

# Strategic Communication Plan

May 2023



# INTRODUCTION:

This strategic communication plan is designed to help those tasked with communicating traffic safety messages by:

- **Sharing common key traffic safety messages with the public.**
- **Strengthening relationships and identifying shared goals among partners.**
- **Uniting traffic safety professionals under the Destination Zero Deaths umbrella.**

The communication plan provides consistency between partners with statistics and messages designed to resonate with your target audiences across the state. It provides a high-level overview of the key issues outlined in the Strategic Highway Safety Plan and is exclusively meant for Regional Safety Coordinators, Emphasis Area Team Leaders and Louisiana Department of Transportation and Development (LADOTD) staff.



## BACKGROUND

**Louisiana's ultimate goal: Zero deaths and serious injuries on our roadways.**

Destination Zero Deaths is the foundation of the Louisiana Strategic Highway Safety Plan (SHSP), the top strategic goal of the DOTD and the ultimate traffic safety goal for the state. Organizations across the state have helped shape the direction of the Destination Zero Deaths program including LADOTD, Louisiana State Police (LSP), the Louisiana Highway Safety Commission (LHSC), the Regional Safety Coalitions and many other stakeholders.

The SHSP's goal is to provide data-driven strategies and focus traffic safety resources to decrease fatalities and serious injuries in each emphasis area with a long-term vision to achieve zero deaths and serious injuries on Louisiana roads.

**Emphasis areas are**



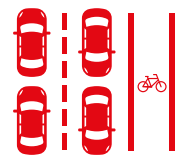
**Distracted Driving**



**Impaired Driving**



**Occupant Protection**



**Infrastructure & Operations**

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**Strategies and tactics in each emphasis area address older drivers (65+), older pedestrians (65+) and young drivers (15-24) involved in fatal and serious injury crashes.**

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As Louisiana's traffic safety goal, Destination Zero Deaths unites the various state and local agencies under one comprehensive, overarching program. This collaborative approach strengthens and amplifies the messages from individual traffic safety campaigns, including:

- **Click It or Ticket**
- **Driver Sober or Get Pulled Over**
- **Buzzed Driving is Drunk Driving**
- **If You Feel Different, You Drive Different**
- **Drive High, Get a DUI**
- **Buckle Up in Your Truck**
- **Rear Seat, Click It Louisiana!**
- **Share the Road**
- **Is Your Child in the Right Car Seat?**
- **If You're Texting, You're Not Driving**
- **U Drive. U Text. U Pay.**
- **Slow Down in Work Zones**
- **Drive Safely Around Pedestrians and Bicyclists**
- **See the Blind Spots**
- **LA Back-to-School Distracted Driving Awareness Week**
- **Heads Up, Phone Down**

### **Coordinate, collaborate, and communicate consistent safety messaging across Louisiana.**

Many stakeholders are leading the charge to improve traffic safety in Louisiana on a statewide, regional and local (city, parish) level. These pivotal organizations include the Louisiana Department of Transportation and Development (LADOTD), Louisiana Highway Safety Commission (LHSC), Louisiana State Police (LSP) and the nine Regional Safety Coalitions (Acadiana, Capital, CenLA, New Orleans, Northeast, Northwest, North Shore, Southwest, South Central).

The Regional Safety Coalitions are tasked with the implementation of the SHSP at the regional and local level, collaborating with DOTD District Offices and Highway Safety Section, Metropolitan Planning Organizations (MPOs), Highway Safety Commission, local governments, law enforcement, public health organizations, education leaders, and other traffic safety stakeholders and advocacy groups within each of their regions to carry out the strategies and tactics identified within the SHSP. This outreach effort is imperative in getting out key messages that empower the people in their respective disciplines to make positive changes in traffic safety for themselves and their communities.

## **CORE CHALLENGE/OPPORTUNITY**

Fatalities continue to rise in Louisiana and across the nation. Nearly 800 deaths on average occur on Louisiana roads each year. Unfortunately, Louisiana has seen the same upward fatality trend as other states across the nation. The risky behaviors identified in the SHSP, such as impaired, distracted driving and not buckling up are top contributing factors to these fatalities. We see the tragic results of these behaviors played out in roadway departures, head-on collisions, intersection crashes, and crashes with pedestrians and bicyclists. Reducing the potential severity of crashes is everyone's responsibility.

As traffic safety professionals, it is critical to understand that traffic safety is a collective responsibility. Everyone plays an essential role in educating road users about safe behaviors and ensuring that our roads are as safe as possible. The best way to achieve this is by working together, sharing resources, and creating a coordinated effort to save lives on the road. Thankfully, many people and organizations have been coordinating and collaborating over the past several years, but more can be done to make a significant impact in the number of lives lost on Louisiana's roads.

By improving how we work together to promote the Destination Zero Deaths message, we can create a unified approach that will resonate with the public and encourage safer driving behaviors. This will not only save lives, but also reduce the number of crashes and injuries that occur on our roads. Sharing resources will also help us maximize our impact and achieve our goals more efficiently. Together, we can pool our expertise, funding, and resources to make a significant difference in traffic safety across the state. It's crucial that we work toward a stronger, cohesive approach, leveraging each other's strengths and expertise to achieve our shared mission of saving lives on the road.



## OVERARCHING GOAL

Reduce fatalities and serious injuries through the Destination Zero Deaths program.

## COMMUNICATION GOALS

Primary: **Communicate the same traffic safety message throughout the state.**

Secondary: **Build partnerships that will complement and support each other.**

## MEASURABLE OBJECTIVES

- Establish a baseline awareness of the Destination Zero Deaths program in an annual public opinion survey.
  - In following years:
    - Increase awareness of the Destination Zero Deaths program.
    - Increase the level of the program's influence in changing behaviors identified.
    - Increase the number of people reached by the Destination Zero Deaths program.
    - Increase effective coordination and partnership with internal and external safety programs.
    - Increase the number of agencies that support the Destination Zero Deaths program and promote the brand/message.

## AUDIENCES

Saving lives on the road is the shared responsibility of all ages. By segmenting and prioritizing the highest risk audiences, we're better able to reach specific demographics with the most relevant, effective messages that resonate with them.

**The Louisiana Strategic Highway Safety Plan highlights several segmented audiences:**

### Children under 15

- Educate children on safe pedestrian and bicycle behavior.
- Educate children on the importance of seat belts and how to properly buckle up.
- Educate children to recognize dangerous driving/riding behaviors and empower them to voice their concerns.

### Young Drivers 15-24

- Educate teens on the dangers of driving unbuckled, distracted and/or impaired.
- Persuade teens to adopt safe driving behaviors.
- Educate teens and young adults to recognize dangerous driving/riding behaviors and empower them to voice their concerns.

### Adults 25-34

- Educate adults (primarily men) on the dangers of driving unbuckled, distracted and/or impaired.
- Persuade adults to adopt safe driving behaviors and ensure children are properly restrained.



### Older Adults (65+)

- Reinforce safe driving behaviors among adults 65+.
- Educate older drivers on new laws and safe driving practices.
- Persuade those who have not adopted safe driving behaviors that it's not too late to begin driving buckled and stop driving impaired and/or distracted.

### Partner Organizations

- Educate partner organizations on best practices and creative ways to integrate a Destination Zero Deaths message into their organization.
- Encourage the active promotion and sharing of safe driving efforts within their circles of influence.

### LADOTD internal

- Persuade LADOTD's internal divisions and offices to promote the Destination Zero Deaths program at the state and local level.
- Integrate LADOTD's other safety initiatives under the Destination Zero Deaths umbrella.
- Enhance internal communication and coordination by sharing progress, updates and information with relevant partners.
- Consistency in messaging in all departments of LADOTD.



## APPROACHES AND COMMUNICATION TOOLS

Marketing Public Education Tools (DZD branded)	Training
Branded Handouts (CPS, Seat belt usage, Impaired & Distracted Driving)	Recommend becoming CPS Certified, Car Fit Certified
Social Media Toolkits	Public Speaking/Presenting
Partner Development Resources	Quarterly - Educate the Educator
Presentations	
Outreach Efforts	

	Roles and Responsibilities	Reporting
<b>Regional Coordinators</b>	<ul style="list-style-type: none"><li>• Address traffic safety concerns at the regional, parish and city levels</li><li>• Traffic safety expert</li><li>• Lead coalition within their agency</li><li>• Brand awareness with DZD</li><li>• Create partnerships within their community</li></ul>	<ul style="list-style-type: none"><li>• Track number of events and people reached</li><li>• Track the success of each action step</li><li>• Report to SHSP Manager</li></ul>
<b>SHSP Outreach Coordinator</b>	<b>Oversees the SHSP and Coordinators</b> <ul style="list-style-type: none"><li>• Help with creating presentations and approved messaging</li></ul>	<ul style="list-style-type: none"><li>• Reports to SHSP Manager</li></ul>
<b>SHSP Manager</b>	Oversees the statewide Emphasis Teams and the Regional Safety Coalitions	<ul style="list-style-type: none"><li>• Reports to DOTD Highway Safety Administrator</li></ul>



# KEY MESSAGES

## Overall Crash Data (2016-2020):

Highest percentage of crashes resulting in serious injuries and fatalities is between **25 and 34 years old** for both females and males. (SHSP)

**67% of all injuries and fatalities involve males** compared to **33% involving females**. (Includes driver and occupants) (SHSP)

**Nearly 60%** of all statewide serious injuries and fatalities occurred on two-way undivided highways. (SHSP)

Of the people injured and killed along roadway segments, **54% were involved in single-vehicle crashes**. (SHSP)

Crashes resulting in serious injury or death occurred most on **urban state highways**, followed by urban parish highways. (SHSP)

## General Messaging

- We want to see everyone return home to their family and friends at the end of the day. Make “Destination Zero Deaths” your goal.
- What is the only acceptable number of fatalities for your loved ones? Make zero deaths on Louisiana roads your destination.
- We owe it to ourselves, our friends, and family to reach everyone’s goal of zero deaths on Louisiana roads. And Destination Zero Deaths begins with you.
- We want to remind all drivers that driving is a privilege, not a right. Choices have consequences and when bad choices are made behind the wheel, people suffer. The laws on the road are created to protect ALL roadway users, please follow them. Zero deaths is our destination.
- Remember, Destination Zero Deaths isn’t just a statewide goal. It’s a goal that starts with your family, your friends and your community. Just like any goal, it requires effort. We need each driver to do their part behind the wheel.
- Don’t assume your teen is a good driver, or your children are safe when traveling with friends... make it a point to be certain. Sit down with your family and ask each of them to identify the area in which they can improve. If talking about traffic safety in your family could save the lives of your children, spouse or friend, it’s worth the effort. If all of us make a commitment to improve one aspect of our driving... we will save lives. Make zero deaths your destination.
- Most people think they are good drivers, but the truth is—we can all do better behind the wheel. Look at what you can do to be a better driver today. Make Destination Zero Deaths your goal.



# Impaired Driving Messaging

Impaired driving is operating a vehicle under the influence of alcohol or other drugs, both prescriptions and illegal narcotics.

- An alcohol-related crash is defined as a crash involving at least one driver or motorcyclist predicted to have a BAC greater than or equal to 0.02%. (SHSP)
- A drug-involved crash is defined as a crash involving a driver or motorcyclist identified by the police officer as either having a condition of drug use (whether impaired or not impaired), being suspected of having used drugs or both alcohol and drugs, or having drugs that were reported. (SHSP)
- Underage Drinking Laws:
  - No person under the age of 21 years will be allowed to drink, buy or possess alcohol.



## Crash Data (2016 - 2020)

### Alcohol-related crashes:

1. One-third of all fatalities are related to alcohol-related crashes. (SHSP)
2. Two-thirds of alcohol-related crashes, fatalities and serious injuries were single-vehicle crashes. (SHSP)
3. Drivers between 25 and 34 years old (both male and female) were more likely to drive impaired than any other age group. (SHSP)
4. Males were much more likely to drive impaired.

### Drug-involved crashes:

1. Drug-involved crashes contributed to more than half of all fatalities in Louisiana. (SHSP)
2. Approximately one-quarter of drug-involved crashes involved young drivers (15-24), and a nearly equal amount involved older drivers (65+). (SHSP)
3. Most drug-involved crashes occurred between 3 p.m. and 3 a.m., with the highest peak occurring from 6-9 p.m. (SHSP)
4. Most drug-involved serious injuries and fatalities have been highly correlated with males between 25 and 34 years of age. (SHSP)
5. Drug-involved crashes have been highly correlated with lane departure, roadway departure, and no restraint usage. (SHSP)

## Drug-Impaired Messaging

- Drug-impaired driving is illegal, no matter what. If you feel different, you drive different. Do not drive—call for a sober ride.
- Do not get in another vehicle when a driver is high, stoned, wasted, or drunk: No matter how you say it, impaired driving is illegal and deadly.
- If taking prescription or over-the-counter medications, read the warning labels, and if you're not supposed to drive, don't.
- Prescription medications serve a great purpose when used properly. If taking medication, please become educated on how that medication affects your body.
- If there are ANY questions, please call a physician or pharmacist - they are happy to help.



## Alcohol-Impaired Messaging

- If you drink, don't drive.
- If your celebrations involve alcohol, plan a safe & sober ride home for you and your friends.
- Never drive impaired or "buzzed": designate a sober driver, plan to call a cab/uber/lyft, ride share or take public transit.



## You may ask, WHAT CAN YOU DO?

- **Be Aware: Don't let friends or family members drive impaired**
- **Save a Life: Call 911 to report an impaired driver. Some signs of impaired driving are:**
  - Drifting during a turn or curve
  - Inattentiveness to surroundings
  - Swerving or weaving across lanes
  - Stopping too far, too short, too jerky and having a slow response at traffic signals
  - Driving without headlights on at night
  - Varying speed or driving too slowly (approximately 10+ mph under the speed limit)
- **Plan ahead: Arrange a sober ride**
  - Impaired driving crashes are 100 percent preventable if individuals act responsibly. Louisianans can designate a sober driver, call a sober friend or a rideshare. It's never okay to drink and drive.



# Distracted Driving Messaging

## What is distracted driving?

Distracted driving is anything that takes the driver's attention off the road inside or outside of the vehicle. This could be texting or using a cell phone, watching a video, being on social media, reading, talking to passengers, eating or drinking, grooming, using a navigation system, adjusting music players or tending to children. Some common external distractions include: crashes, vehicles pulled to the side of the road, billboards, flashing lights or signs, animals attempting to cross the road, people or activities outside the vehicle.

## Crash Data (2016 - 2020)

Driver distraction is a contributing factor in many crashes. In Louisiana, 193 people were killed from 2016-2020 because of some distraction either inside or outside the vehicle, and another 23,010 people were injured in 2020 alone.



1. Distracted and inattentive crashes accounted for nearly a third of all fatal and serious injury crashes, which occurred mostly on state roadways and two-way undivided highways. (SHSP)
2. Most distracted driving fatalities and serious injuries did not involve a collision with another vehicle. Where a collision did occur, most were rear-end and angle crashes. (SHSP)
3. More than a third of all distracted driving fatalities and serious injuries occur at intersections. (SHSP)
4. Females, young drivers (15-24), commercial motor vehicles, and motorcyclists have a higher-than-average chance of being involved in a crash. (SHSP)

## Distracted Driving Key Messages:

- Louisiana bans texting for all drivers, requires hands-free usage in school zones, and no cell phone usage (unless hands-free) for drivers holding a Class "E" learner permit license or intermediate license.
- Anyone who drives on our roads knows distracted driving is a serious concern. Distracted driving is not a victimless crime and we need to recognize it for what it is: deadly. The dangers are real.
- Though distracted driving crashes and fatalities are difficult to quantify, we know this behavior is a top contributing factor for crashes and fatalities in Louisiana.
- LADOTD and the Highway Safety Commission are the primary State departments responsible for safety on the road and have an obligation to make sure the public understands the consequences of driving distracted.
- Distracted driving crashes are preventable. And to save lives, drivers must choose to eliminate distractions behind the wheel EVERY TIME they drive.
- Eliminating distractions behind the wheel takes effort and practice. Driving focused may not be easy, but it's worth it.
- When our brain is constantly switching tasks - especially when those tasks require our active attention, we become less efficient and are more likely to make a mistake. When we make a mistake behind the wheel, it can be deadly. Focus on the road. Source: (Watson, J.M., Strayer, D.L. Supertaskers: Profiles in extraordinary multitasking ability. *Psychonomic Bulletin & Review* 17, 479-485 (2010). <https://doi.org/10.3758/PBR.17.4.479>)

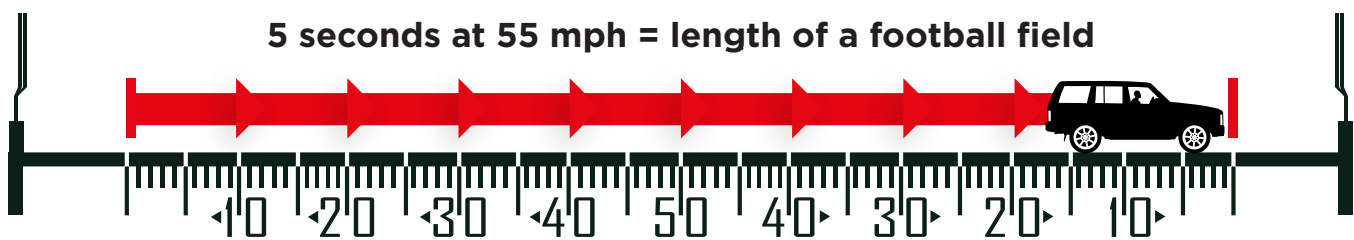


## Teens and distracted driving

- Encourage teens to speak up when they see a friend or family member driving while distracted.
- If someone posts a social media post while driving, give them the thumbs down. Let them know it's not acceptable to put their lives or others at risk.
- Parents are key. Parents need to be the example of safe driving behaviors. (*Children's Hospital of Philadelphia, TeenDrivingSource.org*)

## Distracted driving is deadly

- The average text takes a driver's eyes off the road for 5 seconds. At 55 mph a car can travel the length of a football field in this time period. (*NHTSA*)



- Nationally in 2020, 3,142 people were killed in motor vehicle crashes involving distracted drivers. (*NHTSA*)
- Coupled with inexperience and lack of driving skills, cell phone use can be especially deadly for teen drivers. (*CHOP, TeenDrivingSource.org*)
- Teens who use cell phones while behind the wheel are more likely to engage in other types of risky driving such as speeding, aggressive passing and running red lights. (*CHOP, TeenDrivingSource.org*)
- Teens who say their parents set rules and pay attention to their activities in a helpful, supportive way are half as likely to be in a crash. (*CHOP, TeenDrivingSource.org*)
- The greatest lifetime chance of crashing for teens occurs during the first six to 12 months after receiving a license. Set house rules for teenage drivers and increasing driving privileges gradually is crucial. (*CHOP, TeenDrivingSource.org*)

# Occupant Protection Messaging

In Louisiana, from 2016-2020, a total of 2,482 crashes were occupant protection-related.

## Crash Data (2016 - 2020)

- 1. Louisiana’s seat belt use rate is 87.5% (2019). That means 12% of the population remains extremely vulnerable to the consequences of a car crash.
- 2. Occupant protection crashes made up one-third of all statewide fatalities and 18% of all serious injury crashes in Louisiana. *(SHSP)*
- 3. Nearly two-thirds of fatalities and serious injuries related to no restraint usage involved a single vehicle. *(SHSP)*
- 4. Most crashes involving unprotected occupants occurred between 3 p.m. and 3 a.m., with the highest peak occurring from 9 p.m. to midnight under dark conditions. *(SHSP)*
- 5. Most fatalities and injuries related to occupant protection were due to drivers not wearing restraint devices. *(SHSP)*
- 6. Nearly two-thirds of fatalities and serious injuries related to no restraint usage involved a single vehicle. *(SHSP)*
- 7. Approximately one-quarter of crashes with unrestrained occupants occurred at intersections, while the rest occurred on two-way undivided roadways. *(SHSP)*
- 8. Two out of every three (67%) occupant protection fatalities and serious injuries involved men. Similar to impaired drivers, most were between the ages of 25 to 34 years old. *(SHSP)*
- 9. Forty-three percent of all OP-related fatalities and serious injuries occurred in a rural setting. *(SHSP)*
- 10. OP-related fatalities included *(SHSP)*:

**43%**  
Drug-involved

**39%**  
Alcohol-Related

**29%**  
Young Drivers

**12%**  
Older Drivers





## **Messaging: Seat belts are the most effective traffic safety device for preventing death and injury (NHTSA)**

- Louisiana seat belt laws require that all drivers and passengers wear a seat belt, and children up to age 9 must be properly restrained in an appropriate car or booster seat. (See child passenger safety laws below)
- Seat belts are the best defense against speeding, aggressive and distracted drivers.
- Wearing a seat belt also helps the driver stay in the driver seat and helps maintain control of the vehicle in the event of a crash. (NHTSA)
- If you don't wear your seat belt, you could be thrown into a rapidly opening frontal air bag. Such force could injure or even kill you. (NHTSA)
- Unbuckled passengers increase the risk of killing or injuring other belted passengers by 40 percent (MacLennan, P.A.; McGwin, Jr., G.; Metzger, J.; Moran, S.G.; and Rue III, L.W. 2004. *Risk of injury for occupants of motor vehicle collisions from unbelted occupants. Injury Prevention* 10(6): 363-7.)
- In a frontal crash, an unbelted rear seat passenger sitting behind a belted driver increases the risk of fatality for the driver by 137 percent compared with a belted rear seat passenger (Bose et al., 2013).
- If you or anyone in your vehicle aren't properly restrained, you can be issued a \$50 citation.
- The easiest way to protect yourself and those you love, is to buckle up.
- Seat belts are life saving devices. In the event of a crash, a seat belt helps a driver maintain control of the vehicle; it protects passengers from injuring each other, and keeps occupants from being ejected into a fence, tree or oncoming traffic.
- If you love someone, tell them to buckle up.



## **Proper Fit Matters**

- All occupants of a vehicle must be in a proper and appropriate restraint (seat belt and shoulder harness, child safety seat, etc.).
- Always use both the lap and shoulder belt. When worn properly, the shoulder belt should fit across the collarbone and the lap belt should fit low over the hips.
- Never:
  - a. Never place the shoulder strap under your arm or behind your back.
  - b. Never lean your back to where the shoulder strap is no longer resting on the shoulder.
  - c. Never get in a position that rests the lap belt over your belly or ribs.
  - d. Never pull-out excess seat belt.

## Child Passenger Safety

For more information regarding Fitting Stations, transporting children with special needs, CarFit and other child passenger safety resources, visit the Louisiana Passenger Safety Task Force at <https://www.lahighwaysafety.org/our-programs/child-passenger-safety/>.

### Facts

No restraint usage is a leading contributing factor for roadway fatalities in passengers under the age of four.



### Louisiana Child Passenger Safety Laws



**Rear-Facing** - Birth to at least 2 years old and has outgrown the manufacturer's rear-facing weight or height limits.



**Forward-Facing** - At least 2 years old and has outgrown the manufacturer's rear-facing weight or height limits, must use a forward-facing child seat with an internal harness. The child should continue to use this type of seat until the child reaches the manufacturer's weight or height limit for the forward-facing mode using the internal harness.



**Booster** - At least 4 years old and has exceeded the manufacturer's weight or height limit for forward-facing using the internal harness. The booster seat should be secured using the vehicle's lap-shoulder seat belt, following the manufacturer's instructions.



**Seat Belt** - At least 9 years old or has outgrown the height or weight limit of the booster seat. The child must be able to pass the 5 Step Test.\*

- 13 and younger must ride in the rear seat of a vehicle, when available and properly restrained.
- A child who can be placed in more than one category shall use the more protective category.

### \*The 5 Step Test:

The seat belt fits correctly when the child sits all the way back against the vehicle seat, the child's knees bend over the edge of the vehicle seat, the seat belt fits snugly across the child's thighs and lower hips and not the child's abdomen, and when the shoulder strap snugly crosses the center of the child's chest and not the child's neck.

# Infrastructure & Operation

## Messaging:

The Infrastructure and Operations (I/O) includes lane departure crashes and include the following:

- Roadway departure and head-on collision crashes involving a vehicle that traveled off the road
- Intersections
- Crashes between vehicles
- Non-motorized users (e.g., pedestrians or bicycles)

### Crash Data (2016 - 2020)



#### Lane Departure Statistics:

1. Lane departure crashes are highly correlated with lane departure, drug-involved and alcohol-related crashes, and occupant protection. *(SHSP)*
2. Lane departure crashes contributed to over half of all fatalities in the state. *(SHSP)*
3. Nearly two-thirds of lane departure crashes (67%) involved males and occurred between 3 p.m. - 3 a.m. *(SHSP)*
4. Of all people injured in lane departure crashes, 21% were in the age group of 25-34. *(SHSP)*
5. Almost 70% of all fatalities involved roadway departure crashes, head-on collisions (not at intersections), pedestrians, or bicyclists. *(SHSP)*



#### Roadway Departure and Head-on Collisions

1. Roadway departure crashes contributed to 41% of statewide fatalities and almost 90% were single-vehicle crashes. *(SHSP)*
2. Young drivers (15-24) and older drivers (65+) were each involved in head-on collisions 10% of the time—two times higher than the average for all drivers. *(SHSP)*
3. Nearly two-thirds of roadway departure crashes involved males and occurred between 3 p.m. and 3 a.m. *(SHSP)*
4. Roadway departure crashes are highly correlated with lane departure, drug-involved and alcohol-related crashes, and occupant protection. *(SHSP)*



#### Intersections

1. Intersection-related crashes contributed to one-third of all fatalities and serious injuries in the state. *(SHSP)*
  - Thirty-four percent of intersection crashes were right angle crashes and 25% were in single-vehicle crashes. *(SHSP)*
2. Most intersection-related fatalities and injury crashes occurred between noon and midnight, with the highest peak occurring between 3 - 6 p.m. and during daylight conditions. *(SHSP)*
3. Intersection-involved crashes had the highest correlation with distracted driving, young drivers, and older drivers. *(SHSP)*





## Pedestrians

1. Pedestrian crashes involving:
  - a. Young drivers (15-24) occurred more often between 9 p.m. and midnight. *(SHSP)*
  - b. Older drivers (65+) commonly occurred between noon and 3 p.m. *(SHSP)*
2. Male drivers between 45 to 54 years old are more likely to be involved in pedestrian-related crashes than any other demographic. *(SHSP)*
3. Pedestrian crashes are correlated with intersections and alcohol-related crashes. *(SHSP)*
4. Pedestrian-involved crashes contributed to 14.2% of all fatalities and serious injuries. *(SHSP)*



## Bicycles

1. Bicycle-involved crashes contributed to 3.5% of all fatalities and serious injuries. *(SHSP)*
2. Bicycle crashes most commonly involve angle (turning) and rear-end collisions and males between 55 and 64 years old. *(SHSP)*



## Messaging:

- Roadway/lane departure crashes are highly correlated with crashes involving alcohol, drugs, and unrestrained occupants. *(SHSP)*
- Young driver crashes are highly correlated with lane departure (including roadway departure and head-on crashes), intersections, distracted driving, no restraint, and drug-involved crashes. *(SHSP)*
- To help prevent roadway departure crashes, it's important to adhere to speed limits and decrease your speed in inclement weather, since many of these crashes are caused by excessive speed. *(NHTSA)*
- For your safety and the safety of others, please avoid drinking and driving, as impaired drivers often struggle to navigate the road, especially around curves, which is a significant contributing factor to many roadway departure crashes. Instead, find a sober ride home. *(NHTSA)*
- It is crucial to avoid distractions while driving, as distracted driver may have difficulty navigating horizontal curves and could drift out of their lane. Therefore, please put away any distractions while driving. *(NHTSA)*
- Intersections are a common location for crashes, so it's important to remain attentive while driving, especially when approaching intersections. Before entering an intersection, be sure to look ahead, left, and right to check for any approaching vehicles or pedestrians who may be crossing. *(Education taken from the LA DMV Handbook)*



## Young Driver Messaging:

- Teens who say their parent monitor their activities in a helpful supportive way are:
  - Half as likely to speed.
  - 70 percent less likely to drink and drive.
  - Twice as likely to wear their seat belts.
  - 30 percent less likely to talk on the phone while driving. (*Children's Hospital of Philadelphia, TeenDrivingSource.org*)
- Graduated Driver License (GDL) laws are designed to protect teens in a few ways:
  - They allow teens to learn to drive in safe conditions.
  - They safeguard teens from situations known to increase crash risk.
  - They help teens gradually increase their independence while learning safe driving habits. (*Children's Hospital of Philadelphia, TeenDrivingSource.org*)
- The greatest lifetime chance of crashing for teens occurs during the first 6 to 12 months after receiving a license. Parents can help manage teen driving risks by making sure their teen drivers follow GDL laws and other traffic safety laws. (*Children's Hospital of Philadelphia, TeenDrivingSource.org*)
- The overwhelming majority of serious teen driver crashes are due to “critical errors,” with three common errors accounting for nearly half of these crashes:
  - Lack of scanning that is needed to detect and respond to hazards.
  - Going too fast for road conditions.
  - Distractions inside or outside of the vehicle. (*Children's Hospital of Philadelphia, TeenDrivingSource.org*)
- Peer passengers are a deadly distraction. Crash risk doubles when teens drive one peer passenger and triples with two or more teen passengers. (*Children's Hospital of Philadelphia, TeenDrivingSource.org*)
- In 2020, 56% of teenage passenger deaths occurred in vehicles driven by another teenager. Among deaths of passengers of all ages, 15% occurred with a teen behind the wheel. (*Children's Hospital of Philadelphia, TeenDrivingSource.org*)



## Mature Driver Messaging:

- Taking medication? Don't risk your safety on the road. Some drugs can cause drowsiness, lightheadedness, or reduced alertness, making driving unsafe. Always ask your doctor or pharmacist if any of your health issues or medications might make driving a risk.
- Your medications could be affecting your driving ability without you even realizing it. Many drugs, including those without driving warnings, can make you less alert or drowsy. Talk to your healthcare provider about any potential risks and how to stay safe on the road.
- Arthritis and stiff joints can make driving difficult as you age. The reduced mobility and pain can affect your ability to look over your shoulder, steer quickly, and brake safely. Speak with your doctor if you're experiencing pain or stiffness while driving.
- Regardless of age, choosing to wear a seat belt correctly remains the safest decision that both drivers and passenger can make.
- CarFit Event messaging:
  - CarFit is an educational safety program co-developed by AAA, AARP, and the American Occupational Therapy Association, aimed at enabling older adults to drive safely by offering them knowledge and tools on optimizing their vehicle's safety features. This community-based program aims to achieve the following goals:
    - Helping aging drivers enhance their vehicles' fit for safety and comfort.
    - Encouraging conversations among older adults and their families about driving safely.
    - Providing access to community transportation resources and educating them on using new vehicle technologies and warning devices.
- Compared to their younger counterparts, older drivers are more prone to distractions while driving when utilizing in-vehicle technology. (*AAA and the University of Utah 2019*) It's unfortunate that some of these systems are too complicated and poorly designed. This could be especially dangerous for older drivers and may cause them more harm. AAA recommends that all drivers, especially older drivers, keep the following tips in mind:
  - Do not use in-car technology for entertainment purposes while driving unless it's necessary for an emergency situation.
  - Get comfortable with using the voice command and touch screen functions. It's recommended that you practice this when you're not driving. This will help you be prepared in case you need to use them during an emergency situation.
  - It's best to steer clear of vehicles that need you to use a center console controller to operate the infotainment system. These types of systems are particularly distracting and could be hazardous.

