Toward Zero Deaths
A National Strategy on Highway Safety

Ian Grossman
American Association of Motor Vehicle Administrators
One death is one too many
Motor vehicle crash fatalities in the US

33,788 in 2010
Why Now?

- New political leadership
- Reauthorization
- Better use of limited resources
- Build on our success - SHSPs
- Need for cultural change: change Americans’ attitudes toward highway safety

September 2009
Steering Committee

**Members:**
Amer. Assoc. of State Highway and Transportation Officials
Amer. Assoc. of Motor Vehicle Administrators
Commercial Vehicle Safety Alliance
Governors Highway Safety Assoc.
International Assoc. of Chiefs of Police
National Assoc. of County Engineers
National Assoc. of Emergency Medical Service Officials

**Ex-Officio Members:**
Federal Highway Administration
National Highway Traffic Safety Administration
Federal Motor Carrier Safety Administration
Key Areas

- Safer Drivers
- Safer Vehicles
- Safer Vulnerable Users
- Safer Infrastructure
- Emergency Medical Services
- Data Systems and Analysis Tools
- Safety Culture
<table>
<thead>
<tr>
<th><strong>Time frame</strong></th>
<th>• 25-yr horizon</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategies</strong></td>
<td>• Comprehensive, sustainable in the long-term, changing safety culture of users and organizations</td>
</tr>
<tr>
<td><strong>Stakeholders</strong></td>
<td>• Expanded to include safety culture of users and organizations, vehicle safety, data and analysis (beyond the pavement &amp; 4Es)</td>
</tr>
<tr>
<td><strong>Emphasis</strong></td>
<td>• Across organizations, impacting the way business is done (across programs and projects) (beyond the HSIP)</td>
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</table>
The Framework/ National Strategy

a tool that stakeholders can use to formulate their highway* safety plans at the national, state, or local level
Approach to the project

Review info

Summary Report & Draft Framework

Final Report & Framework

Technical Support

TZD Steering Committee will use the Framework from NCHRP 17-51 to develop a National Strategy on Highway Safety

Stakeholder input through webinars & stakeholder workshop
GATHER INFORMATION

1. White papers & policy documents
2. Strategies: tried & tested; potential; and those necessary to respond to the next 25 years
3. Stakeholders
1. White papers & policy documents
2. Strategies: tried & tested; potential; and those necessary to respond to the next 25 years
3. Stakeholders
1. White papers & policy documents
2. Strategies: tried & tested; potential; and those necessary to respond to the next 25 years
3. Stakeholders
Importance of stakeholder input

- Ability of stakeholders to drive change
- Create buy-in & support “national strategy”
- Draw from knowledge & experiences
- Transparent & demonstrate commitment
STAKEHOLDER LIST

Original List
- Extensive: 500 organizations
- Limited level:
  - ✓ Legal & law enforcement
  - ✓ Transit

Additions project team made to the list:
- Motorcyclist-related
- Pedestrian-related
- Bicyclist-related
- Additional safety partners not included in original list

Currently in progress:
- Metropolitan and regional agencies
- Tribes
- Large cities
WHAT IS NEW

- Our project webinars, aimed at collecting stakeholder input, kicked off on June 2nd, 2011. Have you registered for the upcoming webinars yet? (06/02/11)
- We added a Frequently Asked Questions Page to answer common questions from stakeholders. (05/01/11)
- Our project team is excited about the new stakeholders that are signing up for notifications of opportunities to provide input. If you have not yet signed up, please visit our sign-up page for a quick and easy sign-up process.
- Do you have resources to share about effective strategies, experiences, and lessons learned? Our team would like to hear from you. Please contact us.

MAY 28, 2011

The objective of NCHRP 17-51 Framework Project is to develop a Framework for the National Strategy on Highway Safety. The Framework will be a tool that stakeholders can use to formulate their highway safety plans at the national, state, or local level. The Framework will present a vision of what is needed to sustain or accelerate current reductions in severe injuries and fatalities on all public roadways in the US over the next 25 years. The Framework will include prioritized strategies to meet various safety-related goals and list new directions for needed research. The vision and strategies will incorporate a multidisciplinary approach. The multidisciplinary approaches recognize that efforts of all the stakeholders will be needed to achieve safety goals, and that these efforts should be integrated and collaborative. Refer to the Background section for more information.

The NCHRP 17-51 Framework Project is one of the NCHRP 17-51 projects. The NCHRP 17-51 Framework Project Team is comprised of stakeholders from a variety of backgrounds to ensure the project achieves its goals.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/30/2011</td>
<td>Submit draft summary report and the Draft Framework</td>
</tr>
<tr>
<td>11/11/2011</td>
<td>Panel approves the updated Draft Framework</td>
</tr>
<tr>
<td>Weeks ending 12/02 and 12/09</td>
<td>Delivery of stakeholder webinar(s)</td>
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<tr>
<td>Week ending 12/02 /2011</td>
<td>Stakeholder workshop</td>
</tr>
<tr>
<td>01/06/2012</td>
<td>Submit Final Draft Project Report</td>
</tr>
<tr>
<td>03/02/2012</td>
<td>Project team receives panel review comments</td>
</tr>
<tr>
<td>03/30/2012</td>
<td>Submit Final Project Report</td>
</tr>
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Sections in the Draft Framework Outline (07/27/11)

**EXECUTIVE SUMMARY**

**SECTION I: INTRODUCTION**
- Chapter I-1: The TZD Initiative
- Chapter I-2: Scope of the Problem and Estimated Costs and Benefits by Emphasis Area Key Strategies

**SECTION II: SAFETY CULTURE**
- Chapter II-1: Safety Culture of Users
- Chapter II-2: Safety Culture of Institutions

**SECTION III: SYSTEM USERS**
- Chapter III-1: Drivers
- Chapter III-2: Passengers
- Chapter III-3: Motorcyclists
- Chapter III-4: Pedestrians
- Chapter III-5: Bicyclists
- Chapter III-6: Construction and Maintenance Personnel

**SECTION IV: VEHICLES**
- Chapter IV-1: Passenger Vehicles
- Chapter IV-2: Motorcycles
- Chapter IV-3: Trucks
- Chapter IV-4: Commercial Vehicles
- Chapter IV-5: Special Vehicles

**SECTION V: INFRASTRUCTURE & THE PHYSICAL ENVIRONMENT**

**SECTION VII: LAW ENFORCEMENT & THE LEGAL SYSTEM**

**SECTION VI: EMERGENCY MEDICAL SERVICES**

**SECTION VIII: PUBLIC HEALTH**

**SECTION IX: DATA SYSTEMS, ANALYSIS TOOLS & MANAGEMENT PROCESSES**

**SECTION X: LEADERSHIP & ORGANIZATIONS**

**SECTION XI: COMMUNICATION**

**SECTION XII: INFORMATION & KNOWLEDGE MANAGEMENT**

**SECTION XIII: EDUCATION & TRAINING**

**SECTION XIV: IMPLEMENTATION**

**SECTION XV: APPENDICES & REFERENCES**
You get a lot to like

- filter
- flavor
- flip-top box

Marlboro
THE NEW FILTER CIGARETTE FROM PHILIP MORRIS

Thank a new recipe for the man-size flavor.
It comes full through the filter with an easy draw.
Thank the Flip-Top Box for the neatest cigarette package you ever put in your pocket or purse. Popular filter price.

MADE IN RICHMOND, VIRGINIA, FROM A NEW PHILIP MORRIS RECIPE.
Gee, Dad, you always get the best of everything... even Marlboro!
SURGEON GENERAL’S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, and Can Complicate Pregnancy
Stop Smoking or Stop Breathing

Smoking causes fatal lung cancer
Trends in Current Cigarette Smoking Among High School Students* and Adults, †United States, 1965–2009

*Percentage of high school students who smoked cigarettes on 1 or more of the 30 days preceding the survey (Youth Risk Behavior Survey, 1991-2009).
†Percentage of adults who are current cigarette smokers (National Health Interview Survey, 1965-2009).
The American Motors Corporation AMX awarded to the Playmate of the Year 1968 Angela Dorian.

She was awarded this pink 1969 AMX.
Too much office party punch? There's no way to hide it.

Drive drunk and you will be arrested.

Seat Belt Use by Gender

<table>
<thead>
<tr>
<th>Year</th>
<th>Female Use (%)</th>
<th>Male Use (%)</th>
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<tbody>
<tr>
<td>2002</td>
<td>72%</td>
<td>77%</td>
</tr>
<tr>
<td>2003</td>
<td>77%</td>
<td>77%</td>
</tr>
<tr>
<td>2004</td>
<td>80%</td>
<td>80%</td>
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<tr>
<td>2005</td>
<td>78%</td>
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</tr>
<tr>
<td>2006</td>
<td>85%</td>
<td>81%</td>
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<tr>
<td>2007</td>
<td>86%</td>
<td>86%</td>
</tr>
<tr>
<td>2008</td>
<td>86%</td>
<td>86%</td>
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Restraint use in fatal crashes

Source: NHTSA Fatal Analysis Reporting System Encyclopedia, NCSA
The Formula

- Overview
- Lessons Learned
- Potential Strategies
- Emphasis Area Needs
- Summary
Potential Implementation Involvement

- Adoption by stakeholders
- Implementation activities
  - Safety culture programs
  - Marketing and communications activities
  - Strengthening relationships with new partners
  - Consideration of national strategy when updating state strategic highway safety plans
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