

WISCONSIN TRAFFIC SAFETY REPORTER

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2005

The numbers are good ... BUT

by Major Dan Lonsdorf, Director
WisDOT Bureau of
Transportation Safety

By traditional measures, we've started off 2005 on a good note. As of the 21st of April, 190 people had been killed in crashes, 10 fewer than last year. This is good news.

But let me sound a cautionary note. Fatality numbers are notoriously volatile as an indicator of traffic safety. A bad weekend, even a bad crash can turn good numbers bad.

We had just such a weekend on March 5 and 6. Sixteen people died in 14 separate crashes. In one crash, a teenager lost control and drove into a bridge railing. The driver, a 16-year-old, and two of her passengers, ages 15 and 16, died at the scene. A third passenger was taken by med-flight to University Hospital in Madison where she is in critical condition. Excessive speed is a suspected contributing factor. In another similar crash, one teen died and three others were injured.

This is what the Graduated Drivers License law is designed to prevent. It restricts where and when teens may drive. It limits teen drivers to only one non-family member passenger. It reinforces Wisconsin's mandatory safety belt law.

Yet the tragedies occur. Four or five teens in one car, sometimes speeding, sometimes drinking, often not wearing safety belts, maybe driving later than allowed. They crash into something with predictable results.

Simply enacting an important law isn't enough. Teens and their parents need to understand the restrictions and abide by the rules.

Carol Karsten retires Championed programs to reduce Impaired driving

In January, one of WisDOT-BOT's stalwarts retired from the fray. Carol Karsten, who had been the BOTS alcohol program manager since 1985, is now off to sunny Arizona. Many colleagues and community partners statewide wish Carol well and will miss her.

Combining cheerfulness with a can-do approach, she was a determined and effective champion of numerous programs that have helped reduce impaired driving in Wisconsin. While she's lounging poolside, let's consider some of them. All together, they show how one person can make a big difference.

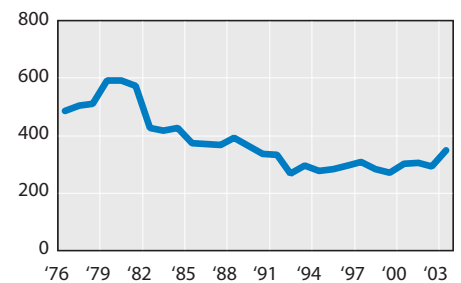
- Standardized Field Sobriety Testing
- Drug Recognition Expert program
- Drug Impairment Training for Educational Professionals
- Pretrial Intoxicated Driver Intervention Grant Program
- UW Resource Center on Impaired Driving
- *Road Crew*

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Carol Karsten

Alcohol-related fatalities in Wisconsin



Source: WisDOT

Cedarburg

A safer place to walk

Tragedy can sometimes nudge us in a positive direction. Six years ago in Cedarburg, two elderly women were crossing the main street in a crosswalk on their way home from church when they were struck by a vehicle and killed. This loss of life spurred the community to pull together to improve pedestrian safety.

First, a pedestrian safety committee was created. In 2000, with the assistance of WisDOT-BOTS, the city hosted a Pedestrian Safety Road Show that brought together a diverse group from the community and city staff, including the engineer, to discuss how to proceed.



Temporary signs help create pedestrian safety zones in Cedarburg.

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Temporary signs help create pedestrian safety zones in Cedarburg.

Contact Sgt. Rick Leach, Cedarburg PD, at (262) 375-7620 or rleach@ci.cedarburg.wi.us.

Cedarburg

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(Road Shows are now called *Walking Workshops*; visit www.wisconsinwalks.org.)

What sets Cedarburg apart is that they moved forward from this citizens' workshop to actual improvements for pedestrian safety. They found that law enforcement is not enough; it takes a combination of education, engineering and enforcement—known as 'the 3 Es.'

With funding from WisDOT-BOTS, a pilot project was launched. Three officers received special pedestrian safety-related training. Day-Glo yellow crosswalk signs were installed near schools. "Operation Safe Crossing" signs now alert motorists that the law requiring them to yield to pedestrians in a crosswalk is being enforced. A few blocks later, an officer in plain bright clothing crosses the street and another officer is ready to stop motorists who fail to yield. Cedarburg attracts many tourists, and a brochure was published, *Historic Cedarburg; Pedestrian Safety is Everyone's Responsibility*.

Impaired driving

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All Wisconsin law enforcement recruits now learn SFST

Standardized Field Sobriety Testing (SFST) enables law enforcement officers to accurately determine if a driver is impaired by alcohol. It consists of three tests:

- 1) **Walk and Turn** While counting the steps aloud, the person takes nine heel-to-toe steps in a straight line, turns in a prescribed way, then returns the same way.
- 2) **One-Leg Stand** The person stands on one foot while counting aloud, "one thousand and one, one thousand and two . . ." for about 30 seconds.
- 3) **Horizontal Gaze Nystagmus (HGN)**

When people are under the influence of alcohol, their eyeballs jerk noticeably. This jerking, or nystagmus, can be very pronounced when the eyes gaze toward the side. The officer passes an object before the person's eyes and watches for this jerking.



Horizontal Gaze Nystagmus (HGN) test

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

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Get to know . . . Larry Corsi

Bicycle and Pedestrian Safety Program Manager, WisDOT Bureau of Transportation Safety



"I'm walking." That's what Fats Domino sang while on his way to New Orleans, and more and more Americans are walking too—and biking—both for fun and better health.

Larry's job is to encourage this and help make it as safe as possible.

He fosters bike/ped safety efforts statewide with a wide variety of organizations, including the Governor's Bicycle Coordinating Council, Wisconsin Walks, and the Bike Federation of Wisconsin. Many communities statewide are launching programs such as regular Walk to School Days and bike rodeos. In Milwaukee, for example, a broad coalition of com-

munity partners is in the midst of a *Safe Routes to School* campaign to make the city's diverse neighborhoods more walkable. Another area of concern in many communities is the safety of children getting on and off school buses.

Before coming to BOTS, Larry was a planning analyst with the Wisconsin State Patrol. For 13 years previously, he had been a project coordinator with the Wisconsin Conservation Corps, providing employment training for young adults on a wide variety of projects such as building trails in parks and providing disaster relief during the 1993 floods.

Besides being fun, walking and biking are of course healthful exercise. Obesity has risen at an epidemic rate in the past 20 years, during which the percentage of overweight adolescents tripled from 5% to 15%. Now 64% of Americans are overweight or obese.

For further information, including about bicycle safety courses and grant opportunities, contact Larry at (608) 267-3154 or larry.corsi@dot.state.wi.us.

Impaired driving

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SFST was developed by a NHTSA-funded research program and its accuracy is backed up by solid scientific research. Driving is a complex task with both mental and physical requirements, and studies of driving performance have shown that alcohol reduces a person's ability to do things requiring divided attention. An impaired driver finds it difficult to perform even simple tasks like the One-Leg Stand that requires both balancing and counting.

In 1985, Wisconsin State Patrol became an early adopter of SFST. Fifteen troopers were trained as instructors and they then went on to train others. Carol promoted the training, and she used federal highway safety funds to support programs at technical colleges and police academies. In order to receive overtime enforcement funds targeted at areas of the state with high crash rates, she required agencies to have their officers trained in SFST. State Patrol Sergeant Ray Sondelski says, "To get this off the ground, it took the dedication of a lot of people—Carol and others at BOTS, state and local law enforcement, the courts and others throughout Wisconsin."

For years Carol promoted SFST as a part of law enforcement recruit training, and now it's been institutionalized in the training for all recruits in the state's 23 academies. The old 400-hour curriculum devoted about seven hours to impaired driving enforcement; the newly approved 520-hour one includes 32 hours for SFST training—the 24-hour NHTSA curriculum plus another eight hours at the academies' discretion.

The Wisconsin Department of Justice will now take over instructor certification from WisDOT-BOTS. WisDOJ's Ken Hammond says, "Carol is to be congratulated for a long and successful effort to institutionalize SFST in Wisconsin law enforcement training." Carol says her goal was that "all officers out on road patrol would feel confident that they have the skills to accurately assess if drivers are impaired."

Carol was a fixture in impaired driving prevention efforts, both across Wisconsin and nationally. Her tenacity and ability to try innovative countermeasure techniques produced eye-opening results. She was a great asset to the state and all the communities she strived to protect.

— Major Dan Lonsdorf
Director, WisDOT-BOTS



Getting drugged drivers off the road

Drug Recognition Expert (DRE) program

Besides alcohol, many other drugs can impair driving. These include marijuana, hallucinogens, inhalants, stimulants, sedatives, narcotics, prescription and over-the-counter drugs, and combinations of all the above. The DRE program trains law enforcement officers on how to reliably evaluate impairment due to various categories of drugs, identify medical problems, and find evidence to justify an impaired-driving charge and conviction. Carol played a leading role in getting the program established in Wisconsin.

Initially developed in the 1970s by the Los Angeles Police Department, the program is now promoted by NHTSA and is used in 40 states and in Canada. Officers receive nine days of classroom training, followed by field certification training. They learn the Drug Evaluation and Classification protocol, a systematic, standardized procedure that is based on a variety of symptoms proven to be indicators of drug impairment. During the 45-minute, 12-step process, officers observe and record a driver's appearance, behavior, and performance of psychophysical tests. They also do eye exams and record vital signs. For alcohol, there is a per se limit of .08 BAC in Wisconsin. But for many drugs, such as the DXM (dextromethorphan) in cough medicine, there is no per se legal limit, so officers need to prove impairment.

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From the 12-step Drug Evaluation and Classification process



Checking pupil size and reaction to light

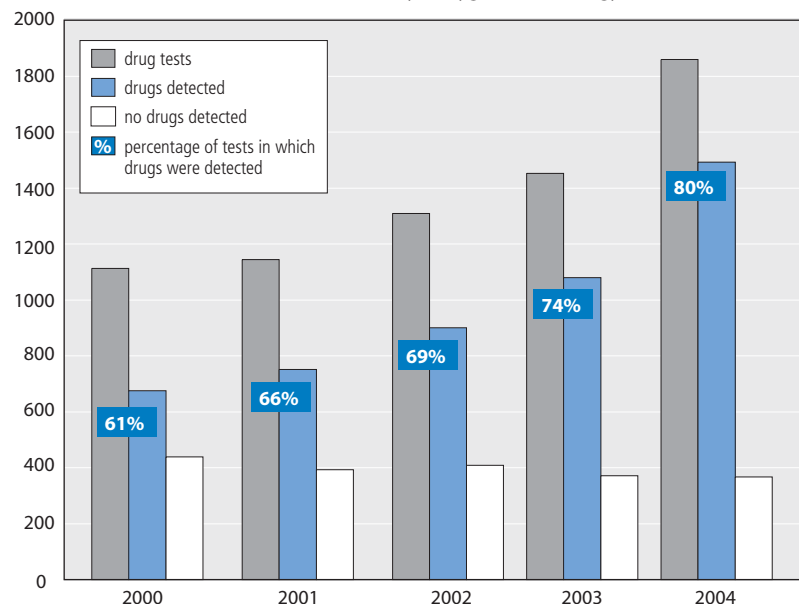


Looking for injection sites



Self-inflicted scratches due to methamphetamine use

Drugged driver test results, 2004
Wisconsin State Laboratory of Hygiene, Toxicology Section



Each year a higher percentage of tests detected drugs, which suggests law enforcement officers are getting better trained at recognizing drug impairment. • Wisconsin State Laboratory of Hygiene performs about 95% of tests like this done in Wisconsin. • In the cases where no drugs were detected, about two-thirds detected alcohol.



A Watertown pharmacist recently put a case of cough medicine out on the shelf and in several days it had all been shoplifted. Police found this bottle at a local hang-out where teens get high on the cough medicine's DXM (dextromethorphan). The Internet provides easy access to information on abusing dangerous drugs.

Impaired driving

Upon completion of this training, officers are certified as drug recognition experts. Ideally, each community would have officers trained to be DREs as well as officers who know under what circumstances to call a DRE.

When officers suspect impairment, they can do the SFST. If the preliminary breath test for alcohol is low and they suspect drug impairment, they can contact a DRE to do the 12-step evaluation. A blood test can identify illegal and prescription drugs (see table). In December 2003, the "Baby Luke Law", signed by Governor Jim Doyle, went into effect in Wisconsin. It prohibits driving with any detectable amount of a controlled substance. Now officers only have to prove that drivers have an illegal drug in their system—such as marijuana, cocaine or methamphetamine—rather than having to prove actual impairment. Motorists who exhibit symptoms indicative of drug use have to submit to a blood test. Refusing it is treated the same as refusing to take the alcohol test—automatic driver's license revocation.

DREs can identify impairment due not only to illegal drugs but also prescription and over-the-counter ones. A driver might be impaired, for example, by methadone (used as a substitute for heroin). A blood test will show its presence but it's not covered by the Baby Luke Law. A DRE's evaluation of impairment and the blood test are needed to get a conviction.

Carol feels that "We were fortunate to have a few good men—and women—in our first DRE class in 1995, and we've had great support from police chiefs, sheriffs, prosecutors and local communities." There are now 99 DREs in Wisconsin. Patrolman Jeff Meloy, a DRE with the Watertown Police Department, says, "Wisconsin has an outstanding group of DRE instructors. We get excellent support at the state and local levels, and much of it is a credit to Carol."

For officers who aren't DREs but who have already received SFST training, the state also offers a one-day *Drugs That Impair Driving* class. Officers learn to recognize drug-related impairment and document the impaired driving arrest. WisDOT-BOTS provides funding support, and classes can be held at technical colleges or law enforcement agencies.

Passing the torch

New WisDOT-BOTS alcohol program manager

Carol's position has been taken by Karen Smith, a 17-year WisDOT veteran. From 1991 to 1998, Karen supervised the DMV Alcohol/Drug Management Unit, which processes the documentation related to OWI offenses, alcohol and drug assessments, and driver safety plans. Most recently, she has been a budget policy analyst in the Division of State Patrol. Carol feels, "The work will be in good hands as she carries on this important effort."

You can reach Karen at (608) 266-0550 or karen.smith@dot.state.wi.us.

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Drug Impairment Training for Educational Professionals (DITEP)

DITEP, a spin-off of the DRE program, is a two-day training that enables school personnel to identify drug-impaired students. DRE instructors show teachers, administrators, counselors and nurses a systematic way to recognize and evaluate students who are abusing drugs or alcohol, and also how to provide early intervention. Of course, impaired students aren't allowed to drive home.

The program helps school personnel spot ever-shifting trends in drug abuse; for example, some students now use cough medicine to get high on DXM, and some abuse medications like Ritalin.

Sergeant Nate Thompson, a DRE/DITEP instructor with the DePere Police Department, says, "Carol was the queen bee for these programs and she has made them work. Now I'm able to specialize on this instruction, and I'm also looking at developing a similar program for parents."

Bill Kraus is the state coordinator for the DRE, DITEP and SFST programs, and Carol feels that "all these programs have thrived under his tutelage." Contact Bill at william.kraus@dot.state.wi.us.

Pretrial Intoxicated Driver Intervention Grant Program

Pretrial intervention programs, also known as intensive supervision programs, get repeat drunk drivers into counseling, treatment and monitoring as soon as possible after arrest and before conviction. Carol was a long-time promoter of this approach, and in 1993 Wisconsin's first such program was piloted in Milwaukee County using federal funding administered by WisDOT-BOTS. State funding was authorized in the 1997-99 budget, and last year 4,413 repeat drunk drivers received services in 13 counties.

Studies show that these programs are helping. For example, 29% of participants in July-December 1998 have since been re-arrested once, compared to 39% for non-participants. Another benefit is jail days saved. In federal fiscal year 2003-04, 58,021 jail days were saved in 11 of the 13 counties (Marathon and Racine County data isn't applicable).

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Top 10 drugs found in Wisconsin drivers, 2004

	Cases	Drug name	Description	Brand name
1	977	THC (Cannabinoids)	Illicit – Marijuana	
2	247	Cocaine/Cocaine metabolite	Illicit – Cocaine/Crack	
3	134	Alprazolam	Rx – Anti-anxiety/Antidepressant	Xanax
4	132	Diazepam	Rx – Anti-anxiety/Antidepressant	Valium
5	90	Amphetamine	Illicit/Rx	
6	81	Morphine	Heroin/Rx – Narcotic Analgesic	
7	76	Methamphetamine	Illicit/Rx	
8	74	Oxycodone	Rx – Narcotic Analgesic	Oxycontin/Percocet
9	72	Hydrocodone	Rx – Narcotic Analgesic	Vicodin
10	72	Citalopram	Rx – Antidepressant	Celexa/Lexapro

Source: Wisconsin State Laboratory of Hygiene, Toxicology Section

UW Resource Center on Impaired Driving

Located in the UW Law School's Office of Continuing Legal Education, the center provides a wide range of alcohol and other drug-related data and legal information on impaired driving issues to judges, prosecutors, defense attorneys, law enforcement officers, educators, legislators and citizens. The idea for such a center was initially promoted by Joe Maassen, WisDOT Office of General Council and—you guessed it—Carol.

The center embodies the "Wisconsin Idea" through its partnership between the University of Wisconsin, WisDOT-BOTS, and diverse citizens statewide. Center director Nina Emerson observes that "Carol has been a real champion and has fought for the center when funding was tight."

Road Crew

This year-long demonstration project gave almost 20,000 rides to potential drunk drivers in three rural communities: Dodgeville/Mineral Point, Polk County and Tomah.

The NHTSA-funded Road Crew program changed the behavior of 21-34 year-olds by using social marketing, which borrows

commercial marketing techniques. Marketers know that to get people to try a new product, it must be appealing and serve a need. If the need is for people to get home after excessive drinking, then there must be an appealing alternative to driving themselves—like a nice limo ride. Carol and BOTS led the statewide project team, in collaboration with the UW—Madison School of Business, Miller Brewing Company, and the Tavern League of Wisconsin.

Carol feels that in recent years there's been a big improvement in the public's attitude about impaired driving. She's proud to have worked with the people at BOTS and with many partners around the state who take to heart the life-or-death importance of traffic safety. She says, "Impaired driving is a complex social problem, and to help we all need to work together. If you are a member of the legislature, law enforcement, judiciary, prosecution, alcohol beverage industry, education and treatment arena, community group, or simply a family, then there are opportunities for each and every one of you to help. You just need to get involved!"

A pilot effort is now underway to see if this approach can also help with motorcyclists (see page 8).

Improving safety in Work Zones

In 2004, more than 800 people were injured in 1,600 crashes in Wisconsin work zones and 26 people were killed, up from 12 in 2003.

To reduce congestion and crashes in work zones, WisDOT and the UW Traffic Operations and Safety Laboratory formed the Work Zone Management and Safety Task Force last year. This multi-disciplinary group includes representatives from the Wisconsin Transportation Builders Association, Wisconsin

County Highways Association, Federal Highway Administration and AAA-Wisconsin.

As part of National Work Zone Awareness Week, the task force held a workshop in Madison on April 7 that included education, media awareness, and strategic planning.

WisDOT Secretary Frank

Busalacchi promoted work zone safety at a media event that day in Madison. This construction season, several work zone safety strategies will be evaluated, including enforcement and other speed reduction strategies, and lane merge systems.

Contact Tom Notbohm, WisDOT, at (608) 266-0982 or thomas.notbohm@dot.state.wi.us.



Highway Watch

Anti-terrorism training for transportation professionals

Highway Watch is a national program that uses the "road smarts" of America's transportation workers to help promote safety. Beginning in 1998, truck and bus drivers, utility and highway workers, sales representatives, public safety personnel and others have received this free one-hour training on how to recognize and report all kinds of hazards; e.g., stranded vehicles, crash scenes, and unsafe road conditions.

Since the 9/11 attacks, an important new focus is to prevent commercial vehicles or cargo from being used as terrorist weapons, and to protect the nation's critical infrastructure of bridges, tunnels, and other potential targets. Calls go in to an around-the-clock national center where suspicious patterns are noted, dots are connected, and the information is routed to the appropriate response agency.

The program is administered by the American Trucking Associations under a cooperative agreement with the U.S. Department of Homeland Security. Wisconsin Motor Carriers Association (WMCA) administers the program in the state, and this year's goal is to train 8,500 transportation professionals. Large organizations can have a staff person trained to be their own instructor.

Visit www.highwaywatch.com and call Susan Webb, WMCA, at (608) 833-8200 ext 12.

Highway Safety Partners

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

SAFE KIDS

www.safekids.org

Safe Communities

www.nhtsa.dot.gov/safecommunities

Wisconsin CPS Advocates

www.wcpsa.com

Beth Kindschi

Coordinator, Monroe Area SAFE KIDS / Safe Communities



Beth helps protect a young cyclist's noggin.

"It's the coolest thing—having a parent come into the office and say 'I was in a car wreck last week and if you didn't do what you did, my child would have died.'"

From helping parents use child safety seats correctly to

organizing bike rodeos, Beth works with a wide variety of community organizations to help keep kids safe. Monroe Area SAFE KIDS is one of 300 community coalitions nationwide dedicated to preventing childhood injuries—the number one killer of children up to age 14. Monroe Area Safe Communities is one of many coalitions nationwide that are using a four-part approach to injury prevention that is championed by NHTSA:

- Use of multiple sources of data to identify community injury problems
- Expanded partnerships, especially with health care providers and businesses
- Increased citizen involvement
- An integrated and comprehensive injury control system

Monroe Police Chief Fred Kelley says, "Beth's been working on this well over 10 years. I don't know another person with the same level of child passenger safety awareness as she has."

Along with diverse local injury prevention activities, she is also involved in both safety education and advocacy statewide. She teaches the four-day Child Passenger Safety (CPS) Technician Training, a standardized course developed by NHTSA in 1997. CPS Technicians learn how to explain to parents how to correctly choose and install child safety seats. She is also a member of the Wisconsin Safety Belt Coalition, a partnership of more than 60 organizations that support legislation requiring standard safety belt enforcement. Another area of concern is the proper use of booster seats for children ages 4 to at least 8 years (unless they are 4'9" or taller and more than 80 pounds).

Recognizing her years of untiring, life-saving volunteer work, the Wisconsin CPS Advocates introduced its new Beth Kindschi Wisconsin Child Passenger Safety Advocate Award at the EMS for Children Conference in October 2004. Beth, naturally, was the first recipient.

Looking back, Beth fondly remembers many occasions when injury prevention programs made a big

difference in a child's life. For example, at a bike rodeo last spring, a 9 year-old boy had just been fitted with a new bike helmet. As soon as he rode off he hit a rock, went flying over the handlebars, and landed ... yes, on his head. But thanks to the helmet, he got up with just a few scratches and went back to get himself a new helmet.

Contact Beth at (608) 328-9508 or monroearsafekids@greencountywi.org.



Cheryl Wittke

Executive Director, Safe Community Coalition of Madison and Dane County

Like Beth, Cheryl coordinates the diverse injury prevention activities of one of Wisconsin's thriving Safe Community Coalitions. Under her leadership, the coalition has grown to include

more than 350 organizations, including law enforcement agencies, public health, fire/EMS departments, local hospitals, neighborhood associations, utilities, insurance companies and other businesses, faith communities and schools.

She has a master's degree in public administration with a concentration in community development, and has extensive experience building and managing coalitions, including coordinating a national neighborhoods conference in Madison. Her background in training and education includes experience as a high school teacher.

In 1998, a community assessment conducted by the Madison Public Health Department found that although many agencies and private organizations strive to prevent injuries, there was very little collaboration. The coalition was launched with a community conference and now its programs include: *Slow Down* yard signs, the Walk Our Children to School campaign, Safe Home Visits, Stop on Red, Pedestrian Flags Over Dane County, Safety Sunday at the Madison Children's Museum, Rural Safety Belt Initiative, and Community Traffic Summits for the African-American and Latino communities. An estimated 25,000 Dane County residents have been helped, mostly children and older adults.

The coalition received a NHTSA grant to help develop national best practices to increase safety belt use among rural youth and minority communities. As part of its efforts to reach young people, the coalition will launch a new partnership with Club TNT (Today Not Tomorrow) as part of the May *Click It or Ticket* mobilization. Club TNT is a local television program that young people help produce with music, dance and poetry for 10-18 year olds.

Visit www.safecommunitycoalition.org and contact Cheryl at (608) 256-6713 or cwittke@tds.net.

Bicycle & pedestrian Safety Design Course

WisDOT is serious about designing for safe walking and biking. Design guides and standards have been developed with this in mind, and design-related training courses include valuable references and resources. To do even better, WisDOT has now developed intensive courses on planning and designing safe bicycle and pedestrian facilities.

During the autumn of 2004, nearly 100 engineers and planners participated in these courses, which received BOTS funding support. Just as importantly, pedestrian and bicycle course curriculums have been developed and will continue to be offered, starting next winter.

Contact Tom Huber, WisDOT Bicycle & Pedestrian Coordinator, at (608) 267-7757 or thomas.huber@dot.state.wi.us.

Motorcycle safety

from page 8

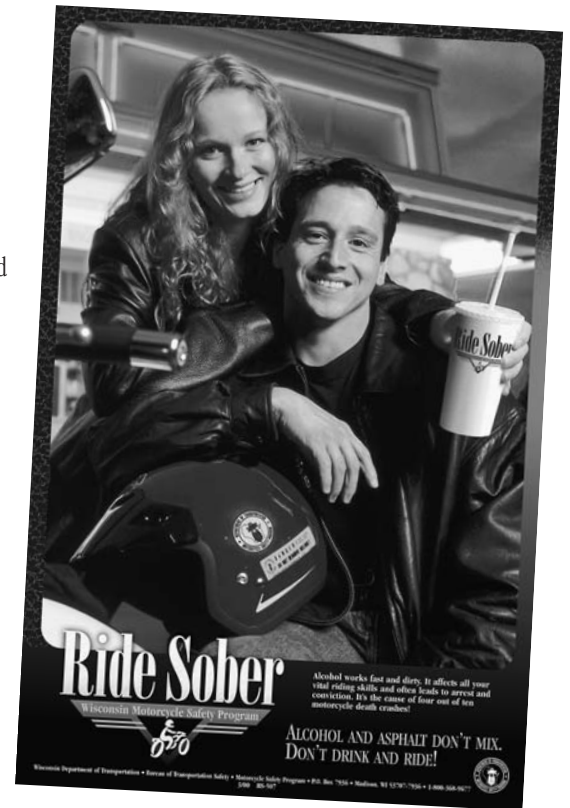
challenge; they're generally reluctant to leave their cycles behind, so new methods have to be explored.

- A New Rider Mentoring Program is being developed. Experienced riders from clubs such as the Harley Owners Group, Gold Wing (Honda) Road Riders Association, and ABATE will attend a mentoring workshop and then pass along their mentoring skills to other club members. The goal is to provide mentoring to new

and returning cyclists. After decades in the straight-laced world, many baby boomers are getting back into motorcycling; in 2004, 32% of the cyclist fatalities were age 45 or older. Mentoring is not intended to be a substitute for taking the Basic Motorcycle Rider Course (BRC), which was taken by 8,430 people statewide in 2004 (up 16% from 2003).

As a further boost, Wisconsin's Motorcycle Safety Advisory Council (MoSAC) is stepping up its activities. The council includes representatives from all kinds of organizations involved with motorcycle safety, and, at their January meeting, members discussed how to carry on the success of the NAMS Summit and how member organizations can help with the new mentoring program. They also discussed how to reduce the number of people on the waiting list to take the BRC. In 2004, 3,186 people were on the list, up 5% from 2003.

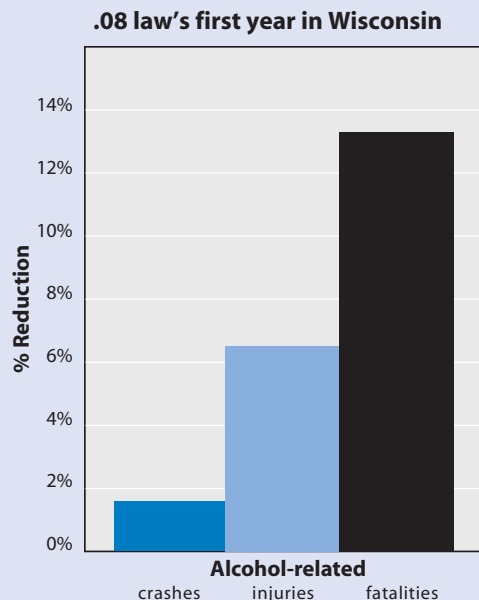
Contact Ron Thompson, WisDOT-BOTS, at (608) 266-7855 or ron.thompson@dot.state.wi.us.



1st anniversary .08 law is saving lives

So far, the news is good. Governor Jim Doyle signed Wisconsin's .08 law, which lowers the prohibited alcohol concentration for first and second offense OWI from .10 to .08, and it took effect on September 30, 2003. During the first year, alcohol-related crashes, injuries and fatalities were significantly reduced (see graph).

"To thoroughly measure the overall benefits of .08 and draw definitive conclusions, we would typically need three years of data. But clearly, what we've seen so far is very encouraging," says State Patrol Superintendent David Collins. Wisconsin was the 43rd state to enact a .08 law, and now all states have this level for first offense OWI. By enacting this law, Wisconsin received approximately \$3.7 million in federal incentive funds by September 2004 for highway safety programs, including enforcement initiatives targeting impaired drivers.



Mark your
calendar!

May 14-20

Bike to Work Week

www.bfw.org

May 23 – June 5

Click It or Ticket

Safety belt law enforcement mobilization

August 16

Governor's Highway Safety Council

Green Bay

Contact Judy Gelhaus, WisDOT-BOTS, at (608) 267-2470 or judith.gelhaus@dot.state.wi.us.

August 17-18

31st annual Governor's Conference on Highway Safety

Green Bay

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

Making life-saving progress Motorcycle safety

In 2003, 100 motorcyclists died in crashes in Wisconsin, a loss of life that was 38% higher than the 1998-2002 yearly average. To reverse this trend, a coalition of people from all parts of the motorcycling community has developed plans for how to address key areas of concern and has gotten to work implementing them. Their efforts helped reduce the death toll in 2004 to 80, and now they're aiming at further improvements.

As it became clear that 2003 was going to be a bad year, a series of state and regional meetings was held, culminating in the February 2004 Wisconsin National Agenda for Motorcycle Safety (NAMS) Summit in Madison. Participants representing WisDOT-BOTS, law enforcement, educational institutions, motorcycle manufacturers and rider groups organized their discussions around the NAMS Report, a strategic planning document developed by NHTSA and the Motorcycle Safety Foundation.

Input from these meetings helped shape the *WisDOT 2004 Motorcycle Safety Action Plan*, elements of which are being implemented to good effect. For example:

- State Patrol troopers taught safety skills at motorcycle events during 2004; e.g., the mid-September Harley Davidson Open House in Tomahawk that drew about 10,000 motorcyclists.
- More than 30% of those killed in motorcycle crashes in 2004 were found to have over .08 BAC. WisDOT-BOTS is funding a research project to see if social marketing can help reduce drinking and riding. The project is based on the success of the *Road Crew* demonstration project (see page 5). Social marketing uses commercial marketing techniques to influence behavior. The communities in the *Road Crew* project offered an appealing alternative to driving home impaired—like a nice limo ride. But motorcyclists present a unique

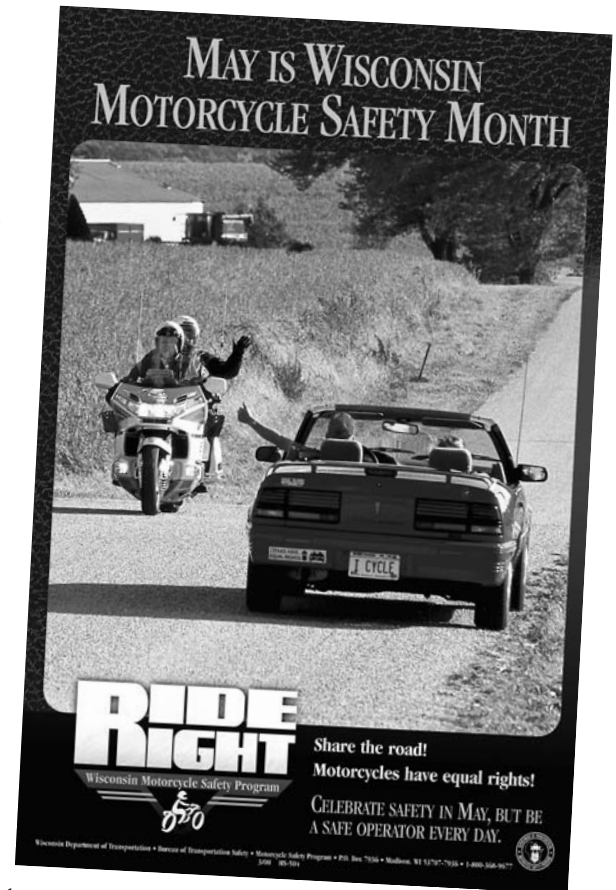
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Credit: Vicki Schwabe, WisDOT-BOTS



Ron Thompson, WisDOT Motorcycle Safety Program manager, leads the January MoSAC meeting at the State Patrol District 1 office in DeForest.



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