

## APRIL IS DISTRACTED DRIVING AWARENESS MONTH

What is Distracted Driving? Distracted Driving is any activity that takes the driver's attention away from the primary task of driving in any of the following four ways:

- **Visually** (keeping your eyes on the road)
- **Manually** (keeping your hands on the steering wheel)
- **Cognitively** (keeping your mind focused on driving)
- **Auditorily** (hearing something not related to driving)

Eating, talking with passengers, grooming, watching a video, using a navigation system, and reading are all significant distractions, but cell phone use is the most dangerous because it distracts focus in all four ways – visually, manually, cognitively, and auditorily.

Clackamas County is committed to traffic safety. Having the state's first Transportation Safety Action Plan and the Drive to Zero program focused on eliminating fatal and serious injury crashes demonstrates that commitment.

Distracted Driving Awareness month will be highlighted by special activities that include:

- The display of billboards highlighting the hazards of distracted driving. The poster featured on the billboards (shown below) was created by Sandy High School student Alyssa Bigelow, and will be on billboards on Highway 26 at Haley Road and on Interstate 205 at 82nd Avenue. The billboards were funded by a grant from State Farm Insurance.

- A short video titled "Don't Drive Distracted", about the dangers of distracted driving, will be shown at movie theaters in Oregon City and Happy Valley. The video is one of a series that recently won "Honorable Mention" in the Ultra Short Video category of the International Safety Media Awards. It portrays a cart-pusher in a grocery store who pays no attention to others around him, with the message, "You wouldn't do this in the grocery store, why are you doing it on the road?"

"We have lost people in crashes because someone was distracted by their cell phone, laptop, or other activity that took their attention away from the road. These crashes are preventable," says Patty McMillan, Drive to Zero Program Coordinator, who has seen the effects of distracted driving.

Clackamas County urges drivers to learn more about the dangers of distracted driving and to take the pledge to always drive free of distractions:

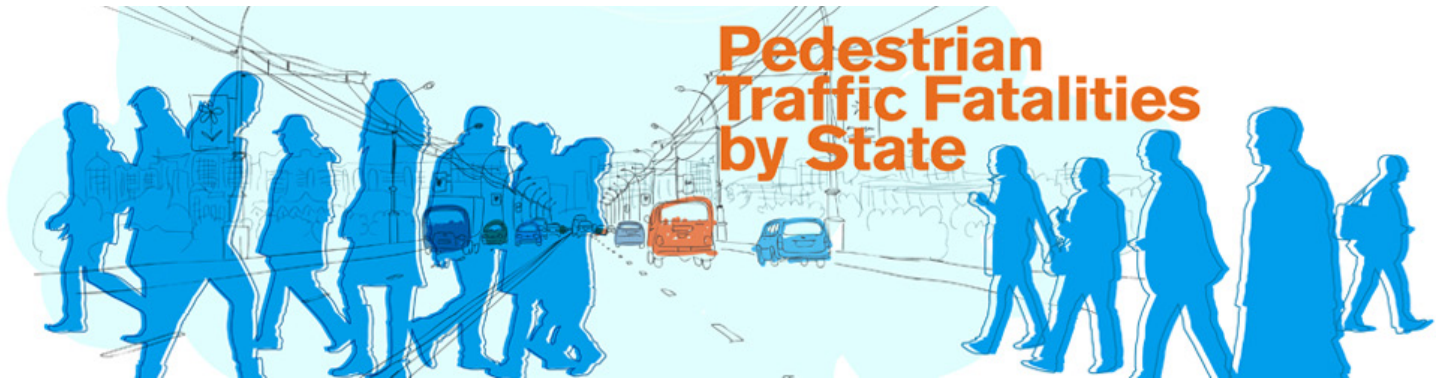
### Take The Pledge

Distracted driving kills and injures thousands of people each year. Texting while driving is the most dangerous distraction of all. Therefore, I pledge to:

- Protect lives by never texting, talking on a cell phone, reading, watching a video, or grooming while driving.
- Be a good passenger and speak out if the driver in my car is distracted.
- Encourage my friends and family to drive distraction-free.

For more information contact **Patty McMillan**, Drive to Zero Program Coordinator at (503) 742-4661 or [pmmcillan@clackamas.us](mailto:pmmcillan@clackamas.us)





WASHINGTON, D.C. - The Governors Highway Safety Association (GHSA) projects an 11% increase in the number of persons on foot killed on U.S. roadways last year, compared to 2015. This would represent the steepest year-to-year increase since record-keeping began, both in terms of number of deaths and percent increase. GHSA's annual **Spotlight on Highway Safety** offers a first look at state-by-state trends in pedestrian traffic fatalities for 2016, using preliminary data provided by all 50 State Highway Safety Offices and the District of Columbia. The report was authored by Richard Retting of Sam Schwartz Transportation Consultants.

"This is the second year in a row that we have seen unprecedented increases in pedestrian fatalities, which is both sad and alarming," said Retting. From 2014 to 2015, the number of pedestrian deaths spiked more than 9%. "It is critical that the highway safety community understand these disturbing statistics and work to aggressively implement effective countermeasures. The information in this report will help states and localities pursue engineering, enforcement and education solutions to reverse this trend."

States reported 2,660 pedestrian fatalities for the first six months of 2016, compared to 2,486 deaths during the same time period in the previous year. Adjusting for underreporting and past full-year data trends, GHSA estimates an 11% rise in pedestrian fatalities from 2015 to 2016. Compared to 2014, the number of pedestrians killed in 2016 increased by 22%. Pedestrians account for approximately 15% of all motor vehicle deaths.

More than twice as many states reported an uptick in pedestrian fatalities in the first six months of 2016 than had decreasing numbers. Thirty-four states saw an increase, while 15 states and the District of Columbia reported decreases, and one state had no change.

There are many possible factors contributing to this spike. As economic conditions improve and gas prices remain low, the U.S. has seen an increase in motor vehicle miles traveled. At the same time, a growing number of Americans are choosing to travel by foot for health, transportation, economic or environmental reasons. Another potential factor is a sharp

rise in the use of smartphones to send and receive multimedia messages, a frequent source of mental and visual distraction for both walkers and drivers.

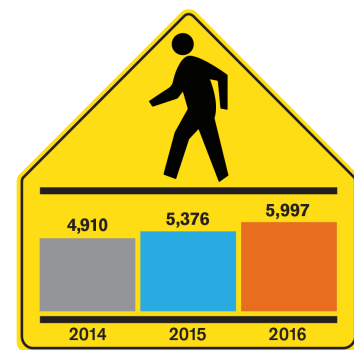
"Everyone walks, and we want to encourage that, but at the same time we want to make sure that we all get to our destinations safely," said Jonathan Adkins, GHSA Executive Director. "Unfortunately, this latest data shows that the U.S. is not meeting the mark on keeping pedestrians safe on our roadways. Every one of these lives represents a loved one not coming home tonight which is absolutely unacceptable."

GHSA also asked its state members, which are responsible for addressing behavioral safety, to provide examples of their efforts to reduce pedestrian and motor vehicle collisions. Promising strategies include: high visibility enforcement and public information campaigns aimed at both motorists and pedestrians; identifying high-risk zones and conducting educational outreach in these areas; adoption of Complete Streets policies, which ensure streets are safe for all users regardless of mode, age and ability; and strategic partnerships with local universities and community organizations to advance pedestrian safety. State Highway Safety Offices also collaborate with state DOTs that are tasked with infrastructure improvements. The report provides specific examples of these efforts in 41 states and the District of Columbia.

Access the full report, including state-by-state data, at: [ghsa.org/resources/spotlight-peds17](http://ghsa.org/resources/spotlight-peds17).

**An estimated 5,997\* pedestrian fatalities occurred during 2016, compared with 5,376 in 2015 and 4,910 in 2014.**

\*2016 estimate based on preliminary data



## Text Or Call Could Wreck It All

Texting and driving is one of the most dangerous forms of distracted driving. At any given moment across America, approximately 660,000 drivers are using or manipulating electronic devices while driving, a number that has held steady since 2010. Distracted driving has become a deadly epidemic on America's roadways.

3,154 people were killed in 2013 and an estimated 424,000 injured in motor vehicle crashes that involved distracted drivers. Our youngest and most inexperienced drivers are most at risk, with 10% of all distracted driving crashes involving drivers under the age of 20.

Additional campaign materials are available, such as:

- U Drive. U Text. U Pay. (enforcement)
- Generic/evergreen resources



Use these free materials to raise awareness on the dangers of distracted driving. For more information, facts, and toolkits, please visit [www.Distracted.gov](http://www.Distracted.gov)

# ONE TEXT OR CALL COULD WRECK IT ALL

## SAVE LIVES DON'T TEXT AND DRIVE

April is Distracted Driving Awareness Month.  
**Distracted driving is 100% preventable.**

- USING YOUR CELLPHONE
- EATING & DRINKING
- TALKING WITH PASSENGERS
- GROOMING
- NAVIGATION SYSTEMS

Artwork by Courtney Montpetit, Molalla High School

Molalla Drive 2 Zero DriveToZero.org



Janelle Lawrence  
Executive Director

Contact Us



Funded through  
a grant from  
ODOT Transportation  
Safety Division

## Update from NHTSA's Office of Behavioral Safety Research

March 2017

*Richard Compton, Director of Behavioral Safety Research*

*Heidi Coleman, Chief of Behavioral Research*

*Rory Austin, Chief of Injury Prevention Research*

Recent NHTSA Publication – Pedestrian Safety

### The Effect of High Visibility Enforcement on Driver Compliance with Pedestrian Right-of-Way Laws: Four-Year Follow-Up

(January, 2017; DOT HS 812 364)

This study is a follow-up to a previous study entitled High Visibility Enforcement on Driver Compliance with Pedestrian Right-of-Way Laws. The objective was to determine the extent to which the observed increases in driver yielding obtained in the previous study persisted over a follow-up period of nearly four years after the high visibility enforcement intervention program ended.



## It Can Happen to Anyone; Know the Facts to Protect Your Kids

Since 1998, 701 children have died due to heatstroke after being left or trapped in a hot vehicle. Think this tragedy can't happen to you and your family? Ask [Raelyn Balfour](#).

Raelyn had heard about heatstroke's dangers. Like many of us, she chalked it up to irresponsible parents leaving children behind in vehicles. Then one morning, while feeling tired, overwhelmed, and distracted—feelings familiar to most parents with young children—she mistakenly thought she had already dropped her 9-month-old son, Bryce, at daycare before she continued on to her office. In reality, he was still in the back seat of her car. By the time she realized it, heatstroke had taken Bryce's life.

You're more like Raelyn and other parents who have lost a child to heatstroke than you might realize. The fact is that heatstroke tragedies happen to loving, caring, attentive parents. The vast majority of these tragedies happen when a child is mistakenly left behind in a vehicle or when an unattended child gains access to a vehicle.

Now that you know the truth about heatstroke, you can protect your family. Follow these tips:

- **Look Before You Lock.** Get into the routine of always checking the back seats of your vehicle before you lock it and walk away.
- **A Gentle Reminder.** Keep a stuffed animal or other memento in your child's car seat when it's empty, and move it to the front seat as a visual reminder when your child is in the back seat. Or place your phone, briefcase, or purse in the back seat when traveling with your child.
- **A Routine Check.** If someone else is driving your child, or your daily routine has been altered, always check to make sure your child has arrived safely.
- **A Key to Safety.** You know to keep your vehicle locked, but also keep your keys out of reach; nearly 3 in 10 heatstroke deaths happen when an unattended child gains access to a vehicle.

Raelyn's story also reminds us of another important heatstroke fact: it doesn't have to be hot outside for a vehicle to get hot inside—hot enough to kill a child.

On the day Bryce died, the temperature was in the mid-60's. On a mild day, as low as 57 degrees, the temperature inside a vehicle can reach 110 degrees. If a child's body temperature reaches 107 degrees, that child will die.

If you live in parts of the country with very mild winters, then heatstroke can happen any time of year. Tragically, 2017 has already witnessed two heatstroke deaths in Florida: [a 1-year-old in Pinecrest](#) in January and [a 2-year-old in Brandon](#) in February.

NHTSA continues to investigate technologies that could alert a driver that a child is being left alone in a vehicle. Today, it's still up to you to prevent heatstroke deaths and injuries. If you're a mom or dad who has ever found yourself tired and overwhelmed—and that's likely happened to every parent at one time or another—then heatstroke can happen in your family. Any parent can make this terrible mistake, so every parent should take steps to prevent it. Now that you know the facts about heatstroke, take action to protect your child and to prevent another tragedy.



## Transportation Safety Workshops

*TREC Events*    *UP Highway Safety Workshops*    *OSU Kiewit Center*

TREC Workshops are typically held at PSU.

<u>Topic</u>	<u>Date</u>	<u>Time</u>	<u>Registration</u>
<i>TREC Workshop:</i> A Conceptual Framework For Understanding Latent Demand	4/21	12 pm	<i>More Info</i>
<i>TREC Workshop:</i> Economic Impacts From Bicycle & Ped. Street Improvements	4/25	10 am	<i>More Info</i>
<i>OSU Workshop:</i> Uniform Traffic Control Devices	4/25-27	All Day	<i>More Info</i>
<i>OSU Workshop:</i> Highway Capacity Manual	June	All Day	<i>More Info</i>



## Road Aware® helps teens anticipate hazards before they get behind the wheel

Teens usually have better reaction times than older adults – so why do teens crash at least four times as often as other drivers? One reason is that teens haven't learned what to look for while driving. Driving is more than just reacting. Driving requires learning from your experience so that you can better anticipate hazards.

Based on state-of-the-art computer simulator research at the University of Massachusetts - Amherst, Road Aware® is a web-based training program that simulates hazards in the driving environment. Road Aware® provides teens with experience in recognizing and anticipating common driving hazards that they might not otherwise see. And it allows teens to make mistakes and learn from them without putting them or anyone else on the road at risk.

For more information click on the address below:  
<http://teendriving.statefarm.com/road-aware?locale=en>



This poster and many other resources are available at:  
<https://www.trafficsafetymarketing.gov/get-materials/distracted-driving/general-resources>

## Car Seat Check-Up Events and Fitting Stations

[www.ChildSafetySeatResourceCenter.org](http://www.ChildSafetySeatResourceCenter.org)

Date	City	Location	Address	Time
4/15	Vancouver*	Peace Health*	92nd Ave. Entrance	8:45 am - 2:15 pm
4/15	Beaverton	Kuni Auto Center	3725 SW Cedar Hills Blvd.	9:00 am - 12:00 pm
4/17	Bend	Bend Fire Dept.	1212 SW Simpson Ave.	11:30 am - 2:30 pm
4/19	Redmond	Redmond Fire	341 NW Dogwood Ave	11:00 am - 2:00 pm
4/22	Sherwood	Kohl's	16685 NW 12th Street	9:00 am - 11:30 am
4/22	Salem	Salem Hospital	Visitor Parking Garage	11:00 am - 2:00 pm
4/27	Forest Grove	Forest Grove Fire	1919 Ash Street	3:00 pm - 5:00 pm
4/27	Eugene	Eugene Fire	1725 West 2nd Avenue	4:00 pm - 6:00 pm
5/2	Salem	Salem Hospital	Visitor Parking Garage	11:00 am - 2:00 pm
5/4	Redmond	Redmond Fire	341 NW Dogwood Ave	11:00 am - 2:00 pm
5/6	Beaverton	Beaverton Police Dept.	4755 SW Griffith Drive	9:00 am - 12:00 pm
5/6	Lake Oswego	LO Fire Dept.	300 B Street	10:00 am - 1:30 pm
5/9	Coos Bay	Coos Bay Fire	450 Elrod Avenue	11:00 am - 1:00 pm
5/11	Ontario	Ontario Fire	444 Southwest 4th Street	4:00 pm - 6:00 pm
5/13	Hillsboro	Tuality Health Ctr.	334 Southeast 8th Avenue	9:00 am - 11:30 am

**\*Peace Health Event:**  
 Registration required by 8:45 am for 9:00-10:00 am class. First come, first served. Must attend class to participate in the clinic, which is held from 10:00 am to 2:00 pm.