



Quick Notes

from the Idaho Office of Highway Safety

March 11, 2013

REGISTER NOW 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 2013 = 15

Message from the Highway Safety Manager

Hi Highway Safety Partners:

I recently got a report from the Idaho Hospital Association (IHA) that said falls were the leading cause of injury followed by motor vehicle crashes. It was also mentioned the use of safety restraints were shown to decrease *moderate* injuries among drivers using airbag plus lap-shoulder belts by 73%, and by 60% among drivers using just the shoulder-lap belt. Use of air bag plus lap-shoulder belts reduced *serious and greater* injuries among drivers by 67%, and by 69% among drivers using just the shoulder-lap belt.

In 2011, single vehicle rollovers (primarily caused by lane departure) resulted in 52 fatalities and 1,648 injuries. Of the 52 people killed in single vehicle roll-over, 45 were occupants of passenger motor vehicles and represented 27% of all motor vehicle crash fatalities in 2011. Of the 45 passenger fatalities in roll-overs, 76% were unrestrained and 85% of those unrestrained were totally or partially ejected.

- Males were 1.5 times as likely to be injured in motor vehicles collisions as females.
- Motor vehicle collision injuries peaked at 15 to 24 years of age at 60%.
- Unrestrained drivers aged 15 to 24 years of age were three times as likely to sustain very severe injuries as those who were restrained.
- If restrained, drivers were more likely to have a minor injury than if unrestrained and less likely to have a severe or very severe injury (26% versus 37%).

This points out that use of all the vehicle safety restraint (lap-shoulder belts and air bags) can reduce fatalities and serious injuries in motor vehicle crashes. The use of seatbelts has remained steady in the upper seventy percent range for several years. Other secondary seat belt law states have usage rates in the mid to upper eight percent range and the challenge is for Idaho to join them.

It will not be easy, but efforts that are outlined in the recently updated Strategic Highway Safety Plan are underway to increase seat belt usage so that we can all continue to move *Towards Zero Deaths*.

Brent Jennings, PE
Highway Safety Manager
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Become a Certified Child Passenger Safety Technician

Safe Kids Treasure Valley will be hosting a four day Child Passenger Safety Technician Training that is open to all interested in becoming a certified technician.

The course will be April 1-4, 2013 and will be held at Meridian Fire Station #1.

For more details on the course or how to register, contact Alissa McKinley at Safe Kids Treasure Valley 208-381-3033, mckinlea@slhs.org.

Evaluating the Effectiveness of State Toward Zero Deaths Program

Center for Excellence in Rural Safety – November 2012

Idaho was part of this analysis – with Washington, Utah, and Minnesota

Since 2001, approximately 30 U.S. states have adopted a mission, vision, or goal to reduce fatal traffic crashes to zero. Additionally some states have aggressive formal programs to try to reach these goals. These efforts, which operate under different titles, such as Vision Zero, Target Zero, or Toward Zero Deaths, are now being promoted as a national strategy by a coalition of transportation and safety groups under the banner of Towards Zero Deaths (TZD). These strategies draw upon evidence-based countermeasures to reduce fatalities using a range of engineering, education, enforcement and emergency medical approaches. TZD strategies use design, technology, behavioral and policy approaches to achieve significant reductions in traffic fatalities and serious injuries and continuously evaluate performance data to adjust these techniques based on the data.

This paper commends the national trend of states adopting some form of a zero death mission, vision, or goals. It highlights and examines some common characteristics of noteworthy states in the U.S. and attempts to evaluate the effectiveness of these efforts. The authors also make recommendations related to future evaluation of these programs and recommendations to assure the success of TZD programs and the national effort to expand to all states. Click to view the entire [report](#).

2012 Traffic Safety Culture Index

AAA Foundation for Traffic Safety – January 2013

In the quarter century from 1987 through 2011, the lives of 1,031,410 men, women, and children have ended violently as the result of motor vehicle crashes in the United States. Motor vehicle crashes are a leading cause of death for children, teens, and young adults up to age 34, and the leading cause for people ages 15-24.¹ Statistics from the United States Department of Transportation indicate that 32,367 people died in motor vehicle crashes in 2011.² Although this represents the fewest people killed in crashes in a single year since 1949, it also represents an average of 89 lives needlessly cut short on an average day as the result of crashes on our roads.

Since 2006, the AAA Foundation for Traffic Safety has been sponsoring research to better understand traffic safety culture.³⁻⁷ The Foundation's long-term term vision is to create a "social climate in which traffic safety is highly valued and rigorously pursued."⁸ In 2008, the AAA Foundation conducted the first annual *Traffic Safety Culture Index*,⁵ a nationally representative survey, to begin to assess a few key indicators of the degree to which traffic safety is valued and is being pursued.

As in previous years, this fifth annual *Traffic Safety Culture Index* finds that in some ways, Americans do value safe travel and desire a greater level of safety than they now experience. They perceive unsafe driver behaviors such as speeding and drinking and driving as serious threats to their personal safety and generally support laws that would improve traffic safety by restricting driver behavior, even when such laws would restrict behaviors they admit to engaging in themselves.

In line with this double standard of supporting laws against one's own current driving behavior, the survey also highlights some aspects of the nation's traffic safety culture that might best be characterized by the phrase, "do as I say, not as I do." For example, substantial numbers of drivers say that it is completely unacceptable to drive 10 mph over the speed limit on residential streets, yet admit having done so in the past month.

This report presents the results of the AAA Foundation's fifth annual *Traffic Safety Culture Index*, conducted from September 7 through September 24, 2012 by GfK for the AAA Foundation. A sample of 3,896 U.S. residents ages 16 and older were surveyed for this project using a web-enabled probability-based panel representative of the United States population. [Click to view the entire report.](#)

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
2013	HAPPY NEW YEAR
March 10 – 18	Impaired Driving - Statewide Traffic Enforcement Mobilization
Mar 16	Alive at 25, Meridian Police Dept., www.idsafedriver.org
Mar 16	Alive at 25, Snake River Youth Center, www.idsafedriver.org
Mar 16	Alive at 25, Rexburg City Hall, www.idsafedriver.org
Mar 18	Alive at 25, Meridian Police Dept., www.idsafedriver.org
Mar 23	Alive at 25, Meridian Police Dept., www.idsafedriver.org
Mar 26	Alive at 25, Orofino High School, www.idsafedriver.org
Apr 1	Alive at 25, Meridian Police Dept., www.idsafedriver.org
April 5-14	Aggressive Driving – Statewide Traffic Enforcement Mobilization
Apr 20	Alive at 25, Idaho State Police Region 4, www.idsafedriver.org
May 1-2, 2013	HIGHWAY SAFETY SUMMIT – Coeur d’Alene, Idaho
May 11	Alive at 25, Idaho State Police Region 4, www.idsafedriver.org
May 20 – June 2	Seat Belt – Statewide Traffic Enforcement Mobilization
May 28	Alive at 25, Orofino High School, www.idsafedriver.org
June 29 – July 12	Impaired Driving - Statewide Traffic Enforcement Mobilization
July 19 – Aug 4	Aggressive Driving – Statewide Traffic Enforcement Mobilization
July 30	Alive at 25, Orofino High School, www.idsafedriver.org
Aug 7-12	Bicycle/Pedestrian – Statewide Traffic Enforcement Mobilization
Aug 25 – Sept 8	Impaired Driving - Statewide Traffic Enforcement Mobilization
Sept 24	Alive at 25, Orofino High School, www.idsafedriver.org
Dec 3	Alive at 25, Orofino High School, www.idsafedriver.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

[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://itd.idaho.gov/ohs/Aggressive.htm	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