



Traffic Safety News and Facts for Employers February 1, 2008

Michigan News

Michigan Traffic Safety Summit

The 13th annual Michigan Traffic Safety Summit is March 11-13, 2008, at the Kellogg Hotel & Conference Center in East Lansing. Topics include the latest information on traffic safety research, drowsy driving, engineering, emergency medical services, and law enforcement. Confirmed general session speakers include Dr. Anthony R. Kane, Director of Engineering and Technical Services for the American Association of State Highway and Transportation Officials; Dr. Peter F. Sweatman, director of the University of Michigan Transportation Research Institute; Lisa Crumley, Principal at the full-service, Lansing marketing firm Pace & Partners; Dr. Mark R. Rosekind, President and Chief Scientist of Alertness Solutions; and Dr. Ray Bingham, research associate professor in the Social and Behavioral Analysis Division of the University of Michigan Transportation Research Institute. For a preview of the Summit agenda link to:

http://www.michigan.gov/documents/msp/Summit_reminder_221946_7.pdf For a registration form link to: http://www.michigan.gov/documents/msp/2008_Participant_form_220229_7.pdf

Latest Traffic Safety News

NETS Announces Next Board Chair

Maureen Mazurek will become the sixth chair of the Network of Employers for Traffic Safety (NETS) Board of Directors on Feb. 20. Mazurek is the director of global initiatives for Monsanto Company in St. Louis and will serve a two-year term. She served as vice chair in 2007. Mazurek succeeds David Melton, director of transportation technical consulting services for the Liberty Mutual Research Institute for Safety in Hopkinton, Mass. Melton served as NETS chair from 2006-07 and will serve as past chair in 2008.

AAA Foundation Seeks Answers to Why Americans Disregard Traffic Safety

Americans are complacent about the magnitude and scope of the country's traffic safety problems. Whenever citizens are polled regarding major issues confronting society, road safety consistently does not rank as a major concern. The AAA Foundation started its "safety culture" initiative to find out why Americans don't recognize the risks and what can be done to change perceptions and behaviors. Results of a national survey will be released throughout 2008 to increase awareness and bring about behavioral change. Source: AAA Foundation E-News, Issue 17

20 Percent of Drivers Admit to Texting behind the Wheel

Two high-profile tragedies demonstrate how dangerous texting while driving can be. In one, a texting driver hit and killed a bicyclist; in the other, a teen girl slammed her SUV into a truck after receiving a text, killing her and four friends. Americans send more than 7 billion text messages a month, and some of those come from behind the wheel. A Nationwide Mutual Insurance survey found that one in five drivers admits texting while driving, and the problem isn't limited to teens. The National Highway Traffic Safety Administration found that in 2006, nearly 80 percent of crashes and 65 percent of near-crashes involved some form of driver attention. Almost 90 percent of Americans think texting while driving should be outlawed. Source: Automotive Fleet, January 23, 2008



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In-car Gadgets Help Drivers but Cause Distractions

New technology can make driving easier, but it also can keep drivers' attention away from the road. For example, navigation systems can help reduce the stress of traveling in an unfamiliar city, but drivers must look often at the map on the screen to use it. Multi-function displays are similarly distracting, because they can require navigating through sub-menus on a screen to change the radio station or temperature. The Motor Vehicle Safety Act started addressing the problem five years ago, and the industry committed to incorporate a safety program into telematic design and development. Ford's answer to the problem is Sync, which connects many gadgets in a central interface controlled by voice or buttons on the steering wheel. For more information, go to

http://www.asianpacificpost.com/portal2/c1ee8c4417611683011764c5d84f0014_Driven_to_distraction.do.html. Source: The Asian Pacific Post, January 10, 2008

New Auto Technology Will Prevent Crashes, Says NTSB Chairman

Mark V. Rosenker, chairman of the National Transportation Safety Board (NTSB), says the auto industry is moving away from improving crashworthiness toward developing new technologies to prevent crashes altogether. Rosenker spoke at the 2008 Washington, D.C. Auto Show and said that because fatalities and injury rates have leveled off in recent years, automakers are "moving beyond crash mitigation and into a new era where technology will help us prevent accidents." The NTSB recently added the issue of preventing crashes using enhanced safety technology to its Most Wanted Safety Improvements list. Rosenker highlighted two categories of crash-avoidance technology: vehicle-based crash avoidance systems and infrastructure telematics. The National Highway Traffic Safety Administration's revamped New Car Assessment Program will reflect more modern technology. For more information, go to <http://www.nts.gov/speeches/rosenker/mvr080122.html>.

Green Technology Overshadows Safety Features at Auto Show

Eco-friendly vehicles are taking the driver's seat at the Detroit Auto Show, pushing safety features aside. "Green is in right now," said Adrian Lund, president of the Insurance Institute for Highway Safety. "And safety is taking a back seat." Even though more than 42,000 people in the United States die from traffic crashes each year, the problem is being overshadowed the green trend. Some safety breakthroughs that just aren't making it through the clutter are collision mitigation systems that detect and warn drivers about a future crash; lane-departure warnings; and more airbags that protect the knees and chest. Because changing driver behavior is the best way to reduce the death rate, Ford is trying to design a more-comfortable seat belt and a way for the vehicle to disable if the driver is drunk. For more information, go to <http://www.newsweek.com/id/94728>. Source: Newsweek, January 16, 2008

Colorado Cracks Down on Polluting Vehicles

Colorado is sending its first batch of notices to motorists with high-polluting vehicles in an effort to cut down on emissions. Regulators are equipped with roadside remote sensing devices that use lasers to measure emissions. Owners of vehicles with high emissions are sent letters and told to schedule follow-up inspections. If the car fails, the driver must repair it quickly or get a \$100 fine and face suspension of their registration. Before, drivers were notified and given the option of bringing the car in for free or subsidized repairs. The program could make a difference, because 1 percent of cars account for 30 percent of vehicle emissions. Regulators expect to catch 25-35 high-emitters per week at first. For more information, go to <http://www.rockymountainnews.com/news/2008/jan/10/warnings-go-out-polluting-cars/>. Source: Rocky Mountain News, January 10, 2008

More Vehicles Recalled in 2007 than 2006

Nearly 15 million vehicles were recalled for repairs at dealerships last year, about 30 percent more than in 2006. Recalls are becoming more common as companies build vehicles that share platforms and components. They're also responding more quickly to deal with potential safety hazards after the



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federal TREAD Act was enacted in 2000. "The manufacturers are more willing to do a recall before the agency starts an investigation, which is a good thing for consumers and a good thing for manufacturers," said Clarence Ditlow, president of the Center for Auto Safety. Ford had the most recalls in 2007, while General Motors and Toyota both saw a decline.

Source: The Associated Press, January 17, 2008

Aggressive Drivers Shouldn't Put Blame on Other Motorists

Although many of his readers believe passive-aggressive drivers are at the root of risky driving behaviors, Baltimore Sun columnist Michael Dresser thinks aggressive drivers have only themselves to blame. If a car is going slow in the left lane, it's the aggressive driver's choice to weave in and out of traffic instead of waiting for a safe time to pass. Instead of trying to punish passive-aggressive drivers, it's more effective to focus on specific actions that post an imminent threat, such as using a cell phone while driving. The only way to reduce the nation's traffic fatalities is to eradicate aggressive driving through greater enforcement of the law. Source: The Baltimore Sun, January 14, 2008

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http://www.asianpacificpost.com/portal2/c1ee8c4417611683011764c5d84f0014_Driven_to_distraction.do.html. Source: The Asian Pacific Post, January 10, 2008

Alcohol Retailers Launch Toolbox To Stop Drunk Driving

American Beverage Licensees (ABL) introduced a campaign to fight drunk driving and improve traffic safety with its "Effective Traffic Safety Solutions to Stop Drunk Driving—An ABL Toolbox." The toolbox is designed to help alcohol beverage retailers and legislators advocate for effective drunk driving solutions and oppose universal use of ignition interlocks. ABL and its members will monitor and oppose efforts to implement ignition interlock technology as part of a bigger push to mandate the devices in all vehicles. "When it comes to sentencing drunk drivers, judicial discretion is absolutely critical," ABL Executive Director Harry Wiles said. For more information, go to

<http://sev.prnewswire.com/beer-wine-spirits/20080117/DC1182117012008-1.html>.

Cars of the Future Show off at Consumer Electronics Show

At its "Safely There" mobile exhibit at the Consumer Electronics Show, Continental Automotive Systems showed off some new technology that would let drivers' minds wander while their cars pay attention to the road. The exhibit features cars that use radars to sense if traffic is slow, then apply the brakes automatically to avoid rear-end crashes. The self-driving Chevrolet Tahoe that Carnegie Mellon University created was nearby. The vehicle won the U.S. defense department's Defense Advanced Research Projects Agency Urban Challenge in November. "We are a decade out from having a car that drives itself," Carnegie Mellon's director of technology said. "We want to make it so you can get in to go to work, read the paper, drink your coffee and get there safely." For more information, go to

http://www.iol.co.za/index.php?art_id=nw20080108115319553C962440&click_id=31&set_id=1.

Source: Agence-France Presse, January 8, 2008



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Oregon Allows Anonymous Reports of Unsafe Driving

In Oregon, about 2,000 drivers a year must retake their driving test because of anonymous complaints reported to the Driver and Motor Vehicle office. Although accusers must put their names on the reports, they remain confidential because they might not come forward otherwise. Only a small percentage of complaints come from friends and family—the majority come from police, the courts or the DMV. Specific details of unsafe driving are required to prevent unsubstantiated complaints. If a driver passes a retesting but is reported again by the same person, the DMV will investigate whether it's harassment driven by a feud. For more information, go to

http://blog.oregonlive.com/breakingnews/2008/01/dont_like_my_driving_please_do.html.

Source: Associated Press, January 8, 2008

Iowa Study Shows Cameras at Intersections Reduce Crashes

Two Iowa cities saw a significant decrease in crashes where red-light running cameras were installed. There was a 40 percent reduction in red-light running crashes in Davenport and a 90 percent reduction in Council Bluffs, according to research funded by the Iowa Department of Transportation. Total crashes also decreased at intersections with the cameras. Contrary to the public's fears, rear-end crashes did not increase. A third city, Clive, did not have enough data to conduct a crash analysis. Instead, researchers compared the number of red-light running violations at intersections with cameras versus those without. Intersection approaches without cameras had 25 times more red-light running violations. For more information, go to

<http://www.ctre.iastate.edu/research/detail.cfm?projectID=1158685907>.

Carmakers Put Safety Offerings on Display at Detroit Auto Show

Luxury automakers debuted several safety features at the North American International Auto Show, such as more air bags, back-up cameras, lane-departure systems and adaptive cruise control. The 2009 Hyundai Genesis, in an attempt to compete for luxury buyers, features an electronic head restraint system that moves toward the head automatically in a crash. Ford and Chrysler both showed off rear back-up cameras as options in their 2009 pickups. The 2009 Dodge Ram and Dodge Journey will have ParkSense Rear Park Assist, a system that uses sound waves to detect objects in and around the back of the vehicle. Chrysler's Enhanced Accident Response System makes it easier for first responders to reach occupants by automatically turning on interior lights and unlocking doors after air bags are deployed. Source: Business Fleet, January 24, 2008

Gainesville Could Provide Wireless Access by Tying Network to Traffic Lights

A project that connects traffic signals to reduce congestion in Gainesville, Fla. could create the infrastructure necessary to provide wireless Internet access to the area. Gainesville Regional Utilities is seeking bids from companies that could build a wireless network as part of the traffic system. If Gainesville goes wireless instead of using fiber-optic cables, the network could provide Internet access to homes and businesses along the route, as well as commuters on buses. The \$8.2 million project will allow transportation planners to control multiple signals at once, improving traffic flow. The system could also provide wireless access in police cruisers. For more information, go to

<http://www.gainesville.com/article/20080122/NEWS/801220311/1002/NEWS>

Source: The Gainesville Sun, January 22, 2008

Differences in Reporting across Country Lead to Inaccurate Drowsy Driving Figures

Data that exists about drowsy driving traffic crashes is inaccurate because crash reporting is not uniform among states, according to a report from the National Sleep Foundation (NSF). United States highway fatality statistics show drowsy driving causes 100,000 police-reported crashes, 71,000 injuries and 1,550 deaths a year, but experts believe those numbers are underestimated. NSF's "State of the States Report on Drowsy Driving" argues that police underestimate the effects of fatigue because of a



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lack of uniform codes and proper training. Also, some drivers receive misleading information about sleep-related crash prevention from driver licensing manuals. For more information, go to <http://www.drowsydriving.org/site/c.lqLPIROCKtF/b.3558419/>.

City's Trucks Have New Tool To Predict Black Ice

The Charlotte Department of Transportation purchased road sensors that help predict potential spots where black ice can appear. The sensors show current road temperatures and are installed in the back of several department vehicles. Motorists should be careful driving on bridges, overpasses and tunnels because they're typically the first to freeze. Drivers should also be sure not to brake if they hit an icy patch and to keep their distance from other vehicles.

Accidental Deaths, Injuries Could Reach Record High Soon

Almost one in three Americans feel accidental injuries cannot be prevented, which is a stumbling block to national efforts to reverse rising injury trends. According to the National Safety Council (NSC), accidental deaths and injuries could hit an all-time high in the next few years if the public isn't moved to reverse the trend. "We know safety works," the NSC President and CEO said. "The greatest challenge we face is in reaching the public with information about their risks of unintentional injury and death and what they need to do to minimize those risks." For more information, go to www.nsc.org.

TRB Assesses PI&E's Place in Traffic Safety

The Transportation Research Board recently issued National Cooperative Highway Research Program (NCHRP) Research Results Digest 322: Public Information and Education in the Promotion of Highway Safety. The report examines the role of public information (PI&E) and education programs in changing driver behavior. Although many PI&E programs have been implemented, most do not lead to a measurable reduction in traffic crashes. Unsuccessful programs divert resources from other areas that could make an impact. Programs that merely urge drivers to adopt behaviors for their own benefit will fail. Only PI&E campaigns that follow research evidence should be implemented. The programs should also promote effective policies that have lasting effects on the entire population. For more information, go to www.trb.org.

States Split Regarding Primary, Secondary Seat Belt Laws

Although at the end of 2007 states were evenly split regarding primary or secondary seat belt laws, the scope of those laws varied widely. A total of 26 states and the District of Columbia, American Samoa, Guam, Northern Mariana Islands and Puerto Rico have primary seat belt laws, including Maine, whose primary law takes effect this April. New Hampshire is the only state without any adult seat belt law, and 23 states have secondary laws. Few state governments will consider primary laws in 2008, but those that might include Florida, Missouri, Montana and Ohio.

Alcohol Screening, Intervention in ER Can Reduce Risky Drinking

Asking emergency room patients about their alcohol use and talking with them about how to reduce harmful patterns is a good way to lower risky drinking rates, according to a new study. Emergency patients who went through alcohol screening and brief intervention reported lower risky-drinking rates at a three-month follow up than those who received only written information, the Academic Emergency Department Screening, Brief Intervention, and Referral to Treatment (SBIRT) Research Collaborative found. New codes will let doctors report the services they provide to screen patients for alcohol problems. "Using these new codes will increase the likelihood that an estimated 18.8 million Americans with serious alcohol abuse problems will receive effective intervention services that could possibly save their lives and promote wellbeing," said the administrator of the Substance Abuse and



Mental Health Services Administration. A guide for clinicians, "Helping Patients Who Drink Too Much," is available at <http://pubs.niaaa.nih.gov/publications/Practitioner/CliniciansGuide2005/guide.pdf>

Bipartisan Group Recommends Way To Cut Traffic Fatalities by Half in 2025

The National Surface Transportation Policy and Revenue Study Commission this month recommended the establishment of national safety standards to cut highway fatality numbers in half by 2025. The 12-member, bipartisan group unveiled its plan, which recommends safety improvements such as defining safety performance metrics standards, improving safety project funding, improving enforcement and enhancing safe technology efforts. For more information, go to www.transportationfortomorrow.org.

News from USDOT

Safety Advocates Call Hours of Service Rule Dangerous, Illegal

Advocates for Highway and Auto Safety, the Teamsters Union and Public Citizen filed a brief on the grounds that the Federal Motor Carrier Safety Administration (FMCSA) hours of service interim final rule is illegal and dangerous. "People are dying on the highway because FMCSA is more concerned about making its corporate bosses happy than it is about making our highways safe," Teamsters General President Jim Hoffa said. The final interim rule lets truckers drive 11 hours within a 14-hour time period and 84 hours per week. The groups say FMCSA's actions are lawless because it ignored court rulings that threw out the final interim rule, but FMCSA asserts reinstating the rule was necessary to maintain consistent safety regulations and does not violate court orders. The safety advocates also think the rule could lead to "dangerous fatigue." For more information, go to

http://www.occupationalhazards.com/Issue/Article/77821/ldquoillegalrdquo_Rule_Makes_Roads_Dangerous_Safety_Advocates_Say.aspx.

Source: Occupational Hazards, January 14, 2008

NHTSA Revises Roof Strength Proposal

Regulators issued a revised version of a proposed rewrite to the standard for vehicle roof strength. The latest version would require both sides of a roof to support at least two and a half times the vehicle's weight. The revision is another attempt to update one of the oldest and most controversial safety regulations, which has been practically unchanged since 1971.

Work – Home

Survey: Parents Don't Always Insist on Safe Vehicles for Teen Drivers

Although most parents know some of the important criteria for choosing safe vehicles for their teens, many of the cars they pick provide inferior crash protection. Researchers surveyed about 300 parents in Minnesota, North Carolina and Rhode Island while teenagers took their road tests. Fewer than half of the parents said their teens would be primary drivers of the chosen vehicles, about half of which were small cars, pickups or SUVs—vehicles that are less safe for teens than midsize/large cars or minivans. Few of the parents insisted on safety features such as side airbags or electronic stability control.

Transportation, Urban Planners Must Prepare for Aging Society

As America's population ages, planners must start working to meet the transportation needs of an older society. One concern is parking for disabled drivers and passengers, because supply for special parking permits has not kept up with the demand. Small community buses can help



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older citizens hold on to their independence. Neighborhood electric vehicles (NEVs) are popping up in resorts and senior communities on streets and bike lanes. The NEVs are equipped with safety features and are legal on streets with a posted speed limit of 35 mph or less. Urban planners need to consider adding multi-use paths for NEVs, provide more parking spaces that are van-accessible and work with bus manufacturers to make small, flexible transit vehicles.

Web Site Helps Parents Plan Carpools

A new Web site, www.dividetheride.com, provides a solution to families who need help taking their kids to endless activities. The site helps organize a carpool that parents already have assembled. "I see parents who live and work right near each other all rushing back and forth to the same places," Divide the Ride's vice president said. "Traffic is definitely a problem here." Users of the site enter people who have agreed to be in the carpool and then enter where their children need to go. Divide the Ride creates a web-based calendar and sends reminders via text messages. The site is free for now and might be supported with ads in the future. For more information, go to <http://www.charlotte.com/local/story/433964.html>.

Source: The Charlotte Observer, January 6, 2008

Most Parents Think Child Passenger Safety Laws Should Be Same across Country

Parents feel car seat laws should be consistent around the country, according to a survey released by the Automobile Club of Southern California and AAA. More than half of parents look to their state law for guidance on how to restrain children, but only 39 percent can accurately identify the age at which it's legal in their state for a child to ride with only a lap and shoulder belt. "Today many more parents make it a priority to properly restrain their children when driving because of the proven life-saving benefits of car seats," an Auto Club spokeswoman said.

Report Explores Effectiveness of Motorcycle Safety Laws

The National Conference of State Legislatures released a report about motorcycle safety, including federal regulations, state policy and laws and their effectiveness. As the popularity of motorcycles increases, motorcyclist fatalities have risen. For the first time since the National Highway Traffic Safety Administration began collecting data on fatalities in 1975, motorcycle rider fatalities outnumbered pedestrian deaths in 2006. For more information, go to <http://www.ncsl.org/programs/transportation/motorcycletranrev07.htm>.

NHTSA Recommends Crash Testing Changes To Protect Older Children

Officials from the National Highway Traffic Safety Administration proposed requirements that would improve safety testing for older children. The supplemental information to a proposed rule would require booster seats for children up to 80 pounds to meet crash test requirements. The changes were made to make sure lap and shoulder belts provide better restraint in a crash for children ages 6 to 11 years old or weigh up to 80 pounds. The ruling recommended children who have outgrown child safety seats to use booster seats until they are at least 4 feet, 9 inches tall.

Motorcycle Deaths Account for Quarter of Fatalities in Colorado Springs

In the Colorado Springs area, 11, or about a quarter, of traffic fatalities involved motorcyclists last year. Drugs, alcohol and speed are mostly to blame. As gas prices rise, more people are turning to motorcycles as a cheap option of transportation, but not all riders are trained to use them safely. "Inexperience is a big factor," an official said. "Registrations for motorcycles have been going up in the last five years. And we're seeing more and more non-endorsed



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motorcyclists." For a motorcycle endorsement, applicants must pass written and driving tests and purchase a permit. Colorado passed a helmet law for minors but not adults, and some riders are not wearing safety gear. Seven motorcyclists who died in Colorado Springs last year were not wearing helmets. Some riders don't think helmets are useful and don't want anyone telling them to wear one. Source: The (Colorado Springs) Gazette, January 19, 2008

International News

Traffic Lights Do More Harm than Good, Campaigner Says

British campaigner Martin Cassini thinks roads would be safer and less congested if there were fewer traffic lights. Cassini says lights are gas guzzlers, time wasters and a distraction. The fatal flaw at the heart of the system is main road priority—the distinction between major and minor roads. Lights are needed to break the priority streams of traffic. But Cassini argues that the system should conform to human nature instead of humans conforming to the lights. In a theory by Hans Monderman called "shared space," the roads become civilized again when traffic controls are removed. The shared space system could be safer even for blind pedestrians. For more information, go to

<http://news.bbc.co.uk/1/hi/programmes/newsnight/7187165.stm>. Source: BBC News, January 14, 2008

Drug Testing Can Deter Employees from Using Illegal Substances

One major company with a fleet of more than 5,000 vehicles found that 40 percent of its employees tested after being involved in a crash or suspected of being impaired at work were abusing drugs or alcohol. "Lots of companies have drugs policies in place, but it is testing that makes a difference," said a spokesman of the company, which wishes to be anonymous. Before the company started testing, it offered amnesty to employees who wished to go to counseling, but only five employees volunteered. Grendonstar, a testing company, recommends pre-employment testing to head off the problem. Companies should expect one in 10 employees to be using illegal drugs. Drug users are 3.6 times more likely to be involved in an accident at work. Source: FleetNews, January 21, 2008

University to Offer Specialized Post-Graduate Degree in Traffic Safety

Ben-Gurion University of the Negev is one of the few active academic research centers that focus on highway safety. New funding will allow for post-graduate degrees in industrial engineering and management with a specialized track in traffic safety. Most of the Masters candidates will be Israeli because the courses are taught in Hebrew. BGU's state-of-the-art simulator, based in a real car, is one of the key elements of its traffic safety research. The focus of some of that research is distracted driving. "If you do enough driving while talking on the phone, you actually get better at managing the two," a professor said. It's better not to use a cell phone while driving, but BGU researchers found the biggest distraction was other passengers.

Resources Available to Help Fleet Managers Protect Pregnant Drivers

An informal survey of more than 200 fleet managers shows that almost none have formal procedures in place to protect pregnant drivers. Only two managers had any kind of guidance, and both used the Think! road safety Web site, www.thinkroadsafety.gov.uk, as an information source. The Think! brochure shows pregnant drivers how to wear their seat belt correctly. Studies from Volvo, the only automaker with a "pregnant" crash-test dummy, show that pregnant drivers should not disable air bags. The safest way for a pregnant woman to wear a seat belt is to place the diagonal strap between the breasts with the strap on the shoulder, not the neck, and the lap belt flat on the thighs and across the pelvis, not the bump.



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Source: FleetNews, January 22, 2008

Great Britain Invests in Bike Safety

The British government set aside £140 million to increase bicycle safety for children and to promote the benefits of bike riding to adults. The new initiative is intended to help reduce road congestion, improve air quality and tackle obesity. The money will allow 500,000 10-year-olds to take part in Bikeability cycle training, teaching them to ride safely and responsibly. The money also will build 250 Safe Links to Schools, which will connect about 500 more schools to the National Cycle Network. Another 10 cycling demonstration towns will be created, as will the first large cycling demonstration city. Source: FleetNews, January 22, 2008

Drivers Spend Less Time behind Wheel, Take Infrequent Breaks

A survey of more than 500 car company drivers shows that 40 percent spend less than 10 hours a week behind the wheel, and 10 percent spend more than 30 hours a week driving. The Skoda survey also reveals that few business car users take a break every two hours—only one in seven do. One in six never take a break from driving because of time pressures. While 46 percent say they'd consider using teleconferencing options or working from home, 45 percent would rather stay behind the wheel. Source: FleetNews, January 22, 2008

Experts Explain Importance of Intelligence Vehicle Safety to Auto Industry

In a new Telematics Update article, leading experts in sensor and vehicle communication based active safety explain why their companies have a vested interest in Intelligence Vehicle Safety. The experts from TRG, NAVTEQ, General Motors and others offer insight into what drives industry changes and the increasing technological changes of sensors, vehicle communication and map-based applications. They agree that active safety will lead to autonomous cars. "When you weren't looking, we already entered the phase of autonomous driving," one expert said. The experts are also speaking at the European Intelligent Vehicle Safety Summit 2008, which is March 11-12 in Frankfurt. For more information, go to <http://www.telematicsupdate.com/ivseurope/reports.shtml> or <http://prweb.com/releases/2008/1/prweb655833.htm>.