



Save the Date!
2012 Highway Safety Summit
May 7-8, Boise, Idaho

Quick Notes

from the Idaho Office of Highway Safety

November 14, 2011

Idaho Transportation Department - PO Box 7129 – Boise, ID 83707-1129
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2011 Fatalities on Idaho Roads = 139*

General Message from the Highway Safety Manager

Hi Highway Safety Partners:

I want to share with you the concept of “One Team” for impaired driving enforcement, but first some facts on impaired driving in Idaho. Over the last 3 years (2008-2010), there have been 240 fatal crashes and 621 serious injury crashes involving impaired drivers that have resulted in 267 people killed and 830 people seriously injured. This represents 40% of all fatal crashes (and 40% of fatalities) and almost a fifth (18%) of all serious injury crashes (and 19% of serious injuries). As you can see this is a real concern for all Idahoans who travel our roadways.

The concept behind “One Team” is relatively simple in that law enforcement agencies in Idaho, Washington, Oregon and Montana coordinate their impaired driving enforcement efforts during the national impaired driving campaign. Many law enforcement agencies are rural in the four states listed above and as such do not often have the resources to conduct effective high visibility traffic law enforcement by themselves. An element of the “One Team” concept is to create the public perception that no matter where you would drive in the Pacific Northwest; the cities, the mountains, lakes/ivers, or the ocean, there are thousands of officers, including those from small rural areas, focused on impaired driving enforcement. This concept creates a “borderless” enforcement initiative.

This “One Team” concept leverages resources and provides an opportunity to practice mutual aid initiatives, or sharing resources, staff, and communication for enhanced services. What is the simple law enforcement message? “No matter where or what you drive if we catch you driving impaired, you will be arrested.” This concept eliminates any confusion about the *long arm of the law* extending past state laws. Law enforcement officers in the different areas across the Pacific Northwest may wear different uniforms and follow separate traffic laws, but these law enforcement agencies all share the basic common goal of protecting our families, friends, and children from impaired drivers.

All of our partnerships in the world of the 4E’s of Enforcement, Education, Engineering and Emergency Response are critical to our goal of eliminating death and injury on all roadways in Idaho.

The Idaho Office of Highway Safety supports this concept and plans to work with our partners, not only here in Idaho, but throughout the Pacific Northwest turn this concept into reality as we steadily move *Toward Zero Deaths*.

Brent Jennings, PE
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Thanksgiving Communication Material Available Now

Thanksgiving holiday material is available on TrafficSafetyMarketing.gov. Remember, seat belts are the best defense against motor-vehicle-crash-related injuries and fatalities. However, too many people still fail to fasten their seat belts. In 2009 alone, passenger vehicle seat belts saved an estimated 12,713 lives. With so many travelers expected on the roads this Thanksgiving, encouraging even a few people to buckle up will surely save lives. That will give us all a lot more to be grateful for.

Help save lives by promoting seat belt use this Thanksgiving holiday.

[Click here](#) for communication material in English and Spanish.



U-M study finds 78 percent of drivers admit to driving with child in improperly fitting seat belt, creating risk for injury



Researchers warn child age a poor predictor for seat belt readiness

Though no state laws currently require children older than eight years old to use booster seats in the car, a new study shows that more than half of these children would benefit from using one.

According to the University of Michigan [report](#), 78 percent of drivers admit that on most trips, their child passengers ride with an

improperly fitting seat belt, a potentially deadly action that can easily be solved when children use a belt positioning booster seat.

The study, which surveyed 891 drivers, found that many people rely solely on seat belts to protect 4- to 9-year-old passengers, despite the fact that most children in this age range are too short to fit in vehicle seat belts that are designed for adults.

Survey data was obtained from the Motor Vehicle Occupant Safety Survey conducted by the National Highway Traffic Safety Administration in 2007. Results are available online today ahead of print in *Academic Pediatrics*.

Placing a child in an adult seat belt prematurely can cause shoulder and lap belts to fit improperly, researchers warn.

According to the Insurance Institute for Highway Safety (IIHS), shoulder belts should fit across the middle of the child's shoulder, not touching their neck. Lap belts should lie flat on top of the thighs, not higher up on the abdomen. [Click here](#) to see the IIHS' recommendations.

"It's alarming that over 70 percent of drivers admitted that their child's belt did not meet these standards," says Michelle Macy, M.D., M.S., a clinical lecturer of emergency medicine at the University of Michigan Medical School and a pediatrician at U-M C.S. Mott Children's Hospital. "Many parents may not even be aware of proper seat belt positioning and may not understand the serious and potentially permanent injuries that can result from improper belt fit."

A child's height is a better indicator than age for when they can be transitioned from a booster seat to seat belt, Macy says. Children should be at least 57 inches in height before they stop using a booster seat.

"Fifty-seven inches is the average height of an 11 year old," says Macy, the lead author of the study. "Those parents relying on a seat belt to protect children under nine years-old are jumping the gun by two or more years."

Even at age 9, many children's thighs are too short to sit in most vehicle seats without slumping, leading to poor lap belt fit. They're often irritated by the shoulder belt rubbing their neck, and will put the belt behind their back or arm, negating the safety benefits of the shoulder belt.

Pediatricians can play a significant role in making parents aware of the dangers of improper seat belt fit. Demonstrating proper fit during regular doctor’s appointments through visual cues near growth charts and in waiting areas may also be beneficial, the study suggests.

“Clinicians really need to emphasize the 57-inch mark,” says Macy. “Whether it requires creating a special mark on the growth scale or providing handouts to parents, we need to ensure parents are aware that children must reach this benchmark before they can graduate from using a booster seat.”

For the full *Academic Pediatrics* article, please [click here](#).

Youthful Drivers

Toyota has launched a video campaign for students to show how they would inspire their friends to drive safely in a one to two minute video. The grand prize winner will receive \$20,000 and nine other winners will receive \$1,500. Schools and students may create a public service announcement, with the winning school receiving \$5,000. Official rules are provided in the attached link [Media Mix: Celebrate Safe Driving with a Video Challenge](#)

New technology allows parents to monitor their teens driving habits. MyKey will allow parents to block teens and texting in the 2012 Explorer, and AAA has a free program for members, read more [Ford set to launch teen phone block](#)
[Spy parents: AAA rolls out free program to monitor teen drivers](#)

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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
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, 2011	Alive at 25 , Bingham County Sheriff’s Office, www.idsafedriver.org
Nov 20, 2011	World Day of Remembrance for Road Traffic Victims
Nov 24, 2011	THANKSGIVING Holiday
Nov 19-27, 2011	Impaired Driving, Statewide Traffic Enforcement Mobilization
Dec 1, 2011	Alive at 25 , Kootenai County Fire Station #2, www.idsafedriver.org
Dec 10, 2011	Alive at 25 , Nampa Civic Center, www.idsafedriver.org
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 Centre on the Grove
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