September 2008 Building Safe Communities

# SAFE COMMUNITIES

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## COMMUNITY PARTNERSHIP HIGHLIGHTS





A Unique Partnership of Traffic Safety and Crime Specialists Selected to Maximize Resources

Contributed by Tim Fitten, NHTSA

An unprecedented partnership between the National Highway Traffic Safety Administration (NHTSA) and the Department of Justice's Bureau of Justice Assistance (BJA) has created an opportunity for six states to participate as demonstration sites in the Data Driven Approaches to Crime and Traffic Safety (DDACTS) Project. The six demonstration sites represent profiles of varying demographics, urban and rural geographic locations, technological advances as well as financial and personnel service resources. The demonstration sites are:

- Baltimore County, MD
- Lafourche Parish, LA
- Nashville, TN
- Oakland, CA
- Rochester, NY
- Vermont State Police

According to Michael Geraci, Director of NHTSA's Office of Safety Programs, the demonstration sites exhibited a willingness to conduct data analysis

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resulting in the identification of multiple indicators of traffic and crime incidents overlapping in specific geographic areas.



Several non-Federal agencies have joined the partnership in support of the project. The coalition is comprised of the International Association of Chiefs of Police, the National Sheriffs' Association, the National Organization of Black Law Enforcement Executives, the National District Attorneys Association, the National Criminal Justice Association, the American Probation and Parole Association, the Governors Highway Safety

Association and the American Association of Motor Vehicle Administrators. The partnership will demonstrate, promote and facilitate a local law enforcement operational strategy built around:

- Timely and accurate data collection and analysis
- Identification of the nexus of crime and traffic safety
- Coalition of local partnerships including the full range of stakeholders
- Integrated and strategic operations to extend resources and maximize impact

The value of this combined effort, not only during high visibility enforcement periods, is enhanced law enforcement presence. High visibility patrols deployed in problem areas during normal shift and overtime hours can be maximized by the community's law enforcement agency or in a multiple agency task force approach. With a foundation of data-driven policing, the goal of DDACTS is to create safer communities and improve the quality of life for residents through the reduction of crime, crashes and traffic related incidents. The objective of the DDACTS is to create safer communities and improve the quality of life for residents through the reduction of crime,













**Six DDACTS Demonstration sites** 

Baltimore County, MD Participates in DDACTS Project

Contributed by Captain Howard Hall, Baltimore County PD

The joint efforts between NHTSA and BJA provided an opportunity for Baltimore County, MD to

participate as a demonstration site in the DDACTS Project. Over a year ago, the Baltimore County Police Department's 10 patrol precincts experienced a change in command, which brought on board Chief of Police James Johnson. His strategies called for a reorganization and change in the department's methodologies in how they would go forward in conducting business. From the change in methodologies, Operations Bureau Colonel Michael K. McCleese created a concept position to address a data driven process overseen by Captain Howard Hall. The data identified redundancies of issues in its six heavily monitored corridors. Col. McCleese implemented a department-wide project to use traffic enforcement to target both traffic crashes and crime incidents.

Capt. Hall and team members realized a correlation between traffic incidents and crime-related incidents through analyzed and mapped data. The mapping showed hotspots of activities with traffic and crime elements having an impact on duplicate patrol efforts. The Baltimore County traffic safety and crime units are not specialized forces but combined forces, which made it easier to see the overlapping issues. Now able to efficiently manage their efforts, their current data report completed in March 2008, shows that with their 24/7 work force they were able to clock 32,000 labor hours, initiate 42,000 enforcement contacts (tickets, warnings, etc.) and 758 arrests. Their benchmark is 1,000 labor hours per week and that does not include overtime.

Baltimore County almost completely surrounds
Baltimore City and includes areas to the north that
extend to the Maryland/Pennsylvania border. For
this reason, their jurisdiction includes densely
populated areas adjacent to Baltimore City and rural
communities to the north. There are no

incorporated cities or towns in Baltimore County. It serves as host to a growing community with a population of approximately 800,000 residents in a 650 square mile area. They do not have advance data technology nor are their patrols linked to the Internet for just-in-time data. Baltimore uses a combination of dispatch records, local and county data as well as data from the justice system. Their community outreach incorporates many of the local organizations for the dissemination of enforcement opportunities, including Smooth Operator, Click It or Ticket and impaired driving high visibility enforcements. Outreach includes, but is not limited to, paid media, press events, public service announcements, meetings with traffic safety partners and employers facilitated by its community relations coordinators.

In March 2008, Capt. Hall had the opportunity of a chance meeting with Michael Geraci, NHTSA Office of Safety Programs Director, where they discussed data driven operational strategies. Because Baltimore County Police Department's current method of conducting business mirrored some of the strategies NHTSA and BJA were implementing, Baltimore County seemed like a good fit as a demonstration site for the DDACTS project. Partnering in the DDACTS project has allowed Baltimore County PD to broaden its scope on data driven processes, conduct research into acquiring an electronic tracking system, taking a closer look at their best practices and successes in comparison with other demonstration sites and has allowed them to become a resource for other DDACTS sites newly entering the project. Baltimore County PD received a visit from the representatives of the Lafourche Parish site for an overview of the effectiveness of their program. Tim Fitten NHTSA Region 6 Louisiana State program manager, said, "We are here and committed through this project to help improve the quality of life in our communities."

Contact Michael Geraci to learn more about DDACTS at <a href="michael.geraci@dot.gov">michael.geraci@dot.gov</a>. To learn more about Baltimore County contact Capt. Hall at (410) 887–7361 and visit their website at <a href="http://www.baltimorecountymd.gov/Agencies/police/index.html">http://www.baltimorecountymd.gov/Agencies/police/index.html</a>. Read article on latest traffic/crime fighting efforts at

http://www.baltimoresun.com/news/local/baltimore\_county/bal-md.driving10jul10,0,630462.story

#### **UPCOMING SPECIAL EVENTS**

Child Passenger Safety Week Planner is Available for Download



Click on image above to go to the 4 Steps for Kids to view the planner or visit

http://nhtsa.dot.gov/childps/planner/index.cfm

Click the image below to go directly to the Child Safety Seat Inspection Station Locator at <a href="http://www.nhtsa.dot.gov/cps/cpsfitting/index.cfm">http://www.nhtsa.dot.gov/cps/cpsfitting/index.cfm</a>

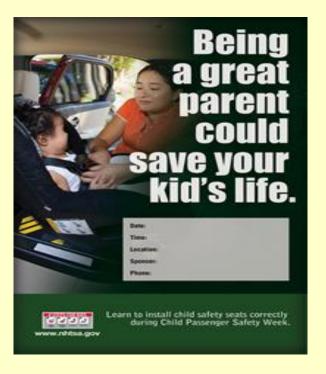


See the user friendly form on the Child Safety Seat Inspection Station Locator page. Simply enter your zip code to find a station in your immediate vicinity or enter the state to find all state inspection stations. Need to locate a Spanish speaking site, simply click the check box.

NHTSA's Child Passenger Safety Week Planner can be found at

http://www.nhtsa.gov/childps/planner/index.cfm

The second annual Child Passenger Safety (CPS) Seat Check Saturday will be conducted September 20 and the annual Child Passenger Safety Week, September 21–27. There will be free scheduled events for parents to have their child safety seats inspected by certified technicians. Technician assistance and literature are available in both English and Spanish.



Visit NHTSA's Child Passenger Safety site under the Traffic Safety tab at

http://www.nhtsa.gov/portal/site/nhtsa/menuitem.
9f8c7d6359e0e9bbbf30811060008a0c/ to learn
more about CPS Programs, 2006 Booster Seat Use
Report and Child Restraint Research Notes,
Consumer Information and Services, NHTSA Policies,
Research, Training and Certification, Educational
Materials, Educational and Training Videos and
Publications. Under the Related Links window, click
icons for Ease of Use, LATCH, National CPS
Certification, etc. to learn more about CPS activities
and events.

## Utah to Hold the 2008 Zero Fatalities Safety Summit

Contributed by Karen Vardeny, 2008 Safety Summit Planning Team

Last year's inaugural Safety Summit was a success and this year Utah's 2008 Zero Fatalities Safety Summit will be held October 6–7 at the Salt Lake City Marriott University Park Hotel. Traffic safety advocates, engineers, law enforcement personnel, educators and counselors, city and county government officials are all invited to find new ways to improve traffic safety in Utah. Registration is open at <a href="http://zerofatalities.com/summit">http://zerofatalities.com/summit</a>.

Charles Hurley, Chief Executive Officer of Mothers Against Drunk Driving (MADD), will be featured as the Summit's keynote speaker. There will be 21 different breakout sessions covering topics ranging from teen driving to minority communities to traffic prosecutions to motorcycle and pedestrian safety. In addition, the Summit will offer a special Child Passenger Safety Track that will provide the state's Child Passenger Safety Technicians with the latest trends and information.

The Zero Fatalities Safety Summit Awards will be brought back this year and award recipients will be recognized for their roles in helping to reduce death and injury on Utah's roadways. Recipients will also be honored at a special awards luncheon on the closing day of the Safety Summit. Congratulations to the 2007 Zero Fatalities Safety Summit Award Recipients:

- Janet Brooks Zero Fatalities Leadership Award
- Utah Safety Council Special Achievement in Traffic Safety Award
- Bear River Health Department "Safe

- Communities" Outstanding Traffic Safety Program Award
- Troy Tait, Med One Capital Outstanding Traffic Safety Award
- Rob Clayton Executive Director's Excellence in Transportation Safety Award
- West Valley City Police Department Commissioner's Excellence in Traffic Safety Award
- Sarah Pettit Volunteer of the Year Award
- Jiwon Chang, Beaver High School Zero Fatalities Poster Contest Winner



## SAFE COMMUNITIES COALITION HIGHLIGHTS

#### **Utah Safe Communities**

Contributed by Theresa van Biljon, Utah Department of Public Safety

The Southeastern Utah Safe Communities Coalition serves the rural counties of Carbon, Emery, Grand and San Juan. Project Coordinator Georgina Nowak and the Southeastern Utah District Health Department lead this coalition. Coalition members and partners include:

- Julie Sprague and support staff, Castleview Hospital
- Norman Vuksinick and Shawn Bell, Emery County Sheriff's Office
- Price City Fire Department
- Trooper Tana Allred, UHP
- Mike and Valerie Johnson, owners Price Theatres
- Sun Advocate
- Nelco Construction, RJ The Clown
- Kimball Johnson Cave Art
- Brock Marchello Race Car Driver and manager of the KFC
- Desert Thunder Raceway
- CUSCRA
- UHSO, Zero Fatalities

The concept of Safe Communities is exemplified through this program and its efforts. They have answered the call to reduce traffic injuries and fatalities by reaching in to the heart of their communities.

When a local teenager was killed in a preventable crash, the manager of the KFC where she was employed stepped forward to join this coalition's effort. A driver at a local race track, he agreed to partner with the coalition and the "Zero Fatalities"

logo can be seen on his race car at Desert Thunder Raceway. The race track has also become a partner – hanging banners, making traffic safety announcements during the race, and assisting with providing incentives to the fans. Furthermore, the "Don't Drive Stupid" logo is displayed on the Central Utah Stock Car Racing Association (CUSCRA) <a href="http://www.cuscra.com/">http://www.cuscra.com/</a> web site. These projects are creative and innovative ways to reach their community.

In an effort to form collaborative efforts to reduce traffic injury and death among the Native American population, this coalition hosted the first Four Corners Injury Prevention meeting that brought together advocates from the states of Utah, Colorado, New Mexico and Arizona. This ground breaking meeting has led to partnerships that are laying the foundation for successful injury prevention programs in the Native American community.



**Every 15 Minutes** 

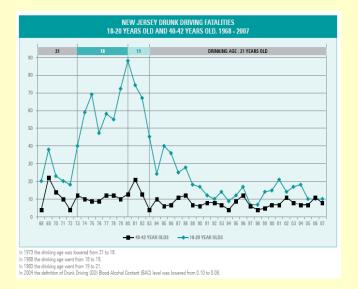
Contributed by Utah Department of Public Safety

Price, Utah – Over 1,000 Carbon High School students came streaming from the school early this spring as witnesses to a horrific scene of crashed cars and students playing dead. Every 15 minutes in the United States someone dies from an alcohol-related collision, and based on this fact, the program "Every 15 Minutes" was developed.

The mock crash program started in Pennsylvania years ago, and this past spring Carbon County implemented it at their high school. "The mock crash really hit us hard, because you could actually see what happened. It makes you realize what alcohol really can do to you," said Lindsay Beck, Carbon High School student. "Afterwards we all said we would always buckle up." Even though the high school students knew the scene was a set up, many of the students broke down in tears at the thought of losing close friends. The crash investigation took place with the school students watching as law enforcement extricated their classmates from the vehicles. The next day a mock funeral was held for the 'dead teens,' where parents, other crash victims, a Utah Highway Patrol (UHP) Trooper, the "DUI" driver, parent of the DUI driver, the school principal, and the health department staff spoke to the students.

Preparation for the mock crash inspired a community-wide collaboration with law enforcement, a local radio station, a funeral home, the city hospital, local police (Price City Police) and Utah Highway Patrol, Price City Fire Department ambulance service, local photographer, student photographers, Life Flight, and the College of Eastern Utah. The students were given microphones so the rest the students could hear what was going on. Before the mock crash, the grim reaper took students from their classrooms "Every 15 Minutes," after law enforcement read their obituaries in their classrooms. The grim reaper hung the obituaries on their lockers.

The program was implemented when Four Corners Behavior Health teamed with Carbon High School and the Southeastern Utah District Health Department to promote Zero Fatalities and the dangers of alcohol related crashes. The groups began meeting in December to prepare for the event. "Most teenagers would think it is not that big of a deal, but when you think about really losing people you love it makes you think," said Beck. "You understand the reality of what one small simple choice can mean. It affects more than just the person that decided to drink and drive." Teens and parents were instructed to write down their thoughts and feelings about the event. Georgina Nowak, with the local health department, says it helps the students and parents to process the message if they talk about it. Nowak suggests that high schools put on the mock crash a maximum of every six years, otherwise it lessens the impact. For more information on "Every 15 Minutes" program go to: <u>www.every15minutes.com</u>.



"NJ 21 Coalition" Formed to Support Current Legal Drinking Age of 21

Contributed by Maureen Sczpanski, NJ Division of Highway Traffic Safety

Trenton – As college students return to campuses across the State, the NJ21 Coalition has announced its support of maintaining the current drinking age, citing evidence that drunk driving fatalities among young people have dramatically decreased in New Jersey since the minimum age was raised to 21 more than 25 years ago.

Organized by the Division of Highway Traffic Safety, the Division of Alcoholic Beverage Control and the Partnership for a Drug-Free New Jersey, NJ21 is comprised of State government, law enforcement and non-profit agencies opposed to lowering the drinking age. The coalition was created in response to the Amethyst Initiative, a recently developed effort that has received support from college and university presidents across the nation who believes the current minimum legal drinking age should be revised.

New Jersey Attorney General Anne Milgram echoed

the sentiment of the NJ21 Coalition, and supports maintaining the current drinking age.

"Since the drinking age was raised to 21 in New Jersey in the 1980's, we have seen nearly a 78 percent decrease in the number of young people ages 18 to 20 who have been killed in drunk driving crashes," Attorney General Milgram said. "These numbers alone tell us without any doubt, the drinking age must be maintained. It's been proven to save young lives, and nothing is more important."

In 1980, when the drinking age was changed to 19, fatalities were at an all-time high for 18 to 20 year olds, with 88 young people losing their lives in drunk driving crashes. In 1983, when the drinking age was raised to 21, 45 individuals in that same age group died as a result of a drunk driving-related crash. Since that time, the numbers of fatalities related to DWI crashes has steadily decreased. In 2007, 10 young people were killed in drunk driving crashes on New Jersey roadways. That number has remained constant since 2005.

"These numbers clearly illustrate the positive impact the current drinking age has had on improving safety on New Jersey roadways," stated Pam Fischer, Director of the Division of Highway Traffic Safety. "These numbers tell us that we have made progress -- significant progress -- and there's no need to change what is clearly saving lives."

According to the National Highway Traffic Safety Administration (NHTSA), the current minimum legal drinking age has reduced traffic fatalities involving drivers aged 18 to 20 years old by 13 percent, saving nearly 900 lives every year. Research has shown that the enactment of 21 as the minimum drinking age has been one of the most effective

countermeasures ever put in place to reduce alcohol-related fatalities, and that such laws have saved more than 25,000 lives since 1975. All 50 states and the District of Columbia had enacted 21 as the minimum legal drinking age by 1988. Division of Alcoholic Beverage Control Director Jerry Fischer noted that, "It is too easy to abdicate responsibility for addressing this significant problem when one sees it only in the context of his or her own limited borders. The college presidents who endorse lowering the drinking age need to look beyond the borders of their colleges and see how a community as a whole would be impacted.

"Lowering the drinking age to 18 would make alcohol more readily available to young people, not just on college campuses, but in the community at large, undermining efforts to keep minors from binge drinking, or drinking and driving, and the myriad other consequences of underage drinking, that harm not just our young people but those around them as well," he continued. "It is with these tragic consequences in mind that the Division of Alcoholic Beverage Control wholeheartedly opposes lowering the legal drinking age below 21."

Angelo M. Valente, Executive Director of the Partnership for a Drug-Free New Jersey added that, based on the 2005 Annual Review of the Public Health, more than 1,700 college students in the United States are killed each year, or nearly five every day, as a result of alcohol-related injuries.

"By lowering the drinking age from 21 to 18, we are extremely concerned that fatalities will increase and other alcohol-related situations, including binge drinking, date rape, and violent behavior will become more prevalent on our college campuses," Valente said. "Approximately 50 percent of New Jersey high school seniors reach the age of 18

before high school graduation. By lowering the drinking age, we will certainly see additional serious issues arise, not only on college campuses, but at high schools throughout the State."

"Like prescription medications, alcohol is already far too accessible and attainable, which means there is great potential for abuse and addiction," said Raquel Jeffers, the director of the Division of Addiction Services in the Department of Human Services. "Generally speaking, young people are less likely to resist peer pressure, more likely to take risks and highly sensitive to the effects of alcohol. In fact, alcohol has the potential to impact the maturing brain and increase by four times susceptibility to addiction. Any change to the current drinking age will surely stress our already overwhelmed health care and substance recovery systems."

The NJ21 Coalition also applauds Rowan University for publicly stating their opposition to any changes to the minimum legal drinking age. University President Donald J. Farish reinforced that opposition in a letter to John McCardell, one of the founder's of the Amethyst Initiative. The members of the NJ21 Coalition are: New Jersey Office of the Attorney General; New Jersey Division of Highway Traffic Safety; New Jersey Division of Alcoholic Beverage Control; New Jersey State Police; New Jersey Department Of Human Services, Division of Addiction Services; New Jersey Motor Vehicle Commission; Partnership for a Drug-Free New Jersey; MADD; New Jersey State Safety Council; New Jersey Police Traffic Officers' Association: Sheriffs' Association of New Jersey; New Jersey Prevention Network; Childhood Drinking (CD) Coalition; New Jersey State Association of Chiefs of Police; HERO Campaign; Rowan University; NJPTA; and the Governor's Council on Alcoholism and Drug Abuse.

The coalition is committed to reinforcing the lifesaving impact of the minimum 21 drinking age through enforcement, education and public awareness initiatives.

For further information contact: Maureen Sczpanski, HTS, at (609) 984–2529, Rachel Goemaat, ABC, (609) 292–4791 or Angelo Valente, Partnership for a Drug-Free NJ, (973) 467–2100.



Inexpensive Way to Market Traffic Safety Campaign

Contributed Kathy Wesolowski, Cuyahoga County, OH Safe Communities

Looking for a way to get the message out about seat belts to a younger audience? Is your coalition experiencing a shortage on cash flow? Well, here is a very inexpensive and easy marketing piece to get your message out to a younger crowd. "Don't' Pop

Out! Wear Your Seat Belt." is the slogan chosen by the Cuyahoga County Safe Communities, which is printed on a 4.5 inch by 8.5 inch white paper bag. A great way to market to elementary through high school because most everyone loves popcorn treats. In addition, you can add your sponsors or program campaigns on the bottom of the bags. This fun project was introduced by Kathy Wesolowski at the Safe Communities Training Workshop, conducted this past August in Chicago, IL, as a way coalitions can market their traffic safety programs.

Kathy is the director for Cuyahoga County Safe Communities and a Safe Communities instructor for the Transportation Safety Institute, Traffic Safety Division (TSI) and NHTSA. Cuyahoga County Safe Communities is a member of the Rainbow Injury Prevention Center, which is the lead agency for the Cuyahoga County DUI Task Force and the Speed, Reckless, and Aggressive Driving Reduction Task Force (DUI/SRAD). The task force is comprised of local law enforcement agencies, judges, prosecutors, political leaders, businesses, schools and community members that work together to reduce drunk and drugged driving and improve traffic safety through a combination of community education and enforcement efforts. More than 30 law enforcement member agencies work together on targeted enforcement campaigns, share equipment and conduct training to improve officers' traffic safety enforcement skills.

Another campaign supported by the task force is Operation Wolf Pack, a new program launched by the Cuyahoga County DUI Reduction Task Force and funded by a grant from the Ohio Department of Public Safety. Operation Wolf Pack was targeted in an effort to reduce drunk driving as part of the nationwide impaired driving campaign. With a membership of 45 police groups, Cuyahoga County

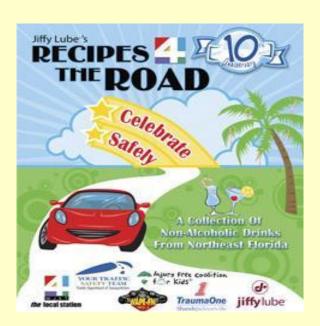
DUI Reduction Task Force supported multiple saturation patrols in 11 different locations with increased enforcement and sobriety checkpoints this past Labor Day.

For more information on Cuyahoga County Safe Communities, Rainbow Injury Prevention Center and University Hospital Rainbow Babies Children's Hospital, contact Outreach Coordinator Chrystal Gullett at (216) 983–1108 or email <a href="mailto:chrystal.gullett@uhhospitals.org">chrystal.gullett@uhhospitals.org</a>.

To learn more about their upcoming events, visit <a href="http://www.injurypreventioncenter.com/safecommunities/safecommunities.html">http://www.injurypreventioncenter.com/safecommunities/safecommunities.html</a>
<a href="Click Here">Click Here</a> to read the DUI Operation Wolf Pack press release.

Florida's CTSTs Promoting Their Successes in Paperback

Contributed by Jeanette Rouse, Florida CTST



The Florida Department of Transportation has produced a booklet entitled Florida's Community Traffic Safety Teams Best 2008 Practices. The booklet takes you through the history of Florida's Community Traffic Safety Teams (CTSTs) and information on the best practices of its motor vehicle traffic safety programs. Each program highlights a brief overview of the problem identification, goals, solutions, results and program contact person. This is a document worth modeling and keeping handy in your reference library.

You can order their Recipes for the ROAD 2007, which is full of mocktails for year-round enjoyment as well as holiday cheer. From Passion Fruit Iced Tea to Elf Magic, you'll find these tasty drink recipes provided by local and national restaurateurs and businesses a cooling treat. To order your copy of the 2007 and upcoming 2008 recipe booklet, contact Jeanette Rouse at (817) 975-6256 or email her at jeanette.rouse@dot.state.fl.us.

#### Medina County Police Form OVI Task Force

Contributed by Medina Safe Communities Director, Jerome Klue

Saturation patrol areas for sobriety checks were scheduled for August. Eleven law enforcement agencies in Medina County have formed a task force to set up roadblocks to catch drunk drivers. "It's not a brand new idea, but it's new to our county. Summit County, Stark and Mahoning also have an OVI (Operating a Vehicle under the Influence) Task Force. We used some of their operations as a model," said Brunswick Police Lt. Brian Ohlin.

Recently, 30 officers from the Ohio State Highway

Patrol, the Medina County Sheriff's Office, Medina, Wadsworth, Brunswick, Montville Township, Medina Township, Brunswick Hills Township, Seville, Spencer and Westfield Center police departments were sworn in as special task force deputies with each having full jurisdiction throughout the county. "This is so the officers won't be hampered by jurisdiction boundaries. This is a community-wide problem. The sheriff's department and state highway patrol already have full jurisdiction," Ohlin said. The Medina County Safe Communities Law Enforcement Coalition had discussed the possibility of setting up the OVI Task Force for more than a year.

In 2006, there were 13 fatal crashes and three were alcohol-related. In 2007, there were 20 fatalities and 9 involved alcohol. So far this year, six people have been killed in traffic crashes and one was alcohol-related. "We have seen an increase in alcohol-related crashes in the last five or six years and feel the need to do something about it, removing these impaired drivers from the roadways will save lives. Our biggest concern is if we don't remove the drunk drivers from the road, they may end up in a crash. Most of the time, the people drinking and driving aren't the ones who are victims. It's usually someone else's family on the road victimized," said Medina Police Officer Jerry Klue, director of Medina Safe Communities.

Medina's OVI program will be funded entirely by the local law enforcement agencies, without the help of state or federal grants. Ohlin said grant money is distributed to the 10 counties in the state with the highest number of traffic fatalities. Medina officials felt there was a need for the program if it could save just one life. "It's not costing a lot because each agency will pick up their own officer's costs, taking a piece of the pie," Klue said. Each

participating agency will have one to six officers on the task force, with the number depending on the size of the department. For a saturation patrol, 8 to 10 officers will work in the selected area. Ohlin said checkpoint areas will be set up several times a month. The hours of operation will vary to keep the element of surprise, also the times of past traffic crashes will be taken into consideration. The patrols will be operating within a two mile-square block and last three to four hours. The locations will be based on crash, speed and OVI-arrest data. "We have to look into all the roadways in the county, because it isn't unusual that impaired drivers will try to avoid the major roads and travel the back routes," Klue said.

## "100 Days of Summer" Campaign - EMS Focusing on reducing crash rates for teen drivers during Trauma Season

Contributed by Ohio Department of Public Services

COLUMBUS -The Ohio Department of Public Safety's Division of Emergency Medical Services (EMS) promoted "100 Days of Summer" Campaign to teen motorists and their passengers, aiming to reduce the number of youth injuries and fatalities on Ohio roads caused by inattention, failing to buckle up, speeding, and impaired driving. The Ohio Division of EMS incorporated safe driving messaging with their annual injury prevention efforts during Trauma Season, a time when injuries tend to peak for children during the summer months.

"Emergency personnel respond to crashes where teen injuries make up more than 16 percent of overall crash-related injuries, even though they represent only 8 percent of the driving public," said Richard Rucker, executive director of the Ohio Division of EMS.

The Division of EMS encourages teens to adopt four simple steps that will help steer them away from the emergency room this summer:

- 1. Leave the distractions at home. According to NHTSA, nearly 80 percent of crashes and 65 percent of near-crashes involved some form of driver inattention within three seconds of the event. Primary causes of driver inattention are distracting activities, such as cell phone use, and drowsiness.
- 2. Always buckle up. Research by NHTSA shows that nighttime belt use continues to be much lower among young drivers. Of the 2,926 16- to 20-year-old passenger vehicle occupants killed in 2006, 68 percent were unrestrained. During daytime hours, 57 percent of the 16- to 20-year-old occupants killed were not wearing seat belts.
- 3. Maintain a safe speed. Safety experts agree that excessive speed kills. Emergency room physicians and EMTs can attest to the difference between hitting an object while traveling at 55 miles per hour as opposed to 60–65 miles per hour. A driver can be ejected from a vehicle in a car crash at speeds as low as 25 miles per hour.
- 4. Don't drink and drive. According to statistics from ODPS, drivers ages 15-20 were involved in 521 alcohol-related crashes during trauma season in 2007. The legal drinking age is 21 and it is against the law for anyone, regardless of age, to drive impaired.

To learn more about "100 Days of Summer," download the full report at <a href="http://www.publicsafety.ohio.gov/news/2008/100">http://www.publicsafety.ohio.gov/news/2008/100</a> <a href="DaysSummer062308.pdf">DaysSummer062308.pdf</a>.

### Profile Aaron Berg: Head of the Red Safe Communities

Contributed by DLN Consulting (safe.communities.org)

Officer Carson Berg has a long history of public service. Aaron Berg has been a member of the Head of the Red Safe Communities Coalition (HRSCC) since its inception in 2005. When HRSCC was still in its planning stages, Berg received a letter requesting his attendance and participation in the planning meeting. He says, "I expected to assist with the initial organization of the coalition and chair a sub-committee for couple of years." Over the past three years, Berg has held a variety of executive and sub-committee positions, and he is now the coalition chairperson.

Berg, a law enforcement officer at the North Dakota State College of Science, has a particular interest in issues surrounding alcohol, tobacco, and other drugs (ATOD). He feels, with his experience and education, he has the ability to teach students about the dangers of ATOD. As a police officer, he deals weekly with situations that pertain to many of the issues being addressed by the HRSCC subcommittees.

Officer Berg has a long history of public service. He worked for two years in loss prevention and has been a law enforcement officer for over seven years. He has also served has a childcare worker, helping high-risk and troubled youth develop better life skills. He received his Associate of Applied Science Degree in Law Enforcement from Lake Region State College in 1999. In 2007, he attained his Bachelor's Degree in Business, Career, and Technical Education from Valley City State University.

Aaron Berg has high expectations for himself, the HRSCC, and all of the coalition's programs, but he firmly believes these expectations can be met. That belief is due, in part, to the coalition's most recent strategic planning session, where reasonable and attainable goals were set. Berg "envisions and expects the goals set by the HRSCC to be achieved with the hard work, dedication, and willingness of its creative and talented members." Berg is aware that the size of the coalition is a challenge, but expanding membership and increasing member participation is a coalition goal. Berg enjoys the interesting personalities that make up the membership of the HRSCC. "Everyone works well together," he says, "and believes in a common goal. There is also not a shortage of laughs during a coalition meeting!"

elementary and middle school students," said NDDOT Director Francis Ziegler. Projects in these North Dakota communities will receive funding include: Burlington, Cavalier, Dickinson, Grafton, Grand Forks, Hankinson, Hettinger, Larimore and Minot.

Another cycle of applications for the program will be taken for 2010 funding from the end of August through November. Approximately \$1 million will be given to communities throughout the state. For more information, go to <a href="https://www.dot.nd.gov">www.dot.nd.gov</a> or contact Pam Wenger at 701–328–4787.

## **AWARDS AND SCHOLARCHIPS**

Safe Routes to School Funding Awarded to Nine Communities

Contributed by DLN Consulting (safe.communities.org)

Approximately \$1 million will be given to communities throughout North Dakota. The North Dakota Department of Transportation (NDDOT) announced that Gov. John Hoeven recently approved \$843,757 in funding for nine statewide projects under the Safe Routes to School program. The new federal program aims to improve infrastructure and provide encouragement so students will walk or bicycle to school.

"The goal of the program is to provide funds to empower communities to make walking and bicycling to school a viable transportation option for

## PARTNERS IN THE NEWS

Share the Road Crash Facts Available for Free

The Network of Employers for Traffic Safety (NETS) is sharing information on its twelfth year of Drive Safely to Work Week (DSWW) observed October 6–10, 2008. Their 2008 campaign, "Take the High Road – Share the Road. It Belongs to Everyone," offers materials that can be downloaded free from their website at

http://www.trafficsafety.org/dsww08/dsww.asp. DSWW is an annual event where the focus is on improving the safety and health of the nation's workforce by promoting safe driving practices at their place of business.

Share the Road Crash Risk Facts You Should Know is a campaign with facts on bicyclists, motorcyclists, older drivers, pedestrians, and teen driver and truck drivers. Here are some facts shared on NETS latest marketing campaign:

- Did you know that over 44,000 bicyclists are injured in traffic crashes and 773 died in 2006?
- Did you know that teenagers between 15 to 20 years of age are involved in 15 percent of all fatal crashes even though they are only 6.7 of the total driving population?
- Did you know that in crashes involving large trucks that 75 percent of the fatalities were occupants of another vehicle?
- Did you know that every 110 minutes a pedestrian is killed in a traffic crash and every 9 minutes a pedestrian is injured?

NETS is a 501(c)3 employer-led nonprofit partnership dedicated to improving the safety and health of employees, their families, and members of the communities in which they live and work, by preventing traffic crashes that occur both on and off the job. NETS, the only organization dedicated exclusively to traffic safety in the workplace, provides employers with effective programs, policies, best practices, and activities that help companies reduce crashes and the associated human, financial, and liability costs. There are many more facts for you to share with your community and employers on www.trafficsafety.org.

News for the Highway Safety Community

Contributed by DLN Consulting (safe.communities.org)

NHTSA and GHSA have released the third edition of the Model Minimum Uniform Crash Criteria (MMUCC) just in time for the 34th International Forum of Traffic Records and Highway Safety Systems. The MMUCC Guideline provides a dataset for describing crashes of motor vehicles in transport on a roadway that will generate information necessary to improve highway safety within each State and nationally. This helps states collect crash data using a consistent methodology to create a uniform standard. The third edition is a 152-page document available on the MMUCC website at <a href="http://www.mmucc.us/2008MMUCCGuideline.pdf">http://www.mmucc.us/2008MMUCCGuideline.pdf</a>.

The panel responsible for the update consists of state DOTs, DMVs, governors highway safety representatives, law enforcement, federal agencies and representatives from the research community. Additionally, the MMUCC website has been redesigned to include a discussion forum for the highway safety community. The forum promotes an exchange of ideas and discussion on MMUCC implementation. Visit the new MMUCC website at <a href="http://www.mmucc.us/">http://www.mmucc.us/</a>.

Recent Highway Safety Data Reveals Historic Changes Moving GHSA New Goals "Toward Zero Deaths"

Contributed by Kara Macek, GHSA

On August 14, the Chairman of the Governors Highway Safety Association (GHSA) Christopher J. Murphy revealed the latest estimated data for 2007, which showed estimated total highway fatalities of 41,059, declining a significant 3.9 percent when compared with 2006 totals. These new figures have caused GHSA to adopt a new goal of "Toward Zero Deaths." The number of traffic related injuries was at 2.49 million and the lowest on record since the National Highway Traffic Safety Administration (NHTSA) started collecting injury data in 1988. Alcohol–impaired driving fatalities declined by 3.7 percent, which equates to 13,000 people loosing their lives in impaired driving crashes. GHSA,

NHTSA, Mothers Against Drunk Driving (MADD) and law enforcement agencies nationwide partnered for the "Drunk Driving. Over the Limit. Under Arrest." national crackdown. Not experiencing a similar change in lower fatality and injury rates, motorcycles saw a significant increase per 100 thousand miles driven in fatalities and injuries crashes. Revealing a consistent pattern of increase annually since 1998, motorcycle incidents are attributed to inconsistent helmet laws, inexperienced drivers, inadequate education and training programs and issues with licensing requirements.

Additionally, the data also revealed an increase in pedestrian injuries of 15 percent, compared to 61,000 injuries in 2006 and 70,000 in 2007. The reason for the increase is unknown at this time and under investigation by GHSA and NHTSA in order to develop countermeasures to reduce the trend. To view the 2007 report, visit

http://www-nrd.nhtsa.dot.gov/Pubs/811017.pdf.

CLICK HERE for more information on NHTSA's 2006

Traffic Safety Facts Report: 2006 Traffic Safety

Annual Assessment - A Preview

National Traffic Fatalities on the Decline: Road Deaths Go Down as Gas Prices Go Up

Contributed by National Safety Council

National Safety Council officials recently reported a 9 percent drop in motor vehicle deaths overall through May 2008, compared with the first five months of 2007. This includes drops of 18 percent in March and earlier.14 percent in April. The Associated Press obtained preliminary figures showing that some states have reported declines of 20 percent or more. According to the council, 31 states have seen

declines of at least 10 percent, and only eight states have reported an increase.

Road fatalities are falling as Americans cut back sharply on driving because of record-high gas prices. Fewer people on the road mean fewer deaths. "That shows a good thing coming out of this crisis," said Gus Williams, 52, of Albany, GA., who frequently drives to northern Ohio. He also noticed that many motorists are driving slower.

The federal government reported a trend that began in November 2007: miles traveled fell 1.8 percent in April compared with a year Read more... <a href="http://www.nationalsafetycommission.com/alerts/">http://www.nationalsafetycommission.com/alerts/</a>

Leadership Changes at National Center for Bicycling & Walking

Contributed by Susan Cohen, Kendal Valley Associates

July 14, 2008 (Washington, D.C.) — New Executive Director Says It's Time for a New Deal. The National Center for Bicycling & Walking (NCBW) today announced significant changes in its leadership, both in the top operational post and its board of directors.

The new executive director of NCBW is Sharon Z. Roerty, a certified planner with more than 25 years of experience in environmental planning, policy analysis and transportation finance. She succeeds Bill Wilkinson, who has been in the position for over 20 years and will continue to serve the organization as a consultant.

NCBW, an advocacy organization supporting bicycle friendly and walkable communities across North

America, is the major program of the Bicycle Federation of America. It was founded 31 years ago by Tedson Meyers, a well-known Washington communications attorney, who has been chairman of its board ever since. Meyers has announced his retirement from the position as of January 1, 2009, when he will be replaced by Vice Chairman Peter Harkness, the editor and publisher of Governing, a magazine and website for leaders of state and local government. To read the press release in its entirety visit <a href="http://www.bikewalk.org/">http://www.bikewalk.org/</a>.

In November 1991, Mike Dean, Laura's husband and father to her then 8-month-old-daughter, died behind the wheel of his car on a Dallas-Fort Worth highway in a drunk driving crash. The offender, who died at the scene, had a blood alcohol concentration of .34, more than four times the illegal drunk driving level. Read more....

http://www.madd.org/Media-Center/Media-Center/Press-Releases/Press-Releases/2008/Mother-and-Long-Time-MADD-Volunteer-Laura-Dean-Moo.aspx

Mother and Long-Time MADD Volunteer Laura Dean-Mooney Takes over National Presidency

Contributed by Susan MADD (Mothers Against Drunk Driving)



DALLAS & ORLANDO (July 3, 2008) - Laura Dean-Mooney, born and raised in Texas and now living in Florida, takes over as MADD's new National President this week. Just in time for the nation's celebration of July 4th and our country's independence and freedom, Dean-Mooney aims to make sure the public has the freedom to drive on roadways without the fear of drunk drivers sharing those roads. This holiday weekend is among the deadliest for drunk driving, especially given the long weekend for many. In 2005, nearly half (47 percent) of all traffic fatalities involved a drunk driver resulting in 182 people being killed over a four-day period. Countless others were injured.

## **PROGRAM NEWS**

NHTSA Publishes Report on Increasing Seat Belt Use Among Child Passengers Ages 8-15

Contributed by Sandy Sinclair, NHTSA

NHTSA has published a new report based on a research project aimed at increasing seat belt use among 8- to 15-year-old child passengers. Many of these children travel at great risk on our roads and highways due in large part to non-use of seat belts. The broad aim of this research project was to determine the nature and causes of non-use of seat belts among 8- to 15- year-olds, and to recommend interventions and strategic approaches to increase usage among this age group.

This report provides detailed background information from three phases of research:

- 1. A literature review
- 2. 28 in-home family immersion interviews conducted in Illinois, Georgia, and Arizona
- 3. Detailed findings from qualitative testing of

intervention concepts through 96 "triads" among tweens aged 8–15; six focus groups with parents in Pennsylvania, lowa, Wisconsin and California; and two focus groups with adult/teen influencers in lowa and California. Interventions tested included those based on new products, community and school influence, communications, and key influencers (parents, older teens).

Click the link below to view the report, <a href="http://www.nhtsa.gov/portal/site/nhtsa/menuitem.cda13865569778598fcb6010dba046a0/">http://www.nhtsa.gov/portal/site/nhtsa/menuitem.cda13865569778598fcb6010dba046a0/</a> and under the "Safety Belt Reports" section, click on "Increasing Seat Belt Use Among 8- to 15-Year-Olds."

Researchers Map America's Deadliest Roads

U.S. News, News release

MONDAY, July 28 (HealthDay News) — You can now find the deadliest road in your town or your route to work through an online interactive map program that aims to increase public awareness of the need to drive safely.

Researchers at the University of Minnesota's Center for Excellence in Rural Safety (CERS) developed <a href="http://www.saferoadmaps.org">http://www.saferoadmaps.org</a> so you can simply enter your address to see a map or satellite image of all of the road fatalities that have occurred in the area. Users can narrow their search to see the age of the driver, whether speeding or drinking was a factor, and if the driver was wearing a seat belt.

"When drivers type in their most common routes, they're shocked how much blood is being shed on it," CERS Research Director Tom Horan said in a news release issued by the university. "When it's the route you or your loved ones use, the need to buckle up, slow down and avoid distractions and drinking suddenly becomes much more personal and urgent."

The researchers were scheduled to unveil the Web site Monday in Santa Rosa, Calif., as part of their annual conference on rural safety. CERS officials hope the site will help make a difference on the road and educate drivers as well. One big target audience is rural drivers, because, according to the Federal Highway Administration, 57 percent of highway deaths happen on rural roads. "By mapping out these fatalities, we can visually see what a large problem we have in our country," Lee Munnich, director of CERS in the university's Humphrey Institute for Public Affairs, said in the same news release. "It is time to start working toward prevention, and each one of these dots on the map represents that."

Trends in Non-Fatal Traffic Injuries: 1996-2005

Contributed by Marc Starnes, NHTSA

NHTSA recently published a report <u>Trends In Non-Fatal Traffic Injuries</u>: 1996–2005 that summarized the results on an analysis that tested the hypothesis that non-fatal traffic injuries have declined significantly since the mid–1990s. The three databases examined in this report are Fatality Analysis Reporting System (FARS), National Automotive Sampling System – General Estimates System (NASS–GES), and the State Data System (SDS). Prior to this report, a significant decline in injuries had been observed in one database (NASS–GES). This report validated the decline in injuries

seen in NASS-GES through an analysis which included two additional NHTSA databases (FARS, SDS).

Fatalities, VMT, and Fatality Rate per 100 Million VMT, by Year

Year	Fatality Count	Percent Change in Fatality Count (Baseline = 1996)	VMT (billions)	Fatality Rate per 100 Million VMT	Percent Change in Fatality Rate (Baseline = 1996)	
1996	42,065	Baseline	2,486	1.69	Baseline	
1997	42,013	-0.1	2,562	1.64	-3.0	
1998	41,501	-1.3	2,632	1.58	-6.5	
1999	41,717	-0.8	2,691	1.55	-8.3	
2000	41,945	-0.3	2,747	1.53	-9.5	
2001	42,196	0.3	2,797	1.51	-10.7	
2002	43,005	2.2	2,856	1.51	-10.7	
2003	42,884	1.9	2,890	1.48	-12.4	
2004	42,836	1.8	2,965	1.44	-14.8	
2005	43,443	3.3	2,990	1.45	-14.2	
Source: NCSA, NHTSA, FARS 1996-2005 and FHWA, VMT data						

From 1996 to 2005, the GES and SDS annual injury counts dropped by 23 percent and 9 percent respectively, while an 11 percent drop in non-fatal injuries was seen in the FARS database of fatal crashes. These reductions in injuries seen in FARS, GES, and SDS have taken place despite the fact that the traffic on America's roads has increased significantly; as the number of vehicle miles traveled (VMT) rose 20 percent from 1996 to 2005. During this time period, restraint use as measured by the National Occupant Protection Use Survey (NOPUS) rose from 61 percent to 82 percent, and the percent of traffic fatalities that were alcoholrelated dropped from 42 percent to 39 percent. Many improvements in the vehicle fleet occurred, including a large increase in the number of vehicles equipped with air bags.

Another significant result from this analysis of the three databases (FARS, GES, SDS) revealed that the average number of people suffering incapacitating injuries each year due to motor vehicle crashes has decreased by 25 to 28 percent. This trend suggests that the improvements in safety equipment and occupant behavior over this time period were highly effective in reducing serious injuries. The report can

be downloaded at <a href="http://www-nrd.nhtsa.dot.gov/Pubs/810944.PDF">http://www-nrd.nhtsa.dot.gov/Pubs/810944.PDF</a>.

#### Historic Drop in Traffic Fatalities in 2007

Contributed by Dennis Utter, NHTSA

The number of traffic fatalities in 2007 was at its lowest level since 1994, according to NHTSA's 2007 Annual Assessment of Motor Vehicle Traffic Crash Fatalities and People Injured. The number of people killed in traffic crashes in 2007, 41,059, was 3.9 percent lower than in 2006. The number of those injured was estimated to be under 2.5 million for the first time since NHTSA began collecting injury data in 1988. The 2007 fatality rate per 100 million vehicle miles traveled (VMT), also reached an all time low of 1.37. This rate is 3.5 percent lower than the rate the previous year.

Highlights of the 2007 Traffic Safety Annual Assessment can be viewed online at: <a href="http://www-nrd.nhtsa.dot.gov/Pubs/811017.PDF">http://www-nrd.nhtsa.dot.gov/Pubs/811017.PDF</a>.

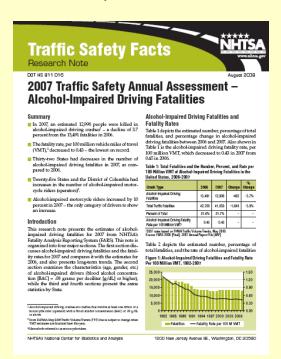
Estimates of VMT show that driving decreased slightly in 2007, but not nearly enough to be responsible for the reduction of traffic fatalities. Safer vehicles, aggressive law enforcement, and recent safety campaigns, such as "Click It or Ticket" and "Drunk Driving. Over the Limit. Under Arrest." are other contributors.

Most types of vehicles saw a drop in fatalities over the previous year. The single exception is motorcyclists, which saw an increase of 6.6 percent in fatalities from 2006. This was the 10th consecutive year to show an increase in motorcyclist fatalities. Secretary of Transportation Mary Peters recently spoke regarding the overall fatality reductions as well as the Department's continued efforts to combat motorcyclist fatalities. For additional information, visit

http://www.dot.gov/affairs/dot11308.htm.

## **NEWS Products**

Traffic Safety Facts Available for Download



The NHTSA 2007 Traffic Safety Annual Assessment – Alcohol – Impaired Driving Fatalities research notes are available at <a href="http://www-nrd.nhtsa.dot.gov/Pubs/811016.PDF">http://www-nrd.nhtsa.dot.gov/Pubs/811016.PDF</a>.







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safe.communities@dot.gov.

## 2007 and 2008 Calendar of Events

September 19-24

**NSC ANNUAL CONGRESS & EXPO** 

National Safety Council

Anaheim, CA

http://congress.nsc.org

September 20

NATIONAL SEAT CHECK SATURDAY

National Highway Traffic Safety Administration

www.nhtsa.gov

September 21-27

**CHILD PASSENGER SAFETY WEEK** 

National Highway Traffic Safety Administration

www.nhtsa.gov

September 29-October 1

**CREATING SAFE COMMUNITIES "Improving Communities** 

through Multi-Jurisdictional Relationships" Fox Valley Tech College

Hinckley, MN

For more information call 1-800-735-3882

http://www.fvtc.edu/public/content.aspx?ID=1237&PID=3

September 30

**OREGON EMPLOYERS TRAFFIC SAFETY CONFERENCE** 

**Traffic Safety Conference** 

Free attendance (pre-registration is required)

Portland, OR

www.esc.org

#### **October Observances**

#### INTERNATIONAL WALK TO SCHOOL MONTH

Safe Routes to School

www.iwalktoschool.org

October 6-7

2008 ZERO FATALITIES SAFETY SUMMIT

Salt Lake City Marriott University Park Hotel

Salt Lake City, UT

www.zerofatalities.com/summit

October 6-10

DRIVE SAFELY TO WORK WEEK

Network of Employers for Traffic Safety

www.trafficsafety.org/dsww.asp

October 8

INTERNATIONAL WALK TO SCHOOL DAY

Safe Routes to School

www.walktoschool.org

October 14-15

INTERNATIONAL SYMPOSIUM ON DISTRACTED DRIVING

National Safety Council and Nationwide Insurance

**Hyatt Arlington** 

Arlington, VA

www.nsc.org/events/conferences/distractedsymp.aspx

October 16-20

**AASHTO Annual Meeting** 

Hartford, CT

http://www.transportation.org/meetings/93.aspx

October 19-25

**NATIONAL TEEN DRIVER SAFETY WEEK** 

State Farm, The Children's Hospital of Philadelphia

http://www.chop.edu/consumer/jsp/division/generic.jsp?id=86589

October 19-25

NATIONAL SCHOOL BUS SAFETY WEEK

National Association for Pupil Transportation

http://www.napt.org/displaycommon.cfm?an=7

#### **December Observances**

#### NATIONAL DRUNK & DRUGGED DRIVING PREVENTION **MONTH (3D Month)**

NHTSA, MADD, GHSA

www.stopimpaireddriving.org

December 13-31

"DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST."

NHTSA, MADD, GHSA

www.stopimpaireddriving.org

#### 2009 Calendar of Events

March 30-April 1

LIFESAVERS CONFERENCE

Gaylord Opryland

Nashville, TN

www.lifesaversconference.org

July 12-16, 2009

35th INTERNATIONAL FORUM ON TRAFFIC RECORDS & **HIGHWAY SAFETY INFORMATION SYSTEMS** 

Arizona Biltmore Hotel

Phoenix, Arizona

http://www.arizonabiltmore.com.

Contact the Safe Communities Service Center if you have a Safe Communities or traffic safety calendar event that you would like to share at safe.communities@dot.gov