**Quick Notes**  
From the Idaho Office of Highway Safety  
June 30, 2015

We can get to ZERO!

Counties that met  
“Toward Zero Deaths”  
*PMV Fatalities in 2014*

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*Personal Motor Vehicle*
Better Slow Down
A message from the Federal Highway Administration

Speeding is a significant threat to public safety. According to NHTSA, drivers who exceed the posted speed limit or drive too fast for conditions are involved in nearly one-third of all fatal crashes. Each year, more than 13,000 people are killed in speeding-related crashes; and the economic cost of speeding-related crashes is about $52 billion.

Below are additional facts about speeding (sources: FHWA and NHTSA: FARS data 2010-2012):

- The majority of speeding-related crashes occur on roads that are not part of the Interstate system.
- More speeding-related fatal crashes occur on local streets and minor arterials than other roadway types.
- Drivers with a blood alcohol content level of 0.08 or higher make up almost 44% of all fatal speeding-related crashes.
- Motorcycle fatalities are more likely to be speeding-related than other vehicle types.
- Over one-third of work zone fatal crashes are speeding-related.
- The average risk of death for a pedestrian reaches 10% at an impact speed of 23 mph, 25% at 32 mph, 50% at 42 mph, 75% at 50 mph, and 90% at 58 mph.

**Why should we slow down?** Driving at a reasonable speed has many benefits: It decreases the potential for loss of vehicle control; reduces the severity of crashes; increases the effectiveness of occupant protection equipment (e.g., seat belts, child seats, and airbags); allows drivers more time to assess hazards and avoid potential crashes; and saves gas.

As the Just Be Safe pledge states: “As leaders in the transportation community, FHWA employees are role models for safe behavior when using our transportation system; we owe this to ourselves, our family and our community.” 

I urge you to follow the following tips to keep our transportation system safe:

**Obey the law** - Speed limits are there for a reason, so stick to them.

**Understand that excessive speeding is BAD driving** - Some drivers fail to accept that driving too fast is also poor driving despite the fact that this is a factor in thousands of deaths and injuries every year.

**Be careful around curves** - Stay in control and give yourself time to react to unexpected hazards by braking before the curve, not in it.

**Watch out for road conditions** - In certain road conditions, including fog, rain, ice, and heavy traffic flow, slow down and keep more space on all sides of your car.

**Don’t try to rush** - Driving slightly slower will not add more than a few minutes to your journey, but may help to avoid a crash. For example, driving 30 mph rather than 35 mph will only take 2 more minutes for a 10 mile trip.

Be COURTEOUS - - Slow Down and Save Lives
What is the USDOT doing about Speed Management?

The USDOT works collaboratively with State and local governments to address speeding on our Nation’s roadways. An intermodal “speed team” has been chartered to advance the mission of the DOT by focusing on speed management and speeding-related crashes. The FHWA, FMCSA, and NHTSA worked together to develop the Speed Management Program Plan http://safety.fhwa.dot.gov/speedmgt/ref_mats/docs/speedmgtprogplan812028.pdf. This Plan identifies the Federal effort and specific actions to be taken by the DOT to effectively address managing speed and reducing speeding-related crash risk.

Resources:
Check out this video prepared by NHTSA: https://www.youtube.com/watch?v=yKGqzleoYk
For additional information, please visit these sites:
http://safety.fhwa.dot.gov/speedmgt/
http://www.nhtsa.gov/Aggressive

IIHS launches ease-of-use ratings of LATCH hardware in vehicles

IIHS News | June 18, 2015

ARLINGTON, Va. — Only 3 vehicles of more than 100 evaluated by the Insurance Institute for Highway Safety have child restraint installation hardware that earns a good rating for ease of use, while more than half have hardware that is poor or marginal.

The Institute's new LATCH ratings will serve as a resource for families looking for a vehicle that makes it easy to transport their children safely. They also are intended to encourage vehicle manufacturers to pay attention to this equipment and make improvements.

Properly installed, age-appropriate child restraints provide considerably more protection for children in crashes than safety belts alone. However, observational studies have found that parents and caregivers often fail to secure them tightly or make other installation mistakes.

LATCH, which stands for Lower Anchors and Tethers for Children, is intended to make it easier to install a child seat properly. It works: Child restraints installed with LATCH, rather than with vehicle safety belts, are more likely to be installed correctly, research has shown.

The complete article and list of ratings may be viewed at http://www.iihs.org/iihs/news/desktopnews/iihs-launches-ease-of-use-ratings-of-latch-hardware-in-vehicles
Local racer promotes safe-driving campaign for ITD

BOISE - Idaho’s Toward Zero Deaths safe-driving campaign gained a new voice calling for more people to wear seat belts and to never drive impaired or distracted.

Idaho champion racer Wes Morris brought a message of safe driving, along with his 23T altered race car, to Idaho Transportation Department Headquarters’ front parking lot today, Thursday, June 18, in Boise.

Joining Morris, who is a 2014 Boise High School graduate, were representatives from ITD’s Office of Highway Safety talking about the leading causes of deaths on state roadways – improper seat belt use, driving impaired and driving distracted.

Click here for a picture of Morris, and here for a picture of Morris in his racer. Click here for a picture of Morris and his car at ITD. Video of Morris talking about properly securing a seat belt is available here. Idaho highway safety statistics are located here.

Learn more about Idaho’s Toward Zero Deaths safety effort, the state’s 100 deadliest days and seat belt use in Idaho.

Morris lost his sister Dedra in a tragic one-car crash two years ago when she did not properly secure her seat belt as a passenger and was partially ejected from a car that left the road and overturned several times, killing her instantly. He added that had she used her seat belt properly and had remained seated properly, she would have most likely survived the crash.

“The ‘Toward Zero Deaths’ campaign hits home with me on a very sobering and serious level,” he says. “Through our efforts, if we save one life or keep one family from tragedy, we have done our job.

“If we get one person to think, then we have reached a hundred people and pushed us closer to our goal of zero deaths.”

NOYS Seat Belts Save Challenge

Jerome High School was a top ten finalist in the first “Seat Belts Save Challenge,” a nationwide competition organized by National Organizations for Youth Safety (NOYS) with sponsorship by the non-profit National Road Safety Foundation (NRSF) and the National Highway Traffic Safety Administration (NHTSA). The first challenge was held during the fall of 2014.

The seat belt use rate at Jerome High School increased 16 percent during the Challenge. The Occupant Protection Committee held a celebratory event at the school May 22nd. The event reinforced the ease and benefit of wearing a seat belt. Enjoy the event video http://youtu.be/GA6GS8GdI6E

The NOYS Seat Belts Save Spring challenge ended May 25th. At least two Idaho schools participated and submitted their final reports: Nampa High School and Shelley High School.
Traffic Safety Facts - Children
NHTSA May 2015 DOT HS 812 154

There were 61 million children in the United States, 19 percent of the total U.S. population. Of the 32,719 traffic fatalities in the United States, 1,149 (4%) were children. The 1,149 child traffic fatalities were a 2-percent decrease from 1,173 in 2012. The estimated 172,000 children injured in traffic crashes were a 2-percent increase from 169,000 in 2012.

On average, 3 children were killed and an estimated 470 children were injured every day in the United States in traffic crashes. Boys accounted for 55 percent of child traffic fatalities and an estimated 48 percent of children injured in traffic crashes.

From 2004 to 2013, the number of child fatalities in traffic crashes decreased by 47 percent, with the 8-to-14 age group showing the largest decrease (54%). Figure 1 shows the child fatality trends of four age groups (under 1, 1 to 3, 4 to 7, and 8 to 14 years old) in traffic crashes from 2004 to 2013.

Click Traffic Safety Facts – Children for the complete report.

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YEAR TO DATE 184 214 186 195 60

*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.
2015 CALENDAR OF EVENTS
To add an event to the calendar, contact lisa.losness@itd.idaho.gov

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<td>May 22 – September 9</td>
<td>100 Deadliest Days (Sustained Traffic Enforcement)</td>
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<td>June 28-July 7, 2015</td>
<td>Impaired Driving Mobilization DRIVE SOBER OR GET PULLED OVER</td>
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<tr>
<td>August 21 – September 8</td>
<td>Impaired Driving Mobilization</td>
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<td>September 13 – 19</td>
<td>National Child Passenger Safety Week</td>
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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