



Quick Notes

from the Idaho Office of Highway Safety

April 23, 2012

IT'S NOT TOO LATE

Register today for the

Highway Safety Summit

May 8, 2012 – Boise, ID

www.highwaysafetysummit.com

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 = 45

General Message from the Highway Safety Manager

Hi Highway Safety Partners:

A [report](#) released by the Governors Highway Safety Association (GHSA) highlights the continued role [speeding](#) plays in traffic deaths and makes recommendations to address the problem. Despite progress in nearly every other area of highway safety, speeding continues to be a factor in approximately one third of traffic deaths every year across the nation and here in Idaho. Nationwide since 2000, the share of traffic fatalities linked to speeding has increased by seven percent, even as seat belt non-use in fatal crashes dropped 23 percent and alcohol-impaired fatalities declined three percent. Speed remains the one highway safety area where progress has not been made in almost three decades!

Survey respondents were asked to cite the largest obstacles to addressing speed. Seventy-eight percent selected “public indifference to speeding,” while 61 percent selected “public perception that speed enforcement is just a revenue generator.” Another 43 percent of respondents cited “lack of federal funding for enforcement.”

A major challenge to the enforcement community is a reduction in state and local law enforcement personnel available to conduct speeding and aggressive driving enforcement efforts. Overall decreases in enforcement efforts can be challenging. Even while Idaho gets better at using crash data to determine locations most in need of speed reduction, the law enforcement community may not be available to target the dangerous areas. The staffing decreases are attributed to budget cuts, military deployments and the existence of other overtime shift assignments that are more desirable than speed enforcement.

The Idaho Office of Highway Safety remains committed to eliminate death and serious injury associated with speeding. Together we can make that difference as we move *Toward Zero Deaths*.

Brent Jennings, PE
Highway Safety Manager
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Do you plan to participate in the Seat Belt Mobilization – May 22 – June 5?

The annual “Click it or Ticket” Seat Belt campaign and mobilization run from May 22 through June 5, 2012. The enforcement campaign is supported with education by NHTSA and the Idaho Transportation Department. NHTSA has developed television commercials to be aired during sporting events, during prime time in the evenings and online. The Idaho Transportation Department is also joining in on the campaign with billboards, radio and television. NHTSA has provided a website with materials for law enforcement. The [Products for Law Enforcement Action Kit \(PEAK\)](#) is available online. The kit includes sample press releases, radio spots, posters and more.

Below is a list of the agencies that have agreed to participate in the May seat belt mobilization campaign. If you do not see your name on the list and would like to participate, please contact Lisa Losness at 208-334-8103 or lisa.losness@itd.idaho.gov.

District 1	District 2	District 3	District 4	District 5	District 6
Bonnors Ferry Coeur d’Alene Ponderay Post Falls Priest River Rathdrum Sandpoint Spirit Lake Bonner County Kootenai County Idaho State Police	Lewiston Moscow Orofino Idaho County Idaho State Police	Boise Emmett Fruitland Garden City Homedale Kuna Meridian McCall Nampa Wilder Ada County Boise County Canyon County Gem County Owyhee County Valley County Idaho State Police	Bellevue Marshall Filer Gooding Hailey Heyburn Jerome Rupert Twin Falls Jerome County Twin Falls County Idaho State Police	Montpelier Pocatello Shelley Bannock County Bear Lake County Bingham County Power County Idaho State Police	Iona Rigby Rexburg Salmon Ucon Bonneville County Custer County Fremont County Jefferson County Lemhi County Madison County Teton County Idaho State Police

"One Team" 

Highway Safety Summit registration under way

It's not too late to sign up for the 2012 Highway Safety Summit Tuesday, May 8, at the Boise Centre.

The all-day summit provides highway and traffic safety professionals and advocates with innovative results-oriented solutions to help save lives and reduce serious injuries from motor vehicle crashes.

Sponsored by ITD's Office of Highway Safety, the summit is free to participants. Law enforcement officers can receive POST credit for participating. [Click here](#) for more information or visit www.highwaysafetysummit.com.

Seat Belt Use in 2011 – Overall Results

NHTSA Traffic Safety Facts Research Notes (DOT HS 811544)

Seat belt use in 2011 was estimated at 84 percent, statistically unchanged from 85 percent in 2010. This result is from the National Occupant Protection Use Survey (NOPUS), which is the only survey that provides nationwide probability-based observed data on seat belt use in the United States. The NOPUS is conducted annually by the National Center for Statistics and Analysis of the National Highway Traffic Safety Administration (NHTSA).

Seat belt use has show an increasing trend since 1994, accompanied by a steady decline in the percentage of unrestrained passenger vehicle (PV) occupant fatalities during daytime. The 2011 survey also found the following: [click for the complete report](#).

Young passengers less likely to speak up about distracted driving; social icon design challenge offers an opportunity

Ray LaHood, Secretary of Transportation - April 16, 2012

Last week, I met a group of elementary school students in [Minnesota](#), and I had a very clear safety message for them: "If you're riding in a car and the driver is texting or talking on the phone while driving, you tell them I said it's not safe."

And when I asked them if they would do that, if they would carry that important safety message home with them, they all nodded their heads enthusiastically and shouted, "Yes!"

That willingness to speak up is all the more important because, today, the National Highway Traffic Safety Administration released [new findings](#) that indicate older kids--teens--are the least likely passengers to say something to their driver if he or she is texting or talking on a cell phone behind the wheel.

At the same time, we know that drivers in their teens report the highest level of phone involvement in crashes and near-crashes. And we know that young drivers are nearly three times more likely to be involved in sending or receiving a text at the time of an incident than drivers 25 and older. [Click to read the rest of the article](#).

Impaired Teenage Drivers

Recent data from the Substance Abuse and Mental Health Services Administration (SAMHSA) shows 26 percent of all teen drinkers (ages 12-17) get their alcohol from a parent or family member. Research shows this influence of parents in three out of four kids saying their parents are the leading influence on their decisions about drinking, and emphasizes the important role of parents in deterring underage drinking. Read more <http://www.madd.org/media-center/press-releases/2012/madd-highlights-new-data.html>

Ford Driving Skills for Life Trains Teen Drivers to Avoid Tragedy during Impending Prom and Graduation Season

As prom and graduation season approaches, [Ford Driving Skills for Life \(DSFL\)](#) is reaching out with programs designed to address the increase in life-endangering risks that teen drivers face on the road. "This a time of year when many teens request, and parents provide, expanded driving privileges," said Jim Graham, manager, Ford Driving Skills for

Life. "Unfortunately, safety can take a back seat to the excitement associated with the many celebrations around prom and graduation."

According to the National Highway Traffic Safety Administration, traffic crashes are the leading cause of death among ages 15 to 20. The Governors Highway Safety Association (GHSA) reported a slight upward trend in [teen traffic fatalities](#) during the first six months of 2011, which is the most recent data available. Teen drivers, mile to mile, are in three times as many fatal crashes as other drivers, claiming the lives of nearly 3,000 teens each year. The under-20 age group also has the highest proportion of distracted drivers involved in fatal crashes.

"Driving is a privilege, not a right, and parents need to set certain limits to ensure their teens stay safe," added [Barbara Harsha](#), GHSA executive director. "We recommend that parents talk with their teen drivers and together establish rules, including limits for the number of passengers, nighttime driving limits and a commitment not to text and drive. Every state has graduated license requirements and it is critical, especially during this season, that teens and parents are aware of and committed to follow these provisions."

Youthful Drivers

"Thirty percent of teens involved in serious car crashes suffer head injuries, including concussion, skull fractures and traumatic brain injuries (TBI), new research from medical and insurance experts says. While the report by The Children’s Hospital of Philadelphia (CHOP) and State Farm highlights a decline in teen driver-related fatalities over the past six years, researchers said crashes remain the leading cause of death for teens and kill nearly five times as many 15- to 19-year-olds as cancer or poisoning." Read more

<http://www.insurancejournal.com/news/national/2012/03/30/241491.htm>

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
Apr 19-30, 2012	Aggressive Driving, Statewide Traffic Enforcement Mobilization
Apr 28, 2012	Alive at 25 , Kootenai County Fire Station #2, www.idsafedriver.org
Apr 28, 2012	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Apr 30, 2012	Alive at 25 , Boise Police Dept., www.idsafedriver.org
Apr 30, 2012	Alive at 25 , Mountain Home Police Dept., www.idsafedriver.org
May 7, 2012	Alive at 25 , Boise Police Dept., www.idsafedriver.org
May 7-8, 2012	2012 Highway Safety Summit, Boise Centre on the Grove
May 12, 2012	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
May 12, 2012	Alive at 25 , Rexburg Police Dept., www.idsafedriver.org
May 14-17, 2012	Child Passenger Safety Car Seat Technician Certification course , www.safekids.org
May 16, 2012	Alive at 25 , Kootenai County Fire Station #2, www.idsafedriver.org
May 19, 2012	Alive at 25 , Cassia County Sheriff’s Office, www.idsafedriver.org
May 19, 2012	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
May 21, 2012	Alive at 25 , Boise Police Dept., www.idsafedriver.org
May 22, 2012	Alive at 25 , Orofino Police Dept., www.idsafedriver.org
June 14-16, 2012	Lifesavers Conference , Orlando, Florida, www.lifesaversconference.org
July 18, 2012	Alive at 25 Workshop , Boise, Idaho
July 19-20, 2012	Northwest Alcohol Conference , Boise, Idaho www.northwestalcoholconference.org
July 24, 2012	Alive at 25 , Orofino Police Dept., www.idsafedriver.org
Sep 25, 2012	Alive at 25 , Orofino Police Dept., www.idsafedriver.org
Nov 10, 2012	Alive at 25 , Orofino Police Dept., 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

[2010 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 Driving		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