

IOWA STATE UNIVERSITY

Institute for Transportation

Public Education and Outreach Strategies to Enhance Road Safety

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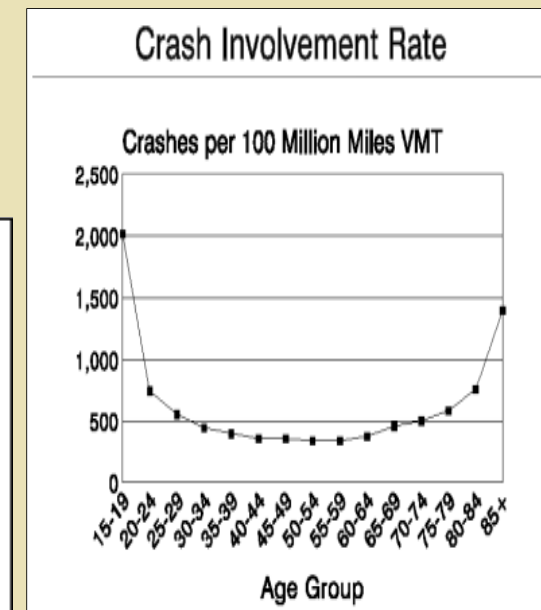
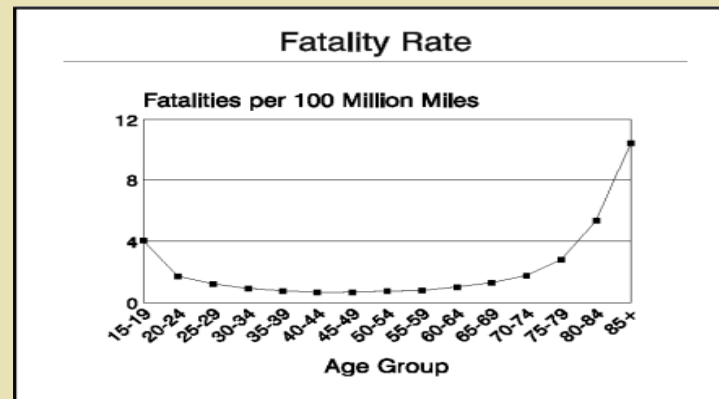
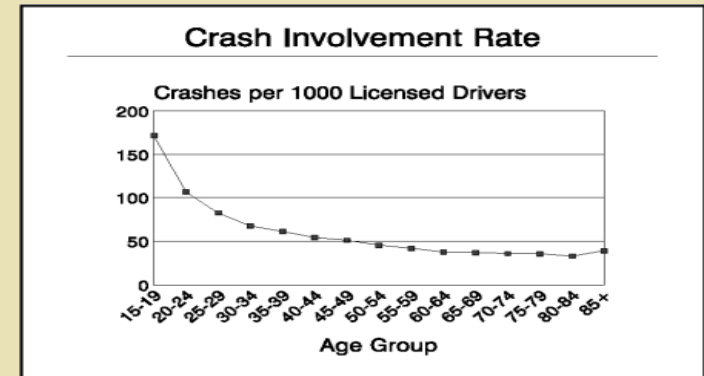
4th International Road Federation Regional Conference on
“Accident Prevention: Road Safety Measures”

New Delhi, India
October 23-24 2009



Safety Strategies

- Identify risks
 - Quantitative: Data driven
 - Qualitative, anecdotal
- Minimize and mitigate risks
- Identify interested stakeholders
- Education
 - Road Users
 - Practitioners
- Outreach
 - Practitioners



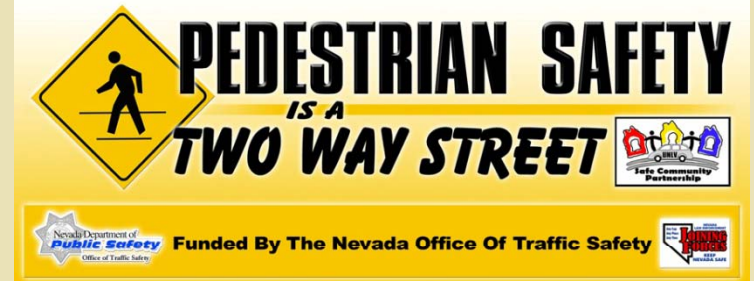
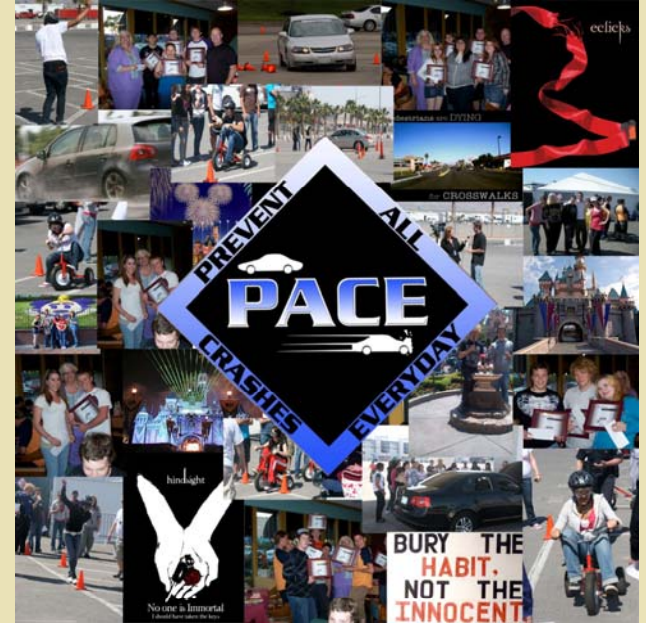
Safety Education

- Audiences
 - Non-motorized road users
 - Motorized road users
 - Drivers
 - Passengers
 - Special groups
 - Children
 - Teenagers
 - Elderly
 - Disabled
- Partnerships



Partnerships

- Four **E**s for road safety
- Road user stakeholders
- Media
- Judiciary
- Schools and colleges
- Driving schools
- Public transit agencies / providers
- Retailers, grocery stores
- Alcoholic beverage distributors
- Not-for profit organizations
- Advocacy groups
- Large employers



More on Partners

- Four Es for road safety
 - Engineering
 - Enforcement
 - Education
 - Emergency Medicine
- Media
 - Broadcast
 - Print
 - Online
 - Outdoor ad agencies



High Visibility Enforcement

- “Joining forces” program
 - Overtime pay for officers
 - Inter-jurisdictional cooperation
- Types of enforcement
 - Driving under the influence (DUI)
 - Red-light violators
 - Pedestrian safety
- Media coverage: TV, Radio, newspaper
 - Before & after
- Outcomes
 - Behavioral changes
 - “Residual effects”
 - Interactions between Engineering & Enforcement
- Do what you say



keep nevada safe.wmv

Other Programs

- Prevent Automobile Collisions Everyday
- You Drink, You Drive, You Lose
- Field Experiences
 - Teen Driving: Drivers' Edge
 - Walk your child to school
 - Walking school bus
 - Child safety seat checks
- Click It, or Ticket



SAFE DRIVING RELAY RACE

Nov. 18 & 19, 2006

Prevent Automobile Collisions Everyday
PACE YOURSELF
Be Here For All Your Tomorrows!

Nevada Department of Public Safety

REWARD:
Dec. 2 & 3, 2006
Win a Trip to Disneyland

TEAM: 15 students

CREATE: Safety Message

MEDIA: Your team chooses the media -
print, video, or public service announcement

RELAY: Teams Compete at
Las Vegas Motor Speedway, Nov 18 & 19, 2006
Best Driving Skilled Team Goes To Disneyland

CONTACT:

Tools and Toys

- Public Service Announcements
- Free ride home
- Competitions & prizes
- Posters @ bus stops
- Goodies
 - Bags
 - Bookmarks
 - Erasers
 - Reflectors

DUI_PSA_rough.Copy.02.wmv



Iowa's Safety Outreach Program

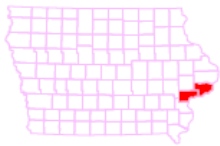
- Statewide multi-disciplinary safety support group
- Support for highway safety on local roads
- Excellent crash database
- Safety circuit rider ~ 20+ years old
- Safety liaison program started in March 2008
 - Outreach to county public works staff
 - Increase awareness of safety resources
 - Assist with pursuing resources

Safety “tools”

- **C**rash **M**apping and Analysis **T**ool
 - Excellent and user friendly
 - Free training on its use
- 8 years of crash data available for each jurisdiction
- Crash analysis provided for highest crash locations
- Free services
 - DOT staff / consultant review of major site specific problems
 - Customized crash maps (intersections, routes, or county wide)
 - Copies of safety related research projects for highway safety
- Safety seminars for engineers and technicians

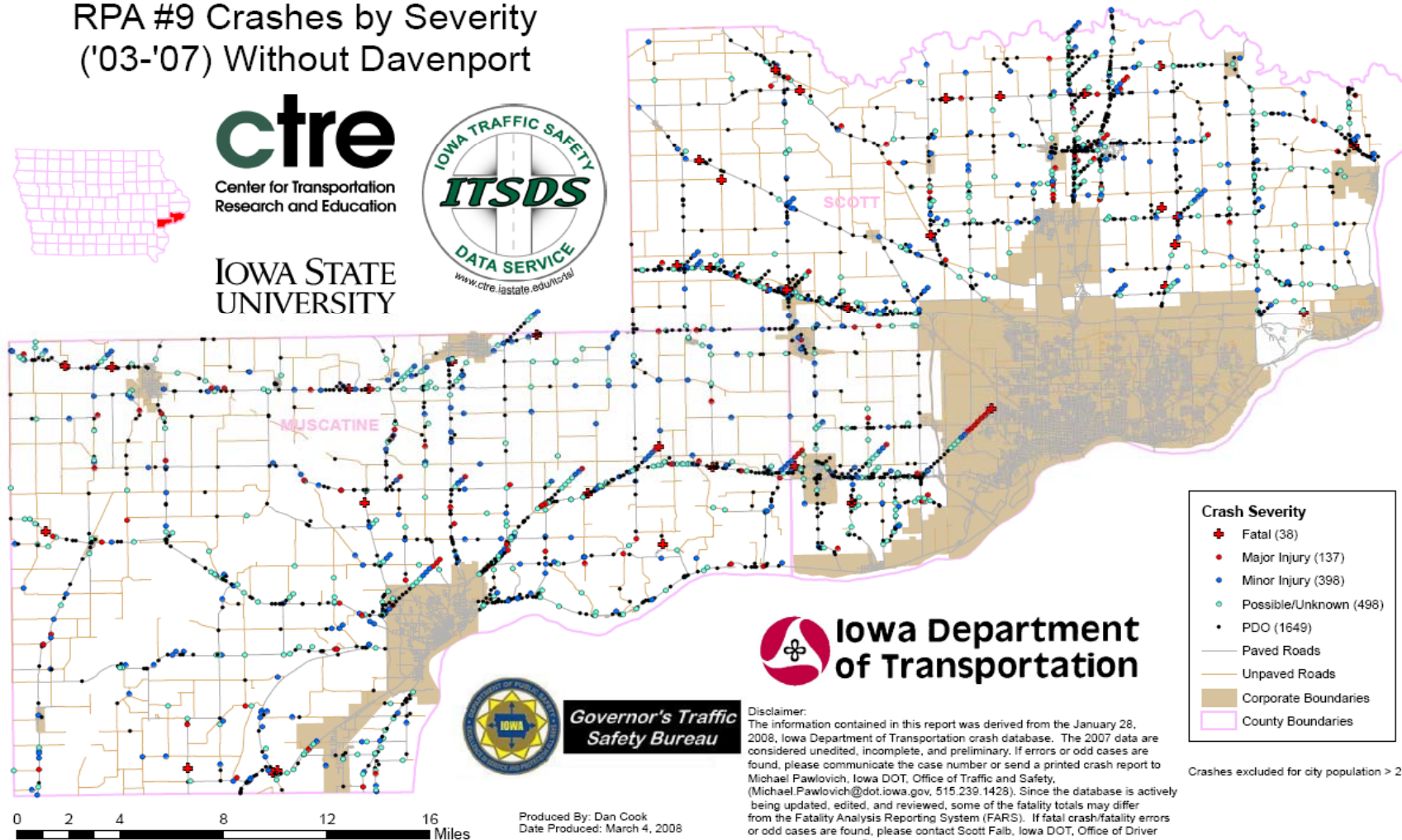
Crash Data Analysis

RPA #9 Crashes by Severity ('03-'07) Without Davenport



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Crash Severity	
+	Fatal (38)
•	Major Injury (137)
•	Minor Injury (398)
•	Possible/Unknown (498)
•	PDO (1649)
—	Paved Roads
—	Unpaved Roads
■	Corporate Boundaries
□	County Boundaries

Crashes excluded for city population > 2500



**Governor's Traffic
Safety Bureau**

**Iowa Department
of Transportation**

Disclaimer:
The information contained in this report was derived from the January 28, 2008, Iowa Department of Transportation crash database. The 2007 data are considered unedited, incomplete, and preliminary. If errors or odd cases are found, please communicate the case number or send a printed crash report to Michael Pawlovich, Iowa DOT, Office of Traffic and Safety, (Michael.Pawlovich@dot.iowa.gov, 515.239.1428). Since the database is actively being updated, edited, and reviewed, some of the fatality totals may differ from the Fatality Analysis Reporting System (FARS). If fatal crash/fatality errors or odd cases are found, please contact Scott Falb, Iowa DOT, Office of Driver Services, (Scott.Falb@dot.iowa.gov, 515.237.3154).

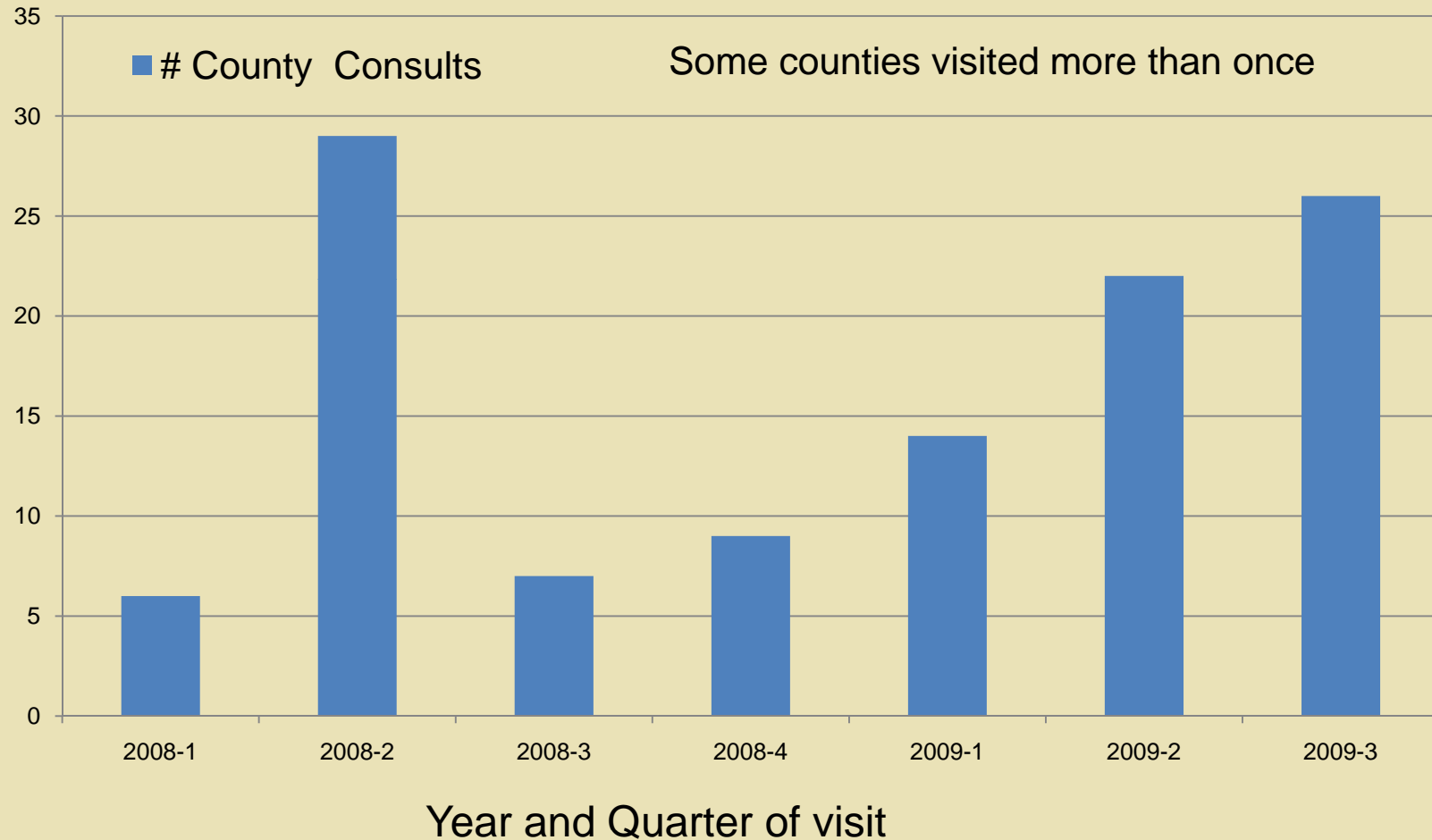
Produced By: Dan Cook
Date Produced: March 4, 2008

Program Effectiveness Measures

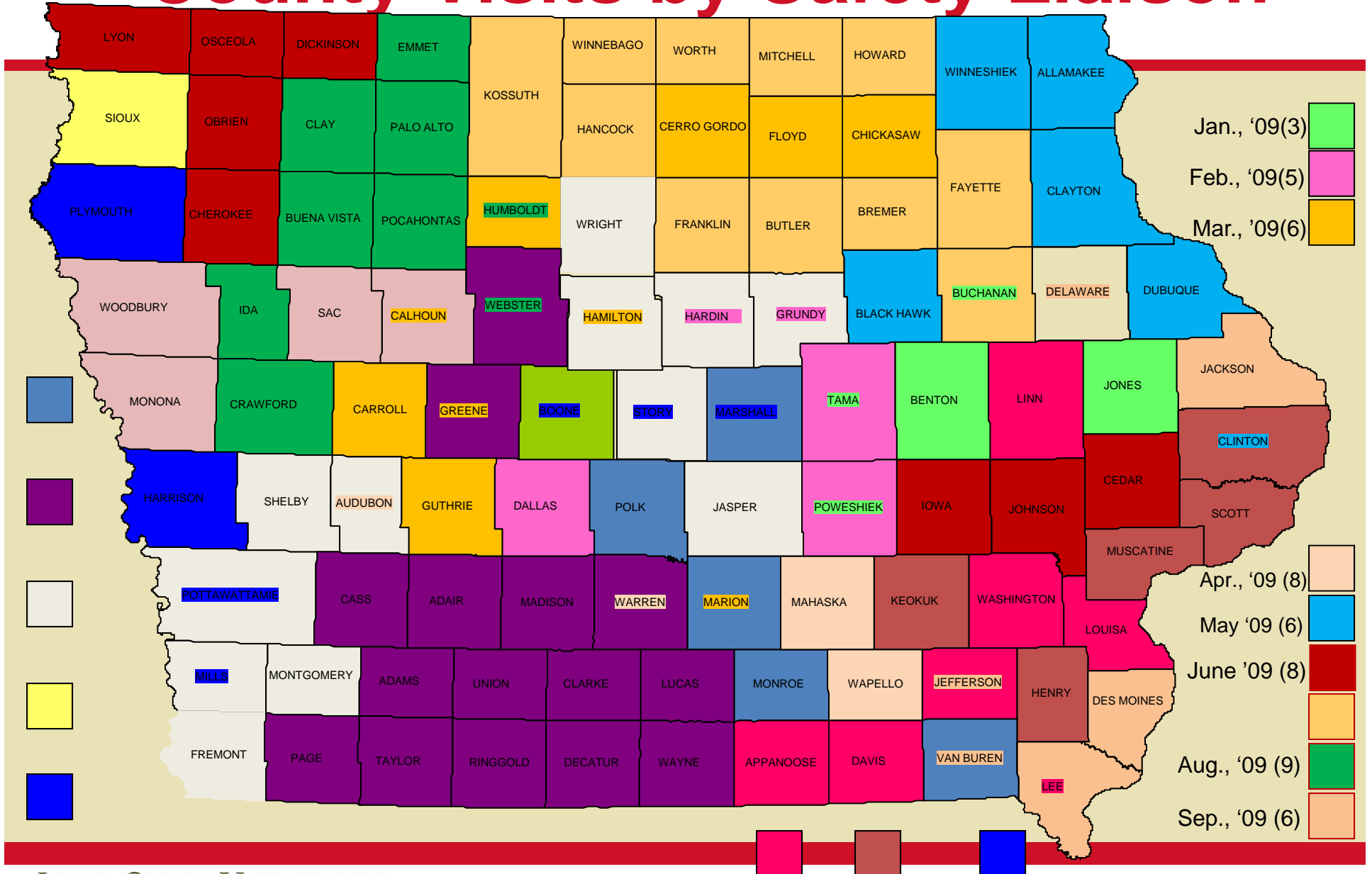
- Revived interest in software (CMAT) training
- Requests for updated crash data (ITSDS)
- Calls to seek safety recommendations to incorporate on their recent projects
- Requests for jurisdictional crash maps (5 year)
- Applications for safety mitigation project funding

Individual County Consultations

County Consults



County Visits by Safety Liaison

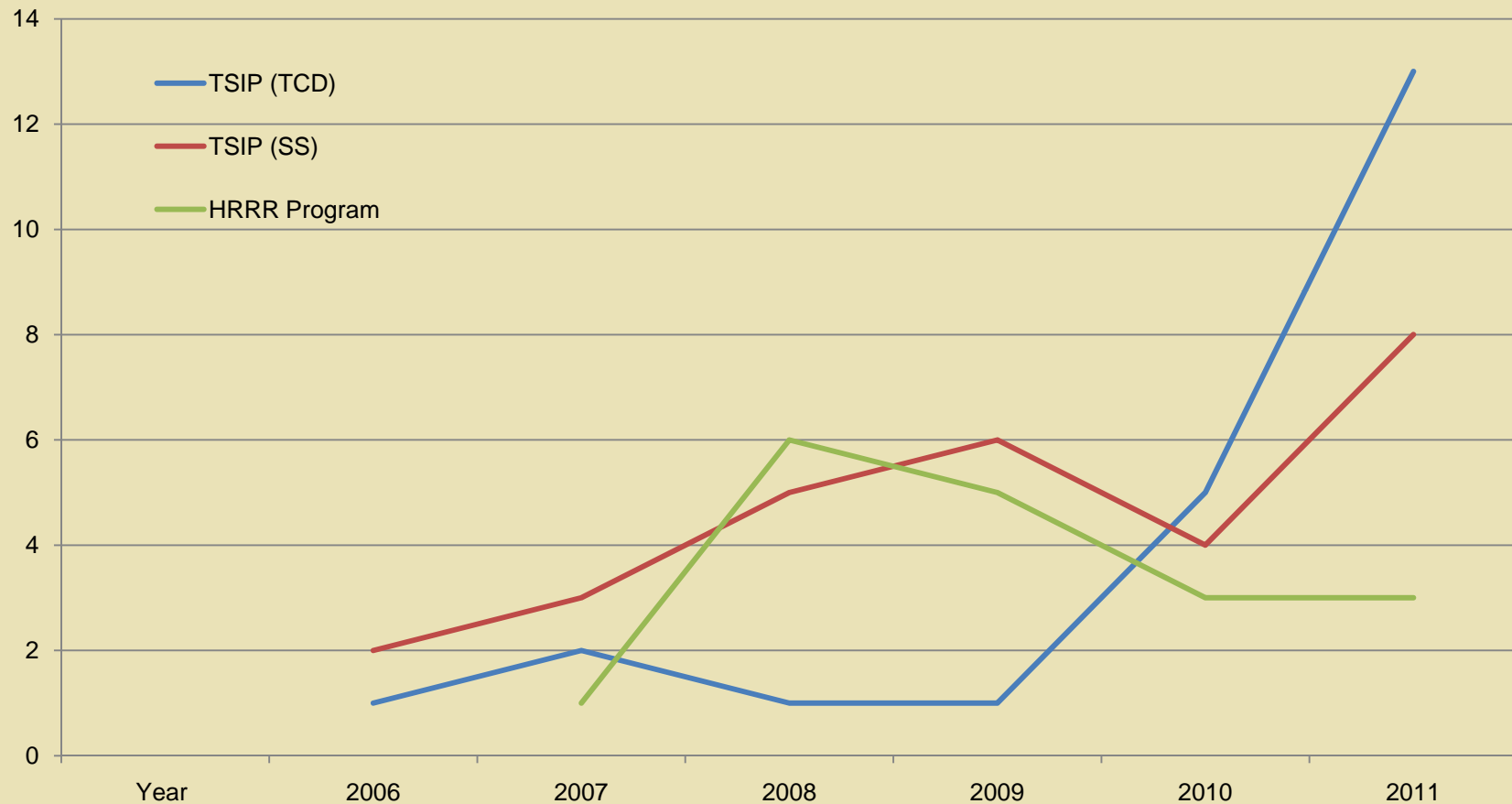


Data Obtained from Locals

- Information on use of traffic control devices (stops & yields) at rural intersections and railroads
- Knowledge and past participation in safety seminars
- Knowledge and past use of DOT provided assistance
- Current safety materials available for staff use
- Existing signing practices and computerized inventory

Project Grant Applications

Applications are for funding the year shown – 3 years in advance



Summary

- Team work / partnerships
 - Supporters
 - Stakeholders
- Support structure
 - Confidence
 - Trust
 - Mutual Help
- Communicate
- Stay focused, don't give up
- **Enjoy, have fun!**



Key Factors

- Institutional commitment
 - Administrative / management
 - Elected officials
- Stakeholder support / confidence
- Open communications
- Demonstrable outcomes
 - Benefits
 - Risks

