

FINAL PROGRAM

2013

Toward Zero Deaths Conference

10th ANNUAL STATEWIDE CONFERENCE FOR TRAFFIC SAFETY STAKEHOLDERS

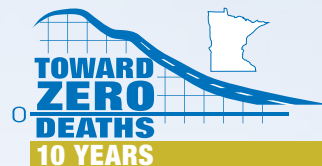
November 14-15, 2013
St. Cloud River's Edge Convention Center
10 Fourth Avenue South
St. Cloud, MN 56301

Offered by:

*Minnesota Toward Zero Deaths Program
and Minnesota Departments of Public Safety,
Transportation, and Health*

Hosted by:

*Center for Transportation Studies,
University of Minnesota*



www.minnesotatzd.org

Program-at-a-Glance 2013 Minnesota Toward Zero Deaths Conference

THURSDAY, NOVEMBER 14, 2013

7:00-8:30 a.m.	Registration (Terry Haws Lobby) Continental Breakfast and Exhibits (Terry Haws C)							
8:30-9:45 a.m.	Welcome and Opening Remarks Opening Plenary: The Court's Role in Traffic Safety (Terry Haws A/B)							
10:00-11:15 a.m.	Session 1 Better Data, Better Decisions with New Crash Records System (Wilson Suite)	Session 2 Distracted Driving – Traditional and Non-Traditional Enforcement Techniques (Herberger Suite)	Session 3 Surviving the Crash: The Role of the Statewide Trauma System (University A-Kelly Inn)	Session 4 Tips, Tools and Training for Working with the Media (Bell/Alexander)	Session 5 Direct from the Manufacturers: Child Safety Seat Updates (Swisshelm/Whitney)	Session 6 Breaking News from The Research Desk!: Findings from Minnesota Traffic Safety Studies (University B-Kelly Inn)	Session 7 DRE (Drug Recognition Evaluator) Program Updates (Mitchell/Schilplin)	Session 8 Evaluating Safety Efforts: Federal and State Perspectives (Weidner)
11:30-12:00 p.m.	Luncheon (Terry Haws A/B)							
12:00-1:00 p.m.	Agency Commissioners' Comments and Awards Ceremony (Terry Haws A/B)							
1:00-1:30 p.m.	Break and Exhibits (Terry Haws C)							
1:30-2:45 p.m.	Session 9 TZD: The Relevance of a Public Health Approach (Wilson Suite)	Session 10 Do the Right Thing: Highway Emergency Scene Management, Part I (Mitchell/Schilplin)	Session 11 Four Aircraft in the Sky and a Crowded Scene on the Ground: A Multi-Agency, Multi-Helicopter EMS Response (University A-Kelly Inn)	Session 12 Older Drivers—Addressing the Silver Tsunami via the 4 Es (Bell/Alexander)	Session 13 CPS Industry Hot Topics (Swisshelm/Whitney)	Session 14 Bicycle Mindfulness – Practical Applications from Bike Crash Analyses (Weidner)	Session 15 Minnesota Drug Abuse Trends (Herberger Suite)	Session 16 TZD Safe Roads: Tips and Tools for Successful Traffic Safety Programs (University B-Kelly Inn)
2:45-3:15 p.m.	Break and Exhibits (Terry Haws C)							
3:15-4:30 p.m.	Session 17 TZD Jeopardy (University B-Kelly Inn)	Session 18 TZD Law Enforcement Grant Program (Bell/Alexander)	Session 19 How Can EMS be Part of Prevention? (University A-Kelly Inn)	Session 20 Minnesota GDL Overview and Teen Traffic Safety Resources (Wilson Suite)	Session 21 Dispelling the Myths and Conveying Best Practices for CPS Technicians (Swisshelm/Whitney)	Session 22 The Walls of Jericho? Roadside Barriers (Weidner)	Session 23 When a Fatal Crash Occurs: Trauma, Mental Stress, and Recovery (Herberger Suite)	Session 24 DWI Mock Trial (Mitchell/Schilplin)
4:30-5:30 p.m.	Reception with Hearty Appetizers (Terry Haws C)							

FRIDAY, NOVEMBER 15, 2013

7:00-8:00 a.m.	Buffet Breakfast (Terry Haws A/B)							
8:00-9:00 a.m.	Plenary Session: Toward Zero Fatalities: Volvo Vision 2020 and Swedish Vision Zero (Terry Haws A/B)							
9:15-10:30 a.m.	Session 25 Do the Right Thing: Highway Emergency Scene Management, Part II (Mitchell/Schilplin)	Session 26 Non-Alcohol DWI Training (Herberger Suite)	Session 27 A Crash Course on Crashes (University A-Kelly Inn)	Session 28 How Do You Measure Up? TZD Program Evaluation Strategies (Bell/Alexander)	Session 29 The Proper Car Seat is Critical – St. Cloud Hospital Case Study (Swisshelm/Whitney)	Session 30 Road Safety Trivia Showdown: What Traffic Safety Engineers Want Every Driver to Know! (University B-Kelly Inn)	Session 31 High in Plain Sight.... Identifying the Impaired Driver Through Current Drug and Alcohol Trends, Part I (Terry Haws A/B)	Session 32 New Innovations in Vehicle Safety Technology (Wilson Suite)
10:45-12:00 p.m.	Session 33 Enhanced Red Light Running Enforcement (Mitchell/Schilplin)	Session 34 Death Notification Training (Herberger Suite)	Session 35 A Golden Example for the Golden Hour: Traffic Crash Case Study (University A-Kelly Inn)	Session 36 Establishing a Safe Cab Program in Your Community (Bell/Alexander)	Session 37 Vehicle Trends in Occupant Protection Technology (Swisshelm/Whitney)	Session 38 Slow Down! Strategies to Reduce Speed and Crashes (University B-Kelly Inn)	Session 39 High in Plain Sight.... Identifying the Impaired Individual Through Current Drug and Alcohol Trends, Part II (Terry Haws A/B)	Session 40 Building Better Drivers with Technology (Wilson Suite)
12:00 p.m.	Adjourn							

Program

THURSDAY, NOVEMBER 14, 2013

7:00-8:30 a.m.

Registration (Terry Haws Lobby)

Continental Breakfast and Exhibits (Terry Haws C)

8:30-9:45

Welcome and Opening Remarks (Terry Haws A/B)

Sue Groth, TZD Program Co-Chair and Director, Office of Traffic Safety and Technology, Minnesota Department of Transportation; *Tony Furst*, Federal Highway Administration

Opening Plenary: The Court's Role in Traffic Safety

(Terry Haws A/B)

Moderator: *Donna Berger*, TZD Program Co-Chair and Director, Office of Traffic Safety, Minnesota Department of Public Safety

Presenter: *Hon. Shaun Floerke*, Chief Judge, 6th Judicial District

Effective intervention with addicted drivers should be treatment-based and coupled with strong and thoughtful supervision. Judge Floerke founded a DWI Court for high-risk/high-need offenders six years ago and has seen great success. His team is broadly applying the principles it has learned to more and more DWI offenders, aiming to stop the addiction cycle before it leads to repeated arrests and harm. Judge Floerke will be joined by a graduate from the DWI Court who will speak about how this initiative helped them recover and succeed.

10:00-11:15

CONCURRENT SESSIONS

1. **Better Data, Better Decisions with New Crash Records System**

(Wilson Suite)

Moderator: *Hal Campbell*, Office of Traffic Safety, Minnesota Department of Public Safety

Kathleen Haney, Office of Traffic Safety, Minnesota Department of Public Safety; *Valerie Vogt*, Microsoft; *Nathan Drews*, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation

Crash reporting is the heart of data-driven decision making in traffic safety. To make best decisions, data must be complete, accurate, and timely. After careful consideration of resources and feasibility, the Minnesota Department of Public Safety decided it is in the best interest of all stakeholders to replace the current legacy crash records system rather than seek to make enhancements to an antiquated system that may be unable to sustain the changes. Join us for a project overview,

update on work to date, and next steps, including data user involvement.

2. **Distracted Driving – Traditional and Non-Traditional Enforcement Techniques**

(Herberger Suite)

Moderator: *Lt. Eric Roeske*, Minnesota State Patrol, Minnesota Department of Public Safety

Lt. Brian Reu, Minnesota State Patrol, Minnesota Department of Public Safety; *Sgt. Paul Davis*, Minnesota State Patrol, Minnesota Department of Public Safety;

Peace officers see firsthand the results of distracted driving and the carnage it can leave behind. This session will cover traditional and non-traditional methods of detecting the distracted driver and the benefits to public safety when enforcement action is initiated.

3. **Surviving the Crash: The Role of the Statewide Trauma System**

(University A-Kelly Inn)

Moderator: *Todd Emanuel*, Mayo Clinic

Mark Kinde, Injury and Violence Prevention Program, Minnesota Department of Health; *Chris Ballard*, Trauma System, Minnesota Department of Health

The Minnesota Statewide Trauma System sets forth priorities to promote the best chance of survival of traumatic injuries, including motor vehicle crashes. EMS has an integral role along with law enforcement, fire, maintenance and dispatch to utilize the essential concepts outlined in the protocol. This will be a reinforcement of the theme and implication of successful usage of the system.

4. **Tips, Tools, and Training for Working with the Media**

(Bell/Alexander)

Moderator: *Kristine Hernandez*, Statewide Toward Zero Deaths Coordinator

Kevin Gutknecht, Office of Communications, Minnesota Department of Transportation; *Bruce Gordon*, Office of Communications, Minnesota Department of Public Safety

This session is designed as a comprehensive overview to better understand media relations as they relate to traffic safety. Media professionals working in the area of traffic safety will impart key tips, best practices, resources available, and hands-on interview training.

5. **Direct from the Manufacturers: Child Safety Seat Updates**

(Swisshelm/Whitney)

Moderator: *Tammy Seifert*, Sherburne County Health and Human Services

Vera Fullaway, Safe Traffic System, Inc.; *Julie Prom*, Chicco; *Sarah Tilton*, BRITAX Child Safety, Inc.; *Allana Pinkerton*, Diono, LLC; *Carol Helminski*, Graco

Check out the latest and greatest from car seat manufacturers. Representatives from Chicco, Diono, LLC, BRITAX Child Safety, Inc., and Safe Traffic System, Inc. will present changes and updates regarding their child safety seat lines as well as answer questions from the audience. (This session has been approved for 1.5 CPS CEUs.)

6. **Breaking News from the Research Desk!: Findings from Minnesota Traffic Safety Studies**

(University B-Kelly Inn)

Moderator: *Katie Fleming*, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation

Shawn DeVinny, National Oceanic and Atmospheric Administration; *John Bullough*, Rensselaer Polytechnic Institute

So what can we learn from Minnesota's traffic crash data? Participants will learn about recent traffic safety studies (including weather impact and roadway lighting at intersections) that were conducted using Minnesota crash data and how this information can be better utilized.

7. **DRE (Drug Recognition Evaluator) Program Updates**

(Mitchell/Schilplin)

Lt. Don Marose, Minnesota State Patrol, Minnesota Department of Public Safety

This session will discuss Drug Recognition Evaluator program changes, new procedures, and policies.

8. **Evaluating Safety Efforts: Federal and State Perspectives**

(Weidner)

Moderator: *Derrell Turner*, Federal Highway Administration; *Tony Furst*, Federal Highway Administration; *Brad Estochen*, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation

This session will highlight the status of the various safety-related performance measures associated with the federal

surface transportation legislation, MAP-21. In addition, participants will learn about the progress being made to update Minnesota's Strategic Highway Safety Plan (SHSP).

11:30-12:00 p.m.

Luncheon (Terry Haws A/B)

12:00-1:00 p.m.

Agency Commissioners' Comments and Awards Ceremony
(Terry Haws A/B)

Moderator: *Mark Kinde*, TZD Leadership and Injury and Violence Prevention Program Director, Minnesota Department of Health

Traffic safety partners will be honored for their outstanding work and the Commissioners from the Departments of Public Safety, Transportation, and Health will address conference attendees.

1:00-1:30

Break and Exhibits (Terry Haws C)

1:30-2:45

CONCURRENT SESSIONS

9. TZD: The Relevance of a Public Health Approach
(Wilson Suite)

Moderator: *Mark Kinde*, Injury and Violence Prevention Program, Minnesota Department of Health

Carolyn Cumpsty-Fowler, Johns Hopkins University

Motor vehicle traffic crashes are a worldwide epidemic. Population-focused public health approaches have been used to understand, mitigate, predict, prevent, and in some cases eradicate the world's deadliest epidemics. This session will explore the practical relevance of adopting a public health approach for TZD.

10. Do the Right Thing: Highway Emergency Scene Management, Part I
(Mitchell/Schilplin)

Sgt. Scott Wahl, Minnesota State Patrol, Minnesota Department of Public Safety

This session will feature the premiere of a new training video on highway responder safety produced by DPS, MnDOT, and the Inver Grove Heights Fire Department. Discussion and key training points will be given by the trooper who helped develop this video. This session will be continued in session 25.

11. Four Aircraft in the Sky and a Crowded Scene on the Ground: A Multi-Agency, Multi-Helicopter EMS Response

(University A-Kelly Inn)

Moderator: *Glen Lyden*, Mayo Clinic Medical Transport

Meghan Lamp, Mayo One; *Dan Johnson*, North Memorial Air Care; *Dan Mueller*, Mayo One; *Lt. Matt Nelson*, Minnesota State Patrol, Minnesota Department of Public Safety; *Tom Miller*, Life Link III; *Tom Schneider*, Red Wing Fire Department; *Mike Kehren*, Goodhue Fire Department; *Wayne Betcher*, Goodhue County Dispatch; *Jane Gisslen*, Mayo Clinic Health System

Multi-casualty incidents can be some of the most chaotic and challenging scenes to manage, especially in rural, difficult-to-reach areas. As a team of fellow emergency and first responders serving the same region, we tested our mass-casualty plan through a multi-agency drill and learned that you don't always get what you plan for. See and hear what we learned through a panel discussion covering: safe landing zone coordination and staging of multi-EMS response by both air and ground personnel; a "live" test of the new pre-designated rural landing zones around Red Wing; testing communications with multiple agencies including air to air frequency, VHF, and 800 MHz; discussion of future multi-agency, multi-vehicle drills in the region.

12. Older Drivers – Addressing the Silver Tsunami via the 4 Es

(Bell/Alexander)

Moderator: *Gail Weinholzer*, AAA Minnesota/Iowa

Debra Horsman, St. Mary's Hospital; *Julie Witcher*, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation; *Lt. Eric Roeske*, Minnesota State Patrol, Minnesota Department of Public Safety

Older drivers are growing in population as baby boomers age—the number of people over the age of 65 is expected to grow by more than 17 percent by 2020. As this demographic grows, so do factors that affect their ability to drive safely. A variety of tools are available to help communities and states address the mobility needs of older adults including community design/built environment efforts, public transit, in-vehicle technologies, mobility management, and more. Learn about the effects of aging on driving, important partnerships, key resource and potential benefits and outcomes.

13. CPS Industry Hot Topics

(Swisshelm/Whitney)

Moderator: *Diana Van Wormer*, Regions Hospital

Sarah Tilton, BRITAX Child Safety, Inc.

As technicians we are usually very familiar with child restraint features, but what about vehicle features? This session will address a variety of vehicle technologies and features that technicians should be aware of when helping caregivers with their child restraints. Topics addressed will include advanced airbags/occupant sensing systems, seat belt pre-tensioners and load limiters, inflatable seat belts, tether routings with vehicle head restraints, Super LATCH, Low Speed Vehicle, and more. (This session has been approved for 1.5 CPS CEUs.)

14. Bicycle Mindfulness: Practical Applications from Bike Crash Analyses

(Weidner)

Moderator: *Gina Mitteco*, Metro District, Minnesota Department of Transportation

Melissa Barnes, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation; *Michelle Pooler*, Office of Transit, Minnesota Department of Transportation; *Simon Blenski*, City of Minneapolis; *Reuben Collins*, City of St. Paul

What do we know about bicycle crashes and engineering options? Learn about two influential studies on bicycles and how they were applied to improve bicycle safety, and address and analyze the various options for bicycle lanes.

15. Minnesota Drug Abuse Trends

(Herberger Suite)

Moderator: *Lt. Don Marose*, Minnesota State Patrol, Minnesota Department of Public Safety

Carol Falkowski, Drug Abuse Dialogues

This session will help participants understand new and emerging drugs of abuse, patterns of use, trends over time, and what's on the horizon. Implications for the future of traffic safety and transportation will also be addressed.

16. TZD Safe Roads: Tips and Tools for Successful Traffic Safety Programs

(University B-Kelly Inn)

Moderator: *Gordy Pehrson*, Office of Traffic Safety, Minnesota Department of Public Safety

Mark Vizecky, State Aid for Local Transportation, Minnesota Department of Transportation; *Lisa Kons*, Minnesota Safety Council; *Kristine Hernandez*, Statewide Toward Zero Deaths Coordinator

This session will provide an overview of the Safe Roads

program areas and share best practices. Who wants to recreate the wheel? This will be a valuable opportunity to network with others working to promote traffic safety in your community. Also, an engineer will share resources and answer questions like, what the "R" is in an RCUT, when and where should a high-tension cable median barrier be cut, and why don't we just put up another speed limit sign? *New this year: TZD Safe Road grantees are not required to attend this session.*

2:45-3:15
Break and Exhibits (Terry Haws C)

3:15-4:30
CONCURRENT SESSIONS

17. TZD Jeopardy

(University B-Kelly Inn)

Moderator: *Sgt. Eric Barthel*, Minnesota State Patrol, Minnesota Department of Public Safety

Participate in a virtual session of Jeopardy, centered on traffic safety related laws and issues. Participants will have clickers allowing them to respond to questions they might know, and some they have never heard of. Test your knowledge and see if you can be crowned the Jeopardy winner!

18. TZD Law Enforcement Grant Program

(Bell/Alexander)

Moderator: *Bruce Johnson*, Office of Traffic Safety, Minnesota Department of Public Safety

Deputy Tom Coulter, Blue Earth County Sheriff's Office; *Officer Adam Gray*, Mankato Public Safety; *Officer Jay Link*, St. Peter Police Department; *Sgt. Becky Putzke*, Brainerd Police Department; *Deputy Tim Entner*, Ramsey County Sheriff's Office

This session will focus on successes in the TZD law enforcement grant programs such as high-visibility enforcement, earned media, and distracted driving enforcement techniques. There will be time for participants to ask questions and make suggestions to representatives of the Office of Traffic Safety. *New this year: TZD law enforcement grantees are not required to attend this session.*

19. How Can EMS Be Part of Prevention?

(University A-Kelly Inn)

Moderator: *Tom Nixon*, East Central and West Central TZD Regional Coordinator

Scott Johnson, North Memorial Ambulance; *Rob*

Almendinger, Cuyuna Regional Medical Center; *Matt Cordes*, North Memorial Ambulance

This session will examine the often perceived "reactionary" E, emergency medical and trauma services, as an opportunity for injury prevention. This session will cover a demonstration of current efforts and ways to measure effectiveness, suggestions going forward for implementing prevention programs, and coordination with the four "Es." Participants will also be invited to share their local efforts.

20. Minnesota GDL Overview and Teen Traffic Safety Resources

(Wilson Suite)

Moderator: *Lisa Kons*, Minnesota Safety Council

Leslie Seymour, Injury and Violence Prevention Program, Minnesota Department of Health; *Gordy Pehrson*, Office of Traffic Safety, Minnesota Department of Public Safety; *Lt. Jason Engeldinger*, Minnesota State Patrol, Minnesota Department of Public Safety

Motor vehicle crashes are the leading cause of death among teenagers. Drivers who are 16 years old have an especially high risk of crash involvement per miles driven. Are graduated drivers licenses (GDL) delaying licensure? Has GDL affected crash rates of teen drivers? Has it changed when and where teens drive? What is the key influence to affecting a teen driver's decision behind the wheel? This session will equip participants with information on how GDL is working in Minnesota and provide tools on how to engage parents, communities, schools, and law enforcement in teen safety.

21. Dispelling the Myths and Conveying Best Practices for CPS Technicians

(Swisshelm/Whitney)

Moderator: *Jennifer Hoff*, Essentia Health

Julie Prom, Chicco

This session will feature the American Academy of Pediatric's best practice recommendations for safe transportation of children, dispel common myths caregivers hear, and communicate best practice recommendations to caregivers. (This session has been approved for 1.5 CPS CEUs.)

22. The Walls of Jericho? Roadside Barriers

(Weidner)

Moderator: *Michelle Moser*, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation

Michael Elle, Office of Project Management and Technical Support, Minnesota Department of Transportation; *Joseph Frazzetta*, Nucor Steel

This session will discuss recent developments with High Tension Cable Barrier (HTCB) and its use statewide. As HTCB becomes more cost effective, and the safety benefits are clearly shown, where and when should this type of barrier be placed? And even after placement, how is HTCB maintained and operated for years to come? This session will answer these questions, plus more.

23. When a Fatal Crash Occurs: Trauma, Mental Stress, and Recovery

(Herberger Suite)

Moderator: *Sgt. Geoff Maciejewski*, University of Minnesota Police Department

Officer Shane Mikkelson, Osseo Police Department; *LeAnne Renteria*, Rasmussen College

This presentation will cover the real life story of an attempted traffic stop that ended in tragedy. Police officers deal with traumatic incidents and work-related stress on a regular basis. This presentation will be given by the officer involved in the crash that not only lost his job, but lost himself in the process. Speaking with him will be his spouse who was working with him and responded to the crash to share what the couple went through emotionally and how police officers can manage work-related stress and a healthy family life.

24. DWI Mock Trial

(Mitchell/Schilplin)

Moderator: *Bill Lemons*, Minnesota County Attorneys Association

Michael Spindler-Krage, Washington County Attorney's Office; *Steve Ott*, Winona County Attorney's Office; *Lt. Don Marose*, Minnesota State Patrol, Minnesota Department of Public Safety; *Sean McCarthy*, Attorney at Law

Mock trials are an effective tool for providing law enforcement officers and prosecutors with experience in case presentation, obtaining feedback, and guidance for improving trial performance. This interactive workshop will allow law enforcement officers and prosecutors to observe and comment on the presentation of testimony in a DWI case.

4:30-5:30

Reception with Hearty Appetizers (Terry Haws C)

FRIDAY, NOVEMBER 15, 2013

7:00-8:00 a.m.

Buffet Breakfast (Terry Haws A/B)

8:00-9:00

Plenary Session: Toward Zero Fatalities: Volvo Vision 2020 and Swedish Vision Zero

(Terry Haws A/B)

Moderator: *Lt. Col. Matt Langer*, TZD Leadership and Minnesota State Patrol, Minnesota Department of Public Safety

Presenter: *Anders Eugensson*, Volvo Sweden

The Swedish society has a long tradition of having traffic safety as one of its key priorities. This presentation will discuss several success factors in developing this tradition, including: the Swedish Parliament's 'Vision Zero' stating no other target than zero fatalities is acceptable; Volvo Cars 'Vision 2020' stating that no occupant is to be killed or seriously injured in a new Volvo by 2020; and a cooperation agreement between Volvo Cars and the Swedish Traffic Administration put in place to optimize ways to shape the transportation system.

9:15-10:30

CONCURRENT SESSIONS

25. Do the Right Thing: Highway Emergency Scene Management, Part II

(Mitchell/Schilplin)

John McClellan, Regional Transportation Management Center, Minnesota Department of Transportation; *Sgt. Scott Wahl*, Minnesota State Patrol, Minnesota Department of Public Safety

This is a continuation of session 10 and will go into additional detail on highway responder safety concepts. Key topics will include common highway crash causes as seen by MnDOT's traffic cameras, emergency traffic control, and responding to incidents involving the cable median barrier.

26. Non-Alcohol DWI Training

(Herberger Suite)

Moderator: *Trooper Mike Gensmer*, Minnesota State Patrol, Minnesota Department of Public Safety

Lt. Chris Erickson, Minnesota State Patrol, Minnesota Department of Public Safety; *Bill Lemons*, Minnesota County Attorneys Association

This session is designed to give non-Drug Recognition Evaluator patrol officers training in arresting drug-impaired drivers. The presentation will focus on training for successful arrests and prosecution of drug-impaired drivers, regardless of whether a DRE is available.

27. A Crash Course on Crashes

(University A-Kelly Inn)

Moderator: *Rob Almendinger*, Cuyuna Regional Medical Center

Tom Nixon, East Central and West Central TZD Regional Coordinator

This session will examine the evolution of an incident from crash to tertiary care. Topics include the role and coordination of dispatch, law enforcement, fire, EMS and hospital services to recognize, report, access, transport and treat trauma patients; a high-level perspective of how operations put together with a common focus will better patient outcomes; and interviews with peers on best practices throughout the demonstration.

28. How Do You Measure Up? TZD Program Evaluation Strategies

(Bell/Alexander)

Moderator: *Holly Kostrzewski*, Northeast and Northwest TZD Regional Coordinator

Katie Fleming, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation; *Abby Kuschel*, Itasca County TZD; *Hal Campbell*, Office of Traffic Safety, Minnesota Department of Public Safety

Does the word evaluation intimidate you? What does it really mean? How do I measure success? This interactive session will provide effective strategies to plan a successful evaluation. Hear success stories from TZD partners and how they evaluate their programs. Each participant will be provided with an evaluation toolkit to begin implementing a process today. Come to learn and stay to network.

29. The Proper Car Seat is Critical – St. Cloud Hospital Case Study

(Swisshelm/Whitney)

Moderator: *Officer Kevin O'Neill*, Lakeville Police Department
Brenda Liestman, St. Cloud Hospital Trauma Services

This session will identify possible injuries from improperly installed or improper restraint of an infant or child. A review of actual case studies of varying restraint systems and the patient injuries will be presented. (This session has been approved for 1.5 CPS CEUs.)

30. Road Safety Trivia Showdown: What Traffic Safety Engineers Want Every Driver to Know!

(University B-Kelly Inn)

Ken Johnson, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation

So you think you know traffic safety roadway features? Come test your knowledge about how to use roadway features to stay safe. Join us for a pub trivia-style audience participation game.

31. High in Plain Sight: Identifying the Impaired Driver Through Current Drug and Alcohol Trends, Part I

(Terry Haws A/B)

Moderator: *Officer Shane Mikkelsen*, Osseo Police Department

Officer Jermaine Galloway, J.Chad Professional Training, LLC

This session will cover the emerging trends of the drug world and the impaired driver. Items discussed will include: drug logos, stickers, and identifiers of drug clothing; drug concealment methods and containers; drug paraphernalia; and drug-related music and groups. Participants will also learn of the local Minnesota locations where individuals are purchasing these items. This discussion will be continued in session 39.

32. New Innovations in Vehicle Safety Technology

(Wilson Suite)

Moderator: *Kristine Hernandez*, Statewide Toward Zero Deaths Coordinator

Scott Miller, Collision Specialists, Inc.

Truth or myth? Older cars were safer than the smaller, lighter cars of today. Answer: myth! Check out a short history of how vehicles have evolved and what's in store regarding safety features and technology for the future. Find out if the car you drive is safe!

10:45-12:00 p.m.

CONCURRENT SESSIONS

33. Enhanced Red Light Running Enforcement

(Mitchell/Schilplin)

Moderator: *Jerry Kotzenmacher*, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation

Tom Dumont, District 3, Minnesota Department of Transportation; *Lt. Paul VanVoorhis*, Minnesota State Patrol, Minnesota Department of Public Safety; *Ben Hao*, URS Corporation

This panel session will provide an update of the experimental Enhanced Red Light Running Enforcement efforts recently installed at a signal system in the St. Cloud area. The experiment uses technology to determine if a vehicle has driven through a red light and alerts an enforcement officer of the violation, allowing enforcement personnel the opportunity to capture video of the violation for evidence after a ticket is issued to the driver.

34. Death Notification Training

(Herberger Suite)

Moderator: *Trooper Mike Gensmer*, Minnesota State Patrol, Minnesota Department of Public Safety

Lt. Chris Erickson, Minnesota State Patrol, Minnesota Department of Public Safety; *Sharon Gehrman-Driscoll*, Minnesotans for Safe Driving; *Nancy Johnson*, Minnesotans for Safe Driving

This session is designed to give patrol officers and supervisors training on delivering death notifications. Presenters will discuss methods that work well and what not to do when delivering notifications.

35. A Golden Example for the Golden Hour: Traffic Crash Case Study

(University A-Kelly Inn)

Moderator: *Todd Emanuel*, Mayo Clinic

Paul Satterlee, Allina Ambulance

This session will involve a presentation and discussion by an expert on a traffic crash case study that utilizes a rural EMS response and transport to a level 3 or 4 designated hospital with additional transportation to a level 1 or 2 hospital either by ground or air.

36. Establishing a Safe Cab Program in Your Community

(Bell/Alexander)

Moderator: *Karen Sprattler*, Sprattler Group

Hon. James Dehn, Isanti County; *Kathy Cooper*, Rice County TZD; *Nancy Franke Wilson*, Franke Wilson Consulting; *Pat Hackman*, Safe Communities of Wright County

How does a safe cab program become established in a community? How are safe cab programs funded? This session will provide examples of safe cab programs from around the state and tools you need to get started on starting a program in your community.

37. Vehicle Trends in Occupant Protection Technology

(Swisshelm/Whitney)

Moderator: *Officer Kevin O'Neill*, Lakeville Police Department
Vera Fullaway, Safe Traffic System, Inc.

As CPS advocates, it is important to keep current on an ever-changing technical field. In this session, you will learn how vehicle technology is continually improving, including steps vehicle manufacturers have taken to better protect occupants. New technologies will be discussed including Crash Avoidance Technology, Passive Protection Advancements (airbags, head restraints, inflatable seatbelts, etc.) and Future Technology – Experimental and Available Technologies. (This session has been approved for 1.5 CPS CEUs.)

38. Slow Down! Strategies to Reduce Speed and Crashes

(University B-Kelly Inn)

Moderator: *Tom Sorhweide*, SEH Inc.

Shauna Hallmark, Iowa State University Center for Transportation Research and Education; *Howard Preston*, CH2M Hill; *Katie Fleming*, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation

Traffic speeds regularly contribute to community complaints, and, more importantly, vehicle crashes. This session will provide information on ways to impact excessive vehicle speeds.

39. High in Plain Sight: Identifying the Impaired Driver Through Current Drug and Alcohol Trends, Part II

(Terry Haws A/B)

Moderator: *Officer Shane Mikkelsen*, Osseo Police Department

Officer Jermaine Galloway, J. Chad Professional Training, LLC

This is a continuation of session 31 and will teach law enforcement officers about how alcoholic energy drinks, new flavored drinks on the market, alcohol-based clothing, and other non-traditional ways of alcohol consumption, can affect traffic safety and motor vehicle stops.

40. Building Better Drivers with Technology

(Wilson Suite)

Moderator: *Gordy Pehrson*, Office of Traffic Safety, Minnesota Department of Public Safety

Vijay Dixit, Shreya R. Dixit Memorial Foundation; *Dr. Nishikant Sonwalker*, Synaptic Global Learning

A massive open online course, or MOOC, is a new, collaborative, and innovative distance learning technology. The Shreya R. Dixit Memorial Foundation has taken a lead in leveraging MOOC technology to combat the ever-rising epidemic of distracted driving by teaming with Synaptic Global Learning (SGL) of Boston to develop a distracted driving application based on SGL's innovative "Adaptive MOOC" technology. Learn how this self-paced and self-directed application offers a unique feature in its ability to assess the learning style of the user and deliver targeted content with driver behavior modification on personal devices and on the web at no cost to end-users.

12:00

Adjourn

Conference Information

Exhibits

Exhibits will be on display Thursday, November 14 from 7:00 a.m.-5:30 p.m. in Terry Haws C.

Conference Credit

This conference provides five types of professional development credit. More information about each credit is in the participant folder.

Continuing Legal Education (CLE) credit

Participants who attend sessions 2 or 7 and also 15, 24, 26, and 36 will receive 6.25 CLE credit hours.
Code 184048.

CPS Continuing Education Units (CEUs)

Participants who attend sessions 5, 13, 21, 29, or 37 will receive 1.5 CPS CEUs for each session.

EMS Credit

Participants who attend sessions 3, 11, 19, 27, or 35 will receive 1.25 EMS CEUs for each session.

POST Credit

This conference has been approved for Minnesota Board of Peace Officer Standards and Training (POST) credit. Attendees will earn 7 hours of credit on November 14 and 4 hours of credit on November 15.

Professional Development Hours (PDHs)

Attendees of this conference may receive up to 9.5 professional development hours.

Reception

Plan to attend the reception on Thursday, November 14 from 4:30-5:30 p.m. in Terry Haws C to view the exhibits, talk to colleagues, and enjoy hors d'oeuvres and a cash bar.

Thank You to our Conference Sponsors



Hennepin County Medical Center
Level I Adult Trauma Center
Level I Pediatric Trauma Center
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Facilitated by College of Continuing Education,
University of Minnesota

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November 13-14, 2014

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