

UNITING FOR PROGRESS:

TRAFFIC SAFETY DIVERSITY FORUM

JUNE 11-13, 1995
ALEXANDRIA, VIRGINIA

SUMMARY OF PROCEEDINGS

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



VII. SUMMARY OF RECOMMENDATIONS29

VIII. CLOSING REMARKS31
James Hedlund, Ph.D. Acting Associate Administrator, Traffic Safety Programs

XI. WRAP UP AND ADJOURN32
Frances L. Brisbane, Ph.D.

X. APPENDICES33
Appendix A. Agenda
Appendix B. Listing of Participants
Appendix C. Evaluation Summary

VII. SUMMARY OF RECOMMENDATIONS29

VIII. CLOSING REMARKS31
 James Hedlund, Ph.D. Acting Associate Administrator, Traffic Safety Programs

XI. WRAP UP AND ADJOURN32
 Frances L. Brisbane, Ph.D.

X. APPENDICES33
 Appendix A. Agenda
 Appendix B. Listing of Participants
 Appendix C. Evaluation Summary

OPENING REMARKS AT THE TRAFFIC SAFETY DIVERSITY FORUM

FRANCES L. BRISBANE, PH.D.,
CHAIRPERSON, TRAFFIC SAFETY DIVERSITY FORUM;
DEAN, SCHOOL OF SOCIAL WELFARE, STATE UNIVERSITY OF NEW YORK AT STONY BROOK;
AND CHAIRPERSON, NATIONAL BLACK ALCOHOL AND ADDICTIONS COUNCIL, WASHINGTON, D.C.

I want to thank Dr. James Hedlund, Mike Impellizzeri, Akua Opokuwaa and the total NHTSA staff for making this day possible. I am extremely grateful for being asked to chair the Diversity Forum. As we move into our deliberations over the next few days, I feel certain we will achieve the goal of the forum. Simply put, the goal is to begin a process that is never-ending, one that is constantly ignited by the NHTSA administration. Each time the business of NHTSA is discussed, whether in the board room or the locker room, I hope what we do here will mandate that diversity is a center piece of those discussions.

Surely today is not the beginning of NHTSA's journey into diversity-inclusion and gender-equity. Much has already taken place which caused this meeting to become a reality. Top administrators realized the landscape of our country is looking more and more like the rainbow. In order to make today possible, they needed to further believe that marveling at the rainbow was not enough. Instead, NHTSA realized that they must put into practice the beauty of different colors and cultures blending together to achieve a common goal.

Whatever the motivation, I am happy to become part of the process. I know of nothing more compelling on my time than to be here. While most of us here today are external to the fabric of the NHTSA organization, we have come as partners. As we solidify our partnership, one that I hope will extend beyond our time together, I and the people I have asked to join us in this diversity forum, will always be available to you. Please know that one of our greatest missions in life is working to achieve a culturally diverse work force as we participate in building a world that moves from simply being tolerant of others to becoming culturally competent to meet the needs of a diverse society.

Again, I want to especially thank Dr. Hedlund and other administrators in NHTSA. Without your commitment to the process and recommendations that will come out of this meeting, we would deliberate, go home, and never hear anymore about why we gathered here. But we have been assured that this is not an "exercise in rhetoric." This is truly a meeting to which Dr. Hedlund gives his full support. This makes our job both easy and challenging. I declare that our collective work is now in process. ■

KEYNOTE ADDRESS

REMARKS BY
PHI RECHT, J.D.
DEPUTY ADMINISTRATOR
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
UNITING FOR PROGRESS TRAFFIC SAFETY DIVERSITY FORUM
JUNE 12, 1995
ALEXANDRIA, VIRGINIA

Thank you, Dr. Brisbane, for the introduction. I am very pleased to be here with a group that is so important to the accomplishment of the goals of this Administration...which is fighting one of the biggest public health problems facing the United States today — death and injury on the highway,

I know that some of the participants here today may not be directly or intimately familiar with this problem since it is my understanding that most of you work in other fields of expertise. So let me just repeat the bottom-line idea here.

What do you think is the leading cause of injury in the United States for almost every age group? Motor vehicle crashes. What do you think is the leading cause of death for children and young adults? Motor vehicle crashes — more than homicide or drugs or AIDS, more than heart disease or cancer.

The head of NHTSA, Dr. Ricardo Martinez, is a physician, and he uses medical terms. Motor vehicle death and injury is a hidden, neglected epidemic. Brutally, cruelly, it takes away years of productive life. It shatters families. It burdens parents and spouses with the care of the permanently crippled and mentally disabled. It sentences children to lifetimes of slow rehabilitation and reconstructive surgery.

With this past year's debate on American health care issues, there is a new awareness of the importance of injury control. The epidemic is being recognized for what it is. The time is ripe for making a quantum leap forward because of the new allies we have found in business and in the health care community and the new allies we are seeking in other areas.

Our goal is to help bring new knowledge to NHTSA and to establish new partnerships in injury prevention. We want to improve the linkages to grass

roots community and service organizations such as the organizations most of you are representing at this forum... we must form new allies and new techniques. And, in this area we recognize that there is a crucial need for action.

In February, earlier this year, we hosted a planning meeting for the year 2005 in the area of preventing alcohol and drug impaired driving. In that meeting, we discussed ways to reach the goal of no more than 11,000 deaths (down from 17,000) due to alcohol-related motor vehicle crashes. We realized during that meeting was that it could not be BUSINESS AS USUAL. If we were to have half a chance of reaching that goal, it would be necessary to establish more partnerships-to convince organizations that may not be involved in traffic safety--to join the campaign. (I believe each of you received a copy of the proceedings of that meeting in your conference package.) Likewise, we have had planning meetings to determine the appropriate course of action for the future in the other areas of traffic safety. In each of those meetings, the same underlying theme exists. NO MORE BUSINESS AS USUAL. We must expand our partnerships.

We, at NHTSA, believe that we have done a good job in educating "mainstream America" about the devastating effects of motor vehicle crashes on lives. When we look at the numbers of motor vehicle fatalities and injuries, we find that the numbers are decreasing. For example, in 1982, there were 43,945 motor vehicle fatalities. In 1993, the latest figures that we have published, we were down to 40,115 traffic fatalities. We have been successful in designing countermeasure programs in the areas of preventing drunk and drugged driving on the roads, occupant protection such as mandating the wearing of safety belts, child restraint laws, motorcycle helmet laws, pedestrian safety countermeasures. We have been quite successful in

KEYNOTE ADDRESS

REMARKS BY
PHIL RECHT, J.D.
DEPUTY ADMINISTRATOR
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
UNITING FOR PROGRESS TRAFFIC SAFETY DIVERSITY FORUM
JUNE 12, 1995
ALEXANDRIA, VIRGINIA

Thank you, Dr. Brisbane, for the introduction. I am very pleased to be here with a group that is so important to the accomplishment of the goals of this Administration...which is fighting one of the biggest public health problems facing the United States today — death and injury on the highway,

I know that some of the participants here today may not be directly or intimately familiar with this problem since it is my understanding that most of you work in other fields of expertise. So let me just repeat the bottom-line idea here.

What do you think is the leading cause of injury in the United States for almost every age group? Motor vehicle crashes. What do you think is the leading cause of death for children and young adults? Motor vehicle crashes — more than homicide or drugs or AIDS, more than heart disease or cancer.

The head of NHTSA, Dr. Ricardo Martinez, is a physician, and he uses medical terms. Motor vehicle death and injury is a hidden, neglected epidemic. Brutally, cruelly, it takes away years of productive life. It shatters families. It burdens parents and spouses with the care of the permanently crippled and mentally disabled. It sentences children to lifetimes of slow rehabilitation and reconstructive surgery.

With this past year's debate on American health care issues, there is a new awareness of the importance of injury control. The epidemic is being recognized for what it is. The time is ripe for making a quantum leap forward because of the new allies we have found in business and in the health care community and the new allies we are seeking in other areas.

Our goal is to help bring new knowledge to NHTSA and to establish new partnerships in injury prevention. We want to improve the linkages to grass

roots community and service organizations such as the organizations most of you are representing at this forum... we must form new allies and new techniques. And, in this area we recognize that there is a crucial need for action.

In February, earlier this year, we hosted a planning meeting for the year 2005 in the area of preventing alcohol and drug impaired driving. In that meeting, we discussed ways to reach the goal of no more than 11,000 deaths (down from 17,000) due to alcohol-related motor vehicle crashes. We realized during that meeting was that it could not be BUSINESS AS USUAL. If we were to have half a chance of reaching that goal, it would be necessary to establish more partnerships-to convince organizations that may not be involved in traffic safety--to join the campaign. (I believe each of you received a copy of the proceedings of that meeting in your conference package.) Likewise, we have had planning meetings to determine the appropriate course of action for the future in the other areas of traffic safety. In each of those meetings, the same underlying theme exists. NO MORE BUSINESS AS USUAL. We must expand our partnerships.

We, at NHTSA, believe that we have done a good job in educating "mainstream America" about the devastating effects of motor vehicle crashes on lives. When we look at the numbers of motor vehicle fatalities and injuries, we find that the numbers are decreasing. For example, in 1982, there were 43,945 motor vehicle fatalities. In 1993, the latest figures that we have published, we were down to 40,115 traffic fatalities. We have been successful in designing countermeasure programs in the areas of preventing drunk and drugged driving on the roads, occupant protection such as mandating the wearing of safety belts, child restraint laws, motorcycle helmet laws, pedestrian safety countermeasures. We have been quite successful in

KEYNOTE ADDRESS

REMARKS BY
PHIL RECHT, J.D.
DEPUTY ADMINISTRATOR
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
UNITING FOR PROGRESS TRAFFIC SAFETY DIVERSITY FORUM
JUNE 12, 1995
ALEXANDRIA, VIRGINIA

Thank you, Dr. Brisbane, for the introduction. I am very pleased to be here with a group that is so important to the accomplishment of the goals of this Administration...which is fighting one of the biggest public health problems facing the United States today — death and injury on the highway,

I know that some of the participants here today may not be directly or intimately familiar with this problem since it is my understanding that most of you work in other fields of expertise. So let me just repeat the bottom-line idea here.

What do you think is the leading cause of injury in the United States for almost every age group? Motor vehicle crashes. What do you think is the leading cause of death for children and young adults? Motor vehicle crashes — more than homicide or drugs or AIDS, more than heart disease or cancer.

The head of NHTSA, Dr. Ricardo Martinez, is a physician, and he uses medical terms. Motor vehicle death and injury is a hidden, neglected epidemic. Brutally, cruelly, it takes away years of productive life. It shatters families. It burdens parents and spouses with the care of the permanently crippled and mentally disabled. It sentences children to lifetimes of slow rehabilitation and reconstructive surgery.

With this past year's debate on American health care issues, there is a new awareness of the importance of injury control. The epidemic is being recognized for what it is. The time is ripe for making a quantum leap forward because of the new allies we have found in business and in the health care community and the new allies we are seeking in other areas.

Our goal is to help bring new knowledge to NHTSA and to establish new partnerships in injury prevention. We want to improve the linkages to grass

roots community and service organizations such as the organizations most of you are representing at this forum... we must form new allies and new techniques. And, in this area we recognize that there is a crucial need for action.

In February, earlier this year, we hosted a planning meeting for the year 2005 in the area of preventing alcohol and drug impaired driving. In that meeting, we discussed ways to reach the goal of no more than 11,000 deaths (down from 17,000) due to alcohol-related motor vehicle crashes. We realized during that meeting was that it could not be BUSINESS AS USUAL. If we were to have half a chance of reaching that goal, it would be necessary to establish more partnerships-to convince organizations that may not be involved in traffic safety--to join the campaign. (I believe each of you received a copy of the proceedings of that meeting in your conference package.) Likewise, we have had planning meetings to determine the appropriate course of action for the future in the other areas of traffic safety. In each of those meetings, the same underlying theme exists. NO MORE BUSINESS AS USUAL. We must expand our partnerships.

We, at NHTSA, believe that we have done a good job in educating "mainstream America" about the devastating effects of motor vehicle crashes on lives. When we look at the numbers of motor vehicle fatalities and injuries, we find that the numbers are decreasing. For example, in 1982, there were 43,945 motor vehicle fatalities. In 1993, the latest figures that we have published, we were down to 40,115 traffic fatalities. We have been successful in designing countermeasure programs in the areas of preventing drunk and drugged driving on the roads, occupant protection such as mandating the wearing of safety belts, child restraint laws, motorcycle helmet laws, pedestrian safety countermeasures. We have been quite successful in

LUNCHEONSPEAKER

ThermanEvans, M. D.

Michael **T. Impellizzeri**, Chief, Special Programs Division; Office of Alcohol and State Programs, **NHTSA**, introduced **Therman** Evans, M.D., national lecturer and radio/television talk-show host.

Thank you very much. I want to, so that I didn't make a mistake, I asked Michael how his name was pronounced to say it right. I want to thank Mr. **Impellizzeri**, and his staff at **NHTSA**, and of course, **Akua Opokuwa**, the prime mover of this conference. We appreciate this opportunity to be here with you. I think that this issue of diversity is one that speaks to the core of the challenges that our society, and indeed the world faces today. How can we all male, female, black, white, red, yellow, brown, maximize our potential together as one human family. I give to you my basic belief from the beginning. And that is, that I happen to be one that believes in one God, one humanity. That's my personal belief and I try to live that as much as possible. Now it is very difficult to talk to a group of people after they put a meal in their stomachs. You learn in medical school that a full meal in anybody's stomach is responsible for the congregation of a substantial portion of the blood vascular volume around the stomach. That, of course, means that the brain is deprived of its blood supply to remain alive, well, and functioning. And whenever the brain does not have its appropriate blood supply, people have a tendency to nod and some go on off to sleep. Hopefully, you will have some identification with what I've said and that will keep you from fulfilling that physiological prophecy. I would like for you to at least get something from what we say have today. There is the old proverb that says, "If you don't know where you are going, any road you take will lead you there." That's a myth. And that's why this conference is so important, it's so important. It represents an effort to chart out a direction that is healthy for everybody. So it is very important. **Yogi Berra** once said that if you don't know where you are going, you will wind up somewhere. And in the real perspective, unless you make a decision, a conscious decision that we are going from **A to M**, **A to Z**, **A to L**, or from here to there, well then you'll wind up somewhere. Without that

conscious decision, without a conscious effort, to reach there, you'll wind up somewhere.

And I think on this issue, at this time, in this place, diversity is one issue that we ought to all be addressing as often as possible. So clearly, when we think about it, and I have done some thinking about this, the issue of traffic safety, and how it impacts all of us is very serious. You know as I thought about it, an automobile, that is operated by a drinking and/or a drugged driver, does not request the culture, the sex, and/or the race of a pedestrian or the riders of the other car before it makes impact. So in a real sense all of us are impacted by this issue, at this time, in this place. Traffic safety affects all of us, randomly and consistently. All us are impacted by it. So it involves, I think, all of us. And I think we must give credit to the National Highway Traffic Safety Administration for taking the initiative to recognize that point and to do something about it. I think that is important.

Let me read to you in various languages. I try to pick up as much about language as I can and I want you to notice something about it. It makes a point about diversity. So I say to you in English "Hello." I say to you in Russian "~~до~~" which means "hello." I say to you in French "**Bonjour**." In Spanish we say "**Hola**." In the language of **Twi**, which is a dialect spoken by the **Akan** people in the central region of Ghana where I happen to be a chief, we say "**Wo ho te sen**". In Chinese, we say "**Ni hao**." In Swahili, we say "**Jambo**." In Korean, we say "**Am-nyong-ha-sayo**." In Japanese, we say "**Konichiwa**." Now this effort of mine to say hello in different languages is ~~rather uncomfortable.~~ it's an effort to be inclusive, and I'm clumsy at it. I'm clumsy because I am not comfortable. I am not comfortable on territory that I am not familiar with. And herein lies one of the essences of the challenge of diversity. When we're uncomfortable we tend to shy away from it. Therefore, we don't ever get comfortable. Therefore, we have problems relating to each other. You see? So I make the effort. Because the more I make the effort, the more comfortable I will become, and the more effective I will become at relating to other people. I suggest that diversity is an

LUNCHEONSPEAKER

ThermanEvans, M. D.

Michael **T. Impellizzeri**, Chief, Special Programs Division; Office of Alcohol and State Programs, **NHTSA**, introduced **Therman** Evans, M.D., national lecturer and radio/television talk-show host.

Thank you very much. I want to, so that I didn't make a mistake, I asked Michael how his name was pronounced to say it right. I want to thank Mr. **Impellizzeri**, and his staff at **NHTSA**, and of course, **Akua Opokuwa**, the prime mover of this conference. We appreciate this opportunity to be here with you. I think that this issue of diversity is one that speaks to the core of the challenges that our society, and indeed the world faces today. How can we all male, female, black, white, red, yellow, brown, maximize our potential together as one human family. I give to you my basic belief from the beginning. And that is, that I happen to be one that believes in one God, one humanity. That's my personal belief and I try to live that as much as possible. Now it is very difficult to talk to a group of people after they put a meal in their stomachs. You learn in medical school that a full meal in anybody's stomach is responsible for the congregation of a substantial portion of the blood vascular volume around the stomach. That, of course, means that the brain is deprived of its blood supply to remain alive, well, and functioning. And whenever the brain does not have its appropriate blood supply, people have a tendency to nod and some go on off to sleep. Hopefully, you will have some identification with what I've said and that will keep you from fulfilling that physiological prophecy. I would like for you to at least get something from what we say have today. There is the old proverb that says, "If you don't know where you are going, any road you take will lead you there." That's a myth. And that's why this conference is so important, it's so important. It represents an effort to chart out a direction that is healthy for everybody. So it is very important. **Yogi Berra** once said that if you don't know where you are going, you will wind up somewhere. And in the real perspective, unless you make a decision, a conscious decision that we are going from **A to M**, **A to Z**, **A to L**, or from here to there, well then you'll wind up somewhere. Without that

conscious decision, without a conscious effort, to reach there, you'll wind up somewhere.

And I think on this issue, at this time, in this place, diversity is one issue that we ought to all be addressing as often as possible. So clearly, when we think about it, and I have done some thinking about this, the issue of traffic safety, and how it impacts all of us is very serious. You know as I thought about it, an automobile, that is operated by a drinking and/or a drugged driver, does not request the culture, the sex, and/or the race of a pedestrian or the riders of the other car before it makes impact. So in a real sense all of us are impacted by this issue, at this time, in this place. Traffic safety affects all of us, randomly and consistently. All us are impacted by it. So it involves, I think, all of us. And I think we must give credit to the National Highway Traffic Safety Administration for taking the initiative to recognize that point and to do something about it. I think that is important.

Let me read to you in various languages. I try to pick up as much about language as I can and I want you to notice something about it. It makes a point about diversity. So I say to you in English "Hello." I say to you in Russian "~~до~~" which means "hello." I say to you in French "**Bonjour**." In Spanish we say "**Hola**." In the language of **Twi**, which is a dialect spoken by the **Akan** people in the central region of Ghana where I happen to be a chief, we say "**Wo ho te sen**". In Chinese, we say "**Ni hao**." In Swahili, we say "**Jambo**." In Korean, we say "**An-nyong-ha-sayo**." In Japanese, we say "**Konichiwa**." Now this effort of mine to say hello in different languages is ~~rather uncomfortable.~~ it's an effort to be inclusive, and I'm clumsy at it. I'm clumsy because I am not comfortable. I am not comfortable on territory that I am not familiar with. And herein lies one of the essences of the challenge of diversity. When we're uncomfortable we tend to shy away from it. Therefore, we don't ever get comfortable. Therefore, we have problems relating to each other. You see? So I make the effort. Because the more I make the effort, the more comfortable I will become, and the more effective I will become at relating to other people. I suggest that diversity is an

be wrong. And we know that we're not saying that it's easy, but certainly it cannot be wrong. And so I applaud those of you who are involved in this and who are trying to make it happen.

Then we take a look at some of the numbers. In the fall of **1993** there was a special issue of Time magazine. It was called the "New face of America" — How immigrants are shaping the world's first multi-cultural society. Thirty-two million people in the United States: **13** percent of the population speak languages other than English at home. In **1940**, **70** percent of immigrants came from Europe. In **1992**, **15** percent came from Europe, **37** percent came from Asia, **44** percent came from Latin America and the Caribbean. More than **100** languages are spoken in the school systems of New York City, Chicago, Los Angeles and Fairfax County, Virginia (right in this State where we find ourselves now). Since **1901**, **30** percent of the United States Nobel Prize winners, have been immigrants. Eighty-eight percent of African-born residents have a high school education, or higher, in **1990**. This is compared with **76** percent of Asian-born, **57** percent Korean born and **77** percent of native-born Americans. The top ten countries of origin for immigrants for **FY 1992**: 1. Mexico, 2. Vietnam, 3. Philippines, 4. Soviet Union, 5. Dominican Republic, 6. China, 7. India, 8. El Salvador, 9. Poland, and 10. United Kingdom. It is interesting to note that this is having an impact on the way private industry does things. I have been fascinated with it so I've been looking at it. Buying habits of the typical American consumer have drastically changed, which is therefore driving consumer product companies... what they do. And it behooves all of us to understand this as much as possible because it makes us more effective at what it is that we try to do. For example, in **1976** there were **67** Spanish-speaking radio stations. And according to this article today, there are **311**, plus three Spanish language TV networks and **350** Spanish language newspapers. Americans use **68** percent more spices today than a decade ago. The consumption of red pepper has risen by **105** percent. The consumption of basil — I think it's basil — basil — see I cook a lot — the consumption of basil has risen by **190** percent. In **1992** ethnic minority shoppers, predominantly African American, Hispanic and Asian Americans spent **600** billion dollars on everything from toothpaste to shoes to cars. This was an **18** percent increase from **1990**. The projection is that **30** percent of the economy will be repre-

ented by these minority groups by the year **2000**. Almost half of the Fortune **1000** companies have some type of ethnic marketing campaign versus only a handful in **1980**.

You know what really impressed me though, was the fact that AT&T sponsors Chinese dragon boat festival races and Cuban folk festivals. It runs broadcast and print ads in the United States alone that reached **30** different cultures in **20** different languages, including Korean, **Tagalog** and the West African dialect of **Twi**. Now, my goodness, that suggests that we really are a nation that is comprised of many different groups.

The issue of diversity is important. It affects all of us. Particularly in traffic safety. I don't have to tell you and remind you about the trauma in traffic accidents — both loss of life, mortality, and injury morbidity. It is massive. And let us not complicate it by the use of alcohol and/or drugs and then talk about the loss of life, mortality, and injury morbidity, and the costs thereof. And before we even get to economic costs, the healing costs involved, the loss of human potential involved in the issue of traffic safety is absolutely incredible. Yes, progress is being made. We're moving in the right direction. Yes, we understand that. The numbers suggest that we're moving in the right direction. But clearly we have a long way to go. And think about the pain involved if some youngster loses the ability to walk. When some youngster is paralyzed from the neck down. Think about the pain involved to that family and to the society. It is staggering when we think about it. And we see accounts all the time of parents on television who have lost a child because of someone who is driving and was drunk — someone who was driving or who was drugged. You cannot measure that kind of pain and agony. It can never be quantified. And the impact of it is never ever forgotten. So that the more effective we are at reaching everybody, the better off all of us will be, and the safer the streets will be for each of us. That in my opinion is what is so important about this, because all of us are involved in this, and all of us must, I think, take it as seriously as possible.

Now, in Philadelphia — I may have come from different parts of the country — but we have — and I know that you don't do this in your part of the country — but I can remember being late for work many a time. And I'm on my way to work and coming down the **Schuylkill** — those of you who are famil-

be wrong. And we know that we're not saying that it's easy, but certainly it cannot be wrong. And so I applaud those of you who are involved in this and who are trying to make it happen.

Then we take a look at some of the numbers. In the fall of **1993** there was a special issue of Time magazine. It was called the "New face of America" — How immigrants are shaping the world's first multi-cultural society. Thirty-two million people in the United States: **13** percent of the population speak languages other than English at home. In **1940**, **70** percent of immigrants came from Europe. In **1992**, **15** percent came from Europe, **37** percent came from Asia, **44** percent came from Latin America and the Caribbean. More than **100** languages are spoken in the school systems of New York City, Chicago, Los Angeles and Fairfax County, Virginia (right in this State where we find ourselves now). Since **1901**, **30** percent of the United States Nobel Prize winners, have been immigrants. Eighty-eight percent of African-born residents have a high school education, or higher, in **1990**. This is compared with **76** percent of Asian-born, **57** percent Korean born and **77** percent of native-born Americans. The top ten countries of origin for immigrants for **FY 1992**: 1. Mexico, 2. Vietnam, 3. Philippines, 4. Soviet Union, 5. Dominican Republic, 6. China, 7. India, 8. El Salvador, 9. Poland, and 10. United Kingdom. It is interesting to note that this is having an impact on the way private industry does things. I have been fascinated with it so I've been looking at it. Buying habits of the typical American consumer have drastically changed, which is therefore driving consumer product companies... what they do. And it behooves all of us to understand this as much as possible because it makes us more effective at what it is that we try to do. For example, in **1976** there were **67** Spanish-speaking radio stations. And according to this article today, there are **311**, plus three Spanish language TV networks and **350** Spanish language newspapers. Americans use **68** percent more spices today than a decade ago. The consumption of red pepper has risen by **105** percent. The consumption of basil — I think it's basil — basil — see I cook a lot — the consumption of basil has risen by **190** percent. In **1992** ethnic minority shoppers, predominantly African American, Hispanic and Asian Americans spent **600** billion dollars on everything from toothpaste to shoes to cars. This was an **18** percent increase from **1990**. The projection is that **30** percent of the economy will be repre-

ented by these minority groups by the year **2000**. Almost half of the Fortune **1000** companies have some type of ethnic marketing campaign versus only a handful in **1980**.

You know what really impressed me though, was the fact that AT&T sponsors Chinese dragon boat festival races and Cuban folk festivals. It runs broadcast and print ads in the United States alone that reached **30** different cultures in **20** different languages, including Korean, **Tagalog** and the West African dialect of **Twi**. Now, my goodness, that suggests that we really are a nation that is comprised of many different groups.

The issue of diversity is important. It affects all of us. Particularly in traffic safety. I don't have to tell you and remind you about the trauma in traffic accidents — both loss of life, mortality, and injury morbidity. It is massive. And let us not complicate it by the use of alcohol and/or drugs and then talk about the loss of life, mortality, and injury morbidity, and the costs thereof. And before we even get to economic costs, the healing costs involved, the loss of human potential involved in the issue of traffic safety is absolutely incredible. Yes, progress is being made. We're moving in the right direction. Yes, we understand that. The numbers suggest that we're moving in the right direction. But clearly we have a long way to go. And think about the pain involved if some youngster loses the ability to walk. When some youngster is paralyzed from the neck down. Think about the pain involved to that family and to the society. It is staggering when we think about it. And we see accounts all the time of parents on television who have lost a child because of someone who is driving and was drunk — someone who was driving or who was drugged. You cannot measure that kind of pain and agony. It can never be quantified. And the impact of it is never ever forgotten. So that the more effective we are at reaching everybody, the better off all of us will be, and the safer the streets will be for each of us. That in my opinion is what is so important about this, because all of us are involved in this, and all of us must, I think, take it as seriously as possible.

Now, in Philadelphia — I may have come from different parts of the country — but we have — and I know that you don't do this in your part of the country — but I can remember being late for work many a time. And I'm on my way to work and coming down the **Schuylkill** — those of you who are famil-

God in terms of getting a prayer message to me. She says that it matters not whether you have left over right or right over left. It doesn't really matter. What matters is the sincerity of the prayer — the sincerity of the communication with your God. Now this says to me that human beings as creatures of habit, create the habits and then the habits recreate us. And therein lies a very challenging aspect of diversity and the effect of diversity management for us because we don't like change, and we're creatures of habit, and we get ourselves into trouble.

And then another thing comes along and adds to the habitual nature of human beings. And that is, our perceptions which are a function of our perspectives. You see, you have heard the expression perhaps that perception is reality. Have you not? Perception is reality. What you perceive to be going on is going on for you whether it is going on for anybody else or not. Now this happens to be one of the basis of mental illness, so this is why it is important for people to do reality checks to make sure that what you think is going on is actually going on for your environment. For example, if suddenly out of this door here comes a four-headed person with six arms and is multicolored and shoots through here, most people would say, "Did you see that?" I'm riding along at night and my wife sees something in the sky that looks like a shooting star and before she claims that it is a shooting star, she says, "did you see that?" We tend to do reality checks around things that go beyond what is ordinary for us. Otherwise we run the risk of being branded as someone who is not in touch with reality. Now you hope that somebody else validates the fact that this **four-headed, six-armed, multicolored** thing that came through here because if you are the only one that saw this, there is great difficulty that is about to occur in your life. Great difficulty.

And you know, perception has an awful lot to do with effective diversity management. Because without knowing people, we have perceptions about them. The perceptions come from the perspectives that we are provided. The newspapers and the television are means by which people know about other people that they have never met. If someone were to visit from Mars and take one capsule of the news on any given evening (NBC, ABC, CBS) one could come away with the impression, for example, that young black males are extremely, criminally, and violently ordered; and anybody who looks like a young black male has to be a criminal. One could come away with that impression.

In fact, when I have put on a sweatsuit, and I have walked into stores that I could buy if I wanted to, I have been followed by the security guard to make sure that I am not about to do something that he knows people who look like me always do. Where did he get that impression from? I have several degrees that I have earned, several other degrees that I have been given. If I were to add to that sweatsuit, a baseball cap, which I turn backwards, and be as kind and as courteous as I can be, and walk into a **store...this** is not, my friends, **1895...this** is **1995** right here in Alexandria, Virginia, somewhere that that could happen right now. It all comes from the perceptions that people have about people who look like me. And we could come up with a host of other things that are relevant to women, to Asian Americans, to Hispanic Americans, to Native Americans—similar kinds of stereotypical perceptions that determine peoples' actions and interactions with those people without even knowing them. You see, perceptions are reality. Perceptions are a function of perspectives. Perspectives can be, and are, managed. We have a radio station in Philadelphia that says, "You give us **22** minutes and we'll give you the world." Every time I hear that, that angers me. [Laughter] That angers me because I can't give you my week, my day, but in **22** minutes they are giving me the world. Which means that somebody, somewhere, is making a decision about what the world is all about. It is not my decision. Because when I travel around the world to different countries — when I'm in Europe I get a different perspective, when I'm in Africa I get a different perspective, when I'm in Latin America I get a different perspective, in Asia, I get a different perspective on the **same world** that this radio station is giving me in **22** minutes. Things I've never heard in the **22** minutes in Philadelphia, I see when I travel around the world. And I say to you, somebody is making a decision in all places about what the world is all about. Effective diversity management is all about everyone. It's all about a human family, both sexes, all races, all cultures, all ethnic groups. When we get to the point, when we can understand the synergy and the potential that resides in the synergy that will come from us working together, there is no limit to what we can achieve as a human family. No limit in any area of activity including and, especially, traffic safety.

I like people. I really love people — no matter what color, no matter what their challenges and problems are, I like people. People are fascinating. People are wonderful. And I enjoy the opportunity to work

with people of all colors or sexes. I enjoy the challenge because there is always something new in a person that I have not yet been exposed to. And it helps me to check out my perceptions. Because we all have them. It helps me to deal with them. Because we all have them. And none of us should be uncomfortable about the fact that they have them because you can't help it because you're a human being. And the sooner we recognize it, the better off all of us are. Let me give you an example. What I want you to do is to give to me the next logical member in unison. For example, if I were to say to you, and we won't do calculus or geometry or trigonometry, but if I were to say to you one, two, and I ask you to give me the next logical number, everybody in unison would say "three." [One person in audience, "Four!"]. No, just the next one. Just the next logical number. [Laughter] "The correct answer would be three. All right. Now again. Practice. One. Two. Four." And don't anticipate where I am. You see assumptions, those are the termites of relationships. Stay with me now. Follow my direction. Don't go where you think I am going. Okay? This is what diversity is all about — chilling out and making sure that your perceptions are consistent with real reality here. All right. Give me the next logical number. Six seven. "Eight." Thank you very much but you are very, very, tentative. You are very, very, suspicious. I see it. Now please. Give me the next logical number. But I want you to give it to me with vigor. This is not calculus here. This is not geometry or trigonometry. This is just simple arithmetic. Numbers that I think that all of us — I believe all of us — can handle. Those of you that cannot handle it, you can just relax. But most of us can handle it. Seven, eight. "Nine." That's better vigor. Thank you very much. Now same thing. 198, 199. "200." Don't fade on me now. Don't fade on me. 198, 199. "200." Thank you, but a little more vigor. 198, 199. "200." good. 1098, 1099. "2000." 1098, 1099. "2000." 1098, 1099. "2000." The answer is 1 1000! Now, your perception has been 900 off. [Laughter] Not even close. Now you see this is what happens many times. This is an oral example of what happens. We could do this visually as well. But this is what happens many times when we deal with perceptions. Your perception, to a large degree in this room, most of you were at 2000, 900 off. But that's what perceptions can do for you.

Perceptions are not logical all the time. And many times perceptions are grossly illogical. But yet if they are not keeping people from acting on them,

therein lies the pain and the agony that comes from dealing with perceptions that are not founded in the real reality of the human being. And I tell you it happens. It happens. Why? Because people don't want to take the time. See, you can change your perception if you change your perspective. But changing you perspective means work. And it's easy and convenient because, see, you were taught and brought up thinking and feeling this way. That's where these perceptions came from. That's easy, you know that. But the work involved in changing your perception mainly because they don't even have time to do it or don't want to do it. And thereby we wind up with the perceptions that gets us into all kinds of **difficulty** in terms of relating to each other in a society that can place people on the moon. And yet, in many respects, cannot put people on their feet right here in earth. We can do better. We can do better. We have the talent, the genius, and the resources to do better. Without another dollar, we can do better. We could.

If we just dig down deep inside and look at ourselves. Look at ourselves. The journey in is always more difficult than the journey out. It's easy to point a finger at somebody else. It's easy to say, "It's his problem." But what am I doing? What am I doing? That's the challenge. That's the **difficulty**. The journey in is the tough one. And isn't it amazing that the lesson is so simple. It's so simple. Just examine me. Reflect on me. Bounce me off other people. I suggest to you that until you address this very simple issue, we will have a very **difficult** time and very difficult pain from this issue called diversity. It has one that in my view does not exclude anybody but it finds a way to include everybody, the talent and the genius that resides. There's a wisdom higher than you and I that has given off genius. Genius is in men and women. It's in boys and girls. It's in people who are black, white, red, yellow, brown — all ethnic and cultural entities and groups. Genius resides. Not every one of those groups has had the same opportunity to express that genius. But then that's what this is all about. So I would urge you to appreciate the importance and the significance and the challenge that resides in this effort. It will make a difference. But don't let it go by without taking seriously the opportunity right here. And don't let being clumsy, because you will be clumsy, don't let the fear of asking the wrong kind of question stop you. If you are sincere, people will recognize that even though you may be asking a question which may be embarrassing, or whatever, you are trying. But the only way

with people of all colors or sexes. I enjoy the challenge because there is always something new in a person that I have not yet been exposed to. And it helps me to check out my perceptions. Because we all have them. It helps me to deal with them. Because we all have them. And none of us should be uncomfortable about the fact that they have them because you can't help it because you're a human being. And the sooner we recognize it, the better off all of us are. Let me give you an example. What I want you to do is to give to me the next logical member in unison. For example, if I were to say to you, and we won't do calculus or geometry or trigonometry, but if I were to say to you one, two, and I ask you to give me the next logical number, everybody in unison would say "three." [One person in audience, "Four!"]. No, just the next one. Just the next logical number. [Laughter] "The correct answer would be three. All right. Now again. Practice. One. Two. Four." And don't anticipate where I am. You see assumptions, those are the termites of relationships. Stay with me now. Follow my direction. Don't go where you think I am going. Okay? This is what diversity is all about — chilling out and making sure that your perceptions are consistent with real reality here. All right. Give me the next logical number. Six seven. "Eight." Thank you very much but you are very, very, tentative. You are very, very, suspicious. I see it. Now please. Give me the next logical number. But I want you to give it to me with vigor. This is not calculus here. This is not geometry or trigonometry. This is just simple arithmetic. Numbers that I think that all of us — I believe all of us — can handle. Those of you that cannot handle it, you can just relax. But most of us can handle it. Seven, eight. "Nine." That's better vigor. Thank you very much. Now same thing. 198, 199. "200." Don't fade on me now. Don't fade on me. 198, 199. "200." Thank you, but a little more vigor. 198, 199. "200." good. 1098, 1099. "2000." 1098, 1099. "2000." 1098, 1099. "2000." The answer is 1 1000! Now, your perception has been 900 off. [Laughter] Not even close. Now you see this is what happens many times. This is an oral example of what happens. We could do this visually as well. But this is what happens many times when we deal with perceptions. Your perception, to a large degree in this room, most of you were at 2000, 900 off. But that's what perceptions can do for you.

Perceptions are not logical all the time. And many times perceptions are grossly illogical. But yet if they are not keeping people from acting on them,

therein lies the pain and the agony that comes from dealing with perceptions that are not founded in the real reality of the human being. And I tell you it happens. It happens. Why? Because people don't want to take the time. See, you can change your perception if you change your perspective. But changing you perspective means work. And it's easy and convenient because, see, you were taught and brought up thinking and feeling this way. That's where these perceptions came from. That's easy, you know that. But the work involved in changing your perception mainly because they don't even have time to do it or don't want to do it. And thereby we wind up with the perceptions that gets us into all kinds of **difficulty** in terms of relating to each other in a society that can place people on the moon. And yet, in many respects, cannot put people on their feet right here in earth. We can do better. We can do better. We have the talent, the genius, and the resources to do better. Without another dollar, we can do better. We could.

If we just dig down deep inside and look at ourselves. Look at ourselves. The journey in is always more difficult than the journey out. It's easy to point a finger at somebody else. It's easy to say, "It's his problem." But what am I doing? What am I doing? That's the challenge. That's the difficulty. The journey in is the tough one. And isn't it amazing that the lesson is so simple. It's so simple. Just examine me. Reflect on me. Bounce me off other people. I suggest to you that until you address this very simple issue, we will have a very difficult time and very difficult pain from this issue called diversity. It has one that in my view does not exclude anybody but it finds a way to include everybody, the talent and the genius that resides. There's a wisdom higher than you and I that has given off genius. Genius is in men and women. It's in boys and girls. It's in people who are black, white, red, yellow, brown — all ethnic and cultural entities and groups. Genius resides. Not every one of those groups has had the same opportunity to express that genius. But then that's what this is all about. So I would urge you to appreciate the importance and the significance and the challenge that resides in this effort. It will make a difference. But don't let it go by without taking seriously the opportunity right here. And don't let being clumsy, because you will be clumsy, don't let the fear of asking the wrong kind of question stop you. If you are sincere, people will recognize that even though you may be asking a question which may be embarrassing, or whatever, you are trying. But the only way

with people of all colors or sexes. I enjoy the challenge because there is always something new in a person that I have not yet been exposed to. And it helps me to check out my perceptions. Because we all have them. It helps me to deal with them. Because we all have them. And none of us should be uncomfortable about the fact that they have them because you can't help it because you're a human being. And the sooner we recognize it, the better off all of us are. Let me give you an example. What I want you to do is to give to me the next logical member in unison. For example, if I were to say to you, and we won't do calculus or geometry or trigonometry, but if I were to say to you one, two, and I ask you to give me the next logical number, everybody in unison would say "three." [One person in audience, "Four!"]. No, just the next one. Just the next logical number. [Laughter] "The correct answer would be three. All right. Now again. Practice. One. Two. Four." And don't anticipate where I am. You see assumptions, those are the termites of relationships. Stay with me now. Follow my direction. Don't go where you think I am going. Okay? This is what diversity is all about — chilling out and making sure that your perceptions are consistent with real reality here. All right. Give me the next logical number. Six seven. "Eight." Thank you very much but you are very, very, tentative. You are very, very, suspicious. I see it. Now please. Give me the next logical number. But I want you to give it to me with vigor. This is not calculus here. This is not geometry or trigonometry. This is just simple arithmetic. Numbers that I think that all of us — I believe all of us — can handle. Those of you that cannot handle it, you can just relax. But most of us can handle it. Seven, eight. "Nine." That's better vigor. Thank you very much. Now same thing. 198, 199. "200." Don't fade on me now. Don't fade on me. 198, 199. "200." Thank you, but a little more vigor. 198, 199. "200." good. 1098, 1099. "2000." 1098, 1099. "2000." 1098, 1099. "2000." The answer is 1 1000! Now, your perception has been 900 off. [Laughter] Not even close. Now you see this is what happens many times. This is an oral example of what happens. We could do this visually as well. But this is what happens many times when we deal with perceptions. Your perception, to a large degree in this room, most of you were at 2000, 900 off. But that's what perceptions can do for you.

Perceptions are not logical all the time. And many times perceptions are grossly illogical. But yet if they are not keeping people from acting on them,

therein lies the pain and the agony that comes from dealing with perceptions that are not founded in the real reality of the human being. And I tell you it happens. It happens. Why? Because people don't want to take the time. See, you can change your perception if you change your perspective. But changing you perspective means work. And it's easy and convenient because, see, you were taught and brought up thinking and feeling this way. That's where these perceptions came from. That's easy, you know that. But the work involved in changing your perception mainly because they don't even have time to do it or don't want to do it. And thereby we wind up with the perceptions that gets us into all kinds of **difficulty** in terms of relating to each other in a society that can place people on the moon. And yet, in many respects, cannot put people on their feet right here in earth. We can do better. We can do better. We have the talent, the genius, and the resources to do better. Without another dollar, we can do better. We could.

If we just dig down deep inside and look at ourselves. Look at ourselves. The journey in is always more difficult than the journey out. It's easy to point a finger at somebody else. It's easy to say, "It's his problem." But what am I doing? What am I doing? That's the challenge. That's the difficulty. The journey in is the tough one. And isn't it amazing that the lesson is so simple. It's so simple. Just examine me. Reflect on me. Bounce me off other people. I suggest to you that until you address this very simple issue, we will have a very difficult time and very difficult pain from this issue called diversity. It has one that in my view does not exclude anybody but it finds a way to include everybody, the talent and the genius that resides. There's a wisdom higher than you and I that has given off genius. Genius is in men and women. It's in boys and girls. It's in people who are black, white, red, yellow, brown — all ethnic and cultural entities and groups. Genius resides. Not every one of those groups has had the same opportunity to express that genius. But then that's what this is all about. So I would urge you to appreciate the importance and the significance and the challenge that resides in this effort. It will make a difference. But don't let it go by without taking seriously the opportunity right here. And don't let being clumsy, because you will be clumsy, don't let the fear of asking the wrong kind of question stop you. If you are sincere, people will recognize that even though you may be asking a question which may be embarrassing, or whatever, you are trying. But the only way

and eye examinations. These educational programs started with Governors' programs and the Indian Highway Safety Program.

Another participant explained that her Chapter is awaiting the government's signature for funds. She believed that checkpoints would be helpful and would like to see such a program at her Navajo Reservation since the nearest hospital is 50 miles away. A NHTSA representative of DOT's Emergency Medical Services also mentioned a driver checkpoint program that has worked because it was a local program with local support and tribal support. The funding sources were 402 Funds and Indian Highway Safety funds.

A participant commented that continued investment into cultural diversity and learning what cultural diversity is should be ongoing. One African American organization has been experiencing backlash to cultural diversity. Investment is needed for training, education, and development of the subject. It was further stated that "we are a cultural pluralistic, multiracial society wherein people are trying to get to know about cultural diversity."

One participant suggested that NHTSA initiate public service announcements (PSAs) for cultural and ethnic populations. However, it was believed that some clout is needed with the media so that important PSAs are not aired at 2:00 a.m., but rather during prime time.

A participant stated that traffic safety and, specifically, traffic safety as a public health issue is not being addressed in professional organizations such as black government officials, doctors, lawyers, etc. Outreach is needed from NHTSA to these groups.

A NHTSA representative read a list of what he felt has resulted from the this session: getting information into the field, expanding databases to include diverse populations, and doing more outreach-showing up at national meetings of organizations and identifying professional associations.

Another participant said that, in general, diverse cultural faces and populations should be included in the mainstream media and PSAs that are produced.

A representative commented on the need to define effectiveness, especially effectiveness of traffic safety programs. His definition for an effective bottom line included asking the question, does the infor-

mation we share affect a change in the usage of safety belts, car seats, and drinking while driving? He believed that safety belt use has reached a plateau. He cited the two specific Native American programs (Cherokee and Navajo) that improved usage. The Cherokees had over 90 percent usage and the Navajos had approximately 73 percent. These were major, integrated efforts through passage of tribal law, local law enforcement, positive media messages-print media, radio media, and other kinds of public information. All were locally-produced community information pieces. The term "community" should be used when referring to the site of a project and not referred to as a solution to the problem. It is more culturally appropriate if the community develops its own materials rather than using information packaged in Washington, D.C. or Rockville, Maryland. Although the information that NHTSA has provided has been technically good, communities should have the flexibility to modify these materials to meet their needs.

A participant from Atlanta, Georgia, reiterated that the community must support the project. He stated that you can have the best material in the world, and yet not have it go anywhere. He said that he had learned more in the past day of what NHTSA had then any time before. He stated the need to develop regional traffic safety programs. Involvement of all ethnic groups in the collaborative process is needed. Regarding advertisements, he said that the Olympic messages in Atlanta are not culturally diverse. He also mentioned an Atlanta project called TAP created by former President Jimmy Carter, that consisted of 20 clusters around the city. It created groups and brought in representatives from other organizations that met on a monthly basis. These communities told officials what they needed and what worked best for them.

A representative mentioned one of the more successful programs that her organization had participated in, which was a child safety program. This program's members made a special effort to invite her group to participate. Their written communications were readily available and were diversified. When written material was requested to send to 60 chapters, it was received very quickly. She was a participant of a group of about 20 in the "Health Vision" program to review its advertisements. This group did not like the ads at first, and members' opinions were ignored. With persistence, the group conveyed the right message, and finally the advertisements were changed.

and eye examinations. These educational programs started with Governors' programs and the Indian Highway Safety Program.

Another participant explained that her Chapter is awaiting the government's signature for funds. She believed that checkpoints would be helpful and would like to see such a program at her Navajo Reservation since the nearest hospital is 50 miles away. A NHTSA representative of DOT's Emergency Medical Services also mentioned a driver checkpoint program that has worked because it was a local program with local support and tribal support. The funding sources were 402 Funds and Indian Highway Safety funds.

A participant commented that continued investment into cultural diversity and learning what cultural diversity is should be ongoing. One African American organization has been experiencing backlash to cultural diversity. Investment is needed for training, education, and development of the subject. It was further stated that "we are a cultural pluralistic, multiracial society wherein people are trying to get to know about cultural diversity."

One participant suggested that NHTSA initiate public service announcements (PSAs) for cultural and ethnic populations. However, it was believed that some clout is needed with the media so that important PSAs are not aired at 2:00 a.m., but rather during prime time.

A participant stated that traffic safety and, specifically, traffic safety as a public health issue is not being addressed in professional organizations such as black government officials, doctors, lawyers, etc. Outreach is needed from NHTSA to these groups.

A NHTSA representative read a list of what he felt has resulted from the this session: getting information into the field, expanding databases to include diverse populations, and doing more outreach-showing up at national meetings of organizations and identifying professional associations.

Another participant said that, in general, diverse cultural faces and populations should be included in the mainstream media and PSAs that are produced.

A representative commented on the need to define effectiveness, especially effectiveness of traffic safety programs. His definition for an effective bottom line included asking the question, does the infor-

mation we share affect a change in the usage of safety belts, car seats, and drinking while driving? He believed that safety belt use has reached a plateau. He cited the two specific Native American programs (Cherokee and Navajo) that improved usage. The Cherokees had over 90 percent usage and the Navajos had approximately 73 percent. These were major, integrated efforts through passage of tribal law, local law enforcement, positive media messages-print media, radio media, and other kinds of public information. All were locally-produced community information pieces. The term "community" should be used when referring to the site of a project and not referred to as a solution to the problem. It is more culturally appropriate if the community develops its own materials rather than using information packaged in Washington, D.C. or Rockville, Maryland. Although the information that NHTSA has provided has been technically good, communities should have the flexibility to modify these materials to meet their needs.

A participant from Atlanta, Georgia, reiterated that the community must support the project. He stated that you can have the best material in the world, and yet not have it go anywhere. He said that he had learned more in the past day of what NHTSA had then any time before. He stated the need to develop regional traffic safety programs. Involvement of all ethnic groups in the collaborative process is needed. Regarding advertisements, he said that the Olympic messages in Atlanta are not culturally diverse. He also mentioned an Atlanta project called TAP created by former President Jimmy Carter, that consisted of 20 clusters around the city. It created groups and brought in representatives from other organizations that met on a monthly basis. These communities told officials what they needed and what worked best for them.

A representative mentioned one of the more successful programs that her organization had participated in, which was a child safety program. This program's members made a special effort to invite her group to participate. Their written communications were readily available and were diversified. When written material was requested to send to 60 chapters, it was received very quickly. She was a participant of a group of about 20 in the "Health Vision" program to review its advertisements. This group did not like the ads at first, and members' opinions were ignored. With persistence, the group conveyed the right message, and finally the advertisements were changed.

Breakout Session I: Marketing And Materials

The Facilitator opened the session by asking several questions. What materials are needed? What materials have worked? What materials have not worked? What are the best methods of dissemination?

Materials and programs developed both by ~~NHTSA~~ and by community-based organizations were described. Materials and programs that work include coloring books and puppets for children; *Respect Red*, a police program educating the public about red lights; ~~seatbelt~~ education; and a campaign against drunk driving. Targeted advertising, bus posters, and radio advertising are also effective.

Successful ~~NHTSA~~ materials include the *Safe and Sober Campaign* materials and the *Vince & Larry Campaign* materials. Materials that can be adopted for use by different groups are particularly effective.

Ethnic group representatives commented on the use of materials and marketing approaches with their respective groups. A program on BET, a Teen Summit on television, and a rap contest have been effective with young African-Americans. Those developing materials must remember that ~~African-~~Americans are more likely to be affected by the dual use of drugs and alcohol. Participants deplored the lack of African-American figures in ~~PSAs~~ and a general lack of materials developed for African-Americans.

A representative from the Hispanic community said that Spanish stores, inexpensive Spanish restaurants, and check-cashing places are effective sites for placing materials that will reach the Hispanic community. He added that successful materials is visually stimulating and should be no more than ~~one-~~page in length. The Coalition of Hispanic Health

and Human Services Organization (~~COSSMHO~~) has used focus groups to review their materials, which have been developed at the community level. Outreach to the Hispanic community was identified as a general problem.

A campaign designed for Native Americans has just begun, using material adapted from ~~NHTSA's~~ *Safe and Sober Campaign*. Bumper stickers and posters will be used. Sobriety checkpoints have been instituted, and the effort is gaining the political support of tribal leaders.

For all groups, the choice of spokesperson is critical and should not send a mixed message. He or she should not be someone who has used drugs or alcohol in the past and has "overcome" the problem. Materials should reflect the totality of the culture, rather than merely replacing Caucasian figures with those of another ethnic group. The ethnic press should be used more aggressively in marketing.

Recommendations:

1. ~~NHTSA~~ should establish partnerships with African-American organizations.
2. The next forum should be held in the west.
3. Materials should be disseminated through existing community organizations and community leaders.
4. ~~NHTSA~~ should develop basic materials that can be adapted for use by ethnic organizations.
5. The coalition brought together by the conference should be maintained.

Breakout Session I: Marketing and Materials (cont'd)

Facilitator

Kyo R. Jhin, Ed.D., Korea/Vietnam Memorial Center

Writer

Kate Mulligan

Participants

Officer Pete **Aleida,** Elgin, IL Police Department

Christine **Chen,** Organization of Chinese Americans

James **W.** Couch, West End Medical Center

Ron **Engle,** NHTSA/DOIT

Bibi Gombarg, Dr. PH., COSSMHO

Craig **Killgo, Jr.,** NHTSA/DOIT

Roger **Kunrus,** NHTSA/DOIT

Breakout Session I: Marketing And Materials

The Facilitator opened the session by asking several questions. What materials are needed? What materials have worked? What materials have not worked? What are the best methods of dissemination?

Materials and programs developed both by ~~NHTSA~~ and by community-based organizations were described. Materials and programs that work include coloring books and puppets for children; *Respect Red*, a police program educating the public about red lights; ~~seatbelt~~ education; and a campaign against drunk driving. Targeted advertising, bus posters, and radio advertising are also effective.

Successful ~~NHTSA~~ materials include the *Safe and Sober Campaign* materials and the *Vince & Larry Campaign* materials. Materials that can be adopted for use by different groups are particularly effective.

Ethnic group representatives commented on the use of materials and marketing approaches with their respective groups. A program on BET, a Teen Summit on television, and a rap contest have been effective with young African-Americans. Those developing materials must remember that ~~African-~~African-Americans are more likely to be affected by the dual use of drugs and alcohol. Participants deplored the lack of African-American figures in ~~PSAs~~ and a general lack of materials developed for African-Americans.

A representative from the Hispanic community said that Spanish stores, inexpensive Spanish restaurants, and check-cashing places are effective sites for placing materials that will reach the Hispanic community. He added that successful materials is visually stimulating and should be no more than ~~one-~~one-page in length. The Coalition of Hispanic Health

and Human Services Organization (~~COSSMHO~~) has used focus groups to review their materials, which have been developed at the community level. Outreach to the Hispanic community was identified as a general problem.

A campaign designed for Native Americans has just begun, using material adapted from ~~NHTSA's~~ *Safe and Sober Campaign*. Bumper stickers and posters will be used. Sobriety checkpoints have been instituted, and the effort is gaining the political support of tribal leaders.

For all groups, the choice of spokesperson is critical and should not send a mixed message. He or she should not be someone who has used drugs or alcohol in the past and has "overcome" the problem. Materials should reflect the totality of the culture, rather than merely replacing Caucasian figures with those of another ethnic group. The ethnic press should be used more aggressively in marketing.

Recommendations:

1. ~~NHTSA~~ should establish partnerships with African-American organizations.
2. The next forum should be held in the west.
3. Materials should be disseminated through existing community organizations and community leaders.
4. ~~NHTSA~~ should develop basic materials that can be adapted for use by ethnic organizations.
5. The coalition brought together by the conference should be maintained.

Breakout Session I: Marketing and Materials (cont'd)

Facilitator

Kyo R. Jhin, Ed.D., Korea/Vietnam Memorial Center

Writer

Kate Mulligan

Participants

Officer Pete **Aleida,** Elgin, IL Police Department

Christine **Chen,** Organization of Chinese Americans

James **W. Couch,** West End Medical Center

Ron **Engle,** NHTSA/DOIT

Bibi Gombarg, Dr. PH., COSSMHO

Craig **Killgo, Jr.,** NHTSA/DOIT

Roger **Kunus,** NHTSA/DOIT

Breakout Session I: Building Partnerships

The facilitator asked the participants to come up with a list of strategies related to establishing and maintaining partnerships between ~~NHTSA~~ and the agencies represented. She asked the participants to describe both successful and unsuccessful partnerships.

A participant noted that most outreach programs operate on a “shoestring” budget with limited staff, most of whom are volunteers. She felt that setting up ~~NHTSA~~ regional offices could aid in cutting through some of the time-consuming bureaucratic red tape.

Two participants said community organizations often have to conform to ~~pre-conceived~~ government notions and generic programs of governmental agencies. It was also noted that many groups are diverse in themselves. For example, the Indian Nation is subgrouped by several distinct tribes and the ~~Asian-~~Asian-American group encompasses diverse populations from Korean-Americans, Vietnamese-Americans, ~~Chinese-~~Chinese-Americans, Japanese-Americans, etc. A lack of ~~sensi-~~sensitivity from governmental agencies regarding issues ~~fac-~~ing communities with people of color was of major concern to the group.

Recommendations

1. Governmental agencies should reflect the diversity of the population for each region served.
2. Communication between organizations and federal bureaucracies should be improved by eliminating lengthy paperwork, training staff, and increasing funding.
3. Agencies should initiate sensitivity training to establish an awareness of different cultures and a nationwide advisory board consisting of representatives from diverse groups. It was pointed out that Native Americans often have to compete with local governments, community governments, and state entities for funding.
4. Direct funding should be given to outreach organizations by the federal government to assist them in their efforts.
5. A good community outreach program staff must include members from the community.
6. On-going meetings must exist between government agencies, networks, and community coalitions; to get feedback and share ideas and/or information.

Breakout Session I: Building Partnerships (cont'd)

Facilitator

Pamela Paul, Ph.D., University of Maryland

Writer

Dawn ~~Michelle~~ Gould

Participants

Shirley Barton, ~~NHTSA/DOJ~~

Jesse ~~Blatt~~, ~~NHTSA/DOJ~~

Wesley ~~Blount~~, ~~NHTSA/DOJ~~

~~Emilie G. Deaning~~, NAAFASA

Louis ~~R. De Carolis~~, ~~NHTSA~~, Region VIII

Jane ~~Dion~~, ~~NHTSA/DOJ~~

Hazel ~~N. Dukes, J.D.~~, Hazel Dukes Associates

~~Sadako S. Holmes, MPH,~~ R.N., C.C.M.,

National Black Nurses Association

Michael ~~Impellizzeri~~, ~~NHTSA/DOJ~~

George John, ~~Tohono O'odham~~ Nation Police

Sherry King, ~~IHS Sanitarian~~

Marvin Levy

Logan Lewis, Apple, Inc.

~~Alelia Munroe~~, Massachusetts Black Alcoholism & Addictions Council

Paul Noise, Jr., San ~~Carlos~~ Apache Tribe

George ~~B. Quick~~, ~~NHTSA/DOJ~~

Breakout Session I: Building Partnerships

The facilitator asked the participants to come up with a list of strategies related to establishing and maintaining partnerships between ~~NHTSA~~ and the agencies represented. She asked the participants to describe both successful and unsuccessful partnerships.

A participant noted that most outreach programs operate on a “shoestring” budget with limited staff, most of whom are volunteers. She felt that setting up ~~NHTSA~~ regional offices could aid in cutting through some of the time-consuming bureaucratic red tape.

Two participants said community organizations often have to conform to ~~pre-conceived~~ government notions and generic programs of governmental agencies. It was also noted that many groups are diverse in themselves. For example, the Indian Nation is subgrouped by several distinct tribes and the ~~Asian-~~Asian-American group encompasses diverse populations from Korean-Americans, Vietnamese-Americans, ~~Chinese-~~Chinese-Americans, Japanese-Americans, etc. A lack of ~~sensi-~~sensitivity from governmental agencies regarding issues ~~fac-~~ing communities with people of color was of major concern to the group.

Recommendations

1. Governmental agencies should reflect the diversity of the population for each region served.
2. Communication between organizations and federal bureaucracies should be improved by eliminating lengthy paperwork, training staff, and increasing funding.
3. Agencies should initiate sensitivity training to establish an awareness of different cultures and a nationwide advisory board consisting of representatives from diverse groups. It was pointed out that Native Americans often have to compete with local governments, community governments, and state entities for funding.
4. Direct funding should be given to outreach organizations by the federal government to assist them in their efforts.
5. A good community outreach program staff must include members from the community.
6. On-going meetings must exist between government agencies, networks, and community coalitions; to get feedback and share ideas and/or information.

Breakout Session I: Building Partnerships (cont'd)

Facilitator

Pamela Paul, Ph.D., University of Maryland

Writer

Dawn ~~Michelle~~ Gould

Participants

Shirley Barton, ~~NHTSA/DOJ~~

Jesse ~~Blatt~~, ~~NHTSA/DOJ~~

Wesley ~~Blount~~, ~~NHTSA/DOJ~~

~~Emilie G. Deaning~~, NAAFASA

Louis ~~R. De Carolis~~, ~~NHTSA~~, Region VIII

Jane ~~Dion~~, ~~NHTSA/DOJ~~

Hazel ~~N. Dukes~~, ~~J.D.~~, Hazel Dukes Associates

~~Sadako S. Holmes~~, ~~M.P.H.~~, R.N., ~~C.C.M.~~,

National Black Nurses Association

Michael ~~Impellizzeri~~, ~~NHTSA/DOJ~~

George John, ~~Tohono O'odham~~ Nation Police

Sherry King, ~~IHS Sanitarian~~

Marvin Levy

Logan Lewis, Apple, Inc.

~~Alelia Munroe~~, Massachusetts Black Alcoholism & Addictions Council

Paul Noise, Jr., San ~~Carlos~~ Apache Tribe

George ~~B. Quick~~, ~~NHTSA/DOJ~~

trian safety; and in Miami, Florida, the concern was on pedestrian safety and refresher courses for older drivers. It has been her experience to get information from NHTSA that could be adaptable in several communities.

A participant from the State of Arizona felt that use of people who speak the language and who will invite you in to spread the message should be encouraged. Native Americans in his area will not always allow strangers in, no matter what the message. Relationships with leaders in community centers, chapters, or districts need cultivation. Enforcement is effective when the tribal law enforcers within the tribe are used. There has been success in going to schools and speaking to children, who then conveyed the message to adults.

A participant thanked NHTSA for their help in developing the campaign *Safe and Sober* in her Navajo Nation chapter. At first, the president of her organization was not interested in this program. However, her chapter decided to go ahead with the program and did not include the administration. There has been a change in administration and now it wants involvement. The New Lands Chapter and NHTSA are working together to provide a program to six communities out of 100 and, if successful, perhaps could reach all 100.

As time ran out, the Facilitator invited participants to convey other ideas that were not included in this forum. A participant came forward to say that he wished to see development of more regional bicycle and pedestrian walkway plans, especially in Atlanta. Also, he would like to see development of case studies

of programs that are working for replication. Annual conferences should be sponsored and organized. More programs should be integrated into college and high school curriculums, and a review should be made of zoning practices in communities of color.

Recommendations

- o Facts, e.g., statistics broken down by ethnic/nationality group
- o Expanded database-information about alternative funding sources
- o Get into field to develop better understanding
- o Use funds to “leverage” the system so that we get most “bang for the buck”
- o Continue emphasis movement through cultural diversity-
 - cultural awareness
 - cultural sensitivity
 - cultural college
 - cultural competence
- o Improve communication on all levels-local, state, national
- o Better empower representatives of all groups to contribute richness of knowledge and wisdom
- o How to secure needed funds
- o Be flexible, patient, nonbureaucratic in reviewing proposals

Breakout Session II: Community Programs (cont'd)

Facilitator
 Dr. David Barber, Institute for Technical Solutions
 Writer
 Georgia Giacoble, Sociometrics, Inc.
 Participants
 Pete Almeida, El Protector Program, Elgin Police Department
 Shirley Barton, NHTSA/DOJ
 Wesley Blount, NHTSA/DOJ

Christine Chen, Organization of Chinese Americans
 James Couch, West End Medical Center
 Garry Cridle, NHTSA/DOJ
 Emilie Deaning, NAPAFA
 Hazel N. Dukes, J.D., Hazel Dukes Associates
 Bibi Gombarg, Dr. P.H., COSSMHO
 Sadaka Holmes, National Black Nurses Associates, Inc.
 Dorothy Howard, Pifion Chapter, Navajo Reservation

trian safety; and in Miami, Florida, the concern was on pedestrian safety and refresher courses for older drivers. It has been her experience to get information from NHTSA that could be adaptable in several communities.

A participant from the State of Arizona felt that use of people who speak the language and who will invite you in to spread the message should be encouraged. Native Americans in his area will not always allow strangers in, no matter what the message. Relationships with leaders in community centers, chapters, or districts need cultivation. Enforcement is effective when the tribal law enforcers within the tribe are used. There has been success in going to schools and speaking to children, who then conveyed the message to adults.

A participant thanked NHTSA for their help in developing the campaign *Safe and Sober* in her Navajo Nation chapter. At first, the president of her organization was not interested in this program. However, her chapter decided to go ahead with the program and did not include the administration. There has been a change in administration and now it wants involvement. The New Lands Chapter and NHTSA are working together to provide a program to six communities out of 100 and, if successful, perhaps could reach all 100.

As time ran out, the Facilitator invited participants to convey other ideas that were not included in this forum. A participant came forward to say that he wished to see development of more regional bicycle and pedestrian walkway plans, especially in Atlanta. Also, he would like to see development of case studies

of programs that are working for replication. Annual conferences should be sponsored and organized. More programs should be integrated into college and high school curriculums, and a review should be made of zoning practices in communities of color.

Recommendations

- o Facts, e.g., statistics broken down by ethnic/nationality group
- o Expanded database-information about alternative funding sources
- o Get into field to develop better understanding
- o Use funds to “leverage” the system so that we get most “bang for the buck”
- o Continue emphasis movement through cultural diversity-
 - cultural awareness
 - cultural sensitivity
 - cultural college
 - cultural competence
- o Improve communication on all levels-local, state, national
- o Better empower representatives of all groups to contribute richness of knowledge and wisdom
- o How to secure needed funds
- o Be flexible, patient, nonbureaucratic in reviewing proposals

Breakout Session II: Community Programs (cont'd)

Facilitator
 Dr. David Barber, Institute for Technical Solutions
 Writer
 Georgia Giacoble, Sociometrics, Inc.
 Participants
 Pete Almeida, El Protector Program, Elgin Police Department
 Shirley Barton, NHTSA/DOJ
 Wesley Blount, NHTSA/DOJ

Christine Chen, Organization of Chinese Americans
 James Couch, West End Medical Center
 Garry Cridle, NHTSA/DOJ
 Emilie Deaning, NAPAFA
 Hazel N. Dukes, J.D., Hazel Dukes Associates
 Bibi Gombarg, Dr. P.H., COSSMHO
 Sadaka Holmes, National Black Nurses Associates, Inc.
 Dorothy Howard, Pifion Chapter, Navajo Reservation

trian safety; and in Miami, Florida, the concern was on pedestrian safety and refresher courses for older drivers. It has been her experience to get information from NHTSA that could be adaptable in several communities.

A participant from the State of Arizona felt that use of people who speak the language and who will invite you in to spread the message should be encouraged. Native Americans in his area will not always allow strangers in, no matter what the message. Relationships with leaders in community centers, chapters, or districts need cultivation. Enforcement is effective when the tribal law enforcers within the tribe are used. There has been success in going to schools and speaking to children, who then conveyed the message to adults.

A participant thanked NHTSA for their help in developing the campaign *Safe and Sober* in her Navajo Nation chapter. At first, the president of her organization was not interested in this program. However, her chapter decided to go ahead with the program and did not include the administration. There has been a change in administration and now it wants involvement. The New Lands Chapter and NHTSA are working together to provide a program to six communities out of 100 and, if successful, perhaps could reach all 100.

As time ran out, the Facilitator invited participants to convey other ideas that were not included in this forum. A participant came forward to say that he wished to see development of more regional bicycle and pedestrian walkway plans, especially in Atlanta. Also, he would like to see development of case studies

of programs that are working for replication. Annual conferences should be sponsored and organized. More programs should be integrated into college and high school curriculums, and a review should be made of zoning practices in communities of color.

Recommendations

- o Facts, e.g., statistics broken down by ethnic/nationality group
- o Expanded database-information about alternative funding sources
- o Get into field to develop better understanding
- o Use funds to “leverage” the system so that we get most “bang for the buck”
- o Continue emphasis movement through cultural diversity-
 - cultural awareness
 - cultural sensitivity
 - cultural college
 - cultural competence
- o Improve communication on all levels-local, state, national
- o Better empower representatives of all groups to contribute richness of knowledge and wisdom
- o How to secure needed funds
- o Be flexible, patient, nonbureaucratic in reviewing proposals

Breakout Session II: Community Programs (cont'd)

Facilitator
 Dr. David Barber, Institute for Technical Solutions
 Writer
 Georgia Giacoble, Sociometrics, Inc.
 Participants
 Pete Almeida, El Protector Program, Elgin Police Department
 Shirley Barton, NHTSA/DOJ
 Wesley Blount, NHTSA/DOJ

Christine Chen, Organization of Chinese Americans
 James Couch, West End Medical Center
 Garry Cridle, NHTSA/DOJ
 Emilie Deaning, NAPAFA
 Hazel N. Dukes, J.D., Hazel Dukes Associates
 Bibi Gombarg, Dr. P.H., COSSMHO
 Sadaka Holmes, National Black Nurses Associates, Inc.
 Dorothy Howard, Pifion Chapter, Navajo Reservation

Breakout Session II: Building Partnerships

Workshop participants were asked to describe “ideal partnerships.” Several programs were cited.

An organization of Chinese Americans member said her group is currently working with **NHTSA** to develop materials for the Chinese-American population. In the near future, they will expand the materials to reach other Asian and Pacific-American groups.

A participant talked about the Alcohol Management Program which was originally funded by **NHTSA**. The group made individual recommendations for effective partnerships.

A **NHTSA** representatives said that partnerships with groups with large memberships and/or existing outreach programs are ideal.

The group agreed that partnerships with **organizations** that meet established goals will make outreach programs more effective and said when considering partnerships remember to “trade-off” — help groups deliver their message as well as yours.

The group concluded that successful partnerships will have common interests with some measure of value (capital or human resources) from each side.

Some form of checks and balances should be implemented to ensure that each side has the

capabilities to live up to what was initially promised.

Training should be continuous to maintain cultural sensitivity.

Marketing techniques such as brochures, posters, exhibits, advertisements, and commercials should be utilized. Also the group felt that there would be some regulated way of measuring and ensuring that goals are being accomplished and that the target population is being reached.

Recommendations:

1. Statistical **ethnicity** information should be collected. Problem areas within communities could be targeted and education could be provided.
2. Effective ways to transmit information to various cultural groups should be studied. Resources between various government agencies could be combined.
3. Close attention should be paid to studies conducted by the Center for Disease Control (**CDC**), the Trauma Center, and various other related groups. The Facilitator asked the group to discuss decision-making processes to use when forming a partnership.

Breakout Session II: Building Partnerships (cont'd)

Facilitator

Pamela Paul, Ph.D., University of Maryland

Writer

Dawn ~~Michelle~~ Gould

Participants

Garry ~~Cridle~~, **NHTSA/DOIT**

Ron ~~Engle~~, **NHTSA/DOIT**

Craig ~~Killgo~~, Jr., **NHTSA/DOIT**

Joe ~~Ann~~ O'Hara, **NHTSA/DOIT**

Eugene Peterson, **NHTSA/DOIT**, Region III

Kathleen Powers, **NHTSA/DOIT**

Barbara ~~Sauers~~, **NHTSA/DOIT**

Ray ~~Swainey~~, Cherokee Police Department,
Eastern Band of Cherokee Indians

Jeremiah White, Jr., Intercultural Family Services

Sgt. Euclid Williams, **NOBILE**.

Judge ~~Tania~~ E. Wright, Pennsylvania Liquor
Control Board

Yu-Yee ~~Wu~~, Organization of Chinese Americans

BREAKOUT SESSION III

Breakout Session III: Agenda For The Future

The group was asked to discuss ways in which ~~NHTSA~~ could address issues of traffic safety program diversity. The group had several individual recommendations. **1.** It was suggested that morbidity and mortality data on various ethnic groups should be collected, and recommended establishing an advisory council consisting of ethnic groups. **2.** Participants stressed the importance of continuing highway safety education and the distribution of information and materials. **3.** The group recommended **culturally**-oriented coalitions in traffic safety and injury prevention. **4.** The group emphasized the need for continuous cultural sensitivity programs. **5.** The group recommended the construction of a “clearinghouse” of programs and materials. **6.** It was also recommended that an advisory group be coordinated to develop criteria for inclusion in the clearinghouse. **7.** Participants stressed the need for ongoing cultural sensitivity training for ~~NHTSA~~ and Department of Transportation (DOT). **8.** Participant noted that it is important to establish feedback for conference participants about the outcome of recommendations. **9.** The group also felt that a strong relationship should be developed between ~~NHTSA~~ and community groups, that State Highway Safety Offices should be encouraged to build partnerships through communities, and that culturally diverse populations should be identified by region. **10.** Participants strongly suggested that states should be encouraged to include **ethnicity** on police forms and tickets. Recommended using the Census Bureau categories on police forms. **11.** The group also stressed the need to develop a set of guiding principles, a target program, and a mentorship program. **12.** It was recommended that research results be collected and disseminated, that diversity focus groups be established, and that cultural differences in use of child safety seats be recognized.

In summary, the group recommendations made in order of priority were:

1. ~~Encourage~~ State Highway Safety Offices to build partnership through communities and identify diversity populations by region.

2. Need ~~Morbidity/Mortality~~ data on various ethnic groups
3. Focus groups for needs
4. Continue cultural sensitivity programs
5. Collect and disseminate research results
6. Encourage states to include **ethnicity** on forms and use census bureau categories
7. Ongoing cultural sensitivity training for ~~NHTSA~~ and DOT
8. ~~Establish~~ advisory council consisting of ethnic groups
9. ~~Feedback~~ to conference participants about the outcome of recommendations
10. ~~Information~~ and materials
11. ~~Develop~~ relationship between ~~NHTSA~~ groups and community groups
12. ~~Support~~ culturally-oriented coalitions in traffic safety and injury prevention
13. ~~Continue~~ cultural sensitivity programs

In addition, recommendations made for participants' roles were:

1. Talk to legislators
2. Facilitate contacts at local levels
3. Share information with each other
4. Encourage state offices to have similar partners in progress meetings
5. Share information and establish coalitions
6. Subcommittees that focus on diversity

BREAKOUT SESSION III

Breakout Session III: Agenda For The Future

The group was asked to discuss ways in which ~~NHTSA~~ could address issues of traffic safety program diversity. The group had several individual recommendations. **1.** It was suggested that morbidity and mortality data on various ethnic groups should be collected, and recommended establishing an advisory council consisting of ethnic groups. **2.** Participants stressed the importance of continuing highway safety education and the distribution of information and materials. **3.** The group recommended **culturally-oriented** coalitions in traffic safety and injury prevention. **4.** The group emphasized the need for continuous cultural sensitivity programs. **5.** The group recommended the construction of a “clearinghouse” of programs and materials. **6.** It was also recommended that an advisory group be coordinated to develop criteria for inclusion in the clearinghouse. **7.** Participants stressed the need for ongoing cultural sensitivity training for ~~NHTSA~~ and Department of Transportation (DOT). **8.** Participant noted that it is important to establish feedback for conference participants about the outcome of recommendations. **9.** The group also felt that a strong relationship should be developed between ~~NHTSA~~ and community groups, that State Highway Safety Offices should be encouraged to build partnerships through communities, and that culturally diverse populations should be identified by region. **10.** Participants strongly suggested that states should be encouraged to include **ethnicity** on police forms and tickets. Recommended using the Census Bureau categories on police forms. **11.** The group also stressed the need to develop a set of guiding principles, a target program, and a mentorship program. **12.** It was recommended that research results be collected and disseminated, that diversity focus groups be established, and that cultural differences in use of child safety seats be recognized.

In summary, the group recommendations made in order of priority were:

- 1. Encourage** State Highway Safety Offices to build partnership through communities and identify diversity populations by region.

- 2. Need Morbidity/Mortality** data on various ethnic groups
- 3. Focus groups** for needs
- 4. Continue** cultural sensitivity programs
- 5. Collect and disseminate** research results
- 6. Encourage** states to include **ethnicity** on forms and use census bureau categories
- 7. Ongoing** cultural sensitivity training for ~~NHTSA~~ and DOT
- & Establish** advisory council consisting of ethnic groups
- 9. Feedback** to conference participants about the outcome of recommendations
- 10. Information** and materials
- 11. Develop** relationship between ~~NHTSA~~ groups and community groups
- 12. Support** culturally-oriented coalitions in traffic safety and injury prevention
- 13. Continue** cultural sensitivity programs

In addition, recommendations made for participants' roles were:

- 1. Talk** to legislators
- 2. Facilitate** contacts at local levels
- 3. Share** information with each other
- 4. Encourage** state offices to have similar partners in progress meetings
- 5. Share** information and establish coalitions
- 6. Subcommittees** that focus on diversity

8. Organizations representing culturally-diverse groups should provide **NHTSA** support with Congress.
9. Organizations representing culturally diverse groups need funds to attend conferences and to “get the word out.”
10. **NHTSA** staff should market traffic safety more effectively so that communities of color include this issue with other budget battles.
11. **NHTSA** should encourage existing **organizations** to incorporate traffic safety messages and materials.
12. Material concerning traffic safety should be presented at every forum about health because traffic safety is a health issue. **NHTSA** should establish a calendar of events concerning public health issues.
13. **NHTSA** should distribute material to the ethnic media and other promotion outlets.
14. **NHTSA** should collaborate with other federal agencies.
15. **NHTSA** should work with the **BIA** and the Indian Health Service to develop procedures to allow Native Americans to access what **NHTSA** offers.

Breakout Session III: Opportunities For Collaborative Efforts (cont'd)

Facilitator

Pamela Paul, Ph.D., University of Maryland

Writer

Kate Mulligan

Sociometrics, Inc.

Participants

Jane **Blatt**, **NHTSA/DOJ**

James **W.** Couch, West End Medical Center

Hazel **N.** Dukes, **J.D.**, Hazel Dukes Associates

Ron **Engle**, **NHTSA/DOJ**

George John, **Tohono O'odham** Nation Police

Roger **Kunus**, **NHTSA/DOJ**

Marvin Levy, **NHTSA/DOJ**

Alelia Mumroe, Massachusetts Black Alcoholism & Addictions Council

LaVonnie Tsonie, New Lands Chapter, Navajo Nation

Judge **Tania** Wright, Pennsylvania Liquor Control Board

Yu-Yee Wu, Organization of Chinese Americans

8. Organizations representing culturally-diverse groups should provide **NHTSA** support with Congress.
9. Organizations representing culturally diverse groups need funds to attend conferences and to “get the word out.”
10. **NHTSA** staff should market traffic safety more effectively so that communities of color include this issue with other budget battles.
11. **NHTSA** should encourage existing **organizations** to incorporate traffic safety messages and materials.
12. Material concerning traffic safety should be presented at every forum about health because traffic safety is a health issue. **NHTSA** should establish a calendar of events concerning public health issues.
13. **NHTSA** should distribute material to the ethnic media and other promotion outlets.
14. **NHTSA** should collaborate with other federal agencies.
15. **NHTSA** should work with the **BIA** and the Indian Health Service to develop procedures to allow Native Americans to access what **NHTSA** offers.

Breakout Session III: Opportunities For Collaborative Efforts (cont'd)

Facilitator

Pamela Paul, Ph.D., University of Maryland

Writer

Kate Mulligan

Sociometrics, Inc.

Participants

Jane **Blatt**, **NHTSA/DOJ**

James **W.** Couch, West End Medical Center

Hazel **N.** Dukes, **J.D.**, Hazel Dukes Associates

Ron **Engle**, **NHTSA/DOJ**

George John, **Tohono O'odham** Nation Police

Roger **Kunus**, **NHTSA/DOJ**

Marvin Levy, **NHTSA/DOJ**

Alelia Mumroe, Massachusetts Black Alcoholism & Addictions Council

LaVonnie Tsonie, New Lands Chapter, Navajo Nation

Judge **Tania** Wright, Pennsylvania Liquor Control Board

Yu-Yee Wu, Organization of Chinese Americans

Breakout Session IV : Opportunities For Collaborative Efforts

The Facilitator asked participants to identify factors necessary to successful collaborations. The group identified factors and made corresponding recommendations to improve NHTSA's relationships with culturally diverse groups.

1. Partners in a collaboration must be equal and able to trust each other. Members of ethnic organizations have a natural, healthy suspicion of organizations dominated by white people.
2. The "dominant" organization must be flexible because ethnic organizations often have had **nei**ther time nor resources to build an infrastructure.
3. All ethnic groups should be represented.
4. Partners must be able to understand the world views of other members of the collaboration. Values shape perceptions, so issues may be seen differently.

5. NHTSA should provide funding to permit **col**laborations among ethnic organizations funded for similar purposes.
 6. NHTSA should **provide** additional funding to permit information sharing at local and regional levels among ~~NHTSA-funded~~ ethnic organizations.
 7. NHTSA should establish an ethnic minority advisory group.
 8. NHTSA should establish Regional diversity forums and Regional advisory groups.
 9. NHTSA should establish on-going relationships with ethnic groups that permit a regular exchange of information.
1. ~~ONHTSA~~ and community organizations should identify and publicize models of successful **col**laborations.

Breakout Session IV : Opportunities For Collaborative Efforts (cont'd)

Facilitator

Pamela Paul, Ph.D., University of Maryland

Writer

Kate Mulligan

Participants

Officer Pete **Almeida**, **Elgin**, IL Police Department

Wesley **Blount**, NHTSA/DOIT

Garry Criddle, NHTSA/DOIT

Emilie G. Dearing, NAPA/FASA

Jane **Dion**, NHTSA/DOIT

Sherry King, ~~IHS~~ **Sanitarian**

Logan Lewis, Apple

Ann Mitchell, ~~NHTSA/COOBS~~

Eugene Peterson, NHTSA Region III

Joe Ann ~~O'Hara~~, NHTSA/DOIT

Barbara ~~Saucers~~, NHTSA/DOIT

Richard J. Smith, III Indian Health Service

Ray ~~Swayney~~, Cherokee Police Department

Jeremia Wright, Jr., Intercultural Family Services

Louis **R. DeCarrollis**, NHTSA, Region VIII

Breakout Session IV : Opportunities For Collaborative Efforts

The Facilitator asked participants to identify factors necessary to successful collaborations. The group identified factors and made corresponding recommendations to improve NHTSA's relationships with culturally diverse groups.

1. Partners in a collaboration must be equal and able to trust each other. Members of ethnic organizations have a natural, healthy suspicion of organizations dominated by white people.
2. The "dominant" organization must be flexible because ethnic organizations often have had **nei**ther time nor resources to build an infrastructure.
3. All ethnic groups should be represented.
4. Partners must be able to understand the world views of other members of the collaboration. Values shape perceptions, so issues may be seen differently.

5. NHTSA should provide funding to permit **col**laborations among ethnic organizations funded for similar purposes.
6. NHTSA should **provide** additional funding to permit information sharing at local and regional levels among ~~NHTSA-funded~~ ethnic organizations.
7. NHTSA should establish an ethnic minority advisory group.
8. NHTSA should establish Regional diversity forums and Regional advisory groups.
9. NHTSA should establish on-going relationships with ethnic groups that permit a regular exchange of information.
1. ~~ONHTSA~~ and community organizations should identify and publicize models of successful **col**laborations.

Breakout Session IV : Opportunities For Collaborative Efforts (cont'd)

Facilitator

Pamela Paul, Ph.D., University of Maryland

Writer

Kate Mulligan

Participants

Officer Pete **Almeida**, Elgin, IL Police Department

Wesley **Blount**, NHTSA/DOIT

Garry Cridtle, NHTSA/DOIT

Emilie G. Dearing, NAPAFASA

Jane **Dion**, NHTSA/DOIT

Sherry King, ~~IHS~~ **Sanitarian**

Logan Lewis, Apple

Ann Mitchell, ~~NHTSA/COOBS~~

Eugene Peterson, ~~NHTSA~~ Region III

Joe Ann ~~O'Hara~~, ~~NHTSA/DOIT~~

Barbara ~~Saucers~~, ~~NHTSA/DOIT~~

Richard J. Smith, III Indian Health Service

Ray ~~Swayney~~, Cherokee Police Department

Jeremia Wright, Jr., Intercultural Family Services

Louis **R. DeCarrollis**, NHTSA, Region VIII

lems getting information, received inadequate referrals, and complained about a lack of personal contact.

5. Seek ways to streamline and simplify paperwork and regulations. Ethnic minority organizations often do not have adequate resources for required paperwork and are not funded for that administrative expense.
6. Establish a data base that permits analysis of the impact of traffic safety issues on each ethnic minority group. Ethnic organizations equipped with data could be more persuasive within their ethnic communities.
7. Help ethnic minority agencies understand that traffic safety is a priority concern.
8. Find ways to ensure accountability. Participants suggested specific budget items for programs promoting diversity, linking employee evaluations to their efforts in promoting diversity and establishing measurable objectives.
9. See organizations as a resource to ~~NHTSA~~. Many participants believed strongly that the relationship between ~~NHTSA~~ and ethnic groups should be two-way.
10. Develop ~~NHTSA~~ as a resource in areas other than granting funds. ~~NHTSA~~ could help organizations find other sources for short-term funding and assist organizations in developing creative ways of complying with regulations.

FOLLOW UP ISSUES

- Follow-up conference in ~~12-15~~ months in some other locations. The next forum should be held in the West.
- The coalition brought together by this forum should be maintained.
- Ongoing meetings must exist between government agencies, networks, and community coalitions to get feedback and share ideas and/or information.
- Develop of case studies of programs that working for replication.
- Establish an advisory group composed of representatives from ethnic organizations with regular access to key administrators.
- Implement a mechanism to ensure that ~~NHTSA~~ responds to recommendations.
- Encourage State Highway Safety Offices to build partnerships through communities and identify diversity populations by region.
- All participants should get feedback of outcomes and procedures should be established on the basis of this conference.
- Convene Regional diversity conferences.
- Every Region should have diversity outreach and participants should involve communities serious about diversity in traffic safety programs.

lems getting information, received inadequate referrals, and complained about a lack of personal contact.

5. Seek ways to streamline and simplify paperwork and regulations. Ethnic minority organizations often do not have adequate resources for required paperwork and are not funded for that administrative expense.
6. Establish a data base that permits analysis of the impact of traffic safety issues on each ethnic minority group. Ethnic organizations equipped with data could be more persuasive within their ethnic communities.
7. Help ethnic minority agencies understand that traffic safety is a priority concern.
8. Find ways to ensure accountability. Participants suggested specific budget items for programs promoting diversity, linking employee evaluations to their efforts in promoting diversity and establishing measurable objectives.
9. See organizations as a resource to ~~NHTSA~~. Many participants believed strongly that the relationship between ~~NHTSA~~ and ethnic groups should be two-way.
10. Develop ~~NHTSA~~ as a resource in areas other than granting funds. ~~NHTSA~~ could help organizations find other sources for short-term funding and assist organizations in developing creative ways of complying with regulations.

FOLLOW UP ISSUES

- Follow-up conference in ~~12-15~~ months in some other locations. The next forum should be held in the West.
- The coalition brought together by this forum should be maintained.
- Ongoing meetings must exist between government agencies, networks, and community coalitions to get feedback and share ideas and/or information.
- Develop of case studies of programs that working for replication.
- Establish an advisory group composed of representatives from ethnic organizations with regular access to key administrators.
- Implement a mechanism to ensure that ~~NHTSA~~ responds to recommendations.
- Encourage State Highway Safety Offices to build partnerships through communities and identify diversity populations by region.
- All participants should get feedback of outcomes and procedures should be established on the basis of this conference.
- Convene Regional diversity conferences.
- Every Region should have diversity outreach and participants should involve communities serious about diversity in traffic safety programs.

WRAP UP AND A D JOURNMENT

WRAP-UP AND A D JOURNMENT AT THE TRAFFIC SAFETY DIVERSITY FORUM

FRANCES L. BRISBANE, Ph. D.

DEAN SCHOOL OF SOCIAL WELFARE

CHAIRPERSON, NATIONAL BLACK ALCOHOLISM AND ADDICTIONS COUNCIL, WASHINGTON, D.C.

I want to thank everyone who took time out of their busy schedules to participate in the Diversity Forum. We have worked both hard and smart and the results of our efforts can be implemented. Most gratifying is

Dr. Hedlund's pledge to seriously review all of our recommendations and to implement some on a short-term basis and others in the "not too distant" future. Please know, Dr. Hedlund, that we are eager to help in any way we can. There are many people here who have had great success. If you need any of us to become part of the implementation process, please call on us. While all of us are busy, assisting you in your diversity mission is a priority for us.

We realize that incorporating significant diversity in an organization is not a "bottom up"

process. It must begin at the top. When Dr. Hedlund sends forth the message that "We will have greater diversity in NHTSA Traffic Safety Programs," the debate stops and action begins.

Since all of us are leaders, we are keenly aware that being a leader is not an easy task. Leaders must often insist that people do things that are good for the organization that they may feel are not good for them personally. Such is the case in implementing a diversity plan. But leaders realize they must implement the plan anyway. Any good leader has a way to helping those who resist change understand that a diverse agency is good for everybody.

Therefore in closing, I want to share with this room of leaders the "Paradoxical Commandments of Leadership." (Author Unknown)

Paradoxical Commandments Of Leadership (Author Unknown)

1. People are illogical, unreasonable, and self-centered: Love them anyway.
2. If you do good, people will accuse you of selfish, ulterior motives: Do good anyway.
3. If you are successful, you win false friends and true enemies: Succeed anyway.
4. The good you do today will be forgotten tomorrow: Do good anyway.
5. Honesty and frankness make you vulnerable: Be honest and frank anyway.
6. The biggest men (women) with the biggest ideas can be shot down by the smallest men (women) with the smallest minds: Think big anyway.
7. People favor underdogs, but follow only top dogs: Fight for a few underdogs anyway.
8. What you spend years building may be destroyed overnight: Build anyway.
9. People really need help, but may attack you if you do help them: Help them anyway.
10. Give the world the best you have and you'll get kicked in the teeth: Give the world the best you have anyway.

WRAP UP AND A DAY JOURNMENT

WRAP-UP AND A DAY JOURNMENT AT THE TRAFFIC SAFETY DIVERSITY FORUM

FRANCES L. BRISBANE, Ph. D.

DEAN SCHOOL OF SOCIAL WELFARE

CHAIRPERSON, NATIONAL BLACK ALCOHOLISM AND ADDICTIONS COUNCIL, WASHINGTON, D.C.

I want to thank everyone who took time out of their busy schedules to participate in the Diversity Forum. We have worked both hard and smart and the results of our efforts can be implemented. Most gratifying is

Dr. Hedlund's pledge to seriously review all of our recommendations and to implement some on a short-term basis and others in the "not too distant" future. Please know, Dr. Hedlund, that we are eager to help in any way we can. There are many people here who have had great success. If you need any of us to become part of the implementation process, please call on us. While all of us are busy, assisting you in your diversity mission is a priority for us.

We realize that incorporating significant diversity in an organization is not a "bottom up"

process. It must begin at the top. When Dr. Hedlund sends forth the message that "We will have greater diversity in NHTSA Traffic Safety Programs," the debate stops and action begins.

Since all of us are leaders, we are keenly aware that being a leader is not an easy task. Leaders must often insist that people do things that are good for the organization that they may feel are not good for them personally. Such is the case in implementing a diversity plan. But leaders realize they must implement the plan anyway. Any good leader has a way to helping those who resist change understand that a diverse agency is good for everybody.

Therefore in closing, I want to share with this room of leaders the "Paradoxical Commandments of Leadership." (Author Unknown)

Paradoxical Commandments Of Leadership (Author Unknown)

1. People are illogical, unreasonable, and self-centered: Love them anyway.
2. If you do good, people will accuse you of selfish, ulterior motives: Do good anyway.
3. If you are successful, you win false friends and true enemies: Succeed anyway.
4. The good you do today will be forgotten tomorrow: Do good anyway.
5. Honesty and frankness make you vulnerable: Be honest and frank anyway.
6. The biggest men (women) with the biggest ideas can be shot down by the smallest men (women) with the smallest minds: Think big anyway.
7. People favor underdogs, but follow only top dogs: Fight for a few underdogs anyway.
8. What you spend years building may be destroyed overnight: Build anyway.
9. People really need help, but may attack you if you do help them: Help them anyway.
10. Give the world the best you have and you'll get kicked in the teeth: Give the world the best you have anyway.

MONDAY: JUNE 12 (cont.)

<u>Time</u>	<u>Function</u>	<u>Room</u>
	Panel Discussions	
	<ul style="list-style-type: none"> • Jesse Blatt, Chief, Driver/Passenger System Research Division, Office of Program Development and Evaluation • Eugene Peterson Regional Administrator, Region III 	
	National Association of Governors' Highway Safety Representatives	
	<ul style="list-style-type: none"> • Nancy Luther, Executive Director Massachusetts Governor's Highway Safety Bureau 	
10:15 - 10:30 a.m.	Break	
10:30 - NOON	Community Programs Commonwealth	Ballroom A David Barbee , Ph.D. Facilitator
	Marketing and Materials	Commonwealth Ballroom B Kyo Jhim , Ed.D. Facilitator
	Building Partnerships	Martin Room Pamela Paul, Ph.D. Facilitator
NOON - 1:30 p.m	Luncheon Luncheon Speaker	Commonwealth Ballroom D Theriman Evans , M.D. Former Corporate Executive National Lecturer and Radio/TV Talk Show Host
1:45 - 3:15 p.m.	Breakout Sessions II	
	Community Programs	Commonwealth Ballroom A David Barbee , Ph.D. Facilitator
	Marketing and Materials	Commonwealth Ballroom B Kyo Jhim , Ed.D. Facilitator
	Building Partnerships	Martin Room Pamela Paul, Ph.D. Facilitator

MONDAY: JUNE 12 (cont.)

<u>Time</u>	<u>Function</u>	<u>Room</u>
	Panel Discussions	
	<ul style="list-style-type: none"> • Jesse Blatt, Chief, Driver/Passenger System Research Division, Office of Program Development and Evaluation • Eugene Peterson Regional Administrator, Region III 	
	National Association of Governors' Highway Safety Representatives	
	<ul style="list-style-type: none"> • Nancy Luther, Executive Director Massachusetts Governor's Highway Safety Bureau 	
10:15 - 10:30 a.m.	Break	
10:30 - NOON	Community Programs Commonwealth	Ballroom A David Barbee , Ph.D. Facilitator
	Marketing and Materials	Commonwealth Ballroom B Kyo Jhim , Ed.D. Facilitator
	Building Partnerships	Martin Room Pamela Paul, Ph.D. Facilitator
NOON - 1:30 p.m	Luncheon Luncheon Speaker	Commonwealth Ballroom D Thermon Evans, M.D. Former Corporate Executive National Lecturer and Radio/TV Talk Show Host
1:45 - 3:15 p.m.	Breakout Sessions II	
	Community Programs	Commonwealth Ballroom A David Barbee , Ph.D. Facilitator
	Marketing and Materials	Commonwealth Ballroom B Kyo Jhim , Ed.D. Facilitator
	Building Partnerships	Martin Room Pamela Paul, Ph.D. Facilitator

FORUM PARTICIPANTS

LISTING OF WORKSHOP PARTICIPANTS UNITING FOR PROGRESS: TRAFFIC SAFETY DIVERSITY FORUM JUNE 11-13, 1995

Pete Almeida

Bilingual Traffic Safety Coordinator
El Protector Program
Elgin Police Department
150 Dexter Court
Elgin, IL 60120-6760

Frances L. Brisbane, Ph.D.

Dean, School of Social Welfare
Health Sciences Center
State University of New York
at Stony Brook
Stony Brook, NY 11794

Phyllis D. Alston

Office of Civil Rights
DOT/NHTSA
400 7th Street, SW, Room 5201
Washington, DC 20590

Christine Chem

Organization of Chinese Americans
100 1 Connecticut Avenue, NW,
Suite 707
Washington, DC 20036

Marilena Amoni, Director

Office of Enforcement and Emergency
Services
NHTSA/DOJ
400 7th Street, SW
Washington, DC 20590

James W. Couch

Deputy Director
West End Medical Center
868 York Avenue, SW
Atlanta, GA 30310

Shirley Barton

Highway Safety Specialist
Office of Occupant Protection
NHTSA/DOJ
400 7th Street, SW
Washington, DC 20590

Garry Criddle

Emergency Medical Services
NHTSA/DOJ
400 7th Street, SW
Washington, DC 20590

Jesse Blatt, Chief

Driver/Passenger System Research Division
NHTSA/DOJ
400 7th Street, SW
Washington, DC 20590

Cathy Cummings

Office of Enforcement and Emergency Services
NHTSA/DOJ
400 7th Street, SW
Washington, DC 20590

Wesley Blount

Highway Safety Specialist
Office of Regional Operations
400 7th Street, SW
Washington, DC 20590

Emilie G. Dearing

Nurse Consultant
NAPAFASA
5050 Kenerston Drive
Fairfax, VA 22032

Louis R. De Carolis
Regional Administrator
NHITSA, Region VIII
555 Zang Street, Room 430
Lakewood, CO 80228

Jane Dion
Program Analyst
Office of Plans and Policy
NHITSA/DOIT
400 7th Street, SW
Washington, DC 20590

Hazel N. Dukes, J.D.
Hazel Dukes Associates
260 5th Avenue, 6th Floor
New York, NY 10021

Ron Engle, Chief
Safety Countermeasures Division
NHITSA/DOIT
400 7th Street, SW
Washington, DC 20590

Bibi Gombert, Dr. P.H.
Coalition of Hispanic Health and Human
Services Organization (COSSMHO)
15016 16th Street
Washington, DC 20036

Sue Gorcowski, Chief
National Organizations Division
NHITSA/DOIT
400 7th Street, SW
Washington, DC 20590

Philip M. Gulak
Traffic Safety Programs
Office of Alcohol and State Programs
NHITSA/DOIT
400 7th Street, SW
Washington, DC 20590

James Hedlund, Ph.D.
Associate Administrator
Traffic Safety Programs
NHITSA/DOIT
400 7th Street, SW
Washington, DC 20590

Sadaok S. Holmes, MPH., R.N., C.C.M.
National Black Nurses Association, Inc.
15 11 K Street, NW, Suite 415
Washington, DC 20005

Michael T. Impallizzeri
Chief, Special Programs Division
Office of Alcohol and State Programs
NHITSA/DOIT
400 7th Street, SW
Washington, DC 20590

George John
Tohono O'odham Nation Police
P.O. Box 188
Sells, AZ 85634

Craig Killgo, Jr.
Office of Alcohol and State Programs
NHITSA/DOIT
400 7th Street, SW
Washington, DC 20590

Sherry King
IHS Sanitarian
PHS, IHS, Ft. Berthold, ND
P.O. Box 400
New Town, ND 58763

Logan Lewis, President
APPLE, Inc.
PO. Box 5402
Hauppauge, NY 11788

Nancy J. Luther
Executive Director
Governor's Highway Safety Bureau,
Room 2104
100 Cambridge Street
Boston, MA 02202

Christina G. Mills
Office of Alcohol and State Programs
NHITS/DOIT
400 7th Street, SW
Washington, DC 20590

Dr. James A. Moon
Southern Christian Leadership Conference
334 Auburn Avenue
Atlanta, GA 30303

Alelia Munroe, Chairperson
Massachusetts Black Alcoholism and Addictions
Council
55 Dimmock Street
Roxbury, MA 02119

Paul Nostic
Tribal Injury Prevention, Coordinator
San Carlos Apache Tribe
PO. Box "O"
San Carlos, AZ 85550

JoeAnn O'Hara
Police Traffic Services
NHITS/DOIT
400 7th Street, SW
Washington, DC 20590

Akua K. Opokuwaa, Outreach Coordinator
Office of Alcohol and State Programs
Traffic Safety Programs
NHITS/DOIT
400 7th Street, SW
Washington, DC 20590

Edward M. Pacchetti
Office of Alcohol and State Programs
NHITS/DOIT
400 7th Street, SW
Washington, DC 20590

Eugene Peterson
Regional Administrator
NHITS/Region III
7526 Connally Drive, Suite I
Hanover, MD 20774

Kathleen Powers
Office of Public Affairs
NHITS/DOIT
400 7th Street, SW
Washington, DC 20590

George B. Quick, Director
Office of Civil Rights
NHITS/DOIT
400 7th Street, SW
Washington, DC 20590

Phil Recht, J.D.
Deputy Administrator
NHITS/DOIT
400 7th Street, SW
Washington, DC 20590

Susan Ryan, Chief
Office of Enforcement and Emergency Medical
Services
NHITS/DOIT
Washington, DC 20590

Barbara Saunders
Highway Safety Specialist
Office of Alcohol and State Programs
NHITS/DOIT
Washington, DC 20590

Richard J. Smith III
Indian Health Service
12300 Twinbrook Parkway Suite 6 10
Rockville, MD 20852

Ray Swayney
Chief of Police
Cherokee Police Department
Eastern Band of Cherokee Indians
P.O. Box 455
Cherokee, NC 28719

LaVonnie Tsoisie
Secretary/Treasurer
New Lands Chapter, Navajo Nation
Post Office Box 400
Sanders, AZ 86512

Sandra Usher
Traffic Safety Programs
NHTSA/DOJ
400 7th Street, SW
Washington, DC 20590

Maria Vegega, Ph.D.
Office of Traffic Safety Programs
NHTSA/DOJ
400 7th Street, SW, Room 5125
Washington, DC 20590

Jeremiah White, Jr., President
Interculture Family Services
4225 Chestnut Street
Philadelphia, PA 19114

Sgt. Euclid Williams
National Organization of Black Law
Enforcement Executives (N.O.B.L.E.)
4609 Pincrest Office Park Dr.
Alexandria, VA 22312

Jim Wright
Youth Alcohol Coordinator
Office of Alcohol and State Programs
NHTSA/DOJ
400 7th Street, SW
Washington, DC 20590

Judge Tamia E. Wright
Pennsylvania Liquor Control Board
Office of Adm. Law Judge
1080 N. Delaware Avenue
Philadelphia, PA 19125-4303

Yu-Yee Wu
Project Coordinator
Organization of Chinese Americans
1001 Connecticut Ave., NW, Suite 707
Washington, DC 20036

Richard J. Smith III
Indian Health Service
12300 Twinbrook Parkway Suite 6 10
Rockville, MD 20852

Ray Swayney
Chief of Police
Cherokee Police Department
Eastern Band of Cherokee Indians
P.O. Box 455
Cherokee, NC 28719

LaVonnie Tsoisie
Secretary/Treasurer
New Lands Chapter, Navajo Nation
Post Office Box 400
Sanders, AZ 86512

Sandra Usher
Traffic Safety Programs
NHTSA/DOJ
400 7th Street, SW
Washington, DC 20590

Maria Vegega, Ph.D.
Office of Traffic Safety Programs
NHTSA/DOJ
400 7th Street, SW, Room 5125
Washington, DC 20590

Jeremiah White, Jr., President
Interculture Family Services
4225 Chestnut Street
Philadelphia, PA 19114

Sgt. Euclid Williams
National Organization of Black Law
Enforcement Executives (N.O.B.L.E.)
4609 Pincrest Office Park Dr.
Alexandria, VA 22312

Jim Wright
Youth Alcohol Coordinator
Office of Alcohol and State Programs
NHTSA/DOJ
400 7th Street, SW
Washington, DC 20590

Judge Tamia E. Wright
Pennsylvania Liquor Control Board
Office of Adm. Law Judge
1080 N. Delaware Avenue
Philadelphia, PA 19125-4303

Yu-Yee Wu
Project Coordinator
Organization of Chinese Americans
1001 Connecticut Ave., NW, Suite 707
Washington, DC 20036

Richard J. Smith III
Indian Health Service
12300 Twinbrook Parkway Suite 6 10
Rockville, MD 20852

Ray Swayney
Chief of Police
Cherokee Police Department
Eastern Band of Cherokee Indians
P.O. Box 455
Cherokee, NC 28719

LaVonnie Tsoisie
Secretary/Treasurer
New Lands Chapter, Navajo Nation
Post Office Box 400
Sanders, AZ 86512

Sandra Usher
Traffic Safety Programs
NHTSA/DOJ
400 7th Street, SW
Washington, DC 20590

Maria Vegega, Ph.D.
Office of Traffic Safety Programs
NHTSA/DOJ
400 7th Street, SW, Room 5125
Washington, DC 20590

Jeremiah White, Jr., President
Interculture Family Services
4225 Chestnut Street
Philadelphia, PA 19114

Sgt. Euclid Williams
National Organization of Black Law
Enforcement Executives (N.O.B.L.E.)
4609 Pincrest Office Park Dr.
Alexandria, VA 22312

Jim Wright
Youth Alcohol Coordinator
Office of Alcohol and State Programs
NHTSA/DOJ
400 7th Street, SW
Washington, DC 20590

Judge Tamia E. Wright
Pennsylvania Liquor Control Board
Office of Adm. Law Judge
1080 N. Delaware Avenue
Philadelphia, PA 19125-4303

Yu-Yee Wu
Project Coordinator
Organization of Chinese Americans
1001 Connecticut Ave., NW, Suite 707
Washington, DC 20036

open, warm, and were willing to listen. Keep up the good work.

5. Give people new ideas on what worked, what has not. Find new ways of solving the problems that are faced everyone in every culture.

Government Agency

Part I: Overall Evaluation

Which aspect of the Forum was MOST helpful to you?

1. Sharing Sessions - Breakout Sessions
2. Networking, exchange of experiences, dialogue
3. Getting to know other groups and members and seeing new lines of communication.
4. Workshop sessions thru interaction.
5. Cross culture dialogue expressed in collaborative efforts.
6. Workshops

Which aspect of the Forum was LEAST helpful to you?

1. All of the forum sessions were helpful/good.
2. All were helpful.
3. None
4. Evening Session, no one showed for Hispanic Session.
5. All were very significant

What topics should be added/deleted to/from the Forum?

1. Add time for presentations of successful diversity projects.
2. Add 5-minute presentation of selected programs that had proven track record for effectiveness.
3. Additional cultural and ethnic groups need to be included. Very heavily African American dominance at this meeting.
4. Add "How To" techniques for making a difference/chance in diversity.

5. Partnerships and Collaborative Efforts were too much alike.

Would you attend, or recommend attendance, at the next Seminar?

1. Yes - Unanimous

Do you feel this type of forum should be conducted on a regular basis?

1. Yes - Biennially
2. Yes - Unanimous

Should there be an organized structure for non-governmental organizations, such as those that participated in the forum, to maintain communications and interchange information on a regular basis?

1. Yes - Unanimous

Additional Comments.....

1. Forum a Diversity Advisory Group to NHTSA. Administrator would advise on diversity program issues.
2. Networking and inter-collective collaboration is essential to future success.
3. Suggest a newsletter be established that communicated what is happening among groups and that new groups be added routinely.
4. Dr. Evans was great! Tape him and share.

open, warm, and were willing to listen. Keep up the good work.

5. Give people new ideas on what worked, what has not. Find new ways of solving the problems that are faced everyone in every culture.

Government Agency

Part I: Overall Evaluation

Which aspect of the Forum was MOST helpful to you?

1. Sharing Sessions - Breakout Sessions
2. Networking, exchange of experiences, dialogue
3. Getting to know other groups and members and seeing new lines of communication.
4. Workshop sessions thru interaction.
5. Cross culture dialogue expressed in collaborative efforts.
6. Workshops

Which aspect of the Forum was LEAST helpful to you?

1. All of the forum sessions were helpful/good.
2. All were helpful.
3. None
4. Evening Session, no one showed for Hispanic Session.
5. All were very significant

What topics should be added/deleted to/from the Forum?

1. Add time for presentations of successful diversity projects.
2. Add 5-minute presentation of selected programs that had proven track record for effectiveness.
3. Additional cultural and ethnic groups need to be included. Very heavily African American dominance at this meeting.
4. Add "How To" techniques for making a difference/chance in diversity.

5. Partnerships and Collaborative Efforts were too much alike.

Would you attend, or recommend attendance, at the next Seminar?

1. Yes - Unanimous

Do you feel this type of forum should be conducted on a regular basis?

1. Yes - Biennially
2. Yes - Unanimous

Should there be an organized structure for non-governmental organizations, such as those that participated in the forum, to maintain communications and interchange information on a regular basis?

1. Yes - Unanimous

Additional Comments.....

1. Forum a Diversity Advisory Group to NHTSA. Administrator would advise on diversity program issues.
2. Networking and inter-collective collaboration is essential to future success.
3. Suggest a newsletter be established that communicated what is happening among groups and that new groups be added routinely.
4. Dr. Evans was great! Tape him and share.

PUBLICATION No: DOT HS 808 418
JULY 1996