

Partners Update

U.S. Traffic Deaths Drop in 2014

December 8, 2015 Edition

32,657 died in crashes, but upward trend in early estimates for 2015 is cause for concern. NHTSA looking at ways to strengthen its human behavioral safety efforts in order to reverse the trend. [Read More.](#)



Holiday Planners are now available at: www.trafficsafetymarketing.gov

NHTSA Hits Takata with Record \$200 Million Penalty

Agency also accelerates recalls to get safe air bags into millions of affected U.S. vehicles. [Read More.](#)

NHTSA is Putting the Breaks on Rear-end Crashes

Agency recommends adding automatic emergency braking to list of recommended advanced safety technologies in 5-Star Rating system. [Read More.](#)

Winter Driving Tips: What to Know Before You Go

With another big storm hitting the nation this week and millions of us driving during the holiday, we encourage everyone to read our tips so all are prepared for winter travel. [Read More.](#)

Fact of the Month

In the single month of December 2013, a staggering 733 people lost their lives in crashes involving a drunk driver.

Region 1 States With Updates

Connecticut: Is currently involved in several activities including planning a region-wide seat-belt summit, planning for an occupant protection assessment, honoring law enforcement, and prepping for a management review.

One especially noteworthy upcoming event is a kick-off event for Ruff Ruffman through WGBH on December 10th. A kick-off event for the CT Highway Safety Office's (HSO) roll out of the Distracted Driving Project "Game Over" rolling is scheduled for on Thursday, December 10th at the Connecticut Science Center at 11:00 a.m. This first of its kind project represents a partnership with PBS Kids and WGBH broadcasting to discourage distracted driving by educating kids to influence their parents to keep them from engaging in this dangerous behavior. WGBH utilized their "Ruff Ruffman" character as a spokesman in an interactive media campaign centered around an online game that teaches children about the risks of distractions; namely hand held mobile phones, pose to drivers. This press event will feature remarks by dignitaries and traffic safety advocates as well as an opportunity for children and attendees to view the multi-media, play the game, sign a pledge to discourage distraction and interact with the Ruff Ruffman character mascot. The HSO provided federal distracted driving funds to develop this project that will have national reach through the PBS Kids! partnership and will assist in the continuation of the State of Connecticut's demonstrated leadership in distracted driving prevention.

Massachusetts: Art Kinsman was promoted from Director of the Highway Safety Division to Executive Director of the Executive Office of Public Safety and Security's Office of Grants and Research. In his new role, he oversees the Highway Safety Division as well as the Homeland Security, Justice and Prevention, and Research and Policy Analysis Divisions. He is in the process of interviewing candidates to fill the vacant Director's position.

The Highway Safety Division is also working with the Massachusetts Department of Transportation to host the 2016 Northeast Transportation Safety Conference. The conference will be taking place at the DCU Center in Worcester June 7th -8th. Additional information will follow, but if you have any questions, feel free to contact Barbara Rizzuti at (617) 725-3357 or Barbara.Rizzuti@state.ma.us.

New Hampshire: The State of New Hampshire Highway Safety Agency is now a part of the Department of Safety and will be moving to the Department of Safety building located at 33 Hazen Drive, Concord NH by years end. The Commissioner of the Department of Safety, John J. Barthelmes, has been designated by Governor Hassan as the Governor's Representative and Coordinator of the New Hampshire Highway Safety Agency replacing Peter Thomson who retired and who served as the New Hampshire Highway Safety Coordinator for many years.

On November 23rd the New Hampshire Highway Safety Agency held the Drunk and Drugged Driving Awareness Month Conference at the Inn at Mills Falls/Church Landing in Meredith, New Hampshire. The Conference was well attended by state and local law enforcement, state and federal agency department heads, state legislators, and Governor Hassan who spoke on the importance of not driving while impaired. Four presenters spoke about the drug epidemic occurring in New Hampshire. Attention to the severity of the issue was discussed in combination with alarming statistical data provided by presenters. The Laconia Police Department (Chief Adams and Officer Adams) presented insight on how Prevention, Enforcement, and Treatment is being used by the Laconia Police Department as a proactive approach that is helping to address the drug problem in that community. It was also noted during these presentations that there are more drug related fatalities occurring on NH roads as well. During the conference an award was presented by Commissioner Barthelmes to Diana Fenton (New Hampshire's Traffic Safety Resource Prosecutor) for her service to law enforcement since 2007. Diana Fenton has accepted a position with the Department of Education and will no longer be NH's TSRP. We will miss her and wish her well in her new position.

The New Hampshire Highway Safety Agency is also proud to be hosting a NHTSA sponsored Occupant Protection Class in February to be held at the Department of Safety Building in Concord, NH.

Rhode Island: The long awaited BAT mobile arrived in Rhode Island and has been used every weekend since its arrival. The mobile command center supports the state's DUI impaired driving task force which now encompasses the entire state, both northern and southern regions. The City of Providence unveiled the BAT mobile at a press event in late October and first deployed it during Halloween weekend. All law enforcement departments have committed to using the command center to support their safety efforts and some departments have secured it for their summer events and DUI efforts in 2016.

In September and October RI's DOT/OHS joined MADD and AAA to recognize law enforcement efforts in DUI and pedestrian safety. The OHS continues to be actively involved in the "It Can Wait" anti-texting while driving program promoted by RI's Attorney General and AT&T.

Vermont: Has been quite busy lately with lots of changes. James Baraw just started as a new Program Coordinator and the process has recently began in the hiring of an additional TSRP. All the staff of the GHSP are making progress through training and experience including attending GHSA "Executive Seminars," hosting the TSI Program Management course, and attending other TSI trainings. GHSP is also exploring the process of moving to an electronic grants management system.

GHSP hosted DUI Treatment Court Conference at Vermont Law School on November 3rd. This event was a huge success and had an excellent turnout. Additionally, DUI Treatment Courts are close to rolling out a mobile court model in southern Vermont and sending a team from Washington County to training.

Announcements: Save the Date: September 9-11, 2016 is when the New England Child Passenger Safety Conference will be taking place. It will be held at the Sheraton Hotel and Conference Center in Burlington, VT.

Save the Date: April 1 and 2, 2015 is when Vermont will be hosting a [Walk/Bike Summit](#) at the Paramount Theatre in Downtown Rutland.

New Materials from NHTSA

Successful State Motor Vehicle Data Linkage Systems: A New CDC/NHTSA Report: Valuable sources of state motor vehicle crash data include police reports and medical records, as they can provide information about risk factors and medical outcomes for crashes. Successful state data linkage systems are able to collect, link, analyze, and report on multiple sources of motor vehicle crash data. To increase knowledge about successful state motor vehicle data linkage programs, CDC partnered with NHTSA to assess the facilitators and barriers to success. States can use the study results to design or modify their data-linkage systems.

CODES Program Transition and Promising Practices (DOT HS 812 178): The Crash Outcome Data Evaluation System (CODES) is a program for linking crash data to medical and other outcome data at the State level, allowing for enhanced analyses of crash outcome data. Originally developed by NHTSA, CODES transitioned to full State responsibility in 2013. This report summarizes the history of CODES, relates the transition plan and describes CODES-related projects and output from 2009-2014, including a compilation of abstracted State-specific linked data applications.

Crash Outcome Data Evaluation System (CODES): An Examination Of Methodologies and Multi-State Traffic Safety Applications (DOT HS 812 179): This report provides a summary of recent technical work in the Crash Outcome Data Evaluation System (CODES), a program facilitated by NHTSA. CODES involves a statistical methodology to augment State crash data with medical outcome data using probabilistic linkage. This two-part report comprises the final technical report from the CODES Technical Resource Center at the Utah CODES project. Part one provides information on the probabilistic linkage methodology employed by CODES, and addresses related topics including other types of linkage, alternative linked data sets, match probabilities, and missing data imputation; and part two reports on demonstration projects pooling multi-state standardized data for four topics relevant to traffic safety.

NHTSA encourages parents of teens to join the '5 to Drive' campaign: "The '5 to Drive' campaign gives parents and teens a simple, straightforward checklist that can help them talk about good driving roles, and most importantly, prevent a tragedy before it happens," said NHTSA Administrator Mark Rosekind.

To address the issue of underage drinking, NHTSA has joined with the Ad Council to launch a new public service announcement campaign that targets new drivers 16 and 17 years old, and is built around the idea of "Underage Drinking and Driving: The Ultimate Party Foul." The campaign includes a TV ad, a Tumblr site, web banners and outdoor advertising. A branded emoji keyboard will be available later on both the iOS and Android platforms. [View the PSAs and learn more about the campaign.](#)

NHTSA has also partnered with the Ad Council to develop new English and Spanish TV PSAs that target motorists who text and drive. The new ads remind people that the kind of overconfidence displayed by those who text and drive is not only selfish - it's dangerous. The PSAs also make it clear that no one is special enough to text and drive. [View the PSA](#)

Transportation and Health Tool: The Transportation and Health Tool (THT) was developed by the U.S. Department of Transportation and the Centers for Disease Control and Prevention to provide easy access to data that practitioners can use to examine the health impacts of transportation systems. The tool provides data on a set of transportation and public health indicators for each U.S. state and metropolitan area that describe how the transportation environment affects safety, active transportation, air quality, and connectivity to destinations. You can use the tool to quickly see how your state or metropolitan area compares with others in addressing key transportation and health issues. It also provides information and resources to help agencies better understand the links between transportation and health and to identify strategies to improve public health through transportation planning and policy.

New NHTSA Fact Sheets

2013 Traffic Safety Fact Sheet Rural/Urban Comparison (DOT HS 812 181): There were 30,057 fatal motor vehicle traffic crashes resulting in 32,719 fatalities in 2013. Of these 30,057 fatal traffic crashes, there were 15,998 (53%) that occurred in rural areas, 14,026 (47%) that occurred in urban areas, and 33 (0.5%) that occurred in un-known areas. This publication contains a comparison of 2013 fatal crashes in urban and rural settings, including a section on alcohol-impaired driving crashes, fatalities and BAC levels.

2013 State Alcohol-Impaired Driving Estimates (DOT HS 812 188): This fact sheet contains estimates of driver alcohol involvement in fatal crashes for the United States and individually for the 50 States, the District of Columbia, and Puerto Rico. Estimates for Puerto Rico are not included in the national estimates. Data from the current year (2013) and 10 years ago (2004) are presented for comparison. These estimates are based on data from the Fatality Analysis Reporting System (FARS).

Fatalities of Vehicle Nonoccupants in Wheelchairs Struck by Motor Vehicles: In 2013, there were 32,719 people killed in motor vehicle crashes in the United States. Of those people killed, 28 were reported as seated in wheelchairs (0.09% of the total fatalities) when struck by motor vehicles. These people were not occupants of motor vehicles involved in the crashes and thus are considered nonoccupants. Only 13 States reported fatalities to nonoccupants seated in wheelchairs in 2013. From 2007 to 2013, on average 28 people died every year (0.08% of the total fatalities) when seated in wheelchairs and struck during motor vehicle crashes.

Early Estimate of Motor Vehicle Traffic Fatalities for the First Quarter of 2015 (DOT HS 812 190): This CrashStats provides a statistical projection of traffic fatalities for the first quarter of 2015 which shows that an estimated 7,500 people died in motor vehicle traffic crashes. This represents an increase of about 9.5 percent as compared to 6,850 fatalities that were projected to have occurred in the first quarter of 2014. Preliminary data reported by the Federal Highway Administration (FHWA) shows that vehicle miles traveled (VMT) in the first three months of 2014 increased by about 9.8 billion miles, or about a 3.9-percent increase.

Passenger Vehicles: summarizes 2013 data on fatalities and injuries of passenger vehicle occupants.

State Traffic Data Fact Sheet: Analyzes 2013 data, including state-by-state comparisons of increases and reductions in fatalities from 2012 to 2013.

Tables included are:
State Traffic Fatality Tables:
-Table 1: Traffic Fatalities and Fatality Rates, by State, 2013
-Table 2: Traffic Fatalities and Percent Change, by State, 1975-2013
-Table 3: Traffic Fatality Rates and Percent Change, by State, 1975-2013
-Table 4: Alcohol Involvement in Fatal Traffic Crashes, by State, 2004 and 2013
-Table 5: Speeding-Related Traffic Fatalities, by Roadway Function Class and State, 2013
-Table 6: Passenger Vehicle Occupant Fatalities, by Restraint Use and State, 2013
-Table 7: Motorcyclist Fatalities, by Helmet Use and State 2013
-Table 8: Traffic Fatalities and Vehicles Involved

Young Drivers: 2013 data: Operating a motor of this fact sheet, the term *young driver* refers to a person 15 to 20 years old. For the purposes of this involved in a crash. This age group is generally just getting their licenses and many are under a graduated drivers licensing program as they learn driving skills. In all motorized jurisdictions around the world, young, inexperienced drivers have much higher crash rates than older, more experienced drivers.

New NHTSA Research

NHTSA/GHSA Report "[Mapping to MMUCC: A Process for Comparing Police Crash Reports and State/Crash Databases to the MMUCC](#)" (DOT HS 812 184): The Model Minimum Uniform Crash Criteria (MMUCC) Guideline, Fourth Edition (2012), is a voluntary guideline designed to help States determine what crash data to collect on their police accident reports (PARs) and what data to code and enter in their crash databases. To assist States in evaluating their consistency with MMUCC, NHTSA and GHSA have developed a methodology for mapping the data collected on PARs and the data entered and maintained on crash databases to the data elements and attributes in the MMUCC Guideline. This methodology is intended to standardize how States compare both their PARs and their crash data-bases to MMUCC. The process recognizes that while state data systems often use different terminology and formatting, different data sets often can be mapped to the recommended MMUCC data elements and attributes.

National Telephone Survey of Reported and Unreported Motor Vehicle Crashes (DOT HS 812 183): NHTSA commissioned a comprehensive nationally representative survey to determine the relative incidence of reported and unreported crashes. The interviews addressed the rate of reporting to police, the rate of reporting to insurance agencies, the severity of the crash, the location of vehicle damage, the types of injuries experienced in the crash, the cost of medical care, vehicle repair costs, the reasons why the crash was not reported, the crash location, and the number of vehicles involved in the crash. The weighted participant responses indicated that approximately 30 percent of crashes go unreported and these unreported crashes were mostly property-damage-only crashes. However, the data in this report is only one aspect of the unreported crash problem.

News from Other Federal Partners

Alcohol-Impaired Driving Among Adults – United States, 2012, highlights the need to implement effective strategies to reduce alcohol-impaired driving in the U.S. In 2012, about 4.2 million U.S. adults reported driving while impaired by alcohol, resulting in about 121 million occurrences of alcohol-impaired driving annually.

Bicyclist Deaths Associated with Motor Vehicle Traffic – United States, 1975-2012

Safe Driving in Tribal Communities: The [Tribal Toolkit](#) was developed by CDC in partnership with the Indian Health Service (IHS) to assist tribes in the promotion of evidence-based strategies that take into consideration the unique culture of American Indians and Alaska Natives. The toolkit includes fact sheets, brochures and posters on several areas of road safety including:
· increasing child safety seat use;
· increasing seat belt use; and
· decreasing alcohol-impaired driving.

In addition, the video titled "[A Killer in Indian Country](#)" shares personal stories from survivors of car crashes in tribal communities and highlights important steps for road safety.

SHSP Resources Focus on Building Effective Leadership, Engaged Stakeholders: The FHWA Office of Safety has recently developed two new resources designed to encourage transportation agency leadership and safety stakeholders to improve their effectiveness in executing the strategies identified in the State's Strategic Highway Safety Plan (SHSP).

Speed Management Action Plan Development Package Now Available! Speeding is a national safety issue, but effective solutions depend on local and State agencies. To assist State and local agencies' speed management programs, FHWA developed a [Jurisdiction Speed Management Action Plan Development Package](#) to provide informational guidance in developing speed management program action plans geared toward reducing fatalities and injuries related to speeding.

The State Traffic Records Coordinating Committee Noteworthy Practices Guide is Now Available! Designed for Traffic Records Coordinators, State and local DOT staff, and MPOs, the State Traffic Records Coordinating Committees Noteworthy Practices Guide contains detailed information on how several TRCCs have met with success by developing noteworthy structures, management practices, and business processes.

Global Status Report on Road Safety 2015: According to the World Health Organization's new *Global status report on road safety 2015*, there are 1.25 million road traffic deaths each year, and 90% of road traffic deaths occur in low-and middle-income countries, even though these countries have just 54% of the world's vehicles.

Other

2012 Massachusetts Traumatic Brain Injury Report: As motor vehicle crashes are a leading cause of traumatic brain injury (TBI) in Massachusetts, the recently released 2012 MA TBI report includes some information that may be of interest to you and your MV injury prevention partners. Among MA residents in 2012: One in four TBI-related deaths was due to a MV crash (24%, 201 of 836), one in five TBI-related hospitalizations was due to a MV crash (19%, 1,006 of 5,182), MV crashes were the 2nd leading cause of TBI-related death and hospitalization, after unintentional falls and MV crashes were the 3rd leading cause of TBI-related ED visits, accounting for one in seven such ED visits in 2012 (14%, 8,826 of 64,528). Unfortunately, specific counts and rates for TBI deaths and injuries due to MV crashes are limited in this report, which follows a CDC-defined template.

Everyone Walks. Understanding and Addressing Pedestrian Safety: This report, made possible through funding from State Farm®, provides an overview of current pedestrian safety data and research and how states are using this and other information to address pedestrian safety through education, enforcement and legislative initiatives.

DWI Dashboard Tool: The Traffic Injury Research Foundation recently released the DWI Dashboard tool to enable jurisdictions to gain insight and understanding into how and why the progress is, or is not, being achieved in reducing impaired driving in their individual jurisdictions, and to inform decision-making about strategies to address the problem

The tool was created using a broad model that was based on existing research, expertise and practice relating to the wide array of factors that can, to varying extents, influence progress in reducing impaired driving. It included traditional measures of impaired driving, the presence, characteristics and quality of proven countermeasures, and a diversity of both environmental and contextual measures. This model was then applied in eight jurisdictions (Minnesota, Mississippi, Montana, New York, Oklahoma, Utah, Washington, and West Virginia) that were selected because they had made either a lot or very little progress to reduce impaired driving in the past five years.

Under Their Influence-The New Teen Safe Driving Champions: This publication examines adults—other than parents—who have the opportunity to influence teen decision-making about driving and showcases several safe driving initiatives. It opens with a primer to help states and practitioners understand why and how to be successfully partner with these other adult influencers. It also discusses what potential adult influencers need to know about teen safe driving to ensure they understand the extent and nature of the problem and become champions.

New TIRF Fact Sheets Announcement: Trends Among Fatally Injured Teen Drivers & Trends in Alcohol and Drug Use Among Fatally Injured Teen Drivers. TIRF is pleased to announce the release of two new fact sheets on trends among fatally injured teen drivers that were prepared with sponsorship from State Farm.

Deaths among young drivers due to road crashes have declined substantially in the past two decades, yet motor vehicle collisions continue to be the leading cause of death in Canada for persons aged 15 to 24 years. To increase knowledge about current trends in teen driver fatalities, TIRF conducted an analysis of data spanning a 13-year period to prepare two fact sheets which summarize trends related to the number and percent of 16-19 year old drivers killed in road crashes compared to drivers aged 20 and older. Driver characteristics such as sex, age and temporal factors, as well as contributing factors in teen driver collisions were examined.

While there has been a recent decrease in the number of fatally injured drivers aged 16-19 years old who were speeding, there has been a smaller decrease in the number of drivers in this age group who were distracted. Of concern, a significant number of fatally injured drivers aged 16-19 tested positive for either alcohol or drugs. Although progress has been made with respect to alcohol during the past decade, more recent data suggest that this progress has halted. An examination of the presence of drugs among fatally injured teen drivers, by comparison, appears to suggest that the problem is increasing. There is also evidence that 18 and 19 year old drivers specifically have the highest risk of being killed in alcohol and drug-involved crashes. In addition, while alcohol-involved crashes are most likely to occur on weekends, drug-involved crashes are equally likely to occur on weekdays and weekends, suggesting different strategies are needed to better target these problems.

Collectively, these results underscore the need for continued action to reduce risk-taking behaviours among teen drivers, particularly in relation to alcohol and drugs and their effects on driving.

[Trends Among Fatally Injured Teen Drivers fact sheet.](#)
[Trends in Alcohol and Drug Use Among Fatally Injured Teen Drivers fact sheet.](#)

FACTS-Families Acting for Community Traffic Safety: Families Acting for Community Traffic Safety (FACTS) is a national peer education program through which students strive to save lives educating adults and youth about traffic safety and supporting enforcement of local rules and regulations regarding community traffic safety. Through FACTS, FCLCA members create projects that strive to save lives through sober driving, seat belt use, safe driving habits, becoming the spokesperson for their safety, and bridging the gap between youth and adults to understand the importance of driver education and safety. Traffic safety is a family affair. FCLCA first learn basic safety skills and attitudes in families. Crashes deeply affect families. Children members can help families emphasize safety and avoid related concerns.

Measuring Cognitive Distractions: In this landmark study of distracted driving, the AAA Foundation challenges the notion that drivers are safe and attentive as long as their eyes are on the road and their hands are on the wheel. Using cutting-edge methods for measuring brain activity and assessing indicators of driving performance, this research examines the mind of the driver, and highlights the mental distractions caused by a variety of tasks that may be performed behind the wheel.

GHSA Drug Impaired Driving Report: The Governors Highway Safety Association (GHSA) and the Foundation for Advancing Alcohol Responsibility (Responsibility.org) released a comprehensive report about drug use on our nation's roadways, providing recommendations to confront this complex highway safety issue.

Oregon Communications Study shows campaign raises awareness about dangers of distracted driving.

Reasons for Child Passenger Nonrestraint in Motor Vehicles: Details of a new study on traffic injury prevention reveal the reasons why parents allow child passengers to ride without the use of proper restraints. Nearly 24% of surveyed parents reported that they had driven with their child not fully restrained on at least one occasion. Approximately 1 in 5 parents agreed that it would be acceptable to keep their child unrestrained in certain situations, including a short drive, in a reward, an inadequate number of restraints, riding in a taxi, if somebody was holding the child, and as a ruse for a child. Parents were more likely to agree that it was acceptable to keep their child unrestrained under nearly all circumstances listed if they were male, ages 18-29, with a graduate school education, in the \$100,000+ income bracket, or Latino. The study concludes there are certain situations for which parents find it acceptable to leave their children unrestrained. This has implications for targeted child passenger safety efforts designed to maximize consistent restraint use.

Unbuckled in Back: An Overlooked Issue in Occupant Protection: This report -- the latest in a series of "Spotlights on Highway Safety" -- explores adult rear seat belt use rates, state laws and enforcement, and public education efforts and makes recommendations on how states can save lives by increasing rear seat belt use by adults. The report was authored by Dr. James Hedlund of Highway Safety North, a former senior official with the National Highway Traffic Safety Administration (NHTSA).

Protect Your Children as You Shop this Holiday Season: Beware of Recalled Products
It's the time of year when many parents get holiday gifts for their children. At Safe Kids, we want to help parents and caregivers keep children safe from unsafe products that might still be on the shelves. Here is a sample of children's products that have been recalled recently and could possibly be on the shelf as you shop this holiday season. To make sure the products you purchase are safe visit the Safe Kids' recall center [here](#) and sign up for our bimonthly [email blast](#). You can check out our holiday safety tips [here](#).

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