

VERMONT GOVERNOR'S HIGHWAY SAFETY PROGRAM

Monthly Newsletter

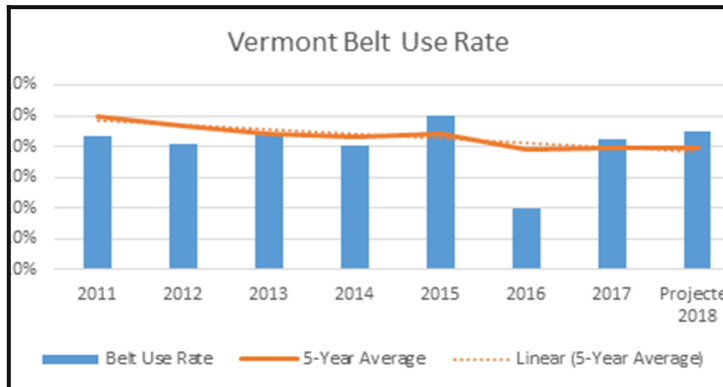
January / February 2018

Seat Belt Compliance-It really does matter!

By Keith W. Flynn, GHSP Chief

As the current legislative session gears up once again, the issue of whether Vermont should move from a secondary to a primary seat belt law has entered the conversation.

In 2017, of the 69 people that lost their lives on Vermont highways 24 were unbelted. Of those 24 lives lost 7 were either partially or totally ejected from the vehicle. FARS 2017 Data (FARS-Fatality Analysis Reporting System)



In 2017, the seat belt compliance rate in Vermont was 84.5%. See 2017 Vermont Seat Belt Use Study. We have hovered around this rate for years.

Recent studies have shown that states with primary enforcement laws have a greater compliance rate than those without. (see NOPUS graph). Vermont's current seat belt compliance law was enacted in 1993 and in part became effective on January 1, 1994. The task to various State agencies and Departments at that time was to administer educational programs to inform the public of the benefits of safety belts and encourage compliance with the safety belt requirements See 23 VSA § 1259 (as amended).

Vermont has what is known as a "secondary law" meaning that a seatbelt violation, in and of its self, is not a sufficient reason to stop a vehicle.

States With Primary Enforcement Seat Belt Laws*

Alabama	Hawaii	Michigan	Rhode Island
Alaska	Illinois	Minnesota	South Carolina
Arkansas	Indiana	Mississippi	Tennessee
California	Iowa	New Jersey	Texas
Connecticut	Kansas	New Mexico	Utah
Delaware	Kentucky	New York	Washington
District of Columbia	Louisiana	North Carolina	West Virginia
Florida	Maine	Oklahoma	Wisconsin
Georgia	Maryland	Oregon	

*States with laws in effect as of May 31, 2016.

were unbelted. Of those 24 lives lost 7 were either partially or totally ejected from the vehicle. FARS 2017 Data (FARS- Fatality Analysis Reporting System)

Occupants Ejected from Vehicles: Although various models and predictive tools exist to estimate the number of lives that could be saved by seatbelt compliance the exact number is clearly not predictable with any degree of reasonable certainty. However, the number of fatalities that resulted from ejection from vehicle does provide some

(continued page 2)

From the 2018 NHTSA Campaign Calendar

SUPER BOWL LII

February 4th

IMPAIRED DRIVING
Primary Message:
Fans Don't Let Fans Drive Drunk



[Click on the Logo for campaign materials](#)

SaferRide, NHTSA's Mobile App

During Super Bowl LII, 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

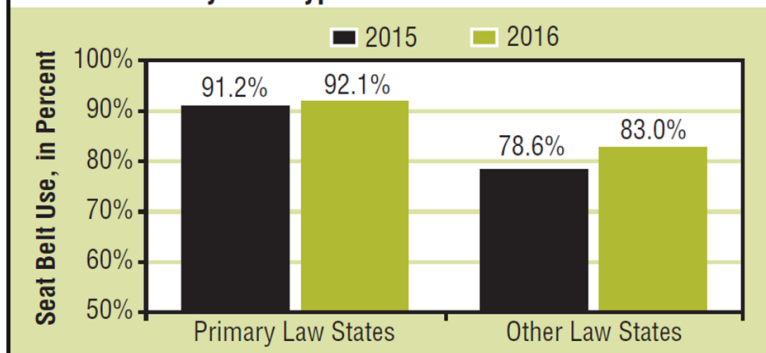
Working toward the goal of "Zero Deaths" by promoting highway safety awareness through education and enforcement, thereby reducing crashes, saving lives, and improving the overall quality of life for those using Vermont's roadways.

This Month's Issue

- Message from the GHSP Chief
- Current Campaigns
- LEA Community Education
- U-32 Middle School Project
- DUI Taskforce Update
- Driving in Rural America
- Other Highway Safety News
- Border to Border and Beyond
- Fatality Stats Update
- VHSA - Update Page

narrowing of the number of lives that might have been saved if seat belts were utilized. Nationally, the overall rate of total ejection in fatal crashes was 2.4% for belted occupants in FARS and 29.3% for unbelted occupants in FARS during the same time. In Vermont our numbers closely follow this national trend.

Seat Belt Use by Law Type



Source: NOPUS

Person Fatalities by Ejected Status

Year	Not ejected	Partially ejected	Totally ejected	Unknown	Grand Total
2010	45	2	11		58
2011	37	2	6		45
2012	41	5	12		58
2013	42	2	14	1	59
2014	25	2	6		33
2015	26	3	7		36
2016	32	4	12		48
2017**	41	2	5		48
Grand Total	289	22	73	1	385

*This table does not count pedestrians, bicyclists or motorcyclists.

**2017 is not complete - as of 1/3/18

Occupants Ejected from Vehicles: Although various models and predictive tools exist to estimate the number of lives that could be saved by seatbelt compliance the exact number is clearly not predictable with any degree of reasonable certainty. However, the number of fatalities that resulted from ejection from vehicle does provide some narrowing of the number of lives that might have been saved if seat belts were utilized. Nationally, the overall rate of total ejection in fatal crashes was 2.4% for belted occupants in FARS and 29.3% for unbelted occupants in FARS during the same time. In Vermont our numbers closely follow this national trend.

State of Maine: In April of 2010, the State of Maine completed an evaluation of the State's change from a secondary to primary seat belt enforcement law. The study focused primarily on the effect of the law change on daytime and nighttime seat belt use, public awareness, and police attitudes. In short, the study found that both daytime and nighttime use increased; motorists were aware of the law change and its consequences; and, that law enforcement responded positively to the law. [NHTSA Evaluation of PBL 2010.pdf](#)

Conclusion: Based on the data and the representative studies referenced it is reasonable to conclude that the

enactment of a primary seat belt law in Vermont would save lives on our highways. The exact number of lives it would save is impossible to predict with any degree of certainty, however if wearing a seat belt saves one life to that person's family and community the law will have accomplished its purpose. Further, as referenced in the Minnesota study it is also reasonable to conclude that the enactment of such a law would lead to medical cost savings.

Law Enforcement in Education

There are many Law Enforcement Officers involved in local education around the state. They give presentations at many of the local schools drivers education programs. Officers teach highway safety topics on Occupant Protection, Speed/Aggressive, Impaired, Distracted, and Drowsy Driving.



Sergeant Perkins of the Vermont State Police is pictured with a group of Driver's Education students from Norwich, VT. They all attend Hanover High School in New Hampshire, however reside here in Vermont. Below, Trooper Anderson of St. Albans gives a lesson at the Cow

Tails Drivers Education Program in St. Albans.

If your agency has been involved in any local community education activities, please send us a picture and a brief written explanation of the community activity. We would love to share it in the GHSP newsletter.

The Vermont GHSP would like to recognize these officers for the Time and Expertise that they give everyday. Thank You.



Highway Safety Projects by U-32 Middle School in East Montpelier

We received an email from the Union 32 Middle School in East Montpelier this week about a highway safety project they completed. They looked closely at the statistics and information the GHSP has posted on the website and they surmised that many deaths were due to the fact that there are Vermonters who still do not wear their seatbelts. They learned about persuasive techniques and created their own campaigns in order to convince more Vermonters to wear their seatbelts.

The winning campaigns were ...

[It's not just a game](#) Video File
[Her car, her life, her family](#) Video File
[Pathos seatbelt PSA](#) Video File
[Seatbelts in Vermont](#) Graphic File
[Student Music File](#) Sound File

Projects done by Mary Bove's U-32 Middle School English Class. Job well done!

For additional Seatbelt, Distracted, Impaired and Drowsy Driving handouts, posters, cards, or other informational materials, please contact us at the [Governor's Highway Safety Office](#) or the [Vermont Highway Safety Alliance](#)

DUI Task Force, 2018 Update

By Bill Jenkins, Southern LEL

The DUI task forces are coming off an effective 2017 and are looking forward to an active and productive 2018. At this time there are two main teams, one in the northwest part of the state led by Lt. Allen Fortin of Shelburne PD and one in the south led by Lt. Kevin Geno of the Rutland County Sheriff's Department. Both teams have a number of enforcement events scheduled to include Super Bowl Sunday, St. Patrick's day and the Woodchuck Cider Festival in August. Lt. Geno's team recently conducted a Border to Border event that encompassed the length of Rt. 4 from New York to New Hampshire and he plans to run more of these events in the future.

If any Law Enforcement Officers are interested in participating, or being a Team Leader they should reach out to either the northern or southern GHSP Law Enforcement Liaison. Paul White paul.white@vermont.gov northern liaison and Bill Jenkins bill.jenkins@partner.vermont.gov southern liaison.

Driving in Rural America? It May Be Riskier Than You Think

GHSA Website

Country driving may seem safer and less stressful than city driving, but higher speeds, curvier roads and less illumination at night are among the factors thought to be behind a higher road death toll in rural areas compared to urban ones. In a recent year, an estimated 19 percent of the U.S. population lived in rural areas, yet rural fatalities accounted for 49 percent of all traffic deaths, according to the American Community Survey from the U.S. Census Bureau.

A report released earlier this year by the U.S. [Centers for Disease Control and Prevention](#) (CDC) confirmed an overall higher national road death rate for rural areas, despite the fact that more people live and travel in urban ones, but also sheds fresh insight as to the cause. It found that compared with urban dwellers, rural residents are at an increased risk for death from crashes and are less likely to wear seat belts. "There are higher crash-related death rates for drivers and passengers, a higher percentage of deaths among those not buckled up at the time of the crash, and lower seat belt use in adults."

The report, "[Rural and Urban Differences in Passenger-Vehicle-Occupant Deaths and Seat Belt Use Among Adults — United States, 2014](#)" emphasized the importance of the findings when placed in the larger... (Click [here](#) to read this article in it's entirety)

Border to Border and Beyond

RUTLAND, Vt. (WCAX) - The Rutland/Windsor County DUI Task Force led more than 10 agencies in a wide-ranging enforcement event covering Vermont, New York and New Hampshire on Friday.

This enforcement was focused on a 100-mile stretch of Route 4 and Route 22A across the borders. The goal was for officials to make sure people were following the laws on a busy Friday night before the long Martin Luther King Jr. Weekend.

Studies show a driver's behavior changes about 500 to 1,000 feet after seeing an officer. Often, drivers will make sure they are careful when passing the officer and then return to reckless driving habits.

The goal of Friday's law enforcement event was to make sure the police presence was so consistent along the busy Route 4 corridor, that it would significantly change the behaviors of drivers. During the enforcement, the Rutland County Sheriff's office says they made the following:



105 Vehicles Stopped
1 DUI Arrest
1 Criminal DLS Arrest
3 Other Arrests
31 Speeding Violation
2 Operating Under
Suspension
25 Other Violations
3 Hand-Held Tests.

The Rutland CSD says the agencies provided

consistent enforcement to let people know **driving is a full-time job.**

National Safety Council Introduces



Right Now, 53 Million Vehicles on the Road Have Open Recalls. Find out if your vehicle has an open recall. It's free to check and free to repair at a dealer. <http://www.checktoprotect.org>

Other News Headlines

[NHTSA-IIHS](#) - [Manufacturers make progress on voluntary commitment to automatic emergency braking](#)

[WCAX News](#) - [Study gives Vermont failing grade for highway safety](#)

[Forbes](#) - [Super Bowl & DUI: Six Facts About One Of America's Drunkiest Holidays](#)

[The Denver Post](#) - [Uber nearing autonomous cars without human backup driver.](#)

[GHSA](#) - [GHSA Announces New Research Partnership with the Transportation Research Board](#)

Support us when you shop this holiday season

Buy your gifts and holiday essentials at smile.amazon.com. You shop. Amazon donates.

amazonsmile

Shop for everyone on your gift list at smile.amazon.com/ch/45-5175909 and Amazon will donate to Community Justice Network Of Vt.

Deaths on Vermont Roadways

Year	Deaths
2013	77
2014	71
2015	44
2016	57
2017	68

01 Deaths as of January 18th, 2018

Motor Vehicle Crash Facts:

[Fatal Crashes Dec 12, 2017 – Dec 18, 2017](#)
[Fatal Crashes Dec 26, 2017 – Jan 1, 2018](#)
[Fatal Crashes Jan 2, 2018 – Jan 8, 2018](#)
[Fatal Crashes Jan 9, 2018 – Jan 15, 2018](#)

VERMONT HIGHWAY SAFETY ALLIANCE

Project Yellow Light is calling all High School Students to

Make a Statement. Win a scholarship. Save a life. <http://projectyellowlight.com/>

PLEASE SHARE AND GET YOUR LOCAL SCHOOL INVOLVED



Congratulations to our newly elected Board Leadership for the Vermont Highway Safety Alliance

Chair

Sheriff William Bohnyak

VT Sheriffs' Association

Vice Chair

Mitchell Jay

VT Automobile Distributors Association

Treasurer

Col. William Elovirta

Director of Enforcement and Safety

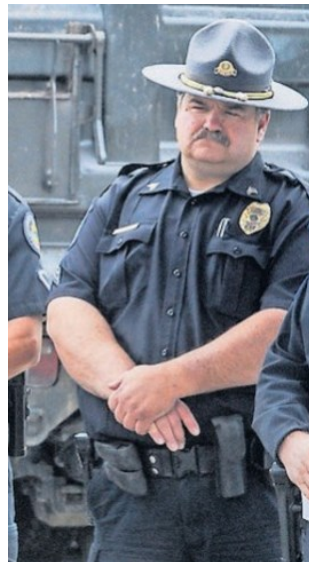
VT Department of Motor Vehicles Secretary

Mary Eversole Executive Director

VT Insurance Agents Association

Chittenden County Police Begin Movie Theater Pilot Project for CIOT

Agencies are hoping to inspire more motorists to buckle up. The countywide highway safety coalition known as SHARP is eager to reach younger drivers and thinks the big screen might be the place to do it. Shelburne Police Lt. Al Fortin launched a "See It" public service announcement. It's a simple message, with no narrator, asking that whenever you see the "click it" message on a billboard or passing truck you'll commit to buckling up if you haven't already done so. Fortin said given a fragmented media landscape, he needed to find a new way to reach drivers who often ignore Vermont's seat belt law. "The problem area we're seeing is younger drivers, especially younger males with pickup trucks," he said. "That segment of population is higher than any other segment. "Of the 67 people killed on Vermont's roads in 2017, more than half were unrestrained, state records show. Traffic surveys shows seat belt usage statewide has fallen to 84.5 percent. States that have primary enforcement laws, such as New York, have seat belt usage rates as high as 95 percent.



Please visit us on our webpage at VHSA to join or participate, or 'Like' us on [Facebook](https://www.facebook.com/VHSA) 

Governor's Highway Safety Program

Governor's Highway Safety Program
Agency of Transportation
One National Life Drive

Visit our Website...

www.ghsp.vermont.gov

[Please add my name to the GHSP monthly newsletter mailing list.](#)

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

Vermont AOT Safety Campaign Calendar 2018

Modelled on NHTSA's Communications Calendar on [trafficssafetymarketing.gov](https://www.trafficssafetymarketing.gov)
A fusion of NHTSA, GHSP, VHSA, VTRANS, State and Municipal PD's and Sheriffs

LINK TO NHTSA COMMUNICATIONS CALENDAR
<https://www.trafficssafetymarketing.gov/calendars>

LINK TO NHTSA MARKETING MATERIALS
<https://www.trafficssafetymarketing.gov/get-materials>

JANUARY

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Happy New Year! Jan. 1st

January 12 DUI Task Force
Route 4 and Route 22A
Vermont, New York, and New Hampshire.

FEBRUARY

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Feb. 4 NHTSA Super Bowl LII
Fans Don't Let Fans Drive Drunk
Twitter Chat: Super Bowl Feb.

VSP - OPERATION CARE
Super Bowl Sunday

Feb 4th DUI Task Force
Location - Shelburne

MARCH

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Mar. 17

NHTSA St. Patrick's Day
Buzzed driving is Drunk Driving
Twitter Chat: Buzzed Driving

March 10th DUI Task Force
Location - Burlington

March 17th DUI Task Force
Location - Colchester

APRIL

Distracted Driving Awareness Month
UDrive. UText. UPay. Twitter Chat: Just Drive

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April 1-30 NHTSA National
Enforcement Mobilization for
VSP - OPERATION CARE

April 3rd ATSSA Work Zone
Awareness Wall Event

April 4 UVMMC's Text U LSR
Program - UVMMC Campus

April 9th - 13th
Work Zone Safety Week

MAY

Bicycle and Motorcycle Safety Awareness Month
Primary Message: SHARE THE ROAD

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May 18- Jan. 3 National
Enforcement Mobilization - Click It
or Ticket
Vermont LE Mobilization***

May 4 - VT Walk/Bike Summit White
River Junction, Barre/C.F. Arts

May 21 - 28 VSP - OPERATION
CARE All American Buckle-up/
Memorial Day

May 24 - VDTSEA Conference

JUNE

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Jun. 18 - NHTSA National
Ride to Work Day Share the
Road with Motorcyclists

JULY

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Jul. 4 Fourth of July NHTSA
Drive Sober or Get Pulled Over
Buzzed Driving is Drunk Driving

July 3-4
VSP - OPERATION CARE

July 3rd DUI Task Force
Location Vergennes

July 20th DUI Task Force
Location

AUGUST

Back to School Safety Month Walk,
Bike, and Ride to School Safety!

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Aug. 17 - Sept. 3 NHTSA NEM
Drive Sober or Get Pulled Over
Vermont LE Mobilization***

Aug 31-Sept 3 Labor Day
VSP - OPERATION CARE

Aug 11th DUI Task Force
Location - New Haven

Aug 18th DUI Task Force
Location - New Haven/Vergennes

Summer Summit for Driver
Educators, August 9th

SEPTEMBER

VHSA Champlain Valley Fair Aug 24-Sept 2

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Sept. 23-29 - NHTSA
Child Passenger Safety Week Are Your
Kids Safe? Buckle 'em Up!

Sept 1st DUI Task Force
Location - Essex CV Fair

Sept 13 VADA's Annual Meeting
Capital Plaza, Montpelier

Sept 20-21 VIAA Convention
Burlington

Sept 29 NHTSA National Seat Check
Saturday

OCTOBER

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Oct. 21-27 NHTSA National Teen
Driver Safety Week

Oct. 22-26 NHTSA National
School Bus Safety Week

Oct. 31 NHTSA Halloween Buzzed
Driving is Drunk Driving

NOVEMBER

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Nov. 22 NHTSA Thanksgiving
Click It or Ticket

Nov 21 - 25 Thanksgiving
VSP - OPERATION CARE

DECEMBER

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Dec. 4th - Red Ribbon Ceremony

Dec. 14- Dec 31 NHTSA Holiday
Season Drive Sober or Get Pulled Over

Vermont LE Mobilization***

Dec 21 - 23 - VSP OPERATION
CARE Life Saver Weekend

*** Vermont Law Enforcement Mobilization - mandatory for GHSP grantees

www.vermonthighwaysafety.org
This calendar is consolidated by the VT SHSP Coordinator