

Safety Focus

SEPTEMBER 2018

TRAFFIC SAFETY EDUCATION PROJECT

This publication serves as an overview of the services and events implemented by the Traffic Safety Education Project (TSEP) during their 2017-2018 grant period.

Each year, NHTSA, PennDOT, and other highway safety partners work together to implement a safety communication plan for the public. This includes special promotional days, weeks, and months where different aspects of traffic safety are discussed and promoted. These safety time periods usually run concurrent with other relevant yearly activities, holidays, and events. This publication highlights those events that took place in PennDOT District II

Car Seat Checks

All Traffic Safety staff members in District II are nationally certified car seat technicians and have been actively participating in car seat checks throughout the area. Staff members attend and support several events hosted by the American Academy of Pediatrics to help educate parents about the importance of child restraint systems.

Pictured on right: Nicole Barnett strips an expired car seat for the trash while Bryanna McDaniel inspects a car seat for recalls, expiration, and correct usage, during a car seat check event during National Child Passenger Safety Week in September 2018.



Helmet Distributions

The Traffic Safety Education Project partnered with ACHD's Chronic Disease Prevention Program and the Red Lantern Bike Shop (located in Braddock) to fit, educate, and distribute helmets to low-income communities within Allegheny County. The funding for the helmets came from the PA Department of Health's Safe and Healthy Communities Grant. The Red Lantern Bike Shop also repaired and donated bikes to children under the age of 16.

Pictured on left: Bryanna McDaniel fits a child with a helmet during a helmet distribution event.



While Beaver and Lawrence Counties had a decrease in the total number of crashes, Allegheny County saw a 2.5% increase since 2014.¹

There were a total of 2,036 distracted driving crashes in the Tri-County area.¹

Both Lawrence and Beaver county had a decrease in the number of pedestrian fatalities.¹

Regional Teen Safe Driving Competitions



One teen competitor maneuvering through the driving course

This past April, teens from around Western Pennsylvania competed in the regional Safe Driving Competitions, to celebrate National Distracted Driving Month. The regional qualifying events that are held across the state, are hosted by the Pennsylvania Motor Trucking Association (in preparation for the state-wide competition in Camp Hill, that is held each May).

Students competed against one

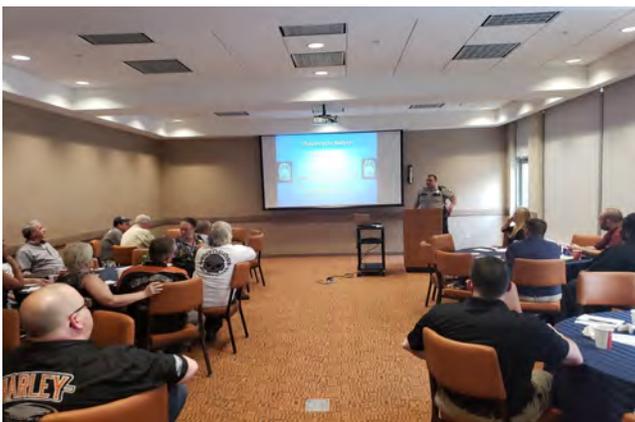
another at regional events for the chance to receive monetary prizes, on top of community recognition and the opportunity to participate in the state competition. The competition was a three-part assessment, including a written exam, a perceptual exam, and a hands-on driving range test. Each test was graded, and the top three highest scoring students, as well as the highest scoring school team, received monetary prizes.

This year, the Traffic Safety

Education Project (TSEP) hosted the ninth annual Allegheny County Teen Safe Driving Competition at Pittsburgh Technical College, where 42 students from 10 schools attended. Luke Evankovich from North Allegheny HS, Matthew O'Malley from Northgate HS, and Christina Marra from Penn Hills HS were the top three finishers in Allegheny County. In addition, TSEP members collaborated with other traffic safety professionals from PennDOT District 12 to host the second annual Butler & Lawrence Counties Safe Driving Competition, where 18 students attended from 7 schools. Students also participated in other activities and demonstrations such as a distracted driving simulator, DUI simulation goggles, and a K9 demonstration from the Butler County Sheriff.

Distracted driving kills an average of 9 people and injures over 1,000 every day in the United States. ²

Western PA Motorcycle Safety Symposium



Officer Mike Spagnoletti discussing Motorcycle Safety

In May, to recognize Motorcycle Safety Month, the Greater Pittsburgh Motorcycle Safety Council (GPMSC) hosted the third annual Western Pennsylvania

Motorcycle Safety Symposium, which was held at Hyatt House in the South Side of Pittsburgh. Around 45 motorcycle riders from the area attended the symposium

for an evening of networking and education. Rocky Marks of Hot Metal Harley Davidson and the host of Pittsburgh's only motorcycling radio show, was the emcee for the evening. Rocky introduced the topics for the evening, including the Preparing for a Cross Country Trip presented by Officer Mike Spagnoletti, New and Updated Breaking Systems presented by Todd Levinson of Hot Metal Harley Davidson, What's New in the PAMSP Program presented by the new PAMSP staff, and Getting Street Smart for the Road of Western PA presented by our emcee, Rocky Marks. Participants were engaged and excited to discuss new technology, enhanced safety systems, and personal tips and tricks to stay safe while traveling via two wheels.

The average time a driver looks down at their phone for a text message is 5 seconds. While traveling 55 MPH, that is like traveling the length of a football field blindfolded.

Teen Traffic Safety Expositions

Per mile driven, teen drivers aged 16-19 are nearly three times more likely than drivers aged 20 and older to be in a fatal crash



Teens adjusting their impaired goggles prior to competing against each other in the Stacking Cup Challenge

Young drivers, aged 16-22, are at an increased risk for crashes due to lack of driving experience as drivers. In PennDOT District 11, 25% of crashes involve a new driver. To educate young drivers, TSEP partnered with Children’s Hospital of Pittsburgh, AAA East Central,

and local law enforcement, to host teen traffic safety expositions in local high schools.

Students in participating schools took part in hands-on activities that were set up in stations by volunteers. The activities are intended to challenge students’ thoughts about safe driving.

Some of the activities provided were :

- The Wheel of Trivia, presented by members of the Traffic Safety Education Project. This game challenges young drivers to test their knowledge of traffic safety laws and common driving mistakes.
- The Stacking Cup Challenge (pictured), presented by Allegheny Pretrial Services has students stack cups with and without DUI goggles to

show the difference in reaction time. Allegheny County Pretrial Services staff utilizes Fatal Vision goggles of different levels of impairment and includes alcohol impairment, marijuana impairment, and a demonstration of being sleep deprived.

•Children’s Hospital of UPMC facilitated a distracted driving simulator. This simulator allows students to get the feel of real-world driving by utilizing a computer system with a steering wheel and pedals.

•Finally, members of law enforcement performed Standard Field Sobriety Tests on students wearing DUI simulation goggles. These tests were to simulate what would happen if a student was pulled over and suspected of DUI.

District 11 Law Enforcement Conference

Each year, TSEP partners with local community organizations dedicated to traffic safety (such as AAA, PA DUI Association, and Allegheny County Pre-Trial Services) to assist and plan the annual PennDOT District 11 Law Enforcement Conference. The purpose of the conference is to educate local law enforcement on topics pertinent to their jobs.

This year, approximately 70 members of law enforcement gathered at the Collier Township Community Center for an agenda full of timely and engaging topics.

Topics included: heroin and opioids (and the current statistics and activities taking place), case law updates, Daniel’s Law, new ignition interlock laws, non-verbal communication for law enforcement, and why enforcement matters.



Ret. Cpl. Craig Amos lead a vibrant discussion about non-verbal communication

According to the CDC more than 10,000 people died in alcohol-impaired driving crashes in 2016– this is just under a third of all fatal vehicle crashes in the U.S. ¹

Scenes from The Years Events

The Traffic Safety Education Project partners with many area safety agencies to host a variety of events each year. These events can include a variety of different topics but have a common goal: to educate the public to be safer on the roadways. Below are some highlights of events that members of the Traffic Safety Education Project were able to plan or assist with this past year.



Photos Left to Right: TSEP Educator Bryanna McDaniel instructs students how to play Distract-o-Match at a school safety fair; ACHD Chronic Disease Prevention Program Administrator Marie Fontelo is discussing CarFit with a participant; PennDOT SPO Yasmeen Manyisha promoting safe driving during St. Patrick's Day celebrations



PASS THE KEYS TO A DESIGNATED DRIVER.

PennDOT District 11, AAA, PA DUI Association, Allegheny County Pretrial Services and Allegheny County Health Department has partnered with Veltre's Pizza to urge motorists to pass their keys to a designated driver as part of the national Super Bowl impaired driving enforcement initiative which runs through February 4th. They encourage partygoers to select a designated driver for game day. Flyers, attached to customers' pizza boxes, will encourage partygoers to "pass their keys," like a football.



Allegheny County and City of Pittsburgh Safety Partners pose during a media event where they stressed responsible driving and boating through the Labor Day holiday weekend.

2019 Weekly and Monthly Events

January 6-12, 2019: Winter Driving Awareness Week

February 17-23, 2019: Highway Safety Law Awareness Week

March 10th, 2019: Drowsy Driving Prevention Awareness Day

April 2019: National Distracted Driving Awareness Month

April 8-12, 2019: National Work Zone Awareness Week

May 2019: National Motorcycle Safety Awareness Month

May 2019: National Youth Traffic Safety Month

May 19-25, 2019: National EMS Week

June 5, 2019: Secure Your Load Day

July 14-20, 2019: Operation Safe Driver Week

July 31, 2019: Heat Stroke Prevention Day

August 2019: National Back To School Safety Month

September 17-21, 2019: National Round About Week

September 8-14, 2019: National Child Passenger Safety Week

The Traffic Safety Education Project (TSEP) is funded by the Pennsylvania Department of Transportation (PennDOT) and is coordinated by the Allegheny County Health Department.

The project partners with many safety-related organizations in Allegheny, Beaver, and Lawrence Counties including but not limited to: Buckle Up PA, PA DUI Association, Allegheny County Pretrial Services, AAA East Central, Children's Hospital of UPMC, Safe Kids Allegheny County, PA Traffic Injury Prevention Project, and local law enforcement agencies.

TSEP provides programming for children, adolescents, teens, adults, and older adults on topics covering proper seat belt usage, child safety seats, impaired driving, distracted driving, aggressive driving, bicycle safety, pedestrian safety, motorcycle safety, and more.



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<https://www.alleghenycounty.us/healthdepartment/>

Find us under "Special Initiatives"

¹Pennsylvania Department of Transportation (n.d) Pennsylvania Crash Information Tool: Custom Query Tool Retrieved from <https://crashinfo.penndot.gov/PCIT/queryTool.html>

²Centers for Disease Control (2017) Distracted driving. Retrieved from https://www.cdc.gov/motorvehiclesafety/distracted_driving/index.html

³Centers for Disease Control (2017) . Impaired driving: get the facts. Retrieved from https://www.cdc.gov/motorvehiclesafety/impaired_driving/impaired-driv_factsheet.html