Evolving Safety Priorities & Solutions (as of March 10)

Achieving Zero, A Plan for Success
Achieving a goal of zero roadway fatalities involves far more than adopting a slogan and implementing a handful of countermeasures. To get there, your state or community must have a comprehensive strategy with measurable goals and objectives that are supported by a broad cross section of stakeholders. This dynamic process must also be flexible to accommodate new data, issues, partners, and technology. Learn about a comprehensive Texas effort targeting drivers and passengers of all ages, how to successfully work with state highway safety offices to drive down the numbers, and the value of using the National Highway Traffic Safety Administration’s (NHTSA) guidance publication, Countermeasures that Work.

EMS & TIMS: Setting the Scene for Saving Lives
A roadway crash scene is one of the most dangerous places for first responders. Join with emergency medical service and traffic incident management system experts to discuss strategies for improving crash scene safety through effective communication, mitigating backups and secondary crashes, and training roadway maintenance operations personnel how to safely participate in traffic incident management.

Automated Vehicles: Where Are the Blind Spots?
The rise of autonomous vehicle technology has increased the number of vehicles on our roadways equipped with radar, lidar and cameras giving them the ability to potentially see and be prepared for everything or V2X – other cars and trucks, infrastructure, and pedestrians and bicyclists. While individual safety technology has proven to be effective in reducing fatalities and injuries, are autonomous vehicles and their reliance on complex interdependent systems truly ready for prime time? Explore what still needs to be done to ensure that these automated vehicles and V2X interactions get top marks for safety and lead to consumer acceptance.

Fast & Furious Won’t Get Us to Zero: Solutions for Combatting Speed
For more than two decades, speeding has been a factor in 30 percent of all motor vehicle fatalities. A new National Transportation Safety Board (NTSB) study found that while the relationship between speed and crash involvement is complex and affected by driver age, road type, alcohol impairment, road design and other factors, the relationship between speed and injury severity is consistent and direct – it increases crash risk and injury severity. Despite what we know about the dangers of speeding, more than 40 states have speed limits of 70 mph or higher. Join panelists including the NTSB study authors, researchers and DOT representatives for a discussion about policies and proven and underutilized countermeasures to combat this pervasive problem.

Asleep at the Wheel – Understanding & Preventing Drowsy Driving
Ask any driver if he’s ever driven when tired and the answer is likely a resounding YES! According to a new AAA study, the percentage of crashes involving drowsiness is nearly eight times higher than federal estimates indicate. Just like drunk, drugged and distracted driving, drowsy driving is impaired driving that merits our attention. Drowsy driving is particularly acute for young drivers; law enforcement, health care and shift workers; truck drivers; and even new parents. Join with representatives from the medical, research and advocacy communities for an in-depth discussion about the science of sleep and its impact on driving, the medical conditions affecting sleep, policy approaches to preventing drowsy driving, and practical steps you can take and share with others to ensure a good night’s sleep and safe driving.

.05% BAC: Adopting A Global Solution to Combat Drunk Driving
We’ve made tremendous progress in reducing drunk driving fatalities. However, those gains have slowed, if not stalled over the past decade and alcohol impaired driving continues to be a factor in one third of all traffic
fatalities. Approximately 100 countries have lowered their blood alcohol concentration (BAC) standard to .05 % BAC or lower, resulting in a reduction in alcohol-related crashes and fatalities. In the U.S., no state had employed this strategy until Utah adopted a .05 % BAC last year. Will a lower BAC standard coupled with all-offender ignition interlock device law help in the state’s efforts to combat a leading cause of traffic deaths? Join in a spirited discussion of Utah’s new law, what research tells us, and why .05 % BAC is a valuable tool in the fight to eliminate drunk driving fatalities.

A Public Health Approach to Reducing Unsafe Roadway User Behaviors
Despite advances in vehicle safety, roadway design, and law enforcement and public outreach efforts, motor vehicle crashes continue to be a leading cause of death for all Americans. Recognizing that reaching zero requires a comprehensive approach, learn how the public health community model for injury prevention can be used to address traffic safety, whatever the issue. Experts will set the scene by demonstrating U.S. progress to overcoming traffic crash injuries compared to 19 other countries, and then address how the model’s key components – collaboration, partnership and community capacity building – are instrumental for reducing the incidence of injury and promoting injury-reducing behaviors. Take away a new perspective and expand your tools for addressing the epidemic of traffic fatalities and injuries.

Automated Commercial Motor Vehicles: Safely Moving Into the Future
Commercial motor vehicles (CMVs) are essential for delivering goods, shuttling people and keeping our economy rolling. Just like private passenger vehicles, self-driving is coming to the trucking industry as highly automated and autonomous vehicles are being tested and touted as the way to handle increasing urban density, the demand for flexibility in transportation options and expectations for overnight delivery to our doorsteps. They may even arrive on our roads before autonomous passenger vehicles. But there are known safety issues that must be addressed as well as unknown hazards yet to be identified. Explore where we are today, what to expect when automated CMVs come to your state and how all roadway users must prepare to safely share the road.

Why Does Wrong-Way Driving Happen & What We Can Do About It?
Wrong-way crashes account for only about three percent of collisions on high-speed divided highways, but they’re far more likely than other crashes to be deadly. Roadway design improvements, signage and impaired driving efforts have been used to help prevent these crashes, but they continue to happen, killing innocent people. Learn what traffic safety experts regionally (Alabama and Texas) and across the country are doing to address this persistent, yet preventable problem.

Here’s your chance to interact directly with individuals who are doing cutting edge research, developing and implementing innovative safety practices, or exploring emerging issues that have the potential to save lives on our roadways. Check out this year’s robust array of traffic safety posters where you just might find the perfect new initiative, policy or program to help prevent crashes or change behavior in your state or community.

Not-in-Traffic Crashes, Is the Data Telling the Full Story?
According to the National Highway Traffic Safety Administration (NHTSA), an average of 1,621 people are killed and 91,000 more are injured annually in motor vehicle crashes that do not occur in traffic. These not-in-traffic crashes occur on both public and private roadways such as parking lots and driveways, and injure and kill children and adults of all ages. While significant in number, and often caused by issues such as speed, distraction, impairment and improper restraint use, not-in-traffic fatalities and injuries are challenging to capture and quantify. A critical component to capturing the breadth of vehicle involved fatalities and injuries, this data cannot be ignored. Learn how these not-in-traffic events occur, and the solutions for improving safety and data collection.