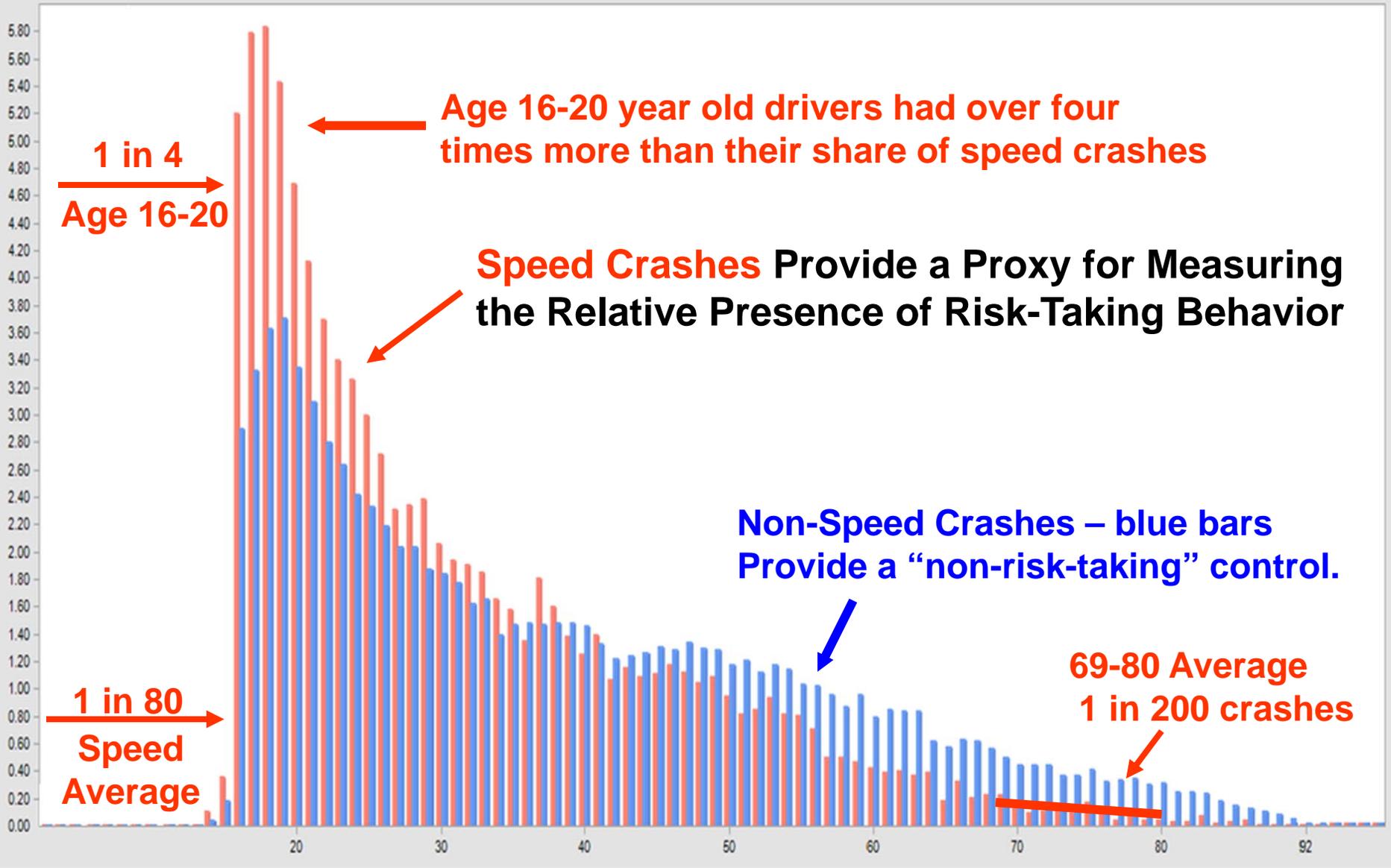


Dave Brown – 10:20 Session  
Risky Driving

# Speed vs. Non-Speed by Age

WWW.SafeHomeAlabama.gov

IMPACT Results - 2010 Alabama Integrated Crash Data - Speeding vs. Not Speeding  
CU Driver Raw Age



# Youth Countermeasures

[WWW.SafeHomeAlabama.gov](http://WWW.SafeHomeAlabama.gov) – Youth Driver Issues Page

- **Focus Group Data on Youth Perceptions**
  - Denied they did it, but laughed at it (observed)
  - The cops are doing it (speeding and not restrained)
  - I got a warning! (something to brag about)
- **Teen Misperceptions (Invulnerability)**
  - Misperception: The only problem is DUI (not for 16-17)
  - Being risky is cool (cultural norm) – movies and TV
- **Essential Youth Culture Change**
  - Must start with the media (it worked for smoking)
  - Peer-level motivation (making it un-cool) – long term
  - Stronger Graduated Drivers License (GDL) Law
  - Imaging the possibilities (before driving)
  - **HABIT: ALWAYS** drive to create a safer situation

Dave Brown – 1:00 PM Session  
Traffic Safety Information Systems

# TSIS Proposed Effort for FY2012

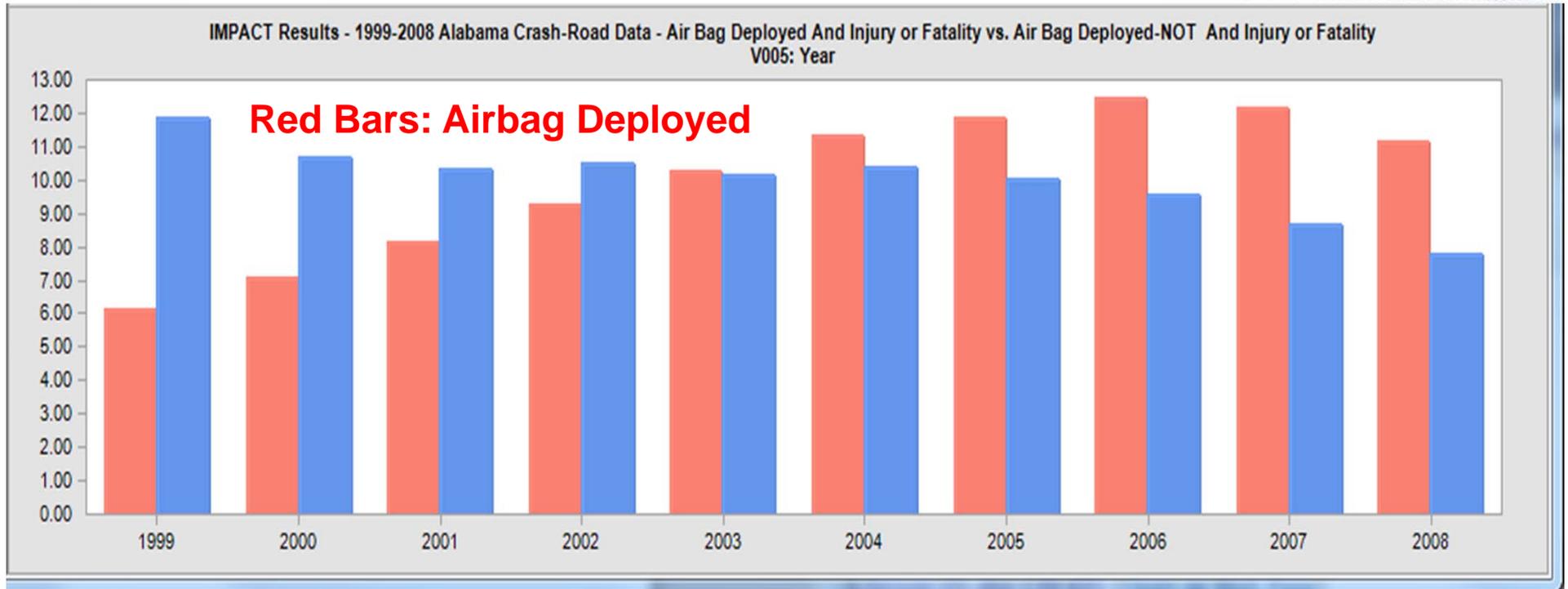
[www.SafeHomeAlabama.gov](http://www.SafeHomeAlabama.gov) – TRCC Page

- **eCite/eCrash Rollout and Maintenance**
- **Law Enforcement Mobile Paperless**
  - **Mobile Road Incident Dispatch (RID)**
  - **All other reports – logs; CMV service, etc.**
- **eCrash Updates:**
  - **MapClick to improve crash location data**
  - **MMUCC – Model Minimum Uniform Crash Codes**
- **Public Health – Trauma Systems Data**
- **[www.SafeHomeAlabama.gov](http://www.SafeHomeAlabama.gov)**



# Role of Airbag Technology

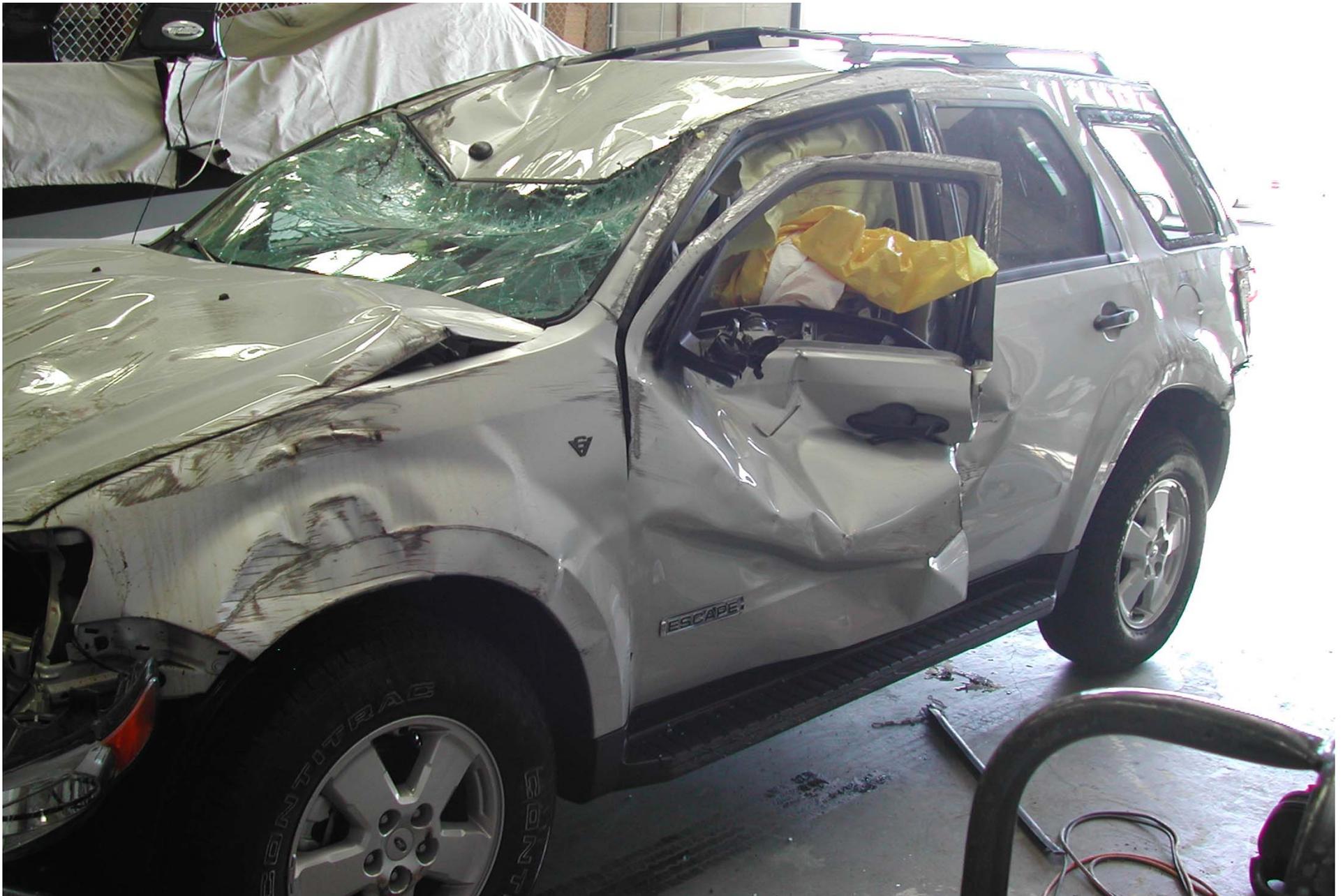
## Proportion of Injury/Fatal Crashes in which Airbags Deployed



- Most Significant Variable Found in Fatality Reduction Study
- Airbags First Appeared in 1970s; Not Widespread until 1989
- Most Drivers Now Take Them for Granted
- **This is an Example of a Culture Change**
- Do We Know/Teach How Best to Take Advantage of Airbags?



**The driver of this vehicle, who was the victim of a DUI, walked away with minor injuries due to combined airbag and seatbelt technology.**



# Doesn't it Just Bug You?

- **Traffic Signals Only Turn Red When ...**
- **Interstate Coming to a Standstill for No Reason**
- **Slow Moving Cell Phone User in Left Lane**
- **TZD Culture Change – Major Motivation:**
  - Increased traffic flow and reduced driving time
  - Culture Change: Giving up some autonomy
  - Platooning – linking vehicles physically or virtually
  - Dedicated lanes during transition
  - Ultimately dedicated very high speed roadways
  - CC MUST include promotion of IVHS technology



# Technology's Part of TZD

## The Culture Change Must:

- **Be Led by the Traffic Safety Community**
- **Recognize**
  - **Need for acceptance of new technologies**
  - **Most of the technology is available now**
- **Be Viewed As:**
  - **Long-Term**
  - **Continuous Improvement Forever**
- **Not Defer Changing Driver Attitudes Now**

