



The Licking County Safe Communities Coalition Quarterly Newsletter

APRIL 2016 VOLUME 3, ISSUE 2

Our Mission

“To decrease the number of fatal or serious injury motor vehicle crashes by promoting safe driving behaviors through a community-wide effort of planning, education, and enforcement.”

Our Goal

“To reduce traffic-related injuries and fatalities through education on proper seatbelt use, motorcycle safety, eliminating impaired driving, and distracted driving.”

Crash Fatality Difference

YTD 2016 vs. YTD 2015

+2

provisional number last
updated 3/27/2016.

*The Licking County Safe Communities Coalition is
coordinated by the Licking County Health
Department through a grant from the Ohio Department of Public Safety.*

Hello!

Spring is here! It is nice to have warmer weather and longer days, but it doesn't mean we should let our good driving habits slip away with the cold. The upcoming months are when we start to see an increase in fatalities with more people traveling and the prom and graduation seasons. Set the example yourself by practicing safe driving behaviors. Start with April's National Distracted Driving Awareness Month and get rid of distractions while driving. Ending distracted driving alone could help save 3,000 lives a year.

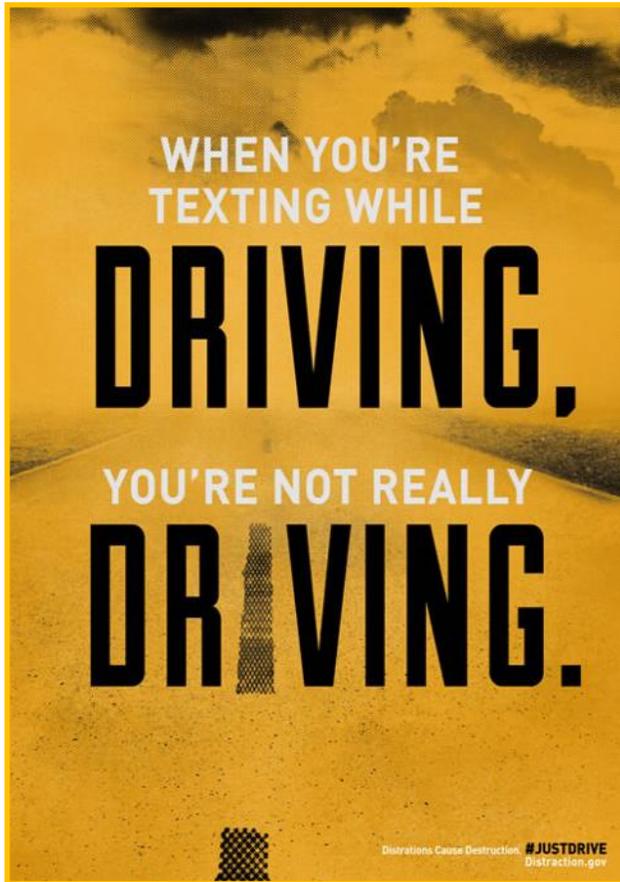
I hope you will find this issue informative and useful.

Be well, be safe,

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April is National Distracted Driving Awareness Month



- In 2014, 3,179 people were killed and 431,000 were injured in motor vehicle crashes involving distracted drivers.
- At any given daylight moment across America, approximately 660,000 drivers are using cell phones or manipulating electronic devices while driving, a number that has held steady since 2010.
- Distracted driving is anything that takes your eyes, hands, or mind away from the task of driving. Texting requires all 3 and is by far the most alarming distraction while driving.

The best way to end distracted driving is to educate drivers on the dangers of it. April has been declared National Distracted Driving Awareness Month. During April, enforcement will be cracking down on drivers breaking the law by texting and driving. Make a plan before you start driving to avoid any possible distractions.

Have you seen this car?

Crawford Collision and Service on Rt 37 in Hebron, uses a crashed car to show what can happen as a result of distracted driving. This car was driven by their niece, who was 18 years old when she crashed into a tree. She was distracted by her cell phone and going 65mph in a 35mph zone. Luckily she was wearing a seat belt and survived the crash. They hope others will learn from seeing this car as a result of driving distracted and choose not to drive distracted.



#justdrive

Get Ready for Prom with 7 Prom Night Tips for Teen Drivers

It's no coincidence that May is National Youth Traffic Safety Month. The month of May not only ushers in the "100 Deadliest Days for Teen Drivers," but it's also when many schools celebrate prom. While helping your teen pick out the perfect corsage, make time to discuss safe driving. Here are seven tips to help your teen travel safely on prom night.

1. **Prep.** Before it's time to go, be sure your teen's phone is charged and he's had one last look in the mirror. You don't want him taking his focus off the road to straighten his tie.
2. **Eliminate distractions.** If teens are riding with friends, remind them to put their phones away and turn the music down. There will be plenty of time to talk and have fun later.
3. **Restrict passengers.** Put a limit on the number of couples riding to the dance with your child. According to the Insurance Institute for Highway Safety (IIHS), the risk of fatal accidents increases with each passenger who piles into a teen's vehicle.
4. **Hire a chauffeur.** If a group insists on traveling together, talk to other parents about hiring a limo. That way no one gets behind the wheel. If it's not in the budget, offer to drive them yourselves.
5. **Discuss drinking and driving.** Talk to your teen about the dangers and repercussions of drinking and driving. And if you tell your child to contact you in situations involving alcohol, be sure to keep your phone close in case you get a call for help.
6. **Avoid drowsy driving.** The fatal crash rate per mile driven is significantly higher at night for teens, according to the IIHS. Since many proms last until early morning, offer to pick teens up so they don't have to drive tired.
7. **Brush up on basics.** You can't always be in the car, but you can keep safety top-of-mind by enforcing habits like wearing a seat belt and following the speed limit. Find these tips and more at the State Farm Teen Driver Safety website.



Encourage your teen to make positive choices while driving. Programs such as Celebrate My Drive® powered by State Farm® provide incentives and support for teens as they're learning to drive. - See more at: <https://learningcenter.statefarm.com/auto/teen-drivers/its-no-coincidence-that-may/>.

*Article submitted by coalition member,
Kim Lust , State Farm Public Affairs Community Specialist*

Traffic Fatalities Up 8 Percent Nationwide

Nationally

The number of people who were killed in car crashes on U.S. roads increased by 8 percent in 2015, the National Safety Council (NSC) said Wednesday.

The NSC said there were 38,300 people killed in car accidents in 2015, compared to 35,236 in 2014.

The group said the increase was the largest percentage year-over-year jump in the number of car crash fatalities in 50 years.

"These numbers are serving notice: Americans take their safety on the roadways for granted," said Deborah Hersman, president of the National Safety Council and former National Transportation Safety Board Chairwoman.

"Driving a car is one of the riskiest activities any of us undertake in spite of decades of vehicle design improvements and traffic safety advancements," Hersman continued. "Engage your defensive driving skills and stay alert so we can reverse this trend in 2016."

The NSC said the states with the largest increases in auto accident fatalities in 2015 were Oregon (27 percent), Georgia (22 percent), Florida (18 percent) and South Carolina (16 percent).

The group said only 13 states had reductions in the number of car crash deaths last year, with New Mexico (20 percent), Kansas (7 percent) and New Jersey (2 percent) showing the biggest declines.

The NSC attributed the increase in traffic fatalities to a rise in driving in the U.S. that has been tied to improving economic conditions in the nation.

"While many factors likely contributed to the fatality increase, a stronger economy and lower unemployment rates are likely at the core of the trend," the group said.

"Average gas prices were 28 percent lower in 2015 than in 2014 and are projected to continue dropping this year, making driving more affordable for many Americans," the NSC continued. "The U.S. Department of Transportation estimates a 3.5 percent increase in the number of miles driven in 2015 compared to 2014."

You can find the article from The Hill [here](#).

Locally

Unfortunately, from 2014 to 2015 there was an increase in crash fatalities in Licking County as well. In 2014, there were 19 fatalities from 17 crashes compared to 23 fatalities from 21 crashes in 2015. The difference from 2014 to 2015 was a 21 percent increase. This percentage increase is disturbing and even more so because many of them are the result of driver error, distraction, not wearing a seat belt, and impaired driving. All of these are behaviors that if changed can help prevent a deadly crash.



Motorcyclists, Tune Up Your Skills

The warmer weather is finally here! Many of you are anxious to tune-up your bike, get your gear on and head out onto the highway. Before you do, Motorcycle Ohio (MO) is reminding you to tune up your training with one of Motorcycle Ohio's courses. Go to www.motorcycle.ohio.gov and sign up for one of their classes.

Also, join Motorcycle Ohio at their spring kick-off events. MO is partnering with Quaker Steak and Lube to hold a kick-off at the following Columbus location:

- Wednesday, **May 11, 2016**, 5:30pm - 9:00pm; 8500 Lyra Drive, Columbus, Ohio (Franklin County)

At each kick-off the "Saved by the Helmet" award will be presented to individuals who have been involved in a motorcycle crash where their helmet saved their lives or protected them from more serious injury. MO will also introduce the Ride SMART campaign. The components of Ride SMART are: Ride **S**ober. Ride **M**otorcycle Endorsed. Ride **A**lert. Use the **R**ight Gear. Ride **T**rained.

For more information and kick-off locations, please visit their website www.motorcycle.ohio.gov or call 1-800-83-Rider.



Quarterly Fatality Update

The Health Department's Safe Communities Coalition reported 4 fatal crashes during the first quarter, January 1 to March 31, in the county. Of the 4 fatal crashes, 2 were not wearing a seat belt, 1 was a pedestrian, and 1 involved alcohol. During the same time frame in 2015, there were 2 reported fatal crashes. In 2015, there were 23 fatalities from 21 crashes reported in Licking County.

Members of the Safe Communities Coalition meet for Fatality Review Meetings as fatalities occur in the county. The purpose of the meeting is to review the crash information, look at the causes, determine any trends, and identify possible countermeasures. View the county fatal crash comparison map [here](#).

From Ohio Crash Facts, the following are the final reported crash numbers for the state in 2015.

Total fatal crashes 1,030 resulting in 1,110 deaths.

Total alcohol-related fatal crashes 316 resulting in 346 deaths.

Total motorcycle fatal crashes 158 resulting in 163 deaths.

If you are interested in attending a fatal crash review meeting, please contact Carrie Minor, Safe Communities Program Coordinator at cminor@lickingcohealth.org.

On the Road Ahead: Upcoming Events and Campaigns

- April: National Distracted Driving Awareness Month
- April 28: MADD Death Notification Training at COTC-OSU Newark. Click [here](#) to see the flyer.
- May: Bicycle Safety Month and Motorcycle Safety Awareness Month
- May 11: Motorcycle Ohio Kick-off at Quaker Steak and Lube- 8500 Lyra Drive, Columbus, Ohio. 5:30pm-9:00pm
- May 23 - June 6: Click It or Ticket Enforcement Campaign
- Click [here](#) for a list of car seat checks in the Columbus area.



STAY ALIVE!
don't TXT & drive



Active Coalition Member Agencies

| | |
|---------------------------------------|------------------------------|
| City of Newark | Matesich Distributing |
| Licking Co. Coroner's Office | Newark Fire Dept. |
| Licking Co. Area Transportation Study | Newark Police Dept. |
| Licking Co. CARTEENS | Ohio Dept. of Public Safety |
| Licking Co. Health Dept. | Ohio Dept. of Transportation |
| Licking Co. Sheriff's Office | Ohio State Highway Patrol |

Interested in joining Safe Communities?

Join us the third Wednesday of the month. Meetings are held at noon, monthly, at the Licking County Health Department.

Contact:

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