

# BUILDING SAFE COMMUNITIES

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## IN THE NEWS

### U.S. Transportation Secretary on Distracted Driving

On September 30 and October 1, the U.S. Department of Transportation held the Distracted Driving Summit in Washington, DC, where U.S. Transportation Secretary Ray LaHood delivered the opening address on the issue of cell phone use and text messaging while driving. The audience included senior transportation officials, elected officials, safety advocates, law enforcement representatives, and academics interested in the impact that the communication technologies have on traffic fatalities. Speakers at the summit included scientists with information on the prevalence and nature of distracted driving, and State and Federal policymakers who discussed possible solutions, such as a bill proposed by Sen. Charles Schumer (D-NY) that would sanction States that did not enact a ban on texting while driving.

To learn more about the Distracted Driving Summit, click on the links below.

- [Live Webcast Archive](#)
- Live Blog Archive
  - [Day 1](#)
  - [Day 2](#)
- [Agenda](#)
- [Media Support](#)
- NHTSA Traffic Safety Facts
  - [An Examination of Driver](#)



U.S. Transportation Secretary Ray LaHood

- [Distraction as Recorded in NHTSA Databases \(September 2009\)](#)
  - [Driver Electronic Device Use in 2008 \(September 2009\)](#)
- [9/29/2009 – THURSDAY: Youth Panel Hosted by Seventeen Editor Ann Shoket to Highlight Dangers of Texting Behind the Wheel: Young adults will share their stories, help educate peers](#)
- [9/16/2009 – DOT Secretary LaHood Announces Agenda for Distracted Driving Summit; Leaders to Explore Solutions to Distracted Driving](#)
- [9/4/2009 – Federal Register Notice: Distracted Driving Summit](#)
- [8/18/2009 – DOT Secretary LaHood Announces New Details on Distracted Driving Summit](#)
- [8/4/2009 – DOT Secretary LaHood Announces Distracted Driving Summit](#)
- Get updates on the Distracted Driving Summit on Twitter at <http://twitter.com/distractdriving>

# National Safety Council Calls for Ban on Cell Phone Use While Driving

The National Safety Council (NSC) has called for a ban on cell phone use while driving in light of a study in the [Journal of Safety Research, Volume 40, Issue 2, Pages 157-164](#) conducted by Yoko Ishigami, Dalhousie University, Canada, and Raymond Klein, which was published in the council's own Journal of Safety Research. The results of the study show that "...talking on the phone, regardless of phone type, has negative impacts on performance, especially in detecting and identifying events. Performance while using a hands-free phone was rarely found to be better than when using a handheld phone. Some studies found that drivers compensate for the deleterious effects of cell phone use when using a handheld phone but neglect to do so when using a hands-free phone."

The 2006 study conducted by NOPUS as reported in NHTSA's July 2007 report, [Driver Cell Phone Use in 2006 - Overall Results](#), shows that only New York, New Jersey, the District of Columbia, and Connecticut had laws banning hand-held cell phone use while driving.

DOT Secretary LaHood on Distracted Driving:  
*"As we become a more mobile and wireless nation, we can't afford to ignore new technology's impact on roadway safety."*

## INSIDE THIS ISSUE

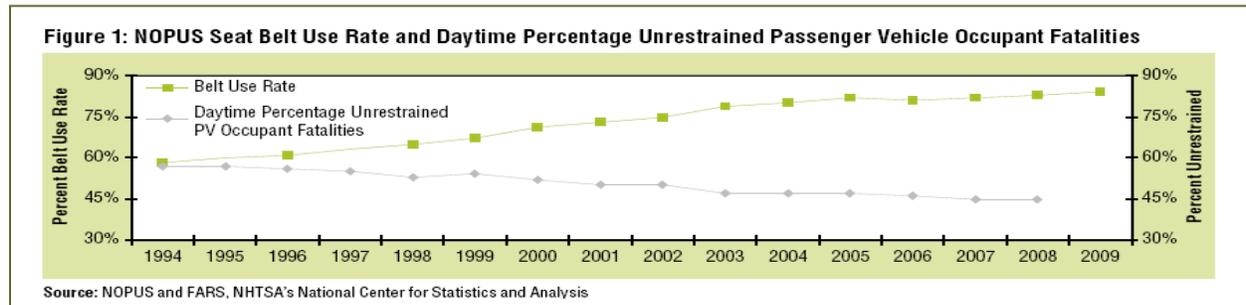
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[NHTSA's Policy and FAQs on Cellular Phone Use While Driving](#) show that available research indicates that whether it is a hands-free or hand-held cell phone, the cognitive distraction is significant enough to degrade a driver's performance. This can cause a driver to miss key visual and audio cues needed to avoid a crash.

One observed behavior identified in cell phone use is that motorists tend to slow down when engaged in conversation, which could have disastrous effects in traffic. According to the NSC, statistics show that in the United States more than 636,000 crashes, 330,000 injuries, 12,000 serious injuries, and 2,600 deaths are caused by distracted drivers on cell phones. As cell phone purchases grow, so does cell phone use behind the wheel on our Nation's highways and residential routes. According to *USA Today*, more than 250 bills prohibiting or restricting cell phone use while driving are pending in 42 State legislatures.

To learn more about cell phone use by motorists, visit [www.nhtsa.gov](http://www.nhtsa.gov) and [www.nsc.org](http://www.nsc.org).

## 2009 Seat Belt Use at 84 Percent



Seat belt use in the United States, according to the National Occupant Protection Use Survey (NOPUS), rose to 84 percent compared to 83 percent in 2008. Although there does not seem to be a significant annual increase, there has been an overall increase since 1994, when the seat belt use rate was under 60 percent. Contributing factors to the increase have been high-visibility enforcement, community involvement and passage of the primary belt law in 30 jurisdictions including the District of

Columbia, American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, and the Virgin Islands.

NHTSA has published the Seat Belt Use in 2009—Overall Results Traffic Safety Facts that can be downloaded at [www-nrd.nhtsa.dot.gov/pubs/811100.pdf](http://www-nrd.nhtsa.dot.gov/pubs/811100.pdf). The report provides information on daytime, weekday, and weekend drive times as well as a table on seat belt use by major characteristics in 2008 and 2009.

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*Has your organization made a commitment to require a seat belt and distracted driving policy for your staff and members?*

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*Visit Us on the Web at*  
[www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)

*Click the TRAFFIC SAFETY tab on the banner and then click Safe Communities in the left navigation pane.*

# AWARDS/WINNERS/NOTABLE MENTIONS

## Documentary is Double Emmy Winner

An account of a lifetime of regret, “Enduring Regret” is a documentary about a 22-year-old male driver name Chris Sandy. Sandy made the choice to drink and drive, which caused the death of an elderly couple. He received 13 years in prison followed by 17 years of probation. During a 4-year period of his incarceration, Sandy spent time recounting his poor choices and consequences of that deadly night to over 100,000 Georgia high school students.

Atlanta filmmaker and director Dan Johnson created the documentary as a message to let youth and young adults everywhere know that the loss caused by Sandy’s decision does not have to happen to anyone else. At the 35th Annual Emmy Awards held in Atlanta on June 29, for telling the Chris Sandy story,

“Enduring Regret” won Emmy awards for Best Documentary for a television presentation with dramatic impact and Best Director from the Southeast Chapter of the National Academy of Television Arts and Science. The documentary aired in September 2008.

“Enduring Regret” was created in partnership with the Administrative Office of the Courts, the Georgia Department of Corrections, the Georgia Sheriff’s Association, and independent agent Chad Foster. The special was broadcast with support of the Governors Office of Highway Safety from the Georgia Beer Wholesalers Association and the Center for Alcohol Policy, a partnership that is committed to ensuring the legal, safe, and responsible use of alcoholic beverages.

## NBA “Responsibility Has Its Rewards” Winners

Orlando Magic fan Kim Williams and Los Angeles Lakers fan Chris Ford were named as “Designated Drivers for the Season” when they were randomly selected among fans who pledged to be the designated driver at the Magic home games at Amway Arena and Lakers Home games at the Staples Center. The grand prize is two tickets to the first game of the finals played in the home arena of their favorite team for the “Responsibility Has Its Rewards” sweepstakes for designated drivers. Additionally, one Designated Driver for the Season from an NBA team that is not playing in the 2009 NBA finals will be chosen at random to attend the 2010 NBA All-Star

Game on February 14, 2010, at Cowboys Stadium in Arlington, Texas.

For the first time, the NBA, Techniques for Effective Alcohol Management Coalition (TEAM), and the National Highway Traffic Safety Administration are working together to reward the Designated Drivers for the Season.

Designated drivers pledge to refrain from drinking alcohol and provide their friends and family with safe rides home. The

Please see *Rewards* on page 5

*Rewards* from page 4

Responsibility Has Its Rewards campaign encourages fans to participate in designated-driver programs sponsored by beer and concessionaire companies at every NBA arena nationwide. Fans who pledge to be designated drivers at NBA games are eligible to enter a drawing to be selected as the team's Designated Driver for the Season. For the 2009/2010 season, TEAM is proud to

report that nearly 50,000 basketball fans pledged to become designated drivers, planning ahead and making the responsible, winning play. That is a 43 percent increase above the 35,000 fans who pledged last season.

For more information on TEAM, visit [www.teamcoalition.org](http://www.teamcoalition.org) or [www.rhir.org](http://www.rhir.org).

## IACP's National Law Enforcement Challenge

Hosting the National Law Enforcement Challenge program, the International Association of Chiefs of Police (IACP) and the National Sheriffs' Association (NSA), through a cooperative agreement with NHTSA, has shown support for traffic enforcement nationwide. The program targets three major traffic safety priorities: occupant protection, impaired driving, and speeding.

The National Law Enforcement Challenge gives all law enforcement agencies an opportunity to be recognized for their traffic safety accomplishments, share their experiences with others, and make a significant difference in the communities they serve. The program also allows agencies to learn from one another in a peer-to-peer environment and sets new comprehensive and ambitious goals for the coming year. Ultimately, the National Law Enforcement Challenge is about saving lives and reducing injuries.

The 2008 challenge received more than 500 applications. Winners were recognized at the Highway Safety Awards Breakfast during the IACP Annual Conference October 6 at the Grand Hyatt in Denver, Colorado. The

Highway Safety Awards breakfast recognized the outstanding contributions of agencies and individuals who have worked hard to ensure that our Nation's roadways are safe. Those agencies and individuals who were recognized represent the best in traffic safety and law enforcement.

<i>AWARD CATEGORY</i>	<i>PLACE</i>
<i>Municipal: 1-8 Sworn Officers (30 applicants)</i>	
Stafford, CT (7 sworn)	1st Place
Leland Grove, IL (6 sworn)	2nd Place
Middleton, TN (4 sworn)	3rd Place
<i>Municipal 9-16 Sworn Officers (31 applicants)</i>	
Shelburne, VT (11 sworn)	1st Place
Geneseo, NY (10 sworn)	2nd Place
Lavonia, GA (14 sworn)	3rd Place
<i>Municipal 17-25 Sworn Officers (44 applicants)</i>	
York, ME (25 sworn)	1st Place
Port Wentworth, GA (20 sworn)	2nd Place
Western Springs, IL (21 sworn)	3rd Place
<i>Municipal 26-35 Sworn Officers (29 applicants)</i>	
Lake Zurich, IL (34 sworn)	1st Place
Lemont, IL (30 sworn)	2nd Place
Wood Dale, IL (35 sworn)	3rd Place

*Municipal 36-45 Sworn Officers (28 applicants)*

Crossville, TN (42 sworn)	1st Place
Culpeper, VA (41 sworn)	2nd Place
Union City, TN (36 sworn)	3rd Place

*Municipal 46-65 Sworn Officers (42 applicants)*

Plainfield, IL (55 sworn)	1st Place
Carol Stream, IL (61 sworn)	2nd Place
Dublin, GA (52 sworn)	3rd Place

*Municipal 66-100 Sworn Officers (47 applicants)*

Wheeling, IL (68 sworn)	1st Place
Cookeville, TN (73 sworn)	2nd Place
Quincy, IL (76 sworn)	3rd Place

*Municipal 101-200 Sworn Officers (52 applicants)*

Hoffman Estates, IL (102 sworn)	1st Place
Naperville, IL (182 sworn)	2nd Place
Franklin, TN (124 sworn)	3rd Place

*Municipal 201-500 Sworn Officers (33 applicants)*

Arlington, VA (366 sworn)	1st Place
Newport News, VA (399 sworn)	2nd Place TIE
Springfield, IL (280 sworn)	2nd Place TIE
Rockford, IL (302 sworn)	3rd Place

*Municipal 501-1250 Sworn Officers (11 applicants)*

Colorado Springs, CO (665 sworn)	1st Place
Henrico County, VA (580 sworn)	2nd Place
Fresno, CA (850 sworn)	3rd Place

*Municipal 1251 or More Sworn Officers (7 applicants)*

Los Angeles, CA (9846 sworn)	1st Place TIE
San Francisco, CA (1971 sworn)	1st Place TIE
Atlanta, GA (1600 sworn)	2nd Place
San Jose, CA (1393 sworn)	3rd Place

*Sheriff 1-20 Sworn Deputies (6 applicants)*

Lauderdale County, TN (18 sworn)	1st Place
Taylor County, GA (8 sworn)	2nd Place
Hardin County, TN (18 sworn)	3rd Place

*Sheriff 21-30 Sworn Deputies (8 applicants)*

Franklin County, GA (24 sworn)	1st Place
New Kent County, VA (25 sworn)	2nd Place
Elbert County, GA (30 sworn)	3rd Place

*Sheriff 31-50 Sworn Deputies (8 applicants)*

Fayette County, TN (31 sworn)	1st Place TIE
Tipton County, TN (45 sworn)	1st Place TIE
Washington County, VT (46 sworn)	2nd Place
Orange County, VT (32)	3rd Place

*Sheriff 51-100 Sworn Deputies (8 applicants)*

Douglas County, GA (78 sworn)	1st Place
Washington County, VA (75 sworn)	2nd Place
Augusta County, VA (72 sworn)	3rd Place

*Sheriff 101-200 Sworn Deputies (10 applicants)*

Stafford County, VA (161 sworn)	1st Place
Barrow County, GA (171 sworn)	2nd Place
Montgomery County, VA (113)	3rd Place

*Sheriff 201-400 Sworn Deputies (9 applicants)*

Forsyth County, GA (296 sworn)	1st Place
Hanover County, VA (206 sworn)	2nd Place
Will County, IL (247 sworn)	3rd Place

*Sheriff 401-1000 Sworn Deputies (5 applicants)*

Loudoun County, VA (500 sworn)	1st Place
Pasco County, FL (473 sworn)	2nd Place
Shelby County, TN (593 sworn)	3rd Place

*Sheriff 1001 or More Sworn Deputies (3 applicants)*

Los Angeles County, CA (9000 sworn)	1st Place
Hillsborough County, FL (1231 sworn)	2nd Place
San Diego County, CA (2344 sworn)	3rd Place

*State Police – Highway Patrol 1-250 Sworn (3 applicants)*

Wyoming Highway Patrol (207 sworn)	1st Place
Montana Highway Patrol (218 sworn)	2nd Place
Maine State Police (201 sworn)	3rd Place

*State Police – Highway Patrol 251-500 Sworn (1 applicant)*

Iowa State Patrol (394 sworn) 1st Place

*State Police – Highway Patrol 501-1000 Sworn (3 applicants)*

Minnesota State Patrol (530 sworn) 1st Place

South Carolina Highway Patrol (948 sworn) 3rd Place

*State Police – Highway Patrol 1001-2500 (5 applicants)*

Massachusetts State Police (2314 sworn) 1st Place

Washington State Patrol (1078 sworn) 2nd Place

Georgia Dept. of Public Safety (1091 sworn) 3rd Place TIE

Illinois State Police (2105 sworn) 3rd Place TIE

*State Police – Highway Patrol 2501 or More Sworn (2 applicants)*

New York State Police (4945 sworn) 1st Place

New Jersey State Police (2991 sworn) 2nd Place

*Special Law Enforcement (6 applicants)*

Muscogee County Marshal’s Office, GA (17 sworn) 1st Place

Maryland Transportation Authority, MD (489 sworn) 2nd Place

Vermont Department of Motor Vehicles, VT (32 sworn) 3rd Place

*College – University Law Enforcement (16 applicants)*

University of North Florida, FL (28 sworn) 1st Place

Virginia Tech, VA (47 sworn) 2nd Place

Cornell University, NY (54 sworn) 3rd Place TIE

Cal Poly, San Luis Obispo, CA (18 sworn) 3rd Place TIE

*Multi-Jurisdictional Agencies (9 applicants)*

Cumberland Regional Law Enforcement Networks, TN 1st Place

Marion County Traffic Safety Partnership, IN 2nd Place

Dover Police CARE Network, TN 3rd Place

*Military Police (4 applicants)*

Fort Lee, VA (50 sworn) 1st Place

Fort Carson, CO (149 sworn) 2nd Place

Fort Campbell, KY (294 sworn) 3rd Place

*Private Agencies (2 applicants)*

IPTM, FL 1st Place

*State Associations (2 applicants)*

Virginia Association of Chiefs of Police 1st Place

Illinois Association of Chiefs of Police 2nd Place

*Championship Class (18 applicants)*

*1st Place Winners from 2007-2008 Challenge*

California Highway Patrol (7359 sworn) 1st Place

Buffalo Grove, IL (71 sworn) 2nd Place

West Point, VA (8 sworn) 3rd Place

*Special Category Awards*

Forsyth County, GA Underage Alcohol

Livermore, CA Impaired Driving

Ontario Provincial Police, Canada Speed

Fairfax County, VA Occupant Protection

Livermore, CA Child Passenger Safety

Tennessee Highway Patrol Commercial Motor Vehicle

California Highway Patrol Motorcycle Safety

Western Springs, IL Bike/Pedestrian Safety

Ripon, CA Technology

Toccoa, GA Rookie of the Year

*Clayton J. Hall Memorial Award*

New York State Police

For additional information or concerns regarding the National Law Enforcement Challenge, please contact Earl Hardy at NHTSA’s Enforcement and Justice Services Division at 202-366-4292 or via e-mail at [earl.hardy@dot.gov](mailto:earl.hardy@dot.gov).

# Pause to Click at the Rock and Roll Hall of Fame

This year's 2009 Ohio Rainbow Babies and Children's Hospital Pause to Click contest finale was a smashing success, thanks to the talented work of area sixth, seventh, and eighth graders. Fifteen finalists were chosen to present their work on stage at the Rock and Roll Hall of Fame and Museum in Cleveland in June. Finalists were evaluated based on performance, message, and originality by a panel of judges. The results:

## *Song:*

- 1st Place: [Tyrell Clark and Myles Alexander, St. William School \(Euclid\)](#) – [“Remember to Click”](#)
- 2nd Place: [Will Brewer and Eric Moss, Ford Middle School \(Brook Park\)](#) – [“Pause to Click It”](#)
- 3rd Place: [Katrina Parish and Raegene Garrett, Clark Elementary School \(Cleveland\)](#) – [“Buckle Up”](#)
- Runner-up: [Brittany Morrison, St. Peter School \(North Ridgeville\)](#) – [“Seatbelt Safety”](#)
- Runner-up: [Giana Donova & Sonata Petravicius, St. William School \(Euclid\)](#) – [“Buckle Up Song”](#)

## *Video:*

- 1st Place: [Dominic Camino and Ryan Loncar, Kirtland Middle School](#) – [“Buckle Up”](#)
- 2nd Place: [Ashley Jacin and Savanna Hersham, North Royalton Middle School](#) – [“Pause to Click”](#)
- 3rd Place: [Jackie Schmauch, Parkside Intermediate School \(Westlake\)](#) – [“Buckle Up Story”](#)
- Runner-up: [Riley McNamara, Center](#)

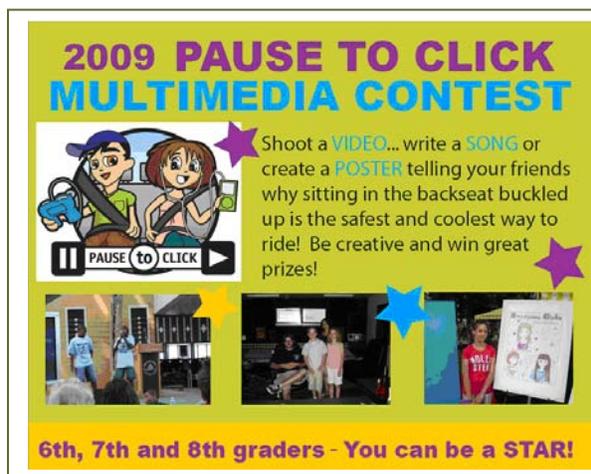
## [Middle School \(Strongsville\)](#) – [“Always Wear a Seatbelt”](#)

- Runner-up: [Jayson Overby, Clark Elementary School \(Cleveland\)](#) – [“Legend of Louis Whittaker”](#)

## *Art:*

- 1st Place: [Devin Burrell, Audobon School \(Cleveland\)](#) – [“Better Safe than Sorry”](#)
- 2nd Place: [David Harris, Clark Elementary School \(Cleveland\)](#) – [“Buckle Up”](#)
- 3rd Place: [Molly Dailey, North Olmsted Middle School](#) – [“Buckle Up First”](#)
- Runner-up: [Nathalie Gonzalez, Urban Community / Arrupe Explorers \(Cleveland\)](#) – [“Buckle then Chuckle”](#)
- Runner-up: [Keniesha Everett, Paul Dunbar Elementary / Arrupe Explorers \(Cleveland\)](#) – [“World is Safer”](#)

Visit [Pause to Click](#) at [www.pausetoclick.com](http://www.pausetoclick.com) to learn more about upcoming events.



## COALITION AND PARTNER NEWS

### Minnesota Success on the Road and the State

Cheri Marti, director, Office of Traffic Safety

It is a testament to our traffic safety partners that Minnesota is making such great progress to limit traffic fatalities in recent years. In 2008, 455 people were killed on Minnesota roads, the lowest fatality count since 1945. This drop in fatalities signals a major shift from earlier this decade, when it was common for the State to record up to 600 fatalities a year.

While high gas prices and the economy were factors in the drop in fatalities, we also know that proactive efforts greatly factored in the reduction: Enhanced enforcement targeting belt use, speeding, and impaired driving; educational outreach efforts; engineering improvements such as cable median barriers; and efficient emergency trauma response. Now, thanks to the passage of the primary seat belt law, Minnesota has another important tool to help limit preventable traffic fatalities.

Passing a primary law took years of time and energy by many parties, and the Office of Traffic Safety (OTS) is indebted for everyone's commitment toward this issue. We know a primary law will increase the State's belt use rate and as a result save lives, prevent serious injuries and save the State significant health care costs.

OTS is extremely grateful to have a State Legislature that recognized how necessary a primary law is for road safety. Legislators

have done a tremendous job over recent years to support the saving of lives and preventing serious injuries on our roads through stronger and more effective traffic safety legislation. Consider these accomplishments:

- 2005—.08 becomes the legal blood alcohol concentration limit. Since this law passed, alcohol-related fatalities have decreased, and last year alcohol-related fatalities (163) hit a record low. This figure, however, along with 35,000-plus DWI arrests in 2008, still indicates that impaired driving remains a serious threat on our roads.
- 2006—Ban of cell phone use for new teen drivers to limit a major distraction behind the wheel.
- 2008—Strengthening of the graduated licensing law for new teen drivers to limit the number of teen passengers and nighttime driving, and prohibiting texting or e-mailing and the use of wireless device for all drivers.
- 2009—Primary seat belt law and booster seat law to ensure children and all motorists are riding as safe as

*Minnesota* from page 9

possible. Plus, a new statewide pilot project for DWI offenders to have ignition interlocks installed so they are driving safely and legally.

For all the road safety progress in recent years, it goes without saying that 455 preventable fatalities are not acceptable. There are countless families and communities torn apart by the violence and sudden impact of these preventable tragedies.

The fact is we can no longer accept hundreds of traffic fatalities each year. The real challenge is to change the thinking and expectation that traffic crashes are “going” to happen to traffic crashes don’t have to happen.

On behalf of the Minnesota Department of Public Safety, we are deeply thankful for the contributions of the diverse traffic safety stakeholders to making such historic progress in traffic safety in Minnesota. To all

## Expanding Partnerships

In May, the California Alcoholic Beverage Control (ABC) joined the National Liquor Law Enforcement Association (NLLEA) to get communities across the country to participate in Operation Save a Teen. During that time, NLLEA officers focused on underage drinking enforcement throughout the Nation. Coordinated efforts using local law enforcement and NLLEA agents participated in events such as “Kegger Patrols” and undercover stings using 19- and 20-year-olds to go to establishments known

of you, a heartfelt thank you! Let’s keep driving traffic fatalities toward zero through 2009.

This article is made available in the MPH Newsletter of the Office of Traffic Safety. To get a copy of the newsletter or submit story ideas for Miles Per Hour contact [Odonna.berger@state.mn.us](mailto:Odonna.berger@state.mn.us).



for selling to minors.

Agencies that would like to participate in this national effort should contact Elizabeth Mattfeld, executive director, at 240-483-8922 or [bmattfeld@nllea.org](mailto:bmattfeld@nllea.org).

For more information about this effort and about the National Liquor Law Enforcement Association, visit [www.nllea.org](http://www.nllea.org).

# RESOURCES

## State Traffic Safety Information GIS Map Application

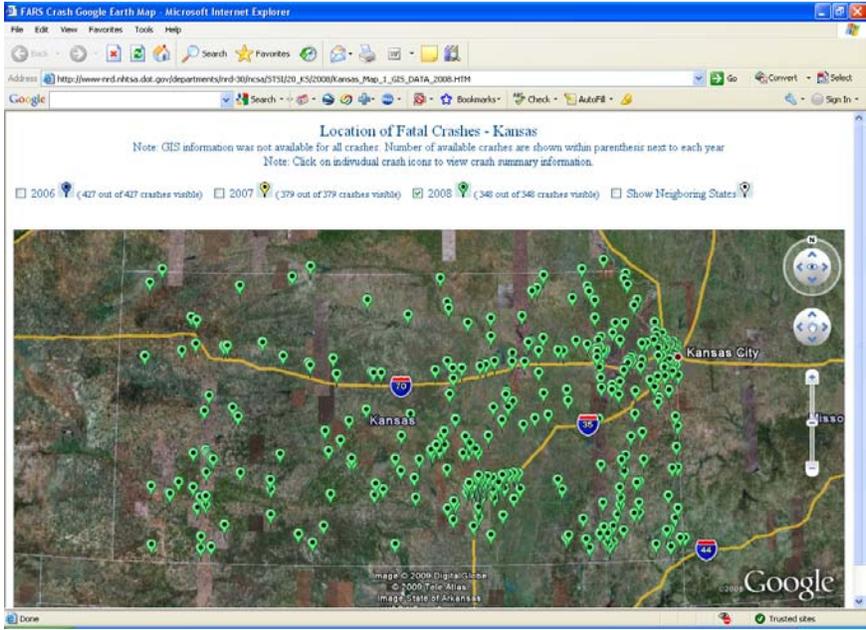
With the release of the 2008 Fatality Analysis Reporting System (FARS) data, the National Center for Statistics and Analysis (NCSA) has now added online motor vehicle traffic crash maps to its State Traffic Safety Information (STSI) Web site ([www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/USA WEB REPORT.HTM](http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/USA_WEB_REPORT.HTM)).

These maps are NCSA's first comprehensive attempt to get FARS GIS (global information systems) information out to the traffic safety research community, who by using these maps can now spatially analyze the fatal crash data. The maps are easily accessed by

following the links at the top of each STSI State home page and they currently display three years of data (2006, 2007, and 2008).

The maps themselves are viewed via the free Google Earth plug-in mapping tool. Users who do not have this mapping tool on their computers will be guided to download this application when they first try to access a map. The installation process is very straightforward (very similar to loading Adobe Acrobat Reader).

Below is a screen shot for all fatal crashes in Kansas for the year 2008.



The screenshot shows a web browser window titled "FARS Crash Google Earth Map - Microsoft Internet Explorer". The address bar displays the URL: [http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI20\\_KS2008/Kansas\\_Map\\_1\\_GIS\\_DATA\\_2008.HTM](http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI20_KS2008/Kansas_Map_1_GIS_DATA_2008.HTM). The main content area is titled "Location of Fatal Crashes - Kansas" and includes a note: "Note: GIS information was not available for all crashes. Number of available crashes are shown within parenthesis next to each year. Note: Click on individual crash icons to view crash summary information." Below the note are three checkboxes for the years 2006, 2007, and 2008, with the number of available crashes in parentheses: 2006 (427 out of 437 crashes visible), 2007 (379 out of 379 crashes visible), and 2008 (348 out of 348 crashes visible). There is also a "Show Neighboring States" checkbox. The map itself shows the state of Kansas with numerous green circular markers representing fatal crashes. Major highways like I-70, I-35, and I-44 are visible. The city of Kansas City is labeled. The Google logo is in the bottom right corner of the map area.

Double clicking on an individual crash marker will pop up an embedded table that contains key statistics for that crash.

## Preventing First-Time DWI Offenders

NHTSA sponsored a study on the criminality of individuals arrested for first-time DWI offenses. The study identifies common prior offenses among first-time DWI offenders, and strategies used to address the identified offenses to determine if there are potential

opportunities to expand those efforts to prevent impaired driving.

The report was released in 2009 and is available for download or order from the NHTSA Web site at [www.nhtsa.gov](http://www.nhtsa.gov).

## Community-Based Self-Sufficient DWI Program

NHTSA sponsored a study that identified and documented community-based, self-sufficient DWI programs operating at the local level in various communities across the country. These programs are independently managed and operated at a local level using sustainable funding sources to cover a significant portion of program costs. Two of the programs are enforcement oriented, one focusing on traffic safety violations, the other on vehicle forfeiture; two programs focus on offender

supervision, one operating within the court system, the other as a human services program; one program is a multi-jurisdictional community traffic safety coalition providing prevention and intervention programming. The report will be available by winter 2009. Check [www.nhtsa.gov](http://www.nhtsa.gov) for the upcoming release.

## Alternative Transportation

NHTSA sponsored a study to compile information on alternative transportation programs that could provide guidance to States and local communities in developing, refining, or expanding programs to address impaired driving. Alternative transportation programs are one approach to reducing alcohol-impaired driving crashes. These services transport drinkers home from – and sometimes to and between – drinking

establishments using taxis, privately owned vehicles, buses, tow trucks and in the drinkers' own vehicles. The concluding report describes the various types of alternative transportation programs. It will be available to download or order from the NHTSA Web site at [www.nhtsa.gov](http://www.nhtsa.gov) late in 2009.



# YOUTH

## Not-in-Traffic Surveillance: Results for Children

Based upon NHTSA's new Not-in-Traffic Surveillance (NiTS) system, an estimated 262 children 14 and younger die annually in non-traffic incidents and another 115,000 are injured. Overall, an estimated 106 child fatalities occurred each year when pedestrians or other non-occupants were struck by forward-moving vehicles on driveways, in parking lots and in other non-traffic areas. Another 99 child fatalities occurred each year in backovers in non-traffic areas. The third most common non-traffic fatality scenario for children was hyperthermia or excessive heat while in the vehicle. The three most common non-traffic child injuries seen in emergency departments were injuries to extremities such as hands or feet caught in closing vehicle doors, falls while exiting or entering vehicles, and being cut by vehicle parts such as bumpers and license plates. More details regarding these non-traffic incidents can be found in the NHTSA Crash\*Stats "Not-in-Traffic Surveillance 2007 - Children" ([www-nrd.nhtsa.dot.gov/Pubs/811116.PDF](http://www-nrd.nhtsa.dot.gov/Pubs/811116.PDF)).

The Not-in-Traffic Surveillance system is a virtual data collection system designed to provide counts and details regarding fatalities and injuries that occur in non-traffic incidents. Congress required NHTSA to begin collecting and maintaining non-traffic incident information in the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) and the Cameron Gulbransen Kids Transportation

Safety Act of 2007. NHTSA designed and implemented the Not-in-Traffic Surveillance system to fulfill these requirements. Information about these incidents has not routinely been collected by NHTSA, and the new NiTS system provides its most comprehensive accounting yet.

Based in part upon the results from NiTS system, NHTSA released a consumer advisory in June 2009 reminding parents and caregivers that summer heat makes it especially dangerous to leave children in vehicles. NHTSA also has started a consumer information Web site called "Keeping Kids Safe: Inside & Out" to provide prevention tips for backovers, hyperthermia/heat stroke, power windows, vehicle rollaway, seat belt entanglement and trunk entrapment. In the mean time, NHTSA will continue to collect information about non-traffic incidents through the Not-in-Traffic Surveillance system.

To learn more about protecting children in non-traffic incidents visit [www.nhtsa.gov/KeepingKidsSafe](http://www.nhtsa.gov/KeepingKidsSafe).

Click the link to download the Not-In-Traffic Surveillance (NiTS) 2007 -- Fatalities & Injuries to Children, [www-nrd.nhtsa.dot.gov/Pubs/811116.PDF](http://www-nrd.nhtsa.dot.gov/Pubs/811116.PDF).

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# An Overview of Child Safety Results from the 2008 NSUBS and the 2008 NOPUS

The 2008 National Survey of the Use of Booster Seats (NSUBS) measured some improvements in child safety seat use. Slightly less than half of children ages 4 to 7 were properly restrained in booster seats (43%). More infants were restrained in rear-facing child safety seats, the appropriate restraint type for that age group. Children who were either less than 1 year old or under 20 pounds were restrained at a rate of 79%. There were still some signs of premature graduation to inappropriate restraint types in 2008, but there were overall improvements from 2007. The NSUBS, the only probability-based nationwide child restraint survey that observes restraint use and obtains age by interview, is conducted by the National

Center for Statistics and Analysis (NCSA) of the National Highway Traffic Safety Administration.

The 2008 National Occupant Protection Use Survey showed that restraint use for all children age up to age 7 stood at 87%. NOPUS is the only nationwide probability-based observational survey of seat belt and motorcycle helmet use in the United States. The survey observes usage as it actually occurs at a random selection of roadway sites, and so provides the best tracking of the extent to which passenger vehicle occupants are buckling up and motorcyclists are wearing helmets in this country. The NOPUS is conducted annually by NCSA.



## BEST PRACTICES

### Youth Have a Voice in Giving Alcohol to Minors



“Project Sticker Shock” is an initiative that was the outcome of an idea that went beyond personal, family, and school to address underage drinking at the community level. The idea was presented at a town hall meeting in Troy, Pennsylvania, hosted by Bradford County Communities That Care, which then approached local distributors with a request to allow young people in the county to post warning stickers stating, “It is illegal to buy or provide alcohol for anyone under 21.”

To learn how your coalition can promote this campaign in your area, contact your local ABC agency or visit the National Alcohol Beverage Control Association at <http://www.nabca.org/Resources/Links.aspx>.

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# 2009 – 2010 CALENDAR OF EVENTS

**\*NOTE: IMPORTANT 2010 CALENDAR DATE CHANGE FOR CPS WEEK**

Date	Event	Sponsor/Web Link
December	National Drunk & Drugged Driving (3D) Prevention Month	NHTSA, MADD, GHSA <a href="http://www.stopimpaireddriving.org">www.stopimpaireddriving.org</a>
December 16– January 3, 2010	Drunk Driving. Over the Limit. Under Arrest. National Crackdown	NHTSA, MADD, GHSA <a href="http://www.stopimpaireddriving.org">www.stopimpaireddriving.org</a>
January 10–14	Transportation Research Board Conference (Washington, DC)	Transportation Research Board <a href="http://www.trb.org">www.trb.org</a>
January 26–29	SAE Government/Industry Meeting (Washington, DC)	American Iron and Steel Institute <a href="http://www.sae.org/servlets/index">www.sae.org/servlets/index</a>
February 13–15	National Automobile Dealers Association Conference (Orlando, FL)	NADA <a href="http://www.nada.org">www.nada.org</a>
April	Alcohol Awareness Month	National Institutes of Health <a href="http://www.nih.gov">www.nih.gov</a>
April 11–13	Lifesavers 2010 Conference (Philadelphia, PA)	<a href="http://www.LifesaversConference.org">www.LifesaversConference.org</a>
April 19–23	National Work Zone Awareness Week	Federal Highway Administration <a href="http://safety.fhwa.dot.gov/index.cfm">http://safety.fhwa.dot.gov/index.cfm</a>
May	National Youth Traffic Safety Month	National Organizations for Youth Safety <a href="http://www.noys.org">www.noys.org</a>
	Motorcycle Safety Awareness Month	NHTSA <a href="http://www.nhtsa.dot.gov">www.nhtsa.dot.gov</a>
	National Bicycle Safety Month	League of American Bicyclists <a href="http://www.bikeleague.org/index.cfm">www.bikeleague.org/index.cfm</a>
May 14	Bike to Work Day	League of American Bicyclists <a href="http://www.bikeleague.org/index.cfm">www.bikeleague.org/index.cfm</a>
May 17–23	EMS Week	American College of Emergency Physicians <a href="http://www.acep.org/emsweek">www.acep.org/emsweek</a>
May 24–June 6	<i>Click It or Ticket</i> Mobilization	NHTSA <a href="http://www.nhtsa.gov">www.nhtsa.gov</a>
June 7–13	National Tire Safety Week	Multiple public and private organizations <a href="http://www.safercar.gov">www.safercar.gov</a>

## 2009-2010 Calendar Continued

Date	Event	Sponsor/Web Link
June 21	Ride Your Motorcycle to Work Day	Ride to Work, Inc. <a href="http://www.ridetowork.org">www.ridetowork.org</a>
July 25–28	International Forum on Traffic Records and Highway Safety Information Systems (New Orleans, LA)	Information Professionals Association of Transportation Safety <a href="http://www.atsip.org">www.atsip.org</a>
August 2–8	National Stop on Red Week	Federal Highway Administration <a href="http://safety.fhwa.dot.gov/intersection/redlight/srlr/#week">http://safety.fhwa.dot.gov/intersection/redlight/srlr/#week</a>
August 20– September 6	Drunk Driving. Over the Limit. Under Arrest. National Crackdown	NHTSA <a href="http://www.stopimpaireddriving.org">www.stopimpaireddriving.org</a>
*September 19-25	National Child Passenger Safety Week and Seat Check Saturday	NHTSA <a href="http://www.nhtsa.gov">www.nhtsa.gov</a>
September 26–29	Governors Highway Safety Association Annual Meeting (Kansas City, MO)	Governors Highway Safety Association <a href="http://www.ghsa.org/html/meetings/index.html">www.ghsa.org/html/meetings/index.html</a>
October	International Walk to School Month	Partnership for a Walkable America <a href="http://www.walktoschool.org">www.walktoschool.org</a>
October 8	Walk to School Day	Partnership for a Walkable America <a href="http://www.walktoschool.org">www.walktoschool.org</a>
October 4–8	Drive Safely Work Week	Network of Employers for Traffic Safety <a href="http://trafficsafety.org/drivesafelyworkweek/about-dsww.php">http://trafficsafety.org/drivesafelyworkweek/about-dsww.php</a>
October 17–24	National Teen Driver Safety Week	State Farm, The Children's Hospital of Philadelphia <a href="http://stokes.chop.edu/programs/youngdriver/">http://stokes.chop.edu/programs/youngdriver/</a>
October 18–22	National School Bus Safety Week	National Association of Pupil Transportation <a href="http://www.napt.org">www.napt.org</a>
December	National Drunk & Drugged Driving (3D) Prevention Month	NHTSA, MADD, GHSA <a href="http://www.stopimpaireddriving.org">www.stopimpaireddriving.org</a>
December 16– January 3, 2011	Drunk Driving. Over the Limit. Under Arrest. National Crackdown	NHTSA, MADD, GHSA <a href="http://www.stopimpaireddriving.org">www.stopimpaireddriving.org</a>