



U.S. Department  
of Transportation  
National Highway  
Traffic Safety  
Administration

# NHTSA NOW

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## New Child Passenger Safety Information on NHTSA Website

by Traffic Safety Programs



A new information link titled “Selecting, Installing, and Using Child Passenger Safety Seats” is now accessible on NHTSA’s web site. The new web application contains consumer friendly information regarding the appropriate selection, installation, and use of child safety seats. This detailed site contains a list of all of the child safety seats currently on the market, along with the various safety features of each seat. Tips for proper use and

installation also are presented, complete with pictures of properly restrained children and step-by-step installation tips for each type of child safety seat (infant seat, convertible seat, and booster seat). The public also can access a link to locations of Fitting/Inspection Stations and Technician Contacts throughout the United States. The website is located at <http://www.nhtsa.dot.gov/people/injury/childps/index.html>.

The official announcement was made at the annual Lifesavers Conference, March 27, by Executive Director Robert Shelton. The following is from the press release:

Announcement was made of a new Internet-based service designed to help families obtain child safety seat information. The new addition to NHTSA’s Internet website is one-stop shopping for parents and care givers who

want to learn about the correct use and installation of child safety seats. The website is designed to:

- Provide recommendations for the correct use of each type of child safety seat to help consumers select the most appropriate child restraint system;
- Provide a description and list of various features available on the child restraints that may make them easier to use and install;
- Provide a current listing of all new child safety seats available;
- Provide a list of model year 2001 vehicles with child safety seat features; and
- Provide a child safety seat dictionary of terms.

To access NHTSA’s new Internet service, go to [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov) and click on the “Child Safety Seats” icon. ■

## DOT Releases Preliminary Estimates of Year 2000 Highway Fatalities

By Rae Tyson,  
Office of Public and Consumer Affairs

**March 29, 2001. Washington, DC.** NHTSA today announced that, according to preliminary estimates, traffic fatality rates increased in 2000 after hitting a record low the previous year. The percentage of alcohol-related deaths in 2000 remained steady at 38 percent, an all-time low.

The fatality rate per 100 million vehicle miles (VMT) was 1.6, up from the record low of 1.5 in 1999. The total number of people killed in highway crashes was up from 41,611 in 1999 to 41,800 in 2000. Though the percentage remained constant, the number of people who died in alcohol-related crashes increased from 15,786 in 1999 to 16,068 in 2000.

“These statistics underscore the challenges facing this country in highway safety,” said U.S. Transportation Secretary Norman Y. Mineta. “Safety is an individual as well as government responsibility, and we must work together to improve it.”

While overall fatalities were up, deaths of child passengers aged four and under dropped 2.3 percent from 555 in 1999 to 542 in 2000. Pedestrian deaths also declined from 4,906 in 1999 to 4,727 in 2000, a reduction of 3.6 percent.

According to NHTSA’s early assessment of 2000 crash data, the number of people injured remained about the same at 3.2 million.

The 2000 statistics also reflect the risks vehicle occupants take when they do not wear seat belts: 61 percent of those killed in crashes

last year were not belted.

“We’ve been saying it for years and it’s still true: Using your seat belt can save your life,” said Secretary Mineta.

NHTSA’s Fatality Analysis Reporting System (FARS) also shows that:

- Motorcycle crashes killed 2,680 riders in 2000 compared to 2,472 in 1999, an increase of over eight percent.
- Fatalities involving large truck crashes dropped from 5,362 in 1999 to 5,307 in 2000.
- The number of young drivers (16-20) who died was up from 3,481 in 1999 to 3,570 in 2000.
- Passenger vehicle deaths in rollover crashes declined from 10,133 to 10,108 in 2000. However, for occupants of sport utility vehicles (SUVs), rollover deaths increased 2.8 percent from 1,898 in 1999 to 1,951 in 2000.

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# Impaired Driving Prevention Campaign Receives Major Industry Awards

March 15, 2001. New York, NY. NHTSA and the Ad Council's latest television spots in the highly successful "Innocent Victim's" campaign were awarded three ADDY Awards by the American Advertising Federation. The AAF selects and promotes the best of advertising and its practitioners through several awards

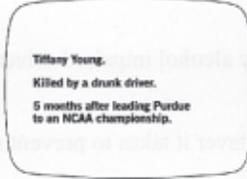
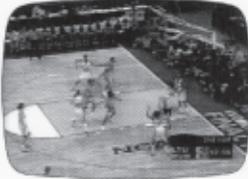
programs including its national ADDY Awards programs. Well-respected and recognized in the advertising industry, these prestigious accolades salute the industry's best and brightest. The ADDY's were presented to volunteer ad agency Bozell Worldwide in the following categories:

**ADDY**  
Category: Electronic Media-Television  
Title: "Tiffany Young"

**ADDY**  
Category: Electronic Media-Television  
Title: "Jeff Peckler"

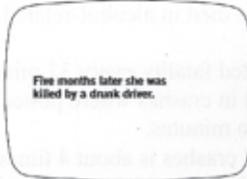
**ADDY**  
Category: Campaign – Regional/National  
Title: "Tiffany Young"  
"Jeff Peckler"  
"Carol Leigh Ledford" ■

## "TIFFANY YOUNG" :30 CNTD-0330



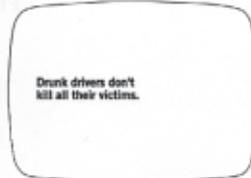
**BASKETBALL ANNCR:** Young – we've got some minutes in the first half – hits the jumper. Tiffany Young, a junior from Hillsboro, Alabama has four. Young, seventeen. And Tiffany Young with a sensational performance. (SFX: WHISTLE BLOWS) (SFX: CHEERING)

## "CAROL LEIGH LEDFORD" :30 CNTD-0530



**LEDFORD:** Okay, what I'm gonna do, I'm gonna put handcuffs on you, okay? For your protection and mine, okay? **DRIVER:** Okay. **LEDFORD:** I'm gonna put it in front of you so it will be comfortable, okay? **DRIVER:** All right, whatever you want to do. **LEDFORD:** Okay. All right. Is that too tight? **DRIVER:** No. **LEDFORD:** Okay. All right. Okay. You got it? **DRIVER:** Yes.

## "JEFF" :30 CNTD-0730



**FRIEND:** I miss that guy with all my heart. We shared classes together, we survived the lectures and we took the tests and we told the jokes. But now I look at the empty desk with an empty heart unable to rest. While all the other kids laugh and play, I'll only remember that one day. When my best friend Jeff was taken away. I love you Jeff.

# NHTSA Warns of Rollover Risk in 15-Passenger Vans

April 9, 2001. Washington, DC. NHTSA issued a cautionary warning to users of 15-passenger vans – like those used by college teams, church groups, airport passengers, civic groups and senior citizens—that the vans are three times as likely to roll over when carrying 10 or more passengers.

NHTSA's analysis revealed that loading

the 15-passenger van causes the center of gravity to shift rearward and upward increasing the likelihood of rollover. The shift in the center of gravity also increases the potential for loss of control in panic maneuvers.

NHTSA made the information available because of these findings and because of several highly publicized rollover crashes involved 15-passenger vans loaded with

college students (often driven by a fellow student rather than a professional driver.)

Major news organizations throughout the nation picked up the story, reporting that it is important that these vans be operated by experienced drivers.

NHTSA also underscored the value of seat belts. Eighty percent of those nationwide who died last year in single vehicle rollovers were not buckled up. Wearing seat belts dramatically increases the chances of survival during a rollover crash. NHTSA urges that institutions using 15-passenger vans require seat belt use at all times. ■

# The Century Council Announces Support for Comprehensive Drunk Driving Legislation

April 10, 2001. National Press Club.

Washington, DC. The Century Council, a non-profit organization funded by America's leading distillers, and the Distilled Spirits Council of the U.S. (DISCUS) announced that the distilled spirits industry will support a comprehensive-legislation approach to fighting drunk driving. The Century Council and MADD will collaborate at the state level to promote passage of comprehensive legislation including:

- Administrative License Revocation
- Enhanced Penalties for:
  - High BAC Drivers

- Repeat Offenders
- Test Refusal
- Vehicle-based Sanctions
- Mandatory Treatment and Aftercare
- .08% BAC
- BAC Education

There are drunk driving bills pending in numerous states, many of which include provisions lowering the state BAC to .08, as well as additional drunk driving provisions such as test refusal, license suspension, treatment and enhanced penalties for high BAC offenders. The Century Council and the distilled spirits industry plans to complement

MADD's grassroots efforts to pass this comprehensive legislation in states.

Secretary Mineta, speaking at the press conference, said, "Government and private industry should, in collaboration with groups like Mothers Against Drunk Driving, continuously educate the public about the life and death importance of transportation safety. It is a pleasure to be here today to witness this kind of collaboration. It is very significant that the distilled spirits industry and MADD have found common ground for working together to save lives."

More than 20 percent of alcohol-related fatalities involved BAC levels below .10 percent. NHTSA estimates that if every state adopted the national .08 Bac level, 500 lives each year would be saved.

Currently, 22 states and the District of Columbia, have passed .08 laws. ■

## NAB Teams with RADD to Combat Underage Drinking

March 13, 2001. Washington, D.C. As prom and graduation season arrives, so does an increase in underage drinking. The National Association of Broadcasters, along with Recording Artists, Actors, and Athletes Against Drunk Driving (RADD), have created new public service announcements dealing with this issue.

The PSAs feature prevention messages from recording artists LeAnn Rimes and 98 Degrees, as well as actors Michelle Trachtenberg of Buffy the Vampire Slayer, Ariana Richards of Jurassic Park and more. A brochure for the campaign highlights the work of Mothers Against Drunk Driving, the

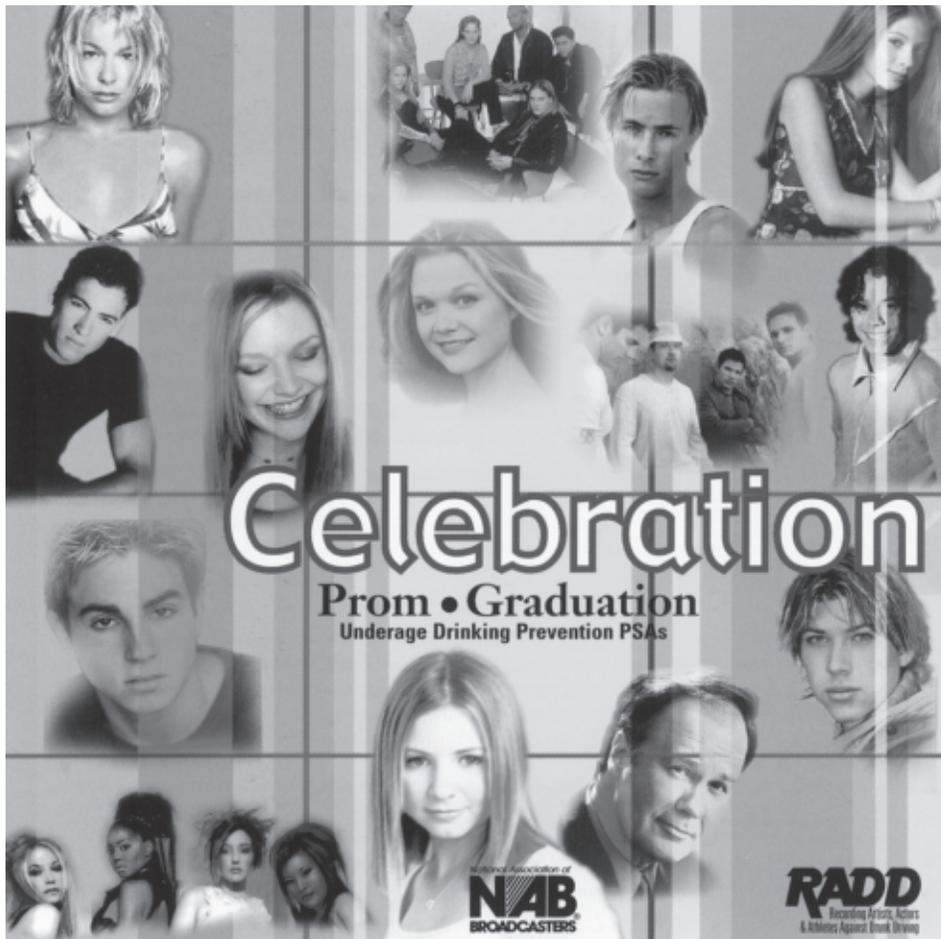
National Highway Traffic Safety Administration, RADD, and Students Against Destructive Decisions, citing the materials each organization has available that may be useful to stations' efforts.

Radio stations will receive a CD with the PSAs. Television stations will be able to download the PSAs from the March 16 Telejournal.

NAB's Celebration Prom/Graduation is in its 18th year educating the nation's youth about the dangers of underage drinking and drunk driving. For more information about the video feed and CDs contact NAB at (202) 429-5448.

Founded in 1986 and counting more than 300 prominent recording artists, actors and athletes among its ranks, RADD is a non-profit outreach organization designed to educate, inform and advise the driving public, especially young adults, about the devastation drunk driving can cause.

NAB serves and represents America's radio and television stations. NAB also partners with NHTSA, RADD and the Ad Council on the highly successful "Innocent Victim's" campaign, released annually in time for the winter holidays. ■



## DOT Releases Preliminary Estimates of Year 2000 Highway Fatalities

Continued from p. 1

NHTSA annually collects crash statistics from 50 states and the District of Columbia to produce the annual report on traffic fatality trends. The final 2000 report, pending completion of data collection and quality control verification, will be available in July. Summaries of the preliminary report are available on the NHTSA website at <http://www.nhtsa.dot.gov>. ■



## Recent People Saving People/Teamwork Leadership Challenge Awards

Rita Ashey, NTS  
 Gloria Beale, NTS  
 Frank Boris, NSA  
 Barbara Coleman, NRD  
 Catha Cummings, NTS  
 Samuel Daniel, NPS  
 Anetris DeLilly, NPS  
 Dana Douglas, NSA  
 Marelena Glaze, NTS  
 Carmen Hayes, NSC  
 Nathaniel Hayes, NAD  
 John Lewis, NSA  
 Margie Maddox, NTS  
 William Snyder, NOA  
 Derrick Lewis, NAD  
 Earleen Hughes, NOA  
 Phyllis Alston, NOA

In recognition for the planning and implementation of NHTSA's 2001 Black History Month Program.

James Wright, NTS  
 Valerie Gompf, NTS  
 Evelyn Avant, NTS  
 Bob Hohn, NTS  
 DeCarlo Ciccel, NTS

For their dedication and hard work, above and beyond normal duties, in coordinating a meeting with key representatives from the five impaired driving enforcement demonstration states.

Ellen Hertz, NRD  
 Judith Hilton, NRD

In recognition for their efforts producing preliminary

estimates of the numbers and distributions of fatalities and injuries for Calendar Year 2000.

Louann Hall, NRD  
 Tonja Lindsay, NRD  
 Lyn Cianflocco, NRD  
 Anders Longthorne, NRD

For responding to over 20,000 incoming requests of their defects investigations including the Firestone Tire Investigation. During this time, these employees were able to provide outstanding customer service and agency support.

Carl Pierhala, NRD

In recognition for researching, planning, negotiating and coordinating an on-site two-day course in Exploratory Data Analysis.

Anders Longthorne, NRD

For completely automating the procedure for providing crash data to the International Road Traffic and Accident Database.

Beatrice Petrina, Region II

For her dedication and leadership as the Combined Federal Campaign (CFC) loan executive in coordinating and providing assistance to Westchester, Putman, Dutchess and Ulster Counties.

William Naff, Region III

For completing a review of each state's Highway Safety Plan and annual report, developing a checklist, and making recommendations for improvement.

Darcelle Strother, NSA

For providing outstanding representation to the "ONE DOT" Black History Month Team.

Mark Kromer, NAD  
 Dianne Proctor, NAD

For their dedication and hard work reviewing, analyzing and recommending awards for Fiscal Year 2001. All this was done under very strict deadlines and enormous workload.

Michael Lee, NSA

In recognition for his efforts in meeting the challenge and leading the defects investigation of alleged aggressive deployment of air bags.

### Certificate of Appreciation

Luz Ramierz, Contractor

For providing assistance in organizing and putting together training materials provided by Exploratory Data Analysis.

John Kehoe, Contractor

In recognition for the excellent computer support provided in installing specific software on seventeen training workstation used in the Exploratory Data Analysis training course.

Annette Treasure, Contractor  
 Umesh Shankar, Contractor  
 Gina Thompson, Contractor

For responding to over 20,000 incoming requests of their defects investigations including the Firestone Tire Investigation.

## SAE Government/Industry Meeting 2001 Set for May 14-16

The final program is now available for the 2001 Society of Automotive Engineers (SAE) Government/Industry Meeting: "Tomorrow's Technology Together." It will be held on May 14-16 at Loews L'Enfant Plaza Hotel. There is no attendance fee for government employees.

The meeting is a continuing effort by the

Washington automotive community, including government, industry, and academia, to provide an open forum for the exchange of views. Safety sessions include Crash Avoidance—tires, brakes, and lighting; Frontal Crash Protection: Child Passenger Safety, Vehicle Rollover; Vehicle Compatibility; Defects Investigation and Analysis; Driver

Distraction; and a special technical session on Side Impact Testing. The Side Impact session, which requires pre-registration, will be held at the Insurance Institute for Highway Safety Research Center in Ruckersville, VA. The session will include a tour of the facility and a side impact crash demonstration, followed by technical presentations.

Final programs are available from Debbie Parker, Technical Program Chair, NSA-30, 703-366-1768. The program also can be accessed on the web site at [sae.org/calendar/gim/index](http://sae.org/calendar/gim/index). ■

NHTSA Now is an official publication of the National Highway Traffic Safety Administration, Office of Public and Consumer Affairs.

Kathryn Henry  
 Editor

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### QUOTE OF THE MONTH

"Opportunities? They are all around us. There is power lying latent everywhere waiting for the observant eye to discover it."

—Orison Swett Marden,  
 Found of Success Magazine