LABOR DAY IMPAIRED DRIVING CAMPAIGN

To enhance enforcement efforts over the Labor Day holiday, “Oregon is a Green State” posters have been distributed to city, county, state agencies, and local traffic safety groups.

In addition to the regular HVE (overtime DUII enforcement and media releases) a PSA will be played along the I-5 corridor in the Portland area as well as Bend between August 23rd – September 4th.

NHTSA Recently Released Publications

Evaluation of the Washington Nighttime Seat Belt Enforcement Program (DOT HS 812 395). The Washington Traffic Safety Commission and NHTSA conducted a high-visibility Nighttime Seat Belt Enforcement (NTSBE) program in Washington. The two-year program followed the basic “Click It or Ticket” model by using highly visible enforcement combined with increased paid and earned media about the enforcement but applied its efforts during the nighttime rather than the daytime hours. The NTSBE program positively affected driver awareness, increased observed nighttime seat belt use, and did not decrease the daytime use rate.

Please also see the Traffic Tech (DOT HS 812 396) summary of findings and recommendations.

Driver Electronic Device Use in 2016 (DOT HS 812 426). The percentage of passenger vehicle driver handheld cell phone use decreased from 3.8 percent in 2015 to 3.3 percent in 2016; this was a statistically significant decrease. Drivers’ visible manipulation of handheld devices decreased from 2.2 percent in 2015 to 2.1 percent in 2016; this was not a statistically significant decrease. These results are from the National Occupant Protection Use Survey (NOPUS), which provides the only nationwide probability-based observed data on driver electronic device use in the United States. The NOPUS is conducted annually by National Center for Statistics and Analysis of the National Highway Traffic Safety Administration (NHTSA).

Distracted Driving 2015 (DOT HS 812 381). A distraction-affected crash is any crash in which a driver was identified as distracted at the time of the crash. Ten percent of fatal crashes, 15 percent of injury crashes, and 14 percent of all police-reported motor vehicle traffic crashes in 2015 were reported as distraction-affected crashes.
LifeSaver and the Oregon Department of Transportation (ODOT) today announced DriveHealthy, a first-of-its-kind campaign to encourage Oregon drivers to put down their phones and drive without distractions. Officially launching on September 1, 2017, DriveHealthy will be powered by the LifeSaver platform, a Software as a Service (SaaS) solution that discourages the use of mobile phones while driving and uses telematics to score driver behavior.

DriveHealthy is a unique, competition-based campaign that will enable Oregon residents (either as individuals or groups) to measure the safety of their driving habits in relation to others. The LifeSaver platform automatically calculates safe driving scores for each individual and group, so that drivers and groups know how they compare with each other in driving distraction-free. The top scorers each month will be recognized on the DriveHealthy website and on social media.

“We selected LifeSaver to power our DriveHealthy campaign because their product philosophy matches well with our goals of deterrence, accountability and competition,” said Tom Fuller, ODOT’s Communication Manager. “Their app automatically discourages phone use while driving, captures attempted usage and displays performance metrics on the user’s LifeSaver portal.”

“ODOT is demonstrating its leadership by addressing the distracted driving epidemic with a campaign that unites people through good-natured competition that will ultimately make Oregon’s roads much safer,” said Ted Chen, Co-Founder at LifeSaver. “The success of DriveHealthy could lay the groundwork for similar efforts in other states, which could have a dramatic impact on road safety across the United States.”

The DriveHealthy campaign is a key component of the Oregon Distracted Driving Task Force’s recommendation to develop broad education and communications efforts to change the cultural norms around distracted driving. Harnessing the power of competitive spirit, ODOT established the DriveHealthy campaign with the idea that groups of all different sizes and types can join and compete to become the safest driving group on Oregon’s roadways. DriveHealthy is open to Oregon residents who are members of organizations or groups, such as clubs, civic groups, religious groups, schools and neighborhoods. Businesses that are interested in promoting distraction-free driving for their employee and/or fleet drivers are encouraged to check out LifeSaver’s fleet solution.

For more information and to sign up for the DriveHealthy campaign, visit http://www.drivehealthy.org. Individuals and businesses can learn more about LifeSaver at http://www.lifesaver-app.com.
Recent NHTSA Research Publications On Young Drivers

Richard Compton, Director of Behavioral Safety Research
Heidi Coleman, Chief of Behavioral Research
Rory Austin, Chief of Injury Prevention Research

Evaluation of an Updated Version of the Risk Awareness and Perception Training Program for Young Drivers
(March 2017; DOT HS 812 379)
Previous research suggests newly licensed teen drivers often fail to anticipate where unexpected hazards might materialize. One program designed to address these apparent deficiencies that has shown promise in previous tests is Risk Awareness and Perception Training (RAPT). This project updated RAPT using high definition video and computer simulations to create a more interactive and realistic program. The results suggest the RAPT revision represented a significant improvement over the previous versions in terms of realism with a similar impact on driver behaviors as measured by a computer assessment, and through the use of eye-tracking in a live traffic environment.

Video and Non-Video Feedback Interventions for Teen Drivers (July 2016; DOT HS 812 291)
In-vehicle feedback technologies help parents teach their adolescent drivers. While feedback technologies have been shown to reduce some risky driving behavior, teens and parents’ privacy concerns deter some families from using them, especially technologies that include video. This study evaluated two similar technology-based systems, one with and one without video, to determine how much they reduced unsafe driving behavior in newly licensed teen drivers.

For further info about these studies, contact Kathy Sifrit, Research Psychologist, at Kathy.Sifrit@dot.gov.

Other Recent NHTSA Teen Driver Publications and Resources

Young Drivers: 2015 Data (February 2017; DOT HS 812 363)
This fact sheet contains information on fatal motor vehicle crashes and fatalities, based on data from the Fatality Analysis Reporting System (FARS) as it relates to Young Drivers. In 2015, there were 1,886 young drivers who died and an estimated 195,000 who were injured in motor vehicle crashes.

Teen Distracted Driving Data (April 2016; DOT HS 812 253)


THE OCCUPANT PROTECTION UPDATE

A Quarterly Update on News and Developments in Occupant Protection

Brought to you by NHTSA’s Occupant Protection Division - July 2017

UPCOMING OBSERVANCES AND EVENTS

Child Heatstroke Risk Increases Dramatically As Summer Heat Intensifies

By acting fast, you can save a young life!

A child dies from heatstroke about once every 10 days from being left unattended in a hot vehicle. In fact, heatstroke is the leading cause of non-crash vehicle fatality for kids 14 and younger. In more than half of these deaths, the caregiver forgot the child was in the car or the child climbed into an unlocked car to play and couldn’t get themselves out. These tragedies are 100% preventable. Although heatstroke incidents can occur in relatively mild temperatures, the risk increases exponentially as summer temperatures increase, and this year is no exception.

To promote child heatstroke prevention and awareness, NHTSA is conducting a paid-media campaign this summer. The radio, digital and social media campaign began in early June and continues until late August, focusing on parents and caregivers in the general market as well as the Hispanic market. The radio portion of the campaign is supported by a digital effort using online banners. The digital effort will be focused on 12 states, mostly in the Southern region where summer temperatures can get particularly high.

In addition to the paid media component, the “Get Involved” toolkit featuring infographics, posters and earned media materials has been updated with the latest information to remind everyone to “Look Before You Lock.” Partners and organizations are encouraged to share these materials in State and local communities to help spread the word about the dangers associated with children and hot vehicles.

NHTSA Supports National Heatstroke Prevention Day was on July 31

NHTSA asked you to help us raise awareness about the danger of heatstroke to kids in cars through social media conversation this summer. We are reaching out to our safety partners to get the conversation started and keep the momentum going on Twitter:

- Every 30 minutes starting at 7 a.m. EDT - @NHTSAgov used the hashtags #heatstrokekills and #checkforbaby on all its social media posts (including on Instagram and Facebook) and asked you to help us take action!
- Click here for a flyer and sample social media posts

Click here to get your Heatstroke Prevention Toolkit (English/Spanish). Click here for additional traffic safety marketing campaign materials.

For more information about NHTSA’s 2017 heatstroke campaign please visit: www.SaferCar.gov/heatstroke
### Transportation Safety Workshops

#### TREC Events

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
<th>Time</th>
<th>Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TREC Workshop:</strong> Webinar - Breaking Barriers to Bike Share</td>
<td>8/22</td>
<td>10 am</td>
<td>More Info</td>
</tr>
<tr>
<td><strong>TREC Workshop:</strong> Transportation and Communities Summit: Breakout Sessions</td>
<td>9/11</td>
<td>8 am</td>
<td>More Info</td>
</tr>
<tr>
<td><strong>TREC Workshop:</strong> Transportation and Communities Summit: Workshop Day</td>
<td>9/12</td>
<td>8 am</td>
<td>More Info</td>
</tr>
<tr>
<td><strong>TREC Workshop:</strong> Webinar - Impacts of Smart-Parking Programs</td>
<td>9/26</td>
<td>10 am</td>
<td>More Info</td>
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<tr>
<td><strong>TREC Workshop:</strong> Webinar - Racial Bias in Yielding Behavior at Crosswalks</td>
<td>10/26</td>
<td>10 am</td>
<td>More Info</td>
</tr>
</tbody>
</table>

#### OSU Workshop:

**OSU Workshop:** New Fall / Winter / Spring classes will be posted in late September after OSTD grant awarded
Child Passenger Safety Week Coming Soon: Online Toolkit Now Available

- Child Passenger Safety Week will be held from September 17-23, 2017
- National Seat Check Saturday is September 23, 2017

Every 33 seconds, a child under the age of 13 is involved in a crash.

In many cases, child passenger deaths and injuries can be prevented by using car seats, booster seats, and seat belts properly.

Use NHTSA's CPS Week toolkit to download campaign materials and obtain information on how to generate awareness about child passenger safety in your community.

Click here and get your campaign materials now.

CDC Launches Motor Vehicle Safety Website In Spanish

We are pleased to announce the launch of a Spanish version of CDC's Motor Vehicle Safety Website. The Spanish version contains information on the following motor vehicle safety topics:

- Teen Drivers
- Older Adult Drivers
- Impaired Driving
- Distracted Driving
- Pedestrian Safety
- Motorcycle Safety
- Bicycle Safety
- Global Road Safety

Child Passenger Safety

Seat Belts

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- Distracted Driving
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- Motorcycle Safety
- Bicycle Safety
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Car Seat Check-Up Events and Fitting Stations

<table>
<thead>
<tr>
<th>Date</th>
<th>City</th>
<th>Location</th>
<th>Address</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/14</td>
<td>Bend</td>
<td>Bend Fire Dept.</td>
<td>1212 SW Simpson Ave.</td>
<td>11:30 am - 2:30 pm</td>
</tr>
<tr>
<td>8/16</td>
<td>Redmond</td>
<td>Redmond Fire</td>
<td>341 NW Dogwood Ave</td>
<td>2:00 pm - 4:00 pm</td>
</tr>
<tr>
<td>8/17</td>
<td>Hillsboro</td>
<td>WA Co. Sheriff’s Office</td>
<td>18650 NW Cornell Rd.</td>
<td>10:00 am - 1:00 pm</td>
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<tr>
<td>8/19</td>
<td>Vancouver</td>
<td>Peace Health*</td>
<td>92 Avenue Entrance</td>
<td>8:45 am - 2:15 pm</td>
</tr>
<tr>
<td>8/19</td>
<td>Beaverton</td>
<td>Beaverton Police Dept.</td>
<td>3725 SW Cedar Hills Blvd.</td>
<td>9:00 am - 12:00 pm</td>
</tr>
<tr>
<td>8/26</td>
<td>Beaverton</td>
<td>Kohl's</td>
<td>11055 SW Canyon Road</td>
<td>9:00 am - 11:30 am</td>
</tr>
<tr>
<td>8/26</td>
<td>Salem</td>
<td>Salem Hospital</td>
<td>Visitor Parking Garage</td>
<td>11:00 am - 2:00 pm</td>
</tr>
<tr>
<td>8/26</td>
<td>Oregon City</td>
<td>Police Dept.</td>
<td>320 Warner Milne Road</td>
<td>1:00 pm - 3:00 pm</td>
</tr>
<tr>
<td>8/31</td>
<td>Forest Grove</td>
<td>Forest Grove Fire</td>
<td>1919 Ash Street</td>
<td>3:00 pm - 5:00 pm</td>
</tr>
<tr>
<td>8/31</td>
<td>Eugene</td>
<td>Eugene Fire</td>
<td>1725 West 2nd Avenue</td>
<td>4:00 pm - 6:00 pm</td>
</tr>
<tr>
<td>9/5</td>
<td>Salem</td>
<td>Salem Hospital</td>
<td>Visitor Parking Garage</td>
<td>11:00 am - 2:00 pm</td>
</tr>
<tr>
<td>9/7</td>
<td>Redmond</td>
<td>Redmond Fire</td>
<td>341 NW Dogwood Ave</td>
<td>2:00 pm - 4:00 pm</td>
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<tr>
<td>9/9</td>
<td>Hillsboro</td>
<td>Tuality Health Ctr.</td>
<td>334 Southeast 8th Avenue</td>
<td>9:00 am - 11:30 am</td>
</tr>
<tr>
<td>9/9</td>
<td>Bend</td>
<td>Peace Health River</td>
<td>3333 Riverbend Drive</td>
<td>10:00 am - 12:00 pm</td>
</tr>
<tr>
<td>9/12</td>
<td>Coos Bay</td>
<td>Coos Bay Fire</td>
<td>450 Elrod Avenue</td>
<td>11:00 am - 1:00 pm</td>
</tr>
<tr>
<td>9/14</td>
<td>Ontario</td>
<td>Ontario Fire</td>
<td>444 Southwest 4th Street</td>
<td>4:00 pm - 6:00 pm</td>
</tr>
</tbody>
</table>

*Peace Health Event: Registration required by 8:45 am for 9:00-10:00 am class. First come, first served. Must attend class to participate in the clinic, which is held from 10:00 am to 2:00 pm.