



Quick Notes

From the Idaho Office of Highway Safety

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

Fatalities as of 9/18/14 = 149

Why Highway Safety Should Engage Emergency Medical Services (EMS) in the Strategic Highway Safety Planning Process

Each of the 4 "Es" -- Engineering, Enforcement, Education, and EMS -- is critically important in eliminating death and serious injury from vehicle crashes. The first three Es play a role in preventing or minimizing injury, while EMS contributes to eliminating death and serious injury in the post-crash phase, providing the last pre-hospital opportunity to improve health outcomes from motor vehicle crashes.

Understanding what happens to crash victims helps illustrate the essential role of EMS. Data from the National Highway Traffic Safety Administration (NHTSA) shows the majority of crash victims will survive a crash for up to ninety minutes following the incident.

Crash survival depends on a quick response by EMS

Some crash victims die within just a few minutes of a crash. In most of these cases the crash was not survivable, because victims lose consciousness and can't keep their airway open, or they have injuries that cause such catastrophic bleeding or damage to organs that even the best surgeons couldn't save them. But many crash victims are able to survive within ten to ninety minutes post-crash. Within this timeframe there are however mortalities that did not have to occur. You may have heard of the "golden hour," which refers to the critical window of time in which EMS systems can make a difference in reducing morbidity and mortality by:

- detecting the incident more quickly
- improving precision in locating the crash site
- taking the optimal route to the site
- having air transportation available when needed
- having the best clinical resources on hand for the patient's needs
- providing better care to the patient at the crash site and en route to a hospital
- making the right choice about the optimal hospital or trauma center

Crash survival depends on proper triage

Some crash victims die more than 90 minutes post-crash. Better triage would improve outcomes for this group. This means better recognition of the probability of severe injury. Better triage also means better, faster decision-making about the destination hospital; whether or not a trauma center is needed; and whether a patient requires ground versus air transportation to a care facility. According to one study, the risk of dying was 25 percent lower for patients who received care at a Level-1 trauma center versus at a non-trauma center. Counties with coordinated systems for trauma care have been shown to have crash fatality rates as much as 50% lower than those without trauma systems.

As you can see it is critical that as a highway safety community we pay close attention to implementing all 4 "Es" in an effort to continue on the trail *Towards Zero Deaths*.

Brent Jennings
Highway Safety Manager

DUE DATE for FFY 2014 claims and Final Evaluations



Reminder: **All** FFY 2014 claims and final evaluations are due to the Office of Highway Safety by **October 15**. If you have questions regarding the deadline, please contact the grants officer that is managing your grant.

Traffic Enforcement Mobilization ONLINE

The much anticipated online process for participating in the Traffic Enforcement Mobilization process is now online. Through the online application, agencies will sign up and apply to participate through a TEMA (Traffic Enforcement Mobilization Agreement). Additionally, all claims and reports will be submitted online: overtime claims, equipment incentive claims, performance reports and seat belt surveys.

Each agency that intends to apply for the mobilization program must first attend a training to receive the proper login and passwords. Several webinar training sessions are available. Please contact Lisa Losness lisa.losness@itd.idaho.gov to RSVP for your session and receive a confirmation with a link to the webinar.

October 7, 2:00-3:00 pm
October 8, 10:00-11:00 am
October 14, 2:00-3:00 pm
October 15, 9:00-10:00 am

A screenshot of a web application interface titled "Mobilization Tracking Forms Menu". The interface has a blue header with the title in white. Below the header, the user is logged in as "llosness admin" with a "Refresh" button. The menu is organized into sections: "REVIEW" with a link to "Mobilization Status"; "APPLICATIONS" with links for "Traffic Enforcement Mobilization Agreement (TEMA)", "Contacts", "Single Audit Certification", "Funding Request", and "Anticipated Purchases"; and "CLAIMS & REPORTS" with links for "Overtime Reimbursement Claims", "Incentive Equipment Hours", "Incentive Equipment Purchase Claims", "Mobilization Officers", "Mobilization Performance", "Mobilization Performance Summary Report", and "Seat Belt Observations". At the bottom left, there is a PDF icon and a link to "Quick Start Guide".

Road Safety in the Individual U.S. States: Current Status and Recent Changes [UMTRI-2014-20](#) July 2014

Since 2005, road fatalities in the U.S. have dropped substantially. The data for 2012 show a reduction of 22.7% since 2005 (NHTSA, 2007; 2014). Reductions of similar magnitudes were also achieved for fatalities per distance driven and fatalities per population.

Of interest in this study was road safety in the individual U.S. states, both in terms of the current status and recent changes¹. The analysis included the use of two primary measures: fatalities per distance driven, and fatalities per population. (Although the fatality rate per distance driven is the most frequent measure of road safety, I argued recently that to place road safety in the broader context of public health requires the use of the fatality rate per population [Sivak, 2014].) In addition, the numbers of fatalities in each state were examined as well. The data for two years were analyzed: 2012 (the latest year available) and 2005 (a recent peak).

Campaign to Promote Car Seat Registration on Child Passenger Safety Week

In a nationwide effort to make sure all parents and caregivers are properly securing their children from birth through age 12 in the right car restraints (rear-facing, forward-facing, booster, seat belt) for their age and size, the National Highway Traffic Safety Administration (NHTSA) and the Ad Council are launching new public service announcements (PSAs) as part of their child passenger safety campaign.

Motor vehicle crashes are the leading cause of death for children 1-12 years old. From 2006 to 2010, 4,028 children (age 12 and younger in a passenger vehicle) were killed and an estimated 660,000 were injured, in motor vehicle traffic crashes – more than the entire population of Boston, Massachusetts.

The campaign objectives are to educate parents and caregivers about NHTSA's car seat recommendations for children from birth through age 12, as well as convince parents to seek more information on NHTSA's car seat recommendations.

For ideas and materials check out www.trafficsafetymarketing.gov/cps .



Safest - and most dangerous - U.S. cities to drive: Boise makes top of the list

Drivers in Fort Collins, Colorado, can take another bow before calmly climbing behind the wheel. For the fourth time in a decade, Allstate has named it "America's Safest Driving City" in its annual [analysis of car accidents](#).

Fort Collins has been in the top 10 every year, according to the insurance company, which assessed drivers in the 200 largest U.S. cities.

The most dangerous city to drive? Worcester, Massachusetts, which landed at No. 200 on Allstate's list. Massachusetts' second-largest city edged out the largest city in the state, Boston.

Allstate, which writes nearly one in 10 U.S. auto insurance policies, based its ratings on an analysis of claims data to determine the places with the greatest frequency of collisions, factoring in weather conditions, traffic volume, and population.

The spread between the Fort Collins experience and that of drivers in Worcester is staggering. On average, a Fort Collins driver has an accident once every 14 years, about 30 percent less than the national average. In Worcester, the average driver crashes every four years or so. That's about 135 percent more than the national average.

Here are the top 10 U.S. cities with the safest drivers (see [here](#) for the full report).

1. Fort Collins, Colorado
2. Brownsville, Texas
- 3. Boise, Idaho**
4. Kansas City
5. Hunstville, Alabama
6. Montgomery, Alabama
7. Visalia, California
8. Laredo, Texas
9. Madison, Wisconsin
10. Olathe, Kansas

Here are the 10 least safe cities to drive, according to Allstate:



Keeping Teen Drivers Safe and Alive. It's Cause to Celebrate

First, the not-so-good news: More teens die from car crashes than any other cause. And the first year of driving is the most dangerous.

The good news: There's something we all can do about it. And it involves a celebration!

That's what Celebrate My Drive is about – celebrating this big, new life of freedom that comes with a driver's license. Part of that life means making smart choices behind the wheel, which is why we're spreading the message of 2N2* – 2 eyes on the road, 2 hands on the wheel. It's a simple habit that can reduce distracted driving and help new drivers build confidence on the road.

This party even gives you and your high school a shot at some pretty sweet prizes - like a \$100,000 or \$25,000 Grant for your high school, and maybe even one of two Grand Prize concerts featuring GRAMMY® Nominated The Band Perry.

Last year, thousands of high schools in communities all over North America joined the celebration, with more than six million safe driving commitments made. And you're invited to this year's party. [Get your high school registered today!](#)

Several high schools in Idaho participated last year. Encourage your local high school to get involved.

Powered by State Farm

Are You Registered? Chances To Win Big Prizes What It's All About **CELEBRATE My DRIVE** Resources And Tools Official Rules Frequently Asked Questions

Your High School Can Win!

- 1 of 90 \$25,000 Grants
- 1 of 10 \$100,000 Grants
- 1 of 2 Grand Prize Concerts with The Band Perry

Between October 15-24 2014, you'll be able to make safe driving commitments for a registered high school. The 100 high schools with the most commitments made can win some pretty amazing prizes, with the two top schools winning grand prize concerts by GRAMMY® Nominated The Band Perry.

Only registered high schools will be eligible to win prizes. If you haven't already, make sure a school administrator gets your high school registered, so you don't miss out on your chance to win.

Note: The top 10 winning high schools from 2013 are not eligible to win one of the top 10 prizes in 2014. They can still participate and are eligible to win one of the 90 \$25,000 grants.

School not registered yet?
No worries!
We can get you there in no time.

Register Now

Applications Now Being Accepted for \$1,000 Mini-Grants

The



National Center for Safe Routes to School and Schwinn's Helmets on Heads program are teaming up to provide 25 \$1,000 mini-grants to 25 schools across the country. These mini-grants support a common goal of both organizations: to support educators, communities and families in encouraging children to safely bike to school. Recipients are also asked to share the Helmets on Heads [pledge](#) with students or youth involved in their program.

Read more: <http://saferoutesinfo.org/about-us/newsroom/national-center-safe-routes-school-and-schwinn%E2%80%99s-helmets-heads-mini-grants-program>

Distracted Driving



The Office of Highway Safety is pleased to announce an opportunity for Idaho teens to see their artwork displayed on billboards during Distracted Driving Awareness Month, April 2015. Six regional winners will win scholarships worth \$500, second place \$250, and the overall winner will receive an additional \$500 scholarship.

<https://secure.meetingsystems.com/ITDbilboard/>

2014 CALENDAR OF EVENTS

To add an event to the calendar, contact lisa.losness@itd.idaho.gov

Date	Event Description, Location
September 30	End of the 2014 Federal Fiscal Year
October 1, 2014	Start of the 2015 Federal Fiscal Year
October 7, 2014	Traffic Enforcement Mobilization Agreements Online – Webinar 2:00-3:00 pm
October 8, 2014	Traffic Enforcement Mobilization Agreements Online – Webinar 10:00-11:00 pm
October 14, 2014	Traffic Enforcement Mobilization Agreements Online – Webinar 2:00-3:00 pm
October 15, 2014	Traffic Enforcement Mobilization Agreements Online – Webinar 9:00-10:00 am
Nov20-30, 2014	Seat Belt Mobilization Buckle up America, Every Trip Every Time
Nov 27, 2014 – Jan 4, 2015	Impaired Driving Mobilization 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
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

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Idaho Transportation Department www.facebook.com/IdahoTransportationDepartment



Twitter

<https://twitter.com/SeatbeltsSave>



YouTube

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