

SAFE COMMUNITIES



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TRAFFIC SAFETY HIGHLIGHTS

STSI – State Traffic Safety Information



State Traffic Safety Information For Year 2007

Quick, easy access to traffic safety facts



[NHTSA Home Page](#)
[Email Questions and Problems](#)

Those involved in Safe Communities will find a wealth of valuable information available at the National Highway Traffic Administration's National Center for Statistics and Analysis State Traffic Safety Information Web site. The information is used by NHTSA Regional Offices, law enforcement personnel, educators, media representatives, researchers, community traffic safety advocates, and civic leaders.

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SAFE COMMUNITIES NEWSLETTER UPDATE

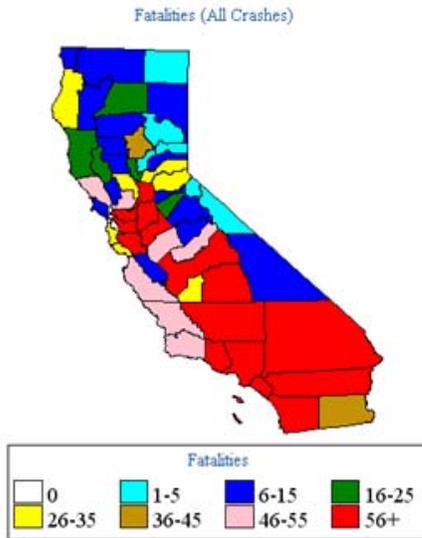
Are you on our mailing list to receive the current newsletter? If not, [CLICK HERE](#) to be added to our e-mail list. You can also send coalition information and calendar events to share with our nationwide audience.

The Safe Communities Service Center team wishes you Happy Holidays and a Happy New Year.

STSI provides a variety of five-year trend tables of frequently requested motor vehicle fatal crash data at both the State and county level. In addition to fatality counts and rates, visitors can also view the following at the State level: vehicle miles traveled (VMT), motorcycle registrations, State seat belt use survey rates, population data, and lives saved estimates. Population fatality rates at the county level are also available, as well as color-coded maps for the current year, which enable counties within a State to be visually compared. PDF reports can be printed for any State or county.

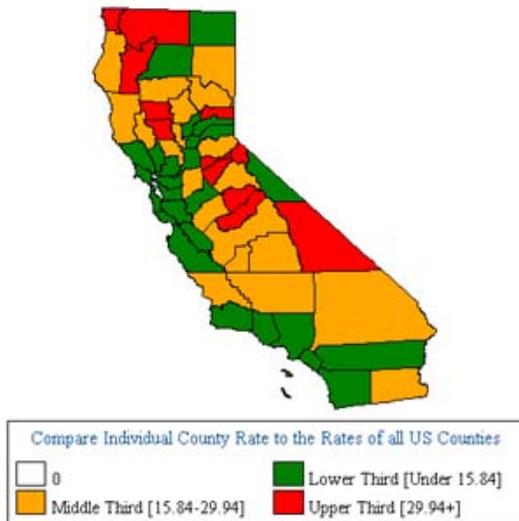
Fatalities (All Crashes)

(Hover on the map to see County Names and 2007 Fatality Count)



(Click on the map to access the underlying data in report form)

Fatalities (All Crashes) per 100,000 Population



Those looking for information on the Traffic Safety Performance Measures for States will find nine of the performance measures that they need in the first table of each State report. Each State is accessed via the Web (see example below), which also provides access to State and county-level statistics.



To view all this information and more, visit STSI on the Web at <http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/USA%20WEB%20REPORT.HTM>.

The 2008 National Occupant Protection Use Survey (NOPUS)— Important Results:

The year 2008 saw improvements in passenger vehicle seat belt use and motorcycle helmet use. Seat belt use stood at 83 percent in 2008 (up from 82% in 2007), while 63 percent of motorcyclists were wearing DOT-compliant helmets (up from 58% in 2007).

More detailed results about seat belt use in 2008 revealed that passenger vehicle occupants on expressways increased their seat belt use to 90 percent from 89 percent in 2007. Overall, seat belt use in States with primary enforcement seat belt laws remained higher than in States without primary belt use laws.

Motorcycle helmet use data also showed that while 63 percent of motorcyclists wore DOT-compliant helmets, 11 percent wore non-DOT-compliant helmets, and 26 percent were un-

helmeted. DOT-compliant helmet use varied by region in 2008: 45 percent of motorcyclists wore DOT-compliant helmets in the Northeast, 67 percent in the Midwest, 61 percent in the South, and 71 percent in the West. Additionally, DOT-compliant helmet use also varied by urbanization in 2008: 72 percent in urban areas, 59 percent in suburban areas, and 64 percent in rural areas. Finally, the 2008 NOPUS showed that motorcycle helmet use (both DOT-compliant and non-DOT-compliant) continued to be higher in States that require all motorcyclists to wear helmets than in States that do not.

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 and motorcyclists in this country are buckling up or wearing motorcycle helmets. The NOPUS is conducted annually by the National Center for Statistics and Analysis of the NHTSA. Further information about NHTSA occupant protection surveys may be obtained at the NHTSA Web site: www.nhtsa.gov.

DOT Unveils Automatic Vehicle Safety Recall Notification Service: Consumers Can Sign Up for Free Electronic Recall Alerts From NHTSA

Recently, Secretary of Transportation Mary E. Peters announced that vehicle owners across the Nation can be instantly informed of a safety recall under a new automated alert system. The recall alerts can be received via e-mail or RSS feeds on personal computers, cell phones, or PDA devices automatically and free-of-charge.

According to NHTSA, there are about 600 vehicle recalls each year. Historically, one in four motorists ignores these recalls when they are announced.

“It is extremely important that people are aware of recalls and act quickly to get their vehicles repaired,” Secretary Peters said. “When it comes down to it, ignoring a recall means ignoring a safety defect that could put you and your family at risk.”

Under the new alert system, consumers can elect to receive all vehicle recalls, as they are made public, or personalize the alerts to specific vehicles. David Kelly, acting administrator of NHTSA, noted that the new vehicle recall notification system is an expansion of the agency's consumer safety communications program. Earlier this year, NHTSA also introduced automated recall alerts for child safety seats and tires.

“I urge everyone to visit the safercar.gov website and sign up for all three recall alert programs,” Kelly said. “In these cases, information is not just power, it can save your life and the lives of your family and loved ones.”

To start receiving NHTSA's recall alerts, go to www.safercar.gov and select the “E-mail recall notifications” option.

COMMUNITY HIGHLIGHTS

Are You Missing in Action?

Traffic safe community coalitions and partners are highlighted each issue to share information about their successes and best practices. If you would like to share your story on a nationwide network, send your story to safe.communities@dot.gov.

Deaf Smith County Safe Communities Coalition

Deaf Smith County, Texas, serves Hereford and surrounding agricultural communities and is located in the Texas Panhandle. In October 2007, Deaf Smith County received a traffic safety grant from the Texas Department of Transportation (TxDOT) for the purpose of creating a Safe Communities coalition and educating its community on traffic safety and injury prevention. Part-time coordinator Jaime Brorman and 12 volunteers were able to develop and implement the Deaf Smith County Safe Communities and experience amazing successes in a 12-month period.

The coalition's success is due to the committed volunteers and from the extensive groundwork in planning and organizing for the Deaf Smith County Safe Communities Coalition over a 3-year period. Members from Texas AgriLife Extension in Deaf Smith County, West Texas A&M University School of Nursing, Texas Partnership for Farm Family Health and Safety, TxDOT and Brazos Valley Injury Prevention Coalition worked to survey the needs for a local Safe Communities coalition and developed a plan of action to educate and prevent traffic injuries.

Collaboration with key stakeholders in the community was essential to the success of the coalition and its other events. Participants and other members include Pilot Club International, Stevens Chevrolet, the Hereford Police Department and others. The coalition especially recognizes Amalia Mata, Texas AgriLife Extension program assistant, for providing all of the Spanish translation services during the car seat checkup events. Without her rapid-fire translating services for the child passenger safety (CPS) technicians, the coalition would not have been able to communicate with the majority of CPS checkup participants who spoke little to no English. Mata also advertised the

events on the local Spanish language radio station.

Achievements for 2007 – 2008 include:

- Brorman was certified as a CPS technician and her team hosted three community CPS checkup events. During the events, 61 seats were inspected and 35 child passenger seats were provided or replaced.
- There are now four certified CPS technicians (two are Spanish-speaking). This will increase the coalition's effectiveness in communicating with the Spanish-speaking population.
- Conducted three bicycle safety education and rodeo events where 512 students, ranging in age from 4 to 12, participated and 80 students received helmets for returning bicycle education evaluation forms.
- West Texas A&M School of Nursing provided 33 students to participate in a CPS check up event and developed one of the Bicycle Rodeo Safety Education Events as part of its community health rotation education.

The goals of the coalition's second year will be to focus on promoting the coalition to civic groups, clubs and to the media in order to build more partnerships as well as gain more volunteers and funding. The coalition will conduct more CPS checkups and bicycle safety education events, create a Web site and survey additional safety concerns in Deaf Smith County.

To learn more about Deaf Smith County Safe Communities Coalition, contact Jaime Brorman at jbrorman@wtrt.net.

Safe Communities Workshop: The Secrets of Self Sufficiency

One of the workshops held at this year's Lifesavers Conference in Portland, Oregon, was especially designed to give Safe Communities

coalitions tools for sustainability and was well received. NHTSA Highway Safety Specialist Judy Hammond was the moderator for the workshop. Walter McAllister (Community Programs Manager, Oregon DOT), Erik A. Cliette (Director, Harlem Hospital Injury Prevention Program) and Mark Lear (Traffic Investigations Manager, Portland DOT) shared valuable tips, tricks, and best practices that attests to their coalitions' survival in times when people, time and money are in short supply.

Attendees were most interested in sustainability when funding dollars are highly competitive and previous partners and stakeholders are now competing for the same dollars. Cliette told of how, in 2003, Harlem Hospital's Dr. Barbara Barlow received the Robert Wood Johnson Foundation (RWJF) Award for the creation of a national Injury-Free Coalition for Kids. The RWJF award of \$15 million was an infusion for the Harlem Injury Prevention Program, which allowed us to witness historical markers on injury prevention for children. The coalition's programs for bicycle safety, children's art and dance, and efforts contributing to legislation to put grates on windows of buildings over two stories is world-renowned and has saved countless little lives.

In 2007, the coalition did not receive the RWJF Award and had to deal with the reality of such a significant financial loss. The financial support they received from the foundation was a major funding source, which now gone, required the coalition to rethink daily business practices and re-engage the coalition with new purpose and motivation: self-sustainability. Cliette said that with their new reality, the coalition has found new strength and purpose as well as commitment and that this unfortunate financial event has helped the community gain a new perspective and pride in its own efforts.

Download the PowerPoint presentation for viewing at <http://www.lifesaversconference.org/handouts/2008/McAllister.pdf>.

PARTNER HIGHLIGHTS

A Winning Combination— Press Conference Provides Students and Fans With Traffic Safety Messages During Langston Homecoming Football Classic

LANGSTON, OK – On October 25 State, local, and university leaders united in front of William E. Anderson Stadium to reach out to students and fans attending the Langston University Homecoming Football Classic—urging fans to help prevent traffic crashes over homecoming weekend.

Oklahoma Highway Patrol Captain Paul Timmons emphasized awareness of seat belt use and drinking and driving prevention to fans celebrating homecoming at Langston University, Oklahoma's historically Black institution of higher learning. In addition, Sigma Gamma Rho Sorority volunteers distributed a "We Know You Care About Protecting Our Future" card while the Langston Lions took on the Northwestern Oklahoma State University Rangers.

The homecoming and class reunion weekend theme was "The LU Experience... Priceless." State leaders, law enforcement, and Langston University representatives joined the Oklahoma Highway Safety Office (OHSO) to incorporate the message that life is priceless—everyday decisions on the streets and highways can mean life or death. In 2006, 207 crashes occurred each day in Oklahoma, and more crashes occurred in October than any other month of that year.

"Seat belt use and drinking and driving prevention can help stop the excessive deaths and injuries happening daily on our streets and highways," said Luther Perry of Ministers Against Crime. "If more drivers and passengers would heed these simple messages, many lives

would be saved from tragic injuries and fatalities.”

Representatives from MADD, OHSO, Ministers Against Crime, State Farm Insurance, and Sigma Gamma Rho also manned a booth on Saturday to provide information on seat belts, child safety seats, and drinking and driving prevention.

“Langston’s homecoming is an ideal place to share life-saving traffic safety messages with many young African-Americans and their families,” Perry said.

According to the 2007 National Occupant Protection Use Survey, seat belt use by African-Americans is estimated to be at only 75 percent, compared to a national average of 82.4 percent. Furthermore, the National Black Alcoholism & Addictions Council estimates some 2,000 African-Americans are killed in alcohol-related traffic crashes each year.

In addition, Oklahoma’s rural and farmland communities are particularly at risk for traffic deaths. Crash data shows about 70 percent of the State’s traffic deaths occur in rural areas, where the fatality rate per vehicle mile is nearly three times higher than in urban communities.

“This weekend has a large attendance filled with great entertainment—from the Homecoming Step Show to the LU Orange and Blue Booster Club Party—and we hope these traffic messages will encourage attendees to celebrate safely,” Timmons said. More information on Oklahoma traffic information is available at OHSO’s Web site at www.ok.gov/ohso/.

STIPDA 2007 State of the States Report

The State and Territorial Injury Prevention Directors Association (STIPDA) conducted a survey between January and July 2008 on the

status of injury and violence prevention programs among the 50 States and the District of Columbia. The survey outcomes were based on five core components considered essential elements of an injury and violence prevention program, which are:

1. Build solid infrastructure for injury and violence prevention;
2. Collect and analyze injury and violence data;
3. Design, implement, and evaluate program;
4. Provide technical support and training; and
5. Affect public policy.

STIPDA’s executive summary revealed findings that include:

- Lack of mandated injury prevention programs;
- Issues regarding under staffing;
- Inadequate levels of injury prevention experience;
- Lack of full time directors; and
- Limited methods of communication and ability to affect public policy through multiple methods of collaboration with partners.

STIPDA’s summary recommendations include:

- Additional STIPDA State Technical Assessment Team visits should be conducted to help State injury and violence prevention programs, identify priorities, and build capacity.
- Adequate funding and programmatic support are needed to develop State hospital discharge and hospital emergency department data surveillance system, promote the routine collection of E-codes in States without these systems, and address the lack of completeness of E-coding in both systems.
- Efforts should be made to further build the capacity of State injury and violence prevention programs-and the competencies of staff members – to conduct program evaluations.

- Efforts should be made to collect and share the methods and content of the myriad of training sessions conducted and technical support provided by State injury and violence prevention programs. The STIPDA Exchange could be an effective tool to facilitate this sharing.
- The current lack of capacity among State injury and violence prevention programs in the area of public policy and advocacy should be addressed.

To read the STIPDA Summary Report, you can download the report at <http://www.stipda.org/associations/5805/files/Web%20version%202007%20SOTS%20Exec%20Summary.pdf>.

Second Annual National Teen Safe Driving Week

This past October, the Governors Highway Safety Association, Ford Motor Company Fund of Phoenix, Arizona, and the Arizona Governors Office of Highway Safety conducted a teen driving event at the University of Phoenix Stadium in Glendale, in celebration of National Teen Safe Driving Week. Approximately 1,000 teens participated in the safe driving event. Professional racers and high-performance driving instructors were on hand to work with students as they participated in the hands-on training events. NASCAR Craftsman Truck Series driver Colin Braun was on hand to talk to students about safe driving on and off the track as part of Ford's Driving Skills for Life (DSFL) award winning program.

Ford Motor Company Fund, Phoenix, is a philanthropic organization representing area Ford dealers. In early 2008, Ford made a commitment to focus additional philanthropy and community-related activities in Arizona and its participation in the National Teen Safe Driving Week was part of that commitment.

For more information on DSFL, visit www.drivingskillsforlife.com.

To learn more about Ford and its community commitment, visit www.community.ford.com. To learn more about GHSA and State highway safety programs, visit www.ghsa.org.

PROGRAM HIGHLIGHTS

A Resident's Guide for Creating Safe And Walkable Communities

The Federal Highway Administration, NHTSA, Toole Design Group, University of North Carolina's Highway Safety Research Center, and PerformTech were participants in the design, development, and implementation of the resident's guide. The manual was designed to assist residents, parents, community association members, and others in getting involved in making communities safe for pedestrians.

Additionally, the guide includes facts, ideas, and resources to help residents learn about traffic problems that affect pedestrians and find ways to help address these problems and promote pedestrian safety. The guide includes information on identifying problems, taking actions to address pedestrian concerns, finding solutions to improve pedestrian safety, and resources to get additional information.

To learn about safe and walkable communities, visit http://safety.fhwa.dot.gov/PED_BIKE/ped/ped_walkguide/.

To read the entire document, download your copy at http://safety.fhwa.dot.gov/PED_BIKE/ped/ped_walkguide/residentsguide.pdf.

Who's on Your Coalition List?

In these times of economic woes and uncertainty, building a coalition of any kind takes an extraordinary effort on the part of dedicated people with passion and

commitment. Having similar mission statements, building alliances, using shared resources, and finding volunteers who are in it for the long haul, not just for the aftermath of an event, takes exceptional planning and strong leadership.

Minnesota's Seat Belt Coalition has no shortage of support when it comes to committed partners and organizations concerned with seat belt use and getting a primary seat belt law passed. Carol Bufton, president of the Minnesota Safety Council, coordinates the coalition. During an interview with Bufton, she said that they have three levels partnerships:

1. Advocates - individuals willing to work at the community level to pass a primary seat belt bill. Often a personal tragedy has sparked their interest in the issue.
2. Coalition members - dozens of companies, agencies and associations are members that lend their organizations' names to support of the issue.
3. Government relations team - comprised of legislative affairs people from coalition organizations. They are the pros who set the coalition's strategies, and they work at the Legislature to educate and encourage passage of primary seat belt legislation.

Bufton also said, "We communicate with Coalition groups primarily through e-mail. We do not inundate them with e-messages – we only communicate when we have something to say. Usually that is in the form of updates and action alerts. And, of course, thank you's for its work. The Minnesota Seat Belt Coalition Web site gives them tools, information, and easy links to legislators to make connecting with legislators, educating them, and asking for their support easy, efficient, and effective. "

The coalition a partial list of over 101 coalition members listed on its Web site. Bufton said it is still a challenge to persuade people to pass a primary seat belt law even when seat belt campaigns and education have helped to increase the overall usage rate for the State.

To learn more about Minnesota's Seat Belt Coalition, visit <http://www.minnesotasafetycouncil.org/sbcoalition/support.cfm>, and to learn more about the Minnesota Seat Belt Coalition, e-mail Carol Bufton bufton@minnesotasafetycouncil.org or call her at 651-228-7304.

AWARDS, SCHOLARSHIPS AND GRANTS

ATSSA's Roadway Safety Training Institute to Receive Prestigious ARTBA Award

On October 22, American Traffic Safety Services Association (ATSSA) representatives received an American Road and Transportation Builders Association 2008 Work Zone Safety Awareness Award at an awards luncheon in Chicago, Illinois. The nomination for the award was submitted under the category "National Training" and read, in part, "ATSSA's roadway safety training efforts are indeed delivered on a national scope, each course deeply rooted primarily in safety for our Nation's roadway workers." Read more at <http://www.atssa.com/galleries/default-file/ARTBA%20award.pdf>.

SAMHSA Grants

The Substance Abuse and Mental Health Services Administration (SAMHSA) announces its Knowledge Dissemination Conference Grants program (also referred to as SAMHSA Conference Grants). The purpose of the Conference Grant program is to disseminate knowledge about practices within the mental health services and substance abuse prevention and treatment fields and to integrate that knowledge into real-world practice as effectively and efficiently as possible. Final date for submission on this grant is March 31, 2009.

To read and download the grant information and to learn about other grant opportunities,

visit

<http://www.samhsa.gov/grants/2009/fy2009.aspx>.

GHSA's 2008 Award Winners

This past September, the Governors Highway Safety Association at its annual conference held in Scottsdale, Arizona, recognized its 2008 awards winners. Winners are:

- Lt. Col. James E. Champagne received the James J. Howard Highway Safety Trailblazer Award, which is GHSA's highest award for outstanding leadership that significantly improves highway safety.
- Philip W. Haseltine received the Kathryn J. R. Swanson Public Service Award, which is awarded for having made notable improvements in the management or implementation of highway safety program or policy, or provided outstanding service to GHSA, Federal safety agencies or other national highway safety organizations.
- Joseph A. Farrow received the Peter K. O'Rourke Award for his involvement in the creation of the video P.U.R.S.U.E. (Prepare, Understand, Respond, Stop, Utilize, and Examine) roll-call training DVD and VHS tapes for international law enforcement training (U.S. and Canada).
- Safe Kids Buckle Up received the Peter K. O'Rourke Special Achievement Award for its 10-year successful campaign where 4,000 vehicle safety events for families were held and over 900,000 child passenger seats were inspected for proper installation.
- Pennsylvania Occupant Protection Program received the Peter K. O'Rourke Special Achievement Award for its extraordinary efforts during the 2007 Buckle Up program. In 2007, Pennsylvania State Police and municipal police agencies conducted the Buckle Up PA Program, where 2,414,284 vehicles were detained throughout the four seat belt crackdown events in Pennsylvania.
- E.A.S.Y – ParentsEmpowered.org received the Peter K. O'Rourke Special Achievement

Award for its efforts in restricting underage drinking in Utah. In 2006, the Utah State Legislature passed Eliminating Alcohol Sales to Youth. In 2007, it launched a process that allows parents to send text messages to their children.

- West Virginia LifeSavers Program received the Peter K. O'Rourke Special Achievement Award for development of seat belt behavioral countermeasures that contributed to the State's 89-percent seat belt use in 2007. The increase was credited to the implementation of *Click It or Ticket* and the efforts of the West Virginia LifeSavers Program.

To learn more about GHSA and its State highway office programs, visit www.ghsa.org.

American Legion Child Welfare Foundation Grants

The American Legion Child Welfare Foundation, in its 54th year, has awarded \$639,875 to 18 nonprofit organizations. These grants have been awarded to support worthwhile projects through the dissemination of information to the general public and specific target groups.

For more information regarding American Legion Child Welfare Foundation grants and awards, visit

<http://ourvoice.legion.org/story/700/the-american-legion-child-welfare-foundation-awards-grants-2009>.

Injury Prevention Coalition of Shasta County, CA Mini Grants

Traffic safety grants are available to nonprofit community organizations located in Shasta County. These are 2009 Traffic Safety grant opportunities and the grants are available to support projects in the following areas:

- Reducing driving under the influence (DUI);
- Preventing underage drinking; and
- Promoting seat belt use.

For more information on these grants and awards, visit http://www.co.shasta.ca.us/html/Public_Health/docs/take%20action/mini_grant_91808.pdf.

Grants.gov

Section 4128 of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) established the SaDIP (Safety Data Improvement Program) grant opportunity through the Federal Motor Carriers Safety Administration. The legislation provides discretionary funding for States to improve the quality of crash and inspection data for large trucks and buses reported by the States to FMCSA, as defined in Section 31102 of Title 49,

United States Code. Eligible awardees include a State agency, the District of Columbia, Puerto Rico, Northern Mariana Islands, American Samoa, Guam, and the U.S. Virgin Islands.

For more information on Federal grants and awards, visit www.grants.gov or visit FMCSA at <http://www.fmcsa.dot.gov/facts-research/art-webinars-desc.asp?webID=2>.

Holiday Planners Are Available



Get your Holiday Planners at www.stopimpaireddriving.com.

2009 CALENDAR OF EVENTS

<i>Date</i>	<i>Event</i>	<i>Sponsor/ Web Link</i>
<i>January 11-15</i>	Transportation Research Board Conference (Washington, DC)	Transportation Research Board www.trb.org
<i>January 24-27</i>	National Automobile Dealers	NADA

	Association Conference	www.nada.org
February 3-6	SAE Government/Industry Meeting (Washington, DC)	American Iron and Steel Institute www.sae.org/servetlets/index
March 29-April 1	Lifesavers 2009 conference (Nashville, TN)	Multiple public and private organizations www.lifesaversconference.org
April	Alcohol Awareness Month	National Institute of Health www.nih.gov
April 6-10	National Work zone Awareness Week	Federal Highway Administration www.safety.fhwa.dot.gov/
May	National Youth Traffic Safety Month	National Organizations for Youth Safety www.noys.org
May	Motorcycle Safety Awareness Month	NHTSA www.nhtsa.dot.gov
May	National Bike Month (Bike to Work Day: May 16)	League of American Bicyclists www.likeleague.org/index.cfm
May 17-23	EMS Week	American College of Emergency Physicians www.acep.org/webportal/advocacy/ems/week
May 18-31	Click It or Ticket Mobilization	Air Bag & Seat Belt Safety Campaign and NHTSA www.nhtsa.gov
June 7-13	National Tire Safety Week	Multiple public and private organizations http://safercar.gov/tires/pages/psi.htm