

State & Regional Diversity Outreach

Highlight Report - September 2001



NTSA
People Saving People

REGIONAL DIVERSITY OUTREACH TEAM

TABLE OF CONTENTS

Introduction.....1

Activity Reports

Region 1.....3

Region 2.....5

Region 3.....7

Region 4.....10

Region 5.....14

Region 6.....18

Region 721

Region 8.....22

Region 9.....24

Region 10.....25

Diversity Outreach Team Members27

NHTSA Regional Offices28

Diversity Outreach Team Action Plan29

INTRODUCTION

Each year, over 41,000 Americans lose their lives to traffic related crashes. The use of seat belts and child safety seats could prevent more than half of these fatalities and save taxpayers billions of dollars in societal costs. Traffic related injuries and deaths are a public health crisis for all Americans, specifically for minority populations who use seat belts significantly less than other Americans.

There are several reasons minority populations do not use seat belts or properly restrain their children, including perception of crash severity and the likelihood of being involved in a crash. Public information and education has made slight differences, however many messages are not received by minorities. Many believe traffic safety messages are not directed toward them or that the messages simply do not speak to them.

Developing programs for these hard to reach populations has been a challenge at both the state and national level. The National Highway Traffic Safety Administration (NHTSA) is responsible for reducing deaths, injuries and economic losses resulting from motor vehicle crashes. To assist in accomplishing the goals of the agency, state and local governments receive grants that enable them to conduct effective highway safety programs.

NHTSA has partnerships with the Highway Safety Offices in each of the 50 states, the District of Columbia, the Indian Nations, Puerto Rico, Guam and the Virgin Islands to help develop and enact highway safety programs. For years these programs were directed at the general public, however as America moved from being a land of people to being a country of many ethnicities and multiple races, the need to reach out to diverse populations became a priority.

It became apparent that one program would not suffice and the highway safety offices, as well as NHTSA, had to reprogram thought patterns in order to reach out to minority populations. In this effort, a Diversity Outreach Team was developed to help address these and other issues. The information contained within this book represents ideas and best practices that NHTSA and the State Highway Safety Offices have used in order to try to bridge the gap that exists between minorities and traffic safety programs and information.

CONNECTICUT

The Connecticut Highway Safety Office produced Spanish language brochures addressing impaired driving, combining distribution with high visibility enforcement campaigns for the 2000 holiday season. It partnered with CT Safe Kids and local enforcement agencies to increase child safety seat and safety belt use among African American and Hispanic motorists during Child Passenger Safety (CPS) Week and produced CPS brochures in Spanish as part of this program.

MAINE

Two percent of the population consists of members of diverse populations. Language, income and rural populations define the diversity needs. The Bureau of Health has a Safe Communities grant from the Governor's Highway Safety Office (GHSO) to address unintentional injuries and has applied to the National Center for Disease Control (NCDC) for grants to serve diverse populations. Eighteen percent of Portland's 66,000 population are refugees for whom English is a second language, with fifty-six "other" languages being the first language spoken by students in the Portland public schools. Some of these languages include Somalian, Russian, Cambodian and Spanish. Funds and translation services are being sought. Some Portland firefighters are certified CPS technicians. At present, the CPS advocate, housed in the Portland Fire Department, is spearheading a project to obtain copies of a traffic safety video produced for widespread distribution.

MASSACHUSETTS

The Governor's Highway Safety Bureau has sponsored several urban Safe Communities programs that produced a variety of bilingual products: print CPS materials (Spanish, Portuguese), pedestrian safety cards (Russian, Chinese), safety belt, child passenger and child pedestrian safety Spanish lan-

guage Public Service Announcements (PSAs) broadcast on Telemundo, Univision and local cable stations, billboards in Spanish, and bicycle safety programs taught by bilingual instructors. Editions of some Bureau CPS handouts and Traffic Occupant Protection Strategies (TOPS) training materials include minority children and adults in the graphic composition.

In partnership with *Teen Voices* (a magazine targeting teen girls of diverse racial, ethnic, and income backgrounds with an international circulation of 75,000), the Bureau produced traffic safety articles and a survey for future analysis. As part of its College Campus Social Norming Campaign in western Massachusetts, posters were designed with pictures of students from a variety of racial and cultural backgrounds.

The state already has several bilingual (Spanish, Chinese) and African American CPS certified technicians, including one police officer, and one African American instructor on staff at Boston Children's Hospital. The Bureau partnered with the Massachusetts Department of Social Services to distribute car seats in low-income minority communities and to conduct safety seat checkpoints.

The Bureau is reviewing its list of certified technicians to determine the number of bilingual technicians and the languages they speak. Once identified, it will seek to provide CPS technician/TOPS training to representatives of those linguistic communities in need of more, identified by cross-referencing with Census 2000 data, available for cities and counties. A major focus is the creation of a link to the Bureau's existing web site that will have very basic traffic safety messages and graphics available in several languages for use by health and day care providers, educators, community outreach workers, social and fraternal organizations, and law enforcement.

NEW HAMPSHIRE

New Hampshire is just beginning to recognize its growing minority population, up from 2% to 4%. Outreach efforts occur through the Injury Prevention Center (IPC) at Dartmouth - Hitchcock. The NH Safe Kids Coalition is being tapped. The IPC collaborated with the NAACP to provide child safety seats to minority children in Manchester and obtained training /certification for two Hispanic technicians. They have also identified a growing Bosnian-Serb population. New Hampshire considers its rural population to be part of a diverse population needing services.

RHODE ISLAND

The Governor's Office of Highway Safety is reaching out to diverse populations to gain support for its Standard Safety Belt legislation. It has identified leadership in the Southeast Asian, Latino, African-American, Portuguese, Cape Verdean, and Native American communities. RI is currently meeting with representatives, and will shortly begin to develop media options to reach these populations.

VERMONT

Vermont has identified linguistic minorities (Serb-Croatian and Vietnamese refugees), Indians (sub-continent) and low income residents as its diverse populations needing traffic safety services.

REGIONAL OFFICE SUPPORT:

Region I Program Managers have made available to their state partners whatever materials NHTSA and its partners have developed. There is now a Diversity Outreach Coordinator on staff who will expand upon past efforts.

NEW JERSEY

Diversity Councils. In late 2000, the New Jersey Division of Highway Traffic Safety implemented diversity partnership grants in Cumberland County (20% African American, 20% Hispanic) and the City of Camden (53% African American and 39% Hispanic) with a goal of establishing similar programs in other areas in the upcoming year. Initial planning meetings included representatives from elected offices, service providers, local traffic safety and public health agencies, hospitals, police departments, and social organizations. The diversity councils will begin by focusing on developing child safety seat and seat belt campaigns targeting minority populations.

NEW YORK

Diversity Forum. In October 1999, the NHTSA Region 2 staff joined the New York State Police and the Governor's Traffic Safety Committee (GTSC) in conducting a Diversity Forum at which faith based, health, education, and citizen groups joined the enforcement community to examine ways to simultaneously save lives and protect civil liberties. The American Civil Liberties Union (ACLU) played a critical role in the day's discussions.

After the forum, the pastor of the Macedonia Baptist Church in Albany arranged for the distribution of NHTSA's African American and Hispanic traffic safety fact sheets at the annual statewide meeting of the association of churches. The Buffalo chapter of the Urban League continued its support by participating in national and state BUA press events. They remain active today. Other participants from NAACP local chapters, the NYC Board of Education, the Hispanic Federation, Aspira and the Spanish Community Foundation in Yonkers also embraced the BUA enforcement/education theme and promoted safety belt use in their communities. A second forum for community leaders and enforcement is planned for November 14, 2001.

Child Passenger Safety. Currently, there are approximately 12 African-American CPS technicians (2 of whom are instructors) in NY. Some of these technicians are assisting the NYC chapter of the NAACP with their recent multi-million dollar grant from GM/SAFE KIDS. The NYC Chapter is one of four in the country to receive this funding and since September 2000, they have distributed over 4,500 seats to low income families within the city. Additional minority community car seat distribution efforts continue to be conducted through Harlem Hospital and Babies and Children's Hospital. Ford's Boost America campaign donated booster seats to a Brooklyn elementary school and a school in Valley Stream, Long Island, with a pledge to donate 24,000 seats statewide. The Alpha Kappa Alpha Sorority has distributed BUA materials on Long Island at summer fairs.

The National Council of Negro Women has developed an extensive outreach program in New York City, Northern New Jersey and Long Island, training seat belt advocates who were then charged to go out into their communities to provide information and educational services. A major component of their program includes speaking with ministers and church representatives which results in safety messages incorporated into sermons, distribution of educational materials in Sunday school classes, and church-run after school programs. In addition, these advocates conducted presentations at local libraries held during Black History month and made themselves available for health fairs, exhibits and speaking engagements to local organizations.

REGIONAL OFFICE SUPPORT:

Hispanic Traffic Safety Conference. In 1998, NHTSA Region 2 and GTSC partnered with the Hispanic Federation to conduct a one-day traffic safety symposium for the Hispanic Community. The Hispanic Federation is an umbrella organization of over 70 service and outreach provider agencies for the Hispanic community. The member agencies and

organizations deal primarily with safety, health and welfare issues among children, the elderly and the impoverished. At the conference, representatives of these agencies few of whom had ever been exposed to traffic safety issues or initiatives gained a greater understanding of the risks their communities face on the roadways in the areas of occupant protection, impaired driving and pedestrian safety. Presenters from NHTSA, GTSC and NYCDOT were able to highlight the traffic safety problems confronting their constituents and to showcase successful programs that have been implemented in the area.

Media outreach. Working together with the State Highway Safety Offices (SHSOs) of NY, NJ and CT, NHTSA Region 2 has led the effort to bring traffic safety to the media's attention in the NYC metropolitan area, and as a result, our campaign has successfully penetrated the African American and Hispanic media outlets. Examples include:

- Placement of a story on the Meharry Medical College Report in the *Amsterdam News*, the most widely read African American newspaper.
- Feature stories on Buckle Up America and child passenger safety on the two Hispanic TV networks, Univision and Telemundo.
- Continued coverage of NHTSA campaigns in *El Aguila*, the only bi-lingual Spanish/English newspaper in the tri-state area.
- Coverage by local cable operators Cablevision, Time-Warner and Adelphi Cable for our campaigns.
- News features on the three largest Spanish-language radio stations in the tri-state area. Our office can provide a traffic safety specialist fluent in both spoken and written Spanish.
- English to Spanish and Spanish to English translations of public information materials is available.

Police Leadership. In addition to our role in NY's Diversity Council, Region 2 has been very active in outreach to local National Organization of Black

Law Enforcement Executives (NOBLE) leadership. The key to our success has been the relationship between our office and two of the NOBLE most visible leaders - New York State Police Deputy Superintendent Harry Corbitt and NOBLE VP Benjamin Braxton, Chief of Police of Willingboro, NJ. Both Supt. Corbitt and Chief Braxton have been called upon by our office to help participate in outreach initiatives conducted by Region 2 and to help facilitate outreach by Region 2 into both diverse organizations and into law enforcement agencies in our region.

NHTSA Region 2 has conducted several Police Leadership Conferences over the years, bringing together law enforcement officials to discuss traffic safety initiatives. Our most recent conference dealt with racial profiling and featured speakers from NHTSA, NOBLE, ACLU and the NJ Attorney General's Office. The event, while occasionally contentious, helped stress to the police leaders in attendance that saving lives and protecting civil liberties can and must be done simultaneously.

La Salud Hispana, Inc. will be collaborating with Region 2 and our states to bring traffic safety information to Hispanic communities. Through their nationally published health magazine, toll-free bilingual health line, annual business leadership breakfast and medical symposium, they keep Hispanics informed about the most current health information. This year, on August 4, they will also sponsor the Latino Health and Technology Festival at the Meadowlands in NJ, with more than 15,000 expected to attend. Along with exhibits from 100 leading corporations, there will be a car seat check hosted by the NJ Division of Highway Traffic Safety.

For more information. The Region's *Info 2 Share* newsletter has complete descriptions of the Diversity Forum, Hispanic Traffic Safety Conference, and the Police Leadership Conferences. NHTSA's **Traffic Safety Digest** series contains details of the Cumberland and Camden diversity councils. Spanish language materials from the PR traffic safety program are available through the Region 2 office or the PR Traffic Safety Commission.

DELAWARE

The First State has 24% of its population classified as non-white. African Americans comprise 19% of the minority populace, while Hispanic Mexican and Central Americans account for the remaining 5%. Most of the minority community resides in the New Castle County/City of Wilmington area. The New Castle County Community Traffic Safety Program (CTSP), in conjunction with the Office of Highway Safety, has established strong relationships and cooperative programs with such groups as the NAACP, Buckle Delaware Coalition, Catholic Charities, and the Jack and Jill Chapter to educate and produce culturally diverse traffic safety programs directed at the target populations. Safety belt, child restraint and bicycle helmet use are the primary areas of focus for the targeted groups.

DISTRICT OF COLUMBIA

The Nation's Capitol is a very culturally diverse community, represented by African Americans (60%), Hispanic and Latino (8%), Asian (2%), and Pacific Islander (4%). Additionally, every weekday, the District of Columbia experiences a mass migration of tourists, as well as working commuters from Virginia and Maryland. This creates a myriad of traffic safety problems, especially concerning pedestrians and those unfamiliar with District streets. The Department of Public Works, which houses the Traffic Safety Branch, works cooperatively with the Department of Human Services to produce a variety of materials in a variety of dialects. The Metropolitan Police Department is the other branch of the District's government that has a major role in traffic safety. Programs to address child restraint use, safety belts, alcohol, aggressive driving and pedestrian safety are the primary focus of their efforts. A testament to successful program efforts in a diverse urban community is the District's high safety belt use rate of 82.6%. A primary safety belt law, along with the nation's toughest sanctions and high visi-

bility enforcement, are largely responsible for DC's high use rate.

MARYLAND

The Free State has a population of about 5 million people, of which 28% are African American, 4% are Hispanic and Latino, and 4% are Asian. Historically, much of the State's emphasis on diversity has been directed at the large African American populations in Baltimore City and Prince George County. Only in recent months has there been recognition of the gradual migration of Hispanics and Latinos into these same predominantly black communities, as well as in Montgomery County. These communities rely on a network of coalitions such as Safe Kids, Kids In Safety Seats, and local Safe Communities to service the traffic safety concerns of the various diverse groups. Maryland is one of two States in the Region to develop a diversity consortium with an appointed coordinator. Several Historically Black Colleges and Universities such as Morgan State, Coppin State, Bowie State, and Sojourner Douglas College are working with the Region to involve their students in research programs and program partnerships.

PENNSYLVANIA

The largest state in the region area has a comparatively small minority population, just about 8% of their population of 12 million residents. In general, the minority populations are concentrated in Philadelphia, Pittsburgh, York County, Harrisburg and Lancaster. The populations consist primarily of African Americans, Hispanics, and Asians. The Bureau of Highway Safety and Traffic Engineering works through their Safe Communities and comprehensive programs to reach out to these minority populations. In the City of Pittsburgh, the Urban League has been active in devising programs to reach out to all minority groups to address safety belt use. Additionally, Cheney State University, the

only Historically Black College in the state, incorporates traffic safety as a module for their Summer Transportation Institute. The Chinese Catholic Church and School in Philadelphia annually sponsor a fair where traffic safety is a primary component.

VIRGINIA

According to the 2000 census, Virginia's 28% minority population consists of African Americans, Hispanics, and Asian-Pacific Islanders. Under the Department of Motor Vehicles, the Office of Transportation Safety Services has a strong and focused diversity program that is formally endorsed by the Governor. Virginia is the first State in Region 3 to develop an Historically Black Colleges and Universities (HBCU) College Consortium specifically directed at reaching out to the African American community with traffic safety program and degree options. The first statewide HBCU Consortium Symposium will include dignitaries from Federal, State, and Local government, and all modal administrations. The symposium will be hosted on October 4, 2001 at Virginia Union University. Each of the six Comprehensive Traffic Safety Programs in the state provides literature and programs to diverse constituencies. Such efforts have led to endorsement of a primary safety belt law, strong law enforcement of the child safety seat law, law enforcement policies and training to prevent racial profiling, and better education among minorities regarding issues of alcohol and driving. The NAACP, Virginia State Government Black Caucus, Network of Employers for Traffic Safety (NETS), and a significant number of independent insurers through Drive Smart Virginia are supporters of Virginia's traffic safety diversity efforts.

WEST VIRGINIA

The minority population of the Mountaineer state is about 2% of the general population; however, the West Virginia Highway Safety Office produces Spanish language and other materials for its minority citizens. While West Virginia State University, located in Charleston, is an HBCU, its student body is not predominantly African American. The Summer Transportation Institute (STI) program at the University receives support from the state highway safety office.

REGIONAL OFFICE SUPPORT:

The Regional Office serves on planning boards with the Federal Highway Administration (FHWA) to build STI's at Historically Black Colleges and Universities. To date, Maryland, Pennsylvania, Delaware, the District of Columbia, Virginia and West Virginia all have colleges with Summer Transportation programs that range from 5 to 6 weeks. The students are exposed to issues of concern for the various transportation modes. Because of our direct involvement, traffic safety is a permanent part of the curricula in the STI program. There is a great deal of emphasis placed upon safety belts, graduated driver licensing, and youth alcohol issues relative to highway safety at the STI's. Colleges with STI programs include Morgan State University, Maryland Eastern Shore, Delaware State University, Cheney State, Virginia State, Norfolk State, Hampton University, Howard University, and West Virginia State University.

We are successfully developing HBCU College Consortia that are building seed concept traffic safety programs with the mission of campus and community outreach in mind. Much of the theme is directed at increasing the seat belt use rate of African Americans and Hispanics. African American safety belt use nationally is reported to be 51%, according to the Meharry Medical College study. In Virginia, the consortium effort is endorsed by Governor Gilmore and under the charge of the Virginia DMV Highway Safety Coordinator. All six HBCU's in Virginia are participating and Morgan State University in Maryland is an ad hoc member of the Virginia effort. Two and a half years ago, St. Paul's University became the Virginia pilot site and its major functions were to build a database to capture safety belt use and alcohol data for the Virginia African American populace, and produce countermeasures for campus and the surrounding community. Currently, Virginia HBCU's have projects for defensive driving, campus and community police patrols, speaker's bureau, car safety equipment checks, campus radio programs, a college safety curriculum, and a Statewide Summit to be held in September of 2001. It is due in large part to the buy-in of these institutions in Virginia that the Virginia Black Legislative Caucus dismissed Driving While Black or Brown (DWB) as an issue in the debate

over passage of a mandatory belt use law in the state. Consortium efforts similar to Virginia are in the planning stages for Maryland and the District of Columbia.

Region 3 also maintains partnerships on an on-going basis with elementary, middle and high schools in several states in the region. Schools in these areas are invited to participate in special programs throughout the year. National Walk Your Kids to School Day, National Education, National Transportation Week, and Groundhog Shadowing are a few of the programs which emphasize traffic safety. The populations at our partner schools are predominantly African American, Hispanic, Asian and Native American.

Our efforts at the Regional level will be geared more toward influencing development of programs, networking and coordination of resources as opposed to the program delivery activities of the states in our region. Region 3 is a working member of the joint U.S. Dept. of Education and U.S. Dept. of Transportation Distribution and Linkage Pilot program that develops transportation curriculums in high schools, seeks out partners, and builds educational articulations with colleges and universities.

Region 3 has assisted and will continue to assist the National Association for Equal Educational Opportunity to identify sources in colleges locally and across the nation that are eager to participate in their NHTSA Safety Belt mini grant program. We have participated in their national meetings and are proud that St. Paul's University in Virginia was awarded third place recognition for an innovative program. We are team members with Patterson High School in Baltimore, and Cardoza in Washington D.C. The populations targeted here are African American, Hispanic, and Native American.

Our office maintains an inventory of materials that are state specific, regionally and nationally developed, and include printed as well as interactive materials. While safety belts and airbags have been a key focus, our materials cover a variety of subject matter, targeted toward African American, Hispanic and Asian cultures. The Region 3 office conducts outreach by traveling to malls, military bases, schools, fairs, and special events upon request.

REGION 4

FLORIDA

State's Multi-Cultural Task Force to Address Minority Belt Use - In FY 2000, the Florida Highway Safety Office provided \$350,000 in funding to establish a program for minority outreach on seat belts and child safety seats. The project activities include hiring African American and Hispanic firms to conduct educational outreach, conducting a statewide conference on diversity program, and establishing new programs on seat belts and safety seat use in minority communities. In May 2001, the Task Force conducted three minority community forums in Jacksonville, Tampa, and Miami to open dialogue between the minority community leaders and the enforcement community regarding the importance of seat belt use. An additional two forums were conducted in June. In addition, approximately 25% of FY 2000 and 2001 funds under Section 2003B have been directed toward education and outreach efforts with African-American, Hispanic and other diverse populations on child safety seat training and education.

GEORGIA

Highway Safety Program Links with Faith Leaders and the Minority Community to Increase Belt Use - In the Spring of 2000, the Georgia Governor's Office of Highway Safety (GOHS) implemented a new strategy for reaching the under served minority population by creating Georgia Community Summits. A summit is a one or two-day conference focusing on occupant protection and targets diverse populations and the faith community. The GOHS provides small grants to help support the Community Summits, along with program staff for technical assistance. Each summit is expected to form a community coalition that will continue to function at the local level to promote occupant protection issues in diverse communities.

Under the same project, the Georgia Highway Safety Office recruits minorities who are willing to be trained as CPS technicians from county health departments, fraternities and sororities, child care centers and churches throughout the state. Once certified, these technicians can provide CPS information and technical assistance to minority families and care givers on the correct installation of child safety seats and booster seats, and on the proper use of seat belts by older children in minority neighborhoods. An estimated fifteen minority technicians completed the NHTSA CPS (4-day) technician class.

In addition, the Georgia Governor's Office of Highway Safety hired and designated a staff person as their minority outreach coordinator. In 2000, Georgia conducted the first statewide summit on African-Americans and Seat Belt Use. An estimated 250 representatives of minority organizations and the legislature attended the meeting. The major emphasis of this meeting was the importance of minority belt use and the traffic crash problem in the African American community. This state continues to be a leader on minority initiatives.

MISSISSIPPI

The Mississippi State Department of Health (MSDH) has developed a public education message for a comprehensive child passenger safety program targeting low income, minority-based populations. The campaign provides information on a daily basis to these groups via public service announcements on radio, TV, in local newspapers, and through child passenger safety training. MSDH will distribute 50,000 packets of information to minorities who utilize the Women, Infants, and Children (WIC) services program provided at every county health department in the state.

NORTH CAROLINA

Traffic Safety Program Focuses on Hispanics -

In response to a 237% increase in the Hispanic population in North Carolina, the state has established an Hispanic Outreach project to address traffic safety within this group. The Wake County Safe Community program hired a program coordinator for Hispanic Outreach to conduct outreach activities with its burgeoning Latino population. Another program for minorities focuses on the distribution of child safety seats to low income families, primarily African Americans and Hispanics.

SOUTH CAROLINA

South Carolina Increases Minority Belt Use by 14.3% -

South Carolina was the first state in the Region to establish an intensive diversity outreach initiative as a component of their seat belt enforcement campaign that has become a national model. African Americans represent 30% of the total population in the state of South Carolina. A Diversity Outreach team conducted extensive outreach efforts with black churches, NAACP, black radio stations and newspapers, and the Black Legislative Caucus. (South Carolina provided \$45,000 to black public relations firms to support minority outreach efforts in the November and May mobilizations for Click It or Ticket.) Pre-meetings were held with key leaders in the African American and Hispanic communities to discuss the campaign and its impact on these communities. These meetings provided an opportunity to gain feedback from the minority community and to assess their reactions to the Click It or Ticket strategy.

Campaign strategists agreed that the television ads would be more accepted in the African American community with a black law enforcement officer as the spokesperson. The spots aired one week prior to the enforcement blitz through the end of November. The Diversity Outreach Team requested that additional announcements regarding the Click It or Ticket Campaign be aired over popular gospel radio stations in the Columbia, Orangeburg and Sumter areas. The Coalition set up an on-air interview during the morning traffic commute.

The Diversity Outreach Team and Enforcement Subcommittee's collaborated in the development of a balanced enforcement plan that addressed minority concerns regarding biased enforcement strategies. The enforcement plan included an emphasis on selecting sites for checkpoints in high crash locations. These sites were reviewed by a minority panel to ensure fair, unbiased site selection thereby preventing any allegations of differential enforcement in the minority community. Additionally, all checkpoint locations were posted on South Carolina's Click It or Ticket website; this strategy gave the populace advance notification of enforcement activity in their communities. Members of the Legislative Black Caucus and the Coalition of Black Church Leaders were invited to monitor checkpoint activity. A 15-minute training video on "How to Conduct a Professional Traffic Stop" and Racial Profiling was mandated by the South Carolina Department of Public Safety and presented to all members of the Highway Patrol. As part of the Click It or Ticket Campaign in South Carolina, a "Hotline" was established for motorists to report any harassment or suspected "racial profiling."

Networking with minority organizations was a key to the success of the South Carolina minority outreach effort. In November, a meeting was held with 200 representatives of the Coalition of Black Church Leaders on the Click It or Ticket Campaign. In May 2001, the state conducted a minority forum on seat belts. Thirty-five representatives from the NAACP, Coalition of Black Church Leaders, Black Legislative Caucus, Nation of Islam, Baptist Convention, Masons and Eastern Stars, Alpha Kappa Alpha Sorority and the National Council of Negro Women attended the program on "Click It or Ticket and the Minority Community - What does It Mean to You?" A black public relations firm, C & S Consulting, coordinated this program. A speaker's bureau of law enforcement officers conducted presentations in high schools throughout a targeted 16-county area (with high minority population). More than 20 predominately black schools were visited by uniformed officers carrying the safety belt message; the officers distributed literature about the Click It or Ticket Campaign and answered questions about the campaign.

The new dialogue has opened doors for many changes in the state's enforcement program including training for law enforcement on how to conduct safe and legal traffic stops, the incorporation of cultural sensitivity training in basic and in service training for law enforcement officers, and mandatory collection of demographics on traffic stops.

In November, nonwhite belt use had increased from 56.1% to 70.4% after a three-week campaign of media and enforcement. Recent data from the May mobilizations show that during the Memorial Day holiday period in 2001 there were no minorities killed where there was an opportunity to wear a seat belt (either driver or passenger). During the same period in 2000, 30% of those killed were minorities.

Both years of South Carolina's 2003B funding were devoted to child safety seat projects for minority groups. During the first year, the project targeted African American foster parents through training of the installation of safety seats. During the second year, the project focused on child safety seat use among the Hispanic population by training Spanish speaking technicians on child safety seat installation.

TENNESSEE

Meharry Medical College (Historically Black College) Leads Minority Outreach Initiatives -

In May 2001, the Tennessee Highway Safety Office presented John Maupin, President of Meharry Medical College, with a \$228,000 grant. Currently, Meharry is surveying the African American population in churches, beauty shops, grocery stores, etc. about their belt use habits. This new grant will be used for intervention programs (education and public awareness). Additionally Meharry will be conducting outreach in the Hispanic community using the same design. Tennessee utilized FY 2000 and 2001 funding to target African American families with seat belt distribution and education programs by collaborating with the state's Head Start Programs to train parents on proper installation of safety seats. Additionally, the Tennessee Highway Safety Office provided funding to Shelby State College in Memphis to conduct educational outreach activities targeting African-American youth.

Regional Seat Belt Campaign Focuses on Minority Belt Use - In Region 4, minority populations make up a significant portion of the population with 10 million African Americans, 200,000 Native Americans, 700,000 Asians and Pacific Islanders, and 2.3 million Hispanics. These groups represent 26% of the total population in the Southeastern states. Blacks and Hispanics often lag 10 percentage points behind the majority population in seat belt use. In May 2001, Region 4 states launched a regional seat belt enforcement and education campaign, Click It or Ticket, which has diversity outreach as a significant component to increase belt use among African Americans and Hispanics. Each of the eight Southeastern states developed strategies to reach African Americans and Hispanics. The activities included:

- conducting minority forums on the Click It or Ticket Campaign (Alabama, Florida, Georgia, Mississippi, South Carolina);
- hiring minority firms to conduct outreach or public education efforts (Florida and South Carolina);
- conducting press events focused on minority belt use (Georgia, South Carolina and Tennessee)
- and, targeting educational messages heavily in minority media markets (all states emphasized penetration into secondary minority markets). Ten million dollars have been devoted to paid advertising; a significant portion of the ads was focused on the minority population.

In addition, all states implemented seat belt enforcement plans that promoted fair, unbiased enforcement by establishing hotlines for consumer comments on the campaign, conducting enforcement activity in high crash locations (versus focusing on specific minority neighborhoods), and advertising all checkpoint locations via the media and web sites (to allow any member of the community access to information on enforcement efforts). The regional campaign was modeled after the November 2000 Click It or Ticket Campaign in South Carolina that resulted in a 14.3% increase in minority belt use. The eight state partnership is a border to border intensified safety belt media and enforcement campaign designed to increase safety belt use 10 percentage points and thereby save more than 650 lives and \$840 million annually.

REGIONAL OFFICE SUPPORT:

NHTSA Region 4 staff has developed a document that outlines the model minority outreach plan implemented in South Carolina. The paper was distributed at the 2001 National Lifesavers Conference in Denver, Colorado. Most recently, NHTSA's Office of Communications and Outreach issued orders to print the document for nationwide distribution as a NHTSA publication and place the document on the NHTSA website.

NHTSA Region 4 staff conducted state briefings on the Click It or Ticket effort including the minority outreach component, and encouraged states to conduct minority outreach during the Memorial Day mobilization. NHTSA staff has worked closely with the states in planning strategy and participation in meetings related to minority outreach. Regional Program Managers (RPMs) participated in state Diversity Outreach meetings in Alabama, Florida, Georgia, and South Carolina. RPMs participated in press events addressing minority outreach in Georgia, South Carolina and Tennessee. The Regional Office is developing plans to document the Click It or Ticket minority outreach effort to illustrate the impact of focused educational, media, and enforcement efforts on increasing minority seat belt

use. The NHTSA Region 4 Office hosted a meeting in Atlanta on August 7 that included an announcement on these results.

NHTSA Region 4 Office has made a strong commitment to the diversity outreach effort by attempting to include diversity as a component of all traffic safety initiatives led by this office. The Region 4 Youth Summit, which was held in Winter 2000, serves as an excellent example of the Regional Office guiding the states on diversity. Region 4's Youth Coordinator identified nationally-recognized speakers and programs focused on minority youth initiatives (research and programs). This conference was very well attended with over 200 youth advocates, law enforcement and state highway safety office staff participating in the two-day meeting.

REGION 5

ILLINOIS

The Child Safety Seat Program provides funds for the Illinois Department of Human Services (DHS) to conduct a Child Passenger Safety (CPS) program for low-income families. The Illinois Department of Human Services uses local DHS offices and local health department offices to expedite the distribution process statewide. Bilingual Child Safety Seat Technician Training is conducted in English by bilingual instructors, with the option to test in Spanish or English. This is a free course, but participants must commit to sponsoring one car seat check in their geographical area within a 12-month period after certification. The Highway Safety Office is committed to providing CPS courses for persons who work in organizations that provide services to Spanish speaking people. CPS, seat belt, and other traffic safety information is distributed to schools and communities through the El Protector program, which reaches many African American and Hispanic children and adults. A conference held in September 2000 sponsored by the St. Clair County Safe Communities provided seat belt, child passenger safety, and DUI information to community leaders in and around St. Clair County, Illinois. Many Hispanic and African-American community leaders attended.

INDIANA

The Indiana Governor's Council on Impaired and Dangerous Driving uses booth space at the *Indiana Black Expo*, the largest of its kind in America and the Circle City Classic, an annual football rivalry game in Indianapolis to deliver traffic safety messages by passing out literature, promotional items, educational materials and conduct interactive highway safety games with the African American community. These two activities allow the council to reach large numbers of minorities. Indiana conducts a Minority Health Coalition (MHC) Month of highway safety events sponsored by the Governor's Council on Impaired and Dangerous Driving and

the Minority Health Coalition. Blitz type campaigns are utilized to increase seat belt usage in their communities.

In an effort to strengthen partnerships, the Indiana Minority Health Coalition has hired a state staff person, as a contractor who will serve as a liaison between IMHC and the Council.

The Governor's Council on Impaired and Dangerous Driving has hired a minority ad agency to develop the "*Am I My Brothers Keeper*" ad campaign aimed at increasing seat belt use within the African American community.

Diversity Conference - August 29-31. This conference highlighted diversity as it relates to substance abuse, traffic safety, criminal justice and other behavioral concerns. There were competency areas on the emerging Hispanic/Latino community, African Americans and Seat Belts and reaching out to diverse populations, among other skill-based workshops. Several noted speakers presented at this conference including Dr. Bertice Berry (one time national talk show host) as the keynote speaker, and Mohammed Bilal, from the Real World (MTV) to discuss youth/adult partnerships.

MICHIGAN

A Southeast MI team was formed to address the specific needs of that area. Two sub-committees (community leaders and law enforcement leaders) identified two issues/concerns about police harassment and development of culturally specific materials to assist with public information efforts.

An African American PR firm was hired to develop and publicize a campaign whose focus is primarily young men in Detroit and the surrounding areas in Wayne County.

The Hispanic and Arab/Chaldean communities have embraced the safety belt message. In the

Hispanic community Eastern Michigan University has started a competition among young people to design a logo and slogan. The winner of the “best logo” will get his or her name associated with the designs. In addition, the young people have so embraced this message, that they want to develop a Click it or Ticket song and dance to present at the Unity for the Community Festival in Detroit on September 8 & 9.

The Arab community has translated a traffic safety brochure and is now set to deliver the message to community groups (specifically immigrants) by making presentations on safety belt use and laws.

Southeast Michigan Safety Belt Projects:

A Wayne County Safety Belt Coalition was formed to promote the new primary law in the predominantly African American Wayne County. Schools were provided information as well as the Metropolitan Organizing Strategies Enabling Strength (MOSES), Baptist Ministers Conference, Latin Americans for Social Economic Development (LASED), and Arab American Community Center for Economic and Social Services (ACCESS).

“*Stay in the Game Safety Belt Program*” was developed to promote safety belt use among urban youth ages 16-22. The campaign was also promoted at the Peacemakers Youth Summit and literature was distributed to Wayne County area schools.

MINNESOTA

Through problem identification, it became clear that the Native American population in Minnesota is over-represented in crash fatalities. Although the Native Americans represent roughly 1.5% of the population, they account for 3% of Minnesota fatalities. The Bemidji Area Indian Health Service was given a grant to create a video and accompanying educational presentation to increase belt use among Minnesota’s Native Americans.

Minority Belt Message - The St. Paul/Ramsey County Public Health Agency received a grant to address belt use and CPS issues in the Hmong communities within Minnesota. The objective is to increase belt and child safety seat use among the Hmong communities within Minnesota.

OHIO

The Ohio Department of Transportation (ODOT) and the Ohio Department of Public Safety (ODPS) undertook a one-year study on Amish Buggy Safety in Ohio. The Amish Buggy Safety Status Report and Recommendations was the end result. The state is using *Stay in the Game*, an educational Program designed to increase belt use among African American youth. The Los Protectores Program is conducted through the Police Departments and is primarily aimed at educating the Hispanic community on traffic safety issues.

The Governor’s Highway Safety Office (GHSO) has partnered with the local United Way to explore ways to work through neighborhood development corporations to reach diverse populations throughout the county. One of the primary goals is to train and certify individuals within diverse communities as CPS technicians. The GHSO incorporated a presentation on how to conduct outreach to members of diverse communities within its Child Passenger Safety Conference for CPS technicians and instructors on July 11-12, 2001 in Columbus.

A faith-based outreach program is being conducted in conjunction with the Children’s Hospital of Cincinnati. This program makes theater-style presentations to members of the African American community aimed at making children safe. The program covers traffic safety issues, as well as issues such as preventing drug use and poisoning. Eight presentations are scheduled.

WISCONSIN

Minority populations include Native Americans (1%) on tribal land and elsewhere, primarily in the northern half of the state. African Americans (6%) are concentrated in the larger metropolitan areas, Hispanics (4%) concentrated in Milwaukee, but also dispersed, and a large population of Hmong and other Cambodians in many mid-tier cities.

Inner City Church Safety Belt Challenge -The Milwaukee County Safety Commission has plugged into a network of inner-city churches to involve the churches and the community on a collaborative

effort, as one unit, assisting in education and encouraging safety belt efforts throughout the community. The churches, as the lead voice to the community, promote safety belt usage with the church members. The clergy person/pastor has assigned a member to work with the project coordinator to include the project efforts with the church activities. The coordinators at each church are instrumental in designing creative events to maintain the involvement and interest of the members throughout this project. The coordinators of each church participate in a door-to-door effort to distribute flyers in the communities. The churches promote the Milwaukee County Sheriff's Seat Belt efforts in their church bulletin and creative events, material and slogans that could be utilized in the African American communities to promote seat belt efforts.

El Protector Program - The Milwaukee Police Department conducts an El Protector Program where prepared materials are translated into Spanish for distribution to the Hispanic community.

Oneida Tribe - A youth forum was held in May as part of the Native American Transportation Safety Conference. The goal was to work with the youth in attendance to identify and develop strategies and issues pertaining to traffic safety. With the help of an artist from the Oneida tribe, materials were produced, printed and distributed that were culturally sensitive and socially relevant. The educational materials or promotions, can be used with all Wisconsin tribes.

REGIONAL OFFICE SUPPORT:

Regional staff worked closely with the Traffic Safety Association of Michigan and Wayne State University, Department of Community Medicine on a one day Traffic Safety Symposium for the African American Community. This symposium, which attracted participants from Congress and the NAACP featured many noted speakers.

In support of *Black History Month* and *National Child Passenger Safety Week*, an African American media blitz was conducted in Region 5. Because of these efforts our first radio interview by an African American station was conducted. Efforts by the Region 5 Law Enforcement Liaison produced two

radio interviews, on an African American radio station with a 600,000 person listening audience, for the Thanksgiving 2000 *Operation ABC Mobilization* and Christmas 2000 *National 3D Month*.

Regional personnel have worked with a number of organizations to support and provide technical assistance for child safety seat events and safety seat checks in the Chicago area. These organizations include WGCI FM, an African American radio station, the Illinois State Police, Alpha Kappa Alpha Sorority, and the Chicago Safety Seat Coalition. The Region 5 office also worked with Alpha Kappa Alpha (local chapter) in presenting child passenger safety information to Hispanic and African American parents. In addition, presentations were given to a number of faith based congregations regarding the lack of seatbelt and child safety seat usage among African Americans.

Region 5 personnel presented and participated in the 6th Circuit Court of Cook County's Traffic Safety Day Event. This event was held in a predominantly African American suburb of Chicago. The participants were traffic offenders who were court ordered to attend the various presentations.

The Region 5 Office is working with Dr. Aida Giachello of the University of Illinois, Chicago to develop a regional initiative for researching and working with the state highway safety offices in their efforts to reach the Hispanic community. As a result, the Regional office staff are involved in partnership outreach with a number of organizations. Partnership with the Illinois State Police included getting a cover story on child passenger safety in *Exito*, one of the largest Spanish language papers in the Chicago metro area. Working with the Illinois State Police and the Infant Welfare Society in Chicago, regional staff members participated in *ACarina: Su Mejor Amiga* (Carina: Your Best Friend), which was broadcast live during Child Passenger Safety Week 2000 in Chicago. Partnership outreach has also included assisting local radio stations in finding Spanish-speaking doctors as well as Spanish-speaking safety seat technicians for a segment on child passenger safety broadcast in Chicago and Minneapolis on July 31, 2001. During the yearly Hispanic Day of the Children (El Dia de los Ninos)

activities where an art contest is held, youth and child passenger safety information is distributed. This year's art contest first place winner featured safety belt use.

Region 5 personnel spoke at the Corazon de mi Vida press event at the Alivio Medical Center during the Operation ABC November mobilization and participated in the Illinois Day of the Children events in May. At both events, child passenger safety seats were checked and installed after the Monsignor blessed the seats to promote their use to the Hispanic community. The Regional office is also involved in generating awareness among various organizations that provide services to Hispanics in the Chicago area of child passenger training courses being conducted to expand the number of bilingual technicians.

Region 5 met with the Aspira High School to discuss leadership seatbelt activities and ideas for their Hispanic high school students. They also distributed seat belt and CPS information at the Aspira high school leadership conference.

The Regional Office also assisted with the District One Safe Communities Committee, States Attorney's Office, Chicago Fire Department, Chicago Department of Aging, Rehabilitation Institute of Chicago, Chicago Land Bicycle Institute and the Chicago Public Schools in the formulation of two Community Safety Forums that will focus on the African American and Hispanic communities in Chicago.

The Regional office has been very involved in translating and producing traffic safety materials in multiple languages to better reach diverse populations with language differences. They include: School Bus Safety Alert (pedestrian danger zone and snagging) flyers in English and Spanish; and English and Spanish versions of the "Traffic Stop: The Drivers

Guide to Lessen the Stress" brochure for use by the Illinois State Police. In conjunction with the Illinois Division of Traffic Safety, The Child Safety Seat Children and Airbags warning flyer was produced and distributed in English, Polish and Spanish. Region 5 personnel also assisted in the production of the creation of a Spanish language DUI video.

In addition to providing an exhibit, Regional office staff presented information on child passenger safety at the Philippine-American Nurses Association Meeting in July 2001.

The Region 5 Office participated in the planning of the first National Symposium on Racial Profiling in cooperation with Northwestern University Center for Public Safety. The symposium brought together law enforcement officials, legal experts, academic scholars and community leaders to define the problems and offer solutions to this important national issue.

Region 5 personnel were actively involved in the *Community Response to Native American Transportation Safety in the New Millennium Conference* held in Green Bay, Wisconsin. NHTSA partnered with the Indian Health Service, the Bureau of Indian Affairs Highway Safety Office, the Federal Highway Administration and the Wisconsin Bureau of Transportation Safety to plan and provide presentations at the conference. The forum explored transportation safety issues, and identified resources and programs, which enabled Tribal leaders from Michigan, Minnesota and Wisconsin to formulate action plans for their communities.

REGION 6

ARKANSAS

The State of Arkansas has a total minority population of approximately 20%. African Americans comprise the largest minority group in this state at 16%, with all others at 1% or below. The University of Arkansas Department of Pediatrics is conducting a statewide child passenger safety education program funded with Section 2003(b) funds with special emphasis on minority and rural residents. The Hispanic population is being served through a partnership with a statewide nonprofit Hispanic Health Organization.

LOUISIANA

African Americans make up a large percentage of the population in the State of Louisiana. This ethnic group comprises 32% of the total population, followed at a great distance by Hispanics with only 2.7%. Each year, the Louisiana Highway Safety Commission (LHSC) hosts 900 students and sponsors from 85 schools at their Annual Youth Conference, with 35-40% attendance by African Americans. Each school receives advisory packets and manuals which include diversity issues. NHTSA seat belt use materials for diverse populations and 3-D Planners are distributed to assist them in implementing programs in their schools. During this year's conference, seat belt and alcohol related issues facing African Americans were presented in a traffic safety workshop. LA also sent students to the NHTSA/NOYS National Youth Diversity Summit on Traffic Safety in July 2001.

The Louisiana Highway Safety Commission partnered with the Baton Rouge Alumnae Chapter of Delta Sigma Theta Sorority, Inc., the Louisiana Alliance to Prevent Underage Drinking and the Capital Area Human Service District to reduce underage drinking in Louisiana. NHTSA diversity posters and Blacks Against Drunk Driving (BADD) program manuals were provided and Colonel Landry with the Louisiana State Police urged the groups to work together to combat underage drinking.

LHSC is working with Historically Black Colleges & Universities (HBCU) with assistance from the Federal Highway Safety Administration's Civil Rights Specialist, who meets with HBCU's on a regular basis. At an April 19, 2001 meeting with the Louisiana HBCUs, the groups discussed how to improve traffic safety in the minority community. These groups joined together to conduct a Spring Break enforcement and public information campaign on the campuses of Grambling State and Southern Universities. Southern University has an active chapter of BADD.

The Louisiana Highway Safety Commission maintains an internet website that addresses diversity issues and provides access to NHTSA's fact sheets on minority seat belt use. The Louisiana website "Tiger," can be found at www.dps.state.la.us/tiger. The LHSC also maintains a traffic safety events calendar at www.when.com. Anyone may access the site by using "highway safety" at the login prompt and "LHSC" at the password prompt. The site provides information about diversity events that are being conducted by Louisiana's Safety Advocates throughout the State.

LHSC works closely with the LA Black Legislative Caucus to develop traffic safety related legislation that is sensitive to their constituents' needs. In 1999, LA included race as a data element on its traffic crash report. In addition, LA recently automated DWI arrest logs to include a field for race. This data will be included in the annual traffic records analysis and will provide a better understanding of the highway safety issues relevant to LA's diverse population.

NEW MEXICO

Hispanic Americans and American Indians comprise more than half of the population for the State of New Mexico. These two ethnic groups share 52% of the total population for this state. As a result, the New Mexico Traffic Safety Bureau (NMTSB) has done a great deal of outreach to Native Americans.

Efforts include funding overtime enforcement tribal projects and providing training.

Materials are regularly produced in Spanish including the driver's test, child passenger safety materials, and state specific campaigns aimed at speed and drinking and driving. The Highway Safety Office has an extensive bilingual outreach program regarding the new Graduated Driver's Licensing law in New Mexico.

OKLAHOMA

The Oklahoma Highway Safety Office contracts with the Latino Community Development Agency to address traffic safety issues within the Latino Community. Hispanics account for approximately 2.7% of the population in Oklahoma. The highway safety office has funded several projects for American Indians, who make up approximately 12% of the total population in this state. This project addresses safety belts and child safety seats. Workshops are being held to educate parents and school aged children.

TEXAS

According to the 2000 census, there are 6 million Hispanic residents in Texas. This group accounts for 22% of the total population of the State of Texas. There are also over 900 miles of border with Mexico. The Texas Traffic Safety Section (TSS) considers this diverse group to be one of their primary target populations in planning their highway safety program. There are numerous programs and projects which specifically provide outreach to this group. They include programs such as:

Project Ayuda (Adults and Youth Understanding the Destructiveness of Alcohol) - A youth driven public awareness campaign in the San Antonio area.

Maneja Sobrio Program - A Public awareness campaign to reduce alcohol-related deaths and underage drinking during Fiesta, Cinco de Mayo, and Diez y Seis de Septiembre

El Protector Program - A mentor traffic safety program for Hispanic communities, providing an Hispanic law enforcement officer for outreach to

Hispanic dominated schools and youth events. Four Texas cities currently have such programs.

Si Toma, No Maneje (If You Drink, Don't Drive) - a bilingual anti-DWI campaign that combats impaired driving in schools in Bexar County

Buckling Up for Life - A Bilingual Model - An occupant protection awareness campaign targeting Hispanic, Asian, and African Americans in the Houston area.

Additionally, almost all traffic safety PSAs, videos and other public information/education materials produced by the TSS are done in Spanish. Training programs such as the Standardized Child Passenger Safety Technician course, select sites which will increase the number of bilingual technicians.

BUREAU OF INDIAN AFFAIRS (BIA)

With over 2.5 million American Indians living on reservations in the United States, programs for the Indian Nations are focused primarily towards the Safe Communities model. Safe Tribal Community training was conducted last Fall for all tribal grant participants. Emphasis has been put on training CPS technicians with Section 2003(b) monies. Progress is being made toward permanent fitting stations in Indian Country with two tribes ready to start operation. Some materials have been translated into native language by selected tribes through use of 402 funds.

REGIONAL OFFICE SUPPORT:

Two years ago joint planning with the states and the regional office resulted in an effort to identify and work with new partners representing diverse populations. The states recognized this outreach was necessary, but felt because of limited staff and experience in this area they needed assistance in generating and making those contacts. The Region 6 office has made a concerted effort to provide opportunities for the states to partner with diverse organizations. These efforts include working with the National Conference of Black Mayors (NCBM) to increase belt use in member communities and cities. Letters were sent jointly to Mayors offering assistance and R6 provided extensive support to the City

of Dallas as the lead for the Mayor's Seat Belt Challenge. Contacts and interest, particularly in school based programs, have been developed with local chapters of the Alpha Kappa Alpha sorority, Jack and Jill chapters, Historically Black Colleges and Universities, local Black and Hispanic chambers of commerce and outreach to a number of minority papers and publications. Minority law enforcement groups including state chapters of the National Black State Troopers Coalition and the National Black Police Association have become more involved. Region 6 utilizes its media contractor to help the states reach minority/diverse print, radio and television media. Editorials, feature stories, press releases, and scripts are developed in concert with the states and customized for the audience. Media outlets have been identified by audience and are regularly sent appropriately targeted messages. During CPS Week and BUA Week, notices were provided to diverse outreach Web sites in the Region, such as HispanicEvents.com, BlackTexas.com and BlackOklahoma.com.

The Buckle the Border Campaign is now conducted in both Regions 6 and 9. The campaign is a unique joint endeavor of four federal agencies, four States and numerous communities. Two USDOT Regional ONE DOT Teams have joined forces to help send a clear message that everyone in every vehicle needs to be protected from injury when entering the United States. Partnering with key Mexican officials, the State Highway Safety Offices, local Safe Communities and area law enforcement agencies, the U. S. Departments of Transportation, Treasury,

Justice and Agriculture joined together during Buckle Up America Week in 1999, 2000 and 2001 to promote the border events. With this extraordinary collaborative effort, Regions 6 and 9 are helping to save lives, prevent injuries and make our highways safer by placing bilingual Buckle Up America signs at every border inspection booth from Texas to California and encouraging local community education and enforcement. Bilingual BUA inserts printed in pads are distributed to law enforcement agencies to use during traffic stops or other community events such as Buckle the Border.

Safe Community materials and other NHTSA campaign materials are adapted for use in Indian country. The Regional office produces displays, posters, and PowerPoint graphics that are utilized by the BIA and Indian tribes in their traffic safety initiatives.

Region 6, with its states, is preparing to pilot a liaison effort similar to the successful law enforcement liaison program. An individual familiar with organizations representing diverse populations will help to facilitate working relationships among these groups, the HSO's and the regional office to further traffic safety outreach efforts.

IOWA

Iowa is translating child passenger safety brochures into Spanish. Two Buckle Bear brochures will be produced in Spanish. *The Parents' Guide to Booster Seats* and *Child Transportation Safety Tips* in various languages are distributed widely. Fitting stations, checkup events, and public education will target rural and Latino populations. Iowa is promoting a pilot program partnering with community policing officers in Des Moines to target specific populations one of which will be a Latino neighborhood. These neighborhoods are also targeted to send residents to the Child Passenger Safety Technician classes, so they will have members of their immediate community available to promote the proper use of child safety seats.

KANSAS

Kansas is also working to attract people from culturally diverse communities to become trained as child passenger safety technicians. The Kansas Child Passenger Protection Education Program targets geographic areas that are shown to have racial and economic diversity. Kansas is developing a number of radio PSAs in both English and Spanish and will distribute those to radio stations across the state.

MISSOURI

The Section 2003(b) grant will establish fitting stations in Kansas City and St. Louis that will target low-income and minority groups.

NEBRASKA

The state partnered with the Urban League in Omaha to provide Child Passenger Safety (CPS) training. During the check-up event in the neighborhood, their primary problem was language. Most of the population spoke Sudanese and none of the technicians did. They were not successful in finding

a good translator that could translate the technical aspects of CPS.

Their partnership with the Multicultural Human Development Corporation to train Latino CPS technicians was more successful. They are working with another state to develop a Spanish language version of the CPS training program. They conducted a CPS technician course in Grand Island taught by bilingual trainers. Students in the class included a priest and a state legislator, which should help the visibility of the program.

They are also working with Native Americans in Nebraska to provide CPS training. Some of the tribe members have become CPS technicians. The Winnebago and the Omaha tribes are both participating in the Boost America project and are to get 200 booster seats each.

They have developed some Spanish language impaired driving brochures for use in Hall County.

REGIONAL OFFICE SUPPORT:

A great deal of the effort in this Region is managed and funded thru Section 2003(b) grants. Child passenger safety literature is being translated into Spanish. Check-up events in rural and diverse communities are held. Minorities are targeted for training as CPS technicians and encouraged to establish fitting stations in their communities.

The Regional Office provides support for these activities through the state liaisons. Additionally, the Regional Office is involved at the local level in Kansas City working through the Injury Free KC Safe Communities coalition. The coalition targeted the neighborhood with the highest injury rate which is an economically disadvantaged area with a primarily African American population. Some of the activities conducted by this group in cooperation with the Regional Office include CPS training classes, establishment of fitting stations, and press events.

REGION 8

COLORADO

The Highway Safety Office and the Region 8 Office are working with LARASA to establish a Safe Community program and provide technical support on buckle up issues for Hispanic adults and children throughout the Denver metro community. The University of Colorado is developing and presenting a study looking at over-representation of fatalities and injuries among male Hispanic youth in Colorado.

Colorado is conducting a local study through Cordy & Company. It was observed that fewer than half of African American male drivers and passengers in Denver wore seat belts. An educational program was developed and implemented to promote the benefit of wearing seat belts for this high risk group. After the first year there was an almost 20 percent-age point increase in seat belt usage observed among African American males. The project is continuing this fiscal year.

The Denver Safe Community has a “Part Time Seat Belt User” project funded out of the NHTSA Research and Traffic Records office that includes a focus on and collaboration with the Hispanic Denver Metro population. One of the objectives for the Denver Safe Community is to develop Public Information and Education material to encourage Hispanics to buckle up all of the time.

NORTH DAKOTA, SOUTH DAKOTA, UTAH, AND WYOMING

These states have made great strides in working directly with Indian tribes to provide child safety seats and training on seat installation and use for local program managers, often in concert with Bureau of Indian Affairs and Indian Health Service.

Additionally, the North and South Dakota Highway Safety Offices have included the Indian Reservations in their Safe Community planning/programming initiatives.

UTAH

After examining the cultural factors contributing to motor vehicle crash-related injuries and deaths throughout Salt Lake County’s Hispanic/Latino community, the *FIND [Focus, Intervene, Network, Determine]* program selected several culturally sensitive and population specific interventions, including:

Distributed 4500 Spanish language brochures with Seat Belt Usage and Child Safety Seat messages throughout local hospitals and Hispanic organizations.

Placed 50 framed seat belt usage / child safety seat posters in prominent areas of local hospitals and community centers.

Conducted CSS technician training in Spanish for 16 bilingual volunteers.

Held first annual CSS fair in Hispanic Community Center. 400 folks participated in a safety belt demonstration, bike rodeos, fatal vision goggle demonstration, and a CSS exhibit.

Produced a Spanish language video with 15 minute segments on DUI, SB-CSS, pedestrian safety, and general traffic safety. These have been aired by both Univision and Telemundo, with audience estimates exceeding 30,000 viewers.

Continuing outreach efforts have resulted in building bridges into the Hispanic/Latino community, making continuing access to this population easier and more credible each time.

Overall, the *FIND* program improved Salt Lake County outreach and prevention programs through the development of culturally appropriate traffic safety interventions for use in the Hispanic/Latino community. The program also helped develop partnerships between several organizations in the community. The *FIND* program determined that culture was the key component to building sound outreach programs, and expanding the Safe Communities concept to reach diverse cultures and populations.

REGIONAL OFFICE SUPPORT:

Outreach efforts focusing on racial profiling is a priority in this region. The Colorado State Patrol is partnering with the Regional Office and taking an active role in training , meetings, etc surrounding

the racial profiling issue. The Region 8 injury prevention contractor is working on translating “Buckle Up” and Safe Community documents that can be used by various Hispanic communities in the Region. Region 8 has participated and provided Spanish speaking material for the annual Cinco de Mayo celebration in Denver.

The Region hosted a Youth/Alcohol strategy session in Utah. Speakers included Lawrence Garnanez, Director of the Navajo Nation Department of Highway Safety. He spoke about how Region 8 states can partner with the Indian Highway Safety program on youth alcohol issues.

REGION 9

ARIZONA

Arizona has several Statewide “diversity” campaigns that target its Hispanic population, such as the law enforcement El Protector public information and education campaigns, and several other efforts in Spanish. The Governor’s Highway Safety Representative (GR) does television interviews, radio talk shows, and press events in his native Spanish as well as English.

CPS Technician Training classes focused on the Native American population has been a mainstay in Arizona during the last three years.

CALIFORNIA

The Office of Traffic Safety (OTS) has funded several Spanish language pedestrian safety campaign advertising/billboards for Los Angeles, CA.

Safe Communities funded programs in Pasadena, Los Angeles, San Diego, Salinas, Oakland, Delano and Orange and Santa Clara Counties have key program components designed specifically to address either Hispanic/Latino or African American population groups in their jurisdictions. Also under a Safe Communities grant, the San Francisco Health Department is conducting Section 402 funded pedestrian safety program activities targeting seniors/older adults.

There was a Hispanic/Latino Pedestrian Safety conference held in San Diego, CA and it was so successful that there have been follow up discussions about the possibility of doing a similar one in the Los Angeles area in the future.

California OTS continues to have their local grantees produce PI&E materials to address cultural groups in their own specific jurisdiction. This has resulted, for example, in Vietnamese materials in Orange County and Hispanic materials in East Los Angeles.

GUAM

The Guam Office of Highway Safety is promoting efforts to increase enforcement in the area of child passenger safety among diverse multi-cultural communities in Guam.

They continue to produce educational information to promote Child Passenger Safety issues (i.e. use of child restraint systems, training, educating parents, etc.) in a series of high-exposure media campaigns designed to bridge the prevalent language barriers and cultures. They also developed printed materials, as well as multi-language electronic messages for use in PSA spots, and produced 30 second public service videos in multi-national formats for dissemination at daycare centers, hospitals, and clinics islandwide.

Region 9 - has one of the most diverse populations in the nation and takes pride in the many diversity activities that go on here on a routine basis. Region 9 has always been involved in ensuring that diverse populations are included in its highway safety programs and efforts. In many cases Region 9 state activities have served as national models for others.

REGIONAL OFFICE SUPPORT:

The Region 9 support of Diversity efforts include CPS technician training for Native Americans, the El Protector programs, and Buckle the Border activities. The Region also partners with various groups to sponsor conferences and news events aimed at reaching the Region’s diverse populations.

To that end, Region 9 planned and participated in the “Buckle the Border” program in California and Arizona in both 2000 and 2001. The Region 9 Law Enforcement Liaison (LEL) works with the Hispanic Police Officers Association on two Occupant Protection (OP) grants in California.

The Region 9 Administrator continues to work with organizations such as NOBLE and the Urban League to spread the OP message to the African-American Communities.

ALASKA

The Alaska Injury Prevention Center conducted a focus group of Native Americans to discuss successfully marketing Occupant Protection to their communities throughout the State. Certified technicians all over the State are holding CPS trainings on child passenger safety. Public education and social marketing will provide CPS information to Korean and Tagalog speakers throughout the roadway communities of Alaska, and make these materials available for use by NHTSA. The text for information has already been translated into Korean and Tagalog. The project director will oversee printing, distribution and ongoing outreach to these communities. The printed material will also be provided to NHTSA for possible national distribution. There are approximately 5,124 native Korean speakers in Alaska. Throughout the U.S., there are 843,251 Tagalog speakers, 35% of whom express some limitation in their ability to understand English. There are approximately 626,478 Korean speakers in the U.S., 61% of whom express some limitation in their ability to understand English. Extrapolating the data, there are a significant number of Tagalog and Korean speakers nationally who could benefit from these materials.

IDAHO

The Idaho Highway Safety Office is implementing a project that will hire a bilingual probation officer and support staff, training, supplies, public awareness and professional materials to decrease DUI recidivism among Hispanic offenders. They also work very closely with the Regional Public Health District in identifying the diverse community needs in regards to child passenger safety by providing seats as well as proper installation and education.

OREGON

Native Americans play a prominent role in the “3Flags” Program that involves traffic safety enforcement efforts with the Canadian, Washington,

and Oregon law enforcement agencies. The Yakima Indian Tribe is represented on the board of the “3Flags Occupant Protection Law Enforcement Advisory Committee.” The Warm Springs Tribal Council in Oregon, which adopted a primary seat belt law within their Warm Springs Reservation, also participates in the “3Flags” program. The successful passage of the resolution can also be attributed to the “Cross Your Heart” occupant protection program, and frequent interface with Region 10’s Injury Control Network.

There are also many Spanish Language programs specifically designed for the vast farming communities of Region 10 and are intended to reach the migrant farm workers that speak little or no English. One of these programs has an outreach and follow up program for Hispanic DWI offenders and has reduced the recidivism ratio by having a Hispanic parole officer familiar with their culture and who speaks their language. Follow up practices, engaging in respectful relationships with offenders, providing ongoing individual monitoring and prevention, as well as reaching out to Hispanic community groups and churches are important components of these programs.

The State of Oregon has been very diligent about developing and printing Hispanic brochures and pamphlets and posters for bicycle/helmet safety and for occupant protection materials.

As a part of Oregon’s statewide campaign, aimed at 95% safety belt use, particularly on Interstate I-5, Oregon Safe Kids has designed a **bilingual** public education campaign aimed at a **multigenerational** audience of parents and grandparents. The results of this educational campaign are:

A multi-media project with pre-movie slides, posters, and cards designed to fit in a #10 envelope. All carry the same artwork and message: SAFE KIDS at the MOVIES! From June through

September of this year, a movie slide will appear at the beginning of movies located around I-5. Instead of telling the audience to “go to the lobby for popcorn” it advises the audience that children over the age of 4 are safer in booster seats and gives them contact resources such as Oregon’s Child Safety Seat Resource Center and the Safe Kids website.

Bilingual booster seat posters and informational cards are being delivered to each DMV for display statewide with the balance of the posters going to Safe Kids chapters and partners.

WASHINGTON

The Washington Traffic Safety Commission (WTSC) supports Child Passenger Safety through the Safety Restraint Coalition. Twenty Eight (28) child car seat inspection clinics were held, 17 child passenger safety workshops were conducted, and over \$80,000 worth of car seats were acquired for distribution to low income families this past year. Ten television public service announcements, starring local law enforcement officers, were personalized for local jurisdictions and distributed through local cable markets. Three of these were in Spanish. These public service announcements were aired more than 50,000 times during the year.

The seat belt use rate among Native Americans, especially those living on reservation lands, is much lower than that of the general Washington State population. In an effort to increase use rates and to address other traffic safety problems on reservations, the WTSC funds a statewide Native American Traffic Safety Program. Key components of the program include recognition of special problems endemic to Native American populations; customized and culturally relevant educational and promotional material; and provision of technical assistance and resources to tribal councils, tribal enforcement agencies, tribal health clinics, and health and safety advocacy groups on the reservations. As a result, the Yakima Indian Nation passed a primary seat belt ordinance for all ages and the Colville Nation passed a primary Child Safety Seat ordinance.

As part of the Native American project, the WTSC works closely with other established groups, including the Governor’s Council on Indian Affairs, the Portland Area Indian Health Board, Indian Health Services, and the Northwest Association of Tribal Enforcement Officers. Highlights from last year’s events include a statewide Native American Traffic Safety Conference and the production and distribution of materials to more than 75 tribal agencies. More than 70 representatives from 16 tribes attended a two-day Native American Traffic Safety Conference held on the Tulalip Tribe reservation. Two reservations, the Swinomish Tribe and the Tulalip Tribe, were provided assistance in applying for and receiving Safe Communities grants from the National Highway Traffic Safety Administration’s Indian Highway Safety program. More than 50,000 pieces of information and promotional materials were distributed.

REGIONAL OFFICE SUPPORT:

One of the largest traffic safety problems in the Region is the over representation of Native Americans in fatal and injury crashes. Outreach to this population includes meeting with their councils, usually via the tribal police and Safe Communities. Region 10 has several programs in place that reach out to individual Native American tribes and also Hispanic populations.

Region 10 has an ongoing relationship with the religious community. For example, on April 22, the Regional office participated in a joint effort with the local Jack and Jill Seattle Chapter at Mt. Zion Baptist Church, to give out child safety seats for those in need, and do a seat belt survey of the congregation to establish a seat belt use baseline.

TEAM MEMBERS

GOAL: To develop and implement a diversity outreach plan that will facilitate the involvement of diverse organizations and individuals in addressing highway safety issues.

REGION VI

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REGION I

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ACTION PLAN

PURPOSE:

To facilitate the involvement of diverse organizations and individuals in addressing highway safety issues.

STRATEGY #1

Facilitate exchange of Best Practices

- Compile an overview of current Regional and State diversity outreach activities
- Identify on the web Traffic Safety Digest (TSD) projects that address diversity outreach
- Identify all new TSD entries that have diversity outreach elements and encourage the submission of these projects by the Regions
- Expand the use of the Regional Web pages to share best practices and identify available resources
- Locate and identify appropriate publications and resources for reference listing on the NHTSA web site
- Utilize the Safe Community (SC) Service Center to promote diversity outreach by SC coalitions and provide best practice examples

NHTSA has always encouraged information sharing among the regions, states and other partners. Exchanging “best practices” is one of the most effective ways to publicize programs that work well. In order to continue this practice as it relates to diversity outreach efforts, states and the regions can benefit from this proven method of information sharing, and expand it through electronic media.

STRATEGY #2

Add a diversity component to existing NHTSA training curriculum

- Identify a work group to review current training
- Put together a list of existing NHTSA curriculum for team members
- Determine if a diversity piece can be/should be included or inserted (as a drop in piece) into existing curriculum
- Determine what the diversity piece will look like (how it interacts with the curriculum)
- Write a sample/draft outline of the diversity piece (Instructor and student) for review/approval

The addition of the diversity outreach module to current training will provide a basic understanding of how to work with diverse populations, the benefits of targeting messages and partnering with non-traditional organizations, and how best to address as part of the program planning cycle.

STRATEGY #3

Conduct small listening groups to find out first hand what diverse organizations need from NHTSA & the State Highway Safety offices (HSO's)

- Determine which region(s) should be targeted based on ethnic population data
- Determine/develop the format for the listening group and identify resources for conducting sessions
- Develop a template for the Regions (and states) on how to do listening groups
- Evaluate information along with focus group information previously collected by Traffic Safety Programs (TSP) and other partners.
- Develop a menu of services listing ways/ideas the HSO's could use in reaching and servicing minority populations and/or as input for potential diversity forums
- Provide recommendations to TSP on needed resources

For years, both state and federal governments have developed programs designed to improve the quality of life. One of the limitations has been these programs are generally generic in nature and designed with a "one size fits all" pattern. Unfortunately, one size does not fit all when it comes to what is important to different ethnic groups. And equally important is how to relay similar messages to a number of different ethnic groups but have it received well by all. Organizations representing diverse groups have greater access and influence, but may not have the necessary tools and materials. With input from these organizations, NHTSA and the State HSO's will be in a better position to develop appropriate materials for the distribution mechanisms these organizations utilize.

STRATEGY #4

Help HSO's identify ethnic breakdowns in their states

- Assign a work group to this activity (possibly utilizing data contractor services)
- Contact the data contractor
- Determine what information is needed in order for the states to understand which minority populations need to be addressed
- Gather the latest census information on states
- Break the information down by regions
- Determine the reporting format and draft a report
- Address why the state HSO's are not working with diverse organizations/people and address viable ways to reach these groups
- Develop recommendations on how to develop culturally targeted messages and materials for various population groups

This country is very diverse, but in unequal proportions. With the 2000 census numbers now available, it is more apparent that historically minority populations are not necessarily the minority in all geographical areas particularly in large metropolitan communities. In light of this fact, it would be helpful to have a working document that can easily identify these populations so that the Regions as well as the States can determine which ethnic populations to focus greater effort and resources.

STRATEGY # 5

Multiple language information/translations resources

- Develop an inventory/resource guide of state translated materials that can be distributed among the regions and state partners
- Identify groups/people/organizations/ companies that can/will translate in various languages
- Provide a list of translators to the state HSO's and help them identify how they can access these translators
- Expand information on NHTSA's Child Seat Inspection Station Website to include bi-lingual-capabilities - specifying languages, including sign language.

While it is important that NHTSA have multiple language materials, the differences in dialects and the variety of population groups lends itself more to state and local translations. States have found it difficult to identify sources for this type of translation. Assistance in identifying qualified individuals and organizations that the HSO can access will encourage more translation of materials at the state and local level.

STRATEGY #6

Incorporate a diversity component in planners and other printed media

- Gather information from TSP regarding planner themes/topics
- Determine what type of diversity information needs to be included in planners
- Work with TSP to determine how best to incorporate a diversity component in the new planner design or develop an "evergreen" diversity planner including articles for use as mass mailing pieces or as articles in papers/ magazines serving diverse audience and graphic slicks
- Determine which upcoming planners need to be translated into other languages
- Add diversity outreach information into future Safe Communities publications
- Provide op ed/camera ready art work
- Work with TSP to establish a review panel from the D.O.T. to review materials & campaigns targeted at diverse audiences

NHTSA utilizes printed media as a primary messaging source. In order to conduct an effective outreach effort, whether designed for diverse populations or not, the materials must be relevant, easy to read, easy to understand and be aesthetically pleasing. Over the years, NHTSA has done an outstanding job of marketing its programs, and adding diversity components to current and future materials is another way to extend these efforts

STRATEGY #7

Upgrade Regional expertise

- Using diversity outreach module developed to update NHTSA training courses, produce a cultural awareness/diversity outreach web based training site for HQ and regional staff.
- Identify and prepare list of resource documents, speakers, translators and materials for placement on web-based training site which RPMs should be familiar, i.e. Hispanic Pages, Black Pages, TSP National organizations note book, Regional Diversity Report etc.
- Catalogue all resources/materials/products etc. for web-based training.
- Develop an outline of basic roles and responsibilities for promoting diversity outreach by regional offices
- Request that TSP provide a listing of diversity outreach programs and activities underway

Our state partners rely on the expertise found at the regional level when it comes to outreach efforts. Based on current data, minority outreach is one area that needs to be expanded. If the regional offices are to be the first line of contact for our state and other partners, it is imperative that NHTSA provide its regional personnel with the most complete training available on interacting with minority populations. The regions must be in a position to direct partners to the resources needed to effectively reach and interact with diverse populations

PLAN TIME LINE

2001 2002
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul

Strategy #1

Strategy #2

Strategy #3

Strategy #4

Strategy #5

Strategy #6

Strategy #7

DOT HS 809 339
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U.S. Department of Transportation
**National Highway Traffic Safety
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