



2012 Highway Safety Summit
May 7-8, Boise, Idaho

Quick Notes

from the Idaho Office of Highway Safety

October 17, 2011

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2011 Fatalities on Idaho Roads = 121*

General Message from the Highway Safety Manager

In the United States rural roads account for less than half of the vehicle miles traveled, but over 56% of fatalities happen on rural roads. The average fatality rate for rural roads is more than twice the rate for urban roads-- 2.4 per 100 million VMT for rural roads compared to 1.0 per 100 million VMT average fatality rate for urban roads. This trend is also the case in Idaho.

There are many factors contributing to these high figures, one of which is the inability of emergency medical service (EMS) personnel to locate and reach the victim during the so-called "Golden Hour" after the crash when emergency medical treatment is most effective. The remote nature of rural roads, both on and off the State highway system, contributes largely to this issue. Just like Enforcement, Education and Engineering, Emergency Medical Services is one of the "4E's" that contributes to the elimination of death and serious injury on Idaho roadways.

There are research initiatives and other agency practices that aim to reduce rural response times so that victims can be treated within the "Golden Hour." Many of the successful practices can serve as models for other rural EMS to follow. Idaho has been asked to participate in this research.

The objective of this study is to obtain information on successful rural emergency responses that are able to provide emergency services within one hour on rural roads. The study will gather the following information:

- As health care facilities are not within reach from many rural areas, how can we retrieve and treat rural crash victims within the "Golden Hour"?
- Since it is difficult to recruit Emergency Responders due to the time required for training, and rural First Responders are scattered from training facilities, how can we recruit and properly train rural First Responders?
- What are successful rural emergency response practices?
- How can Idaho and the rest of the nation leverage or capitalize on existing vehicle communication systems such as "On-Star"

The Office of Highway Safety is pleased to participate in this research and to learn from others in order to define and implement improved ways to provide timely and proper medical response in the critical hour that follows a serious crash. Our partners in emergency medical services contribute significantly in our journey of *Towards Zero Deaths* in Idaho.

Take care and have a great week.

Brent Jennings, PE
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Survey finds Americans Want More Laws for Safer Roads

May 11, 2011 2:45 PM



There is always intense scrutiny by the public when new laws are passed and many question the government's involvement in specific issues, but when it comes to road safety, a new survey finds that laws and government action is needed to improve highway safety and reduce deaths.

The study by the AAA Foundation for Traffic Safety finds that 62 percent of Americans want more laws to prevent people from dangerous behavior behind the wheel and *57 percent want their state to do more to make roads safer*. Seventy percent feel that driving laws should be more strictly enforced.

In addition, 86 percent feel new drivers should complete a driver's education course before they get a license, and 60 percent think the automakers should do more to make safer cars.

The AAA survey comes at a time when the United Nations has launched a 10-year campaign to reduce global deaths by 2020. Just as the AIDS campaign used red ribbons as an iconic symbol, the Decade of Action for Road Safety program is using a caution-sign-shaped yellow tag that people can wear to show support and to commit to safe driving. As the organization works with governments to effect change, expect to see this symbol more often.

Nearly 1.3 million people die every year on the world's roads, and up to 50 million are injured. Deaths are expected to rise to 1.9 million by 2020. Roadway accidents are the leading cause of death for young people globally and in the United States.

Traffic fatalities are down to their [lowest level](#) in the United States, but more can be done to reduce these preventable deaths at home and abroad.

Learn more at decadeofaction.org.

Company Developing Device to Check Driver's Blood Alcohol Level Through Skin

A Michigan company is developing a device that uses an infrared sensor to determine a driver's blood alcohol level. The company hopes to make the device small enough to fit on a car's start button. **Read more.**

SURVEY SHOWS NINE IN TEN DRIVERS FIND TEXTING, CELL USE A SERIOUS THREAT

But a "Do As I Say, Not As I Do" attitude rules drivers actions towards cell phone use and texting

Dave Carlson, Director of Public & Government Affairs, AAA Idaho

For the fourth consecutive year, the AAA Foundation for Traffic Safety's annual *Traffic Safety Culture Index* shows drivers know that cell phone use and texting while driving are dangerous, yet they continue to do it anyway. The survey shows that 95 percent of us view these acts by OTHER drivers as a serious safety threat to our own safety, however, 35 percent of those same *drivers* also admit to having read or sent a text message or email in the previous month. [For the rest of the story.](#)

New Study says Texting Doubles a Driver's Reaction Time

October 5, 2011 By [Chris Sasser](#)

Researchers at the Texas Transportation Institute have determined that a driver's reaction time is doubled when distracted by reading or sending a text message. The study reveals how the texting impairment is even greater than many experts believed, and demonstrates how texting drivers are less able to react to sudden roadway hazards. [More...](#)

End of FFY 2011 and Start of FFY 2012

The 2011 grant year has ended and Federal Fiscal Year 2012 has started. NHTSA has approved Idaho's **Highway Safety Performance Plan(HSPP)** which includes: Idaho goals and performance measures as set by NHTSA standard and Idaho's traffic crash data, NHTSA funding plan for FFY'12 projects, and the latest Idaho Problem Identification Report. The HSP was adopted by the Idaho Traffic Safety Commission in June 2011 and Idaho Transportation Department board in August 2011.

Link to 2012 HSPP: <http://www.itd.idaho.gov/ohs/HSP/FFY2012HSPP.pdf>

As a reminder, here are the deadlines for the FFY 2011 Grant Cycle:

September 30	Last day of the 2011 grant cycle All work must be completed and equipment purchased and paid for by this date.
October 20	Recommended submittal date for grant and mobilizations claims for final OHS Grants Officers review and approval
November 1	Last day to submit any 2011 claims (along with <u>complete</u> and <u>proper</u> documentation) and final day in processing 2011 claims
October 1	First day of FFY 2012 Projects can be started (to perform tasks and incur expenditures) after the Grant Agreement and/or Memorandum of Understanding have been signed by both authoritative official (grantee's official and the Highway Safety Manager).

Nevada Becomes 9th State to Outlaw Using Cellphone While Driving

Nevada last week became the ninth state to prohibit motorists from talking or texting on a handheld cellphone or similar device while driving. The law was enacted earlier this year and took effect Saturday.

During the first quarter the law is in effect, police are giving motorists a warning for driving while using a handheld cellphone. Beginning Jan. 1, fines of up to \$250 will be imposed for violations. [More...](#)

Neighborhood Traffic Safety – It's No Accident!

We hear the word "Accident" often. Anytime a crash occurs or child is hit by a car we hear it referred to as an accident.

Yet how many tragedies are accidents? If a driver is exceeding the speed limit on a neighborhood street, or any roadway for that matter, and hits a child crossing the street, running after a ball, or riding a bike, is that an accident?

Consider these facts: Most speeders on local roadways live right in the neighborhood. If you hit a pedestrian:

At 20 mph 5% will die

At 30 mph 45% will die

At 40 mph 85% will die

Read more <http://keepkidsalivedrive25.blogspot.com/2009/02/neighborhood-traffic-safety-its-no.html>

Teen Drivers Making Common and Fatal Mistakes

Safety advocates say there's no such thing as a safe teen driver -- inexperience leads to fatal errors

Every year, enough teenagers to fill three large high schools die in car accidents in the U.S.

If you accumulated all their photos, it would make the saddest of yearbooks: Faces of seniors with unfulfilled plans for college, pictures of juniors who never made it to the SAT. Sophomores who'd never been to the prom. Freshmen who'd never been kissed.

Read more <http://autos.aol.com/article/teen-drivers-making-common-and-fatal-mistakes/>

Involved parents may hold key to safe driving for teenagers

BOISE – It should come as no surprise that mom and dad may know more about motor vehicles and highway safety than their teenagers.

National Teen Driver Safety Week, Oct. 17-22, offers parents and others an opportunity to remind the nation's youngest drivers that driving safely is their most important task when behind the wheel of a motor vehicle. This year's theme is "supporting parents as their teenagers navigate the practice driving phase." Read more

http://itd.idaho.gov/transporter/2011/101411_Trans/101411_TeenDrivWeek.html

CALENDAR OF EVENTS

If you would like to add an event to the calendar, please send an e-mail with the event details to lisa.losness@itd.idaho.gov

Date	Event Description
Oct. 15, 2011	Alive at 25 , Kootenai County Fire Station #2, www.idsafedriver.org
Oct. 17, 2011	Alive at 25 , Orofino High School, www.idsafedriver.org
Oct. 21, 2011	Alive at 25 , Boise Police Dept., www.idsafedriver.org
Oct. 22, 2011	Alive at 25 , Nampa Civic Center, www.idsafedriver.org
Oct. 26, 2011	Alive at 25 , Kootenai County Fire Station #2, www.idsafedriver.org
Nov. 1, 2011	OHS Grants Final Report and Reimbursement Claim final due date
Nov. 12, 2011	Alive at 25 , Rexburg City Hall, www.idsafedriver.org
Nov. 18, 2011	Alive at 25 , Mountain Home High School, www.idsafedriver.org
Nov. 19, 2011	Alive at 25 , Kootenai County Fire Station #2, www.idsafedriver.org
Nov 19-27, 2011	Impaired Driving , Statewide Traffic Enforcement Mobilization
Dec 17, 2011 – Jan 3, 2012	Impaired Driving , Statewide Traffic Enforcement Mobilization
Feb 7 – 20, 2012	Seat Belts , Statewide Traffic Enforcement Mobilization
Mar 10 – 18, 2012	Impaired Driving , Statewide Traffic Enforcement Mobilization
Apr 19-30, 2012	Aggressive Driving , Statewide Traffic Enforcement Mobilization
May 7-8, 2012	2012 Highway Safety Summit – Boise
June 14-16, 2012	Lifesavers Conference , Orlando, Florida, www.lifesaversconference.org
July 19-20, 2012	Northwest Alcohol Conference , Boise, Idaho www.northwestalcoholconference.org

Quick Reference Guide – click on the topic to go directly to website.

[OHS](#), Office of Highway Safety

[ITD](#), Idaho Transportation Department

[NHTSA](#), National Highway Traffic Safety Administration

[FHWA](#), Federal Highway Administration

[2010 Idaho Crash Report](#)

Program Area	Idaho State Links	Federal Links
Impaired Driving		http://www.nhtsa.gov/Impaired
Distracted Driving	http://www.itd.idaho.gov/ohs/DistractedDriving.htm	http://distraction.gov/
Teen Drivers	http://www.idahoteendriving.org/	http://www.nhtsa.gov/Teen-Drivers
Bike & Pedestrian Safety	http://www.itd.idaho.gov/bike_ped/index_new2.htm	http://www.nhtsa.gov/Pedestrians http://www.nhtsa.gov/Bicycles
Seat Belt Safety	http://www.itd.idaho.gov/ohs/ClickIt/ClickIt2.htm	http://www.nhtsa.gov/Driving+Safety/Occupant+Protection
Child Passenger Safety	http://www.itd.idaho.gov/ohs/ChildSafety/index.html	http://www.nhtsa.gov/Safety/CPS
Aggressive Driving		http://www.nhtsa.gov/Aggressive
Motorcycles		http://www.nhtsa.gov/Safety/Motorcycles
Senior Driving		http://www.nhtsa.gov/Senior-Drivers