Let's Share
THE ROAD TO
ZERO

ZERO Fatalities
Safety Summit
IF YOU LOVE SOMEONE
TELL THEM TO

Buckle Up

zero Fatalities
A Goal We Can All Live With
A NHTSA and EPS Program
WELCOME TO THE 2016 ZERO FATALITIES SAFETY SUMMIT.

There’s never been a more exciting time to be involved in traffic safety. This year marks the tenth year of Zero Fatalities... that’s 10 years of saving lives on Utah roads! It hasn’t been easy, but by working together and sharing the road to Zero, we’ve helped Utah reach traffic safety milestones not seen in over five decades.

Over the next two days we encourage you to share what you know, ask difficult questions and push boundaries. Do all you can to leave here ready to save lives. Even if you can’t see it, your efforts make all the difference.

Remember, as you work to save lives on Utah roads, you are joined by thousands of safety professionals across the state. Use this rare opportunity to learn best practices and network with those around you. We all share the road to Zero, so let your challenges and experiences be shared as well.

We thank you for attending the 2016 Zero Fatalities Safety Summit. Every step we take to create safer roads in Utah brings us closer to our goal. Enjoy the Summit, and remember, together we can add up to Zero.

Sincerely,
The 2016 Zero Fatalities Safety Summit Planning Committee
2016 CONFERENCE AGENDA

PRE-CONFERENCE – TUESDAY, APRIL 12, 2016
7:30-5:00    Registration Open
9:00-5:00    Exhibit Set Up
9:00-12:00   Child Passenger Safety Cascade A, B, & C
10:00-10:15  Beverage Break Foyer
11:30-12:30  Crash Data Cascade E
12:00-1:00   Lunch for CPS Group Ballroom B & C
12:30-1:30   Lunch for Crash Data Group Ballroom B & C
1:00-3:00    Child Passenger Safety Cascade C
1:30-4:30    Crash Data Cascade E
2:00-4:00    HSO Grants Training 101 Cascade C & B
3:00-3:15    Beverage Break Foyer
5:00-7:00    Car Seat Checkpoint / Dinner Babies R Us in Orem

DAY ONE – WEDNESDAY, APRIL 13, 2016
7:30-5:00    Registration Open
7:30-5:00    Exhibits Open Foyer
7:30-9:00    Continental Breakfast Ballroom B & C
9:00-9:30    Welcome / Opening Remarks Ballroom B & C
Moderator: Director Robert Miles
Welcome: Executive Director Carlos Braceras, UDOT
Sponsor’s Address: Janet Brooks – Primary Children’s Hospital
9:30-10:30   General Session #1 – Keynote Address Ballroom B & C
Moderator: Director Kristy Rigby
Speaker: Joe Toole
10:30-10:45  Break / Exhibits Foyer
10:45-11:45  Workshop Session #1 Breakout Rooms
11:45-1:15   Awards Lunch Ballroom B & C
Remarks: Commissioner Keith Squires
1:15-2:15    Workshop Session #2 Breakout Rooms
2:30-3:30    Workshop Session #3 Breakout Rooms
3:30-4:00    Break / Exhibits Foyer
4:00-5:00    General Session #2 Ballroom B & C
Moderator: Director Kristy Rigby
Speaker: Rodney Wambeam, Ph.D
5:15-7:30    Rural Seat Belt Dinner Hobble Creek

DAY TWO – THURSDAY, APRIL 14, 2016
7:00-2:30    Open Registration
7:30-9:00    Continental Breakfast Ballroom B & C
9:00-10:00   General Session #3 Ballroom B & C
Moderator: Director Kristy Rigby
Speakers: Lee Perry, Linda Hull, Mark Thompson & Keri Gibson
10:00-10:15  Break / Exhibits Foyer
10:15-11:15  Workshop Session #4 Breakout Rooms
11:30-12:30  Workshop Session #5 Breakout Rooms
12:30-1:30   Lunch Ballroom B & C
Sponsor’s Address: Tim Gibson – 3M
Strategic Highway Safety Plan Approval
1:30-3:00    General Session #4 – Closing Ballroom B & C
Moderator: Director Kristy Rigby
Closing Remarks: Colonel Daniel Fuhr
Speaker: Mike Brian / 10 Years of Zero Fatalities Video
3:00-5:00    Exhibit Take-Down
2016 GENERAL SESSIONS

GENERAL SESSION #1 - WEDNESDAY, APRIL 13 (9:30–10:30)

Keynote Address: Moving Toward Zero Fatalities: Changing Our Safety Culture (1.0 CME, 1.0 CECH)

Let’s kick off this conference right, with an interactive and engaging discussion that covers the role of every Safety Summit attendee on the road to Zero Fatalities. This nationally respected advocate for safety culture will make you think about what "safety culture" means, what factors influence it and how we can create a culture of safety together.

Room: Ballroom B & C
Speaker: Joe Toole

GENERAL SESSION #2 – WEDNESDAY, APRIL 13 (4:00–5:00)

Boomers, Xers and Millennials: How New Research on Generations can Inform the Future of Prevention (1.0 CME, 1.0 CECH)

By 2025, three of four workers will be members of the Millennial generation. This workshop will detail the surprising research on Millennials, contrasting them with the previous generations and asking how will Millennials impact the future of roadway safety?

Room: Ballroom B & C
Speaker: Rodney Wambeam, Ph.D

GENERAL SESSION #3 – THURSDAY, APRIL 14 (9:00–10:00)

Primary Seat Belt Law (1.0 CME, 1.0 CECH)

We’ve been fighting for decades to get a primary seat belt law. What did it take to make this law happen, what difference is it currently making and what can you do to make sure it sticks around?

Room: Ballroom B & C
Speakers: Lee Perry, Linda Hull, Mark Thompson & Keri Gibson

GENERAL SESSION #4 – THURSDAY, APRIL 14 (1:30–3:00)

Closing Presentation: How Can I Be Better at Saving Lives? (1.5 CECH)

No matter what industry you’re in, you want to be the best you can be. The better we all are, the more lives we can save. Know that you are making a difference, even if you can’t see it. This presentation will focus on professional development and celebrate our efforts on the road to Zero. We’re confident you’ll leave inspired by these tips and strategies that will embolden your ability to save lives.

Room: Ballroom B & C
Speaker: Mike Brian
1A  Creating a Rural Safety Culture (1.0 CECH)

For the last five years over 40 percent of all fatalities in Idaho were the result of impaired driving. To reverse this trend, Idaho plans to change highway traffic safety culture at the community level. The presenters will briefly describe how local and state culture can be used to improve traffic safety.

Room:  Cascade A & B  
Speakers:  Brent Jennings & Jay Otto

1B  The Power of Graduated Driver License Laws (1.0 CECH)

Graduated driver license laws make a difference. Teen fatalities have dropped 65 percent since Utah’s GDL laws began. Do you know the teen driving restrictions? How can you incorporate this teen driving message into your community? Learn the best ways to educate and enforce these laws among teens and their parents.

Room:  Cascade C  
Speakers:  Dave Tafoya & Tara Zamora

1C  Back to Basics: CPS Technical Clarifications (1.0 CEU)

Technicians need to stay constantly aware of changes in the field, which can vary from what they learned in their original certification course. Find out some of the more frequently asked questions and learn from real-life experience curbside.

Room:  Cascade D  
Speaker:  Sarah Tilton

1D  Road Warriors: Surfing the Turf and Other Risky Business (1.0 CME)

Car surfing and long-boarding are currently creating problems on our roads. This workshop will discuss this current epidemic and other risky behaviors on the road.

Room:  Cascade E  
Speakers:  Hilary Hewes, MD & Julia Rawlings, MD

1E  Wrong Way Driving

DO NOT ENTER! This presentation explores how other agencies across the country are addressing this important issue and highlights UDOT’s upcoming “Wrong Way” driving initiatives.

Room:  Soldier Creek  
Speakers:  Glen Blackwelder & Travis Jensen
We don’t always search the Internet for Utah traffic safety data, but when we do, we know exactly where to go.

Data is crucial to your traffic safety problem identification and effectiveness measurement. For the most timely and accurate data and analyses, go to the right websites.

highwaysafety.utah.gov

crashmapping.utah.gov

Stay data driven, my friends.

COMING SOON!

A crash data and research institute is being created at the University of Utah. Stay tuned for more info!

#datadriven
WORKSHOP SESSION 2 - WEDNESDAY, APRIL 13 (1:15-2:15)

2A  Sensitive Subject: How to Help Senior Drivers
The University of Utah Hospital’s driving rehabilitation program was created to educate senior drivers and family/caregivers. Highlights include various clinical tests of vision, cognition and motor function and an “on the road” test in an adapted vehicle.

Room: Cascade D
Speakers: Marc Rosello, OT & Brooke Pohlman, OT

2B  Oral Fluid Testing for DUI
The Utah Highway Patrol has been investigating the efficacy of various technologies for testing fluid for the presence of impairing drugs. These technologies could be utilized to provide a less-invasive screening tool for law enforcement. By understanding the tools and challenges, it’s hoped that all involved stakeholders can find a useful way to utilize oral fluid testing in Utah.

Room: Cascade E
Speaker: Christian Newlin

2C  Paper & Numbers (1.0 CEU, 1.0 CECH)
The CPS profession is an ever-changing field. All professionals must stay current for the sake of the families they serve. Manuals, check-up forms, recall lists, educational materials, customer service numbers—these are just a few of the resources that should be used on an ongoing basis. Don’t risk the safety of a child on a guess.

Room: Cascade C
Speaker: Sue Emery

2D  Soup for the Soul: Caregiver Support Resources (1.0 CME, 1.0 CECH)
Being a first responder is taxing both physically and mentally. This workshop will present the state and local mental health resources that are available to emergency medical services like hospitals, dispatch and fire departments. Resources include: peer support, group crisis intervention and mental health first aid.

Room: Cascade A & B
Speakers: Matt Hovermale & Julie Stringer

2E  Panel Discussion: What can Engineering do for Safety?
Do you have a safety issue in your community and are wondering how engineering can help? Come and pose your questions to a multi-agency panel of engineers with a wealth of experience on how to improve safety on our public roads.

Room: Soldier Creek
Speakers: Brian Torgersen, Robert Miles, Roland Stanger & Jeff Gilbert
Heads Up is a new program by UDOT and DPS that focuses on pedestrian, bicycle and motorcycle safety. For more information visit ZeroFatalities.com.
WORKSHOP SESSION 3 - WEDNESDAY, APRIL 13 (2:30-3:30)

3A Media Panel: Do’s and Don’ts From the Experts (1.0 CECH)
Participants will hear from local media professionals on the “do’s and don’ts” of media relations, tips for the best pitching techniques and how to plan outstanding media events.
Room: Cascade E
Speaker: Jed Boal (KSL), Matt Sampson (FOX 13), Jasen Lee (Deseret News) & Abby Bonell (iHeartMedia)

3B Data Driven Approaches to Crime and Traffic Safety
Using data driven approaches to crime and traffic safety, we can address a number of unique social harms, including traffic fatalities. This presentation will go over this model and how it can impact crime and traffic safety.
Room: Soldier Creek
Speaker: Brett Railey

3C Collaboration in Healthcare to Improve Occupant Protection (1.0 CEU, 1.0 CECH)
There are a number of challenges when working with car seats. Learn how major trauma centers are collaborating with partner organizations to educate drivers and CPS professionals.
Room: Cascade D
Speakers: Zach Robinson, Janet Brooks & Jon Schmidt, MD

3D The Blunt Truth About Motor Vehicle Trauma (1.0 CME)
Discussion will center on what type of injuries can result from motor vehicle crashes, how to recognize blunt trauma injuries and how to treat them.
Room: Cascade C
Speaker: Adam Phillips, PA-C

3E UTA Rail Safety/Operation Lifesaver
See Tracks? Think Train! This presentation will highlight how UTA and Operation Lifesaver are working to change people’s behavior around railroad crossings and tracks.
Room: Cascade A & B
Speakers: Vern Keeslar, David Goeres & Sheldon Shaw
IT CAN TAKE THE LENGTH OF
18 FOOTBALL FIELDS
TO STOP A TRAIN. See Tracks? Think Train!

SeeTracksThinkTrain.org

madd
Utah
NO MORE VICTIMS

2016 UTAH ZERO FATALITIES SAFETY SUMMIT
WORKSHOP SESSION 4 - THURSDAY, APRIL 14 (10:15-11:15)

**4A  Impaired, Distracted and Unrestrained: Hell on Wheels**

A trauma surgeon’s perspective on the consequence of compromised driving, focusing on the physical injuries and the emotional collateral damage of motor vehicle crashes.

Room: Cascade C  
Speaker: Toby Enniss, MD

**4B  Below 100 Initiative**

The “Below 100 Initiative” is a campaign to reduce the number of line-of-duty deaths involving law enforcement to fewer than 100 in a year. Experts will discuss guidelines and theories to reduce line-of-duty deaths.

Room: Soldier Creek  
Speakers: Lawrence Hopper, Paul Kotter & John McCombs

**4C  Multicultural Approaches to Occupant Protection**

How to engage different audiences is a key component of every campaign. Messaging and engagement isn’t just about language, it’s about culture. This presentation will talk about approaching traffic safety education and public affairs from a multicultural perspective.

Room: Cascade E  
Speakers: Alex Guzman & Raul Almeida

**4D  Embrace: West Jordan Incident (1.0 CME)**

Seat belts save lives, as shown from the different perspectives of those involved in Mia Poulsen’s motor vehicle crash. We will hear the perspective of the victim herself, parents with experience in healthcare, law enforcement and the responding fire department.

Room: Cascade A & B  
Speakers: Keith & Mia Poulsen, Steve Holmes & Michael Fossmo

**4E  Pedestrian Safety Action Plan (1.0 CECH)**

Give a pedestrian a brake! The Utah Department of Transportation and Department of Public Safety led a collaborative effort to improve pedestrian safety in Utah. Come and review the history of this effort along with the goals and strategies scheduled to be completed by 2020.

Room: Cascade D  
Speakers: Shauna Burbidge, Ph.D & Jack Lasley
Retroreflectivity. Applied to building the roads of the future.
WORKSHOP SESSION 5 - THURSDAY, APRIL 14 (11:30-12:30)

**5A Needs Assessment (1.0 CECH)**

This interactive workshop is based upon Dr. Wambeam’s book, “The Community Needs Assessment Workbook.” Participants plan a needs assessment, decide what type of data to collect and learn to analyze that data. Attendees will leave with an initial plan to collect and use data for improved decision-making and grant writing.

Room: Cascade C  
Speaker: Rodney Wambeam, Ph.D

**5B Nighttime Seat Belt Enforcement**

Chief Almeida will describe and share examples of nighttime seat belt enforcement operational plans. Any law enforcement agency can improve their best practice protocols if they follow what is outlined in this presentation.

Room: Cascade E  
Speaker: Raul Almeida

**5C Everyone Walks: Understanding and Addressing Pedestrian Safety**

Work, shop or play, your journey always begins and ends on foot. Pedestrian fatalities in the U.S. have fallen sharply since the mid-1970s; however, the rate changed course between 2010 and 2013 and continues to climb. This presentation explores strategies that communities can use to improve pedestrian safety and reverse the current trend of pedestrian fatalities and injuries.

Room: Cascade A & B  
Speaker: Brent Jennings & Jack Lasley

**5D Saved by an Angel: Spanish Fork Incident (1.0 CME)**

Eighteen-month-old baby Lily Grosbeck was found hanging upside down, partially submerged in the icy waters of the Spanish Fork River. Come listen to the first responders’ account of this dramatic rescue.

Room: Cascade D  
Speakers: Bryan Dewitt, Mark Byers, Lee Mecham & Brock Royall, MD

**5E Utah’s Crash Data and Analysis Tools**

Show me the crash data! This workshop will orient you on how to access Utah’s crash data and introduce you to the various analysis tools that are available for your use.

Room: Soldier Creek  
Speakers: Gary Mower & Scott Jones
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