



# Quick Notes

From the Idaho Office of Highway Safety

August 27, 2014

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 as of 7/31/14 = 106**

Hi Highway Safety Partners:

*“Highway Safety Happens Here”* – This is a phrase that is starting to ring true in the private sector businesses. The economic cost of crashes is staggering and in Idaho during 2013 this cost amounted to just over \$2.4 billion when fatalities, injuries and property damage is factored in. Employers are some of the best safety partners when it comes to combating distracted driving.

The Idaho Transportation Department (ITD), Idaho Power, Franklin Building Supply and others are leading the way by changing the safety culture within their organizations regarding the use of hand-held electronic communication devices and cell phones while in a company vehicle or in a personal vehicle with a company-issued cell phone.

“Safety is the top priority in Idaho,” said Scott Stokes, ITD chief deputy. “By creating a no-phone culture, employers not only keep their employees safe, but they are doing their part as responsible members of the community,” he explained. “We hope every employer in Idaho will join us in making our roads safer by encouraging employees to put phones down and focus on the road.” When this culture change happens at work it often spills over to home and families.

Distracted driving is a growing problem on Idaho’s roadways with 43 people killed last year in distracted-driving crashes. During the past five years, a total of 245 people were killed on state roadways, with an average of more than 3,500 people injured in each of those years.

Texting or using cell phones behind the wheel takes your eyes off the road, your hands off the wheel, and your focus off driving – putting the driver and others in danger. “As anyone who has lost a loved one in a crash can tell you, even one traffic fatality is one too many,” added Stokes. “We are committed to eliminating this unnecessary risk and strongly believe that no conversation or text is worth the potential danger.”

Law enforcement cannot solve this problem alone. In fact in Idaho it is very difficult to enforce the texting law since cell phone usage while driving is still allowed. It is going to take the help of all our highway safety partners to eliminate death and serious injuries from the dangers of texting and distracted driving. Companies such as Franklin Building Supply and Idaho Power are applauded for stepping up to the plate to make changes within their organizations to eliminate death and serious on all of Idaho’s roadways.

If each Idahoan made the decision *not* to drive distracted, impaired, or aggressively and to always wear a seat belt Idaho would see a dramatic decrease in fatalities, serious injuries and the costs associated with these life altering events.

Brent Jennings  
Highway Safety Manager

## Share Your Story

Are you providing outreach to your community? Tell us about it. Provide us with a picture and a paragraph or short story regarding the event. Whether it's a bike rodeo at the local school, a booth at the county fair or a presentation during lunch at the Lion's club meeting, we want to hear how you are providing outreach to your community.

Boise – The Office of Highway Safety (OHS) participated in the “Walk Like MADD” event Saturday, June 14, 2014. OHS provided a booth. Local High School volunteers helped with the seat belt demonstration using a doll car, a bungee cord and raw eggs (put in baggies of course). After the demonstration, each child gave the game wheel a spin to win a highway safety educational themed prize.



## Distracted Driving

BOISE — In 2010, Ashley Zumbrunnen was partially paralyzed in a car accident because she was texting while driving. The Just Drive campaign from Idaho Power, KTVB-TV, Boise, the Idaho State Police and the Idaho Transportation Department isn't just a slogan to Zumbrunnen. She knows first-hand what happens when you don't put the phone down and just drive. While typing a text message, she crossed Highway 55 in Boise into oncoming traffic.

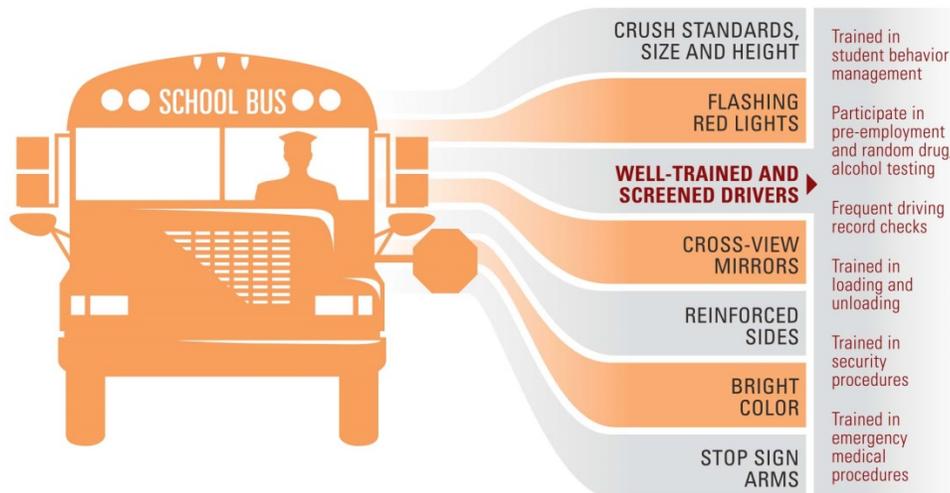
<http://www.usatoday.com/story/news/nation/2014/08/26/injured-mom-distracted-driving/14627093/>

A featured video player with a blue sidebar on the left that says "FEATURED VIDEOS". The main video area shows a woman with a white top and black pants using a blue walker at a playground. A young girl is standing next to her. The video has a play button icon in the bottom left corner. The text "BOISE, ID / KTVB" is in the top right corner of the video frame. The video title is "Mom injured texting while driving sends public message". Below the title is a short description: "The Just Drive campaign is close to Ashley Zumbrunnen's heart. Back in 2010, she was partially paralyzed in a car accident, that happened because she was texting while driving." In the bottom right corner of the video frame, it says "6 of 10" and "See more video".

## The Bus is Your Best Bet

As the school year begins, make it a point to ensure the safety of all children in your neighborhood as they make their way to and from school. NHTSA recommends that school children from kindergarten through high school travel to and from school in school busses – the safest means of school transportations. But we recognize there are other ways children get to school. Many students ride bikes or walk to school, especially if they live close to the schools. Other students get dropped off by parents, drive themselves, or ride with friends. Every one of these students deserves our attention and commitment to safety. For more information, visit: [www. NHTSA.gov/School-Buses](http://www.NHTSA.gov/School-Buses)

School buses are designed with specific safety features to protect occupants during a crash. Well-trained school bus drivers add to the safety of each school bus passenger.



## Pedestrian Safety at Crossings

CALDWELL — Police Sgt. Doug Winfield said he knows from personal experience how horrifying a car vs. pedestrian crash can be. When he was 16, just learning to drive, a child on a bicycle jumped off the curb and darted in front his car before he had a chance to react.

Investigators at the time assured him it wasn't his fault, he recalled. It happened too fast. No driver, regardless of skill or experience, could have stopped in time. But three decades later, the memories of the kid's face hitting the windshield as he bounced over the vehicle's roof in slow-motion still haunt him.

"I still remember that accident. The kid broke his leg, and he had some other injuries, but he didn't die from his injuries," Winfield said. "There happened to be a surgeon jogging by right when the accident happened. He was on that kid really quickly. I was 16, I was freaking out, I didn't know what to do."

Read the Nampa Press Tribune Story: [http://www.idahopress.com/members/police-be-careful-around-crossings/article\\_77e80efa-2e64-11e4-a7c7-0019bb2963f4.html?mode=story](http://www.idahopress.com/members/police-be-careful-around-crossings/article_77e80efa-2e64-11e4-a7c7-0019bb2963f4.html?mode=story)



## **One in 25 Reports Falling Asleep at the Wheel: CDC Report**

Young adult males and binge drinkers more likely to drive while drowsy, study finds.

THURSDAY, July 3, 2014 (HealthDay News) -- In a new government survey, one in 25 U.S. drivers said they had fallen asleep at the wheel a least once over the prior month.

The study found those most at risk for having accidents while driving drowsy are those under 25, males, people who binge drink, people who don't wear seat belts, folks with sleep problems, and, not surprisingly, those who regularly sleep less than five hours a night, according to the U.S. Centers for Disease Control and Prevention.

"About 4 percent, or one in 25 people, reported falling asleep while driving in the month before the survey," said lead author Anne Wheaton, a CDC epidemiologist.

The problem is worse among people who sleep less than they should. In fact, most drowsy driving occurs early in the morning or late at night "when your body is telling you, you should be in bed," Wheaton said.

As many as 7,500 fatal motor vehicle accidents in the United States might be caused by drowsy driving each year, she said. Many of these are single car accidents, according to the AAA Foundation for Traffic Safety.

For the complete article and study click

[http://www.nlm.nih.gov/medlineplus/news/fullstory\\_147145.html](http://www.nlm.nih.gov/medlineplus/news/fullstory_147145.html)

## **Keep Your Teens Safe on the Road This Summer**

HealthDay July 22, 2014

By Robert Preidt, *HealthDay Reporter*

Jane McCormack, trauma program manager at Stony Brook University Hospital, offers tips for parents of teenage drivers in this article, including the "carfew" and parental involvement. Read more at

<http://consumer.healthday.com/kids-health-information-23/misc-kid-s-health-news-435/teens-road-safety-stony-brook-u-release-batch-1291-689870.html>





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## **Car Seats Save Lives**

On August 7, 2014, Idaho State Police investigated an injury crash (photo above) on Interstate 84 near milepost 8, south of New Plymouth. A female driver was eastbound in a Toyota Camry. The second driver was driving westbound in a Ford Econovan. While driving through the two-way, two-lane construction zone, the female driver lost control of her vehicle and crashed head-on into the van. The van continued into the median and rolled. The Camry was then hit by a westbound Volvo semi-truck. The female driver and her two juvenile passengers were transported by ground ambulance to St. Luke's in Fruitland. All of the adult vehicle occupants were wearing seatbelts. Both juveniles were properly restrained in child safety seats.

A construction foreman with Western Construction, Inc., witnessed the crash, took a picture of the crashed Camry and forwarded the photo to the Office of Highway Safety, citing "This accident took place on I-84 between the Oregon Line and MP 13. My company is rebuilding the west bound lanes. The lady driving the gray car had two babies in the back seat. Everyone walked away! Hard to believe. Car seats save lives. Use them properly!" Although the female driver and her passengers were transported to a hospital, the foreman witnessed the importance of *everyone* being properly restrained.

September 14-20 is National Child Passenger Safety Week! Help us save kids' lives in cars. To make sure your child is in the right seat, check out: <http://www.safercar.gov/parents/index.htm>

# News Release



CONTACT: *Dave Carlson*  
208-658-4401

For Immediate Release

7155 W. Denton St.  
Boise, ID 83704  
208-342-9391  
208-342-0085 FAX

## UNPREPARED DRIVERS PUT SCHOOL KIDS AT RISK

*AAA: Slow down, ditch the distractions and watch out for children when school opens*

BOISE - (August 18, 2014) – Danger may be lurking around the corner as thousands of Idaho children return to school during the next several weeks, says Idaho’s AAA.

Thousands of young children—many on residential streets for the first time—are at considerable risk, because they’re either not thinking about the vehicles around them or because they’re unable to accurately judge car speed and comprehend the potential for danger.

Drivers are unpredictable, too. “Our attention can be short-circuited by a cup of hot coffee, an insistently ringing cell phone, an urgent text message, or an unsettled toddler in the back seat,” says AAA Idaho spokesman Dave Carlson.

Accustomed to quiet, empty residential streets over the summer months, some drivers need time to reorient their brains to flashing yellow school lights, school buses, and busy streets.

Crash data from Idaho Transportation Department show that 95 percent of all pedestrians involved in crashes in 2013 received some degree of injury. The good news is that crashes involving pedestrians decreased by 10 percent last year. Unfortunately, 40 of the pedestrians killed or injured were 14 or younger.

Statistics show that young cyclists—those 19 and under—accounted for 112 fatal or injury crashes in 2013, or 35 percent of all such collisions.

AAA’s annual ***School’s Open—Drive Carefully*** campaign reminds motorists to take necessary precautions to reduce pedestrian and bicycle crashes in their own neighborhoods. Follow these guidelines:

- **Ditch distractions.** Taking your eyes off the road for two seconds doubles crash risks.
- **Stay alert.** This summer’s quiet streets will soon be filled with children who are walking, riding bikes and catching the bus. School zones will be especially busy.
- **Stop means stop.** One third of drivers roll through stop signs in their neighborhood.
- **Slow down.** Period. A speeding ticket in a school zone can cost \$100 or more.
- **Brake for the bus.** Don’t drive around a stopped school bus. It’s dangerous and illegal.
- **Plan ahead.** Leave early enough for work and modify your route, if necessary.

“We encourage parents to sit down and work out a plan for the safest route to school,” Carlson said. “Then give your kids confidence by practicing the route before school opens or sometime during the first few weeks of the school year.” AAA encourages the media to air or post this broadcast quality public service announcement: [www.aaa.com/PedestrianSafety](http://www.aaa.com/PedestrianSafety)

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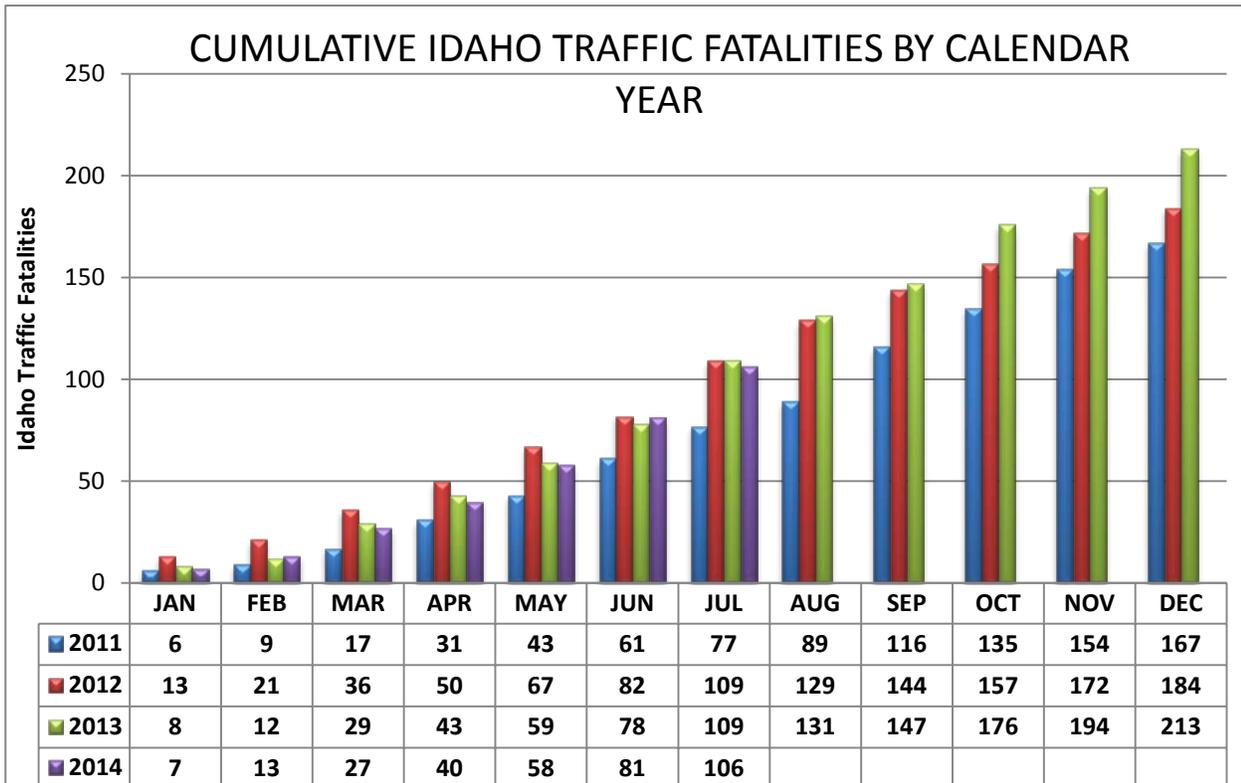
**AAA Idaho is affiliated with AAA Oregon/Idaho, providing more than 750,000 members with travel, insurance, financial and automotive related services. AAA serves 54 million member motorists in North America.**

*Editor: An audio version of this news release is available on the AAA News Hotline. In Boise, call 342-9391. Outside Boise, call toll free, 1-800-999-9391. Ask for the AAA News Hotline.*

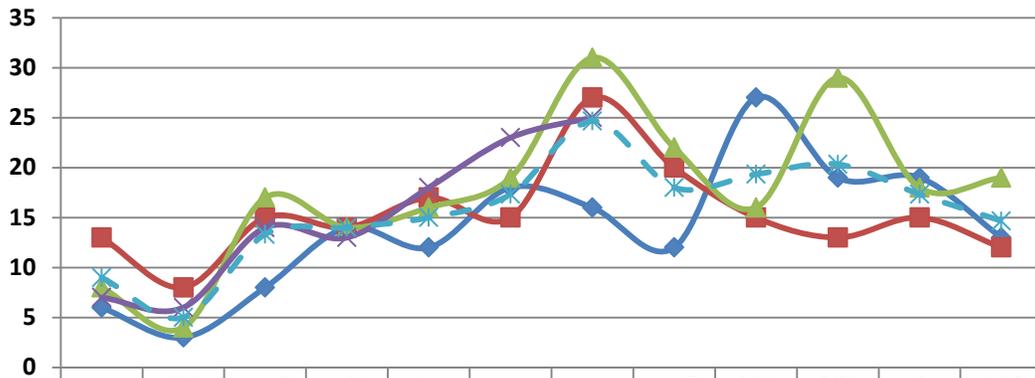
### Fatalities By the Month\* - July 2014

MONTH						CUMULATIVE TOTALS			
	Actual	Actual	Actual	11,12,13	Actual	Cumulative (11,12,13)			
	2011	2012	2013	AVERAGE	2014	2011	2012	2013	2014
JAN	6	13	8	9	7	6	13	8	7
FEB	3	8	4	5	6	9	21	12	13
MAR	8	15	17	13	14	17	36	29	27
APR	14	14	14	14	13	31	50	43	40
MAY	12	17	16	15	18	43	67	59	58
JUN	18	15	19	17	23	61	82	78	81
JUL	16	27	31	25	25	77	109	109	106
AUG	12	20	22	18		89	129	131	
SEP	27	15	16	19		116	144	147	
OCT	19	13	29	20		135	157	176	
NOV	19	15	18	17		154	172	194	
DEC	13	12	19	15		167	184	213	
<b>YTD</b>	<b>167</b>	<b>184</b>	<b>213</b>	<b>188</b>	<b>106</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.



## IDAHO MONTHLY TRAFFIC FATALITIES



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2011	6	3	8	14	12	18	16	12	27	19	19	13
2012	13	8	15	14	17	15	27	20	15	13	15	12
2013	8	4	17	14	16	19	31	22	16	29	18	19
2014	7	6	14	13	18	23	25					
11,12,13	9	5	13	14	15	17	25	18	19	20	17	15

## 2014 CALENDAR OF EVENTS

To add an event to the calendar, contact [lisa.losness@itd.idaho.gov](mailto:lisa.losness@itd.idaho.gov)

Date	Event Description, Location
August 15	Deadline for equipment purchases <i>(call if you have questions or may need to request an extension)</i>
August 24 – Sept 5	<b>Impaired Driving Traffic Enforcement Mobilization, Statewide</b>
September 30	<b>End of the 2014 Federal Fiscal Year</b>
October 1, 2014	<b>Start of the 2015 Federal Fiscal Year</b>
Nov20-30, 2014	<b>Seat Belt Mobilization</b> Buckle up America, Every Trip Every Time
Nov 27, 2014 – Jan 4, 2015	<b>Impaired Driving Mobilization</b> Driver Sober or Get Pulled Over

[Click to view or register for Upcoming Alive at 25 courses in Idaho](#)



**Quick Reference Guide** – click on the topic to go directly to website.

Idaho Office of Highway Safety Facebook page: [www.facebook.com/IDOHS](http://www.facebook.com/IDOHS)

[OHS](#), Office of Highway Safety

[ITD](#), Idaho Transportation Department

[NHTSA](#), National Highway Traffic Safety Administration

[FHWA](#), Federal Highway Administration

[2012 Idaho Crash Report](#)

[Alive at 25](#)

## **We are on the internet...**

Follow us on the internet through our social media sites.



### **Facebook**

Idaho Office of Highway Safety [www.facebook.com/IDOHS](http://www.facebook.com/IDOHS)

Idaho Transportation Department [www.facebook.com/IdahoTransportationDepartment](http://www.facebook.com/IdahoTransportationDepartment)



### **Twitter**

<https://twitter.com/SeatbeltsSave>



### **YouTube**

<http://www.youtube.com/idahoitd>

## **DRIVE SOBER OR GET PULLED OVER**

Each year, GHSA's member State Highway Safety Offices (SHSOs) team up with law enforcement agencies and others to combat drunk driving through the National Highway Traffic Safety Administration's (NHTSA's) *Drive Sober or Get Pulled Over* campaign.

*Drive Sober or Get Pulled Over* is a nationwide effort to crack down on impaired driving and reduce roadway fatalities. It takes place each year from mid-August through the Labor Day and again during the December holiday season. During these times, police from every state and most U.S. towns and cities step up their efforts to find and arrest drunk drivers.

The crackdown is supported by national advertising campaign to put motorists on notice that if they are caught driving while impaired, they will be arrested. These national ads are targeted at young male drivers and motorcycle riders, who are the most common perpetrators of this deadly crime. States and localities supplement these national ads with their own public awareness and media outreach.

