SAFETY 1N NUM3ERS

Debbie Ascone, National Highway Traffic Safety Administration



This is a U.S. Government work and may be copied and distributed without permission.



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 NTHSA 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

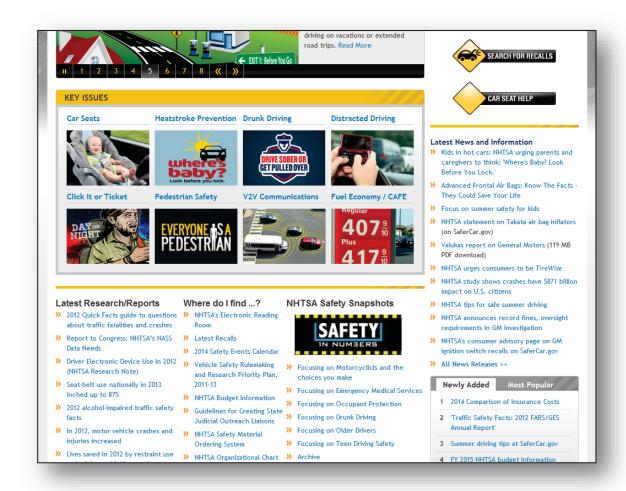
Walk Through of an Issue

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



For Further Information

- Safety in Numbers Contacts
 - Debbie Ascone: (202) 366-0557, <u>debbie.ascone@dot.gov</u>
 - Linda Cosgrove: (202) 366-5592, <u>linda.cosgrove@dot.gov</u>
- NHTSA Main Page
 - www.nhtsa.gov
- Safety in Numbers Archive
 - http://www.nhtsa.gov/nhtsa/Safety1nNum3ers/index.html