

Working Party on Road Traffic Safety WP-1

Are we the Victims of Development
Successes?

Is Improving Behavior the Key?
A view from the US

Donald McNamara, Consultant
Former USDOT, Regional Administrator

What I Will Cover

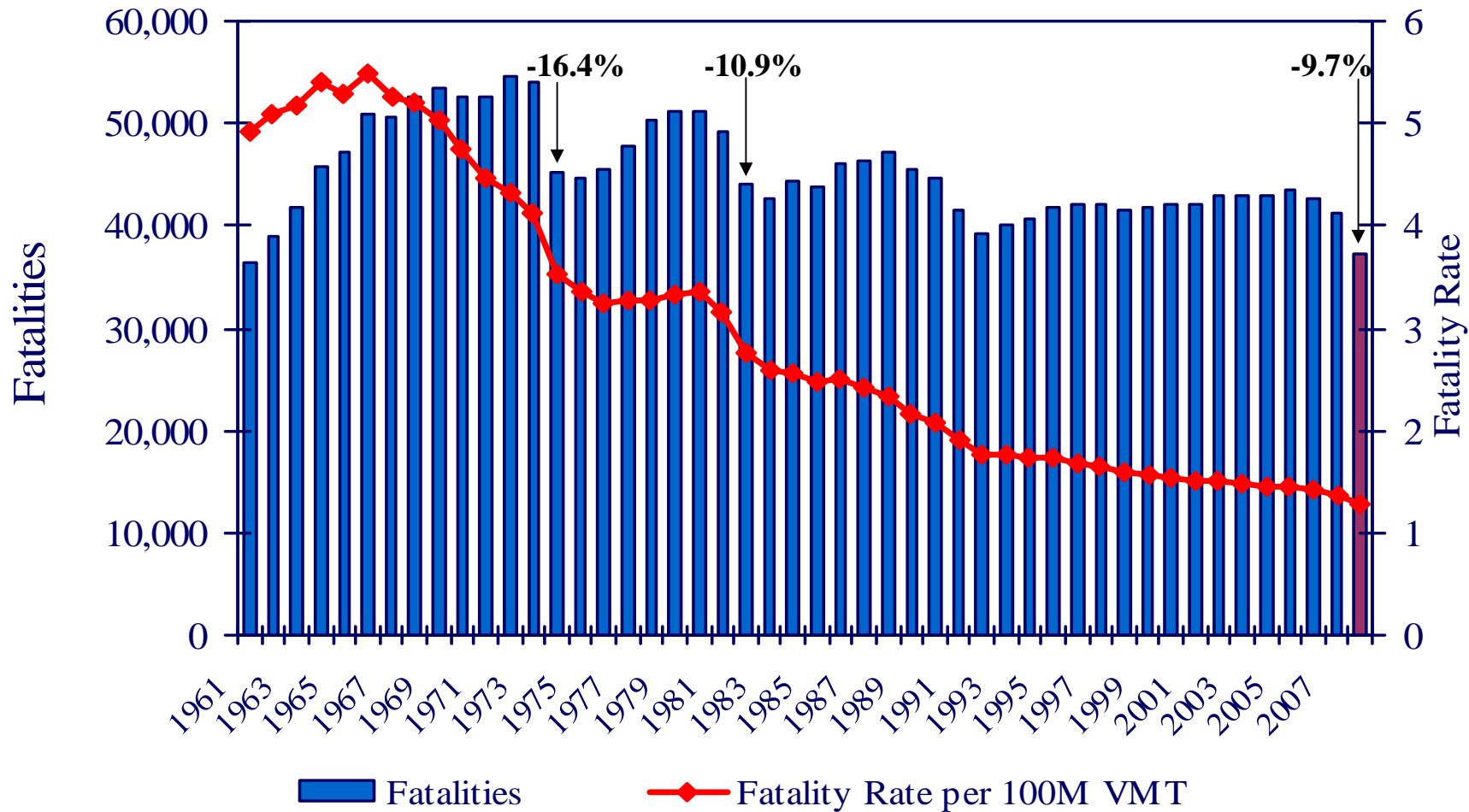
- History of Highway Safety in US
- Haddon Matrix
- What are trends and numbers relating to Fatalities, Occupant Protect , Impaired Driving
- The National Communication Plan and its role
- Countermeasures that Work
- Challenges

Scope of Problem

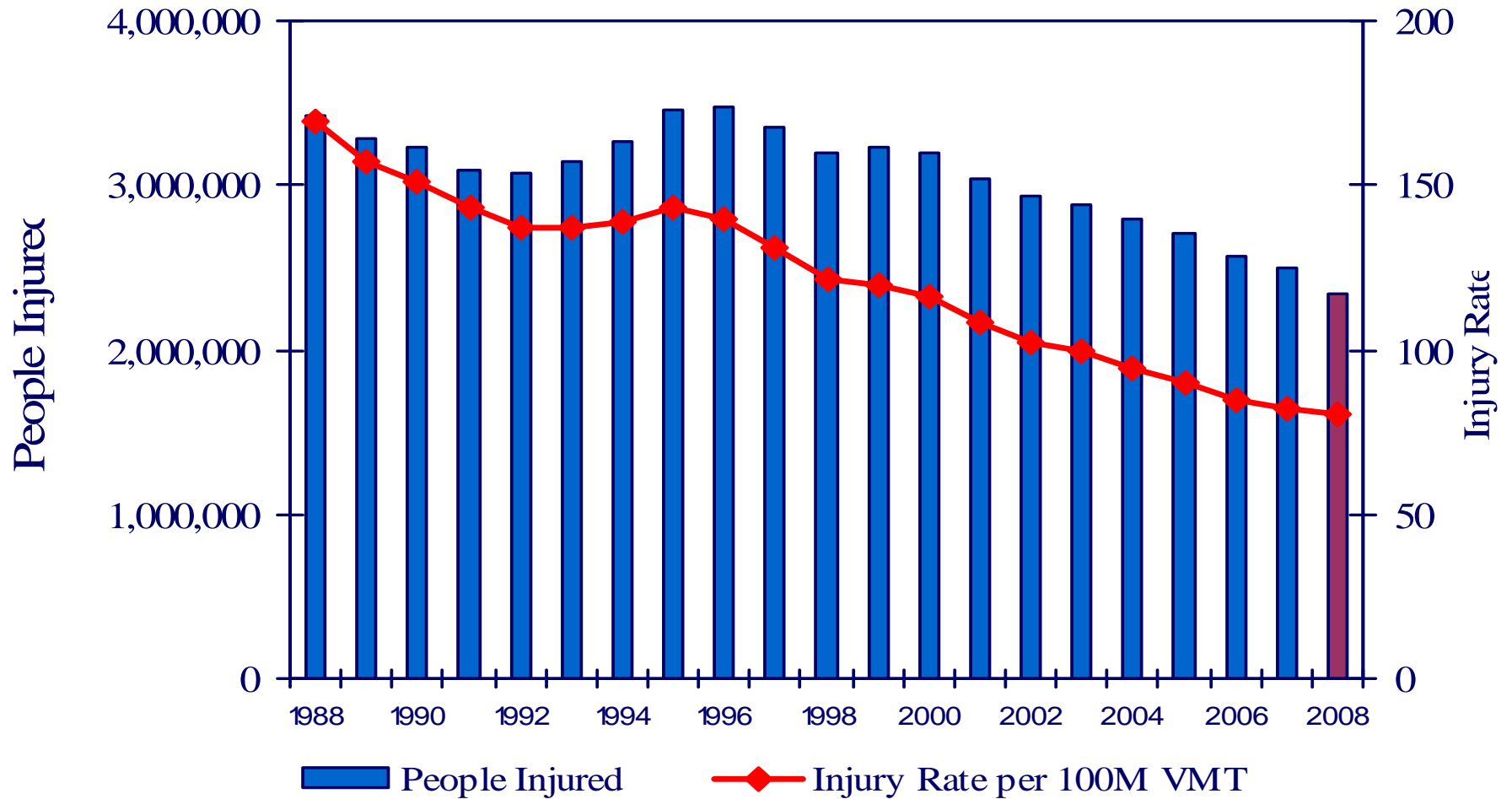
90-93%

OF ALL MOTOR VEHICLE CRASHES IN THE
US ARE THE RESULT OF **HUMAN ERROR**





Fatalities and Fatality Rate, by Year



People Injured and Injury Rate, by Year

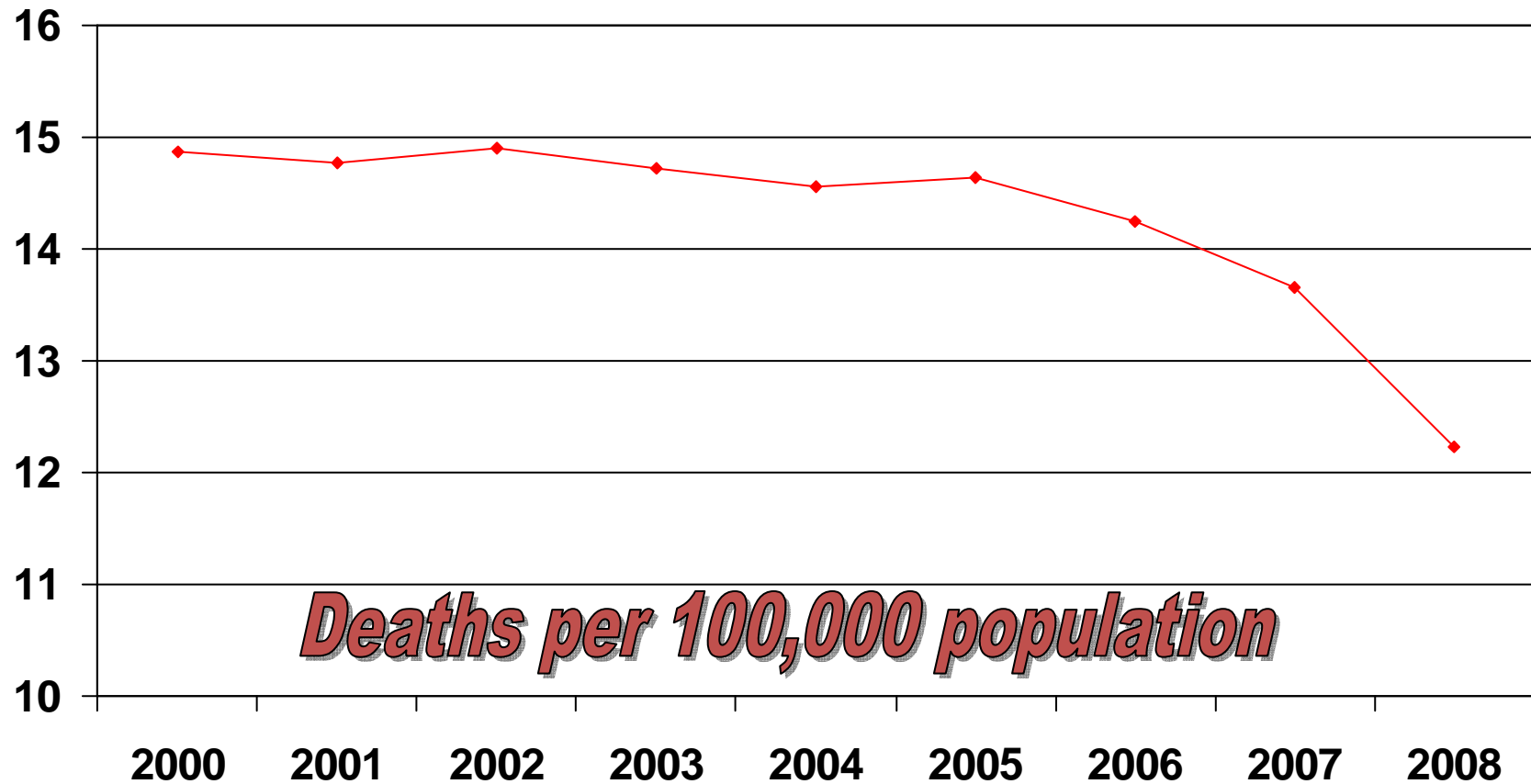


Haddon Matrix

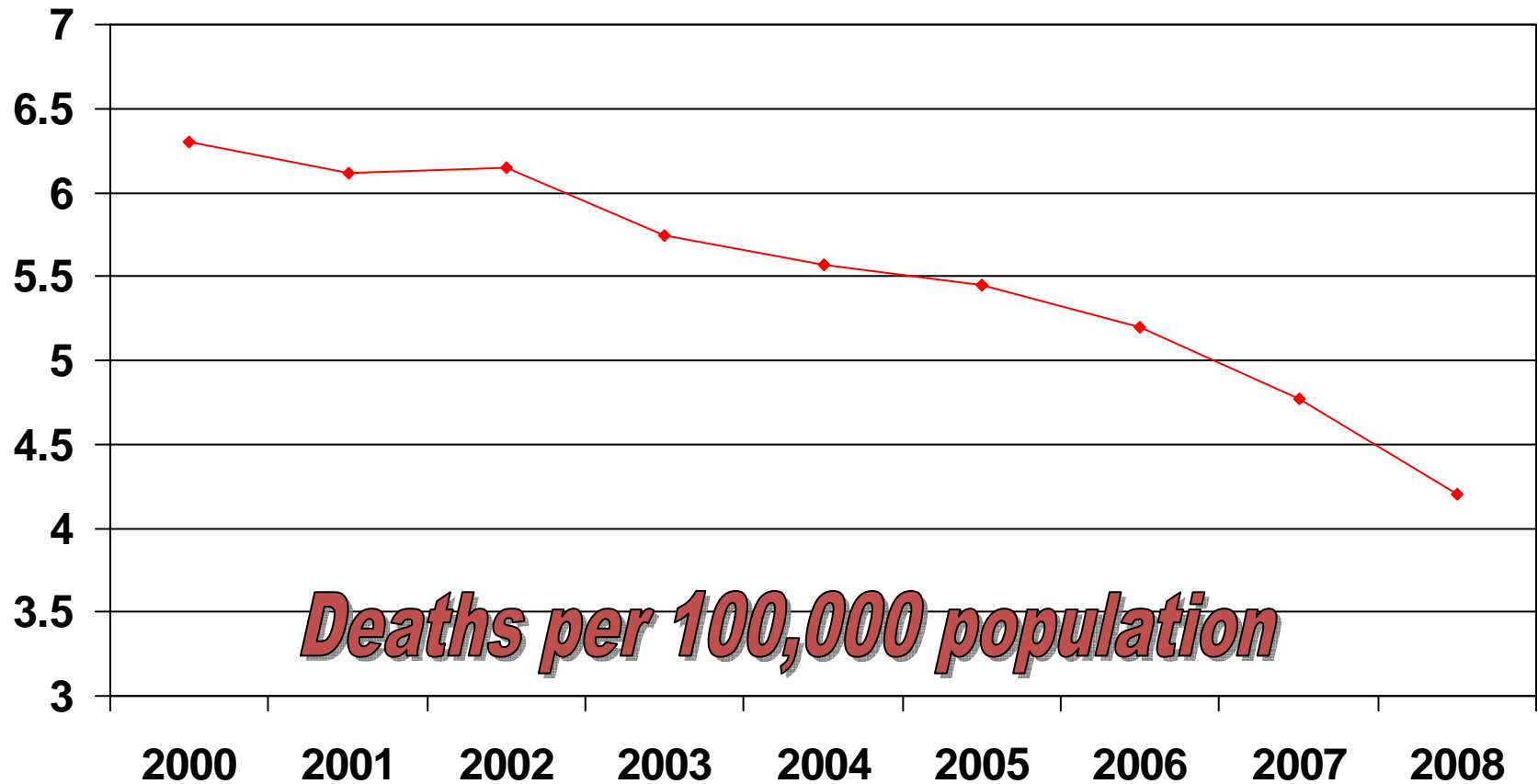
	Human	Vehicle	Environment
Pre-Event			
Event			
Post-Event			

Comprehensive Approach to Highway Safety

Current Total Traffic Fatality Rate



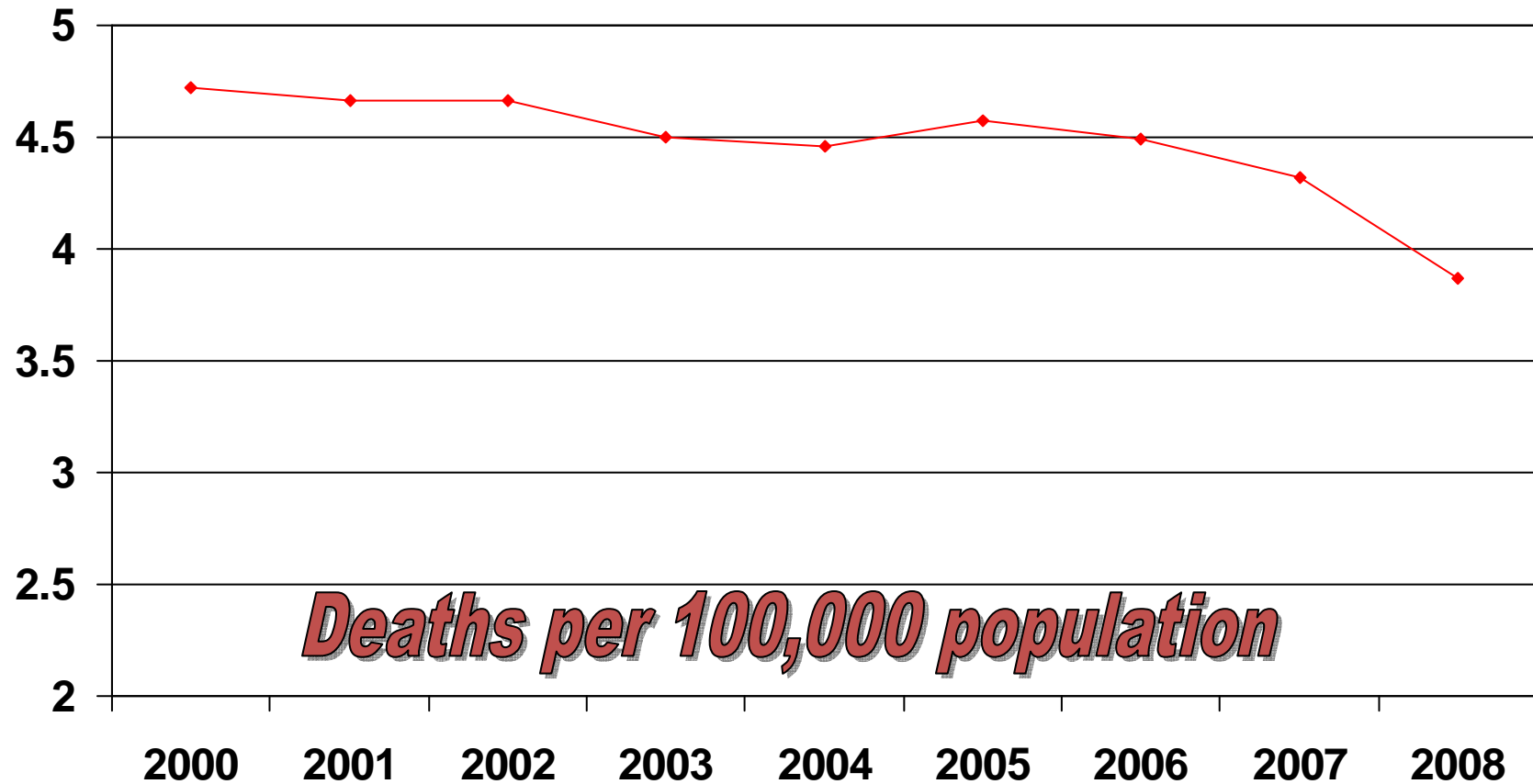
Current Unrestrained Occupant Fatality Rate



What Works to Increase Belt Use?

- Primary belt laws
- High visibility enforcement
- Strategic communications

Current Alcohol-Impaired Driving Fatality Rate

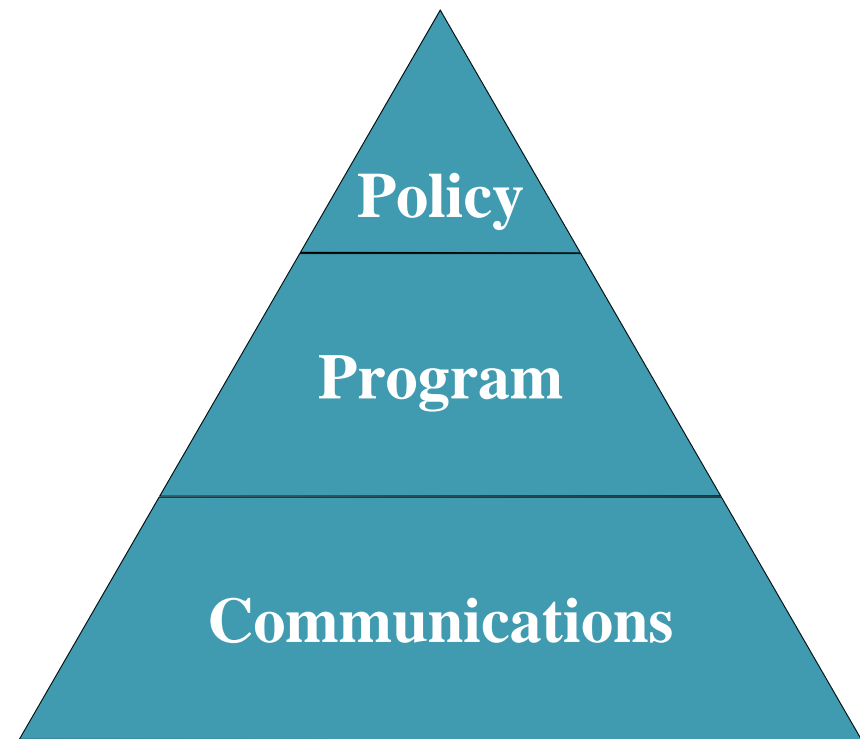


What works to reduce impaired driving?

- Strong laws
- High visibility enforcement
- Strategic communications
- Technology

Strategic Communications – A Disciplined Process

- Policy
- Program
 - Traffic Research
 - FARS Data
 - Enforcement Data
 - VMT Data
- Communications
 - Market Research
 - Marketing Plan
 - Creative Development



Strategic Directions

- Law enforcement
 - Build and sustain capacity
 - Emphasize general deterrence
- Communications
 - Leverage enforcement activity
 - Change social norms

NHTSA National Communications Plan 2009

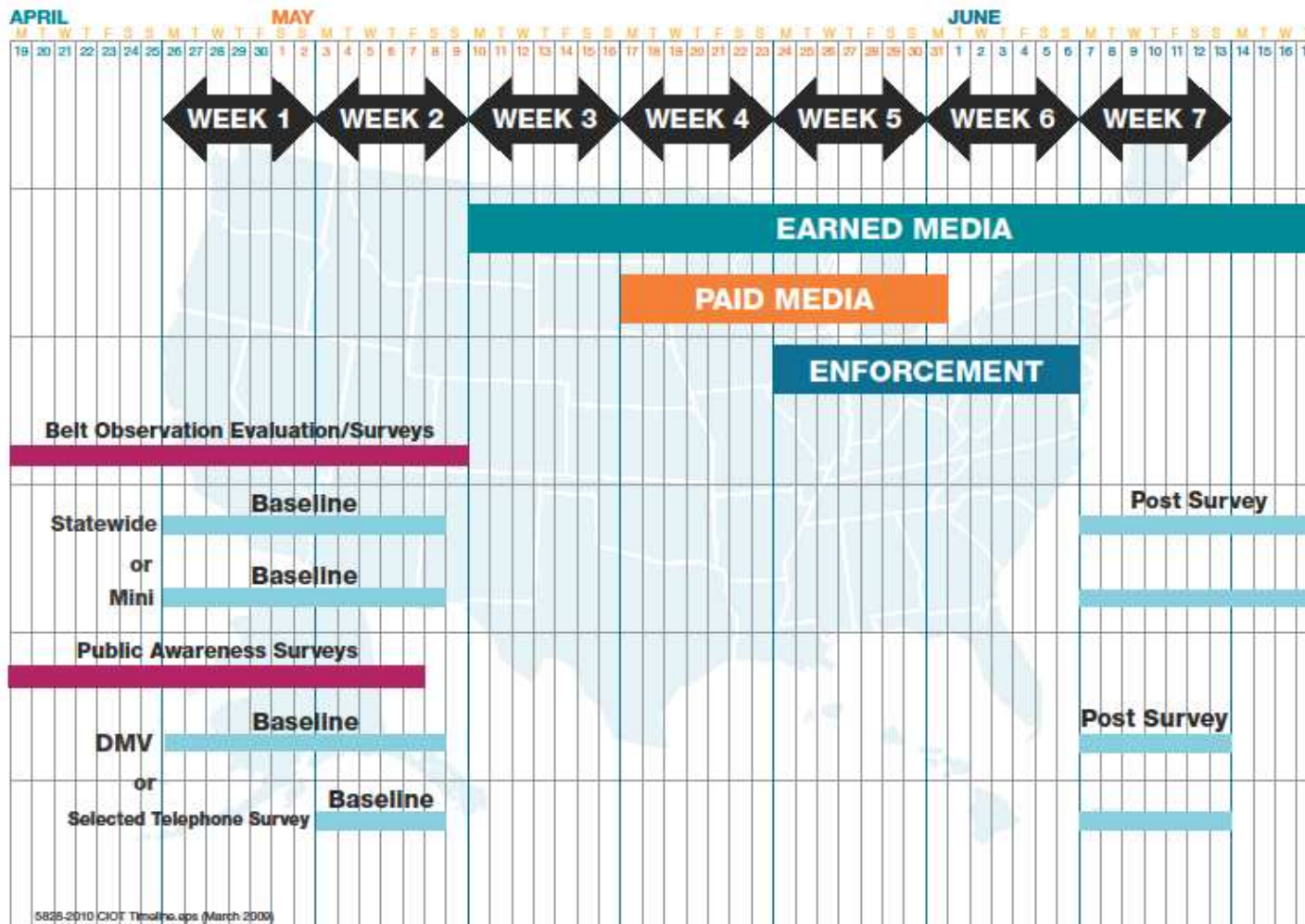
“The combination of high-visibility enforcement with an intense flurry of paid advertising and publicity about that enforcement creates the heightened awareness and actual behavioral change we need to save lives.

The intent of this plan, therefore, is to deploy a series of year-round integrated marketing communications activities that build upon, leverage and maximize the impact of our major enforcement and advertising campaigns (the national *Click It or Ticket mobilization and Drunk Driving. Over the Limit. Under Arrest.* enforcement crackdowns).”(page 4)

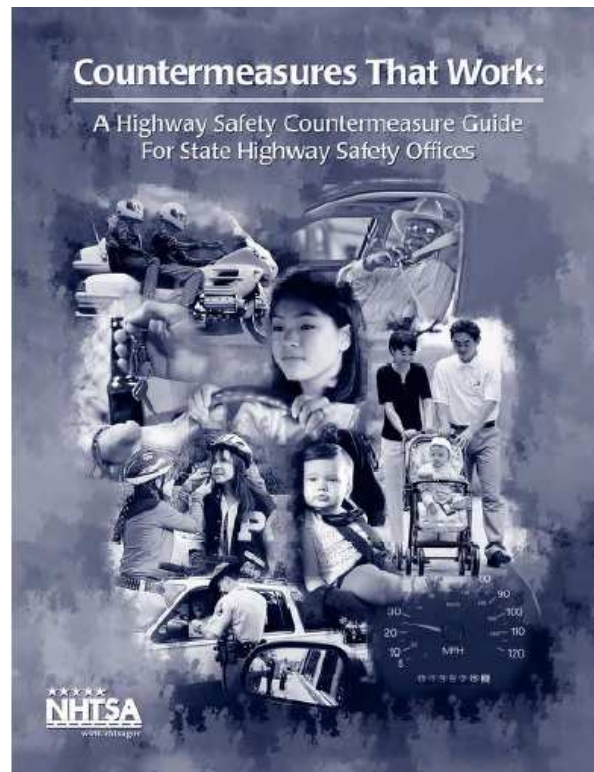
High Visibility Law Enforcement Campaign-CIOT



Memorial Day 2010 *Click It or Ticket* Timeline



What Countermeasures Work?



www.nhtsa.com

Example from What Works

3.1 Communications and Outreach Supporting Enforcement

3.1 Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003).

Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004).

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3.2 Communications and Outreach Strategies for Low-Belt-Use Groups

For stand-alone programs not supporting enforcement

Some of US Highway Safety Challenges

- Increase safety belt use
- Reduce impaired driving
- Motorcycle safety
- Distracted/
Drowsy driving
- Older drivers
- Improve data

Conclusion:

- Highway Safety is clearly a marathon not a sprint
- May we all continue to learn from each other as we continue to move forward to solve this ever evolving epidemic

Comments/Discussion

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