



**GOVERNOR SONNY
PERDUE STRATEGIC
HIGHWAY SAFETY
PLAN (SHSP)**



FATALITIES	June 18 2006	2007
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“Every Life Counts” is a publication of the Governor’s Strategic Highway Safety Plan (SHSP). Other medians may be viewed at : www.gahighwaysafety.org/shsp

Inside

“Every Life Counts...”

International TR Forum

Highway Safety Successes

Training Opportunities

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questions/articles to:

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EVERY LIFE COUNTS

EDUCATION
ENGINEERING
ENFORCEMENT
EMERGENCY MEDICAL SERVICES

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SHSP NEWS JUNE 2007

SAFETY PROGRAM LEADERSHIP SEEKS \$1 MILLION

The SHSP Safety Program Leadership (SPL) approved the updated TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENT PLAN/GRANT (TSISIP) during its June 8th quarterly board meeting. The TSISIP will be submitted to the National Highway Traffic Safety Administration (NHTSA). NHTSA will consider all states TSISIPs and announce awards as early as August. The TSISIP documents the safety information system improvements and project progress during the past year. The \$1 million request is for system improvements in crash reporting, injury surveillance, and court citation processing. GOHS Safety Data Coordinator, Mike Smith reported last years award was \$1.067 million and detailed 2007 plan revisions. Grant funding is still available for approved projects.

SHSP Partners



**Many of the Governor’s
SHSP safety partners**

For more information , contact Mike Smith: 404-463-8982, msmith@gohs.ga.gov.

SHSP SAVING LIVES

At the June, 2007 meeting of the Safety Program Leadership, SHSP Operations Manager, Randy Clayton, reported significant planning progress. The SHSP Task Teams have developed crash reduction goals and new highway safety strategies. The crash reduction goals are key requirements of the SHSP. Three task team leaders presented the following highlights.

(Story Continued on Page 3)

International TR Forum in St. Louis



**GOHS Director
Robert F. Dallas**

man of the GA Traffic Records Coordinating Committee. He is featured in a traffic

records panel focused on state perspectives of national traffic safety data needs. Safety data system improvements need to address national highway safety initiatives.

"We must implement aggressive speed enforcement initiatives much like we have for DUI and safety belt use," Dallas says. Combining speed initiatives along with documented data analysis will prove to save more lives." Dallas

reports that aggressive traffic law enforcement will help support integrated planning in Homeland Security initiatives and provide new opportunities in leveraging existing resources.

In addition to Director Dallas' presentation, Georgia will present on topics including: "The Role of the TRCC Technical Committee," "Implications of Emerging Technology for Highway Safety Data," "GA Safety Data Privacy and Legal Issues", and "GA's New Interoperable Traffic Records Systems." The combined topics are packaged to deliver the life saving message "Safe Georgia On My Mind..."

"We must implement aggressive speed enforcement initiatives much like we have for DUI and safety belt use."

Governor's Office of Highway Safety Director Robert Dallas will participate in the 33rd Annual International Traffic Records Forum being held in St. Louis, MO in July. Director Dallas also serves as the Chair-

Highway Safety Successes:

Georgia's aggressive traffic enforcement produced record breaking life-saving results during the 2007 Memorial Day weekend. Estimated crash fatalities numbered 18. However, Georgia state and local law enforcement succeeded in keeping the number to an all time recorded low of seven. Ricky Rich, Director of Special Operations at GOHS credits the success to a combination of

sustained enforcement, partners' efforts and getting motorists to buckle up. "We had exceptionally high law enforcement visibility and activity during the Memorial Day weekend," says Rich. Georgia will continue to benefit from 24/7 enforcement in all the traffic efforts including impaired driving, speed, and safety belts. Rich added that "we had higher than estimated



crashes, but we had a record low number of fatalities" due to safety campaigns like Click it or Ticket, 100 Days of Summer HEAT, and Operation Zero Tolerance.

New Training Opportunities

Georgia is sponsoring two new training programs to focus on multidisciplinary approaches to reducing highway crashes. The programs will be developed for future distribution within Georgia's current training delivery system.

The first program "Traffic Engineering for Police" is a two day workshop. The Institute for Police Technology and Management, University of North Florida Police will conduct the training in

October. The "multi-disciplinary" approach includes police officers, traffic engineers, city planners and trainers.

The second program is sponsored by the Federal Highway Administration. "Road Safety Audits (RSA)" is an effective tool for local professionals to understand basic road safety issues in current or future projects. The two day workshop covers: Why and when to conduct RSA's and an onsite practice audit.

For more training information check online www.gahighwaysafety.org/shsp

Humor in driver improvement-

In her "New York Times" article *Safer Streets Just a Chuckle (or an Enchilada) Away*, Marcia Biederman, reports California traffic offenders can often clear their records by attending driver-improvement classes. Serious business can be delivered with humor at the Improv Comedy Traffic School, one of many of humor-themed courses approved by California courts. A professional comic jokes more about his audience composed purely of traffic violators than the consequences of dangerous driving habits.

SHSP SAVING LIVES (CONTINUED)

-Older Driver Task Team leader Henrietta Kuoh of the DHR, Injury Prevention Section presented task team progress and recommendations. The goals are to maintain the mobility and safety of older drivers, while making the roadways safer for all road users, and secondly, develop comprehensive strategies that are evidence-based. The data supports strategies relevant to older drivers and their communities, and finally, strategies are inline with the resources and capacities available in Georgia.

-Young Adult Driver Task Team leader Andrew Turnage with Georgia Traffic Injury Prevention Institute reported YADTT shares the overall SHSP goal focus of ZERO deaths in Georgia. To begin progress towards that end, YADTT set a goal of a 25% reduction in fatalities and injuries over the next 5 years.

-Occupant Protection Task Team leaders, Linda Bradford and Amy Edwards of the GOHS, submitted written updated plans identifying goals to increase overall safety belt usage by 5% and decrease unrestrained fatalities by 5% in 5 years. Achieving the goal results in a 3.7% increase in its overall safety belt use rate, and Georgia would move from tenth to fourth in the nation in overall safety belt use (behind only Washington, Oregon, and Michigan). Increasing Georgia seat belt use from 80.3% to 84.3% in passenger cars would lead to approximately 58 lives saved.

-The remaining seven task teams develop crash reduction goals within the respective areas. The new strategies are included in plans effective October 2007.

Task teams have identified legislative recommendations that will be reviewed for effectiveness and similarities. Legislative initiatives will be presented to the SPL for official action in the 2008 General Assembly session. Legislative proposals for further consideration address aggressive speed enforcement, safety belts, and impaired driving. Proposals include: Enhance law enforcement efforts in unmarked vehicles; Mandatory safety belt use in pickups can save up to 43 lives per year; And, legal obstacles need to be eliminated related to DUI prosecution like implied consent.

GOVERNOR'S STRATEGIC HIGHWAY SAFETY PLAN

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SHSP SAFETY PROGRAM LEADERSHIP

Robert F. Dallas, Director	Governor's Office of Highway Safety
Harold Linnenkohl, Commissioner	Department of Transportation
Colonel Bill Hitchens, Commissioner	Department of Public Safety
Dr. Stewart T. Brown, Division Director Public Health	Department of Human Resources
Greg Dozier, Commissioner	Department of Driver Services
Terrance Schiavone, Regional Administrator	National Highway Traffic Safety Administration
Rodney Barry, Division Administrator	Federal Highway Administration
Steve Stancil, Executive Director	Georgia Regional Transportation Authority
Thomas Marlow, Division Administrator	Federal Motor Carrier Safety Administration
Charles Krautler, Executive Director	Atlanta Regional Commission
Bart Graham, Commissioner	Department of Revenue
Jim Higdon, Executive Director	Georgia Municipal Association
Jerry Griffin, Executive Director	Association of County Commissioners of GA
Lisa Dawson, Program Director of Injury Prevention	Department of Human Resources
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Frank Rotondo, Executive Director	Georgia Association of Chiefs of Police
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