

# Building Safe Communities

A Publication of the National Highway Traffic Safety Administration



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## Bicycle Safety Update



Photograph courtesy of the League of American Bicyclists

Every year, more than 500,000 American bicyclists are injured seriously enough to require emergency medical treatment. Most of these injuries involve collisions with motor vehicles. Spurred by this toll, the National Highway Traffic Safety Administration (NHTSA) is working with a group of Federal and private partners on a sustained effort to make the United States a safer place in which to bicycle.

### National Strategies for Advancing Bicycle Safety

An important step toward this goal took place in July 2000, when a group of experts, bicycling advocates, and representatives of Federal agencies met in Washington, D.C., to begin a process culminating in the publication of the *National Strategies for Advancing Bicycle Safety*. This publication details five key bicycle safety goals, as well as strategies to meet these goals:

- ❖ Encouraging motorists to share the road with bicyclists through public education and amending motor vehicle laws
- ❖ Encouraging bicyclists to ride safely through educational programs, advocacy, and policy reform
- ❖ Encouraging bicyclists to wear helmets through public education, legislation, and enforcement

- ❖ Supporting safe bicycling through the legal system by improving data collection on bicycle crashes and enhancing enforcement of laws designed to protect bicyclists
- ❖ Improving roadways and facilities to safeguard bicyclists, and training professionals to accommodate bicyclists when designing and operating transportation systems

*National Strategies for Advancing Bicycle Safety* provides specific guidance to organizations, agencies, and advocates who want to take concrete and effective action to improve the bicycling environment. Five organizations are currently coordinating efforts to achieve these goals: the League of American Bicyclists, AAA Foundation, Federal Highway Administration, Bicycle Helmet Safety Institute, and Association of Pedestrian and Bicycle Professionals. Copies of *National Strategies for Advancing Bicycle Safety* can be downloaded from NHTSA's website ([www.nhtsa.dot.gov/people/injury/pedbimot/bike/bicycle\\_safety/index.htm](http://www.nhtsa.dot.gov/people/injury/pedbimot/bike/bicycle_safety/index.htm)) or the National Bicycle Safety Network website ([www.cdc.gov/ncipc/bike/default.htm](http://www.cdc.gov/ncipc/bike/default.htm)).

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## Bicycle Safety Update

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### Bicycle Education Leaders Conference

The official “kickoff” of the *National Strategies for Advancing Bicycle Safety* will take place at the League of American Bicyclists’ Bicycle Education Leadership Conference, to be held in Madison, Wisconsin, June 3–5, 2002. This conference will bring bicycle advocates and bicycle educators together to explore new ways of reducing injuries to bicyclists. Workshops will be held on such topics as Safe Routes to School programs, bicycle safety and the media, bicycle-friendly communities, funding bicycle safety, and innovative teaching approaches. For more information about this conference, consult the League of American Bicyclists’ website ([www.bikeleague.org/educenter/wisconsin\\_conf.htm](http://www.bikeleague.org/educenter/wisconsin_conf.htm)), contact the League by telephone at (202) 822-1333, or e-mail the League ([bikeleague@bikeleague.org](mailto:bikeleague@bikeleague.org)). On-line registration is available at [league2.securesites.com/commerce/wiscsummitreg.htm](http://league2.securesites.com/commerce/wiscsummitreg.htm). 

## BICYCLE SAFETY UPDATE



Photographs courtesy of the League of American Bicyclists




## Bicycle Safety Resources

A number of new bicycle safety resources are available from NHTSA and its partners in bicycle safety:

**Ride Smart. It's Time to Start:** This 15-minute video uses humor, peer education, and a “raw egg drop” demonstration to explain the importance of wearing bicycle helmets to middle and high school-age youth. The video also explains how to choose and use a bicycle helmet and discusses the rules of the road for bicyclists. *Ride Smart. It's Time to Start* can be ordered from NHTSA's Auto Safety Hotline at (888) 327-4236.

**Resource Guide on Laws Related to Pedestrian and Bicycle Safety:** The *Resource Guide* is an annotated database of existing and model laws related to pedestrian and bicycle safety. Each law is assessed for its anticipated effects on the causes of bicycle or pedestrian crashes with motor vehicles, the prevention of injuries to bicyclists and pedestrians, and pedestrian and motor vehicle injuries that do not involve motor vehicles. Copies of the *Resource Guide* can be ordered by mail from NHTSA's Office of Research and Traffic Records, NTS-31, 400 Seventh Street, SW, Washington, DC 20590, or by fax at (202) 366-7096. The guide can also be downloaded from [www.nhtsa.gov](http://www.nhtsa.gov).

**Bikeability Checklist:** The success of the Walkability Checklist, a tool designed to assess whether a community or neighborhood is “pedestrian friendly,” has encouraged NHTSA and the Pedestrian and Bicycle Information Center to create a parallel Bikeability Checklist. The Bikeability Checklist, available this spring, will allow users to assess some questions about their bicycling environment and how it can be improved. The Bikeability Checklist will be available from NHTSA and the Pedestrian and Bicycle Information Center website ([www.bicyclinginfo.org](http://www.bicyclinginfo.org)).

**Pedestrian and Bicycle Information Center:** In addition to the Bikeability Checklist, the Pedestrian and Bicycle Information Center website offers a wealth of resources for those who want to improve their bicycling environment in ways that prevent injuries. The website includes sections on community problems and engineering, education and enforcement, rails and trails, a digital library, a list of North America's most bicycle-friendly cities, a bicycle crash matrix that allows users to identify prevention strategies for particular types of bicycle crashes (based on the behavior of motor vehicle operators and bicyclists), and a newsletter. The Pedestrian and Bicycle Information Center website can be found at [www.bicyclinginfo.org](http://www.bicyclinginfo.org). The Pedestrian and Bicycle Information Center also hosts a similar website on pedestrian issues at [www.walkinginfo.org](http://www.walkinginfo.org). 



# Local Notes

## Citizen Involvement in Onondaga County

Citizen involvement is one of the more challenging elements of the Safe Communities model. The Onondaga County [New York] Traffic Safety Program engages citizens through a fairly unique strategy that could serve as an example for efforts in other communities.

When a local hospital closed in the mid-1960s, the hospital's volunteer Auxiliary turned its enthusiasm to the Onondaga County Health Department. This began a long relationship, throughout which the Auxiliary has provided the health department with volunteers and funds raised through such events as raffles and "silver teas"—traditional tea combined with tours of local homes and bed and breakfasts. The funds raised by the Auxiliary allow health department programs to purchase items or provide services that are otherwise unaffordable. At any given time, between 75 and 100 Onondaga County residents are active Auxiliary members.



In 1982, when New York State's mandatory car seat law went into effect, the Auxiliary founded the Onondaga County Car Seat Program. This program is staffed by a full-time coordinator with help from Auxiliary volunteers. The Car

Seat Program rents child safety seats to county residents with low incomes. Rental fees range from \$6 to \$20 a year, depending on the renter's income and the type of seat. The program also offers rentals for up to 30 days for \$10 to anyone who needs a child safety seat on a short-term basis. The program does outreach to and gets referrals from Women, Infants, and Children (WIC), the Department of Social Services, health care clinics, hospitals, and pediatricians. The Car Seat Program also sponsors fitting stations and child safety seat inspection clinics. Operating costs are paid for by grants, and rental fees filter back into the program. During Child Passenger Safety Week in February 2002, the Car Seat Program inaugurated two new programs: a low-income car seat sales program and a campaign to encourage booster seat use.



The Onondaga County Traffic Safety Program also operates a program to teach children about seat belt use, works with the county's Stop-DWI program, coordinates educational efforts with other health department units, distributes low-cost bicycle helmets, and conducts pedestrian safety programs for preschool- and elementary school-age children.

For more information about the Onondaga County Traffic Safety Program or the Health Department Auxiliary, contact Debbie Kogut at (315) 435-3280. For more information about the Car Seat Program, contact Cheryl Herzog at (315) 435-8485. [BSC](#)

## Maryland Safe Communities

Maryland Safe Communities operates on a unique model in which four regional Safe Communities Centers (SCCs) established by the Maryland Highway Safety Office provide resources and technical assistance to community-based traffic safety programs within their catchment areas. All of the SCCs are located on college campuses. The services the SCCs provide to local programs include assistance with compiling and interpreting motor vehicle-related injury data, and developing traffic safety products for regional and statewide use.

One of the ways that the SCCs foster the work of local programs is by convening and facilitating regional meetings, which often include representatives from organizations that are not traditional partners for traffic safety efforts. These meetings bring together Safe Communities and other community-based traffic safety programs around specific issues. For example:

- ❖ Local traffic safety coordinators take part in Regional Roundtables, at which they share best practices and plan collaborative regional activities.
- ❖ College staff concerned with traffic safety issues take part in Regional College Consortiums, which promote traffic safety activities on college campuses; the consortiums also apply for the mini-grants that are available to assist colleges in reducing impaired driving by students.

- ❖ Those concerned with the safety of pedestrians participate in ongoing Regional Pedestrian Work Groups.

The SCCs also provide training to members of their constituencies. SCC-sponsored training programs include Child Passenger Safety Technician certification, Bystander Care for Motor Vehicle-Related Crashes, and Focus Group Methodology. Although focus group training is restricted to safety professionals, the other programs are open to medical and health care providers, law enforcement, fire and EMS professionals, and, in the case of Bystander Care, high school and college students and other community members, in addition to safety professionals.



Photograph courtesy of St. Mary's County Highway Traffic Safety Team

For more information on Maryland Safe Communities, contact Robert E. Deale Jr., who serves as the Safe Communities and Community Traffic Safety Program coordinator at the Maryland Highway Safety Office. Telephone: (410) 787-4075; e-mail: [rdeale@sha.state.md.us](mailto:rdeale@sha.state.md.us). [BSC](#)

## Buckle Up America Week

May 20–27, 2002, is Buckle Up America Week. This year NHTSA is encouraging participating organizations to bring the “buckle up” message to teenagers, especially those



**NHTSA Administrator Dr. Jeffrey Runge kicks off the November 2001 ABC Mobilization**


ages 16 through 18, who are at increased risk of injury or death in motor vehicle-related incidents. In addition, thousands of law enforcement agencies will participate in Operation ABC

Mobilization, a campaign to actively enforce state seat belt and child passenger safety laws. They too will be on special alert for unbuckled teenage drivers and passengers.

The newest component of Buckle Up America Week is “Click It or Ticket,” a high-visibility seat belt enforcement campaign supported by paid radio and television advertisements. When implemented in eight southeastern states last year, a nine percentage point increase in seat belt use was achieved.




A new planner is available to help you make the most of your efforts during Buckle Up America Week. The planner includes campaign materials specifically created for health and medical professionals, youth groups and youth advocates, law enforcement, and the faith community. These materials include fact sheets, resource lists, seat belt use survey forms, camera-ready art, presentations, talking points, school announcements, and press releases, most of which are offered in both English and Spanish. The planner is available from the Buckle Up America On-Line Headquarters (see below) or the NHTSA website ([www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)). A separate ABC Mobilization Law Enforcement Action Kit is available from the Air Bag & Seat Belt Safety Campaign website ([www.nsc.org/airbag.htm](http://www.nsc.org/airbag.htm)).

For additional information on Buckle Up America, e-mail [buckleup@aed.org](mailto:buckleup@aed.org) or send a fax to the attention of Buckle Up America at (202) 884-8752. The Air Bag & Seat Belt Safety Campaign can be reached by telephone at (202) 625-2570, by fax at (202) 822-1399, or by e-mail at [airbag@nsc.org](mailto:airbag@nsc.org). 

## Buckle Up America On-Line Headquarters

A new Buckle Up America website has recently come on-line. The Buckle Up America On-Line Headquarters website ([www.buckleupamerica.org/index.htm](http://www.buckleupamerica.org/index.htm)) includes news, strategies, research, tools, partners, and upcoming events:

- ❖ The News section includes updates from NHTSA, the latest edition of the *Click* newsletter, and press materials.
- ❖ In the Strategy section, users will find guidance on public relations, advertising, and social marketing.
- ❖ The Research section provides links to reports about whether, why, and how people use—or don't use—seat belts and child safety seats. The website also allows users to post summaries of their own occupant protection research.
- ❖ The Tools section contains several innovative interactive features that allow users to develop talking points, messages, and advertisements on specific topics for particular audiences. Tools also contains an interactive “Program Designer” and graphics that can be downloaded and used in occupant protection campaigns.
- ❖ The Partner Center includes planners, guides, and other materials to promote the proper use of seat belts and child safety seats. It also features an on-line classroom and meeting center, where people can come together in cyberspace for virtual presentations on traffic safety and social marketing.
- ❖ The On-Line Headquarters Calendar, located in the Events section, helps users keep up-to-date on emphasis periods and other important dates.

Users are encouraged to register to receive periodic e-mail notification of changes to the website and updates on breaking occupant protection news. Registered users can provide NHTSA with feedback on the website as new content is added. 

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*Building Safe Communities* is available on the World Wide Web at [www.edc.org/HHD/csn/bsc/](http://www.edc.org/HHD/csn/bsc/).

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# National News

## Safe Communities Track at Lifesavers 2002

Lifesavers 2002 will feature a Safe Communities workshop track. Although the schedule is not yet final, tentative plans for this track include workshops on Data and Evaluation, Sustainability (strategies for finding financial support), Telling Your Story (communications skills), Plugging Safe Communities into State and National Campaigns (including Click It or Ticket and You Drink & Drive. You Lose.), Developing a State Philosophy of Safe Communities, Starting a Safe Communities Coalition from Scratch, Social Marketing for Beginners, and Cultural Diversity. The track will also feature a Safe Communities Town Hall Meeting—a facilitated discussion featuring a panel of Safe Communities veterans who will discuss issues raised by the audience.



Lifesavers 2002 will take place at the Wyndham Palace and Resort in Lake Buena Vista, Florida, June 9–11, 2002. For more information about Lifesavers, visit the National Lifesavers Conference website at ([www.lifesaversconference.org/](http://www.lifesaversconference.org/)) or call (703) 922-7944. For specific questions about the Safe Communities track, contact Bruce Shults at the Safe Communities Service Center by telephone at (817) 978-3653 or by e-mail at [bruce.shults@nhtsa.dot.gov](mailto:bruce.shults@nhtsa.dot.gov). BSC

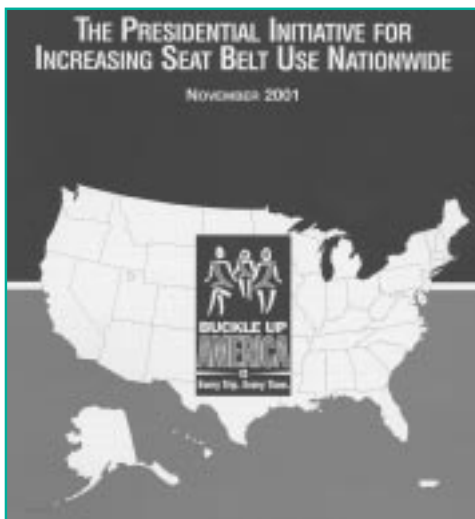
## NHTSA Multicultural Outreach Website

Traffic-related injuries disproportionately affect members of many of America's minority groups. To help address this problem, NHTSA has created a multicultural outreach website offering culturally specific traffic safety materials for use by traffic safety professionals, injury prevention advocates, and community groups. The website contains five sections: Latino/Hispanic, Black/African American, Asian American/Pacific Islander, American Indian/Alaskan Native, and Other Languages. Each of the first four sections contains public education materials, research reports, other resources, information on traffic safety resources and campaigns, lists and links to partner organizations for that ethnic community, and information on NHTSA's regional offices. The "Other Languages" section identifies materials currently available in languages other than English, Spanish, Chinese, or Korean.



The multicultural website can be found at [www.nhtsa.dot.gov/multicultural/](http://www.nhtsa.dot.gov/multicultural/) or by clicking on the Multicultural Program icon on the NHTSA home page. BSC

## The Presidential Initiative for Increasing Seat Belt Use Nationwide



NHTSA has released the Fourth Report to Congress and the Second Report to the President for The Presidential Initiative for Increasing Seat Belt Use Nationwide. This report details the activities and accomplishments of the Buckle Up America and Operation ABC Mobilization campaigns and includes chapters on the status of occupation protection in America, legislation, enforcement, public awareness, incentive grants, partnerships, and reaching critical populations (including specific ethnic groups, children and teens, and those living in rural areas). Copies of the Fourth Report to Congress can be found on the NHTSA website at [www.nhtsa.dot.gov/people/injury/airbags/bua4threport/index.html](http://www.nhtsa.dot.gov/people/injury/airbags/bua4threport/index.html). BSC

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## Safe Communities Calendar

**April 2002:** *Alcohol Awareness Month*

**April 14–16, 2002:** *National Youth Court Conference*, Arlington, Virginia

**May 2002:** *National Bike Month and Motorcycle Safety Awareness Month*

**May 7–9, 2002:** *11th International Conference on Safe Communities*, Fort Frances, Ontario

**May 12–15, 2002:** *Sixth World Conference on Injury Prevention and Control*, Montreal

**May 12–18, 2002:** *National Transportation Week*

**May 16, 2002:** *Operation Lifesavers Awareness Day*

**May 19–25, 2002:** *National EMS Week*

**May 20–27, 2002:** *Buckle Up America Week and Operation ABC Mobilization*

**June 3–5, 2002:** *League of American Bicyclists' Bicycle Education Leadership Conference*, Madison, Wisconsin

**June 9–11, 2002:** *Lifesavers 2002, National Conference on Highway Safety Priorities*, Lake Buena Vista, Florida

**July 3–7, 2002:** *You Drink & Drive. You Lose. Mobilization*



## The Safe Communities Service Center

The World Wide Web contains a wealth of information on traffic safety and injury prevention—the problem is finding the information you need. The Safe Communities Service Center website is set up to solve that problem. The site serves as a portal to valuable traffic safety resources from Internet sites around the world. The website was created four years ago with a modest 11 pages and has grown to nearly 50 pages of news, best practices, downloads, and other useful resources. The site also includes more than 400 links to other sources of traffic safety information on the Web. The Safe Communities Service Center website can be found at [www.nhtsa.dot.gov/ssafecommunities](http://www.nhtsa.dot.gov/ssafecommunities).

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