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STATE OF ALASKA DEPARTMENT OF TRANSPORTATION & PUBLIC FACILITIES

FEDERAL FISCAL YEAR 2007

HIGHWAY SAFETY OFFICE ANNUAL REPORT

SARAH PALIN, GOVERNOR

LEO VON SCHEBEN, COMMISSIONER

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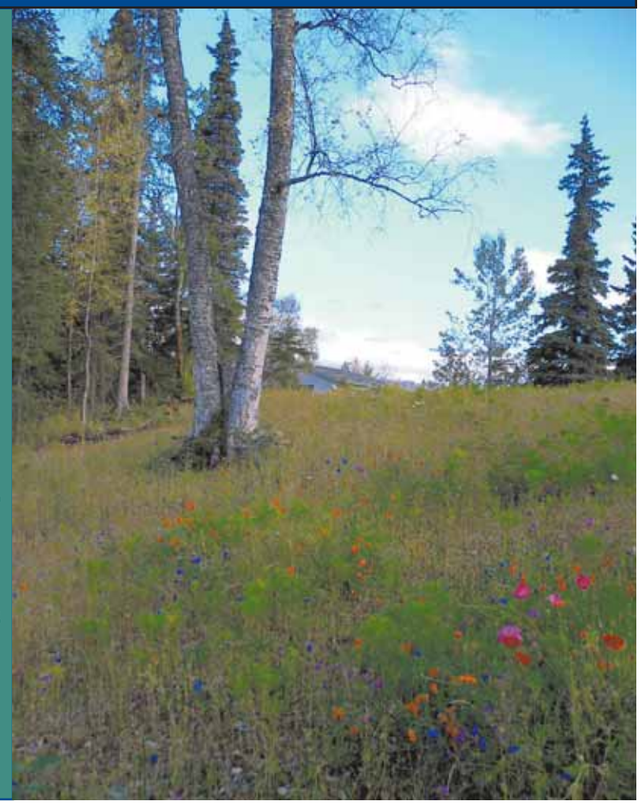

Accomplishments in the Federal Fiscal Year of 2007

Between October 1, 2006 and September 30, 2007, the Alaska Highway Safety Office (AHSO) played a significant role in the state Strategic Highway Safety Plan (SHSP) and successfully coordinated an Alaska Traffic Records Assessment. These two milestones reinforced our highway safety plan and provided an effective outline for us to use in the future.

The Strategic Highway Safety Plan involved other local, state and federal agencies, local businesses and non-profit organizations in several meetings throughout the regions. Extensive data gathering and analyzing allowed the groups to determine the greatest concerns. Current Projects were studied to ascertain their effectiveness. Potential ones were suggested and their information was shared among the members. The resulting plan contains objectives and actions which inter-mingle the four "E's": **E**ngineering & planning, **E**ducation & encouragement, law **E**nforcement and **E**mergency medical services. Beginning in FFY09, the annual Alaska Highway Safety Plan (AHSP) will reference the SHSP with related projects and beginning in FFY08, the annual Alaska Evaluation Report (AER) will provide an update.

The Alaska Traffic Records Assessment lasted a week and involved an outside team of experts from traffic records data systems including crash, driver/vehicle, roadway, enforcement, adjudication, Emergency Medical Services (EMS) and Trauma data systems. The team conducted extensive interviews with state and local agencies throughout the state to provide an overview of Alaska's accomplishments and recommendations. The Assessment allows us to improve our data collection which in turn provides us with current information about areas we need to target in order to save lives and prevent injuries on our roads.

Picture Acknowledgements

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Extracts from the State Trooper Buckle Up television ad, courtesy of Justin Freeman (DPS)

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Still from the Governor's Seat Belt Safety ad, courtesy of Justin Freeman (DPS)

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Snowmobiling at Hatcher Pass, courtesy of Mike Morris (DOT&PF)

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Plowing snow off the Copper River Bridge, courtesy of Sam Taylor (DOT&PF)

A picture of a Kodiak Police Department cruiser near the central police station.

Troopers monitor traffic on the Richardson Highway, after a brushslide, courtesy of Pete Eagan (DOT&PF)

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One of two grizzlies chasing along the Parks Highway north of Healy, courtesy of Brett Nelson (DOT&PF)

Knik River Bridge during rush hour, courtesy of Boschung, Inc.

Full moon on Glen Highway, courtesy of Suparphon O'Neal (DOT&PF)

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A scene from a gathering of motorcyclists, preparing for a safety course in Juneau, courtesy of Juneau ABATE.

Looking north into Coldfoot on the Dalton Highway courtesy of Daniel Moody (DOT&PF)

A group photo from the 1st Annual Alaska LEL Conference in Anchorage, courtesy of Shirley Wise (NHTSA)

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Seward Highway north of Indian, courtesy of Ron Martindale (DOT&PF)

Scene from the 2007 Statewide Traffic Records Assessment in Anchorage, courtesy of Christopher Thomas (DOT&PF)

A Sitka black tailed deer helping with a SWPPP inspection of the South Mitkof Highway, courtesy of Ben White (DOT&PF)

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View of Lake Hood from the east side of lake as the sun sets around 11:30 p.m., courtesy of Tucker Hurn (DOT&PF)

Fireweed near the Steese Highway north of Eagle Summit, courtesy of Ron Martindale (DOT&PF)

Old and new bridge, Mile 17 Old Glenn Highway, Palmer, courtesy of Chuck Eldridge (DOT&PF)

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Letter from the Governor's Highway Safety Representative

December 24, 2007

I am pleased to present the state of Alaska's annual report of highway safety programs during the federal fiscal year 2007.

Each section of the report describes the projects that make up our programs, which includes impaired driving and occupant protection. We analyze motor vehicle crash data, survey results (seat belt, teen driving, and public perception) and other statistics to identify Alaska's at-risk groups, their behaviors and Alaska's most dangerous locations. We consider the effectiveness of current projects and study what other states and countries are doing with concerns such as drugged driving, moose collisions, motorcycle safety, teen driving and seat belt usage.

Much of our program development is with fellow highway safety advocates and agencies through the Strategic Highway Safety Plan and the Alaska Traffic Records Coordinating Committee. One example is the impaired driving program, "Over the Limit, Under Arrest-Drink. Drive. Go To Jail." As officers enforce our laws in the Safety Corridor Sections, a media campaign created with regional traffic engineers kicks into action. Projects like this one increase community ownership and prevent tragedies.

While the flow of federal funds to Alaska may diminish in 2009 and beyond, based on a number of observations, we remain committed to our mission *"to enhance the health and well being of Alaska's people through programs aimed at saving lives and preventing injuries on Alaska's highways".*

Sincerely,

Cindy L. Cashen
Administrator
Alaska Highway Safety Office
Department of Transportation & Public Facilities

Crash Data Trends

Year	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatalities (Actual)	95	86	81	74	78	106	89	89	100	100	73	74
Fatality Rate /100 million VMT	2.30	2.03	1.96	1.67	1.68	2.25	1.84	1.81	2.02	2.00	1.44	1.49
Injuries (Actual)	6,059	5,851	6,257	6,163	6,081	6,120	6,543	6,370	4,249	4,206	4,053	3,345
Fatality & Serious Injury Rate/ (100 million VMT)	14.3	13.0	14.9	13.0	10.7	11.1	10.9	15.3	15.2	13.7	12.9	10.3
Fatality Rate/100K Population	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1
Fatal & Serious Injury Rate/ 100K population	1.0	0.9	1.0	0.9	0.8	0.8	0.8	1.2	1.2	1.1	1.0	0.8
Alcohol Related Fatalities	47	43	41	31	40	56	42	34	36	31	26	23
Proportion of Alcohol Related Fatalities	54.0	53.1	53.2	44.3	50.6	52.8	47.1	38.2	36.0	31.0	35.6	31.0
Alcohol Related Fatality Rate/ 100M VMT	1.14	1.01	0.99	0.69	0.86	1.19	0.87	0.69	0.72	0.62	0.51	0.46
Percent of Population Using Safety Belts	52.0	56.0	59.6	61.0	60.6	61.3	62.6	65.8	78.9	77.0	78.4	83.2
Performance Data: Novice (14-16) & Young Drivers (16-20) Collisions	3,880	3,861	3,919	3,867	4,173	4,255	4,756	4,274	4,524	4,139	3,644	3,112
Performance Data: Novice (14-16) Young Drivers (16-20) Fatalities	15	11	9	7	4	20	10	8	8	10	6	4
Performance Data: Safety Corridor Collisions	137	118	135	142	146	102	142	132	141	152	151	167
Performance Data: Safety Corridor Fatalities	1	2	2	3	0	3	6	2	2	3	7	7
Performance Data: Moose-Related Fatalities	1	2	1	2	1	1	3	1	3	2	0	1
Performance Data: Moose-Related Injuries (Actual)	98	138	172	146	151	155	155	116	121	164	117	124
Performance Data: Speeding-Related Fatalities	**30**	**25**	**24**	**18**	**29**	**37**	**37**	**38**	**41**	**38**	**27**	**28**
Performance Data: Speeding-Related Fatals as a % of All Fatals	**37%**	**32%**	**34%**	**26%**	**40%**	**39%**	**42%**	**43%**	**42%**	**38%**	**38%**	**37%**

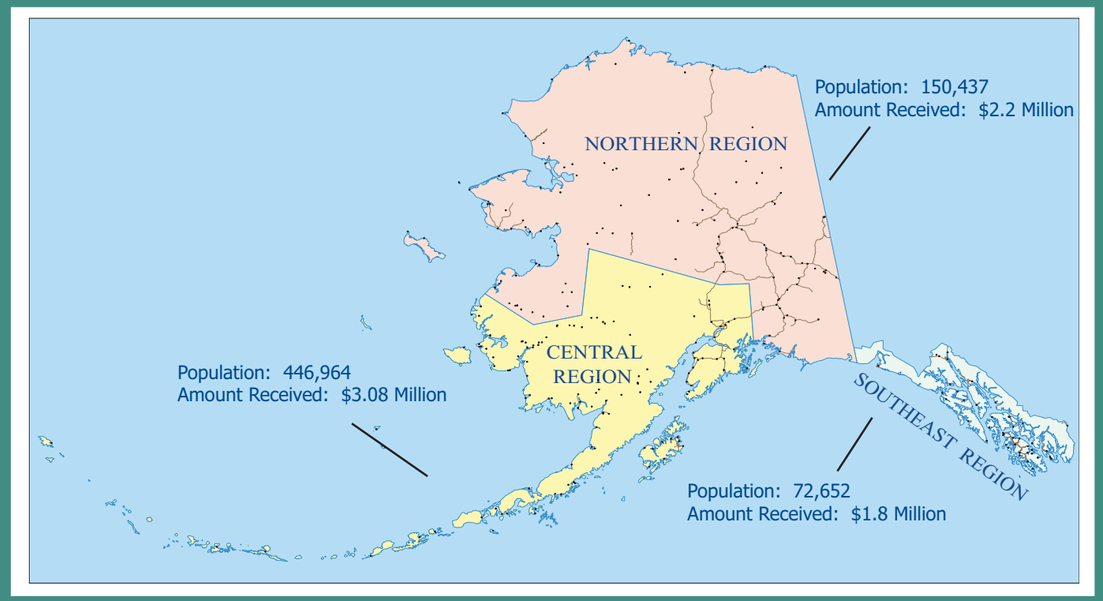
All data derived from 1995-2006 DOT&PF Highway DataPort extracts.

Federal Aid Reimbursement Report

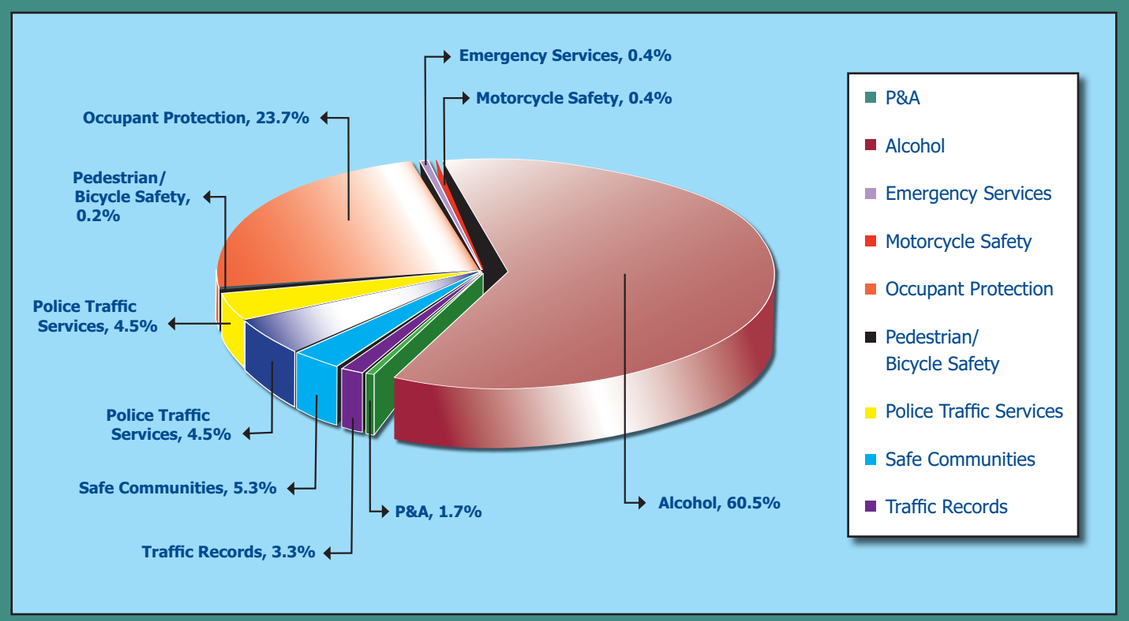
Program Area / Project	Total Project Amount Allocated								
Funded Programs	402	405	406	410	411	2003B	2010	157	154 / 164
Planning & Administration	25,289.47								
Alcohol	44,084.28								
Emergency Medical Services	25,336.02								
Motorcycle Safety									
Occupant Protection	33,466.62								
Pedestrian / Bicycle Safety	13,720.84								
Police Traffic Services	285,604.51								
Traffic Records	212,826.90								
Safe Communities	368,840.71								
Total 402 Funds	1,009,169.35								
Occupant Protection		33,312.69							
Total 405 Funds		33,312.69							
Safetea-Lu		184,700.43							
Total 405 Safetea-Lu Funds		184,700.43							
Safety Belt Incentive			1,382,505.10						
Total 406 Safety Belt Incent.			1,382.505.10						
Alcohol Safetea-Lu				18,714.40					
Total 410 Al. Safetea-Lu				18,714.40					
Data Program					12,803.44				
Total 411 Data Program					12,803.44				
Child Passenger Protection						599.80			
Total 2003B Child Passenger						599.80			
Motorcycle Safety							25,642.47		
Total 2010 Motor. Safety							25,642.47		
Incentive Funds								20,755.60	
Total 157 Incentive Funds								20,755.60	
Innovative Funds								3,309.31	
Total 157 Innovative Funds								3,309.31	
Planning & Administration									95,450.14
Alcohol									4,113,609.10
Hazard Elimination									193,330.00
Total 154 Funds									4,402,389.24
Transfer Funds									13,530,854.00
Total 164 Transfer Funds									13,530,854.00
TOTALS	1,009,169.35	218,013.12	1,382,505.10	18,714.40	12,803.44	599.80	25,642.47	24,064.91	17,933,243.24

Fiscal Year Summary - Graphs

DOT&PF Regional Map of Alaska



Highway Safety Office Grant Allocations



Crash Data Trends - Fatalities

The U.S. National Fatality Rate:

1993: 1.45 fatalities per 100 million VMT
2003: 1.48 fatalities per 100 million VMT
2004: 1.50 fatalities per 100 million VMT
2005: 1.47 fatalities per 100 million VMT
2006: 1.44 fatalities per 100 million VMT

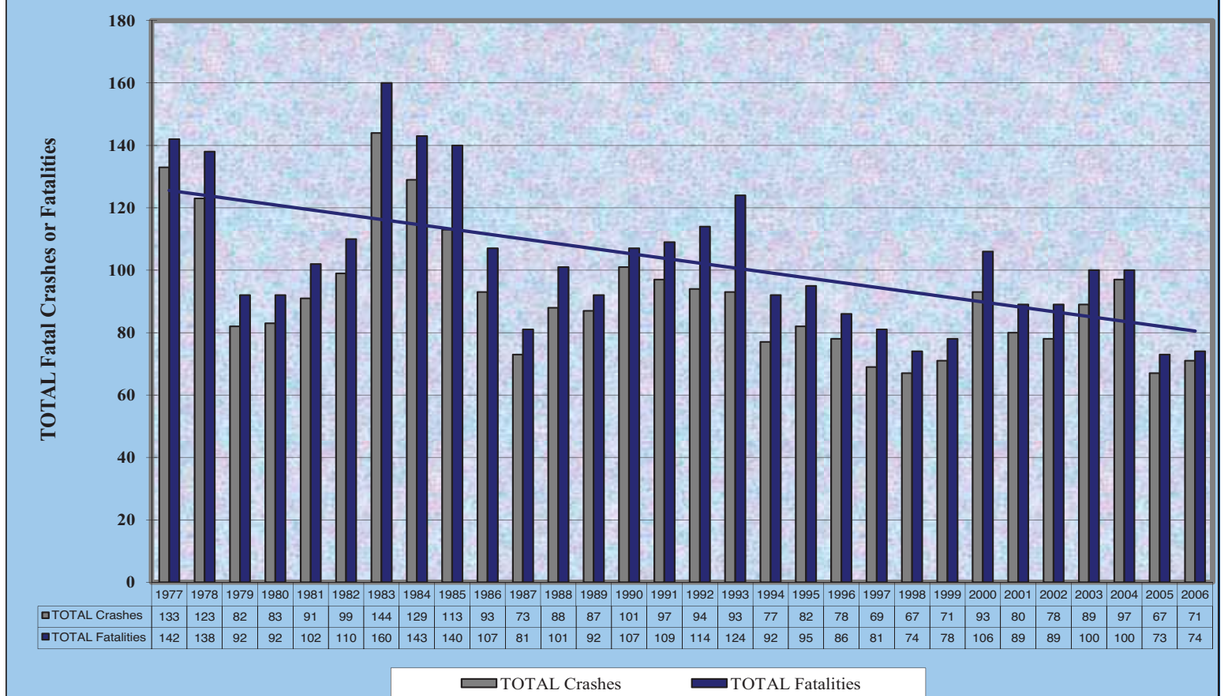
Alaska Fatality Rate:

1995: 2.30 fatalities per 100 million VMT
2003: 2.02 fatalities per 100 million VMT
2004: 2.00 fatalities per 100 million VMT
2005: 1.44 fatalities per 100 million VMT
2006: 1.49 fatalities per 100 million VMT

In 2006, there were 11,728 reported traffic collisions in Alaska and 74 people died on Alaska roads and highways. 437 people suffered from major traffic-related injuries, resulting in the breaking or loss of a limb, severe lacerations, abdominal injuries or a substantial head injury. 4,584 people walked away with minor traffic-related injuries. 8,309 collisions resulted in reported property damage only.

VMT = For every 100 million vehicle miles traveled, there were 1.49 deaths on Alaska highways in 2006.

TOTAL Fatal Crashes & Fatalities in ALASKA: 1977-2006



	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
TOTAL Crashes	133	123	82	83	91	99	144	129	113	93	73	88	87	101	97	94	93	77	82	78	69	67	71	93	80	78	89	97	67	71
TOTAL Fatalities	142	138	92	92	102	110	160	143	140	107	81	101	92	107	109	114	124	92	95	86	81	74	78	106	89	89	100	100	73	74

Regional Fatality Rate Per 100 Million VMT 2006:

Alaska..... 1.49
Idaho..... 1.75
Oregon..... 1.34
Washington..... 1.12

Alaska Motor Vehicle Crash Fatalities:

2003..... 100
2004..... 100
2005..... 73
2006..... 74

Challenges

The AHSO problem identification process continues to show five major areas in which to focus our efforts:

- Impaired Driving
- Speeding
- Occupant Protection
- Safety Corridors
- Major Intersections Statewide

Impaired Driving-related fatalities statewide continue to decline, going from 35% in 2005 to 31% in 2006. There were 73 traffic crash fatalities in 2005, 26 of them were by impaired drivers. In 2006 there were 74 traffic crash fatalities, of which 23 were the result of an impaired driver.

The Alaska State Troopers were busy along Alaska's two Safety Corridors and issued 49 citations along the Parks Highway and 997 citations along the Seward Highway, two of Alaska's Safety Corridors. Speeding is a national concern and our state data shows that this type of aggressive behavior surpasses the crashes, fatalities and serious injuries of impaired driving. Alaska's long corridors create a deadly recipe when combined with vehicles built for speed and a lack of education. The number of major injuries involving speeding has increased from 136 in 2001 to 157 in 2005 and represented approximately one-quarter of all major injuries for driving over the posted speed limit.

Seat belts are the single most common factor among the traffic crashes in Alaska:

- Of the 73 traffic-related fatalities in 2005, 35 were not wearing a seat belt (48%).

- Of the 74 traffic-related fatalities in 2006, 25 were not wearing a seat belt (34%).

- As of September 30, 2007, the last day of the federal fiscal year: 27 of the 61 traffic-related fatalities had not buckled up (44%).

Members of the AST ASTEP enforcement group

Most Dangerous Driver:
16-25 year-old male in a passenger vehicle.*
(This age group was involved in 35.5% of all traffic crashes that resulted in a fatality or injury. Of this age group males were featured nearly twice as often as females. Passenger vehicles also were featured slightly more often than any other vehicle type).

Most Dangerous Section of Highway:
Seward Highway between Potter Marsh and Girdwood.*
(This section of highway reported more fatalities and major injuries per square mile in 2006 than any other section of highway in the state).

Most Dangerous Intersection:
Lucille Street at Fred Nelson Avenue, in Wasilla, AK. *
(This intersection received a 6.22 rating on the DOT&PF Safety Index in 2006, a full point higher than any other intersection in the state).

*DOT&PF Highway Safety Improvement Plan, 2007 and 2006 DataPort.

Members of the AST DUI Team

Alaska Traffic Records

ATRCC (Alaska Traffic Records Coordinating Committee)

2007 was a productive year for traffic records in Alaska. It witnessed the first full year working schedule of the Alaska Traffic Records Coordinating Committee and its 12 state departments and member agencies in over a decade. The ATRCC reformed at the end of 2006 and has accomplished a great deal in the single year it has gathered together again. Below are some of the highlights:

1. Coordination of a TSIS workshop (January – 2007): This workshop, in Anchorage, brought together over 60 representatives from every state department and agency in Alaska with a stake in traffic records.

2. Assessment (May – 2007): In order to receive federal 408 funding the State of Alaska had to undergo a traffic records assessment by a NHTSA sponsored agency, the first of its kind in over 15 years.

3. The 408 application (June – 2007): In June the ATRCC applied for its first year of 408 funding from NHTSA with the aid of Cambridge Systematics.

4. $300,000 of 408 funding for Alaska (October – 2007): In October the ATRCC was the beneficiary of $300,000 from NHTSA through the federal 408 Traffic Records Data program.

5. Strategic plan by late (December – 2007): In December the ATRCC met and developed a strategic plan for 2008.

TraCS (Traffic and Criminal Software)

Adoption of the TraCS software package in Alaska was very busy in 2007 accomplishing the following:

1. There were 1,045 TraCS citations issued to date by state and local police agencies.

2. TraCS citations now accepted in Kenai, ANC, Palmer, FBX, Delta Junction, Tok, Glennallen, and Valdez courts.

3. AST makes a commitment to start using TraCS.

4. 12-200 crash form designed and tested in TraCS. Pilot deployment is on track to start on 1/7/08 with Juneau PD, Anchorage PD, and AST.

5. There are eight agencies are now on the TraCS steering committee.

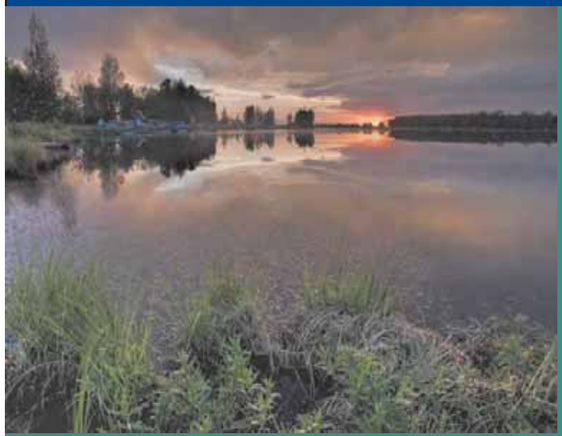
6. TraCS DUI form has been drafted. Project is expected to proceed in early '08.

7. TraCS field-tested at Fairbanks PD and Wasilla PD. Numerous other agencies have expressed interest.

Fiscal Year Summary

	402	405	406	410	411	2003B	2010	157	154	Total - $	Total - %
P&A	25,289.47								95,450.14	120,739.61	1.7%
Alcohol	44,084.28			18,714.40					4,113,609.10	4,176,407.78	60.5%
Emergency Services	25,336.02									25,336.02	0.4%
Motorcycle Safety							25,642.47			25,642.47	0.4%
Occupant Protection	33,466.62	218,013.12	1,382,505.10			599.80				1,634,584.64	23.7%
Ped./Bicycle Safety	13,720.84									13,720.84	0.2%
Police Traffic Services	285,604.51							24,064.91		309,669.42	4.5%
Safe Communities	368,840.71									368,840.71	5.3%
Traffic Records	212,826.90				12,803.44					225,630.34	3.3%
Total	1,009,169.35	218,013.12	1,382,505.10	18,714.40	12,803.44	599.80	25,642.47	24,064.91	4,402,389.24	7,093,901.83	100%

Noteworthy Practices



Motorcycle Education and Training:

The Alaska Safety Motorcycle Advisory Committee

Alaska, like other states in the nation, is experiencing an increase in the number of crashes involving motorcycles and subsequently an increase in motorcycle fatalities.

- In 2005 there were 4,553 motorcyclists killed in national crashes.
- Motorcycle fatalities currently account for more than 10 percent of all motor vehicle crash fatalities.
- Alaska reflects a national upward trend in motorcycle fatalities with five of the 89 motor vehicle fatalities involving motorcycles in 2001 and eight of the 74 motor vehicle fatalities involving motorcycles in 2006.
- Alaska's total traffic volume on highways increased by nearly 22.1 percent (22.1%) between 1997 and 2006.
- There were 44 percent (44%) more motorcycle registrations in 2006 than there were in 2001 (24,147 compared to 16,761).

Between October 1, 2006 and September 30, 2007, a group of motorcycle safety advocates from across the state met with the AHSO Administrator to discuss motorcycle safety concerns including:

- Rider education & training
- Impaired motorcycle driver enforcement
- Motorist awareness of motorcycles
- Road hazards unique to motorcycles

In response to these concerns, DOT&PF Commissioner Leo von Scheben established the Alaska Safety Motorcycle Advisory Committee (ASMAC) which is responsible for the following activities:

1. The council shall advise the Commissioner regarding motorcycle safety issues that are in the best interest of the Alaska public.
2. The committee shall submit an annual report to DOT&PF outlining their accomplishments, goals and mission statement.
3. The report shall include estimates of cost and potential funding sources as a means for sustainable programs.
4. The report shall be publicized in the annual Alaska Highway Safety Plan and Highway Safety Annual Evaluation Report.
5. The committee shall be involved with the Alaska Strategic Highway Safety Plan whenever possible in matters affecting motorcycle programs.
6. Performance measures and accountability mechanisms must be developed to provide policy makers with tools to assess the success of the strategic plans over time.
7. The committee shall include motorcycle safety in public events to serve as a forum to educate all Alaskans on motorcycle safety.

Challenges

Road Conditions vs. Driver Behavior
Roadway conditions were a contributing factor in 12.1 percent of all fatal crashes and 14.7 percent of all major injury crashes in 2006.

Driver behavior was responsible for 68.8 percent of all crashes which resulted in either a death or a major injury in 2006.

Driver Performance vs. Driver Behavior

Driver performance - what the driver CAN do

Driver behavior - what the driver DOES do

Driver performance relates to the driver's knowledge, skill, perceptual and cognitive abilities.

Driver behavior is what the driver chooses to do with these attributes.

Fatals and Major Injuries Involving Speeding

Types	2001	2002	2003	2004	2005
Speeding Fatalities	37	38	41	38	27
Speeding Major Injuries	136	193	148	157	157
Speeding Fatalities as a percent of all fatalities	42%	43%	42%	38%	38%
Speeding Major Injuries as a % of all Maj. Injuries	31%	29%	23%	27%	27%

The Impaired Driver

Impaired driving is the number one behavioral contributing factor in traffic crashes.

- In 2006, alcohol was involved in 685 traffic crashes on Alaska's roads and highways, accounting for 5.8% of the total reported traffic crashes for 2006. Alcohol was also involved in 23 of the 74 traffic-related fatalities in Alaska, accounting for 31% of the total fatal crashes in 2006.

Police in Alaska reported 685 crashes involving a driver or pedestrian with a reported Blood Alcohol Content (BAC) of .01 or more. Formulas developed by the National Highway and Traffic Safety Administration (NHTSA) were used to estimate the number of alcohol-related crashes where alcohol involvement was not reported by the police.

- An estimated total of 685 crashes in Alaska involved alcohol.

- These crashes killed 23 and injured an estimated 500 people.

- In 2006, Alaska drivers with reported BACs of .10+ were involved in an estimated 146 crashes that killed seven and injured 225.

- Alaska drivers with reported BACs between .08 - .09 were involved in an estimated two crashes that killed zero and injured two. Positive reported BACs below .08 were involved in an estimated 38 crashes that killed zero and injured 62 (although drivers who consume high amounts of alcohol are four times more likely to kill someone on the road, there were many families who lost loved ones when drivers consumed enough alcohol to merely impair their driving. *MADD.

The risk of a driver who has one or more Driving While Intoxicated (DWI) convictions becoming involved in a fatal crash is about 1.4 times the risk of a driver with no DWI conviction. Fatally injured drivers with BAC levels of .08 or greater are nine times as likely to have a prior conviction for driving while intoxicated compared to fatally injured sober drivers. About one-third of all drivers arrested or convicted of driving while intoxicated under the influence of alcohol are repeat offenders.

Impaired Driving Programs

Troopers stand outside a potential impaired drivers home in a 2007 Super Bowl Crackdown television Ad.

The High Risk Driver:

The percentage of Alaska alcohol-related crashes that also involved unsafe or excessive speed was 18.3%. The percentage of all fatal crashes that involved both alcohol and speed in 2006 was 20.7% . The percentage of all alcohol impaired drivers under 26 years of age was 40.3% in 2006, for speeding drivers the percentage was 43.7% .

The Novice Driver (16–20):

Motor Vehicle crashes are the leading cause of death in the United State for young people 16-20 years of age, accounting for roughly one third of all fatalities in that age group. *NHTSA

In 2006, almost 8.9% of all Alaska drivers that were both impaired and speeding at the time of the crash were between 16-20 years of age. *AHSO

In 2006, Alaska Novice Drivers aged 16–20 were compared with drivers aged 21–50 who were involved in a crash resulting in the hospitalization or death of a crash victim. Novice Drivers were nearly three times more likely than older drivers to be involved in crashes that resulted in the hospitalization of a crash victim, or a crash involving a fatality.

The Young Driver (21–35):

This driver has the highest rate for driving while impaired in Alaska in 2006. A 2006 Traffic Collisions report by AHSO reported that Alaska Young Drivers were nearly two times more likely to be involved in an alcohol-related crash than any other driver age group.

Equipment:

Fairbanks PD purchased Visual Statement Smart Roads Software, truck organizers, Easy Desks, and EVOC Cones.

Municipality of Anchorage Police Department purchased 17 Digital Video Recorders, 10 Custom Pro-Lasers and a crash data retrieval system.

Dillingham PD purchased Intoxilyzer Portable Breathe Testers and Tint Meters.

Juneau PD purchased In-Car Video equipment for 8 police vehicles and Portable Breathe Testers.

AST Fairbanks DUI team purchased portable and mobile radios, tasers and radar units.

Wasilla PD purchased four Alco Sensors.

Palmer PD purchased a Sokkia Total Station.

Homer PD purchased Dual Access Accelerometer Performance Testing computer and a digital Total Station.

Kodiak PD purchased Custom Signals Digital Eye Witness In-Car Video System.

Yakutat PD purchased two Digital Partner Video Systems and two Digital Interceptors.

DUI Teams:

The Alaska State Troopers (AST) four-member DUI Enforcement Team patrolled the major arterial routes through central Alaska for the fourth consecutive year. The Fairbanks Police Department for the second consecutive year patrolled within the Fairbanks City boundaries. Alaska DUI Enforcement teams serve the following purpose:

Provide specific DUI Enforcement at annual events such as:

- The Arctic Man Race
- Talkeetna Bluegrass Festival
- Tanana Valley & Palmer State Fairs
- Offer DUI Enforcement along Alaska's major highway corridors

Noteworthy Practices

Impaired Driving Prevention and Education: Drivers between the ages of 16 and 20 are the largest group of crash drivers. Many of the crashes they are in involve alcohol. By reducing the incidence of underage drinking, a reduction of deaths and injuries will result from drunk driving and from being the passenger in a car with a drunk driver. To achieve this goal, AIPC conducted the following activities:

a) Involved 115 youth throughout the state in the Media Slam curriculum. The curriculum includes lessons in media literacy, biological effects of alcohol and then the process of creating a powerful anti drinking ad.

b) Once the youth created the ads, they were aired on channels throughout the State of Alaska.

c) Another aspect of the Underage Drinking Prevention campaign included teaching middle school students about media literacy and giving them an opportunity to critique the power alcohol advertisement has on them. This presentation was given to over 800 students and had a statistically significant impact on student perception that the presentation will help them make healthier choices.

d) AIPC collaborated with a variety of community members and organizations that are members of CBASS and coordinated the annual Town hall. Our town hall is designed to identify community-based solutions to the negative impacts of alcohol. Additionally, members of CBASS met for the bi-annual retreat to revitalize interest in the organization, define our mission and plan future activities.

Seat belt Use Education: AIPC promoted seat belt use by drivers and passengers between the ages of 8 and 20 with the following activities:

a. In April and May, AIPC worked with 9 Anchorage High Schools on the High School Buckle Up Campaign. AIPC created the criteria for each school's participation, and then student leaders at each school designed their own campaign. Efforts at the school level ranged from trivia questions in the commons, morning announcements, posters around the school, and assemblies to individual Buzz marketing efforts. For their efforts, each school received a $200 incentive.

b. Each school also received incentives to reward individual students who were wearing seat belts when they left school in the afternoon. Incentives ranged from granola bars, to donated gas gift cards from Fred Meyer. All of this coincided with the beginning of the state and national Buckle Up Campaign.

c. The project began with a pre-seat belt observation, conducted by AIPC staff, and culminated with a post observation by AIPC staff. Observations were conducted at the same time of day, as students drove onto the school parking lot in the morning. All schools showed an increase in seat belt usage (except for one, which already had a 92% usage). Increases in seat belt use ranged from a 0% to 22% increase, averaging 8%.

Noteworthy Practices

Teen Driving Program:

Alaska, like every other state, faces a problem with young driver crashes. These drivers are less likely to recognize and adjust for hazards on the road because in general, they lack experience, and they lack the maturity necessary for good judgment. Hence, they have a lower belt use rate than other segments of the population, and they often drive too fast or are impaired.

Young Alaska drivers (between the ages of 16 and 20 years) were overrepresented in fatal and major injury crashes in 2006. Approximately five percent of Alaskan drivers were classified as young drivers in 2005; however, the percentage of fatal and major injuries involving young drivers was 15 percent and 29 percent respectively. The proportion of fatalities and major injuries from crashes involving young drivers remained relatively consistent over the past five years.

The effects of crashes involving young drivers could be even worse if not for the fact that young drivers are generally better able to survive a crash compared to older drivers. Furthermore, when the analysis includes alcohol as a factor in young driver crashes, the over representation becomes even more dramatic. For example, in 2005 5.3% of Alaska's driving population was in the 16-20 age group, but 14.9% of the fatal crashes involved youth. Even more astonishing, 17.1% of fatal and major injury crashes involved a young driver who was impaired by alcohol.

During the Alaska Strategic Highway Safety Planning sessions there was much discussion about the growing problems associated with underage drinking and teen driving. Increased funding and education would be necessary to lower the number of youth-related vehicle crashes. The stakeholders included action items in the Alaska Strategic Highway Safety Plan (Sept, 2007) for FFY08:

- Graduated driver license (GDL) law enforcement
- Study issues involved with legislative exemptions for young drivers in rural Alaska
- Educate the public and elected officials on the most recent research regarding effective GDL elements
- Conduct a Driver Education Study
- Facilitate parental supervision of learners and intermediate drivers and encourage selection of safer vehicles for young drivers

Alaska Injury and Prevention Center:

- Utilized peer-to-peer motivation to promote seat belt use among Anchorage area high schools. Implemented Buckle Up initiative in high schools, providing schools with options for how to promote their project. AIPC staff conducted pre and post seat belt observations to determine success of the project.

Impaired Driving Programs

Agency Amount Received:

Alaska Police Department training and equipment that were made possible through the Alaska Highway Safety Office:

- **Municipality of Anchorage Police Department $218,000**
- **Palmer Police Department $97,800**
- **Juneau Police Department $47,000**
- **Fairbanks Police Department $27,000**
- **Yakutat Department of Public Safety $15,300**
- **Bristol Bay Borough Police Department $9,000**
- **Dillingham Department of Public Safety $4,400**
- **University of Alaska Fairbanks Police Department $4,400**
- **Kodiak Police Department $3,800**
- **Wasilla Police Department $3,500**

ASTEP:

Alaska currently participates in an Alaska Strategic Traffic Enforcement Partnership (ASTEP). This year $552,400 was spent on aggressive DUI enforcement and helped play an effective role in the reduction of alcohol related injuries and death. Twenty police agencies and the Alaska State Troopers participated in the ASTEP program in 2006 which resulted in just over 4,700 DUI statewide arrests. The Anchorage Police Department alone made 1,216 (25.8%) of those arrests.

April 2007 – ASTEP Summit:

The second annual ASTEP Spring Summit, sponsored by the Alaska Highway Safety Office was held in Anchorage in April 2007. In addition to discussions on seat belt enforcement and impaired driving, the summit had speakers who focused on underage drinking, DUI and the Courts, as well as the Law Enforcement Liaisons roles and responsibilities. Alaska Police Departments are still participating in the ASTEP program and in May 2008 the Alaska Highway Safety Office will be hosting the annual ASTEP Summit in Juneau.

May 2007 – Law Enforcement Liaison Training:

In May 2007, The Alaska Highway Safety Office and Shirley Wise and Glenn Cramer, with the National Highway Traffic Safety Administration held the Law Enforcement Liaison (LEL) training in Anchorage. Invited attendees included Fairbanks Police Department Chief Hoffman and Lt. Welborn; Kenai Police Department Sgt. Sandahl, Anchorage Police Department Lt. Reeder and Alaska State Troopers Captain Hans Brinke. The LEL's have been making contact with Police departments throughout the State of Alaska to solicit and increase law enforcement agency participation in the National enforcement campaigns as well as providing perspective and technical assistance to develop plans for proven programs that save lives and reduce serious injuries resulting from traffic crashes.

Alaska Trooper Speeding Ad

Occupant Protection - Program Overview

Alaska Seat belt use has risen 40% from 2001 to 2007

One of the deadliest outcomes of a crash occurs when occupants get ejected from the vehicle – with most ejections coming from the failure to wear seat belts. People mistakenly believe they can control their body movements during a crash but instead their bodies become deadly weapons as they slam into others before being ejected from the vehicle and into immovable objects.

Alaska Governor Sarah Palin makes a case for buckling up in a 2007 television ad

82.4% of Alaskans used their seat belts in 2007

- This meant a 0.8 percentage point decrease from the 83.2% rate in 2006.
- 12 of the 18 Alaska motorists killed in crashes weren't wearing a seat belt during the month of July, 2007.
- In the 2007 study, there were slight increases observed in Fairbanks, Juneau, and Mat-Su seat belt use.
- A significant decrease (-8.4%) was seen for the Kenai/Soldotna area, which had the lowest usage observed there since 2003.
- The Juneau and Kenai/Soldotna averages continue to lower the overall state rates.
- The Mat-Su Valley mini-van drivers have the highest rate with 93.4 percent using their belts.
- A low of 75 percent was observed of occupants in trucks with only 67.9 percent of Juneau truck drivers buckling up.
- Interestingly, in all the vehicle categories, especially trucks, a greater percentage of drivers obey the law but not their passengers.
- Pickup truck drivers and passengers, particularly among young males, consistently have the lowest seat belt usage rates of all motorists.
- Conducted the NOPUS seat belt observation study with over 32,200 vehicle occupants along specific roads and included the number of motorcycle helmets worn.

Occupant Protection includes **Child Passenger Safety** because little people should be protected while on our roads. The following agencies provide education and professional services regarding child passenger safety (CPS) to the general public, particularly families with young children.

Alaska CPS Coordinator- Alaska Injury Prevention Center

- Provided reflective material to thousands of students.
- Gave pedestrian safety presentations to schools and organizations throughout the city.
- Fitted and distributed 7800 bike helmets and providing bike safety presentations.
- Spoke to 800+ middle school students about the power of media and alcohol advertising and significantly increased their ability to make healthy choices.
- Conducted 113 car seat checks at the Alaska Injury Prevention Center (AIPC),
- Provided child passenger safety seats to 33 needy families,
- Created five underage drinking prevention TV spots that garnered $36,000+ in donated airtime.
- Provided interviews on highway safety issues to the media regularly throughout the year.
- Assisted with training 37 new CPS technicians.
- Increased seat belt use of teen high school students by 8%.
- Provided intensive media literacy and videography training to 113 students around the state who, as one teacher said: will never be the same again, for the good. They have become the leaders of tomorrow in the quest to decrease underage drinking.
- Hosted the Reality Media Awards, receiving entries from 119 students in 16 different schools, where and 88% reported that the project will result in their making healthier decisions.

Noteworthy Practices

Protecting You, Protecting Me (NCADD Juneau):

Curriculum was developed to teach children about the detrimental effect of alcohol on the developing brain and body. Children also learned skills for refusing an unsafe ride as well as skills for situations when they are forced to ride with an alcohol impaired driver. The PYPM Coordinator continued to position the Best Practice Program in Anchorage, Fairbanks, Juneau, Kenai and other rural areas. Alaska teens were trained in the peer method while teachers and counselors completed the on-line educator PYPM was invited to give testimony on HB14, an Alaska Legislature bill which sought to reduce drunk-driving tragedies by physically marking the license of DUI offenders who have had their privilege to drive revoked as part of their sentencing. The bill was eventually incorporated into HB90, which the Legislature and Governor passed and will be state law.

High Risk Driver Education (NCADD Juneau):

Using a statewide standardization the 12 hour re-education curriculum which was taught approximately once a month to 67 youth drivers (ages 14-21) who have been adjudicated for alcohol related charges such as minor consuming (MC) or minor operating a vehicle after consuming alcohol (MOVAC).

Driving Skills for Life (NCADD Juneau):

This project targets high risk young drivers (ages 12-16) prior to or just after they begin to drive that teaches the correct way to drive under a variety of driving conditions. Students also completed an on-line course covering hazard recognition, accident avoidance, vehicle handling and skid control. Hands on driving simulators show the students the effects and consequences of impaired driving. Parents have reported students were more prepared to practice driving after completing the courses.

Anchorage School District Safety and Drug Free Schools:

- Implemented the "Change of Heart" Media literacy education for teachers and youth at the Stellar Secondary, East and Dimond high schools.
- Utilized peer-to-peer strategies and held discussions with Goldenview Middle School youth: RARE-T (Reducing All Risks Effectively in Teens)
- Collaborated with the Alaska Injury Prevention Center, the Red Ribbon Coalition and Brown Jug stores on youth-led projects.

Noteworthy Practices

Buckle Up in Anchorage Schools Campaign (Alaska Injury Prevention Center, Anchorage:

AIPC created criteria for each High School's participation and the student leaders designed their own campaigns to promote seat belt use. Efforts at the High School level ranged from trivia questions in the commons, morning announcements, posters around the school, and assemblies to individual Buzz marketing efforts. Pre-seat belt observations were done coinciding with the beginning of the State and National Buckle Up campaign and incentive prizes were given to students in the cars that were buckled up. The results from pre (80%) to post (86%) behavior were significant in all but 2 schools. Three schools that had pre-observations of use at 78% or lower increased their rate of use by 18-22% after the intervention. Middle School eighth graders who participated in the seat belt presentation reported a statistically significant intent to wear a seat belt after the presentation when compared to before the presentation. They also showed a significant increase in their intention to wear reflectors on their clothing.

Teens In Action (NCADD Juneau):

Assist youth by partnering with adult organizations to utilize environmental strategies to combat underage drinking. NCADD has established TIA groups in the three southeast communities of Juneau, Craig and Sitka. Projects have included educating legislators on current legislation, creating radio ads, helping elementary students write letters to high school seniors reminding them not to drink on graduation. "Alcohol-Free Prom" bracelets were given to all high school students the week of the prom and parents were addressed on the 21 drinking age while they waited for their parent teacher conferences. TIA used strategies to reduce the availability of alcohol to all underage teens by participating in underage drinking compliance checks in bars, restaurants and liquor stores and by staffing educational tables at health fairs and related events.

Therapeutic Court Programs, Alaska Wellness Court & NCADD Juneau):

Operating in Anchorage, Bethel, Fairbanks, Juneau and Ketchikan to address problems in the conventional court process. These programs were designed to reduce the recidivism rates of DUIs and other alcohol-related misdemeanors and felonies through a diversion process. Repeat offenders addicted to alcohol benefit from a combination of incentives, sanctions, treatments and long term monitoring. The programs focus on people charged with multiple DUI offenses and the most dangerous DUI offenders. Under the court model, a single judge works closely with a team consisting of prosecutors, public defenders, defense lawyers, case coordinator, corrections officers and treatment providers.

Occupant Protection - Program Overview

Fairbanks Safe Kids

- Replied to phone calls requesting CPS information..... 450
- Visited homes for car seat checks.....12
- Held Check-up events at the Pregnancy Resource Center..... 8
- Held car seat events..... 5
- Participating in Community events with 689 contacts..... 3
- Conducted Young Parents Education class..... 1

Safe Kids Kenai Central Peninsula

- Central Peninsula General Hosp/Safe Kids Checks..... 201
- Central emergency Service/Soldotna Fire Dept.....124
- Homer 65
- Kenai Fire Department and Kenai Public Health Dept..... 64
- Seward..... 25
- Nikiski..... 12
- Anchorage Point..... 8
- Cooper Landing..... 3
- Kenai Public Health..... 3
- Ninlichik..... 1

Mat-Su Services for Children and Adults, Inc.

Community Seat checks..... 281
Private seat checks..... 140
Seats replaced..... 73
Participated in Community Events..... 18
Established a fitting station..... 1

Technician Training:
- Anchorage or Seward..... 23
- Mat-Su..... 9

H&SS State CPS Coordinator

- An Administrative and instructional system to ensure that CPS trainings and inspection programs statewide
- Communication and support to CPS programs statewide
- Statewide communication of injury prevention activities, meetings, and current information such as recalls and other CPS changes to all CPS Instructors, technicians and advocates
- Worked with AHSO, state, private, municipal, corporate and Native health organizations to develop and maintain training, certification, recertification, and inspections programs throughout Alaska.
- Supported an advisory board for CPS including providing educational material to encourage legislation (booster) to comply with federal (NHTSA) best practice safety standards.

Juneau Kids on the Move- *through the Alaska Injury Prevention Center*

- Seat checks..... 131
- Seat Distribution..... 73

Classes:

- Bartlett Regional Hospital..... 4
- Community Events..... 2
- Office of Children's Services..... 2
- Trainings..... 2
- Juneau PD..... 1

Highland Mountain Correction Center

40 Car seats and some car seat education were provided to incarcerated mothers

An Alaska resident takes a snowmachine excursion, taking care to wear his protective gear.

Paid Media Report

Alaska's Highway Safety media program is located within the Alaska State Troopers Anchorage Public Information Office. Audio, video and photographic ads are produced in agreement with the Alaska Highway Safety Office and the Department of Public Safety. The campaigns reached approximately 85% of Alaska's population with both television and radio ads.

Media Awareness Project: The National Impaired Driving slogan is "Drunk Driving. Over the Limit, Under Arrest." The National Seat Belt slogan "Click It Or Ticket" and the state logos "Seat Belts Must Be Worn in Alaska" were used in the "Click It Or Ticket" media campaign.

AHSO coordinated the media campaigns to coincide with the National Impaired driving mobilizations. This united effort was developed, based on data showing the most dangerous traveling dates which are around the holidays, weekends and in the evenings. The main target audience for the media campaigns was the "High Risk Drivers," who refused to comply with traffic safety laws. Studies have shown that the most affective ads for these particular offenders are consequence reminders.

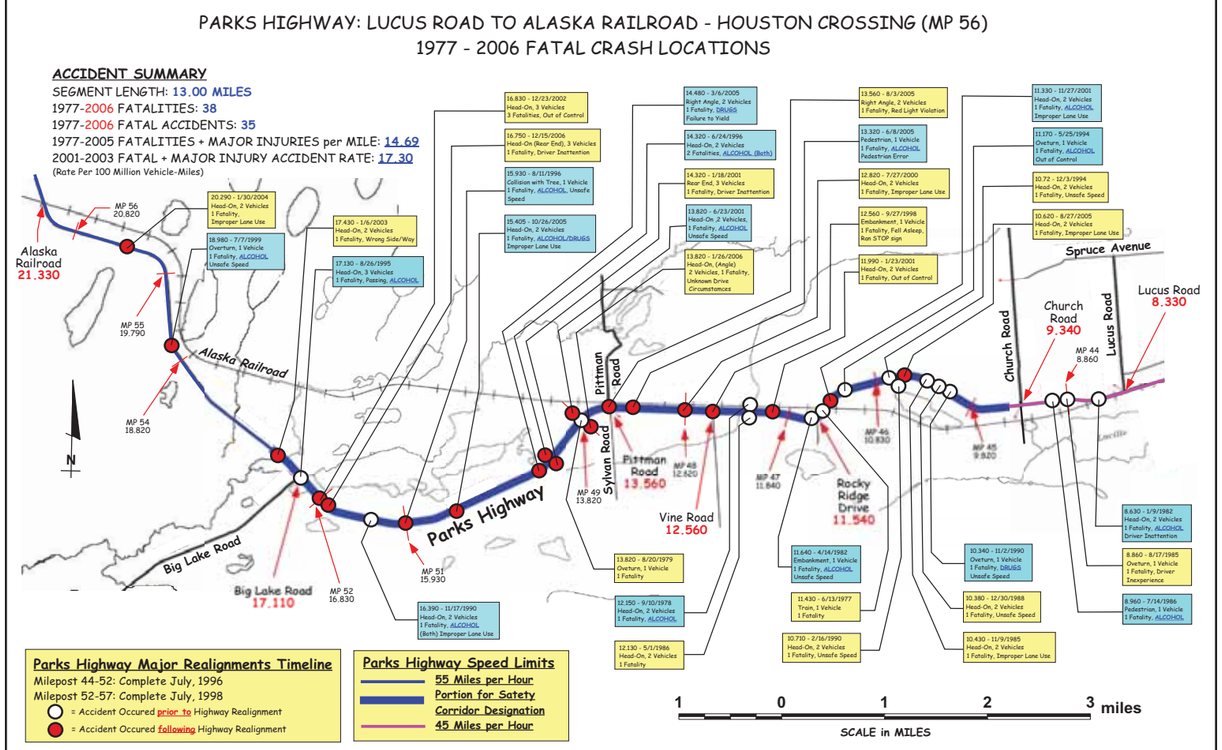
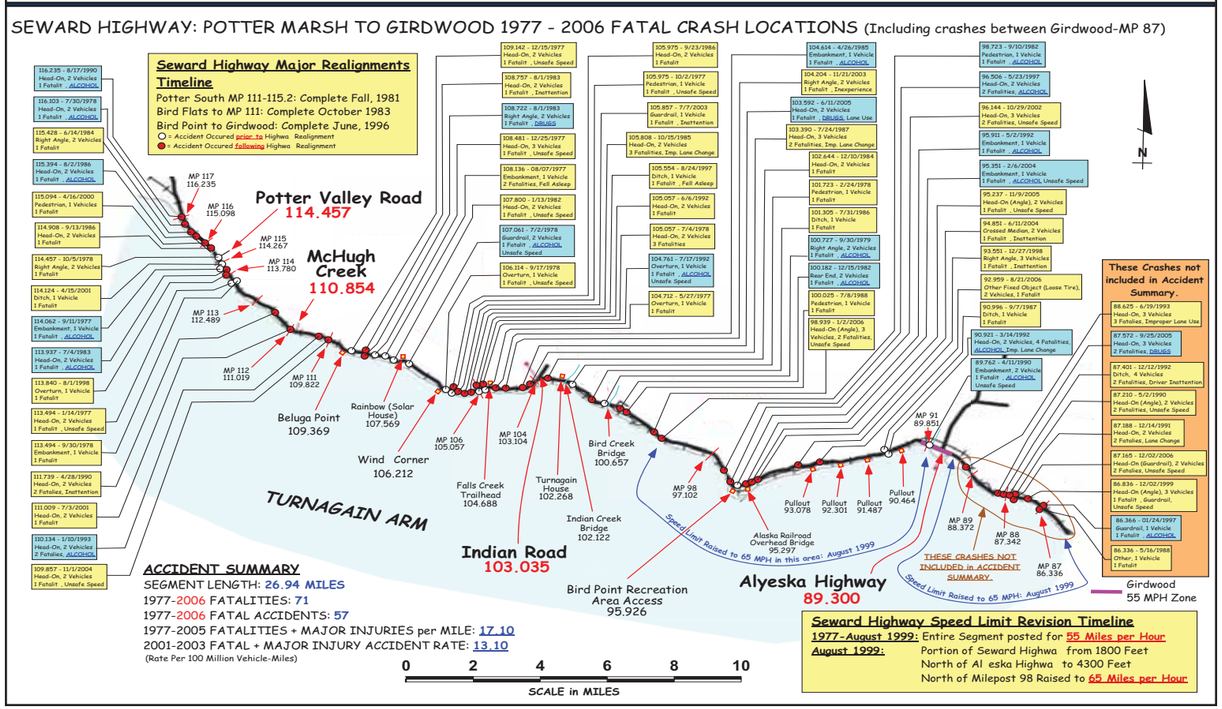
The majority of Alaskan's appreciated the media ads which provided simple messages: If people were not buckled up, they will receive a ticket. Drive impaired and you will be arrested. The media campaigns were a major component in the strategy to combine education with enforcement. The National Campaigns occur four times a year, coinciding with Memorial Day, the 4th of July, Labor Day and between Thanksgiving and New Year's Day.

The NCADD statewide media project targeted impaired and high risk drivers using radio and TV media spots that would both inform and educate the young adult drivers (21-35). Age-specific presentations focused on impaired driving prevention, seat belt use and underage drinking that were aired during the High school graduation and the Fourth of July. NCADD will continue to offer messages targeting teens and young adults with messages targeting underage drinking, drinking and driving and adults supplying alcohol to youths.

Review and Evaluation of monitoring misdemeanor probation and pretrial conditions:

The NCADD Court Monitoring reports supplied DUI court data to policy makers in all branches of government to make cost-effective decisions that improved the administration of justice.

Campaign & Dates for 2007	TV Spots	Radio Spots	Print Ads	Other Media	Audience Size	Evaluation/Results	Funding Sources	Total TV	Total Print /Radio
Drunk Driving. Over the Limit, Under Arrest Nov. 15 - Dec. 31	1168 Paid 5087 Bonus 6225 Total	2072 Paid 2655 Bonus 4727 Total	15 half pg. print ads over 15 days link bonus	Website banner with slide show	Statewide: 670,053	Preliminary FARS data shows a decrease in the number of alcohol related fatalities in Alaska	Section 154 AL	$104,971	$500 / $22,306
Drunk Driving. Over the Limit, Under Arrest Jan. 11 - Feb. 4, 2007	26 Paid 43 Bonus 69 Total	None	None	None	Statewide: 670,053	Preliminary FARS data shows a decrease in the number of alcohol related fatalities in Alaska	Section 154 AL	$31,270	$0.00 / $0.00
Drunk Driving. Over the Limit, Under Arrest June 10 - Aug. 25	301 Paid 796 Bonus 1097 Total	438 Paid 460 Bonus 898 Total	None	None	Statewide: 670,053	Preliminary FARS data shows a decrease in the number of alcohol related fatalities in Alaska	Section 154 AL	$5,000	$0.00 / $4,508
CIOT Aug. 15 - Sept. 3, 2007	2753 Paid 1442 Bonus 4195 Total	1187 Paid 872 Bonus 2059 Total	None	None	Statewide: 670,053	Seat belt use decreased by 0.8%, from 83.2% to 82.4% in 2006	Section 405 & 406	$81,494	$0.00 / $14,968
Drunk Driving. Over the Limit, Under Arrest Aug. 15 - Sept. 3, 2007	966 Paid 1142 Bonus 2108 Total	1183 Paid 1142 Bonus 2325 Total	None	None	Statewide: 670,053	Preliminary FARS data shows a decrease in the number of alcohol related fatalities in Alaska	Section 154 AL	$49,981	$0.00 / $14,968
GRAND TOTALS								$272,716	$500 / $56,750

Definition of National Enforcement-related Media Campaigns:
CIOT: "Click It Or Ticket"

Safety Corridors