

Traffic Safety Public Service Campaign 2007

Howard County Police Department



Traffic safety remains a top priority for the Howard County Police Department. Crashes involving alcohol, speeding, young drivers and unbelted occupants continue to be a concern countywide.

In response, the HCPD will kick-off a new traffic safety campaign. The plan will be implemented initially with funding from the Horizon Foundation.

The goal of the plan is to create a singular look and unified message for distribution to the public. With recognizable designs and repeated slogans, the campaign will focus on saving lives of drivers and passengers through repetitive messages.

While all of the following elements may not be implemented immediately due to budget constraints, they offer a guide for the progression of the plan over time.

News conference: The HCPD will host a news conference announcing the first phase of the traffic safety public service campaign.

News releases: The HCPD will issue a news release announcing the news conference and will later seek out opportunities to highlight traffic safety issues in subsequent news releases.

Press kit: The HCPD will compile a press kit on the issue of traffic safety, to include marketing elements of the campaign and fact sheets.

Fact sheets: With assistance from the Traffic Enforcement Section (TES), the Office of Public Affairs will create fact sheets with localized information about speeding, occupant protection and driving under the influence.

Letters to Editors: The Chief of Police will submit letters to the editors of the local newspapers addressing the issue of traffic safety when the campaign kicks-off. Future letters may be submitted if appropriate.

Posters: The HCPD will create and have printed various poster designs addressing speeding, occupant protection and driving under the influence. The department will distribute posters to:

- schools
- shopping centers
- auto dealers
- liquor stores
- libraries
- Mall in Columbia
- govt. buildings
- movie theaters
- faith-based locations
- Howard Community College
- Howard County General Hospital
- Howard County Health Department



HOWARD COUNTY POLICE DEPARTMENT FATAL COLLISIONS

- 2007:** Five collisions resulting in six deaths
All five were alcohol-related
Four of five were speed-related
None involved drivers under 21 years of age
- 2006:** 19 collisions resulting in 22 deaths
Eight of 19 were alcohol-related
Six of 19 were speed-related
Six involved drivers under 21 years of age
- 2005:** 21 collisions resulting in 21 deaths
12 of 21 were alcohol-related
10 of 21 were speed-related
Five of 21 involved drivers under 21 years of age
- 2004:** 17 collisions resulting in 19 deaths
Seven of 17 were alcohol-related
Nine of 17 were speed-related
Four of 17 involved drivers under 21 years of age
- 2003:** 16 collisions resulting in 16 deaths
Two of 16 were alcohol-related
Seven of 16 were speed-related
Five of 16 involved drivers under 21 years of age

July 2007

Note: These numbers do not include traffic fatalities handled by the Maryland State Police (MSP) in Howard County.



HOWARD COUNTY POLICE DEPARTMENT DRIVING UNDER THE INFLUENCE

- Since 2003, 34 people have died in alcohol-related collisions in Howard County.
- In 2005, 235 people died in Maryland as a result of alcohol-related collisions.
- In Maryland, there were 8,772 alcohol-related collisions in 2005.
- In Maryland, the majority of the drivers killed in alcohol-related collisions were male.
- In 2005, male drivers were involved in seven of the 12 alcohol-related collisions in Howard County. In 2006, male drivers were involved in four of the six alcohol-related collisions. In 2007, male drivers were involved in all of the five alcohol-related collisions.
- In 2005, 43 percent of the alcohol-related fatal collisions in Maryland involved drivers who struck fixed objects such as trees, poles, signs and guardrails.
- In 2005, 66 percent of the alcohol-related fatal collisions involved drivers who struck fixed objects in Howard County.
- In Maryland, alcohol-related collisions occur most often on Fridays, Saturdays and Sundays.
- In Maryland in 2005, two-thirds of the alcohol-related fatal collisions took place on roadways with speed limits of 40 mph or less.
- In Howard County in 2005, 41 percent of the alcohol-related fatal collisions took place on roadways with speed limits of 40 mph or less.
- Since 2003, 5,216 arrests for DUI have been made in Howard County. Of those arrests, 707 were people under 21 years of age. (DUI arrests: 1,119 in 2003; 1,174 in 2004; 1,083 in 2005; 1,387 in 2006; and 453 through May 2007.)
- Since 2003, alcohol-related collisions have dropped, but alcohol-related *fatal* collisions have risen.
- Nationwide, alcohol-related collisions are projected to rise two percent each year. *July 2007*

July 2007

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Road signs: The police department will research opportunities for the placement of road signs in the county with the same or similar designs as the posters.

Radio public service announcements (PSAs): The HCPD will approach local radio stations about producing PSAs consistent with the campaign's messages.

Handout cards: To supplement DUI checkpoints and saturation patrols, the HCPD will produce handout cards that can be given to drivers. The cards will be similar in look and message to the posters and road signs.

Support stickers: The HCPD will produce stickers that can be affixed to vehicles whose drivers want to show support for traffic safety.

GTV: The HCPD will work with GTV to promote the traffic safety plan through PSAs, news programming, talk show appearances and messaging.

Local cable: The HCPD will reach out to local cable companies to identify opportunities for promotion of the traffic safety plan.

Internet: The HCPD Web site will include a link for the traffic safety campaign on the home page. All campaign-related materials will be available on the site.

The Beat: The campaign kick-off will be covered in The Beat newsletter, as well as future announcements from the campaign.

Multicultural outreach: The printing of materials in languages other than English will be considered, depending on budget.

Partners: In order to obtain assistance in promoting the traffic safety campaign, the HCPD should consider additional possible partners.

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HOWARD COUNTY POLICE DEPARTMENT SPEED

- In 2007, four of five of Howard County's fatal crashes involved excessive speed.
- In 2006, six of Howard County's 19 fatal crashes involved excessive speed.
- In 2005, 10 of Howard County's 21 fatal crashes involved excessive speed.
- Since 1996, excessive speed was a factor in more than 25 percent of all crashes in Howard County.
- Excessive speed was a factor in more than 27 percent of all crashes in Maryland in 2005.
- In Maryland, more than 18,000 crashes were the result of speeding and more than 11,000 people were injured in those crashes in 2005.
- Aggressive driving crashes increased 45 percent from 2004-2005 in Maryland.
- Speed-related crashes are more likely to occur on county and state roadways rather than interstate highways.
- Over the last five years in the U.S., 63 percent of all speed-related crashes occurred during daylight; 61 percent of speed-related *fatal* crashes occurred in the dark.
- Over the last five years in the U.S., 53 percent of all speed-related crashes and 77 percent of all speed-related *fatal* crashes took place on dry surfaces.
- Over the last five years in the U.S., almost half of all drivers involved in speed-related crashes were between the ages of 16-29.
- Over the last five years in the U.S., automobiles, pickup trucks and motorcycles accounted for nearly 90 percent of all speed-related fatal crashes.

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HOWARD COUNTY POLICE DEPARTMENT SEAT BELTS

- In 2006, the seat belt usage rate in Howard County was 96.9 percent. In Maryland, the rate was 91.1 percent.
- The National Highway Traffic Safety Administration (NHTSA) estimates that over the last 26 years, 135,000 deaths and more than 3.8 million injuries have been prevented by seat belt use.
- Seat belt use saves more than 67 billion dollars in total economic costs in the U.S., according to NHTSA.
- Unbelted victims cost society more than 14.3 billion dollars in the U.S., according to NHTSA.
- Medical costs for an unbelted crash victim are 50 percent higher than for a belted crash victim according to NHTSA.
- Airbags are designed to be used *with* seat belts.
- Motor vehicle crashes are the leading cause of death for children 4-14 years of age.
- Nationwide, 99 percent of infants and 94 percent of toddlers were restrained, but only 83 percent of children ages 4-7 were found to be restrained.
- Maryland requires that children under six years of age and weighing less than 40 lbs. be restrained by either a child safety seat or booster seat.
- Maryland requires that any passenger under 16 be restrained by a seat belt or child safety restraint.
- In 2007, in Howard County, two of the five victims in fatal crashes were not belted.
- In 2006, in Howard County, six of the 19 victims in fatal crashes were not belted.
- In 2005, in Howard County, 10 of the 21 victims in fatal crashes were not belted.

SEAT BELTS

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- Nearly half of all 16-20 year olds killed in 2004 and 2005 were not buckled.
- Seatbelts reduce the risk of a fatal injury to front seat passengers by 45 percent.
- Seat belts reduce the risk of moderate and critical injuries by 50 percent.
- Over the last five years in the U.S., 74 percent of those ejected from their vehicles died.
- In 2005, Howard County police officers issued more than 5,800 seat belt citations.
- When adults don't buckle up, 50 percent of the time their children do not buckle up either.

SEAT BELT DOs and DON'Ts:

DO – Wear it *every time* you drive or ride, no matter the length of the trip.

DO – Move closer to the buckle for a better fit and angle across the shoulder.

DO – Wear the lap belt low on your hips.

DON'T – Wear a lap belt alone.

DON'T – Wear the shoulder belt behind you.

DON'T – Let the lap belt ride up over your stomach.

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