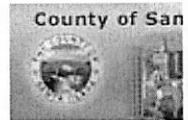


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Traffic Safe Communities Network (TSCN)



In 1997, professionals and community members identified a countywide need to create a comprehensive traffic safety program that included coordinated planning, enforcement, engineering, and education efforts. The following year, the Traffic Safe Communities (TSCN) emerged as a collaborative program supported by the National Highway Traffic Administration, California Office of Traffic Safety, and Santa Clara County Public Health

Department.

The aim of TSCN is to prevent and control traffic-related fatalities and injuries as well as save health care and property costs through research-based best practice approaches. TSCN's current focus areas are:

- Alcohol & impaired driving
- Bicycle & pedestrian safety
- Roadway safety

Scope of the Traffic Safety Problem in Santa Clara County

Motor vehicle-related incidents are the leading cause of unintentional injury deaths in the country. In 2004, there were 89 deaths and 10,601 injuries due to crashes. Of those, 19 people died and 614 people were injured in crashes where alcohol was considered the primary collision factor. In 2004, roughly 30% of the traffic deaths were pedestrians and bicyclists.

In 2003, the National Highway Traffic Safety Administration estimated that traffic crashes cost each person in the U.S. an average of \$820. These costs include productivity losses, property damage, medical costs, rehabilitation costs, travel delay, legal and court costs, emergency services, insurance administration, and employer costs.

Current Project

TSCN's Alcohol & Impaired Driving Work Group developed *Underage Drinking and Driving: A Guide for Parents and Teens*. This guide provides information on consequences for teens, legal consequences for parents, tips for parents, suggestions for teens, and resources. The guide is available in English and Spanish and will soon be released in Vietnamese. The group also coordinates the DUI in the Schools program, which is a real DUI trial from the courthouse to a high school to provide students a civics lesson while teaching the consequences of drinking and driving.

The Bicycle and Pedestrian Work Group is currently piloting a juvenile traffic diversion program in several areas within Santa Clara County. Juveniles cited for non-motor vehicle violations such as, failure to wear a seat belt when riding a bicycle, scooter, or skateboard are offered the opportunity to attend a traffic safety class instead of paying the fine. Officers from local law enforcement agencies teach the classes. This project is funded by a grant from the California Kids' Plate Program in cooperation with Stanford Hospital and Trauma Service.

The Roadway Safety Work Group is comprised of city engineers and law enforcement and together they are working to decrease crashes associated with red light running and speeding. During August the group coordinated Stop on Red Week where 12 cities in the county stepped up efforts to target red light violations. The course of one week, 344 citations were issued. In the fall 2006, the group will be installing speed signs at over 40 areas in the county identified by the prevalence of motorists speeding.

Attachments:

 **TSCN Underage Drinking & Driving: A Guide for Parents & Teens (English - Second Edition)**

 **TSCN Underage Drinking & Driving: A Guide for Parents & Teens (Spanish)**



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