



Quick Notes

from the Idaho Office of Highway Safety September 24, 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 = 145

General Message from the Highway Safety Manager

The Idaho Transportation Department Office of Highway Safety is very grateful for the many diverse highway safety partners in engineering, enforcement, education and emergency medical services. One small, but powerful partnership is the Law Enforcement Liaisons.

What is a law enforcement liaison? A law enforcement liaison (LEL) is a police officer that provides expertise to the law enforcement community to engage them in highway safety grant program opportunities to maximize effective leadership, funding and programming. The Idaho LEL team is:

Officer Nick Knoll	Coeur d' Alene Police Department
Sgt. Ted Piche	Lewiston Police Department
Officer Kyle Wills	Boise Police Department
Lt. Kevin Haight	Idaho State Police (Jerome)
Deputy Chad Morgan	Bingham County Sheriff's Department
Lt. Cameron Stanford	Madison County Sheriff's Department

Relationship-building should be a law enforcement agency's single most important objective in its communication with the public. Progressive thinking law enforcement leaders have come to realize that it's the officer on the street – the frontline of every agency – who represents the best in their profession and are best positioned to serve as ambassadors for the agency, their colleagues, and for highway safety programs.

The primary duties of the LEL is to educate law enforcement leaders on the need for priority attention to traffic safety issues and cooperative enforcement projects with other traffic safety disciplines. The LEL's assume a leadership role in the promotion of traffic safety issues relating to the seat belt and impaired driving enforcement programs and in promoting the State law enforcement challenge with other law enforcement agencies.

The Law Enforcement Liaison program in Idaho is recognized as one of the best. Recently the Governor's Highway Safety Association created a national Law Enforcement Liaison Director's position and Idaho was mentioned as a program to emulate.

Our office appreciates the dedication of our Law Enforcement Liaisons and they serve the citizens well as we all move *Towards Zero Deaths* in Idaho.

Brent Jennings, PE
Highway Safety Manager
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U.S. Department of Transportation Unveils New Distracted Driving PSAs Featuring Cast of the Hit FOX TV Show “Glee”

Videos Starring Dianna Agron Encourage
[Young Drivers to “Stop the Texts. Stop the Wrecks.”](#)

WASHINGTON – U.S. Transportation Secretary Ray LaHood and the National Highway Traffic Safety Administration (NHTSA) today joined the Ad Council, Fox Home Entertainment, and the State Attorneys General and Consumer Protection Agencies to release new distracted driving public service announcements (PSAs) aimed at young adults featuring scenes from FOX’s award-winning television series “Glee.” The PSAs are part of the national “Stop the Texts. Stop the Wrecks.” campaign that launched in October 2011 to educate young drivers about the dangers of texting behind the wheel.

WATCH: [“On My Way :15”](#) | [“On My Way :30”](#)

“Distracted driving is an epidemic on our roadways, and our youngest and most inexperienced drivers are often the most at risk,” said U.S. Secretary of Transportation Ray LaHood. “Young people across the country watch ‘Glee,’ and we’re thrilled to partner with the show to spread the word that texting and driving don’t mix. I thank the Ad Council, Ryan Murphy, and the cast of ‘Glee’ for their continued efforts to raise awareness about this issue.”

Distracted Driving: Texts and More

This video explains the behaviors that lead to distracted driving. Whether you are talking on your cell phone (cognitive-taking your mind off the road), texting or reaching in the back seat for your purse (visual-taking your eyes off the road) or eating a hamburger (manual-taking your hands off the wheel) they are distracted driving behaviors.

YouTube Video: <http://www.youtube.com/watch?v=ALNamqA3Ltc&list=UUULOgd2FNzmWtXfGeb-3vIA&index=1&feature=plcp>

It Only Takes a Second: Idaho story of two teenage boys.

Distracted driving tragedy – An anatomy of a vehicular manslaughter.

As explained by Magistrate Judge Thomas Borreson of Jerome County Idaho.

“The idea for this video arose when I was preparing for a sentencing of a young man who had killed his best friend because he wasn’t paying full attention to his driving. I was hoping somehow to get a message out to teenage drivers about the danger inherent in distracted driving especially with the alarming increase in talking on cell phones, texting, and other activities that divert a driver’s full attention on the wheel. Initially we were just going to do an assembly at the young man’s high school but a video was then suggested which would allow a much larger audience. There is essentially no script to this video and all the people interviewed are the actual people that were involved with or impacted by this tragic crash. Although the video was initially targeted to young drivers it is equally applicable to drivers of all ages. “

To get a DVD copy of these videos, contact Lisa Losness at 334-8103 or e-mail lisa.losness@itd.idaho.gov.

AAA LAUNCHES ONLINE ROADWISE Rx

Dave Carlson

Director of Public & Govt. Affairs

208-658-4401

FOR SENIORS AND THEIR FAMILIES

Tool generates personalized feedback on how meds, supplements, foods affect ability to drive

BOISE – More than eight out every ten drivers 65 and older regularly take medications, yet only half have talked to a medical professional about possible safety issues related to driving.

Starting today, seniors and their families will have access to *Roadwise Rx*, an online tool that details common side effects of prescription and over-the-counter medications. The tool generates personalized feedback on how specific medications, herbal supplements and foods interact separately and with each other to impact motorists' safety behind the wheel.

Roadwise Rx is available, at no cost, to all seniors and their families at SeniorDriving.AAA.com. Due to chronic medical conditions, older adults often must take multiple medications. Certain medications, like antidepressants, have been shown to increase crash risk by up to 41 percent. Ingredients like Diphenhydramine, commonly found in over-the-counter cold and allergy medicines, can have the same effect on driving as being above the legal limit for blood alcohol concentration, according to AAA Idaho. Commonly prescribed medications can lessen a driver's chance to stay alert, to maintain control of the vehicle and to be able to concentrate while driving.

"It's very important that drivers discuss the confidential results from this simple on-line assessment with their doctor or pharmacist to learn how to mitigate possible crash risks," said AAA Idaho public affairs director Dave Carlson.

Senior crash draws national attention

The August 27 crash involving a 101-year-old driver who injured 11 people including children near a school yard drew national media attention to this topic, AAA said. "With 10,000 Americans turning 65 each day, that incident was a wake-up call to draw attention to many of the questions we have been avoiding," Carlson said. "It's time to look at the tools, resources and expert guidance being developed now that will give seniors mobility options, including driving, into the future."

Prior research by the AAA Foundation for Traffic Safety found that nearly one out of five older drivers uses five or more prescription medications. "With medical conditions typically on the rise as people age, and treatment often dependent on medicinal interventions, there was a critical need to develop a tool to help older drivers understand the safety risk," said AAA Foundation President and CEO Peter Kissinger. "*Roadwise Rx* is the only tool of its kind that looks at medications and associated driving hazards."

It is estimated that by 2020, nearly one in six people will be age 65 or older and most of them will still be licensed to drive. "It's important to dispel the all-to-common myth that seniors are among the nation's most dangerous drivers when just the opposite is true," Carlson said. AAA says convenient, online access to a wealth of interactive material, like *Roadwise Rx*, available at SeniorDriving.AAA.com, can give families more options now, rather than waiting.

AAA's senior driving website offers unparalleled access to expert advice, reliable and accurate information and evidence-based tools designed to help older drivers and their caregivers tackle the challenge of balancing safe driving and mobility.



DUE DATE for FFY 2012 claims and Final Evaluations

Reminder: FFY'12 claims and a draft of final evaluation are due to OHS by **October 15** for review and comment (unless another due date is specified by your grants officer).

Getting a D-U-N-S Number

As a part of the Grant and MOU requirements, a grantee is required to obtain a D-U-N-S number.

What is a D-U-N-S Number?

The **D-U-N-S** is short for **Data Universal Numbering System**, a **nine digit number** offered by Dun & Bradstreet to identify different divisions of companies and provide easy reference for people looking for information about those companies. < <http://www.credibility.com/duns-numbers> >

An agency's DUNS number is usually the DUNS number for the agency parent's organization (for example, for a Police Department in city XYZ, the DUNS number to use is normally created for the City of XYZ). However, for a non-profit organization, it usually has its own DUNS number than the affiliated (or benefactor) agency; there are other exceptions; please check the links below for more information.

How to get a D-U-N-S Number?

Here is a link for step by step on how to get DUNS number http://www.grants.gov/applicants/org_step1.jsp

Below is a summary on what your agency needs in getting the D-U-N-S number (source www.sba.gov)

What do I need to get my D-U-N-S Number?

When registering for your D-U-N-S Number, you will need the following on hand:

- Legal name
- Headquarters name and address for your business
- Doing Business As (DBA) or other name by which your business is commonly recognized
- Physical address, city, state and ZIP Code
- Mailing address (if separate from headquarters and/or physical address)
- Telephone number
- Contact name and title
- Number of employees at your physical location

How do I get my D-U-N-S Number?

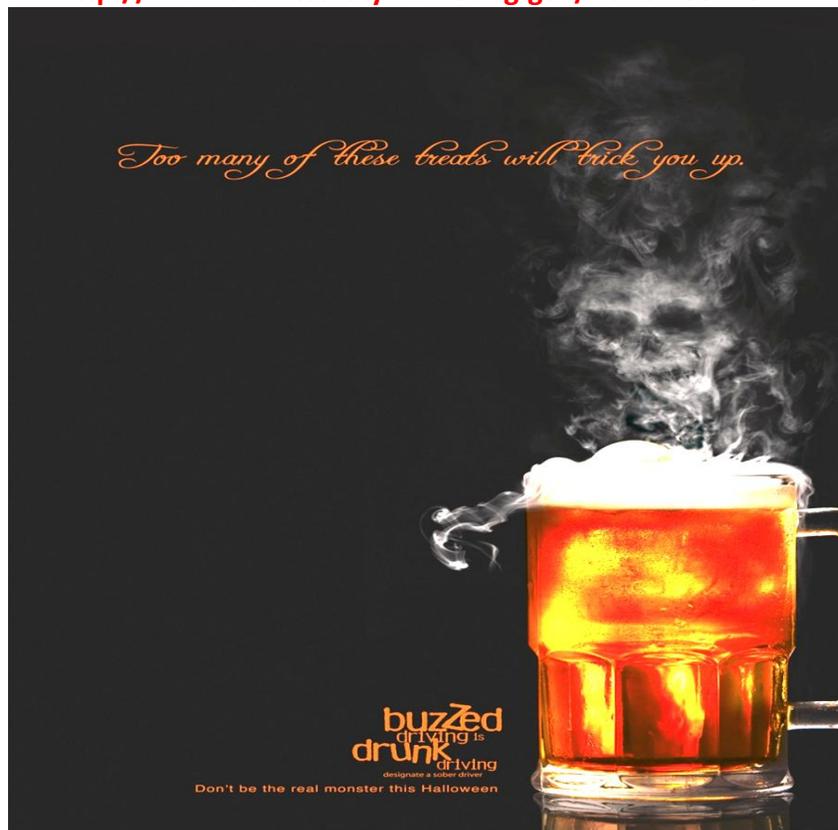
Good news! Getting your D-U-N-S Number is easy. Visit [D-U-N-S Request Service](#) to obtain more detailed instructions on applying for your D-U-N-S Number.



- Nationwide, Halloween is a particularly deadly night due to the high number of drunk drivers on the roads. In 2010, 41 percent of all highway fatalities across the nation on Halloween night (6 p.m. Oct. 31 to 5:59 a.m. Nov. 1) involved a driver or a motorcycle rider with a BAC of .08 or higher.
- The scariest part of Halloween isn't the spooky costumes and scary pranks. It's the fact that too often impaired drivers don't plan ahead and end up making the roads scarier than a horror show.

Check the below site for some Halloween Enforcement materials

<http://www.trafficsafetymarketing.gov/Halloween2012>



AAA: MAJORITY OF CAR SEATS STILL IMPROPERLY INSTALLED

One decade after LATCH mandate, AAA finds misuse prevails

Despite technologies aimed at simplifying car seat installation, parents are missing the mark, with nearly three out of four car seats still not properly installed. AAA's recent survey of Child Passenger Safety Technicians shows there's widespread misuse of the LATCH system.

The details are spelled out in the attached news release, including specifics on how few of the vehicle manufacturers are making available the option of the LATCH system for rear center seat positions, generally regarded as the safest place in a car for children. Also troubling is that parents are using all types of everyday items, from bungee cords and plywood to zip ties and shoe laces to secure car seats.

The [AAA release](#) includes resources to help parents understand how to safely install child safety seats.

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
Sep 25	Alive at 25 , Orofino Police Dept., www.idsafedriver.org
Sep 26	Alive at 25 , Kootenai County Fire Station #2, Post Falls, www.idsafedriver.org
Sep 28	Alive at 25 , Nampa Police Dept., www.idsafedriver.org
Sep 29	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Sep 30	The end of Federal Fiscal Year 2012
Oct 4	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Oct 20	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
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/Mature Drivers		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