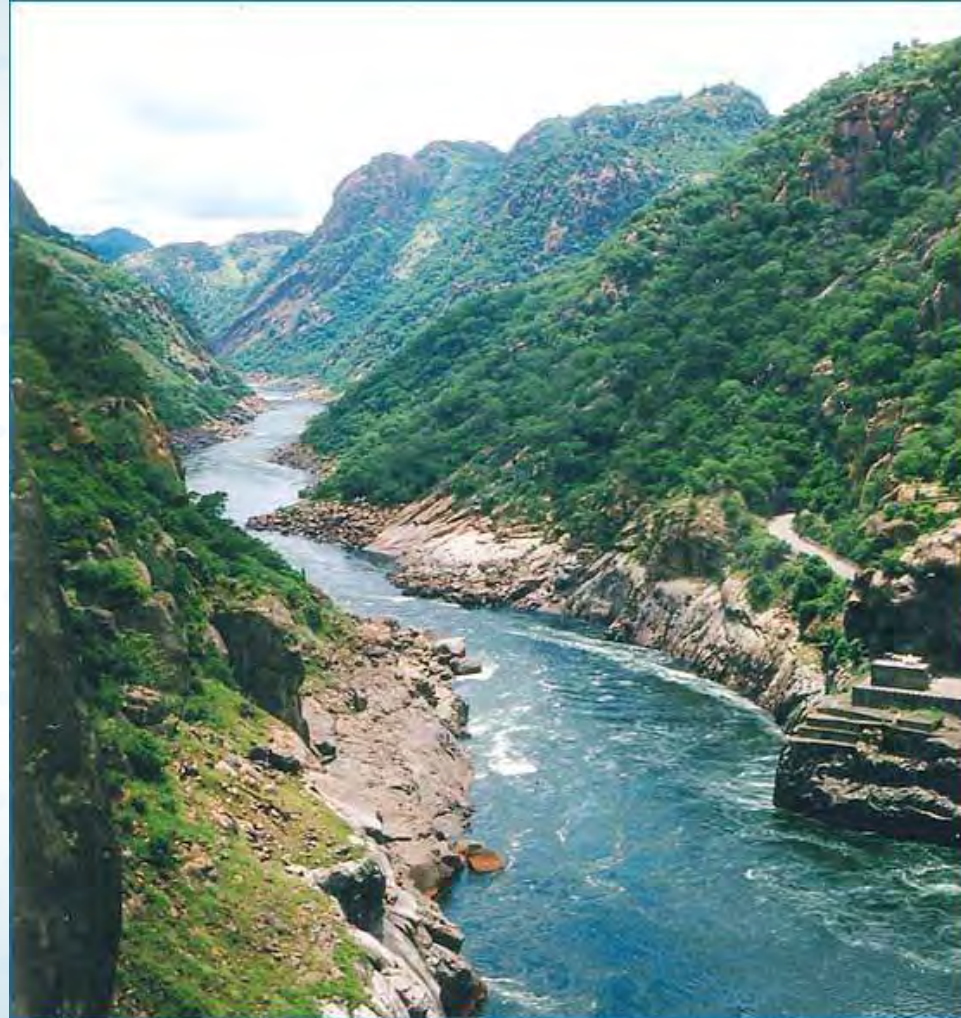






Virginia Occupant Protection Stakeholders

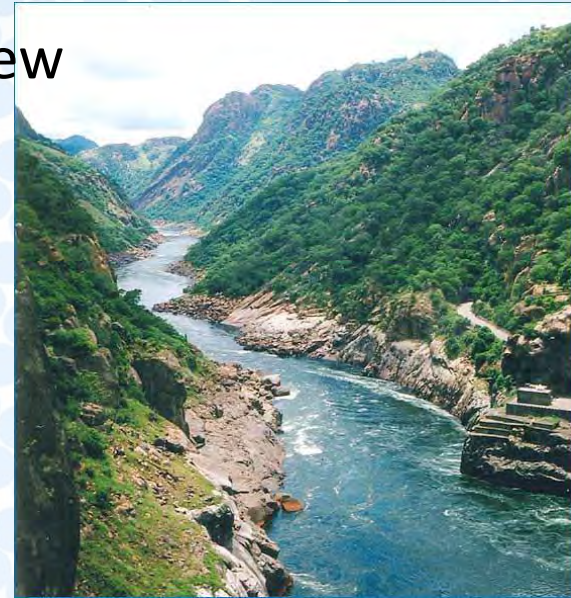
Upstream / Downstream A Contemporary Fable...



Upstream / Downstream A Contemporary Fable...

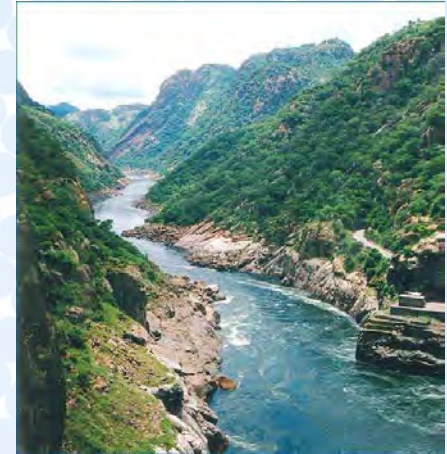
It was many years ago that villagers in Downstream recall spotting the first body in the river. Some old timers remember how spartan the facilities, and procedures were for managing that sort of thing. Sometimes, they say, it would take hours to pull 10 people from the river, and even then, only a few would survive.

Though the number of victims in the river has increased greatly in recent years the good folks of Downstream have responded admirably to the challenge. Their rescue system is clearly second to none - most people discovered in the swirling waters are rescued within 20 minutes many in less than ten. Only a small number drown each day before help arrives; a big improvement from the way it used to be.



Upstream / Downstream A Contemporary Fable...

Talk to the people of Downstream and they'll speak with pride about the new hospital by the edge of the waters, the flotilla of rescue boats ready for service at a moment's notice. The comprehensive health plans for coordinating all the manpower involved and the number of highly trained and dedicated swimmers always ready to risk their lives to save victims from the raging currents. Sure it costs a lot, say the Downstreamers, but what else can decent people do except provide whatever is necessary when human lives are at stake.



Oh a few people in Downstream have raised the question now and then, but most folks show little interest in what's happening Upstream. It seems everyone is too busy trying to rescue drowning victims that no one has the time to investigate what caused him or her to fall into the river in the first place. That's the way things are, sometimes.





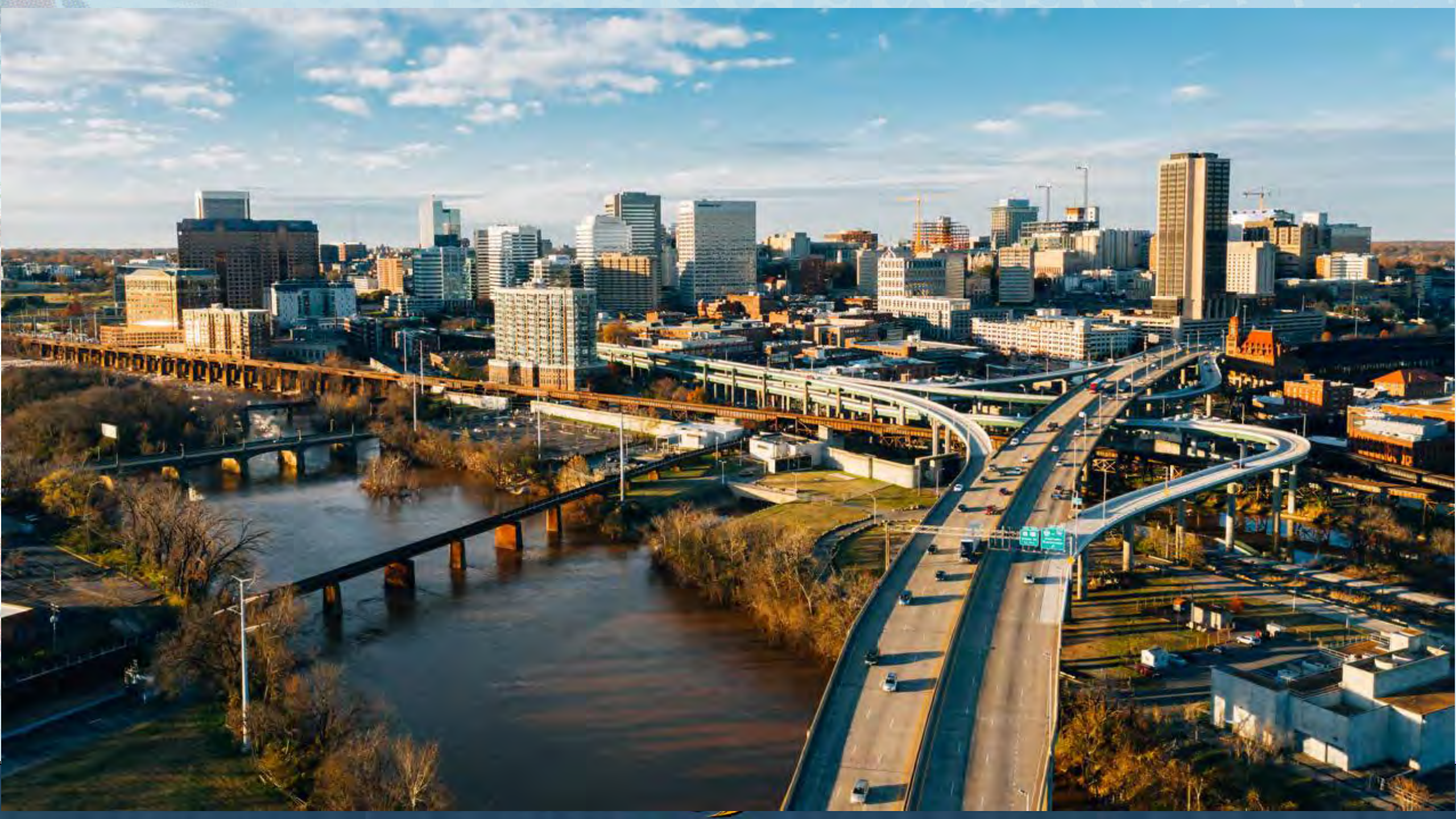
Why are we here?



There's no one someone won't miss.

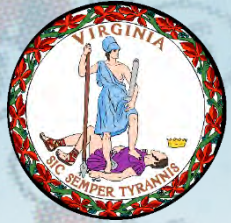
Victoria, Australia



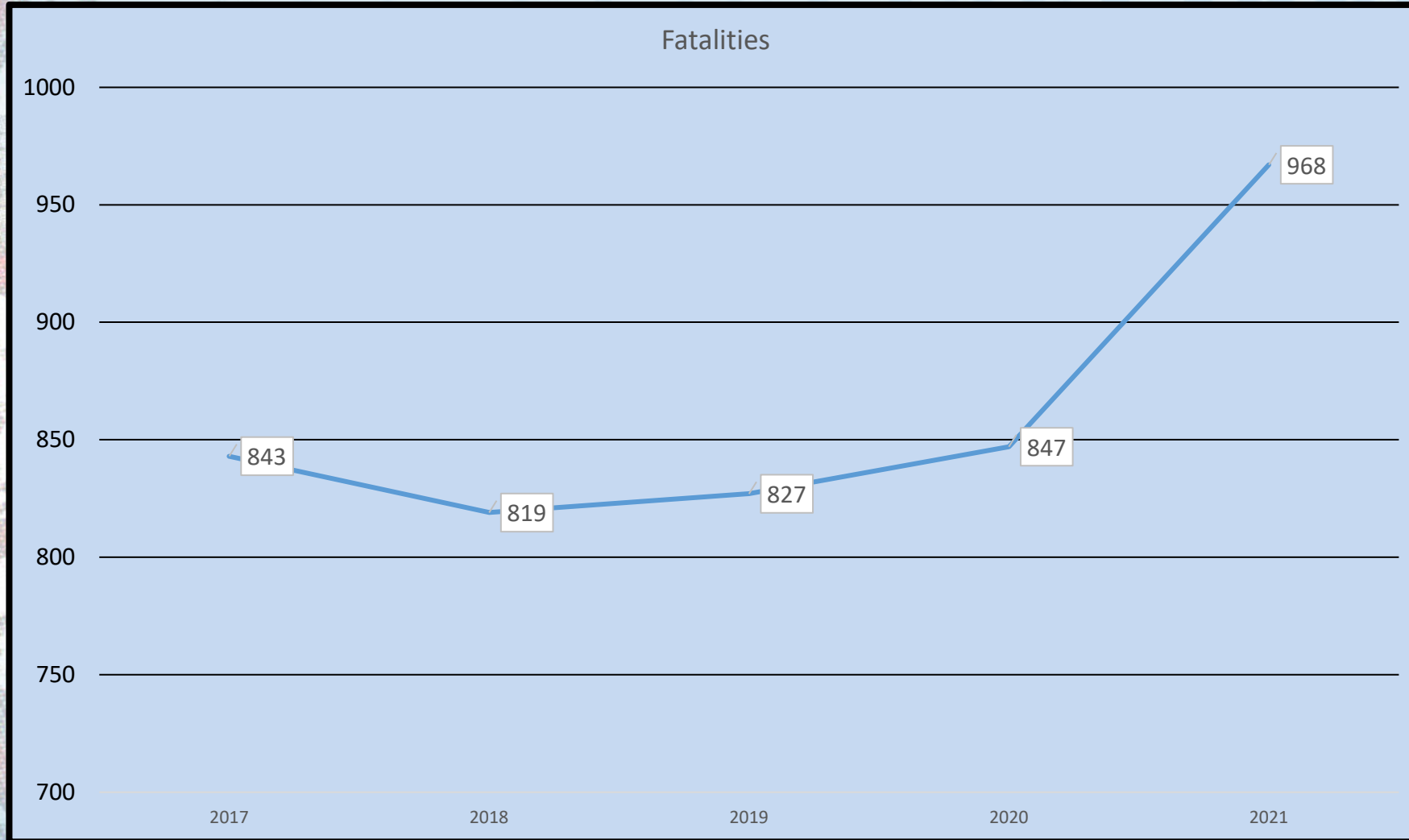


LEADING CAUSES OF DEATH IN VIRGINIA, 2015-2019

RANK	AGE RANGE					
	5-9	10-14	15-19	20-24	25-29	30-34
1	Cancer	Cancer	Suicide	Non-Transport Incidents	Non-Transport Incidents	Non-Transport Incidents
2	Motor Vehicle Crashes	Suicide	Motor Vehicle Crashes	Suicide	Suicide	Suicide
3	Non-Transport Incidents	Motor Vehicle Crashes	Homicide	Motor Vehicle Crashes	Motor Vehicle Crashes	Major Cardiovascular Diseases
4	Chronic Lower Respiratory Diseases	Non-Transport Incidents	Non-Transport Incidents	Homicide	Homicide	Motor Vehicle Crashes



Virginia Fatalities 2017-2021



Fatalities to date

2021 - 246

2022 - 256





Virginia Fatality Data 2021 vs. 2020

	Calendar Year		% Change
	2021	2020	
Total Fatalities	968	847	14.3%
Unrestrained Fatalities	334	343	-2.6%
Alcohol-Related Fatalities	247	272	-9.2%
Speed-Related Fatalities	445	406	9.6%
Motorcycle Fatalities	102	87	17.2%
Pedestrian Fatalities	125	114	9.6%
Bicycle Fatalities	16	8	100.0%
Distracted Driving Fatalities	117	121	-3.3%
Teen Driver Fatalities (Ages 15-19)	42	27	55.6%
Mature Driver Fatalities (Ages 65 and Over)	145	126	15.1%
Commercial Motor Vehicle Involved Fatalities	115	102	12.7%

2022 Target - 306



2022 Preliminary Top Jurisdictions for Unrestrained Fatalities

VAHSO Region	Jurisdiction	Unrestrained Fatalities	% of Total Unrestrained Fatalities
Richmond	Richmond City	5	33%
Roanoke	Henry County	4	27%
Fairfax	Fairfax County	3	20%
Roanoke	Pittsylvania County	3	20%
Total		15	17%

Total Unrestrained Fatalities = 89



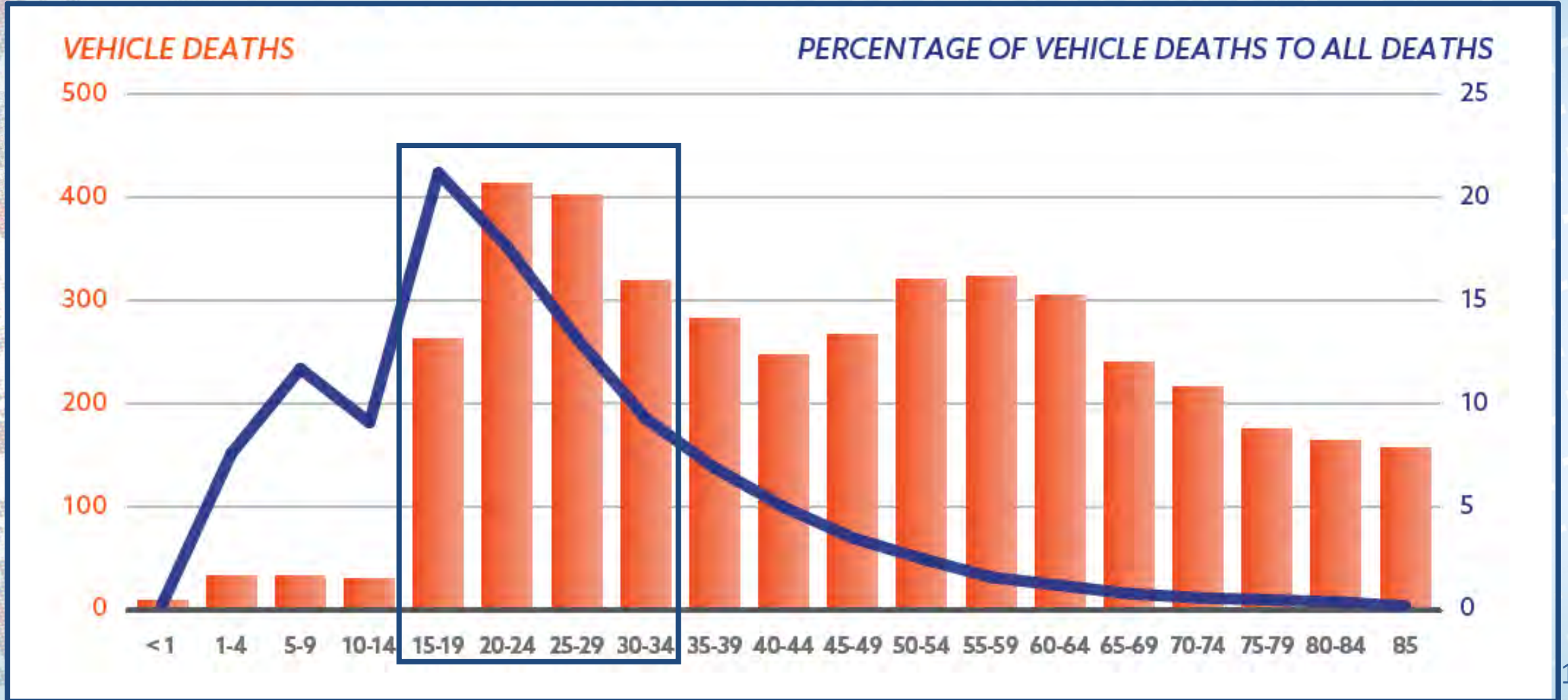
Top Driver's Actions:

- **Failure to maintain control of the vehicle, running off the road**
- **Speed**
- **Over Correction**

1 (7%) was alcohol-related

11 (73%) were speed-related

NUMBER AND PERCENTAGE OF VEHICLE DEATHS BY AGE RANGE, 2015-2019





Safe Road Users

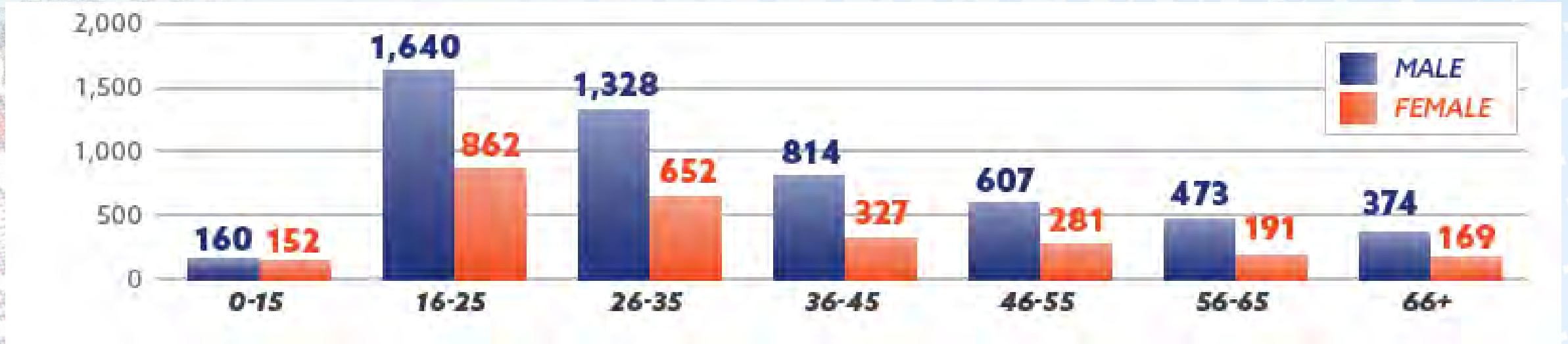


How are unrestrained fatalities and serious injuries defined?

All unrestrained people killed or seriously injured in a crash in a passenger car, pickup, van, SUV, motor home, recreational vehicle, emergency vehicle, single-unit truck, or tractor trailer.



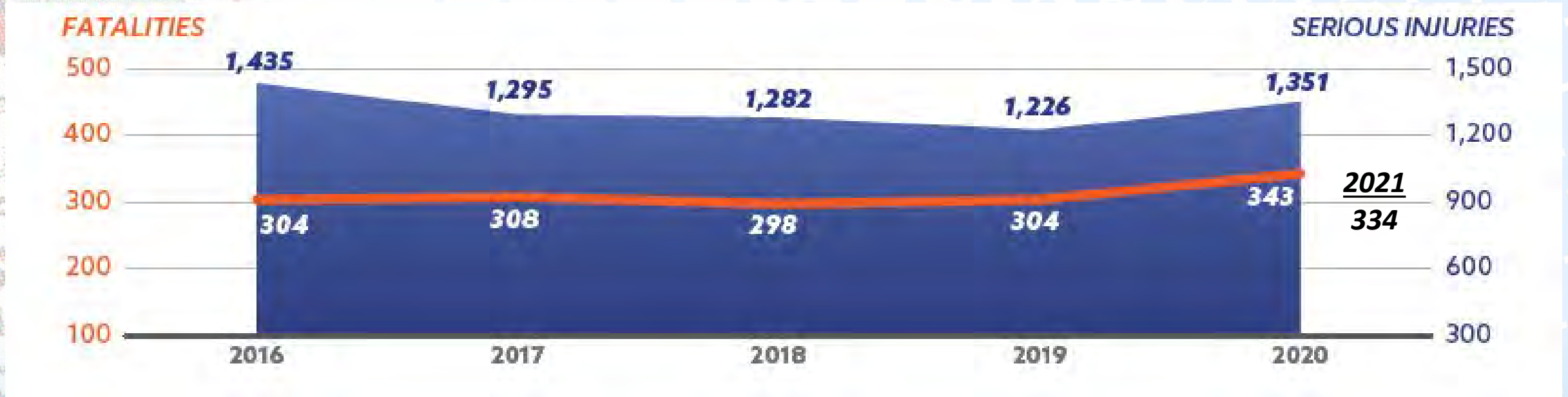
AGE AND GENDER OF UNRESTRAINED FATALITIES AND SERIOUS INJURIES



- Road users aged 16 to 25 made up the highest proportion of unrestrained fatalities and serious injuries
- Across all ages, approximately 66 percent of all unrestrained fatalities and serious injuries were male, which is consistent with national trends showing seat belt use as the lowest among young males.



UNRESTRAINED FATALITIES AND SERIOUS INJURIES, 2016-2020



CONTRIBUTING FACTORS TO UNRESTRAINED FATALITIES AND SERIOUS INJURIES



Remember that seat belts are:

- The most effective traffic safety device for preventing death during a crash.
- The best defense against impaired, aggressive, and distracted drivers.



IT'S A REALLY BIG DEAL.



1,353
17%

UNBELTED FATALITIES
AND SERIOUS INJURIES
THAT INVOLVED
IMPAIRED DRIVING



2,645
32%

UNBELTED FATALITIES
AND SERIOUS INJURIES
THAT INVOLVED
IMPAIRED DRIVING AND
A ROADWAY DEPARTURE



2,395
29%

UNBELTED FATALITIES
AND SERIOUS INJURIES
THAT INVOLVED
A ROADWAY DEPARTURE



1,753
22%

UNBELTED FATALITIES
AND SERIOUS INJURIES
THAT DID NOT INVOLVE
IMPAIRED DRIVING OR
A ROADWAY DEPARTURE



When pedestrians and vehicle types where safety restraints are not used are excluded, unrestrained occupants

Last Five Years

54% of fatalities

22% of serious injuries

Despite lower vehicle miles traveled on Virginia roads due to the COVID-19 pandemic, from 2019 to 2020

Unrestrained Fatalities

13% increase

Serious injuries

10+% increase

This result occurred after years of flat or slight decreases in fatalities and serious injuries.

Over the past five years (2016 to 2020)

8,146 unrestrained people were killed or seriously injured in crashes in Virginia.



The emphasis area factors that contribute most to unrestrained fatalities and serious injuries are:

- Roadway departures - 62%
- Impaired driving - 49%
- Speeding - 48%

The top two factors also overlap as 32 percent of the fatalities and serious injuries involved both a roadway departure and impaired driving, which points to a prevalence in riskier behavior of unrestrained driving coupled with impaired driving and roadway departures.





2021

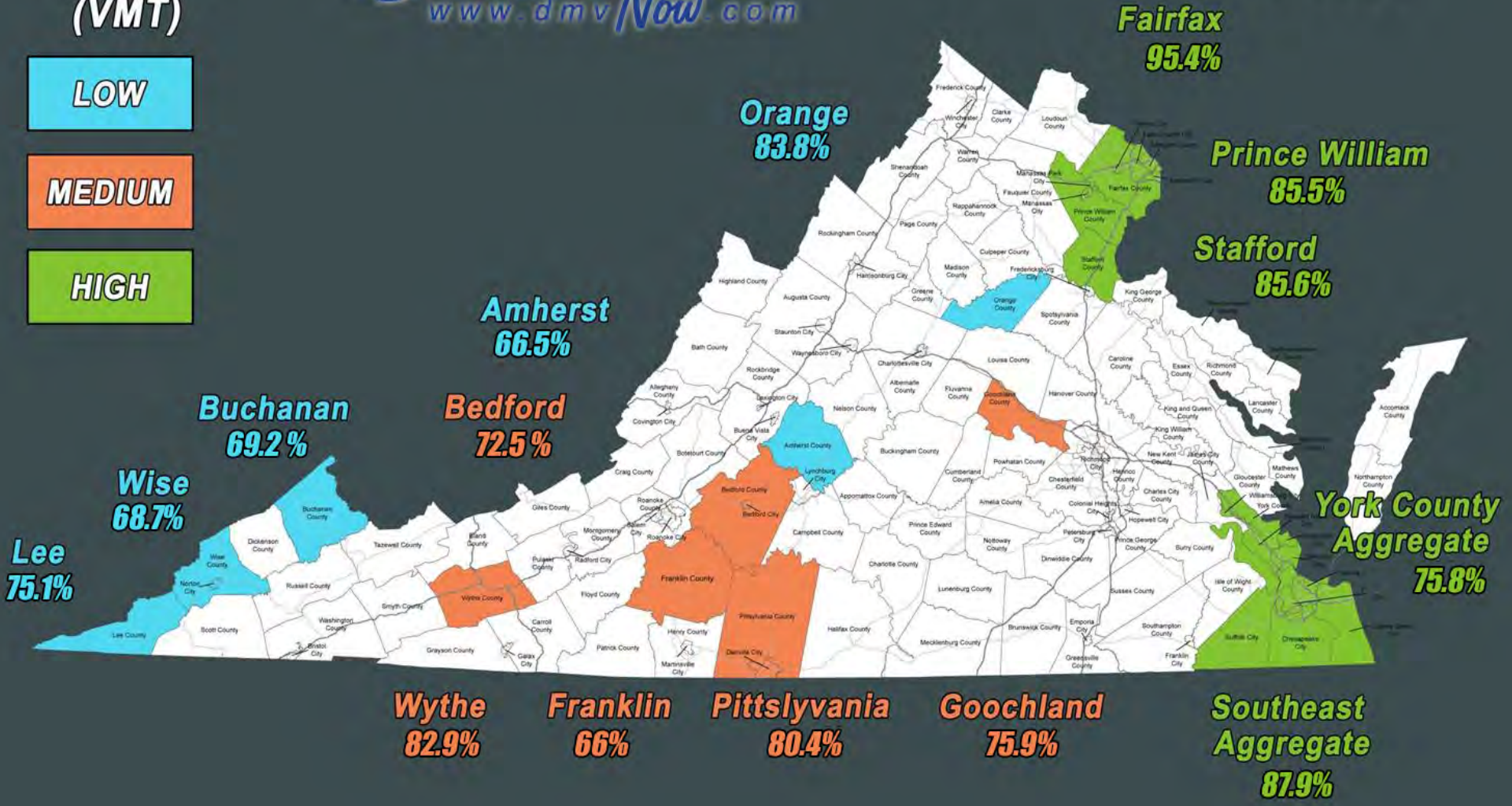
State Seat Belt Use Rate

Vehicle Miles Travelled (VMT)



2021

- LOW**
- MEDIUM**
- HIGH**





2020

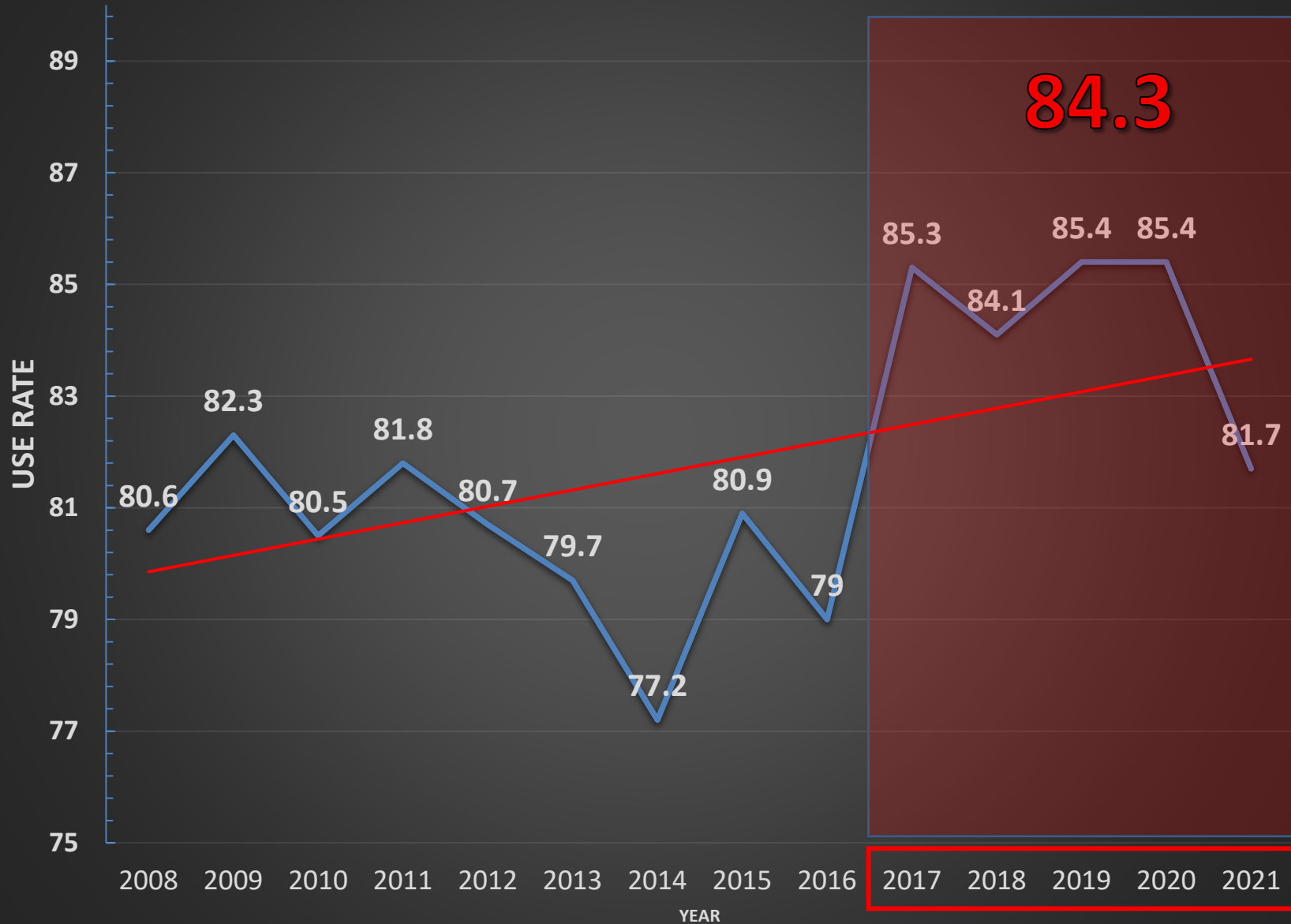
85.4%



2021

81.7%

Seat Belt Use Rates 2008-2021



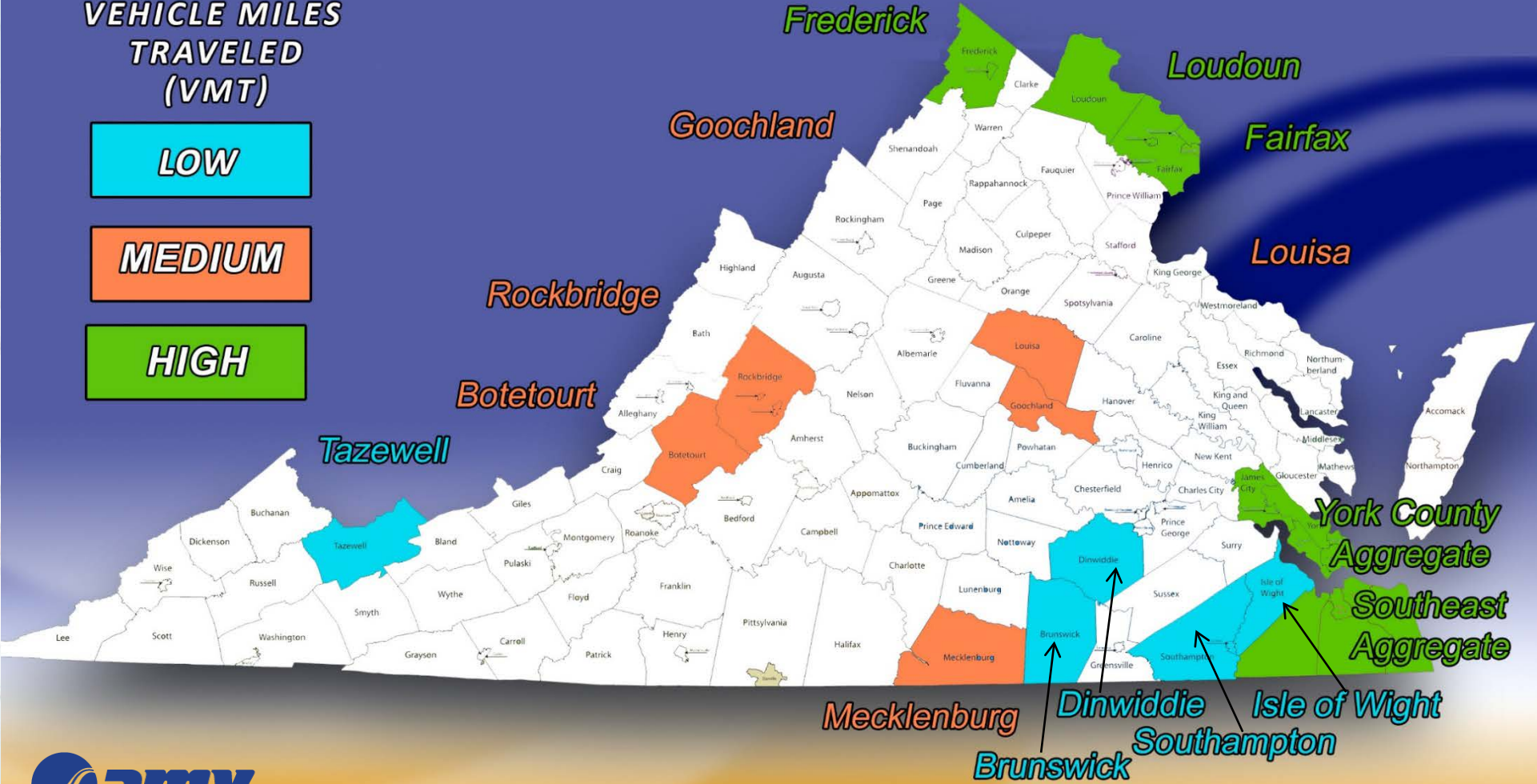
2022-2026

VEHICLE MILES
TRAVELED
(VMT)

LOW

MEDIUM

HIGH



DMV
www.dmvNow.com



OLD DOMINION UNIVERSITY

Dr. Bryan Porter





Virginia Seat Belt Use

2022 Partner Meetings

In Collaboration with the:
Virginia Highway Safety Office
Virginia Department of Motor Vehicles



COVID-19 Impacts - Estimates of US Crash Fatality Changes in 2020 over 2019

14 - 18%

Ages 16 to 44

11 - 15%

Variety of
road types

15%

Unrestrained
in Passenger
Vehicles

11%

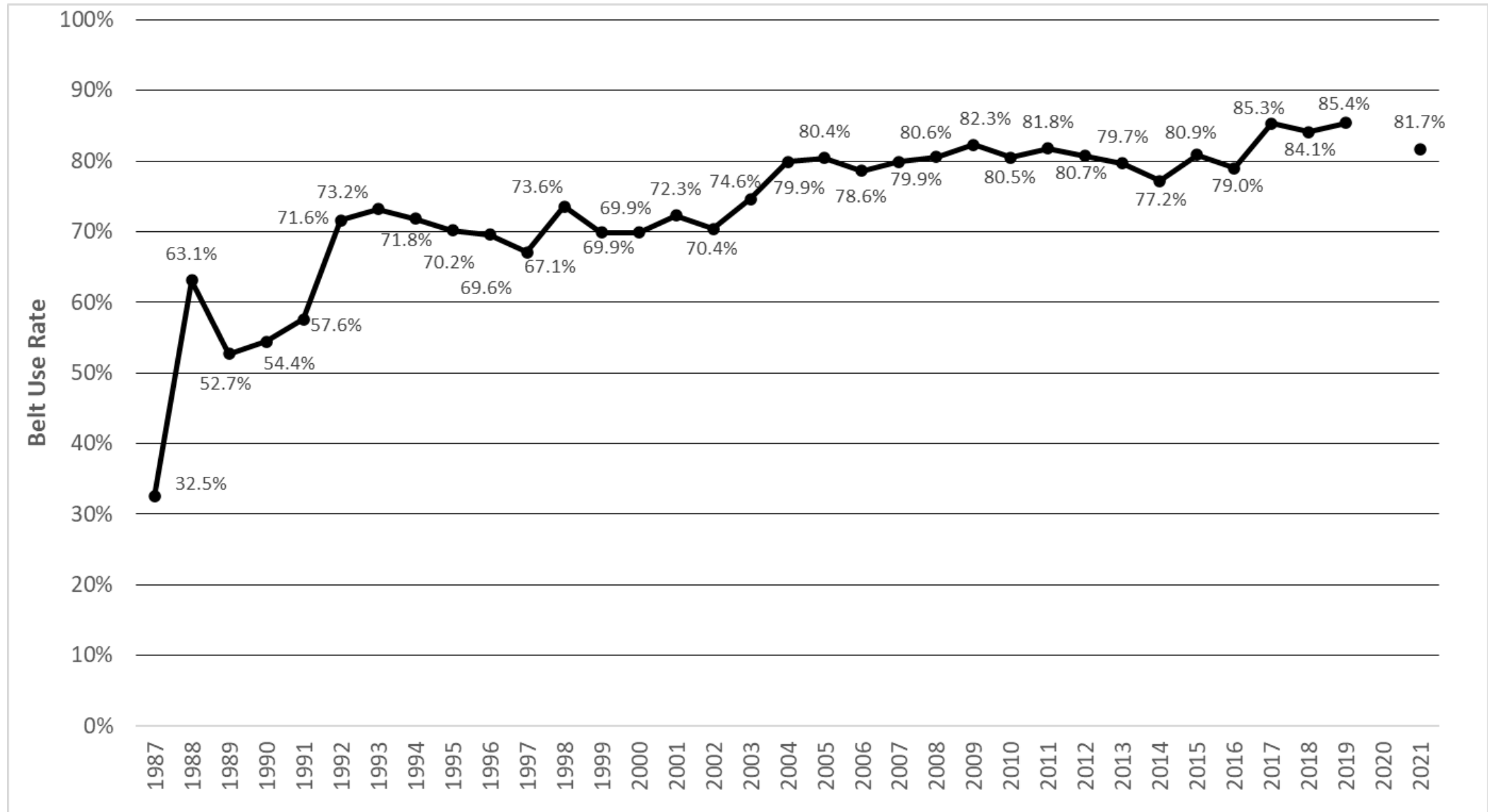
Speeding



STATE SEAT BELT SURVEY



Virginia Observed Belt Use Rate: History ('87 – 21)



Vehicle Miles Travelled (VMT)

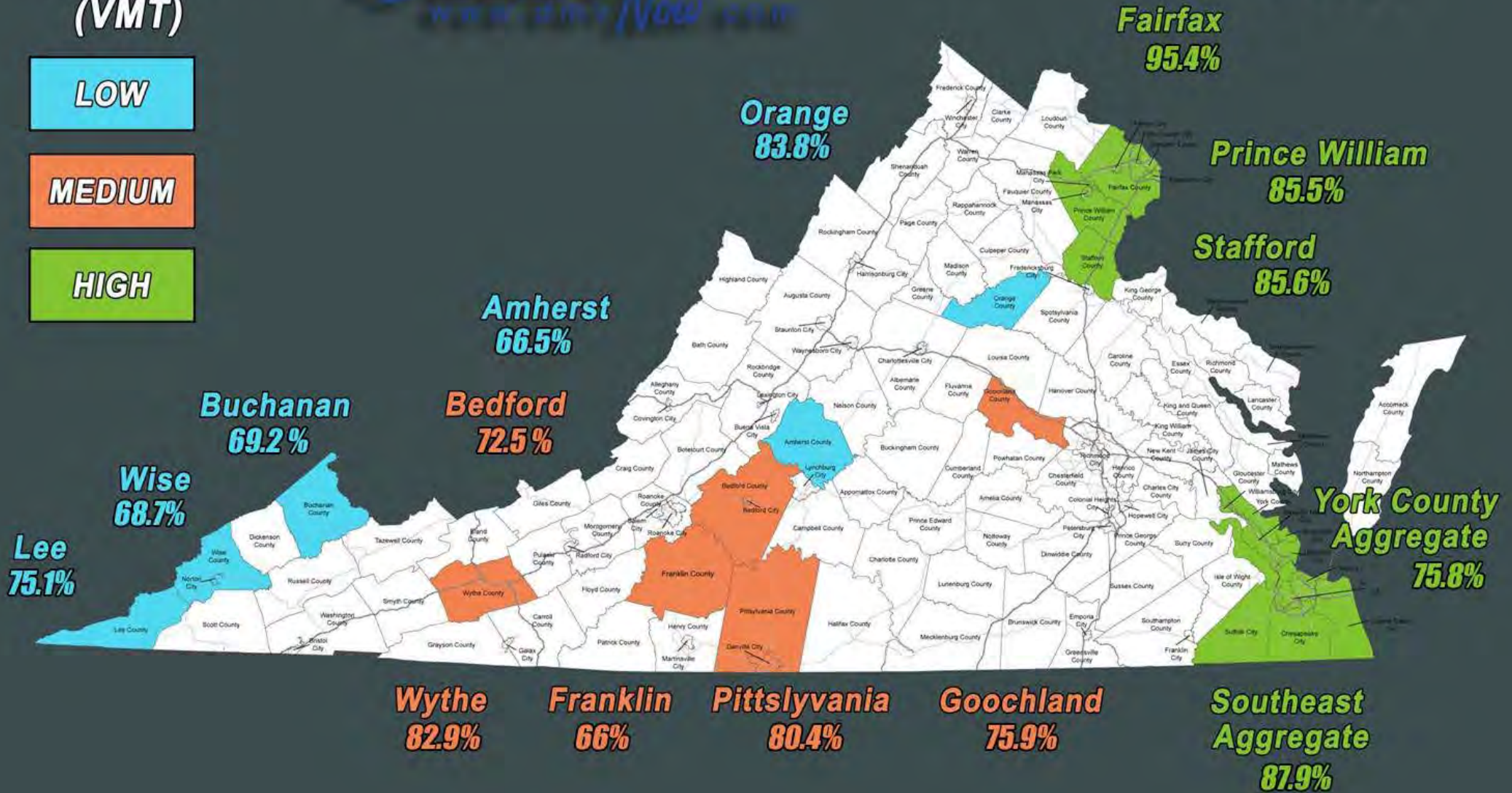


2021

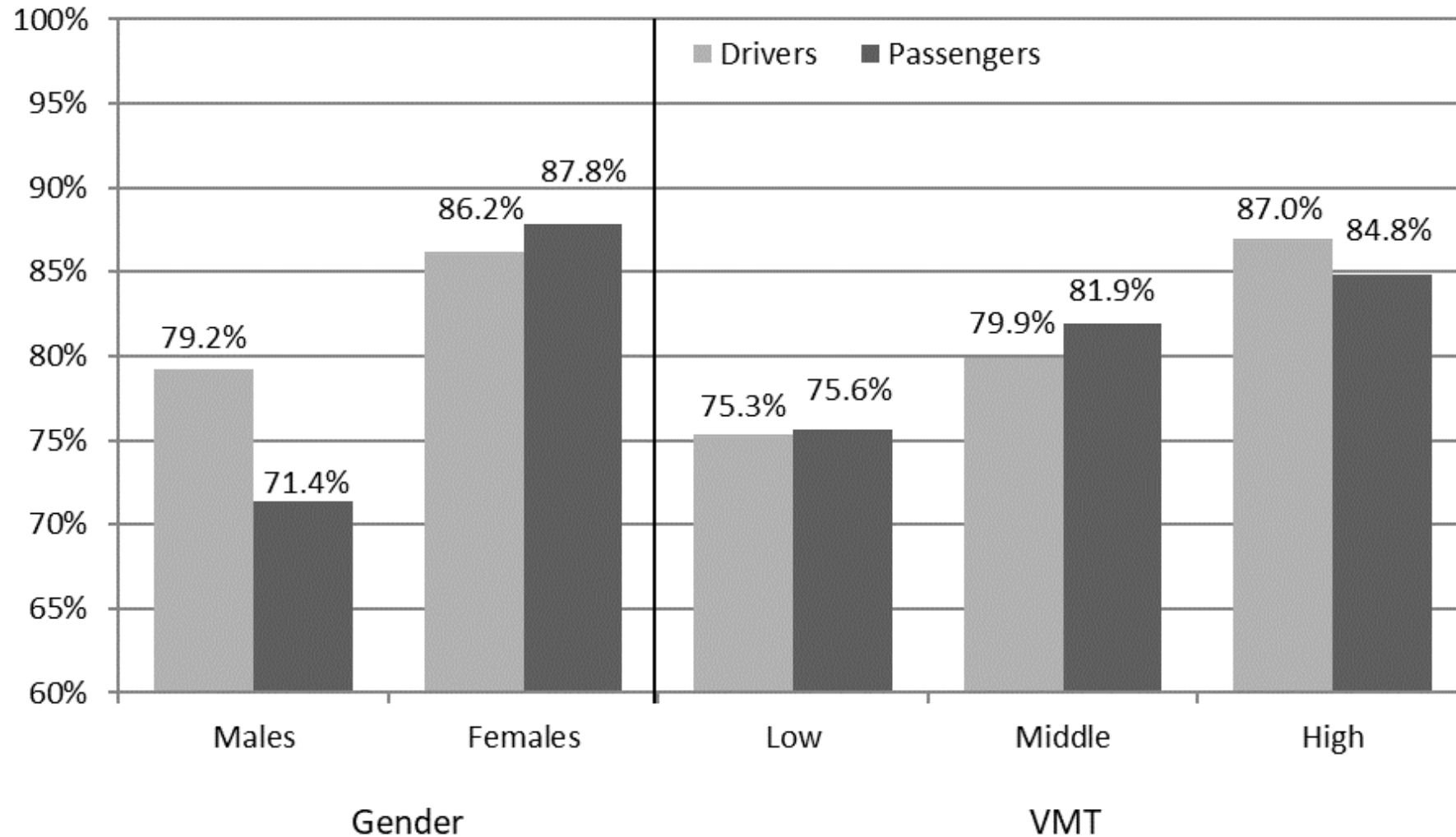
LOW

MEDIUM

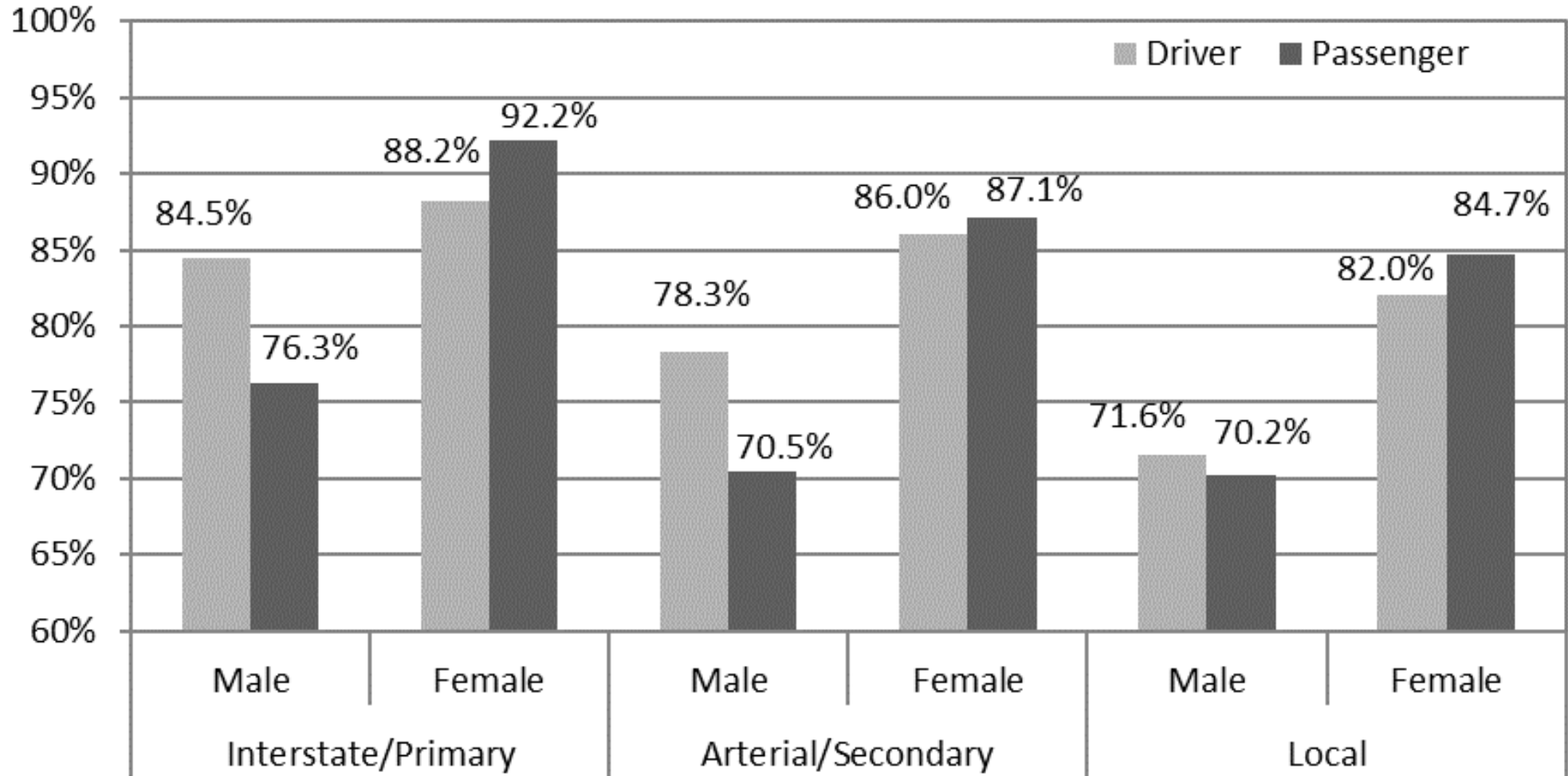
HIGH



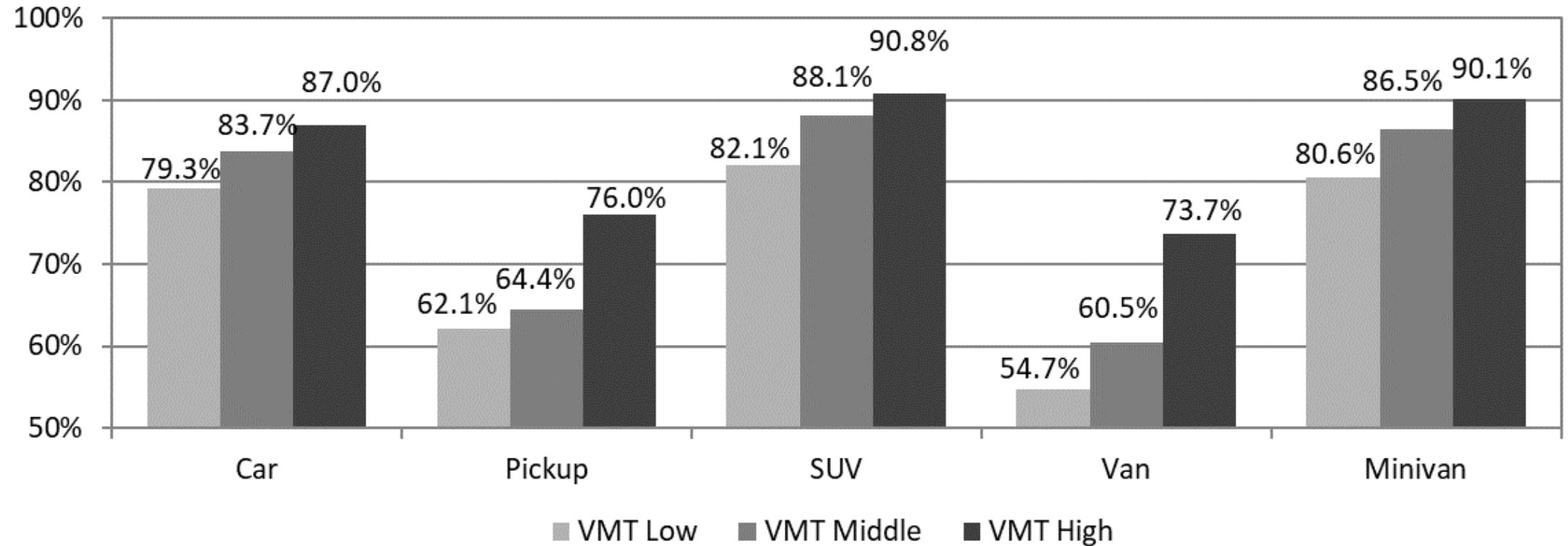
Overall Gender and VMT Belt Use Rates by Occupant Type 2021



Overall Road Type by Gender 2021



Overall Vehicle Type by VMT Level 2021



High VMT County Aggregates:

1. **Fairfax** (includes Fairfax County, Fairfax city, Alexandria, Falls Church)
2. **Southeast Aggregate** (includes Chesapeake, Norfolk, Portsmouth, Suffolk, Virginia Beach)
3. **York County Aggregate** (includes York County, Hampton, Newport News, Poquoson, Williamsburg)
4. Loudoun
5. Frederick (includes Frederick County, Winchester)

Middle VMT County Aggregates:

1. Rockbridge (includes Rockbridge County, Buena Vista, Lexington)
2. Botetourt
3. **Goochland**
4. Louisa
5. Mecklenburg

Low VMT County Aggregates:

1. Dinwiddie
2. Isle of Wight
3. Southampton (includes Southampton County, Franklin)
4. Tazewell
5. Brunswick

3-YEAR CENSUS PROJECT



2022 – 2024

- A full, 95+ county seat-belt survey in Virginia within 3 years
- Each year, 1/3 of the counties to be surveyed
- 1/3 determined by random sampling stratified by DMV district to ensure equal distributions around the Commonwealth
- 8 sites (arterials) randomly selected for observation in each county



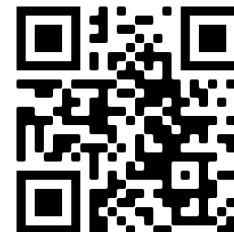
OLD DOMINION UNIVERSITY

The Graduate School

Bryan E. Porter

bporter@odu.edu

757.623.3259



Behavioral Psychology
Research & Analysis Team

In partnership with the
Virginia Highway Safety Office



NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

OCCUPANT PROTECTION TECHNICAL ASSISTANCE PROGRAM



OCCUPANT PROTECTION TECHNICAL ASSISTANCE PROGRAM

Through the Occupant Protection Technical Assistance Program (OPTAP), the National Highway Traffic Safety Administration (NHTSA) is providing free technical assistance to States to help develop action-oriented strategies to address Occupant Protection Assessment (OPA) recommendations that have not yet been implemented.



OUTREACH



- Forming a working group of highway safety partners across Virginia for the purpose of focused communication
 - Develop and implement a minority outreach program
 - Develop relationships with the Safety Officers of the military bases in Virginia





NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Virginia Click It or Ticket 2022

Bill Naff

NHTSA Region 3

The Plans for 2022

Click It or Ticket Mobilization



- Earned Media
 - **May 9 – June 16**
- Paid Media
 - **May 16 – June 5**
- Enforcement
 - **May 23 – June 5**
- Border to Border Initiative (1 day of coordinated enforcement)
 - **Monday May 23 (4 hr enforcement effort)**

CURRENT ADS



**“No Good Excuse”
National TV ad**



<https://youtu.be/stzrWDJ66MQ>

**“Headlines”
Rural TV ad**



<https://youtu.be/0uw19NMI80c>

New Ad and Tag Line coming



• Click it, Don't Risk it

- Focus group tested
- “Risk” could be anything (death, injury, ticket, fine)
- Will still have the CIOT logo for enforcement and law enforcement presence
- Separate Spanish version (2 seconds could save your life)

Bottom Line is – Stay on Message and Focus

- Keeping the Brand

- Realistic consequences
 - They will get stopped and they will get ticketed
- Even with enforcement low and hard in secondary law state
 - Seat belt enforcement saves more lives
- The stop itself is influential
 - They will remember it and tell others about it
- Positive enforcement
 - Thank them for wearing Seat Belt on every stop (if they are)

- Even though HVE is behavior changing, so can positive messaging

- Local Heroes
 - Personal side of law enforcement
- How their choice effects others
 - Family, employer, friends
- Educational pamphlet with citation to show them the “why”

Campaigns coming soon...and Don't forget about the seat belt citation

- Drive Sober or Get Pulled Over
- If You Feel Different, You Drive Different
 - July 4 (Drugged Driving also)
- Drive Sober or Get Pulled Over
 - August 17 – September 5, 2022
- CPS Week
 - September 18-24, 2022
- Pedestrian Safety Month
 - October 2022
- Operation Crash Reduction
 - October 7-10, 2022
- Move Over Weekend
 - May 6-8, 2022
- Thanksgiving Holiday CIOT
 - November 23-27, 2022
- Holiday DSOGPO
 - December 16 – January 1.



MATERIALS



Available on Traffic Safety Marketing (TSM)

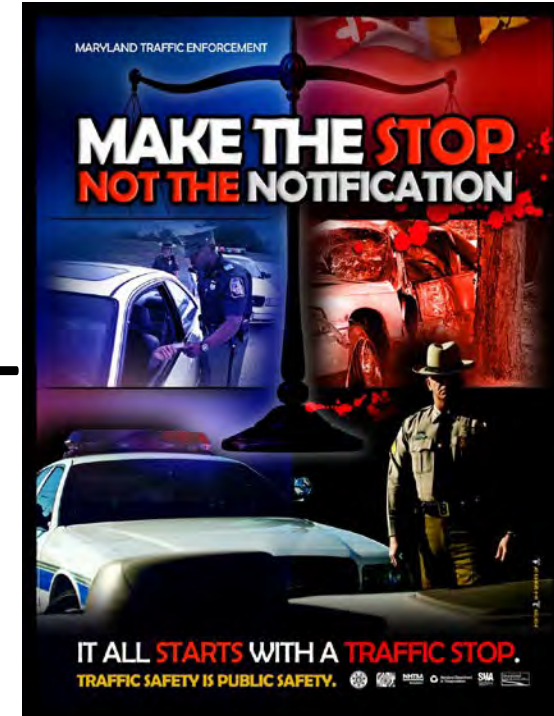
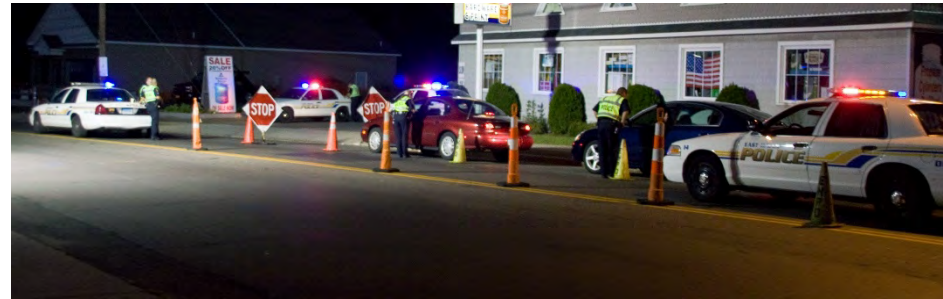
- Products for Law Enforcement Action Kit (PEAK)
 - Sample earned media templates (CIOT and B2B)
 - Media plans (buy summary)
 - TV ads, web videos and radio spots
 - Social media graphics and playbook
 - Traffic safety reports

www.trafficsafetymarketing.gov

TSM Traffic Safety
Marketing

Thank You for what you do

- Be visible -----
- Be proactive -----
- Be productive -----



- But most of all be careful!

Protecting Lives

IT'S NOTHING SHORT OF HEROIC.

When it comes to keeping our roadways safe, America's law enforcement is tireless. They've led the effort to make sure the nation is buckled up and sober, resulting in a 20% decrease in child traffic fatalities in the past four years alone.

But crashes are still the number one killer of kids.

One stop at a time



2022



Dates to Remember

2022 STATEWIDE MAY CIOT MOBILIZATION

Surveys are Required

Earned Media > May 9 - June 16, 2022

Paid Media > May 16 - June 5, 2022

Enforcement > May 23 - June 5, 2022

TREDS data entry due in by June 17, 2022

Enter data into TREDS under the Click It or Ticket 2022 May Mobilization






EDUCATION ENFORCEMENT

What can you do to help us decrease unrestrained fatalities and injuries?

- Educational Messaging
- Social Media posts
- Social Norming Messaging
- Material Resources
- Identification of “Change Agents” or “Influencers”
- Education programs to improve seat belt usage to school age drivers and occupants
- Education programs for General Public
- Education programs for Corporate




Media Resources



SEAT BELTS
REDUCE SERIOUS
CRASH-RELATED
INJURIES AND DEATHS
BY ABOUT HALF.

SEAT BELTS
REDUCE SERIOUS
CRASH-RELATED
INJURIES AND DEATHS
BY ABOUT HALF.



[LEARN MORE](#)

SEAT BELTS
REDUCE SERIOUS
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BY ABOUT HALF.


SEAT BELTS
REDUCE SERIOUS
CRASH-RELATED
INJURIES AND
DEATHS BY
ABOUT HALF.



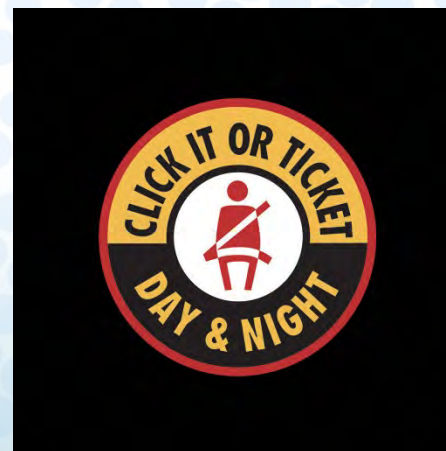
[LEARN MORE](#)



SEAT BELTS REDUCE SERIOUS
CRASH-RELATED INJURIES
AND DEATHS BY ABOUT HALF.



[LEARN MORE](#)

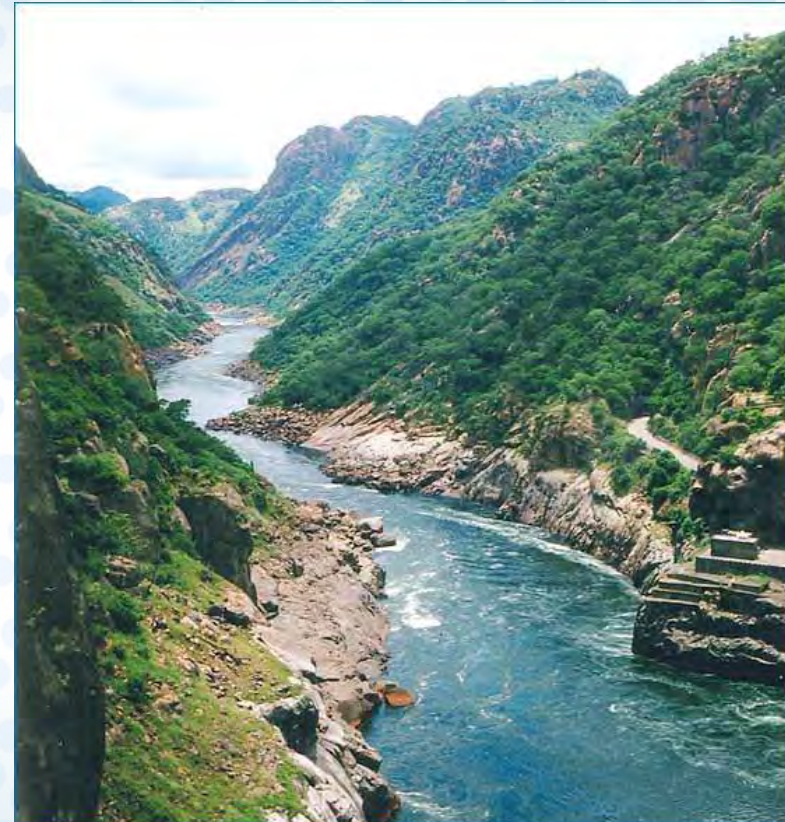


2022

Local Heroes



The ask...





**Thank You
for what you do!**

Stay Safe!