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

Voluntary
Laws
Enforce/Upgrades
Mobilizations & Upgrades

Percent Use

'80 '82 '84 '86 '88 '90 '92 '94 '96 '98 '00 '02 '04 '06 '08
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](http://www.trafficsafetymarketing.gov)
- Toolkits
- Websites
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
Questions?

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