Toward Zero Deaths

Alabama Transportation Conference

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Utah Department of Transportation

ZERO Fatalities
A Goal We Can All Live With
zero Fatalities®
A Goal We Can All Live With
# Leading cause of death

<table>
<thead>
<tr>
<th>1998 Disease or Injury</th>
<th>2020 Disease or Injury</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Lower respiratory infections</td>
<td>1. Ischaemic heart disease</td>
</tr>
<tr>
<td>2. HIV/AIDS</td>
<td>2. Unipolar major depression</td>
</tr>
<tr>
<td>3. Perinatal conditions</td>
<td>3. <strong>Road traffic injuries</strong></td>
</tr>
<tr>
<td>4. Diarrhoeal diseases</td>
<td>4. Cerebrovascular disease</td>
</tr>
<tr>
<td>5. Unipolar major depression</td>
<td>5. Chronic obstructive pulmonary disease</td>
</tr>
<tr>
<td>6. Ischaemic heart disease</td>
<td>6. Lower respiratory infections</td>
</tr>
<tr>
<td>7. Cerebrovascular disease</td>
<td>7. Tuberculosis</td>
</tr>
<tr>
<td>8. Malaria</td>
<td>8. War</td>
</tr>
<tr>
<td><strong>9. Road traffic injuries</strong></td>
<td>9. Diarrhoeal diseases</td>
</tr>
<tr>
<td>10. Chronic obstructive pulmonary disease</td>
<td>10. HIV/AIDS</td>
</tr>
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Source: WHO, Evidence, Information and Policy, 2000
We’re making progress
National efforts

TZD > The National Strategy vision is a highway system free of fatalities.

Read the TZD National Strategy

ZERO Fatalities
A Goal We Can All Live With
Multiple angles of attack
National Strategy Key Areas

Driver / Passenger

Vulnerable Users

Vehicles

Infrastructure

Emergency Medical Services

Safety Management
Safety culture

SECTION 4

SAFETY CULTURE
Safety culture

Traffic Safety Culture

Cultural Alignment

Organizational Safety Culture

Cultural Transformation

Traffic Safety (Culture) Strategies

Safety Planning (SHSP)

 Courtesy: Nic Ward, Western Transportation Institute, Montana State University
What are states doing?
Sample of Zero-based states

- Toward Zero Deaths
- Zero Fatalities
- Toward Zero Deaths
- Let's Stop Crashes in Clackamas County
- Toward Zero Deaths
- Target Zero
- Vision Zero
- Toward Zero Deaths
- Zero in Wisconsin
- Zero Fatalities
- Vision Zero
- Toward Zero
- Toward Zero Deaths
- Destination Zero Deaths
- Driving Toward Zero
- Toward Zero
- Toward Zero
- Towards Zero Deaths
- Driving Down Fatalities
- Driving Zero Fatalities to a Reality
Organizational changes

ZERO FATALITIES
UDOT remains committed to safety, and the goal to consistently improve safety on Utah’s roads can be summed up in two words: Zero Fatalities.

A VISION FOR UDOT’S FUTURE

In the last two decades, UDOT has emerged as an international leader in transportation innovation. In the coming years, UDOT intends to carry on that legacy and adapt and improve as we move into the future.

UDOT will continue to strive toward our Final Four Strategic Goals while embracing six new Emphasis Areas to ensure the right work is being done in the right way. These Goals and Emphasis Areas will work hand-in-hand to ultimately achieve UDOT’s vision to enhance communities, improve the environment and cultivate a stronger economy, helping to maintain Utah as one of the best places to live and work.

FINAL FOUR STRATEGIC GOALS

Over the years, UDOT has laid out and refined the Strategic Goals that will continue to drive everything we do and serve as a standard by which to measure success.

- PRESERVE INFRASTRUCTURE
  UDOT is preserving Utah’s existing transportation infrastructure. The state’s multi-billion dollar investment in roads, bridges and other assets must be maintained for future generations.

- OPTIMIZE MOBILITY
  UDOT works to optimize traffic mobility through a number of measures, including adding capacity, innovative design, managed lanes, signal coordination and the TravelWise program.

- ZERO FATALITIES
  UDOT remains committed to safety, and the goal to consistently improve safety on Utah’s roads can be summed up in two words: Zero Fatalities.

- STRENGTHEN THE ECONOMY
  This goal recognizes UDOT’s role in creating and managing a transportation system that enables economic growth and empowers prosperity.
HOW TO BUCKLE YOUR DRAGON

BUCKLE UP
#DontDriveStupid

ZERO Fatalities...
A Goal We Can All Live With
A UDOT and DPS Program

TOOTH-LESS NEVER GOES BUCKLE-LESS

BUCKLE UP
#DontDriveStupid

ZERO Fatalities...
A Goal We Can All Live With
A UDOT and DPS Program
Partnerships
Grassroots outreach

ALL THEY LEFT WERE MEMORIES
STORIES OF TEEN LIVES LOST ON UTAH'S ROADS IN 2010

 ZERO Fatalities
A Goal We Can All Live With
Parental involvement

Nervous about your teen driver?

Click to cut their crash risk in half.

SAFE TEEN DRIVERS HAVE INVOLVED PARENTS

Driver Education Parent/Teen Night

Teaching a teen to drive may be frightening, but it’s not as scary as what could happen if you don’t monitor your teen’s driving. These national statistics show that when parents stay involved, their teens are more likely to exhibit safe behaviors.

Join us for a parent/teen night to learn how you can help your teen be a better driver.

DATE: Tuesday, January 3, 2014
TIME: 7:30
PLACE: Bingham High School
NOTE: Please be on time!

Teens with involved parents are:

- 2X more likely to wear seat belts
- 70% less likely to drink and drive
- HALF as likely to speed
- 30% less likely to talk on a cell phone while driving

ZERO Fatalities
A Goal We Can All Live With
Moving the needle

Nearly 3 out of 4 Utahns aged 18-54 are aware of the Zero Fatalities program
Moving the needle

Of those who are aware of Zero Fatalities, on average, more than half admit that the program “probably” or “definitely” influenced them to avoid the deadly behaviors.

- Drowsy 54%
- Distracted 64%
- Aggressive 47%
- Impaired 41%
- Unbuckled 48%
Moving the needle

2000-2020 Fatalities Trendline Extrapolated

Estimate 2014-2020

% Change from 2000


2000-2014 Fatalities
Population
Vehicle Miles Traveled

Number of Fatalities

0 50 100 150 200 250 300 350 400 450 500 550 600
What to address

The most common contributing factor was a failure to buckle up. The best thing you can do to keep from becoming a statistic on Utah’s fatality chart is to wear a seat belt.
Perception versus Reality

Seat Belt Usage among Officers – Actual and Perceived Norms

MOST officers in Box Elder, Sanpete and San Juan Counties usually or always wear their seat belts.
- MOST officers, 58%, reported always wearing their seat belts when on duty (Q7).
- MOST officers, 75%, reported usually or always wearing their seat belts when off duty (Q11).
  - Officers reported they were more likely to wear their seat belts while off duty and driving many miles from home than when off duty and driving within a few miles from home (Q9a, Q10a).

However, the overwhelming majority of officers believe that MOST people in their agency do NOT always wear their seat belt and believe MOST adults in their county do NOT always wear their seat belts.
- Most officers, 78%, did NOT believe that most people in their agency always wear their seat belts while on duty (Q8).
- All officers surveyed, 100%, did NOT believe that most adults in their county always wear their seat belt. In fact, 62% believe that most adults wear their seat belts about half the time or less (Q12).
Perception versus Reality

Observational Studies Reveal Most Adults Wear Their Seat Belts

Observational studies completed in June of 2012 and 2013 show MOST adults are wearing their seat belts.

Table 1. Percentage of Adults Wearing Seat Belts based on Observational Studies

<table>
<thead>
<tr>
<th>County</th>
<th>2012</th>
<th>2013</th>
</tr>
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<tbody>
<tr>
<td>Box Elder</td>
<td>75%</td>
<td>79%</td>
</tr>
<tr>
<td>San Juan</td>
<td>62%</td>
<td>55%</td>
</tr>
<tr>
<td>Sanpete</td>
<td>57%</td>
<td>70%</td>
</tr>
</tbody>
</table>


Courtesy: Kristy Rigby, Utah Department of Public Safety
**Perception versus Reality**

**Most Officers Support Seat Belt Enforcement**

Most officers believe local law enforcement should enforce Utah seat belt laws; however, they do not believe others feel the same way.

- Most officers, 77%, strongly or mostly agreed that local law enforcement should enforce Utah seat belt laws (Q15a).
  - However, 31% of officers did NOT believe that most people in their agency felt this way (Q15b).
  - And 22% of officers did NOT believe that most supervisors/leaders in their agency felt this way (Q15c).
  - And 39% of officers did NOT believe that most elected officials in their city/county felt this way (Q15d).
  - And 35% of officers did NOT believe that most elected state officials in Utah felt this way (Q15e).
  - And 74% of officers did NOT believe that most adults in their county felt this way (Q15f) even though most adults in the communities do support enforcement (see Table 2).
### Table 2. Community Support for Enforcement of Seat Belt Laws

“I believe local law enforcement should enforce Utah seat belt laws.”

<table>
<thead>
<tr>
<th></th>
<th>Box Elder</th>
<th>San Juan</th>
<th>Sanpete</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support Level</td>
<td>77% mostly or strongly agree</td>
<td>72% mostly or strongly agree</td>
<td>71% mostly or strongly agree</td>
</tr>
</tbody>
</table>

What’s next?

• Get involved: TowardZeroDeaths.org

• Get involved: National Safety Culture Summit

• Challenge perception, discover reality

• Sustain the message…