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NHTSA and Partners Launch Hispanic Child Passenger Safety Campaign in Arizona

Motor vehicle crashes are the leading cause of death among Hispanics ages 1 to 44; a \$124,353 NHTSA grant and the donation of 286 child safety seats will help address the problem and save lives.

**By Jose Alberto Ucles,
Office of Public and Consumer Affairs**

May 17-18, 2002. Phoenix, AZ. A diverse group of partners who are committed to the common goal of saving adults' and children's lives came together for a successful two-day event in Phoenix to kick-off *National Buckle Up America! Week*. At a well attended press conference, NHTSA Administrator Dr. Jeff Runge introduced the Hispanic bilingual Child Safety Campaign "Corazón de mi Vida" and presented Arizona Governor's representative Alberto Gutier with a symbolic check for \$124,353 representing their Child Passenger Protection Education Grant for 2002.

On Saturday the 18th, at a Car Seat Check-Up event held at the State Fairgrounds, 286 child safety seats were donated and installed for about 150 low income Hispanic families. In 22 set-up tents, their child seats were checked, new ones were installed, and the families were educated and given materials in Spanish about seat belt and child safety seat usage.

The two-day event was hosted by Alberto Gutier, Director of the Arizona Governor's Office for Highway Safety; NHTSA Region Administrator David Manning and the staff of Region 9; the National Latino Children's Institute; Nationwide Insurance; Chicanos por la Causa; Univision TV; Ford Motor Company; and officers and CPS technicians of the Phoenix and Tucson Police and Fire Departments.

With motor vehicle crashes being the leading cause of death among Hispanics ages 1 to 44, and Hispanic children ages 5-12 being 72 percent more likely to be killed in a crash than non-Hispanic children; these partners united for this much needed educa-



Administrator Dr. Jeff Runge presents check to Alberto Gutier, Director of the Arizona Governor's Office of Highway Safety. Background: Rebecca Barrera, National Latino Children's Institute; David Manning, Regional Administrator, Region 9.



At right, two of the 22 inspection tents.

tional outreach.

The "Corazón de mi Vida" or "You are the Center of my Life" campaign was developed by the National Latino Children's Institute and funded by NHTSA and Nationwide Insurance; and is designed to inform and educate all Latino families, childcare providers,

organizations and communities about proper seat belt use and child passenger safety.

Arizona will use the grant to fund child safety seat check clinics, permanent fitting stations, loaner programs, and education and information outreach to rural, low income and minority communities. ■

Secretary Mineta Launches Largest-Ever Law Enforcement Mobilization for Traffic Safety

**By Belinda Rawls,
Office of Public and Consumer Affairs**

May 20, 2002. Washington, DC. U.S.
Transportation Secretary Norman Mineta

today launched *Operation ABC* (America Buckles Up Children) Seat Belt Law Enforcement Mobilization, the largest ever nationwide law enforcement program aimed at increasing

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Administrator Runge Kicks Off *Click It or Ticket* Texas

By Bruce Shults, Region 6

May 7, 2002. Austin, Texas. NHTSA Administrator Dr. Jeff Runge joined law enforcement and safety advocates on the steps of the State Capitol to launch the *Click It or Ticket* Texas campaign.

"As Texas, goes—so goes the nation. When safety belt use in Texas reaches 85 percent, we estimate that each year 241 lives will be saved and 5,275 nonfatal injuries will be prevented," Dr. Runge said. "The state could also save an estimated \$392 million dollars in associated societal costs."

Lt. Colonel Frankie Waller, the Texas Department of Public Safety, and Austin Police Chief Stan Knee made it clear what Texans can expect during the *Click It or Ticket* campaign May 20–June 2—buckle up or get a ticket.

Texas Department of Transportation Commission Member Robert Nichols acknowledged the support of a host of organizations and noted important Texas safety belt usage statistics and trends.

Senator Florence Shapiro, District 8, Texas Senate, reiterated the importance of this campaign to the state. ■



Law enforcement officers from across Texas descended on the Capitol in Austin, Tuesday, May 7 to help launch "Click It or Ticket," an enforcement and education campaign aimed at increasing seat belt usage during the last two weeks of May including the Memorial Day holiday.

Click It or Ticket Ads Reach Washington's Korean American Community

By Lorie Dankers, NHTSA Region 10

Familiar video fills the screen. Unbelted drivers pulled over by law enforcement officers and \$86 tickets issued for violation of Washington state's seat belt law. However, the audio track is in Korean and the station

carrying the commercial is Korean Americana Television (KO-AM TV.)

With Asians making up the largest minority group in Washington state, efforts to reach the Korean-American community with the "Click It or Ticket" message resulted in the establishment of a partnership between NHTSA's regional office in Seattle and KO-AM TV. The station, which purchases one-hour of television time from local cable providers to show Korean-language programming, shows a 30-minute newscast beamed by satellite from Korea and a popular drama from 10–11 p.m. weeknights. Other Korean programming is shown on weekends.

Coordinated with the Washington Traffic Safety Commission, advertising time was purchased from KO-AM TV and the station agreed to donate additional time to reach a statewide audience of about 140,000 Korean-Americans.

Production of the commercial was simple and inexpensive. KO-AM TV was given a fully-produced English-language "Click It or Ticket" commercial. The video and sound effects remained the same as the English-language version and the voice over was re-recorded in Korean. With assistance from



"Click It or Ticket" comes to the Korean-American community in Washington state via the KO-AM studio. L to R: Peter Eun, NHTSA Region 10 Safety Liaison; Shelley Ko, Vice President, KO-AM TV; Tae Hee Choi, Director, KO-AM TV; and Phillip Eun, voice of Korean "Click It or Ticket"



A slight variation on Washington's seat belt enforcement logo, translated from Korean, it reads, "Remember, 'Click It or Ticket.'"

members of the Korean-American community, the script was translated free-of-charge. The station donated the production assistance and facilities.

The partnership between NHTSA and KO-AM TV is mutually beneficial and will continue to pay dividends in the future. For now, Washington's Korean-American community has been warned: "Click It or Ticket." ■

Secretary Mineta Launches Largest-Ever Law Enforcement Mobilization for Traffic Safety

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seat belt use and enforcement of child restraint laws.

More than 11,000 law enforcement agencies monitored traffic and issued tickets as part of *Operation ABC Mobilization*. From May 20–27, officers coast-to-coast blanketed roads with checkpoints and stepped up patrols, sharply intensifying enforcement of seat belt and child restraint laws. Laws in all 50 states and the District of Columbia require that children be restrained, yet six out of ten children who die in crashes are unbuckled.

The emphasis of this year's mobilization of law enforcement officers for traffic safety is on protecting younger drivers. New data show more than half of all teens who die in crashes are completely unrestrained. According to the NHTSA's Fatal Analysis Reporting System, 4,216 teens, ages 16–19, died and thousands more were injured in traffic crashes in 2000. Fatality rates for teens are twice that of older drivers; and the risk of crashes for teens is four times that of older drivers.

"In 2000, 12,737 people died during the summer months between Memorial Day and Labor Day," said NHTSA Administrator Dr. Jeff Runge. "We want to lower that number, and these mobilizations reinforce the message that the easiest way to save a life is to buckle up 'Every Trip. Every Time.' Vehicle occupants always need to use seat belts."

This is the 10th wave of *Operation ABC*, which dovetails with national *Buckle Up America Week* and the intensive *Click It Or Ticket* law enforcement mobilization being

conducted in 28 States and Washington, DC.

Operation ABC, which is sponsored by the Air Bag & Seat Belt Safety Campaign, is an intensive education and action effort by a public/private partnership of automobile manufacturers, insurance companies, occupant restraint manufacturers, child safety seat manufacturers, government agencies, health professionals, and child health and safety organizations. ■



Secretary Mineta with, at left, MADD President Millie Webb, and V.P. of Transportation Group, National Safety Council, Chuck Hurley.

Deputy Secretary Jackson Urges National Conference of State Legislatures to Advocate Primary Seat Belt Laws Throughout the Nation

May 10, 2002. Washington, DC. At the annual Spring Meeting of the National Conference of State Legislatures (NCSL) held at the Hyatt Regency on Capitol Hill, Deputy Secretary Michael Jackson urged the group to return to their states and advocate passage of primary belt laws, saying it's a "very important issue and one we should all stand behind." The NCSL was founded in 1975 with the conviction that legislative service is one of democracy's worthiest pursuits; representing the citizens of a district and the people of a state as the very essence of free government. NCSL is recognized as the pre-eminent bipartisan organization dedicated to serving the lawmakers and staffs of the nation's 50 states, its commonwealths and territories. It is recognized nationally for its leadership. ■

Dr. Runge Delivers Keynote Address at 6th World Conference on Injury Prevention and Control

By Joan Harris,
Office of Traffic Safety Programs

May 13, 2002. Montreal, Canada. NHTSA Administrator Dr. Jeff Runge was the keynote speaker at the 6th World Conference on Injury Prevention and Control in Montreal. He spoke on public policies that mitigate the burden of injury. The Conference, held biennially in different countries around the world, brings together leading researchers, government officials, practitioners, engineers, and others who work in the field of injury prevention and promotion. At this year's meeting Dr. Runge addressed an audience of 1700 including the Canadian Minister of Transport David Collinette.

Along with other key supporters such as the World Health Organization, NHTSA has been an active sponsor of the past 5 conferences. Past meetings were held in India,



Amsterdam, Australia and Atlanta, Georgia before this year's meeting in Montreal.

In addition to Dr. Runge, NHTSA was represented at the conference by staff members Maria Vegega, Jim Wright, Joan Harris, Linda Cosgrove and Richard Compton from TSP, and Joseph Kianianthra from R&D. ■

Economic Impact of U.S. Motor Vehicle Crashes Reaches \$230.6 Billion, New NHTSA Study Shows

By Elly Martin,
Office of Public and Consumer Affairs

May 9, 2002. Washington, DC. U.S. Transportation Secretary Norman Mineta and NHTSA Administrator Dr. Jeff Runge today announced that “The Economic Impact of Motor Vehicle Crashes” on America’s roadways has reached \$230.6 billion a year, or an average of \$820 for every person living in the United States. The announcement was based on a comprehensive new research study released by NHTSA.

The new report, based on calendar year 2000 data, calculates the U.S. economic costs of an average roadway fatality at \$977,000 and estimates the economic costs associated with a critically injured crash survivor at \$1.1 million.

The NHTSA study highlights the vital importance of seat belt use. In one year, the use of seat belts prevents an estimated 11,900 fatalities and 325,000 serious injuries, saving \$50 billion in medical care, lost productivity and other injury related costs. Conversely, the failure of crash victims to wear seat belts leads to an estimated 9,200 unnecessary fatalities and 143,000 needless injuries, costing society \$26 billion.

“The evidence is overwhelming that seat belts save lives and reduce the severity of injuries. This report makes it obvious why we must buckle up and why we must dedicate

ourselves to a higher seat belt use rate,” said Dr. Runge.

The report underscores the huge economic costs associated with alcohol-involved crashes, which resulted in an estimated 16,792 fatalities in 2000, as well as 513,000 nonfatal injuries, and \$50.9 billion in economic costs. Such crashes account for 22 percent of all

crash costs.

Costs for crashes involving a driver or non-occupant with a blood alcohol content of .10 percent or greater accounted for 75 percent of the total of all alcohol-involved crash costs. The impact of alcohol involvement increases with injury severity. Crashes linked to alcohol accounted for 46 percent of fatal injury crash costs; 21 percent of nonfatal crash costs; and 10 percent of the costs in crashes involving property damage only.

For complete details on the economic costs associated with motor vehicle crashes, log on to NHTSA’s website at: www.nhtsa.dot.gov/people/economic/EconImpact2000/. ■



Secretary Mineta displays new Economic Report during the news conference.

Public Service Recognition Week

Public Service Recognition Week celebrated the first Monday through Sunday in May since 1985 is a time set aside each year to honor Federal, State, county, and local government employees who serve America. NHTSA participated in the annual celebration held on the National Mall where over 100 federal, civilian, and military agencies displayed exhibits. Entertainment included the U.S. Air Force Drill Team, local high school bands, and demonstrations by U.S. Customs Service and Border Patrol Dogs.

The Office of Defects Investigation, Traffic Safety Programs, and the Office of Planning

and Consumer Programs provided exhibits and literature for distribution to the general public. The Office of Public and Consumer Affairs and the Office of Human Resources coordinated the event on behalf of NHTSA, and volunteers from the agency staffed the exhibits. Thousands of students, tourists, and government employees visited the exhibits and spoke with the volunteers to learn more about



the agencies and their roles and responsibilities in government. ■

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QUOTE OF THE MONTH

“No man will make a great leader who wants to do it all himself, or to get all the credit for doing it.”

—Andrew Carnegie