

SAFETY 1N NUM3ERS

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What is Safety in Numbers?

- NHTSA electronic newsletter with contributions from across the agency
- Used to support NHTSA campaigns, new publications, and departmental activities
- Focus on one program area, highlighting one facet of the program in plain language with numerous graphics
- Contains problem ID, facts, figures, countermeasures, links to additional info, and a “What You Can Do” page to encourage involvement



Who is Reading this Newsletter?

Audience

- General public
- Highway safety offices and regional staff
- Advocacy groups
- Federal and State partners
- NHTSA Staff

Format

- 4 pages in each issue
- Specific focus on each page
- Visual, bulleted text, segmented subject areas
- Distributed on main NHTSA site, blast email, social media



How is This Different Than Other NHTSA Documents?

- Most NHTSA documents and reports discuss a specific issue
 - Vehicle research, behavioral research, crash data, enforcement campaign results, consumer education
- NHTSA documents can be thorough and technical in nature
- Bring agency information together in a single location
- Bring the language to a more conversational level – broader use by the public and different organizations
- Highlight the agency's work
 - Reference to reports and documents
 - Highlight research
 - Links to resources for consumer information

What Topics Have You Covered?

- Occupant protection
- Child passenger safety
- Impaired driving
- Distracted driving
- Teens
- Older drivers
- Pedestrians
- EMS
- Motorcycles
- Tire safety
- Crash test dummies
- Bicyclists
- School Transportation
- Drunk pedestrians

Back To School Issue

- August 2014, released the issue to support safety efforts for transportation to and from school
- Frame the problem: number of students, types of transport to and from school, message NHTSA's primary goal of safety of school buses
- Provide facts about the safety *on* school bus and tips about safety *around* the school bus - consumer education piece
- Provide facts about school transportation fatalities – data piece
- Graphics highlighting safety features of a school bus
- Links to partner safety resources
- Pointers for how different groups can work to ensure students get to and from school safely

How Can I Find the Newsletter?

- Access Safety in Numbers on NHTSA's main website
- Consumer messaging
- Social media

The screenshot displays the NHTSA website interface. At the top, there is a navigation bar with a search icon and a 'SEARCH FOR RECALLS' button. Below this is a 'KEY ISSUES' section with a grid of tiles for 'Car Seats', 'Heatstroke Prevention', 'Drunk Driving', 'Distracted Driving', 'Click It or Ticket', 'Pedestrian Safety', 'V2V Communications', and 'Fuel Economy / CAFE'. To the right of the key issues is a 'Latest News and Information' section with a list of news items. At the bottom, there are three columns: 'Latest Research/Reports', 'Where do I find ...?', and 'NHTSA Safety Snapshots'. The 'NHTSA Safety Snapshots' section features a 'SAFETY IN NUMBERS' graphic and a list of topics. On the far right, there is a 'Newly Added' and 'Most Popular' section with a list of recent articles.

KEY ISSUES

- Car Seats
- Heatstroke Prevention
- Drunk Driving
- Distracted Driving
- Click It or Ticket
- Pedestrian Safety
- V2V Communications
- Fuel Economy / CAFE

Latest News and Information

- » Kids in hot cars: NHTSA urging parents and caregivers to think: 'Where's Baby? Look Before You Lock.'
- » Advanced Frontal Air Bags: Know The Facts - They Could Save Your Life
- » Focus on summer safety for kids
- » NHTSA statement on Takata air bag inflators (on SaferCar.gov)
- » Valukas report on General Motors (119 MB PDF download)
- » NHTSA urges consumers to be TireWise
- » NHTSA study shows crashes have \$871 billion impact on U.S. citizens
- » NHTSA tips for safe summer driving
- » NHTSA announces record fines, oversight requirements in GM investigation
- » NHTSA's consumer advisory page on GM ignition switch recalls on SaferCar.gov
- » All News Releases >>

Latest Research/Reports

- » 2012 Quick Facts guide to questions about traffic fatalities and crashes
- » Report to Congress: NHTSA's NASS Data Needs
- » Driver Electronic Device Use in 2012 (NHTSA Research Note)
- » Seat-belt use nationally in 2013 inched up to 87%
- » 2012 alcohol-impaired traffic safety facts
- » In 2012, motor vehicle crashes and injuries increased
- » Lives saved in 2012 by restraint use

Where do I find ...?

- » NHTSA's Electronic Reading Room
- » Latest Recalls
- » 2014 Safety Events Calendar
- » Vehicle Safety Rulemaking and Research Priority Plan, 2011-13
- » NHTSA Budget Information
- » Guidelines for Creating State Judicial Outreach Liaisons
- » NHTSA Safety Material Ordering System
- » NHTSA Organizational Chart

NHTSA Safety Snapshots

- » Focusing on Motorcyclists and the choices you make
- » Focusing on Emergency Medical Services
- » Focusing on Occupant Protection
- » Focusing on Drunk Driving
- » Focusing on Older Drivers
- » Focusing on Teen Driving Safety
- » Archive

SAFETY IN NUMBERS

Newly Added | **Most Popular**

- 1 2014 Comparison of Insurance Costs
- 2 Traffic Safety Facts: 2012 FARS/GES Annual Report
- 3 Summer driving tips at SaferCar.gov
- 4 FY 2015 NHTSA budget information

For Further Information

- Safety in Numbers Contacts
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- NHTSA Main Page
 - www.nhtsa.gov
- Safety in Numbers Archive
 - <http://www.nhtsa.gov/nhtsa/Safety1nNum3ers/index.html>