

Enforcement and/or Education

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Overview

- Education and enforcement – the evolution of High Visibility Enforcement (HVE)
 - Long recognized as two of the four E's of a successful traffic safety program.
 - Is the combined impact of these activities greater than either alone?
 - Seat Belt Compliance Example



Education Only

- Early years; late 1970's – 1984
 - Focus on outreach and education
 - Little change in use rates; 11% - 14%*
 - No documented reductions in fatalities

* Source: NHTSA's 19-city survey from 1978 through 1984



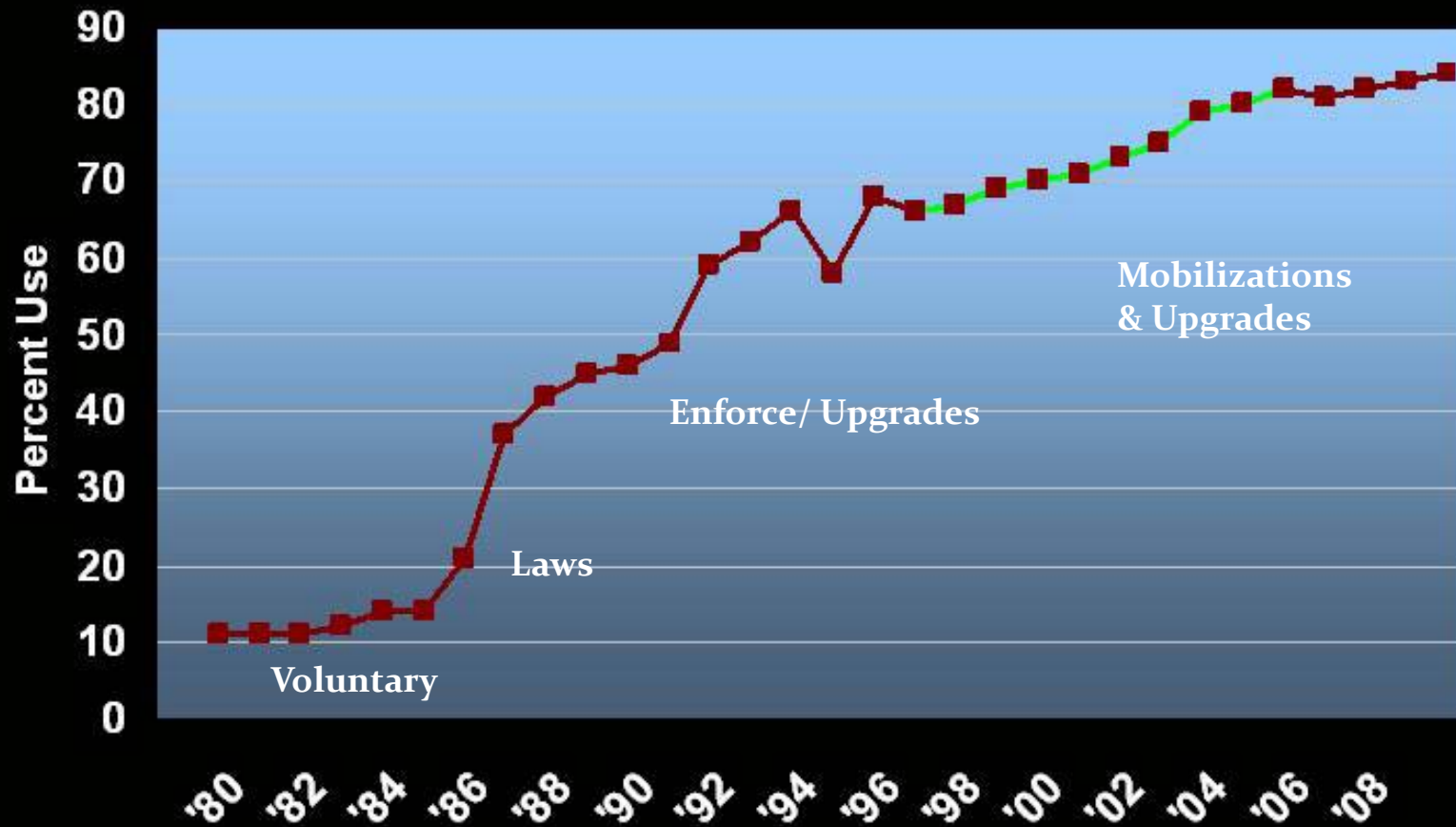
Early Laws

- By 1989 – 34 States had some form of seat belt law.
- Large increases in observed usage in law states.
 - ✓ Greater increases when enforcement is present
 - ✓ Usage: 14% → 46%
 - ✓ Median 9% reduction in deaths
 - ✓ Greatest reductions with primary laws

Still no real combined education/enforcement activities.



National Safety Belt Usage Rate



HVE

- Key Elements
 - Publicity – paid and/or earned
 - Visible Enforcement
- Partnerships
 - State Highway Safety Offices
 - Law enforcement
 - Prosecutors
 - Judges
 - Motor Vehicle Departments
 - Federal agencies
 - Advocacy groups and associations
 - Employer based efforts
- Other Marketing Vehicles
 - LELs/JOLs/TSRPs

Education Tools

- Research and case studies
- Program and resource guides
- www.trafficsafetymarketing.gov
- Toolkits
- Websites

The screenshot displays the NHTSA website interface. At the top left is the NHTSA logo (National Highway Traffic Safety Administration) with a five-star rating. To the right is a search bar and a subscription form. The main navigation menu includes: DRIVING SAFETY, VEHICLE SAFETY, RESEARCH, DATA, LAWS & REGULATIONS, and ABOUT NHTSA. The 'RESEARCH' menu is expanded, listing categories such as Biomechanics & Trauma, Behavioral Research, Crash Avoidance, Crash Injury Research (CIEN), Crashworthiness, Databases and Software, Driver Simulation (NADS), Enhanced Safety Vehicles (ESV), Event Data Recorder (EDR), Human Factors, Child Seat Research, Public Meetings, and Vehicle Research & Testing (VRTC).

The featured article is titled "NHTSA Offer for Safe Travel for 15-Passenger Vehicles" and includes an image of a rolled-over vehicle. The text states: "March 22: As the spring break season gets underway, NHTSA is urging all other users of 15-passenger vehicles to take extra steps to keep drivers and passengers safe, including buckling up every time you get in a vehicle. The agency also warns users of 15-passenger vehicles under any circumstances to avoid overloading the vehicle." Below the article is a pagination bar with numbers 1 through 7 and navigation arrows.

On the right side, there is a blue box for "REPORT A VEHICLE OR CHILD SEAT DEFECT" with a "Search" button. Below it is a "Latest Recalls" section with a "Search" button and three items: "Recalls for Current Month", "Register Your Child Seat To Receive Recall Notifications", and "Sign Up for Recall Alerts".

At the bottom, there is a "KEY ISSUES" section with four categories: "Heatstroke & Kids" (with a "where's baby?" graphic), "Distorted Driving" (with a hand holding a phone), "Click It or Ticket" (with a car interior image), and "Impaired Driving" (with a beer and wine glass image). Below these are four more categories: "Fuel Economy / CAFE", "Child Safety", "5-Star Crash Ratings", and "Teen Driving".

On the far right, there is a "Latest News" section with two entries: "April 16, 2012: U.S. Department of Transportation Releases Survey Analysis Showing Young People Are Least Likely to Speak Up About Distracted Driving as Passengers" and "April 12, 2012: USDOT Proposes Updated Safety Standard to Prioritize Braking Control, Reduce Risk of High-Speed Unintended Acceleration for..."

What Do We Know?

- The Global Status Report on Road Safety released by the World Health Organization (WHO) indicates that “Enforcement efforts must be backed by intensive mass-media education programmes (sic) that highlights the risk of injury...and increase the perceived likelihood of being detected and penalized.”

Global Status Report on Road Safety Time For Action, World Health Organization 2009

- www.un.org/ar/roadsafety/pdf/roadsafetyreport.pdf

Questions?

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