BACK TO BASICS:
YOUR KEYS TO SAFE DRIVING

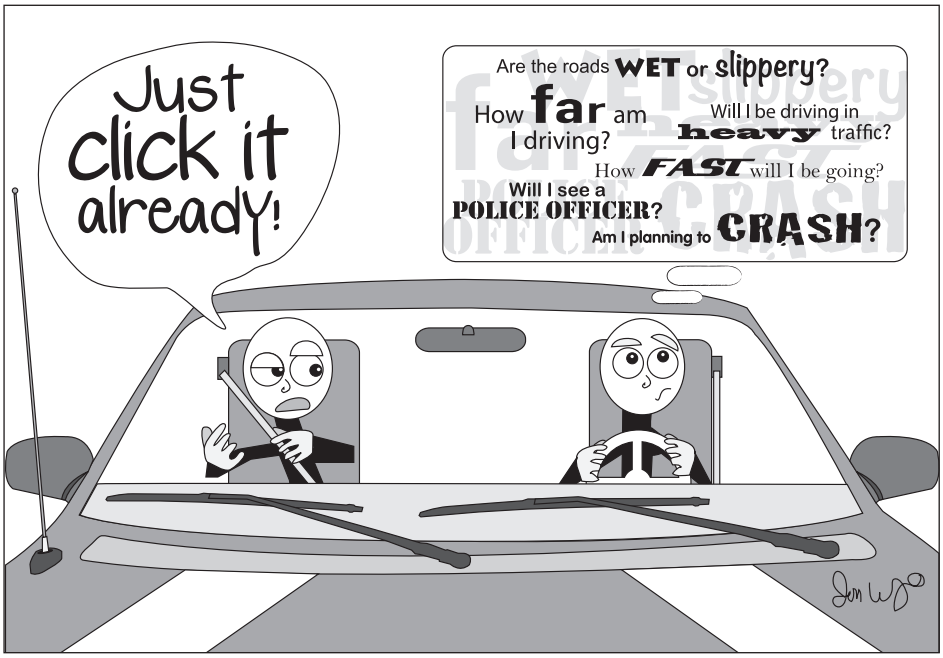
DRIVE SAFELY WORK WEEK: MONDAY

BUCKLE UP!

Seat belts should never have time off

Today, 84% of the U.S. population is buckling up. While that's good news, *there are still almost 45 million people who are not wearing a seat belt all the time—and some not wearing one at all*. Seat belt use is the single most important factor in preventing or reducing the severity of injuries to vehicle occupants involved in a traffic crash.

Part-time belt users make an active decision to not use their seat belt after considering things such as where and how far they will be traveling, how fast they expect to drive, how likely they think they are to encounter a police officer, and the condition of the roads, to name a few.[1] That's a lot to think about when deciding whether or not to take *two seconds* to secure a seat belt. In effect, part-time belt users assess the likelihood of getting in a crash or of getting a ticket, each time they head out. But who ever plans for these things to happen?



Your time is valuable and so are you. It takes less than 2 seconds to buckle up. Seat belts should never have time off.

PART-TIME SEAT BELT USER VS. ALL-THE-TIME USER

Part-Time belt users

Part-time belt users are believed to go through all or some of this thought process each time they drive…

- Will I be driving in heavy traffic?
- What time of day is it and how are the lighting conditions?
- Are the roads dry, wet or icy?
- How far will I be traveling?
- How fast am I likely to go?
- What is the likelihood I will encounter a police officer?
- Do I have children in the car?

All-the-time belt users

Just click it and they're done. Think of all the time you could save if you create the habit today!

[1] An Analysis of Seatbelt Use Decision Making Among Part-Time Users. UMTRI-2011-14

NETS Network of Employers for Traffic Safety

Drive Safely Work Week

GOT PETS?

- Only 16% of dog owners secure their pet in some form of restraint.[2]
- An unrestrained 10-pound dog in a crash at 50 mph (80 km/h) will exert roughly 500 pounds of force, while an unrestrained 80-pound dog in a crash at only 30 mph (48 km/h) will exert approximately 2400 pounds of force.[3]
- 23% of drivers admit to taking a hand off the wheel to restrict a dog's movement or hold a dog in place when putting on the brakes and 19% say they've used hands or arms to keep a dog from climbing from the back seat to the front seat.[4]
- The back is the best place for pets. According to AAA, similar to a young child, the front air bag system in a vehicle can be deadly to a dog during a crash if sitting in the front seat, even if restrained. For more information on traveling with pets, visit the AAA website: www.petspot.aaa.com

It's not "If" but "When"

Consider these facts:

- In a lifetime of being either a driver or a passenger, 99 out of 100 people will be involved in a traffic crash.[5]
- Correctly used, seat belts reduce the risk of fatal injury to front-seat passenger car occupants by 45% and the risk of moderate-to-critical injury by 50%. For light truck occupants, seat belts reduce the risk of fatal injury by 60% and moderate-to-critical injury by 65%. (NHTSA)
- Between 1975 and 2010, seat belts saved an estimated 280,486 lives. In 2010 alone, seat belts saved an estimated 12,546 lives. (NHTSA)
- A common explanation given by non-seat belt users is that they were only driving a short distance. They probably don't know that 25% of all crashes happen within one mile (1.6 km) of home.[6]

It's Crazy Out There

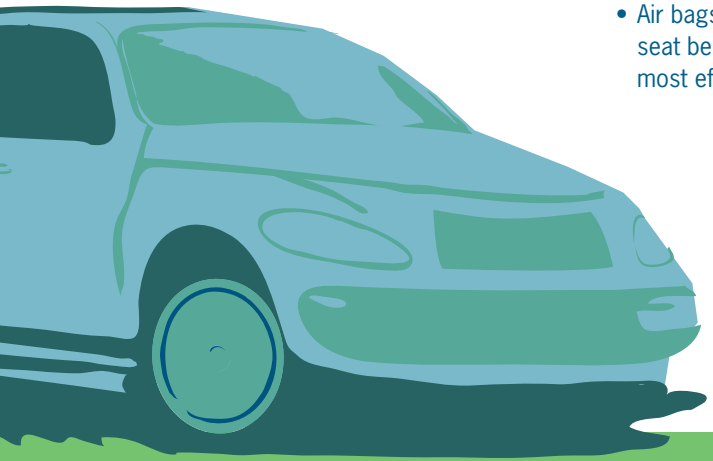
You may be a good driver, but what about the other drivers out there with you? Today there are more reasons than ever to buckle up, as indicated by a recent Harris poll[7]:

- More than 1 in 3 drivers admit to texting and driving;
- 1 in 4 drivers admits to having driven after consuming 2 or more drinks;
- Nearly 1 in 2 drivers admits to having driven while fatigued;
- And, 2 in 3 drivers admit to talking on a cell phone while driving.[8]

Seat belts are your best defense!

TIPS FOR BUCKLING UP SAFELY

- To get the most protection from your seat belt, the shoulder strap should cross the collarbone and fit snugly and the lap belt should be low and tight across the upper thighs. Never place the shoulder portion under your arm or behind your back!
- Drivers should sit with at least 10 inches (25 cm) of space between the steering wheel and their chests. That is close enough so that they are not leaning forward, but far enough to allow for safe air bag deployment.
- Seat belts should be worn in both the front and back seats of the vehicle. If you are in the backseat and not belted, your body can move forward with enough force to break the back of or cause serious injury to someone riding up front. Most state laws require backseat passengers to wear seat belts.
- Air bags offer protection in many types of crashes, but they are designed to supplement seat belts. Your primary protection in all kinds of crashes is your seat belt—the single most effective piece of safety equipment in your vehicle.



[2] AAA/Kurgo Pet Passenger Survey, 2011
[3] Ibid
[4] Ibid
[5] National Highway Traffic Safety Administration
[6] Progressive Insurance
[7] SOURCES: Humphrey Taylor, chairman, The Harris Poll; Harris Interactive/HealthDay online poll, Nov. 10-14, 2011
[8] AAA Foundation for Traffic Safety, 2010 Traffic Safety Culture Index

GOT KIDS OR GRANDKIDS?

- In a NHTSA survey, 80% either strongly (62%) or somewhat (18%) agreed that "I have a habit of wearing a seat belt because my parents insisted I wear them when I was a child.[9]"
- Remember, they'll do what you do. If kids see you always buckling up, they will too, even when you're not with them. Restraint use among children driven by a belted driver is 92% versus 64% for children driven by an unbelted driver.[10]
- If you have kids or will be transporting kids of any age, it is important to know that many child passenger safety recommendations have recently changed, therefore this section has been expanded to include the recommendations.

Babies and Toddlers

- When installed and used correctly, child safety seats and safety belts can prevent injuries and save lives. Car seats can reduce fatal injury by up to 71% for infants and by 54% for toddlers age 1 to 4.
- Babies riding rear facing should never be placed in the front seat of a vehicle with an active passenger-side air bag. An air bag is too powerful for a baby's fragile head and neck.
- The American Academy of Pediatrics' recommendations for riding in rear-facing car seats have recently changed. Infants and toddlers should remain in a rear-facing car seat until they are at least 2 years of age or reach the highest weight or height allowed by the manufacturer of the car seat.[11]
- All children 2 years or older, or those younger than 2 years who have outgrown the rear-facing weight or height limit for their car seat, should use a forward-facing car seat with a harness for as long as possible, up to the highest weight or height allowed by the car seat manufacturer.[12]
- NHTSA estimates that three out of four car seats are used incorrectly. For information on selecting the best seat for your vehicle and to locate a local inspection station to help ensure the seat is installed correctly, visit the NHTSA website at www.nhtsa.gov.
- Car seat safety fact sheets with the latest safety guidelines are available in English, Spanish, Chinese, French, Korean and Vietnamese via the Safe Kids USA website at: www.safekids.org/educators/educational-tip-sheets.html

Kids and Tweens

- Booster seat recommendations have recently changed. According to the American Academy of Pediatrics, "All children whose weight or height is above the forward-facing limit for their car safety seat should use a belt-positioning-booster until the vehicle lap-and-shoulder seat belt fits properly, typically when they have reached 4 feet 9 inches in height and are between 8 and 12 years of age."
- When carpooling young kids, make sure you have access to the appropriate child passenger restraints and that you do not over-commit the number of seats available to accommodate all necessary car seats and booster seats. Never allow a child to ride unrestrained or share a seat belt.
- The back seat is safest for kids under age 13.

Ever had the thought… *"we're just going to be in the neighborhood so you don't have to wear your seat belt"* or *"It's a short trip so you can ride in the front seat"*…?

Consider this:

- More than 60% of crashes involving children occur 10 minutes from home or less, more than 25% are 5 miles (8 km) from home or closer.[13]
- Because crashes are never planned, it's important to have the same rules no matter the distance of the ride. With consistency, you'll establish a family safety culture that will help your kids make good decisions even when they are not with you.
- If your kids are ever looking for a topic for a school research project, encourage one related to driving safety. With an adult's help, they can observe the drop-off circle at the elementary school to see how many kids are riding in the front seat vs. the back, how many occupants are wearing safety belts, etc. This is a great way to raise awareness at a very impressionable age.

Teens

- Teens buckle up far less frequently than adults. Despite efforts aimed at increasing belt use among teens, seat belt use among teens and young adults (16 to 24 years old) was at 80% in 2008—the lowest of any age group. In fact, in 2009 the majority (56%) of young people 16 to 20 years old involved in fatal crashes were unbuckled.[14]
- According to State Farm, in their first year on the road, teens are almost 10 times more likely to be in a crash.[15] Seat belts are their best defense.
- Teens who said their parents set clear rules, paid attention to where they were going and whom they were with are twice as likely to wear a seat belt as a driver or passenger as teens who say their parents are uninvolved.[16]
- An important part of a parent/teen driving contract is to commit to always buckling up. A free parent/teen driving contract may be downloaded at www.trafficsafety.org/parent-teencontract. Once your state's Graduated Drivers Licensing (GDL) law allows your teen to carry passengers, incorporate into the agreement that he or she require all passengers to wear a safety belt and that your teen always buckles up when riding with someone else.

[9] NHTSA Motor Vehicle Occupant Safety Survey, 2007
[10] NHTSA: Occupant Restraint Use in 2010: Results From the National Occupant Protection Use Survey Controlled Intersection Study, Nov., 2011
[11] American Academy of Pediatrics, 2011
[12] Ibid
[13] Ibid
[14] NHTSA.gov, 2012
[15] State Farm and Children's Hospital of Philadelphia Study, 2009
[16] Ibid