Montana Department of Transportation

Tribal Traffic Safety Program

SOAR (Safe On All Roads) and Northern Tribes DUI Task Force

American Indian Traffic Statistics

Statistics

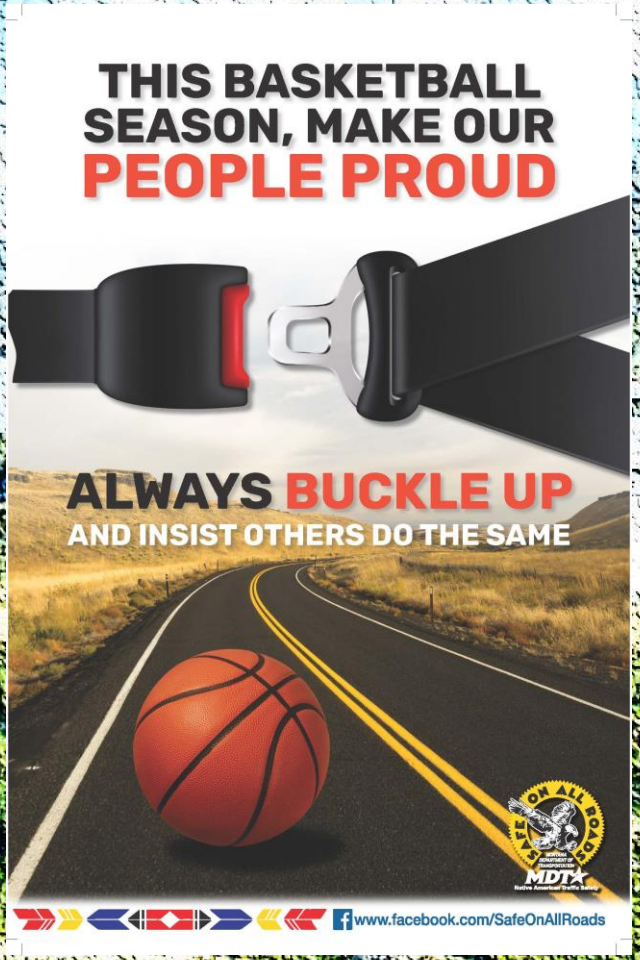
Native American Fatalities

Year	Total	Impaired	Unrestrained	% Impaired	% Unrestrained
2012	38	24	33	63%	87%
2013	30	22	23	73%	77%
2014	37	21	25	57%	68%
2015	42	22	30	52%	71%
2016	41	24	31	59%	76%
2017	31	15	20	48%	65%

Statewide SOAR Activities

- Statewide Basketball Campaign
  - Radio
  - Billboards
  - Newspaper Ads
  - Posters

Basketball Poster



Statewide SOAR Activities

- Back to School Campaign
  - Billboard
  - Radio
  - Posters
  - Newspaper

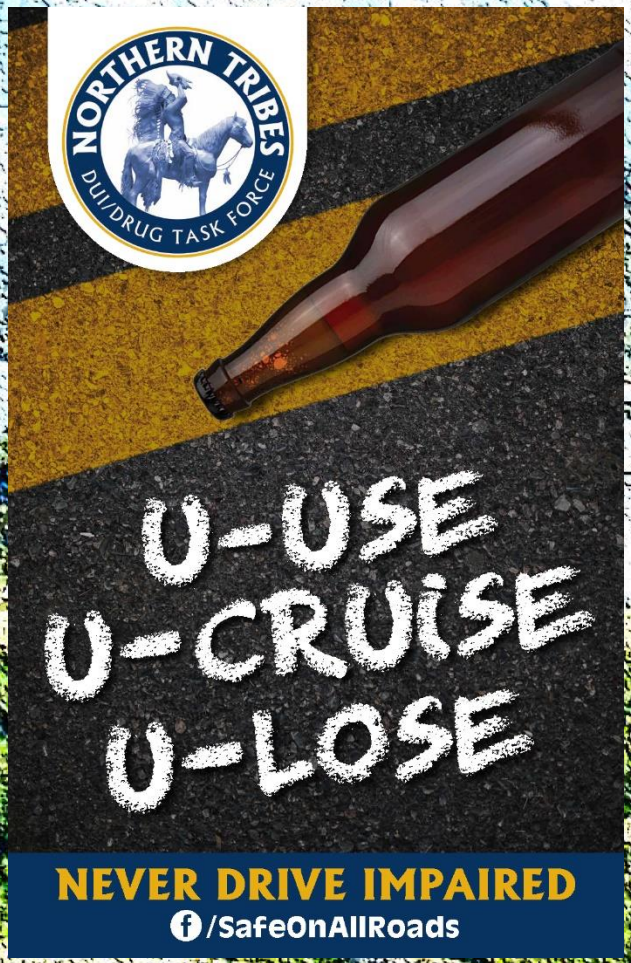
Back-to-School

Northern Tribes DUI Task Force Activities

- Introductory Campaign
- Holiday Impaired Driving Campaign
- Summer Impaired Driving Campaign

Introductory Campaign

Summer Impaired Driving Campaign



Impaired Driving: A Blackfeet Crisis

Safe On All Roads Prevention Video
Blackfeet Transportation Dept.
Eileen Henderson, coordinator

Understanding the effects of Impaired Driving on communities:

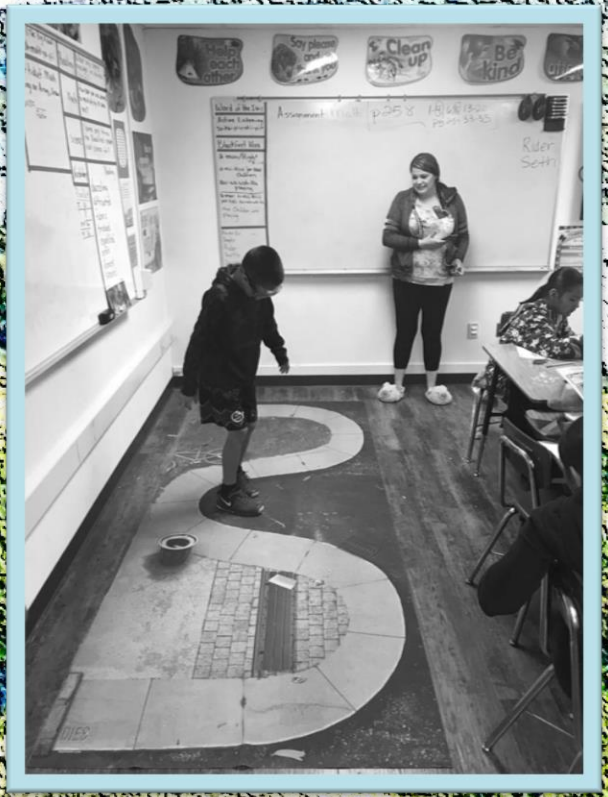
- Identify, Explain, Educate

- "Impaired Driving -A Blackfeet Crisis" A twenty-minute impaired driving prevention video, identifying the issue from community perspective.
- In 2015, the Tribal Transportation Program Safety Fund (TTPSF) provided an opportunity for Blackfeet Tribe to create media campaign for the Safe On All Roads program.
  - The program also received supporting promotional materials for use in the traffic safety program.
- Listen to the stories of how impaired driving has impacted the lives of so many in the Blackfeet Tribe of Indians. SOAR's compelling video shows how this is not an isolated issue -it's a crisis facing every Tribal community in Montana.

View the full video on YouTube: https://youtu.be/x4gvsPasT3s

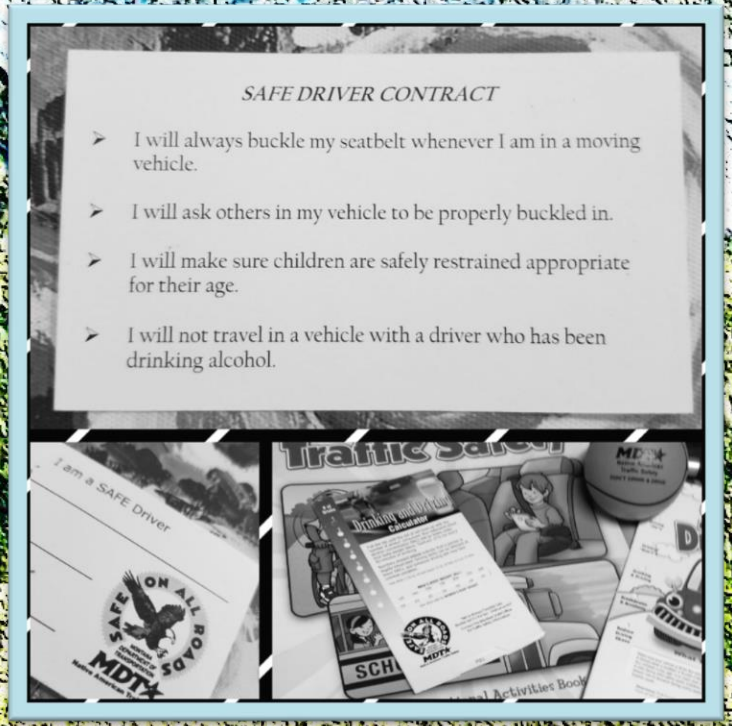
Creating a Culture of Safety:

- Solutions!
  - Prevention Activities



Occupant Protection Strategies:

- Applying Knowledge
  - "Community" Certified (CPS) Child Passenger Safety Technicians
  - Blackfeet Injury Prevention Car Seat Clinics, Partnerships, Checkup
  - Community Outreach



Call To Action:

- Promoting a Culture of Safety!

Contacts:

Sheila Cozzie, Cultural Liaison
Montana Department of Transportation
(406) 444-7301
scozzie@mt.gov

Eileen Henderson, SOAR Coordinator
Blackfeet Nation
(406)338-7522
ehederson@blackfeetnation.com