

NAWHSL



FEBRUARY 2020

NATIONAL ASSOCIATION OF WOMEN
HIGHWAY SAFETY LEADERS



Navigating the Future of Highway Safety:
Building Bridges to Zero
Together



National Association of Women
Highway Safety Leaders

Pittsburgh, PA "The City of Bridges"
2020 Annual Meeting

NAWHSL's 53rd Annual Meeting **Traffic Safety Leadership Training** **August 27-30, 2020**

Pittsburgh, Pennsylvania, is known as "The City of Bridges", with the city boasting 446 bridges! There are three major rivers coming together within the city. Once again NAWHSL members and friends will come together to learn about relevant traffic safety issues and network with fellow traffic safety professionals from other states and regions. Make sure to save the date for this valuable meeting.

You will want to save time to see more of the city which has a surprising number of historical and fascinating attractions. Visit the Phipps Conservatory and Botanical Gardens that sits on 15 acres including a 14-room glasshouse and 23 distinct gardens. Check out the Carnegie Museum of Art. It is the first museum of contemporary art in the United States, and has a collection of more than 30,000 objects featuring a broad spectrum of visual arts. Get a scenic view of the city from the peak of Mount Washington, or take a Segway or walking tour of the city. Experience the excitement of major league baseball in PNC Park, home of the Pirates. You will not want to miss the sights, sounds and culture in the beautiful city of Pittsburgh, Pennsylvania.

From the President

I hope everyone had a wonderful and happy holiday season! As we prepare for our upcoming conference, "Navigating the Future of Highway Safety - Building Bridges to Zero Together", please mark your calendar for August 27 - 30, 2020.
A big thanks to Pennsylvania for hosting us.

Counterfeit Car Seats

With the ease of online shopping, safety advocates need to be vigilant in educating the public regarding this very serious issue. A child's life is at risk if they are in a counterfeit safety seat.

A parent came to one of our hospitals to get their seat checked because the parents had a difficult time trying to install it. Thankfully, the technician had questions and called one of our instructors. The tech texted her pictures of the car seat, the parents thought it was a Doona. Turns out it was a knockoff. One of the obvious signs was the absence of federal labels on the seat, no chest clip, all of the seat parts were made of plastic, and no manual came with the seat. These knockoff seats are poorly made.

Parents assume if they purchase from Amazon it's safe when in fact it's not, and is actually putting a child in danger. Tell your partners and child advocates regarding this deadly trend.

-President Juliet Little



Stop the Fakes

Stephanie Tombrello, of SafetyBeltSafe, a well-known child occupant safety professional, issues a dire warning to everyone. Fake safety seats are being marketed online and are becoming more prevalent. She has seen ads for fabric "car seats". In California, a grandmother paid \$20 for a seat arriving in a cellophane bag.

Stephanie reports that other dangerous fakes are being sold, including "adjusters" for the lap belt, especially for pregnant women, and a kit purporting to retrofit lower connector bars and tether anchors. Help pregnant women learn where the lap belt goes, under the bulge with the shoulder belt correctly across the chest. SBS USA has a brochure, "Protect Your Baby Now... and Later" and flyers on counterfeit car seats at www.carseat.org *Link 1 SafetyBeltSafe USA 310-318-5111

***Links at the top of the email**

NEW STATE REPRESENTATIVE

Welcome NAWHSL's New Member!



**DEANA DOTHAGE
MISSOURI**

Deana Dothage, Director of First Impact, has a unique background that makes her the perfect fit for her position which she has filled since January 23, 2017. First Impact is a program of ThinkFirst Missouri designed to teach parents of new drivers the Graduated Driver's License law, in order to eliminate traffic fatalities and reduce teen involved crashes. Deana recruits and trains law enforcement officers and other safety partners to present First Impact programs.

ThinkFirst Missouri and First Impact are programs of the University of Missouri School of Medicine, Department of Physical Medicine & Rehabilitation. First Impact research was published by ThinkFirst Missouri and the results of the work were recognized by ThinkFirst National Injury Prevention Foundation with the 2018 Outstanding Research Award.

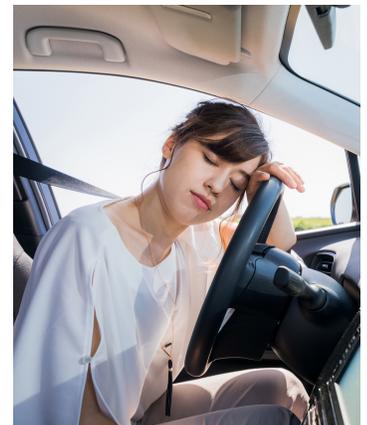
For Deana, reducing traffic fatalities is personal. In two separate auto crashes, both over 45 years ago, her father died, and her 19-year-old brother died. Deana has utilized the goals and objectives of First Impact in her personal life to coach and mentor her own teen driver. Deana has a B. S. in Administration of Justice - Policing Option from the University of Missouri at St. Louis. She is currently working towards a Graduate Certificate in Public Administration at the University of Missouri - Columbia.

What do we know about DRIVER FATIGUE?

IS it prevalent? Can it be reduced? The National Institute for Occupational Safety and Health (NIOSH) investigated the prevalence and causes of driver fatigue in the workplace and has recommendations for a fatigue risk management system.

We heard it from our parents – we need 7 – 9 hours of sleep each day. Do people get it? A survey of the U.S. workforce found that over 1/3 of workers got less than the recommended minimum of 7 hours of sleep. The result? As many as 1 in 5 crashes in the general population involve driver fatigue. Not surprisingly, the lack of sleep can lead to impairment behind the wheel. In fact after 24 hours awake, impairment is equivalent to a BAC of .10.

See their fact sheet and guidance for a management system at [*Link 2](#)



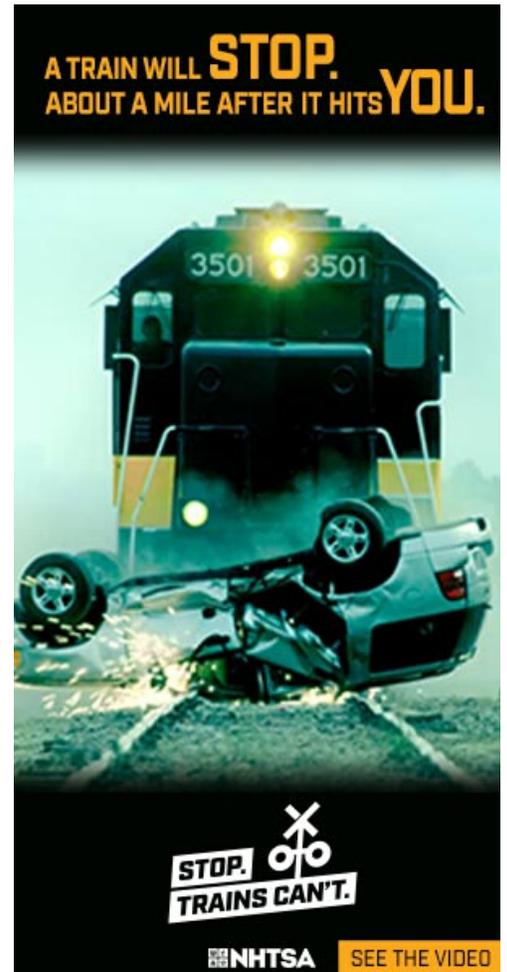
***Links at the top of the email**

Professional Resources

Campaign Materials

Stop. Trains Can't

Sadly, the driving public needs to be reminded about the danger at railroad crossings. When it is vehicles versus train, train always wins. In America, every four hours a person or vehicle is struck by a train. Of the 270 people killed in 2018 at railroad crossings, an alarming 99 went around crossing gate arms; a 10-year high. Its easy to put this campaign in action. See [*Link 3](#).



Safety Professionals Must be Better at Selling

Do you mean that I have to sell “safety”? A resounding YES. This article in the Professional Safety Journal, February, 2020, states that “Sales is a critical skill that must be learned, adapted and implemented into the Occupational Safety and Health (OSH) professional’s work to succeed.” Traffic safety is just one of the responsibilities for OSH workers.

In traffic safety also, we are the subject-matter experts, but we must engage others in safety initiatives, in the rules, regulations and expectations. We have to “learn the skills necessary to become the safety salesperson.”

***Links at the top of the email**

Professional Resources

DRUGGED DRIVING & CRASHES

From 2007 to 2014, the number of nighttime weekend drivers in the U.S. with marijuana in their system increased nearly **50%**

Source: National Highway Traffic Safety Administration (NHTSA)

In Washington state, the percent of drivers in fatal crashes who recently used marijuana **more than doubled** between 2013 and 2014

In 2014, **1 in 6** drivers involved in fatal crashes in the state had recently used marijuana

Source: AAA Foundation for Traffic Safety

Marijuana was the **number one** drug in the U.S. found by Drug Recognition Experts in 2014

Source: Sobriety Testing Resource Center

Problems Ahead with Marijuana and Driving

Thinking they will get caught, is hopefully, some deterrent to errant behavior. However, that's not the case with driving while high. A survey by the AAA Foundation for Traffic Safety found that "nearly 70% of Americans think it's unlikely a driver will get caught driving while high on marijuana." Another finding shows that about 14.8 MILLION drivers report driving within one hour after using marijuana in the last 30 days. Past research has shown that impairment happens within the first hour to four hours after using marijuana. Driving high **DOUBLES** the likelihood of having a crash. Another troubling finding is that Americans accept driving after recently using marijuana, many more than accept drinking and driving.

Marijuana myths abound. Let's get the facts to the driving public.

[*Link 4](#)

[*Links at the top of the email](#)

#AAADriveSober

AAA.com/DriveSober



From the Governors Highway Safety Association

New Grant : Speed Management

The need for speed management remains on the minds of Highway Safety Professionals, as speeding accounts for about 25% of the nations' motor vehicle deaths. On January 6, the GHSA began a new "speed management grant program". They announced that up to \$200,000 will be awarded to a state or states to "develop, implement and evaluate a community or corridor-based speed management 6-month pilot program." In addition to the grant, in conjunction with the Insurance Institute for Highway Safety (IIHS) and the National Road Safety Foundation, Inc., the IIHS will provide evaluations and communication support, and a senior and experienced GHSA staff member will provide assistance.

The application deadline is March 1. [*Link 5](#)

New Report- *Rear Seat Belt Use: Little Change in Four Years, Much More to Do*

The GHSA's late 2019 report highlighted the continuing issue concerning lack of rear seat belt use. The report states "803 unrestrained rear seat passengers age 8 and up lost their lives in 2018, more than 400 of those passengers might still be alive if they had been in a seat belt." Understanding the reasoning behind passengers not buckling up in the back is vital to attacking this issue head on.

The report lists the main reasons back seat users give for not buckling up and ways to address this behavior:

The Problem: Rear passengers report they do not buckle because the trip is short and/or in a for-hire vehicle.

Confronting the Problem: The GHSA urges for-hire services to actively promote seat belt use on every ride.

The Problem: Rear passengers report they do not buckle because it is not comfortable or convenient and/or they simply forgot.

Confronting the Problem: Vehicle manufacturers should install rear seat belt use reminders. There should be more public education.

The Problem: Rear passengers report they do not buckle because there is no law.

Confronting the Problem: States should pass and enforce strong seat belt laws. NHTSA should develop programs and finalize federal rulemaking to require rear belt reminders.

These actions would save lives.

[*Links at the top of the email](#)



OUR MISSION

TO DISSEMINATE INFORMATION AND CONDUCT EDUCATIONAL PROGRAMS TO PROMOTE SAFE BEHAVIOR AMONG HIGH RISK POPULATIONS AND TO ASSURE VIGOROUS, EFFECTIVE PUBLIC POLICY AND PROGRAMS TO REDUCE HIGHWAY CRASHES AND CRASH SEVERITY.

National Association of Women
Highway Safety Leaders

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NAWHSL invites you to
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\$25 per year

Send check to:

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LIFESAVERS

National Conference on
Highway Safety Priorities

Tampa, Florida

March 15-17

REGISTRATION RATES

\$400 - Regular (February 21)

\$500 - Late (After February 21)

\$100 - Students* (full-time high school/ college)

\$100 - Attendee Needs-Based*

www.lifesaversconference.org *Link 6