

2022 SAMPLE LIST OF SESSIONS

(Updated April 8th, 2022. This list is subject to change.)



Multi-Disciplinary Topics

Traffic Safety Culture and the Safe System Approach to Achieve Vision Zero

Nic Ward

Currently, there is growing interest in the role of culture in traffic safety. Specifically, traffic safety culture is viewed as being an essential part of a safe system approach to reach the vision of zero traffic fatalities and serious injuries. Traffic Safety Culture can be defined as "the shared belief system of a group of people, which influences road user behaviors and stakeholder actions that impact traffic safety." This presentation will discuss the role of traffic safety culture in establishing a safe system to support Vision Zero.

The Power of Collaboration: Trauma Centers' Injury Prevention Road Safety Efforts and How We Can Help You

Tricia Smar

Data on traumatic injuries informs direct program development and support by injury prevention (IP) specialists at trauma centers across the country. With the amount of injuries seen at trauma centers from car, bicycle, and pedestrian crashes, IP specialists are tasked with addressing road safety to reduce those injuries, either through original programming or partnership with community groups and agencies. Learn about examples of road safety initiatives from multiple NC trauma center IP specialists and how you can partner with your local trauma center's IP program. Some examples include: programs for teen and young adult drivers, elementary school-based interventions, supporting road engineering changes, Vision Zero initiatives, community-wide traffic safety task force, grant writing, CPS technician work, impaired road user harm reduction screening & program, and more.

No Longer Number One-The Evolution of a Traffic Safety Task Force Utilizing a Safe Systems Approach

Sue Pilgreen, Ellen Walston

The Greenville Traffic Safety Task Force is a collaborative team of community partners that meet every other month to identify locations based on crash data that would benefit from an environmental modification. A meeting template is utilized to maintain accountability. The successes of this task force will be shared with an emphasis on the safe systems approach. Our law enforcement, hospital, and engineering partners will be available for questions.

Communication & Media Panel

Empowering Law Enforcement in Media and Public Relations

Julia Casadonte

Giving law enforcement officers the tools they need to conduct their own media outreach campaigns can help amplify traffic safety messages and help departments better connect with their own communities. But where do you begin? In this session, we will present tools, tricks and tips for pursuing your own media outreach effort to pair with a GHSP-sponsored enforcement campaign.

Traffic Crashes As Seen On TV: An Opportunity to Reshape the Dialogue Around Road User Injury

Seth LaJeunesse

The way our news media covers and frames traffic injury shapes how members of the public and decision-makers perceive and contend with road trauma. A team of UNC researchers at the Highway Safety Research Center and the Hussman School of Journalism and Media content analyzed more than 1,000 televised news stories featuring traffic crashes. The team discovered that about a third of all crash-featuring news stories framed traffic injury as something that delays motor vehicle travel. In this session, participants will learn about message framing, prevailing ways the TV news industry frames traffic crashes, and walk away with ideas on how to portray traffic injury as socially problematic and entirely preventable.

Teen Driver Safety

Roadmap of the public school Traffic Safety Education program

Karl Logan

The presentation will provide a high-level overview of the State's teen traffic safety education program. It will begin with a brief history and culminate with the Department of Public Instruction's vision for the program as we incorporate recommendations made by our partners in traffic safety education industry. We will make stops along the way to exhibit milestones and exhibit these monumental achievements which are enhancing our program.

Latest Developments with Teenage Driver Safety in North Carolina

Natalie O'Brien

Much has happened the last few years that has a big impact on teen drivers in our state. Come learn about the effect of the COVID-19 pandemic on teen driver licensing and safety. Learn about new laws passed by the General Assembly and the implications of those laws. This session will also share videos and other materials from a cutting-edge program currently underway to help parents of novice teen drivers in North Carolina.

Speeding Panel

Reducing Speeding in Charlotte

Angela Berry

Ms. Berry will present details of Charlotte's efforts to reduce speeding on City and State roads. This will include the results of a pilot portable driver feedback sign program and the results of a coordinated and concentrated speed corridor enforcement effort with the Charlotte-Mecklenburg Police Department. Charlotte will also begin piloting connected vehicle technology at 20 of its signal cabinets throughout South End.

Engineering Lower Speeds

Stacie Phillips

Lowering vehicular speeds is one of the key ways to improve safety for all users of the transportation network. This presentation will look at how Transportation Engineering in the past has unintentionally encouraged higher speeds and what we can do to reverse that trend now.

Reducing Impaired Driving through Communication - "Tools You Can Use"

Janice Williams

Data will be presented on the rate of impairment via blood draw at a level one trauma center and what social risk factors are present in a road victim population. Attendees will learn what messages and profiles early substance indicated crash victims present with based on current work in that setting to reduce harm through counseling and referral of road patients. Attendees will also be provided suggestions and tools they can use that may be effective in their interactions with substance using adults to deter impaired driving rates in their community.

The Comprehensive Cost of Rail Incidents in North Carolina

Steve Bert, Roger Smock

Unlike highway crashes and incidents, rail related incidents incur a host of industry-specific impacts that can be exponentially more costly. There has been a growing need for an accurate measure of rail incident costs that reflects the broad spectrum of events that occur on the railway, including highway-rail grade crossing crashes, rail trespassing crashes, and non-crash delay incidents. The Institute for Transportation Research and Education and Planning Communities, under the leadership of the North Carolina Rail Division, has developed a user-friendly cost tool that is capable of estimating the comprehensive set of costs that result from a rail incident. The tool evaluates costs stemming from property damage, injuries and fatalities, delay, rerouting, and supply chain events, as well as emergency responder costs.

Pedestrian strikes are a key subset of the many types of rail incidents that occur on North Carolina's rail network. Crossing deaths of pedestrians (as opposed to those of motor vehicle occupants) have increased from approximately 10 percent of total crossing deaths in the late 1970s to 35 percent in the middle 2010s. As part of this presentation, safety considerations related to pedestrian strikes will be closely examined. For this presentation, Roger Smock will discuss the importance of rail safety and countermeasures.

Steve Bert will demonstrate how the Comprehensive Cost of Rail Incidents Cost Tool can be used to illuminate the economic and social impacts resulting from rail incidents and show how the tool can be used to generate support for countermeasures and expanded safety training.

Engineering and Design for Safety

Recent Progress in the Safety of Intersection Designs

Joe Hummer

This presentation will summarize the excellent progress that has been made recently in terms of the tools available to help planners and engineers install safer intersections and interchanges. New designs are emerging all the time that could help reduce crashes, reduce delays, and reduce the costs and impacts during construction. Safety research is providing new crash modification factors to help analysts judge the relative safety impacts of competing design concepts. New ways to judge the quality of the pedestrian and bicyclist crossing experience to be expected at a proposed intersection or interchange design have also emerged recently and can be helpful. Together, all of the new tools provide great hope that future intersection designs will optimize safety for all users.

Engineering and Design for Safety: The Vulnerable Road User Perspective

Terry Lansdell

Designing for the safety of vulnerable road users, such as pedestrians and people on bikes, better ensures the safety of all road users. Terry will discuss design features that best promote the safety of vulnerable road users.

Seat Belts Panel

What's the seat belt usage rate in my county and how did they measure it?

Daniel Findley, Brendan Kearns

In this presentation, ITRE researchers will discuss the process for measuring seat belt usage and how to find that data for your county.

Most of Us Buckle Up: Using a Social Norms Approach to Increase Seat Belt Use

Bevan Kirley

The North Carolina seat belt use rate has hovered around 90% for many years. It is clear that continuing to

increase seat belt use will require new and innovative approaches. This presentation will describe the results of 2 North Carolina pilot programs to increase seat belt use in rural North Carolina counties using a social norms approach.

Multicultural Approaches to Occupant Protection

Theresa Knops

The attendee will gain knowledge on how to increase the level of awareness of traffic safety issues and participation in our programs by multicultural groups in our efforts to reduce injuries and fatalities. The attendee will gain knowledge on how to seek out those most at risk of death or injury from MVC's by establishing new and more effective ways to reduce behaviors that contribute to MVC's.

Child Passenger Safety

Sessions To Be Announced

CPS Technicians will be able to earn 6 CPS CEUs for recertification.

Law Enforcement Topics

Comprehensive Crash Data Starts with You: Crash Reporting to Advance Safety for People who Walk, Bike, and Roll

Brian Massengill

People who walk, bike, or use e-scooters or other forms of micromobility represent a disproportionate share of fatalities and severe injuries in roadway traffic crashes. There are many factors that may contribute to a crash and resulting severity, including roadway user maneuvers, type of roadway, type of vehicle, weather conditions, and more. These factors are important to capture for better understanding not only why crashes happen but also next steps for improved safety and interventions. Crash reporting is also important in how State laws are enforced.

Law enforcement officers play a critical role in taking the first steps in reporting crash data. In this workshop, Sarah O'Brien, research associate, and Sgt. Brian Massengill will share the importance of capturing accurate data at the scene of the crash and the life cycle of crash data. They will also link specific crash scenarios to specific State laws related to pedestrian and bicyclist safety to give a more comprehensive picture of those scenarios. They will also explore how crash data and enforcement of specific safety laws can better inform strategies and solutions to improve roadway safety.

Large Truck & Bus Enforcement

Brian Strickland

To address the reluctance of law enforcement officer to conduct large truck or motor coach stops, the Federal Motor Carrier Safety Administration has created the Large Truck and Bus Traffic Enforcement Training program. This course is designed to enhance officers' knowledge about the dangers of unsafe driving by large trucks and buses. Topics include methods to:

- Provide for safe, effective commercial vehicle traffic stops.
- Help get dangerous commercial drivers off the road.
- Help detect and deter other serious crimes.

- Reduce serious traffic violations.
- Prevent hazardous cargo spills and crash-related traffic congestion that endanger your community and divert law enforcement from critical responsibilities.

National Traffic Incident Management (TIM) Responder Training Program; North Carolina-Specific

Bradly Meyers

This presentation is directed toward all responders including Police Officers, Fire Departments, EMS, Tow Trucks, IMAP, and any other responder who works in and around the roadway. The goal of this program is to inform responders on how to work toward safe quick clearance of roadway incidents and how to stay safe while doing so.

SFST: Standard Field Sobriety Test Refresher Training

Eric Sweden | Monday, August 15th

What better way to start the day than talking about HGN! Let's spend a few hours talking about DWI Detection and Standardized Field Sobriety Testing. This four-hour session will review the three phases of DWI Detection and review the three SFSTs. We'll talk about some common challenges and defenses to DWI to keep us on the right track to detect impaired drivers.

Prerequisite: Prior completion of the 24-hour SFST training course is required for this refresher.

ARIDE: Advanced Roadside Impaired Driving Enforcement Refresher Training

Eric Sweden | Monday, August 15th

If it's been a bit since you last took ARIDE, these dynamic four hours will review important concepts for the ever increasing problem of drug impaired drivers. Start the Traffic Safety Conference out right and refresh your skills here!

Prerequisite: Prior completion of the 16-hour ARIDE training course is required for this refresher.

Tips to Surviving This Climate While Being Proactive: Community and the Police

Emerson Carrolle

This class will provide tips to remain proactive in traffic enforcement while keeping the mindset of community policing. It is a balancing act. Be able to understand the importance of community trust and police transparency. These tips, along with others, will change your thinking and help you survive the climate we are in.

Commercial Vehicle Crashes: They Are Different

Anthony Barnes

Big vehicles are big crashes. Because of the nature of the vehicle, there is often extra evidence at the scene. If you don't know what to look for, you may miss it. This session will explain how these crashes are different; what to look for; and how to get it.

Crash Investigation & Reporting Panel

Hidden Injuries, Missing Bicyclists, & Other Lessons Learned from the NC Crash Injury Surveillance System (NC-CISS)

Katie Harmon

The NC Crash Injury Surveillance System (NC-CISS) takes a public-health centered approach to understanding traffic safety. Marking the culmination of more than five years' work on the part of an interdisciplinary team based at the University of North Carolina at Chapel Hill, this presentation will demonstrate what important information can be obtained through the analysis and integration of crash and health outcomes data, such as uncovering the hidden costs of motor vehicle crash injuries.

Overview of North Carolina Department of Transportation's Fatal Crash Review Program

Brian Mayhew or Haywood Daughtry

North Carolina Department of Transportation (NCDOT) performs analyses and field investigations for most fatal crashes that occur on NCDOT maintained roadways. This presentation will give an overview of NCDOT's fatal crash review program by highlighting a location from analysis through investigation and into countermeasure development.

Pedestrian and Bicyclist Crash Reporting - Strategies to Effectively Capture Facts

Mike Vann

Accurate pedestrian and bicyclist crash data is important, especially since the rate of severe crashes resulting in a fatality has been increasing. According to the Insurance Institute for Highway Safety, pedestrian crash deaths have increased 51 percent between 2009 and 2019 (<https://www.iihs.org/topics/fatality-statistics/detail/pedestrians>) while bicycle crash deaths have increased 36 percent between 2011 and 2019 (<https://www.iihs.org/topics/fatality-statistics/detail/bicyclists>). This presentation will highlight what has been observed to work in pedestrian/bicycle crash reporting and strategies for improvement.

Giglio: What Is It and What Does It Mean For You?

Whitney Belich

Giglio strikes fear in the hearts of officers. In order to avoid problems, you have to understand what creates them. This presentation will explain what conduct can result in a Giglio violation and what you can do to steer clear.

Can I get a Fat Sample? The Toxicology of Cannabis

Joey Jones

Is that blood sample useful? Maybe. Maybe not. Cannabis does not move through the body like alcohol does. It is also unpredictable as relates to impairment. This presentation will educate you on how the body works on cannabis, and aid in understanding why a blood test does not tell the whole story.

Sovereign Citizens

Ben Byrne

"I am not driving I am traveling. I am a free person not subject to your jurisdiction." When your personal contact with a driver starts off with this conversation, you have stopped a sovereign. They aren't just uncooperative; they are potentially dangerous. This session will help you understand the mind-set of the person you have stopped, as well as how to navigate a potential minefield.

First Three Seconds

Kirk Hensley

Commercial Vehicles and Human Trafficking

Aaron Ann Cole

DMV Hearings: What Do I Do?

Chris Brooks, Patrick Clancy

DMV hearings are intimidating, because officers want to prevail without saying the wrong thing or having the DMV hearing come back and bite them in a later DWI trial. Learn from the experts what you need, what you should do, and what you should say.

Why Do They Hate Us? Or Do They? Public Perception of LEO

Michael Baker, Eric Sweden

We think the public dislikes law enforcement. Is that their perception, or is it ours? Can we improve it? This session will delve into the relationship between officers and the citizens we serve, and what we can do to improve both of our perceptions.

Impaired Driving and Juveniles

Amber Hardy

The driver is under 16. What do you do? What can you do? The law regarding juvenile drivers is different, and this session will explain the rights and obligations in processing a juvenile offender.

Cannabis Impaired Driving Detection and Investigation

Jennifer Knudsen, Rachel Smith

Alcohol investigation is one thing; cannabis is altogether different. This presentation will cover what traffic officers with (ARIDE or DRE) and without specific training need to do for a thorough investigation into cannabis impaired driving.

ARIDE and DRE: What Are They and Why Does It Matter?

Joe Byrd, Andy Reed

Advanced Roadside Impaired Driving Enforcement and Drug Recognition Experts: the extra training matters. This session will explore what this training involves, why it can improve your investigations, and why it benefits you.

Wellness

Aaron Back

Cannabis Defenses

Ashley Schluck, Jeff Sifers

The same defenses work in different cases. However, if we know how the defense will attack us, we can be prepared to respond in court. This class will cover common defenses to cannabis impaired driving and what officers and prosecutors can do to counteract them.

Medical Conditions That Mimic Impairment

Josh Legan

Are they impaired or are they sick? There are medical conditions that mimic impairment. Learn how to decide whether you should call an ambulance or arrest the person you are evaluating.

Cannabis: It's for Trial

Jen Dumont, Lanny Freeman

Of course it's for trial. Defendants win these cases. The trier of fact may not have enough information to make the right decision. Therefore, it is up to prosecutors and law enforcement officers to educate our judges and juries about these types of cases. This presentation will cover what we need to win in court.

Taking care of children and people with special needs at crash scenes and arrests

Effective Communication with Individuals Who Have Hearing Loss

Donna Platt

Communication with drivers and/or passengers who are Deaf, Hard of Hearing or DeafBlind can be a challenge. Which tools are the best to communicate with them? Presenter will share some examples that drivers and/or passengers who are Deaf, Hard of Hearing or DeafBlind experience with law enforcement officers.

DWI Child Endangerment

Justin Philbeck, NC Conference of DAs, Ellen Pitt

1. Scope and danger of the problem of children riding with impaired drivers. (Ellen Pitt)
2. Prosecution, conviction and sentencing. (Justin Philbeck, NC Conference of DAs)

Kratom and Other Emerging Drug Trends

Kenny Benfield

What is Kratom? Delta 8? Every time you turn around there is something new. This presentation will improve your awareness of emerging drug trends: how to spot them and what they do.

Caselaw and Statutory Update

Ike Avery

The law is always changing, and this presentation will make sure you are up-to-date.

Common Defenses in Alcohol Impaired Driving

Joe Byrd, Sarah Garner

Arresting a person is not the end: you must win in court as well. This presentation will focus on the defenses we see all the time and are often effective for the defendant. However, by exploring ways officers and prosecutors can

anticipate the defense, we can also defeat it.

When "What happened?" Isn't Enough: Interrogation in Fatal and Serious Injury Crashes

Eric Sweden

The rules for interrogation are different when someone is badly hurt or dies. These are felonies, and with raised stakes come additional obligations on the part of the investigator. This session will explore what you need to do to gain the information you need and ensure its admissibility in court.

First Responders Working Together at Crash Scenes

Commercial Motor Vehicle Collisions Taking a Closer Look

Anthony Barnes

Commercial vehicle collisions are unique in which they cause great damage and destruction. A lot of times law enforcement officers feel overwhelmed in these types of collisions. This session will take a look at technologies with in the CMV that will greatly help in the officers investigation as well as looking at the proper way to document them on the NCDMV-349 Collision Report.