



Quick Notes

from the Idaho Office of Highway Safety

November 23, 2011

World Day of Remembrance
for road traffic victims

20th
November
2011

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

Idaho Transportation Department - PO Box 7129 – Boise, ID 83707-1129
P: (208) 334-8100 F: (208) 334-4430 -- www.itd.idaho.gov/ohs

2011 Fatalities on Idaho Roads = 145*

General Message from the Highway Safety Manager

Hi Highway Safety Partners:

This past week the Idaho Transportation Department (ITD) adopted a new strategic plan. I am pleased to report that highway safety plays a very prominent role. This strategic plan contains a new mission statement and three goals.



The new mission statement is:

Your Safety – Your Mobility – Your Economic Opportunity

It acknowledges the positive influence transportation has in improving safety and mobility, and creating a stronger economic future for Idaho. This is an exciting cultural shift for the department and provides us with new challenges and opportunities.

The strategic plan has three primary goals:

- Commit to providing the safest transportation system possible
- Provide a mobility-focused transportation system that drives economic opportunity, and
- Become the best organization by continually developing employees and implementing innovative business practices

In order to achieve the goal of providing the safest transportation system possible, it will take all of us in the “4E’s” of Enforcement, Education, Engineering and Emergency Response pulling the sled together in the same direction. To gauge progress ITD will be measuring:

- Reduction in fatalities
- Reduction in serious injuries
- Reduction in injuries and fatalities related to distracted driving
- Reduction in injuries and fatalities related to impaired driving
- Impact in corridor – safety initiatives and improvements
- Increase in seat belt use

As you can see all of the highway safety partners have a role to play in each one of these measures. If you have an idea for an innovative highway safety program I would really appreciate hearing about it. Innovation and new ideas will be key to move Idaho *Towards Zero Deaths*. On behalf of the Office of Highway Safety, we all wish you a happy Thanksgiving holiday.

Brent Jennings, PE
Highway Safety Manager
brent.jennings@itd.idaho.gov

2011 Thanksgiving Day Holiday Period Traffic Fatality Estimate

National Safety Council 11/15/11

The 2011 Thanksgiving Day holiday period begins at 6:00 p.m., Wednesday, Nov. 23, and ends at 11:59 p.m., Sunday, Nov. 27. Our estimate of traffic fatalities for this 4.25-day holiday period is **434** deaths with a 90% confidence interval (C.I.) of 368 to 509 deaths. Nonfatal medically consulted injuries, i.e. injuries serious enough that a medical professional was consulted, are estimated at **43,400** with a range of 36,800 to 50,900.

The Thanksgiving Day holiday period is always 4.25 days in length. The estimated fatality total for 2011 is about 19% less than the average actual number of fatalities (535) that occurred during the previous six Thanksgiving Day holiday periods for which data are available. An evaluation of recent Thanksgiving Day holiday period estimates is presented in Table 1.

Table 1. Evaluation of Recent Thanksgiving Day Holiday Period Estimates

Year	Estimate	90% Confidence Interval	Actual
2004	556	476-646	556
2005	610	505-735	605
2006	555	500-615	623
2007	564	499-635	542
2008	479	415-551	484
2009	447	392-508	401

Studies have shown that safety belts, when used, are 45% effective in preventing fatalities among front-seat passenger car occupants. [More...](#)

OSHA's Distracted Driving Page!

[Occupational Safety and Health Administration](#)

- Check out the agency's new distracted driving business brochure on [OSHA's publications](#) page.
- View winning student-produced public service announcement, "[Texting and Driving](#)," from Oregon OSHA co-sponsored video contest to promote young worker safety and health. Read [news release](#).





'From Global Remembrance to Global Action across the Decade'

Let's make 2011-2020 a decade to remember!



Mr Ban Ki-Moon, UN Secretary General
sends a message on the World Day of Remembrance for Road Traffic Victims...

20th November 2011

20 November 2011

Each day, nearly 3,500 people die on the roads. Tens of thousands more are injured. Families are broken apart. The futures of young people are dashed. Road accidents have become the leading cause of death for people aged 15 to 29. This is an unacceptable price to pay for mobility.

The Decade of Action for Road Safety 2011-2020, which began in May this year, has the goal of saving five million lives. A global plan for the decade provides a framework for governments, civil society and the private sector to work together to improve road management; upgrade the safety of roads and vehicles, and educate drivers, passengers and pedestrians on safe behavior.

The plan focuses on the big risks, including speeding, drinking and driving, inattention while using mobile devices, and failing to use seat-belts, helmets and child restraints. It calls for better infrastructure and innovation. The global plan also encompasses care for victims, including their rescue, treatment and long-term rehabilitation. It calls for thorough crash investigations to prevent further deaths and injuries.

The United Nations itself must do its part to implement the plan. Earlier this month, a system-wide policy was introduced to promote road safety and the safe operation of UN vehicles.

Globally, vehicle ownership is forecast to double by 2020. Given this rapid expansion of vehicle use, especially in the world's emerging economies, capacity-building for road safety is crucial.

On this World Day of Remembrance for Road Traffic Victims, let us mobilize all possible contributions to improving road safety – from city planners to vehicle designers, from policy makers to road users. Let us honor those who have lost their lives on the world's roads by acting to save the lives of others.

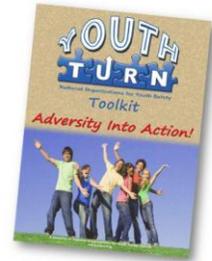
For additional information, visit www.worlddayofremembrance.org. Let's reflect and remember all of the victims who lost their lives on Idaho roads this year and think of the families who lost a loved one this last year.

American Academy of Pediatrics Releases Transportation Matrix to Improve Children's Health

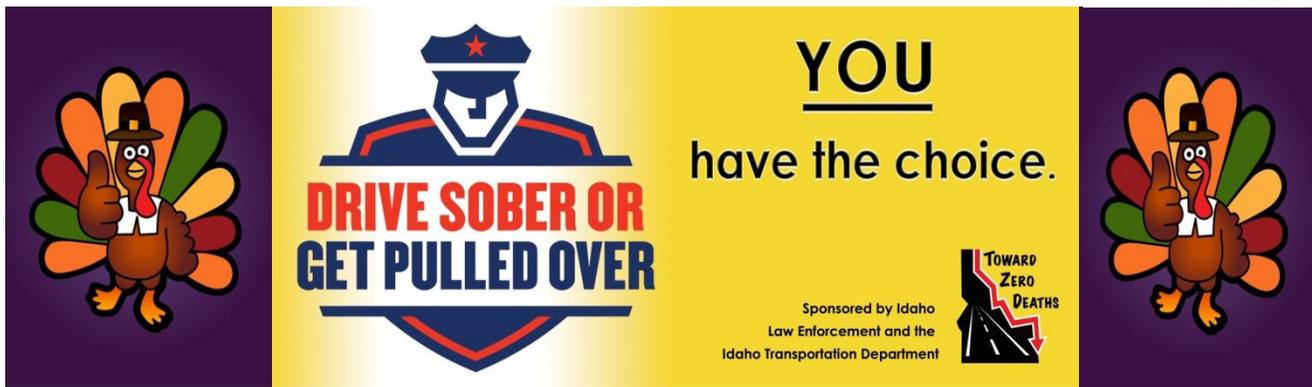
Transportation policy and programming offer critical opportunities to promote the health and safety of children. As 25% of the nation's population, children represent a crucial segment of transportation users, and their unique needs should be considered and addressed directly. **View the matrix.**

**Turn Adversity Into Action!
can help change a law too!**

YOUTH-Turn Toolkit provides resources to help youth turn adversity into action and create educational, sustainable, memorable, and engaging projects. Find out more about the **YOUTH-Turn program** and request a FREE toolkit!



**You
The**



THANKSGIVING HOLIDAY IMPAIRED DRIVING MOBILIZATION

The first traffic mobilization of the fiscal year kicked off on Saturday and runs through November 27th. Below are the agencies that are participating in O/T patrols or are earning funds to purchase traffic equipment.

Funding authorizations were sent out last week, so if you did not receive my e-mail, please contact me:

kevin.bechen@itd.idaho.gov or 334-4467

REGION 1	REGION 2	REGION 3	REGION 4	REGION 5	REGION 6
ISP	IDAHO CSO	ISP	ISP	BANNOCK CSO	JEFFERSON CSO
BONNERS FERRY	NEZ PERCE CSO	ADA CSO	TWIN FALLS CSO	BEAR LAKE CSO	LEMHI CSO
KOOTENAI CSO	MOSCOW	OWYHEE CSO	BELLEVUE	BINGHAM CSO	MADISON CSO
SPIRIT LAKE	LEWISTON	EAGLE	JEROME	MONTPELIER	BONNEVILLE CSO
POST FALLS		FRUITLAND	GOODING	SHELLEY	TETON CSO
COEUR D' ALENE		GEM CSO	HAILEY	POCATELLO	REXBURG
BONNER CSO		BOISE CSO	HEYBURN		RIGBY
PRIEST RIVER		GARDEN CITY	RUPERT		ST. ANTHONY
PONDERAY		BOISE	TWIN FALLS		UCON
RATHDRUM		HOMEDALE			IONA
SANDPOINT		KUNA			
		MCCALL			
		MERIDIAN			
		NAMPA			
		VALLEY CSO			

LABOR DAY MOBILIZATION RESULTS

In addition to agencies statewide stepping up impaired enforcement, 49 agencies participated in Labor Day overtime holiday patrols. That Labor Day traffic safety effort identified more than just impaired drivers or those who were involved in dangerous driving behaviors or caught breaking traffic laws.

Not convinced traffic stops are important?

During the 12-day period (Aug. 26 to Sept. 6) officers:

- ✦ Made 282 (DUI) arrests
- ✦ Apprehended 110 fugitives
- ✦ Made 132 felony arrests,
- ✦ Recorded 284 drug arrests
- ✦ Recovered 14 stolen vehicles
- ✦ Issued 644 seat-belt citations
- ✦ Issued 36 child passenger safety citations
- ✦ Issued 11 youth seat belt citations
- ✦ Issued 348 suspended license citations,
- ✦ Issued 1,297 uninsured motorist citations
- ✦ Issued 2,526 speeding citations
- ✦ Issued 64 reckless driving citation

Traffic Incident Management Workshop

Paul Jodoin, the Federal Highway Administration's Traffic Incident Management National Program Manager has agreed to bring a workshop to Idaho on December 16, 2011.

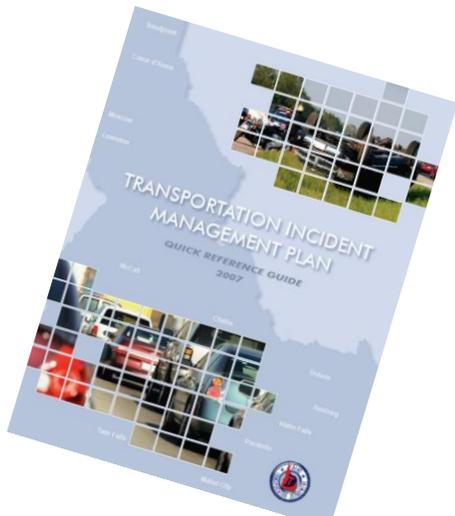
Traffic incidents on highways greatly increase the safety hazards for responders and also have a tremendous impact on both travelers and communities across the State of Idaho. Incidents with long closures and delays bring many challenges to response agencies and the people we serve.

A focus on safe and efficient traffic incident management led to the development of a statewide plan that establishes consistent classification, notification, and coordination among the state, county, and local agency responders.

The statewide plan is a tool to quickly, safely and consistently solve problems in the field for all of the agency first responders, whose common goals are to stay safe on scene, save lives, and to clear the roadway; however, it takes all of the highway safety partners working together. This workshop will focus on teaming together to make a difference.

Here is the conference information:

DECEMBER 16, 2011
7:30 a.m. – 3:30 p.m.
ITD Headquarters Annex East Conference Room
3293 Jordan St., Boise, Idaho



For more information regarding this conference, please contact Emergency Program Manager Bryan Smith at (208) 334-8414 or bryan.smith@itd.idaho.gov

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