



Quick Notes

From the Idaho Office of Highway Safety

December 24, 2014

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 12/23/14 = 181

**Choose
to drink?
Choose
your ride.**



The Idaho Transportation Department Office of Highway Safety recently worked with ISP and Boise Airport Taxi Company to put together the campaign “Choose your Ride”. The idea comes from the theory that many parties and activities occur over this time and that Idaho citizens, have a choice about how the evening’s transportation options will unfold. The goal is not to discourage people from enjoying the holidays, but to keep everyone safe and alive on Idaho’s highways during this time. With the holidays being a time of celebration and activities, our office wanted to send a message that Idaho citizens, as responsible drivers, have a choice.

Hi Highway Safety Partners:

It is hard to believe that we are already at the end of 2014. The Idaho Transportation Department Office of Highway Safety appreciates the many highway safety partners in the communities of enforcement, education, engineering and emergency medical services. I believe one of the strong common threads we all share is a dedication to eliminate death and serious injury on all Idaho roadways. Together we all believe the tragic loss of life cannot be simply accepted as a way of life in Idaho.

I am sure many of you remember Mary Hunter when she was the Highway Safety Manger. Mary would always tell me that *Smart Choices Save Lives*. This made sense to me when she said it several years ago, and it still makes sense today. Obtaining *zero* fatalities on all of Idaho’s roadways is the only acceptable goal. Working together to change the culture of all Idahoans is not an easy task. If all Idahoans make a daily commitment that “*just for today I will not drive distracted, impaired, aggressively and I will wear my seat belt*” I believe great strides will be made toward achieving our goal. Effectively changing our highway safety culture starts with families and communities. Mary also would say that “*smart choices keep families whole*”. How true.

From all of us at the Idaho Office of Highway Safety we wish each of you a happy holiday season and prosperous new year. We value the dedication of our highway safety partners and look forward to working with each of you in the new year as together as a team we continue to work *Towards Zero Deaths* in Idaho.

Brent Jennings
Highway Safety Manager

Drinking and Driving: A Threat to Everyone

U.S. drivers got behind the wheel after drinking too much about 112 million times in 2010. Whenever anyone drives drunk, they put everyone on the road in danger. Choose not to drink and drive and help others do the same.



Though episodes of drinking and driving have gone down by 30% during the past 5 years, it remains a serious problem.

Alcohol-impaired drivers are involved in about 1 in 3 crash

deaths, resulting in nearly 11,000 deaths in 2009. A recent [CDC](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm60e1004a1.htm?s_cid=mm60e1004a1_w)

[report](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm60e1004a1.htm?s_cid=mm60e1004a1_w) (http://www.cdc.gov/mmwr/preview/mmwrhtml/mm60e1004a1.htm?s_cid=mm60e1004a1_w) discusses drinking and driving and the proven measures that can help.

A Serious Problem, Happening 112 Million Times a Year

U.S. drivers got behind the wheel after drinking too much about 112 million times in 2010. Certain groups are more likely to drink and drive than others.

- Men were responsible for 4 in 5 episodes (81%) of drinking and driving in 2010.
- Young men ages 21-34 made up only 11% of the U.S. population in 2010, yet were responsible for 32% of all instances of drinking and driving.
- 85% of drinking and driving episodes were reported by people who also reported binge drinking. Binge drinking means 5 or more drinks for men or 4 or more drinks for women during a short period of time.

Steps for Safety

States can:

- Enforce 0.08% blood alcohol concentration and minimum legal drinking age laws.
- Expand the use of sobriety checkpoints.
- Require ignition interlocks for everyone convicted of drinking and driving, starting with their first offense.
- Consider including strategies to reduce binge drinking—such as increasing alcohol taxes—to reduce drinking and driving, since the two behaviors are linked.
- Pass primary enforcement seat belt laws that cover everyone in the car.

Employers can:

- Set policies that immediately take away all work-related driving privileges for any employee cited for drinking and driving while using a company or personal vehicle for work purposes.
- Use workplace health promotion programs to communicate the dangers of drinking and driving, including information directed to family members.

Health professionals can:

- Help patients realize that car crashes are the leading cause of death for everyone ages 5-34 and that 1 in 3 of all crash deaths involves a drunk driver.
- Routinely screen patients for risky drinking patterns, including binge drinking, and provide a brief intervention—a 10–15 minute counseling session—for patients who screen positive.

Everyone can:

- Choose to not drink and drive and help others do the same.
 - Before drinking, designate a nondrinking driver when with a group.
 - If out drinking, get a ride home or call a taxi.
 - Don't let friends drink and drive.
- Choose not to binge drink themselves and help others not to do it.
- Talk with a doctor or nurse about drinking and driving and request counseling if drinking is causing health, work, or social problems.

- Buckle up every time, no matter how short the trip. Encourage passengers in the car to buckle up, including those in the back seat

Meet the Office of Highway Safety Law Enforcement Liaisons - LELs

The Untapped Resource

Idaho has six Law Enforcement Liaisons that work with the Office of Highway Safety. There is one LEL representing each of the six transportation districts in Idaho. The LEL program was implemented in Idaho in 2006 and continues to be a valuable program.

The LEL's work with the law enforcement agencies within their respective districts to bring more visibility to the traffic Enforcement mobilization efforts. They also assist OHS with planning the annual Highway Traffic Summit and offer a law enforcement perspective to our program and plans. They have attended state and national conferences as presenters and participants, serve on Strategic Highway Safety Planning committees, and coordinate multi-agency "ONE TEAM" events.

This group of LELs has expertise and certifications in numerous areas such as Drug Recognition Experts, SFST Instructor, Child Passenger Safety Technician Trainer, TOPS instructor, Below 100 instructor, Radar instructor, and grant management. They are great resources regarding DUI/FST updates, at coordinating multi-agency task forces, and incorporating best practices into Traffic Enforcement Mobilizations.

The LEL's represent City Police Departments, County Sheriff Offices' and the Idaho State Police. Should you have questions regarding any of the OHS programs or enforcement efforts, please reach out to your local LEL.



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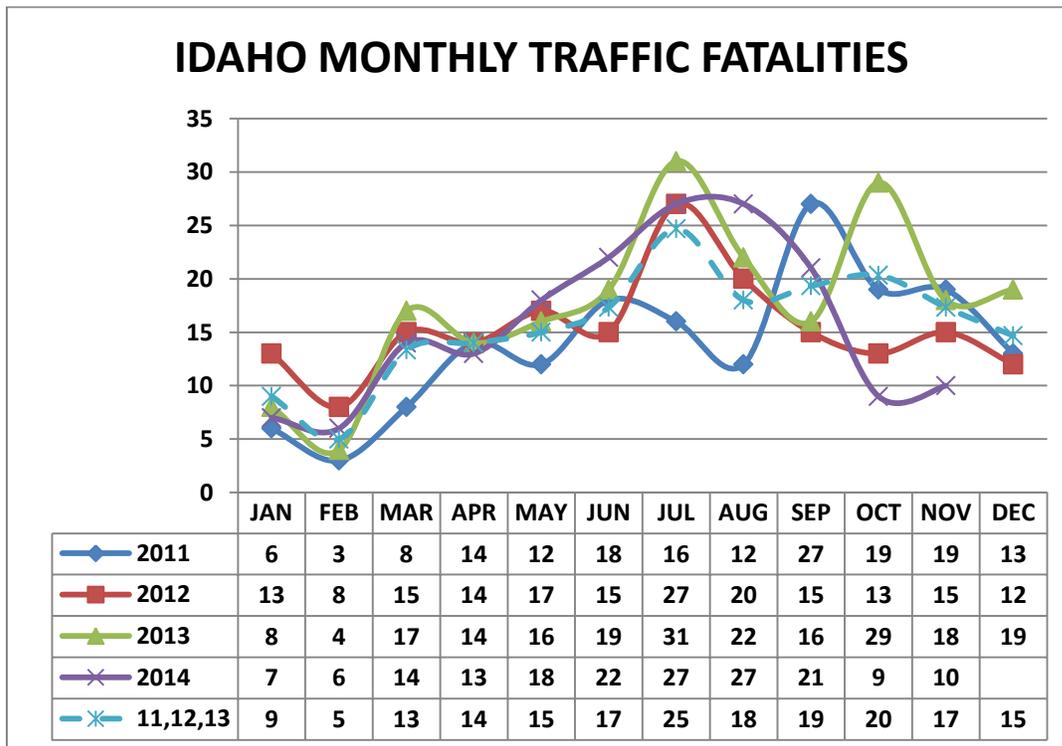
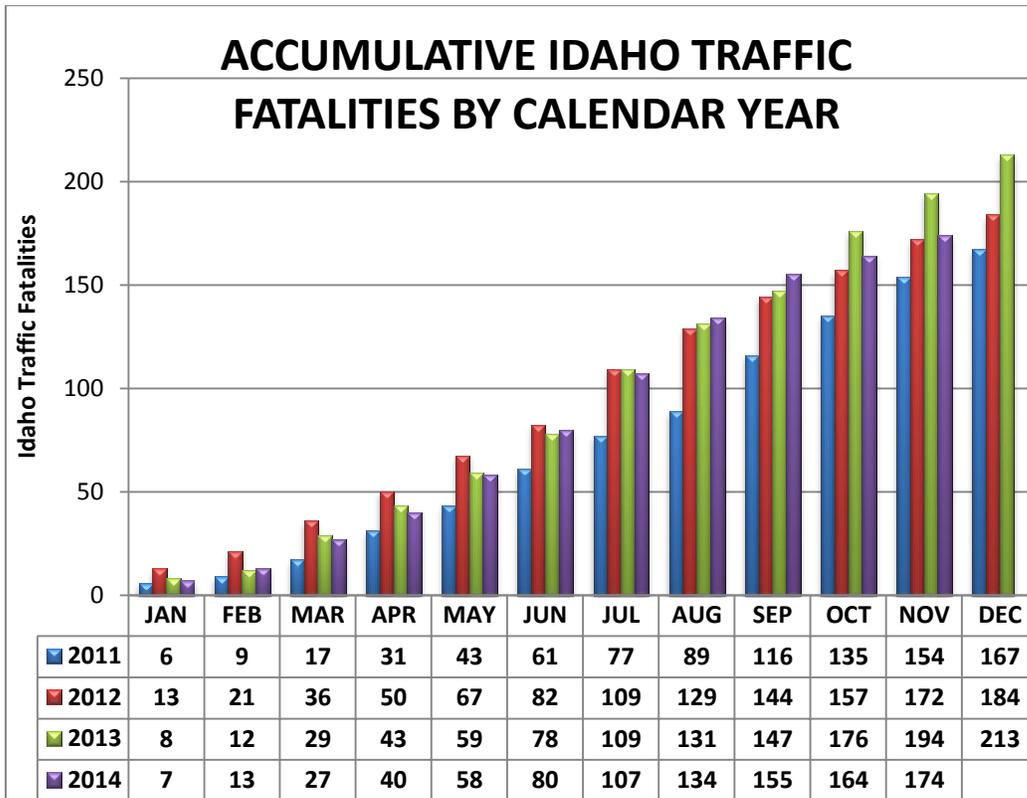
Motor Vehicle Crash Injuries - Costly but Preventable

October 2014 Edition of CDC Newsletter, Vital Signs



Americans spend more than 1 million days in the hospital each year from crash injuries. \$18B Crash injuries in 2012 totaled \$18 billion in lifetime medical costs. More than 75% of costs occur during the first 18 months following the crash injury. \$33B Lifetime work lost because of 2012 crash injuries cost an estimated \$33 billion. Available at:

<http://www.cdc.gov/vitalsigns/crash-injuries/index.html>.



Study: Parents' Knowledge lagging on Booster Seat Switch

Larry Copeland, *USA Today*

Most parents don't know when to move kids from booster seat to seat belt, safety group Safe Kids Worldwide says. Group says 86% of parents move children too soon, increasing risk of injury in a crash.

Parents of small children generally know that booster seats sharply reduce the risk of injury in crashes, but most of them don't know that moving a child too soon from a booster seat to a seat belt alone increases the risk of injury or death.

And nearly 9 in 10 parents are moving their children from booster seats to a seat belt before they reach the recommended height, according to a new survey by Safe Kids Worldwide, a global network of groups working to prevent accidental childhood injuries.

The entire article can be accessed at

<http://www.usatoday.com/story/news/nation/2014/09/16/parents-knowledge-lags-on-booster-seats/15684235/>

The Child Restraint Basics parent pocket card is available to distribute if you are concerned that a parent or caregiver has moved a child too soon from one restraint to another. Please contact Sherry Jenkins, (208 334 4460) or email sherry.jenkins@itd.idaho.gov, if you are interested. The cards are free.

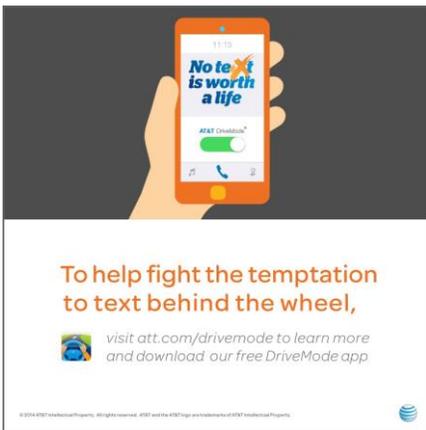
Distracted Driving

Alive at 25 instructor Todd Bilbo from the Boise Police Dept. recently found this article on distracted driving and the commitment of a NASA engineer to finding a way to prevent texting while driving deaths:

On May 8, 2008, Dave Sueper was driving to a business meeting when he was struck and killed by a distracted teenage driver who had run a red light. Scott Tibbitts, a chemical engineer and space entrepreneur who made motors for NASA, was the person Sueper was scheduled to meet that tragic morning, and he was deeply affected when he learned about the accident. Like Sueper, he was a father of two, and as an engineer he became [fixated on finding a way to prevent](#) another death from distracted driving.

Read more at http://news.yahoo.com/katie-couric-interviews-katasi-ceo-about-texting-and-driving-195250260.html;_ylt=AwrSbp2q5H1ULoUAZhZXNyoA

AT&T DriveMode® App, Now Available for iPhone



AT&T DriveMode app for iPhone is now available on the App Store - making it the first free no-texting-while-driving application offered by a major U.S. wireless carrier that works on the iPhone.

The app is easy to use. It silences incoming text message alerts, turns on automatically when one drives 15 mph or more, and it turns off shortly after one stops. When activated, it automatically responds to incoming SMS and MMS text messages, so the sender knows the text recipient is driving. It also allows parents with young drivers to receive a text message if the app is turned off.



Click here for more information.

Measuring Cognitive Distraction in the Automobile II: Assessing In-Vehicle Voice-Based Interactive Technologies

October 2014 - AAA Foundation for Traffic Safety

The goal of the current research was to measure and understand cognitive distraction stemming from voice-based technologies in the vehicle. Three controlled experiments evaluated

- 1) a baseline single-task condition,
- 2) issuing simple voice-based car commands,
- 3) listening to e-mail/text messages read by a “natural” pre-recorded human voice,
- 4) listening to e-mail/text messages read by a “synthetic” computerized text-to-speech system,
- 5) listening and composing replies to e-mail/text messages read by a “natural” voice,
- 6) listening and composing replies to e-mail/text messages read by a “synthetic” voice,
- 7) interacting with a menu-based system with perfect reliability,
- 8) interacting with a menu based system with moderate reliability, and
- 9) using “hands-free” Siri to listen to and send text messages, update Facebook or Twitter status, and modify and review calendar appointments.

Because each task allowed the driver to keep his or her eyes on the road and hands on the steering wheel, any impairment to driving must be caused by the diversion of attention from the task of operating the motor vehicle. We used a combination of primary task, secondary-task, subjective, and psychophysiological indices to assess the mental workload of the driver using these voice-based technologies. The data extend the rating system for cognitive distraction developed by Strayer et al., (2013). The new ratings suggest that some voice-based interactions in the vehicle may have unintended consequences that adversely affect traffic safety.

Click to review the complete [AAA Foundation report](#).

Washington state survey on Marijuana and driving

October 2014 [Washington State Road Survey](#) Prepared for the Washington Traffic Safety Commission

In 2012, voters in the State of Washington approved a ballot initiative to legalize the sale and recreational use of marijuana. In July 2014, sales and use of marijuana legally began in the state. One question for public health and safety officials is the impact legalized marijuana use may have on traffic safety, particularly on impaired driving. To address this question, a series of roadside surveys are being conducted to assess the effects of legalization of sales and use of marijuana on the prevalence of marijuana positive drivers on Washington’s roadways. The roadside surveys will not only obtain objective, accurate estimates of the prevalence of drivers with active marijuana on board but prevalence estimates of drivers with alcohol and other drugs too.

This report summarizes some of the results of the initial roadside survey conducted in the State of Washington by the Pacific Institute for Research and Evaluation (PIRE) for the Washington Traffic Safety Commission (WTSC). The initial Washington State Roadside Survey (WSRS) was conducted during the first three weekends of June 2014 (prior to the July 2014 legal start date for sales of recreational marijuana).

This report focuses on the responses to questions prior to the implementation of retail sales. Subsequent reports will compare response patterns over time.

2015 CALENDAR OF EVENTS

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

Date	Event Description, Location
Nov 27, 2014 – Jan 4, 2015	Impaired Driving Mobilization Driver Sober or Get Pulled Over
March 15-17, 2015	LIFESAVERS, National Conference on Highway Safety Priorities – Chicago, IL
March 15-22, 2015	Impaired Driving Mobilization Buzzed Driving is Drunk Driving
April 29-May 2, 2015	Child Passenger Technician Training Course Meridian– to register www.cert.safekids.org
May 20 – June 2, 2015	Seat Belt Mobilization Click it or Ticket

[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.

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[OHS](#), Office of Highway Safety

[ITD](#), Idaho Transportation Department

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

[FHWA](#), Federal Highway Administration

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