Traffic Safe Communities Network in Santa Clara County A Safe Communities Injury Prevention Model

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Traffic Safe Communities Network (TSCN) Background

1997 - Professionals and community members identified the need to create a comprehensive countywide traffic safety program that included coordinated planning, enforcement, engineering, and education efforts.

1998 - TSCN emerged as a collaborative program based on the National Highway Traffic Safety Administration's Safe Communities Model and supported by the California Office of Traffic Safety and Santa Clara Valley Health & Hospital System/Public Health Department.

TSCN Steering Committee

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Traffic Safe Communities Network

Goal: Prevent and control traffic-related fatalities and injuries as well as save health care and property costs through a research-based best practice approach.

Priorities Areas: Alcohol & Impaired Driving, Assessment & Data, Bicycle & Pedestrian Safety, Child Passenger Safety, Speeding, and Red Light Running.

Partners: Law enforcement, traffic engineers, public health, injury prevention advocates, elected officials, emergency medical personnel, court officials and local community advocates.

Funding: California Office of Traffic Safety (OTS).

Recognition: WHO's Annual International Safe Communities Transportation & Safety Partnership Award and Peter K. O'Rourke Special Achievement Award sponsored by the Governors Highway Safety Association.

Prevention and Education Projects

- Bicycle and Pedestrian Safety
- Seat Belt Use
- Alcohol and Impaired Driving
- Red Light Running and Speeding

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Bicycle and Pedestrian Safety

Helmet and Traffic Safety Education

- Pilot tested at 4 middle schools reaching over 1,450 students.
- Pre-intervention: 85% of students wearing a helmet, of these 52% were worn incorrectly.
- Post-intervention: 92.8% of students were wearing a helmet of which 29% were wearing them incorrectly.

Juvenile Traffic Diversion Program

- 7 cities participating in pilot; To date, 80 youth and their parents participated.
- Preliminary results show class is beneficial for both parents and their children.

Operation Safe Passage

• TSCN provides traffic safety education and outreach to schools to support the targeted enforcement in school zones by local police departments and the CHP.



Seat Belt Use

2006 High School Seat Belt Challenge

• Aims to increase seat belt usage among teens by creating a 6-week awareness campaign and friendly competition among schools.



- 13 schools involved
- Seat belt compliance rates improved 0% 14.4%.
- Average improvement was 4.6%.

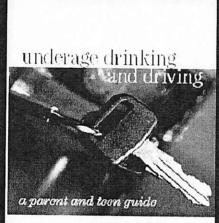


Alcohol and Impaired Driving

DUI Court in the Schools

- Provides a lesson about the judicial system and the serious consequences associated with underage drinking and driving.
- Since 2001, 17 high schools and SJSU have hosted trials.
- High school evaluations showed a 13% decrease in the number of students who would ride with someone they knew had been drinking; 90% of SJSU participants said they would recommend the program to others.





Underage DUI Laws
Teen Parties
Teen Fr Perente & Teens
And more...

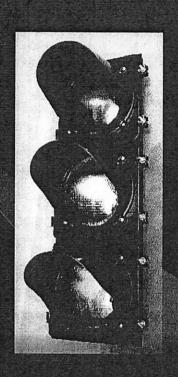
Underage Drinking and Driving: A Parent and Teen Guide

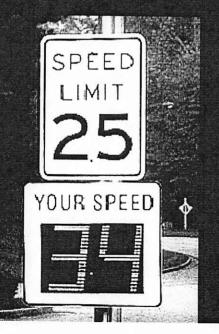
- Developed to compliment the DUI Court in the Schools project.
- Provides information for parents to talk with their teens about drinking and driving.
- Available in English, Spanish, and Vietnamese.

Red Light Running and Speeding

Red Light Running

- Fall 2004, TSCN completed three phases of the Stop Red Light Running Partnership Campaign that targeted 68 crash-prone intersections.
- Pre/post counts demonstrated that red light running violations were reduced up to 49% countywide.
- An educational campaign and active enforcement of red light running at 50 intersections will occur in August 2006.





Speeding

- 11 cities plus County Roads and Airports are participating in a project to reduce speeding by strategically placing speed feedback signs in school zones or other areas where drivers regularly speed.
- Sign installation is scheduled for fall 2006.
- Pre and post-installation data will be collected.

Statewide Integrated Traffic Records System (SWITRS) Data

| County | 2003 | | | 2002 | | |
|--------------|------------|--------|---------|------------|---------|-------------------------|
| - Control | | | | | | |
| | Total | Total | Total | Total | Total | Total |
| | Collisions | | Persons | Collisions | Persons | Persons |
| | | Killed | Injured | | Killed | Injured |
| Alameda | 29,824 | 113 | 11,671 | 31,639 | 112 | 12,919 |
| Contra Costa | 12,284 | 71 | 5,742 | 12,677 | 67 | 5,911 |
| Marin | 3,876 | 13 | 1,734 | 4,067 | 16 | |
| Napa | 2,953 | 20 | 1,305 | 3,082 | 19 | 1,391 |
| San | 7,234 | 51 | 5,725 | 7,864 | 40 | |
| Francisco | | | | | | -, |
| San Mateo | 10,883 | 38 | 4,462 | 11,041 | 45 | 4,597 |
| Santa Clara | 19,665 | 93 | 11,202 | 21,561 | 112 | 12,124 |
| Solano | 6,541 | 56 | 3,251 | 6,748 | 37 | 3,459 |
| Sonoma | 7,482 | 58 | 4,006 | 7,865 | 49 | |
| | | | | | | • |
| Total – | 100,742 | 513 | 49,098 | 106,544 | 497 | 52,622 |
| 9 Counties | | | | | | |
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NHTSA's Safe Communities Model

- Injury prevention model supported by WHO and brought to the U.S. by NHTSA.
- Motor vehicle crashes is the leading injury prevention issue.
- Premise that the majority of injuries and deaths are predictable and preventable events.
- Addresses injury problems through data collection, partnership development, and a comprehensive control systems.

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