

Directions in Highway Safety

**SPECIAL
2021 ANNUAL
MEETING
EDITION**

**SUNDAY,
SEPTEMBER 12**

GHSA 2021 ANNUAL MEETING **MOVING MOUNTAINS: Forging a New Traffic Safety Landscape**

WELCOME TO DENVER!



Chuck DeWeese
Assistant Commissioner
New York Governor's Traffic
Safety Committee
GHSA Chair



Jonathan Adkins
GHSA Executive Director

On behalf of the GHSA Executive Board, staff and our hosts, the Colorado Highway Safety Office, welcome to the GHSA 2021 Annual Meeting in the Mile High City! The Annual Meeting Planning Committee has put together a truly amazing agenda that features general sessions and workshops that truly raise the already high bar for what you've come to expect from GHSA.

This year's meeting theme, Moving Mountains: Forging a New Traffic Safety Landscape, captures the excitement of coming together after 18 months of pandemic-induced separation, but also highlights the challenges we face in reversing the unexpected and unprecedented uptick in motor vehicle fatalities. Together, we can overcome these challenges – or mountains – by doubling down on what works, sharing best practices and exploring promising approaches to reduce crashes, prevent injuries and save lives. We're starting off by sharing the very latest information on federal highway safety priorities and automated vehicle (AV) initiatives and partnerships. Other General Sessions will feature expert panel discussions on equity in traffic enforcement and engagement, preparing first responders for widespread AV deployment and reining in speeding drivers.

We also have several special guests: best-selling author and History Channel host Brad Meltzer and Pro Football Hall of Fame quarterback Jim Kelly. Mr. Meltzer will inspire attendees with his personal story of perseverance, focus and the commitment to one's dreams. Mr. Kelly will speak about the power of the four F's – Faith, Friends, Family and Fans.

There will be plenty of opportunities to connect safely with your peers throughout the meeting, including Sunday evening's Exhibit Showcase and Welcome Reception and Tuesday's Taste of the

State reception at Punch Bowl Social. We're excited to engage with you face-to-face, but don't forget social networking – download the Annual Meeting event app and add your voice to the conversation on social media by using the hashtag #GHSA2021. Be sure to visit the Exhibit Hall to learn more about the latest highway safety products and services. Like you, these vendors are excited to reconnect with you in-person rather than on a computer screen.

This meeting would not be possible without the support of our 2021 Highway Safety Champions. We value their partnership and shared commitment to zero fatalities. We also want to extend a very special thanks to this year's presenting supporters: Ford Driving Skills for Life, the Foundation for Advancing Alcohol Responsibility, The National Road Safety Foundation, Inc., and Uber. And a big thank you to the Colorado Highway Safety Office staff for their tireless efforts to help make this meeting come to fruition.

This may be your first trip in some time and we're incredibly thankful you are here with us in Denver. We look forward to learning and sharing with you over the next few days and hope you have a great meeting.

GETTING AROUND DENVER: 16TH STREET MALL RIDE

The MallRide, a free hybrid bus, scoots up and down the 16-block, tree-lined retail core of downtown Denver and stops just outside the hotel. Hop on at any intersection on 16th St. between Civic Center Station at Broadway near the Colorado State Capitol (200 E. Colfax Ave.) and Union Station on the west end. A few short blocks from the mall is the Denver Performing Arts Complex (950 13th St.), Larimer Square (Larimer St. between 14th and 15th Streets), Coors Field (2001 Blake St.) and LoDo (Lower Downtown). You can also access light rail and make connections for buses that serve the metro area as well as Boulder, Golden, Longmont and Denver International Airport.

NAVIGATE THE EVENT LIKE A PRO WITH THE 2021 GHSA ANNUAL MEETING MOBILE APP!



- **Stay organized** – Build your schedule, navigate the Exhibit Hall and get updates on Exhibitors, Speakers and Events.
- **Sync up** – Use Multi-Device Sync to use the app seamlessly across all your devices.
- **Connect** – Find colleagues and attendees, and use the Social Media icon to join the #GHSA2021 conversation.
- **Explore** – Check out local restaurants, attractions and outings in Denver.

SEARCH: The App Store or Google Play for
"GHSA ANNUAL MEETING"

Mobile app support is provided by





THE COLORADO DEPARTMENT OF TRANSPORTATION WELCOMES YOU TO COLORFUL COLORADO!

From all of us at the Colorado Department of Transportation, Office of Transportation Safety, Highway Safety Office, welcome to Denver! At exactly 5,280 feet above sea level, the Mile High City boasts more than 300 days of sunshine annually, a vibrant cultural scene, rich foodie culture, diverse neighborhoods and a natural beauty you're sure to enjoy. "Moving Mountains" is an appropriate theme as we learn from each other within site of the majestic

Rocky Mountains. Whether you have questions about navigating our city or making the most of the meeting, our staff and volunteers, recognizable in their matching shirts, are standing by to point you in the right direction. We're proud to host the 2021 Annual Meeting and look forward to talking with you while you're here in Denver. Together, we can truly move mountains!

SPOTLIGHT ON LAW ENFORCEMENT



GHSA extends a special welcome to all law enforcement officials – both active duty and retired – attending the 2021 Annual Meeting. We've worked hard to ensure the general sessions and workshops address content that's relevant to you.



MONDAY, 9/13

WORKSHOP #1

10:30 a.m. Plaza Ballroom F
Experiencing Déjà Vu? A "Groundhog Day" Approach to Impaired Driving Is Not the Answer

WORKSHOP #5

2:00 p.m. Plaza Ballroom E
Serve and Protect: Occupational Support for Law Enforcement Officers

TUESDAY, 9/14

WORKSHOP #8

10:45 a.m. Plaza Ballroom E
Hot Issues in Alcohol, Drug and Multi-Substance Impaired Driving

WORKSHOP #10

2:15 p.m. Plaza Ballroom F
Can I Have Your Attention? Ending Distracted Driving through Policy, Engagement and Enforcement

WORKSHOP #11

2:15 p.m. Plaza Ballroom E
Tribal Traffic Safety Partnerships to Improve Tribal Road Safety

WEDNESDAY, 8/15

WORKSHOP #13

10:15 a.m. Plaza Ballroom D
Highway Safety Criminal Justice in 2021

WORKSHOP #14

10:15 a.m. Plaza Ballroom E
Increasing Safety on Rural Roads

GET SOCIAL WITH US!



EXHIBITOR SHOWCASE & WELCOME RECEPTION

Kick off the conference with us on Sunday night from 5:30 – 7 p.m. in the Exhibit Hall, located in the Plaza Foyer. Enjoy light hors d'oeuvres, a cash bar and live local music.

GET A FIRST LOOK AT ALL THE LATEST OFFERINGS FROM MORE THAN **50 EXHIBITORS** WHILE CONNECTING WITH FRIENDS OLD AND NEW.

FEATURED EXHIBITORS

Throughout the meeting, we'll be highlighting some of the many amazing companies and organizations exhibiting this year. Visit the booths below and remember to sign in at each for your chance to win exciting prizes!





Top performance
results for accuracy
that'll go on our
permanent
record.



Dräger oral fluid drug testing for law enforcement

In a recent oral fluid drug testing report published by the National Highway Traffic Safety Administration (NHTSA), the Dräger DrugTest 5000 and Dräger DrugCheck 3000 earned top performance results for accuracy and sensitivity. Dräger oral fluid drug testing solutions are fast, effective means of testing for drugs of abuse such as amphetamines, methamphetamines, opiates, cocaine, benzodiazepines, cannabis, and methadone. We're dedicated to protecting and saving lives, summed up by our philosophy—Technology for Life.

Buzby, D. (2021, March 1). Evaluation of On-Site Oral Fluid Drug Screening Technology. National Transportation Library's Repository and Open Science Access Portal. <https://rosap.nhtsa.gov/view/dot/54911> (P. 10).

Learn more about Dräger oral fluid drug testing solutions at www.draeger.com or scan the QR code.

Dräger. Technology for Life®

GHS. FEATURED PUBLICATIONS:

LAW ENFORCEMENT, FIRST RESPONDER, AND CRASH INVESTIGATION PREPARATION FOR AUTOMATED VEHICLE TECHNOLOGY

This research report, written by Virginia Tech Transportation Institute (VTTI) and sponsored by State Farm®, synthesizes key findings from a literature review and extensive interviews with stakeholders to formulate a curriculum development strategy for law enforcement and first responders as they prepare for automated vehicle technology.

Learn more about the intersection of first responders and automated vehicle technology during the General Session on Automated Vehicles and First Responders, Monday from 4:00 p.m. - 5:15 p.m. in Plaza Ballroom A/B/C



EQUITY IN HIGHWAY SAFETY ENFORCEMENT AND ENGAGEMENT PROGRAMS



In early August, GHS released a new report that includes 10 recommendations developed by consulting firm Kimley-Horn for the association, State Highway Safety Offices and their partners, and the traffic safety community to support more equitable outcomes for Black, Indigenous and People of Color. Kimley-Horn developed these recommendations after a thorough review of national best practices, interviews with SHSO leaders to examine current practices and conversations with key GHS safety partners.

Learn more about these recommendations during the General Session on Achieving Greater Equity in Traffic Safety Enforcement and Engagement, on Tuesday from 8:30 a.m. - 10:15 a.m. in Plaza Ballroom A/B/C

RELAX.

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RESEARCH CORNER

GHSA updated the [Research Section](#) of the website to make it easier for you to find the latest GHSA research reports and projects, including these reports released this year:



Using Electronic Devices While Driving: Legislation and Enforcement Implications – This report provides a library of resources and best practices that states and other stakeholders can use to enact or revise their laws and enhance enforcement and education efforts.

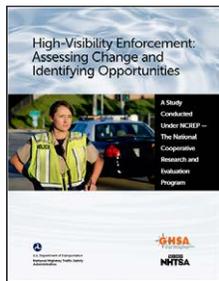
Read it here:

<https://www.ghsa.org/resources/BTSCRP/Distracted-Driving-Report21>

*Join us on Tuesday, Sept. 14 from 2:15 p.m. – 3:45 p.m. at **Can I Have Your Attention?** Ending Distracted Driving through Policy, Engagement and Enforcement in Plaza Ballroom F.*

Evaluation of On-Site Oral Fluid Drug Screening Technology – This report evaluated five field oral fluid drug testing devices to assess their accuracy, reliability, performance to manufacturer specification, susceptibility to interference, and resistance of the consumables to extremes of temperature and humidity.

Read it here: <https://www.ghsa.org/research/NCREP-14>



High-Visibility Enforcement: Assessing Change and Identifying Opportunities – This project explores opportunities to increase police participation in high-visibility enforcement (HVE) efforts through innovative strategies that address specific challenges.

Read it here: <https://www.ghsa.org/research/NCREP-16>

State of Knowledge and Practice for Automated License Plate Readers (ALPRs) – This project conducted a preliminary qualitative research on the feasibility of using ALPRs as countermeasures to improve traffic safety.

Read it here: <https://www.ghsa.org/research/NCREP-03>

LEARN MORE ABOUT GHSA'S RESEARCH PROGRAM AND PROJECTS AT [HTTPS://WWW.GHSA.ORG/RESOURCES/BTSCRP](https://www.ghsa.org/resources/BTSCRP).

Thank you to the Marijuana Industry Group (MIG) for providing the polo shirts for the Colorado Highway Safety Office. MIG partners with the Colorado Highway Safety Office to educate the cannabis consumer about the dangers of cannabis-impaired driving at point of sale and on messaging relevant to that population.



WE WANT YOUR FEEDBACK



GHSA needs your feedback to ensure the Annual Meeting meets your expectations and needs! You'll receive an evaluation form via email after the meeting, but we also welcome – and encourage – your feedback on individual sessions and workshops. You can give us immediate feedback via the mobile conference app by clicking the “**Rate Session**” link and following the on-screen prompts.



PROMOTING VEHICLE RECALL AWARENESS: CHECK TO PROTECT

GHSA is excited to announce it has renewed its partnership with Check To Protect, a vehicle recall awareness program run by the National Safety Council (NSC) for another year. Building on a successful pilot project in Texas to help spread the word about the importance of checking recalls and through law enforcement officers engaged in their communities, GHSA will work with other states to conduct similar outreach, incorporating feedback from the pilot project.

Visit booth 301 to learn more about the program and how you can help.

Comprehensive Alcohol Monitoring



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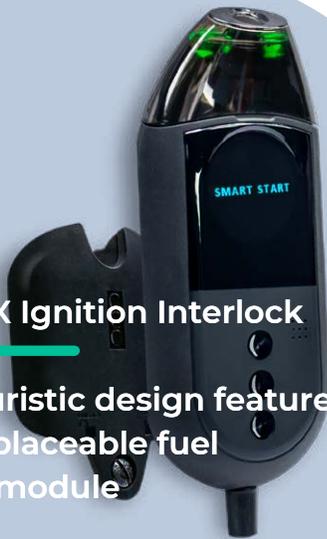
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Transdermal alcohol monitoring in a sleek, wearable device



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NEED HELP? JUST ASK!

The Colorado Office of Highway Safety staff and volunteers will be circulating throughout the meeting to answer your questions and help you find a session or event. Just look for the men and women wearing matching shirts.

- **Black** on Sunday
- **Red** on Monday
- **Green** on Tuesday
- **Purple** on Thursday

JOIN GHSA & SAVE!

Join more than 160 organizations and individuals dedicated to saving lives on our roadways.

Associate Members save \$150 off the cost of Annual Meeting registration and receive a \$150 exhibitor discount, receive updates from GHSA on policy and programmatic issues and get access to exclusive content, including our online State Highway Safety Office member directory.

LEARN MORE AT [HTTPS://WWW.GHSA.ORG/ABOUT/JOIN](https://www.ghsa.org/about/join) OR TALK TO ANY MEMBER OF THE GHSA HEADQUARTERS STAFF.



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