

SAFETY Network

May 2017

Michigan.gov/ohsp



Colonel Etue and other law enforcement officials kicked off the mobilization.

MSP director urges Michigan motorists to 'Get Your Click On'

Celebration of the 100th anniversary of the Michigan State Police (MSP) continues with the "Get Your Click On" *Click It Or Ticket* mobilization to increase seat belt use in Michigan and across the Midwest region.

Tapping into state pride, the goal is to again make Michigan number one in the nation for seat belt use. Michigan has extended a friendly challenge to neighbors Indiana and Ohio to see which state can achieve the biggest improvement in its seat belt use rate this year.

"We can think of no better way for the people of Michigan to help us celebrate our 100th birthday than joining the 'Get Your Click On' challenge to increase seat belt use and save lives," said Col. Kriste Kibbey Etue, MSP director. "The Michigan State Police is excited to partner with drivers, passengers, and law enforcement officials across the state to make Michigan number one in seat belt use. We all win when we wear our seat belts."

Michigan had the top seat belt use rate in the nation at 98 percent in 2009. In 2016, Michigan's seat belt use rate was 94.5 percent.

"Cars are safer than ever before and seat belt technology has improved dramatically," said Matt Reed, Ph.D., professor and head of the Biosciences Group at the

University of Michigan Transportation Research Institute. "The most important decision you can make to keep you and your loved ones safe is to buckle your seat belt—in the front seat and in the back seat."

According to the National Highway Traffic Safety Administration (NHTSA), 9,874 unbuckled passenger vehicle occupants were killed in crashes in the United States in 2015—188 in Michigan. It is estimated that if all passenger vehicle occupants 5 and older involved in fatal crashes had worn their seat belts, 2,804 lives could have been saved nationally in 2015.

"Our goal is to make Michigan the best when it comes to seat belt use, for drivers and passengers," said Michael L. Prince, director, Office of Highway Safety Planning (OHSP). "We know that the people of Michigan have a tremendous amount of state pride. We look forward to partnering with law enforcement officials and residents to make Michigan number one once again."

The "Get Your Click On" *Click It Or Ticket* mobilization began May 22 and will continue through June 4. Residents are encouraged to show their state pride by using #ClickOnMI across social media platforms to help spread the word.

Where's baby? Look before you lock

Heatstroke is the number one killer of children, outside of car crashes.

That's why the NHTSA continues its efforts to reduce these deaths by reminding parents and caregivers about the dangers of heatstroke and leaving children in vehicles.

There were 24 heatstroke deaths of children in vehicles nationwide during 2015.

In 54 percent of cases, the child was forgotten by the caregiver. In 29 percent of cases, children got into the vehicle on their own.

Heatstroke can occur in temperatures as low as 57 degrees. In 10 minutes, a car can heat up 20 degrees. Rolling down a window does little to keep the vehicle cool.

Parents and caregivers are urged to:

- Never leave a child in a vehicle unattended.
- Make it a habit to look in the back seat every time you exit the car.
- Always lock the vehicle and put the keys out of reach.

For more information or campaign materials, go to safercar.gov/heatstroke





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Michigan sees 10 percent increase in traffic fatalities in 2016

For the second year, Michigan traffic deaths increased 10 percent, up from 963 in 2015 to 1,064 in 2016, according to just-released information from the MSP Criminal Justice Information Center (CJIC). The last year Michigan exceeded 1,000 traffic fatalities was 2007. Crashes, injuries, and serious injuries were up as well:

- Crashes: 297,023 in 2015 to 312,172 in 2016, up 5 percent.
- Injuries: 74,157 in 2015 to 79,724 in 2016, up 8 percent.
- Serious injuries: 4,865 in 2015 to 5,634 in 2016, up 16 percent.

Progress was noted in several areas, including alcohol-involved traffic deaths which fell 11 percent, from 303 in 2015 to 271 in 2016, and a 7 percent decline for young driver-involved fatalities (age 16-20), from 158 in 2015 to 147 in 2016.

“Some trends are emerging, especially with regard to drug-impaired traffic deaths, and our office is aligning resources accordingly,” said Michael L. Prince, OHSP director. “More resources are available to train law

enforcement officers in the detection of drug-impaired drivers, and the OHSP is continuing federal funding for impaired driving traffic patrols throughout the year. In addition, planning is underway to use new earmarked federal funds to help address the state’s bicyclist and pedestrian crashes and fatalities.

“Our core programs, focused on increasing seat belt use and reducing impaired driving remain as important as ever,” he added.

The increases are part of a national trend of rapidly rising traffic deaths. Researchers believe an improved economy and lower gas prices have contributed to an increase in miles driven.

In other areas:

- Bicyclist fatalities increased from 33 in 2015 to 38 in 2016, up 15 percent.

- Commercial motor vehicle-involved fatalities increased from 85 in 2015 to 120 in 2016, up 41 percent.
- Drug-involved fatalities increased from 179 in 2015 to 236 in 2016, up 32 percent.
- Motorcyclist fatalities increased from 138 in 2015 to 141 in 2016, up 2 percent.
- Pedestrian fatalities decreased from 170 in 2015 to 165 in 2016, down 3 percent.

More detailed 2016 crash information will be posted to Michigantrafficcrashfacts.org in the coming months. Statewide crash information can be found at Michigan.gov/crash.

MICHIGAN TRAFFIC CRASHES

	2016	2015	2014	2013	2012
Crashes	312,172	297,023	298,699	289,061	273,891
Injuries	79,724	74,157	71,378	71,031	70,519
Fatalities	1,064	963	876	951	936

National Roadway Safety Awards Program seeking applications for 2017 competition

Applications are now being sought for the 2017 National Roadway Safety Awards competition. The nationwide competition recognizes roadway safety achievements that help reduce fatalities and serious injuries.

The biennial awards program, which is sponsored by the Federal Highway Administration and the Roadway Safety Foundation (RSF), honors outstanding projects involving infrastructure, operational, or program-related innovations. Nominated projects and programs are judged based on their effectiveness, innovation, and efficient use of resources.

Submissions are being sought from state, local, and tribal governments as well as planning organizations, regional councils, and universities.



**Roadway
Safety
FOUNDATION**

The awards recognize roadway safety achievements that move the United States

toward zero deaths and serious injuries on the nation’s roadways. The competition highlights exemplary roadway safety efforts and publicizes best practices.

Winners will be honored at a national awards ceremony in Washington, D.C., next November.

The application can be downloaded at www.roadwaysafety.org/awards/apply. Applications must be received by June 9, 2017. For further information, contact the RSF at 202-857-1228 or email info@roadwaysafety.org.

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The current landscape of impaired driving

By Kenneth Stecker and Kinga Gorzelewski

In the mid-1970s, alcohol was a factor in more than 60 percent of traffic fatalities.¹

When Mothers Against Drunk Driving was founded in 1980, an estimated 25,000 people were killed nationwide every year in drunk driving crashes.² We've come a long way since then. That deadly number is now down by more than half.³

There are many reasons for this reduction. Society no longer views drunk driving as accidental or as something that everyone does. The federal government and states have made great strides in reducing drunk driving deaths.

Effective measures included actively enforcing .08 blood alcohol content laws and enacting minimum drinking age and zero tolerance laws for drivers under 21 years old.⁴ These efforts have helped prevent thousands of injuries and deaths from alcohol-impaired driving.

We now have another hazard on our roads that threatens the safety of Michigan drivers—drugged driving.

The national media recently reported driving under the influence of drugs was deadlier in 2015 than driving while drunk.⁵ Positive drug tests were more common than the presence of alcohol among fatally injured drivers who were tested in 2015, according to the Governors Highway Safety Association.⁶

The report noted 43 percent of motorists who died were under the influence of drugs compared to 37 percent of those who tested positive for alcohol in the same year.⁷ Of the more than 400 drugs

the NHTSA tracks, marijuana accounted for 35 percent of these positive tests.⁸

In Michigan, traffic deaths increased 10 percent in the last year, from 963 in 2015 to 1,064 in 2016, according to CJIC. The last year Michigan exceeded 1,000 traffic fatalities was 2007. Progress was noted in several areas. For example, alcohol-involved traffic deaths fell 11 percent, from 303 in 2015 to 271 in 2016. However, drug-involved fatalities increased from 179 in 2015 to 236 in 2016. That's up 32 percent.

As Michigan and other states continue to address this issue, it's important to provide law enforcement and prosecutors the tools and best practices they need to combat the serious problem of drug-impaired driving.

The Michigan Traffic Safety Resource Prosecutors (TSRPs) assist prosecutors and law enforcement in this area by providing specialized training, technical assistance, and other resources dealing with drugged driving. Training topics include the law and penalties for drugged driving, case law updates, how to testify about drugged driving, and how to deal with defense challenges.

The OHSP has also implemented a special program to train qualified law enforcement officers to become Drug Recognition Experts (DREs).

The OHSP worked hard to bring the DRE Program in Michigan. It assigned a state DRE Program Coordinator to determine the feasibility of Michigan becoming a DRE state. In October 2010, Michigan became

the 47th DRE state and conducted its first school in 2011.

Michigan is the only state that invites prosecutors to attend the DRE School. Michigan now has 113 officers and 32 prosecutors that are DRE-trained.

Law enforcement and prosecutors can also attend a two-day in-person Advanced Roadside Impaired Driving Enforcement (ARIDE) training or take the course online. ARIDE training focuses on teaching officers how to observe signs of drug impairment in drivers. It's designed to close the gap between Standardized Field Sobriety Test training and DRE School.

We need to bring awareness to the threat of drugged driving on Michigan's roadways, much in the same way we have with drunk driving. While the substances are different, the results are the same—deaths and serious injuries.

For more information on this article and PAAM training programs, contact TRSPs Kenneth Stecker at steckerk@michigan.gov or Kinga Gorzelewski at gorzelewskik@michigan.gov.

Please consult your prosecutor before adopting practices suggested by reports in this article. Discuss your practices that relate to this article with your commanding officers, police legal advisors, and the prosecuting attorney before changing your practice.

1 [Report.nih.gov/nihfactsheets/ViewFactSheet.aspx?csid=24](http://report.nih.gov/nihfactsheets/ViewFactSheet.aspx?csid=24)

2 Madd.org/drunken-driving/about/history.html

3 National Highway Traffic Safety Administration's Fatality Analysis Reporting System

4 Guide to Community Preventive Services. Motor vehicle-related injury prevention: reducing alcohol-impaired driving. Available at <http://www.thecommunityguide.org/mvoi/AID/index.html>

5 "Drugged driving surpasses drunken driving among drivers killed in crash, report finds," By Robert Jimison, CNN, April 28, 2017.

6 Ghsa.org/sites/default/files/2017-04/GHSA_Drugged_Driving_2017_Final.pdf

7 *Id.*

8 *Id.*





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Clarkston High School students win top prize in teen safe driving campaign

Oakland County's Clarkston High School finished first statewide in the *Strive for a Safer Drive* (S4SD) campaign contest. The first place selection recognizes the outstanding efforts of Clarkston High School students in educating their classmates about safe teen driving.

The goal of Clarkston's campaign, You Can Be Impacted When Distracted, was to educate the student body, parents, and other members of the community about the dangers of distracted driving. Campaign highlights included outreach in home-room classes, a drawing contest for elementary age students, a safe driving pledge, and multiple guest speakers from the community.



S4SD is a program jointly supported by Ford Driving Skills for Life and the OHSP that provides funding and resources to help teens talk to teens about safe driving with the goal of reducing traffic crashes, injuries, and fatalities. Top schools are selected based on creativity, execution,

and compliance with the S4SD participation requirements.

Lamphere High School, also in Oakland County, placed second. Lakewood High School in Barry County earned third place; Skyline in Washtenaw County took fourth place; and Carlson High School in Wayne County finished fifth.

The top five campaigns received a cash prize ranging from \$500-\$1,500. Students from participating schools attended a free hands-on driving clinic with professional driving instructors at the Ford Dearborn Development Center on May 15.

This school year, 50 Michigan high schools received \$1,000 to create a student-led, peer-to-peer traffic safety awareness campaign. The topics included distracted driving, seat belts, underage drinking/impaired driving, speeding, and winter driving. The students conducted activities between December and March, reaching more than 54,000 students across Michigan.

NHTSA completes Michigan EMS reassessment

The 2017 NHTSA reassessment of Emergency Medicine Services (EMS) in Michigan took place March 28-30. The assessment team, including two physicians and three EMS office professionals, reviewed prepared materials and heard testimony from more than 20 experts in various fields of EMS, trauma, transport, hospital care, and rural health systems.

As with all NHTSA assessments, the team identified strengths and growth since the last assessment in 2007 as well as areas to improve to provide a more complete EMS and trauma system.

The report's recommendations included:

- Having the OHSP continue to provide financial support for EMS data collection and analysis to improve trauma systems and care.
- Developing regulations to ensure ambulance drivers are trained and licensed.
- Establishing a state EMS transportation plan.
- Developing EMS transportation plans and accountability systems.
- Improving public information efforts with partners, including the OHSP.

What's Ahead

JULY 2017

- 11 **Occupant Protection Action Team meeting.** Kettering University, 10 a.m.
- 12 **Michigan Truck Safety Commission meeting.** Michigan Center for Truck Safety, 1131 Centennial Way, Lansing, 9 a.m.
- 12 **Impaired Driving Action Team meeting.** MSP Headquarters, 7150 Harris Drive, Dimondale, 10 a.m.
- 13 **Senior Mobility and Safety Action Team meeting.** Horatio S. Earle Learning Center, 7575 Crowner Drive, Dimondale, 1:30 p.m.
- 18 **Distracted Driving Action Team meeting.** MSP Headquarters, 7150 Harris Drive, Dimondale, 1 p.m.
- 25 **Pedestrian and Bicycle Safety Action Team meeting.** Horatio S. Earle Learning Center, 7575 Crowner Drive, Dimondale, 9 a.m.
- 25 **Traffic Safety Engineering Action Team meeting.** Horatio S. Earle Learning Center, 7575 Crowner Drive, Dimondale, 9 a.m. This is a joint meeting with the Pedestrian and Bicycle Safety Action Team.



Gateway treatment makes crosswalks safer for pedestrians

Getting drivers to yield to pedestrians consistently at sidewalks is a significant challenge.

The gateway treatment, which consists of yield signs installed both at the edge of the roadway and between travel lanes, is an inexpensive strategy to increase driver yielding rates.

With Western Michigan University as the lead researchers, the Michigan Department of Transportation has developed a new user guide for pedestrian crossings. The R1-6 Gateway Treatment consists of in-street pedestrian signs used across an entire roadway—lane lines, center lines, bike lane lines, medians, etc. to highlight a marked pedestrian crosswalk.



Research data show that when appropriately used, the gateway treatment increases driver yielding compliance from 0-10 percent to 60-100 percent. Data also show that driving speeds are reduced around these devices regardless of pedestrian presence. These results have been sustained over time and suggestions are included in the guide to increase survivability for maintenance.

This user guide is to be used in conjunction with the Guidance for Installation of Pedestrian Crosswalks on Michigan State Trunkline Highways. This new research will be incorporated into this publication in the future, but should be considered in installations typically falling under Crossing Types A and B.

The guide is available at mdotcf.state.mi.us/public/tands/Details_Web/mdot_user_guide_gateway_treatment.pdf

Research indicates trends five years after motorcycle helmet law change

April 2017 marked the fifth anniversary of Michigan’s partial universal motorcycle helmet law repeal. Since April 2012 there has been a 25 percent decline in statewide helmet use and a 14 percent increase in head injuries among crash-involved motorcyclists, according to the American Journal of Public Health.

The University of Michigan Injury Center has developed a policy fact sheet on the statewide impact of Michigan’s partial universal motorcycle helmet law repeal. Since the change, helmet use among all motorcyclists has declined while head injuries among hospitalized riders have increased. Although the statewide fatality rate did not change significantly overall, the fatality rate among unhelmeted riders was nearly two times higher than that of helmeted riders.

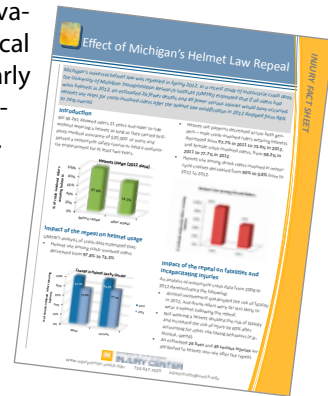
Researchers found that:

- Among those with head injuries, a greater percentage were attributable

to skull fractures following the change, with fewer injuries occurring as a result of minor concussions.

- The need for invasive neurosurgical procedures nearly doubled following the change.
- The average acute care cost for non-helmeted riders who are hospitalized after a crash is about \$33,000, which is 35 percent higher than the cost for helmeted riders.

For more information, please go to <http://injurycenter.umich.edu/programs/effect-michigan-helmet-law-repeal-fact-sheet>



OHSP announces staff reassignments

OHSP Director Michael Prince recently announced management staff reassignments.



Planning and Administration Section Manager Alicia Sledge has been reassigned to lead the Program Management Section following the departure of

Jason Hamblen, who accepted a position with the Department of Health and Human Services in February. Alicia is a 17-year member of the OHSP and a previous

program coordinator for traffic records, occupant protection, and impaired driving programs.



Communications Section Manager Anne Readett has been reassigned to lead the Planning and Administration Section. Anne is a 21-year member of the OHSP. She has served her entire

tenure in the Communications Section, for more than 15 years as section manager.



Michigan joins more than 40 states declaring June 6 'Secure Your Load Day'

Michigan is joining traffic safety advocates across the country by reminding motorists to ensure loads are securely fastened. Gov. Rick Snyder has declared June 6 "Secure Your Load Day" in an effort to ensure drivers take extra time and caution to secure their loads to prevent any part from becoming loose, detached or leaving the vehicle.



attached to the vehicle with tarps, rope, straps, netting, or chains to leave the vehicle and cause significant damage to other vehicles and drivers, including death.

When considering whether a load is safe, drivers are encouraged to ask themselves the following questions:

- Have I overloaded my vehicle or trailer?
- Have I tied large objects directly to the vehicle?
- Is the entire load secured at the back, sides, and top with rope, netting and straps?
- Is there any chance something might fall or blow out of my vehicle?
- What would happen to my load if I hit a bump, had to brake suddenly or was hit by another vehicle?

In 2015, 330 crashes resulted from vehicles carrying unsecured loads in Michigan. An average of 318 crashes per year involved unsecured loads between 2011 and 2015.

"We are reminding drivers to firmly secure everything being transported in a vehicle or trailer to reduce the risk of loads becoming loose and falling into the roadway," said Michael L. Prince, OHSP director. "Anything not securely fastened presents a hazard."

Unsecured loads can allow an object or objects that have not been fastened in or

- Would I feel safe driving behind my secured load?

All 50 states and the District of Columbia have statutes regarding unsecured loads. Michigan is one of just 28 states with penalties that include a fine of not more than \$500 and/or 90 days jail time. Exemptions exist within the law for highway maintenance vehicles engaged in ice or snow removal and agricultural and horticultural vehicles.



Seeking summit presentations for 2018

The OHSP is seeking general session and workshop topics and speakers for the 23rd Annual Michigan Traffic Safety Summit, March 20-22, 2018, at the Kellogg Hotel and Conference Center in East Lansing.

All presentation proposals will be reviewed by the OHSP based on the following criteria: application to a broad range of traffic safety professionals, relevance to the event, and not presented at a recent summit.

Forms are available on the OHSP website at michigan.gov/documents/msp/Summit_2018_Topic_Submission_Form_571188_7.pdf

The completed form can be submitted to the OHSP by fax 517-284-3338, email MSP-OHSP-Summit@michigan.gov, or mail: P.O. Box 30634, Lansing, Michigan 48913, by September 15, 2017.



OHSP Director Michael Prince presents a plaque to OHSP Communication Section staff member Kristin Allen for her leadership as chair of the 2017 Traffic Safety Summit Planning Committee.

SAFETY Network

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 Editor: Kendall Wingrove
 Designer: Jon Benallack
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