



# Quick Notes

from the Idaho Office of Highway Safety

April 30, 2012

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

**Fatalities for 2012 = 48**

## General Message from the Highway Safety Manager

Hi Highway Safety Partners:

Last week our annual Highway Safety Summit was held at the Grove in Boise. Over 250 attended and the “4E’s” of enforcement, engineering, education, and emergency medical services was represented. Many professions are needed to respond to a single motor vehicle crash including law enforcement, the fire department, emergency medical services, communication personnel and even transportation department workers for closing highways if necessary. Each incident sets in motion a team response.

All the highway safety professionals who attended learned how the “*One Team*” approach to a motor vehicle crash can be just as effective addressing larger challenges like Idaho’s *Towards Zero Deaths* goal of no one dying on an Idaho highway. Operating a safe transportation system is one of the department's primary Strategic Plan goals.

Keynote speakers Mark Neil and Kristen Shea told attendees that “teams come from many places, so accept many faces” and that all team contributions should be respected. Neil and Shea work as senior attorneys at the National District Attorney Association’s National Traffic Law Center in Alexandria, Va. Their talk was titled “One Team Approach to Traffic Safety.”

Working together to improve outcomes may begin with as little as just sitting down and talking. “By knowing what each team member, or role, brings to the table, we can help each other,” Neil said.

“Need aerial photos of a crash scene and don’t have aircraft? Try talking with the fire department and using their ladder truck,” he suggested. The more that groups are brought together as a team to pursue common goals, the more successful is the possibility for broad change. Shea challenged conference attendees to “attend a breakout session not normally attended, make contact with someone not in your profession and set a goal for yourself as to how you will help affect change and contribute to that zero goal.”

Throughout the summer you will be hearing more about “*One Team*” and how this concept will be employed in mobilizations and some of the other work from our office.

Finally, I want to thank the many who worked very hard to put this summit together, but I want to particularly thank Lisa Losness from the Office of Highway Safety for the leadership and dedication she displayed in organizing this year’s event. It is safe to say the Highway Safety Summit would not have been so successful without her hard work. Thanks Lisa!

It is the “*One Team*” concept that will be a critical element as we continue in our quest “*Toward Zero Deaths*.”

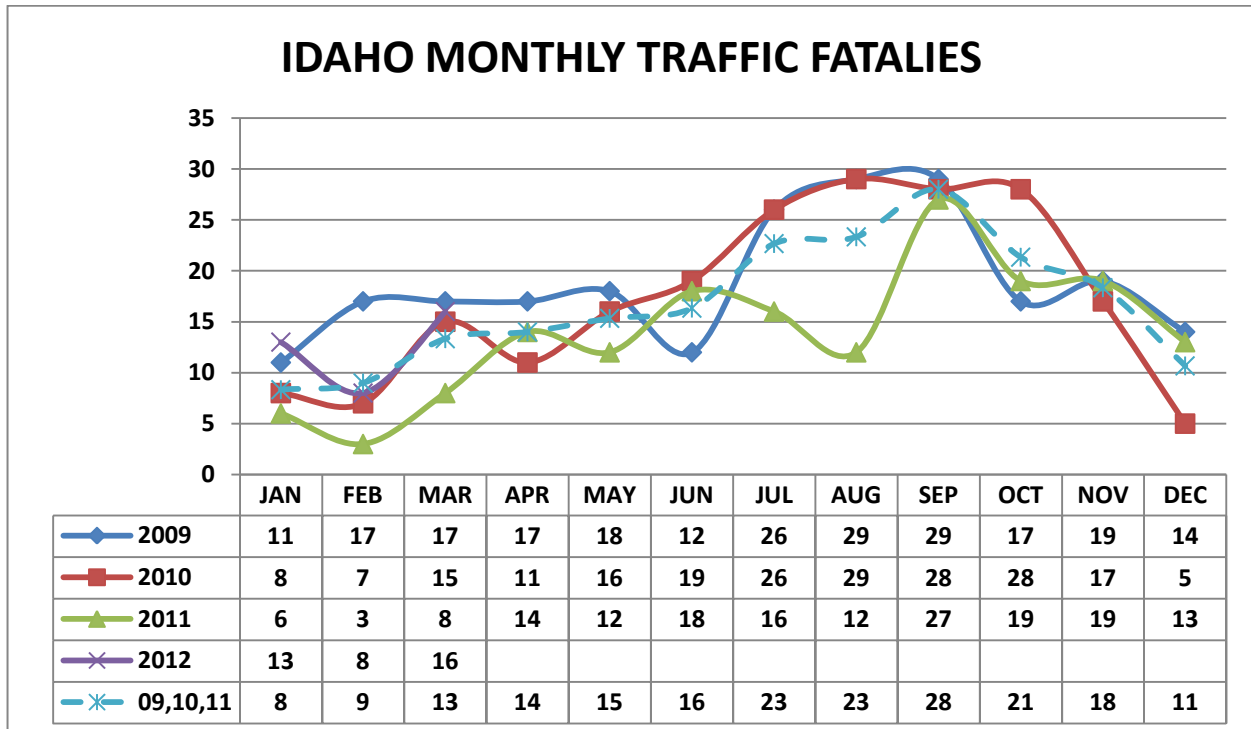
Brent Jennings, PE  
Highway Safety Manager  
[brent.jennings@itd.idaho.gov](mailto:brent.jennings@itd.idaho.gov)

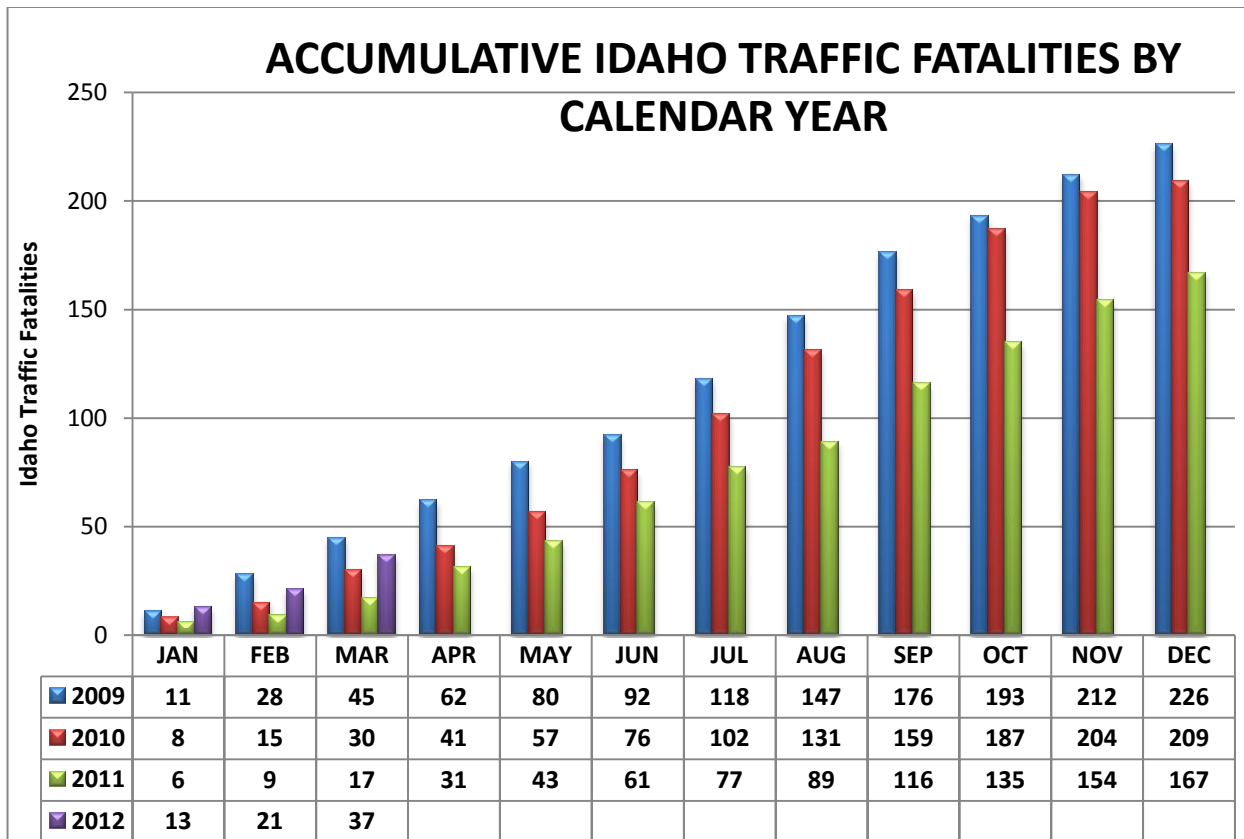
## Idaho Transportation Department Office of Highway Safety

### Fatalities By the Month\* March 2012

MONTH						CUMULATIVE TOTALS			
	Actual	Actual	Actual	09,10,11	Actual	Cumulative (09,10,11,12)			
	2009	2010	2011	AVERAGE	2012	2009	2010	2011	2012
JAN	11	8	6	8	13	11	8	6	13
FEB	17	7	3	9	8	28	15	9	21
MAR	17	15	8	13	16	45	30	17	37
APR	17	11	14	14		62	41	31	
MAY	18	16	12	15		80	57	43	
JUN	12	19	18	16		92	76	61	
JUL	26	26	16	23		118	102	77	
AUG	29	29	12	23		147	131	89	
SEP	29	28	27	28		176	159	116	
OCT	17	28	19	21		193	187	135	
NOV	19	17	19	18		212	204	154	
DEC	14	5	13	11		226	209	167	
<b>YEAR TO DATE</b>	<b>226</b>	<b>209</b>	<b>167</b>	<b>201</b>	<b>37</b>				

\*Data limitations: This report is based on information provided by law enforcement agencies on crashes resulting in a death that occurs within 30 days of the crash. Data is preliminary and is subject to change. Totals of this report are the number of persons killed. Averages are rounded.





## **Pilot study in Boise, Idaho, demonstrates usefulness of CrashHelp system** - University of Minnesota Center for Excellence in Rural Safety – Rural Safety News April 2012

In an ongoing effort to facilitate communication and improve patient care following traffic crashes, researchers with CERS and the Intelligent Transportation Systems (ITS) Institute have completed a pilot study of the prototype CrashHelp system. Overall results were positive, indicating that CrashHelp allowed for the efficient collection of usable information.

CrashHelp is a smartphone-based system that enables emergency responders to collect multimedia data about crash victims on-scene and send it directly into emergency rooms, providing hospitals with advance notification of crash severity and related information that can be used to best prepare for a patient's arrival.



Tom Horan, CERS research director, reviewed the results of the pilot study in a recent CERS webinar. The study—conducted from July through October 2011 in Boise, Idaho—included six hospitals and two ambulance providers.

During the pilot, ambulance crew paramedics and emergency medical technicians used a CrashHelp-equipped smartphone to securely capture pictures, digital audio recordings, video, and basic patient and incident information. The information was then sent to the participating hospital, where an automated phone call informed hospital personnel that new incident information was available for viewing on CrashHelp's web-based interface. An acknowledgement was sent to the medic after the file had been accessed, and the medic could then send any additional information via text message.

A total of 801 incident transmittals were completed during the study period, including more than 400 images and nearly 450 audio recordings. Horan said the researchers had anticipated images being used most frequently and were surprised by the popularity of the audio recordings. The consistent use of audio could be because emergency responders are most comfortable with this type of reporting since they provide similar verbal reports to emergency departments over the radio.



The researchers also found that use of the system varied widely between more technically savvy personnel and those who didn't know how to make the best use of the system. "Moving forward, we see the need to do more training in order to get a full range of proficiency," Horan said.

The researchers also conducted follow-up focus groups with personnel from participating hospitals and ambulance providers, state EMS agencies, and the Idaho Department of Transportation. Medics reported that seeing the information being used in hospitals drove them to make more use of the system, and hospital personnel said the information they received helped them prepare for a patient's arrival—especially for those coming from further away.

The study also helped the researchers identify future needs, such as protocol on how many and what types of pictures would provide the most value to emergency room personnel. There is also interest in additional notification types, such as an automated phone call that plays the available audio message automatically for hospital personnel.

Idaho has expressed interest in extending the pilot and expanding coverage to a rural area, Horan said. The researchers are also planning a pilot effort in St. Cloud, Minnesota, where they will investigate how CrashHelp could be used as part of a hospital-to-hospital referral system.

*Related resources:*

- [CrashHelp web page](#)
- Download [CrashHelp](#) fact sheet (226 KB PDF)
- [Watch the CERS webinar about CrashHelp and download presentation slides](#)
- Contact CrashHelp developers [Tom Horan](#) or [Ben Schooley](#)

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## **Youthful Drivers**

According to the most recent data, over 1,000 youth were killed on our nation's highway during the summer of 2010 and preliminary numbers for 2011 are not looking any better. It's that time of year when young people get to enjoy the wondrous summer break. They are ready for tans, summer jobs, beach trips, more free time, and all of the extra activities summer brings. But with all of this fun comes some very sobering news. Teens are now entering the deadliest months on our nation's highways for young people. Read more [Teens are Ready for Summer Break but Are They Ready for Summer Driving?](#)



### ITD asks drivers to “Think Outside the Car” during National Bike Month

BOISE – May brings flowers to Idaho’s landscape and more bicycle and pedestrian traffic to state highways and local roads so the Idaho Transportation Department is kicking off a campaign to get drivers to “THINK Outside the Car.”

The campaign will help remind drivers that more bicyclists and pedestrians are sharing the road and that all road users need to be responsible for their own personal safety whether they choose to drive, walk or bike.

May is also National Bike Month, with the first-ever National Bike to School Day set for May 9.

“Events like Bike to School Day helps build connections between families, schools and the broader community, and encourages families to THINK Outside the Car,” said Jo O’Connor, ITD Safe Routes to School coordinator.

Bike to School Day helps raise awareness of the need to create safer routes for bicycling and walking, which benefits communities. Safer routes can help reduce school transportation costs, increase physical activity among children, and reduce traffic congestion and fuel consumption.

“Through Safe Routes to School funding, schools across Idaho are teaching bicycle safety classes and holding bicycle rodeos to teach students how to ride safely on Idaho roads,” O’Connor said.

Local Safe Routes to School representatives will lead “Bike Trains” in Moscow, Lewiston, Coeur d’Alene, Idaho Falls, Boise, Nampa, Caldwell, Meridian, Driggs, Wood River, and Kimberly.

Registered schools and communities will be entered into a drawing to win a bike rack. Learn how to win one of the bike racks, organize events, map routes, and register a school’s event at [www.walkbiketoschool.org](http://www.walkbiketoschool.org).

### **Teen Driver Fatality Risk Quadruples with Multiple Young Passengers**

The AAA Foundation for Traffic Safety today released a study showing a strong association between the number and age of passengers present in-vehicle and the risk of a teen driver dying in a traffic crash.

The report, “Teen Driver Risk in Relation to Age and Number of Passengers,” found that the likelihood of a 16- or 17-year-old driver being killed in a crash, per mile driven, increases with each additional young passenger in the vehicle. Compared to driving with no passengers, a 16- or 17-year-old driver’s fatality risk:

- **Increases** 44 percent when carrying one passenger younger than 21 (and no older passengers)
- **Doubles** when carrying two passengers younger than 21 (and no older passengers)
- **Quadruples** when carrying three or more passengers younger than 21 (and no older passengers)

Conversely, carrying at least one passenger aged 35 or older cuts a teen driver’s risk of death by 62 percent, and risk of involvement in any police-reported crash by 46 percent, highlighting the protective influence that parents and other adults have in the car.

The study analyzed data on crashes and the number of miles driven by 16- and 17-year-olds to assess the effect on a teen driver’s safety of having passengers in the vehicle. Though widely accepted that passengers pose a risk, recent

changes – such as the adoption by most states of varying passenger restrictions for novice teen drivers, and a substantial overall decline in teen traffic fatalities – beg the question of just how significant the risk is.

Despite recent progress, the new report confirms that carrying young passengers (under 21) is still a major risk factor for 16- and 17-year-old drivers.

“We know that carrying young passengers is a huge risk, but it’s also a preventable one,” said AAA Foundation for Traffic Safety President and CEO Peter Kissinger. “These findings should send a clear message to families that parents can make their teens safer immediately by refusing to allow them to get in the car with other young people, whether they’re behind the wheel or in the passenger seat.”

## 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](mailto:lisa.losness@itd.idaho.gov)*

Date	Event Description, Location
May 14-17, 2012	<b>Child Passenger Safety Car Seat Technician Certification course</b> , <a href="http://www.safekids.org">www.safekids.org</a>
May 16, 2012	<b>Alive at 25</b> , Kootenai County Fire Station #2, <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
May 17, 2012	<b>Alive at 25</b> , Bingham County Sheriff’s Office, <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
May 18, 201	<b>Alive at 25</b> , Nampa Civic Center, <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
May 19, 2012	<b>Alive at 25</b> , Cassia County Sheriff’s Office, <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
May 19, 2012	<b>Alive at 25</b> , Meridian Police Dept., <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
May 21, 2012	<b>Alive at 25</b> , Boise Police Dept., <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
May 22, 2012	<b>Alive at 25</b> , Orofino Police Dept., <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
June 11, 2012	<b>Alive at 25</b> , Elmore County Marina Building., <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
June 12-13, 2012	<b>Pedestrian/Bicyclist Law Enforcement Training</b> , Nampa, ID contact <a href="mailto:donna.vasquez@itd.idaho.gov">donna.vasquez@itd.idaho.gov</a>
June 14-16, 2012	<b>Lifesavers Conference</b> , Orlando, Florida, <a href="http://www.lifesaversconference.org">www.lifesaversconference.org</a>
June 19-20, 2012	<b>Pedestrian/Bicyclist Law Enforcement Training</b> , Coeur D’Alene, ID contact <a href="mailto:donna.vasquez@itd.idaho.gov">donna.vasquez@itd.idaho.gov</a>
July 18, 2012	<b>Alive at 25 Workshop for Certified Instructors</b> , Boise, Idaho
July 19-20, 2012	<b>Northwest Alcohol Conference</b> , Boise, Idaho <a href="http://www.northwestalcoholconference.org">www.northwestalcoholconference.org</a>
July 24, 2012	<b>Alive at 25</b> , Orofino Police Dept., <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
Sep 25, 2012	<b>Alive at 25</b> , Orofino Police Dept., <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>
Nov 20, 2012	<b>Alive at 25</b> , Orofino Police Dept., <a href="http://www.idsafedriver.org">www.idsafedriver.org</a>

**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		<a href="http://www.nhtsa.gov/Impaired">http://www.nhtsa.gov/Impaired</a>
Distracted Driving	<a href="http://www.itd.idaho.gov/ohs/DistractedDriving.htm">http://www.itd.idaho.gov/ohs/DistractedDriving.htm</a>	<a href="http://distraction.gov/">http://distraction.gov/</a>
Teen Drivers	<a href="http://www.idahoteendriving.org/">http://www.idahoteendriving.org/</a>	<a href="http://www.nhtsa.gov/Teen-Drivers">http://www.nhtsa.gov/Teen-Drivers</a>
Bike & Pedestrian Safety	<a href="http://www.itd.idaho.gov/bike_ped/index_new2.htm">http://www.itd.idaho.gov/bike_ped/index_new2.htm</a>	<a href="http://www.nhtsa.gov/Pedestrians">http://www.nhtsa.gov/Pedestrians</a> <a href="http://www.nhtsa.gov/Bicycles">http://www.nhtsa.gov/Bicycles</a>
Seat Belt Safety	<a href="http://www.itd.idaho.gov/ohs/ClickIt/ClickIt2.htm">http://www.itd.idaho.gov/ohs/ClickIt/ClickIt2.htm</a>	<a href="http://www.nhtsa.gov/Driving+Safety/Occupant+Protection">http://www.nhtsa.gov/Driving+Safety/Occupant+Protection</a>
Child Passenger Safety	<a href="http://www.itd.idaho.gov/ohs/ChildSafety/index.html">http://www.itd.idaho.gov/ohs/ChildSafety/index.html</a>	<a href="http://www.nhtsa.gov/Safety/CPS">http://www.nhtsa.gov/Safety/CPS</a>
Aggressive Driving		<a href="http://www.nhtsa.gov/Aggressive">http://www.nhtsa.gov/Aggressive</a>
Motorcycles	<a href="http://www.idahostar.org">www.idahostar.org</a>	<a href="http://www.nhtsa.gov/Safety/Motorcycles">http://www.nhtsa.gov/Safety/Motorcycles</a>
Senior Driving		<a href="http://www.nhtsa.gov/Senior-Drivers">http://www.nhtsa.gov/Senior-Drivers</a>
Lane Departure	<a href="http://itd.idaho.gov/info/home_articles/safety_plan.htm">http://itd.idaho.gov/info/home_articles/safety_plan.htm</a>	<a href="http://safety.fhwa.dot.gov/roadway_dept">http://safety.fhwa.dot.gov/roadway_dept</a>