

WISCONSIN TRAFFIC SAFETY REPORTER

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2013



Partners making life-saving progress

by Major Sandra Huxtable, *Director*
WisDOT Bureau of Transportation Safety

Calendar year 2012 presented some unique challenges and opportunities for the state of Wisconsin. We began the year with a mild winter and ended it in much the same way. But between January and December we saw a very unusual spring followed by a hot and dry summer.

Throughout the year, we have seen spikes in highway deaths, especially among unrestrained passengers. We ended the year with more traffic deaths than in 2011.

But in 2012 we also saw significant progress from our highway safety partners. There was a noticeable increase in the number of high-visibility enforcement initiatives, with both seat belt and alcohol task forces. We also increased aerial enforcement details with state patrol and local law enforcement partners (page 6). We boosted our outreach efforts to high school students, community groups and others (see article at right) to try to

continued on page 2

Good news! Helping young drivers

Mile for mile, teenagers are involved in three times as many fatal crashes as all other drivers, and car crashes are the number one cause of injury and death for US teens 15-20 years old.

But recently there has been some important good news, both nationwide and in Wisconsin. Fatalities involving teen drivers have declined over the past decade from 8,224 in 2000 to 5,021 in 2010 (NHTSA). Then, from 2010 to 2011, they declined a further 4.6% nationwide and, encouragingly, 9.64% in Wisconsin. Recently, though, preliminary state data

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Safe Kids

Community teamwork ... helping save kids' lives

All across Wisconsin, in communities large and small, Safe Kids Coalitions bring together diverse community partners to help save children's lives. Their work includes improving child passenger safety—they provide free car seat checks at fitting stations, helping parents and other care-givers pick appropriate car seats (see page 5) and learn to install them properly.

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Please note

With this issue, WisDOT BOTS is transitioning to emailing the TSR to save printing and mailing costs.

If you did **not** receive this issue by email but prefer to in the future, please let us know. Put "Email the TSR" in the subject line, your name and organization in the body of the email, and send to TSR@danenet.org.

To continue receiving a paper copy of the newsletter, please write or email BOTS with your request. Thank you!

Electronic versions are now full-color, and all TSR issues are at www.dot.state.wi.us/news/newsletters.htm.



Child safety seat video

WisDOT has developed a 15-minute instructional video on the correct use of child safety seats, starting with infants and progressing to children in booster seats. Each section can be viewed separately.

WisDOT has reached out to birthing hospitals statewide so they can distribute the video to new parents. View it at www.zeroinwisconsin.gov/ChildSafetySeats/. To obtain the video on DVD, or if you have child passenger safety questions, please contact Jill Benkert, WisDOT BOTS, at jill.benkert@dot.wi.gov.



CREDIT: NHTSA

Teens driving with two or more teen passengers increase the chance of a fatal crash by five times

(l-r below) WisDOT Secretary Mark Gottlieb, P.E., Major Sandra Huxtable, Green Bay Packer Donald Driver and Governor Scott Walker premier a new video on how to properly install and use child safety seats. More about the video below.



Donald Driver, his son Christian, and Kathi Heganres from Safe Kids Green Bay put a child in a safety seat.

Life-saving progress from page 1

improve traffic safety. High-way infrastructure enhancements were made to help prevent crashes.

But, as I have said before, we still have a long way to go to reach our ultimate goal of zero preventable deaths in Wisconsin. In this edition, you will read about some of the safety efforts going on throughout the state. You will learn about some of our outreach efforts with youth, see examples of the wide variety of traffic safety initiatives WisDOT undertook during the "Summer of Safety" and meet more of our high-way safety partners.

It takes the efforts of everyone to improve traffic safety in Wisconsin ... all of us must do our part.

Helping young drivers from page 1

show that teen driver fatalities are tracking slightly upward (Governors Highway Safety Association (GHSA), 2012).

Stronger licensing laws—in particular, graduated driver licensing (GDL)—coupled with education and enforcement initiatives focused on novice drivers—are helping raise awareness among key audiences: teens, parents, law enforcement officials and legislators.

In Wisconsin, important progress is being made in helping young people learn to be safe drivers.

- State agencies are exploring how to improve idea sharing and collaboration
- Community partnerships are finding new ways to engage young people and raise their safety awareness
- New resources are available to support these efforts

Improving collaboration

In early December, representatives from WisDOT and the Department of Public Instruction (DPI) met to discuss the wide variety of current youth safety programs, consider new strategies for helping young

drivers, and begin exploring ways to expand partnerships and coordination. WisDOT Bureau of Transportation Safety (BOTS) staff were joined by representatives from the DMV and Office of Public Affairs, along with DPI staff who are involved with driver education and mini-grant programs that support teen-led safety initiatives.

After an overview of existing youth programs, discussion turned to successful programs such as GDL and how they can be further improved. Nationwide research clearly shows that GDL systems are associated with crash reductions ranging from 20 to 40%. In October, GHSA published *Curbing Teen Driver Crashes: State Novice Driver Initiatives*, a detailed look at what states are doing to improve teen driver safety in six key areas, including strengthening GDL laws and engaging parents in understanding and supporting them. WisDOT staff noted that federal funding is available to bring state GDL programs more in line with NHTSA recommendations.

The GHSA report comes on the heels of MAP-21, the newly enacted US surface transportation funding law, which includes incentive programs that reward states for high performance in a number of areas, including—for the first time—teen driving.



◀ WisDOT's John LeGault with Rollover Convincer at TNL football game.



Miss Wisconsin's Outstanding Teen 2012, Madeline Morgan, shares distracted driving message.



The *Wisconsin Traffic Safety Reporter* is published by the Bureau of Transportation Safety, Wisconsin Department of Transportation. Its purpose is to promote transportation safety, recognize worthwhile programs, and to educate and share ideas with safety professionals.

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Discussion then moved on to the complex challenge of changing driver behavior. Any single measure by itself often has limited effect. For instance, it is now illegal to text while driving in most states, but a recent study by the Insurance Institute for Highway Safety finds no reductions in crashes after laws take effect that ban texting by all drivers.

As many parents and teachers will attest, a key challenge is getting teens' attention. Sometimes they have tuned out adult voices, and often they feel invulnerable—that crashes do happen, but not to them. Much is being learned about how to reach young people. For instance, NHTSA's Traffic Safety Marketing website www.trafficsafetymarketing.gov provides diverse resources devoted to reaching specific target audiences. This includes reports on best practices for engaging young people who tend to be immune to most traditional marketing pitches, but who are tech savvy, making digital media an ideal way to reach them.

Jill Benkert from BOTS reported on the wide variety of innovative programs statewide that are succeeding at getting teens' attention. She provided an overview of the following community-based programs that are reaching teens "where they live," including at their schools and via social media.

Thursday Night Lights

TNL During the autumn of 2010, WCGV My24 television station in Milwaukee (www.my24milwaukee.com) began airing a live local high school football game each week under the title Thursday Night Lights. "The concept is to turn a Milwaukee-area football game into a community-wide event," says station general manager David Ford. Sponsors include restaurants, banks, insurance companies and WisDOT. "Our goal," he says, "is to form serious, thoughtful partnerships and also have fun with the students."

During the games, WisDOT staff engage the young audience's interest in several ways. During the WisDOT-sponsored Half Time Show, a live, on-field interview of a person of interest—for example, Miss Wisconsin's Outstanding Teen 2012, Madeline Morgan (see Teen Ambassadors at right)—focuses on a safe driving message. And teens can check out the Rollover Convincer—a dummy, with and without a safety belt, in a truck cab that rolls over a full 360°.

The televised TNL games also include highlighting scholar athletes, including a scholarship at the end of the season, and the airing of promotional videos about participating high schools—some created by students.

In 2011-12, TNL was extended to include weekly high school basketball games.

BOTS also contracts with WIAA/WIAC to sponsor traffic safety messages at sporting events.

Reaching minority teens

To help reach Hispanic and African-American teens, WisDOT is partnering with ABRAZO Multicultural Marketing & Communication, using a "Power of Zero" theme to tie in with the state's *Zero in Wisconsin* campaign. ABRAZO ("embrace" in Spanish) has developed culturally appropriate educational and motivational strategies, reaching out to teens at TNL games and other community events. For instance, young drivers are encouraged to take a formal pledge vowing to their families and other loved ones that they will always buckle up, drive sober and eliminate distractions.

Launched as a pilot outreach program in Racine County, the program is expanding to Milwaukee County.



During Fiesta Mexicana in Racine in August, ABRAZO staff help young drivers take a formal pledge vowing to their loved ones that they will drive safely.

MORE HELP FOR YOUNG DRIVERS

Driving Simulator (page 8)

Teen Ambassadors

Miss Wisconsin's Outstanding Teen 2012, Madeline Morgan, attends community events around the state, including TNL football games, sharing her message (www.100drive.com) about the danger of distracted driving. A junior at Oregon High School, her initial motivation was the June 2010 crash that killed three of her classmates.

Rhineland's Austin Wierschke, 17, two-time LG National Texting Champion, promotes safe driving messages.

Youth Safety Forums

Partnership of schools, AAA Wisconsin, AT&T Wisconsin and BOTS presents safety programs at school assemblies, including the driving simulator.

Ford Driving Skills

Partnership with Children's Hospital of Wisconsin to hold a full-day teen driving simulator event.

New Videos

WisDOT and AV Production are creating videos with safe driving messages for teens. These will be part of the *Zero in Wisconsin* campaign (links on page 8), will be on www.youtube.com/WisDOT, and will be aired on high schools' TV streamers and in drivers ed classes.

Msg 2 Teens

Partnership with Fox 47; youth-developed and youth-targeted TV safe driving messages.

WisDOT is continuing to strengthen its partnerships to foster a solid combination of education, effective laws and enforcement to help young drivers develop good driving habits that will help keep them safe. Your input is welcome.



From one of WisDOT's new videos that tells the story of a young woman from Sun Prairie convicted in July of homicide by negligent driving for texting and causing a fatal crash.

Contact Jill Benkert, BOTS, at (608) 266-0550 or Jill.Benkert@dot.wi.gov.



Nicole Vesely (Safe Kids Madison Area, American Family Children's Hospital) helps parents learn to properly install and use their child safety seat.



Rishelle Englebretson (Kohl's Injury Prevention, American Family Children's Hospital) helps parents install three car seats side-by-side in their Honda Pilot, a large crossover SUV.



Community Officer Ryan Adkins (Verona PD) demonstrates proper installation.



Sherri Faust (Dean Foundation), Terri O'Brien (Safe Kids Madison Area, American Family Children's Hospital), Rishelle and Nicole

Community teamwork . . . helping save kids' lives from page 1

The staff at WisDOT Bureau of Transportation Safety (BOTS) encourages you to visit a fitting station in your community sometime. As BOTS director Major Sandra Huxtable says, it's inspiring and encouraging to see a well-organized team of skilled, devoted CPS technicians—often including volunteers from the local police or fire department—working with parents who are there because they want to learn, in an atmosphere of loving concern for children's well-being. Checkup times and locations are at www.safekidswi.org.

Effectiveness?

Motor vehicle crashes are the leading cause of death among children ages three to 14, and, nationwide, more than 70% of child restraints are not installed or used correctly (source: Safe Kids USA).

	EVENT 1	EVENT 2
Appropriate seat selection	78%	96%
Harness correct	52%	83%
Seat tight	45%	84%
Harness snug	43%	80%
Safety belt routed correctly	89%	98%
Average misuse rate	19%	5%
Children arrived unrestrained	4%	<1%

But are car seat checks effective? To find out, Safe Kids USA conducted a study of checkup events in 29 states. Parents came to two checkups, six weeks apart; at the second one, their children were restrained more appropriately and safely. Results at left.

Visiting a fitting station

Each month, Safe Kids Madison Area holds two free car seat checks in Madison and two in other Dane County communities with about 25 to 30 families attending each event. Anyone can make an appointment, using the same phone number, (608) 890-8999, for all of Dane County. Car seats are provided at low cost to families involved in the WIC (Women, Infant and Children Nutrition) Program.

Coalition coordinator Nicole Vesely credits strong community support for the program's success. Coalition partners include American Family Children's Hospital, Dean Foundation and AAA Wisconsin. Local police and fire departments and the Dane County Sheriff's Office host events and provide CPS technician volunteers.

On a pleasant November evening, cars, SUVs and vans stream steadily into the Verona Police Department headquarters. Parents, including some expectant mothers, and their kids pile out and are greeted by CPS technicians—some from Safe Kids Madison Area and others from the Verona PD. The overall atmosphere is quiet and serious. Parents and CPS technicians are immersed in conversation next to—and inside—the vehicles. Parents observe intently, learning proper installation, working closely with the technicians to acquire a life-or-death skill. A standardized checklist is filled out, and up-to-date information is provided on topics such as recalls and properly securing babies during winter weather.

At this summer's Governor's Conference on Highway Safety, Safe Kids Madison Area won the CPS Program of the Year award (see page 7), and Nicole says, "It's a huge group of people that makes this work."

So visit a fitting station sometime. We bet you'll find it interesting and maybe even inspiring.

Resources

WINS (Wisconsin Information Network for Safety): (866) 511-9467 or www.wcpsa.com

Currently highlighting the two resources on page 5.

Check with them for a child safety seat fitting station near you.

NHTSA Parents Central: www.safercar.gov/parents/index.htm

CHAD: Children Have An iDentity

CHILDS NAME	NICK NAME	DATE OF BIRTH
ADDRESS	CITY	STATE ZIP
MOTHER'S NAME	(H) PHONE	(W) PHONE
FATHER'S NAME	(H) PHONE	(W) PHONE
CHILD'S PHYSICIAN	PHONE	
EMERGENCY CONTACT (NOT A PARENT) PHONE		
MEDICATIONS & ALLERGIES	SPECIAL NEEDS	

Wisconsin Department of Transportation Bureau of Transportation Safety
 Funded by NHTSA 1-866-511-9467
 HS 812

This 3" x 5" CHAD sticker should be filled out and placed on the right corner (child's right) under the cushion OR center back of the child safety seat. It will ensure rapid identification of the child in the event of a crash.

This campaign was launched after a crash involving a 13-month-old boy named Chad. The babysitter who had been driving was killed, Chad was injured, but no one at the scene knew his identity.

Available for free from WisDOT Maps & Publications; fill out the Form DT 1265 and request item HS 812. Can also be downloaded from the Web; contact WINS for further information.

Safety pioneer Beth Kindschi retires

by Patti Dickey, WINS
 (Wisconsin Information Network for Safety)



A dedicated teacher, volunteer and mentor, Beth retired in October from the Green County Health Department. Her child passenger safety (CPS) journey began in 1967 when, as a nurse at Great Lakes Naval Hospital, she cared for a baby who survived a crash that killed her parents.

She began teaching car seat safety to parents, and, in 1980, she helped start the car seat program at St. Clare Hospital in Monroe, which became the Monroe Area Safe Kids Partnership in 1992.

Beth, the first CPS instructor in Wisconsin, helped found the statewide Safe Kids Coalition and helped NHTSA develop its first national CPS curriculum. Under her leadership, more than 2,400 technicians have been trained statewide, and she personally trained close to 1,000. Wisconsin will continue to honor her legacy through the annual Beth Kindschi CPS Advocate Award.

Thank you, Beth, for your exceptional dedication to child passenger safety and for championing the safety of children in Wisconsin.

Wisconsin Child Passenger Safety Law

	Under 1 yr	1-3 yrs	4-7 yrs	8-18 yrs
Less than 20 lbs	Rear-facing car seat			
21-40 lbs	Rear-facing car seat	Rear or Front-facing car seat		
41-80 lbs Under 4'9"		Front-facing car seat	Front-facing car seat or Booster seat + lap and shoulder belt	Booster seat + lap and shoulder belt or seat belt
80+ lbs	Booster seat + lap and shoulder belt or seat belt			

For info: 866-511-9467 or www.wcpsa.com

Safest Practice

Birth - 12 months
 Always ride in a rear-facing car seat, in the back seat.

***Age 1 - 3 years**
 Rear-facing in back seat, as long as possible, within the height or weight limit allowed by car seat manufacturer. Then front-facing car seat in back seat.

Age 4 - 7 years
 Front-facing car seat used within the height or weight limit allowed by the car seat manufacturer. Then a booster seat using lap and shoulder seat belt in the back seat.

Age 8 - 12 years
 Booster seat until seat belt fits properly with lap belt snug across the upper thighs, not the stomach and shoulder belt snug across the chest, not across the neck/face. Keep children in the back seat until age 13.

*American Academy of Pediatrics (AAP) recommends a rear-facing car seat until 2 years of age or until they reach the highest height or weight allowed by the car seat manufacturer.

Description of Restraint Types

A REAR-FACING CAR SEAT is the best seat for your young child to use. It has a harness and in a crash, cradles and moves with your child to reduce the stress to the child's fragile neck and spinal cord.

A FRONT-FACING CAR SEAT has a harness and tether that limits your child's forward movement during a crash.

A BOOSTER SEAT positions the seat belts so they fit properly over the stronger parts of your child's body.

A SEAT BELT should lie across the upper thighs and be snug across the shoulder and chest to restrain your child safely in a crash. It should not rest on the stomach area or across the neck.

Car Seat Recommendations

- Every transition decreases protection. Delay transition to the next step as long as possible.
- Choose a car seat based on your child's size (height and weight)
 - Read your car seat instructions for use and installation information
 - Read the vehicle owner's manual on how to install the car seat using the seat belt or LATCH system
 - Keep your child in a harness as long as your child fits within the height and weight limits
 - Keep your child in the back seat until age 13 for best protection
 - Check the expiration date and know history of your car seat

For further details, to locate a child safety seat fitting station near you, and for a wealth of other CPS resources, check with WINS; contact info above.

Aerial Support Unit

Teamwork to help with traffic safety ... and much more

Wisconsin State Patrol's Aerial Support Unit (ASU) currently has five officers who are licensed pilots trained to fly Cessna 172 Skyhawk planes based in Madison, Oshkosh and Eau Claire.

From their airborne vantage point they can spot unsafe driving—such as speeding—and contact officers on the ground for enforcement action.

Results

2,197 traffic stops
1,662 citations (1,324 for speeding)

During the first nine months of 2012, they flew 79 traffic safety enforcement missions over 26 counties. Federal funding supported

71 of the missions, and 68 were flown in August and September, high traffic volume and fatality months.

Planes are equipped with a timing device, VASCAR (Visual Average Speed Computer and Recorder), which determines the speed of vehicles below. WisDOT has posted a half-minute video on YouTube (www.youtube.com/watch?v=CguKS7FKRY) showing how it works. VASCAR doesn't emit a signal, so radar detectors won't help speeders break the law.

"Pilots can detect traffic violations in some areas where enforcement can be difficult for officers on the ground," says WisDOT BOTS director Major Sandra Huxtable, "such as work zones, no passing zones, and roads without adequate shoulders or median crossovers for stopped cruisers."

Public awareness of aerial enforcement helps deter some from speeding.



Pilots start and stop the VASCAR timer when they see vehicles pass markings, spaced 660 feet apart, on the highway below them. VASCAR then calculates the vehicle speed.



ASU pilots helped in the response to the huge, 3-day fire that ravaged the Patrick Cudahy meatpacking plant in July 2009. The fire was caused by illegal use of a flare and did \$50 million in damages.



ASU teams up with a wide variety of law enforcement agencies statewide. For instance, a recent multi-jurisdictional high-visibility detail, including aerial enforcement, focused on speeding on US 151 from the Iowa state line to Dodge County.

ASU is receiving increasing requests for support from sheriff and police departments and other public safety officials. Missions include searches for missing persons and downed planes, emergency organ transport, tracking criminal suspects, and aerial photography (e.g. flood and tornado damage). Planes have thermal cameras that reveal hot spots in burning buildings, indicating how the fire is moving inside the structure.

During the first half-hour of one particularly busy mission in August, the pilot, Sgt. Steven Tape, clocked three vehicles going over 90 mph, and then one going 114—but, frustratingly, no squad car was available to make the stop. The record speeder stopped with ASU help last year: 116 mph.

BOTS welcomes new staff



Katie Mueller

Public Information & Outreach Specialist

Katie's main focus is on providing traffic safety messages for the public. For instance, she participated in the December meeting (page 2) of WisDOT and DPI staff that explored issues such as how to get the attention of young drivers. She also manages the marketing and media outreach sponsored by BOTS which includes media messages promoting safe driving habits to Wisconsin drivers.

She coordinates with schools and other organizations that want to use the new BOTS driving simulator (page 8) for school assemblies and community events. And she works with law enforcement agencies to process grants.

Having worked for the Wisconsin Government Accountability Board previously, Katie came to BOTS in November.

Contact her at Katie.Mueller@dot.wi.gov or (608) 266-0094.

Matthew Aslesen

Regional Program Manager for Southern Wisconsin

Matthew works closely with law enforcement agencies, county Traffic Safety Commissions and many other local agencies in the southern part of the state. Currently an important effort is fostering high-visibility enforcement (HVE) campaigns to promote buckling up and to reduce speeding and impaired driving.

He has a bachelor's degree in sociology from Beloit College and a master's in urban and regional planning from the University of Michigan. Before returning to Wisconsin, he was an economic development planner with a regional planning agency in Michigan.

He joined BOTS in November and should be easy to spot at a meeting ... at 6'8", he's probably the tallest WisDOT employee.

Contact him at Matthew.Aslesen@dot.wi.gov or (608) 267-3249.



Award winners

2012 Governor's Conference on Highway Safety

August 28-29, Wisconsin Dells

Director's Award

Sergeant RJ Lurquin

A 22-year veteran of the Dane County Sheriff's Office, Sgt. Lurquin has done an outstanding job fostering traffic safety. Since becoming the Traffic Unit Sergeant in 2007, his work with the Dane County Traffic Safety Commission has boosted the use of Community Maps (tic.engr.wisc.edu) for studying and responding to serious crashes. He has coordinated traditional enforcement grants and also innovative programs such as SMART, which creatively raised public awareness regarding driving safely on Madison's beltline. He has also been a key member of the team involved in the BOTS-funded Dane County Dedicated Prosecutor Grant, which has brought a dedicated investigatory and prosecutorial response to serious crashes.



Jim Jermain (l)
AT&T Wisconsin
TXTNG & DRIVING ...
IT CAN WAIT campaign
(itcanwait.com)

Roy Hinz (r)
AAA Wisconsin
Driving simulator (page 8)
donated to WisDOT BOTS

People Who Shine Award

BOTS has teamed up with AT&T Wisconsin, AAA Wisconsin and schools to present a program during school assemblies about the hazards of texting while driving.



Beth Kindschi Awards

Lead Instructor and CPS pioneer Beth Kindshi (r) (page 5) presented awards to (l-r): CPS Technician of the Year, Ed Wrench, CPS Instructor of the Year, Lisa Klindt-Simpson (Children's Hospital of Wisconsin), and CPS Program of the Year, Safe Kids Madison Area (page 1), accepted by Nicole Vesely and Nan Peterson.



(l-r) Jake, Josie and Michelle Reif, with State Patrol Superintendent Stephen Fitzgerald



Lifetime Achievement Award

Bill Bremer, FHWA Wisconsin

Retiring after a distinguished 40+ year career with the Federal Highway Administration, Bill has been a great partner for WisDOT and the broader traffic safety community. He served on the WisDOT Traffic Safety Council, helped get Wisconsin into the Midwest Crash Test Pooled Fund, and assisted with such initiatives as improving railroad crossings and implementing the Single Slope Barrier Design and rumble strips.

Saved by the Belt and by the Child Restraint Award

Michelle Reif & Family

In October, 2011, Michelle and her children, Jake and Josie, were traveling near the intersection of County Highways B and C in Langlade County when another driver ran a stop sign and crashed into them. The Reif vehicle was a total loss as it spun around, striking and breaking off a utility pole. Michelle had to be extricated from her vehicle, but, since all were properly restrained, no serious injuries were sustained.

A big "thank you" to the many other award-winning individuals and organizations.

Wisconsin Department of Transportation

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Please assist us

WisDOT BOTS is transitioning to email distribution of this newsletter (see page 1).

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2012 Summer of Safety achievements

“We launched our Summer of Safety initiatives to prevent traffic fatalities, which increased in 2012 compared with previous years,” WisDOT Secretary Mark Gottlieb says. “Many factors are involved in this tragic increase in traffic deaths. We can’t control every factor, but we can reduce the risk of motorists killing and injuring themselves and others by improving traffic safety enforcement, education and engineering.” Examples of these initiatives:

Safety belt enforcement Wisconsin’s safety belt use rate is 80%, an all-time high but below the 86% national average. Hundreds of law enforcement agencies statewide mobilized for the national Click It or Ticket campaign during the Memorial Day weekend.

OWI enforcement The national Drive Sober or Get Pulled Over mobilization cracked down on drunken driving, the cause of about 40% of traffic deaths statewide. WisDOT collaborated with local law enforcement to deploy OWI details, and helped foster a growing number of High Visibility OWI Enforcement Task Forces.

Motorcycle safety THE REF (Transportable High-End Rider Education Facility) hit the road this summer, reaching out to the motorcycling community and general public. Details at www.zeroinwisconsin.gov. In 2011, 92% of motorcycle-related fatalities in Wisconsin involved an un-helmeted rider or passenger.

Child passenger safety (page 1)

State Patrol aerial speed enforcement (page 6)



Updates on new initiatives and the latest news on traffic safety topics:

www.zeroinwisconsin.gov

www.facebook.com/WisDOT

www.youtube.com/zeroinwisconsin

Driving simulators available ... help teens learn hazards of distracted driving

WisDOT BOTS, AAA Wisconsin and AT&T Wisconsin are teaming up with schools to present traffic safety programs at school assemblies. Students get to test their skills using an interactive driving simulator. Donated by AAA Wisconsin, the simulators offer real-world driving challenges, including distracted driving situations (e.g., texting while driving) and making traffic safety decisions with split-second timing. While “driving” on a simulated highway, students must obey traffic signs and speed limits, use turn signals, and stay on their own side of the road while sending a six-word text message. They find out how quickly distraction can lead to crashes.

For details, schools and other organizations are welcome to contact Katie Mueller, BOTS, at Katie.Mueller@dot.wi.gov or (608) 266-0094.



At Oregon High School in December, a student tests her driving skills on BOTS’s driving simulator, learning how easily texting can cause a crash.