

# WISCONSIN TRAFFIC SAFETY REPORTER

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2008



## New trends this summer

Major Daniel Lonsdorf  
Director, Bureau  
of Transportation  
Safety

Record high fuel prices are dominating news reports almost every day now. We hear how skyrocketing prices are profoundly affecting the trucking industry and airlines, as well as millions of motorists.

As the summer driving season nears, high gas prices might moderate speeds and traffic volumes on our roadways. But regardless of how much it costs to drive, motorists will still crowd our highways on their way to the Wisconsin Dells, Door County, cottages up north and other popular vacation spots. Sadly, too many of them will drive irresponsibly in their hurry to get there.

Along with the seasonal increase in automobile and truck traffic, we can expect more motorcyclists, bicyclists and pedestrians on our roadways. As people try to cut their gasoline use, more will turn to these alternative forms of transportation.

We will also see a new phenomenon, called neighborhood electric vehicles (NEVs). NEVs, which can reach about 25 mph, are being marketed as eco-friendly, non-gas fueled vehicles for routine trips, like shopping, on roads with low speed limits.

The advent of NEVs and other alternative forms of transportation means that traffic safety programs will need to evolve in order to keep pace. One thing that won't change, however, is the need for motorists to share the road with people using other types of transportation. The traffic safety community must continue spreading this message. We all have the right to get to our destinations safely.

## Mark your calendar!

### Governor's Conference on Highway Safety

The 34th annual Governor's Conference on Highway Safety will be held August 20-21 in Baraboo. Among the many topics this year, the conference will provide a glimpse into the future of how crash data will be used to more effectively predict and prevent crashes.

*continued on page 2*

## Good news

### Building trust and keeping kids safe

**The problem is clear, and so is the solution.** Car crashes are the number one killer of children in the United States. And we already know what will save children's lives. Placing them in age- and size-appropriate safety seats reduces the risk of death in car crashes by 71% for infants and by 54% for toddlers ages one to four years (NHTSA). Safety belt use by older school-age children, teens and adults reduces the risk of injury by 50%.

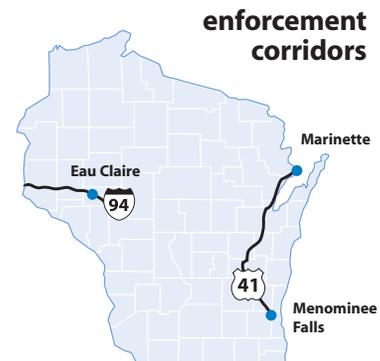
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### Summer Heat kicks off

Speeding is one of the great killers on Wisconsin's roadways. More than 250 people died and more than 7,000 were injured in speed-related crashes in 2006. Speeding was a contributing factor in nearly 20,000 crashes, and there were nearly one-quarter million speeding convictions.

*continued on page 3*



**Mobilization dates: May 1 – September 30**

LEFT NHTSA Regional Administrator Mike Witter kicks off the mobilization at a May 1 media event in Green Bay.



More patrols and longer hours for **Summer Heat**.

## Help us update the SHSP

**Now is your chance** to help WisDOT update the 2006-08 Strategic Highway Safety Plan.

Available on the WisDOT website, the plan provides both the big picture and also an outline for how to make specific improvements in top traffic safety priority areas. It was developed and implemented by WisDOT's Traffic Safety Council (TSC), a multi-disciplinary team that works with a wide range of safety professionals and advocates at all levels of state and local

*continued on page 8*



A Dane County family learns about child passenger safety.



Martha Florey retires after 20 years of dedicated service to Wisconsin's Highway Safety Office.

## Martha Florey retires

In February, Martha retired after working for 20 years in Wisconsin's Highway Safety Office.

Those who know her won't be surprised to hear that even during her last few days in the office, she was still busy doing what she has tirelessly done all these years—promoting innovative projects to improve traffic safety in Wisconsin. She was on the phone and meeting with colleagues to launch a new email discussion group for individuals and agencies involved with Badger TraCS and other aspects of law enforcement data automation. She was emailing the director of the WisDOT Library, John Cherney, to encourage him to acquire useful new books, such as *Traffic Safety and Human Behavior* by David Shinar, and periodicals, such as the Association for the Advancement of Automotive Medicine's *Traffic Injury Prevention*.

"I will sure miss her influence and patronage of the library," John says. "She was a true professional who cared deeply about the department, her external partnerships and also that key safety information be preserved well into the future for researchers and citizens alike."

Over the years, Martha's work included writing the annual State Highway Safety Plan and Annual Report,

applying for competitive grants, managing BOTS traffic safety data projects, and helping numerous organizations write proposals for BOTS funding. Her grant applications brought millions of dollars in new highway safety funds to Wisconsin.

She especially loved helping promising programs get started. For example, she helped launch the state's Trauma and Injury Prevention Task Force, and she worked with UW-Madison and DHFS to create the CODES project in Wisconsin which links crash data with medical outcomes. She championed projects in crash location, and law enforcement data automation, among many others. This newsletter itself owes her a "thank you".

Improving traffic safety is a complex challenge, often requiring broad collaboration, and she notes many cases of good lateral leadership and cooperation at all levels of government. She also commends the collaborative work of Pat McCallum, also recently retired, and DMV Traffic Accident Section colleagues in launching Badger TraCS.

With Martha's retirement, Wisconsin loses an effective advocate for traffic safety, but many of the programs she worked on are bringing to fruition the benefits that she foresaw and promoted.

## Governor's Conference

from page 1



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.

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Funded by WisDOT and the National Highway Traffic Safety Administration.

Colonel Jim Champagne, former director of the Louisiana State Patrol, will be the keynote speaker at this year's Governor's Conference to be held in Baraboo, August 20-21.



This year's opening keynote speaker will be Colonel Jim Champagne, former director of the Louisiana State Patrol and past chairman of the Governor's Highway Safety Association. An internationally recognized leader in highway safety, Jim's topics will include unique insights into the Hurricane Katrina disaster and recovery process. His talk will be followed by a presentation by the Wisconsin State Patrol's crash reconstruction team.

The next day will begin with a talk by Chief David Slusser from the Celina, Ohio, Police Department. He launched his community's award-winning *What's Holding You Back* campaign to encourage teens to buckle up and drive safely. High school seniors who graduate and who avoid receiving traffic citations, criminal arrest or having their license suspended or revoked, get to participate in a drawing to win a used car. Teens and children then attend the department's Ultimate After-School Party with pizza, t-shirts and 20,000 water balloons.

Contact Vicki Schwabe, BOTS, at (608) 266-0402 or [vicki.schwabe@dot.state.wi.us](mailto:vicki.schwabe@dot.state.wi.us).



Chief David Slusser, back row, right, and some of the high school seniors.

## Summer heat

from page 1

To combat speeding and other dangerous driving, law enforcement agencies on US 41 from Menominee Falls to Marinette and on I-94 from Eau Claire to the Minnesota border will be patrolling in greater numbers and for longer hours during the *Summer Heat* mobilization from May 1 to September 30.

Media materials (e.g., fact sheets, sample news releases) are available on the DOT website for agencies to use in their public outreach campaigns. Ideally, greater public awareness and stepped-up enforcement will get drivers to voluntarily comply with speed limits and other traffic safety laws. But, if not, the officers will of course be writing tickets.

Most participating agencies will receive funding from the Bureau of Transportation Safety (BOTS) for officers' overtime and other traffic enforcement-related expenses. Mike Panosh, BOTS Regional Program Manager for northeast Wisconsin, reports that the US 41 mobilization is the bureau's largest corridor project ever, with the most participating agencies, most funding available, and most overtime hours. Of the 21 participating agencies, 18 are receiving BOTS funding. BOTS selects agencies by analyzing crash data for each county along the corridor. "I am proud," Mike says, "of the agency buy-in we have received. It speaks volumes for their commitment to improving safety."

Captain Randy Schultz, Brown County Sheriff's Department, credits the BOTS funding with helping their enforcement efforts. "I get more complaints about speed and aggressive driving tactics on US 41 than any other highway in Brown County," he says. Complaints are often about an aggressive tactic he describes as "push 'em out of the left lane." Drivers in the left lane creep up close behind the vehicle ahead, sending the message, "Get out of my way." Sheriff Dennis Kocken, Captain Schultz and their colleagues try to convey a simple message to drivers: Leave a few minutes earlier! It frees you from that rushed state of mind.



Brown County sheriff's deputy makes a traffic stop.

This summer, officers from many agencies will be out making these roads safer. The mobilization's message is that a speeding ticket can cost hundreds of dollars, but the real price is endangering our own life and the lives of everyone else on the road.

## IIHS study

# Speed cameras slow 'em down

Fixed cameras have proved to be effective for enforcing traffic laws. They are objective and they free up officers in resource-stretched departments for other assignments. But, on the other hand, critics worry that cameras are yet another way for Big Brother to be watching us.

Red-light running cameras are currently being used in more than 300 communities in 15 states. The Wisconsin Legislature considered a bill (Assembly Bill 528) allowing their use in the state, but it failed to pass during this session.

Speed-camera enforcement is also becoming more common in the U.S. and worldwide. Studies in Europe and Australia, where they are widely used, found 50-60% fewer motorists speeding by more than 9 mph. France has led the way in Europe.



CREDIT: IIHS

A program launched under former President Jacques Chirac placed about 2,000 cameras nationwide, with all these "les radars" sites clearly marked and also identified on a website. Between 2003 and 2005, the proportion of drivers speeding by more than 5 mph fell from 35 to 20%, while that of drivers speeding by more than 18 mph dropped 80%.

In early 2006, Scottsdale, Arizona, began a 9-month pilot program to evaluate speed-camera enforcement on an 8-mile stretch of a busy urban freeway, becoming the first U.S.



CREDIT: REDFLEX TRAFFIC SYSTEMS

locality to use fixed cameras on a major highway. Cameras photographed vehicles going more than 10 mph over the 65 mph limit on Loop 101, a six-lane freeway encircling the Phoenix metro area. Citations were mailed to registered vehicle owners.

Researchers from IIHS (the Insurance Institute for Highway Safety) found that the proportion of cars exceeding 75 mph



dropped from 16 to 2%. On another section of Loop 101 about 25 miles away, where cameras weren't being used, drivers slowed down an average of 5 mph.

Just after the pilot program ended, average speeds increased to 69 mph, with 12% of drivers going more than 75 mph. Speed-camera enforcement was reinstated on the Scottsdale section of Loop 101 in February 2007.

For more on this study, see the January 31 issue of the IIHS newsletter, *Status Report* ([www.iihs.org](http://www.iihs.org)).

NEW

## NHTSA — Receive automatic safety & recall information via email or instant messaging

In March, NHTSA announced that the public can now sign up to have safety updates about child seats and tire recalls automatically emailed to them or sent to their PDA devices. Just visit [www.safercar.gov](http://www.safercar.gov) and click on the "Email" or "RSS" option to register for this new notification service.

The focus is on safety seat and tire recalls because historically fewer people have responded to these important updates. Less than one-third of affected purchasers respond to tire recalls, while less than half respond to child seat recalls.

NHTSA Deputy Administrator James F. Ports, Jr. reminds people to register their safety seats and tires with manufacturers, even if they sign up for the new service. This helps manufacturers contact them about recalls and provide details and instructions. The website also enables people to register their safety seats directly with manufacturers.



CREDIT: NHTSA IMAGE LIBRARY

Let's be sure we're all comfortable with our safety seats.

## Child passenger safety

from page 1

Year after year though, data shows that about 70% of all child safety seats are either the wrong size or seriously misused, reducing their effectiveness in a crash. But some good news is coming in from the Madison Area Safe Kids Coalition. For two years, as part of a special project, they have provided car seat checks for the public, including low-income families, many of whom speak Spanish or Hmong. A safety seat is provided for families that can't afford one.

By developing strong community partnerships and by building trust with families, more kids are now riding in proper safety seats, and community awareness is growing.

## Community partners

The coalition is part of the national Safe Kids Campaign, and brings together health and safety professionals, law enforcement, EMS, schools and service organizations. American Family Children's Hospital (formerly the UW Children's Hospital) is the lead organization.

The UW School of Medicine and Public Health provided a grant for this three-year project from the Wisconsin Partnership Fund for a Healthy Future. This fund was created when Blue Cross & Blue Shield of Wisconsin went from being a non-profit to a for-profit corporation.

The project is called the Safe Kids/WIC Child Passenger Safety Program. Low-income families are participants in the Wisconsin WIC (women, infants and children) Program that receives federal funding to promote good nutrition and health for women and their children. Families learn about it from public health nurses and project staff at WIC clinics or are referred by other Dane County agencies.

Four car seat checks are scheduled each month at fire stations: two in Madison and two in other Dane County communities. All families are welcome to call and make an appointment. The paid, bi-lingual CPS technicians are backed up by trained volunteers.

### From 6/1/06 through 3/31/08

Total families attended	1,621
Total children / babies-on-the-way	2,313
% of incorrect use overall	96%
Children arrived unrestrained	250
Car seats given out	1,019

## Building trust

Nan Peterson, RN, MS, the coalition coordinator, is the advocacy and injury prevention coordinator at the hospital. She notes that the coalition's grass-roots strength fosters good connections with families so that, beyond just providing a one-time car seat check, they are able to help families learn how to properly install and use

car seats. She feels this project's success makes it a good model for other communities around the state.

The project's academic partner is Dr. Timothy Corden. As a critical care pediatric physician for almost 20 years, he has seen many technological advances, but all too often injured children's health cannot be restored. Many children in the ICU could have been spared by safety seats. He notes that the rate of proper safety seat use is "pretty darn low."

He feels this project's success is due in part to the friendly connections and trust developed with the families.

Community partners such as their local WIC clinic and fire station, along with CPS technicians who speak their language, all help families feel welcome. An important project goal is to encourage families to take the importance of safety seats to heart and help spread the word in their communities.

Dr. Corden is now the co-director of the policy core for injury prevention for the Injury Research Center at the Medical College of Wisconsin, which serves the six-state Great Lakes region. His work involves both research and policy analysis, and he helped champion the strengthening of Wisconsin's booster seat law. He notes a recent Children's Hospital of Philadelphia study (see page 5) which shows that distributing safety seats to economically disadvantaged families could be as cost-effective as long-established federal vaccination programs. This kind of program could be the ounce of prevention that is worth a pound of cure.

With something as important as children's safety, it's wonderful to see signs of real progress. One of the Dane County public health nurses involved in this project says that as she drove around Madison she used to notice kids climbing all over inside cars and bouncing on the seats, but lately she's seeing signs of improved car seat use.

Email Nan at [nmpeters@wisc.edu](mailto:nmpeters@wisc.edu).

## Ease of Use Ratings

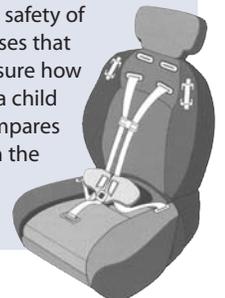


In January, NHTSA launched a new five star ease-of-use rating system for child safety seats. "Even the safest car seat

can't protect a child if it isn't installed correctly," says USDOT Secretary Mary Peters. "These new ratings arm parents with the best information and challenge manufacturers to make car seats that are easier for parents to use."

The system awards seats an overall star rating, as well as individual star ratings in four categories: securing the child, vehicle installation features, labeling and instructions. The ratings are on the NHTSA website.

NHTSA does not presently rate the safety of child restraints. Secretary Peters stresses that the new rating system does not measure how effective a child seat is in protecting a child in the event of a crash, but rather compares ease-of-use. All child restraints sold in the U.S. already are required to comply with federal safety standards.



**Study****Medicaid reimbursement for car seats could be cost-effective health policy**

A unique study conducted by the Children's Hospital of Philadelphia (CHOP) shows that distributing free car safety seats to low-income families, along with education on their proper use, would be as cost-effective as long-established federal vaccination programs. The study was published in the January 16 issue of the journal *Ambulatory Pediatrics*.

Because children in low-income families were disproportionately at risk for preventable diseases, Congress created the Vaccines for Children Program in 1994. The program enables Medicaid-eligible children to receive free immunizations. This has led to dramatic health improvements.

Children in low-income families are also disproportionately unrestrained in motor vehicles, and this causes higher death and injury rates among these children, along with the economic burden it places on state Medicaid programs.

The CHOP study used several data sources, including Partners for Child Passenger Safety (PCPS), a crash data system developed with the State Farm Mutual Automobile Insurance Company, and also the NHTSA Fatality Analysis Reporting System (FARS). Crash data came from 15 states in the east, midwest and west.

In the proposed program, physicians would write prescriptions for Medicaid-eligible children. The study found that the adoption of the disbursement/education program could annually prevent, per 100 000 children, up to two deaths, 12 serious injuries and 51 minor injuries. When fully implemented, it could save Medicaid more than \$1 million in direct medical costs per 100 000 children who were in the program up until age eight.

As a next step in evaluating such a program's real world applicability, effectiveness and cost savings, the study authors recommend limited pilot testing at the state and community levels. "The Vaccines for Children Program proved to be a smart investment of public funds to prevent illness and disease," says Flaura Winston, M.D., Ph.D., an author of the paper. "At a time when policy-makers are considering an overhaul of the U.S. healthcare system, this paper should generate interest in healthcare policies that consider prevention as a primary clinical strategy and allow medical expenses for proven prevention strategies."

**Study****Safety belts protect unborn babies ... and their mothers**

A recent University of Michigan study found that pregnant women who wore safety belts cut the risk of their fetus being killed or experiencing serious complications in a vehicle crash by 84% compared with women who did not. The researchers estimate that 200 of the roughly 370 unborn babies killed yearly in crashes in the U.S. would have survived if their mothers had buckled up. Their study was published in the April issue of the *American Journal of Obstetrics & Gynecology*.

Study leader Dr. Mark Pearlman notes that of course the unbelted mothers also did a lot worse in crashes. He suggests that the lap belt should be placed under the belly as much as possible, across the hips. The shoulder strap should be placed between the breasts and to the side of the belly. He also says the study found no evidence that air bags were harmful to fetuses.

**NHTSA suggests:**

- The combination of safety belts and air bags provides the best protection for pregnant women, as long as they follow the same advice as other adults: be properly belted, maintain a proper seated position, and move the seat as far back as possible.
- The lap belt should be positioned low on the abdomen, below the fetus, with the shoulder belt worn normally. When crashes occur, the fetus can be injured by striking the lower rim of the steering wheel or from crash forces concentrated where the safety belt crosses the mother's abdomen. The safety belt will keep the person as far as possible from the steering wheel, while the air bag will spread out crash forces that would otherwise be concentrated by the safety belt.
- Women late in pregnancy might not be able to get their abdomens away from the steering wheel. With a tilt steering wheel, pregnant women should tilt it toward the breastbone, not the abdomen or head.

**SEATBELT MISUSE**

Lap belt too high on abdomen, needs to be placed low across the hips.

**CORRECT USE**

Visit [www.safercar.gov](http://www.safercar.gov).

**Planner & media materials available****Start getting ready now!**

**National Seat Check Saturday – September 20**  
**Child Passenger Safety Week – September 21-27**

These events provide communities and organizations with an opportunity to raise community awareness and improve child passenger safety. A wealth of resources is available on the NHTSA website at [www.nhtsa.dot.gov/childps/planner/index.cfm](http://www.nhtsa.dot.gov/childps/planner/index.cfm). This includes thought-starters for promotional activities, the poster shown here, earned media materials, and media templates that you can tailor to suit your local situation and objectives.

For further information about child passenger safety in Wisconsin, visit WINS (Wisconsin Information Network for Safety) at [www.wcpsa.com](http://www.wcpsa.com).



**Anne Reshadi, P.E.**

State Traffic Incident  
Management Engineer  
WisDOT

## Highway Safety Partners

This section profiles people who are helping improve traffic safety in Wisconsin.

### Arthur Ross

Pedestrian and Bicycle  
Coordinator  
City of Madison



Arthur and his son Jacob on the Northwoods Tour in 2002.

Since 2004, Anne has managed the Traffic Incident Management Enhancement (TIME) program at the WisDOT Statewide Traffic Operations Center in Milwaukee. TIME is a multi-agency, multi-discipline program dedicated to enhancing traffic incident management in Wisconsin.

The three major goals of Traffic Incident Management (TIM) are responder safety, quick clearance at incident scenes (e.g., crashes, cargo spills) and interoperability. An ongoing challenge for her is keeping first responders actively engaged in the TIME program. "I am continually searching out new avenues to communicate the efforts of the TIME program, such as newsletters, regional/statewide conferences, chiefs meetings etc. I want to know what issues are important to the responder community so the TIME program can focus on them."

A recent major initiative has been developing Emergency Traffic Control & Scene Management Guidelines for the state. "At our first statewide TIM

conference in July 2006, we heard from many first responders about the need to have consistent guidelines in the state so that first responders from all disciplines are on the same page when responding to an incident." The guide is now ready for distribution, and the next challenge is training first responders. We plan on offering train-the-trainer sessions and will initially focus on counties with Interstate highways.

Another initiative she is eager to publicize is the development of a state TIME procurement contract. It will allow any municipality or public agency to purchase TIM-related equipment (e.g., safety vests, cones, roll-up signs) from one procurement contract administered by WisDOT. It is anticipated that, through this contract, agencies will be able purchase the equipment at a lower price than if an agency contacted a vendor directly.

Previously, Anne was a member of the WisDOT Southeast Region Signal Operations Team for seven years. She has a bachelor's degree in civil engineering from UW-Milwaukee and is a registered professional engineer. Her background includes work in the areas of

*continued on next page*

Improving our health and helping children be more active. Using less gas and helping the environment. Stretching our legs and getting around under our own power. And, yes, walking and bicycling can be just plain fun.

All across the country, people are teaming up to make their communities more pedestrian and bicyclist friendly, and for 21 years Arthur has been helping with this effort in Madison. Currently, the city is one of only six in the nation to receive the gold star rating from the League of American Bicyclists ([www.bikeleague.org](http://www.bikeleague.org)). He serves on the city's planning committee which is leading the effort to upgrade to platinum, joining only Portland, Oregon and Davis, California.

One ongoing challenge Arthur faces is encouraging motorists to do better at sharing the road with pedestrians and bicyclists. As he says, "We need to be more concerned about other people's safety rather than just our own convenience." To help with this, the City provides safety brochures, videos and bike maps at [www.cityofmadison.com/trafficEngineering/bicycling.cfm](http://www.cityofmadison.com/trafficEngineering/bicycling.cfm)

He received his master's degree in Environmental Economics from the University of Massachusetts at Amherst. Over the years he has served on the boards of the Association of Pedestrian & Bicycle Professionals, the League of American Bicyclists and the Bicycle Federation of Wisconsin. A year-round bicycle commuter, walker and transit user, he lives in central Madison with car-free access to most activities.



Grand opening of the Yahara River Parkway Pedestrian and Bike Path Corridor in Madison in June 2007.

He has worked closely with the Bureau of Transportation Safety; e.g., developing and reviewing BOTS literature and helping create the Teaching Safe Bicycling training. He has also worked with WisDOT's bike/ped coordinator on projects such as crash data analysis.

The father of two, he knows the joy of living in a traditional neighborhood complete with sidewalks and nearby parks. Along with the traditional "3Es" of traffic safety, he adds "encouragement", and he says, "I'm really pleased to see my own kids getting involved in biking as a life-long activity. My older son is in college and works in a bike shop, and my other son is in high school and is involved in bike racing."

Contact Arthur at [ARoss@cityofmadison.com](mailto:ARoss@cityofmadison.com).

## Anne Reshadi

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design, construction, maintenance, planning and signal operations. A member of the Institute of Transportation Engineers, she is currently secretary for ITE's Wisconsin Chapter. Looking back, she feels that an important inspiration for her becoming an engineer was her father, also a civil engineer. She recalls, "We would be riding in the car somewhere and suddenly he would ask, 'Guess who built this road?' His passion, dedication and love for his job influenced me tremendously."

The TIME Program has been actively promoting the state's Move Over law, including producing a brochure, and this summer will begin focusing on the Steer It Clear It law. In effect since 1998 but still little-known, this law pertains to the clearance of traffic crashes. If there are no injuries and vehicles can be driven, it requires drivers to move their vehicles to a safe place and then exchange information or contact police.

Anne also manages transportation security projects including the WisDOT ETO-EVAC Task Force which is working with Wisconsin Emergency Management on evacuation planning for the state.

Contact Anne at [anne.reshadi-nezhad@dot.state.wi.us](mailto:anne.reshadi-nezhad@dot.state.wi.us).



## Motorcycle Safety Awareness Planner

Visit the NHTSA website at [www.nhtsa.dot.gov/planners/ShareTheRoad2008/](http://www.nhtsa.dot.gov/planners/ShareTheRoad2008/) for materials to help with your promotional activities. These include: logos, posters like the one shown below, thought starters, a planner in Spanish, a fact sheet and a sample news release. All convey the message, **Share the Road with Motorcycles.**



## Providing behavior change messages

### Because they want to help

Every day we encounter all sorts of advertisements encouraging us to buy all sorts of things. For instance, all of us—young and old—see many ads promoting drinking.

Drinking, especially irresponsible drinking, affects the whole community, and many members of each community want to reduce irresponsible drinking and all the harm it causes. These two public service messages in Madison are a result of this concern.

The story begins with Axel Anderson. Many people around the state remember him for his devoted work as the OWI program coordinator with the Dane County Sheriff's Office. About ten years ago, Axel met Roy Carter, head of the Hooper Corporation



**Together, the Hooper Corporation Foundation and Tellurian UCAN are trying to help because they care.**

Foundation. Hooper Corporation always has many employees on the road working at construction sites, and naturally wants to encourage safe and sober driving. Roy decided to help convey this message. Since then, the foundation has been providing funding and teaming up with Adams Outdoor Advertising to place *Real Men* billboards along major roads in Madison.

Later, Roy met Mike Florek, founder of Tellurian UCAN, a nonprofit agency that provides a variety of services, including treatment for substance abuse. One Tellurian program, *Alcohol Smart*, helps employees who chose to drink learn how to do so responsibly. This program is not treatment and isn't for employees who are alcohol dependent. Impressed by the Hooper campaign, Mike decided to launch another one, also teaming up with Adams to post messages, focusing on the holidays, on 24 city buses.



**August 15 –  
September 1**  
**Drunk Driving.  
Over the Limit.  
Under Arrest**

Law enforcement  
mobilization

**August 20-21**  
**Governor's Conference  
on Highway Safety**

Baraboo

(See page 1.)

**September 20**  
**National Seat  
Check Saturday**

**September 21-27**  
**Child Passenger  
Safety Week**

(See page 5.)

**October 8**  
**International Walk  
to School Day**

[www.walktoschool.org](http://www.walktoschool.org)

Also learn about  
Safe Routes to School.



## Media campaign Work zone safety

**Each year in Wisconsin, on average,  
nearly 2,000 crashes in work zones  
injure 900 people and kill 11.**

On April 8, as part of a ceremony commemorating those who have been killed and injured in these crashes, DOT Secretary Frank Busalacchi unveiled a new public awareness media campaign, which encourages people to pay attention in work zones and abide by the state's "Move Over" law. This law requires motorists to move to an adjacent lane, if possible, or slow down when approaching a utility, maintenance or emer-



**"I just want to get  
back to normal  
stuff. Driving again,  
playing with my  
son, taking him  
fishing. I want  
to get back  
to life again."**

– **Scott Hansen**  
Wisconsin road  
maintenance  
worker and  
crash survivor

gency vehicle parked on the side of the road  
with its lights flashing.

Visit [www.dot.wisconsin.gov/safety/motorist/workzones/index.htm](http://www.dot.wisconsin.gov/safety/motorist/workzones/index.htm) for a brochure, poster, and audio and video clips, including one with Scott telling his story. The WisDOT website also has information on work zones and detours statewide.



*Email your input to  
**Dennis Hughes,**  
**BOTS Policy  
Analysis Section, at  
[dennis.hughes@dot.state.wi.us](mailto:dennis.hughes@dot.state.wi.us)***

### Updating the SHSP *from page 1*

government. Wisconsin has had an SHSP since 2000, and in 2005 Congress enacted a transportation bill requiring all states to create one.

The plan must:

- Be developed in consultation with diverse state and local officials
- Make use of state/local crash data
- Address engineering, management, operation, education, enforcement and EMS
- Consider results of state/local plans

- Describe a program of projects or strategies to reduce or eliminate hazards

The SHSP is evaluated and updated every three years to ensure data accuracy and to assess the priority of proposed improvements. Over the next few months, the TSC will develop a game-plan for this updating process, with an event for WisDOT's traffic safety partners planned for late 2008 or early 2009. Further details will appear in the next TSR.

## Wisconsin Department of Transportation

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