

WISCONSIN TRAFFIC SAFETY REPORTER

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Good news ... and a new "Zero in Wisconsin" message

Frank Busalacchi
Secretary, WisDOT

Wisconsin is likely to end this year with the fewest traffic fatalities in decades. In the past several months, traffic deaths have been down about 20 percent from 2007. Fatalities also have been significantly lower in several categories, including drivers, passengers and motorcyclists.

This news is encouraging, and everyone involved in traffic safety—from law enforcement officers to driver's education instructors—should be commended for their successful efforts to prevent deaths and injuries on our streets and highways.

But this good news is tempered by the realization that so many of the men, women and children who will be mourned this holiday season did not have to die on our roads. The overall reduction in traffic deaths won't provide consolation for their loved ones.

To deliver the message that even one preventable traffic death is one too many, we are about to kick off a new campaign, "Zero in Wisconsin. A vision we can all live with."

When it is launched in January, this campaign will creatively and strategically unify our traffic safety media messages and outreach efforts under the *Zero in Wisconsin* brand. Law enforcement agencies and our traffic safety partners will join us in *Zero in Wisconsin* initiatives.

There's no doubt that progress toward the *Zero in Wisconsin* goal will be challenging. But as we continue our efforts to reduce traffic deaths, we must remember that we won't truly succeed until the number of fatalities is ... ZERO.

Fatal distraction A growing problem ... and what we can do about it

Chatting on our cell phone while weaving through traffic ... text messaging ... driving with the dog in our lap ... trying to keep a cup of coffee from tipping over or looking for that elusive last french fry.

Driving while distracted by all sorts of things—we all do it sometimes. We get used to taking this gamble, but studies have shown that distracted driving is one of the leading causes of traffic crashes. NHTSA estimates that driver distraction causes 25-30% of all crashes, about 1.2 million per year, and a 2006 Virginia Tech study found nearly 80% of crashes involve some form of driver distraction within three seconds before the crash.

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CREDIT: CHILDREN'S HOSPITAL OF PHILADELPHIA



CREDIT: AAA FOUNDATION FOR TRAFFIC SAFETY

Zero in Wisconsin A vision we can all live with

This new campaign will debut statewide in early January with television and radio commercials supported by other informational materials. The theme of the campaign is simple and direct—even one preventable traffic death in Wisconsin is one too many.

WisDOT and its partners will use *Zero in Wisconsin* as a unified, strategic communications campaign to brand the state's highway safety efforts. This theme will be a rallying point for the state and will complement NHTSA's vision of zero traffic fatalities.

After the campaign kick-off, additional traffic safety messages will be produced using the *Zero in Wisconsin* brand for specific audiences and topics including safety belt use, speeding and drunken driving.



More information at

ZeroInWisconsin.gov



Candid camera catches distracted driver.



Camera mounted above rear-view mirror monitors drivers for distractions in Virginia Tech's 100-Car Naturalistic Driving Study.



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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Fatal distraction *from page 1*

Of course there have always been distractions—talking with passengers or watching the scenery—but now we're turning our cars into high-tech cockpits with all sorts of electronic gadgets vying for attention. Some of us are creating our own rolling communication and entertainment centers. After all, why not type a message or watch a video while driving down the road?

The answer is that there is only so much our brains can do at any one time. Cutting-edge research at Carnegie Mellon University (see below) shows that even a simple conversation significantly diminishes our brain power devoted to driving, and so our driving performance declines.

Even just a brief moment of distraction can have tragic consequences. See page 7 for the story of a young man who was usually a safe driver but who, in a distracted moment, missed a stop sign, causing a crash that killed two people.

What follows is an overview of the distracted driving problem, along with news on research and on efforts to deal with this growing problem, including by updating our laws and by raising public awareness. As State Patrol Superintendent David Collins says, "Driving a motor vehicle is the single most dangerous thing most people do, and it requires your undivided attention."

Don't gamble when you can't afford to lose

Distracted driving is so common because we get away with it so often. As the renowned expert Leonard Evans says in his book *Traffic Safety* (2004), "With increasing experience, drivers acquire the impression, reinforced by vast numbers of safe trips, that driving is a safe and effortless task requiring only a small fraction of their total attention." We therefore tend to take on all sorts of other little projects that divide our attention.

We get away with this gamble as long as all goes as we expect on the road. But we're not ready for the unexpected. We're not alert, paying attention to the traffic all around us, actively anticipating hazards so that we're ready to react quickly—and so, when the unexpected does happen, we can lose our gamble.

The opposite of the distracted driver is the attentive one who gradually develops good "road sense" and defensive driving skills, with improving ability to anticipate hazards. This of course requires ongoing effort, and one challenge for the traffic safety community is to raise public awareness of how increasingly dangerous distracted driving is and to encourage drivers to make this worthwhile effort.

Young drivers

Newly licensed drivers who are just beginning to develop their skills are at an especially high risk of crashing. The first six months of solo driving are the most dangerous.



CREDIT: CHILDREN'S HOSPITAL OF PHILADELPHIA

In a University of Massachusetts at Amherst study published this year, researchers using a driving simulator found that young drivers are up to six times less likely to anticipate hazards than more experienced ones, and up to three times more likely to glance away from the forward roadway for more than two seconds.

To help minimize distractions, Wisconsin and 45 other states now have Graduated Driver Licensing laws that limit the number of passengers new drivers can have. Also, young people are much more likely to use cell phones and to text message while driving. Many states have passed or are considering laws that restrict cell phone use by young drivers.

Cell phones

More than 200 million Americans now have cell phones, and a 2007 Nationwide Insurance survey found that 73% of drivers use them. A NHTSA observational survey last year found that 11% of drivers are on their cell phones at any given daylight moment.

How dangerous is this? A 2005 Insurance Institute for Highway Safety (IIHS) study, using crash data and cell phone records, found that cell phone users are *four times* as likely to have injury crashes. This increased risk was similar for hand-held and hands-free phones. A 2006 University of Utah study, using a driving simulator, found that drivers using cell phones are as impaired as those who are intoxicated at the legal blood-alcohol limit of .08.



A student talks on a hands-free cell phone while operating a high-tech driving simulator at the University of Utah.



Driving simulator at MIT. Research engineer Bryan Reimer says, "Conversations are the problem, not the phone."

A glimpse—literally—at the basic problem is provided by recent Carnegie Mellon University research. Volunteers used a driving simulator while inside an MRI (magnetic resonance imaging) brain scanner. They steered along a virtual winding road either undisturbed or while deciding whether a sentence they heard was true or false.

Driving-while-listening caused a 37% decrease in activity in the parietal lobe which is associated with driving. This part of the brain integrates sensory information, critical for spatial sense and navigation. Activity was also reduced in the occipital lobe which processes visual information. Driving performance deteriorated significantly, with more lane deviations and collisions with a simulated guardrail.

Neuroscientist Marcel Just says, “This study demonstrates that there is only so much the brain can do at one time. Drivers need to keep not only their hands on the wheel; they also have to keep their brains on the road.”

Conversation can cause cognitive distraction. University of Utah researcher David Strayer reports that it can “induce a form of inattention blindness in which drivers fail to see objects in their driving environment.” Speech is more mentally distracting than the relatively passive act of listening, which requires less cognitive energy.

But is talking on a cell phone any worse than conversing with a passenger? One important difference is that a passenger is aware of the driving situation and can alert the driver to potential hazards, whereas a person on the other end of the phone conversation can't provide this help.

Text messaging

Recent high-profile crashes have highlighted a new and growing menace—“DWT”, driving while texting. For example, on September 12, the engineer of a commuter train in California was texting just seconds before crashing into a freight train, killing 25 people.

A recent Nationwide Insurance survey found that among 18 to 30 year-old drivers who own cell phones, nearly 40% said they text message while driving. University of Massachusetts at Amherst researchers confirm how risky typing and reading messages can be. “Most people think they can get away with typing out some quick phrases while driving,” says engineering professor Donald Fisher. But their research shows the risk of crashing while texting is “in the neighborhood of the risk from three to four drinks of alcohol.”

Another growing trend is in-car video and TV systems designed to amuse children riding in the back seat. As senseless as it is, some drivers rig their cars so the driver can watch too. Aftermarket car electronics dealers report that even though this is illegal, you can always find someone who will do it. Amazingly, motorists who get motion sickness from watching TV in the car can buy military-designed glasses online that eliminate nausea by blocking peripheral vision. Wisconsin bans TV devices from being forward of the back of the driver's seat or visible to the driver.

What can we do?

To deal with the growing problem of distracted driving, the Governors Highway Safety Association provides a comprehensive set of recommendations that include federal government funding of more research on the scope and nature of the problem and on effective countermeasures. Also, funding is needed for a comprehensive media campaign on the dangers of distractions and how to manage them.

Many states are cracking down on cell phone use and text messaging (see GHSA website for status of these laws by state). A Harris Poll in August found that 90% of American adults feel text messaging is distracting, dangerous and should be outlawed.

Wisconsin has no specific statutory prohibition on driver cell phone use, but officers can cite a driver for inattentive driving regardless of the cause. Often such citations are issued during a crash investigation. Two communities, Glendale and Marshfield, have enacted municipal ordinances banning driver cell phone use. The Marshfield ban exempts drivers with hands-free headsets, C.B. radios and making 911 calls.

Some of the new laws haven't been effective. For example, North Carolina's GDL system bans the use of any telecommunications device by drivers under 18. But a 2008 IIHS study found 11% cell phone use by teens leaving school in the afternoon before the law, and 12% in a post-law survey.

As with many traffic safety problems, dealing with distracted driving will require collaboration among diverse organizations. One recent effort was the first International Symposium on Distracted Driving held in October and hosted by the National Safety Council and Nationwide Insurance. (See the NSC website for conference proceedings and recommendations.)

We tend to focus on cell phone use because it's a new trend and we can easily see other drivers chatting on them. But most distractions are not new. They are an inevitable part of driving and we all need to remember how hazardous they can be and make the ongoing effort to be attentive and to anticipate possible dangers. In Illinois, Gloria and Bob Wilhelm's son was killed by a distracted driver. Gloria says, “There's nothing worse than having watched our son die before our very eyes. I think people totally overestimate what they can do while they're driving.” ■



GOVERNORS HIGHWAY SAFETY
ASSOCIATION (GHSA) WEBSITE
www.ghsa.org

CREDIT: THE GUARDIAN, PRINCE EDWARD ISLAND



CREDIT: AAA FOUNDATION FOR TRAFFIC SAFETY



CREDIT: IIHS

Mark your calendar!

ANNUAL TRAINING CONFERENCE

Wisconsin Traffic Safety Officers Association & Wisconsin Highway Safety Coordinators Association

March 9-11, 2009
Green Bay
Radisson Hotel & Conference Center

KEYNOTE SPEAKER

Lt. Col. Dave Grossman

Registration instructions and further details will be posted at www.wtsoa.org and www.wihsc.org.

New IIHS study

Many booster seats not good enough

Booster seats are meant to do one thing—elevate children so that safety belts designed for adults are in the right position to restrain kids during a crash. Thirteen of the 41 belt-positioning booster seats evaluated by the Insurance Institute for Highway Safety along with the University of Michigan Transportation Research Institute did such a poor job of improving the fit of lap and shoulder belts for children that the Institute doesn't recommend them at all. Ten models are best bets. These evaluations are the first to show how well boosters improve belt fit for children in cars, minivans and SUVs.

For details, check the IIHS website for *Status Report*, Vol. 43, No. 8, October 1, 2008.

Wisconsin law requires children ages 4 to 8, weighing between 40 and 80 pounds, and less than 4 feet 9 inches tall to be in booster seats.

NHTSA's 2007 national survey of booster seat use found that 56% of children who are 37-53 inches tall, and 86% of those who are 54-56 inches tall, weren't in safety seats or boosters.



CREDIT: NHTSA IMAGE LIBRARY



Nearly 1,000 drunken driving arrests during crackdown

Wisconsin law enforcement officers participating in the *Drunk Driving. Over the Limit. Under Arrest.* crackdown from August 15 through Labor Day arrested 930 drivers for drunken driving. The WisDOT Bureau of Transportation Safety, which coordinated the federally funded crackdown, reports participation by about 1,700 officers from more than 300 agencies.

Thousands of citations were issued for safety belt violations, speeding, operating after revocation or suspension, and traffic light or sign violations. Officers also made hundreds of drug, felony and warrant arrests.

State Patrol Superintendent David Collins says, "Our goal for the crackdown and during the rest of the year is not to make more arrests but to get people to voluntarily make responsible decisions."



Award winners

2008 Governor's Conference on Highway Safety

**2008 Director's Award
Sergeant Ken Pileggi**

This year's recipient is Sergeant Ken Pileggi of the Village of Mukwonago Police Department. He is recognized for his outstanding commitment to promoting traffic safety in his community for many years. Ken does numerous in-house trainings and also teaches new recruits and in-service at the Waukesha County Technical College. He was recently appointed to the State of Wisconsin Law Enforcement Standards Board. Along with serving on the board of directors of the Wisconsin Traffic Safety Officers Association, he is also involved with National SAFE KIDS.



L-R, State Patrol Superintendent David Collins, Sgt. Ken Pileggi, Lt. Steve LaDue and BOTS director Major Dan Lonsdorf



Mark Hanson, UW Med Flight critical care services manager

UW Med Flight

The aeromedical extension of the UW Health System, Med Flight is available 24 hours a day, every day, providing care and rapid transport for critically ill or injured people within a 225-mile radius of Madison. They play a vital role in getting these patients to the appropriate medical facility within the "Golden Hour" of care. Through their dedication and expertise, countless crash victims have survived serious injury.



**Wisconsin Association of
Wo/Men Highway Safety Leaders**

This year, WAWHSL is celebrating its 40th anniversary. Throughout these years, its members have led many traffic safety efforts, and they are currently advocating for stronger safety belt and child passenger seat laws. Each year they raise public awareness of traffic safety issues at Farm Technology Days, and members work on issues in their own community.

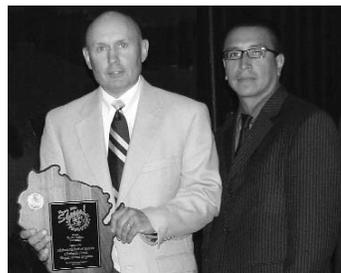


Fred & Geraldine Peterson

Fred and Geraldine were honored for their tireless efforts and the hundreds of hours devoted volunteering to improve traffic safety. A driver ed instructor for Oconto Falls High School before retiring, Fred is also involved in parks and recreation and coaching, and is an officer with American Legion Post 302. Geraldine has been involved with WAWHSL for more than 30 years. Together they exemplify the spirit of volunteering.



Roy Carter LEFT, Hooper Corporation Foundation; Mike Florek, Tellurian UCAN



Jim Weis, LEFT, from the Rhinelander office and Ricardo Perez, the Kenosha office



**August 19-20
Baraboo**

◀ Receiving the award on behalf of WAWHSL, LaVerne Hermann, member of the City of Milwaukee Safety Commission since 1959 and an outstanding volunteer



Hooper Corporation & Tellurian UCAN

Impaired driving affects the whole community, and diverse community partners need to work together to address the problem. Hooper Corporation is one of those community partners. With many of its employees driving to and from construction sites, Hooper not only encourages them to drive safe and sober, but it also provides funding for "Real Men Drive Real Sober" billboards in the Madison area.

Tellurian UCAN is a nonprofit agency whose services include treatment for substance abuse. Its "Alcohol Smart" program provides employers with a way to show their employees who choose to drink how to do so responsibly. Tellurian UCAN also funds the "Choose to Drink? Drink Responsibly." message on city buses during the holidays.

**Habush Habush & Rottier S.C.,
Attorneys at Law**

Since 1999 this law firm has donated more than 65,000 bicycle helmets to children statewide. Most helmets are distributed at bike safety rodeos and summer safety programs run by police departments and community organizations. Also, many police officers around the state distribute bicycle helmets to neighborhood children while on patrol.

Highway Safety Partners

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



Dave Schlabowski

Bicycle and Pedestrian
Coordinator
City of Milwaukee

Dave works in the Planning and Developments Section of the Milwaukee Department of Public Works and is the go-to person for off-street bicycle trails and on-street bicycle lanes. He also advises on pedestrian safety improvements, does conceptual design for streetscaping projects in business districts, and oversees the city's Neighborhood Traffic Management Program, which includes traffic calming improvements.

Dave started with the City of Milwaukee in 2005 as its first bike/ped coordinator, and previously he worked for the Bicycle Federation of Wisconsin (BFW). With a degree in journalism, he started out as a photographer for *Time*, *Newsweek* and *Fortune* in places as varied as the jungles of Nicaragua, the slums of Haiti and the casinos of Deadwood, South Dakota. He also photographed Brewers, Bucks and Packers games for the *Associated Press*.

Back in those days, he was smoking two packs of cigarettes a day, but one day, because it was handy for getting around, he bought an inexpensive Trek mountain bike. Soon friends invited him to participate in bike races in the Kettle Moraine. Over time he got into better shape and quit smoking. He is now a year-round bike commuter and hasn't missed a day due to weather for the last 11 years.

Since he started with the city, the miles of bike lanes have grown and the city now has an effective bicycle and pedestrian task force appointed by the mayor. Dave has also helped launch a statewide pedestrian safety program called *StreetShare* (www.streetshare.org).

Milwaukee is now in the midst of a cycling renaissance. With the new emphasis on environment and health, along with concern about rising fuel prices, the city is building infrastructure to

accommodate future growth in demand. New infill mixed-use development, with condos and shops, is creating good conditions for walking and cycling. Working with the BFW, the city is updating its Bicycle Master Plan. This effort includes evaluating bike/ped planning from across the United States and Europe and also future demand forecasting.

Contact Dave at (414) 286-3144 or David.Schlabowski@milwaukee.gov.

Get to know . . .

Greg Patzer

Manager, Wisconsin Motorcycle Safety Program
(WMSP), DOT Bureau of Transportation Safety



In September, DOT welcomed Greg as the new leader of its efforts to improve motorcycle safety in Wisconsin. His predecessor, Ron Thompson, retired in June after serving in this position for 26 years.

For 22 years Greg was Vice President of Operations for the manufacturer Bimex Industries in Wales, Wisconsin. Then for eight years, at Pro-Health Care based in Waukesha, he coordinated education, safety and quality improvement for specialized transportation services.

A motorcycle rider since he was 14, Greg has been involved with the WMSP since 1981, first as an instructor, training both novice and experienced riders, and then since 1985 as a Chief Instructor/RiderCoach Trainer, training new instructors, performing training site assessments and designing range facilities.

During these years he worked closely with Ron, and he now hopes both to carry on Ron's work and bring a new perspective to current challenges. The number of motorcyclists is growing fast, including many aging baby boomers with rusty skills, and he notes the need to encourage more people to take the Experienced Rider Course. Another recent trend is the fast-growing popularity of scooters which have unique safety issues.

Nationwide, 2,294 motorcyclists died in crashes in 1998, which was 5.5% of all crash fatalities. By 2007 these numbers had grown to 5,154 fatalities and 12.6%. Per vehicle mile traveled in 2006, motorcyclists were about 35 times more likely than passenger car occupants to die in a crash. In June, a Governor's Highway Safety Association report identified the following causes for the rising death toll: more riders, training shortfalls, licensing issues and declining helmet use.

Contact Greg at (608) 266-7855 or
gregory.patzer@dot.state.wi.us.

Bike lanes on the new Sixth Street bridges have special anti-slip metal plates on the open metal grate bascule sections of the bridge. Milwaukee has many bascule bridges, sections of which can swing upward to provide clearance for boat traffic. The metal grates can be slippery when wet.



Teens learn from real-life tragedies

It's one thing to hear that unsafe driving can kill. It's another to meet and talk with a person who is trying to make amends for having caused a fatal crash, or a parent who has lost a child to drunken driving.

Starting in 2007, the St. Croix Valley Restorative Justice Program (SCVRJP) has been holding "safe teen driving circles" to give teens this opportunity. During these gatherings at driver ed classes and on campuses such as UW-River Falls, participants sit in a circle and place in the center some object which signifies one of their values, such as trust or respect. When someone is holding the "talking piece," others listen without interrupting.

One guest speaker, Jeff Geslin, is a construction worker. He drives a lot for his job, with a good safety record, but one day he picked up a friend on the way to work and, in a distracted moment, ran a stop sign. The resulting crash killed his friend and the other driver.

Pam Remer is another guest speaker. Her 19-year-old daughter, Breanna, said she was going out to dinner but instead went to a drinking party. Driving home, she was impaired, not buckled up and talking on her cell phone. She left the road at almost 100 mph, crashed and was killed. She had with her three fake ID's.

Twin Cities Public Television and SCVRJP created an excellent 27-minute video, *On the Road Together: Teen Driving*, which conveys some of the power of this

experience of meeting and sharing. As Jeff looks out across the rural crash scene and describes seeing his friend dead beside him, and as Breanna's mother describes receiving the news and identifying her daughter's body at the morgue, the reality of fatal mistakes sinks in. The video is on the web at <http://video.google.com/videoplay?docid=3882297017666573344&hl=en>.

With funding support from the AllState Foundation for Safe Teen Driving, this nonprofit program offers training and is developing a manual to help communities statewide learn how to host such events. A DVD with the video is also available. To learn more about this program and the restorative justice process, visit www.scvrjp.org or contact Kris Miner, director of the Restorative Justice Center in River Falls, (715) 425-1100 or scvrjp@gmail.com.



Breanna's car



During a "safe teen driving circle" at River Falls High School, participants try to live up to values that they have identified, such as honesty, listen to others and benefit from their experiences, and commit to driving safely. See video at: www.kare11.com/news/news_article.aspx?storyid=489541

A big "Thank you!" to law enforcement



BOTS director Major Dan Lonsdorf thanks officers from law enforcement agencies statewide for participating in traffic safety mobilizations.



On September 23 the Wisconsin Department of Transportation and AAA Wisconsin hosted a special recognition luncheon in Stevens Point to thank the many law enforcement agencies statewide that participated in mobilizations to improve traffic safety: *Click It or Ticket*, *Drunk Driving*, *Over the Limit*, *Under Arrest*, and *Booze & Belts*.

The luncheon also featured the roll-out of Wisconsin's new *Zero in Wisconsin* campaign for traffic safety media messages and outreach efforts (see page 1).

AWARD WINNERS

Eau Claire Police Department
\$1,000 AAA Agency Award for commitment to traffic safety enforcement.

Neenah P.D.
Intoxilyzer Clock

West Salem P.D.
Four hrs of Crossroads training

Stoddard P.D.
One-year use of speed board

Waushara County Sheriff's Dept.
Preliminary Breath Test device

Arena P.D.
Donated speed board

Sheboygan Falls P.D.
Five 1-yr Quick Voice licenses

POLICE DEPARTMENTS:
Berlin, Cadott, Menominee Tribal, Pittsville & Platteville

COUNTY SHERIFF'S DEPARTMENTS:
Dane, Dodge, LaCrosse, Marathon, Polk, Rock
Laser radar units



Drivers tool around in SIDNE and experience how impairment degrades their driving skills.

Town hall meeting on drunken driving

Drunken driving continues to be one of the leading killers on Wisconsin's roads. A recent federal survey showed that our state has the highest rate of drunk driving in the nation. Over the last five years, 43% of fatal crashes involved drivers over the legal BAC limit, compared with 32% nationwide. Alcohol-related traffic crashes in Wisconsin killed 337 people in 2007 and injured more than 5,500.

To combat this deadly threat, the Wisconsin Department of Transportation, Mothers Against Drunk Driving (MADD) and the Resource Center on Impaired Driving at the UW Law School held the state's first-ever town hall meeting on drunk driving on August 14 in Middleton.

The meeting brought together traffic safety advocates, legislators, prosecutors, the media and law enforcement officers. Opening

the meeting, WisDOT Bureau of Transportation Safety director Major Dan Lonsdorf observed, "In Wisconsin, drunk driving continues to be our biggest traffic safety problem. We have made progress, but we've hit a wall. This town hall meeting is a way to raise awareness and ask for some help. Drunk driving is not solely a law enforcement issue. We have one of the best arrest records in the nation, with the highest conviction rate. We arrest 44,000 drunk drivers each year. But for every one that gets arrested there are almost 200 that don't. This is a community issue, and the community of this state needs help to correct a cultural problem."

Then Jeff Michael (NHTSA), Dennis Hughes (BOTS) and Dr. Stephen Hargarten (Medical College of Wisconsin and Froedtert Hospital) gave an overview of the drunken driving problem and also effective, evidence-based strategies for dealing with it.

MADD national president Laura Dean-Mooney told the audience about how her husband was killed by a drunken driver in 1991, leaving her to raise their 8 month-old daughter alone. The drunken driver had a .34 BAC and an open bottle of whiskey in his car. MADD's 2007 progress report on drunk driving laws ranks Wisconsin dead last, and she called on the state legislature to move forward on legislation requiring ignition interlock devices for all convicted drunk drivers. These devices have proved to be about 70% effective. New Mexico's mandatory ignition interlock program has reduced drunken driving recidivism by 60%, crashes involving alcohol by 30%, and related fatalities by 22%.

Following the meeting, Standardized Field Sobriety Tests were demonstrated. Participants also got to see how ignition interlock devices work, and to drive around in SIDNE (Simulated Impaired Driving Experience), a battery-powered vehicle that enables sober people to feel the effects of impairment on their driving skills (e.g., delayed reaction time).



MADD national president Laura Dean-Mooney at the press conference for the town hall meeting. MADD Wisconsin executive director Kari Kinnard holds a photo of Laura's husband, who was killed by a drunk driver.

Webcasts of the speakers and press conference are available at www.dot.wisconsin.gov/safety/motorist/drunkdiriving/town-meeting.htm.

Wisconsin Department of Transportation

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