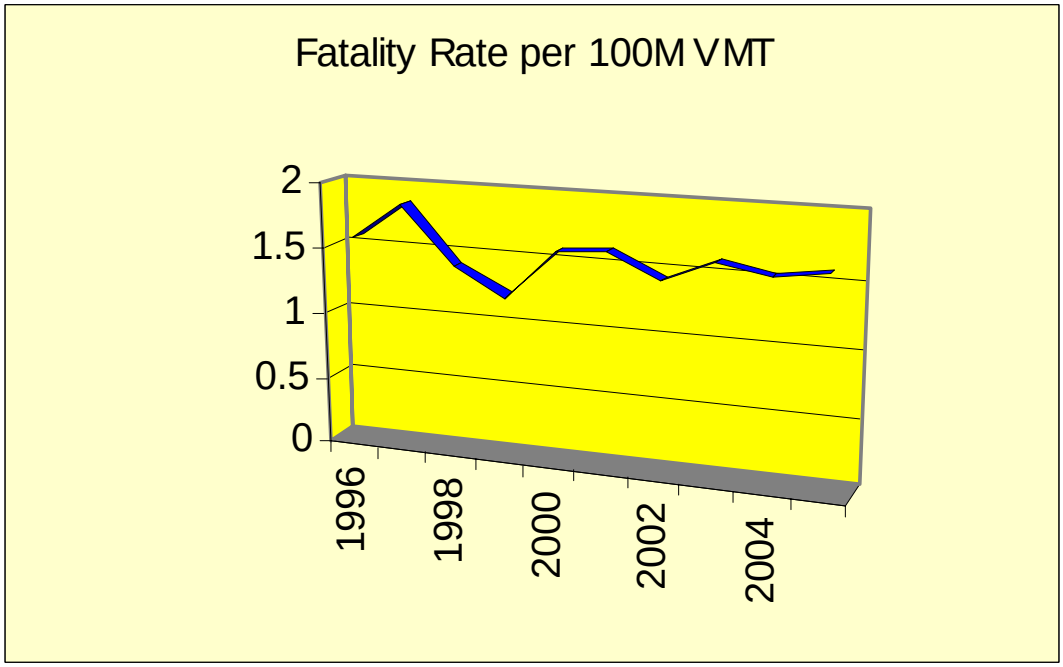
Traffic Records

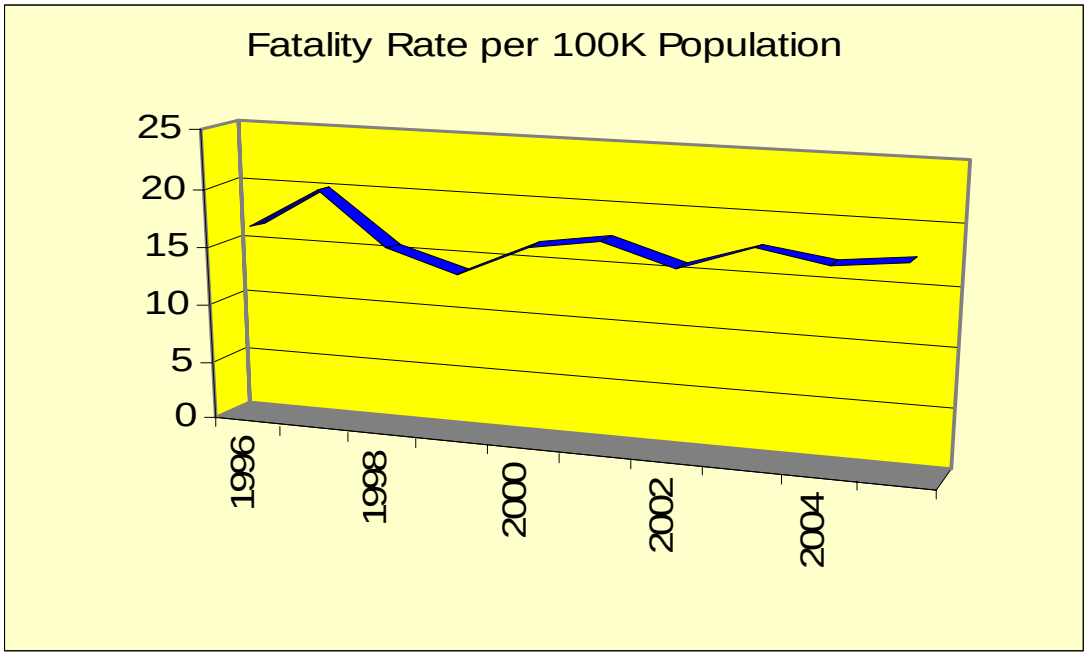
- **CARE (Critical Analysis Reporting Environment) Software Package**
- **Traffic Records Coordinating Committee**
- **Automated Crash Report Project**
- **Emergency Medical Services data projects**
- **Mobile Printer Project**
- **DUI Tracking System Upgrades**
- **TEA-21 Data Improvements Incentive Grant Administration**

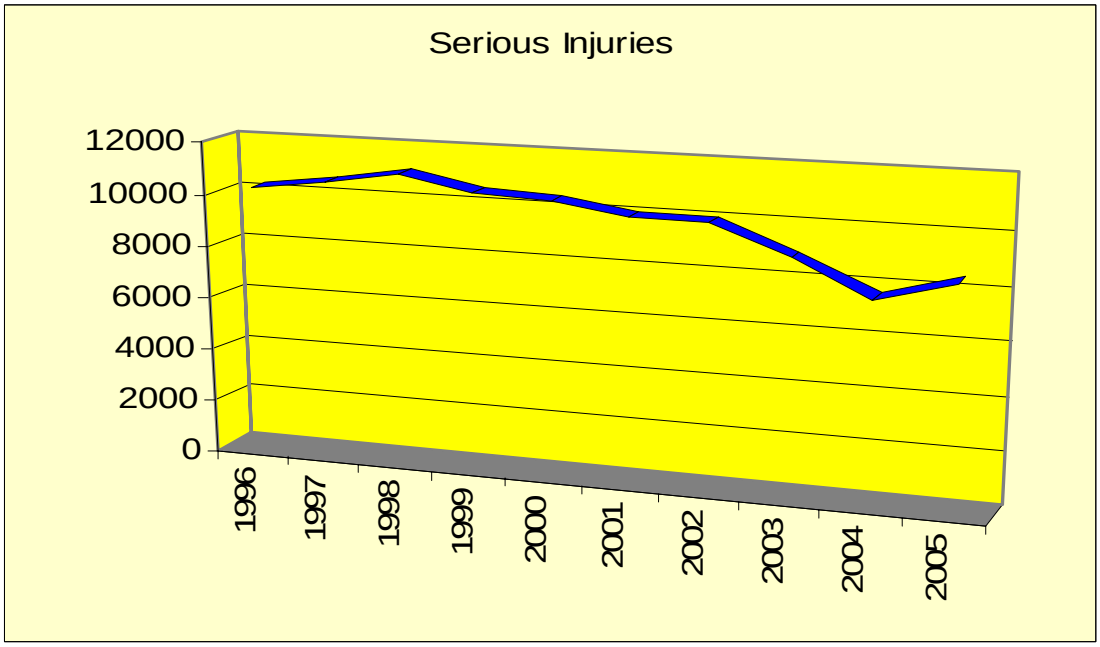
Bicycle and Pedestrian Safety

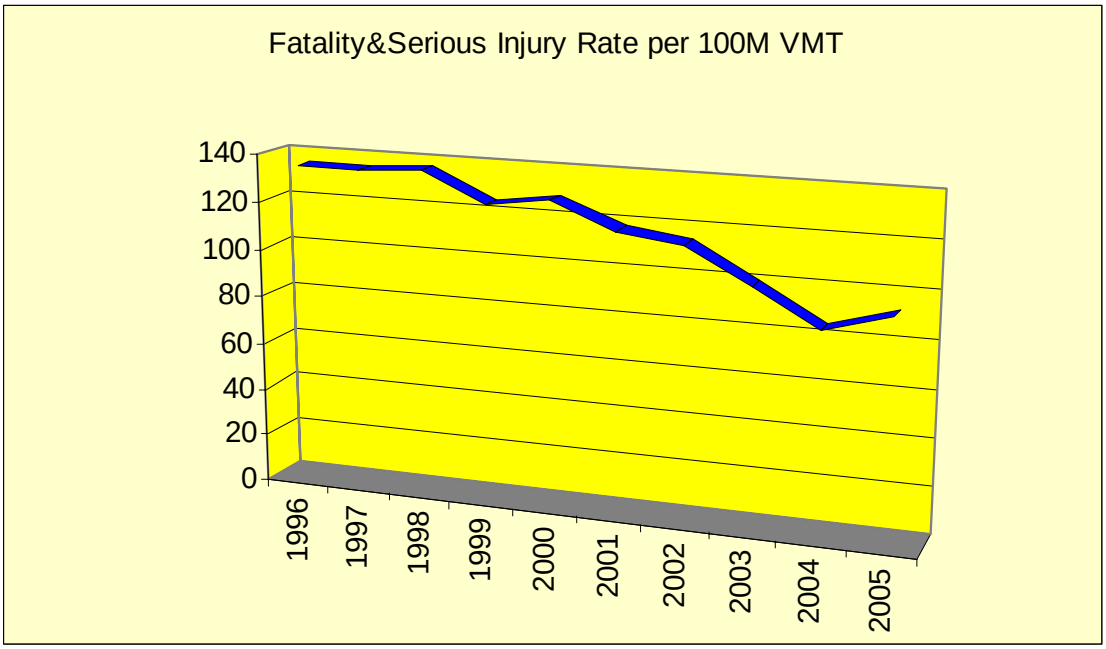
- **Traffic Injury Prevention Program**
- **Dewey Beach Pedestrian Enforcement Project**
- **Risk Watch Education Program**

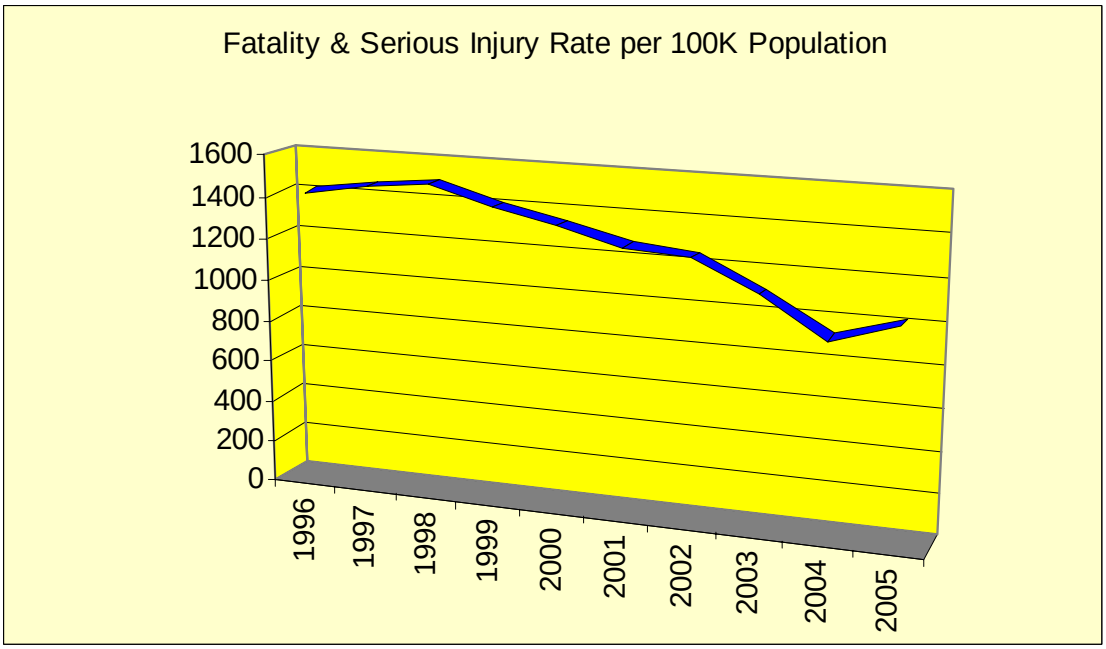

Fatalities
160
140
120
100
80
60
40
20
0
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005

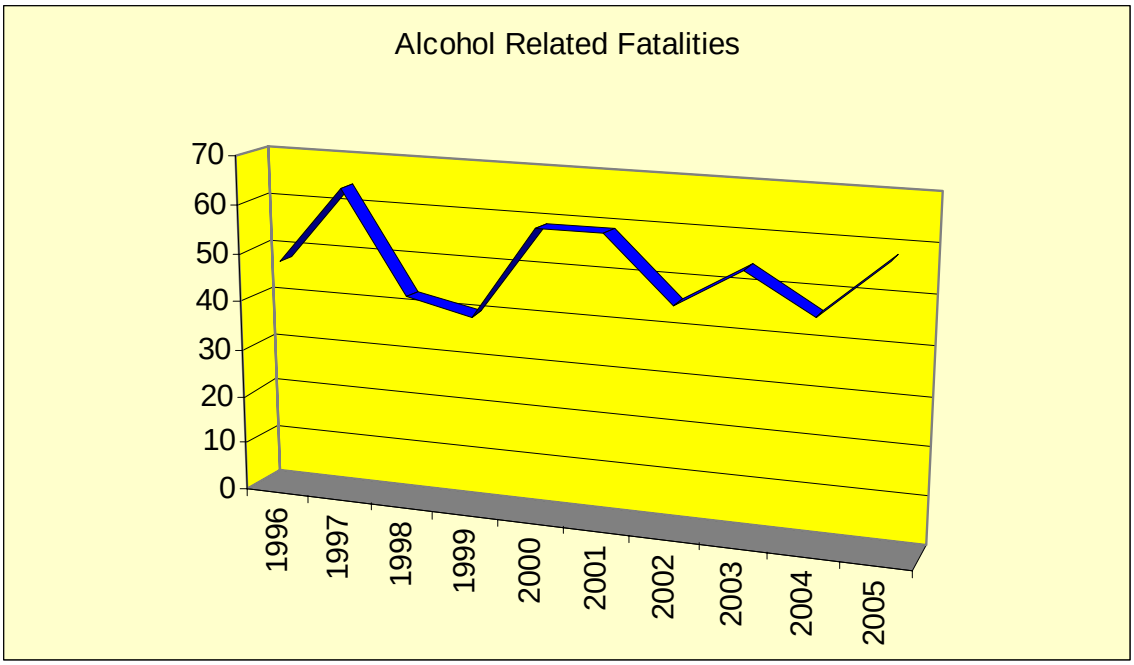

Fatality Rate per 100M VMT
2
1.5
1
0.5
0
1996
1998
2000
2002
2004

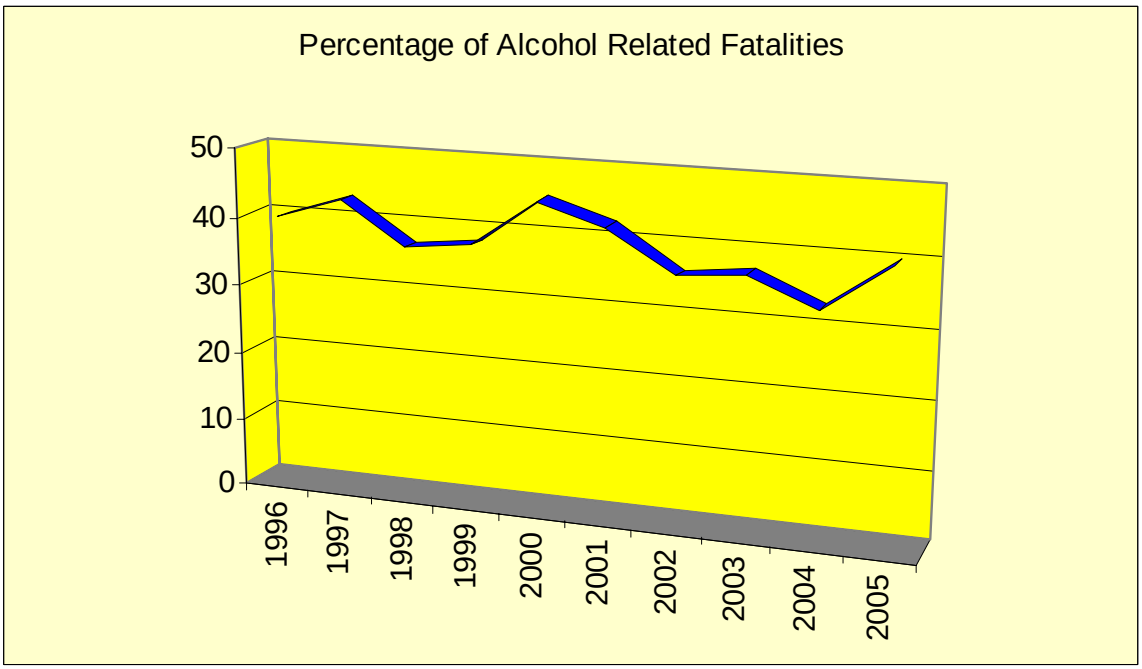

Fatality Rate per 100K Population
25
20
15
10
5
0
1996
1998
2000
2002
2004

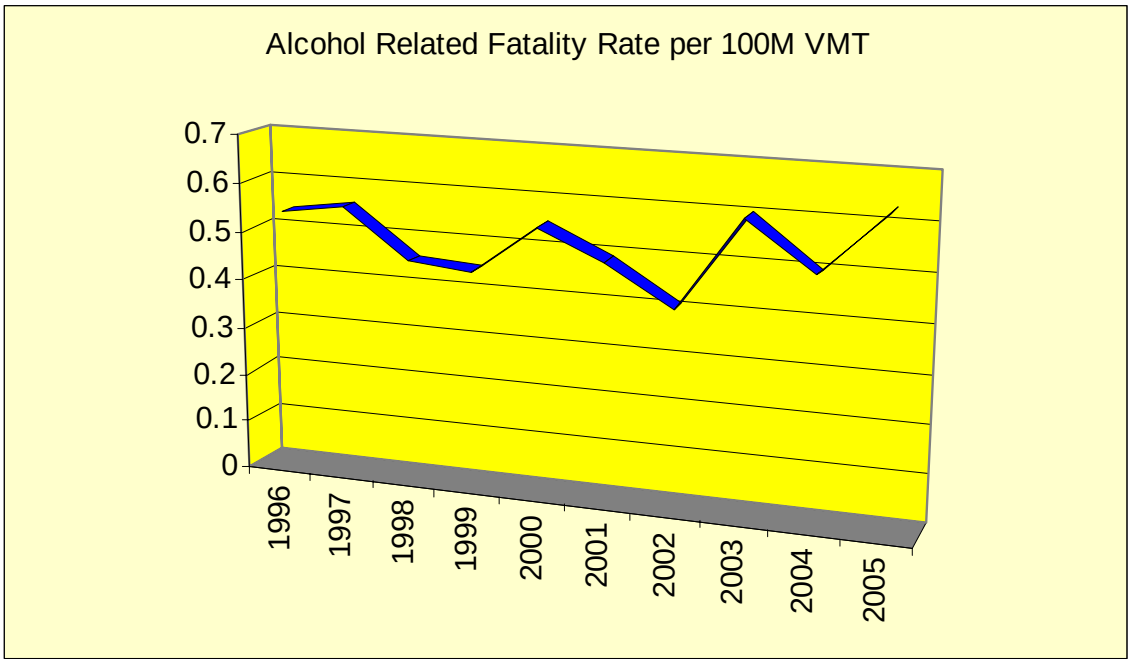

Serious Injuries
12000
10000
8000
6000
4000
2000
0
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005

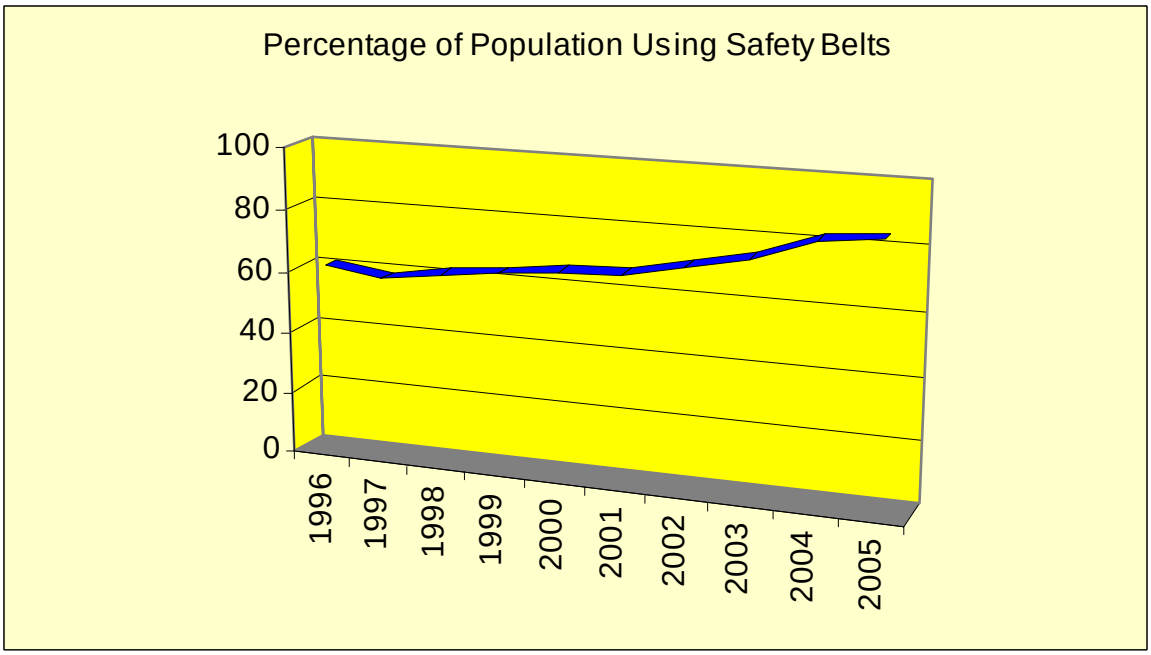

Fatality&Serious Injury Rate per 100M VMT
140
120
100
80
60
40
20
0
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005


Fatality & Serious Injury Rate per 100K Population
1600
1400
1200
1000
800
600
400
200
0
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005


Alcohol Related Fatalities
70
60
50
40
30
20
10
0
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005


Percentage of Alcohol Related Fatalities
50
40
30
20
10
0
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005


Alcohol Related Fatality Rate per 100M VMT
0.7
0.6
0.5
0.4
0.3
0.2
0.1
0
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005


Percentage of Population Using Safety Belts
100
80
60
40
20
0
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005

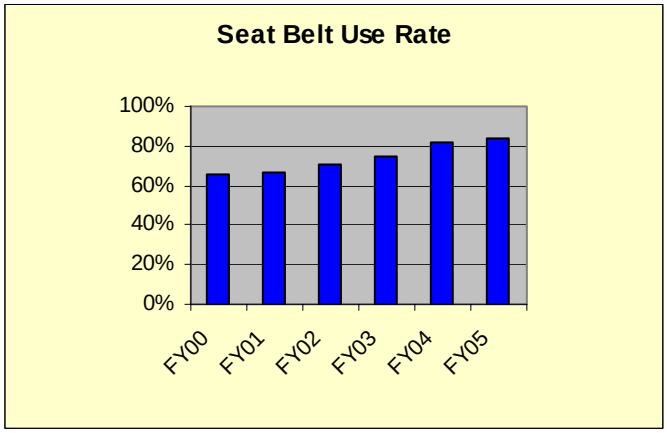
Summary of Priority Areas

Occupant Protection

Overview

Based on the Annual Statewide Observational Seat Belt Use Survey conducted in Delaware in June 2005, Delaware's seat belt use rate is 84%, up from 82% in 2004. The nation's average seat belt use rate is 82%. In 2004, 50% (55 of 110) of those occupants killed in motor vehicle crashes on Delaware roadways were not wearing seat belts, down from 55% in 2003 (61% in 2002). Statistics reveal that as many as half of those killed who weren't wearing seat belts may have survived had they buckled up. In addition, in 2004, 13% (911 of 7,132) of those injured were not wearing seat belts at the time of the crash. This is a slight improvement over 2003, when 17% of motor vehicle occupants injured in crashes were not wearing seat belts.

In 2004, 66% (33 of 50) of the unrestrained fatalities were males, down from 75% (48 of 64) in 2002. In 2004, teens between the ages of 15 and 19 accounted for 24% of the unrestrained motor vehicle occupants killed, even though they only account for 5% of the driving population. This was a slight increase over 2003 when 18% of the motor vehicle occupants killed were between the ages of 15 and 19. In 2004, 24% of the unrestrained fatalities were ejections, compared to 40% in 2003.



Performance Goals

Increase Seat belt Usage Rates

	2005	2006	2007
% use goal	83%	85%	87%
FY 2005 % actual	**84%**		

Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to impact our occupant protection goals for FY 2005:

- **Fall 2004 Seat Belt Mobilization**
  Following the very successful 2004 CIOT campaign, the Office of Highway Safety coordinated a "maintenance" seat belt mobilization in the fall of 2004 to continue to encourage the motoring public to use their seat belt. The initiative again combined high visibility paid media with enforcement. Officers worked 1,056 hours of overtime enforcement and made 1385 seat belt arrests. In addition, 106 CDL seat belt arrests were made. Overall, the percentage of persons fatally injured not wearing seat belts reduced from 67% in 2002 to 33% during this campaign.

- **Child Passenger Safety Awareness Week (CPSAW) Initiative**
  The Office of Highway Safety coordinated an education and enforcement campaign during this national awareness week. Thirteen law enforcement agencies conducted 793 hours of enforcement, and made 77 child restraint and 947 seatbelt arrests. In addition, OHS ran TV, radio, and print advertisements to highlight the state's child passenger safety fitting stations. Lastly, during CPSAW the state's CPS Technicians coordinated four car seat checks and three booster seat distributions for low-income families.

Jim Brown helps safely secure a child's seat

- **NHTSA Mid-Atlantic Region Occupant Protection Summit**
  In the spring of 2005, the Office of Highway Safety and several of our key law enforcement partners attended the NHTSA Mid-Atlantic Regional Occupant Protection Summit in Hershey, PA. Three OHS staff members and seventeen Delaware law enforcement officers representing four police departments attended the two day conference. Session topics included nighttime seatbelt enforcement, occupant protection technology, expanding Click it or Ticket partnerships, and Click it or Ticket media opportunities.

- **Click It or Ticket (CIOT) Enforcement and Education Campaign**
  Since the spring of 2002, the Office of Highway Safety has coordinated at least one high visibility Click it or Ticket campaign per year across the state to improve the state's seat belt use rate. In May 2005, the Office of Highway Safety launched the state's most successful seat belt enforcement and education Click it or Ticket campaign ever. The initiative combined both high-visibility enforcement and education throughout the month of May. Overall, 30 law enforcement agencies participated, conducted 2,860 hours of checkpoints and saturation patrols, and made 3,315 seat belt arrests. Over $154,000 in paid media supported the enforcement efforts, including TV and radio ads, plus statewide billboards. Lastly, the Office of Highway Safety partnered with the Delaware Chapter of NOBLE, FHWA, and Dover Air Force Base to further expand the CIOT message's reach.

PFC Anthony Andrews, Laurel Police, distributes Click It or Ticket information to a motorist at a checkpoint.

Federal, State, and Local law enforcement statewide participated in Delaware's Click It or Ticket campaign in May 2005 by conducting seat belt checkpoints.

Staff Sgt. Harold Joe, Dover Air Force Base

OFC Jake Andrews and OFC Michael Eckerd, New Castle County Police

MSgt. Michael Morrissey, Wilmington PD, prepares to distribute brochures at a Click It or Ticket checkpoint

Chief Kevin McDerby, Tricia Roberts, and PFC Reinaldo Ruiz at the Click It or Ticket Award Ceremony

- **Statewide Observational Seat Belt Use Survey**
  Following the Click it or Ticket campaign, the state's annual seat belt observational use survey was conducted, indicating a higher-than-ever use rate in Delaware of 84%, up two percentage points from 2004. The current national seat belt use rate is 82%. Delaware's use rate has exceeded the national average use rate for the past two years. The Office of Highway Safety conducted the 2005 Seatbelt Use Rate Survey in June 2005.

Col. MacLeish, Delaware State Police, speaks at a "Saved by the Seat Belt" event at Governor Ruth Ann Minner's office

- **Child Passenger Safety Fitting Stations**
  The Office of Highway Safety presently has three child passenger safety fitting stations at locations across the state. Two are located at the Division of Motor Vehicles and one is located at Delaware State Police Troop 5. At these locations, certified Child Passenger Safety Technicians assist parents and other caregivers with the correct installation of their car seats. In FY 2005, the Office of Highway Safety increased the hours that the fitting station services are available to the public, from 60 hours per week to 75 hours per week. In FY 2005, these three fitting stations checked more than double the number of seats checked in FY 2004—from 744 in FY 2004 to 1,832 in FY 2005.

- **Child Passenger Safety Technician Training**
  Throughout FY 2005, the Office of Highway Safety assisted in the coordination of two NHTSA Child Passenger Safety Technician training courses. Overall 22 professionals from law enforcement, the medical community, emergency services, and education successfully completed the class and are certified CPS technicians. These technicians assist the Office of Highway Safety by instructing parents on the correct installation of their car seats, checking the seats for recalls, and providing guidance on transitioning to the next seat as necessary.

- **TEA-21 Occupant Protection Incentive and Innovative Grant Administration**
  In FY 2005, the Office of Highway Safety utilized Sections 157 Innovative, 157 Incentive, and 405 funds to increase seat belt use and encourage the correct and consistent use of child restraint seats. Specific programming initiatives included continued implementation of permanent fitting stations in each county; additional media to promote the fitting station; the Click it or Ticket and CPSAW enforcement and education initiatives; law enforcement liaison salary and training; and training for law enforcement officers.

Evaluation

Based on the Statewide Observational Seat Belt Use Survey conducted in June 2005, Delaware's seat belt use rate is currently 84%, up from 82% in 2004. Based on the National Highway Traffic Safety Administration's conversion formula, Delaware converted 11% of its non-seat belt users to seat belt users by increasing the state's use rate to an all-time high of 84%. According to the National Occupant Protection Use Survey (NOPUS), the national seat belt use rate is 82%, thus for the second year in a row, Delaware's use rate for seat belts has exceed the national use rate.

Between October 2004 and March 2005 (the first two quarters of FY 2005), 50% (29 of 58) of motor vehicle occupants killed in crashes on Delaware roadways were not wearing seat belts, as compared to 44% the previous fiscal year. Projections through the end of FY 2005 indicate that just over half of those motor vehicle occupants killed on Delaware roadways will not have worn seat belts.

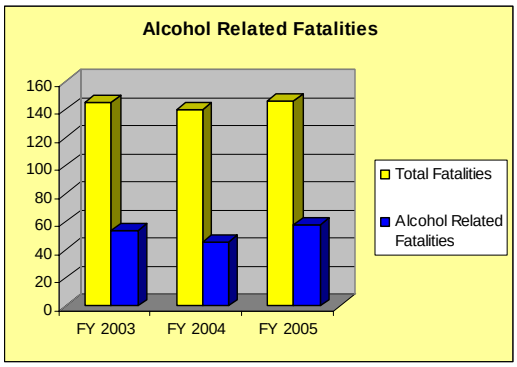
Dover High School was the statewide winner of New Castle County's High School Seat Belt competition: pictured - Danny Ranger, Dover High School SRO; Ashley Knotts, Dover HS student; Shawn Plews, Driver Ed Teacher; and Amy Kevis, New Castle County Police Dept.

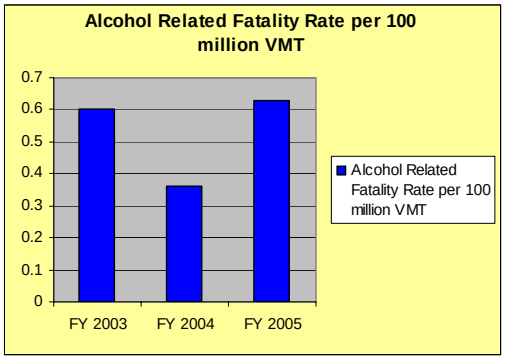
Impaired Driving

Overview

Delaware has identified impaired driving as a priority area based on the number of alcohol-related crash fatalities. In FY 2005, 58 of 146 crash fatalities (40%) were alcohol-related. This is an increase since FY 2004, when 32 of 133 crash fatalities (24%) involved alcohol. Alcohol-related crash fatalities have remained below the high point in FY 2001, when 42% of crash fatalities were alcohol-related. In FY 2005 the alcohol-related fatality rate was 0.63 per VMT. This was an increase from FY 2004, when the rate was 0.50.

Further crash analysis indicates males aged 21-34 are three times as likely to be killed in an alcohol-related crash. Forty-two percent of the alcohol-related crash fatalities that occurred during 2004 were individuals aged 21 – 34; 75% of those individuals were male. In addition, males in that age group are more than four times as likely to suffer serious injury as a result of an alcohol-related crash.





Performance Goals

Decrease Alcohol related fatalities

	2005	2006	2007
% goal	33%	32%	31%
FY 2005 % actual	40%		

Decrease Alcohol-related fatality rate

	2005	2006	2007
% goal	0.56	0.49	0.48
FY 2005 actual	0.63		

Programming Efforts

- **CheckPoint StrikeForce (CPSF)**

  Delaware is once again participating in the CPSF program initiated by the NHTSA Mid-Atlantic Region office. October 1, 2004 through January 1, 2005, OHS completed the third year of this six-month initiative. Delaware had 25 participating agencies that conducted 115 checkpoints resulting in 564 DUI arrests and made almost 67,000 vehicle contacts. In a cooperative agreement with Delaware's Department of Justice, the Attorney General granted statewide arrest authority to 105 officers from the 25 participating law enforcement agencies statewide. Under the direction of OHS, these officers have formed teams in each county and work together conducting checkpoints in every jurisdiction represented on the "team." During the period from July 1st through September 30, 2005, year four of CPSF has continued to show outstanding results. By the end of September, 57 checkpoints had been conducted, resulting in 316 DUI arrests and over 43,000 vehicle contacts. In addition, 106 wanted persons were apprehended, 149 drug arrests were made, 69 felony arrests were made, and almost 1500 arrests for other violations were made.

Officers from the New Castle County Taskforce are sworn in for CPSF 2005

Officers from the Kent County Taskforce are sworn in by Delaware's Attorney General, Jane Brady.

Officers Conduct Checkpoints for the Checkpoint Strikeforce Campaign

Cpl. Todd Michelau, Felton Police Dept., leads the Kent County Taskforce.

The Millsboro Police Department prepares for their 1st checkpoint in 2005.

State and Municipal Law Enforcement Officers were recognized for their participation in Checkpoint Strikeforce.

Members of the Sussex County Taskforce

Agent Brian Hedrick, Div. of Alcohol & Tobacco Enforcement

- **Safe Family Holiday Campaign**
  In conjunction with 3-D month, the State of Delaware implemented a comprehensive education and enforcement campaign over the 2004 holiday season. The campaign included airing of DUI public service announcements and billboard ads, increased impaired driving enforcement, distribution of anti-drinking and driving messages on Christmas tree tags, distribution of safe party planning booklets, and several mocktail parties. In addition, OHS placed a DUI Victim's tree in the lobby of the Safety and Homeland Security Building, as well as the lobby of the Georgetown DMV building, using green and red light bulbs to illustrate the number of alcohol-related crash injuries and fatalities during the holiday season.

OHS partners with the Dover Air Force Base to host a "mocktail" party at a local Walmart

- **Underage Drinking Prevention**
  OHS worked with a private communications firm to develop an education campaign aimed at informing youth of the social, financial, and legal consequences of underage drinking. The campaign targets teens during peak social events, such as prom and homecoming. The campaign consists of enforcement mobilizations paired with media awareness and a partnership with local high schools. A package of resource materials will be sent to the School Resource Officer or the Wellness Center Director. Informational materials including as banners, posters, MADD red ribbons, radio PSA's, and a list of local speakers available for school assemblies are disseminated.

- **NHTSA Mid-Atlantic Region Law Enforcement Summit**
  Delaware participated in the Regional Law Enforcement Summit held in Pittsburgh, Pennsylvania in June 2005. Delaware's Impaired Driving Prevention Coordinator presented the results from year three of Checkpoint Strikeforce, including the innovative approach of county taskforces. Delaware State Police Corporal Jeffrey Whitmarsh presented a session about making a complete traffic stop. In addition, the Office of Highway Safety funded registration and travel expenses for 25 law enforcement officers from across the state.

- **DUI Training Initiatives**
  In FY 2005, the Office of Highway Safety funded several significant training opportunities for Delaware law enforcement. In January 2005, OHS hosted a "Catch 'Em If You Can" training session for 16 officers from State and municipal agencies. In March 2005, five officers attended the Virginia Beach Police Department's "6th Annual DUI Conference" and 2 officers attended the IPTM "Symposium on Drug and Alcohol Impaired Driving." In April 2005, a technician from the Delaware State Police crime lab attended the "Symposium on Blood and Breath Alcohol Testing Program Management and Administration" at Indiana University. OHS also supported the Wilmington Police Department's training academy by providing SFST training materials to two separate academy classes. In addition, OHS funded training for two Justice of the Peace Court judges at the ABA's National Judicial College.

Cpl. Roy Bryant, DSP; Jim Brown, OHS; and Chief Mike Capriglione pose with Robyn Robertson of TIRF at the VA Beach PD's 6th Annual DUI Conference

Delaware law enforcement and OHS staff pose at the NHTSA Mid-Atlantic Regional Impaired Driving Summit in Pittsburgh, PA

- **Drug Recognition Expert Training (DRE)**
  Delaware is actively working to become the 41st DRE state in the nation. In August 2005, eight officers began training to become DRE's. In a class coordinated by the International Association of Chiefs of Police, the officers completed nine days of intensive classroom training. In October 2005 these officers completed 30 days of field certification at the Baltimore County detention facility. Full training and certification will be completed by the end of the first quarter of FY 2006 and the new DRE's will begin taking calls by January 1, 2006. The initial eight DRE's are comprised of officers from the Delaware State Police, New Castle County Police, Newark Police, and Dover Police.

- **Delaware Safe Rides Program**

This year Delaware supported the implementation of a safe rides program in New Castle County through a sub-grant using Section 410 funds. The program, titled Delaware Designated Driver, operates using volunteers from the University of Delaware's Greek organizations to provide rides to impaired drivers each Friday and Saturday night. In addition, there was one program manager and there were two staffers to answer calls for service. The service telephone number was distributed to local restaurants and bars, information was distributed at health and safety fairs within the community, and promotional cards, brochures, and key chains were distributed to increase awareness of the service. Volunteers worked in teams of two – one to drive the impaired person home and another to drive the impaired person's vehicle home. In its first year, the program secured a total of 94 volunteers and provided 231 rides to over 500 impaired individuals. The program will be funded in FY 2006 to continue the efforts and to expand to further locations in New Castle County.

- **DUI Enforcement Mobilizations**

OHS coordinated six impaired driving enforcement mobilizations and one Cops-In-Shops mobilization during the 2005 fiscal year. The Cops-In-Shops mobilization was held April 8 – 30, 2005. A total of 21 agencies worked 800 hours, yielding 44 unlawful entry arrests, 39 underage consumption arrests, 39 underage possession arrests, 8 false id's confiscated, and 174 various other violations. The impaired driving mobilizations were held October 29-31, 2004 (Halloween), November 26, 2004 – January 1, 2005 (Christmas/New Year's), February 6, 2005 (Superbowl), March 17, 2005 (St. Patrick's Day), May 5, 2005 (Cinco de Mayo), and August 26 – September 11, 2005 (Labor Day). A total of 26 agencies worked 1,980 hours, yielding 202 DUI arrests, 168 seat belt arrests, and almost 1,300 total various other violations.

Cpl. Andrew Rubin, Newark Police Dept.

Agent Mike Downs, Div. of Alcohol & Tobacco Enforcement

- **DUI Law Enforcement Equipment Purchase**

In FY05 the Office of Highway Safety purchased impaired driving detection equipment for the Delaware State Police and several local police departments. In total, 20,000 portable breath tester mouthpieces were provided and 15 passive alcohol sensors were awarded. In addition, safety equipment for agencies working the Checkpoint Strikeforce campaign was also provided. This equipment included orange reflective "DUI Checkpoint Ahead" signs, traffic safety cones, and reflective safety vests.

- **TEA-21 Impaired Driving Incentive Grant Administration**
  In FY 2005, the Office of Highway Safety utilized Sections 410, 163, and 154 Federal funds to reduce the incidence of impaired driving on Delaware roadways. Specific programming initiatives included enforcement funding opportunities, updating public awareness materials, and the purchase of impaired driving detection equipment to State and local law enforcement.

Evaluation

Through comprehensive efforts including enforcement initiatives, purchase of impaired driving enforcement equipment, and distribution of public information and education materials, Delaware works to reduce the incidence of impaired driving on our roadways. There was an increase in alcohol-related fatalities from the FY 2004 levels (24% of all fatalities) to 40% in FY 2005. We believe that by continuing our comprehensive strategies, including high-visibility sustained enforcement efforts like Checkpoint Strikeforce, we can again realize reductions in alcohol-related fatalities in the years to come. Impaired driving programming efforts will continue to be closely monitored and evaluated for effectiveness.

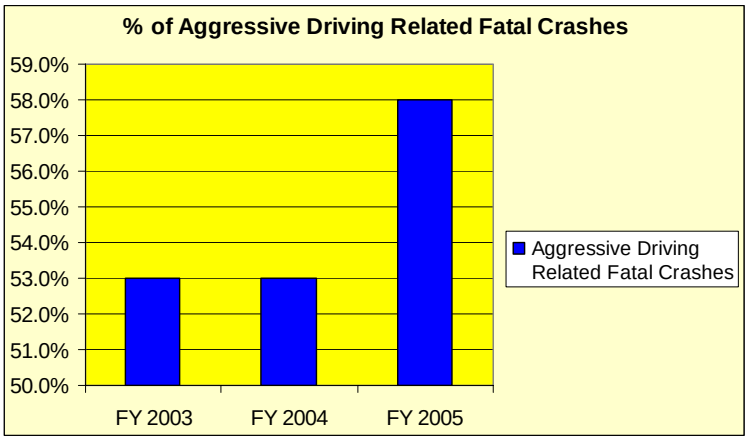
New Castle City Police officers conduct SFST's on a suspect

Aggressive Driving

Overview

The State of Delaware enacted an aggressive driving law in July 1999. The legislation created a new motor vehicle violation called aggressive driving and defined it as a combination of any three of the following traffic violations: disregarding a red light, passing on the shoulder, unsafe lane change, following too closely, failure to yield, failure to signal, failure to obey stop and yield signs, passing stopped school buses, and speeding. Specifically, a motorist that violates three of these laws in one single driving incident can be charged with the additional aggressive driving violation.

In an analysis of aggressive driving-related fatal crashes in 2004, males were 2:1 more likely to be involved in an aggressive driving-related crash. In 2004, 55% of the fatalities were aggressive driving-related compared to 51% in 2003. Of those fatalities, 63% were men. Aggressive driving-related fatalities involved more 16 year olds than any other age group. The top four primary contributing circumstances for fatal aggressive driving-related crashes in 2004 were failure to yield the right of way, speed, following too closely, and disregarding traffic signals. Since 1995, the percentage of all crashes resulting from aggressive driving behaviors has remained around 43%, yet the percentage of fatal crashes resulting from aggressive driving behavior has risen from a low of 38% (46 of 121) in 2000 to a high of 57% (67 of 117) in 2002.



Performance Goals

Decrease Percentage of fatal crashes resulting from aggressive driving behavior

	2005	2006	2007
% goal	53%	50%	48%
FY 2005 % actual	**58%***		

*Based on preliminary FARS data

Programming Efforts

The Office of Highway Safety coordinated the following initiatives in an effort to impact our aggressive driving goals for FY 2005:

- **Operation Slow it Down Campaign**
  In response to the rapidly increasing number of fatalities in the fall of 2004, the Office of Highway Safety coordinated a 6 week campaign targeting aggressive driving. Specifically officers targeted the top four causes of aggressive driving crashes, including speeding, failure to yield, following too close, and failure to obey traffic signals. Officers from thirteen law enforcement agencies issued over 1,750 aggressive driving citations throughout the enforcement period. The Office of Highway Safety partnered with the Department of Transportation, Emergency Medical Services, the state fire service, and the Dover Air Force Base to further the Slow it Down Campaign message. A review of crash data from the same time frame in 2003 revealed that aggressive driving fatal crashes were reduced from 75% to 61% (15 of 20 to 11 of 18).

DSHS Secretary David B. Mitchell, with members of the Delaware State Police, Dept of Transportation, Newport Police, and Emergency Services, looks on while Lt. Col. Mark Deluca, USAF, makes remarks at the Operation Slow It Down kickoff event.

- **Stop Aggressive Driving Campaign**
  Upon review of aggressive driving-related crash data, the Office of Highway Safety kicked off a 6 month aggressive driving campaign in the summer of 2005. The high-visibility enforcement and media initiative combined several new components to this campaign, as follows:
    - **Law enforcement agencies utilized two-person teams and an unconventional vehicle to identify those drivers that were driving aggressively.**
    - **In addition to billboards and radio advertisements, OHS utilized internet ads that targeted the population most at risk for displaying aggressive driving behaviors.**

  The Office of Highway Safety identified specific roadways based on high crash locations for the aggressive driving enforcement. Due to the volume of aggressive driving-related crashes in New Castle County, the team enforcement was piloted in the northern part of the state, while law enforcement agencies in the remaining counties conducted additional saturation patrols to support the statewide effort. Through the end of October 2005, officers have issued over 2,000 citations for aggressive driving behaviors.

Evaluation

Between October 2004 and March 2005 (the first two quarters of FY 2005), 62% of the fatal crashes were attributed to aggressive driving behavior. Preliminary DE FARS data indicates that, for the entire FY 2005 year, approximately 59% of the state's fatal crashes will be attributed to aggressive driving. This is slightly higher than FY 2004, when 53% of all fatal crashes were attributed to aggressive driving behaviors. This rise in the percentage of aggressive driving crashes is of particular concern to the Office of Highway Safety. We are addressing this trend by using data to determine the locations of aggressive driving crashes and implementing high visibility enforcement and education campaigns in and around those areas to impact the problem.

Traffic Records/Safety Management Systems

Overview

The absence of comprehensive statewide data on injuries and fatalities resulting from motor vehicle crashes has hindered an efficient problem identification process. These deficiencies include an inability to link traffic records from one agency to another and a lack of a comprehensive system to analyze crash data from the crash scene, patient care systems, licensing, and adjudication of the violations. Currently there are efforts underway to create this integrated data collection system. The network would allow for improved highway safety problem identification, including crash causation, demographic data, location analysis, severity of injury, and adjudication information. The integrated data collection system will allow for comprehensive problem identification for the purpose of improving highway safety in Delaware.

Effective highway safety and injury control decision-making depends on an efficient and systematic approach to data collection and analysis. It requires targeted problem identification for effective resource allocation and program development. A statewide, integrated crash data collection system, which includes information not only about the characteristics of crashes, but also the nature of injuries and fatalities that result from those crashes, is needed to produce relevant data that can be used to support highway safety and injury prevention initiatives.

Traffic records improvement projects undertaken in FY 2005 include the preliminary implementation of an automated crash reporting system, on-going linkage of CODES data (Crash Outcome Data Evaluation System), on-going training efforts for law enforcement, installation of mobile printers for use with the automated crash report, and improvements to the DUI Tracking System. The Traffic Records Coordinating Committee's Strategic Plan was implemented in June 2003 and most of the recommendations have been implemented or are in the process of being completed at this time. Lastly, in FY 2005 the Office of Highway Safety utilized the University of Alabama's CARE (Critical Analysis Reporting Environment) software package prior to the full implementation of the integrated data collection system to assist the office in immediate problem identification and development of comprehensive solutions.

Performance Goals

To implement a statewide integrated data collection system to allow for comprehensive analysis of all traffic crashes and thus improve the problem identification and decision-making capabilities.

Programming Efforts

The Office of Highway Safety coordinated the following initiatives in an effort to impact our traffic records goal for FY 2005:

- **CARE (Critical Analysis Reporting Environment) Software Package**
  In September 2004, the Office of Highway Safety participated in training to utilize the CARE software data analysis package. The FY 2006 planning process that we undertook in the spring of 2005, utilized the crash data available to the Office of Highway Safety via CARE. The CARE analysis system allowed OHS staff to analyze 2004 crashes to determine causation, fatality and injury rates, restraint use, and alcohol involvement to determine priority areas, performance goals, and countermeasure strategies. The OHS staff will continue to utilize CARE to conduct evaluations of various mobilizations and initiatives throughout the year.

- **Traffic Records Coordinating Committee**
  The Office of Highway Safety coordinates the state's Traffic Records Coordinating Committee (TRCC). The Committee is comprised of stakeholders in crash data collection and analysis, including OHS, the Department of Transportation, Office of EMS, Division of Motor Vehicles, Delaware State Police, DelJIS, Department of Technology and Information, and the Dover/Kent County Metropolitan Planning Organization, among others. The TRCC is the guiding body for the development and implementation of a statewide integrated data collection network for the comprehensive analysis of crash data and the development of appropriate countermeasures.

- **Automated Crash Report Project**
  To facilitate real-time crash reporting, to eliminate duplication of effort in inputting data among various agencies, and to aid in improved crash data analysis, the Delaware State Police is in the process of implementing the state's automated crash reporting system. Programmers have also developed an electronic tow slip and are currently developing the electronic citation. Delaware State Police began using the new system in June 2005 and following training in 2005 and 2006, local law enforcement will begin using the automated crash reporting system as well. Delaware is one of approximately twenty-two states in the country utilizing the State of Iowa's TraCS model for the automated crash report.

- **Emergency Medical Services Data Projects**
  In 1999, the Office of Emergency Medical Services embarked on a project, EMS Data Information Network (EDIN), to automate ALS (Advanced Life Support) and BLS (Basic Life Support) patient care reports (PCR). To date, all ALS and most BLS providers provide their PCRs via EDIN. Approximately 25% of the PCRs involve crashes and provide invaluable injury data unavailable from any other source. EDIN will be incorporated into the integrated crash data collection system once completed. In addition, the Office of Emergency Medical Services manages the state's Crash Outcome Data Evaluation System (CODES) project. To date, the CODES analyst has linked 1999-2003 crash, EDIN, and hospital discharge data. This information has been particularly useful in securing passage of key highway safety legislation in the past, including .08 and primary seat belt laws.

- **Mobile Printer Project**
  In FY 2005, the Office of Highway Safety utilized Section 411 Federal funds to purchase and install mobile printers for police vehicles to assist with the implementation of the automated crash reporting project as well as the electronic citation report, to be implemented in FY 2006. 518 mobile printers were purchased for state, county and local police agencies. The units will aid law enforcement in providing copies of reports to persons involved in crashes and eventually with the issuance of electronic citations.

- **DUI Tracking System Upgrades**
  Delaware has had an on-line tracking system for DUI offenders since 1998. For the past 3 years, the system has been in various stages of redesign by the Division of Motor Vehicle's (DMV) computer support section. Due to a variety of other high-priority projects within the DMV, the DUI Tracking System project was placed on the back burner. To remedy this, the Office of Highway Safety has hired an information systems consultant to redesign and implement the system. The new system will meet all NHTSA model criteria. The system should be completed and implemented by January 1, 2006.

- **TEA-21 Data Improvements Incentive Grant Administration**
  The Office of Highway Safety received Section 411 Data Improvements Incentive Grant funds in FY 1999, FY 2000, FY 2001 and FY 2002. The funding supported efforts to create the automated crash report, provide consultant support, fund a traffic records assessment, provide for the CARE software package implementation, fund the mobile printer purchase, and provide data collection and analysis training as necessary.

Evaluation

The State of Delaware continues to make great progress in improving the collection and analysis of crash data. The TRCC continues to guide the efforts made to improve the collection of the data, including the development of the automated crash reporting project. Statewide use of the electronic reporting form will greatly improve access to the data, reduce officer time spent on data collection and reporting, and will create a mechanism for real-time crash analysis. These tools are key to highway safety countermeasure selection and for resource allocation decision making.

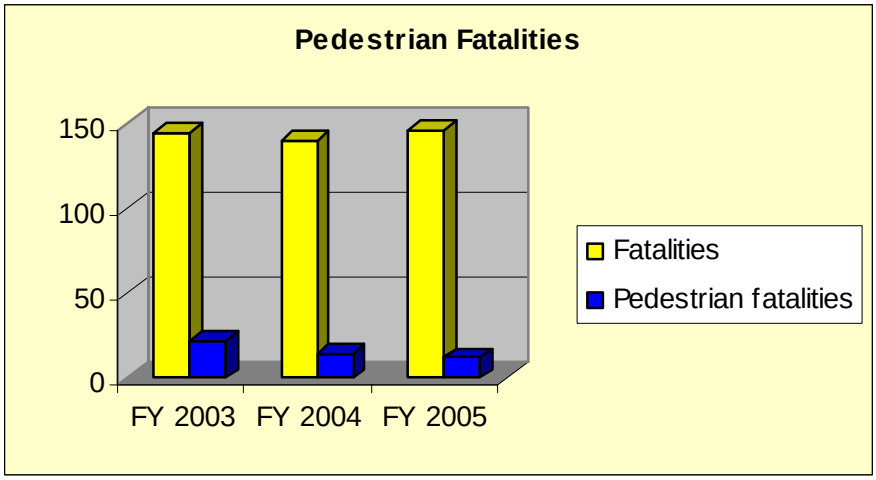
In FY 2006, the Office of Highway Safety and the Traffic Records Coordinating Committee look forward to guiding the following traffic records initiatives:

- **Development and eventual implementation of the integrated data collection system**
- **Conduct a NHTSA Traffic Records Assessment**
- **Implementation of the electronic citation initiative**
- **Enhancements to EDIN (EMS Data Information Network)**
- **Continued data linkage via CODES (Crash Outcome Data Evaluation System)**
- **Continued enhancement to the automated crash reporting system, including the electronic transfer of data from DSP to DelDOT**

Pedestrian Safety

Overview

In FY 2005, pedestrian fatalities accounted for 8% (12 of 146)* of total fatalities. This number represents a decrease from 11% (14 of 133) in FY 2004. Specific roadways in New Castle County showed the majority of pedestrian fatalities during spring and early summer, while the resort beach areas show the largest number of pedestrian fatalities during peak summer months. 70% of all pedestrian fatalities were between the ages of 25-54. Enforcement efforts were focused in those geographic areas with the highest incidence of pedestrian fatal crashes to specifically target the at-risk populations. This year efforts were refocused to provide public information and education materials to the community, and to encourage pedestrian enforcement efforts in communities where crashes involving pedestrians were occurring.



Performance Goals

Decrease Pedestrian Fatalities

	FY 2005	FY 2006	FY 2007
% goal	12%	11%	10%
FY 2005 % actual	8%*		

* Complete data not available at print, this is a projected estimate.

Programming Efforts

- **Traffic Injury Prevention Program (TIPP)**

The TIPP program provides pedestrian safety programming aimed at reducing pedestrian/vehicle crashes. The Walk Smart curriculum is presented at area elementary and middle schools, providing information for both students and parents. The program includes community partnerships, law enforcement partnerships, a resource center for schools, youth organizations, civic groups, and media outreach. In the course of FY 2005, 21 programs were presented, reaching over 3,800 students and their families.

- **Dewey Beach Police Enforcement Project**

During the summer months, Dewey Beach is overrun with pedestrian traffic. The Dewey Beach Police Department investigated four pedestrian and two bicycle crashes in 1999. In 2002, they issued over 200 pedestrian jaywalking tickets to encourage tourists to use marked crosswalks. Through their FY 2005 enforcement project, conducted in June, July, and August, they coordinated overtime pedestrian enforcement, resulting in over 204 contacts with pedestrians, and citing 42 pedestrians with violations. In addition, they partnered with local businesses to advertise their safety message on marquees, ran a radio public service announcement, gave a live television interview, and printed and distributed safety brochures.

- **Risk Watch Education Program**

The Delaware Office of Emergency Medical Services, in cooperation with the Delaware State Fire School and numerous other partners, provides the Risk Watch program to area schools. This program includes modules that address motor vehicle, bicycle, and pedestrian safety. By the end of FY 2005, the program was in 797 classrooms across the state, and presented to over 18,000 students.

Evaluation

There was a decrease in pedestrian fatalities during this fiscal year, from 11% in FY 2004 to 8% in FY 2005*, which surpassed our goal. We are encouraged by the reduction in pedestrian fatalities, but will continue to focus our efforts in high crash areas, at significant times of the year, so that we can further reduce fatalities.

Students and Parents at Downes Elementary School participate in Walk to School Day

- Complete data not available at print, this is a projected estimate.

Paid Media Summary

Overview

During FY 2005, the Delaware Office of Highway Safety committed significant funding to paid media. More than $629,000 in Section 402 and other Incentive Grant funds was spent to maximize the effectiveness of enforcement and educational programming initiatives. This is nearly double the amount spent on public awareness and paid media initiatives in FY 2004. In addition to what is reflected in this document, OHS also spent $53,000 on an Underage DUI prevention media campaign in April, funded through a grant from the Office of Juvenile Justice and Delinquency Prevention (OJJDP).

This year, OHS made a significant change in its overall communications strategy by hiring a full time, full-service advertising and communications firm. Through the state bid process, the firm of Aloysius, Butler & Clark (aka AB&C), of Wilmington, Delaware was selected to assist OHS with developing, producing, and implementing, and evaluating a comprehensive communications plan to promote highway safety.

AB&C began work in late March and immediately went to work on the media buy for May's *Click It or Ticket* campaign, and then began planning for *Checkpoint Strikeforce* in July, and at the same time created an entirely new Aggressive Driving campaign to launch just two weeks later.

Two of the firm's major accomplishments have been giving OHS's materials a unique look and identity through its campaign graphics, a process often called "branding" and working with the OHS Community Relations Officer to create, for the first time, a working Communications Plan for the coming Federal fiscal year. We are very pleased to have AB&C as part of the OHS team.

This section of the Annual Report provides a description of OHS's paid media efforts for FY 2005. It is presented in four different formats.

I. **A breakdown of projects funded with Section 402 and other Incentive Funds**

II. **A chart of OHS's sustained media efforts reflected by calendar month**

III. **A narrative explanation of the highlights and achievements of paid media efforts by program area**

IV. **A summary chart of paid media efforts for the entire 2005 Federal fiscal year**

I. Paid Media Funds Spent in FY 2005

Use of 402 and Incentive Grant Funds for Paid Media in FY 2005		
Federal Grant Code	**Campaign**	**Total Funds Spent**
Section 402	**1) "Stop Aggressive Driving" campaign ($36,825)** **2) "Walk Smart" Pedestrian Safety campaign ($12,000)**	**$48,825.00**
Section 410	***Checkpoint Strikeforce* campaign FY 2005– ($135,324)**	**$135,324.00**
Section 163	**1) "Operation Slow It Down" – Aggressive Driving campaign ($15,000)** **2) *Click It or Ticket* campaign ($40,000)** **3) "Stop Aggressive Driving" campaign ($57,335)**	**$112,355.00**
Section 154	**1) You, Drink & Drive, You Lose** **a) Superbowl ($11,850)** **b) St. Patrick's Day ($9,690)** **c) Cinco de Mayo ($4,720)** **d) Labor Day ($21,916)** **2) *Checkpoint Strikeforce* FY 2005 ($16,000)**	**$64,176.00**
Section 405	**Child Passenger Safety Awareness Week ($47,179)**	**$47,179.00**
Section 157 Innovative	***Click It or Ticket* campaign ($222,000)**	**$222,000.00**
Total Funds Spent		**$629,859.00**

II. Paid Media Activities Color Chart by Calendar Month

Campaign	Oct '04	Nov	Dec	Jan '05	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Operation Slow It Down												
Checkpoint Strikeforce '04												
Superbowl DUI												
Child Passenger Safety Awareness Week												
St. Patrick's Day DUI												
Cinco de Mayo DUI												
Click It or Ticket												
Checkpoint Strikeforce '05												
"Stop Aggressive Driving" campaign												
You Drink & Drive, You Lose (Labor Day)												
"Walk Smart" Pedestrian Safety												

III. Narrative Explanation of Paid Media Highlights and Achievements by Program Area

Occupant Protection

A. *Click It or Ticket* 2005
Total Budget $262,000.00

Delaware utilized the national model, a combination of paid media and enforcement activities, to obtain maximum impact and behavior change during the 2005 *Click It or Ticket* campaign. In the end, seat belt use statewide increased from 82% in 2004 to 84% in 2005.

Paid media ran for one month while the enforcement ran for two weeks in the middle of the campaign. The target audience for Click It or Ticket was 18-34 with a heavy emphasis on teens 16 – 20. This age group was identified based on data which shows that they are most often involved in crashes and not wearing seat belts. A mix of radio, billboards, and a small amount of print were chosen as the most appropriate mediums for spreading the message. Cable television was also selected as the most appropriate choice for the media buy because Delaware does not have its own network TV market.

"Click it or Ticket" 2005 Paid Media BUDGET SUMMARY	
Radio	$73,582
Cable & Broadcast Television (includes Spanish)	$47,399
Outdoor	$27,233
Print (Spanish & Entertainment Magazines)	$7,124
total:	$155,340

Fifty-six percent of the target audience saw the message on TV an average of 5 times per week. In New Castle County (the northernmost county, which is heavily urban) 45% of the target audience heard the message on radio an average of 5 times as well, and in the two southernmost counties 86% of the target audience heard the radio ads an average of 18 times. In addition to the paid media message, 51 stories about the campaign appeared in statewide TV, radio, and print media outlets.

The remaining $106,660 in the budget was used for redesigning and printing fliers, posters, and this year's incentive item lanyards (items that hang around the neck for keys or holding an id) with *Click It or Ticket* printed on them. Hundreds of posters and fliers were distributed to the public through OHS's contacts in State government, health care organizations and community-based safety organizations such as the DE SAFE KIDS campaign. OHS also distributed 200 posters created by the NHTSA Mid-Atlantic Region's media contractor which were designed for use on commercial motor vehicles. The posters were distributed to Delaware truckers through the DE Division of the Federal Motor Carrier Safety Administration.

In addition, the funding was used to print specially designed fliers for a project OHS and the Delaware chapter of NOBLE (National Organization of Black Law Enforcement Executives) partnered on. Members of NOBLE distributed the fliers to 17 African American churches throughout the state. The fliers contained information on the CIOT campaign but focused more heavily on the threat of loss of life, and showing your church family you care about their safety. At two of the churches where the fliers were distributed, seat belt surveys were also conducted. At one of the two churches seat belt use increased from 85% pre-message, to 97% post message. OHS hopes to find additional opportunities to partner with NOBLE throughout the year.

Finally, the remainder of the budget also included paying for the pre and post campaign telephone surveys. Highlights of these surveys are listed below:

Summary of Findings

Survey Response

- **Interviewers surveyed 503 respondents in each survey, both before and after the campaign, for a total of 1,006 respondents.**
- **Approximately six in ten respondents drive passenger cars. The second most prevalent vehicle was the SUV, followed by pick-up trucks and mini vans.**
- **About three-quarters of the respondents were Caucasian. African Americans were the most often mentioned minority race (about 15%), followed by Hispanics and Asians (about 2%).**

Frequency of Seat Belt Use

- **More than 86% of respondents report they wear seat belts all of the time.**
- **The portion of respondents always wearing seat belts increased by 1.6% (from 86.3% to 87.9%) between the pre-campaign survey and the post-campaign survey.**
- **Female respondents reported wearing seat belts more often than men. In the pre-campaign survey 92.0% of men reported wearing seat belts always or most of the time. This contrasts with 97.7% percent of women saying they use seat belts always or most of the time.**
- **Over the course of the campaign, seat belt usage increased slightly in New Castle County while declining slightly in both Kent and Sussex Counties.**
- **Pre- and post-campaign seat belt usage varied somewhat among age groups. Usage increased slightly in the 16-20, 30-39 and 40-49 ranges, and declined in the 21-29, 50-59 and 60+ ranges. The biggest decline was in the 21-29 range which dropped 10.8 percentage points to 84.7%.**

- **Usage by African Americans increased 3.3% from 90.1% to 94.3%. The usage by members of "Other Races" also increased from 92.9% to 100.0%, although there were only 42 respondents in the pre-campaign survey and 36 in the post-campaign survey.**

Awareness of Mandatory Seat Belt Law

- **Over the course of the campaign, the awareness of Delaware's seat belt law increased 8.8 percentage points to 90.7%. This represents more than a 10% increase in the number of individuals who know about the law.**

- **Women showed a greater increase in awareness of the law than men.**

- **Awareness of the mandatory law increased most in residents of Sussex County which changed from 73.1% to 93.3%.**

- **Only respondents in the 16-20 age group showed a decrease in the percent that were aware of Delaware's seat belt law, from 97.3% to 92.1%. All of the other age groups showed an increase of about 8 percentage points each.**

- **African Americans showed an increase in awareness of the law of 12.1 percentage points, compared to 9.4% for Caucasian individuals. Other races declined 5.6 percentage points to 77.8%.**

Awareness of Click It Or Ticket

- **Overall awareness of Click It Or Ticket jumped 8.2% percentage points after the campaign to 86.5%.**

- **New Castle County residents had the lowest initial awareness level but the greatest increase – from 70.3% to 83.5% – an increase of 13.2 percentage points. Sussex awareness increased 1.0 percentage point to 93.3%, the highest of the three counties.**

- **The awareness of the Click It Or Ticket campaign increased in all age groups.**

- **African Americans reported the greatest increase in awareness of Click It Or Ticket – 11.3 percentage points. Caucasians reported an increase in awareness of 8.3 percentage points.**

- **About 1 in 4 respondents had heard of Click It Or Ticket from billboards, which had the highest impact. TV was second at about 1 in 5 and radio third at about 1 in 6. Traffic checkpoints made up about 10% of the mentions.**

Experience in Receiving a Seat Belt Related Ticket

- **Men reported a higher increase in the rate of receiving tickets than did women – 4.5 percentage points and 0.7 percentage points respectively. This represents a 75% increase in the number of men receiving tickets, and a 12.5% increase for women. In the post-campaign survey, more than one in ten men reported having received a ticket for failure to wear a seat belt.**

- **After the campaign, respondents in age groups 16-20 and 30-39 both reported notable increases in the number of tickets issued. In the post campaign survey, nearly 1 in 6 of the respondents in these age groups reported having received a ticket for failure to wear seat belts. This represents an increase of almost 5 times for the 16-20 group and more than double for the 30-39 year olds.**

- **The number of passenger car drivers who reported having received a ticket for not using their seat belts more than doubled by the end of the campaign to 9.3%, while the number of pick up drivers reporting having received a ticket increased about 80% to 6.5%. The number of SUV drivers reporting that they had received a ticket dropped by more than half from 10.8% to 5.1%.**

Awareness of Special Enforcement Efforts in the Previous Month

- **About six in ten of the respondents to the post-campaign survey reported seeing special enforcement efforts in the previous month. It is somewhat surprising that about one third of the respondents to the pre-campaign survey also reported seeing or hearing of special enforcement efforts in the previous month, when no special efforts had been underway.**

- **Men were somewhat more likely than women to have said they were aware of special enforcement efforts in the post-campaign survey.**

- **Sussex County respondents in both surveys were somewhat more likely to have seen or heard of special enforcement efforts in the previous month.**

- **One in four respondents said they had heard of <u>Click It Or Ticket</u> from billboards. About three-quarters of all mentions related to enforcement efforts included TV, radio, newspaper and check points.**

B. National Child Passenger Safety Awareness Week (CPSAW) 2005 Total Budget $47,179

OHS used a combination of paid and earned media to complement enforcement efforts in support of National Child Passenger Safety Awareness Week efforts. Child restraint and seat belt enforcement for CPSAW only lasted one week, however, paid advertising efforts continued for two weeks.

Females ages 25 – 44 with children were the target audience during CPSAW and the message in paid media advertising was aimed at encouraging parents to take advantage of Delaware's free Fitting Station services.

BUDGET SUMMARY	
Radio	$14,225
Cable Television	$25,540
Broadcast Television	$ 3,000
Print	$4,414
total:	$47,179

Along with the radio buy, one of the stations did a live radio remote during a community car seat check event held at a local WalMart. During the remote, the DJ interviewed OHS staff about the importance of getting car seats checked and using them properly. Additionally, production costs for the TV spot were free, because OHS used the morning show anchor from the CBS affiliate based in Salisbury, MD, who had just been in a rollover crash with her child, who was in a car seat. The TV spot showed her getting her son's new car seat re-installed while she explained the importance of proper use, and the phone numbers for the Fitting Stations were displayed.

Reach and frequency information can be found in the chart at the end of this section. Media coverage included 8 print stories, 3 radio stories and two morning TV live shots. In terms of enforcement, 20 fewer child restraint citations were issued than in 2004, and the statewide child restraint misuse rate at car seat checks that week remained steady at 80%.

Impaired Driving

A. *Checkpoint Strikeforce* 2004 (Oct. – Dec.) Total Budget $35,324

Checkpoint Strikeforce 2005 (July – Sept.) Total Budget $116,000

***Checkpoint Strikeforce* is a regional sobriety checkpoint campaign aimed at arresting impaired drivers and deterring those who would otherwise choose to drink and drive. The states of Delaware, Maryland, Pennsylvania, Virginia, West Virginia, and the District of Columbia participate by conducting weekly checkpoints between July 1st and January 3rd each year.**

The media component of the campaign involves a media buy, the printing and distribution of fliers at checkpoints and posters through businesses and schools, and weekly press releases reporting out results from the previous weekend and locations (towns only) of upcoming checkpoints.

During the second half of the 2004 campaign, the paid media mix also included the airing of TV spots filmed at one of our checkpoints, a radio buy supported by a NHTSA grant that MADD Delaware received, and Indoor Advertising which are ads placed in the restrooms of bars and restaurants listing the penalties for DUI in Delaware.

Media coverage included a total of 59 stories in three months, a half hour taped radio interview conducted with the OHS Community Relations Officer and the distribution of materials at a popular Holiday Home Show, reaching thousands.

However, the best news was that at the end of the campaign which coincided with the end of the calendar year, alcohol-related deaths declined from 39% in 2003 to 33% in 2004.

Before launching the 2005 campaign, AB & C revamped the *Checkpoint Strikeforce* materials to "brand" them with OHS's new look. While still relying primarily on radio ads for the media buy, billboards were added to the mix. Indoor advertising and a small TV buy was also included. OHS also mailed letters to the owners of all bars and restaurants likely to serve alcohol asking them to support the campaign by posting a campaign decal we provided for them at the entrance to their establishment, and to display posters or distribute fliers to customers. About 10% of the businesses who received this mailing, actually faxed back a form either requesting more materials or saying that they would display the decal.

To launch the 2005 campaign, OHS held officer swearing in ceremonies in each of Delaware's three counties, with Attorney General Jane Brady swearing in the members of each county's DUI Task Force. Each task force is comprised of county and municipal officers from different jurisdictions. The county DUI Task Forces have been extremely successful since they were implemented in 2003 and have allowed OHS to increase both the number of DUI checkpoints held each year, and the number of DUI arrests.

Media coverage for the first half of the 2005 campaign included 53 stories on TV, radio and in print. Several media outlets have conducted live shots at checkpoints as well. One way OHS has continued to promote the campaign is to point out that while officers are accomplishing their primary goal of arresting DUI offenders, they are also making drug arrests, apprehending wanted individuals, recovering stolen vehicles and making felony arrests on drug and weapons charges.

B. Other DUI Mobilizations (including You, Drink & Drive, You Lose) Total Budget - $48,176

Throughout the remainder of the fiscal year, our *Checkpoint Strikeforce* campaign was supported by additional DUI mobilizations often centering around a specific holiday or event. Each enforcement mobilization was accompanied by paid media as well. These mobilizations included one for Superbowl Sunday, St. Patrick's Day, Cinco de Mayo, and the Labor Day You Drink & Drive, You Lose initiative.

The media buy for these mobilizations consisted solely of radio. For Superbowl Sunday and St. Patrick's Day, state and local police officers recorded scripts regarding enforcement and the You Drink & Drive, You Lose message. On both occasions, one of the stations used was the University of Delaware radio station to target college age students and promote the use of designated drivers. Additionally, the same type of message was printed on the paychecks of all state of Delaware employees prior to the Superbowl.

For Cinco de Mayo, a professional voice over of a NHTSA script was used. Additionally, posters from the NHTSA website were printed in both English and Spanish and were distributed to several local bars, restaurants and community centers assisting the Hispanic community statewide.

Twenty-five stories aired on media outlets statewide for these three mobilizations combined. Among the 25 media hits were TV live shots from DUI checkpoints during each mobilization. Another six media stories appeared as a result of regular press releases.

Because the Labor Day You Drink & Drive, You Lose mobilization occurs during the *Checkpoint Strikeforce* (CPSF) campaign, the campaign's paid media buy was increased during these dates and the CPSF campaign radio spot with a new You Drink & Drive, You Lose tag was used.

BUDGET SUMMARY	
Superbowl Sunday	$11,850
St. Patrick's Day	$9,690
Cinco de Mayo	$4,720
Labor Day	$21,916
total:	$48,176

Aggressive Driving

A. "Operation Slow It Down" October 2004
Total Budget - $31,000 ($15K in 402 funds, $16K matched by DelDOT)

OHS officials, concerned with an increasing number of fatal crashes resulting from acts of aggressive driving, created an enforcement and awareness campaign called "Operation Slow It Down." On the enforcement side, 13 state and local police agencies conducted saturation patrols in high crash locations, on targeted days of the week, concentrating on the top four aggressive driving violations. For the first time, in a coordinated effort, the Dover Air Force Base also conducted enforcement on base in support of the statewide effort

On the awareness side, OHS coordinated a kickoff press event held at the Delaware Department of Transportation's Traffic Management Center (TMC) featuring speakers from the State Dept. of Safety and Homeland Security, OHS, State Police, local police, the Dover Air Force Base, and DelDOT. The TMC has a bank of TV monitors that provided media with a look at traffic flow from cameras placed throughout the state.

OHS also coordinated a paid media buy using radio advertising. The OHS Director, State and local police, and Emergency Medical Services paramedics recorded radio scripts for the campaign which aired on stations statewide. DelDOT contributed half of the funding for the radio buy. Reach and frequency results can be found in the chart at the end of this section.

Media coverage was extensive. Twenty-four stories appeared in print, on radio and on TV in just six weeks. In the end, police issued 1,687 aggressive driving citations, and aggressive driving-related crashes decreased by 1% as did the percentage of crashes where speed was the primary factor.

B. The "Stop Aggressive Driving" campaign Total Budget – (July – Sept. 2005) $94,180

Plans for a new aggressive driving campaign began soon after "Operation Slow It Down" ended. The OHS Community Relations Officer began working with newly hired PR Firm AB&C to develop a message that would catch the public's attention and encourage a behavior change. The public awareness component would also need to complement the enforcement efforts being planned for the campaign.

A look at the crash data revealed that the primary target audience would be young, adult males ages 16 – 25, who were most frequently involved in aggressive driving-related crashes. Data also showed crashes most frequently occurred Wed – Saturdays, so corresponding radio advertising was aired on these days. Again, DelDOT contributed funding for the radio buy.

The media mix for the six-month long campaign (to run July – Dec. 2005) included radio ads featuring the voice of teenagers, and billboards which show a teenage male on a couch playing a video game…a popular past time among teens…with the caption "Limit Your Aggressive Driving to the Couch, not the Road". A second series of billboards were designed to reach a broader audience, focused on specific aggressive driving violations and resemble interstate signs.

For the first time, OHS branched into a new forum of paid advertising and had AB&C create an internet ad on Yahoo! Yahoo! Ads can be targeted toward a specific age group. This ad shows a car speeding through traffic, blowing through a red light and tailgating other vehicles before it's pulled over by a police vehicle. When the "Stop Aggressive Driving" campaign logo flashes on the screen, viewers can click through to the OHS website to learn more information about the campaign. In two months, 2,800 people had clicked through to the website to learn more.

BUDGET SUMMARY (July – Sept. 2005)	
Radio	$27,139
Outdoor	$24,706
Internet	$16471
total:	$68,316

The remainder of the budget was used to produce collateral materials for the campaign including posters and fliers for distribution on traffic stops and in schools. State Farm Insurance provided OHS with a grant for $11,000 that was used to defray print costs on the posters and fliers, as well as some of the radio buy.

Finally, OHS also coordinated a kickoff press conference at an interstate rest stop/travel plaza to announce the campaign. Speakers included the OHS Director and state and local law enforcement officials. At the conclusion, media were provided the opportunity to ride a-long with law enforcement officers conducting two man special enforcement teams using marked and unconventional vehicles. As a result, in the first three months of the campaign, there were 35 media hits from TV, radio and print.

Pedestrian Safety

"Walk Smart" Campaign
Total Budget - $12,000

A review of the last four years of crash data showed a trend in pedestrian fatalities and injuries. About half were alcohol-related on the part of the pedestrian, almost all involved adults, and the more than 70% of fatal and injury crashes occurred on major roadways.

As a result, OHS and AB&C agreed on a two pronged strategy…create billboards to make pedestrians and motorists aware of safe crossing techniques, and involve businesses on the major roadways where several of the crashes were concentrated.

Billboards were placed along the major roadways where the crashes occurred and simply included the three most important safety tips to keep in mind when crossing a roadway.

BUDGET SUMMARY	
Outdoor	$4,940
total:	$4,940

The remainder of the budget was used to create and print the billboards, as well as fliers and a letter asking businesses along the high crash corridors to distribute fliers to their customers or post a "Walk Smart" message on their marquee boards. While the billboards were posted in September 2005, because most of the fatal crashes occur in the late summer months, OHS will wait until late spring 2006 to begin distributing the fliers and letters to businesses through its CTSP (Community Traffic Safety Program) Coordinators.

IV. Summary Chart of Paid Media Activities

Program Area/ Campaign Name	**Television Airings**	**Radio Spots**	**Prints Ads**	**Other Media**	**Target Demo**	**Evaluation\Results**	**Funding Source**	**Amount**
Occupant <u>Protection</u> February 2005 Child Passenger Safety Awareness Week	520	164 + 11 bonus spots and 14 weather sponsorship mentions	14 ads in statewide community newspaper network	Earned Media – Press release on enforcement and Fitting Stations was issued, and local PD's also issued own press releases about checkpoints. In all 8 print stories appeared, three radio interviews were conducted, and two live shots on CBS affiliates' morning show were done. One local reporter also issued information about OHS Fitting Stations through Neighborhood Watch contacts in local communities. Additional Evaluation: 20 fewer c/r citations issued than in 2004, misuse rate at 80% about the same	Females 25 – 44 with children	Radio – **Reach** (101.4 % of audience statewide) **Frequency –** Heard message 25.2 times, averaging 5.0 times per station **GRP's** – 378.63 (189.32 per week. Television – **Reach –** By combing network broadcast and cable, reached 154% of target audience statewide, **Frequency –** 6.4 , **GRP's –** 339.25 for a one-week flight Print – 14 Community Papers with a combined circulation of 229,905 statewide	Section 405	$ 47,179.00

Program Area/ Campaign Name	**Television Airings**	**Radio Spots**	**Prints Ads**	**Other Media**	**Target Demo**	**Evaluation\Results**	**Funding Source**	**Amount**
May 2005 Click It or Ticket	Cable: 1,300 Univision: 36	1,560, of which 152 on WYUS- Hispanic	2x- EL Sol-Hispanic NCC 1x- Hoy Hispanic-Kent/Sussex 1x- Out and About 3x- Spark	49 Billboard posters statewide 1 Billboard Vinyl on I-95 51 media hits total. 42 from from 5/10 – 6/3 and another 9 in July from results of statewide seat belt surveys Fliers, and posters printed for distribution in schools, and at checkpoints. Lanyards with CIOT were giveaways at checkpoints. Also did fliers in partnership with NOBLE for distribution at African American churches	Men 18-34	TV-statewide: Reach: 56% Frequency 5x GRPs- 280 Radio: NCC: Reach- 45% Frequency- 5.5x GRPs- 250 Kent/Sussex: Reach: 86% Frequency- 18x GRPs- 1550 Billboard- Near 100 showing or 100% of target exposed on daily basis Print: 80,000 combined circulation Evaluation: Statewide seat belt use increased to 84% from 82%	157 Innovative - $222,000 163 - $40K **Total Budget $262,000.00**	**Total Budget $262,000.00** **Includes: Media Buy total $155,340** (Print – $7,124 Radio - $73,582 TV - $ 47,399 Outdoor – $27,233)

Program Area/ Campaign Name	**Television Airings**	**Radio Spots**	**Prints Ads**	**Other Media**	**Target Demo**	**Evaluation\Results**	**Funding Source**	**Amount**
<u>Impaired Driving</u> Oct. – Dec. 2004 Checkpoint Strikeforce 2004	1,004	304		60 Ads in Restrooms of bars and restaurants Earned Media – 59 media hits in three months, additionally, MADD supplemented the media buy in Dec. with a $4,395 NHTSA grant, the CRO conducted a half hour radio interview and two presentations to the public, and materials were distributed at the Holiday Home Show reaching thousands	Males 18 - 34	TV: NCC Reach- 38% Frequency- 1.8x GRPs- 68 Kent/Sussex Reach- 30% Frequency- 1.2x GRPS- 34 Radio NCC: Reach- 45% Frequency- 4x GRPs- 180 Kent/Sussex Reach- 83% Frequency- 11.4x GRPs- 950 Evaluation: Also saw a decline in alc. Related	410	$35,324 (MADD supplemented with a $4,395 NHTSA grant for radio buy)

Program Area/ Campaign Name	**Television Airings**	**Radio Spots**	**Prints Ads**	**Other Media**	**Target Demo**	**Evaluation\Results**	**Funding Source**	**Amount**
						deaths in 2004 from 39% to 33%.		
January 2005 Superbowl Sunday YD & D, YL	None	203	None	Earned - Placed a designated driver message on state employee paycheck stubs for the Friday before the Super Bowl, and the University of Delaware Cooperative Extension teamed up with the OHS funded Designated Driver Program and the U of D's radio station WVUD to promote the use of designated drivers throughout the U of D campus. OHS issued a press release regarding the Superbowl initiative which generated 10 media stories (3 radio, 5 print, 2 t.v.) and included a live shot at a CPSF checkpoint.	Target Demo – Young adult males 18-34.	Reach – 72% of target Frequency – Heard message 25.9 times or an average of 4.3 times per station GRP's – 284.40 per week	Section 154 Transfer/Sanction funds	$11,850.00
March 2005 St. Patrick's Day DUI prevention		151 :30 sec spots, 20 :15 sec spots and 29		Earned media – 10 media hits (2, radio, 10 pm t.v. live shot at a checkpoint, hit on U of D website and 4 newspaper articles)	Young adult males 18 - 34	Reach: 82.6 % statewide plus a $360 commitment to WVUD at the University gave us avg of 250 listeners	154	$9,690.00

Program Area/ Campaign Name	**Television Airings**	**Radio Spots**	**Prints Ads**	**Other Media**	**Target Demo**	**Evaluation\Results**	**Funding Source**	**Amount**
		bonus spots				per 15 min in the morning and 150 per 15 min. in the afternoon Reach: 22/1% GRP's: 400.2		
May 2005 (May 2) Cinco De Mayo		73, of which 18 on WYUS-Hispanic		Earned media – 5 media hits (2 radio, 2 t.v. – including live shots on 10 and 11 pm newscasts, and 1 print) Posters were printed and distributed in community centers and to restaurants and bars	Persons 18-34	NCC: Reach- 15% Frequency- 2x GRPs- 25 Kent/Sussex: Reach- 33% Frequency- 2x GRPs- 69	154	$4,720
July 2005-Sept. 2005 Checkpoint Strikeforce	Cable: 141 Broadcast: 30 2 weeks	950 5 weeks	6x-Beachcomber magazine 2x-Out & About magazine	14 Billboard posters statewide per month 1 Billboard vinyl on I-95 per month Restaurant/bar Restroom signage-25 signs statewide per month Fliers and posters printed for distribution at checkpoints Earned media: 53 media hits in 3 months from t.v., radio and print, includes several live shots from DUI checkpoints,	Persons 18-34	TV: NCC Reach- 38% Frequency- 1.8x GRPs- 68 Kent/Sussex Reach- 30% Frequency- 1.2x GRPS- 34 Radio NCC: Reach- 45% Frequency- 4x GRPs- 180	154 - $16,000 410 - $100,000	**Total Budget $116,000** **Includes: Media Buy Total - $94,664** (Print - $5,198 Radio - $42,928 TV - $ 9,656

Program Area/ Campaign Name	**Television Airings**	**Radio Spots**	**Prints Ads**	**Other Media**	**Target Demo**	**Evaluation\Results**	**Funding Source**	**Amount**
						Kent/Sussex Reach- 83% Frequency- 11.4x GRPs- 950 Billboards- 25 showing, or 25% of audience exposed daily Evaluation: number of DUI arrests increasing but so are alcohol-related fatal crashes		Outdoor - $36,882)
Aug 19 – Sept. 12 You Drink & Drive, You Lose/Checkpoint Strikeforce		408 2 weeks	92 1 week	5 media hits	Persons 18-34	TV: NCC Reach- 30% Frequency- 1.2x GRPs- 34 Kent/Sussex Reach- 16% Frequency- 1.1x GRPS- 17 Radio	154	$21,916

Program Area/ Campaign Name	**Television Airings**	**Radio Spots**	**Prints Ads**	**Other Media**	**Target Demo**	**Evaluation\Results**	**Funding Source**	**Amount**
						NCC: Reach- 28% Frequency- 2.1x GRPs- 60 Kent/Sussex Reach- 69% Frequency- 6.9x GRPs- 474		
<u>Aggressive Driving</u> Nov – Dec 2004 "Operation Slow It Down"		445		Earned media – 24 media hits, kick off press event Evaluation: Agg. Driving-related crashes decreased by 1% as did the percentage of crashes where speed was primary factor.	Persons 18 - 34	NcCo: Reach – 44% Frequency – 3.3 Kent/Sussex: Reach – 63.1% Frequency – 33.0 (avg. 8 times per station) GRP's – 236 per week	163	$16,000.000 (DelDOT provided matching grant for project total of $31,000)
July-December 2005 "Stop Aggressive Driving" campaign		539 7 weeks		20 billboard posters statewide Yahoo! banner ads Posters and fliers printed with OHS & State Farm logo	Men 18-24	NCC: Reach- 34% Frequency- 4.7x GRPs- 160 Kent/Sussex: Reach: 57%	402 - $36,825 163 – 57,355 Another 10K was matched with DelDOT	**Total Budget $94,180** **Includes: Media Buy Total**

Program Area/ Campaign Name	**Television Airings**	**Radio Spots**	**Prints Ads**	**Other Media**	**Target Demo**	**Evaluation\Results**	**Funding Source**	**Amount**
				Earned media – 35 media hits primarily in 2months, including t.v., radio and print, included activities: kickoff press event and coordinated media ride a longs Partnerships with DelDOT and State Farm offset printing and radio buy costs		Frequency- 7.7x GRPs- 444 Yahoo- 3 million ad impressions targeting 18-34 Evaluation: number of agg driving related fatal crashes decreased slightly	and State Farm funds **Total NHTSA funds spent– $94,180**	**$68,316** (Radio - $27,139 Outdoor - $24,706 Internet - $16,471)
<u>Pedestrian Safety</u> September 2005 "Walk Smart" campaign				12 billboard posters statewide Fliers and letter for distribution No earned media Evaluation – Number of pedestrian fatalities is half what was this time in 2004	General audience	Targeted high-traffic intersections. 12 boards represent near a 25 showing, or reaching 25% of target audience daily	402	**Total Budget $12,000** **Includes: Media Buy Total -** $4,940