2018 Conference Coming Up!

Heidi King
Deputy Administrator
NHTSA

Driver Errors and Technology
Dr. Daniel V. McGehee,
Director, National Advanced
Driving Simulator,
University of Iowa

Living a Life of Significance
Alexi Carli, Vice President
Global Health and Safety,
UPS

STATE HOST
Harris Blackwood, Director,
Georgia Governor’s Office of
Highway Safety

NAWHSL 51st
ANNUAL
CONFERENCE
AUGUST 23-26,
2018
THE WESTIN
PEACHTREE
PLAZA
ATLANTA, GA

National
Association of
Women
Highway Safety
Leaders
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Destination: Atlanta

We’re nearly packed and ready to make our way to Atlanta for the 2018 Traffic Safety Leadership Conference of NAWHSL. While it’s our professional development event of the year, it is also our family reunion. It will be so good to see everyone again and welcome new members to our group.

We are delighted to have the top man – ahem, top WOMAN – for NHTSA, Heidi King, who has been nominated to assume the position as NHTSA Administrator. Ms. King is our banquet speaker.

NAWHSL members are involved in many aspects of transportation safety and our agenda must reflect that. This will give you a glimpse of the varied topics:

Model programs in Georgia including Jenny Harty speaking on the process for passing the new hands-free law; Violet Poe who has involved the entire community in pedestrian safety and Harris Blackwood on programs which bring states together to address traffic safety.

Mentoring and Leadership: Living a Life of Significance, by Alexi Carli, Vice President, UPS Global Health and Safety; Career Choices with FIA Foundation’s North American Director, Natalie Draisin, and FCCLA national Executive Director, Sandy Spavone.

Professional Development: Dr. Daniel McGehee, Ph.D., University of Iowa sharing research on how today’s technology can eliminate crashes; Nancy Lo of the Virginia Department for Aging Services addressing best practices for older drivers; Tara Casanova Powell who has been doing research with NETS and Lisa Robinson of the National Safety Council speaking on how to engage employers in highway safety; Representatives of Colorado and Washington, Carol Gould and Edica Esqueda, speaking on recreational cannabis laws and the learning curve it has been. Terecia Wilson of Clemson University will roll out the new traffic safety certification.

Resources Access: Of course, Ford Driving Skills for Life will be with us, this year with virtual technology for teaching. We will hear from Georgia-based Safe America Foundation, the National Road Safety Foundation and Truckers Against Trafficking.

AND that’s just part of the program. Roll up your sleeves and get to work!

Kay Brodbeck, President

Now, THAT’s Good News

FATAL CRASHES INVOLVING LAW ENFORCEMENT are on course for their lowest total since the 1980’s, NHTSA reports. Fatal crashes with other vehicles from 2010—2015 are at their lowest rate.

SEAT BELT USE AMONG COMMERCIAL TRUCK DRIVERS REACHES RECORD HIGH. FMCSA researchers reported a rate of 86% after observing more than 39,000 truck and bus drivers at 1,008 sites across the nation. That’s an increase of 21% since 2007.

ATTAWAY CMV Drivers!

SAFE PARKING FOR TRUCKERS

Iowa DOT is slated to roll out it’s truck parking information management system by 1/4/19. Truck drivers will have real-time, in-cab information on truck parking availability. This system will help a tired trucker find a place to rest.
FMCSA Makes it Easy-Peasy to prepare print and digital campaigns on driving safely around big trucks and buses. You’ll find great resources on the website for the Federal Motor Carrier Safety Administration (FMCSA). “Our Roads, Our Safety” is a collaborative effort with the American Trucking Association, American Bus Association and AAA. Go to: https://www.fmcsa.dot.gov/sites/fmcsa.dot.gov/files/docs/safety/80571/our-roads-toolkit-5-11-17.pdf
Young Male Drivers—Do they realize how they drive?*

When traffic safety efforts strive to address the “worst first”, young male drivers will be in the target population.

According to the Insurance Institute for Highway Safety, for every 100 million vehicle miles, 9.2 teen male drivers die in motor vehicle collisions. Compare this to the rate of young female drivers at 5.3 and it’s clear that the guys have nearly double the death rate.

A study by Martenson, Mette-Moller and Prato* reported in “Transportation Research” explored the reasons for this. Using a driving simulator, a driving skills inventory and a sensation-seeking scale, researchers compared performance to the young men’s self assessment of their driving. It did not jive.

Low-skilled drivers were most inaccurate in hazard prediction, hazard detection and maintaining a safe distance.

Other research on the neuroplasticity of the brain gives us hope to address young men’s risky behavior. We cannot assume that they are hard-wired for sensation-seeking. The propensity can be changed.

The challenge here is that the least competent may also be the least prepared to evaluate their own situation. We can expect to see follow-up research.

* Accuracy of Young Male Drivers’ Self Assessments of Driving Skill, Transportation Research, 46. 228-235

“Driving in the Safe Brain Lane”+

Employers have to deal with their employees being exposed to one of the most hazardous jobs, driving for work. Of on-the-job fatalities in the US, 1/3 involve motor vehicles.

Larry Russell, DEKRA Insight safety consultant, discusses one of the brain-centered hazards, the Expectation Bias.

He explains, “Our brains set expectations for what we should see and experience on our drive. It sends our eyes on “looking missions” to confirm those expectations. The problem is that the brain will only go seek what we send it.”

Thus, when the unexpected does happen, we are not prepared.

Over come this bias by intentionally observing constantly. “We will be able to perceive new hazards faster and apply proactive maneuvers.”

Our Mission:
To disseminate information and conduct educational programs to promote safe behavior among high risk populations and to assure vigorous, effective public policy and programs to reduce highway crashes and crash severity.

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Upcoming events 2018

August 22—26  NAWHSL Annual Traffic Safety Leadership Conference, Atlanta
August 25—29  GHSA Annual Meeting, Atlanta
August 15 – September 3  NHTSA’s 2018 National Drive Sober or Get Pulled Over Campaign
August 31  Deadline for speaker proposals for Lifesavers 2019 in Louisville, Kentucky. For information, go to https://lifesaversconference.org or contact Lofgren@meetingmgmt.com or 703-922-7944.
September 14  NHTSA hosts a public meeting on NHTSA’s New Car Assessment Program
October 21 – 27  National Teen Driver Safety Week