



Traffic Safety News and Facts for Employers July 5, 2006

NETS Feature:

Michigan NETS

The leading cause of death and injury in the workplace is caused by traffic crashes. That's why the Michigan NETS Advisory Board is sponsoring its third Traffic Safety Symposium that will take place on August 23, 2006 in Escanaba, MI. M-TEC at Bay College is hosting the day long Symposium. Bay College is located on 160 acres and is in the heart of Michigan's beautiful Upper Peninsula. This Symposium is designed for CEO's, HR-Risk- & Safety Mangers who want to make a difference in safeguarding your most valuable asset----your employee's. A copy of the agenda and enrollment information can be found at the following link...

<http://mtec.baycollege.edu/train/Traffic%20Safety.pdf>

Latest Traffic Safety News

UPS Safety Manager Rewards Good Drivers

As reported in the Atlanta Journal-Constitution, Charlie Halfen, the fleet safety manager for UPS, is ultimately responsible for training the trainers of more than 88,000 UPS drivers in the United States. Halfen's approach is working, as numbers of avoidable accidents have dropped each of the past 10 years, according to the article. Currently, the 88,000 U.S. drivers travel 2.4 billion miles a year with less than one accident per million miles on the road. Safety training includes panel trucks seen in local neighborhoods and tractor-trailers spotted on the highways. Drivers who go a year without an avoidable accident earn a gift and recognition. UPS gives more than \$5 million in safety awards annually.

Driving Hazard Test: TV Beats Alcohol

Samsung Traffic Safety Research Institute in Korea recently conducted research on 37 male drivers on the effect of watching Digital Multimedia Broadcasting (DMB) while driving. DMB is a service that enables people to watch TV in cars going at a high speed. It was introduced last year for the first time in the world and is being fast applied to cell phones.

...More http://www.trafficsafety.org/newsletter/070106_hazardfeat.asp

Utah Psychologists Warn Against Cell Phone Use While Driving

Three years after the preliminary results first were presented at a scientific meeting, University of Utah psychologists, led by Professor David Strayer, have published a study showing that motorists who talk on handheld or hands-free cellular phones are as impaired as drunken drivers. Strayer, adds: "Just like you put yourself and other people at risk when you drive drunk, you put yourself and others at risk when you use a cell phone and drive. The level of impairment is very similar." "Clearly the safest course of action is to not use a cell phone while driving," concludes the study by Strayer, Drews and Dennis Crouch. The study reinforced earlier research by Strayer and Drews showing that hands-free cell phones are just as distracting as handheld cell phones because the conversation itself – not just manipulation of a handheld phone – distracts drivers from road conditions. Obtain a copy of the study by going to <http://hfes.org> and clicking on "What's New."



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Motorcycle Helmet Use Declines Along With Increasing Ridership

Motorcycle deaths have increased nearly 90% between 1997-2004, with a 40% increase in registered motorcycle riders. Motorcycle helmet use is at an all-time low with only 48% of riders wearing helmets that meet US DOT standards. Some 700 lives could be saved each year by use of approved motorcycle helmets. Under pressure from very aggressive motorcyclist anti-helmet lobbies, states are rolling back mandatory helmet-use laws. Motorcycle deaths are up by 145%, above the national average in TX, FL after relaxation of helmet laws. For further information, <http://www.nhtsa.dot.gov/>

Automakers Win Customers By Providing More Plug-In Gadgets

A recent AutoPacific survey asked new car buyers to rate most important vehicle attributes. Engineers are devoting more attention and resources on interior comforts and innovative features. Putting more focus on adding power outlets to plug-in gadgets. "Power outlets are the new cup holders. Count them and whoever has the most wins." according to Bob Lutz, vice chairman, General Motors Corp. There seems to be a moratorium on efforts to reduce number of knobs, buttons to distract drivers. For more information, <http://www.autopacific.com>

July Brings New Requirements For Georgia Commercial Drivers License (CDL) Holders And Applicants

Beginning July 1st, all drivers applying for or renewing a Commercial Drivers License (CDL) in Georgia must complete the Highway Watch® safety and security program, a mandatory safety awareness and anti-terrorism training program. After completing training, drivers will receive a Highway Watch® Identification Card that they will need to present to the Department of Driver Services (DDS) when applying for an initial CDL or upon renewing their CDL. Training materials and more information are available by calling the Georgia Motor Trucking Association (GMTA) at (770) 444-9771 or online at <http://www.gmta.org>

New In-Car Device Warns Speeding Drivers

An Australian company has developed a system that lets drivers know when they're speeding. When the technology becomes commercially available, it could help lead-footed drivers avoid tickets and also save lives. The product, called SpeedAlert, works with Global Positioning Satellites and the in-car GPS unit to pinpoint the position of the car. Using a pre-recorded database of speed limits, the software is able to recognize the current Speed Zone the car is traveling in. SpeedAlert™ is also able to calculate accurately the speed of the vehicle, warning the driver using audible and/or visual alerts if the car exceeds the speed limit at any time. A voice let's the driver know if they're approaching a school zone and the screen displays the current speed limit based on whether school is in session. For more information, <http://www.speedalert.com.au/faqs.php>

New Technology Can Prevent Drunk Driving

Anti-drunk driving technology could become a major factor in reducing the 13,000 deaths and half-million injuries caused by drunk driving crashes each year - but only if courts start widely using these proven devices according to researchers speaking at the MADD-sponsored, International DUI Technology Symposium on June 19 and 20 in New Mexico. Newer promising technologies include ignition interlocks, passive alcohol sensors and transdermal alcohol sensors. Visit www.MADD.org for further information.



More Organizations Tell Employees To Silence Their Cell Phones

According to a USA TODAY article on June 19, more companies are limiting the use of cell phones on the job as employees react to the irritation caused by the "noisy beeps and tunes emanating from incoming personal calls at work." Thirty percent of employees said cell phones ringing at work was their No. 1 pet peeve, according to a March study of more than 2,000 employed adults by Randstad USA, a staffing company. More than a third of organizations have policies to address the use of personal cell phones, according to the Society for Human Resource Management. But cell phone use is not just an etiquette issue: A growing number of lawsuits involve employer liability for traffic accidents caused by employees talking on cell phones. "The safety issue is huge," Audrey Mross, an employment lawyer says, adding that employers may be liable in an accident even if an employee is using his or her own phone and conducting business outside of normal working hours."

Outdoor Ads Make High-Tech Comeback And Distract Drivers

One of the oldest ad media—billboards, posters and signs — is experiencing a resurgence. Part of the reason is new, often high-tech creativity in the medium. Some advertisers are spending \$300,000 to \$500,000 on new digital billboards that often are shared by advertisers who rotate their ads and divvy up the cost. They can change daily, hourly or by the minute at little cost. Even static billboards, which cost about \$70,000 and still make up about 60% of billboards, are getting updates and often now are used to direct consumers to a website. Billboarders also are incorporating text-messaging codes.

Truck And Bus Safety Enforcement Efforts Having An Impact

During the largest targeted enforcement program of commercial vehicles in the world, 14 trucks or buses were inspected every minute from Canada to Mexico during Roadcheck 2006. Over a 72-hour period from June 6-8, 8,522 CVSA-Certified Inspectors at 1,850 locations across North America performed a near record 60,357 truck and bus inspections. The number of vehicles placed out of service and "parked" due to serious defects decreased significantly this year from 2005 in all major categories -- trucks, buses and hazmat. However, the number of drivers placed out of service increased significantly this year from last, going from 4.4% in 2005 to 5.6% in 2006. The bulk of those drivers placed out of service (57.1%) were done so for hours of service violations, followed by falsification of records of duty status with 12.4% of the total. Licensing-related violations comprised the bulk of the remaining drivers placed out of service, with drivers operating while under suspension leading the pack. Furthermore, there were 1,223 drivers cited for not wearing their safety belts, up from 1,150 last year.

New Airbag Sensor Detects Crash Twice As Fast

Siemens has developed an airbag sensor that can detect an accident by sound and deploy airbags up to twice as fast as ever before. The Crash Impact Sound Sensor (CISS) uses the sound waves created when the chassis of a vehicle deforms on impact and, based on their characteristics, determines the severity of the crash and whether the airbags should be deployed. While the previous sensors needed 30 milliseconds from impact to airbag deployment, CISS only needs half that time depending on the type of crash. The sensor will go into series production in 2007. For further information, www.siemens.com

Nation of Workaholics Sleeps on the Job

An article in the Washington Post on June 21 reported that the Japanese have gotten the nap down to a science. Sleep studies by researchers in Japan and abroad have suggested that nappers not let their afternoon slumber last more than 30 minutes, lest they fall into a deeper sleep and awake feeling more groggy than refreshed. Inside the Tokyo offices of Toyota Motor Corp., afternoon power naps



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have become commonplace. "When we see people napping during lunchtime, we think, 'They are getting ready to put 100 percent in during the afternoon,'" said Paul Nolasco, a Toyota spokesman in Tokyo. "Nobody frowns upon it. And no one hesitates to take one during lunchtime either."

DriveCam Highlights Riskiest Driving Behaviors

DriveCam, Inc., has highlighted risky driving behaviors that can lead to collisions. By identifying those driving behaviors that are more likely to result in accidents, DriveCam strives to heighten awareness and improve safety for commercial drivers and the communities in which they work. Studies show that risky driving behaviors are the cause of most accidents. Commercial fleets using the DriveCam Driver Risk Management Solution have captured thousands of video event recordings showing unusual or risky driving behavior. DriveCam experts have identified and documented seven common risky driving activities, visit www.nsc.org for further information.

AARP Releases Transportation Survey: Aging And Mobility

AARP has released a report that examines transportation issues associated with Utahans as they age. The report is based on findings from a telephone survey of a random sample of Utah residents aged 50 and older. According to an AARP press release, the Utah Department of Transportation is examining transportation issues that will affect the quality of life of all Utahans as they age and that findings from the survey will be used to help define appropriate policies and strategies for aiding state residents in accessing transportation.

News from the USDOT

Mineta Resigns As Transportation Secretary

Transportation Secretary Norman Mineta announced that he is stepping down from his Cabinet position effective July 17. He is one of President George W. Bush's longest-serving Cabinet members. He has served in the position since Bush assumed the presidency in 2001 and to date is the longest-serving transportation secretary in U.S. history.

NHTSA Launches Hispanic Buzzed Driving Campaign During World Cup Soccer

The National Highway Traffic Safety Administration and the Ad Council are expanding the new drunk driving campaign to include ads specifically geared to the Hispanic community. The message - Buzzed Driving is Drunk Driving - "Manejar Entonado Es Manejar Borracho" is aimed at young Spanish speaking men and is being launched to coincide with the 2006 World Cup Finals, as well as the long holiday weekend.

Below is the link to a brief preview of the PSAs and includes an introductory message from NHTSA Administrator Nicole Nason.

http://www.myhomefront.tv/media/E0167/video/buzzed_driving_web_pkg_medium.wmv.wvx

Drunk Driving. Over the Limit. Under Arrest. New National Campaign

NHTSA announced a new tag line to support high visibility enforcement (HVE) efforts to help stop impaired driving. This new campaign theme line will replace NHTSA's use of You Drink & Drive. You Lose. beginning with the upcoming 2006 August/Labor Day national enforcement crackdown. The new theme line will be used only when stepped up enforcement activity is truly being deployed. During other periods, the agency will continue to use the strong social norming themes (Friends/Fans Don't



Let Friends/Fans Drive Drunk and Buzzed Driving is Drunk Driving) that communicate and encourage social responsibility year-round.

FMCSA Under Fire For Truck Driver Training

Owner-Operator Independent Drivers Association (OOIDA) and two safety groups sued FMCSA in 2004 because a rule published that year did not require any training behind the wheel for entry-level drivers of commercial motor vehicles. The U.S. Court of Appeals has ruled that the FMCSA's training rule for commercial motor vehicle drivers is "patently illogical", ordering the agency to take the rule back to the drawing board. OOIDA President and CEO Jim Johnston, who has been pushing for driver training requirements since the early '80s, said the ruling is a major step, but cautioned that the issue is not yet completely resolved. FMCSA has no deadline or schedule for rewriting driver-training rule even though driver training rule was mandated by Congress in 1991. For further information, <http://www.oida.com>

FMCSA To Hold Public Listening Session June 29 In San Diego, California

FMCSA's Public Listening Session being held in San Diego, California on June 29, 2006, at the Hilton San Diego Airport/Harbor Island to continue dialogue on the National Registry of Certified Medical Examiners (NRCME) program for interstate commercial motor vehicle drivers and the comprehensive review of Federal Motor Carrier Safety Regulations medical standards. Medical examiners, motor carriers, drivers, representatives of medical associations, certification and accreditation organizations, medical training organizations, state motor carrier enforcement agencies and safety organizations are urged to attend. More information on the 2006 Public Listening Sessions is available at <http://www.nrcme.fmcsa.dot.gov/conferences.aspx>

Work-Life

Crash Data Confirms Child Safety Seats, Boosters Better Protect Children

Researchers at the Children's Hospital of Philadelphia reported on a recent study published in the Archives of Pediatric and Adolescent Medicine. Children who were using child restraints were 28 percent less likely to be killed in a roadway crash than children who were wearing seat belts alone. They found the risk of death was reduced by 28% for children sitting in the back in a car seat or booster seat. Even when the seat was misused--unattached to the vehicle seat, a child without a harness--the risk was reduced by 21%. For further information, <http://www.chop.edu/consumer/index.jsp>

Deadliest States For Youth-Related Driving Fatalities

Prior to the busy July 4th holiday weekend, the physician-led traffic safety advocacy group End Needless Death on Our Roadways (END) and the National Safety Council issued an analysis that shows the deadliest states for youth-related driving fatalities. The data also shows youth-related fatalities are on the increase in 20 states and unacceptably high nationwide. The analysis is based on each state's motor-vehicle fatalities involving 16-20 year old drivers as a percentage of its overall traffic fatalities. For further information, <http://www.nsc.org>

Graduated License Parent Sticker Program For Connecticut Young Drivers

The West Hartford Town Council approved a Graduated License Parent Sticker Program. This program will allow parents to place a sticker on their vehicle to alert the police that a newly licensed driver should not have passengers in their vehicle. Over the next month the program will be implemented. Contact police@westhartford.org for further information on the program.



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Reducing The Crash Risk Of Young Drivers

The AAA Foundation for Traffic Safety has released a report that examines graduated driver licensing and driver education as it impacts novice driver safety. According to the report, fatality and injury crash rates for 16-year-old drivers were 20 percent lower in states with nighttime and passenger restrictions than in a comparison jurisdiction. A press release on the report suggests that the significant differences between crash-free and crash-involved teen drivers were overall compliance with provisions found in state graduated driver licensing laws, adherence to traffic laws and regulations, and parental involvement. For further information, <http://www.aaafoundation.org>

Florida Law Gives Parents Access To Children's Tickets

Florida has a new law, a first-in-the-nation tool to give parents free online access to their minor child's entire driving record. Now parents have a way to monitor their child's driving record. Beginning Jan. 1, parents, guardians and others who sign off on a minor's license will get a personal identification number for access to a secure Web site that will show the driver's record. web access to the records will expire when the child turns 18.

New Study Shows Underage Drinking Costs

The Pacific Institute for Research and Evaluation (PIRE) published a study that shows that underage drinking costs America nearly \$62 billion a year, yet, public attention remains focused on preventing youth drug use, not alcohol use. More young people drink alcohol than use illegal drugs. Alcohol kills 4 times more kids than all illegal drugs combined. However, federal funding for preventing drug use is about 25 times greater than spending on underage drinking prevention. According to Ted Miller, Ph.D., lead author of the cost study, "When assigning dollar totals to alcohol-related problems among youth, violence and traffic crashes dominate the costs. The study estimates that youth traffic crashes attributable to alcohol cost \$13.7 billion a year while violence costs \$34.7 billion. Alcohol-related problems cost an average of \$4,680 per underage drinker each year. Underage drinking costs by state from this study are available at, www.iaaonline.org/profiles.php