



**2016 Safety
Symposium:**

**Increasing Seat Belt
Use in PA – How and
Why?**

Francisco Gomez
NHTSA Region 2

NHTSA
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION



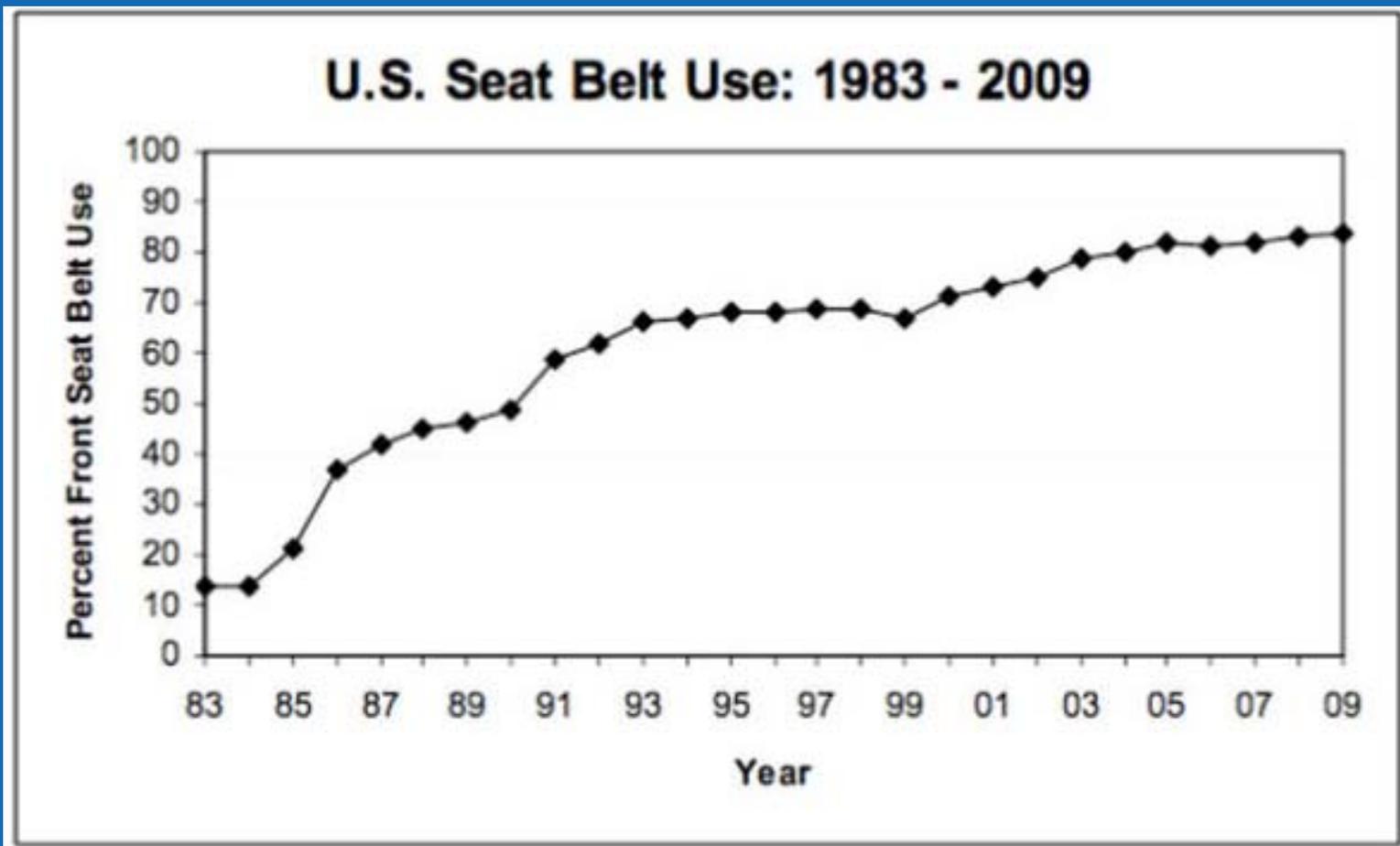
The Problem

- In 2015, 35,092 traffic fatalities occurred nationwide
- In Pennsylvania, 1,200 fatalities (2015)
 - 127,127 crashes
 - 3,030 Serious Injuries
 - 784 occupant fatalities



SEAT BELT USE RATE

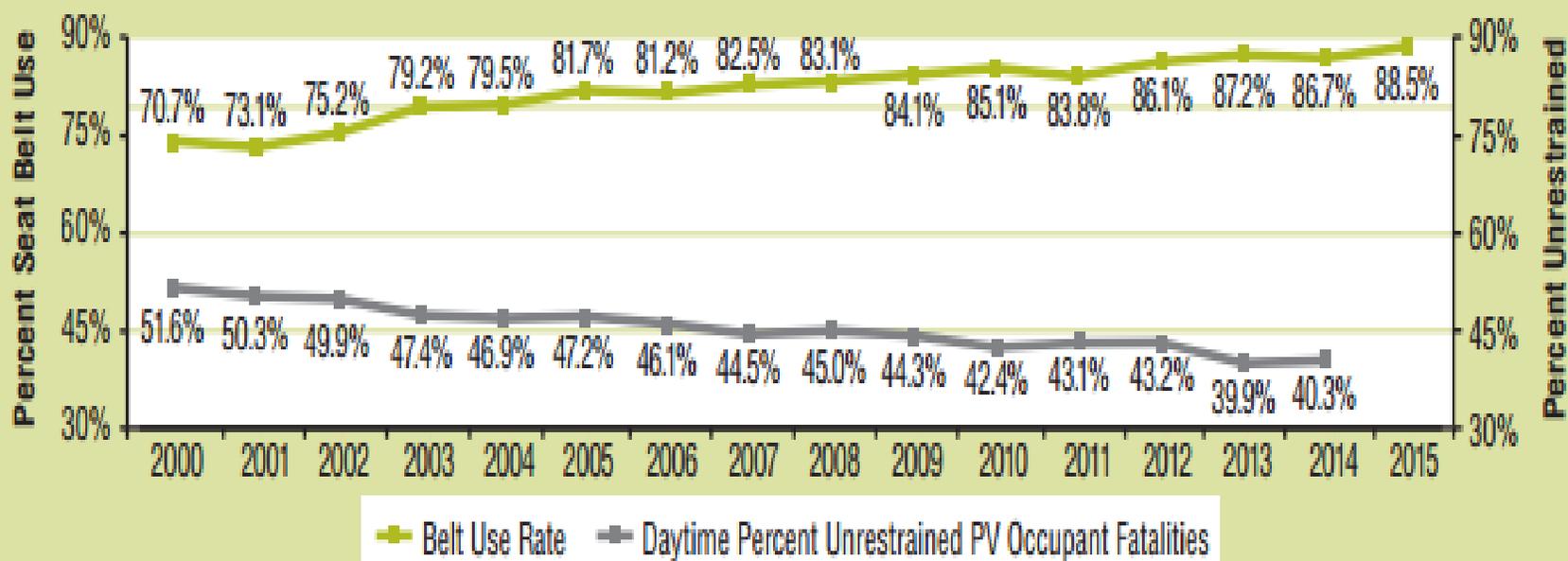
Nationwide- 88.5% (2015)





Seat Belt Use Rate

National Seat Belt Use Rate and Daytime Percent of Unrestrained Passenger Vehicle Occupant Fatalities



Source: NOPUS and FARS



CLICK IT
OR
TICKET

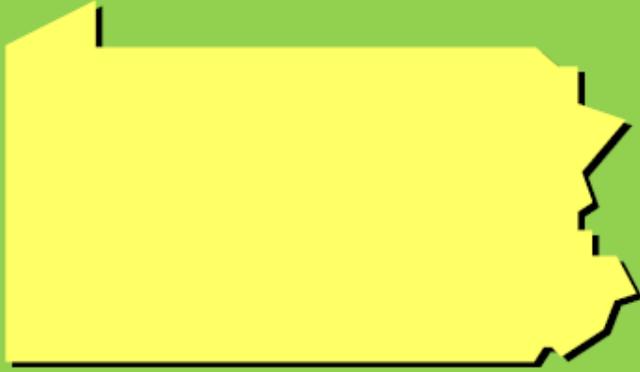




“Click it or Ticket”



<https://www.youtube.com/watch?v=utt2y-kZjr4>



Pennsylvania Safety Facts

August 2016

Pennsylvania's seat belt use rate is below the national average. However, even at 82.7% use, over 2.2 million Pennsylvanians still are not buckling up.

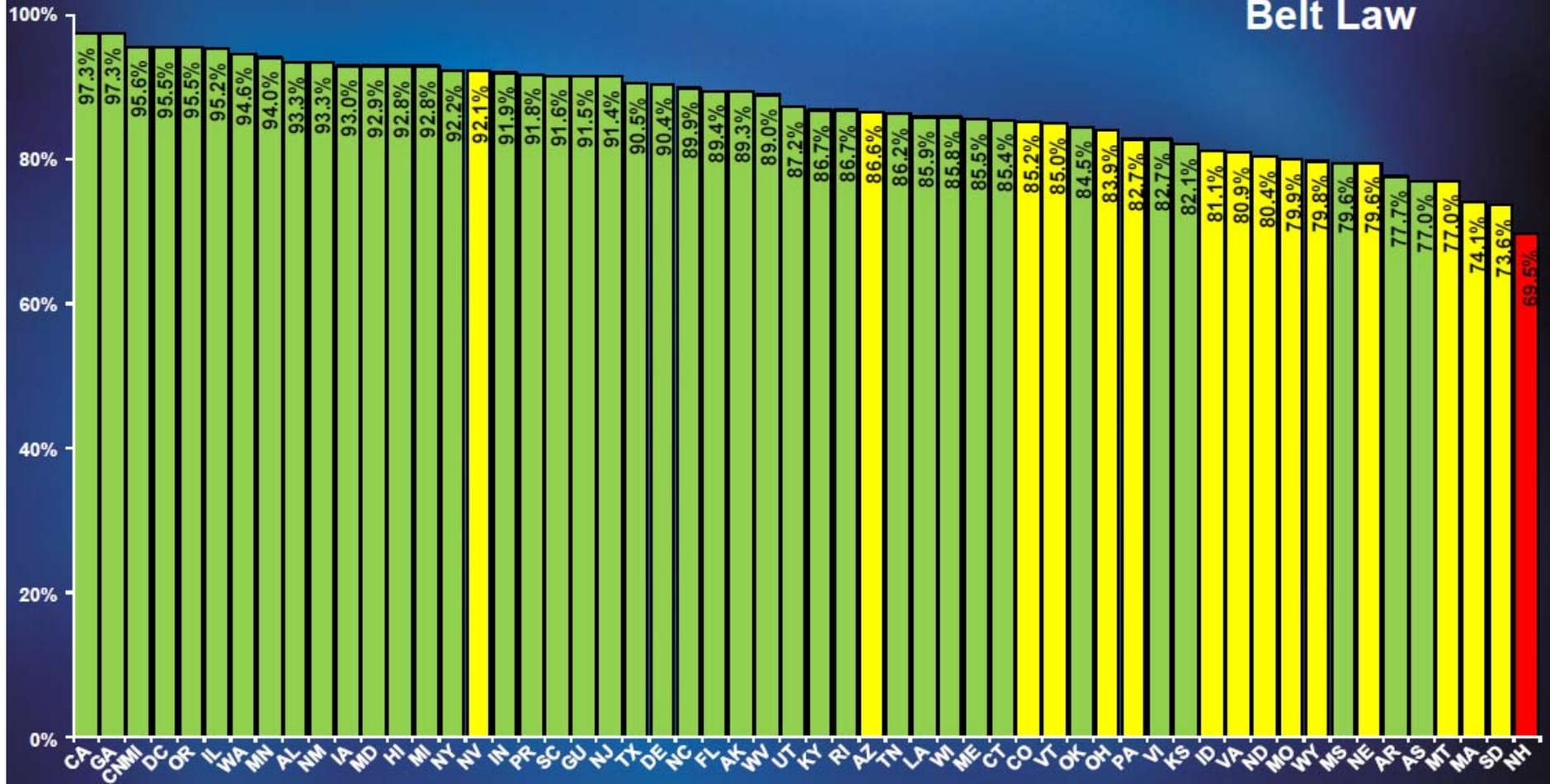
| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|---------------|-------|-------|-------|-------|-------|-------|
| United States | 85.1% | 83.8% | 86.1% | 87.2% | 86.7% | 88.5% |
| Pennsylvania | 86% | 83.8% | 83.5% | 84% | 83.6% | 82.7% |

NHTSA estimates that if Pennsylvania were to pass a primary seat belt law, usage could rise by about 7 percentage points.

2015 Seat Belt Use Rates

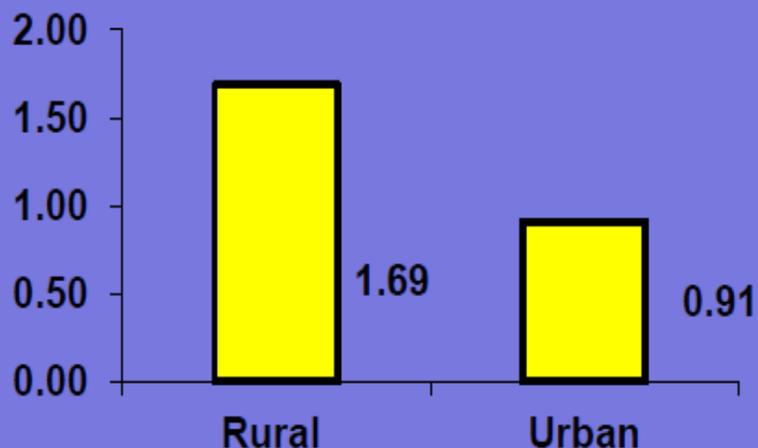
(including territories)
By Law Type and State

■ Primary ■ Secondary ■ No Adult Seat Belt Law



Primary Laws were recently passed in RI (2011); WV (2013); UT (effective 5/12/2015 to 7/01/2018).

Motor Vehicle Fatality Rate per 100M Vehicle Miles

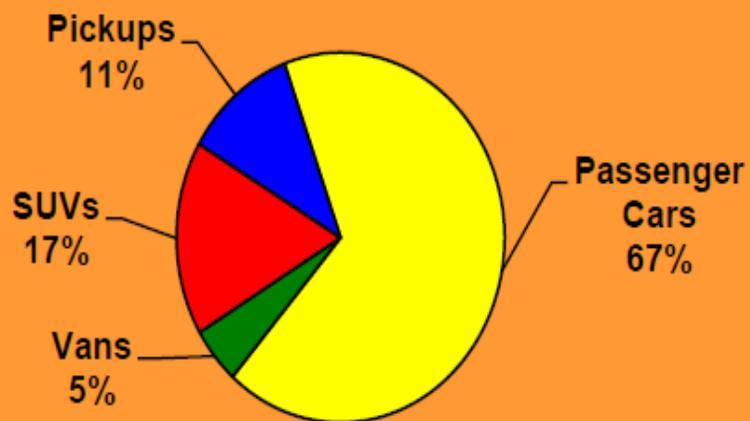


51% of Pennsylvania's motor vehicle traffic fatalities are in rural areas.

The fatality rate in rural areas is higher than the rate in urban locations.

Source: 2014 FARS Data

Passenger Vehicle Occupant Fatalities: Proportion of Vehicle Types



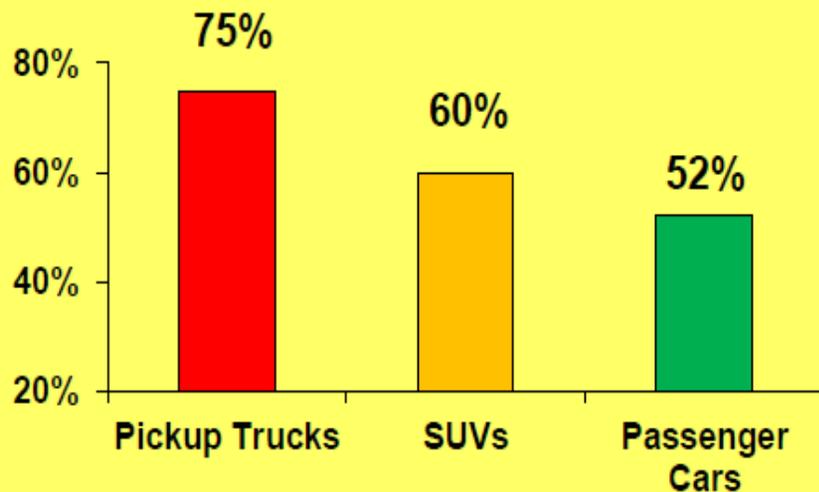
Source: 2014 FARS Data

In 2014, seat belt use saved an estimated 381 lives in Pennsylvania.

An additional 134 lives could have been saved with 100% restraint use.

Source: STSI

Unrestrained Passenger Vehicle Occupant Fatalities



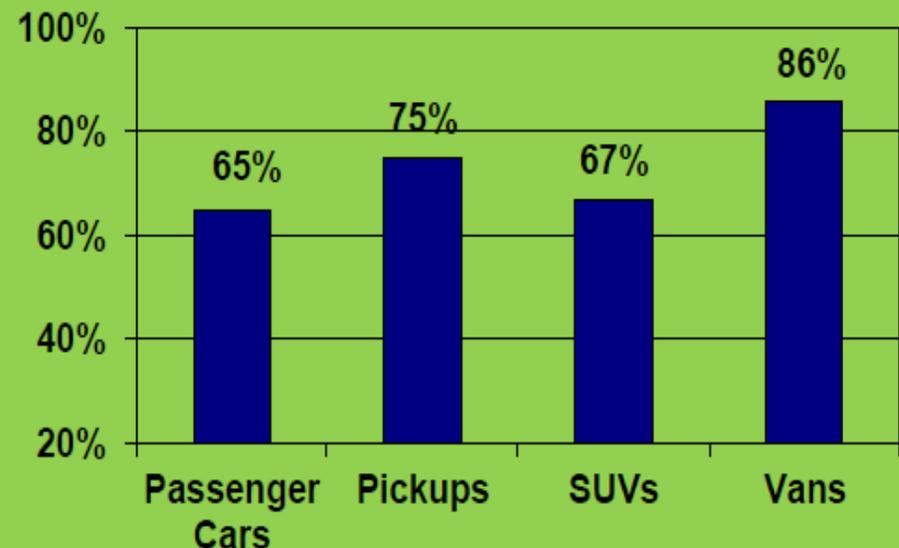
In Pennsylvania, a larger percentage of pickup truck fatalities are unrestrained compared to passenger car and SUV fatalities.

Source: 2014 FARS Data

67% of nighttime fatalities are unrestrained in Pennsylvania compared to 47% of daytime fatalities.

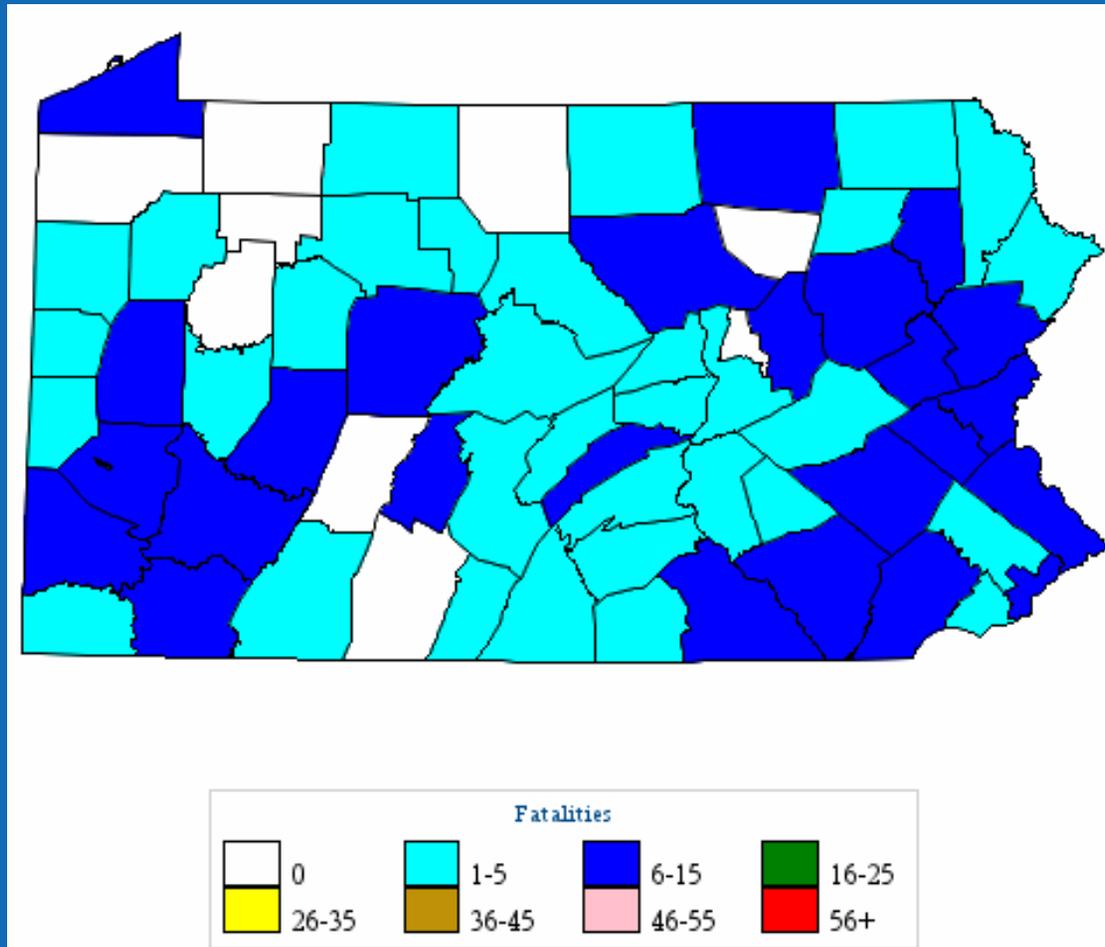
Source: 2014 FARS Data

Nighttime Unrestrained Passenger Vehicle Occupant Fatalities



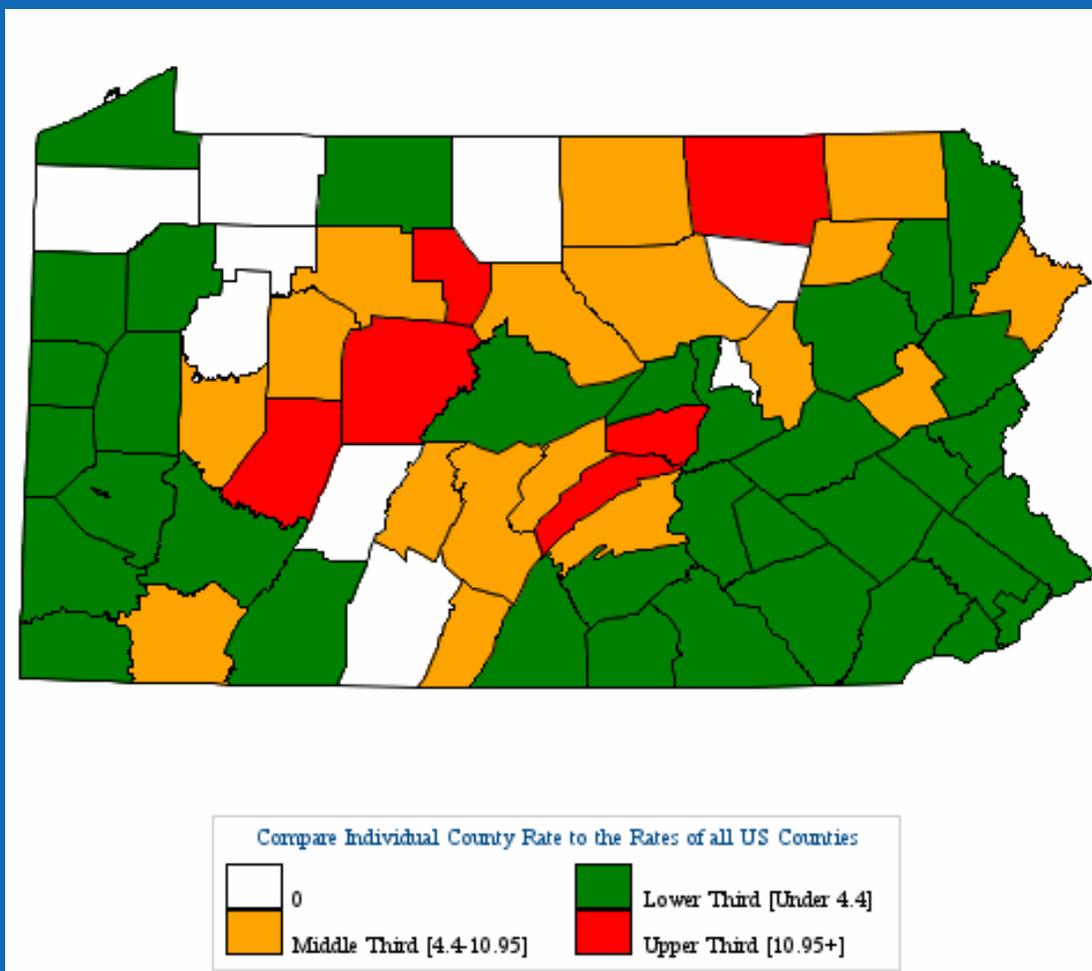


Light Truck and Van Occupant Fatalities





Light Truck and Van Occupant Fatalities





In 2010, crashes cost Pennsylvania

\$5.9 billion –

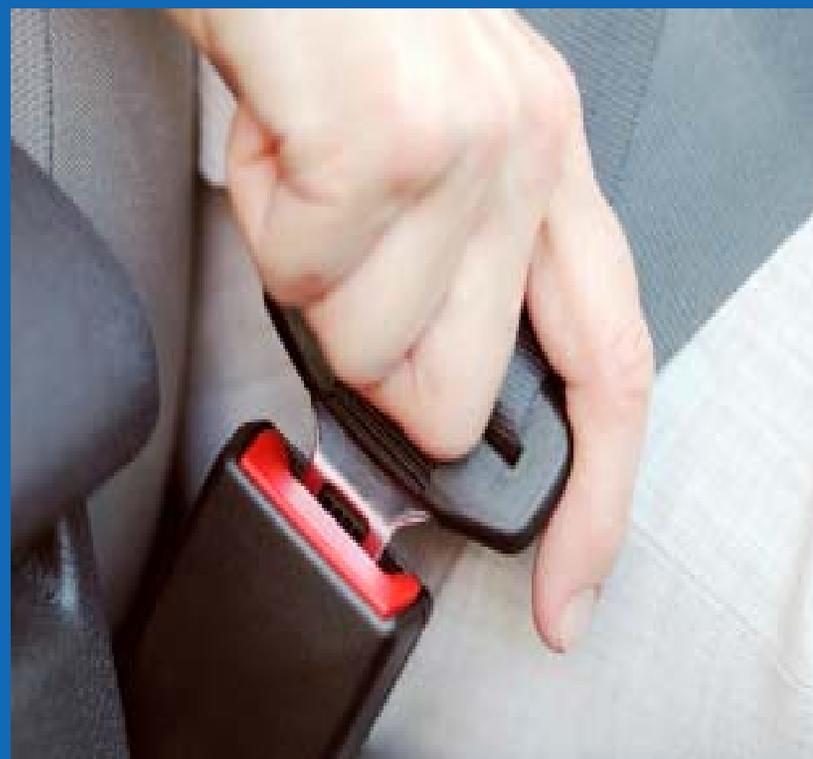
About \$461 for each resident

**(The Economic and Societal Impact of Motor Vehicle Crashes, 2010 (Revised))*



FAST Act Requirements: Occupant Incentive Grant

- All States Must MEET
- 1. Occupation Protection Plan
- 2. Participation in Click-it-or-Ticket
- 3. Child Restraint Inspection Stations
- 4. Child Passenger Safety Technicians





FAST Act Requirements: Occupant Incentive Grant

- Additional Requirements for Low Seat Belt Use Rate State
(Must meet at least 3)
 1. Primary Seat Belt Enforcement
 2. Occupant Protection Statute
 3. Seat Belt Enforcement Plan
 4. High Risk Population Countermeasure Programs
 5. Comprehensive Occupant Protection Program
 6. Occupant Protection Program Assessment



Benefits of Being High Seat Belt Use Rate

- Flexing of the funds: 100% can be moved to S.402
 - Ex. Pedestrian Safety, Distracted Driving, Impaired Driving, etc...
- Easier to qualify
(~\$1.7 million each year)





Reasons for Primary Seat Belt Law

- More than 50% of public support primary enforcement in secondary law states!
- 73% of primary belt law states support primary enforcement provisions!
- Money saved in the state ~\$168 million
- Most importantly an additional +50 lives saved!



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Driving Safety Vehicle Safety Research Data Laws & Regulations About NHTSA

Traffic fatalities up sharply in 2015 to 35,092

White House and DOT issue call to action to data scientists and public health experts as 2,348 more people died in crashes than in 2014

[Read More](#)

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TAKATA RECALLS

Latest: Inflators in certain 2001-2003 Hondas and Acuras show a far higher risk

LATEST NEWS, RECALLS & INFORMATION

SEARCH FOR RECALLS:

Sept. 19: NHTSA kicks off Child Passenger Safety Week >
 Vehicles >



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- Distracted Driving at Distraction.gov →
- Drowsy Driving →
- Enforcement & Justice Services →
- Impaired Driving →
- Motorcycles →
- Occupant Protection →**
- Older Drivers →
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- Research & →

Occupant Protection

CHAT HELP



Seat Belts Save Lives

Seat belts save lives and NHTSA provides national leadership in planning and developing traffic injury control safety programs in the areas of seat belts, child car seat use, and automatic occupant protection systems (e.g., air bags).

Research on Seat Belts & Occupant Protection

Enforcement

- » Evaluation of a Rural Demonstration Program to Increase Seat Belt Use in the Great Lakes Region
- » Seat Belt Demonstration Program in MS, ND, and WY
- » Evaluation of the First Year of a Washington Nighttime Seat Belt Enforcement Program

Campaign Marketing Materials



- Buckle Up America
- Click It or Ticket
- Child Car Seat Safety
- Hispanic Buckle Up Toolkit

NHTSA



**THANK
YOU!**

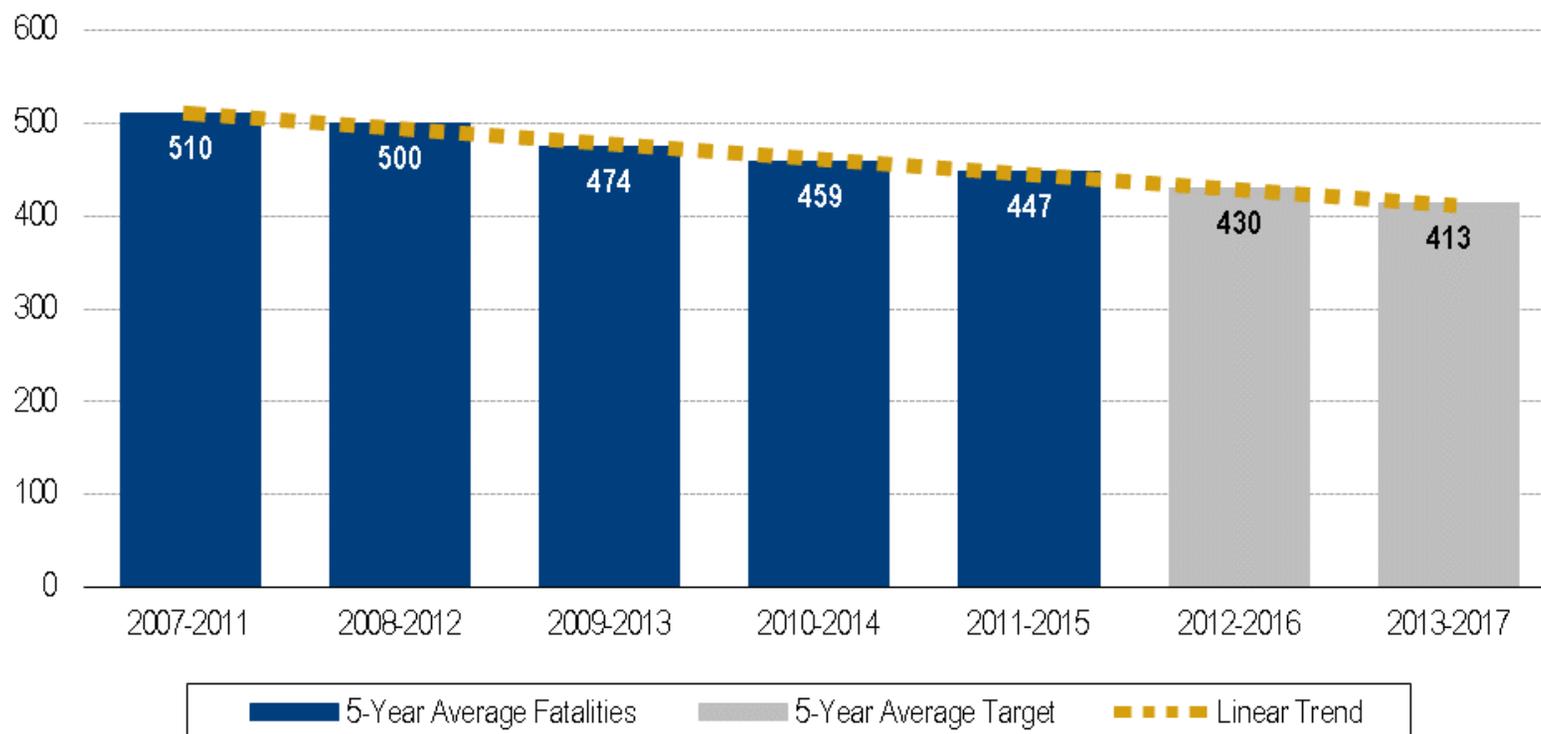
Increasing Seat Belt Use in PA: How and Why?

Tom Glass, PennDOT

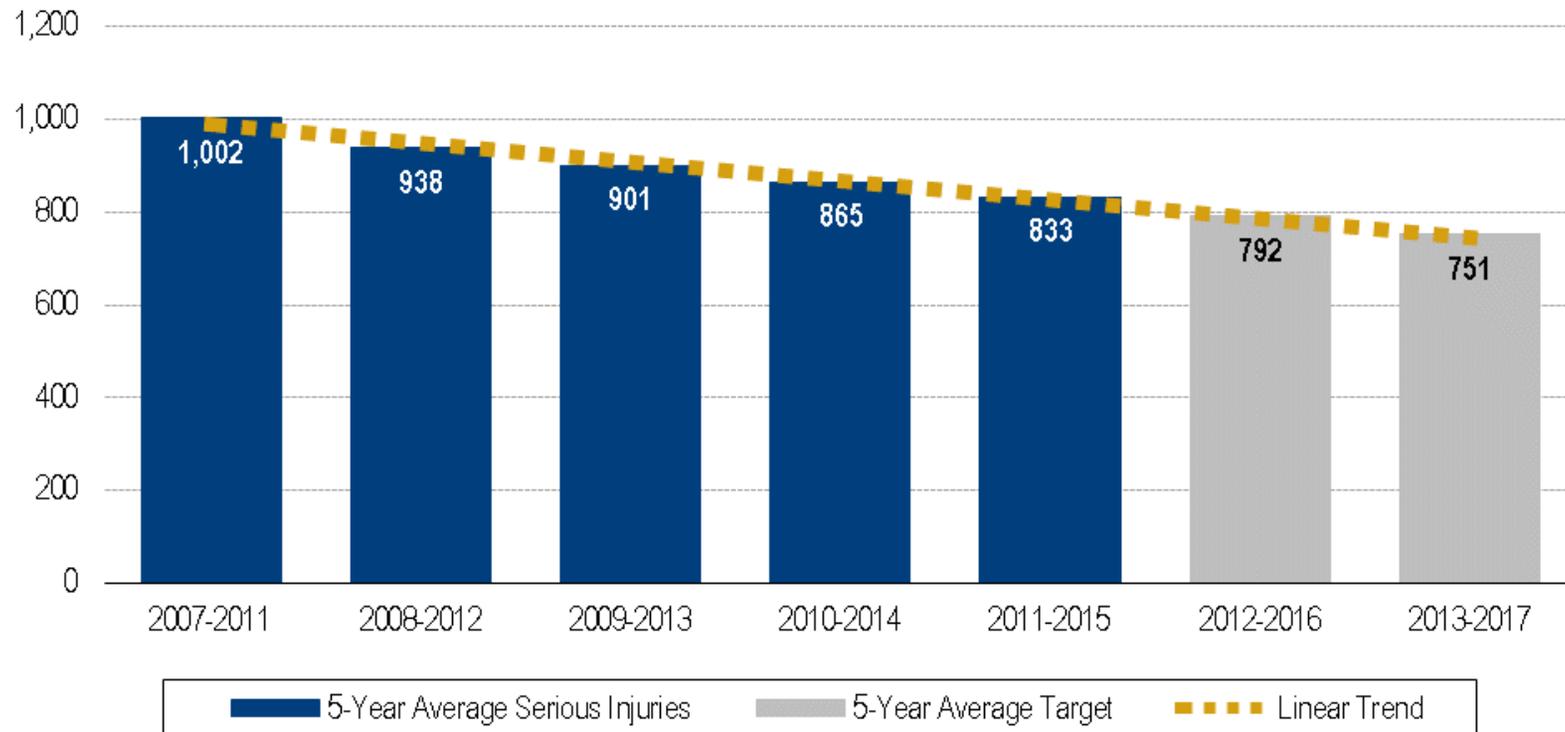


PA
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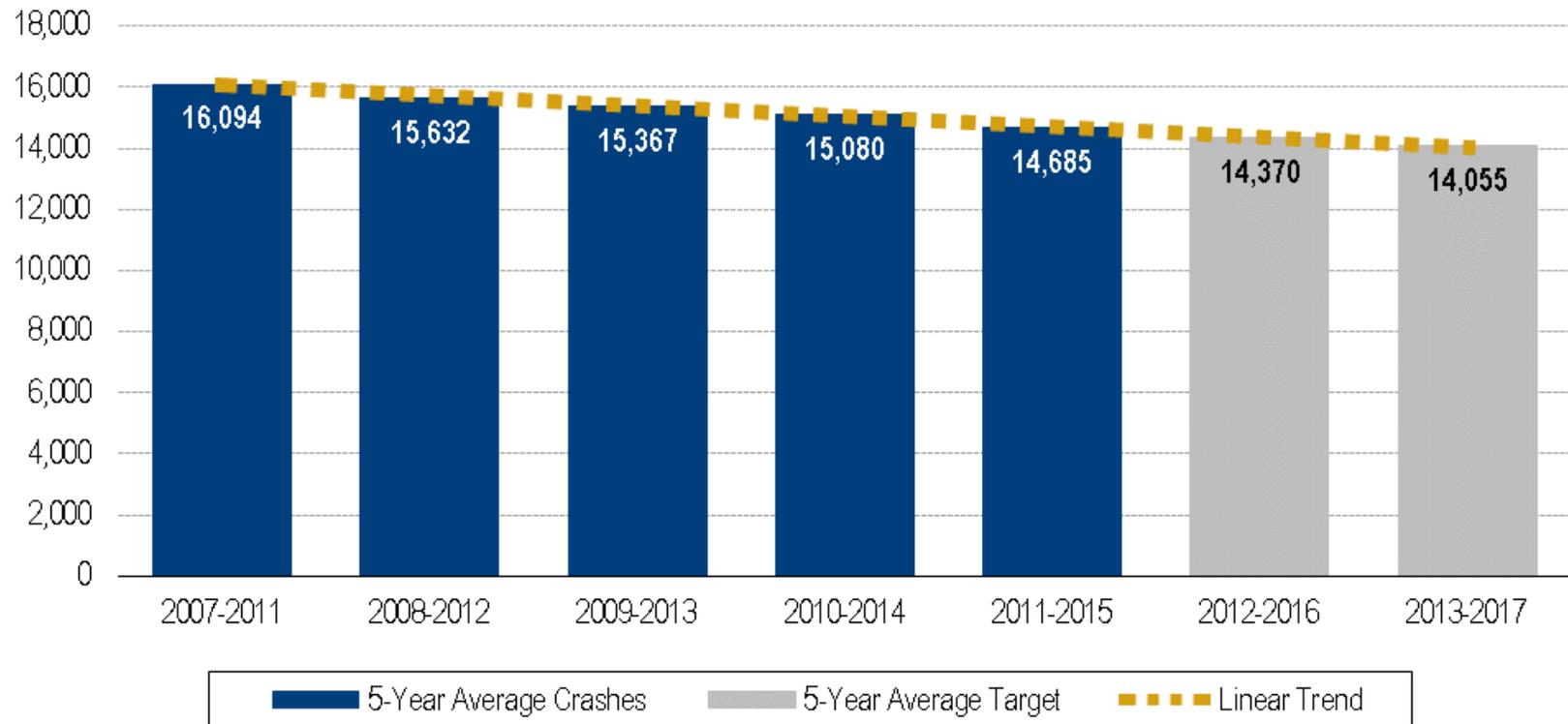
Unrestrained Passenger Vehicle Occupant Fatalities (2011-2017)



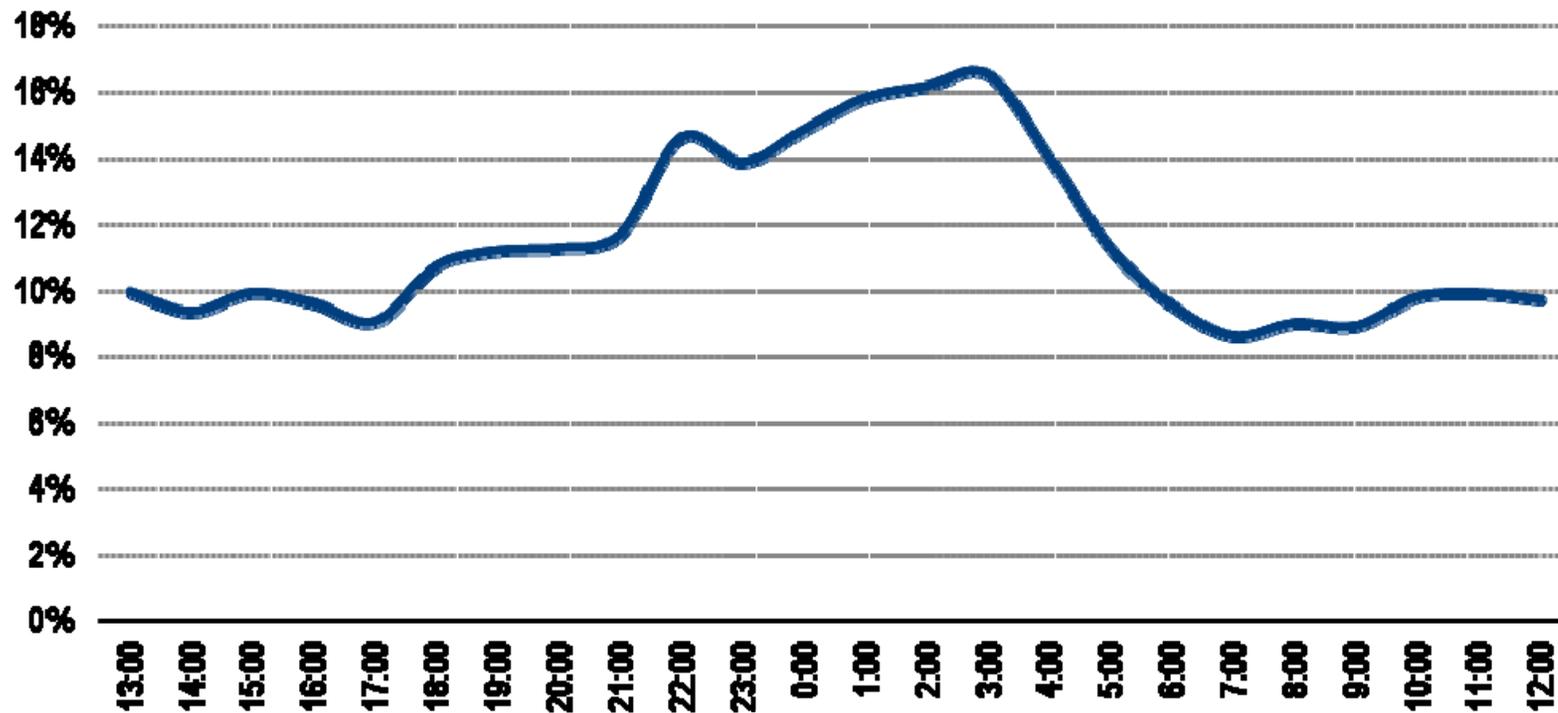
Unrestrained Passenger Vehicle Occupant Serious Injuries (2011-2017)



Unrestrained Passenger Vehicle Occupant Crashes (2011-2017)



Unrestrained Crashes as % of Total Crashes by Hour of the Day in 2015



Drivers in Reportable Crashes of Applicable Units by Age Group and Restraint Usage (2011-2015)

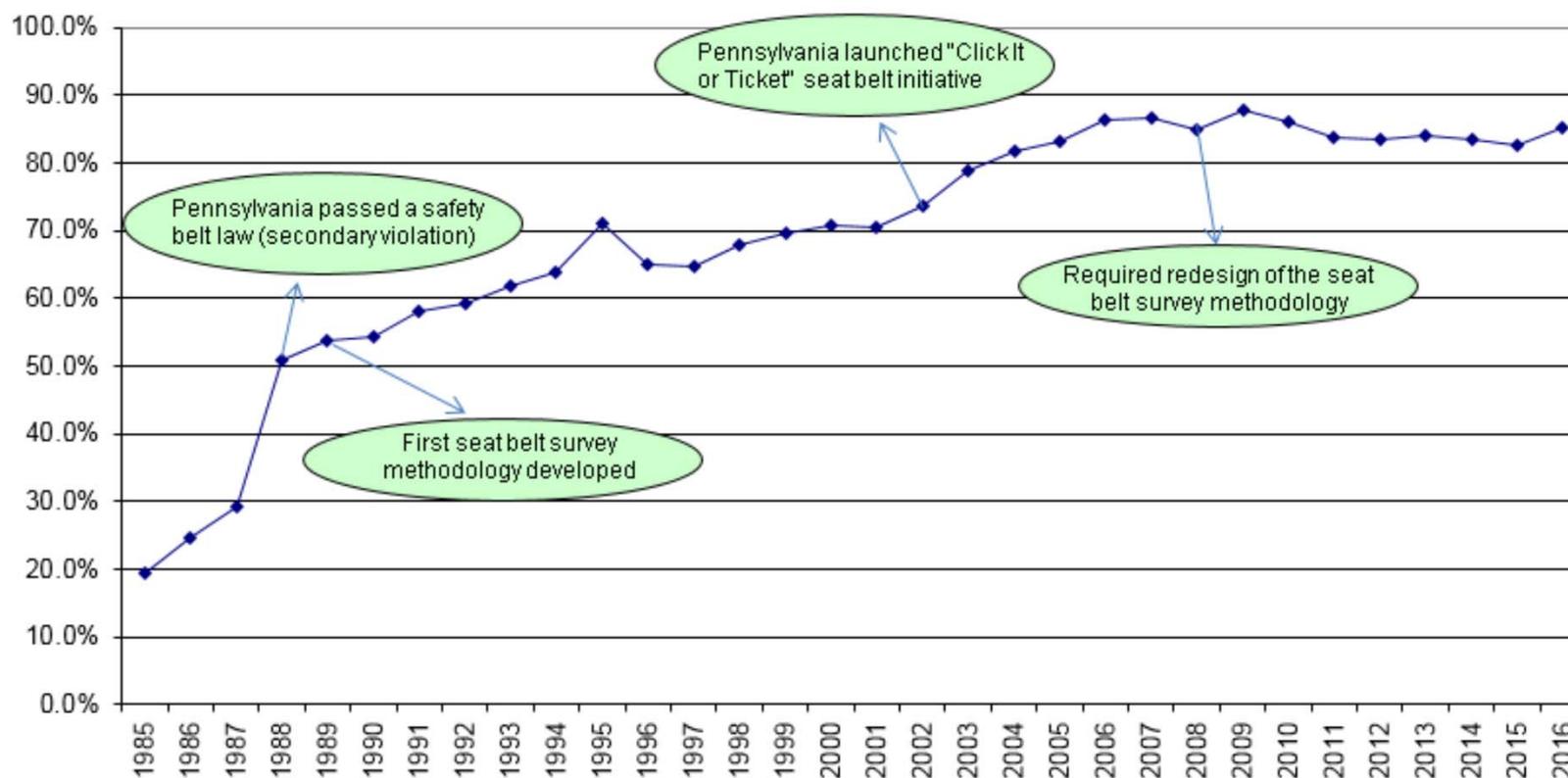
| Age | Restrained | Unrestrained | Other/Unknown | Total | Percent Unrestrained ^a |
|-------|------------|--------------|---------------|---------|-----------------------------------|
| 16-19 | 76,444 | 6,636 | 8,952 | 92,032 | 7.21% |
| 20-24 | 114,220 | 13,553 | 21,498 | 149,271 | 9.08% |
| 25-29 | 87,049 | 9,496 | 18,948 | 115,466 | 8.20% |
| 30-34 | 68,927 | 6,668 | 14,809 | 90,404 | 7.38% |
| 35-39 | 58,510 | 5,054 | 11,811 | 75,375 | 6.71% |
| 40-44 | 61,090 | 4,739 | 11,237 | 77,066 | 6.15% |
| 45-49 | 61,716 | 4,372 | 10,665 | 76,763 | 5.70% |
| 50-54 | 60,932 | 3,970 | 10,199 | 75,101 | 5.29% |
| 55-59 | 53,030 | 3,156 | 8,314 | 64,500 | 4.89% |
| 60-64 | 40,986 | 2,194 | 6,237 | 49,417 | 4.44% |
| 65-69 | 29,178 | 1,517 | 4,082 | 34,777 | 4.36% |
| 70-74 | 20,057 | 1,044 | 2,801 | 23,902 | 4.37% |
| 75-79 | 14,204 | 842 | 1,866 | 16,912 | 4.98% |
| 80-84 | 10,820 | 646 | 1,461 | 12,927 | 5.00% |
| 85-89 | 6,193 | 392 | 798 | 7,383 | 5.31% |
| 90-94 | 1,603 | 112 | 250 | 1,965 | 5.70% |
| >94 | 591 | 886 | 14,155 | 15,632 | 5.67% |
| Total | 765,550 | 65,250 | 148,083 | 978,883 | 6.67% |

Note: Applicable Units include automobiles, small and large trucks, vans, and SUVs.

^a Percent Unrestrained is the number of unrestrained drivers where restraint usage is known.



PA Seat Belt Rate History (1985-2016)



Attitude & Awareness Survey (2015)

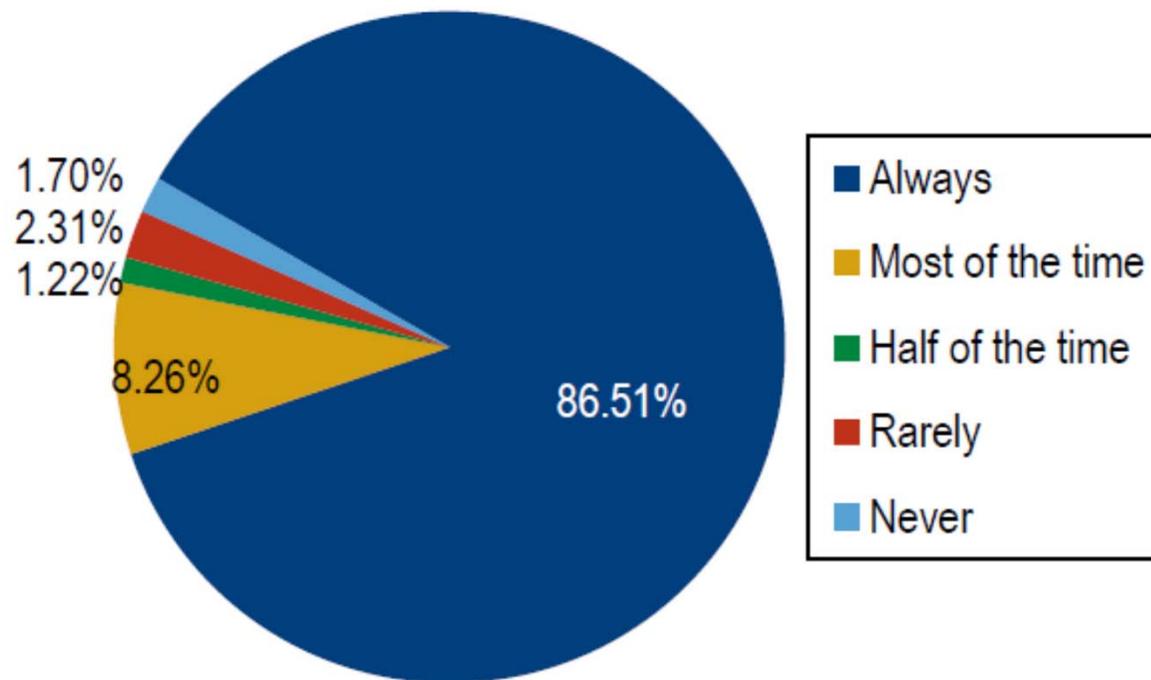
Occupant Protection Feedback

- The percentage of people who say they 'Always wear a seat belt...when driving or riding in a car' increased by nearly 10% from 77.06% in 2014 to 86.51% in 2015.
- The percentage of people who would 'Support a law that made it a primary offense for adults in the front seat of a vehicle to not wear a seat belt' increased by 17% from 2014 to 2015.



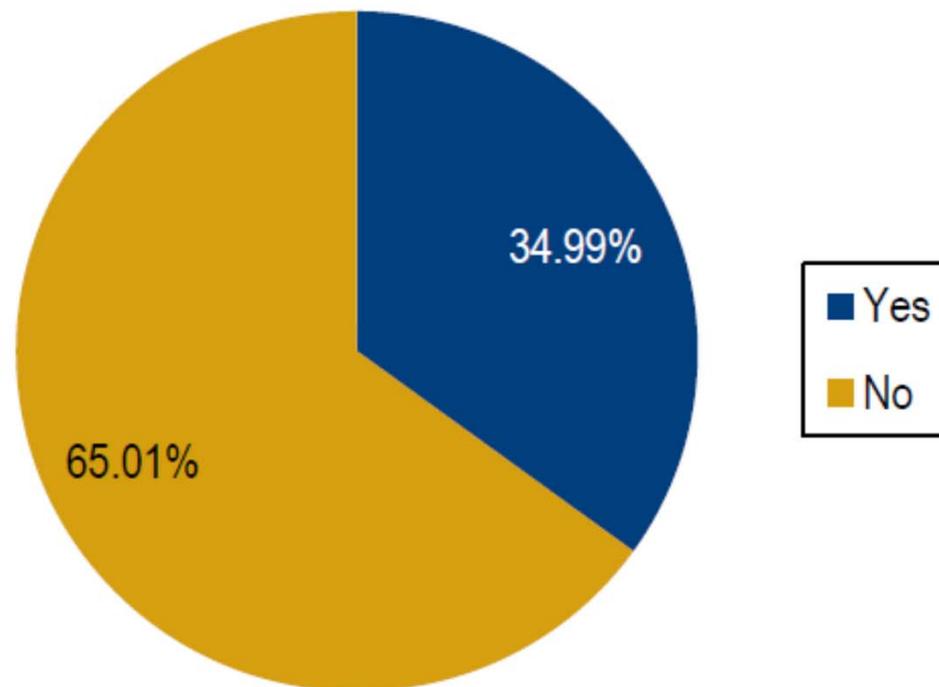
2015 Results – Seat Belt Use

How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pickup?



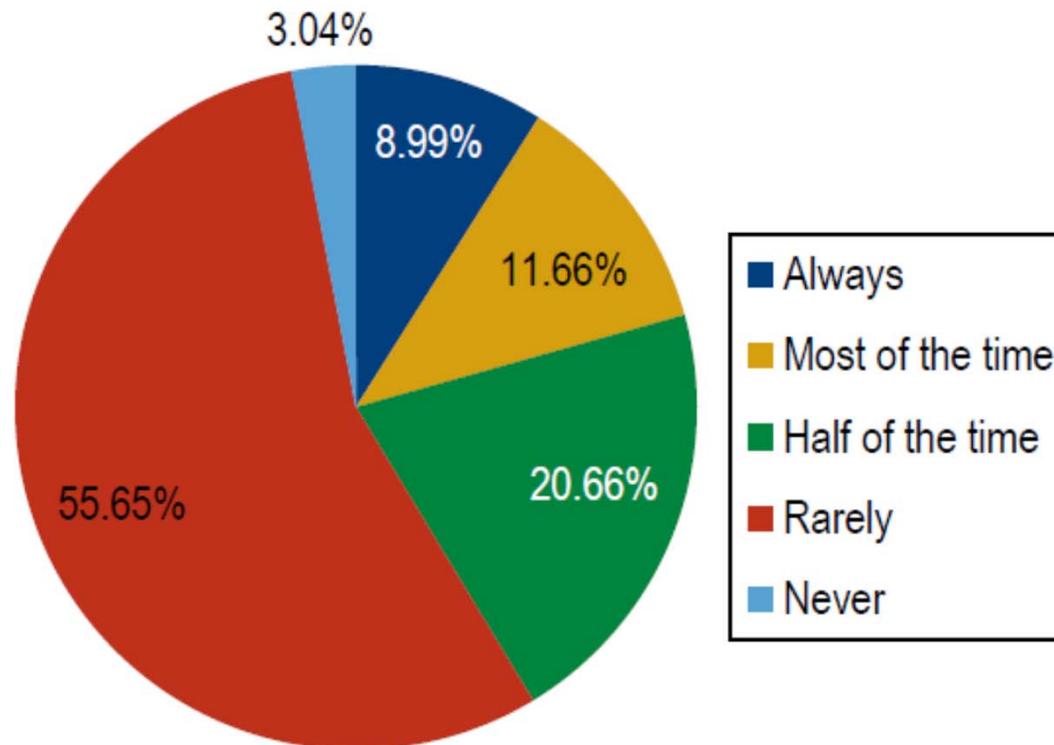
2015 Results – Seat Belt Use

In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?



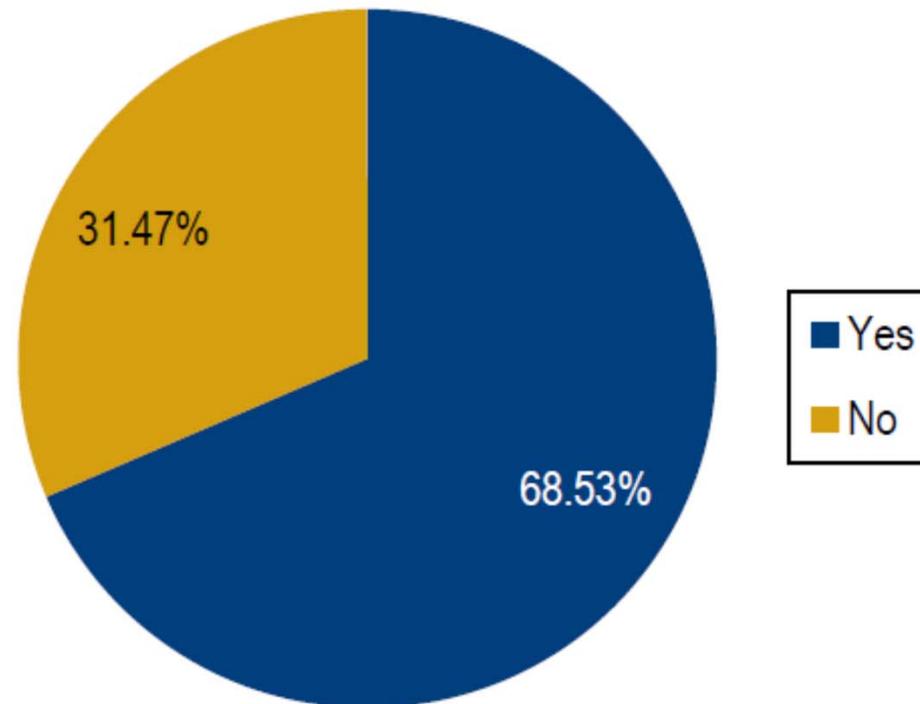
2015 Results – Seat Belt Use

What do you think the chances are of getting a ticket if you don't wear your safety belt?



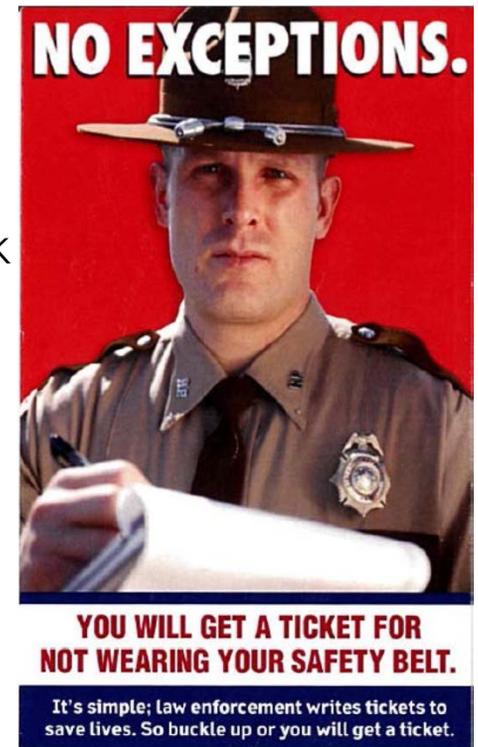
2015 Results – Seat Belt Use

Would you support a law that made it a primary offense for adults in the front seat of a vehicle to not wear a seat belt?



Current Occupant Protection Countermeasures

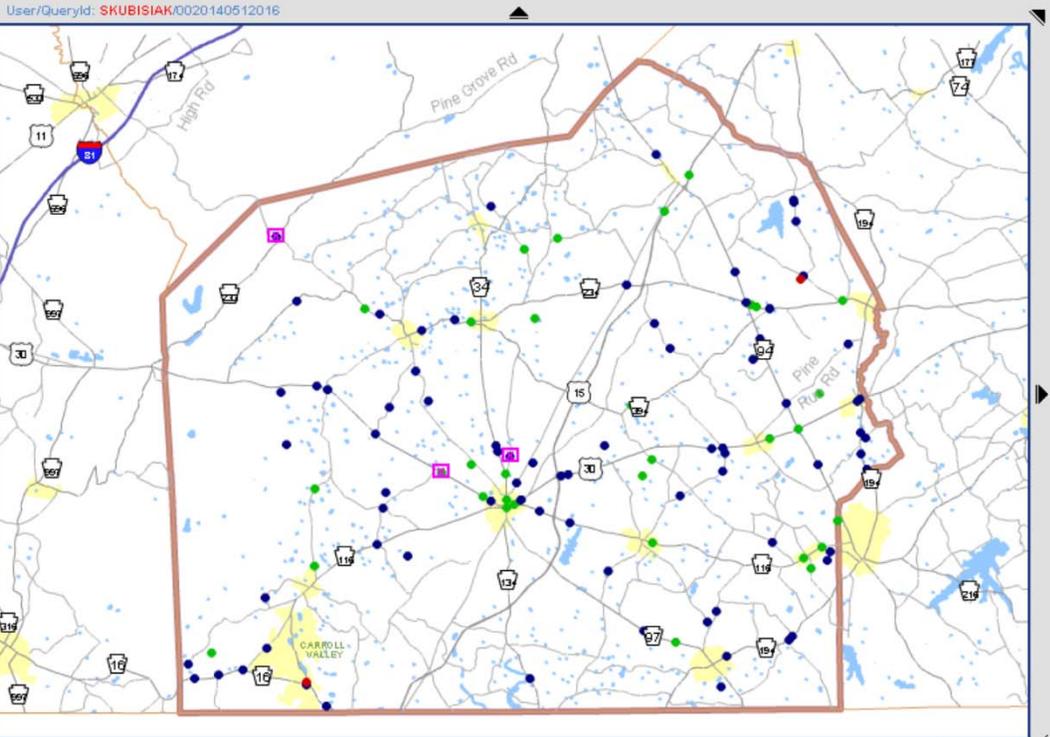
- High-Visibility Enforcement
 - Periodic High-Visibility Belt Law Enforcement
 - Thanksgiving and May Click It or Ticket
 - Teen Seat Belt and Child Passenger Safety Week
 - Sustained Belt Law Enforcement
 - Nighttime (10 PM to 5 AM) Focus
 - Often coordinated with DUI operations
 - Approximately 350 local police departments and the PA State Police participate in campaigns.
 - Paid and Earned Media to support efforts



Adams County Unbelted Crashes
2013



GIS Applications
ISLE! GIS ITMS



Map Legend

- Multiple Crash
- Fatal Crash
- Injury Crash
- Unknown
- Property Damage Only
- Interstates
- State Routes
- Safety Improvements
- Water
- Cities or Boroughs
- Aerial Photography
- Route Shields

[View Police Report](#)

0 3 mi 6 mi
Map Time: 19 sec
121 of 121 (100%) crash record(s) viewable.



PA
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Current Occupant Protection Countermeasures

- Child Occupant Protection Programs
 - PA State Police Child Passenger Fitting Stations
 - 89 patrol stations; ~2,500 seats check/year
 - Traffic Injury Prevention Project (PA AAP)
 - Child Passenger Safety Technician Certification Training
 - Public Education and Outreach Training
 - Car Seat Loaner Programs



2016 NHTSA OP Summit – PA Takeaways

- Organize a statewide OP stakeholders group.
 - Additional focus towards OP during existing regional planning efforts.
- Survey the core demographic of seat belt violators to see what messages and delivery formats work.
- Additional focus towards sustained enforcement to reinforce the message that tickets will be written for seat belt violations.
- Conduct outreach to police departments to change the culture towards writing seat belt citations.



2015 NHTSA PA Occupant Protection Program Assessment – Takeaways

- Program Management
 - Organize a statewide OP stakeholders group.



2015 NHTSA PA Occupant Protection Program Assessment – Takeaways

- Legislation/Regulation & Policy
 - Amend the current seat belt law in Pennsylvania, for all drivers and passengers who are not covered by the child passenger safety law or Graduated Driver Licensing law, to a primary offense which is the standard for all traffic laws.



2015 NHTSA PA Occupant Protection Program Assessment – Takeaways

- Legislation/Regulation & Policy
 - Improve the current seat belt law in Pennsylvania, if primary enforcement is not an option, to at least:
 - Increase the base fine to \$75 to match the fine for violating the child passenger safety protection laws;
 - Require all commonwealth and local public agency employees to wear seat belts when on official agency business;
 - Extend the violation to cover back seat occupants;
 - Remove the requirement for the conviction of the primary offense before the seat belt secondary offense can be considered by the court; and
 - Post convictions of the seat belt law to the driver's file.



2015 NHTSA PA Occupant Protection Program Assessment – Takeaways

- Law Enforcement
 - Implement a law enforcement stakeholders working group to develop an occupant protection general deterrence model addressing:
 - Law and policy generation
 - Collaborative enforcement
 - Media exposure
 - Adjudication improvement



2015 NHTSA PA Occupant Protection Program Assessment – Takeaways

- Law Enforcement
 - Combine nighttime seat belt enforcement activities with impaired driving campaigns.
 - Promote NHTSA's Traffic Occupant Protection Strategies (TOPS) training.



2015 NHTSA PA Occupant Protection Program Assessment – Takeaways

- Communication
 - Continue utilizing Click It or Ticket during campaigns and social norming messages at all other times.
 - Encourage partners and stakeholders to take a proactive role in supporting seat belt use (ex. letters to the editor).



2015 NHTSA PA Occupant Protection Program Assessment – Takeaways

- Occupant Protection for Children
 - Work with trusted local minority organizations to develop and test infographics and low literacy materials promoting occupant protection for children.



2015 NHTSA PA Occupant Protection Program Assessment – Takeaways

- Occupant Protection for Children
 - Use the Pennsylvania Department of Education’s statutory requirement that safety education be included as a part of student education at elementary, middle, and high school levels. (Academic Standards for Health, Safety and Physical Education, 22 Pa. Code, Chapter 4, Appendix D (#006-276) 10.3.3; 10.3.6; 10.3.9; 10.3.12.)
 - Institutionalize the distribution and use of recently evaluated materials so that more children throughout the Commonwealth have an opportunity to learn about safety in and around a vehicle, paying particular attention to children who have moved out of boosters (after age eight) and up to the time that they begin driving.



2015 NHTSA PA Occupant Protection Program Assessment – Takeaways

- Outreach
 - Encourage State and local partners and stakeholders (e.g., Department of Health, hospitals and healthcare providers, professional sports teams, trucking companies, insurance companies, and other businesses) to proactively support occupant protection and child passenger safety by:
 - writing letters to local papers supporting Click It or Ticket mobilizations, affirming the benefits of increased enforcement of the seat belt laws, and encourage readers to always buckle up or risk a citation;
 - educating their legislators on the benefits of primary seat belt laws and enhanced child passenger safety laws;
 - promoting seat belt and child passenger safety restraint use messaging at sporting venues and events;
 - adopting seat belt use policies for all employees driving for business purposes.



Open Discussion

