

The background of the slide is a close-up, slightly blurred image of the American flag, showing the red and white stripes and the blue field with white stars. The flag is positioned on the left side, with the stripes curving upwards and to the right. A semi-transparent blue rectangular box is overlaid on the top right portion of the slide, containing the main title and date. Two small, light blue stars are placed at the top-left and top-right corners of this blue box.

Highway Safety Priorities

Lifesavers 2004

March 29, 2004

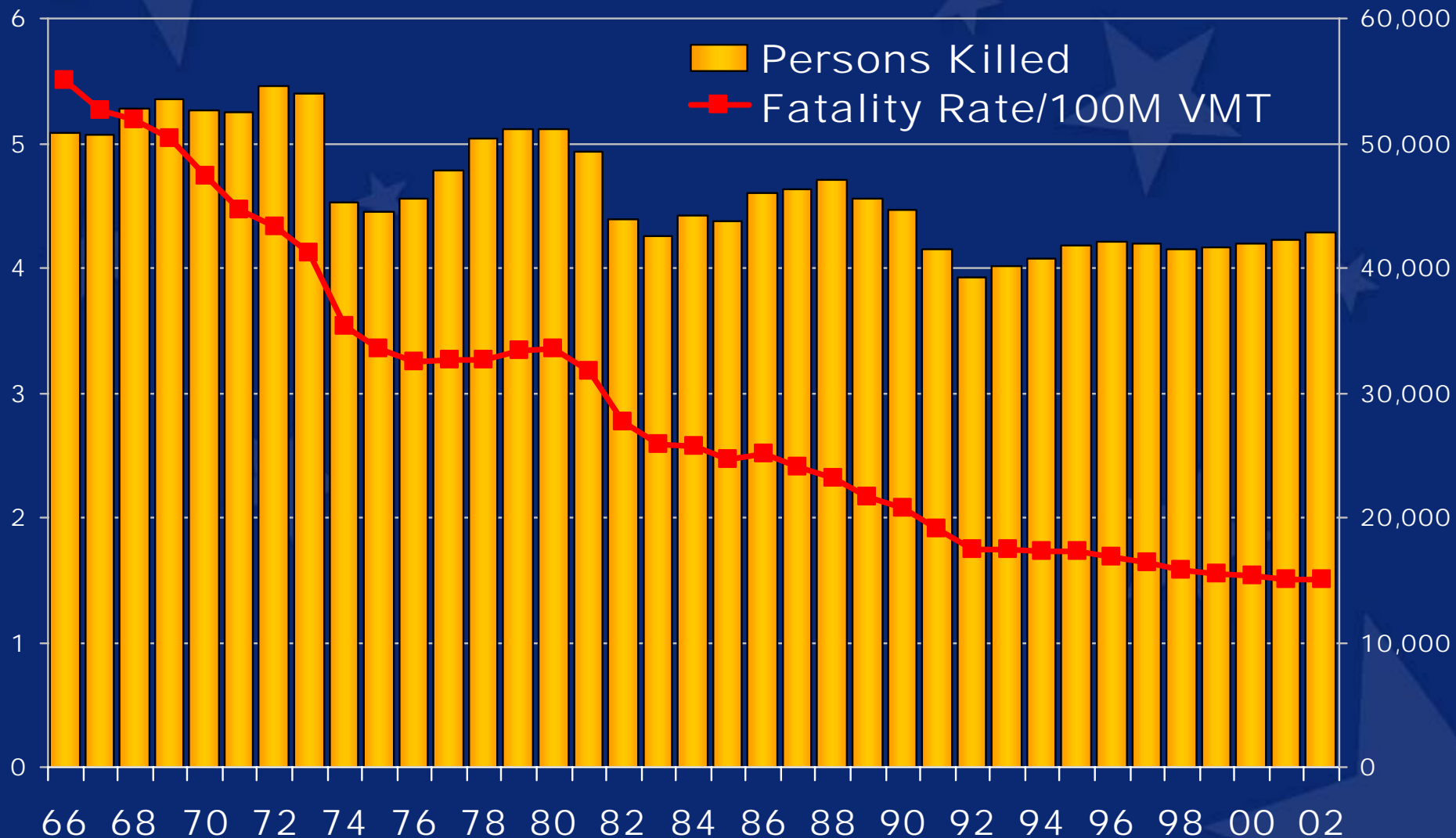
Jeffrey W. Runge, M.D.

Administrator

National Highway Traffic Safety
Administration

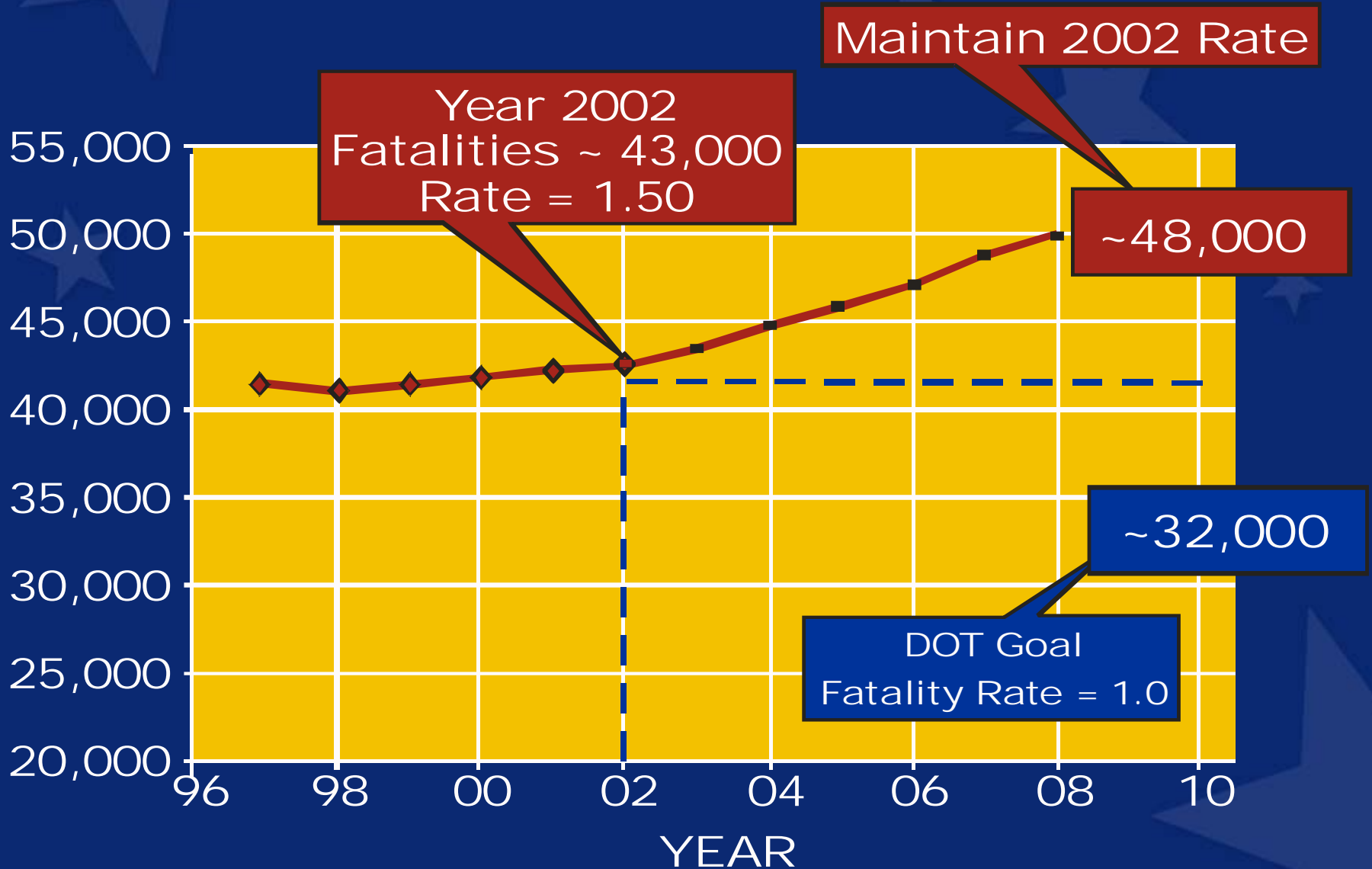


Persons Killed and Rate Per 100M VMT



Source: 2002 FARS

2008 Goal Is Challenging



Highway Safety Priorities

- ◆ **Increase safety belt use**
- ◆ **Reduce impaired driving**
- ◆ **Improve data**
- ◆ **Reduce rollovers**
- ◆ **Improve vehicle compatibility**

Safety Belt Use 2002

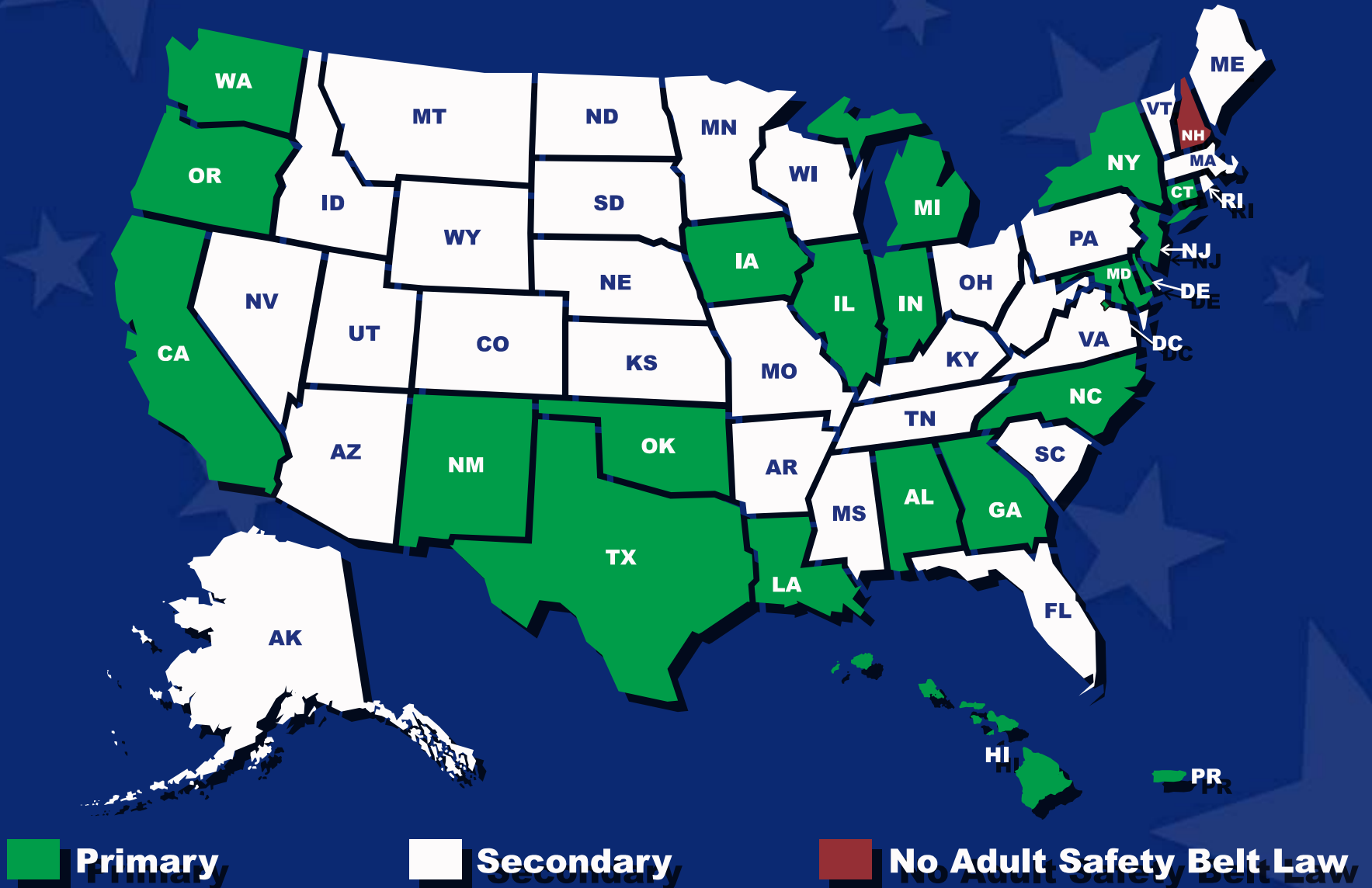
Overall Usage	75%
Primary states	80%
Secondary	69%

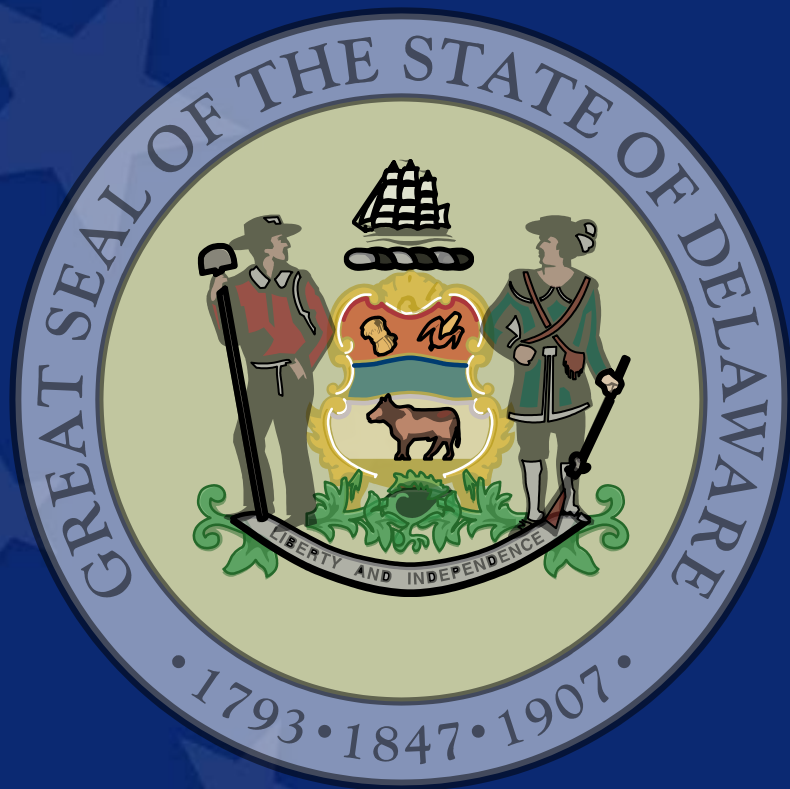
NOPUS - June 2003

79%

National Safety Belt Use

State Safety Belt Laws 2004

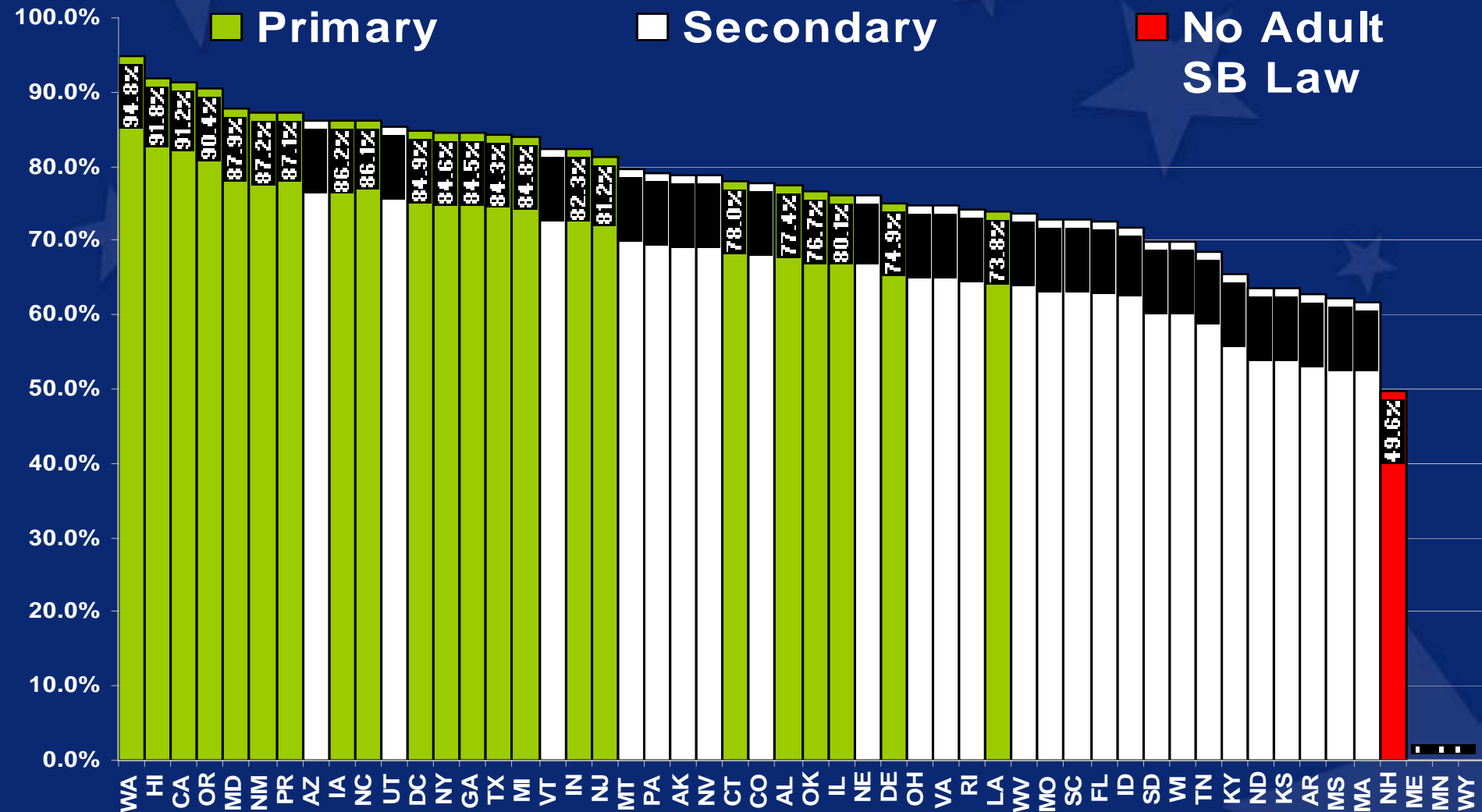




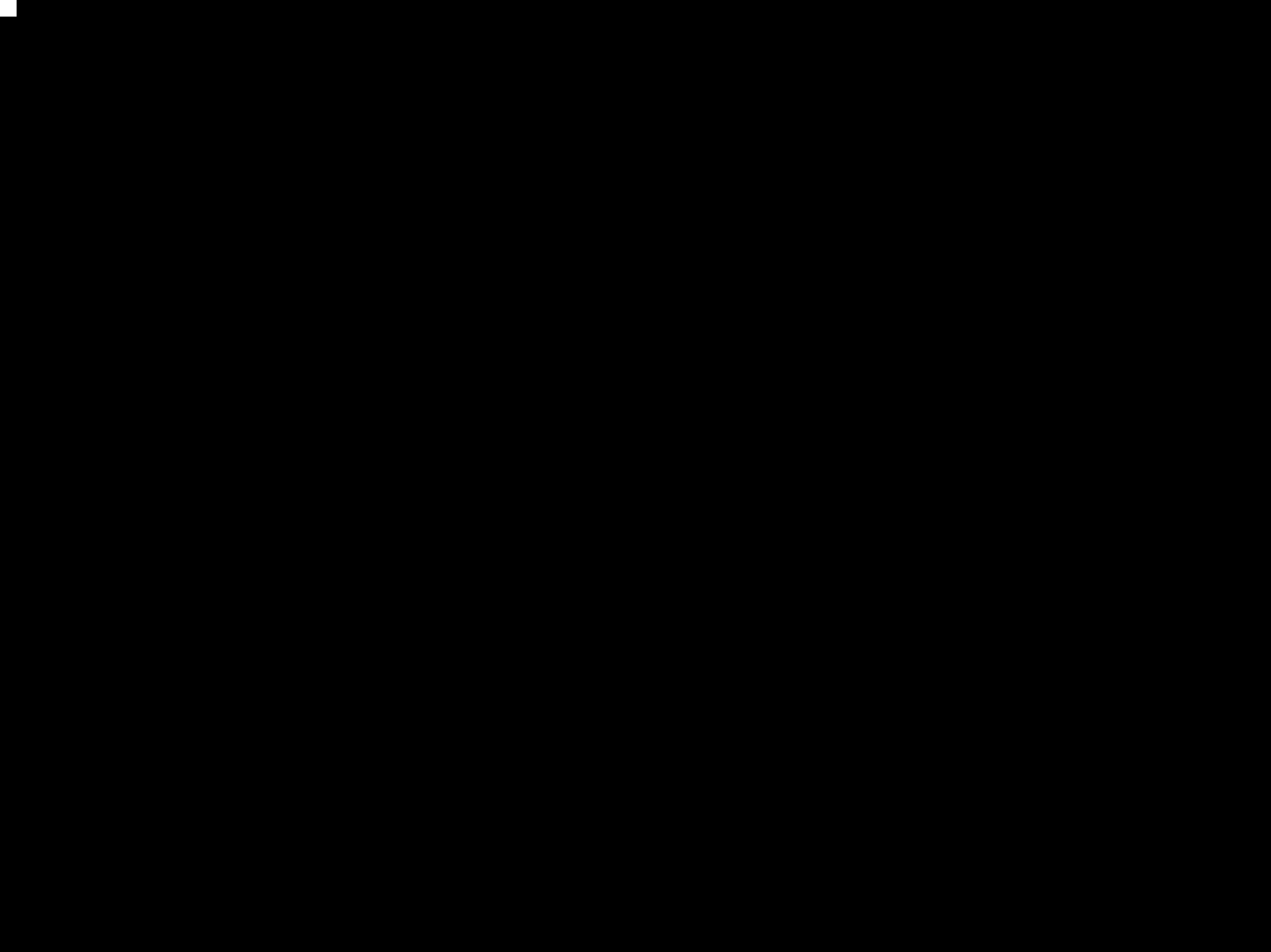
Safety Belts Save Lives

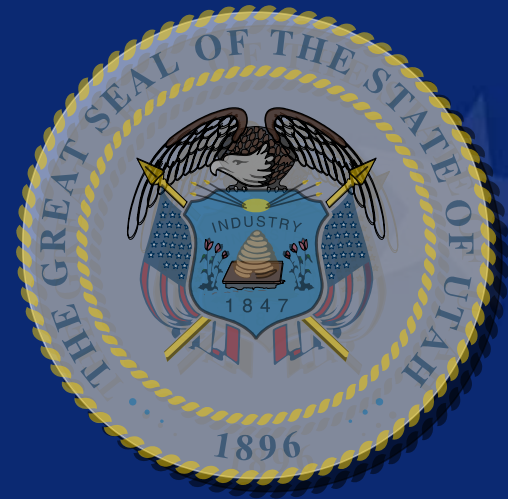
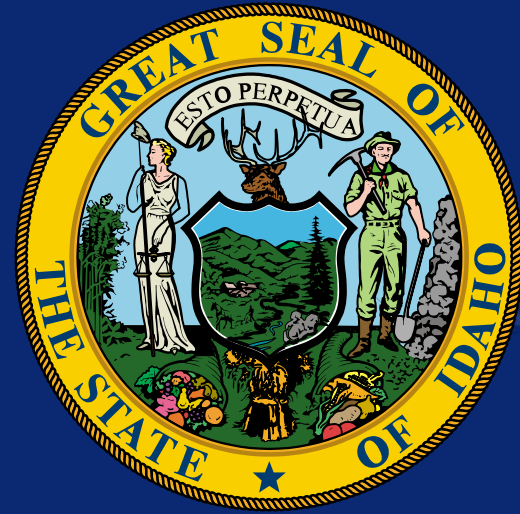
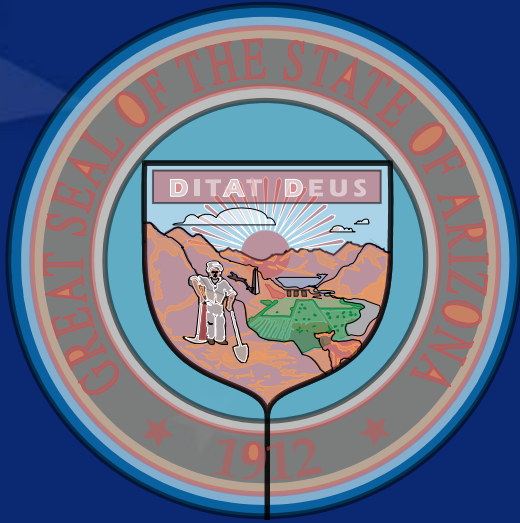
- ◆ **Almost 33,000 occupants killed in crashes in 2002**
- ◆ **59% were unbelted**
- ◆ **About half of those unbelted – over 9,000 people – would have lived if belted**

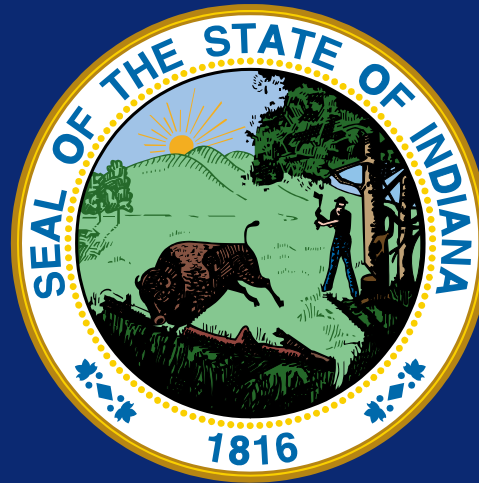
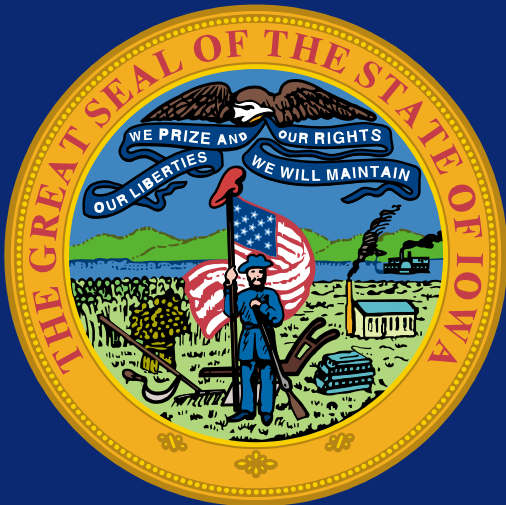
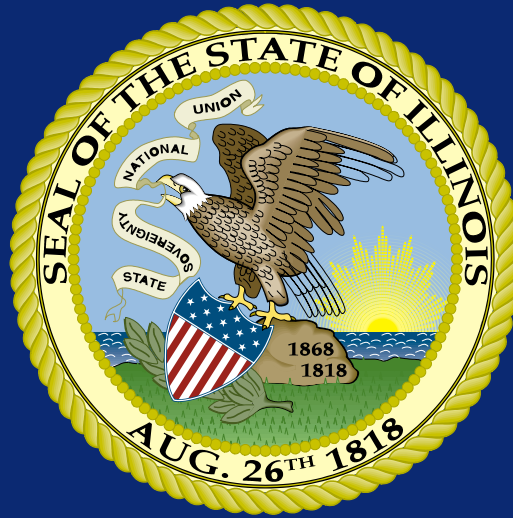
Safety Belt Use Rates By Law & State (2003)

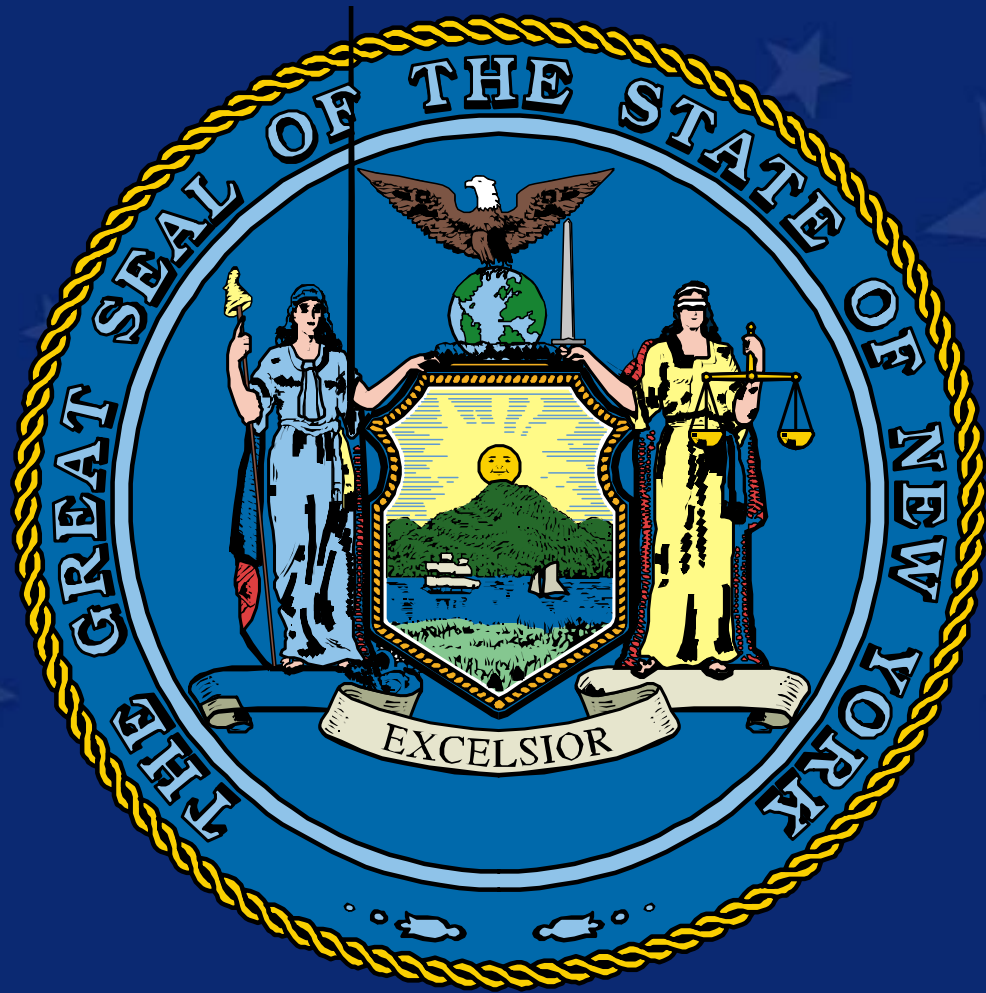


* Data Unavailable









Safety Belt Benefits

- ◆ **The 4 percentage point increase means:**
 - **11.2 million more people buckling up**
 - **1,080 lives saved**
 - **\$3.3 million cost savings**
 - **Reduced severity of more than 16,000 moderate to critical injuries**



Mobilizations 2004 & 2005

May 24 – June 6, 2004

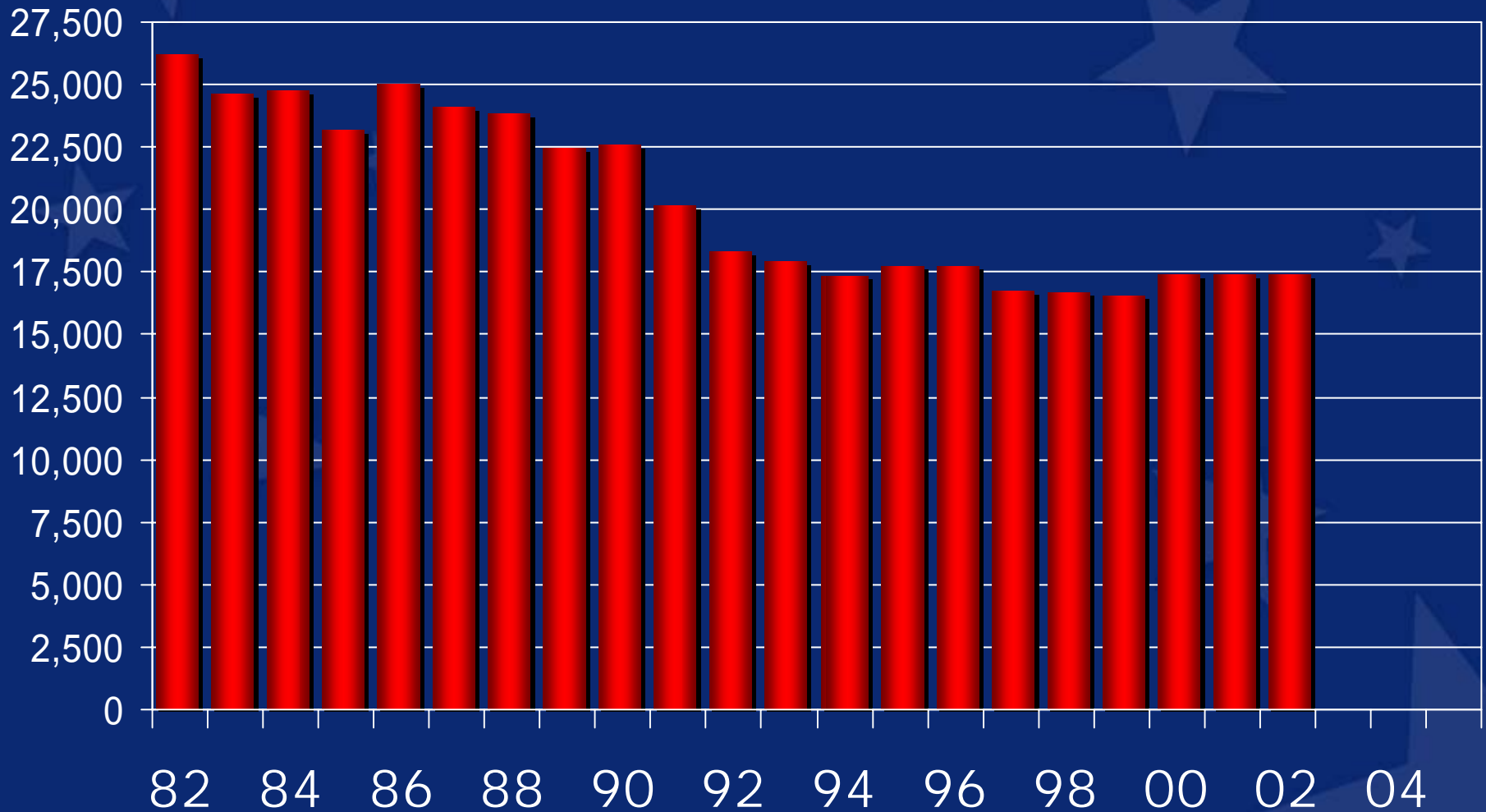
May 23 – June 5, 2005



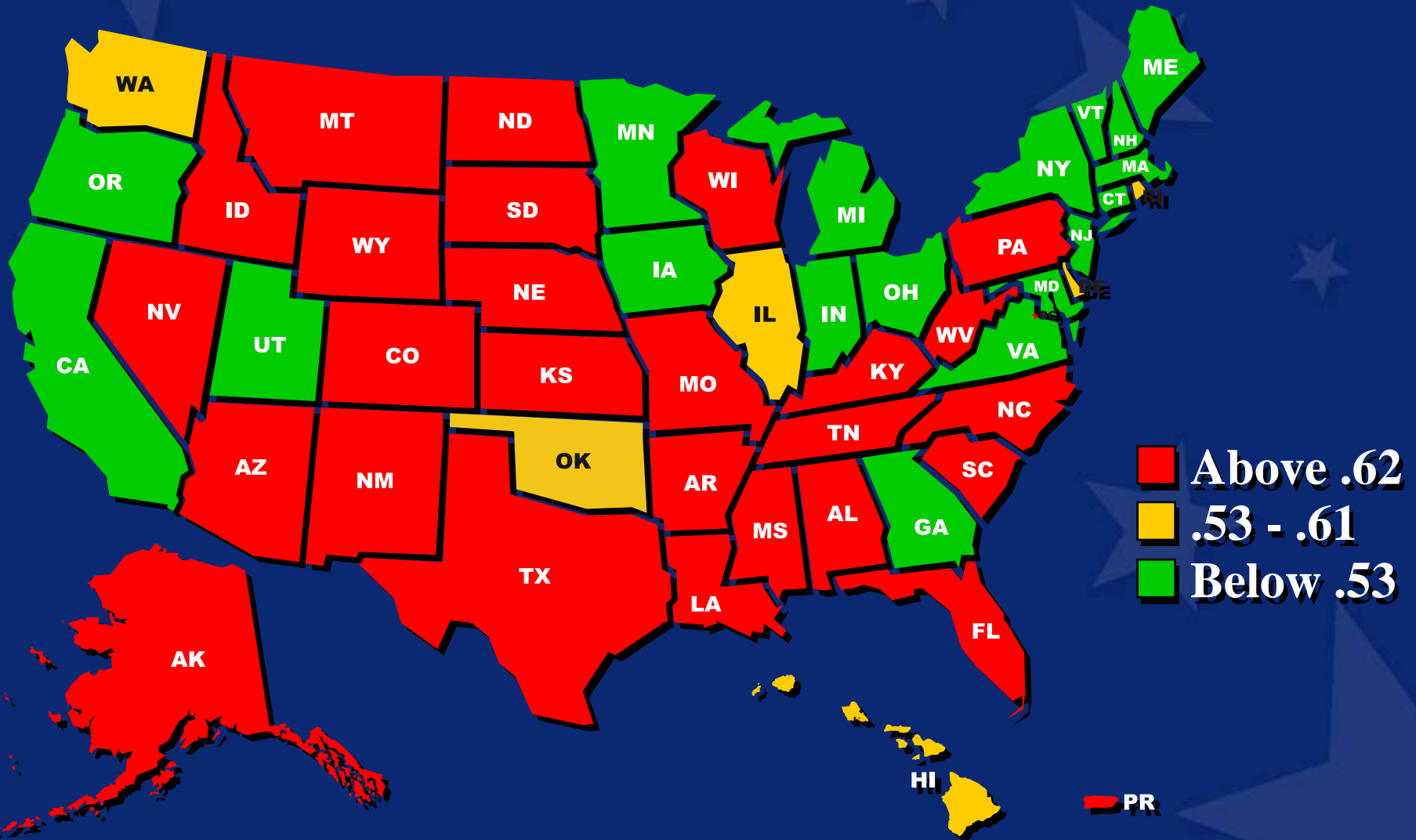
Click It or Ticket Results

	Increase
◆ Full Implementation	+9%
◆ Partial Implementation	+3%
◆ Comparison States	+0.5%

Alcohol-Related Fatalities 1982 - 2002



Alcohol-Related Fatality Rate by State, 2002



Strategies for Reducing Impaired Driving

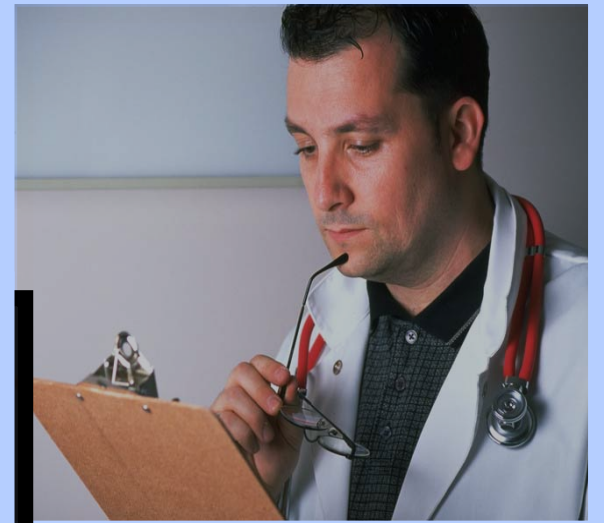


**High
Visibility
Enforcement**

**DWI Courts
& Special
Prosecutors**



**Screening
& Brief
Intervention**



High Visibility Enforcement



An American flag is shown on the left side of the image, partially overlapping a dark blue background. The flag's stars and stripes are visible, with the stars in the upper left corner.

Crackdowns 2004 & 2005



August 27 –
September 12, 2004

August 26 –
September 11, 2005

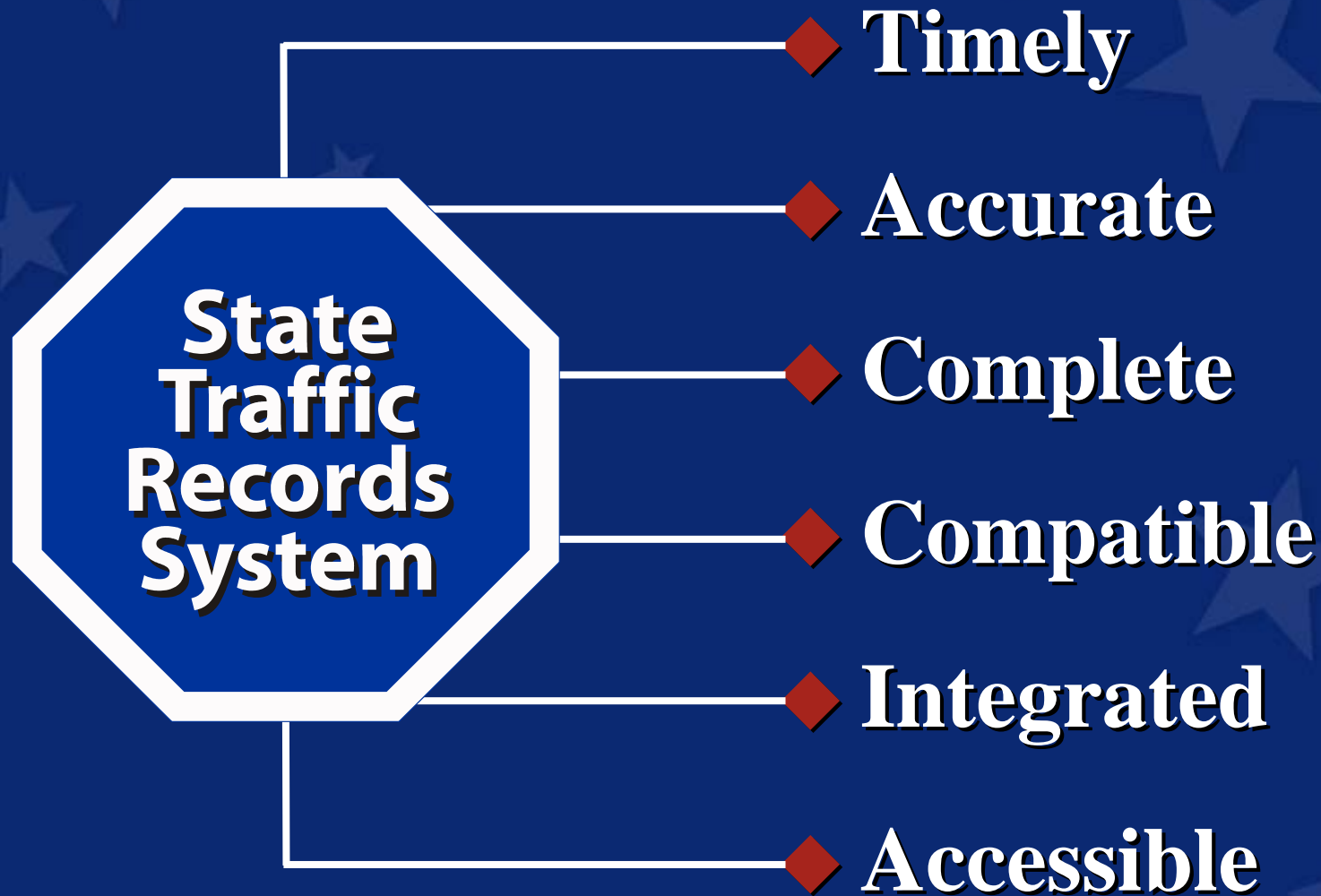
DWI Courts & Special Prosecutors



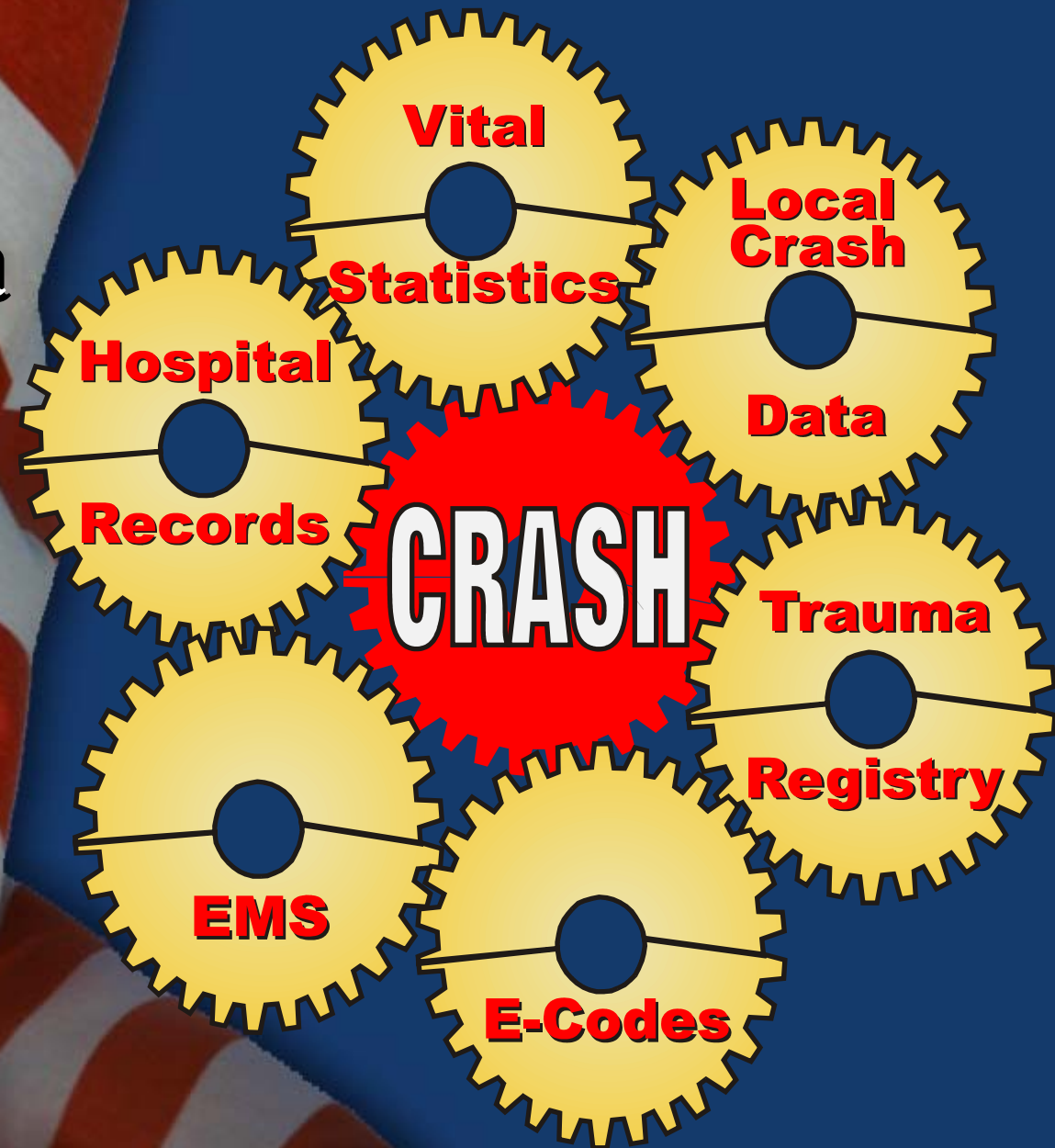
Screening & Brief Intervention



Quality Data System Features



State and Community Traffic Data



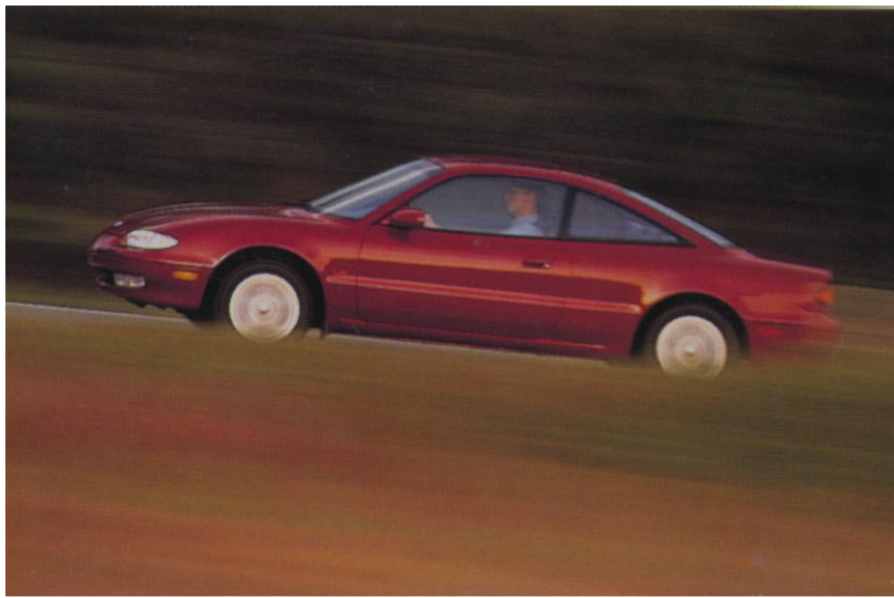
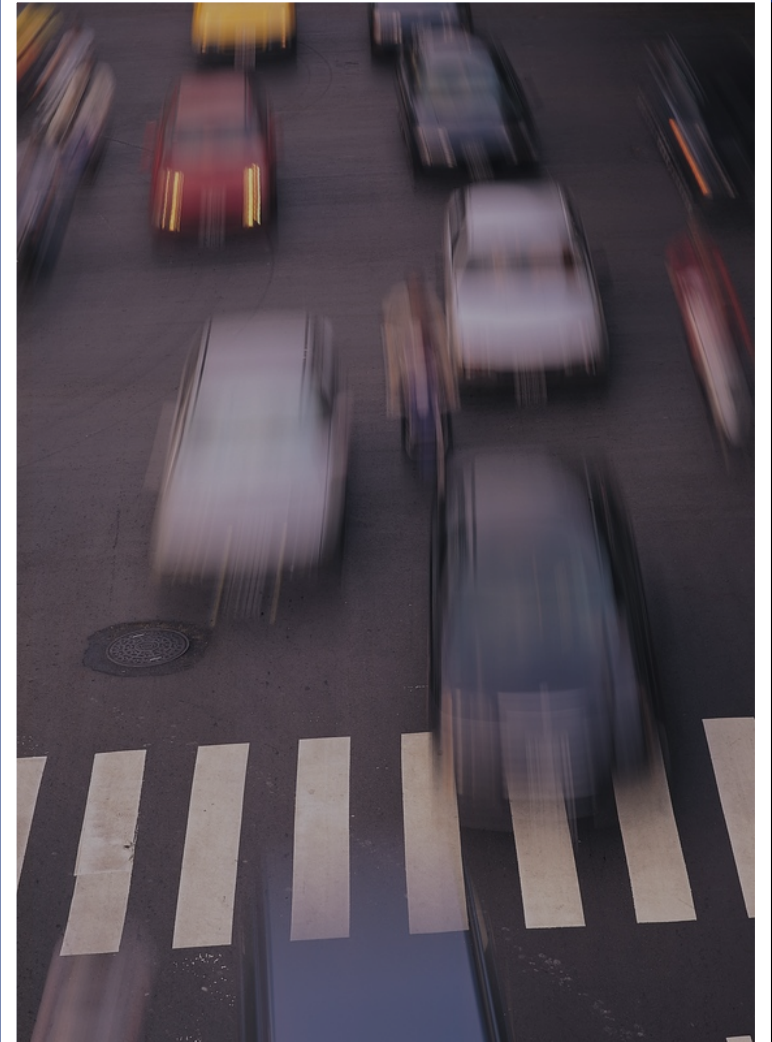
SAFETEA: Key Elements

- ◆ **Flexibility and accountability**
- ◆ **Safer, simpler, smarter**
- ◆ **\$7.5 billion for safety projects**
- ◆ **Strategic Highway Safety Plan is key**

To Make Maximum Flexible Use of Funds...

Every State Must Have A Strategic Highway Safety Plan

- ◆ State DOTs
- ◆ State Highway Safety Office
- ◆ Law Enforcement
- ◆ EMS
- ◆ DMVs





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