

ACKNOWLEDGMENTS

The Division of Highway Traffic Safety (DHTS) wishes to express its sincere appreciation to the following organizations and individuals for their cooperation and collaboration in making our Diversity Initiative a success:

Thomas Louizou, Regional Administrator, NHTSA, Region II
NHTSA Staff, Region II
The Honorable Peter C. Harvey, New Jersey Attorney General
John F. “Jack” Lettiere, Commissioner, New Jersey Department of Transportation
The Honorable Regena L. Thomas, New Jersey Secretary of State
Seema M. Singh, Esq., Public Advocate Designee
Al Ramey, Assistant Attorney General
The Honorable Upendra J. Chivukula, NJ Assemblyman
Traffic Safety Commission, Commonwealth of Puerto Rico
Robert Dingman, Asst. Commissioner, State of New York, Governor’s Traffic Safety Committee
Adele Kristansson, The National Road Safety Foundation, Inc.
Angie Armand, Director, Center for Hispanic Policy, Research and Development
Eliu Rivera, Executive Director, PACO
Shelly Mau, Advisor, New Jersey Chinese Cultural Studies Foundation
Reverend Reginald T. Jackson, Executive Director, Black Ministers Council of New Jersey
Fleeta Barnes, Vice President, New Jersey Commerce & Economic Growth Commission
Lt. Edward Baginski, Elizabeth Police Department
Mark Washo, Vice-President, Metro Stars
Telemundo, WNJU 47
Univision 41
CN8 Cable Network
Pamela Pruit, Vice President, WIMG AM-1300
Mei-Ling-Liu, World Journal
Michael Nise, President/Executive Producer, PAX, Public Affairs
Ralph F. Johnson, Publisher/ Editor, The Connection Newspaper
Alejandro Roman, Editor in Chief, Observador
Luis Rodriguez Aranguren, Publisher/ Editor, Nosotros Magazine
Aaron G. Lopez, Publisher/ Editor, El Hispano
Robert Guzman, Director/ Editor, Noticiero Dominicano
El Diario- La Prensa

TABLE OF CONTENTS

Acknowledgements

I. Executive Summary

II. Background

III. Methodology

IV. Analysis

V. Conclusion

VI. Next Step

VII. Appendix

I. EXECUTIVE SUMMARY

The New Jersey Division of Highway Traffic Safety, under the Department of Law & Public Safety, has a mission to reduce fatalities, injuries and property damage on the roads of New Jersey resulting from traffic crashes. To achieve its mission, the Division undertakes traffic safety programs relating to Education, Enforcement and Engineering. The bulk of the Division's funding comes from the Federal Government, through the National Highway Traffic Safety Administration. The funding received by the Division is used to undertake state-wide traffic safety programs and is also dispersed to local, county and state agencies in the form of traffic safety grants to benefit local communities.

Based on recent research, diverse populations are over-represented in motor vehicle crashes. There is great concern at the State and National level due to the high representation of Latinos and African Americans in automobile-related injuries or fatalities, coupled with the high incident of alcohol-related arrests among Latinos. This is the driving force behind our diversity initiative. To that end, the Director of NJDHTS has been reaching out to the leadership and stakeholders of the diverse communities throughout the State.

During 2003, three separate meetings were held with each of the three major diverse communities and a Traffic Safety Summit was held in June, 2003 to culminate a nine month outreach effort in diverse communities. The goal is to outreach, educate and encourage community leaders and non-profit organizations to work with NJDHTS in reducing fatalities, injuries and property damage; and especially, to ensure that the traffic safety message gets to the diverse communities in the State. The Summit focused on the important role community leaders and public officials have in working together to achieve success in traffic safety. The Summit provided for an opportunity to have an open dialogue between traffic safety officials and public officials and leaders of community organizations from each diverse community. Furthermore, the Summit provided a forum to inform the diverse communities of the available resources to ensure safe communities in the State. NJDHTS has made a concerted effort to raise awareness regarding available programs, services and funding opportunities in the hope of establishing partnerships with community organization.

Highlights of the initiative included:

- High Participation from Community Leaders
- Enthusiasm and Interest in Partnership
- Low Cost/High Return Investment

In conclusion, it is our belief that traffic safety education should go beyond occupant protection and child restraints. This concern was affirmed by the leaders of those communities at the various events held during the nine months journey. It is important to move beyond the traditional practice of providing child seats or translated literature to economically deprived caregivers. Past efforts to reach the diverse communities have proven fruitless and dismal in fostering partnerships between local political subdivisions and community organizations at the grassroots level. Furthermore, community leaders have raised concerns about the child seat distributions. A comprehensive traffic safety campaign will be launched that includes all safety programs provided by the New Jersey Division of Highway Traffic Safety. The initiative has received a positive response from leaders and organizations from the diverse communities.

II. BACKGROUND

The usage of seat belts by occupants of motor vehicles is one of the most effective ways of reducing traffic fatalities. A modification to the New Jersey seat belt law came into effect on May 1, 2000, and changed the conditions of enforcement from a secondary to a primary basis. The primary seat belt law allows an officer to stop a vehicle for an observed belt use violation, while the secondary seat belt law allows the enforcement of seat belt violations after a stop for another violation. Seat belt laws have resulted in a substantial decline in fatalities nationwide. According to National Highway Traffic Safety Administration research, safety belts, when used, reduce the risk of fatality of front-seat passenger car occupants by 45 percent and the risk of moderate-to-critical injury by 50 percent.

In addition, on December 1, 2001, the state of New Jersey enacted a new law relating to the transportation of children. As of that date, all children under the age of eight (or eighty pounds) are required to be secured in a federally-approved child passenger safety system in the back seat, whenever possible, in every passenger vehicle. The only exception to this law is on a school bus. Parents and caregivers have little understanding about the need for such devices and many view this law as going “too far.” It is, in fact, the most aggressive child restraint law in the country.

It is important that an educational component be developed and offered to parents and caregivers throughout the state to enhance the understanding of the new law. The primary goal is to explain to parents that most children do not fit properly in vehicle safety belt systems until eight years old or eighty pounds.

Furthermore, recent research demonstrates that minorities are over-represented in motor vehicle crashes. Data from the National Highway Traffic Safety Administration (NHTSA) reveals that minority and non-English speaking populations have an extremely low compliance rate with seat belt and child restraint laws. A recent survey showed that minority children were at greater risk of air bag-related injuries because they were more frequently placed in the front

seat of vehicles with passenger-side air bags. By contrast, a lower percentage of white children were improperly placed in the front seat of these vehicles.

Historically, the New Jersey Division of Highway Traffic Safety (NJDHTS) has not addressed these populations directly other than an occasional brochure printed in Spanish. Much has been learned about the ineffectiveness of printed promotional items with this population based on the fact that the materials either are not read or the translation is too literal and therefore meaningless. **NHTSA recommended that any traffic safety campaign in a diverse community be run at the local level by individuals known throughout the community.**

In 2001, NJDHTS implemented Diversity Partnership projects in the city of Camden and Cumberland County for the purpose of building multi-cultural coalitions to increase seat belt and child seat usage rates. The intent of the campaign was to educate the residents of select counties, particularly the diverse population in those jurisdictions, about adult and child occupant protection. The projects sought the support among diverse community members and included public awareness campaigns and educational programs to increase awareness and knowledge of the benefits of using seat belts and child car seats. Enhanced programs were being developed to include distribution of child safety seats in diverse communities along with the conducting of child safety seat clinics to inform parents of the proper use of child and booster seats. These enhanced programs were implemented in the following counties: Atlantic, Camden, Cumberland and Salem. Results are under evaluation. So far, community partnership between diverse community organizations and local political subdivision has been dismal to none.

African Americans and Motor Vehicle Crashes



In the African American community, seat belt use remains lower than the population as a whole. According to NHTSA, the African American population is expected to increase by 15 percent nationally by 2010, which will significantly increase their exposure to traffic crashes and fatalities.

- Motor vehicle crashes are the leading cause of death for African American children through the age of 14
- Young African Americans are less likely to be buckled up than Whites or Hispanics
- African American drivers and pedestrians over 40 years of age have higher percentages of alcohol-related fatalities than Whites
- African American pedestrians and cyclists have higher percentages of alcohol-related fatalities

Hispanics and Motor Vehicle Crashes:



The rapid growth of the Hispanic population in New Jersey has unfortunately been tragically reflected in an increasing proportion of deaths and serious injuries resulting from traffic crashes.

- Motor vehicle crashes are the leading cause of death for Hispanics from 1-44 years of age, and are the third leading cause of death for Hispanics of all ages, surpassed only by heart disease and cancer, according to traffic safety researchers.
- Annually, 6 out of 10 Hispanic children who die in crashes are unrestrained
- Latino teenagers are twice as likely to die in motor vehicle crashes than other teenagers
- Latino children ages 5 to 12 are 72% more likely to die in motor vehicle crashes than other children
- Latinos are less likely to use seat belts
- Alcohol is a problem with traffic safety and Latinos
- Many new immigrants are unaware of safety and traffic laws

Asian/Pacific Islanders and Motor Vehicle Crashes:



The Asian Pacific/ East Indian population faces a number of difficulties when it comes to improving traffic safety. Often, there are both cultural and language barriers that may impede traffic safety messages. This, coupled with the fact that there has been very little research and very little effective outreach to this community, has resulted in traffic safety conditions getting worse. Moreover, the Asian/Pacific Islander group continues to battle certain traffic safety problems.

- Motor vehicle crashes are the number one cause of death for Asian/Pacific Islanders ages 1-24.



III. METHODOLOGY

One of the goals of the New Jersey Division of Highway Traffic Safety is to educate all of our residents about highway traffic safety. Director Roberto Rodriguez has gone beyond the prescribed goals delineated in the state's Highway Safety Plan for Federal Fiscal Year 2003 by reaching out to the leadership and stakeholders of the diverse population in communities throughout the State. The goal of the outreach is to educate and encourage community leaders to work with NJDHTS in reducing fatalities, injuries and property damage; and especially, to ensure that the traffic safety message gets to every community in the State. NJDHTS has made a concerted effort to raise awareness regarding available programs, services and funding opportunities in the hope of establishing partnerships.

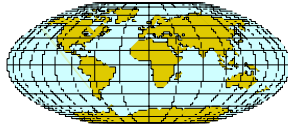
The planning for the Diversity initiative started in October 2002. NJDHTS reached out to municipalities, police departments and community agencies¹. Currently, NJDHTS is in the process of developing an educational program involving children and young adults in order to increase seat belt usage, reduce drunk driving fatalities and serious injuries and enhance child restraint protection.

With a 17% percent of the state population expected to be Latino by 2010, Director Rodriguez is combining the education and prevention aspects of his campaign in an appealing bilingual message that is inclusive of the entire community. The department will seek to deliver a "single message of traffic safety" to this varied community using a multifaceted approach that includes community outreach, colorful bilingual pamphlets, brochures, occasionally graphic television and print advertisements. In an effort to carry out a statewide traffic safety agenda, the first Latino leaders meeting was convened on November 25, 2002. This was followed by a breakfast meeting with leaders of the African American community on February 25, 2003 in commemoration of the Black History Month and an April 30, 2003 breakfast meeting with leaders of the Asian Pacific/ East Indian community just prior to the celebration of Asian Pacific/ East Indian Month.

¹ Attempts were made to reach out to the grantees from the Diversity Partnership Initiative, however their contribution and participation was dismal to none.

Throughout these important events, a cadre of leaders, public officials and community organizations from the diverse communities was formed that is shaping a partnership between NJDHTS and the diverse communities to achieve our mission and goals.

To culminate the outreach efforts, NJDHTS in collaboration with NHTSA held the first “Traffic Safety Summit” in New Jersey on June 24, 2003. The Summit provided the prime opportunity to bring the leaders, public officials and community organizations from each diverse community together for an open dialogue with traffic safety officials, the law enforcement community, other public officials and community leaders. Furthermore, the event provided the forum to inform the diverse communities about available resources to ensure safe communities in our Garden State.



**The Traffic Safety Summit
National Conference Center
East Windsor, NJ
June 24, 2003**

The Summit focused on the important role which community leaders and public officials play in working together to achieve success in traffic safety. More importantly, the moral and social responsibility of saving lives and reducing serious injuries was discussed and to that end, the consensus was unanimous that we must tackle the mission and goals together.

The agenda included welcome/opening remarks by Director Rodriguez, Thomas Louizou from NHTSA and Al Ramey, Assistant Attorney General, New Jersey Department of Law & Public Safety. An overview of Funding and Grants in Traffic Safety was moderated by Ann Burton, Regional Program Manager, NHTSA. Panelists included: Gary Poedubicky-NJDHTS, Richard Simon-NHTSA, Angie Armand-Center for Hispanic Policy, Research and Development and Teresa Thomas-South Jersey Traffic Safety Alliance. Presentations were conducted on the following NJDHTS programs: Occupant Protection/Child Passenger Safety, Pedestrian Safety, and Motorcycle Safety Education. In addition, a meeting was held with Mayors, public officials and community leaders concerning community traffic safety issues.

The Governor's Representative Award Luncheon included John F. "Jack" Lettiere, Jr., Commissioner, New Jersey Department of Transportation as the keynote speaker. The award presenters were Robert M. Dingman, Assistant Commissioner for Transportation Safety, State of New York and Ann Burton of NHTSA.

The Summit concluded with a forum on Law Enforcement & Judicial Perspectives on Traffic Safety in Communities, moderated by Richard Pepe, Law Enforcement Liaison, NHTSA. Panelists included: Chief Anthony Parenti, President, NJ Police Traffic Officers Association,

Captain Thomas Dreher, New Jersey Division of State Police and Nicholas Sewitch, Esq.,
Assistant Prosecutor, Middlesex County.





The Governor's Representative Award Luncheon

The U.S. Congress established The Highway Safety Act of 1966, Section 402 State and Community Safety Grant Program and charged the states with implementation in each State and Territory. It also requires the Governor of the state to be responsible for the administration of the federal highway safety programs. The Governor, through delegation of powers, had the authority to designate a Governor's Highway Safety Representative (GR) to administer the federally-funded highway safety program.

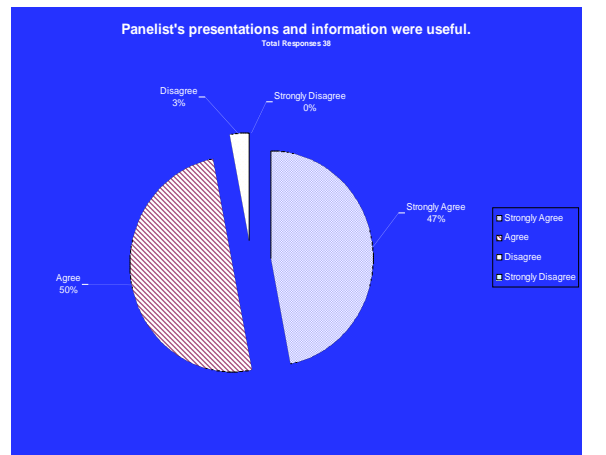
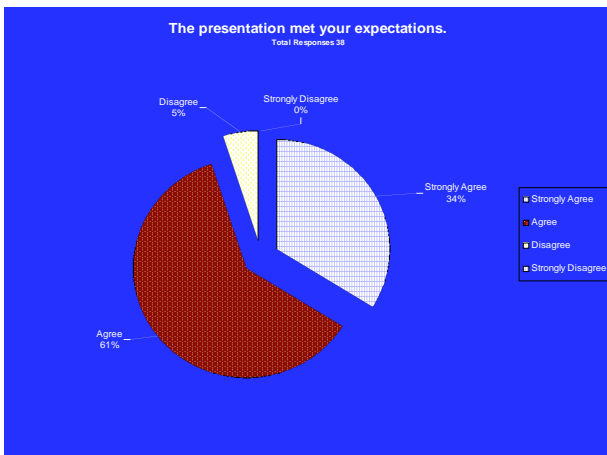
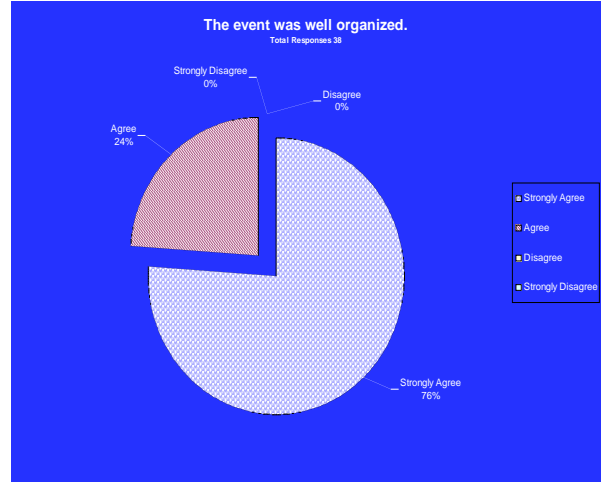
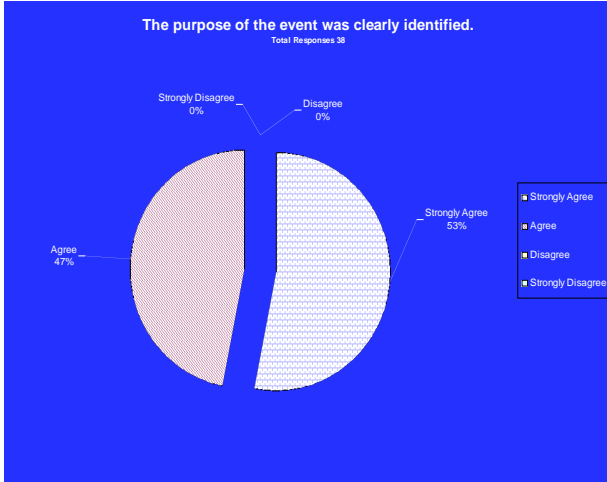
In New Jersey, the GR is the Director of the New Jersey Division of Highway Traffic Safety (NJHSTS) who is appointed by and serves at the pleasure of the Governor. The GR represents the Governor at the U. S. Department of Transportation, National Highway Traffic Safety Administration (NHTSA) and is the Chairperson of the Governor's Traffic Safety Policy Advisory Council (HTSPAC). The Division of Highway Traffic Safety is under the direction and supervision of the Governor and the Attorney General.

As part of the Diversity Initiative, the Division of Highway Traffic Safety established the "Governor's Representative Award" to honor and recognize individuals and organizations for their efforts in saving lives. NJHSTS honored the following individuals and organizations for their commitment to traffic safety:

Marian Albornoz, News Reporter, Telemundo, WNJU 47
Dennis L. Bliss, Esq., Assistant Director, Municipal Court Services
The Honorable Glenn Cunningham, Mayor, City of Jersey City
Aaron Lopez, Publisher/Editor, El Hispano, Upper Darby, Pa.
Michael Nise, President/Executive Director, PAX Public Affairs
Chief Anthony J. Parenti, President, NJ Police Traffic Officers Association
Eliu Rivera, Executive Director of P. A. C. O.
Seema Singh, Esq., New Jersey Public Advocate Designee
Teresa Thomas, Program Coordinator, South Jersey Traffic Safety Alliance
Antonio Torres, Community Advocate against D.W.I
Carl P. Valenziano, M.D., M.P.A., F.A.C.S., Morristown Memorial Hospital



EVALUATION CHARTS



Attendee List:

Eva Rosas-Amirault, Bilingual Day Care Center, Plainfield, NJ
William Anderson, Vollmer Associates, Pennington, NJ
Mohin Ansari
William Beans, NJ Department of Transportation, Trenton, NJ
Sarah Benjamin, National Council of Negro Women, Rahway, NJ
Pamela Hamilton-Bond, Police Training Commission, Trenton, NJ
Mike Brooks, WMGM, 103.7, Linwood, NJ
Alfreda Brunson, National Council of Negro Women, Rahway, NJ
Melida Cabezas, Linden, NJ
Sgt. Donald Chafin, Pennsville Police Department, Pennsville, NJ
Tim Chelius, South Jersey Transportation Planning Org., Vineland, NJ
Dr. Richard Cheu, Fair Haven, NJ
Lt. Ray Chintall, NJ Division of State Police, West Trenton, NJ
Graulam H. Choudhry, Commissioner of Boonton Housing Authority, Boonton, NJ
Dr. Khalid L. Choudhry, Yardville, NJ
Dr. Mariam Khalid Choudhry, Yardville, NJ
Dr. Mohammad S. Choudhry, Lawrenceville, NJ
Anira Sanchez-Clericuzio, Allstate Insurance Co., Cranford, NJ
Alma Cruz, Plainfield, NJ
JoAnn Cummings, RN, Robert Wood Johnson University Hospital, New Brunswick, NJ
Fred Curvy, Bureau of Licensing, Trenton, NJ
Honorable Sean F. Dalton, Prosecutor County of Gloucester, Woodbury, NJ
Felix “Manny” Diaz, State Parole Board, Trenton, NJ
Chrytel Eberts, “At the Omniplex,” Camden, NJ
Efrain Feliciano, NJ State Parole Board, Trenton, NJ
Patty Feliciano, Department of Transportation, Trenton, NJ
Margie Feliciano
Maria Fernandez, St. Anthony Church, Hightstown, NJ
Victor Fernandez, St. Anthony Church, Hightstown, NJ

Pam Fischer, AAA, Florham Park, NJ
Frank Foley, NJN
John Fuentes, Puerto Rican Cultural & Arts Center, Camden, NJ
Honorable Frank Gambatese, Mayor, Township of South Brunswick
Sheryl Gant, Division on Civil Rights, Trenton, NJ
Ana Ghanooni, IACO, Passaic, NJ
Lily Griggs, NJ. Chinese Cultural Studies Foundation, Princeton Junction, NJ
Nancy Hammer, South Jersey Transportation Planning Org., Vineland, NJ
Sheriff Officer Rob Hans, Salem County Sheriff's Office
Michael Horan
Ralph Johnson, The Connection Newspaper, Teaneck, NJ
Carmen Miranda-Jones, Urban Network Organization, Vineland, NJ
Amanda Koon, Division on Civil Rights, Trenton, NJ
Steve LaPorta, Gloucester County Prosecutors Office, Woodbury, NJ
Jay Marie Lisboa, Puerto Rican Cultural & Arts Center, Camden, NJ
Mercedes Luna, Panorama Latino News, Rutherford, NJ
Guillermo Beytagh-Maldonado, Puerto Rican Action Board, New Brunswick, NJ
William Margareta, NJ State Safety Council, Cranford, NJ
Sarah Martinez, Aspen Realty Association, Paterson, NJ
Shelley Mau, NJ Chinese Cultural Studies Foundation, Princeton, NJ
Kevin McHugh, NJ State Parole Board, Trenton, NJ
Honorable Janice S. Mironov, Mayor, Township of East Windsor, NJ
Michael Mondello, Metro Stars, Secaucus, NJ
Jennifer Moroz, Philadelphia Inquirer
Michele Mount AAA New Jersey, Florham Park, NJ
Maria Otero
Perfecto Oyola, PACO Agency, Jersey City, NJ
Claudia Pastrana, Multicultural Community Services, Edison, NJ
Melissa Pang
Nikki Perchetti, At the Omniplex, Camden, NJ
Rosalie Phelin, Community Action Service Center, Hightstown, NJ

Sandra Pinto, El Centro de Recursos para Familias, Trenton, NJ
Pamela Pruitt, WIMG/Morris Broadcasting Co. of NJ, Trenton, NJ
Dr. Lorenzo Puertas, Latin American Institute for Social Services, Hackensack
George “Bob” Pugh, Department of Public Safety, Lawnside, NJ
Jose Ramos, Hispanic Director’s Association of NJ, Willingboro, NJ
Luis Rodriguez, Nosotros Magazine, Paterson, NJ
Thomas Rosenthal, Division of Rate Payer Advocate, Newark, NJ
Diane Rothman, Motor Vehicle Commission, Trenton, NJ
Chris Rotondo, U. S. Dept. of Transportation, West Trenton, NJ
Uma Ramakrishna
T.R. Ramakrishna
Anthony Santara, Traffic & Transportation, Trenton, NJ
Melinda Schlager, NJ State Parole Board, Trenton, NJ
Ron Schmalz
Honorable Manuel “Manny” Segura, Coucilman-at-Large, City of Trenton
Ibrahim Shareef, NJ State Parole Board, Trenton, NJ
Hoggarth Stephen, Director of Traffic & Transportation, Trenton, NJ
Anthony Torres, Jersey City Parking Authority
Julia Valenziano, Morristown, NJ
Mark Washo, Metro Stars, Secaucus, NJ
Crystal Wyatt, Allstate Insurance Co., Cranford, NJ
Dr. Nestor Yepes, Hispanic American Medical Association, Hightstown, NJ
Karen Yunk, FHWA, West Trenton, NJ
Patricia E. Zurita, Ecuadorian Lions Club, Brick, NJ

**Latino Leaders Luncheon Meeting
DMV Conference Room
225 E State St.
Trenton, NJ
November 25, 2002**



Topics discussed at this first meeting included NJDHTS financial assistance to New Jersey Hispanic agencies involved in the creation and implementation of traffic safety prevention and education campaigns involving Hispanic children, youth and adults; announcement of the Latino Summit 2003: Traffic Safety Saves Lives; and the announcement of the “Take Five, Stay Alive” campaign which urges motorists to leave early, buckle up, avoid distractions and drive friendly.

Summary of the first diversity meeting with Latino Leaders

On November 6, 2002 Director Rodriguez met with NJDHTS staff to discuss and organize the first meeting with Latino leaders from various community agencies and non-profit organizations. Director Rodriguez pointed out that the meeting would help to inform Latino leaders about the NJDHTS mission and how NJDHTS could provide financial assistance for programs within New Jersey Hispanic agencies involved in the creation and implementation of traffic safety, prevention and education campaigns for Latino children, youth and adults. NJDHTS received a statewide Hispanic agencies mailing list and prepared invitation letters. NJDHTS mailed more than 100 invitation letters to Latino leaders and organizations.

The program included welcoming remarks by Director Rodriguez followed by news clips from Telemundo, WNJU 47 as well as a power point presentation by Director Rodriguez. Thomas M. Louizou, Regional Administrator, Region II, NHTSA presented the federal perspective on traffic safety. Also, NJDHTS presented a video from the Insurance Institute to highlight the importance and the need to increase the seat belt usage rate in the Latino community. After a brief presentation from Adele Kristiansson, Director of Legislative Affairs, National Road Safety Foundation, the floor was opened for Q&A from the audience followed by

the opportunity to network among Latino leaders, NJDHTS and NHTSA staff. Participants also had the opportunity to tour the NJDHTS Safety Cruiser with Director Rodriguez. During the meeting, Director Rodriguez announced the campaign “Take Five: Stay Alive” which urges motorists to leave early, buckle up, avoid distractions and drive friendly. The event was covered by various reporters from the Hispanic media such as El Hispano of Philadelphia, Nosotros Magazine, The Observador of Perth Amboy and The Guia del Inmigrate of Paterson, NJ.

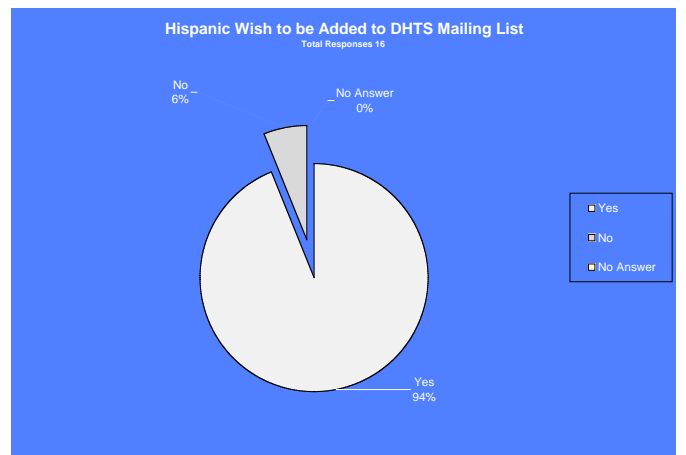
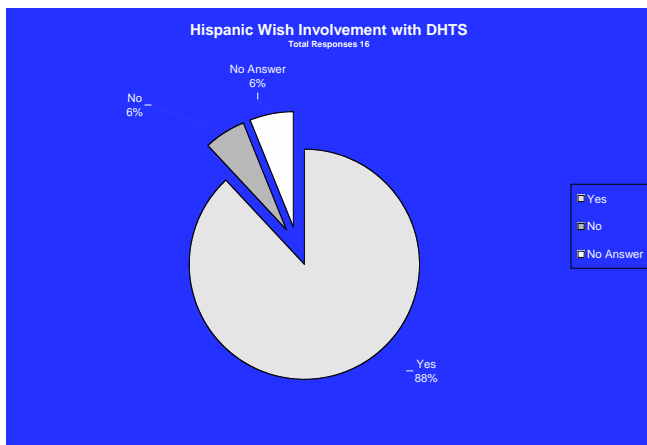
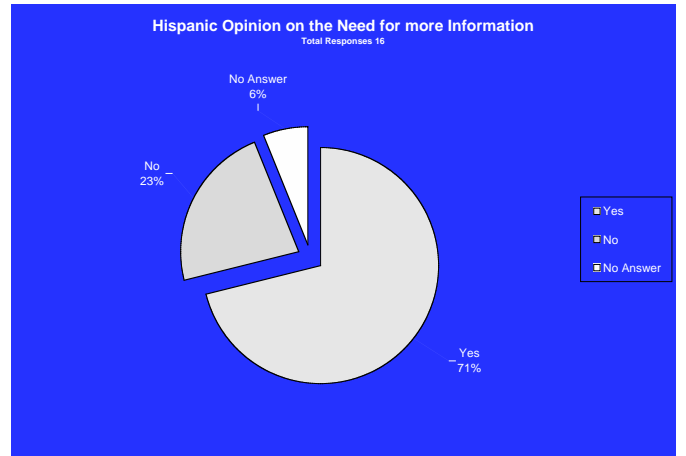
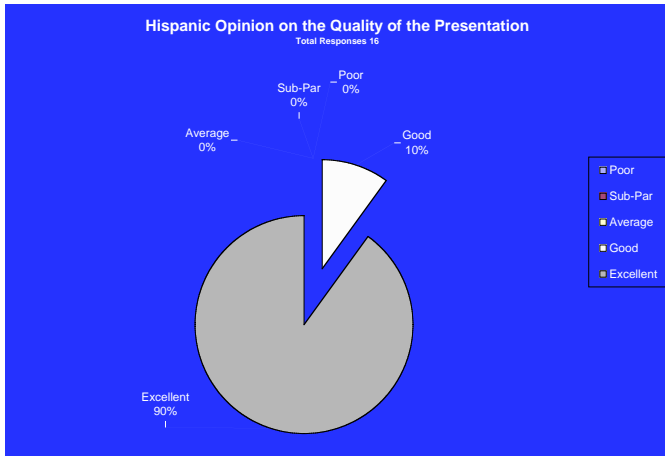
Event’s Conclusions:

The first Latino leaders meeting was a successful meeting, considering the short timeframe in organizing the event. Director Rodriguez addressed traffic safety concerns in the Latino community and also referred to the coming holidays asserting that we should make sure to not forget our responsibility to traffic safety measures during the holiday celebrations.





EVALUATION CHARTS



Report of Attendance

Number of invitations sent out	180
Number of responses	41
Number of returns	08
Actual attendees	40
Actual no-shows	29
Staff, speakers and NHTSA staff	09
Total number attendees	49

Attendee List:

Maribel Garcia, Hispanic Information Center of Passaic, Passaic, NJ
Katty Esquiche, Board of Education Prospect Park, Prospect Park, NJ
Eva Rosas Almiraut, Director, Plainfield Bilingual Day Care Center, Plainfield, NJ
Luisa Robinson, Director M.E.C.H.A. And Elizabeth Monge, Trenton, NJ
Maria Magda O'Keefe, Director, Hispanic Multipurpose Service Center, Paterson, NJ
Stacy Cruz, Hispanic Multipurpose Service Center, Paterson, NJ
Maria Miranda, Center of Hispanic Policy and Research Development, Trenton, NJ
Elena Hernandez, Latina Women' s Council of Mercer County, Highstown, NJ
Rosanna Rodriguez, Morris Country Organization for Hispanic Affairs, Dover, NJ
Jose Ramos, Executive Director, Spanish American Social Cultural Association of Willingsboro, NJ
Margarita Anastos, New Jersey Division of Consumer Affairs, Newark, NJ
Lizette Delgado, Assistant Secretary of State, Trenton, NJ
David Rodriguez, Puerto Rican Action Community of Salem, Penns Grove, NJ
Douglas Romero, Urban Network Organization of Culture and Technology, Vineland, NJ
Cruz Feliciano, Assistant Director, PRCDCC, Trenton, NJ
Anita Ghanooni, Coordinator IACO, Passaic, NJ
Efrain Feliciano, Delaware River Authority, Camden, NJ
Michael Devlin Executive Director, Camden Children Garden, Camden, NJ
Gladys Zambrana, Camden Children Garden, Camden, NJ
Adele Mishanson, National Road Safety Foundation

Mr. Jim Smith, El Hispano New Reporter, Upper Darby, PA
Harry Luna, President, Hispanic Chamber of Commerce of Mercer, Trenton, NJ
Wilfredo Leon, Hispanic Information Center of Passaic, Passaic, NJ
Maribel Garcia, Hispanic Information Center of Passaic, Passaic, NJ
Luis Rodriguez Aranguren, Sarah Martinez, Nosotros Magazine, Paterson, NJ
Alejandro Roman, El Observador News, Director, Editor in Chief, Perth Amboy, NJ
Migdalia Santiago, Perth Amboy, NJ
Clarisa Romero, Multicultural Community Services, Edison, NJ
Joyce Antila Phipps Esq., El Centro, Plainfield, NJ
John Fuentes, Executive Director, CCOET, Bridgetown, NJ
Angela Gonzalez, Executive Director, Servicios Latinos de Burlington County, Mount Holly, NJ

**African American Breakfast Meeting
Holiday Inn
Jamesburg, NJ**

February 25, 2003



1877-1963

The topics of this meeting included NJDHTS financial assistance to the New Jersey African American organizations involved in the creation and implementation of traffic safety prevention and education campaigns involving African American children, youth and adults. The agenda included a state overview provided by Director Rodriguez and Thomas Louizou from NHTSA, welcoming remarks from the Honorable Peter C. Harvey, Attorney General, and additional remarks by the Honorable Regena L. Thomas, New Jersey Secretary of State, Fleeta Barnes, Vice President of New Jersey Commerce & Economic Growth Commission and Reverend Reginald T. Jackson, Executive Director of the Black Ministers Council of New Jersey. There was also a pedestrian safety program overview by Lt. Edward Baginski of the Elizabeth Police Department and a child passenger safety overview by Edward O'Connor from NJDHTS.



Technology

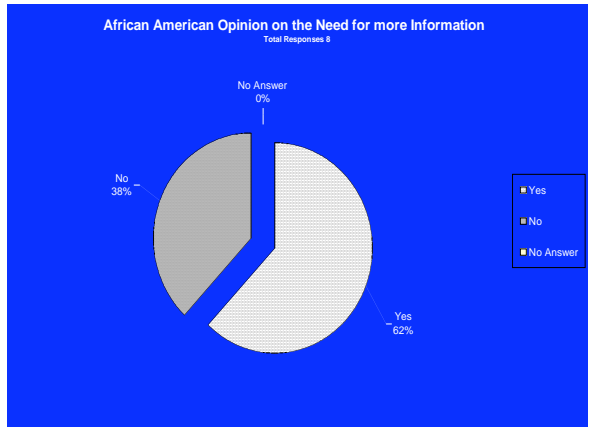
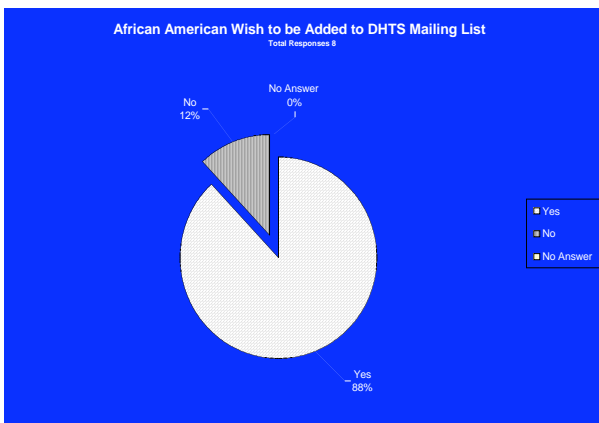
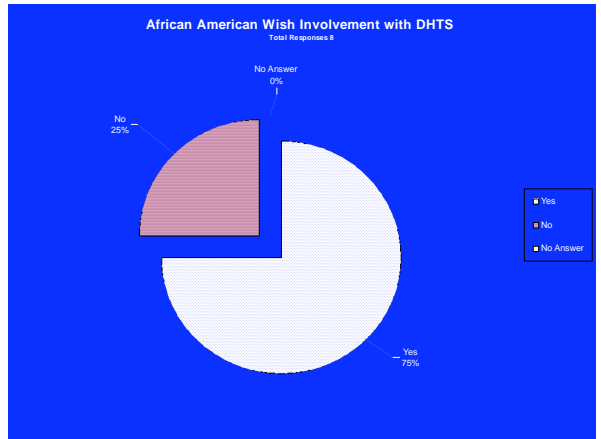
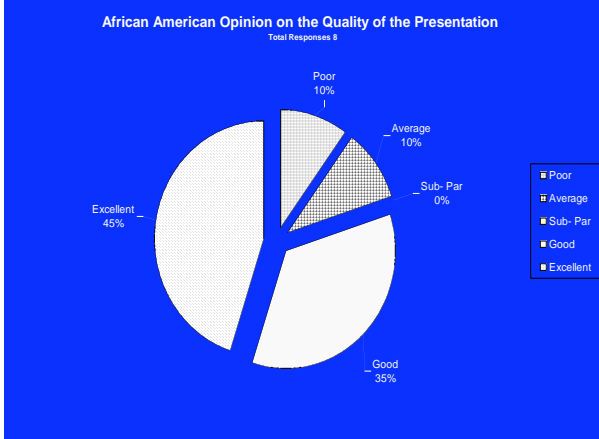
Garrett Morgan Academy for Transportation &

Paterson, NJ

New Building Under Construction



EVALUATION CHARTS



Number of Invitations mailed:	680
Number of Responses:	96
Number of Regrets:	11
Number of Returns:	21
Attendees:	65
No Show:	31

Number of Community Attendees: 31

Attendee List:

Mr. Douglas J. Austin, Principal, Willingboro, NJ
 Rev. M. LaVerne Ball, Rose of Sharon Community Church, Plainfield, NJ
 Rev. James L. Batts, Jr., First Timothy Baptist Church, Hillside, NJ
 Tommie D. Bellamy, Burlington Township, NJ
 Sarah Benjamin, National Council of Negro Women
 Honorable Robert L. Bowser, Mayor, City of East Orange
 Rev. Carl Brown, First Baptist Church of Princeton
 Rev. Ronald Christian, Irvington, NJ
 Sam Clark, Chairperson Cumberland County HRC
 Adrian Council, Publisher/CEO, Montclair, NJ
 Fred Curvy, Child Care Quality Assurance Inspector I Bureau of Licensing, DYFS
 Sean Dalton, Prosecutor, County of Gloucester, Woodbury, NJ
 Rev. Dr. Henry P. Davis, Jr., St. Paul Baptist Church, Atlantic Highlands, NJ
 Rev. G. L. Dickson, Newark, NJ
 Evelyn Field, State Convener, NJ Center for Council of Negro Women, Bridgewater, NJ
 Rev. Dr. A. B. Frazier, Executive Director, Paulsboro, NJ
 Rev. Doris Glaspy, Roseville Presbyterian Church, Newark, NJ
 Jay Glaspy, Roseville Presbyterian Church, Newark, NJ
 Evan Gonzalez, Executive Director, Puerto Rico Traffic Safety Commission

Michael Gowdy, Garrett Morgan Academy, Paterson, NJ
Rev. Dr. William A. Greene, Jr., Second Baptist Church of Toms River
Jack Gribble, Willingboro School District
John Griffith, Public Service Electric & Gas Company
Lloyd Henderson, Gloucester County Prosecutor's Office
Brenda S. Hick, NAACP B Greater Delaware Valley
Sgt. Wayne Hill, Borough of Lawnside Police Department
Wylie J. Hinson, Willingboro School District
Milton Hinton, Gloucester County Prosecutor's Office
Jerry E. Holland, NAACP B Gloucester County South
Joseph Intile, Governor's Newark Office
Rev. Willie R. James, Jr. Edgewater Park, NJ
Rev. Andre Jackson, New Vision Full Gospel Baptist Church, East Orange, NJ
Rev. Jethro C. James, Public Service Electric & Gas Co., Newark, NJ
Rev. James E. Jeneretts, Macedonia AME Church, Camden, NJ
Ralph F. Johnson, The Connection Newspaper
Ida M. Jones, Good Shepherd Baptist Church, Paterson, NJ
Rev. Roy E. Jones, Good Shepherd Baptist Church, Paterson, NJ
Alex Kennedy, Positive Community, Montclair, NJ
Dr. Claudia Knezek, Rutgers University, New Brunswick, NJ
Paul Lachau, South Orange, NJ
Steven LaPorta, Gloucester County Prosecutor's Office, Woodbury, NJ
Rev. Robert Lawrence, NAACP, Trenton, NJ
Rev. Neva Lawson, First Baptist Church, Woodbridge, NJ
Charles Linton, Department of Human Services
Rosa Pagnillo-Lopez, Public Service Electric & Gas Co., Newark, NJ
Rev. Eric Mason, Rose of Sharon Community Church, Plainfield, NJ
Shakira Moore, Salem Baptist Church, Jersey City, NJ
Rev. Caleb Oates, Bethany Church, Farmingdale, NJ
Rev. Ronald L. Owens, New Hope Baptist Church, Metuchen, NJ
William Primus, Borough of Lawnside Police Department

Clarisa Romero, North Brunswick, NJ

Rev. William Rutherford, NAACP, Irvington Chapter, South Orange, NJ

Keith W. Sinclair, Office of Technology, FHWA-NJ, West Trenton, NJ

Henry V. Smith, NAACP, Greater Delaware Valley

Honorable Wayne Smith, Mayor, Township of Irvington

Natalie E. Smith, Central Jersey Club, Ocean Township, NJ

John R. Smith, Public Service Electric & Gas Co., Newark, NJ

Richard Sumter, Edgewater Park, NJ

Kabili Tayari, NAACP, Jersey City

Abu Jamal Teague, Crescent Social Assistance Agency, East Orange, NJ

Robert W. Thwaites, Jr., Willingboro, NJ

Rev. Dr. E. W. Verner, Newark, NJ

Rev. Coleman M. Wallace, Sr., Second Baptist Church, Morrestown, NJ

Rev. Walker Lee Wallace, Bayonne, NJ

**Rev. Marlowe V. N. Washington, Union Chapel A.M.B Church, Newark,
NJ**



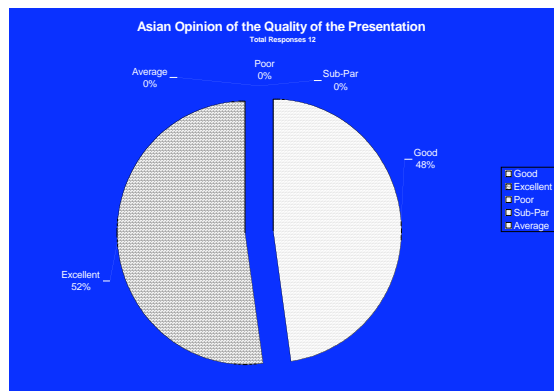
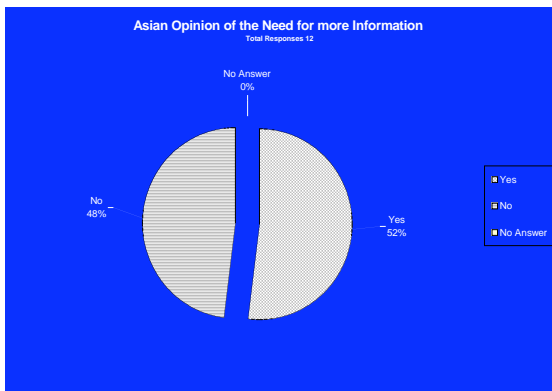
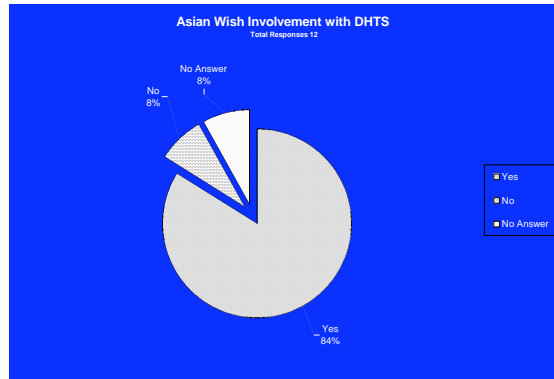
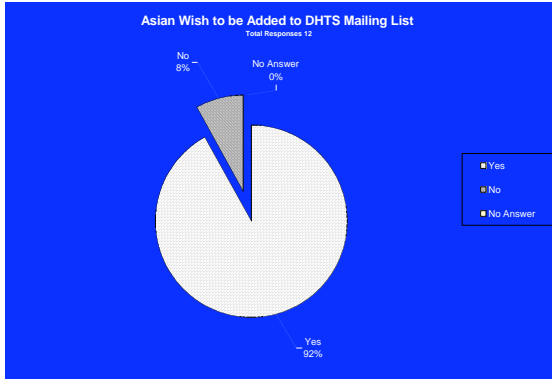
**Asian Pacific/ East Indian Breakfast Meeting
Holiday Inn
Jamesburg, NJ
April 30,2003**

The topics of this meeting included NJDHTS financial assistance to the New Jersey Asian Pacific/ East Indian organizations involved in the creation and implementation of traffic safety prevention and education campaigns between these diverse communities. The agenda included a state overview provided by Director Rodriguez and Thomas Louizou from NHTSA, and remarks from the Honorable Seema M. Singh, Public Advocate Designee, The Honorable Upendra J. Chivukula, NJ Assemblyman, and Shelly Mau, Advisor, New Jersey Chinese Cultural Studies Foundation.





EVALUATION CHARTS



Number of Invitations mailed: 146

Number of Returns: 13

Number of Responses: 55

Number of Regrets: 11

Attendees: 22

Attendee List:

Lakshmi Amand , Coalition of Indian Organizations of NJ, Morris Plains, NJ
David Chai , Holmdel, NJ
Ghulam H. Chaudhry, Trustee American Islamic Academy, Boonton, NJ
Dr. Mohammed S. Chaudhry , Lawrenceville, NJ
Dr. K. Chaudhry, Lawrenceville, NJ
Dr. Ved Chaudhry, Morganville, NJ
Suresh Ejuple , Coalition of Indian Organizations of NJ, Morris Plains, NJ
Ram Gadhay , Gujarati Literary Academy of N. A., Wayne, NJ
Sharad K. Gandhi, Vishwa Hindu Parish of America, Voorhes, NJ
Mangal Gupta, Governor's Ethnic Advisory Council, Old Bridge, NJ
Shafqat R. Khan, Pakistanis for America, Jersey City, NJ
Saida Khamum, Pakistanis for America, Jersey City, NJ
Dr. Fu-Grand Lin, West Windsor, NJ
Arif Malick, Whitehouse Station, NJ
Shelley Mau, Advisor to NJ Chinese Cultural Studies Foundation, Princeton Junction, NJ
Virginia O. Ng, River Vale, NJ
Bachuleha Patel, Ethnic & Minority Affairs, Trenton, NJ
Clarisa Romero, North Brunswick, NJ
Seema M. Singh, Esq., Public Advocate – Designate, Newark, NJ
Devender Singl, Skh Sangat of America , Edison, NJ
Vipin Shah, Indo-American Citizens Associates, Old Bridge, NJ
Jagdish Shah, Indo-American Citizens Associates, Old Bridge, NJ
Rakshpal Sood, Skh Sangat of America , Edison, NJ
Malini Swaminathan, PE, PP, Medina Consultants, Princeton, NJ
Keith Wond, Chinese American Cultural Association, Milltown, NJ
Dr. Rita Ahuja, Association of American Physicians of NJ, Paramus, NJ
Kavita Ahuja, Guest of Dr. Rita Ahuja
Manisha Wanchoo-Manavi, South Asian Women's Organization, New Brunswick, NJ
Dr. Richard Cheu, Driving Safety Consultant, Fair Haven, NJ

Uma Ramakrishna, Chair Emeritus, Monmouth Co. Human Relations Commission, Howell, NJ

T. R. Ramakrishna, Guest of Uma Ramakrishna

MEDIA OUTREACH:

- **New Jersey Network (NJN):** Video taped June 24, 2003 Traffic Safety Summit, which was used by NJ Department of Transportation Commissioner John Lettiere's "Safety First" Campaign.
- **Telemundo network:** November 17, 2002
December 19, 2002
July 3, 2003
- **El Diario la Prensa:** November 27, 2002, "Hispanos los mas afectados en choques de auto," ("Hispanics the most affected on automobile accidents") Discussed NJDHTS's Latino Leaders Meeting held on November 25, 2002.
- **Pakistanis For America Newsletter:** May 2003 Edition, Discussed NJDHTS's Asian Pacific/East Indian Breakfast Meeting held on April 30, 2003.
- **Michael Nise,** President/ Executive Producer, PAX, Public Affairs
- **Observador News,** Alejandro Roman, Editor in Chief: December/January Edition, Overview of the Division of Highway Traffic Safety Initiative to reach out to the Hispanic Community. October/November 2002 Edition "Inician campana de seguridad vial," ("Initiation of a Traffic Safety Campaign") An article explaining the "Take Five: Stay Alive" Campaign.
- **Nosotros Magazine,** Luis Rodriguez Aranguren, Publisher/ Editor: The March/April, 2003 Edition provided a two page extensive compilation of various events and information promoting traffic safety such as: The "Take Five - Stay Alive" Campaign, Governor's Traffic Safety Campaign Kick off event in Paterson, the Safety Cruiser and Latino Leaders Meeting.
- **The Connection Newspaper,** Ralph F. Johnson, Publisher/ Editor

- **El Hispano**, Aaron G. Lopez, Publisher/ Editor: November 28, 2002 “6 out of 10 children die in crashes due to lack of restraints”, an overview of the Latino Leaders Meeting. January 2003 Edition -picture portraying Director Rodriguez dispersing brochures and literature, encouraging safe driving and the use of seat belts. July 3, 2003 Edition – extensive coverage regarding the Traffic Safety Summit and its purpose.
- **Noticiero Dominicano**, Robert Guzman, Director/ Editor: December 2002 “Campaña de prevencion para salvar mas vidas en las carreteras,” (“Prevention Campaign to save more lives on our roads”) discussed a press conference held regarding the “You Drink and Drive... You Lose” Campaign, where the state announced commitments to increase education efforts and the community urged Hispanics not to drink and drive on the eve of National DWI Mobilization.
- **Hoy Newspaper**: November 27, 2002 “Seguridad para evitar accidentes,” (“Safety precautions to avoid accidents”) An article explaining the “Take Five: Stay Alive” Campaign. December 20, 2002 “Aumentan ebrios al volante,” (“The amount of drunk drivers increases”) discussed a press conference held regarding the “You Drink and Drive... You Lose” Campaign, where the state announced commitments to increase education efforts and the community urged Hispanics not to drink and drive on the eve of National DWI Mobilization.
- **La Voz Newspaper**: December 5, 2002 “Agresiva Campaña Prevencion para Evitar Accidentes de Carros para Hispanos en NJ” (“Aggressive Campaign to Avoid the Automobile Accidents of Hispanics in NJ”) discussed the “Take Five: Stay Alive” Campaign.

III. Analysis

For the first time, “paid media” radio announcements were utilized during the May mobilization seat belt campaign to increase the seat belt usage in the state. “Click It Or Ticket” messages reached Latino homes and motorists throughout the state via radio, television and print media. Latino Radio stations and Television network shared some of the \$7 million that the U.S. Congress allocated for the paid media initiative.

In addition, throughout the campaign many television networks ran traffic safety segments and live interviews to promote the campaign effort. The campaign also reached the African American community via radio stations that cater to the inner city audience. Media outlets from the diverse communities assisted our efforts in bringing the traffic safety message to their audiences and engaged in a partnership with NJDHTS to continue working with us to save lives and reduce serious injuries. The effort to reach the diverse communities paid off, as through the effort we established a solid relationship with leaders, public officials, businesses and media networks who have pledged their support and involvement in achieving our mission and goals for traffic safety.

Furthermore, NJDHTS is currently preparing an RFP (Request For Proposal) in conjunction with the New Jersey Department of Community Affairs to address the serious issue of non-use and misuse of child restraints in five cities. The cities of Paterson, Newark, Perth Amboy, Elizabeth and New Brunswick all contain state-affiliated day care and after-school programs which are located in primarily non-English speaking regions. A contact within the Korean community in Fort Lee has indicated a desire to start a safety program involving the Fort Lee Police Department in which Dr. Richard Cheu would study crashes involving Korean motorists in Fort Lee.

Other successes of the initiative include the active involvement and pledges to promote our mission and goals from:

- Attorney General Peter C. Harvey
- Seema M. Singh, Esq., Public Advocate Designee

- Secretary of State Regena L. Thomas
- Shelly Mau, Advisor to the New Jersey Chinese Cultural Studies Foundation
- Leaders from the Pakistani community
- Rev. Reginald T. Jackson, Executive Director of the Black Ministers Council of NJ
- Other leaders from the Hispanic, African American, Asian Pacific/East Indian and business communities

IV. CONCLUSION

The Diversity Initiative implemented during nine months period achieved great results and success in reaching the leadership and stakeholders of the diverse communities by bringing them awareness and information about the NJHTS and NHTSA's mission and goals in traffic safety. We had a high participation turnout from leaders of the three major diverse communities. In the past, there had been very little or no exposure between NJDHTS and the diverse communities, as a result, community leaders have not been involved in traffic safety campaigns or events. Now, NJDHTS has established a link with community leaders and stakeholders; and the participants have demonstrated high interest in becoming partners with NJDHTS. We are starting to get feedback from leaders, stakeholders and community organizations and they are anxious to become more involved with traffic safety issues. Of course, they will expect financial incentives to enable a consolidated partnership with local political subdivisions in providing community services more efficiently.

The low cost, a total of \$17,204, incurred during the nine months in achieving in successful results in comparison to the \$387,205, spent by NJDHTS in Diversity Partnerships with Atlantic, Camden, Cumberland and Salem counties dictate a change in strategic on how to reach the diverse communities to achieve a solid partnership in delivering a comprehensive traffic safety education campaign. The past Diversity Partnership focused in distributing child seats or hosting child seat clinics, however, those events were not enough to meet the NJDHTS and NHTSA's mission and goals in serving the diverse communities. The leadership and stakeholders of the diverse communities demand and deserve more than child seats. There are other traffic safety issues plaguing the communities because of high risk behaviors such as, high alcohol, low seat belt usage, unlicensed drivers, etc. Many leaders and stakeholders have questioned the events and the distribution process carried out through the Diversity Partnership because of the lack of communication between grantees and community agencies and the limited inclusion in the process. The leaders and stakeholders are demanding inclusion and participation in the development and implementation of a traffic safety education campaign.

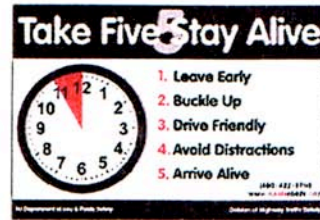
Most important, in light of the dramatic increases in population in diverse communities, the population offers a great opportunity in the effort to close the 20% gap between seat belt users and nonuser. As we all know, the diverse communities are a new audience to the traffic safety campaigns. It is imperative that NJDHTS and NHTSA must provide a comprehensive traffic safety programs to the diverse communities rather than a limited piece meal of child seat distribution.

In conclusion, in order to have an effective and productive diversity initiative, the leadership and stakeholders from diverse communities must become involved as partners in the development and implementation of the traffic safety plan or community safety program. By involving various agencies, leaders, stakeholders and organizations in a county, a meaningful Community Traffic Safety Program will provide an effective and an efficient way to provide services in delivering the traffic safety message to residents of the county about programs and resources available at NJDHTS or NHTSA.

Therefore, in FFY04, additional effort will be made to include the participation and partnering with diverse nonprofit organizations at counties or local political subdivisions.

V. NEXT STEP

The New Jersey Division of Highway Traffic Safety and The National Highway Traffic Safety Administration will be developing initiatives or projects to engage community organizations. Furthermore, a “Traffic Safety Alliance” will be established to facilitate partnerships among community organizations, local law enforcement and/or local government. The traffic safety message will be carried out by community leaders, this in turn will create social responsibility among diverse communities. Lastly, the Governor’s Representative Award Luncheon will be held annually, to recognize community leaders, organizations and businesses for their effort in traffic safety. The Second Award Luncheon will be held in September 2004.



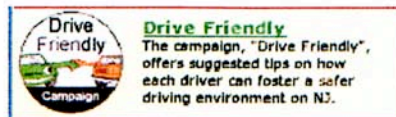
Alcohol



Motorcycle



Pedestrian



VI. APPENDIX

Latino Leaders Luncheon, November 25, 2003

DMV Conference Room, 225 E State St., Trenton, NJ:

Luncheon..... \$382

African American Breakfast, February 25, 2003

Holiday Inn, Jamesburg, NJ

Continental Breakfast..... \$1331
Room rental 500
Equipment rental 202
Total cost..... \$2033

Asian Pacific/ East Indian Breakfast, April 30, 2003

Holiday Inn, Jamesburg, NJ

Continental Breakfast \$1,040
Room rental..... 500
Equipment rental 202
Total cost \$1,742

Traffic Safety Summit, June 24, 2003

National Conference Center, East Windsor, NJ

Lunch cost.....	\$7,452
Room rentals	1,000
Equipment rental	1,756
Hotel accommodations for 1 speaker	85
Portfolios.....	2,315
Total cost for event.....	\$12,608

Total cost for the Diversity Initiative of four (4) events
in nine (9) months:**\$17,024**