



Quick Notes

from the Idaho Office of Highway Safety

August 6, 2012

Mark your calendar for the **Highway Safety Summit** in Coeur d'Alene, ID on **May 1-2, 2013**.

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

Fatalities for 2012 = 112

General Message from the Highway Safety Manager

Hi Highway Safety Partners:

Good guidance is very important to the safety and well being of our lives on a daily basis. Knowing where we are now and where we are going in the future is critical to success. If you have ever tried to put a swing set together without reading the instructions you probably know what I am talking about. The instructions let you know where you currently are (for me a state of confusion) and how you need to proceed to be successful. This good direction takes us to an end result of a well built swing set and happy little people.

Our Strategic Highway Safety Plan (SHSP) is a living guidance document. It is a data-driven, comprehensive plan that includes goals, emphasis areas, and strategies to work toward the elimination of traffic deaths and serious injuries on all roadways in Idaho. It focuses resources on education, enforcement, engineering, and emergency response. Our current SHSP expires at the end of 2012. The task to create our next SHSP has started and instructions are emerging to complete this task. The current SHSP was created with the help of over 100 of our valued safety partners and we will utilize the talents and abilities of our safety partners again to create the next SHSP. The vision is to create a living document that will establish goals and strategies for the next five years.

The goal to achieve no more than 200 traffic deaths by 2012 was realized by utilizing the operating philosophy shown below. I expect we will this same guidance in our next plan.

1. Data-driven decisions - Return on investment will be maximized by thoroughly studying the crash data and all pertinent data, including best practices garnered from other states, so that we make effective and efficient use of limited resources.
2. Culture Change - We will promote a cultural change toward the concept that it is irresponsible and unacceptable to make poor choices when behind the wheel in Idaho. We also will work to change the belief that traffic deaths are just part of life in Idaho.
3. Commitment – We will stay the course. We will leave no stone unturned in our efforts to save lives and keep families whole.
4. Partnerships – Partnerships multiply the message and commitment.
5. Evaluation – We will focus our efforts, review our progress, and evaluate to see how we can do better in the future.

The work has begun and our goal is to publish the next SHSP in February of 2013. Many of our highway safety partners will be asked in the coming weeks to actively participate in this effort as together we continue to move in the direction of "Toward Zero Deaths."

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

Youthful Driving

Congratulations go out to Mountain View High School in Meridian for being invited by the National Organization for Youth Safety, NOYS, and selected as one of 7 teams selected from across the nation to host youth-led teen driver safety rallies for the “Safest Summer Ever”.

Summer 2010 was the deadliest season for U.S. youth with July as the most devastating month where we lost 364 youth ages 15-20 in traffic crashes. In 2010, eight of the top ten of the deadliest days for youth on our highways occurred between the months of May through September. These statistics are devastating as well as eye opening. Teen motor vehicle crashes is an epidemic that needs to be addressed and youth activism is a large part of the solution.

To encourage youth to gather together and encourage their peers to be safe on the roads this summer, NOYS developed a program called Act Out Loud for the Safest Summer Ever school rally program.

NOYS invited seven high school teams to host youth-led teen driver safety rallies on May 8, 2012 that included activities to encourage peers to have the safest summer ever in support of Global Youth Traffic Safety Month. The biggest call-to-action included a pledge activity with youth signing pledge links. Each link would represent a student’s pledge and commitment to promote safe teen driving. Teams creatively displayed the links to showcase long chains that were wrapped around classrooms, schools, or community structures. Each high school team received \$500 and a Safest Summer Ever toolkit to assist them in creating additional activities to get fellow students to attend, participate, and engage in the safe teen driving message.

The seven schools that were chosen to participate in the program included the following:

1. Tustin High School, Tustin, CA
2. Mountain View High School, Meridian, ID
3. Harry D. Jacobs High School, Algonquin, IL
4. Bishop McNamara High School, Forestville, MD
5. West Johnston High School, Benson, NC
6. Roy C. Ketcham High School, Wappingers Falls, NY
7. Dubiski Career High School, Grand Prairie, TX

The school rally program was deemed successful in terms of student and community involvement, media hits, pledges signed, and overall feedback from the teams. Approximately 10,000 students, advisors and faculty, and community members were reached during all of the rallies, and approximately 7,000 pledges were signed.



Many more youth and adults were reached through videos, press releases, and media attention received at the rallies. NOYS is proud of the accomplishments achieved by these schools during this test pilot year and looks forward to growing the program for 2013 Global Youth Traffic Safety Month.

Summary of Event:

550 students participated in the Mountain View High School rally. Inspiration to participate in this school rally program came as a result of a recent traffic crash that killed and injured several students. The mayor of the city and the Deputy Chief of the Meridian Police Department attended

the rally as keynote speakers. Rally leaders students pizza and soda to students that participated as a motivator to attend the rally. They also had an officer that provided music and DJ'd for the students along with the various safety tips that they wanted to share with the students. Activities included stations for officers to use the fatal vision goggles to demonstrate the visual impairment of alcohol on the body, free give-a-ways, and signing pledges for the Safest Summer Ever. They created an environment that was fun for students to hang out, listen to music, eat a little food, and share traffic safety messages. Mountain View High School was very appreciative to have been offered this opportunity to be a partner with National Organizations for Youth Safety and the Meridian Police Department and bring safe teen driving messages to the students and their community.

Congratulations Mountain View High School and job well done!

Read more on the other schools at

http://www.noys.org/mydocuments/sse_report.pdf?utm_source=July+24%2C+2012&utm_campaign=Teen+traffic+safety%2C+NOYS%2C+teen+video+awards%2C+bullying+prevention&utm_medium=email

States with Tougher Laws Have Higher Teen Seat Belt Use

New research conducted by The Children's Hospital of Philadelphia (CHOP) and State Farm™ shows that new teen drivers from states with primary enforcement seat belt laws are more likely to buckle up than those from states with secondary laws.

Primary laws allow an officer to stop a vehicle and issue a citation whenever an unbelted driver or passenger is observed. Secondary laws permit seat belt citations only after an officer stops the offender for another violation, such as speeding. Currently, 32 states, the District of Columbia, American Samoa, Guam, the Northern Mariana Islands, Puerto Rico and the Virgin Islands have primary seat belt laws.

The study, "Safety Belt Laws and Disparities in Safety Belt Use Among US High-School Drivers," is published in the *American Journal of Public Health*.

Researchers noticed that seat belt use rates differed depending on the stages of Graduated Driver Licensing (GDL), especially in secondary enforcement states. Teen drivers in the learner's permit stage had belt use in the 80th percentile, regardless of the type of law. However, use decreased substantially among teens with provisional and unrestricted licenses in secondary enforcement states, dropping from 82 percent for teens with learner's permits to 69 percent for those with provisional or unrestricted licenses. In primary enforcement states, use remained relatively steady when teens went from the learner to the intermediate stage (88 percent versus 82 percent).

Specific groups of teens were found to have particularly low seat belt use, particularly: those living in rural areas; African-Americans; students with low grades or attending schools in lower socioeconomic districts; and pickup truck drivers. Belt use was higher among these groups in primary enforcement states, which demonstrates that primary enforcement laws can help narrow safety disparity gaps.

Researchers recommend that parents step up to reinforce the importance of wearing a seat belt, regardless of the law and suggest that teen drivers require their friends use seat belts on every trip.

Learn more at www.teendriversource.org/news/article/42.

Commercial Vehicle Awareness Resource for Law Enforcement

The Federal Motor Carrier Safety Administration just released a new Commercial Vehicle Awareness resource for law enforcement. The purpose of this Commercial Motor Vehicle (CMV) Awareness self-study program is to inform Federal, State and local law enforcement personnel of the critical need to safely stop CMVs that violate traffic laws. FMCSA recognizes that State and local laws may vary among jurisdictions. This presentation outlines the basic requirements to safely complete a CMV traffic stop and to determine a proper course of action if a violation has occurred. This information is also covered in detail in the CMV Awareness Training Participant's Guide <<http://www.fmcsa.dot.gov/Training/CMV/Manuals/Student%20Manual.pdf>>

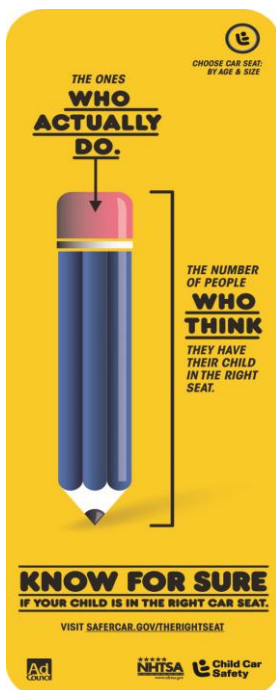
Maximizing Seat Belt Use in Secondary Law States

NHTSA research has found that the use of seat belts is the single most effective means of reducing fatal injuries in motor vehicle crashes. Of the 49 states with seat belt laws, 17 States have "secondary enforcement laws" which means a law enforcement officer cannot stop a vehicle merely for a violation of the seat belt law. High-visibility enforcement (HVE) is an effective and proven countermeasure to increase seat belt use and reduce unrestrained fatalities, but secondary seat belt laws present unique challenges for law enforcement in these efforts. Seat belt use is appreciably lower in secondary law States than in States with a primary law.

To address this issue, in early August NHTSA will convene a working group of law enforcement representatives from secondary law states to develop model protocols for seat belt enforcement in these states. A menu of these protocols will then be shared with secondary law states as part of a pilot project to determine if they facilitate enhanced enforcement, with resulting increases in seat belt use and lower unbelted fatalities.

Kyle Wills, Boise PD (District 3 LEL & SHSP Seat Belt Committee Chairman) has been invited to represent Idaho in the working group.

NHTSA Launches 2012 Child Passenger Safety Week Program



Marketing and earned-media materials specially designed for this year's observance of Child Passenger Safety Week, September 16-22, are now available at <http://www.trafficsafetymarketing.gov/cpsweek2012>. Traffic Safety Marketing -- NHTSA's special web-based service -- was developed for partners and advocacy organizations to use to alert consumers and local media outlets about their upcoming programs and activities.

The Spanish-language versions of the earned-media materials (proclamation, fill-in-the-blank press releases, talking points and op-ed article) have just been added to the site. The direct link to the CPS Week campaign page is <http://www.trafficsafetymarketing.gov/cpsweek2012>. To access the Spanish-language materials, please click on the "English/Spanish" link at the bottom-left-hand corner of the page, and choose "Spanish." Additional Spanish-language materials will be added in the days ahead as they are finalized.

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, Location
Aug 11	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Aug 11	Alive at 25 , Nampa Civic Center, www.idsafedriver.org
Aug 13	Alive at 25 , Boise Police Dept., www.idsafedriver.org
Aug 17-26	Western Idaho Fair , Garden City. Inviting partners to participate in Highway Safety Booth!
Aug 18	Alive at 25 , Bingham County Sheriff's Office, www.idsafedriver.org
Aug 25	Alive at 25 , Emmett Police Dept., www.idsafedriver.org
Sep 15	Alive at 25 , Rexburg City Hall, www.idsafedriver.org
Sep 22	Alive at 25 , Bingham County Sheriff's Office, www.idsafedriver.org
Sep 25	Alive at 25 , Orofino Police Dept., www.idsafedriver.org
Sept 30	The end of Federal Fiscal Year 2012
Nov 17 – 25	Impaired Driving Traffic Enforcement Mobilization
Nov 20	Alive at 25 , Orofino Police Dept., www.idsafedriver.org
Dec 17 – Jan 2	Impaired Driving – Statewide Traffic Enforcement Mobilization
2013	HAPPY NEW YEAR
Feb 8 – 17	Seat Belt – Statewide Traffic Enforcement Mobilization
March 10 – 18	Impaired Driving - Statewide Traffic Enforcement Mobilization
April 5-14	Aggressive Driving – Statewide Traffic Enforcement Mobilization
May 1-2, 2013	HIGHWAY SAFETY SUMMIT – Coeur d'Alene, Idaho
May 20 – June 2	Seat Belt – Statewide Traffic Enforcement Mobilization
June 29 – July 12	Impaired Driving - Statewide Traffic Enforcement Mobilization
July 19 – Aug 4	Aggressive Driving – Statewide Traffic Enforcement Mobilization
Aug 7-12	Bicycle/Pedestrian – Statewide Traffic Enforcement Mobilization
Aug 25 – Sept 8	Impaired Driving - Statewide Traffic Enforcement Mobilization

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

[2011 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	www.idahostar.org	http://www.nhtsa.gov/Safety/Motorcycles
Senior Driving		http://www.nhtsa.gov/Senior-Drivers
Lane Departure	http://itd.idaho.gov/info/home_articles/safety_plan.htm	http://safety.fhwa.dot.gov/roadway_dept

