

VERMONT

GOVERNOR'S HIGHWAY SAFETY PROGRAM

Monthly Newsletter

March / April 2017

Pedestrian Fatalities Projected to Surge 11% in 2016

Governors Highway Safety Association

WASHINGTON, D.C. - The Governors Highway Safety Association (GHSA) projects an 11% increase in the number of persons on foot killed on U.S. roadways last year, compared to 2015. This would represent the steepest year-to-year increase since record-keeping began, both in terms of number of deaths and percent increase. GHSA's annual [Spotlight on Highway Safety](#) offers a first look at state-by-state trends in pedestrian traffic fatalities for 2016, using preliminary data provided by all 50 state highway safety offices and the District of Columbia. The report was authored by Richard Retting of Sam Schwartz Transportation Consultants.

"This is the second year in a row that we have seen unprecedented increases in pedestrian fatalities, which is both sad and alarming," said Retting. From 2014 to 2015, the number of pedestrian deaths spiked more than 9%. "It is critical that the highway safety community understand these disturbing statistics and work to aggressively implement effective countermeasures. The information in this report will help states and localities pursue engineering, enforcement and education solutions to reverse this trend."

States reported 2,660 pedestrian fatalities for the first six months of 2016, compared to 2,486 deaths ... To read the remainder of this article, go to [Pedestrian Fatalities Projected to Surge 11% in 2016](#) at GHSA.org

Mt. Abe to Host Personal Safety Fair for Students May 5

Collaborative Community Project Brings VT Organizations to High School Campus

BRISTOL: On Friday, May 5 Mt. Abraham Union High School will host workshops and presentations by numerous organizations, creating a day-long, campus-wide event with a 'personal safety' theme for students. The fair, developed by faculty and students in partnership with the Youth Safety Council of Vermont and with support from Co-operative Insurance Companies, will showcase safety knowledge from across Vermont.

The risk of motor vehicle crashes is higher among 16-19-year olds than among any other age group. Per mile driven, teen drivers ages 16 to 19 are nearly three times more likely than drivers aged 20 and older to be in a fatal crash.¹ The safety fair is meant to have a positive impact on Mt. Abraham's student drivers, so they might choose to drive thoughtfully for their own benefit and the safety of others. A mock crash will be the central educational experience of the fair, presented by students in the Mt. Abraham Vermont Teen Leadership Safety Program (VTLSP) in conjunction with Bristol Fire, Police and Rescue Departments. A scripted, simulated crash will reveal the potentially tragic outcomes of distracted driving, wearing no seat belt, and bad decision-making. Mock crashes are dramatic



educational tools that complement consistent messaging and prevention programs. Read the remainder of this article [Mt. Abe to Host Personal Safety Fair](#) at GHSP.Vermont.Gov.

Need materials for your agency's Social Media page? Visit the [Traffic Safety Marketing](#) website, NHTSA's media resource for Highway Safety Professionals.

From the 2017 NHTSA Campaign Calendar

April is "Distracted Driving" Month

DISTRACTED DRIVING:
Primary Message

"U DRIVE, U TEXT, U PAY"

Twitter Chat: #justdrive

SaferRide, NHTSA's Mobile App

During St Patrick's Day, and throughout the year, NHTSA's SaferRide app will help keep drunk drivers off our roads by allowing users to call a taxi or a friend and by identifying their location so they can be picked up.

Download for **Android** devices from [Google Play](#) store, and **Apple** devices from [iTunes](#).



Our Mission Statement

Working toward the goal of "Zero Deaths" by promoting highway safety awareness through education and enforcement, thereby reducing crashes, saving lives, and improving the overall quality of life for those using Vermont's roadways.

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Txt U L8R Program

April is Distracted Driving Month. Texting while driving has quickly become one of the greatest hazards on the road. It causes 1.6 million car crashes and 330,000 injuries per year, and approximately 7 teen deaths every single day. That's why the UVM Medical Center and the Clinical Simulation Laboratory at the UVM College of Medicine created "TXT U L8R" a unique program designed to discourage individuals from texting while driving. Key elements include a demonstration of an advanced driving simulator, presentation of a realistic trauma scenario, a testimonial from the victim of an accident caused by a teen driver who was texting, and a demonstration of several smartphone apps designed to prevent texting while driving.

WHEN: Monday, April 10th, 6 pm - 7:30 pm

WHERE: UVM Medical Center, UVM Medical Education Pavilion, Sullivan Classroom

[Click Here to Register](#)

2017 MAINE IMPAIRED DRIVING SUMMIT

Presented by AAA Northern New England & Maine Bureau of Highway Safety



May 19, 2017, 8:00-4:30 at Husson University,
Gracie Theatre - Bangor Maine



AAA Northern New England and the Maine Bureau of Highway Safety invite you to attend the 2017 Impaired Driving Summit. With the recent legalization of marijuana we are bringing together national experts from law enforcement, prosecution and pharmacology to discuss and share their expertise on impaired driving.

Speakers include: Chris Halsor, "Colorado: What We Have Learned;" Dr. Marilyn Huestis, "Marijuana Pharmacology and Effects on Driving;" Lt. Kevin Eldridge, "Driving High: Colorado Enforcement Efforts;" Jon Delena, "DEA: The 360 Degree Strategy." Questions contact Dan Goodman goodman.daniel@nne.aaa.com 207-780-6988. Register now at: <https://tinyurl.com/joy7x3y>.

Schedule A "Turn Off Texting" Demo

The Youth Safety Council of Vermont is now scheduling free Turn Off Texting demonstrations through April and May. Please feel welcome to reserve a date.

If you aren't familiar with TOT, find information at yscvt.org and in the video, below. It's a hands-on educational experience for young drivers that makes the dangers of texting while driving apparent, and highlights the need for good decision-making behind the wheel.

The Youth Safety Council of Vermont's Turn Off Texting demonstration raises awareness about the dangers of distracted driving by putting Vermont students behind the wheel of a golf cart to navigate a course of cones while texting. It's a unique and effective experience for student drivers, and is provided free of charge through a grant from the Governor's Highway Safety Program and the support of our program sponsors.

To explore the program further, visit <http://www.yscvt.org> and see the TOT demo schedule in the sidebar. Please call us anytime with questions at (802) 881-9050, or by email at info@yscvt.org

Social Pressure Successful at Encouraging Safe Driving

GHSA Report

In contrast to the traditional strategy of targeting dangerous drivers directly, new survey research shows that many people can be coached to apply social pressure among their peers. The Montana Department of Transportation explored public attitudes toward this more indirect traffic "safety citizenship" approach in a December 2016 report. Some key findings include:

- ~ Half of survey respondents had been in a situation in the past year when someone was unbuckled or reading or texting while driving.
- ~ More than half of this group who were in a situation to intervene did so.
- ~ Intervention was more likely among close social groups (e.g., family and friends) than with acquaintances or strangers.
- ~ Most people had favorable attitudes and beliefs about intervening, and those that did intervene think it's a common practice.

The findings suggest an opportunity to promote safety citizenship by providing likely interveners with greater confidence, tools to speak up and a supportive social environment in which intervention is the norm.

The project was part of an ongoing investigation into traffic safety culture co-sponsored by the Federal Highway Administration and 11 state DOTs. See the project summary at <http://bit.ly/2kaSQKF> and the full report here at <http://bit.ly/2kxOCxO>.

Deaths on Vermont Roadways

Year	Deaths
2012	77
2013	71
2014	44
2015	57
2016	63

16 Deaths as of
March 15th, 2017

Governor's Highway Safety Program

Governor's Highway Safety Program
Agency of Transportation
One National Life Drive
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Visit our Website...

www.ghsp.vermont.gov

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If you have comments or suggestions for our newsletter, please send them to james.baraw@vermont.gov.