Join NHTSA’s Online Conversation About the Alarming Increase in Traffic Fatalities

After decades of success in improving highway safety, there has been alarming increases in roadway fatalities in the United States in 2015 and 2016. The Department of Transportation is committed to understanding the increases and finding solutions. To that end, last year we partnered with the White House to issue a call to action (https://www.transportation.gov/fastlane/2015-traffic-fatalities-data-has-just-been-released-call-action-download-and-analyze) to researchers, safety experts, data scientists and the public to dive into the fatality data and help find answers. Join an online meeting to discuss our progress with experts from the Department of Transportation, the private sector and academia.

New Publications

2015 Alcohol-Impaired Driving Factsheet (DOT HS 812 350)
In 2015, 10,265 people were killed in alcohol-impaired driving crashes, an average of 1 alcohol-impaired driving fatality every 51 minutes. These alcohol-impaired driving fatalities accounted for 29 percent of all motor vehicle traffic fatalities in the United States in 2015. Of the 10,265 people who died in alcohol-impaired driving crashes in 2015, 6,424 drivers (63%) had BACs of .08 g/dL or higher. The remaining fatalities consisted of 2,908 motor vehicle occupants (28%) and 933 nonoccupants (9%).

2015 State Alcohol-Impaired-Driving Estimates Factsheet (DOT HS 812 357)
The following States had the highest percentages of alcohol-impaired driving fatalities: Rhode Island (43%), Connecticut (39%), North Dakota (38%), Texas (38%), and Wyoming (38%).
The Super Bowl is America’s most watched national sporting event. On Super Bowl Sunday, February 5, 2017 there will be lots of game day socializing that may include drinking. That’s why NHTSA is urging football fans to plan ahead a safe ride home.

NHTSA’s Fans Don’t Let Fans Drive Drunk campaign encourages people to make plans ahead of time that will prevent them from getting behind the wheel of a vehicle after drinking. Click here for campaign materials.

During Super Bowl LI, and throughout the year, NHTSA’s SaferRide app will help keep drunk drivers off our roads by allowing users to call a taxi or a friend and by identifying their location so they can be picked up. Download the app from Google Play for Android devices or from iTunes for Apple devices.
In partnership with the Ad Council, NHTSA just launched a new creative campaign to support its Buzzed Driving Prevention effort. Titled “Warning Signs,” the campaign aims to get men 21-34 to think twice before driving after drinking, even if they think they’re not impaired. The advertising drives home the idea that if you if you’re asking yourself the question, “Am I Ok to drive?” then you already have your answer. This campaign includes two television spots, one of which launched in late 2016, as well new radio, outdoor, print, social media and digital assets, to be distributed in early 2017. Click here to watch the latest ad.
In June, the United States Supreme Court released its decision in Birchfield v. North Dakota, 136 S.Ct. 2160 (2016). The decision involves three consolidated cases from North Dakota and Minnesota. At issue were the criminal statutes of North Dakota and Minnesota for refusing blood and breath tests following arrests for impaired driving. The decision follows the Court’s prior decision in McNeely v. Missouri and provides clarification about what states can do in investigating impaired driving crimes. In this webinar, the Traffic Safety Resource Prosecutors from North Dakota and Minnesota will address many of the commonly asked questions and myths about the decision:

- What did the Court decide?
- Were the statutes found to be unconstitutional?
- What is the importance of finding breath testing valid as a search incident to arrest?
- Is the Birchfield decision retroactive?
- Can a state still criminalize refusal of a blood test?
- What about other types of forensic testing, such as urine or saliva?

Tuesday January 10, 2017
3:00pm—4:30pm (EST)
Register here

National Drug and Alcohol Facts Week (NDAFW) is sponsored by the National Institute on Drug Abuse (NIDA) and the National Institute on Alcohol Abuse and Alcoholism (NIAAA). Launched in 2010, the week-long observance works to counteract the myths about drugs and alcohol that teens often hear from the Internet, TV, movies, music or friends through community-based events that link teens with drug abuse resources and experts. Events can be sponsored by a variety of organizations, including schools, community groups, sports clubs, and hospitals. Event holders have access to a wealth of information from NIDA and easy to use online toolkits that advise teens and adults how to create an event, publicize it, find an expert, and obtain scientific information on drugs. To register your event, visit: https://teens.drugabuse.gov/national-drug-alcohol-facts-week/register.
New Resource: Teen Driving Program Planning & Evaluation Guide

In partnership with the Pennsylvania Department of Transportation (PennDOT), the Children’s Hospital of Philadelphia Research Institute has released a guide that covers how to establish and implement an evidence-informed, practical process to plan, select, and evaluate teen driver safety programs with the ultimate goal of reducing crashes. The resource includes a guidebook and videos on the CHOP Program Planning & Evaluation YouTube Channel.

The guidebook and videos are designed to help teen driver safety stakeholders make the most of their programming, including:

• how to identify a specific community’s traffic safety issues and needs
• how to leverage that information to maximize program impact
• how to measure impact to revise programs for the future

The 13-chapter guidebook comes with a resource book that contains worksheets, helpful websites, and a database of teen driving programs. The CHOP Program Planning & Evaluation YouTube Channel comprehensively walks viewers through each step of planning and evaluating teen driving programs. Best of all, the concepts are applicable for anyone involved in traffic safety, injury prevention, education, or public health program planning. Click here to access the guidebook.
Lifesavers National Conference on Highway Safety Priorities

Lifesavers is the premier U.S. highway safety meeting dedicated to reducing the tragic toll of deaths and injuries on our nation’s roadways. Drawing over 2,000 participants in 2016, Lifesavers continues to be the must attend conference since its start in 1982. Each year, Lifesavers provides a forum for the presentation of proven countermeasures and initiatives that address today’s critical highway safety problems. This year, Lifesavers is celebrating 35 years of delivering solutions to today’s critical highway safety problems.

March 26-28, 2017
Charlotte Convention Center
Charlotte, NC
Register here

Social Media
Follow us on social media for more information and updates!

Facebook  www.facebook.com/NHTSA

Twitter   @NHTSAgov

YouTube  www.youtube.com/user/usdotnhtsa

Contact Us

Diane Wigle
Chief, Impaired Driving Division
1200 New Jersey Ave., SE
Washington, DC 20590
E-mail: diane.wigle@dot.gov