



# HIGH FIVE RURAL TRAFFIC SAFETY PROJECT

Beyond “Buckle-Up”- Innovative Strategies to  
Increase Belt Use



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Governor's Traffic Safety Bureau  
Iowa Department of Public Safety  
Lifesavers - 2022

Innovation =

Vision

Collaboration

and Leadership

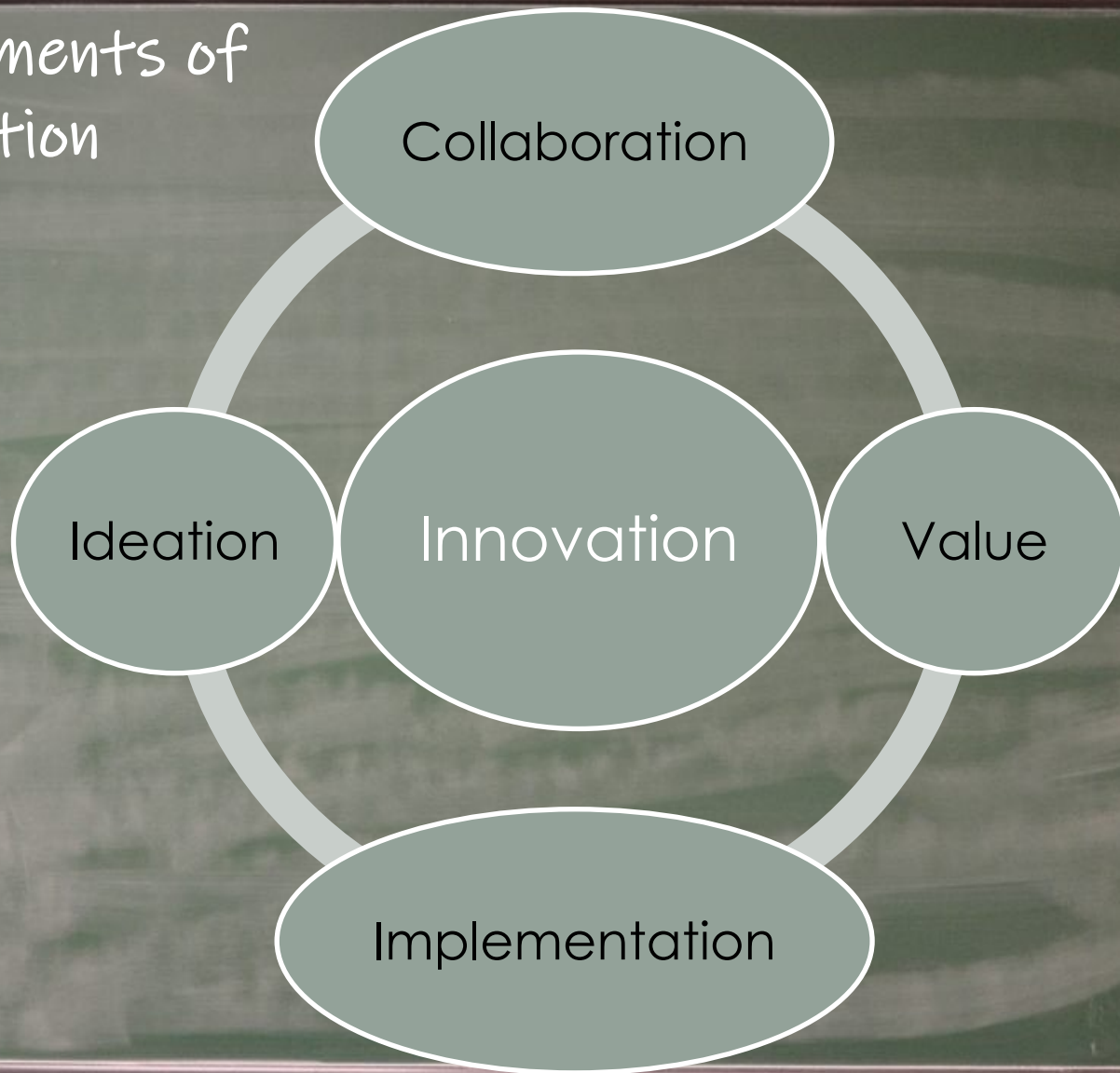
Ideas

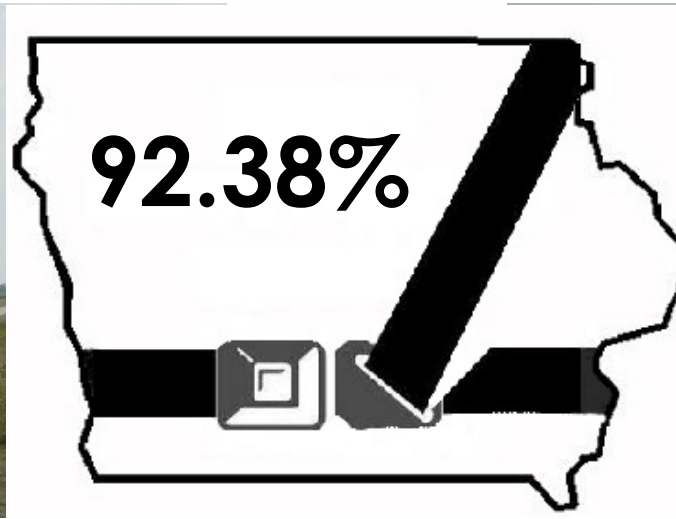
Goals / Progress

Creativity

Etc.

# Key Elements of Innovation





**In 2012 -**

**72%** of fatal crashes were on secondary rural roads

- 79% of Iowa roads are secondary





- 5 Rural Counties; Iowa State Patrol
- Efforts to Increase Seat Belt Usage
  - Enforcement
  - Media
- Engineering Component
  - Roadway Improvement/Road Safety Assessments
- Reduction of Serious Injury Crashes and Fatalities

## Budget

\$10,000 to each county (x5)

\$50,000 Iowa State Patrol

**Total = \$100,000**



**High  
five  
rural  
traffi  
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safet  
y**



Enforcement



Engineering



Education



# INFORMATIONAL MEETINGS





# ENFORCEMENT



# PUBLIC INFORMATION AND EDUCATION

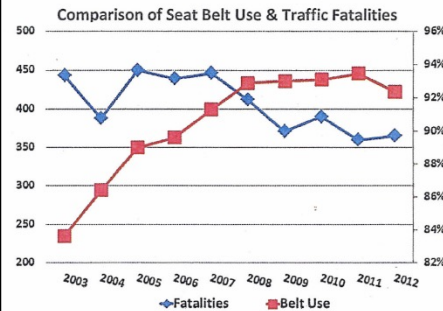
- Informational cards
- Used on traffic stops and at special events
- Letters to the Editor/ Working with the media
- Iowa State Patrol Public Resource Officers
- Facebook and other social media



The High 5 Rural Traffic Safety Project recognizes that:

- The chances of surviving a traffic crash are 45% higher when properly restrained in a seat belt.
- In 2013 Iowa crashes, 229 people were spared death or serious injury due to seat belt use.
- Air bags are designed to work with seat belts. Without a seat belt, the force of a rapidly deploying air bag can severely injure or kill.
- While Iowa's statewide seat belt usage is at 92%, over 100,000 drivers plus 20,000 passengers are still unbelted on Iowa roadways every day.

**As seat belt use has increased in Iowa, traffic fatalities have declined.**



**Zero Fatalities**

*A Goal We Can All Live With*

Iowa Governor's Traffic Safety Bureau  
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*produced with federal highway safety funds*



**Q: What is the High Five Rural Traffic Safety Project?**

**A:** A data-driven, multi-agency effort to increase seat belt use and reduce serious injury and fatal crashes on rural Iowa roads through the use of education, engineering and enforcement.

**Q: What areas in Iowa will the program focus on?**

**A:** In five rural counties that data shows have low seat belt usage rates and high crash rates.

**Q: Don't most crashes occur on major roadways?**

**A:** In 2012, 72% of fatal crashes were on secondary rural roads and 79% of Iowa roads are secondary.

**Q: What are the main causes of rural traffic crashes?**

**A:** Most rural road crashes involve only one vehicle. Contributing factors include loss of control, lane departure, excessive speed, failure to yield, and impaired driving.

**Q: What will be done to reduce crashes & save lives?**

**A:** Through enforcement, media and community outreach efforts, participating agencies will work to educate drivers on the benefits of complying with traffic laws, especially Iowa's seat belt law.

**Q: Why is increasing seat belt usage so important?**

**A:** Proper and regular seat belt use is the single most effective way to reduce fatalities and injuries. Seventy-seven percent of vehicle occupants ejected during a crash are killed.

**Q: Can't more be done to make rural roads safer?**

**A:** Yes. The High Five project includes local and state engineers working together to identify road hazards and make upgrades wherever possible.

# High 5 Rural Traffic Safety Project

April 15, 2014

Emmetsburg News

## To the Editor:

As a resident of rural, northwest Iowa I think that our way of life is often discounted by many who choose to live in more populated urban areas. It's no secret that Iowa's population continues to migrate off the farm and into our metro areas. Should this reduce the attention given to issues that are important to us here? I say absolutely not. As a trooper with

## Letters to the Editor



# Are YOU part of the Problem or part of the Solution?

Join with others in our cities and counties and be **Part of the Solution**

Everyone wants their friends and loved ones to return safe every day from school, work, day-care or wherever they may be. Together we can make safety a reality for everyone and can end needless tragedies on Iowa roads.

- ◆ Buckle Up
- ◆ Drive Focused
- ◆ Don't Speed

Nearly every day someone loses their life in a crash on an Iowa road. Most crashes occur on rural roads and they usually involve only one vehicle. What is happening to cause such needless loss of life? We are driving too fast, not paying attention, not wearing our seat belts and we are paying a very high price for these actions.

The single most effective thing any of us can do to be safe in our cars is to wear a safety belt. Nearly all people ejected from a vehicle in any crash are killed. Yet every day, hundreds of Iowans are driving or riding with no protection at all. You might think it's the "other guy" out there who is not paying attention but that you are in control. How will you protect yourself from that other guy?

Make life a priority. Choose to be safe. Tell those you love that you want them to be safe too. It takes you, me and everyone to make a change. Together we can make Iowa a better and safer place to live work and enjoy.



Since April 1, 2014, the Marion County Sheriff's Office, the County Engineer and the Iowa State Patrol have been working to make our roads safer as part of the High 5 Rural Traffic Safety Project. The project is funded by the Iowa Governor's Traffic Safety Bureau and uses traffic data to target areas of the state with a high crash rate and low seat belt usage. The goal is to increase seat belt use and decrease crashes by improving roadways and changing driver behavior. Drivers need to take driving seriously. Buckle up, pay attention to the road, and slow down. Be part of the solution by being a safe driver.

**zero**  
**Fatalities**

A Goal We Can All Live With



# Other Educational / Public Outreach Efforts

# ENGINEERING AND ROAD SAFETY ASSESSMENTS

**Report on  
Marion County Road Assessment  
Reviews**  
In conjunction with the GTSB "High  
Five" Program  
June 17, 2014

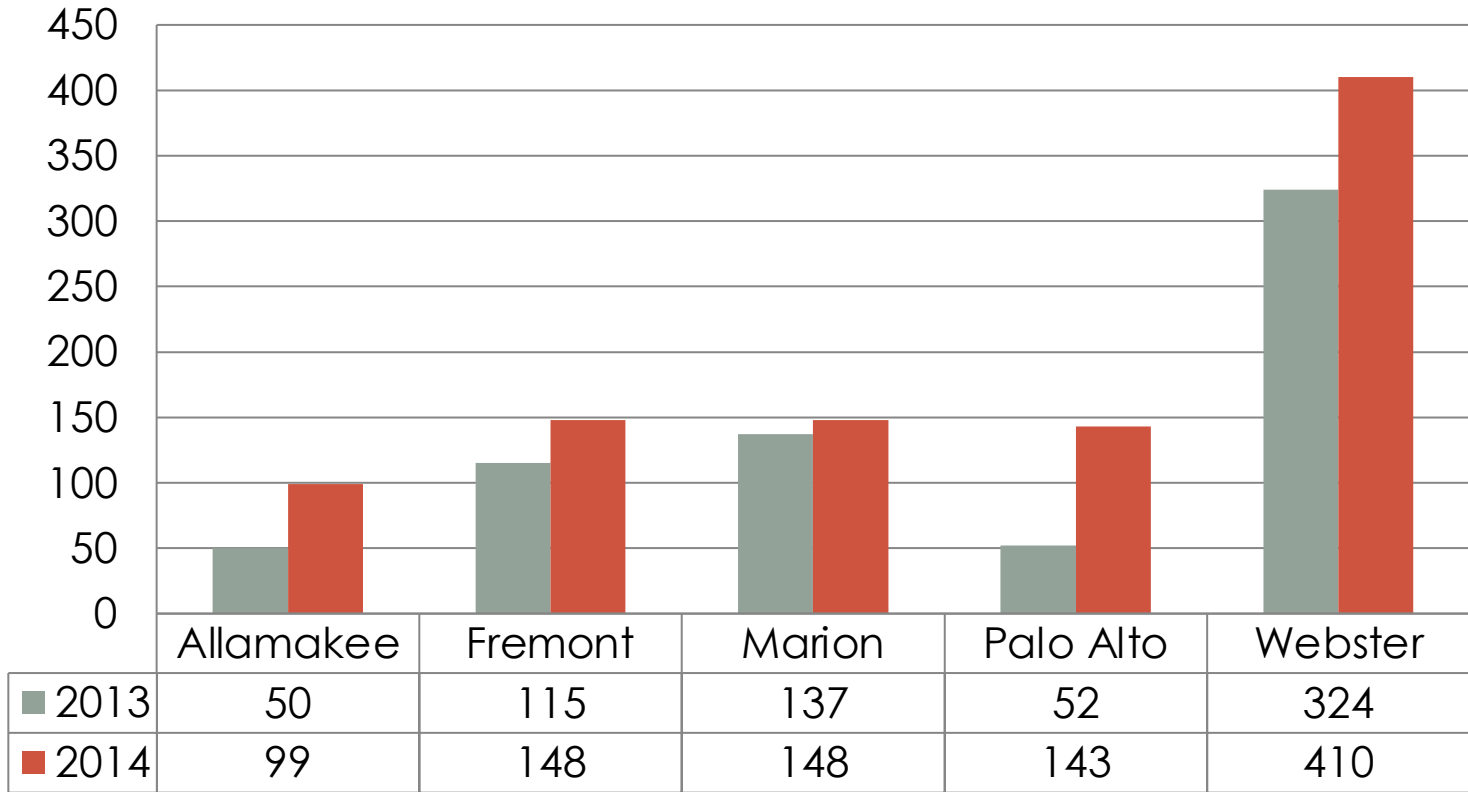
Sites Discussed:  
S45 from IA 5 south to south county line  
G76 from west county line east & north  
to IA 5  
intersection of IA 92 and T17



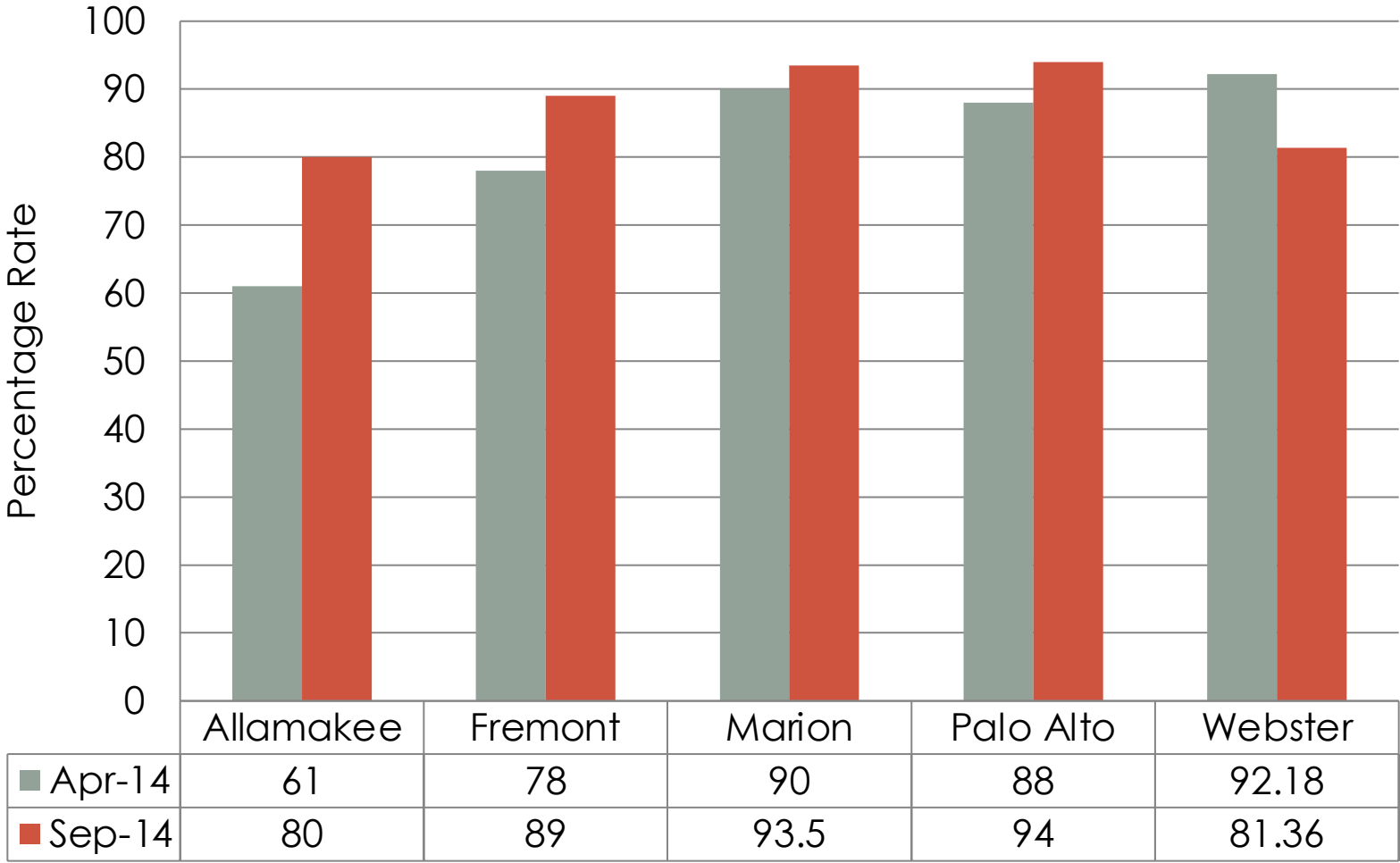
# Roadway Improvements



# Seat Belt Convictions



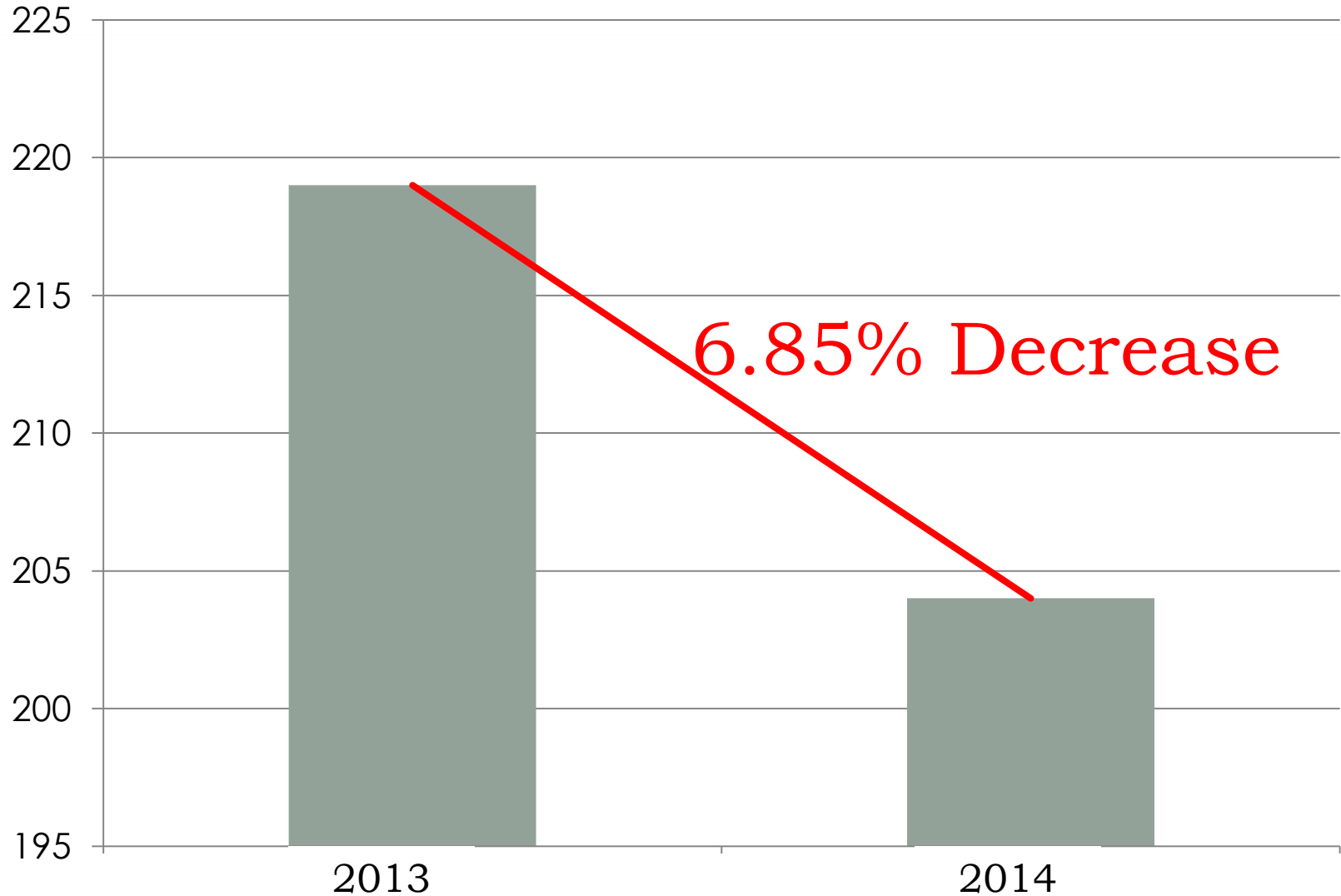
# Increase in Observational Seat Belt Usage

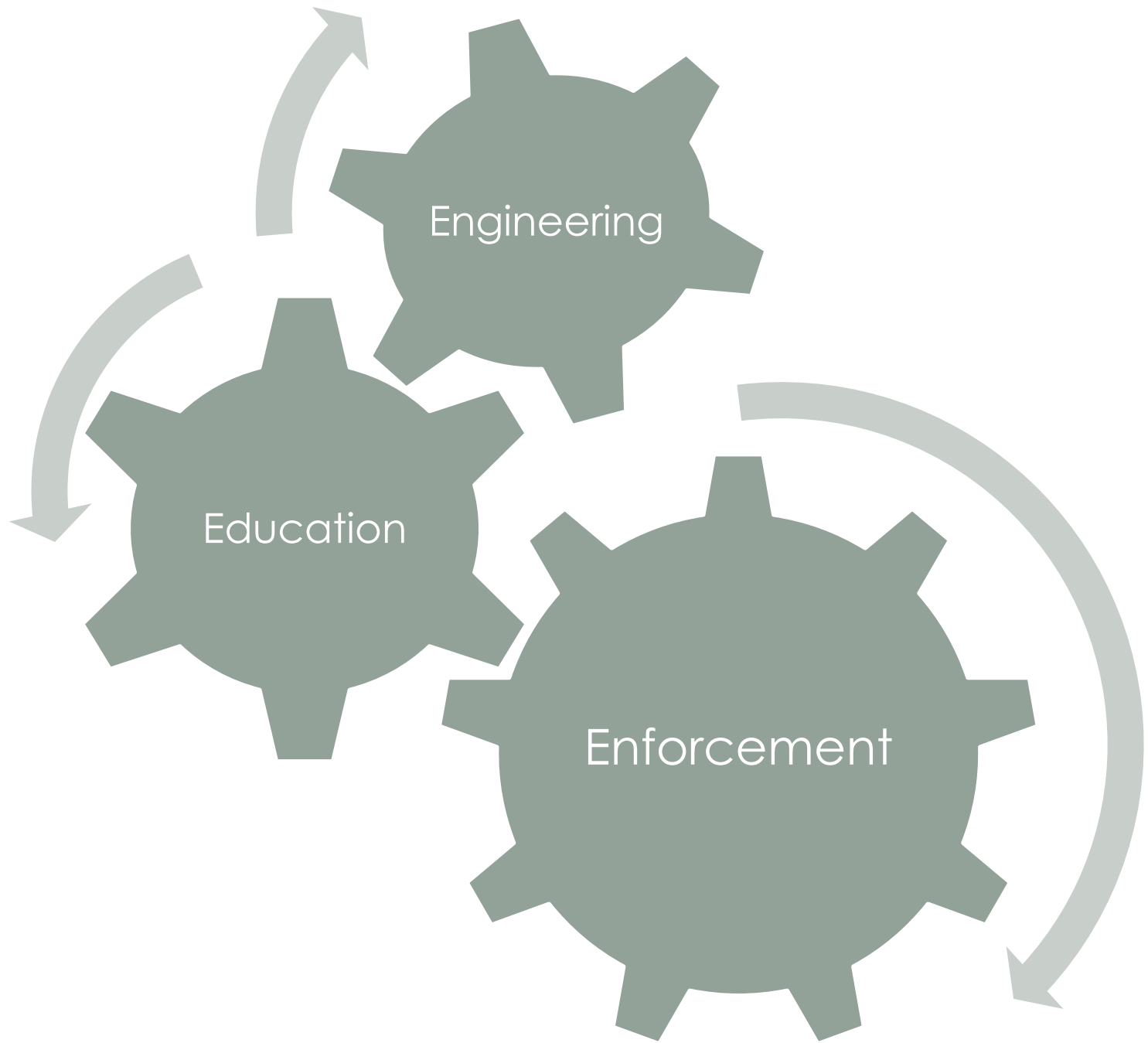




# Decrease in Number of Overall Crashes

(Excludes Animal-Related Crashes)

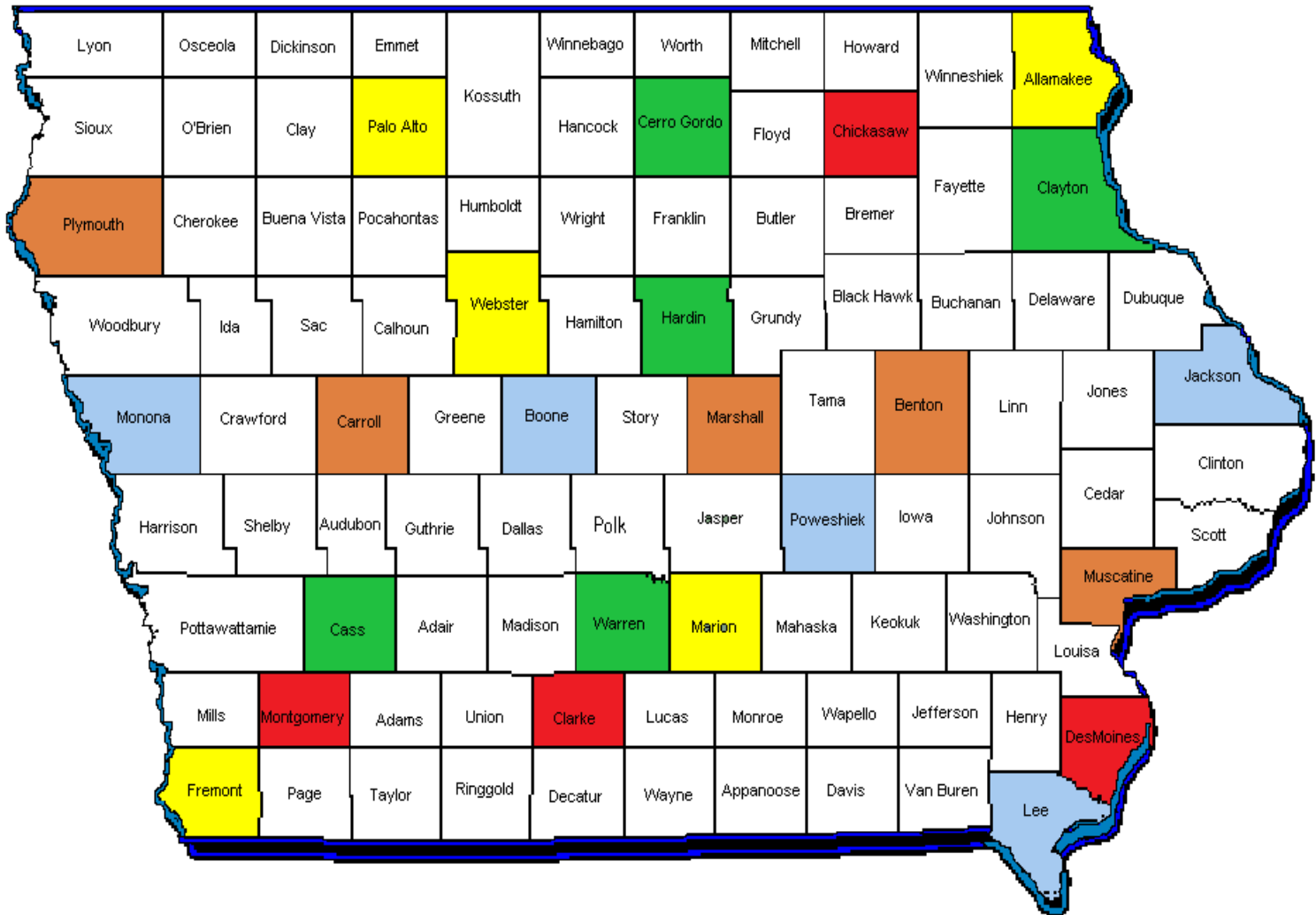




Engineering

Education

Enforcement



Occupant Protection			Impaired Driving	
<span style="color: yellow;">■</span> = 1st Year / Pilot Program 4/1/2014 – 9/30/2015 18-months	<span style="color: lightblue;">■</span> = 2nd Year FFY 2016 10/1/2015-9/30/2016	<span style="color: green;">■</span> = 3rd Year FFY 2017 10/1/2016-9/30/2017	<span style="color: orange;">■</span> = 4th Year FFY 2018 10/1/2017-9/30/2018	<span style="color: red;">■</span> = 5th Year FFY 2019 10/1/2018-9/30/2019

# ITEMS TO CONSIDER

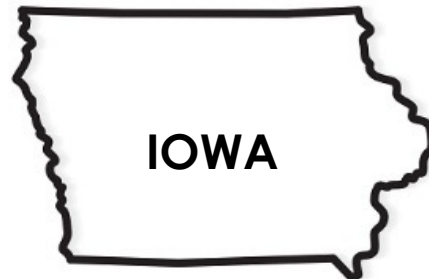
- Data analysis
  - Was basis data too basic?
- Length and location of projects
  - Was a one-year project long enough?
  - Was there really a change in driver behavior?
- Others ways to promote the program
  - Start conversations
- Keep the program focused

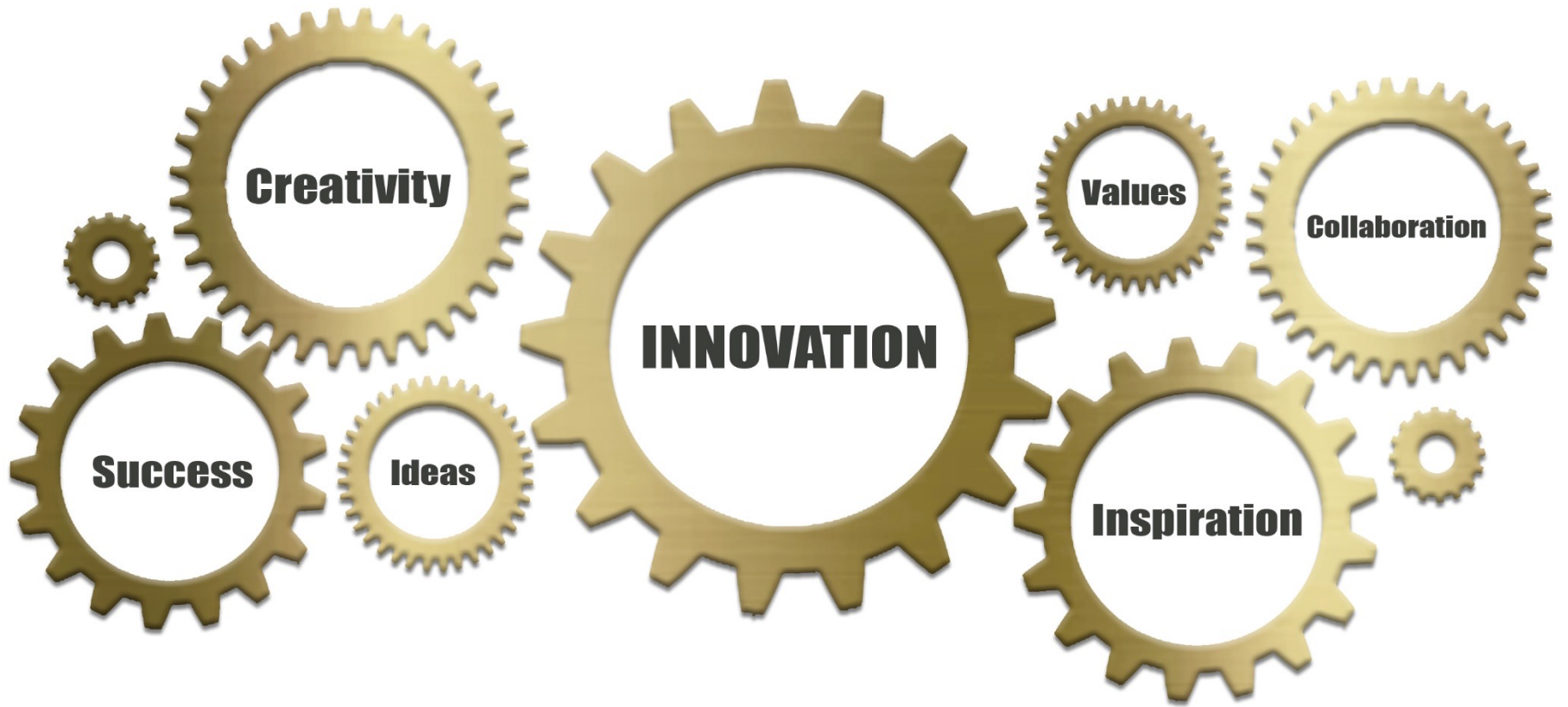
# VISION FOR THE FUTURE

- NHTSA 403 funds are expanding the High Five Project to other states



- Iowa to re-engage the program in FFY 2023





**Creativity**

**Values**

**Collaboration**

**INNOVATION**

**Success**

**Ideas**

**Inspiration**

The road to success for 99% of people isn't a jump –  
It's a steady incline from one successful project to  
the next!

-Lee Morris

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