

Legislating Traffic Safety

Blue Print for Safer Roadways Conference

November 30, 2006

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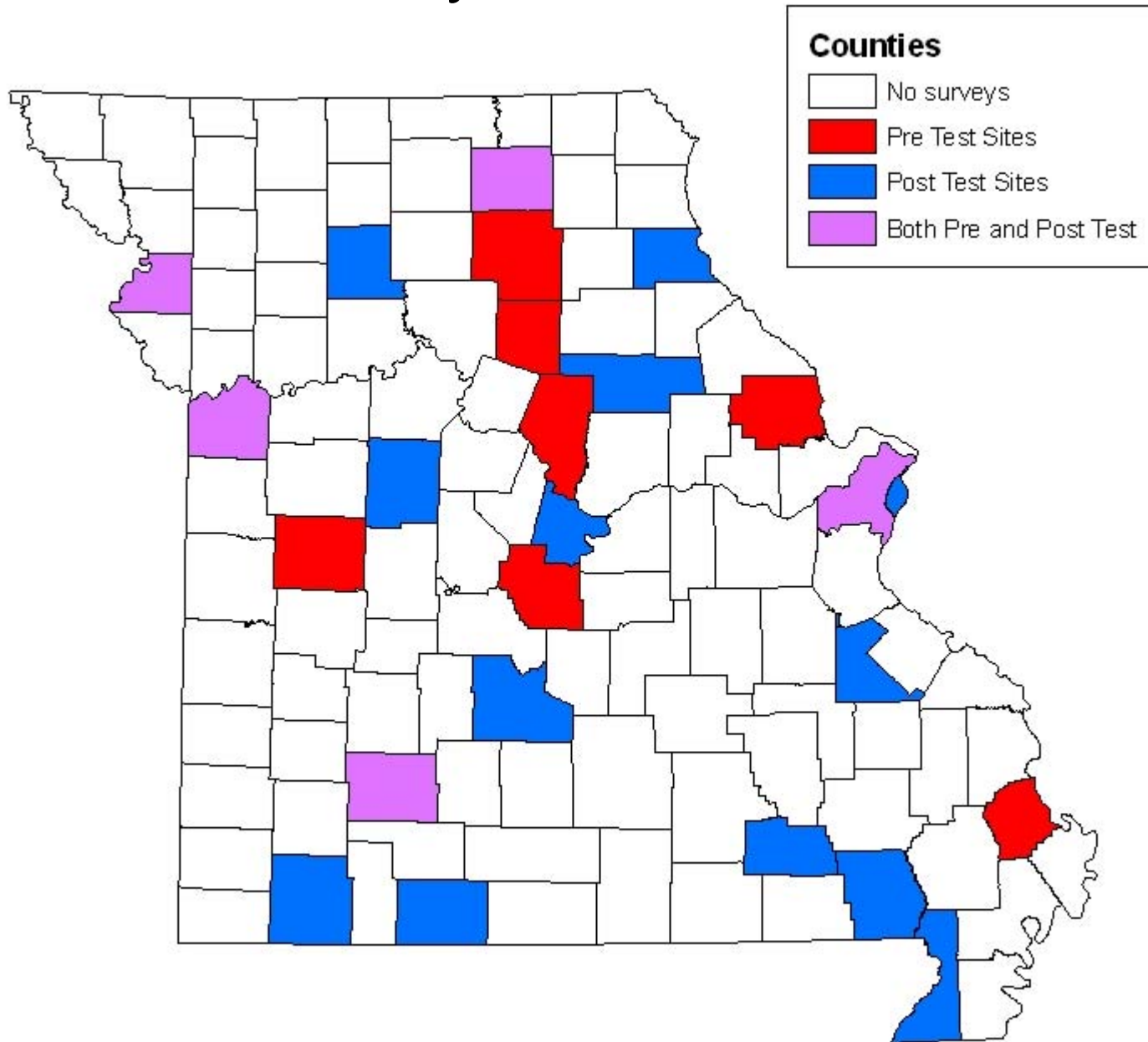
Young Drivers in Missouri

- 16-20 yr-olds are 7% of drivers but 14% of accidents
- Crashes involving young drivers resulted in 267 fatalities (or 21% of the 1257) in 2005
- Traffic crashes are the leading cause of death for 15-20 year-olds
- There were almost 7000 injury accidents involving 16-20 year-olds
- 19,616 were injured in crashes involving a young driver in Missouri during 2005

Missouri Teen Surveys 2006

- Teens ages 15-18
- Pre and post surveys around media and enforcement campaign in spring 2006
- Conducted at driver exam facilities, high schools, and during focus groups of teens
- 414 in pre test (1/30 to 2/17)
- 405 in post test (3/20 to 4/14)
- 101 included in post test from focus groups in June so a total of 506 in post test sample

Teen Survey Sites



Seat belt laws in America

- DC and all states except New Hampshire have seat belt law
- Secondary enforcement – police stop only for other observable offense
- Primary or standard enforcement – allow police stop just for failure to wear seat belt
- 19 states have primary, & 3 primary for youth
- Missouri has secondary for adults
- Missouri has the lowest fine of \$10
- Texas has the highest fine of \$200

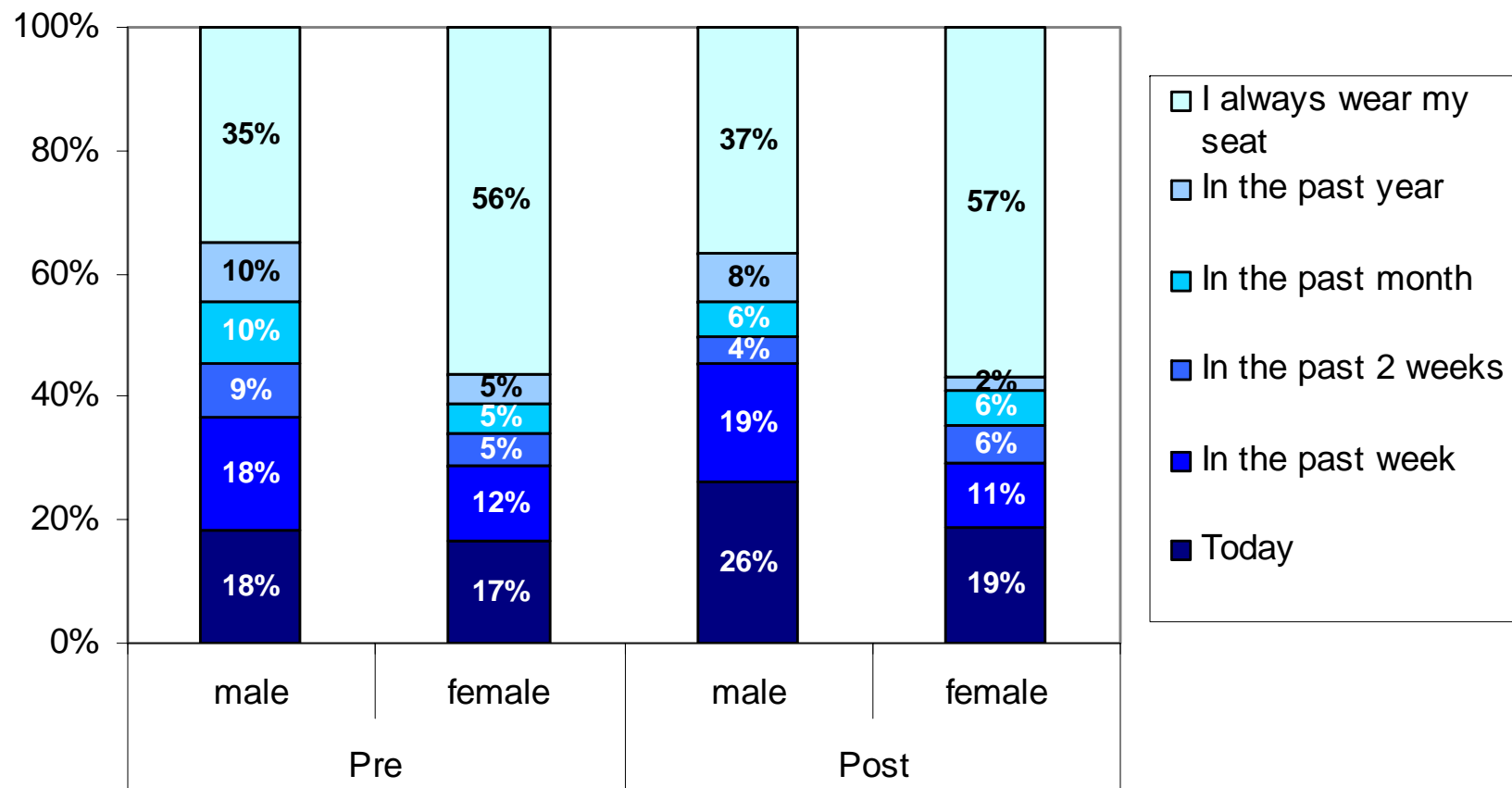
Teens Use of Seat Belts as a Driver

When was the last time you did not wear your seat belt ...

	Pre	Post
Today	18%	22%
In the past week	14%	15%
In the past 2 weeks	6%	5%
In the past month	8%	5%
In the past year	7%	4%
I always wear my seat belt	46%	47%
Total (Excluding new or non-drivers)	340	450

Teen Use of Seat Belts as a Driver

When was the last time you did not wear your seat belt (by gender)...



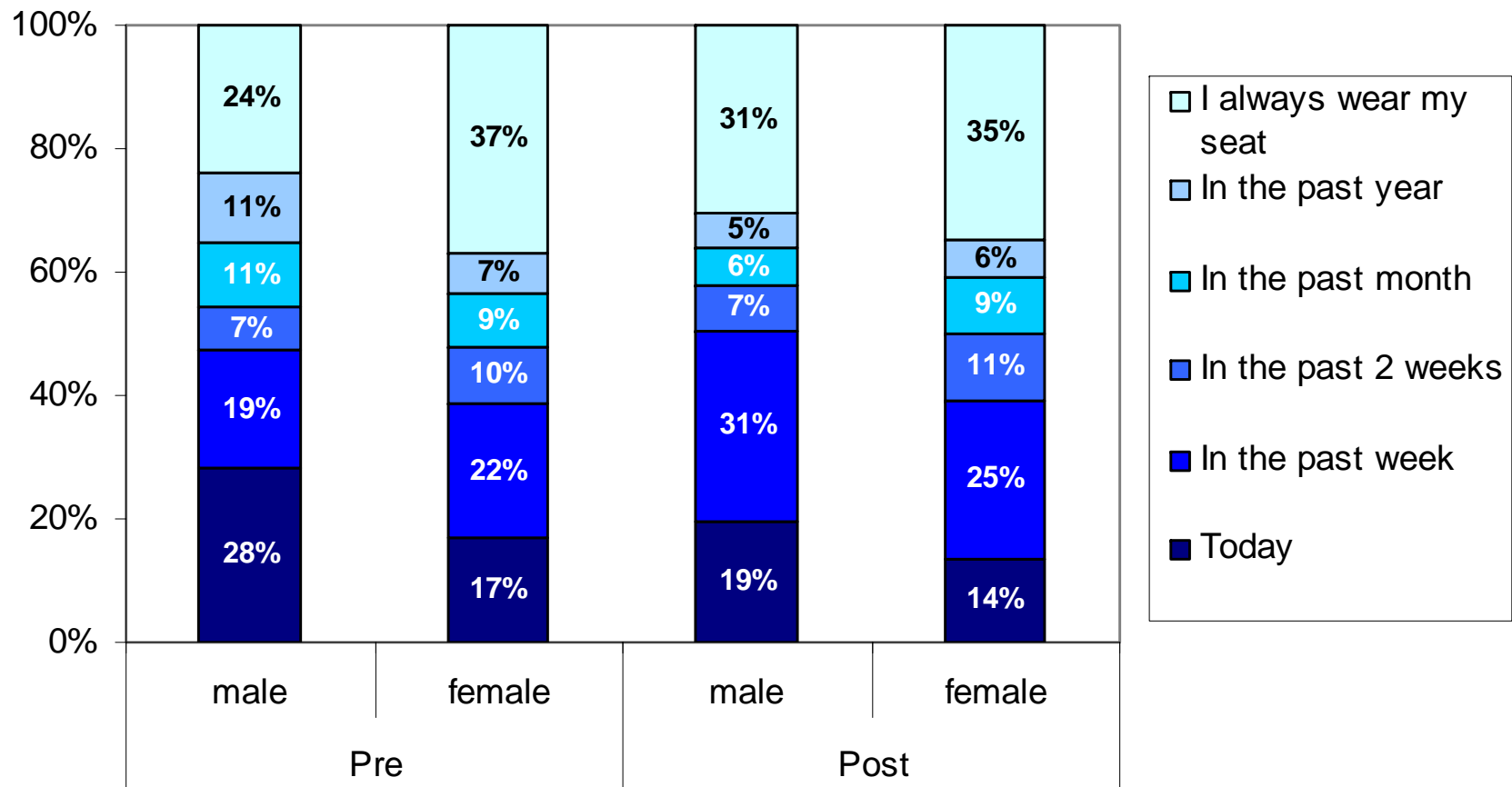
Teens Use of Seat Belts as an Occupant

When was the last time you did not wear your seat belt ...

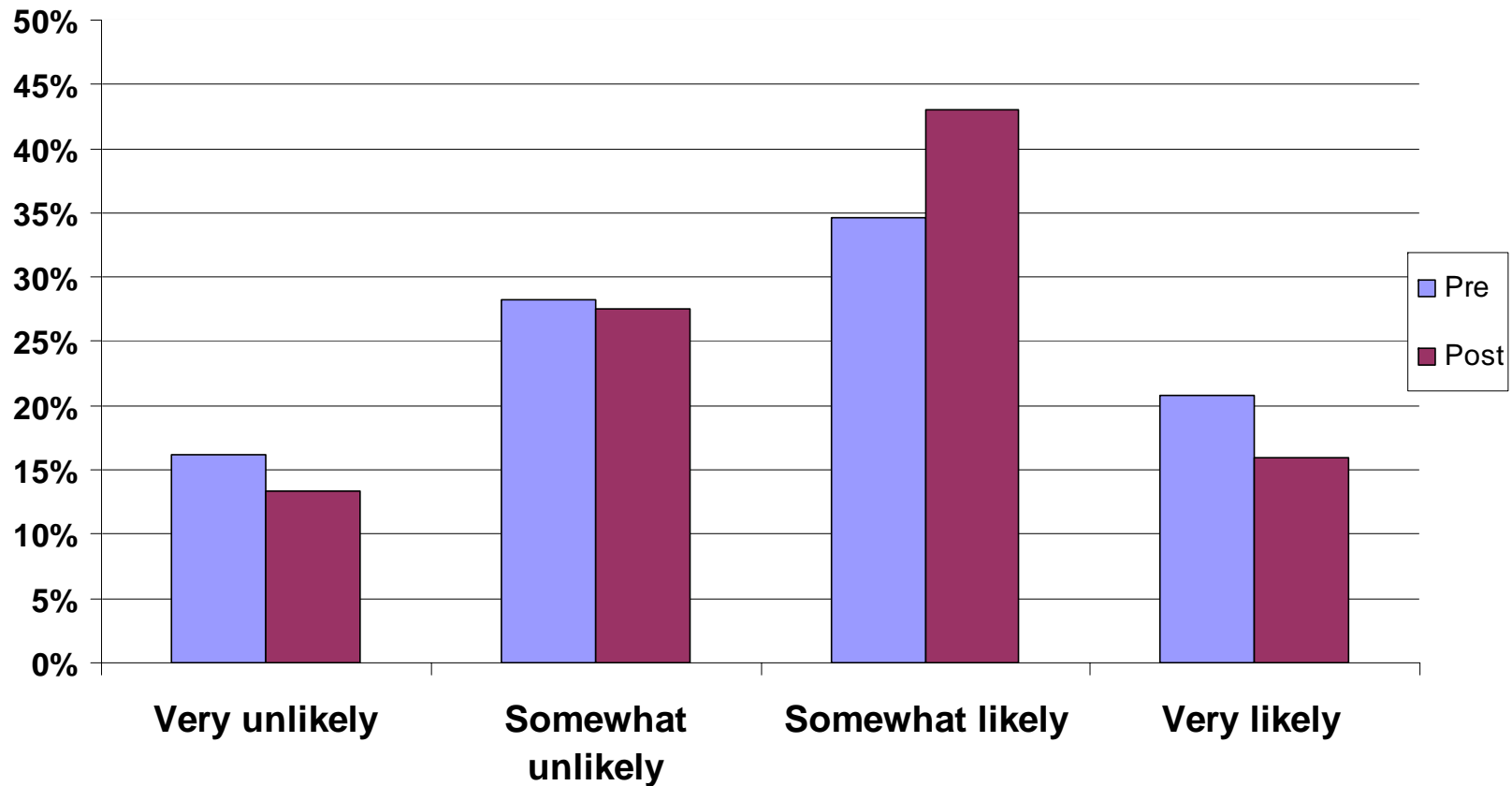
	Pre	Post
Today	22%	16%
In the past week	21%	28%
In the past 2 weeks	8%	9%
In the past month	10%	8%
In the past year	9%	6%
I always wear my seat belt	30%	33%
TOTAL	414	506

Teen Use of Seat Belts as an Occupant

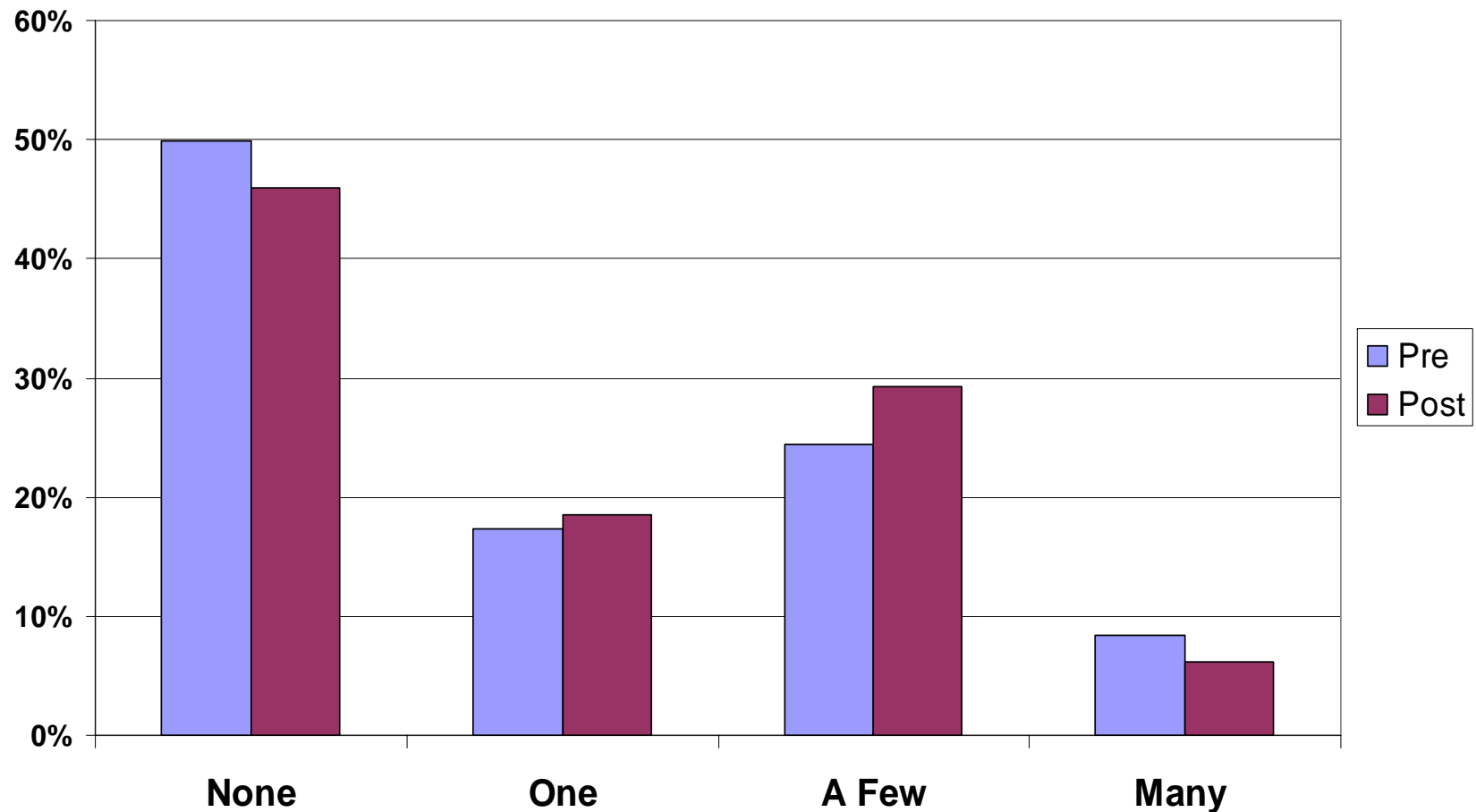
When was the last time you did not wear your seat belt (by gender) ...



Teen beliefs about chance of getting a ticket if one is not wearing a seat belt

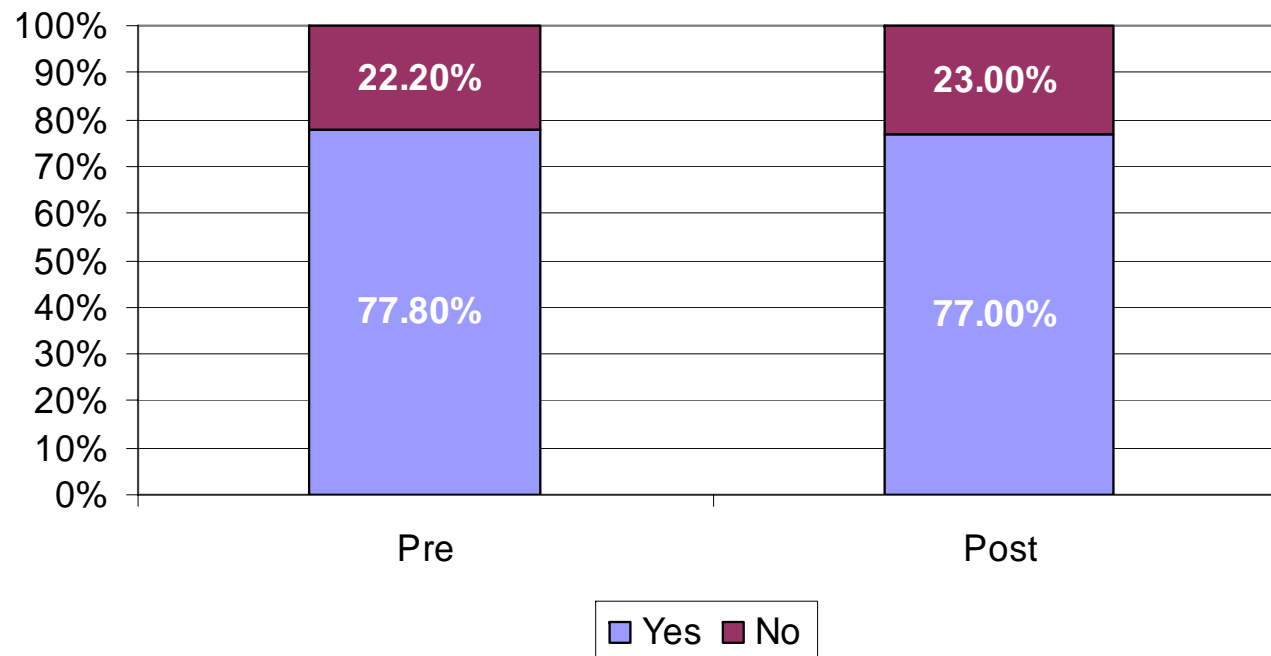


Teen beliefs about how many people they know who have had a SB ticket



Teen Beliefs about Seat Belt Law

According to state law, can police stop a vehicle driven by a teenager if they observe a seat belt violation when no other traffic laws are being broken?



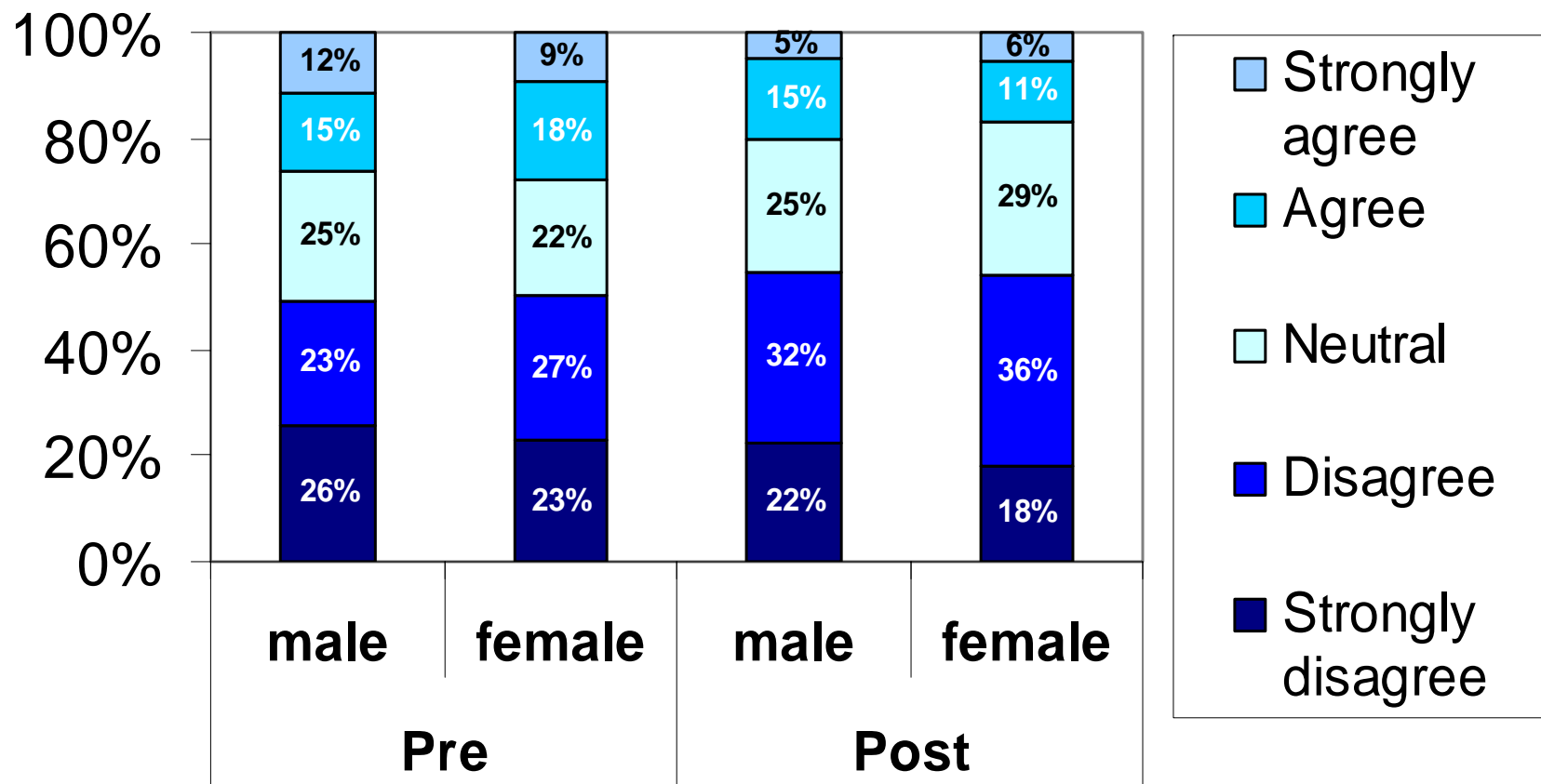
Teens beliefs about safety of seat belts

Seat belts are just as likely to **harm you** as help you...

	Pre	Post
Strongly disagree	24%	20%
Disagree	26%	34%
Neutral	23%	28%
Agree	16%	13%
Strongly agree	10%	5%
Total	414	508

Teens beliefs about safety of seat belts

Seat belts are just as likely to harm you as help you (by gender)...



When was the last time you did not wear a seat belt when driving? (FG Only)

	Female	Male
Today	21%	20%
In the past week	10%	23%
In the past 2 weeks	3%	8%
In the past month	3%	3%
In the past year	0%	8%
I always wear my seat belt	64%	40%
New or non-driver (not included in %)	11	4
Total Number	50	44

When was the last time you did not wear your seat belt when riding with someone else? (FG Only)

	Female	Male
Today	25%	23%
In the past week	21%	20%
In the past 2 weeks	13%	9%
In the past month	2%	9%
In the past year	2%	9%
I always wear my seat belt	38%	30%
Total Number	53	44

What are the laws regarding seatbelts?

- Click-it-or-ticket phrase fairly well known
- Confusion on primary or secondary (even for adults)
- Don't know fine amounts – usually guess high
- Don't know laws, including seat belts and graduated licensing laws
- Perceptions different than reality
- Situational Use – law has many exceptions

Reasons you didn't wear seat belt?

- Forget
- Distance (naps, laying down in the seat)
 - Short trips – don't bother
 - Long trips – want to sleep in backseat
- Lap sitting (too many people in the car)
- Parents don't, so I don't
- Back seat is safe
- Don't want to “insult” driver
- Parent is safe driver so don't need it then

Effective Messages for Teens

- High pitched voice not taken as seriously
- Use real people in their age range
- Be as gory as possible (show effects)
- Make things personal
- School assemblies with people who have been in wrecks (and don't wait too late)
- If celebrity endorsement, it has to be personal issue for spokesperson (such as Kanye West and Ben Roethlisberger)

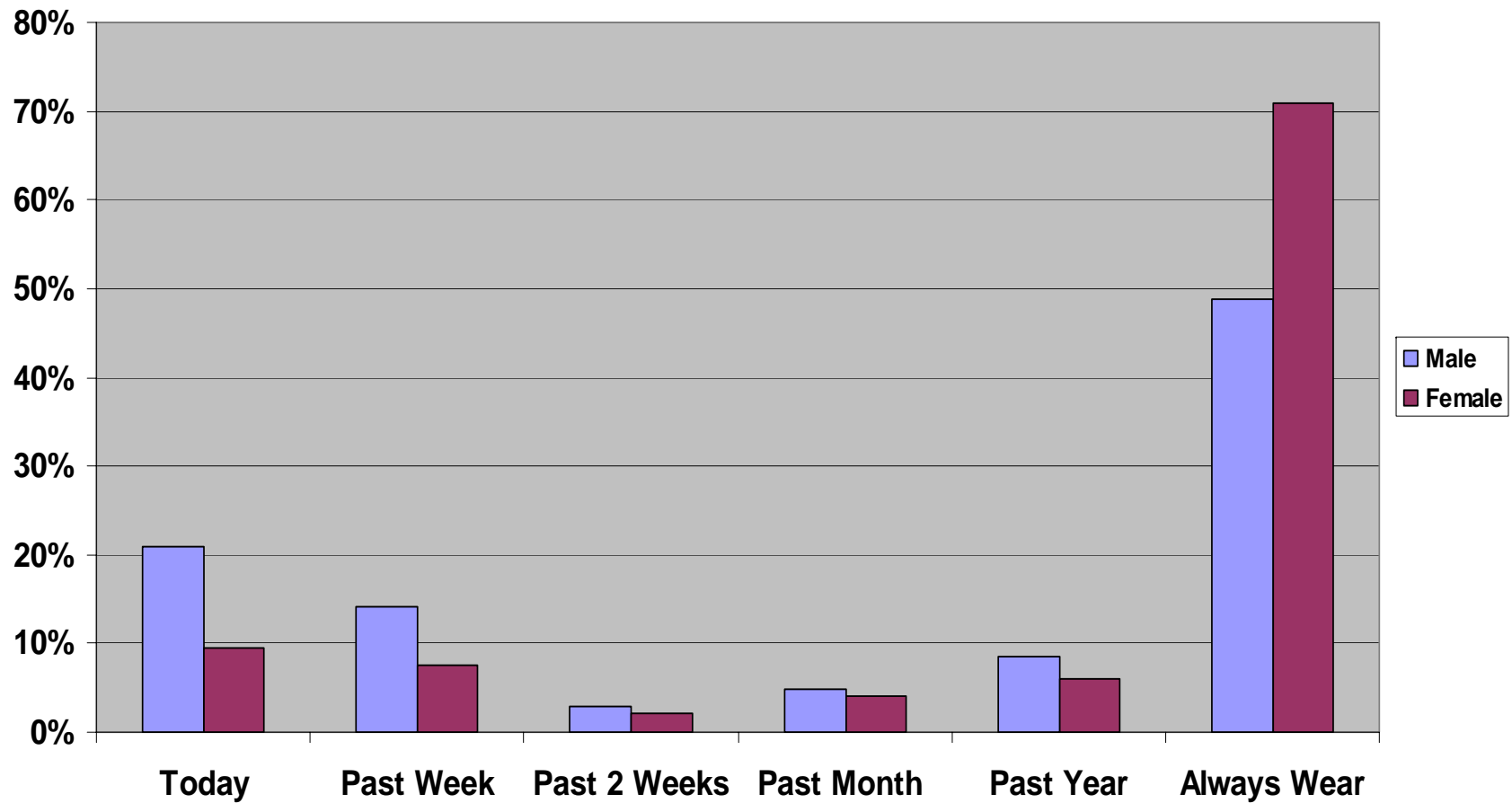
Example of Good Safety Ad



Young Adult (18-35) Surveys, 2006

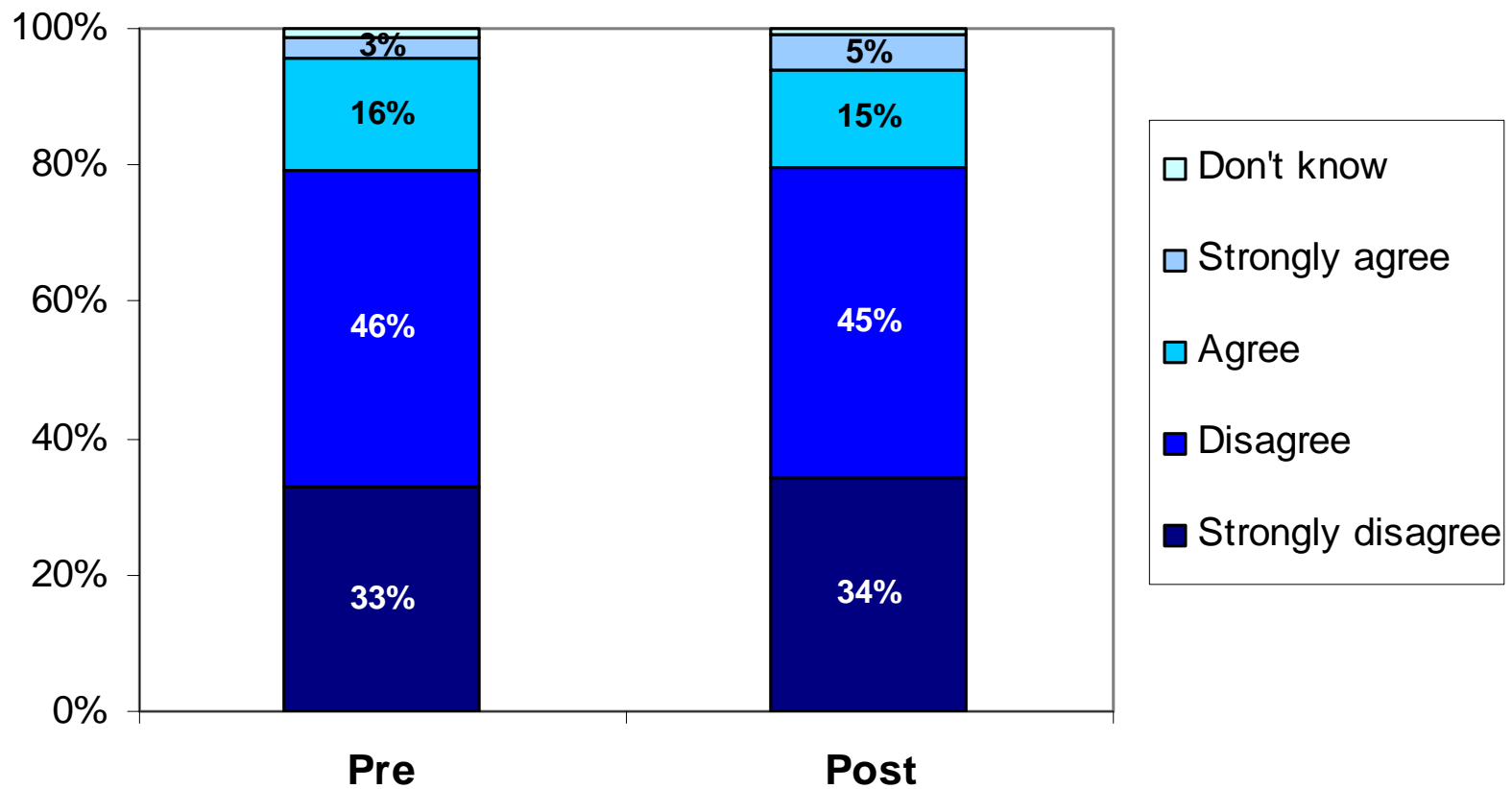
Media Campaign	Purpose	Media Campaign Released to Public	Pre-Test	Post-Test
Click-it-or-Ticket	Improve seat belt use	Late May, 2006	May, 2006	June, 2006
Drinking and Driving	Reduce drinking and driving	July and August, 2006	June, 2006	October, 2006
Pickup Truck Safety	Reduce accidents by pickup truck drivers	March, 2006	February, 2006	May, 2006
Work Zone Safety	Reduce accidents in construction work zones	July and August, 2006	February, 2006	October, 2006

Last time I did not wear SB?



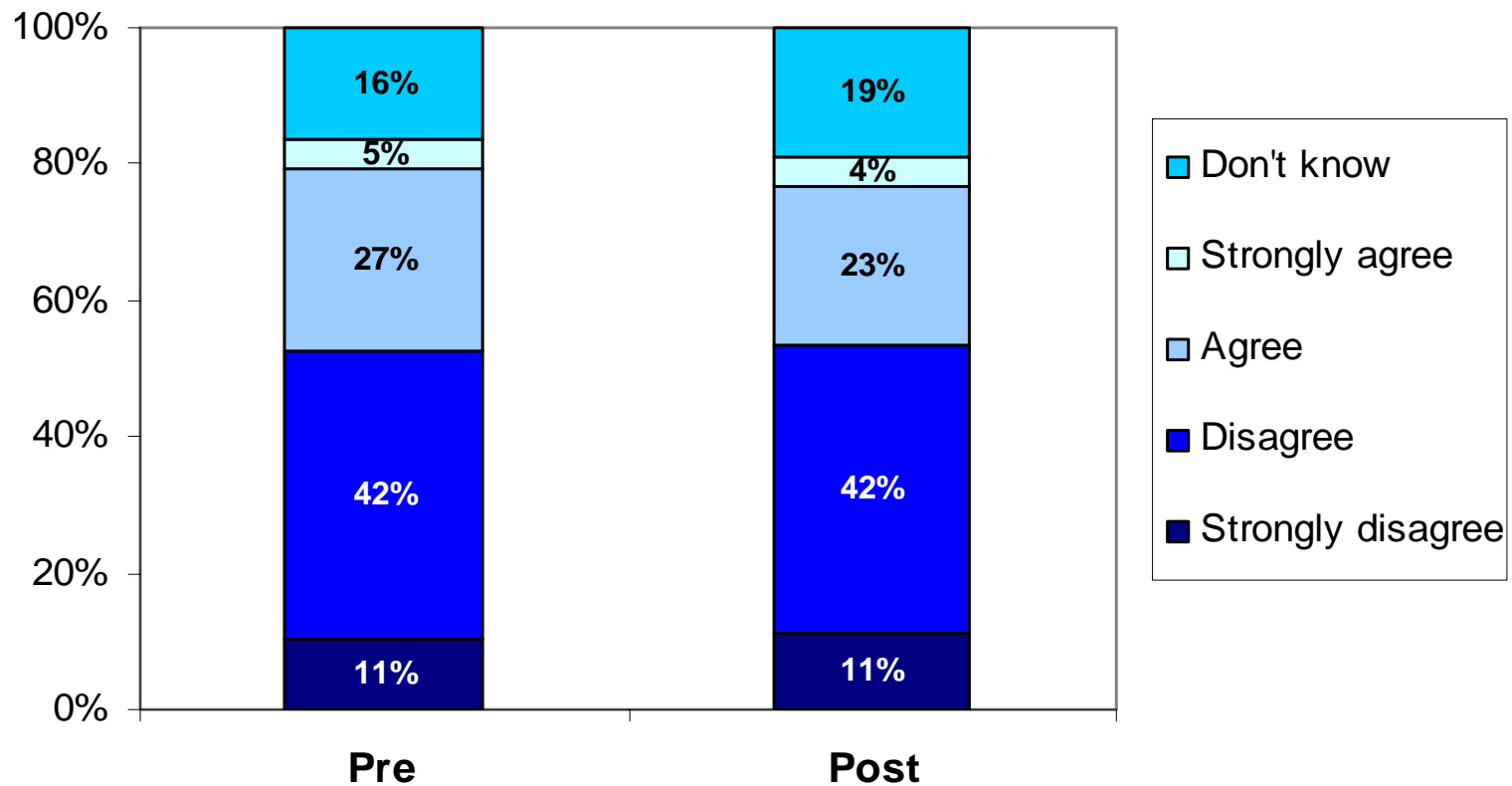
Seat Belts Cause Harm?

Seat belts are just as likely to harm you as help you ...

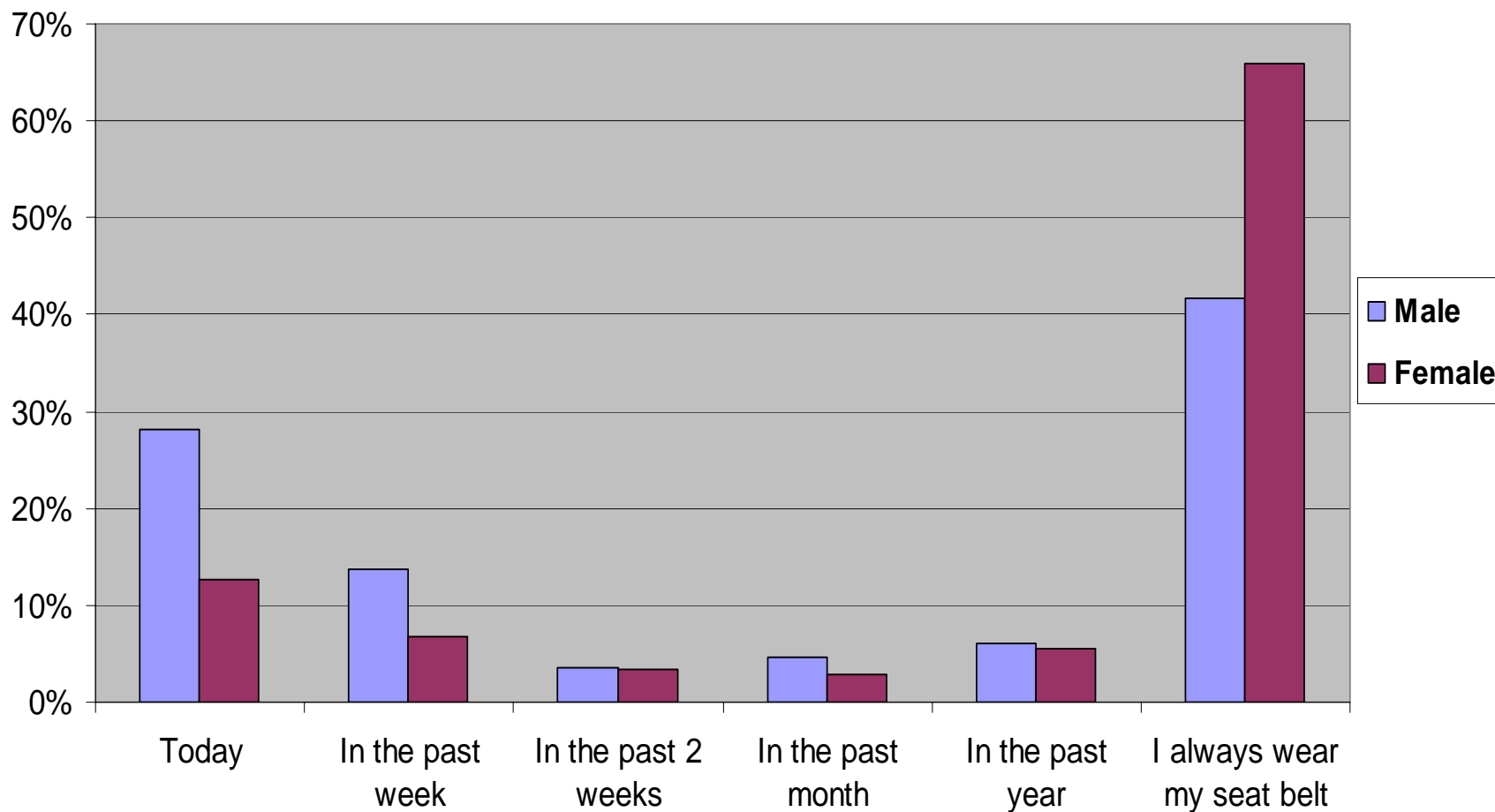


Police Not Enforce Seat Belts?

Police in my community generally will not bother to write tickets for seat belt violations



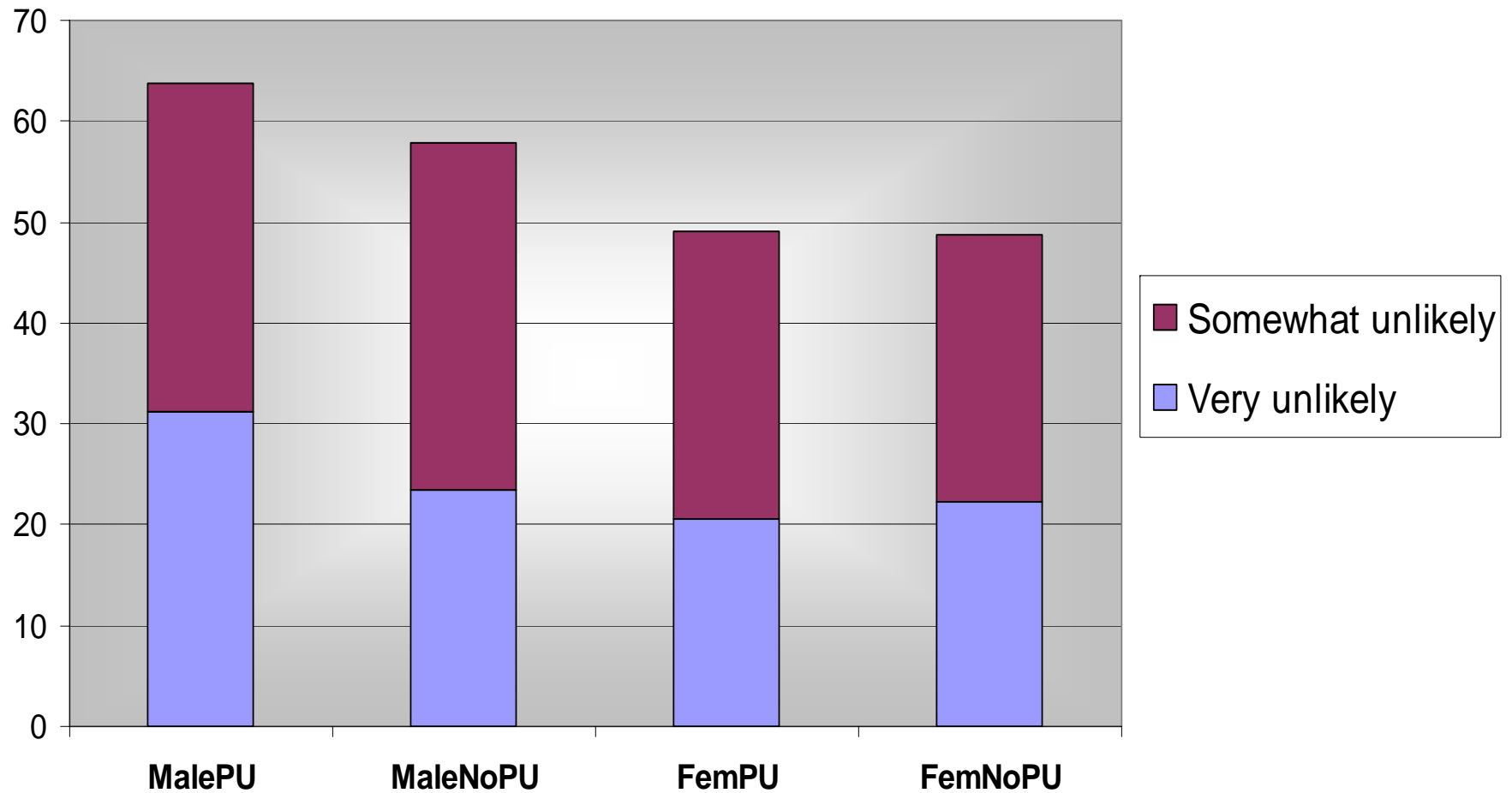
Pickup Drivers and Seat Belts



In an accident, want SB on?

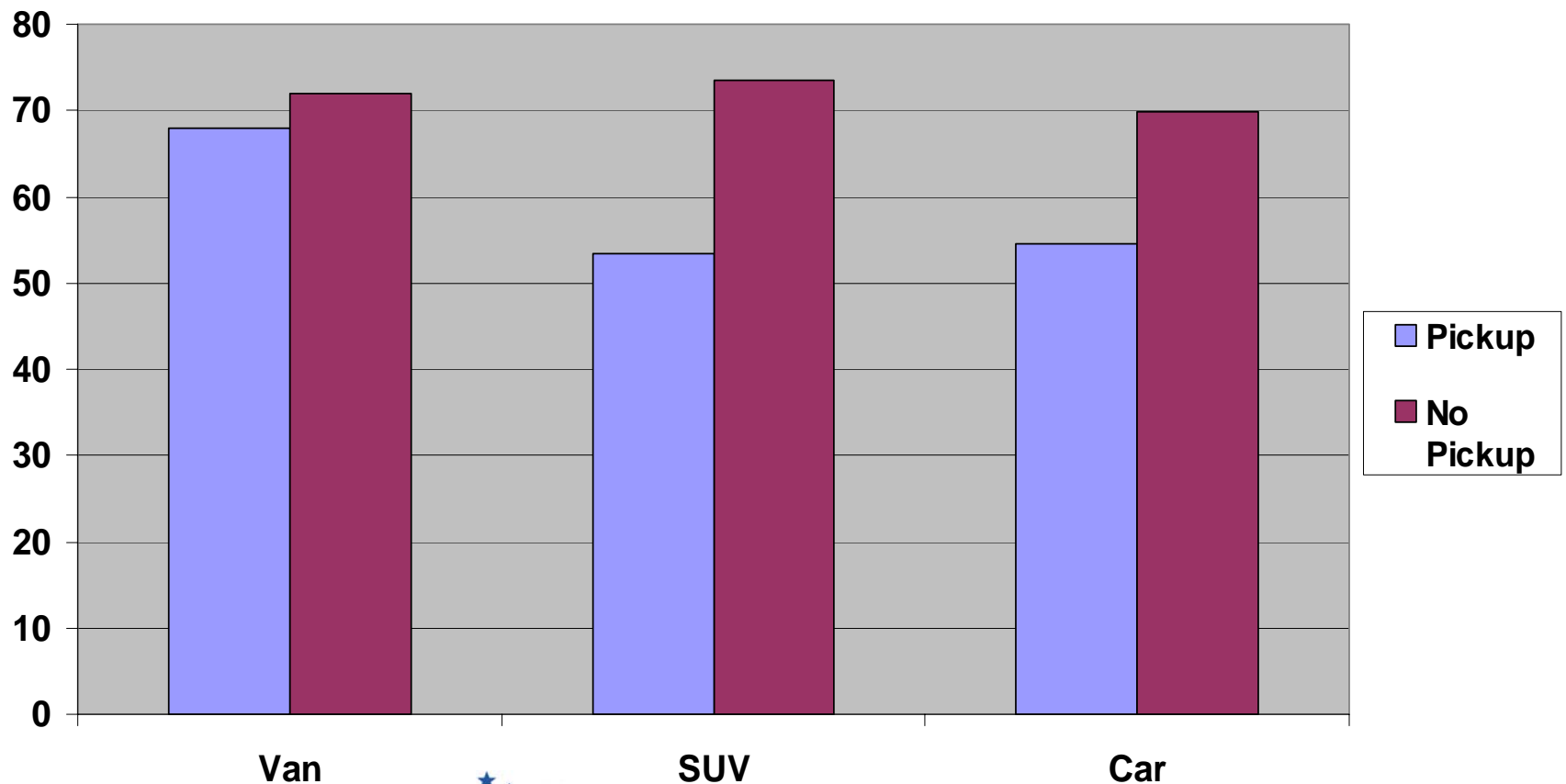
	Yes, Pickup	No Pickup
Strongly Disagree	2%	1%
Disagree	5%	1%
Don't Know	2%	1%
Agree	38%	28%
Strongly Agree	54%	70%
Total	1155	1121

Likely to get a ticket if no SB?



Pickups affect other belt use?

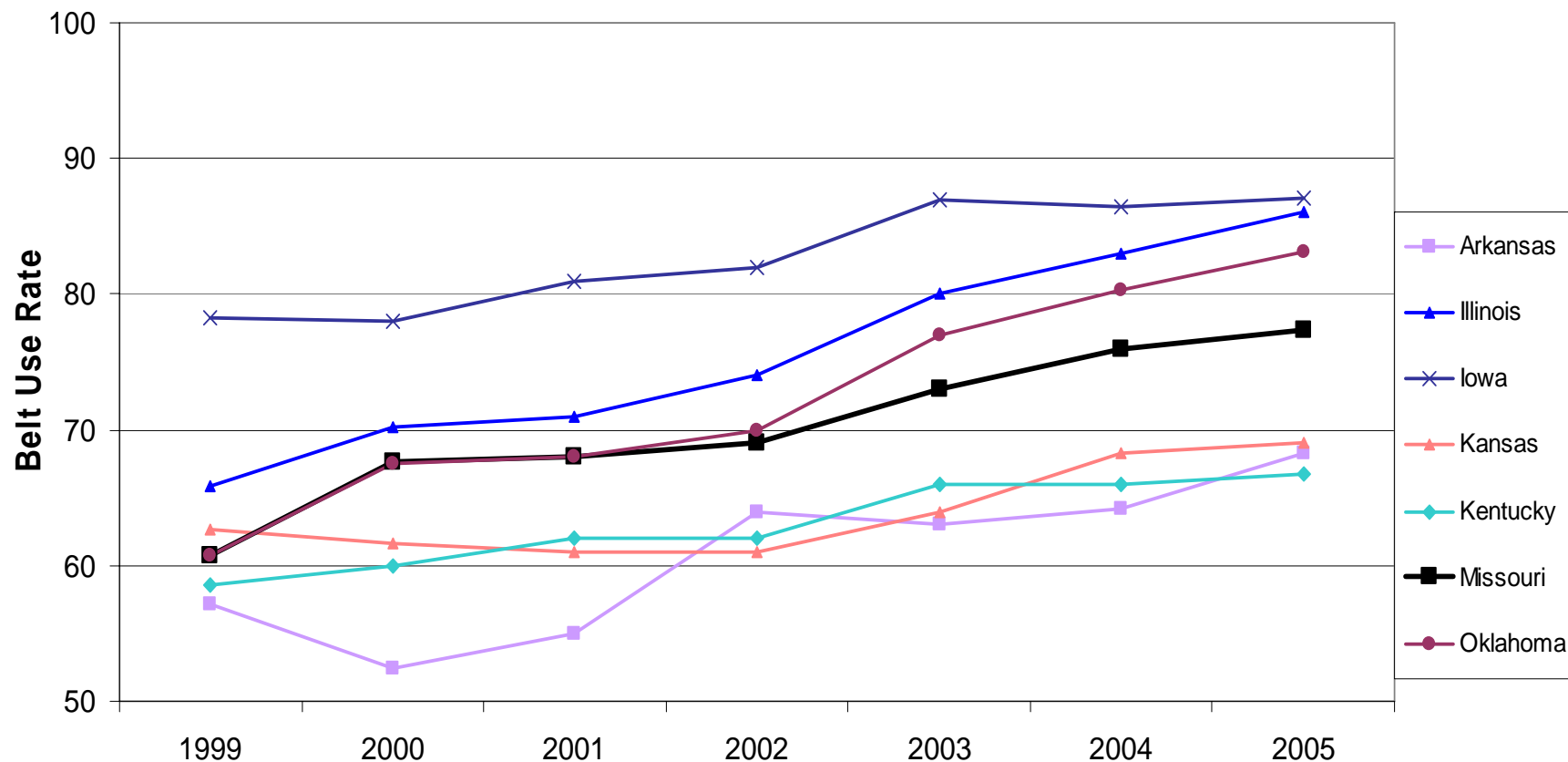
Percentage saying always wear seat belt by primary personal vehicle



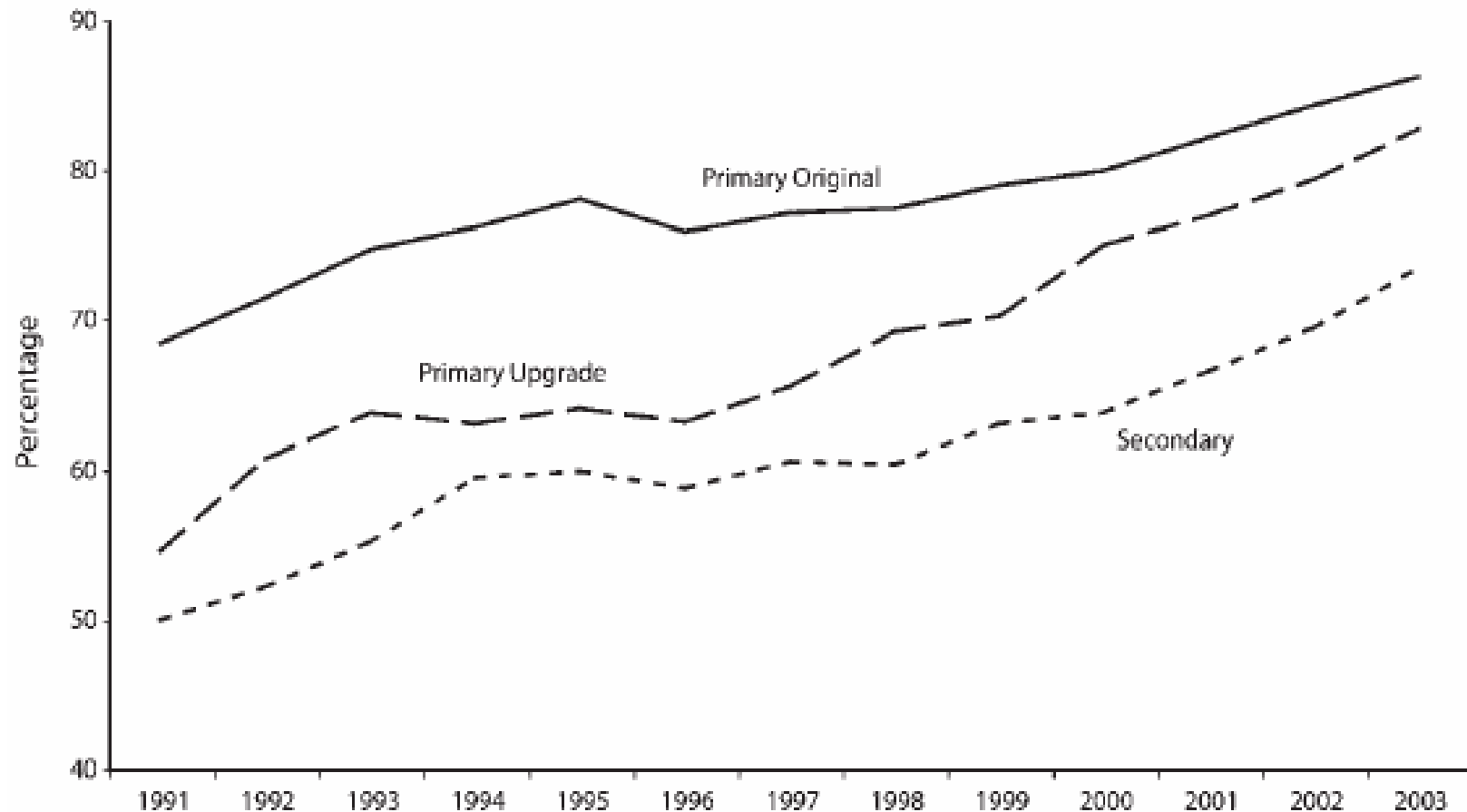
Seat Belt Studies

- Analysis of all 50 states from 1991 to 2004
- Control for income, gender, race, age, education, police and safety expenditures
- Belt use rates about 10 percentage points higher for states with primary enforcement
- States with a \$50 fine have use rate 5.4 points higher than states with \$10 fine
- Illinois increased from 74% to 83% use after implementation of primary enforcement

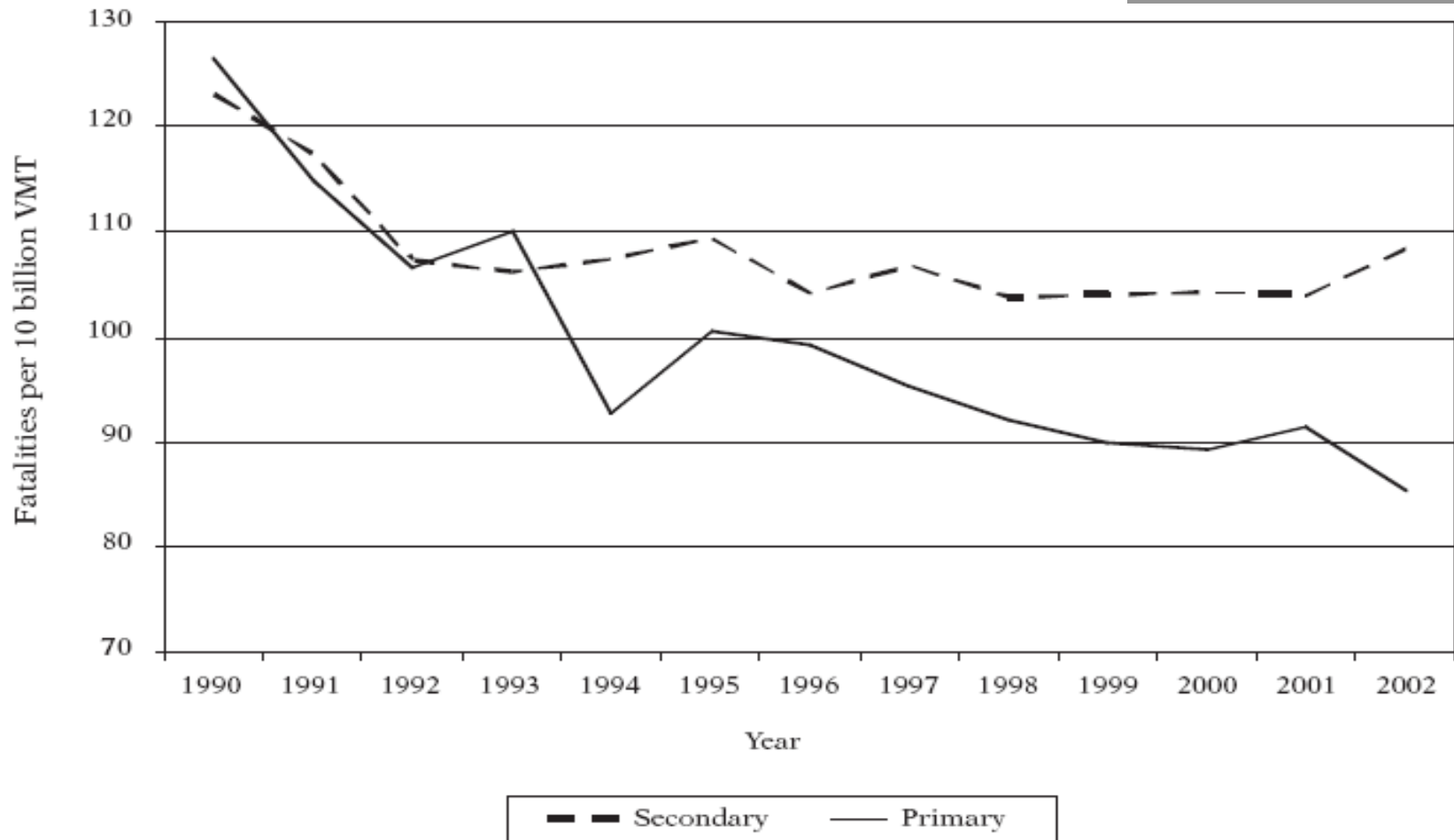
Belt Use in Nearby Primary v. Secondary States



Belt Use in Primary versus Secondary Enforcement States



Fatality Rates for Drivers in Primary versus Secondary States



Research Estimates for MO

- In 2005, MO had 1,257 fatalities and over 66,400 injuries in traffic crashes
- Our study shows a switch to primary and an increase in the fine from \$10 to \$50 would improve belt use to about 90%
- Study predicts 74 fewer fatalities per year
- Study predicts 3,400 fewer injuries annually
- Based on NHTSA cost estimates, this safety improvement would save MO from \$96 million to \$133 million a year

Motorcycle Helmet Law Warning

- Universal helmet law always at risk of repeal
- 21 states have universal helmet law
- Repeal: Arkansas 1997, Texas 1997, Kentucky 1998, Louisiana 1999, Florida 2000, Pennsylvania 2003
- Our analysis of 50 states over time with controls for demographics and other policies
 - Universal reduces fatalities about 14% versus no law
 - Universal states have 1.2 fewer deaths per 10,000 registered motorcycles than partial law states
- 86 motorcycle fatalities in Missouri during 2005 so 14% increase with helmet law repeal means forecast of 12 more fatalities per year or 120 per decade

Motorcyclist Fatality Rates: Six Repeal States vs. All Other States, 1975-2004



Child Safety Seats – Hooray!

- 1984 MO law covered kids under 4 years old
- New law requires up to 8 years old
- 43% more MO children 4-8 have died in the past decade than children under 4
- Over 400 children ages 4-8 have died since passage of original law in 1984
- Our study of such laws in all 50 states over time shows child fatalities in Missouri could be reduced by 25% with new law

Conclusions

- Confusion on secondary versus primary
 - Teens and Young Adults
 - May help increase compliance for some
 - But makes officers look lax to others
 - Few have received tickets or know of others
- Enforcement perceived as weak by most
- Secondary upgrades to primary improve to similar belt usage as original primary states
- Primary enforcement with a \$50 fine would take MO belt use to 90%

Thanks! Questions?



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