

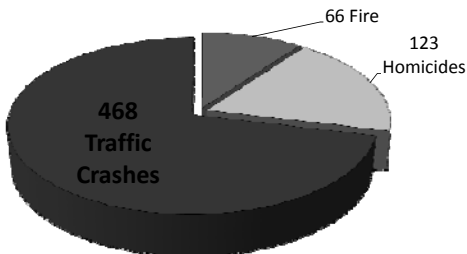
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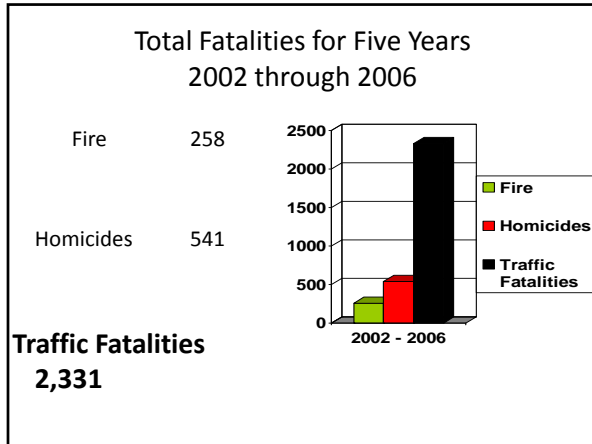
Pete Boudph
Bureau Chief, Bureau of Traffic Safety
Kansas Department of Transportation

Three Things That *must* Happen

1. *Identify the problem*
2. *Identify the Leaders in the community to effect change*
3. *Develop strategies to move the numbers*

Annual Cause of Unintentional Death in Kansas





Quote from
Wayne Godsey, KMBC President And General Manager

- While more federal money might seem like a gift, it is instead, more federal blackmail. Just as with speed limits, if Missouri doesn't conform with what federal officials want, it loses money. Missouri's current seat belt law has worked. Last year, highway deaths in the state were the lowest in 25 years. Instead of passing laws that places another burden on law enforcement, state officials should insist that our representatives in Washington, D.C. demand an end to federal blackmail.



Up Close and Personal Lunches

- Developed personalized data packets
- Invited:
 - City Council
 - Mayors
 - City Managers
 - Prosecutors
 - County Commissioners
 - Every law enforcement agency within that county
 - Media

Successes of "UP Close and Personal" Luncheons

- Brought a sense of urgency to traffic safety enforcement/seat belt issue
- Better communications with LE agencies
- Made prosecutors/elected officials aware of low usage rates
- Stress the importance of earned Media
- Able to address **SQUEAKY WHEEL** issues
- Deliver pinpointed data

County Results

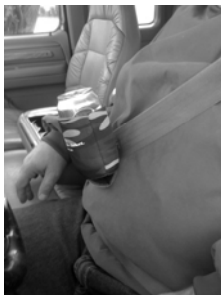
County	05	06	07	08
Atchison	56	63	57	73
Cowley	65	64	62	75
Crawford	49	46	53	56
Ellis	64	61	69	71
Finney	56	58	57	61
Harvey	70	70	69	72
Montgomery	49	51	57	60
Neosho	63	64	64	69
Seward	68	68	66	75

Important Points

- *If your state is like Kansas, most fatal crashes occur in the Rural Area*
- *When we discuss Rural crashes we have to look at pick-up trucks*

Strategies for increasing Seat Belt usage in Rural Areas

SEATBELT COOZIE





Citations vs. Contacts

- Scenario 1: Doing 38 in a 30
- Scenario 2: Equipment violation
- Scenario 3: Well-lighted street – no headlights

Identify Human Resources

- Local media
- Business/Industry
- Waterin' Holes
- Safety Advocates
- School Personnel
- Faith Community
- Health Community

City vs. Rural Enforcement

Easier to identify seatbelt violations

- Slower speeds
- Better visibility

“Rural” crash - “City” Resident

Officers know the community

Address the SQUEAKY WHEELS...immediately!

- a. “I don’t want the government telling me what to do.”
- b. “Cops should concentrate on ‘REAL’ crime.”
- c. “I don’t have enough manpower.”
- d. “I have more important crimes to prosecute.”



•Questions?

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