



2004

Traffic Safety Materials Catalog

U.S. Department of Transportation
National Highway Traffic Safety Administration

National Highway Traffic Safety Administration (NHTSA) Traffic Safety Materials Catalog

The National Highway Traffic Safety Administration (NHTSA) is pleased to offer this catalog of materials covering a wide range of highway safety topics of interest to the general public, highway safety professionals, employers, and others. Materials in this catalog include brochures, fact sheets, posters, audiovisuals, and toolkits for NHTSA's traffic safety partners.

A number of publications in this catalog are intended for diverse audiences and are available in both English and Spanish. Look for the multicultural icon that identifies materials for diverse audiences.

This catalog is organized by main highway safety categories, which are listed in the Table of Contents. A Title Index also is included, allowing users to quickly locate a specific item.

NHTSA produces the printed catalog on an annual basis with newly developed items added monthly to the online version of the catalog, which can be accessed from the NHTSA web site at www.nhtsa.dot.gov. Instructions on how to use the online catalog also are included on the NHTSA web site.

Quantity Guidelines

Materials are available at no cost but quantities are limited. Therefore, please note the following quantity guidelines when ordering materials from this catalog:

- Brochures, pamphlets, booklets, flyers, book covers, bumper stickers: limited to 50 per item
- Fact sheets: limited to 2 per item
- Reports, manuals and reproducible items*: limited to 1 per item
- Posters (single or multiple types): limited to 25 per item
- Stickers: limited to 1 (250 count) roll
- Audio-visuals, toolkits, CD-ROMs: limited to 1 per item

Reproduction Guidelines

If you need additional quantities of any item in this catalog, you are free to print your own using NHTSA-supplied materials, such as print negatives, disks optimized for print, and PDF (Portable Document Format) files. To request these print-ready materials, contact the NHTSA Resource Center at the address listed below. All NHTSA publications may be reproduced unaltered without

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Introduction



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About Ordering

Orders are generally filled within 24 to 48 hours from date of receipt. Orders are shipped fourth-class mail; expect to receive your order four to six weeks from the date the item was shipped. Orders exceeding the quantity guidelines will be reduced accordingly without prior notice. To order materials (by mail or fax), contact:

NHTSA Resource Center
3341 East 75th Avenue, Suite F
Landover, MD 20785
Fax: 301-386-2194
or log onto **www.nhtsa.dot.gov**.



Copy Icon: identifies materials that can be reproduced using a photocopier.



Video Icon: identifies VHS video materials.



Multicultural Icon: identifies materials for diverse audiences.

Aggressive Driving	1
Air Bags	3
Bicycle Safety	5
Child Passenger Safety	9
Driver Education & Licensing	17
Drowsy Driving	19
Emergency Medical Services	23
Impaired Driving	27
Law Enforcement & Criminal Justice	31
Motorcycle Safety	39
Older Adults	43
Pedestrian Safety	51
Program Tools	55
Pupil Transportation Safety	59
Research & Technology	63
Safety Belts	77
Vehicle-Related Safety	83
Youth Safety	87
Meetings & Events Calendar	89
Title Index	91
Format Index	101
Order Form	105



Aggressive Driving: Help Get the Word Out

This fact sheet describes common aggressive driving behaviors such as tailgating, frequent lane changing, inattention, rubbernecking, speeding, and running red

lights. It provides suggestions for coping with aggressive drivers, and tips on how to avoid becoming an aggressive driver. A test is included to determine whether or not you are an aggressive driver. Product is 8.5 x 11, two-color, two pages.

Item No.	Format	Year	Target Audience
9P0085	Fact Sheet	1998	Advocate; General Public; Program Leader



Stop Aggressive Driving (Alto al Manejo Agresivo)



English/Spanish

This brochure, available in Spanish and English, lists the characteristics of an aggressive driver, provides advice for drivers to avoid becoming aggressive, and contains tips for dealing with an aggressive driver on the road. Product is 3.75"x4.5", full-color, four panel.

Item No.	Format	Year	Target Audience
9P0094	Brochure	2000	General Public; Hispanic; Law Enforcement; Program Leader; Public Health



Stop Aggressive Driving (Alto al Manejo Agresivo)



English/Spanish

This kit is designed to educate the public about aggressive driving behaviors and to appeal to as wide an audience as possible. The public needs to know that the aggressive driver can be anyone, not just the maniacal "other guy." The Kit features materials in an English/Spanish format and contains editorials, fact sheets, drop-in-articles, op-eds, radio Public Service Announcements (PSAs), a brochure, mail back-cards, and camera-ready cartoons for newspapers, newsletters, and magazines.

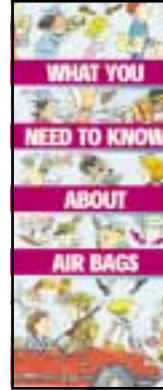
Item No.	Format	Year	Target Audience
9P0093	Kit	2000	Civic Group; Law Enforcement; State/Local Government; Media



Air Bags: Today And Tomorrow

This video helps to fulfill the agency's mission of educating the public on air bag safety and new air bag technology. This video appeals to all ages as it follows a family on a virtual reality ride about air bags at an amusement park. The ride's host, along with the animated character, Delta V, explains in simple terms how air bags work and how to achieve the maximum safety benefits from air bags. The family learns about air bag contact injuries and why it is so important for adults, children and infants to be properly positioned and restrained. The ride shows the family how present-day air bags are developing into advanced and side-impact technologies. Most importantly, the family learns that air bags are supplemental restraint systems and that only safety belts reduce the chance of injuries in all types of crashes. Product is full-color, 15 minutes in length.

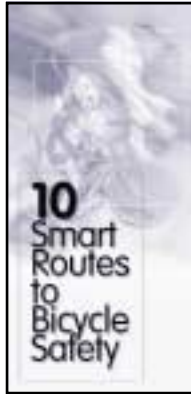
Item No.	Format	Year	Target Audience
1A0138	VHS Video	2002	Advocate; General Public; Law Enforcement; Program Leader; Public Health



What You Need To Know About Air Bags

This brochure helps to fulfill the agency's mission of educating the public on air bag safety and new air bag technology. This brochure explains how air bags work and how to achieve the maximum benefits from air bags. The brochure also reviews air bag contact injuries and why it is important for adults, children and infants to be properly positioned and restrained. This brochure emphasizes that air bags are supplemental restraint systems and that only safety belts reduce the chance of injury in all types of crashes. Finally, the brochure reviews advanced and side-impact technologies. Product is 9"x3.75", full-color, 20 pages.

Item No.	Format	Year	Target Audience
1P0036	Brochure	2003	General Public



10 Smart Routes to Bicycle Safety

This booklet highlights 10 important recommendations for safe bicycling, which include wearing proper protective gear, maintaining your bicycle properly, obeying traffic laws and ensuring that motorists can see you. Product is a two-color brochure, 5"x7", nine pages.

Item No.	Format	Year	Target Audience
6P0046	Booklet	1998	General Public, Parent/Caregiver, Program Leader



Be Head Smart - Brochure

This brochure discusses the importance of wearing bicycle helmets to reduce head injuries. It is designed to accompany the "Be Head Smart" video (6A0009), which features victims who were involved in bicycle crashes and suffered serious head injuries as a consequence of not wearing a helmet. Product is a three-color brochure, 3.75"x8.75", four panels.

Item No.	Format	Year	Target Audience
6P0064	Brochure	1998	General Public, Parent/Caregiver, School Teacher



Be Head Smart - Video

This video features victims who suffered serious head injuries because they were not wearing a bicycle helmet when they were involved in bicycle crashes. A companion brochure (6P0064), discusses the importance of wearing bicycle helmets to reduce head injuries. Product is full-color, 18 minutes.

Item No.	Format	Year	Target Audience
6A0009	VHS Video	1994	General Public, Parent/Caregiver, School Teacher



Bikeability Checklist

This checklist enables adult and child bicyclists to assess the conditions they encounter when biking in their communities. Specific actions, both immediate and long term, are provided at the end of the checklist, including a contact list of valuable resources. Product is 8.5"x11", three-color, six panels.

Item No.	Format	Year	Target Audience
6P0166	Brochure	2002	Advocate; General Public; Parent/Caregiver; Program Leader

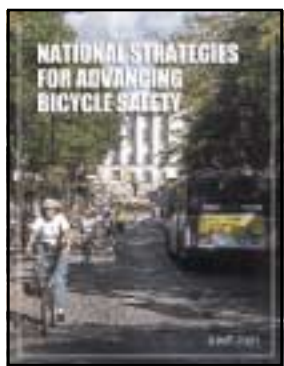
Bicycle Safety



Kids, Bikes & Safety

This brochure provides practical safety tips for children and young adults to use when riding a bicycle and explains the goals of the DOT's Secretarial Initiative for Pedestrian and Bicycle Safety. Product is a full-color booklet, 3.75"x8.5", four panels.

Item No.	Format	Year	Target Audience
6P0093	Booklet	1996	Parent/Caregiver

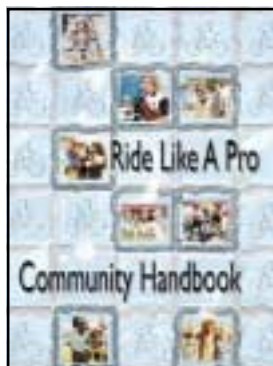


National Strategies for Advancing Bicycle Safety

This report includes goals, strategies, and short- and long-term actions that can be taken to reduce injury and mortality associated with

bicycle-related incidents. It is national in scope, but local in application. Product is 8.5"x11", full-color, 25 pages.

Item No.	Format	Year	Target Audience
6P0153	Report	2001	Advocate; Program Leader



Ride Like a Pro Community Handbook

This handbook introduces "Ride Like A Pro," a community-based event promoting the use of bicycle helmets and safe bicycling practices.

Although the event is similar to a bike rodeo, it uses local sports celebrities to promote helmet use and provides helmets free-of-charge to all participants. The handbook provides detailed information and recommendations on all aspects of "Ride Like A Pro," for use by communities wishing to host this event. Equipment and activity checklists are included, along with a media kit and clip art. Product is a full-color manual, 8.5"x11", 44 pages.

Item No.	Format	Year	Target Audience
6P0145	Manual	1999	Advocate; Program Leader



Ride Smart, It's Time to Start

This fast-paced video features a diverse group of teens and pre-teens modeling the newest, coolest looks in helmets, and includes real-life crash examples, computer graphics, and the entertaining yet instructional "raw egg drop" and "jello brain" demonstrations. This video also explains how to buy an approved bicycle helmet that fits correctly, and discusses the rules of the road. Product is full-color, 8:55 minutes.

Item No.	Format	Year	Target Audience
6A0041	VHS video	2002	Advocate; General Public; Program Leader



Your Bicycle Helmet - A Correct Fit

This brochure discusses the importance of wearing a helmet while bicycling, and making sure it fits properly. The five steps for fitting a helmet are presented, along with how to buy the correct helmet. Product is two-color, 3.75"x8.5", six panels.

Item No.	Format	Year	Target Audience
6P0082	Brochure	1998	General Public, Parent/Caregiver, School Teacher



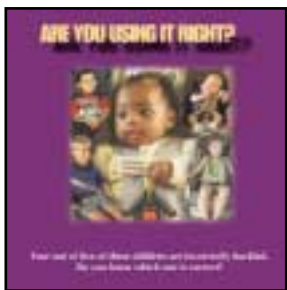
Advertencia - Sticker

Spanish

This sticker provides child safety information as it pertains to air bag equipped vehicles and child passengers.



Item No.	Format	Year	Target Audience
1Z1030	Sticker	2001	Advocate; Hispanic; Program Leader; Public Health



Are You Using It Right?

With the wide variety of child restraint systems, belt systems and passenger vehicles, correctly installing a child restraint system can be challenging. This

booklet is designed to help you identify and learn how to correct common mistakes when installing a child restraint and securing your child in the restraint. Product is 8.5"x8.5", full-color, 20 pages.

Item No.	Format	Year	Target Audience
1P1182	Booklet	2002	Manufacturer; Parent/Caregiver; Program Leader; Public Health

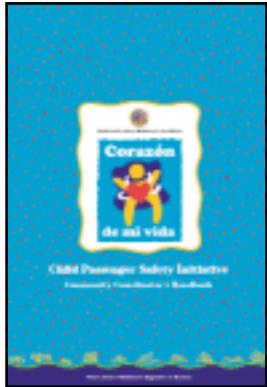


Child Safety Seat Ease-of-Use Ratings 2003

This brochure contains child safety seat and booster seat ratings based on the ease-of-use of the child safety seat or booster seat. Ratings are based on whether the child safety seat or booster seat is ready to use out of the box, how easy it is to read and understand the labels and instructions, and if the child seat's features make it easier to install in a vehicle and secure the child. The brochure also includes general child occupant protection safety tips. Product is 4"x9", full-color, 24 pages.

Item No.	Format	Year	Target Audience
8P0050	Brochure	2003	Advocate; General Public; Parent/Caregiver

Child Passenger Safety



Corazón de mi vida - A Child Passenger Safety Kit

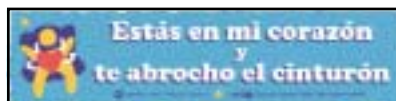


English/Spanish

This kit introduces “Corazón de mi vida,” a child passenger safety initiative developed by the

National Latino Children’s Institute and NHTSA, targeting the Hispanic community. The kit contains a variety of materials for use in promoting child passenger safety, including a guidebook, bumper stickers, stickers, a Loteria (safety) game, and posters written in Spanish. It also includes a set of checklist tags and hang-tags, written in Spanish and English.

Item No.	Format	Year	Target Audience
1P1224	Kit	2000	Advocate; Hispanic; Program Leader



Corazón de mi vida - (estas en mi Corazón y te abrocho el cinturón) - Bumper Sticker

Spanish

This bumper sticker promotes “Corazón de mi vida”, a child passenger safety initiative developed by the National Latino Children’s Institute and NHTSA, targeting the Hispanic community. It reminds parents and caregivers to transport children safely in motor vehicles. Product is 3”x12”, full-color.

Item No.	Format	Year	Target Audience
1Z1031	Sticker	2001	Advocate; Hispanic; Program Leader; Public Health



Corazón de mi vida - Child Seat-Checklist Tags



English/Spanish

This plastic card, written in Spanish, is designed for use as a checklist tag, to be attached to a child safety seat. It introduces “de mi vida”, a child passenger

safety initiative developed by the National Latino Children’s Institute and NHTSA, targeting the Hispanic community. The tag provides tips for parents on safely transporting children in motor vehicles. Product is 2”x3.75”, full-color with six tags included in each package.

Item No.	Format	Year	Target Audience
1P1228	Card	2000	Advocate; Hispanic; Program Leader; Public Health



Corazón de mi vida - Community Coordinator's Handbook



This guide was developed for community leaders and used to help introduce a new child passenger safety

initiative, “Corazón de mi vida,” to the Hispanic community. It highlights the contents of the “Corazón de mi vida” kit, provides activities for connecting with the Hispanic community, and suggestions for working with local media to promote the campaign. Evaluation and tracking techniques are also provided, along with the list of nationwide resources. Product is 7.5”x11”, full-color, 41 pages.

Item No.	Format	Year	Target Audience
1P1225	Manual	2000	Advocate; Hispanic; Program Leader; Public Health



Corazón de mi vida - Feedback Form



English/Spanish

This feedback form, written in Spanish and English, is included in the “Corazón de

mi vida” Latino Child Passenger Safety Program Kit. It requests information from those ordering this kit about the usefulness of the program materials, and what other types of materials would be helpful. Product is 8.5”x 11”, full-color, and one page.

Item No.	Format	Year	Target Audience
1P1229	Flyer	2000	Advocate; Hispanic; Program Leader; Public Health



Corazón de mi vida - Hang-tag



English/Spanish

This hang-tag introduces “Corazón de mi vida,” a child passenger safety initiative developed by the National Latino Children’s Institute and NHTSA, targeting the Hispanic community. It provides a series of tips for parents and care-

givers on how to correctly buckle children into child safety seats, booster seats and seat belts. Product is 3.5”x8.5”, full-color.

Item No.	Format	Year	Target Audience
1P1227	Hang-tag	2000	Advocate; Hispanic; Program Leader; Public Health



Corazón de mi vida - Game



Spanish

This safety game, written in Spanish, was developed for a child passenger safety initiative developed by the National Latino Children’s

Institute and NHTSA, targeting the Hispanic community. It uses recognizable images to educate children about child passenger safety. Rules of the game are included, along with loteria cards and a board. Product is 8.5”x 11”, full-color.

Item No.	Format	Year	Target Audience
1P1226	Card	2000	Advocate; Hispanic; Program Leader; Public Health

Child Passenger Safety



Corazón de mi vida - Stickers



Spanish

This sticker promotes “Corazón de mi vida”, a child passenger safety initiative developed by the National Latino Children’s Institute and NHTSA, targeting the Hispanic community. It depicts a childlike figure safely buckled into a child safety seat, covered with a large heart. Product is 2.5” in diameter, full-color; 1,000 stickers per roll.

Item No.	Format	Year	Target Audience
1Z1032	Sticker	2001	Advocate; Hispanic; Program Leader; Public Health



Growth Chart



English/Spanish

This growth chart for children presents the criteria and safety tips for the use of child safety seats and safety belts, based upon the various stages of their growth, up to five feet tall. Also available in Spanish. Product is 12”x63”, full-color.

Item No.	Format	Year	Target Audience
1P1250	Poster- English	2002	Advocate; General Public; Hispanic; Program Leader
1P1257	Poster- Spanish		



Corazón de mi vida – Estará su hijo bien sujetado en su asiento de seguridad? - Poster



Spanish

This poster is written in Spanish and introduces “Corazón de mi vida”, a child passenger safety initiative developed by the National Latino Children’s Institute and NHTSA, targeting the Hispanic community. It provides tips for parents and caregivers on how to transport children safely in a motor vehicle and includes a blank space to post information on a local child passenger safety event. Product is 11”x17”, full-color.

Item No.	Format	Year	Target Audience
1P1232	Poster	2000	Advocate; Hispanic; Program Leader; Public Health



LATCH: Lower Anchors and Tethers for Children - Makes Child Safety Seat Installation as Simple as 1, 2, 3

English/Spanish

This flyer introduces LATCH (Lower Anchors and Tethers for Children), a new standardized child safety seat system developed to simplify child safety seat installation. The two phases of LATCH are discussed: Phase 1 - requiring top tether anchors; and Phase 2 - requiring lower child safety seat anchorage points in motor vehicles manufactured after September 1, 2002 and lower attachments on child safety seats. Descriptions and illustrations of both systems are included. Product is 48.5"x11", black & white.



Item No.	Format	Year	Target Audience
1P1148	Fact Sheet English	2002	Advocate; General Public;
1P1249	Fact Sheet Spanish		Parent/Caregiver; Program Leader; Public Health



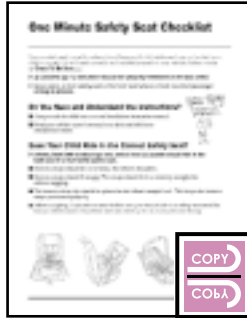
A National Strategy - Increasing Booster Seat Use For 4- To 8-Year Old Children

Under Section 14(i) of the Transportation Recall Enhancement, Account-

ability, and Documentation (TREAD) Act, the Secretary of Transportation was required to, "develop [a] 5 year strategic plan to reduce deaths and injuries caused by failure to use the appropriate booster seat in the 4 to 8 year old age group by 25 percent." In public meetings and through written comments, citizens from across the country contributed their ideas for this strategic plan. Its purpose is to provide a blueprint for decreasing the number of children who ride unrestrained and promoting the use of booster seats for children ages 4 to 8. Product is 8.5"x11", full-color, 28 pages.

Item No.	Format	Year	Target Audience
1P1254	Report	2002	Advocate; General Public; State/Local Government; Program Leader; Public Health

Child Passenger Safety



One Minute Safety Seat Checklist

This fact sheet contains information for parents/caregivers regarding the correct type of seat in which a child should be restrained, depending on the child's age and weight. Ranges of

ages and weights are given and then the appropriate type of seat and positioning is discussed. Product is 8.5"x11", black & white.

Item No.	Format	Year	Target Audience
1P0305	Fact sheet	2001	Parent/Caregiver; Program Leader; Public Health



A Parent's Guide To Buying And Using Booster Seats

This brochure provides useful information on the types of booster seats available, as well as safety tips for their proper usage. Product is 3.75"x8.5", full-color, six panels.

Item No.	Format	Year	Target Audience
1P1244	Brochure	2002	Advocate; Consumer; Parent/Caregiver; Program Leader; Public Health



Play It Safe! My Traffic Safety Fun Book

This activity book contains information about safety belts, child safety seats, and pedestrian, bicycle, and school bus safety. Product is 8.5"x11",

full-color, 17 pages.

Item No.	Format	Year	Target Audience
5P0308	Booklet	2002	Advocate; Program Leader; School Teacher; Youth



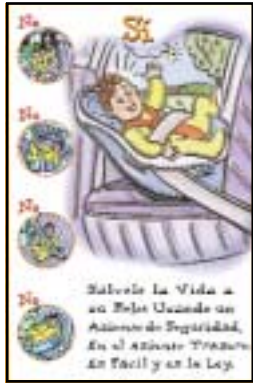
Salvar vidas es nuestro trabajo

Spanish

This Spanish language poster assists health care practitioners, organizations and health centers that provide services to the Spanish speaking community, to increase awareness of traffic safety issues. Product is a full-color, 28"x18" poster.



Item No.	Format	Year	Target Audience
1P1237	Poster	2002	Advocate; General Public; Hispanic; Program Leader



Salvele La Vida A Su Bebe

Spanish

This brochure/poster contains information in Spanish needed to safe-guard infant passengers. Product is 4.5"x9.5", full-color, six panels.



Item No.	Format	Year	Target Audience
1P1242	Brochure	2001	Advocate; Hispanic; Program Leader



The Simple Facts About LATCH (Lower Anchors And Tethers For Children) - Poster

English/Spanish

This poster presents various facts about LATCH and provides resources for more information. Product is 8.5"x11", full-color.

Item No.	Format	Year	Target Audience
1P1200	Poster-English	2002	Advocate; General Public; Hispanic; Parent/Caregiver; Program Leader
1P1253	Poster-Spanish		



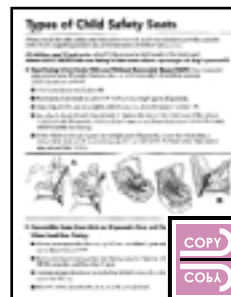
The Simple Facts About LATCH (Lower Anchors And Tethers For Children) - Flyer

English/Spanish

This "Slim Jim" version presents various facts about LATCH and provides resources for more information. Product is 3.5"x9", full-color.



Item No.	Format	Year	Target Audience
1P1199	Flyer-English	2002	Advocate; General Public; Hispanic; Parent/Caregiver; Program Leader
1P1252	Flyer-Spanish		



Types of Child Safety Seats

This fact sheet contains information for parents/caregivers regarding the various types of child safety seats available. Infant seats, convertible seats, and booster seats are discussed, along with recommendations for placing children in the appropriate type of seat, depending on weight and age. Product is 8.5"x11", black & white.

Item No.	Format	Year	Target Audience
1P1180	Fact sheet	2001	Parent/Caregiver; Program Leader; Public Health



Beginning Teenage Drivers

This brochure discusses teen drivers and their increased risk of traffic crashes. The primary characteristics of teen crashes are highlighted, along with stories of teenage crash victims. Recommendations are included for reducing teens' risk of traffic crash injury or death, such as graduated

licensing and other restrictions. Product is 4"x9", full-color, six pages.

Item No.	Format	Year	Target Audience
5P0285	Brochure	2000	Advocate; Driver Educator; Law Enforcement; Parent/Caregiver; Program Leader



Graduated Driver Licensing: Q & A

This pamphlet is designed to answer questions and inform the public about the novice driver licensing system called Graduated Driver Licensing. More than 66,000 teens have been killed in automobile crashes in the United States during the past 10 years, making car crashes the leading

cause of death for teenagers. Graduated driver licensing is a three-stage driver licensing system that gradually eases restrictions on the novice driver as their skills develop. The three licensing stages are learners permit, intermediate (provisional) license, and full privilege license. Results from recent studies are also presented in this pamphlet. Product is 4"x9", full-color, six pages.

Item No.	Format	Year	Target Audience
2P1066	Brochure	1999	Driver Educator; General Public

Research Agenda For An Improved Novice Driver Education Program



This report discusses reasons why novice driver education may not be as effective as it could be and explains the basis for recommending that an improved program be an integral part of a graduated licensing system. The report concludes with a plan for research, development, and evaluation activities designed to restructure and improve novice driver education. Product is 8.5"x11", black and white, 24 pages.

Item No.	Format	Year	Target Audience
7P0016	Report	1994	Advocate; Driver Educator; Program Leader; Researcher



Saving Teenage Lives: The Case For Graduated Driver Licensing

This report discusses the importance of graduated driver licensing, a three-stage process of licensure. These stages include

learners permit, provisional license and unrestricted license. Teenage drivers are three times more likely to be involved in fatal traffic crashes than all other drivers. This is due to inexperience, risk-taking behavior, immaturity, and greater risk exposure. The report includes a series of questions and answers on graduated driver licensing, along with a Graduated Driver Licensing Model Law. Product is 8.5"x11", full-color, 28 pages.

Item No.	Format	Year	Target Audience
2P1043	Report	1998	Legislator; Program Leader; State/Local Government



Drowsy Driving - 10 Tips for Shift Workers to Combat Sleepiness and Drowsy Driving

This flyer provides ten suggestions for shift workers to try to help improve their sleep environment and prevent sleepiness and drowsy driving. Product is 3.75"x9", two-color.

Item No.	Format	Year	Target Audience
9P0045	Flyer	2000	Employer; General Public; Program Leader Public Health



Drowsy Driving - Here Are Some Ideas For Helping Your Family And Friends Understand Your Schedule - Hang-tag

This hang-tag, designed to be placed on a bedroom doorknob, lists ideas for shift workers to use to help family and friends understand their schedule. It also provides a Do Not Disturb sign to use at bedtime. Product is 3.75"x9", three-color.

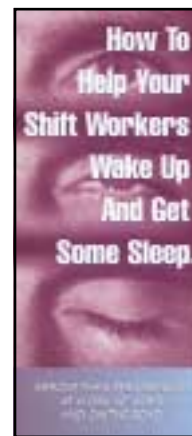
Item No.	Format	Year	Target Audience
9P0047	Hang-tag	2000	Advocate; Employer; General Public; Program Leader; Public Health



Drowsy Driving - Ever Get The Urge To Mow Your Lawn At Two In The Morning?

This poster features a man on a tractor who is mowing his lawn in the middle of the night. It urges shift workers to remind family, friends, and neighbors about their schedule, so that they are not disturbed while sleeping. Important tips for improving the sleep environment are also included. Product is 26"x9", full-color.

Item No.	Format	Year	Target Audience
9P0046	Poster	2000	Employer; Health Educator; Program Leader; Public Health



Drowsy Driving - How to Help Your Shift Workers Wake Up and Get Some Sleep

This brochure discusses the dangers of drowsy driving, and how shift workers run a particularly high risk of drowsy driving. It introduces a comprehensive program developed by NHTSA to increase shift workers' awareness of the dangers of drowsy driving and how to improve the quality of their sleep. Program materials are highlighted, including an administrator's guide for employers, training and education sessions, introductory video, posters, brochures, and flyers. Ordering information is also included. Product is 4"x9", full-color, six panels.

Item No.	Format	Year	Target Audience
9P0048	Brochure	2000	Employer; General Public; Program Leader; Public Health

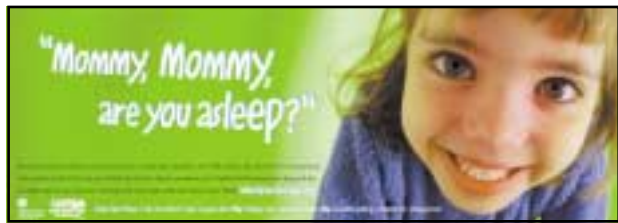
Drowsy Driving



Drowsy Driving - I Can Fall Asleep Anywhere

This poster provides shift workers with suggestions for improving their sleep environment, so they can get better sleep and enhance their performance at work, home, and on the road. Product is 26"x9", full-color.

Item No.	Format	Year	Target Audience
9P0049	Poster	2000	Employer; Program Leader; Public Health



Drowsy Driving - Mommy, Mommy, Are You Asleep?

This poster depicts a little girl waking up her mother, who is a shift worker. It urges shift workers to discuss their schedule with loved ones, and provides tips to improve the sleep environment. Product is 26"x9", full-color.

Item No.	Format	Year	Target Audience
9P0050	Poster	2000	Employer; Program Leader; Public Health



Drowsy Driving - Sick and Tired of Waking up Sick and Tired?

This brochure was developed to help shift workers improve their body's ability to cope with working nights and rotating shifts. It lists steps workers can take to improve their sleep environment, and routines that can enhance sleep habits. Tips for recognizing and avoiding drowsy driving are also provided. Product is 4"x9", three-color, 10 pages.

Item No.	Format	Year	Target Audience
9P0053	Brochure	2000	Advocate; Employer; General Public; Program Leader; Public Health



Drowsy Driving - Sick and Tired of Waking up Sick and Tired?

This poster features six alarm clocks set for 2:50 a.m., and discusses sleep deprivation common among shift workers. It urges shift workers to improve the quality of their sleep, and therefore improve their performance at work, home and on the road. Several important sleep tips are also provided. Product is 26"x9", full-color.

Item No.	Format	Year	Target Audience
9P0054	Poster	2000	Employer; Program Leader; Public Health



Drowsy Driving - Wake Up And Get Some Sleep

This video provides suggestions for shift workers on how to stay alert when driving home from work, and how to avoid drowsy driving. Ten tips to improve the sleep environment at home are also presented, so that shift workers can get good sleep, and be more productive at work. Total running time: 7:31 minutes. Full-color.

Item No.	Format	Year	Target Audience
9A0002	Video	2000	Advocate; Employer; Program Leader



Drowsy Driving - Warning: This Vehicle Is NOT Equipped With An Automatic Pilot

This poster urges shift workers not to fall victim to drowsy driving on the drive home from work by following simple tips to improve their sleep environment. Product is 26"x9", full-color.

Item No.	Format	Year	Target Audience
9P0055	Poster	2000	Employer; Program Leader; Public Health

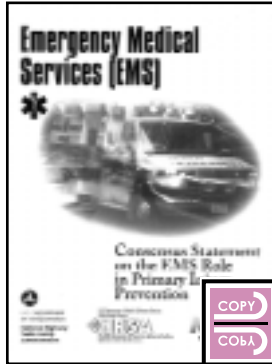


Drowsy Driving - You're Getting Sleepy. Very Sleepy. At The Count Of Three You Will Not Wake Up.

This poster features three views of a person's eyes—open, half-closed, and closed. It discusses the dangers of driving home after working the night shift, and how shift workers can prevent drowsy driving and improve the quality of their lives. Several important sleep tips are also included. Product is 26"x9", full-color.

Item No.	Format	Year	Target Audience
9P0056	Poster	2000	Employer; Program Leader; Public Health

Emergency Medical Services (EMS)



Consensus Statement on the Role of EMS in Primary Injury Prevention

This consensus statement is for EMS leaders, decision-makers and providers to use in creating a culture of health promotion and

safety within EMS. The statement identifies the specific areas of injury prevention about which all EMS providers must be informed. It identifies essential activities for EMS leaders including protecting individual EMS providers from injury, providing education on the principles of injury prevention, supporting and promoting the collection, and utilization of injury prevention activities networking with prevention organizations, and participating in injury prevention interventions. Product is 8.5"x11", black & white, 30 pages.

Item No.	Format	Year	Target Audience
3P0081	Report	1996	EMS; Medical Provider

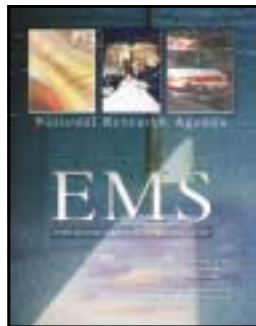


Developing Best Practices Of Emergency Care For The Alcohol Impaired Patient: Recommendations From The National Conference

This report presents the results of the National Conference: Developing Best Practice Standards of Emergency Care for the Alcohol-Impaired Patient. The major outcome of the conference was the consensus to change the Best Practices Standards to "Best Practices." The attendees felt strongly that this group was not yet prepared to recommend standards based on the current research, and that Best Practices was the more appropriate term. Product is 8.5"x11", full-color, 56 pages.

Item No.	Format	Year	Target Audience
3P0128	Report	2001	EMS; Medical Provider Program Leader; Public Health

Emergency Medical Services (EMS)



EMS National Research Agenda

This report documents the need for EMS research and for elevating the science of EMS and pre-hospital care to the next level. Eight barriers to conducting

EMS research are discussed and innovative solutions offered in the areas of developing researchers, facilitating collaboration, establishing a reliable funding stream, establishing alternative funding sources, recognizing the need for EMS research, viewing research as necessary for the improvement of patient care, creating reliable information systems, and enhancing ethical approaches to research. Product is 8.5"x11", full-color, 57 pages.

Item No.	Format	Year	Target Audience
3P0139	Report	2003	EMS; Researcher; State /Local Government



First There, First Care Student Materials



English/Spanish

This kit is designed to increase the knowledge of bystanders in crash emergency procedures so that they can provide life-sustaining actions if they arrive early in a motor vehicle crash event. This kit contains a poster, a First There, First Care Action Guide to Roadside Care, an emergency action card, and stickers.

Item No.	Item No.	Format	Year	Target Audience
English	Spanish			
3P0124	3P0125	Kit	2000	EMS; Hispanic; Program Leader
3P0108	3P0111	Action Card		
3P0109	3P0113	Action Guide		
3P0110	3P0114	Stickers		
3P0112	3P0115	Poster		



First There, First Care, Bystander Training

This video was developed to help train bystanders in motor vehicle crashes, particularly in rural areas, on how to care for injury victims. The five steps to bystander care for the injured are presented: stop to help; call for help; assess the victim; start the breathing; and stop the bleeding. Emergency care professionals also discuss how to assemble a bystander care first aid kit. Product is full-color and 12:11 minutes in length.

Item No.	Format	Year	Target Audience
3A0016	VHS Video	2000	Advocate; EMS; Program Leader; Rural

Emergency Medical Services (EMS)



Guide for Preparing Medical Directors

This guide is an aid for State EMS offices and experienced medical directors in the preparation of a one-day course for potential medical

directors. This guide outlines the major responsibilities of a medical director and aids instructors in the preparation of audiovisuals, handouts, and other support materials to make the class more successful. Product is 8.5"x11", three-color, 49 pages.

Item No.	Format	Year	Target Audience
3P0126	Manual	2001	EMS; Program Leader



Let Them Through... It Could Be You!

This brochure encourages the driving public to move out of the way of emergency vehicles. It is based on the lesson plan "Yielding to Emergency Vehicles" contained in the Safety Advice From EMS (SAFE): Guide to Injury Prevention manual (3P0069). The brochure can be used as a handout

to accompany the SAFE lesson, or be distributed separately. Product is two-color brochure, 3.5"x8.5", four panels.

Item No.	Format	Year	Target Audience
3P0080	Brochure	1996	General Public



Para Personas Que Viven en Zonas Rurales Hagan la llamada debida a los EMS



Spanish

This flyer is written in Spanish and provides information for residents or rural areas on how and when to call EMS. The sheet also includes general safety tips to help prevent deaths and serious injuries. Product is 5.5"x8.5", three-color, two-sided.

Item No.	Format	Year	Target Audience
3P0101	Flyer	1999	Advocate; EMS; General Public; Hispanic; Program Leader; Public Health; Rural



Public Information, Education and Relations (PIER) for EMS - Injury Prevention Modules

This product was first published in 1986, with subsequent revisions serving as a tool to advance EMS System functions at the State and local levels. The PIER Injury Prevention Modules are part one of a two-part revision of PIER, and focus specifically on comprehensive primary injury prevention as practiced by EMS personnel. The textbook contains five modules; black and white; 220 pages, 8.5"x11", and is three-hole-punched.

Item No.	Format	Year	Target Audience
3P0134	Manual	2003	EMS; Program Leader

Emergency Medical Services (EMS)

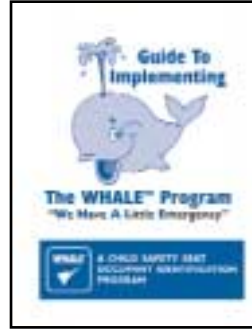


Star of Life Emergency Medical Care Symbol

This booklet describes the administrative application and general public information related to the blue “Star of Life” emergency medical care symbol. Product is

8.5”x11”, two-color, 12 pages.

Item No.	Format	Year	Target Audience
3P0049	Booklet	1995	EMS; Fire Fighter

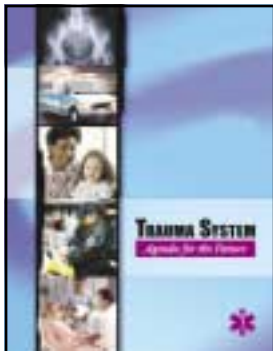


WHALE™ - We Have a Little Emergency - Kit

We Have A Little Emergency - WHALE™ attaches emergency information to a child safety seat, giving emergency personnel vital

information in the event the adults in the vehicle are incapacitated. WHALE™ includes: 1) a program manual, 2) a sample kit, and 3) a CD-ROM with artwork, to copy the WHALE™ materials. The components are all included in one, shrink-wrapped package. Product is 8.5”x11”, two-color.

Item No.	Format	Year	Target Audience
3P0136	Kit	2003	Advocate; Program Leader; Public Health

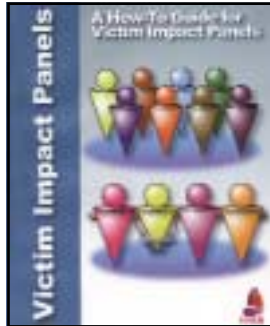


Trauma Systems Agenda for the Future

This consensus report documents the importance of full implementation of quality trauma systems across the United States to provide optimal care for injured patients and to

enhance the country’s readiness to respond to future acts of terrorism. The document identifies key issues in addressing four fundamental components of the trauma care system (injury prevention, pre-hospital care, acute care facilities, and post-hospital care) and eight infrastructure elements that are critical to trauma system success. Product is 8.5”x11”, full-color, 51 pages.

Item Number	Format	Year	Target Audience
3P0138	Report	2003	EMS



A How-to-Guide for Victim Impact Panels

This “how-to” manual describes the development and implementation of drunk driving victim impact panels. Victim impact panels bring

together victims of drunk driving crashes and first-time impaired offenders. These panels are a routine sentencing option in many courts, driving programs, and schools. The guide was originally developed by Mothers Against Drunk Driving (MADD). It was revised and reprinted by MADD and NHTSA in July 2001. Product is 8.5”x11”, full-color.

Item No.	Format	Year	Target Audience
2P1091	Manual	2001	Advocate; Program Leader



Alcohol Screening and Brief Intervention in the Medical Setting

Alcohol is a factor of many illnesses and injuries. In a variety of medical settings the illnesses and

injuries are treated, but more often than not, the alcohol abuse causing these problems is not addressed. The American College of Emergency Physicians, in conjunction with NHTSA, has developed a kit, “Alcohol and Brief Intervention in the Medical Setting,” which provides facts and benefits of screening and providing brief intervention for patients with alcohol problems. It contains screening tools and a template for locating community resources. A laminated reference card and a mnemonic, which outlines the steps for a brief intervention, are also included. Product is 9.5”x11.5”, three-color.

Item No.	Format	Year	Target Audience
2P1099	Kit	2002	Advocate; Medical Provider; Program Leader; Public Health

Impaired Driving



Designated Driver/Safe Ride Program - Community Action Guide

This guide provides a resource to assist communities wishing to implement a designated driver program. Suggestions are provided for forming community groups, and enlisting support from employers, educators, the criminal justice system, hospitality industry, retailers, and the armed forces. Ideas for publicizing and promoting a designated driver program are included, along with a sample press release, radio spot, and a proclamation. A year-round calendar of ideas is also provided, along with a list of resources and materials. Product is 8.5"x11", three-color, 39 pages. (Available as a PDF file.)

Item No.	Format	Year	Target Audience
2P1082	Manual	2002	Advocate;
2A0146	CD-ROM		State/Local Government; Program Leader



Don't Let This Be the Reason For Your Next Family Gathering

This poster depicts an African-American family gathered around the casket of a loved one for a funeral service at the cemetery. It urges motorists not to drink and drive.

Product is a full-color poster, 11"x17".



Item No.	Format	Year	Target Audience
2P1022	Poster	1997	African Americans; General Public



Impaired Driving Prevention Toolkit

This toolkit is a "Prevention Primer 101," providing basic facts, ways to evaluate the problem and/or successful initiatives in your communities, concrete steps to help integrate this issue into your current activities, and resources you can turn to for additional guidance. Product is 6"x9", two-color, 32 pages.

Item No.	Format	Year	Target Audience
2P1127	Booklet	2003	Advocate; Civic Group; Program Leader



Make Your Parties Rock-Substance Free, Guide to Safe and Sober Event Planning

NHTSA and the National Organizations for Youth Safety (NOYS) joined forces to develop this year-round party planner that outlines safe and sober alternatives to underage drinking. The planner shows how youth can enjoy special events in their lives, such as prom night, in a safe environment and still have a great time. The planner includes ideas to plan safe and sober events, including party settings, themes and activities; promotional efforts to help spread the word about safe and sober events; a list of resources and related materials to help support the theme that drinking alcohol is not necessary to give an amazing party. Product is 9"x11.5", full-color, 30 pages with one poster included.

Item No.	Format	Year	Target Audience
2P1116	Manual	2002	Advocate; Program Leader; Youth
2A0149	CD-ROM	2002	
2P1117	Poster	2002	



NHTSA Impaired Driving Information Resources

This CD-ROM contains the complete text from 12 publications concerning impaired driving and the standardization field sobriety test (SFST) battery. They are listed in chronological order by publication date. Each is full-text searchable and can be fully indexed through its own table of contents. The CD-ROM also contains three short video segments, one for each of the three standardized field sobriety tests.

Item No.	Format	Year	Target Audience
2A0156	CD-ROM	2002	Advocate; Law Enforcement; Program Leader; State/Local Government



Partners in Prevention - State Alcohol Agencies' Approach to Underage Drinking Prevention

This product is a how-to manual that provides guidance, program by program, in a variety of approaches to prevent underage drinking. Moreover, specific examples of program materials/resources to combat this problem are included in an accompanying CD-ROM.

Item No.	Format	Year	Target Audience
2P1111	Manual	2002	Advocate; Law Enforcement; Program Leader; Public Health

Impaired Driving



Three Ways to Keep a Friend Alive

English/Spanish

This brochure lists three steps a friend can take to prevent someone who has been drinking alcohol from driving while impaired. Using these suggestions, injuries and fatalities resulting from alcohol-related traffic crashes can be dramatically decreased. Product is 4"x9", full-color, 6 panels.



Item No.	Format	Year	Target Audience
2P0159	Brochure English	2000	Advocate; Driver Educator; Employer;
2P1126	Brochure Spanish		General Public; Hispanic; Program Leader; Public Health



Aggressive Driving and the Law Symposium: Summary of Proceedings

This report summarizes the proceedings of an aggressive driving symposium conducted in January 1999. Participants included a variety of public safety, legal, and adjudication professionals who sought to address the issue of aggressive driving. Group discussions and breakout sessions resulted in the development of a series of recommendations for approaching the problem, from several perspectives; charging decisions; sentencing strategies; community leadership; and enforcement strategies. Product is 8.5"x11", two-color, 52 pages.

Item No.	Format	Year	Target Audience
9P0091	Report	1999	Law Enforcement; Program Leader; Researcher



Aggressive Driving Enforcement: Strategies for Implementing Best Practices

This manual provides assistance to law enforcement agencies in designing and implementing an effective aggressive driving enforcement program. The guide also highlights existing features, technology used, projected outcomes, and contact information. This information can be adopted or modified for use by any law enforcement agency. Product is 8.5"x11", three-color, 35 pages.

Item No.	Format	Year	Target Audience
9P0092	Manual	2000	Law Enforcement



Aggressive Driving Programs

This document provides a resource for law enforcement agencies interested in developing an aggressive driving program. It is a summary of successful strategies along with contact information. Product is 8.5"x11", 13 pages.

Item No.	Format	Year	Target Audience
9P0088	Booklet	2001	Law Enforcement; Program Leader



Commercial Motor Vehicle Traffic Enforcement

This guide is for law enforcement agencies to develop traffic safety programs and procedures to address serious moving violations committed by drivers of commercial motor vehicles. Product is 8.5"x11", three-color, 32 pages.

Item No.	Format	Year	Target Audience
4P1193	Booklet	2002	Advocate; Law Enforcement; Program Leader



Courage to Live - A Judicial Outreach Program to Combat Underage Drinking & Driving

NHTSA has been working with the judicial community

to develop ways in which judges can step off the bench and be involved in the community. Courage to Live, developed with the National Judicial College and a cadre of judges, school administrators, teachers, and others, provides a vehicle for discussions with young people about the “real consequences” of risk-taking involving alcohol and motor vehicles. Product is 8.5”x11”, full-color, 122 pages.

Item No.	Format	Year	Target Audience
4P1197	Report	2003	Advocate; Judges; Program Leader



Criminal Justice Summit on Impaired Driving

This report outlines recommendations resulting from the Criminal Justice Summit on Impaired Driving, convened in November 2002, which was

organized by NHTSA and the National Criminal Justice Association. The Summit was designed to identify gaps, problems, and challenges in the criminal justice system in the handling of impaired drivers, and to assess solutions and strategies for increasing effectiveness in the enforcement, prosecution, and adjudication phases of impaired driving cases. The Summit was also intended to achieve the most comprehensive and identifiable challenges facing the system as a whole and the most innovative and inclusive solutions to making the system more effective and efficient. Product is 8.5”x11”, two-color report, 64 pages.

Item No.	Format	Year	Target Audience
4P1199	Report	2003	Advocate; Law Enforcement, Program Leader



The Detection of DWI Motorcyclists

This video provides law enforcement officials a set of behavioral cues that can be used to accurately detect motorcyclists who are operating their vehicles while intoxicated. Fourteen cues were identified that best discriminate between DWI and unimpaired operation of a motorcycle. The cues have been labeled as “Excellent Predictors” and “Good Predictors”, based on research results. Product is 4”x9”, full-color, 13 pages.

Item No.	Format	Year	Target Audience
6A0031	Video	1999	Law Enforcement



Development of a Standardized Field Sobriety Test (SFST) Training Management

This report presents the results of a study conducted for NHTSA to develop a model system to help law

enforcement agencies manage SFST training requirements. A further objective is to explore the feasibility of establishing and operating a statewide SFST training-records system. Product is 8.5”x11”, black & white, 22 pages.

Item No.	Format	Year	Target Audience
4P1190	Report	2001	Advocate; Law Enforcement; Program Leader; Researcher



Fake Helmets: Unsafe on Any Head

This law enforcement training video provides characteristics of motorcycle helmets that are DOT compliant. It also compares helmets that meet the standard with helmets that do not. Product is full-color, 12:30 minutes.

Item Number	Format	Year	Target Audience
6A0007	Video	1992	Law Enforcement



How to Identify Unsafe Motorcycle Helmets

This brochure complements the video, Fake Helmets: Unsafe on Any Head, by providing information to law enforcement officers and to the general public on helmets that are DOT compliant.

Product is 4”x9”, two-color, 7 pages.

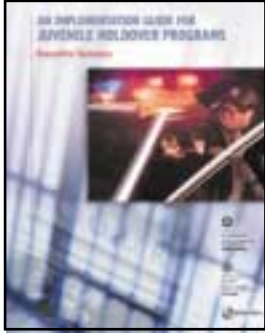
Item No.	Format	Year	Target Audience
6P0047	Brochure	2003	General Public; Law Enforcement



Implementation Guide for Juvenile Holdover Programs

This product is a how-to manual describing the specific steps necessary to implement a juvenile holdover program. “Holdover” refers to temporary holding facilities for juveniles who commit less serious offenses, greatly reducing the necessity of enforcement officers maintaining lengthy custody of juveniles. These programs are particularly useful in rural areas with limited resources. This product is 8.5”x11”, two-color, 201 pages and a CD-ROM.

Item No.	Format	Year	Target Audience
2P1090	Manual/ CD-ROM	2001	Advocate; Law Enforcement; Legal Professionals; Program Leader

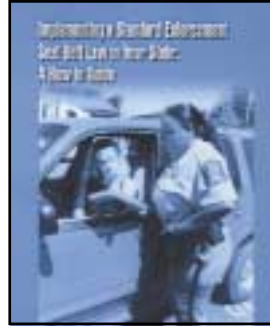


Implementation Guide for Juvenile Holdover Programs - Executive Summary

This summary provides a brief overview of juvenile

holdover programs and the implementation guide. Juvenile holdover programs are new and old concepts that look at creative approaches by law enforcement officers, social workers, probation officers, and community officials when having to decide what to do with a juvenile in need of a safe, and perhaps secure, place to wait until a parent can be located or while the system mobilizes to respond to the needs of a child or youth. Product is 8.5"x11", full-color, 10 pages.

Item No.	Format	Year	Target Audience
2P1097	Report	2002	Advocate; Program Leader

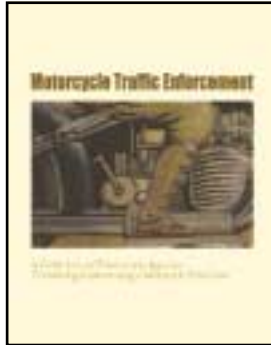


Implementing a Standard Enforcement Seat Belt Law in Your State: A How-To Guide

This guide is designed to help safety advocates derive maximum benefit

from a standard enforcement law in their communities, towns, cities, and states. The guide gives a basic implementation framework for law enforcement, state highway safety officials and others, taking the reader step by step through the stages of a successful program implementation, whether it is conducted statewide or within a single community. Product is 8.5"x11", three-color, 29 pages.

Item No.	Format	Year	Target Audience
4P1180	Report	2001	Advocate; Law Enforcement; Program Leader; State/Local Government



Motorcycle Traffic Enforcement: A Guide for Law Enforcement Agencies Considering Implementing a Motorcycle Patrol Unit

Motorcycles offer flexibility and are an efficient way to address traffic congestion and crash related problems. This publication addresses the key questions to consider involving this issue and provides an in-depth look at the rudimental elements of a successful motorcycle program. The guide is oriented toward law enforcement administrators interested in starting a motorcycle traffic enforcement unit. Product is 8.5”x11”, full-color, 18 pages.

Item No.	Format	Year	Target Audience
4P1198	Report	2003	Law Enforcement



National Aggressive Driving Action Guide - A Criminal Justice Approach

This Action Guide is the result of a series of meetings with distinguished criminal justice professionals: law enforcement leaders, prosecutors, judges, and a representative from the defense bar and NHTSA staff, who participated in an Aggressive Driving Implementation Team. The intent of the Implementation Team was to create a dynamic and easy-to-update planning guide for the States. The Team recommended strategies that States can customize to create potent “best solutions.” This Action Guide delineates recommended action strategies and is the culmination of more than 18 months of committed efforts by the Implementation Team. Product is 8.5”x11”, three-color, 30 pages.

Item No.	Format	Year	Target Audience
9P0123	Report	2001	Advocate, Law Enforcement; Program Leader



Primary Enforcement Saves Lives: The Case for Strong Seat Belt Laws

This booklet discusses the basic facts on primary enforcement safety belt laws, documents how these

laws save lives, and provides success stories from the United States and other countries. The booklet also provides a sample “model law” and strategies for generating public support for primary enforcement. Product is 8.5”x11”, full-color, 39 pages.

Item No.	Format	Year	Target Audience
1P1195	Booklet	2002	Law Enforcement; Program Leader; State/Local Government; Program Leader



Professional Traffic Stops

This video presents information about traffic stops and the importance of how the public perceives these actions. Product is a color video, 10 minutes in length.

Item No.	Format	Year	Target Audience
4A0116	VHS Video	2002	Law Enforcement; Program Leader



Saturation Patrols and Sobriety Checkpoints - A How-To Guide for Planning and Publicizing Impaired Driving Enforcement Efforts

This kit was developed by the You Drink & Drive. You Lose. campaign to assist law enforcement officials with local impaired driving prevention and enforcement efforts. The kit includes a how-to guide for building partnerships, publicizing and promoting programs, and creating timelines. Posters, fact sheets, a sample media advisory, news release, letter to the editor, radio scripts, logos, and camera-ready art are also provided, along with information on additional resources. Product is 8.5”x11”, two-color.

Item No.	Format	Year	Target Audience
2P1110	Kit	2001	Law Enforcement; Program Leader



The Traffic Stop & You - Improving Communications Between Citizens and Law Enforcement

This brochure is designed to educate both citizens and law enforcement about expectations during a traffic stop. Understanding what is expected from both parties improves communications, helps to reduce anxieties, and improves the public’s understanding about the need for traffic law enforcement. Product is 5”x10”, three-color, six panels.

Item No.	Format	Year	Target Audience
4P1179	Brochure	2001	Law Enforcement; Program Leader



Understanding Bias-Based Traffic Law Enforcement

This manual contains a definition of bias-based traffic law enforcement, a self-assessment for law enforcement managers, and a resource section of articles, web sites, and manuals on bias-based law enforcement and racial profiling. Product is 8.5”x11”, full-color, 20 pages.

Item No.	Format	Year	Target Audience
4P1200	Manual	2003	Law Enforcement



Visual Detection of DWI Motorist

This brochure provides law enforcement officers with information on detecting impaired motorists, articulating observed behaviors on arrest reports and ways to support officers’ expert testimony. A compact DWI Detection Guide is provided, along with a summary of the research that led to the guide, explanations of the 24 driving cues and a description of post-stop cues that are predictive of DWI. Product is a two-color brochure, 4”x9”, 15 pages.

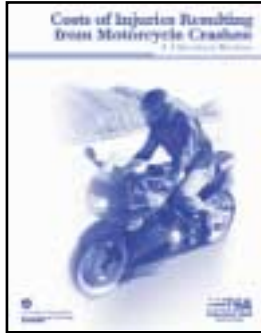
Item No.	Format	Year	Target Audience
2P1048	Brochure	1998	Law Enforcement



Youth Impaired Driving - Manual for Sheriffs

This publication provides an overview of programs that target the youthful offender, combining a variety of approaches to the problem into a single resource document. While it targets the need of the rural sheriff, the information contained in this manual is broad enough that it can be used by any law enforcement agency. This manual is based on the ideas and experiences of officials who took part in a special educational pilot project and state highway safety program coordinators, as well as the best practices of successful programs throughout the United States. Product is 8.5”x11”, three-color, 23 pages.

Item No.	Format	Year	Target Audience
4P1176	Manual	2001	Advocate; Law Enforcement; Program Leader



Cost of Injuries Resulting from Motorcycle Crashes

This report presents a summary and critical review of literature on motorcycle injury costs published in the 1990s.

It emphasizes studies of prevention approaches, including helmets, protective gear, and rider training. It also focuses on who pays the cost of motorcycle injury. The review addresses the need for identifying the best studies and summarizing their results. It also offers a handy, understandable summary of flawed studies and documents their major problems. Product is 8.5"x11", three-color, 106 pages.

Item No.	Format	Year	Target Audience
6P0158	Report	2001	Advocate; Law Enforcement; Program Leader



Drinking, Riding, And Prevention: A Focus Group Study

Several focus groups were held in five cities and regions across the United States to identify effective prevention and intervention

approaches to motorcyclist fatalities. This report presents the findings of these groups and the results that suggest that future drinking-and-riding prevention efforts should incorporate peer approaches and social norms modeling. Product is 8.5"x11", full-color, 66 pages.

Item No.	Format	Year	Target Audience
6P0170	Report	2003	Advocate; General Public; Medical Provider; Motorcycle Educator; Motorcycle Licensor; Program Leader



Cruisin' Without Brusin'

This brochure explains safe driving practices for motorcycle drivers, such as proper licensing, practice in operating the motorcycle, making sure that the motorcycle is safe, wearing the proper protection, riding responsibly, and being drug- and alcohol-free. Product is a full-color brochure, 4"x9", six panels.

Item No.	Format	Year	Target Audience
6P0011	Brochure	1994	Parent/Caregiver; Youth

Motorcycle Safety



Increasing Motorcycle Awareness

This flyer provides information to motorcycle riders and to automobile drivers on how to avoid car-motorcycle crashes.

Tips for motorcycle riders include methods to increase their visibility to drivers, and to remain aware of conditions or situations that increase the likelihood of a crash. Advice to drivers includes ways to increase their awareness of motorcycle riders and how to avoid situations in which car-motorcycle crash is most likely to occur. Names and telephone numbers of organizations to contact for further information are also provided. Product is 8.5"x11", two-color, two-sided.

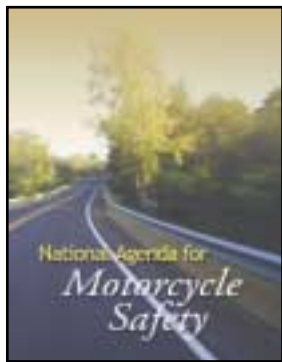
Item No.	Format	Year	Target Audience
6P0138	Flyer	1999	Advocate; General Public; Motorcycle Educator; Program Leader



Motor Vehicle Insurance in the United States 1998 - 1999 Snapshot with Emphasis on Motorcycle Coverage

Motor vehicle insurance pays for many of the medical and work losses resulting from highway crashes. Insurance information is critical to understanding crash costs and who pays them. This report focuses on motorcycle insurance and summarizes the availability of insurance coverage for motorcyclists, the costs of insurance for motorcyclists, and the similarities and differences between motorcycles, other private passenger vehicle, and commercial coverages. Product is 8.5"x11", three-color, 27 pages.

Item No.	Format	Year	Target Audience
6P0172	Report	2003	Program Leader



National Agenda For Motorcycle Safety

This document provides an overview of motorcycle safety today, along with a plan for the future. Its developers used a comprehensive

approach to motorcycle safety, addressing the needs of an increasingly expanding motorcycling public. The agenda is organized into four sections, which discuss the primary factors contributing to motorcycle crashes: human, social, motorcycle, and environmental factors. Current research is highlighted, along with recommendations for increasing motorcycle safety. Appendices provide information on state licensing, motorcycle equipment and insurance requirements, as well as motorcycle crash investigations, safety program assessments, and common methodology. Product is 8.5”x11”, full-color, 118 pages.

Item No.	Format	Year	Target Audience
6P0149	Booklet	2000	Advocate; Motorcycle Educator; Motorcycle Licensor; Program Leader; Researcher



Without Motorcycle Helmets We All Pay the Price

This kit includes a brochure, booklet and video discussing the goals and components of a comprehensive motorcycle program, and the

importance of motorcycle helmets and helmet laws in reducing injuries, fatalities and taxpayers’ costs from motorcycle crashes. The booklet is also available separately and details the components of a comprehensive approach to motorcycle safety. It provides information on what occurs during a motorcycle crash, how to prevent serious brain injuries, how to reduce motorcycle crash injuries in general, the effectiveness of helmet laws, how these laws reduce costs to society, and some common myths about motorcycle helmets and helmet laws. Product is a full-color booklet, 8.5”x11”, 25 pages.

Item No.	Format	Year	Target Audience
6A0024	Kit	1998	Motorcycle Educator;
6P0128	Booklet	1998	Motorcycle Licensor; Program Leader

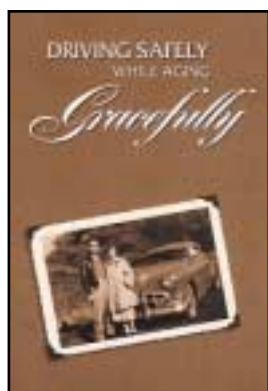


Creating Communities for Active Aging

This guide is designed to help communities develop a strategic plan to engage older adults in walking and bicycling, and create an environment conducive to physical activity. This

glossy, full-color booklet uses a logical progression to help communities engage and involve older citizens in physical activity, and to create opportunities for activities such as walking and bicycling. Product is 8.5"x11", full-color, 17 pages.

Item No.	Format	Year	Target Audience
6P0169	Manual	2002	Advocate; Older Adults; Program Leader



Driving Safely While Aging Gracefully

This booklet provides a discussion of the physical effects of aging, and how older adults can contend with them, to remain safe drivers for as long as possible. Change in vision,

physical fitness, attention and reaction time are examined, along with suggestions for keeping alert to changes, and considering alternative transportation. Product is 5.5"x8.5", three-color, 13 pages.

Item No.	Format	Year	Target Audience
6P0168	Booklet	2000	Medical Provider; Older Adults; Program Leader; Public Health

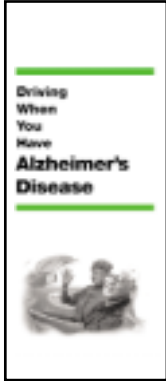


Driving After Stroke

This brochure discusses how a stroke may affect driving, suggested steps drivers may take to increase their driving safety if they have had a stroke, and information resources for families and for drivers who have had a stroke. It is intended as a discussion tool among stroke victims, their doctors and their families. The pamphlet was

developed in partnership with the The American Stroke Association to assist in making decisions about driving ability, risk, and safety. It may be particularly relevant for older drivers seeking to maintain mobility after experiencing a stroke. Product is 3.75"x8.5", two-color, six panels.

Item No.	Format	Year	Target Audience
9P0164	Brochure	2003	Advocate; General Public; Medical Provider; Older Adults; Program Leader



Driving When You Have Alzheimer's Disease

This brochure includes symptoms of Alzheimer's Disease, how the early stages of the condition may affect driving, suggested steps drivers may take to increase their driving safety if they are in the early stages, and information resources for drivers with Alzheimer's Disease and their families. It is intended as a discussion tool among individuals with dementia, their doctors and families. The pamphlet was developed in partnership with The Alzheimer's Association to assist in making decisions about driving ability, risk and safety. It may be particularly relevant for older drivers seeking to maintain mobility after being diagnosed with early stage Alzheimer's disease and other dementia. Product is 3.75"x8.5", two-color, six panels.

This brochure includes symptoms of arthritis, how the condition may affect driving, suggested steps drivers may take to increase their driving safety if they have this condition, and resources for drivers with arthritis. It is intended as a discussion tool between patients and their doctor. The pamphlet was developed in partnership with the Arthritis Foundation to assist in making decisions about driving ability, risk, and safety. It may be particularly relevant for older drivers seeking to maintain mobility after being diagnosed with arthritis. Product is 3.75"x8.5", two-color, six panels.



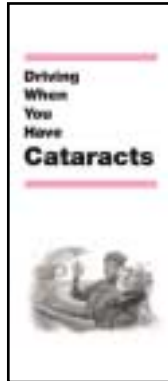
Driving When You Have Arthritis

This brochure includes symptoms of arthritis, how the condition may affect driving, suggested steps drivers may take to increase their driving safety if they have this condition, and resources for drivers with arthritis. It is intended as a discussion tool between patients and their doctor. The pamphlet was developed in partnership with the Arthritis Foundation to assist in making decisions about driving ability, risk, and safety. It may be particularly relevant for older drivers seeking to maintain mobility after being diagnosed with arthritis. Product is 3.75"x8.5", two-color, six panels.

This brochure includes symptoms of arthritis, how the condition may affect driving, suggested steps drivers may take to increase their driving safety if they have this condition, and resources for drivers with arthritis. It is intended as a discussion tool between patients and their doctor. The pamphlet was developed in partnership with the Arthritis Foundation to assist in making decisions about driving ability, risk, and safety. It may be particularly relevant for older drivers seeking to maintain mobility after being diagnosed with arthritis. Product is 3.75"x8.5", two-color, six panels.

Item No.	Format	Year	Target Audience
9P0163	Brochure	2003	Advocate; General Public; Medical Provider; Older Adults; Program Leader

Item No.	Format	Year	Target Audience
9P0171	Brochure	2003	Advocate; General Public; Medical Provider; Older Adults; Program Leader

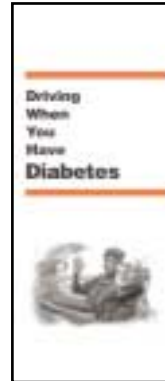


Driving When You Have Cataracts

This brochure includes symptoms of cataracts, how the condition may affect driving, suggested steps drivers may take to increase their driving safety if they have this condition, and resources for drivers with cataracts. It is intended as a discussion tool between patients and eye doctors. The pamphlet was

developed in partnership with the American Optometric Association to assist in making decisions about driving ability, risk, and safety. It may be particularly relevant for older drivers seeking to maintain mobility after being diagnosed with cataracts. Product is 3.75"x8.5", two-color, six panels.

Item No.	Format	Year	Target Audience
9P0156	Brochure	2003	Advocate; General Public; Medical Provider; Older Adults; Program Leader

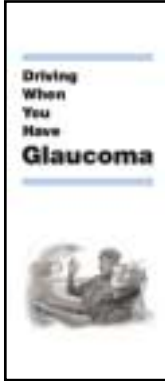


Driving When You Have Diabetes

This brochure includes symptoms of diabetes, how the condition may affect driving, suggested steps drivers may take to increase their driving safety if they have this condition, and resources for drivers with diabetes. It is intended as a discussion tool between patients and their doctors and among

family members. The pamphlet was developed in partnership with the American Diabetes Association to assist in making decisions about driving ability, risk and safety. It may be particularly relevant for older drivers seeking to maintain mobility after being diagnosed with diabetes. Product is 3.75"x8.5", two-color, six panels.

Item No.	Format	Year	Target Audience
9P0162	Brochure	2003	Advocate; General Public; Medical Provider; Older Adults; Program Leader



Driving When You Have Glaucoma

This brochure includes symptoms of glaucoma, how the condition may affect driving, suggested steps drivers may take to increase their driving safety if they have this condition, and resources for drivers with glaucoma. It is intended as a discussion tool between patients and eye doctors. The pamphlet was

developed in partnership with the American Optometric Association to assist in making decisions about driving ability, risk, and safety. It may be particularly relevant for older drivers seeking to maintain mobility after being diagnosed with glaucoma. Product is 3.75"x8.5", two-color, six panels.

Item No.	Format	Year	Target Audience
9P0157	Brochure	2003	Advocate; General Public; Medical Provider; Older Adults; Program Leader

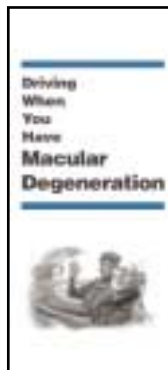


Driving When You Have Had Seizures

This brochure includes symptoms of seizures, how driving may be affected for individuals who have had seizures, suggested steps drivers may take in consultation with their doctors to increase their driving safety if they have had a seizure, and information resources for drivers who have had a seizure and

their families. It is intended as a discussion tool among individuals who have had a seizure and their doctor. The pamphlet was developed in partnership with The Epilepsy Foundation to assist in making decisions about driving ability, risk and safety. It may be particularly relevant for older drivers seeking to maintain mobility after having had a seizure. Product is 3.75"x8.5", two-color, six panels.

Item No.	Format	Year	Target Audience
9P0172	Brochure	2003	Advocate; General Public; Medical Provider; Older Adults; Program Leader



Driving When You Have Macular Degeneration

This brochure includes symptoms of macular degeneration, how the condition may affect driving, suggested steps drivers may take to increase their driving safety if they have this condition, and resources for drivers with macular degeneration.

It is intended as a discussion tool between patients and eye doctors. The pamphlet was developed in partnership with the American Optometric Association to assist in making decisions about driving ability, risk, and safety. It may be particularly relevant for older drivers seeking to maintain mobility after being diagnosed with macular degeneration. Product is 3.75"x8.5", two-color, six panels.

Item No.	Format	Year	Target Audience
9P0158	Brochure	2003	Advocate; General Public; Medical Provider; Older Adults; Program Leader



Driving When You Have Parkinson's Disease

This brochure includes symptoms of Parkinson's, how the condition may affect driving, suggested steps drivers may take to increase their driving safety if they have this condition, and resources for drivers with Parkinson's.

It is intended as a discussion tool between patients and their doctor. The pamphlet was developed in partnership with The National Parkinson Foundation and the American Parkinson Disease Association to assist in making decisions about driving ability, risk, and safety. It may be particularly relevant for older drivers seeking to maintain mobility after being diagnosed with Parkinson's. Product is 3.75"x8.5", two-color, six panels.

Item No.	Format	Year	Target Audience
9P0173	Brochure	2003	Advocate; General Public; Medical Provider; Older Adults; Program Leader



Driving When You Have Sleep Apnea

This brochure includes symptoms of sleep apnea, how the condition may affect driving, suggested steps drivers may take to increase their driving safety if they have this condition, and resources for drivers with sleep apnea. It is intended as a discussion tool between patients

and their doctor. The pamphlet was developed in partnership with the National Sleep Foundation to assist in making decisions about driving ability, risk, and safety. It may be particularly relevant for older drivers seeking to maintain mobility after being diagnosed with sleep apnea. Product is 3.75”x8.5”, two-color, six panels.

Item No.	Format	Year	Target Audience
9P0167	Brochure	2003	Advocate; General Public; Medical Provider; Older Adults; Program Leader



Physicians Guide to Assessing and Counseling Older Drivers

This guide is provided to assist physicians in evaluating the ability of their older patients to operate a motor vehicle

safely as part of their everyday, personal activities. This guide is not intended as a standard of medical care, nor should it be used as a substitute for physician’s clinical judgment. Rather, this guide reflects the scientific literature and views of experts as of May 2003, and is provided for informational and educational purposes only. Product is 8.5”x11”, black and white, 228 pages and is also available as an Adobe Acrobat PDF file on CD-Rom.

Item No.	Format	Year	Target Audience
6P0192	Book	2003	Medical Provider; Older Adults;
6A0047	CD-Rom		Program Leader; Public Health



Safe Driving for Older Adults

This booklet is designed to help older adults determine if physical and mental changes have affected their driving skills. The booklet, which is based on NHTSA's Driving Safely

While Aging Gracefully brochure, is written at a lower literacy level with a larger type font and provides helpful tips about what senior citizens can do to deal with these changes so that they can remain safe drivers for as long as possible. Child safety seat and safety belt guidelines are also included for older adults who drive with children or young adults. Product is 8.5"x11", full-color, 8 pages.

Item No.	Format	Year	Target Audience
6P0190	Booklet	2003	Older Adults; Program Leader



Stepping Out

This booklet, for mature adults, explains how to maintain safety while walking, in addition to providing some helpful hints and reasons for starting and maintaining a walking program. Product is 5.5"x8.5", full-color, 23 pages.

Item No.	Format	Year	Target Audience
6P0171	Booklet	2003	Advocate; General Public; Older Adults; Program Leader



Caminando a Través de los Años - Seguridad Peatonal para Tercera Edad (65+)



Spanish

This brochure provides tips for older (age 65+) Hispanic pedestrians on how to safely cross the street at intersections, roadways and parking lots. Illustrations of proper crossing techniques are included. Product is 4"x9", two-color, and eight pages.

Item No.	Format	Year	Target Audience
6P0095	Brochure	1997	Advocate; General Public; Hispanic; Older Adult; Program Leader



Caminando a Través de los Años Seguridad Peatonal Para Niños - Amigos Para Siempre



Spanish

Filmed in a style of a tele-novella, this video offers a heartwarming and entertaining story of two children who sustain their special friendship despite unexpected circumstances. The video is targeted to Hispanic audiences and identifies the pedestrian safety risks that children face every day. Suggestions are provided for parents and other adults to help prevent these risks. Product is a color video; total running time is 45 minutes.

Item No.	Format	Year	Target Audience
6A0019	Video	1998	General Public; Hispanic; Program Leader; School Teacher



Caminando a Través de los Años - Seguridad Peatonal Para Niños (Walking Through the Years - Pedestrian Safety for Your Child) - Educator Guide



English/Spanish

This fully illustrated brochure is written in both Spanish and English. It offers talking points for educators to use to teach parents, grandparents, and other caregivers about the most common types of child pedestrian crashes, and offers suggestions about how to prevent them. Product is 4"x9", two-color, and eight panels.

Item No.	Format	Year	Target Audience
6P0113	Brochure	1998	General Public; Hispanic; Medical Provider; Program Leader; School Teacher



Caminando A Través de los Años - La Cita - Video



Spanish

This video describes a variety of pedestrian safety threats faced daily by older adult (age 65+) pedestrians. The novella format is a recognized and accepted method of communication within the Hispanic community. Product is full-color and the total running time is 34 minutes.

Item No.	Format	Year	Target Audience
6A0017	Video	1997	General Public; Hispanic; Medical Provider; Older Adult

Pedestrian Safety



Caminando a Través de los Años Seguridad Para Peatones de Tercera Edad (65+)



Spanish

This set of 25 slides is written in Spanish and comprises a 30-minute presentation on pedestrian safety for older (65+) adults. The presentation provides 25 tips to assist older adults in safely crossing streets. Product is a set of color slides.

Item No.	Format	Year	Target Audience
6A0018	35mm Slide	1996	Advocate; Hispanic; Program Leader



National Strategies for Advancing Child Pedestrian Safety

This is a Centers for Disease Control (CDC)/NHTSA product. Experts in various

professions have wrestled with the problem of reducing child pedestrian deaths in our country, each approaching it from his or hers specialty's point of view. Effective solutions to the child pedestrian safety problem must be multifaceted and arise from collaboration among experts from diverse fields. This need inspired the creation of the Panel to Prevent Pedestrian Injuries, an interdisciplinary conference held in September 1998 that focused on reducing childhood pedestrian injuries in the United States. The suggestions from that meeting are provided as strategies here. Product is 8.5"x11", three-color, 22 pages.

Item No.	Format	Year	Target Audience
6P0152	Report	2001	Advocate; Program Leader



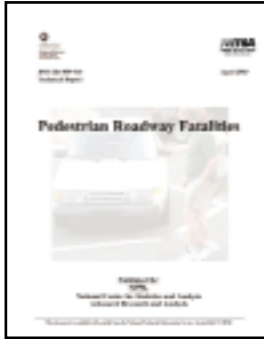
Caminando a Través de los Años Seguridad Para De Peatones Tercera Edad (65+) Guia Para La Presentacion De Diapositivas



Spanish

This booklet is written in Spanish and provides a presenter's guide, introducing a 30-minute slide presentation on pedestrian safety for older (65+) adults. The presentation consists of 25 tips to assist older adults in safely crossing streets. Product is 5.5"x8.5", three-color, and 26 pages.

Item No.	Format	Year	Target Audience
6P0106	Booklet	1996	Advocate; Hispanic; Older Adult; Program Leader



Pedestrian Roadway Fatalities

The National Center for Statistics and Analysis published a study whose objective was to examine the pedestrian fatalities in motor vehicle crashes. In 2001, pedestrian fatalities

accounted for about 12 percent of all fatalities and 85 percent of all non-occupant fatalities in motor vehicle crashes. Pedestrian fatalities in single vehicle crashes accounted for more than 90 percent of the pedestrian fatalities from all fatal motor vehicle crashes. With such a high percentage of pedestrian fatalities from single vehicle crashes, this report was written to provide insight into the possible causes for these pedestrian fatalities. The analyses point to possible interventions that will save lives across the country. Product is 8.5"x11", three-color, 56 pages.

Item No.	Format	Year	Target Audience
6P0176	Report	2003	Advocate; Law Enforcement; Program Leader; State/Local Government



Walkability Checklist

English/Spanish

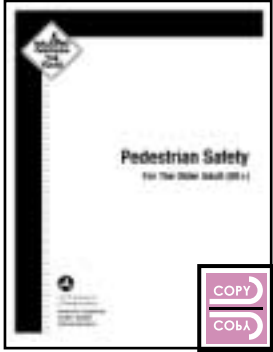
This brochure targets Hispanic parents, and provides a checklist to use while taking a walk through their neighborhood with their child.

The checklist helps to identify problem areas in the community, and ways for parents and community groups to make the neighborhood more walkable. A contact list is also provided. Product is 8.5"x11", three-color, and six pages.



Item No.	Format	Year	Target Audience
6P0114	Fact Sheet English	1998	Advocate; Hispanic;
6P0124	Fact Sheet Spanish	1998	Program Leader; School Teacher

Pedestrian Safety



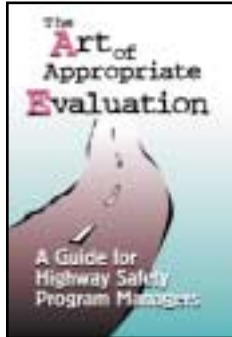
Walking Through The Years - Pedestrian Safety For The Older (65+) Adult



English/Spanish

This booklet describes the major pedestrian risks facing older (65+) adults and suggests actions that they can take to avoid accidents. Information is included from a variety of studies completed by NHTSA, FHWA, and other highway safety organizations. English version is 8.5”x11”, black and white, 13 pages. Spanish version is 8.5”x 5.5”, three-color, and 14 pages.

Item No.	Format	Year	Target Audience
6P0060	Booklet English	2000	General Public; Hispanic;
6P0104	Booklet Spanish	1996	Medical Provider; Older Adult; Program Leader; Public Health



Art of Appropriate Evaluation: A Guide for Highway Safety Program Planners

This handbook is a tool for highway safety program managers who want to evaluate the effectiveness of their programs. The guide documents different kinds of evaluation and some key benefits of conducting evaluations. Product is 5.5”x8.5”, two-color, 64 pages.

Item No.	Format	Year	Target Audience
5P0233	Report	1993	Advocate; Program Leader; Researcher



Data-Smart Manual: Use and Analysis of Data for Local Highway and Traffic Safety Programs

Data are a key element of local efforts to address motor vehicle-related and other types of injuries. NHTSA’s National Center for Statistics and Analysis (NCSA) prepared this manual as a tool for obtaining and using data to address injury problems at the local level. The manual focuses on data sources and the analysis of motor vehicle-related injuries as a particular subset of injuries that are often a large part of a community’s injury problem. The manual is designed as both a reference document and a workbook. Product is 8.5”x11”, two-color, 127 pages.

Item No.	Format	Year	Target Audience
7P0252	Manual	1999	Civic Group; Program Leader; State/Local Government



Economic Burden of Traffic Crashes on Employers – Costs by State and Industry, and by Alcohol and Restraint Use

Employers pay for injuries that occur on- and off-the-job. The report provides employers with the specific costs of motor vehicle crash injuries by state and by industry type and includes estimates of alcohol involvement and restraint non-use. Motor vehicle crash injuries on- and off-the-job cost employers about \$60 billion annually in 1998-2000. Off-the-job injuries to workers and their dependents represent one-third of those costs. Although motor vehicle injury costs to employers vary widely by state and industry, this report demonstrates that increasing restraint use and reducing alcohol impaired driving have the potential for significant cost savings. This report updates the national estimates of employer costs of crashes presented in NHTSA’s 1996 report “What Do Traffic Crashes Cost? Total Cost to Employers by State and Industry.”

Item No.	Format	Year	Target Audience
5P0352	Report	2003	Employer



Model Minimum Uniform Crash Criteria (MMUCC)

The Model Minimum Uniform Crash Criteria (MMUCC) is a collaborative effort by NHTSA, FHWA, the Federal Motor Carrier Safety Administration (FMCSA), and the Governors Highway Safety

Association (GHSA) to generate uniform crash data that are accurate, reliable and credible for data-driven highway safety decisions. The MMUCC Guideline, 2nd Edition (2003) serves as a foundation for state crash data systems that provide data to identify problems, establish goals and performance measures, allocate resources, determine the progress of specific programs, and support the development and evaluation of highway and vehicle safety countermeasures. Product is 8.5"x11", two-color, 168 pages.

Item No.	Format	Year	Target Audience
7P0267	Manual	2003	Civic Group; Program Leader; State/Local Government



National Highway Traffic Safety Administration Traffic Records Resources

This brochure provides resources and technical information, data and guidance to those who are responsible for the collection, management and use of highway

safety records data. Product is 3.5"x8.5", full-color, six panels.

Item No.	Format	Year	Target Audience
7P0242	Brochure	2002	Advocate; Program Leader



Safe Communities

This kit contains a technical information package to assist people in learning more about the Safe Communities program, and how to implement such a program. Inserts are provided with details about getting a program started, tips for coalition

building, partnering with traffic safety specialists and health care providers, evaluating and monitoring programs, and contact lists. Product is 8.5"x11", full-color.

Item No.	Format	Year	Target Audience
5P0026	Kit	1997	Advocate; Civic Group; General Public; Program Leader
5P0214	Safe Communities – A Look at the Data		1997
5P0215	Safe Communities – An Approach to Reduce Traffic Injuries		1997
5P0223	Safe Communities – Establishing a Self-Sufficient Safe Communities Program: Researching Your Options and Making Your Pitch		1998
5P0218	Safe Communities – Evaluating and Monitoring Safe Communities Programs		1997
5P0212	Safe Communities – Getting Started		2003
5P0344	Safe Communities – How Safe Communities Can Assist Military Mission Readiness		2003
5P0346	Safe Communities – How Safe Communities Can Help Hospitals Reduce the Motor Injury Burden		2003
5P0213	Safe Communities – Tips for Coalition Building		2003
5P0216	Safe Communities – Working With Citizens to Set Priorities and Move Forward		2003
5P0345	Safe Communities – Working With Hospitals to Build Safe Communities		2003
5P0343	Safe Communities – Working with Military to Build Safe Communities		2003



Safe Communities – Getting Started: A Guide to Developing Safe Communities

This brochure advises communities on how to implement Safe

Community injury control strategies, including development of an Implementation Plan and Program Strategy. Tasks included in both an Implementation Plan and Program Strategy are identification of goals and objectives, and development of a time line. Tips for publicly launching the program are also provided. Product is 8.5”x11”, two-color, two pages.

Item No.	Format	Year	Target Audience
5P0241	Brochure	1999	Advocate; Civic Group; Program Leader



Safe Communities - The First Six Months

This manual describes the Safe Communities model, the specifics on convening the first meeting, and

outlines the steps necessary to begin to build a successful Safe Communities coalition during its first six months. The manual targets groups and individuals who believe their community may have a traffic safety problem but are unsure about how to take corrective action. Product is 8.5”x11”, two-color, 20 pages.

Item No.	Format	Year	Target Audience
5P0276	Brochure	2001	Advocate; Civic Group; General Public; Program Leader



Safe Communities - Taking it to the Streets

This brochure discusses the benefits of becoming involved with a Safe Communities Coalition for a variety of groups including the medical and health community, business leaders, law enforcement, citizen activists and community leaders, and educators. It also provides suggestions

for initiating a Safe Community Coalition. Product is 3.75”x8.75”, two-color, five pages.

Item No.	Format	Year	Target Audience
5P0271	Brochure	2001	Advocate; General Public; Program Leader



Traffic Safety Digest

The Traffic Safety Digest is a quarterly compendium of innovative state and local traffic safety programs covering a broad range of topics including Impaired Driving, Safety Belts, Police Traffic Services,

and Bicycle and Pedestrian Safety. This document helps to provide greater insight and fosters replication of beneficial traffic safety programs by highway safety professionals. Products are 8.5”x11”, 3-hole punched and unbound, black and white.

Item No.	Format	Year	Target Audience
5P0349	Booklet – Spring	2003	Advocate;
5P0341	Booklet – Winter	2002	Law Enforcement;
5P0309	Booklet – Fall	2002	Program Leader;
5P0305	Booklet – Summer	2002	State/Local
5P0304	Booklet – Spring	2002	Government

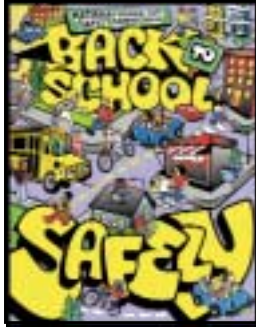


Traffic Safety Legislative Online Database

This brochure presents information about a web-based database that was developed containing status reports on specific traffic safety legislation in the states and territories. This database

allows users to track a bill from introduction until passage or defeat. Product is 3.5"x8.5", full-color, six panels.

Item No.	Format	Year	Target Audience
4P1195	Brochure	2001	Advocate; General Public; Program Leader



Back To School Safely

This activity book contains a board game designed to provide students with helpful hints for safe bicycle riding, buckling safety belts, crossing the street and riding the school bus safely.

The book also includes a crossword puzzle and pictures for children to color. Product is 8.5"x11", full-color, four pages.

Item No.	Format	Year	Target Audience
6P0131	Booklet	1998	General Public; Program Leader; School Teacher



Best Practices Guide: Reducing the Illegal Passing of School Buses

Passing a stopped school bus with red lights flashing and stop arms extended is a serious and widespread

problem. NHTSA sponsored four demonstration programs to illustrate what works and what does not work to solve this problem. This guide provides detailed background information on the nature of the problem; a model program including goals, partners, program activities, and program administration; and a brief description of programs and innovative activities around the country that have addressed the problem of illegally passing school buses. Product is 8.5"x11", full-color, 88 pages.

Item No.	Format	Year	Target Audience
6P0160	Manual	2000	Advocate; Law Enforcement; Program Leader



Child Passenger Safety Training for School Buses - Instructor Guide

More and more school bus drivers (monitors/aides/attendants) find themselves

transporting pre-school age children and infants. This means that all those who work in the school bus environment, school bus drivers, attendants, bus mechanics, monitors and educators, need to know about child safety restraints and how they work. This course, based on NHTSA's Standardized Child Passenger Safety Training Program, was developed to address the unique issues of installing safety restraints on school buses. Only certified Child Passenger Safety Technicians or instructors can teach this course. Product is a full-color manual, 8.5"x11", 200 pages.

Item No.	Format	Year	Target Audience
6P0180	Manual	2003	Advocate; Program Leader; Pupil Transportation Manager/ Operator

Pupil Transportation Safety



Child Passenger Safety Training for School Buses - Participant Manual

More and more school bus drivers (monitors/aides/attendants) find themselves transporting pre-school age

children and infants. By law, most children, age 4 and younger, must be transported using a child safety restraint system. However, even if it isn't the law, national guidelines based on research recommend that young children be restrained in child restraint system during transport. This manual provides important passenger safety information to those who are involved with transporting pre-school age children and infants via school buses. Product is a full-color manual, 8.5"x11", 110 pages.

Item No.	Format	Year	Target Audience
6P0179	Manual	2003	Advocate; Program Leader; Pupil Transportation Manager/ Operator



Choosing the Correct School Bus for Transporting Pre-School Age Children

This booklet is designed for anyone who is responsible for selecting

and buying school buses, including how to select a school bus based on features and equipment necessary to safely transport pre-school age passengers. During the past decade there has been a significant increase in transporting pre-school aged children to school by non-traditional transportation providers, such as childcare and Head Start programs. Product is 8.5"x11", two-color, 16 pages.

Item No.	Format	Year	Target Audience
6P0151	Booklet	2001	Advocate; Program Leader; Pupil Transportation Manager/ Operator



Getting to School Safely - The Top Ten Steps to Keep Kids Safe

This flyer lists 10 ways to keep children safe in motor vehicles, as pedestrians, on bicycles, on school buses and in school drop-off

zones. It also lists the five primary dangers kids face everyday, including non-use of safety belts and bicycle helmets, pedestrian crashes, and dangers at school bus stops and drop-off zones. Product is 8.5"x11", two-color, two-sided.

Item No.	Format	Year	Target Audience
6P0148	Fact Sheet	2000	Advocate; General Public; Program Leader; Public Health



Kids, The School Bus & You



English/Spanish

This brochure provides parents, children, and motor vehicle drivers with a series of helpful lifesaving tips to make traveling to and from school and school-related activities safer for everyone. Product is 3.75”x8.5”, full-color, six panels.

Item No.	Format	Year	Target Audience
6P0084	Brochure English	1997	Hispanic; Parent/Caregiver;
6P0142	Brochure Spanish	1999	Program Leader; Pupil Transportation Manager/Operator; Youth



Proper Use of Child Safety Restraint Systems in School Buses

This brochure provides information on how to properly secure children in child safety restraint systems (CSRS) and secure CSRSs into school buses. It provides the basic rules of proper CSRS usage and illustrates the most common mistakes made when installing CSRS in school buses. Product is 9”x4”, full-color, 14 pages.

Item No.	Format	Year	Target Audience
6P0159	Brochure	2000	Advocate; Program Leader; Pupil Transportation Manager/Operator



Safe Routes to School Toolkit

This toolkit includes materials for educators and others to promote walking and biking to school. The basic components of the Safe Routes to School program outlined in this toolkit are mapping the routes to school, activities and outreach, and classroom lessons. The toolkit also includes sample forms, press releases, posters, and other resources. Product is 8.5”x11”, full-color, 89 pages.

Item No.	Format	Year	Target Audience
6P0167	Manual	2002	Advocate; Program Leader; Pupil Transportation Manager/Operator

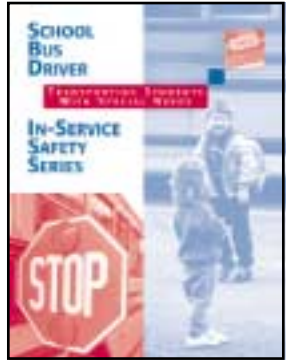


School Bus Driver In-Service Safety Series

This tape cassette contains three separate videos that are used in conjunction with the In-Service Safety Series curriculum: Walk-Ride-Walk —When They’re Not on the Bus, The Responsibility is Ours—Highway-Rail Grade Crossing Awareness Training for School Bus Drivers, and Preventing Disaster at the Crossing—Highway-Rail Crossing Safety for School Bus Drivers. Product is full-color, 45 minutes in length.

Item No.	Format	Year	Target Audience
6A0036	VHS video	2002	Advocate; Program Leader; Pupil Transportation Manager/Operator

Pupil Transportation Safety



School Bus Driver In-Service Safety Series - Second Edition

In 1999, NHTSA released the School Bus In-Service Safety Series, a training curriculum containing teaching

materials needed to conduct in-service training for experienced drivers in seven areas: Driver Attitude, Student Management, Highway-Rail Grade Crossing Safety, Vehicle Training, Knowing Your Route, Loading and Unloading, and Transporting Infants and Toddlers. In 2002, NHTSA expanded this series to include two additional modules: Driving Under Adverse Conditions and Transporting Students With Special Needs. These supplemental training modules are separate 8.5”x11” booklets that incorporate curriculum and participant handouts in two formats, PowerPoint slides and overheads. These two new modules have been bundled together with a CD-ROM disk that includes the entire series of nine modules. The original boxed kit with seven modules and videos has been phased out.

Item No.	Format	Year	Target Audience
6P0163	Kit	2002	Advocate; Program Leader; Pupil Transportation Manager/Operator



A Study of Outstanding DWI Warrants

One loophole in the adjudication and sanctioning process is the number of individuals arrested for DWI who fail to appear (FTA) in court and fail to comply (FTC) with court-ordered sanctions. This study examined outstanding warrant data in 19 jurisdictions. Product is 8.5”x 11”, three-color, 123 pages.

Item No.	Format	Year	Target Audience
7P0196	Report	2001	Advocate; Law Enforcement; Legislator; Researcher



An Evaluation Of Checkpoint Tennessee: Tennessee's Statewide Sobriety Checkpoint Program

This report evaluates the results of Checkpoint Tennessee, a sobriety checkpoint program initiated in 1994 by the Tennessee Highway Patrol. The traffic safety impact of dramatically increasing the number of sobriety checkpoints conducted throughout the state was analyzed, and results indicate a 20.4 percent reduction in alcohol-related crashes. This significant decrease was achieved with relatively low implementation costs. Product is 8.5”x11”, two-color, 65 pages.

Item No.	Format	Year	Target Audience
7P0108	Booklet	1999	Law Enforcement; Program Leader; Researcher



Alcohol and Highway Safety 2001: A Review of the State of Knowledge

This literature review covers the scientific research on alcohol-impaired driving published since 1990. Product is 8.5” x 11”, three-color, 207 pages.

Item No.	Format	Year	Target Audience
7P0206	Report	2001	Advocate; Legislator; Program Leader; Researcher



An Image Impact Evaluation of Underage Drinking Prevention Programs

This study examined four community programs to deter underage drinking. The programs were: Safe and Sober Youth in Chesterfield County, Virginia; Project Extra Mile in Omaha, Nebraska; the Salt Lake City Underage Drinking Prevention Project; and the Travis County Underage Drinking Prevention Program in Travis County, Texas. Product is 8.5"x11", two-color, 36 pages.

Item No.	Format	Year	Target Audience
7P0280	Report	2003	Advocate; Program Leader; Researcher



A Review of the Literature on the Effects of Low Doses of Alcohol on Driving-Related Skills

This literature review found that alcohol impairs driving skills with any significant departure from zero BAC, and that all drivers can be expected to experience impairment in some driving-related skills by BACs of .08% or less. Product is 8.5"x11", black and white, 59 pages.

Item No.	Format	Year	Target Audience
7P0142	Report	2000	Advocate; Law Enforcement; Legislator; Researcher



Compendium of Traffic Safety Research Projects: 1987-1997

This Compendium updates the original Compendium published in 1996. It is an annotated bibliography of behavioral research and evaluations sponsored by NHTSA over the past ten years. It gives a brief description of approximately 200 studies past and present, categorized into the following areas: alcohol-impaired driving, drug-impaired driving, occupant protection, speed and other unsafe driving actions, pedestrian and bicyclist safety, older drivers, novice and young drivers, fatigue, emergency and medical services, and miscellaneous traffic safety research. Product is 8.5"x11", full-color, 62 pages.

Item No.	Format	Year	Target Audience
7P0082	Report	1997	Advocate; Program Leader; Researcher



Develop and Test Messages to Deter Drinking and Driving

This report is from a series of focus groups conducted in 1998 with both underage teens and young adults of legal drinking age. The message strategies that tested best can be incorporated into local public service campaigns and other public information. Product is 8.5"x11", black and white, 57 pages.

Item No.	Format	Year	Target Audience
7P0096	Report	1998	Civic Group; Program Leader; Researcher

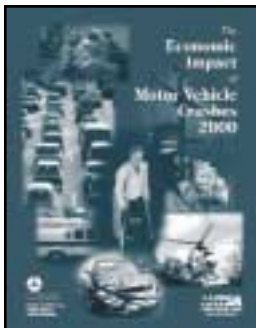


Drowsy Driving and Automobile Crashes

This report discusses drowsy driving, a problem that causes thousands of motor vehicle crashes each year. It was developed to provide a focus for the

development of an educational campaign to combat drowsy driving. The results of a literature review are provided, along with opinions regarding key issues of the problem by the expert panel on driver fatigue and sleepiness. Product is 8.5"x11", three-color, 38 pages.

Item No.	Format	Year	Target Audience
9P0124	Report	1998	Employer; Law Enforcement; Program Leader; Public Health

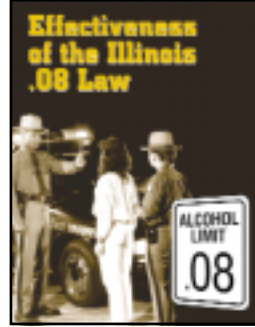


Economic Impact of Motor Vehicle Crashes 2000

The report presents the results of an analysis of motor vehicle crash costs in the United States during 2000. The total economic

cost of motor vehicle crashes in 2000 was \$230.6 billion. This represents the present value of lifetime costs for 41,821 fatalities, 5.3 million non-fatal injuries, and 28 million damaged vehicles, in both police-reported and unreported crashes. Product is 8.5"x11", three-color, 86 pages.

Item No.	Format	Year	Target Audience
7P0241	Report	2002	Law Enforcement; Legislator; Program Leader; Researcher



Effectiveness of the Illinois .08 Law

This study examined Illinois' .08 per se law passed in 1997. The study examined the effects on alcohol related fatalities and the criminal justice

system. Product is 8.5"x 11", three-color, 52 pages.

Item No.	Format	Year	Target Audience
7P0176	Report	2000	Advocate; Law Enforcement; Legislator; Researcher

Effects Following Implementation of .08 BAC Limit and Administrative "Per Se" in California

This project examined the effects of lowering the legal BAC limit from .10 to .08, and implementing an administrative "Per Se" law in California. The two new laws, and the associated publicity, reduced the number of expected alcohol-related fatalities by 12 percent in 1990. The police and courts required only minimal changes to accommodate the .08 law. Product is 8.5"x11", black and white, 124 pages.

Item No.	Format	Year	Target Audience
7P0018	Report	1991	Law Enforcement; Legislator; Researcher



Emergency Medical Services Outcomes Evaluation

Clinical effectiveness studies to address EMS outcomes research require the development of sophisticated case-severity

and effectiveness measures. Outcomes research will allow future generations of Americans to have an EMS system that provides both quality and cost-effective EMS care. This report describes a project that has laid the foundation for these clinical effectiveness studies to take place. This project developed a “blueprint” or “set of tools” that EMS practitioners can use to evaluate the effectiveness of EMS, or pre-hospital care. Product is 8.5”x11”, two-color, 80 pages.

Item No.	Format	Year	Target Audience
3P0135	Report	2003	Advocate; EMS; Program Leader; Researcher



Enhanced Sanctions for Higher BACs: Evaluation of Minnesota High BAC Laws

This research study examined Minnesota’s enhanced sanctions for

drivers convicted with a blood alcohol concentration of .20 or higher. Product is 8.5”x11”, two-color, 56 pages.

Item No.	Format	Year	Target Audience
7P0281	Report	2003	Advocate; Program Leader; Researcher



Evaluating Drivers Licensed with Medical Conditions in Utah, 1992-1996

This study compares the crash, citation, and at-fault crash rates for licensed drivers with medical con-

ditions and similar individuals who did not have medical conditions. Drivers with the greatest risk were in the “alcohol and other drugs” and “musculoskeletal abnormality or chronic medical disability” restricted categories. Product is 8.5”x11”, black and white, 112 pages.

Item No.	Format	Year	Target Audience
7P0135	Report	1999	Driver Licensor; Medical Provider; Researcher

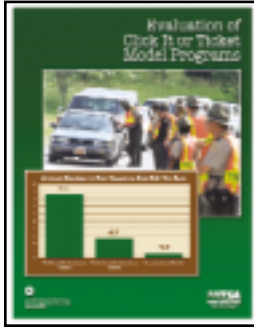


Evaluation of Alternative Programs for Repeat DWI Offenders

This report presents the results of two evaluations of alternative programs for repeat DWI offenders; an

electronic monitoring program and an intensive supervision probation program. Both programs demonstrate positive results. Product is 8.5”x11”, black and white, 74 pages.

Item No.	Format	Year	Target Audience
7P0184	Report	1996	Judges; Legal Professionals; Program Leader; Researcher



Evaluation of Click It or Ticket Model Programs

Click it or Ticket (CIOT) is an intense, short duration, safety belt enforcement program that relies heavily on paid media to reach all motorists. Ten states that implemented CIOT during May 2002 were compared with four states that conducted belt use enforcement but with limited specific paid advertisement placement and four states that conducted enforcement but without specific paid advertisement placement. This report presents the results of surveys in CIOT states. Product is 8.5"x11", full-color, 43 pages.

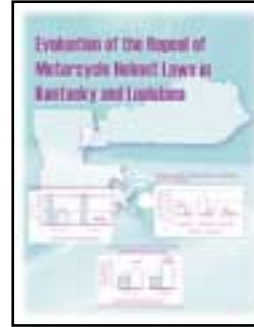
Item No.	Format	Year	Target Audience
7P0249	Report	2002	Advocate; Law Enforcement; Program Leader



Evaluation of the Austin Police Department DWI Enforcement Program

This study examines the impact of Austin's DWI enforcement program. Results indicate increases in DWI arrests and a reduction in alcohol related fatal crashes. Product is 8.5" x 11", three-color, 21 pages.

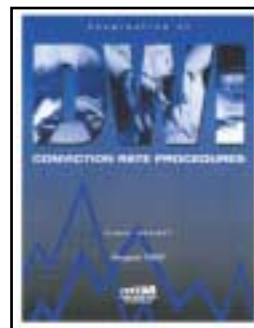
Item No.	Format	Year	Target Audience
7P0278	Report	2003	Advocate; Law Enforcement; Researcher



Evaluation of the Repeal of Motorcycle Helmet Laws in Kentucky and Louisiana

In 1998 Kentucky repealed its universal motorcycle helmet law, and in 1999 Louisiana repealed its law. This report examines data from Kentucky and Louisiana to assess the effects of their helmet law changes on helmet use and motorcyclist fatalities and injuries. Report is 8.5"x11", two-color, 45 pages.

Item No.	Format	Year	Target Audience
7P0279	Report	2003	Advocate; Legislator; Program Leader; Researcher



Examination of DWI Conviction Rate Procedures

This study examined how various jurisdictions across the country compute their DWI conviction rates. Although it seems like there would be an obvious and standardized method, in reality various methods are used, making comparisons between jurisdictions difficult. The objective of this study was to document if different formulas are used, determine the positives and negatives of different approaches, and recommend a conviction rate formula. Product is 8.5"x11", three-color, 64 pages.

Item No.	Format	Year	Target Audience
7P0210	Report	1999	Advocate; Judges; Law Enforcement; Legal Professionals; Researcher



Examining the Effectiveness of Utah's Law Allowing for Telephonic Testimony at ALR Hearings

This study reviews and examines how Utah enacted a law to use telephonic testimony at ALR hearings and how it's helped alleviate some of the jurisdiction processes that were cumbersome and ineffective. Product is 8.5"x11", three-color, 80 pages.

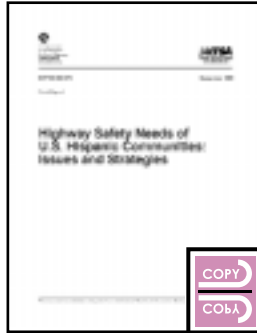
Item No.	Format	Year	Target Audience
7P0276	Report	2003	Advocate; Law Enforcement; Legislator; Program Leader; Researcher



Highway Safety In Black/African American Communities: Issues and Strategies

This research study identifies the traffic safety issues in Black communities and provides communication strategies that could be used to direct traffic safety messages to Black populations. The report identifies three major obstacles to the effective communication of traffic safety messages to Black audiences; 1) a distrust of law enforcement; 2) skepticism regarding disseminated statistical information, and 3) perceived inferiority of sidewalk and road conditions in Black compared to White communities. The report contains suggestions on how to address these issues, includes information gathered from the community leaders, and summarizes effective ways of promoting traffic safety to Black populations. Product is 8.5"x11", two-color, 100 pages.

Item No.	Format	Year	Target Audience
7P0282	Report	2003	Advocate; African American; Civic Group; Program Leader; Researcher



Highway Safety Needs of U.S. Hispanic Communities: Issues and Strategies

This report highlights a project conducted by NHTSA and other

government agencies to promote health and safety within the Hispanic community. Growing cultural diversity throughout the United States, particularly within the Hispanic population, presents new challenges to these agencies in fulfilling their mandate to serve the public. Representatives of public and private agencies, in collaboration with Hispanic community members representing six states and the District of Columbia, identified and addressed safety concerns. Focus groups were conducted with adolescent males, young adult males, females, and parents of young children. Impaired driving and insufficient use of safety belts were identified as the most serious safety concerns in these communities. Product is 8.5"x11", black and white, 159 pages.

Item No.	Format	Year	Target Audience
7P0064	Report	1995	Hispanic; Program Leader; Researcher; State/ Local Government

Increasing Seat Belt Use Among Part-Time Users: Messages and Strategies

This report presents the results of a study designed to identify reasons underlying part-time safety belt usage, and delineates strategies for increasing safety belt use among part-time users. The study consisted of focus groups with young males and young females in Kansas, South Dakota, and Ohio. Product is 8.5"x11", two-color, 83 pages.

Item No.	Format	Year	Target Audience
7P0102	Report	1998	Advocate; Driver Educator; Program Leader; Researcher



Intersection Negotiation Problems of Older Drivers

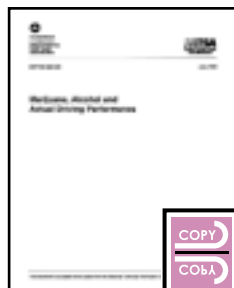
**Volume 1:
Technical
Report.**

**Volume 2:
Background**

Synthesis on Age and Intersection Driving Difficulties.

Road tests and office-based tests were given to 82 drivers who had been referred to the Department of Motor Vehicles for retesting. Performance on both was evaluated to determine if the office-based tests could predict poor performance on the road test. The background synthesis contains a detailed literature review of performance difficulties of older drivers in intersections. Product is 8.5"x11", three-color, 138 pages.

Item No.	Format	Year	Target Audience
7P0119	(Vol. 1) Report	1998	Driver Licensor; Researcher
7P0122	(Vol. 2)		



Marijuana, Alcohol and Actual Driving Performance

This report describes a study to measure the individual and combined effects of marijuana and alcohol on actual driving performance. Test

subjects ranged in age from 20 to 28 years old, and driving tests were performed on real roads in normal traffic. Product is 8.5"x11", black and white, 43 pages.

Item No.	Format	Year	Target Audience
7P0127	Report	1999	Law Enforcement; Program Leader; Researcher



Matching Traffic Safety Strategies to Youth Characteristics: A Literature Review of Cognitive Development

This report documents a research study conducted to

assess the factors contributing to the increased risk of traffic crashes among young drivers. A literature review was conducted to determine cognitive development and information processing skills of youth and to help structure traffic safety programs to match these cognitive characteristics. Characteristics include memory, attention, learning, reasoning, motivation, risk perception, problem solving, social cognition, attitude formation, verbal ability, and moral development. Product is 8.5"x11", three-color, 143 pages.

Item No.	Format	Year	Target Audience
7P0126	Report	1999	Driver Educator; Program Leader; Researcher



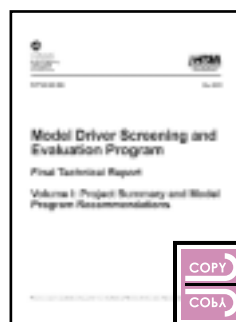
Model Driver Screening and Evaluation Program

Volume 1: Executive Summary

Volume 2: Technical Report

This technical report describes the screening tests that were used in a pilot project in the State of Maryland to determine which tests can predict future crashes, as well as the procedures that were in place to deliver the screening tests. The study resulted in the description of a set of functional domains that, if there is a deficit, put drivers at increased risk of crashes. Volume 1 is an executive summary while Volume 2 is the detailed technical report. Product is 8.5"x11", two-color, 79 pages.

Item No.	Format	Year	Target Audience
7P0269	(Vol. 1) Report	1999	Advocate; Law Enforcement;
7P0270	(Vol. 2)		Program Leader; Researcher



Model Driver Screening and Evaluation Program - Guidelines for Motor Vehicle Administrators

This report describes the findings of a pilot project in the State of Maryland and

includes suggestions for the licensing authorities to include in their assessments of drivers who are referred to the authority for medical reasons. Product is 8.5"x11", two-color, 79 pages.

Item No.	Format	Year	Target Audience
7P0271	Report	1999	Advocate; Program Leader; Researcher



National Survey of Distracted and Drowsy Driving Attitudes and Behaviors 2002

This report presents the findings on a national survey on distracted driving and drowsy driving. The data

will be used to help identify the extent to which potentially distracting behaviors are undertaken by drivers and will be used to guide development of programs to reduce these behaviors where they have been shown to be dangerous. Product is 8.5”x11”, three-color; 61 pages.

Item No.	Format	Year	Target Audience
7P0275	Report	2003	Advocate; Program Leader; Researcher

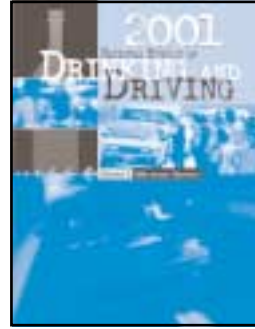


National Survey of Drinking and Driving Attitudes and Behaviors 1999 Vol. 2

This report presents the results of the fifth in a series of biannual national surveys to determine the attitudes,

knowledge, and behavior of a representative sample of driving-age individuals concerning impaired driving. The report provides data from the four previous surveys (1991, 1993, 1995, and 1997), tracking trends in selected measures. The volume, “Methods Report,” describes the methods used to conduct the interviews and analyze the data. Copies of the questionnaires used for the 1999 survey are also included. Product is 8.5”x11”, three-color; 66 pages.

Item No.	Format	Year	Target Audience
7P0168	Report	1999	Advocate; Law Enforcement; Program Leader; Researcher

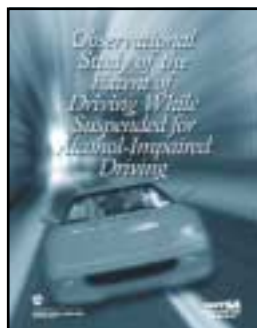


National Survey of Drinking and Driving, Volume 2: Methods Report

This report represents the sixth in a series of biennial national surveys undertaken by NHTSA, beginning in

1991, and reports data from this sixth administration as well as those of the first five administrations (1991, 1993, 1995, 1997, and 1999). The objective of these recurrent studies is to measure both current status and trends regarding the public’s attitudes, knowledge, and self-reported behavior related to drinking and driving. These data are used in supporting future NHTSA initiatives, identifying areas where improvements have been made, and identifying those areas needing further attention. This report, Volume II: Methods Report describes the methods used to conduct the interviews and analyze the data. It also contains a copy of the most recent questionnaire. Product is a 8.5”x11”, three-color report, 54 pages.

Item No.	Format	Year	Target Audience
7P0268	Report	2003	Advocate; Law Enforcement; Program Leader; Researcher



Observational Study of the Extent of Driving While Suspended for Alcohol-Impaired Driving

This study observed driving while suspended incidents in

Bergen County, NJ and Milwaukee, WI. Product is 8.5" x 11", three-color, 55 pages.

Item No.	Format	Year	Target Audience
7P0246	Report	2002	Advocate; Law Enforcement; Legislator; Researcher



Occupant Protection Special Traffic Enforcement Program Evaluation

This report describes the implementation and results achieved by Occupant

Protection Special Traffic Enforcement Programs (OPsTEP), periods of highly visible safety belt law enforcement combined with extensive support from the media. Reports submitted by 20 states are presented. Product is 8.5"x11", three-color, 35 pages.

Item No.	Format	Year	Target Audience
7P0124	Report	1999	Law Enforcement; Program Leader; Researcher



On DWI Laws in Other Countries

This report examines drinking and driving laws in other countries, including blood alcohol concentration limits. Product is 8.5"x11", black and white, 168 pages.

Item No.	Format	Year	Target Audience
7P0140	Report	2000	Advocate, Legislator; Researcher



Operation of Inspection Stations for Child Restraint Use

Inspection stations are locations where parents and caregivers can go to receive one-on-one tutorial instruction on the proper use and

installation of child restraints. The objective of this project was to identify and describe the characteristics of model child safety seat inspections so that safety professionals can make better strategic and resource allocation decisions for implementation of inspection stations. Product is an 8.5"x11", three-color manual, 205 pages.

Item No.	Format	Year	Target Audience
7P0274	Manual	2003	Law Enforcement; Program Leader; Researcher



Premature Graduation of Children from Child Restraints to Vehicle Seat Belts, A

This report details a project to determine reasons for the premature graduation of children from child safety seats to vehicle safety belts and to suggest strategies for increasing booster seat use. The project utilized multiple methods, including a review of existing literature and programs regarding premature graduation and booster seat use. This research showed that premature graduation of children from child safety seats to vehicle safety belts occurs for a variety of reasons and also identified potential strategies to overcome barriers to booster seat use, and to promote continued use among parents who use them. Product is 8.5”x11”, three-color, 314 pages.

Item No.	Format	Year	Target Audience
7P0188	Report	2001	Advocate; Program Leader; Researcher



Racial and Ethnic Group Comparisons - National Surveys of Drinking and Driving Attitudes and Behavior - 1993, 1995, and 1997 (Volume 1: Findings)



This report uses data from previous NHTSA surveys on drinking and driving attitudes and behaviors and analyzes the data for several ethnic groups. Product is 8.5”x11”, black and white, 80 pages.

Item No.	Format	Year	Target Audience
7P0147	Report	2000	Advocate; Researcher



REACT Project: Rural Enhancement of Access and Care for Trauma

This project evaluated the impact of a continuous quality improvement system, aimed at pre-hospital and hospital emergency providers of trauma care in rural areas, on the overall preventable mortality rate in rural eastern North Carolina. This program significantly contributed to the decrease in preventable deaths and inappropriate care in rural north-eastern North Carolina. Product is a black and white report, 8.5”x11”, 44 pages.

Item No.	Format	Year	Target Audience
7P0250	Report	2002	Advocate, EMS, Program Leader

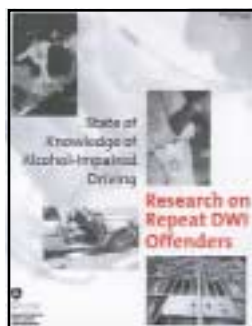


Relative Risk of Fatal Crash Involvement by BAC, Age, and Gender

This study examined the relative risk of fatal crash involvement by combining crash data with exposure

data from the 1996 National Roadside Survey. The relative risk of involvement in a fatal passenger vehicle-crash increased steadily with increasing driver BAC in every age and sex group. Product is 8.5"x11", black and white, 31 pages.

Item No.	Format	Year	Target Audience
7P0144	Report	2000	Advocate; Researcher

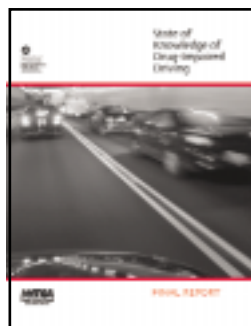


State of Knowledge of Alcohol-Impaired Driving: Research on Repeat DWI Offenders

This report reviews the scientific literature since 1990 about drivers who

have been convicted more than once for DWI. The report covers the role of such drivers in alcohol-related crashes, their characteristics, and the nature and effectiveness of countermeasures designed to reduce their alcohol-crash involvement. Product is 8.5"x11", two-color, 50 pages.

Item No.	Format	Year	Target Audience
7P0139	Report	2000	Advocate; Judges; Legal Professionals; Legislator; Prosecutor; Researcher



State of Knowledge of Drug-Impaired Driving

This literature review covers the scientific research on drug-impaired driving report published since 1980. Product is 8.5"x11", three-

color, 120 pages.

Item No.	Format	Year	Target Audience
7P0277	Report	2003	Advocate; Law Enforcement; Legislator; Program Leader

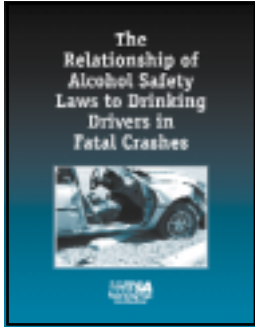


The NHTSA and NCSDR Program To Combat Drowsy Driving

In 1996, NHTSA and National Center on Sleep Disorders Research (NCSDR) embarked on a

congressionally mandated effort to develop educational countermeasures to the effect of driver fatigue, sleep disorders, and inattention on highway safety. This is a report to the House and Senate Appropriations Committees describing the collaborative effort that led to the production of program materials for shift-workers and high-school students. Product is 8.5"x11", three-color, 39 pages.

Item No.	Format	Year	Target Audience
7P0125	Report	1999	Program Leader; Researcher



The Relationship of Alcohol Safety Laws to Drinking Drivers in Fatal Crashes

This report analyzes the relationships between the enactment of key alcohol safety laws and the number of impaired drivers in fatal crashes. Three major alcohol safety laws are evaluated including Administrative License Revocation, .10 BAC illegal per se laws and .08 BAC illegal per se laws. Data was collected from the Fatality Analysis Reporting System (FARS) for the years 1982 through 1997. Product is 8.5"x11", three-color, 29 pages.

Item No.	Format	Year	Target Audience
7P0128	Report	1999	Law Enforcement; Legislator; Researcher



Validation of Problem Drinking Screening Instruments for DWI Offenders

This report summarizes the results of a validation study for five adult screening instruments in use for the preliminary screening of DWI offenders for problem drinking. Product is 8.5"x11", black and white, 128 pages.

Item No.	Format	Year	Target Audience
7P0123	Report	1999	Law Enforcement; Researcher



Zero Tolerance Laws for Youth: Four States' Experience

This study examined the effectiveness of zero tolerance laws in four states (Florida, Maine, Texas, Oregon). It also examined any problems in implementing or enforcing the law in those states. Product is 8.5"x11", three-color, 81 pages.

Item No.	Format	Year	Target Audience
7P0146	Report	2000	Advocate; Law Enforcement; Prosecutor; Researcher



2001 Seat Belt Summit

The 2001 Seat Belt Summit brought together 45 national leaders having diverse interests and backgrounds to assess what policies have and have not been successful, and to recommend

effective policies and strategies for the next several years. The strategies and recommendations of the Summit attendees represent proven approaches that, if implemented, will save thousands of lives each year. Product is 8.5"x11", three-color, 60 pages.

Item No.	Format	Year	Target Audience
1P1198	Report	2001	Advocate; Law Enforcement; Legislator; Program Leader



Blue Ribbon Panel to Increase Seat Belt Use Among African Americans - A Report to the Nation

This report discusses safety belt use among African Americans and its public health implication. It provides a series of recommendations for increasing safety belt use among this population, and in-depth discussion of each strategy and suggestions for its implementation. Appendices include statements, quotes, correspondence, and special reports from prominent African American individuals and organizations. Product is 8.5"x11", three-color, 111 pages.

Item No.	Format	Year	Target Audience
1P1223	Report	2000	Advocate;
1P1203	Excerpt	2001	African Americans; Law Enforcement; Program Leader; Researcher



Buckle Up America - Buckle Up And Live!

Chinese/Korean

This poster depicts Sammo Hung, the well-known actor and star of Martial Law television series, with two small children urging the public to buckle up and live. The poster is available in Chinese and Korean. A black and white camera-ready flyer is also available in both languages.

Item No.	Format	Year	Target Audience
1P1204	Poster (Chinese)	2002	Asian 11"x17" full-color
1P1205	Poster (Korean)	2002	11"x17" full-color
1P1206	Flyer (Chinese)	2002	8.5"x11" black/white
1P1207	Flyer (Korean)	2002	8.5"x11" black/white



Buckle Up America - Ponte el cinturón Cuida tu vida y de los tuyos - Poster

Spanish

This poster features the Buckle Up America! Logo and statement, "There's Just Too Much to Lose", in Spanish. Product is 20"x 12.5".

Item No.	Format	Year	Target Audience
1P1214	Poster	2000	Advocate; General Public; Medical Provider; Program Leader

Safety Belts



Buckle Up America - Ponte el cinturón Cuida tu vida y de los tuyos - Sticker



Spanish

This sticker features the “Buckle Up America - There’s Just Too Much to Lose”, in Spanish. Product is 2”x 3”, three-color, 100 per roll.

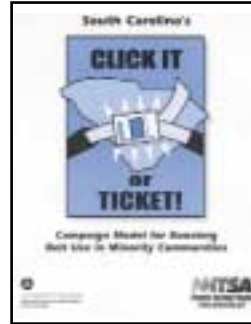
Item No.	Format	Year	Target Audience
1Z1024	Sticker	1999	Advocate; General Public; Program Leader



Click It or Ticket - Signs

This product is a 24”x24”, two-color reflective panel to be used in buildings, parking lots, etc.

Item No.	Format	Year	Target Audience
1Z1037	Sign	2003	Employer



Click it or Ticket- South Carolina’s Campaign Model for Boosting Belt Use in Minority Communities

This report provides information about a campaign implemented in South

Carolina, which was modeled after the successful North Carolina program, to publicize high visibility enforcement of safety belt and child safety seat laws. The objective of this campaign is to create awareness of safety belt enforcement efforts through extensive paid and earned media; increase the safety belt use rate by 10 percentage points above the previous year; and expand the involvement of the minority community in creating an awareness of the need to buckle up. Product is 8.5”x11”, three-color, eight pages.

Item No.	Format	Year	Target Audience
1P1231	Report	2001	Advocate; Law Enforcement; Program Leader



Community Training: Child Passenger Safety Courses 2003 - 2004

This updated brochure provides information on a variety of NHTSA courses, including Moving Kids Safely in Child Care and the Operations Kids - RN Curricula. In addition, two non-NHTSA developed training courses are included: Safe Native American Passengers (SNAP), Training for Transporting Children and Safe Travel for All Children-Transporting Children with Special Health Care Needs. This document includes information on audience, program focus and length, materials and cost. Product is 4"x9", full-color and 21 pages.

Item No.	Format	Year	Target Audience
1P1270	Booklet	2003	Advocate; Law Enforcement; Public Health



Conoce La Realidad/ Know the Facts



English/Spanish

This bilingual brochure contains information about the facts and consequences of riding in a vehicle without using a safety belt. Product is 4"x8.5", three-color, three panels.

Item No.	Format	Year	Target Audience
1P1243	Brochure	2001	Advocate; Hispanic; Media; Program Leader



A Guide to Implementing Child Passenger Safety Inspection Stations

Inspection stations are locations where parents and caregivers can go to receive one-on-one tutorial instruction on the proper use and installation of child restraints. This "how to" guide will assist the community by providing examples of successful stations, guidance on how to garner support and how to identify resources. Product is 8.5"x11", full-color, 28 pages.

Item No.	Format	Year	Target Audience
1P1271	Booklet	2003	Advocate; Law Enforcement; Public Health



How Wearing Seat Belts Can Help Save You Money, Time and Your Life



English/Spanish

This brochure presents several points and information on why it is important to wear your safety belt every time you get into a vehicle. Product is 3.5"x8.5", two-color, six panels.

Item No.	Format	Year	Target Audience
1P1197	Brochure English	2002	General Public; Hispanic;
1P1262	Brochure Spanish	2003	Program Leader

Safety Belts



How Wearing Seat Belts Can Help Save You Money, Time and Your Life

This brochure presents several points and information on why it is important to wear your safety belt every time you get into a vehicle with the emphasis on the risk of getting a ticket. Product is

3.5"x8.5", two-color, six panels.

Item No.	Format	Year	Target Audience
1P1196	Brochure	2002	General Public; Law Enforcement; Program Leader



Keep Your Child Safe While Traveling

This 8 panel brochure provides information on correct use of child restraints and proper use of safety belts for children. The brochure is specifically designed for use with the American Indian/Alaska Native Community. Product is 3.5"x8.5", full color, 8 panels.

Item No.	Format	Year	Target Audience
1P1269	Brochure	2003	General Public; Parent/Care Giver; Program Leader

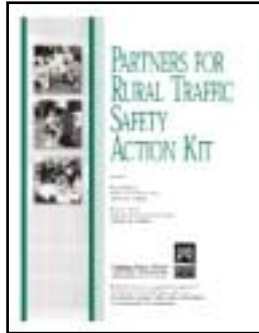


National Initiative For Increasing Safety Belt Use - Fifth Report to Congress/Third Report to the President

This report is submitted in response to executive order

13043 and the House and Senate Appropriations Committees' directive to the Secretary of Transportation and the Administrator of NHTSA to keep the President and the Committees apprised of the activities of the national Buckle Up America campaign. This report highlights the activities of the campaign from January 1, 2000 through December 31, 2001. Product is 8.5"x11", full-color, 53 pages.

Item No.	Format	Year	Target Audience
1P1259	Report	2003	Advocate; Law Enforcement; Program Leader; State/Local Government



Partners for Rural Traffic Safety Action Kit

This kit, the result of a partnership between NHTSA and the National Rural Health Association (NRHA), was developed as a resource and marketing

tool to engage rural communities in organizing campaigns to increase safety belt and child safety seat use. This step-by-step guide is directed toward the rural health professional and any other community leader who is interested in organizing a team to plan and implement a high-profile 30-day campaign to increase safety belt use. The guide is based on the community-based training model, developed and conducted by NRHA, and the experiences of 15 pilot rural community projects that implemented the model. On average, these 15 projects realized an eight percentage-point gain in safety belt use. Product is 8.5"x11", full-color, 220 pages.

Item No.	Format	Year	Target Audience
1P1239	Kit	2002	Advocate; Civic Group; Law Enforcement; Program Leader; Public Health



Safety Belts and African Americans - 2003 Report



This fact sheet provides important information and statistics on injuries, fatalities and economic costs.

Traditionally, African Americans have had a lower safety belt use compared to the general population. However, safety belt use among African Americans increased from 69 to 77 percent in 2002 making it an 8 percentage-point increase in just two years. A list of national African American organizations that have partnered with NHTSA to support increase of safety belt use and a list of references is included. Product is 8.5"x11", three-color, four pages.

Item No.	Format	Year	Target Audience
1P1127	Fact Sheet	2003	African Americans; Program Leader



Safety Belts and Hispanics - 2003 Report



Motor vehicle crashes are the leading cause of death for Hispanics from 1-34 years of age, and are the third leading cause of death

for Hispanics of all ages, surpassed only by heart disease and cancer. This fact sheet provides important information and statistics on injuries, fatalities, and economic costs due to low safety belt use among Hispanics. Product is 8.5"x11", three-color, four pages.

Item No.	Format	Year	Target Audience
1P1263	Fact Sheet	2003	Hispanic; Program Leader

Safety Belts



Safety Belts and Teens - 2003 Report

This fact sheet provides important information and statistics on injuries, fatalities, and economic costs due to lower safety belt use rates among teens

compared to the general population. One important objective of this fact sheet is to stimulate dialogue among policy makers representing this group. A list of references is provided on the last page of this fact sheet. Product is 8.5"x11", three-color, four pages.

Item No.	Format	Year	Target Audience
1P1258	Fact Sheet	2003	Medical Provider; Program Leader; Youth



Should Pregnant Women Wear Seat Belts?

English/Spanish

This brochure presents answers to an expectant mother's common questions about traffic safety. Product is 3.75"x8.5", full-color, six panels.



Item No.	Format	Year	Target Audience
1P1246	Brochure English	2002	Advocate; General Public;
1P1260	Brochure Spanish		Hispanic; Program Leader; Public Health



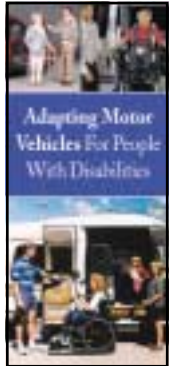
Strap it on - Stop, Think, and Live

A brochure and poster featuring Black Entertainment Television's (BET) talk-show host Jay Cooper and the BET Teen Summit youth encourages African American

youth (ages 15-24) to use safety belts on every trip. The poster also promotes the requirements of primary belt laws, and a strong law enforcement message. The brochure is 4"x4", full-color, six panels; the poster is 17"x24", full-color.



Item No.	Format	Year	Target Audience
1P1213	Brochure	2001	Advocate;
1P1212	Poster	2000	African Americans; Program Leader



Adapting Motor Vehicles For People With Disabilities

This brochure provides information for people with disabilities to obtain adaptive devices for their motor vehicles. Tips for evaluating your needs, selecting the proper vehicle, choosing a qualified dealer to modify your vehicle, obtaining training and proper vehicle maintenance are included. This brochure also contains general information on cost savings, licensing requirements, and organizations to contact for help. Product is 4"x9", three-color, 13 pages.

Item No.	Format	Year	Target Audience
9P0102	Brochure	2000	Advocate; General Public; Program Leader



Antilock Brake Systems (ABS)

This brochure educates consumers about the safety benefits of antilock braking systems (ABS), how they work, and how they should be operated. Explanations are provided of different types of ABS, how they feel and sound, and how they are activated. Tips on effective braking are also included. Product is 4"x9", three-color, four panels.

Item No.	Format	Year	Target Audience
9P0098	Brochure	2000	Advocate; General Public; Program Leader



Buying a Safer Car 2003

Published yearly, this booklet was developed to assist consumers in determining which automobiles in the latest model year provide the most protection from injury or death in a frontal or side collision. Tables provide information on safety features in vehicles, along with crash test and rollover results. Product is 9"x6", full-color, 53 pages.

Item No.	Format	Year	Target Audience
9P0127	Booklet	2003	Advocate; General Public; Program Leader



Buying a Safer Car for Child Passengers 2003

Updated yearly, this booklet contains information for the latest model year on safety features and designs specific to child passengers. It also includes safety tips, guidelines from the Federal government, plus a "Family Car Checklist" to take along when you shop for your next vehicle. Product is 4"x9", full-color, 40 pages.

Item No.	Format	Year	Target Audience
9P0126	Booklet	2003	Advocate; General Public; Program Leader

Vehicle-Related Safety



Consumer Guide to Uniform Tire Quality Grading

The Uniform Tire Quality Grading System (UTQGS) is a tire information system designed to help buyers make relative comparisons among tires.

Under UTQGS, tires for passenger cars are graded by the manufacturers in three areas: treadwear, traction and temperature. The ratings for all current tire brands and tire liners are listed in this booklet. Product is 8.5"x11", black & white, 82 pages.

Item No.	Format	Year	Target Audience
9P0097	Booklet	1999	General Public

DOT Auto Safety Hotline

The DOT Auto Safety Hotline is the program by which consumers may contact NHTSA to report vehicle safety defects. Complaints are then cross-checked to determine whether action has already been taken or if other complaints have been lodged. This program has been very effective at making NHTSA aware of vehicle safety defects, leading to swift action to determine the exact nature of the defect and to remedy the problem through manufacturer recalls when necessary. NHTSA has produced a variety of promotional and support materials to create public awareness and to facilitate use of the program.



\$20 Bills Currency

This flyer has a picture of a twenty-dollar bill on one side and information on how to contact the DOT Auto Safety Hotline on the other. Product is 9"x3.75", full-color, two-sided. Order quantity is limited to 100.

Item No.	Format	Year	Target Audience
10P0002	Flyer	2001	Advocate; General Public; Program Leader

Bookmark

This bookmark provides information on how to contact the DOT Auto Safety Hotline. Product is 6.25"x1.75", full-color. Order quantity is limited to 100.

Item No.	Format	Year	Target Audience
10P0011	Flyer	2001	Advocate; General Public; Program Leader

Bumper Sticker

This bumper sticker provides information on how to contact the DOT Auto Safety Hotline. Product is 11.5"x3", full-color. Order quantity is limited to 100.

Item No.	Format	Year	Target Audience
10Z0002	Stickers	2001	Advocate; General Public; Program Leader

Interior Window Sticker

This sticker provides information on how to contact the DOT Auto Safety Hotline. Product is 2.5"x1.5", full-color. Order quantity is limited to 10.

Item No.	Format	Year	Target Audience
10Z0004	Stickers	2001	Advocate; General Public; Program Leader



Flyer

This flyer provides information on how to contact the DOT Auto Safety Hotline. Product is 8.5"x3.5", full-color. Order quantity is limited to 100.

Item No.	Format	Year	Target Audience
10P0009	Flyer	1999	Advocate; General Public; Program Leader

Peel-off Sticker

This sticker provides information on how to contact the DOT Auto Safety Hotline. Product is 2.5"x4", full-color. Order quantity is limited to 100.

Item No.	Format	Year	Target Audience
10Z0003	Stickers	2001	Advocate; General Public; Program Leader

Poster 8.5"x11" and 14"x18"

These posters provide information on how to contact the DOT Auto Safety Hotline. Product is 14"x18" and 8.5"x11", full-color. Order quantity is limited to five.

Item No.	Format	Year	Target Audience
10P0007	Poster 14"x18"	2001	Advocate; General Public;
10P0008	Poster 8.5"x11"	2001	Program Leader



Rolodex Cards

This card provides information on how to contact the DOT Auto Safety Hotline. Product is 3"x5", full-color. Order quantity is limited to 20.

Item No.	Format	Year	Target Audience
10P0010	Card	2001	Advocate; General Public; Program Leader

Vehicle Owner's Questionnaire - VOQ

This questionnaire is used to report a motor vehicle safety problem to the Hotline. Product is 8.5"x11", full-color. Order quantity is limited to 100.

Item No.	Format	Year	Target Audience
10P0001	Brochure	2001	General Public



Motor Vehicle Defects and Recall Campaigns

This booklet answers the most commonly asked questions on how and why recall campaigns are initiated, and to inform consumers of their rights and responsibilities when a vehicle or item of motor vehicle equipment is recalled. It explains how consumers report a safety-related problem to NHTSA and emphasizes the importance of citizen participation in ensuring that our motor vehicles are as safe as possible. Product is 4"x9", two-color, 16 pages.

Item No.	Format	Year	Target Audience
10P0015	Booklet	2003	Advocate; General Public; Program Leader

Vehicle-Related Safety



Reducing The Risk of Rollover Crashes in 15-Passenger Vans



English/Spanish

The risk of a rollover crash in a 15-passenger van increases when the van is more fully loaded. The risk grows as passengers are added, and once the van has 10 or more passengers, the rollover risk is greatly increased.

Placing a load on the roof also contributes to this increased risk of rollover. This hang-tag presents tips for preventing rollovers as well as other safe driving tips. Product is 3.75"x13", two-color, two-sided.

Item No.	Format	Year	Target Audience
9P0118	Hang-Tag English	2002	Advocate; General Public;
9P0159	Hang-Tag Spanish		Hispanic; Program Leader



Tire Safety - Everything Rides on It

This booklet presents a comprehensive overview of tire safety, including information on the following topics: basic tire maintenance, uniform tire quality grading system, fundamental characteristics of tires, and tire safety tips. Product is 3.5"x9", full-color, 12 pages.

Item No.	Format	Year	Target Audience
9P0107	Brochure	2001	Advocate; General Public; Program Leader



Tire Safety - Everything Rides on It



English/Spanish

This flyer incorporates a safety checklist and other essential information about tire safety. Product is 3.5"x9", full-color, two-sided.

Item No.	Format	Year	Target Audience
9P0108	Flyer English	2001	Advocate; General Public;
9P0111	Flyer Spanish		Hispanic; Program Leader



Towing a Trailer - Being Equipped for Safety

This booklet presents some of the basic information about factors to consider and equipment needed to ensure an individual's safety and the safety of their passengers, as well as the safety of other people on the road, when towing a trailer. Product is 4"x9", full-color, 24 pages.

Item No.	Format	Year	Target Audience
9P0114	Booklet	2002	General Public; Program Leader



Jack And Jill Says Buckle Up! - A Habit For Life



Jack & Jill of America, Inc. Says Buckle Up-A “Habit

for Life,” is an educational program resource that contains an opinion editorial for newspapers, leaders guide for program planning and implementation, crash data and fact sheet, program events poster, observational safety belt survey, and bumper stickers that promote the use of occupant protection among children, youth, and adults.

Item No.	Format	Year	Target Audience
1P1201	Brochure	2002	Advocate; African Americans; Program Leader



Speak Out and Make NOYS Poster

This poster features the message, “Youth Changing the World One Voice at a Time.” Product is 17.5”x23”, full-color.

Item No.	Format	Year	Target Audience
9P0084	Poster	2001	Advocate; Program Leader

Speak Out and Make NOYS Project Manual

This project manual acts as a step-by-step project guide. The first three chapters help analyze the health and safety needs of your community, define your project goals, develop a team, and organize the details of your project. Product is 8.5”x11”, full-color, 60 pages.

Item No.	Format	Year	Target Audience
2P1119	Manual	2001	Advocate; Program Leader



Speak Out and Make NOYS Project Organizer

This project organizer consists of sections for project information, calendars, daily planning, meetings, and contacts. Product is 8.5”x11”, full-color, 84 pages.

Item No.	Format	Year	Target Audience
2P1120	Booklet	2001	Advocate; Program Leader



Speak Out and Make NOYS Video

This video features activities and projects presented by youth who speak out to promote safety awareness in their communities. It also provides information on how to organize and implement projects. Product is full-color, 38 minutes in length.

Item No.	Format	Year	Target Audience
2A0154	VHS Video	2001	Advocate; Program Leader



The Traffic Safety Box CD

The Traffic Safety Box (TSB) is an interactive CD-ROM program that delivers NHTSA's injury prevention and traffic

safety messages to youth in pre-driving and driving age groups. The TSB has the same kinds of features that draw teenagers to computer games and other multimedia entertainment. With the TSB, students can have fun while learning lifesaving information about driving and riding. The TSB is fast-paced, appealing, and accessible to its target teenage audience. Powerful film vignettes feature teenagers in real life driving situations. Students make choices and accumulate points for correct answers. The program uses familiar clips from feature films, hyper-realistic short films, colorful animation, music, and interactive multiple-choice questions to quiz students on their knowledge of traffic safety. The program comes with a user-friendly instruction manual.



The Traffic Safety Box Users Manual

This guide provides ideas for using the Traffic Safety Box (TSB), an interactive traffic safety education program developed by NHTSA for students ages 8-15. The manual includes

PSAs, music video, and supporting activities in child passenger safety, air bag safety, impaired driving, safety belts, program startup, running and exit instructions, along with discussions of the four learning modules. Appendices include pre-tests and computer system requirements. Product is 8.5"x11", three-color, 24 pages.

Item No.	Format	Year	Target Audience
2A0144	CD-ROM	2001	Advocate; Driver Educator; Program Leader; School Teacher

Item No.	Format	Year	Target Audience
2P1095	Manual	2000	Advocate; Driver Educator; Program Leader; School Teacher

2004 Meeting and Events Calendar

January 2004

11 – 15	TRB Annual Conference
22 – 24	Second Annual New Partners for Smart Growth: Building Safety, Healthy, and Livable Communities

February 2004

8 – 14	Child Passenger Safety Week
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March 2004

3 – 5	National Bike Summit, Washington, DC
28 – 30	Lifesavers 22, San Diego, CA

April 2004

	Alcohol Awareness Month
7	World Health Day – (Road Safety Day)
8	National Alcohol Screening Day
4 – 10	National Work Zone Awareness Week

May 2004

	Motorcycle Safety Month
9 – 15	National Transportation Week
16 – 22	National Emergency Medical Services Week
24 – Jun 6	Click It or Ticket Mobilization
24 – 31	Buckle Up America! Week

June 2004

6 – 9	7th World Conference on Injury Prevention & Safety Promotion Mobilization, Vienna, Austria
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2004 Meeting and Events Calendar



July 2004

Summer	State Determined Mobilizations
21	Ride Your Motorcycle to Work Day
25 – 29	30th International Forum on Traffic Records and Highway Information Systems, Nashville, Tennessee

August 2004

20 – 24	National Association of State Motorcycle Safety Administrators Annual Conference
31 – Sept 6	Stop on Red Week

September 2004

26 – 29	Governors Highway Safety Association Annual Meeting, Honolulu, Hawaii
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October 2004

4 – 8	Drive Safely Work Week
4 – 8	Walk To School Week
6	Walk to School Day
10	Put the Brakes on Fatalities Day
17 – 23	School Bus Safety Week
20 – 23	National Association of State EMS Directors Annual Meeting, Salt Lake City, UT

November 2004

13 – 17	IACP Annual Meeting, Los Angeles, CA
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December 2004

	National Drunk & Drugged Driving Prevention (3D) Month
17 – Jan 2	You Drink & Drive. You Lose. National Crackdown

Title	Page #	Item #
10 Smart Routes to Bicycle Safety	5	6P0046
10 Tips for Shift Workers to Combat Sleepiness and Drowsy Driving	19	9P0045
2001 Seat Belt Summit	77	1P1198
A How-to-Guide for Victim Impact Panels	27	2P1091
A National Strategy - Increasing Booster Seat Use for 4- to 8-Years Old Children	13	1P1254
A Parent's Guide to Buying and Using Booster Seats	14	1P1244
A Review of the Literature on the Effects of Low Doses of Alcohol on Driving-Related Skills	64	7P0142
Abrochado O Multado: Como abroacharse el cinturon de seguridad puede ayudarle a ahorrar diner, tiempo y salvarle la vida.	79	1P1262
Adapting Motor Vehicles for People With Disabilities	83	9P0102
Aggressive Driving Programs	31	9P0088
Aggressive Driving and the Law Symposium: Summary of Proceedings	31	9P0091
Aggressive Driving Enforcement: Strategies for Implementing Best Practices	31	9P0092
Aggressive Driving: Help Get the Word Out	1	9P0085
Aggressive Driving: Stop Aggressive Driving (Alto al Manejo Agresivo) - English/Spanish	1	9P0094
Aggressive Driving: Stop Aggressive Driving (Alto al Manejo Agresivo) - English/Spanish	1	9P0093
Air Bags: Today and Tomorrow	3	1A0138
Alcohol and Highway Safety 2001: A Review of the State of Knowledge	63	7P0206
Alcohol Screening and Brief Intervention in the Medical Setting	27	2P1099
An Evaluation of Checkpoint Tennessee: Tennessee's Statewide Sobriety Checkpoint Program	63	7P0108
An Impact Evaluation of Underage Drinking Prevention	64	7P0280
An Implementation Guide for Juvenile Holdover Programs	33	2P1090
An Implementation Guide for Juvenile Holdover Programs - Executive Summary	34	2P1097
Antilock Brake Systems (ABS)	83	9P0098
Are You Using It Right?	9	1P1182
Back to School Safely	59	6P0131
Be Head Smart	5	6P0064
Be Head Smart — It's Time to Start	5	6A0009
Beginning Teenage Drivers	17	5P0285
Best Practices Guides: Reducing Illegal Passing of School Buses	59	6P0160
Bikeability Checklist	5	6P0166
Blue Ribbon Panel to Increase Seat Belt Use Among African Americans - A Report to the Nation	77	1P1223
Blue Ribbon Panel to Increase Seat Belt Use Among African Americans (Excerpt)	77	1P1203
Buckle Up America - Ponte el cinturon de seguridad (Stickers) Rolls	78	1Z1024
Buckle Up America - Seat Belts and African Americans	81	1P1127

Title Index



Title	Page #	Item #
Buckle Up America - Spanish (20" x 12.5")	77	1P1214
Buckle Up and Live! - Chinese	77	1P1206
Buckle Up and Live! - Chinese	77	1P1204
Buckle Up and Live! - Korean	77	1P1205
Buckle Up and Live! - Korean	77	1P1207
Buying a Safer Car - 2003	83	9P0127
Buying a Safer Car for Child Passengers - 2003	83	9P0126
Caminando a Través de los Años-Seguridad Peatones se Tercera Edad (65+) (Walking Through the Years-Pedestrian Safety for Older Adults)	51	6P0095
Caminando a Través de los Años Seguridad Para De Peatones Tercera Edad (65+) Guia Para La Presentacion De Diapositivas - walking through the years-pedestrian safety for older adults (a guide for a slide presentation)	52	6P0106
Caminando a Través de los Años -Seguridad Peatonal Para Niños (Walking Through the Years-Pedestrian Safety for Your Child) Amigos Para Siempre (Walking Through the Years) - Pedestrian Safety for Your Child)	51	6A0019
Caminando a Través de los Años -Seguridad Peatonal Para Niños (Walking Through the Years-Pedestrian Safety for Your Child) - Educator's Guide	51	6P0113
Caminando a Través de los Años-Seguridad Para Peatones de Tercera Edad (65+) - walking through the years-pedestrian safety for older adults	52	6A0018
Caminando a Través de los Años-Seguridad Para Peatones de Tercera Edad (65+) - walking through the years-pedestrian safety for older adults	54	6P0104
Caminando a Través de los Años-Seguridad Peatones Se Tercera Edad (Walking Through the Years-Pedestrian Safety for Older Adults) La Cita	51	6A0017
Child Passenger Safety Training for School Buses - Instructor Guide	59	6P0180
Child Passenger Safety Training for School Buses - Participant Manual	60	6P0179
Child Safety Seat Ease-of-Use Ratings 2003	9	8P0050
Choosing the Correct School Bus for Transporting Pre-School Age Children	60	6P0151
Click It or Ticket - South Carolina's Campaign Model for Boosting Belt Use in Minority Communities	78	1P1231
Click It or Ticket - Truck Stickers (21" x 18" Reflective)	78	1Z1037
Commercial Motor Vehicle Traffic Enforcement	31	4P1193
Community Training Child Passenger Safety Courses 2003 - 2004	79	1P1270
Como reducir el riesgo de volcarse en una van de 15 pasajeros	86	9P0159
Compendium of Traffic Safety Research: 1987-1997	64	7P0082
Conoce La Realidad / Know the Facts	79	1P1243
Consumer Guide to Uniform Tire Quality Grading - Revised July 2002	84	9P0097
Corazon de mi vida - (estas en mi corazon y te abrocho el cinturon) Bumper Sticker	10	1Z1031
Corazon de mi vida - A Child Passenger Safety Kit	10	1P1224
Corazon de mi vida - Child Seat Checklist Tags (English/Spanish)	10	1P1228

Title	Page #	Item #
Corazon de mi vida - Community Coordinator's Handbook	11	1P1225
Corazon de mi vida - Feedback Form (English/Spanish)	11	1P1229
Corazon de mi vida - Hang Tags (Spanish/English)	11	1P1227
Corazon de mi vida - Loteria Game	11	1P1226
Corazon de mi vida - Stickers (Rolls)	12	1Z1032
Corazon de mi vida. Estara su hijo bien sujetado en su asiento se seguridad? 11" x 17" (Spanish) Is your child safely secured in the car seat?	12	1P1232
Creating Communities For Active Aging	43	6P0169
Criminal Justice Summit on Impaired Driving	32	4P1199
Cruisin' Without Bruisin'	39	6P0011
Data-Smart Manual: Use and Analysis of Data for Local Highway and Traffic Safety Programs	55	7P0252
Deberian usar el cinturon de seguridad las mujeres embarazadas?	82	1P1260
Designated Driver/Safe Ride Program - Community Action Guide	28	2A0146
Designated Driver/Safe Ride Program - Community Action Guide	28	2P1082
Detecting Impaired Motorcyclists	32	6A0031
Develop and Test Messages to Deter Drinking and Driving (Financial Report)	64	7P0096
Developing Best Practices of Emergency Care for the Alcohol Impaired Patient: Recommendations from the National Conference	23	3P0128
Development of an Standardized Field Sobriety Test (SFST) Training Management System	33	4P1190
Don't Let This Be The Reason For Your Next Family Gathering	28	2P1022
DOT Auto Safety Hotline (1-888-DASH-2-DOT) (0100)	85	10P0009
DOT Safety Hotline - \$20 Bills Currency (0100)	84	10P0002
DOT Safety Hotline - Bookmarks (0100)	84	10P0011
DOT Safety Hotline - Bumper Sticker (0050)	84	10Z0002
DOT Safety Hotline - Interior Window Sticker (0010)	84	10Z0004
DOT Safety Hotline - Peel-off Sticker (0100)	85	10Z0003
DOT Safety Hotline - Poster 14" x 18" (0005)	85	10P0007
DOT Safety Hotline - Poster 8.5" x 11" (0005)	85	10P0008
DOT Safety Hotline - Rolodex Cards (0020)	85	10P0010
Drinking, Riding, and Prevention: A Focus Group Study	39	6P0170
Driving After Stroke	43	9P0164
Driving Safely While Aging Gracefully	43	6P0168
Driving When You Have Alzheimer's Disease	44	9P0163
Driving When You Have Arthirtis	44	9P0171
Driving When You have Cataracts	45	9P0156
Driving When You Have Diabetes	45	9P0162
Driving When You have Glaucoma	46	9P0157

Title Index



Title	Page #	Item #
Driving When You Have Had Seizures	46	9P0172
Driving When You have Macular Degeneration	47	9P0158
Driving When You Have Parkinson's Disease	47	9P0173
Driving When You Have Sleep Apnea	48	9P0167
Drowsy Driving and Automobile Crashes	65	9P0124
DWI Laws in Other Countries	72	7P0140
Economic Burden of Traffic Crashes on Employers	55	5P0352
Economic Impact of Motor Vehicle Crashes 2000	65	7P0241
Effectiveness of the Illinois .08 Law	65	7P0176
El sistema de anclaje LATCH hace la instalacion del asiento de seguridad de nino tan facil como 1,2,3.	13	1P1249
Emergency Medical Services Outcomes Evaluation	66	3P0135
EMS Make the Right Call: Para Personas Que Viven en Zonas Rurales Hagan la llamada debida a los EMS	25	3P0101
EMS National Research	24	3P0139
EMS: Consensus Statement on the Role of EMS in Primary Injury Prevention	23	3P0081
Enhanced Sanctions for Higher BACs: Evaluation of Minnesota High BAC Laws	66	7P0281
Evaluating Drivers Licensed with Medical Conditions in Utah, 1992 - 1996	66	7P0135
Evaluation of Alternative Programs for Repeat DWI Offenders	66	7P0184
Evaluation of Click It or Ticket Model Programs	67	7P0249
Evaluation of the Austin Police Department DWI Enforcement Unit	67	7P0278
Evaluation of the Repeal of Motorcycle Helmet Laws in Kentucky and Louisiana	67	7P0279
Ever get the urge to mow your lawn at two in the morning? (26" x 9")	19	9P0046
Examination of DWI Conviction Rate Procedures	67	7P0210
Examining the Effectiveness of Utah's Law Allowing for Telephonic Testimony at ALR Hearings	68	7P0276
Fake Helmets — Unsafe on Any Head	33	6A0007
First There, First Care - (English)	24	3P0112
First There, First Care - (Spanish)	24	3P0111
First There, First Care - English Sticker	24	3P0110
First There, First Care - Spanish Sticker	24	3P0115
First There, First Care Action Guide to Roadside Care (Spanish)	24	3P0114
First There, First Care Action Guide to Roadside Care (English)	24	3P0109
First There, First Care Emergency Action Card (English)	24	3P0108
First There, First Care Emergency Action Card (Spanish)	24	3P0113
First There, First Care Student Materials (English)	24	3P0124
First There, First Care Student Materials (Spanish)	24	3P0125
First There, First Care, Bystander Training	24	3A0016

Title	Page #	Item #
Getting to School Safely - The Top Ten Steps to Keep Kids Safe	60	6P0148
Graduated Driver Licensing Questions & Answers	17	2P1066
Growth Chart	12	1P1250
Growth Chart - (Spanish)	12	1P1257
Guide to Implementing Child Passenger Safety Inspection Stations	79	1P1271
Guide to Preparing Medical Directors	25	3P0126
Here are some ideas for helping your family and friends understand your schedule	19	9P0047
Highway Safety In Black/African American Communities: Issues and Strategies	68	7P0282
Highway Safety Needs of U.S. Hispanic Communities: Issues and Strategies	69	7P0064
How Safe Communities Can Assist Military Mission Readiness	56	5P0344
How Safe Communities Can Help Hospitals Reduce the Motor Injury Burden	56	5P0346
How to Help Your Shift Workers Wake Up and Get Some Sleep.	19	9P0048
How to Identify Unsafe Motorcycle Helmets	33	6P0047
How wearing seat belts can help you save you money, time and your life. - General Public	79	1P1197
How wearing seat belts can help you save you money, time and your life. - Law Enforcement	80	1P1196
I can fall asleep anywhere. (26" x 9")	20	9P0049
Impaired Driving Prevention Toolkit	28	2P1127
Implementing a Standard Enforcement Seat Belt Law in Your State: A How-to Guide	34	4P1180
Increasing Motorcycle Awareness	40	6P0138
Increasing Seat Belt Use Among Part-Time Users: Messages and Strategies	69	7P0102
Intersection Negotiation Problems of Older Drivers Volume 1: Technical Report	69	7P0119
Intersection Negotiation Problems of Older Drivers Volume 2: Background Synthesis on Age and Intersection Driving Techniques	69	7P0122
Jack and Jill Says Buckle Up! - A Habit For Life	87	1P1201
Keep Your Child Safe While Traveling	80	1P1269
Kids, Bikes, Safety	6	6P0093
La Seguridad de las LLantas Todo rueda sobre ellas - Tire Safety - Everything Rides On It	86	9P0111
LATCH: Lower Anchors and Tethers for Children - Makes Child Safety Seat Installation as Easy as 1, 2, 3.	13	1P1148
Let Them Through...It Could Be You!	25	3P0080
Los Ninos: el Autobus Escolar y Usted	61	6P0142
Make Your Parties Rock-Substance Free (17" x 21")	29	2P1117
Make Your Parties Rock-Substance Free, Guide to Safe and Sober Event Planning	29	2P1116
Make Your Parties Rock-Substance Free, Guide to Safe and Sober Event Planning	29	2A0149
Marijuana, Alcohol and Actual Driving Performance	70	7P0127
Matching Traffic Safety Strategies to Youth Characteristics: A Literature Review of Cognitive Development	70	7P0126

Title Index



Title	Page #	Item #
Model Driver Screening and Evaluation Program - Guidelines for Motor Vehicle Administrators	70	7P0271
Model Driver Screening and Evaluation Program - Volume 1: Project Summary and Model Program Recommendations	70	7P0269
Model Driver Screening and Evaluation Program - Volume II: Maryland Pilot Older Driver Study	70	7P0270
Model Minimum Uniform Crash Criteria Guideline - Improving Crash Data for Safer Roadways	56	7P0267
Mommy, Mommy, are you asleep? (26" x 9")	20	9P0050
Motor Vehicle Defects and Recall Campaigns (0010)	85	10P0015
Motor Vehicle Insurance in the United States: A 1998 - 1999 Snapshot with Emphasis on Motorcycle Coverage	40	6P0172
Motorcycle Traffic Enforcement: A Guide for Law Enforcement Agencies Considering Implementing a Motorcycle Patrol Unit.	35	4P1198
Motorcyclist Fatalities in 2000 - Research Note	39	6P0158
National Agenda for Motorcycle Safety	41	6P0149
National Aggressive Driving Action Guide - A Criminal Justice Approach	35	9P0123
National Highway Traffic Safety Administration Traffic Records Resources	56	7P0242
National Initiative for Increasing Seat Belt Use - Fifth Report to Congress / Third Report to the President	80	1P1259
National Strategies for Advancing Bicycle Safety	6	6P0153
National Strategies for Advancing Child Pedestrian Safety	52	6P0152
National Survey of Distracted and Drowsy Driving Attitudes and Behavior: 2002 Volume 1	71	7P0275
National Survey of Drinking and Driving Volume 2: Methods Report	71	7P0268
National Survey of Drinking and Driving Attitudes and Behavior: 1999 Volume 2: Methods Report	71	7P0168
NHTSA Impaired Driving Information Resources	29	2A0156
Observational Study of the Extent of Driving While Suspended for Alcohol-Impaired Driving	72	7P0246
Occupant Protection Special Traffic Enforcement Program Evaluation	72	7P0124
One Minute Safety Seat Checklist	14	1P0305
Operation of Inspection Stations for Child Restraint Use	72	7P0274
Partners for Rural Traffic Safety Action Kit	81	1P1239
Partners in Prevention - State Alcohol Agencies' Approach to underage Drinking Prevention	29	2P1111
Pedestrian Roadway Fatalities	53	6P0176
Physician's Guide to Assessing and Counseling Older Drivers	48	6P0192
Physician's Guide to Assessing and Counseling Older Drivers	48	6A0047

Title	Page #	Item #
Play It Safe! My Traffic Safety Fun Book	14	5P0308
Powerful Strategies for Saving Lives	57	5P0341
Premature Graduation of Children from Child Restraints to Vehicle Safety Belts, A	73	7P0188
Primary Enforcement Saves Lives: The Case for Strong Seat Belt Laws	36	1P1195
Professional Traffic Stops	36	4A0116
Proper Use of Child Safety Restraint Systems in School Buses	61	6P0159
Public Information, Education and Relations for EMS - Injury Prevention Modules	25	3P0134
Racial and Ethnic Group Comparisons - National Survey of Drinking and Driving Attitudes and Behaviors 1993, 1995, and 1997 (Volume 1: Findings)	73	7P0147
REACT Project: Rural Enhancement on Access and Care for Trauma	73	7P0250
Reducing the Risk of Rollover Crashes in 15-Passenger Vans (English/Spanish)	86	9P0118
Relative Risk of Fatal Crash Involvement by BAC, Age and Gender	74	7P0144
Research Agenda For An Improved Novice Driver Education Program	17	7P0016
Ride Like a Pro Community Handbook	6	6P0145
Ride Smart, It's Time to Start.	6	6A0041
Safe Communities	56	5P0026
Safe Communities - A Look at the Data	56	5P0214
Safe Communities - An Approach to Reduce Traffic Injuries	56	5P0215
Safe Communities - Evaluating and Monitoring Safe Communities Programs	56	5P0218
Safe Communities - Getting Started	56	5P0212
Safe Communities - Getting Started: A Guide to Developing Safe Communities	57	5P0241
Safe Communities - Tips for Coalition Building	56	5P0213
Safe Communities - Working With Citizens to Set Priorities and Move Forward	56	5P0216
Safe Communities (Inserts) - Establishing a Self-Sufficient Safe Communities Program: Researching Your Options and Making Your Pitch	56	5P0223
Safe Communities: The First Six Months	57	5P0276
Safe Communities: Taking It To The Streets	57	5P0271
Safe Driving for Older Adults	49	6P0190
Safe Mobility for Older People: Notebook	75	7P0128
Safe Routes to School Toolkit	61	6P0167
Safety Belts and Hispanics - 2003 Report	81	1P1263
Safety Belts and Teens - 2003 Report	82	1P1258
Salvar vidas es nuestro trabajo. (28" x 18")	14	1P1237
Salvele la vida a su bebe	15	1P1242
Saturation Patrols and Sobriety Checkpoints - A How-to Guide for Planning and Publicizing Impaired Driving Enforcement Efforts	36	2P1110
Saving Teenage Lives: The Case for Graduated Driver Licensing	17	2P1043
School Bus Driver In-Service Safety Series	61	6A0036

Title Index



Title	Page #	Item #
School Bus Driver In-Service Safety Series - Second Edition	62	6P0163
School Bus: Kids: The School Bus and You	61	6P0084
Should pregnant women wear seat belts?	82	1P1246
Sick and Tired of Waking Up Sick and Tired?	20	9P0053
Sick and tired of waking up sick and tired? (26" x 9")	20	9P0054
Speak Out and Make NOYS Poster	87	9P0084
Speak Out and Make NOYS Project Manual 2001	87	2P1119
Speak Out and Make NOYS Project Organizer	87	2P1120
Speak Out and Make NOYS Video	87	2A0154
Star of Life Emergency Medical Care Symbol	26	3P0049
State of Knowledge of Alcohol-Impaired Driving: Research on Repeat DWI Offenders	74	7P0139
State of Knowledge of Drug-Impaired Driving	74	7P0277
Stepping Out	49	6P0171
Strap it on - Face the Facts Stop, Think, and Live	82	1P1212
Strap it on - Stop, Think, and Live	82	1P1213
Study of Outstanding DWI Warrants, A	63	7P0196
The Art of Appropriate Evaluation: A Guide for Traffic Safety Program Managers	55	5P0233
The Courage to Live Program - A Judicial Outreach Program to Combat Underage Drinking and Driving	32	4P1197
The Effects Following Implementation of 0.08 BAC Limit and Administrative Per Se in California	65	7P0018
The NHTSA and NCSDR Program to Combat Drowsy Driving	74	7P0125
The Simple Facts About LATCH (Lower Anchors and Tethers for Children)	15	1P1199
The Simple Facts About LATCH (Lower Anchors and Tethers for Children)	15	1P1200
The Simple Facts About LATCH (Lower Anchors and Tethers for Children) English/Spanish	15	1P1252
The Simple Facts About LATCH (Lower Anchors and Tethers for Children) English/Spanish	15	1P1253
The Traffic Safety Box	88	2A0144
The Traffic Safety Box Users Manual	88	2P1095
The Traffic Stop & You - Improving Communications Between Citizens and Law Enforcement	36	4P1179
Three Ways to Keep a Friend Alive	30	2P0159
Tire Safety - Everything Rides On It	86	9P0107
Tire Safety - Everything Rides On It (English/Spanish)	86	9P0108
Tome Nota (Walkability Checklist)	53	6P0124
Towing a Trailer - Being Equipped for Safety	86	9P0114
Traffic Safety Digest (Fall 2002)	57	5P0309
Traffic Safety Digest (Spring 2002)	57	5P0304

Title	Page #	Item #
Traffic Safety Digest (Spring 2003)	57	5P0349
Traffic Safety Digest (Summer 2002)	57	5P0305
Traffic Safety Legislative Online Database	58	4P1195
Trauma System: Agenda for the Future	26	3P0138
“Tres Maneras de Conservar a un Amigo Vivo (¡ Amigos no Dejan que los Amigos Manejen Borrachos!) / Three Ways to Keep a Friend Alive (Friends Don’t Let Friends Drive Drunk!)	30	2P1126
Types of Child Safety Seats	15	1P1180
Understanding Bias-Based Traffic Law Enforcement	37	4P1200
Validation of Problem Drinking Screening Instruments for DWI Offenders	75	7P0123
Vehicle Owner’s Questionnaire - VOQ (0100)	85	10P0001
Visual Detection of DWI Motorists, The	37	2P1048
Wake Up and Get Some Sleep	21	9A0002
Walkability Checklist	53	6P0114
Walking Through the Years — Pedestrian Safety for the Older (65+) Adult	54	6P0060
Warning Air Bag - Sticker (Spanish) Rolls	9	1Z1030
Warning: This vehicle is NOT equipped with an automatic pilot. (26” x 9”)	21	9P0055
WHALE - We Have A Little Emergency Kit	26	3P0136
What You Need to Know About Air Bags	3	1P0036
Without Motorcycle Helmets We All Pay the Price	41	6P0128
Without Motorcycle Helmets We All Pay The Price	41	6A0024
Working With Hospitals to Build Safe Communities	56	5P0345
Working With the Military to Build Safe Communities	56	5P0343
Your Bicycle Helmet—A Correct Fit	7	6P0082
You’re Getting Sleepy. Very Sleepy. At the count of three, you will not wake up. (26” x 9”)	21	9P0056
Youth Impaired Driving - Manual for Sheriffs	37	4P1176
Zero Tolerance for Youth: Four States’ Experience	75	7P0146

Format	Page #	Item #	Format	Page #	Item #
1/2 inch VHS Video	3	1A0138	Brochure	60	6P0151
	5	6A0009		77	1P1203
	6	6A0041		79	1P1270
	21	9A0002		83	9P0102
	24	3A0016		83	9P0126
	32	6A0031		83	9P0127
	33	6A0007		84	9P0097
	36	4A0116		85	10P0015
	51	6A0017		86	9P0107
	51	6A0019		86	9P0114
	61	6A0036		28	2P1127
	87	2A0154		1	9P0094
	52	6A0018		3	1P0036
	5	6P0046		5	6P0064
	9	1P1182		5	6P0166
	14	5P0308		6	6P0093
	26	3P0049		7	6P0082
	31	4P1193		9	8P0050
	31	9P0088		14	1P1244
	36	1P1195		15	1P1242
41	6P0128	17	2P1066		
41	6P0149	17	5P0285		
43	6P0168	19	9P0048		
49	6P0171	20	9P0053		
49	6P0190	24	3P0109		
52	6P0106	24	3P0114		
54	6P0060	25	3P0080		
54	6P0104	30	2P0159		
56	5P0213	30	2P1126		
56	5P0214	33	6P0047		
56	5P0215	36	4P1179		
56	5P0216	37	2P1048		
56	5P0218	39	6P0011		
57	5P0304	43	9P0164		
57	5P0305	44	9P0163		
57	5P0309	44	9P0171		
57	5P0349	45	9P0156		
59	6P0131	45	9P0162		

Format Index



Format	Page #	Item #	Format	Page #	Item #	
	46	9P0157	Fact Sheet	1	9P0085	
	46	9P0172		13	1P1148	
	47	9P0158		13	1P1249	
	47	9P0173		14	1P0305	
	48	9P0167		15	1P1180	
	51	6P0095		53	6P0114	
	51	6P0113		53	6P0124	
	56	5P0212		56	5P0223	
	56	7P0242		56	5P0343	
	57	5P0241		56	5P0344	
	57	5P0271		56	5P0345	
	57	5P0341		56	5P0346	
	58	4P1195		60	6P0148	
	61	6P0084		81	1P1127	
	61	6P0142		81	1P1263	
	61	6P0159		82	1P1258	
	79	1P1197		Flyer	11	1P1229
	79	1P1243			15	1P1199
	79	1P1262			15	1P1252
	79	1P1271	19		9P0045	
	80	1P1196	25		3P0101	
	80	1P1269	40		6P0138	
	82	1P1213	77		1P1206	
	82	1P1246	77		1P1207	
	82	1P1260	84		10P0002	
	83	9P0098	84		10P0011	
	85	10P0001	85		10P0009	
Card	10	1P1228	86		9P0108	
	11	1P1226	86		9P0111	
	24	3P0108	Hang Tag	11	1P1227	
24	3P0111	19		9P0047		
24	3P0113	86		9P0159		
85	10P0010	86		9P0118		
CD-ROM	28	2A0146		Kit	1	9P0093
	29	2A0149	10		1P1224	
	29	2A0156	24		3P0124	
	48	6A0047	24		3P0125	
	88	2A0144	26		3P0136	
			27		2P1099	

Format	Page #	Item #	Format	Page #	Item #
Manual	36	2P1110	Report	20	9P0054
	41	6A0024		21	9P0055
	56	5P0026		21	9P0056
	62	6P0163		24	3P0112
	81	1P1239		28	2P1022
	87	1P1201		29	2P1117
	6	6P0145		77	1P1204
	11	1P1225		77	1P1205
	25	3P0126		77	1P1214
	25	3P0134		82	1P1212
	28	2P1082		85	10P0007
	29	2P1111		85	10P0008
	29	2P1116		87	9P0084
	31	9P0092		73	7P0188
	33	2P1090		6	6P0153
	37	4P1176		13	1P1254
	37	4P1200		17	2P1043
	43	6P0169		17	7P0016
	48	6P0192		23	3P0081
	55	7P0252		23	3P0128
	56	7P0267		24	3P0139
	57	5P0276		26	3P0138
	59	6P0160		31	9P0091
	59	6P0180		32	4P1197
	60	6P0179		32	4P1199
	61	6P0167		33	4P1190
	72	7P0274		34	2P1097
	87	2P1119		34	4P1180
	87	2P1120		35	4P1198
	88	2P1095		35	9P0123
	Poster	12		1P1232	39
12		1P1250	39	6P0170	
12		1P1257	40	6P0172	
14		1P1237	52	6P0152	
15		1P1200	53	6P0176	
15		1P1253	55	5P0233	
19		9P0046	55	5P0352	
20		9P0049	63	7P0108	
20		9P0050	63	7P0196	

Format Index



<u>Format</u>	<u>Page #</u>	<u>Item #</u>	<u>Format</u>	<u>Page #</u>	<u>Item #</u>
	63	7P0206		71	7P0168
	64	7P0082		71	7P0268
	64	7P0096		71	7P0275
	64	7P0142		72	7P0124
	64	7P0280		72	7P0140
	65	7P0018		72	7P0246
	65	7P0176		73	7P0147
	65	7P0241		73	7P0250
	65	9P0124		74	7P0125
	66	3P0135		74	7P0139
	66	7P0135		74	7P0144
	66	7P0184		74	7P0277
	66	7P0281		75	7P0123
	67	7P0210		75	7P0128
	67	7P0249		75	7P0146
	67	7P0278		77	1P1198
	67	7P0279		77	1P1223
	68	7P0276		78	1P1231
	68	7P0282		80	1P1259
	69	7P0064	Stickers	9	1Z1030
	69	7P0102		10	1Z1031
	69	7P0119		12	1Z1032
	69	7P0122		24	3P0110
	70	7P0126		24	3P0115
	70	7P0127		78	1Z1024
	70	7P0269		78	1Z1037
	70	7P0270		84	10Z0002
	70	7P0271		84	10Z0004
				85	10Z0003

Fax to: **301-386-2194**

