WISCONSIN
TRAFFIC SAFETY
REPORTER

Vol. 12, No. 4
2009

Updating the Strategic Highway Safety Plan

Major Dan Lonsdorf
Director, BOTS

In the coming months, Wisconsin will be revising and updating its Strategic Highway Safety Plan as required by the U.S. Department of Transportation.

This effort is being spearheaded by the WisDOT Traffic Safety Council, which includes safety experts within the department and representatives from the Federal Highway Administration and the UW-Madison Traffic Operations and Safety Laboratory.

The first step in the planning process was to identify and prioritize traffic safety issues that will be the areas of emphasis in the Strategic Highway Safety Plan for the next three years.

To get information and ideas about issue areas, an online survey was hosted by the UW TOPS Lab in August. Nearly 400 people responded. A peer exchange was held in Madison in September. More than 90 people from government agencies and traffic safety organizations attended and offered insights and input.

Results from the the peer exchange and online survey helped identify the following priority areas for the Strategic Highway Safety Plan:

- Reduce alcohol/drug-impaired driving
- Improve driver alertness/ reduce distraction
- Improve occupant protection
- Ensure drivers are licensed/ competent, sustain proficiency in older drivers, and improve teen driving performance
- Improve motorcycle safety
- Create more effective safety decision processes and improve

continued on page 2 sidebar

Texting and driving … and crashing

Each of us knows all too well that many different things can distract us while we're driving. But "texting is in its own universe of risk." So says Rich Hanowski from the Virginia Tech Transportation Institute (VTTI), who led a recent large-scale study that proves his point.

Hugely higher risk

The cabs of more than 100 long-haul trucks were outfitted with video cameras. Eye glance analysis of the drivers, as they traveled three million miles, found that when they texted, their collision risk was 23 times greater than when not texting. In the moments before a crash or near crash, they typically spent nearly five seconds with their eyes off the road. The study examined 21 crashes, 197 near-crashes, and about 4,200 other "safety-critical events" such as unintentional lane changes.

Preliminary results from a more recent VTTI study of teenagers texting in passenger vehicles show a similar risk level. VTTI director Tom Dingus says of text messaging while driving, "You should never do this. It should be illegal."

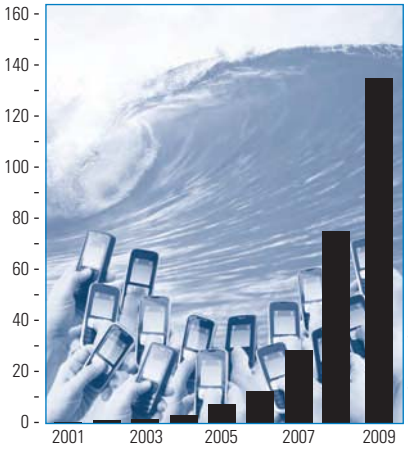
By comparison, studies using epidemiological methods have shown that drivers talking on cellphones are four times more likely to cause a crash than other drivers.

The number of text messages sent each month nationwide is sky-rocketing (see graph). It reached 135 billion in June, an 18-fold increase in just four years. The average American teen

continued on page 2

CREDIT: WIKIPEDIA: ED BROWN

Texting tidal wave
Text messages sent monthly in US (billions)



Data Source: CTIA

Year Two
Zero in Wisconsin

The *Zero In Wisconsin* campaign was launched in January 2009 and since then the message that "any preventable traffic death in Wisconsin is one too many" has been spread through a variety of media.

The *Zero In Wisconsin* media strategy in its first year included the "10 Stories One Vision" video, 18 TV commercials, 17 radio commercials and numerous website advertisements. All these messages can be seen on the *Zero In Wisconsin* website at *www.zeroinwisconsin.gov.*

continued on page 3

Strategic Highway Safety Plan *from page 1*

incident management/ safe travel in bad weather
- Improve design/operation of intersections
- Reduce speed-related crashes
- Reduce head-on/cross-median crashes and prevent/mitigate lane-departure crashes
- Provide safe work zones

Many of these issue areas were emphasized in our previous Strategic Highway Safety Plan, available at *www.dot.wisconsin.gov/library/publications/topic/safety/hwy-strategic-safety-plan.pdf*

As work continues on the plan, we will formulate strategies and actions to tackle these issues. We will keep you informed of our progress.

WISCONSIN TRAFFIC SAFETY REPORTER

The *Wisconsin Traffic Safety Reporter* is published by the Bureau of Transportation Safety, Wisconsin Department of Transportation. Its purpose is to promote transportation safety, recognize worthwhile programs, and to educate and share ideas with safety professionals.

WisDOT SECRETARY
Frank Busalacchi

DIRECTOR–BOTS
Major Dan Lonsdorf

TSR COORDINATOR
Steve Olson

Comments/questions invited: (608) 261-5896
steve.olson@dot.state.wi.us

Bureau of Transportation Safety
P.O. Box 7936
Madison, WI 53707

Funded by WisDOT and the National Highway Traffic Safety Administration.

Texting and driving *from page 1*

sent about 2,300 text messages per month in late 2008—almost 80 a day, and more than double the rate a year earlier. Teens, the most inexperienced drivers, are also the group most likely to be texting while driving. For teen drivers, cell phone conversations and text messaging are especially high-risk activities.

Safety measures

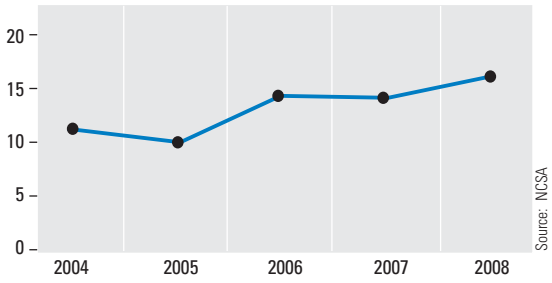
Recent high-profile texting-related crashes and a graphic PSA from the United Kingdom have helped bring the dangers of texting while driving into the public spotlight.

This fall, USDOT hosted a two-day Distracted Driving Summit *(www.rita.dot.gov/distracted_driving_summit/)*. Transportation Secretary Ray LaHood, calling distracted driving a "menace to society," noted that in 2008 nearly 6,000 people were killed in crashes involving a distracted or inattentive driver, and more than half a million were injured. The fatalities were 16% of all those killed in crashes that year (see graph). He said the administration will offer a series of recommendations to encourage Congress, state governments and the public to help reduce the hazard. President Obama has signed an executive order prohibiting federal employees from texting while driving. Separately, the federal government plans to ban texting by bus drivers and truckers who travel across state lines, and may also preclude them from using cellphones while driving, except in emergencies.

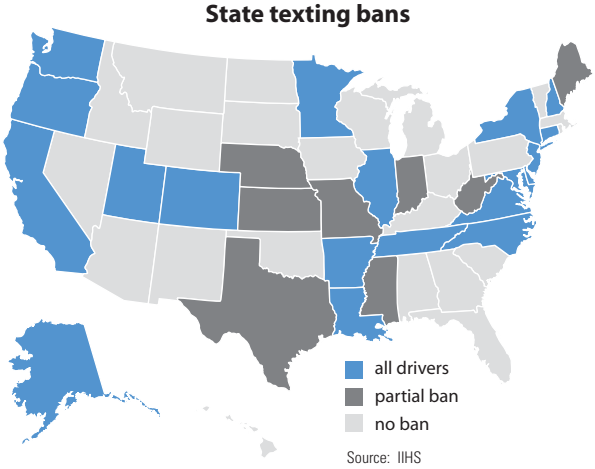
State legislatures have responded to the growing concern over cell phone use and texting while driving by passing a variety of new laws, including banning handheld cell phone use or texting by all drivers, or restricting cell phone use or texting for a specific demographic, such as teens or school bus drivers (see map). Surveys show that 80-90% of Americans support texting bans.

In each of the past several sessions, the Wisconsin Legislature has considered various bills designed to reduce the risk due to driver distraction while using cell phones and other electronic devices. These initiatives have seldom advanced very far. In the current session, once again, several bills are under consideration.

Fatal distraction
% of fatal crashes involving driver distraction



State texting bans



Research by the AAA Auto Club of Southern California, published in September, shows that the texting-while-driving ban implemented in California in January 2009 appears to be helping. Before the ban, researchers observed 1.4% of drivers in Orange County were texting while driving; after the law took effect, this dropped to just 0.4%, a decline of about 70%.

In Washington, D.C. at the end of July, several US senators unveiled new legislation that would ban anyone from texting on a cell phone or other personal electronic device while driving. The ALERT (Avoiding Life-Endangering and Reckless Texting) Drivers Act would require states to bar the sending of text or email messages while driving a car or truck, or else risk losing federal highway funds. In October, a different bill was introduced by Senator Jay Rockefeller (West Virginia) to encourage states to enact laws restricting text messaging and cell phone use by drivers. Compliant states would qualify for additional federal funds and would maintain eligibility for federal traffic records improvement funds.

The Governors Highway Safety Association (GHSA) is the national organization that represents state highway safety agencies. GHSA membership has enacted a new policy encouraging every state to ban texting behind the wheel. GHSA Chairman Vernon F. Betkey Jr., who heads the Maryland Highway Safety Office, notes that the Virginia Tech study influenced their membership's action. GHSA has concerns about enforcement and will support NHTSA's enforcement demonstration project later in 2009 showcasing how states can effectively enforce a cell phone ban. "Highway safety laws are only effective if they can be enforced and if the public believes they will be ticketed for not complying," says Betkey. "To date, that has not been the case with many cell phone restrictions." ►

CREDIT: AAA

To combat the increasing problem of distracted driving, GHSA recommendations include:

The federal government should:

- Fund research to develop effective methods for enforcing texting and cell phone bans
- Fund a distracted driving media campaign
- Provide financial incentives for states that pass comprehensive Graduated Driver Licensing (GDL) laws that include cell phone/texting bans for new drivers.

States should:

- Ban text messaging for all drivers
- Ban all non-emergency cell phone use for new drivers as part of their GDL law, as well as school bus drivers
- Include a category for "cell phone/electronic equipment distraction" on crash investigation forms.

Parents should:

- Use GDL bans as another way to encourage their teens to drive safely
- Set a good example by not using a cell phone while driving.

Text messaging is growing at a phenomenal rate, especially with young people. GHSA's message to all drivers is clear: don't use cell phones or other electronic devices while driving, regardless of the current law. USDOT Secretary LaHood observes that "Every single time someone takes their eyes or their focus off the road—even for just a few seconds—they put their lives and the lives of others in danger. Distracted driving is unsafe, irresponsible and, in a split second, its consequences can be devastating." He suggests, "We need a combination of strong laws, tough enforcement and ongoing public education to make a difference."

An example of this approach at work: Utah has banned texting for all drivers and increased penalties for distracted driving, and Utah DOT has produced a compelling video *(www.transportationtv.org/statetostate_8.html)* about the real-life case of a teen whose texting while driving resulted in a crash that killed two men. As a state trooper transported him to the hospital, the teen was still sending and receiving text messages.

16 years of proven success

Launched in 1993 with a pilot program in North Carolina, *Click It or Ticket* has become a nationwide success. In 2008, 44 states used its blunt message, with more than 10,000 law enforcement agencies issuing 600,000 safety belt citations. It "has raised belt use rates more substantially and more quickly than any other program," says a recent NHTSA report.

"*Click It or Ticket* works because it combines intense enforcement with frequent media messages that police are cracking down on belt law violators," Insurance Institute for Highway Safety (IIHS) president Adrian Lund says. "The blitz is designed to make drivers understand chances are good they'll be ticketed if they don't buckle up." The target ad audience is 18-34 year-old men because they're less likely to use belts and more likely to take risks that lead to crashes.

Wisconsin is now a primary enforcement state. During 2008, the average belt use rate in primary states was 13% higher than in secondary state. A 2005 IIHS study found a 7% drop in driver death rates when states change to primary.

Some countries have used a combination of driver license points, fines and primary enforcement to achieve remarkable belt use rates: Canada's is about 93% and Australia's is about 95%.

Zero in Wisconsin

continued from page 1

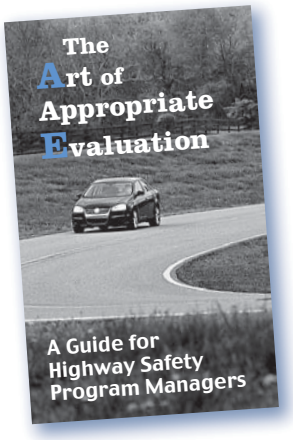
WisDOT Bureau of Transportation Safety also provided grants to law enforcement agencies for intensified traffic safety enforcement that coincided with many of the *Zero In Wisconsin* media buys.

Planning is now underway for year two of *Zero in Wisconsin*. In addition to hard-hitting and memorable messages to combat drunken driving and promote safety belt use, the campaign in 2010 will focus on distracted driving and motorcycle safety.

WisDOT will continue working with its law enforcement and other traffic safety partners to promote statewide and local *Zero In Wisconsin* initiatives that will demonstrate how simple changes in driving behavior and habits—changes we can all live with—will prevent motorists from injuring and killing themselves or others. Simply put, in Wisconsin, the only acceptable number of traffic deaths is ZERO.

See this video at www.zeroinwisconsin.gov.

Sergeant Nate Thompson
De Pere Police Department



First released in 1999, *The Art of Appropriate Evaluation* has been one of NHTSA's most popular publications. Now NHTSA has prepared a revised and updated version. The guide is intended for project managers who oversee evaluations of traffic safety programs at the state or local levels, but who do not have an evaluation background. It gives an overview of the steps involved in producing an evaluation appropriate to the project, whether conducted in-house or by an independent evaluator.

The updated version includes a glossary of evaluation terms, new case studies of well-evaluated traffic safety programs, and a list of sources for program evaluation information.

Download a copy (56 pages plus appendices) from *www.nhtsa.gov.*

New opportunities

DRE, SFST, DITEP and a new program … ARIDE

In February the WisDOT Bureau of Transportation Safety (BOTS) contracted with Sergeant Nate Thompson, De Pere Police Department, to become the new DRE/SFST State Coordinator. Administrative responsibilities for both programs remain at BOTS with Blinda Beason, state program manager.

Nate's initial focus was on making sure that DRE/SFST-trained officers remain certified, and now almost all of the 134 DRE-trained officers statewide have been re-certified. The DRE (Drug Recognition Expert) program trains officers on how to reliably evaluate impairment due to seven different categories of drugs, identify medical problems, and find evidence to justify an impaired-driving charge and conviction.

A key part of Nate's job as coordinator is working with community partners such as the Resource Center on Impaired Driving at the UW Law School. RCID is helping, for example, with re-certifying DRE instructors.

He and the state's regional DRE/SFST coordinators decided this spring to increase the number of regions statewide from 8 to 10. DRE re-certifications will now be offered in the spring and fall in both the eastern and western parts of the state. Nate is now compiling a list of prospective candidates for a new DRE training planned for next August. Candidates will be chosen based on officer merit and also need within the region. Training involves a classroom portion followed by doing drug evaluations in the field.

Drug Impairment Training for Educational Professionals (DITEP), a spin-off of the DRE program, is a two-day training that enables school personnel to identify drug-impaired students. DRE instructors show teachers, administrators, counselors and nurses a systematic way to recognize and evaluate students who are abusing drugs or alcohol, and also how to provide early intervention. The program helps school personnel spot ever-shifting trends in drug abuse. Next year DITEP classes will be offered in each of the state's CESA (Cooperative Education Services Agency) regions.

ARIDE

Next year an important new kind of training will be offered. ARIDE (Advanced Roadside Impaired Driving Enforcement) is a 16-hour training course developed by NHTSA with input from the International Association of Chiefs of Police.

ARIDE bridges the gap in training between the SFST and the Drug Evaluation and Classification (DEC) programs. The SFST (Standardized Field Sobriety Test) program trains officers to identify and assess drivers suspected of being under the influence of alcohol, while the DEC program provides more advanced training to evaluate suspected drug impairment. SFST assessment is typically employed roadside, while an officer trained as a DRE through the DEC program conducts a drug evaluation in a more controlled environment such as a detention facility or hospital.

ARIDE bridges this gap by providing officers with general knowledge related to drug impairment and also by promoting the use of DREs in counties that have the DEC program. ARIDE includes legal updates and a required student demonstration of SFST proficiency. It also stresses the importance of securing the most appropriate biological sample in order to identify substances likely causing impairment. ARIDE can be taught by DRE instructors or SFST instructors who are also DREs.

Another important partner is the state's Traffic Safety Resource Prosecutor, Tara Jenswold-Schipper, who has recently joined the Wisconsin Department of Justice. She will help provide the legal update section of ARIDE.

Next year a four-hour SFST refresher course, outside of ARIDE, might be offered on an as-needed basis. Also in the works: a possible DRE instructor class to be held about a month before DRE classes, and also a class for DITEP and SFST instructors.

Contact Sergeant Thompson at (920) 216-3456 or sgtnate@sbcglobal.net.

CREDIT: WASHINGTON TRAFFIC SAFETY COMMISSION

Horizontal Gaze Nystagmus (HGN), an SFST test

Pecatonica High School

Champion problem solvers

At an all-school assembly, Mary Reinhart describes a night when she was the only one in the car who buckled up. When their car left the road at 70 mph and rolled, her boyfriend and two other friends were ejected and killed.

A team of students from Pecatonica High School has won the International Grand Championship in Future Problem Solving (FPS) for their awareness-raising initiative to promote safe driving. They first won the Wisconsin FPS competition, and then they went on to win the international competition held in late May at Michigan State University.

FPS Program International engages students in creative problem solving. They analyze real-life challenges and come up with solutions. Each year about 250,000 students participate.

Pecatonica High School, with about 200 students from Blanchardville and Hollandale, was one of the smallest schools in this year's competition, going up against big-city teams from nations such as Australia, Canada, Japan and Russia. Last year's winning team was from Singapore.

Soon law enforcement officers arrive and arrest the intoxicated teen driver who caused the crash. It made a difference to students in the audience to see their fellow classmates reenact a crash.

Members of the DRIVE team spent a morning at the elementary school talking with the kids about the importance of buckling up and being good passengers.

The team's first challenge was problem identification, and the students picked improving teen driving because the winding, rural roads in their part of the state can be treacherous. About 30 of the 40 students in their senior class had been in crashes. They decided on a project to improve teen driving habits, calling it DRIVE: Driving Responsibly In Vehicles Everywhere. The group met once a week during lunch, brainstorming ways to communicate their message and figuring out how to implement their ideas. "That's what the program's all about," says Irene Middlemas, who has coached Pecatonica's FPS teams for 20 years. "Doing the problem-solving, coming up with the ideas, developing plans and leadership."

Crash victim receives emergency medical attention.

The team's solutions included organizing interactive activities for fellow students at an all-school assembly. In one activity, a game of dodgeball, some players had to simultaneously send text messages. Irene says that "When they got smacked in the head a few times, they got the message."

In February, March and April, the team brought in speakers who had survived crashes or had lost parents, children or friends to reckless driving. "You could have heard a pin drop throughout all those presentations," Irene says. Perhaps the most powerful event was a mock-crash held in April, with strong community participation.

Initially the crowd's view was blocked by two fire trucks. When sirens started wailing, the trucks parted to reveal a drunken driving crash scene.

The students learned about teamwork and problem solving, and they're proud to have had a positive influence in their community, hopefully helping to save some lives. Throughout the project, they surveyed their peers about their driving habits, and safety belt use rose from 66% to 87%.

Their team also received a *People Who Shine* award at this year's Governor's Conference on Highway Safety (see page 7).

AWARD WINNING

Milwaukee Journal Sentinel

for its series

Wasted in Wisconsin

Beer for beer and shot for shot, when all 50 states belly up to the bar, few can hold their own with Wisconsin. Binge drinking—we're No. 1. Percentage of drinkers in the population—No. 1. Driving under the influence—No. 1.

With these words, the Milwaukee Journal Sentinel launched its unprecedented, five-part series, *Wasted in Wisconsin*, in October 2008. The series has gone on to win awards for outstanding in-depth reporting from NHTSA, the Governor's Highway Safety Association (GHSA), and from WisDOT at this summer's Governor's Conference on Highway Safety.

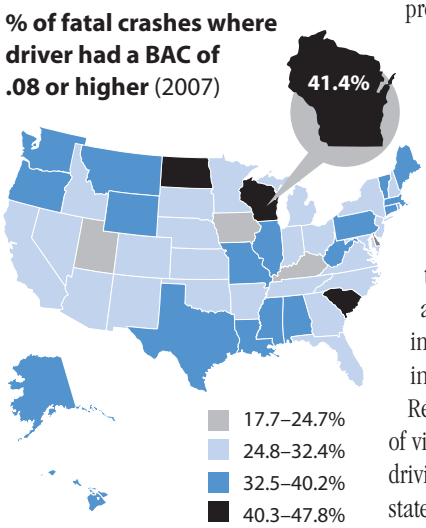
Wasted in Wisconsin (www.jsonline.com/wasted) was championed by senior vice president and editor Martin Kaiser, who says, "Our goal was to shine a light on one of the most serious problems in our state. From the tavern to the tailgate and beyond, we love alcohol and many of the activities we associate with it. But Wisconsin has a problem, and averting our eyes is no longer acceptable.

How we as a statewide community address this problem depends first on our understanding of the phenomenon and its consequences, and second on our collective willingness to address painful questions and to demand change."

A team of 49 Journal Sentinel reporters spent a year examining the drinking culture in Wisconsin, traveling the state to tell the story of alcohol abuse and its tragic impact. The series includes "Sobering Reminders," the stories of victims of drunken driving in each of the state's 72 counties.

Proceeding alphabetically, the stories start in Adams County, where 16-year-old Jeremy Tangney stole some booze, got drunk with a friend and took the keys to his mom's car—a mistake countless teens have made. But Jeremy didn't get a second chance. A few days after getting his learner's permit, he crashed into a stand of trees and was killed. The final story, from Wood County, is about Freda Allison, a 79-year-old grandmother who was killed by a drunken driver while she took her daily walk.

% of fatal crashes where driver had a BAC of .08 or higher (2007)



Source: NHTSA

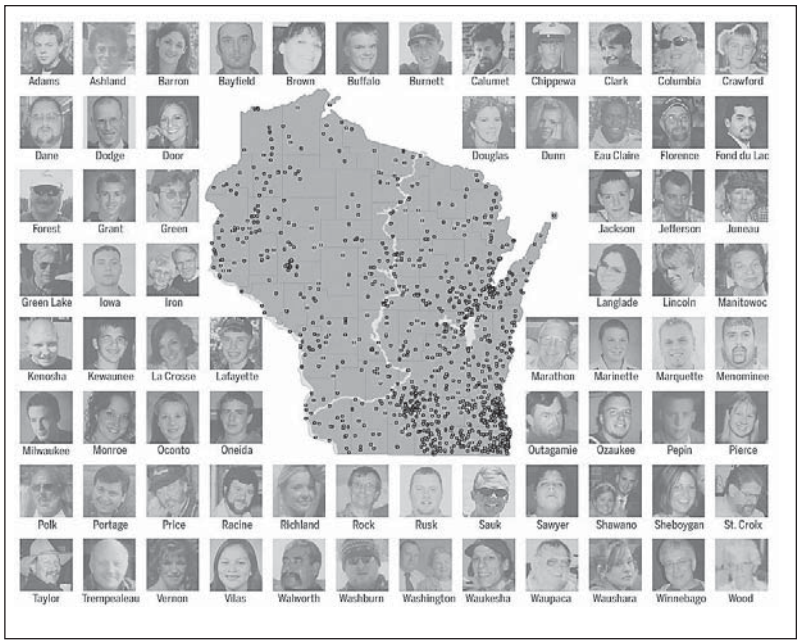
A woman drinks from a beer bong as a group behind her plays beer pong. Alcohol is a big part of the annual Mifflin Street Block Party in Madison.

The paper's editorial board called on the Wisconsin legislature to strengthen our OWI laws, including:

- Criminalizing first-offense drunken driving to a misdemeanor
- Making the third offense a felony (rather than the fifth)
- Allowing sobriety checkpoints, currently permitted in 38 states

Reflecting on the series, Kaiser says, "We believed that awareness would trigger resolve, and resolve would lead to changes in the laws." Many readers did contact their state representatives, and, as of November, the Senate and Assembly were trying to work out differences in their bills to strengthen the state's OWI laws.

Newspaper circulation nationwide is plummeting: last year the average fell by 17%. GHSA noted with its award that, at a time when many newspapers are being forced to cut back, the *Wasted in Wisconsin* series "was a brave endeavor that will translate into lives being saved."



Sobering Reminders *On the Wasted in Wisconsin website (see above), this interactive graphic links to the stories of victims of drunken driving crashes in each of the state's counties.*

Award winners

2009 Governor's Conference on Highway Safety

August 19-20
Appleton

Director's Award

Sergeant Lee Garrels

For exceptional performance in traffic policing and traffic safety, this year's recipient is Sergeant Garrels, a member of the Wood County Sheriff's Department for 34 years. Administering traffic safety grants for the last eight years, he makes sure that enforcement activities are performed diligently, and he also monitors regular non-grant traffic enforcement. As a field training sergeant, he strongly emphasizes traffic safety and enforcement while working with new deputies during their one-year probationary period.

Sgt. Garrels with BOTS director Major Dan Lonsdorf and BOTS Regional Program Manager Patti Nelles

Lifetime Achievement Award

Ron Thompson

Ron dedicated his career to traffic safety, starting with his days as a student at UW-Whitewater, through his years as Motorcycle Safety Program manager, until he retired from the Bureau of Transportation Safety (BOTS) in 2008. His enthusiasm and dedication to motorcycle safety helped make Wisconsin a model for other states to follow.

Traffic Safety Heroism Award

Deputy Dawn Jacobson

Clark County Sheriff's Department

On December 15, 2008, Deputy Jacobson responded to a one car crash on CTH H in the township of York. Smoke and flames were coming from the vehicle, and the elderly driver was having trouble with his seat belt. She rescued him from the vehicle and pulled him to safety.

Beth Kinsdschi Award

Jane Howard

Jane has been a child passenger safety instructor for nine years and a lead instructor for six. She has been a valuable resource for the families she has served and the hundreds of CPS technicians she has trained. In 2007, she became the coordinator for the Kohl's Tour for Kids Safety, which travels throughout eastern Wisconsin offering free booster, car seat and bike helmet fitting events.

◄ *Jane with Patti Dickey (r) and Kareen Everman from WINS*

Saved by the Motorcycle Helmet Award

James Kramer

On September 4, 2008, James was riding on CTH H in Clark County when a vehicle turned left directly in front of him, causing a crash that left him in a ditch 140 feet from the point of impact. He sustained broken bones in his right foot and required stitches to his right knee, but his helmet helped prevent more serious injuries.

Saved by the Belt Award

Jason Hinz and Emily Rauscher

On December 26, 2008, Jason and Emily were driving northbound on CTH D in Dane County when an intoxicated driver crossed the centerline and struck their vehicle. Both vehicles were severely damaged and Jason and the other driver had to be extricated from their vehicles. Jason and Emily were buckled up and their injuries were not serious.

The Pecatonica team with their coach, Irene Middlemas (next to Major Lonsdorf)

People Who Shine Award

Milwaukee Journal Sentinel

for their *Wasted in Wisconsin* series (see page 6)

People Who Shine Award

Pecatonica High School

for the school's DRIVE Project (see page 5)

Wisconsin Department of Transportation
Bureau of Transportation Safety
P.O. Box 7936
Madison, WI 53707-7936

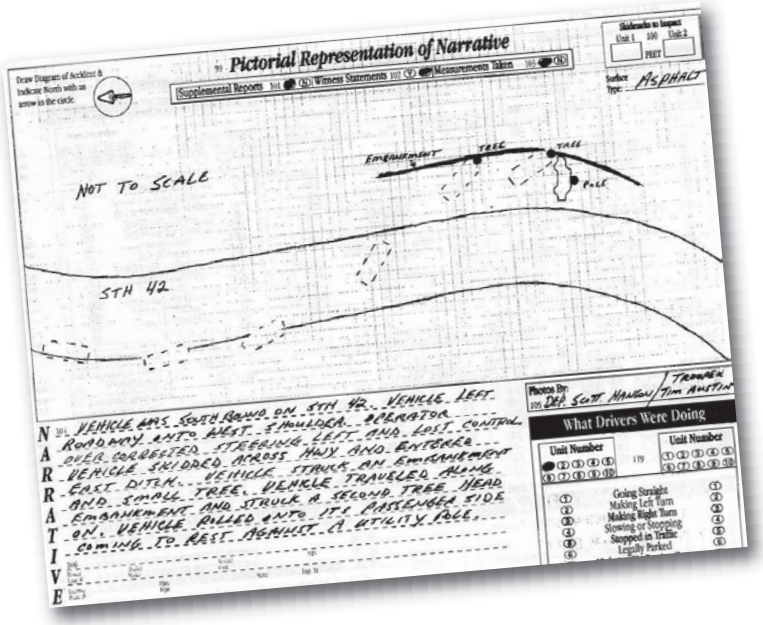
PRSRT STD
US POSTAGE
PAID
MADISON WI
PERMIT NO 1369

Door County

"Wringing some good"
from a tragic loss of young lives

Amanda Brandt and KarenTeskie

"If good is going to come out of her death, it is going to be because people forced the issue, because good was wrung out of it." In a video produced by the Door County Sheriff's Department, David Brandt and his wife Kari are discussing the crash that killed their 19-year-old daughter, Amanda, and her best friend, Karen Teskie.



Pictorial Representation of Narrative

Draw Diagram of Accident & Indicate North with an arrow in the circle.

Supplemental Reports Witness Statements Measurements Taken

Surface Type: ASPHALT

NOT TO SCALE

EMBANKMENT TREE TREE POLE

STH 42

NARRATIVE: VEHICLE WAS SOUTHBOUND ON STH 42. VEHICLE LEFT ROADWAY INTO WEST SHOULDER. OPERATOR OVER CORRECTED STEERING LEFT AND LOST CONTROL. VEHICLE SKIDDED ACROSS HWY AND ENTERED EAST DITCH. VEHICLE STRUCK AN EMBANKMENT AND SMALL TREE. VEHICLE TRAVELED ALONG EMBANKMENT AND STRUCK A SECOND TREE. HEAD ON. VEHICLE PULLED INTO ITS PASSENGER SIDE COMING TO REST AGAINST A UTILITY POLE.

Photos By: DEP. SCOTT HANSEN / TROOPER TIM AUSTIN

What Drivers Were Doing

Unit Number | Unit Number

Going Straight, Making Left Turn, Making Right Turn, Slowing or Stopping, Stopped in Traffic, Legally Parked

The 17-minute video (at *www.doorcountysheriff.org*), *With Whom Will It End?*, is itself an effort by those who shared Amanda's and Karen's lives to ensure that some good comes from their deaths. As David stresses, "If people will hear and understand, then it will change people's behavior."

Amanda was the third of eight children, and her mother says that her death "has left behind a lot of hurting siblings." One evening Amanda and Karen went out and, at a nearby supper club, had too much to drink. Several people offered to drive them home, but they declined.

The 911 call came in: "It looks bad. It looks like two people not moving." With BACs three times the legal limit, and going 70 mph in a 35 mph zone, their vehicle over-corrected on a curve on Highway 42 on the north side of Sister Bay, and left the road (see officer's report).

Dick Burress, director of emergency services for Door County, was among those who responded. Amanda was his niece. Door County Sheriff Terry Vogel went with him to notify the parents.

Media reports tend to focus on yet another alcohol-related crash, but the parents want to convey that the crash was just one tragic part of rich young lives full of promise. To help tell the fuller story, Sheriff Vogel's department teamed up with the Door County Alcohol and Other Drug Coalition and the Door County Department of Community Programs to produce the video.

"The video is having a positive effect," Sheriff Vogel says. "Parents of local teens, for instance, are planning to watch it as a family each year before events such as prom." The video—and the ongoing, needless loss of life—convey a crucial message: "with crashes, there are no do-overs."

For a DVD, contact the Door County Sheriff's Department.