EVERY MOVE YOU MAKE

TOWARD ZERO DEATHS
What does it take to make it safe?
It starts with you!
Ohio Trends
Fatalities & Serious Injuries
2008-2017

SERIOUS INJURIES
FATALITIES
The Economy is a Factor

Travel increase in Ohio 2014-2017

6%

Stable Gas Prices
Fatalities per Emphasis Area
2008-2017

- Roadway Departure: 5633
- Restraints Not Used (Driver/Occupants): 3911
- Alcohol-related Involvement: 3695
- Young Driver Involvement (15-25): 3428
- Speed-related Involvement: 3433
- Intersection: 2659
- Older Driver Involvement (Over 64): 2214
- Motorcycle Passenger/Driver: 1662
- Commercial Motor Vehicle (CMV) Involvement: 1559
- Pedestrian Involvement: 1093
- Rear End: 558
- "Distracted Drivers": 300
- Work Zone Related: 189
- Bicycle Involvement: 178
- Railroad Crossing: 69

*The number of distracted drivers is underreported. Few people will admit to it, and it’s more difficult to prove.*
Overview of Older Driver Crashes
2008-2017

SERIOUS INJURIES
FATALITIES
Overview of Pedestrian Crashes
2008-2017

Serious Injuries
Fatalities

2008: 99
2009: 84
2010: 93
2011: 110
2012: 119
2013: 90
2014: 94
2015: 120
2016: 140
2017: 143
Overview of Distracted Driving Crashes
2008-2017

*Ohio has changed its crash report form in 2012 to encourage officers to report specific distractions.

**Distracted driving total crashes will likely increase as more law enforcement agencies finalize crash data from 2017.
Drug-Related Traffic Fatalities
2008-2017
National Trends
## Leading Cause of Death

<table>
<thead>
<tr>
<th>RANK</th>
<th>INFANTS UNDER 1</th>
<th>TODDLERS 1-3</th>
<th>YOUNG CHILDREN 4-7</th>
<th>CHILDREN 8-15</th>
<th>YOUTH 16-20</th>
<th>YOUNG ADULTS 21-24</th>
<th>OTHER ADULTS 25-34</th>
<th>OTHER ADULTS 35-44</th>
<th>OTHER ADULTS 45-64</th>
<th>ELDERLY 65+</th>
<th>ALL AGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Suffocation 1,125</td>
<td>Poisoning 316</td>
<td><strong>MV Traffic Crashes 279</strong></td>
<td><strong>MV Traffic Crashes 744</strong></td>
<td><strong>MV Traffic Crashes 3114</strong></td>
<td><strong>MV Traffic Crashes 3415</strong></td>
<td>Poisoning 11,231</td>
<td>Poisoning 10,580</td>
<td>Poisoning 19,452</td>
<td>Falls 28,486</td>
<td>Poisoning 47,478</td>
</tr>
<tr>
<td>2</td>
<td><strong>MV Traffic Crashes 57</strong></td>
<td><strong>MV Traffic Crashes 249</strong></td>
<td>Drowning 163</td>
<td>Drowning 160</td>
<td>Poisoning 1075</td>
<td>Poisoning 2820</td>
<td><strong>MV Traffic Crashes 6281</strong></td>
<td><strong>MV Traffic Crashes 4652</strong></td>
<td><strong>MV Traffic Crashes 10,043</strong></td>
<td><strong>MV Traffic Crashes 6165</strong></td>
<td><strong>MV Traffic Crashes 35,092</strong></td>
</tr>
<tr>
<td>3</td>
<td>Drowning 30</td>
<td>Suffocation 120</td>
<td>Fire/Burn 71</td>
<td>Other Land Transport 80</td>
<td>Drowning 261</td>
<td>Drowning 210</td>
<td>Drowning 445</td>
<td>Falls 492</td>
<td>Falls 3802</td>
<td>Unspecified 5204</td>
<td>Unspecified 33,381</td>
</tr>
</tbody>
</table>
Fatalities and Fatality Rate per 100M VMT
1975-2016

Sources: FARS, FHWA
Proportion of Fatalities by Road User
1975-2015

INSIDE VEHICLE: Occupants of cars, light trucks, buses and other vehicles

OUTSIDE VEHICLES: Motorcycles, pedestrians, bicyclist and non-occupants

Source: FARS
Unbelted Passenger Vehicle Occupant Fatalities
2007-2016

Source: NHTSA
Alcohol-Impaired Driving Fatalities
2007-2016

Source: FARS
Speeding-Related Fatalities
2007-2016

Source: FARS
Pedestrian Fatalities
2007-2016

Source: FARS
THE ROAD TO
ZERO

DOUBLE DOWN
on What Works

Liisa Ecola
Steven W. Popper
Richard Silberglied
Laura Fraade-Blanar
The guide is a basic reference for selecting science-based strategies that have been proven to change behavior and reduce crashes.
Impaired Driving
28% of Ohio deaths

What works?
Increased penalties, publicized sobriety checkpoints and high-visibility, saturation patrols

Ohio spends $70M

Funded by Ohio Department of Public Safety
Strong Laws and Enforcement

Seat Belts
Unbelted occupants
40% of Ohio deaths

What works?
• Primary seatbelt law, increased penalties, and short-term, high-visibility enforcement supported by media

Ohio spends $17.5M

Funded by Ohio Department of Public Safety
Safe Communities

- **47 Ohio County Partners**
  - Covers 83% of the population and 75% of fatal crashes

- **Program Goals**
  - Increasing seat belt usage
  - Increasing seat belt and impaired driving awareness
  - Increasing motorcycle safety awareness
  - Coalition building
  - Fatal data review

Funded by Ohio Department of Public Safety
Proven Safety Countermeasures:
Brought to you by the Federal Highway Administration

20 treatments and strategies that practitioners can implement to reduce crashes.
20 treatments and strategies that practitioners can implement to reduce crashes.
## Local Safety Initiatives:
Why Focus on Local Safety?

### SERIOUS INJURY AND FATALITY ROAD LOCATIONS (2008-2012)

<table>
<thead>
<tr>
<th>Emphasis Area</th>
<th>Types of Local Roads</th>
<th>Local vs. State Roads</th>
<th>Total Fatalities and Serious Injuries</th>
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<tbody>
<tr>
<td></td>
<td>County</td>
<td>City</td>
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</tr>
<tr>
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<td>18%</td>
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**FATALITIES AND SERIOUS INJURIES**

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- 54%-70%
- 36%-53%
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*Every move you make toward zero deaths.*

Toward Zero Deaths
Local Safety Initiatives: Why Focus on Local Safety?

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Local Road Safety Program

Ohio recently hired a full-time program manager to work exclusively with local governments.

**BENEFITS:**

- Build local capacity to address safety.
- Document priorities and locations at the local level.
- Helps communities qualify for safety funds.
Systemic Safety

- ODOT has been investing in low-cost safety treatments since 2006.
  - Cable Barrier
  - Reflectorized Back Plates
  - Dual Signs/Reflective Posts
  - Enhanced Curve Signs
  - Wider Edge Lines
  - Rumble Stripes
  - Signal Timing
  - Intersection Sign Upgrade
  - LTAP administered Township Signage Program
Other Statewide Initiatives
Distracted Driving Task Force
Task Force

- The Task Force has met twice.
- 30 Members representing law enforcement, AAA, AT&T, Insurance, OSU, planning organizations and advocates
- Purpose: **Develop recommendations for next Governor.**
- Review data, what other states have done, discuss potential strategies.
Research

- Examine driver behaviors and motivations
- Develop and test more effective messaging
- Improve our built environments
  - How does design influence distractions?

The Ohio State University
FISHER COLLEGE OF BUSINESS

DEPARTMENT OF
PSYCHOLOGY

The RISK INSTITUTE
Enterprise Risk, Insurance, Capital Management

EVERY MOVE YOU MAKE TOWARD ZERO DEATHS
WE’RE AGING, BUT WE HAVE ANSWERS, TO STAY –

FIT TO DRIVE
Stay Fit to Drive – Resource Book

The Ohio Department of Transportation (ODOT) and its partners, including AAA, AARP and others, know how important it is for drivers of all ages to be safe on Ohio’s roadways. Ohio is committed to helping everyone “stay fit to drive” as they age.

For many Ohioans, driving is a lifeline. Learning to evaluate and review driving skills can help older Ohioans stay independent longer while reducing risks to themselves and others. Through its Stay Fit to Drive program, ODOT is sharing information about resources and services available to older Ohioans, families and friends, caregivers and others who interact with older road users.

Like the rest of the nation, Ohio is getting older. By 2020, the state will have more than 2.1 million residents who are 65 or older — that’s 18% of Ohio’s population.

Not surprisingly, people age 65 or older represent the fastest-growing segment of drivers. This is one of the reasons Ohio is experiencing an increase in traffic deaths.

Aging in Ohio & Nationally

Experts estimate that most older adults will outlive their ability to drive safely by up to 10 years.

There are two kinds of situations that can affect a person’s ability to drive. The first is normal aging. The second is medications and medical conditions.

Normal Aging

Normal aging typically involves gradual changes in physical and mental abilities. This can include changes in vision and diminishing ability to see clearly at night; changes in strength, flexibility and reflexes; and minor lapses in memory or temporary confusion.

Older adults often self-regulate themselves to adjust for these changes in abilities by avoiding nighttime driving; compensating for decreased reaction time; traveling during non-peak hours; and planning trips ahead.

Traffic Deaths Involving a 65+ Driver

- 2007: 16%
- 2017: 23%

Projected Percentage of Driving Population Over 65

- 2025: 25%

TIP

One way to analyze driving skills is through self-assessment. There are printed and interactive, online self-assessment tests through AAA, AARP, The Hartford and others. (See the Resources list for details.)
Driver and Public Education

WHICH LANE SHOULD YOU BE IN IF YOU WANT TO HEAD WEST ON CHERRY STREET FROM SOUTH SPRING STREET?

- Left Lane
- Right Lane

Submit

GOOD JOB!
YOUR ANSWER WAS CORRECT!

Continue

Welcome to DRIVER CONTINUING EDUCATION
GOT SOMETHING TO SAY?
Show your support for safety. Submit an idea.
Have something to say to Ohio drivers that could save a life? Submit a safety message. Watch for the winning submission on Ohio's freeway message boards.

SUBMISSION FORM

Your Message* (3 lines, 17 characters per line)

THINGS TO KNOW BEFORE SUBMITTING:
- Due to the size of the signs, your submission is has a character limit. A highway message can't be longer than 51 characters (17 characters for each of the three lines).
Traffic Safety to People Safety
Driver Education
Michelle May
Ohio Department of Transportation
614.644.8309
Michelle.May@dot.ohio.gov