



HIGHWAY SAFETY BEHAVIORAL GRANTS PROGRAM

Summer Newsletter 2020



Remember,
Buzzed Driving
is Drunk
Driving!

Upcoming Safety Observations

June:

- Media: 15th - National Ride to Work Day Motorcycle Safety

July:

- 1st-5th Impaired Driving Campaigns
- HVE Enforcement campaigns

August:

- Media: Impaired Driving Drug-Impaired Driving and National Enforcement Mobilization
- 3rd HSO Highway Safety Plan Due
- 14th-30th National Crackdown
- 31st Child Passenger Safety Update/Re-Certification Course

September:

- 1st-4th Child Passenger Safety Certification Course
- Media: 20-26th Child Passenger Safety Week Occupant Protection
- 26th National Seat Check Saturday
- 30th - Agreement Expiration day for HSO FY2020 Grants

HSO COVID-19 Updates:

The HSO team is primarily teleworking until further notice. We are dedicated to working with our sub-recipients on new innovative ways to educate and reach people on traffic safety issues during this pandemic.

Contact us immediately with any impacts you may have with your grants such as cancelled events, reporting, or fiscally so we can adjust your grants. *It is important to understand as a sub-recipient, you cannot go outside of the scope of work or fiscal without HSO and NHTSA approval.*

FY2021 Highway Safety Plan (HSP) Update:

The Highway Safety Plan (HSP) is an application for federal funding to address specific behavioral traffic safety issues: Impaired Driving, Occupant Protection, Distracted Driving, Traffic Records, Youthful Drivers, Pedestrian, Motorcycle Safety and other traffic safety related projects supported by data.

The HSO normally submits the HSP to NHTSA for approval by July 1st of every year. Due to challenges associated with COVID-19, NHTSA has extended the due date to August 3, 2020. The HSO goal is to have agreements ready for signature by mid to late September for an October 1, 2020 start date.

“Let’s Buckle Up for Life, Wyoming!”
The Wyoming Seat belt Coalition



Updates to FY2020 Grants during the COVID-19

SH Training- Child Passenger Safety Program. With COVID-19, the program saw the need for making changes, cancellations and re-scheduling the in-person Certification, Update and Renewal Courses. This last quarter, the Child Passenger Safety Training Program cancelled the May courses and re-scheduled for the first week in September. The Update Course was held remotely to allow technicians to receive the CEUs needed for re-certification. The instructor meeting will be held, as originally planned, in webinar format, educating the Wyoming CPS instructors on new program information and technical updates.

Scheduled emails are continually sent to technicians and instructors which include links to live webinars, recorded webinars along with quizzes, and websites for CEUs, Community Education opportunities, access to trainings on remote education for caregivers and instructions of remote car seat checks for re-certification. Technicians are being trained on registering with the National Digital Car Seat Check Form. According to the National Safety Council, from August 2018-September 2019, Wyoming was well above most states for use of the NSC checklist form program. It is also noted that the re-certification rate in Wyoming continues to be well over the National re-certification rate.

Injury Prevention Resources (IPR) - DUI Probation Monitoring & Traffic Safety Events. The COVID-19 outbreak has led to numerous changes regarding the supervision of DUI Supervised Probationers and those being monitored through the DUI Monitoring program. IPR was able to add a multitude of procedures and policies to be followed during catastrophic incidents of communicable diseases. For example having clients fill out forms located in the front door of the IPR office and having them place the forms through the mail slot on the door to help eliminate proximity. Additionally, IPR has increased the use of masks, gloves, and a quarantine bubble in order to continue the necessary in-person contact for the purposes of bracelet installation. These measures along with others are assuring the safety of IPR staff and our communities.

IPR has also adapted procedures in order to continue reaching Wyoming Residents with imperative, life-saving roadway safety information through their traffic safety event grant. They have placed their focus on Virtual Traffic Safety Sessions, along with email, traditional mail, flyers, and social media related outreach. IPR will be conducting 12 Virtual Traffic Safety Sessions via online media in Carbon, Fremont, Natrona, Park, and Sweetwater Counties. In addition to the Virtual Sessions, 200 residents in each of the five counties will receive flyers and traditional mail on a monthly basis. IPR is placing an emphasis on appropriate roadway safety habits in order to lessen the burden on our emergency responders and hospitals during this time. Our heroes need to focus on COVID-19 patient treatment, so please buckle up, avoid distractions, and do not drive impaired!

The Wyoming Association of Sheriffs and Chiefs of Police (WASCOP) -Alcohol Factors. WASCOP collects substance-related data from all persons who are booked into a county detention facility in Wyoming since 2005. Each year the WASCOP publishes the results three separate reports.

1. *Executive Summary.* Provides selected highlights and statistics from the Main Report.
2. *The Main Report.* Provides statewide statistics and averages and comparison of county statistics in specific categories.
3. *The Supplemental Report.* Provides county, community, and law enforcement agency specific statistics and the executive Summary provides selected statistics and highlights from the Main Report, The Alcohol and Crime in Wyoming – 2019 report can be downloaded from <http://wascop.com> and <http://jandaconsulting.com>



Heinrich Marketing. While the unfolding of the COVID-19 pandemic has greatly impacted our state and our individual communities, it has also provided us with an opportunity to overcome a unique traffic safety messaging challenge. Developing messaging focused on impaired driving and seatbelt use didn't exactly support the idea of sheltering-in-place and avoiding unnecessary travel, so we reached out to law enforcement liaison, Pete Abrams, with a request to engage law enforcement professionals statewide. We asked officers, deputies and troopers to record a personal traffic safety message on their phones — easy to do and no unsafe exposure! And our LE professionals really delivered! Their messages were caring — “Hey Wyoming, we hope you're staying safe and healthy!” and firm — “Don't drive impaired!” or “Buckle up!” The videos were posted to the Wyoming Seatbelt Coalition and Governor's Council on Impaired Driving Facebook pages and have garnered lots of “likes” and social interaction. Moving forward, there are still a lot of unknowns, so we're focused on these steps to ensure that our messaging is as impactful as possible:

1. Context
 - a. Although this is a global pandemic, its impact is local. Carry that thinking into your marketing and ask, “Is this message right, given the current context in my community?”
2. Constantly reassess
 - a. Things are changing rapidly and what worked great two weeks ago may not be appropriate today. Don't be afraid to pivot and adjust.
3. Creative considerations
 - a. We're finding that all kinds of creative elements need scrutiny right now. For example, slapstick humor may not be appropriate and you may need to re-evaluate the use of images that show handshakes, hugs, and high-fives.

Cody Beers WYDOT- Native American Outreach. Howard Brown and the Wind River Inter-Tribal Department of Transportation, in partnership with WYDOT and local, state and federal law enforcement agencies, have worked tirelessly since 2009 to save lives on Wyoming Highways, including roadways on the Wind Rivers Reservation. DUI arrest are down by more than 60 percent due to working to enforce traffic laws, and striving to increase awareness of behavior change. Cody's Tribal work has slowed dramatically, due to the Tribes businesses mostly shut down however, his dedication to reducing fatalities still resumes. The people of the tribes are still driving around, so Cody has continued to work on the Highway Safety Grant by talking about seat belt use and trying to prevent DUIs and highway fatalities. COVID-19 has hit the Tribes (Eastern Shoshone and Northern Arapaho) particularly hard with cases and deaths, so they are being extremely careful.

Students Against Destructive Decisions. Prior to the COVID shutdown Wyoming SADD was able to partner with Sublette County Boards of Cooperative Educational Services (BOCES) and present ESADD to elementary age students. These students are now experts in being good passengers and how to Rock the Belt. In addition, Wyoming SADD Youth Leadership Council (YLC) member, Lyla Maxwell, presented Text Less Live More to the students at Kemmerer Middle School and High School. After her presentation student signed pledges to no text and drive.

In the middle of March, Wyoming SADD transitioned into the virtual work by providing weekly webinars to the WY YLC and preparing for the SADD Super Safe Summer campaign that will kick off on Memorial Day and end Labor Day. During this campaign, each week is dedicated to a driving related issue. The drivers and/or passengers. They also have several chances to win AWESOME prizes! For more information, follow us on Facebook, Twitter, and Instagram.

The Wyoming law enforcement agencies. The agencies have made adjustments working occupant protection and impaired driving high visibility overtime grants due to COVID-19. Some Events have been cancelled and some continued. Each agency will determine level participation based on the risk in each of their communities.

Meet the Highway Safety Behavioral Grants Office Team



Karson James is the Manager of the Highway Safety Behavioral Grants Program at the Wyoming Department of Transportation. Karson, and his team, are dedicated to promoting safe use of all Wyoming roads with the goal of reducing traffic crashes, deaths, injuries, and the associated economic losses through the coordinated efforts of state, local agencies, and other safety and community partners. He holds a bachelor's degree in Agriculture Business and Applied Economics, from the University of Wyoming, has served in the state government for 15 years. He holds the title of the 2019 Wyoming Transportation Department Employees Association fishing derby winner with his catch of a 5.11 pound walleye. Contact Info: karson.james@wyo.gov, 307-777-4200.



Stephanie Lucero is the Senior Grants Manager with the Highway Safety Behavioral Grants Program at the Wyoming Department of Transportation. She has worked for the State of Wyoming since April 1986, working in the Highway Safety Program 30 years and one year at the Wyoming Department of Education Data & Technology Program. She has a degree in Computer Information Systems and has completed numerous trainings dealing with all aspects of grant management. She has also served as the WYTRCC Vice-Chair for 10 years. Stephanie Lucero was born and raised in Cheyenne, Wyoming. She is the proud parent of one daughter, Samara Lucero who is currently enrolled at the University of Wyoming. Stephanie enjoys spending time with her family enjoying family dinners, game nights, and going to exercise classes. Contact Info: Stephanie.lucero@wyo.gov, 307-777-4198.



Alex Toalson is the Senior Accounting Analyst with the Highway Safety Behavioral Grants Program at the Wyoming Department of Transportation. Alex has been in this position for a little over a year and with the Wyoming Department of Transportation for 3 years. Alex was born and raised in Cheyenne, Wyoming. He graduated from Chadron State College with a Bachelor's Degree in Business Administration, with a focus in Finance. Alex is happily married to Karissa, they have one two-year old son, Liam, and two dogs. Alex enjoys spending time with his family, camping, and golfing. Contact Info: alex.toalson@wyo.gov, 307-777-4199.



Ariel Villa is the Grants Manager and newest team member with the Highway Safety Behavioral Grants Program at the Wyoming Department of Transportation. She has been with the Wyoming Department of Transportation for a year and half and specifically with the Highway Safety Office for 10 months. Ariel was born and raised in Cheyenne, Wyoming but lived in Brazil for a year as a foreign exchange student and also spent 2 months in Peru. She has a degree in Education and Spanish with extra credits in Business Administration. Ariel is married to Rocky, they have two little girls and a little boy on the way. Ariel enjoys spending time with her family, traveling, camping, and renovating houses. Contact Info: ariel.villa@wyo.gov, 307-777-4272.