



## National Summit for Rural Traffic Safety Culture 2010

# Rural Road Safety: A Public Health Issue

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# CDC's Strategic Priorities

- Strengthen surveillance, epidemiology, laboratory services
- Improve ability to support state, tribal, local, and territorial public health
- Increase global health impact
- Increase policy impact
- Better prevent illness, injury, disability, and death



# Public Health Winnable Battles

- Tobacco
- Nutrition, physical activity, obesity, and food safety
- Health-care associated infections
- Teen pregnancy prevention
- HIV prevention
- Motor vehicle injury prevention



# 10 Leading Causes of Death by Age Group, United States— 2006

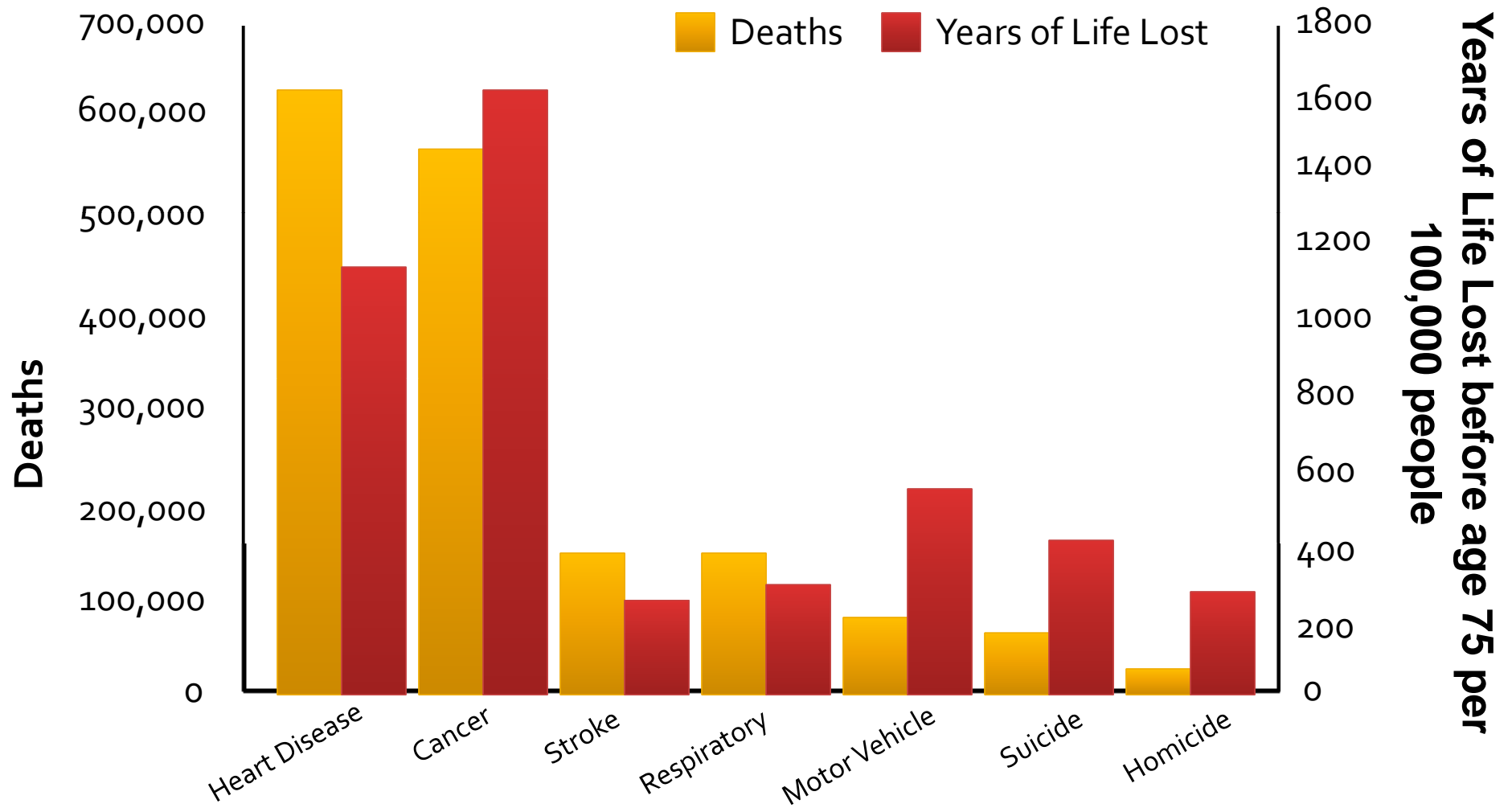
Rank	Age Groups										
	<1	1-4	5-9	10-14	15-24	25-34	35-44	45-54	55-64	65+	All Ages
1	Congenital Anomalies 5,819	Motor Vehicle 592	Motor Vehicle 579	Motor Vehicle 762	Motor Vehicle 11,058	Motor Vehicle 7,395	Malignant Neoplasms 13,917	Malignant Neoplasms 50,334	Malignant Neoplasms 101,454	Heart Disease 510,542	Heart Disease 631,836
2	Short Gestation 4,841	Congenital Anomalies 515	Malignant Neoplasms 459	Malignant Neoplasms 448	Homicide 5,717	Unintentional Poisoning 5,267	Heart Disease 12,339	Heart Disease 38,095	Heart Disease 65,477	Malignant Neoplasms 387,515	Malignant Neoplasms 559,888
3	SIDS 2,323	Unintentional Drowning 458	Congenital Anomalies 182	Homicide 241	Suicide 4,189	Suicide 4,985	Unintentional Poisoning 7,542	Unintentional Poisoning 8,234	Chronic Low Resp. Disease 12,375	Cerebrovascular 117,010	Cerebrovascular 137,119
4	Pregnancy Complications 1,683	Malignant Neoplasms 377	Homicide 149	Suicide 216	Unintentional Poisoning 2,936	Homicide 4,725	Motor Vehicle 6,708	Liver Disease 7,712	Diabetes Mellitus 11,432	Chronic Low Resp. Disease 106,845	Chronic Low Resp. Disease 124,583
5	Placenta Cord Membranes 1,140	Homicide 366	Unintentional Drowning 142	Heart Disease 163	Malignant Neoplasms 1,644	Malignant Neoplasms 3,656	Suicide 6,591	Suicide 7,426	Cerebrovascular 10,518	Alzheimer's Disease 71,660	Diabetes Mellitus 72,449
6	Unintentional Suffocation 843	Unintentional Fire/Burn 202	Unintentional Fire/Burn 118	Congenital Anomalies 162	Heart Disease 1,076	Heart Disease 3,307	HIV 4,010	Motor Vehicle 6,654	Liver Disease 7,217	Diabetes Mellitus 52,351	Alzheimer's Disease 72,432
7	Respiratory Distress 825	Heart Disease 161	Heart Disease 90	Unintentional Drowning 114	Unintentional Drowning 616	HIV 1,182	Homicide 3,020	Cerebrovascular 6,341	Suicide 4,583	Influenza & Pneumonia 49,346	Influenza & Pneumonia 56,326
8	Bacterial Sepsis 807	Unintentional Suffocation 137	Chronic Low Resp. Disease 52	Unintentional Fire/Burn 64	Congenital Anomalies 460	Diabetes Mellitus 673	Liver Disease 2,551	Diabetes Mellitus 5,692	Motor Vehicle 4,532	Nephritis 37,377	Motor Vehicle 45,495
9	Neonatal Hemorrhage 618	Influenza & Pneumonia 125	Unintentional Suffocation 50	Chronic Lower Resp. Disease 63	Undetermined Poisoning 389	Undetermined Poisoning 625	Cerebrovascular 2,221	HIV 4,377	Nephritis 4,368	Septicemia 26,201	Nephritis 45,344
10	Circulatory System Disease 543	Septicemia 88	Cerebrovascular 45	Unintentional Suffocation 58	Cerebrovascular 210	Cerebrovascular 527	Diabetes Mellitus 2,094	Chronic Low Resp. Disease 3,924	Septicemia 4,032	Hypertension 19,858	Septicemia 34,234

Source: National Vital Statistics System, National Center for Health Statistics, CDC.



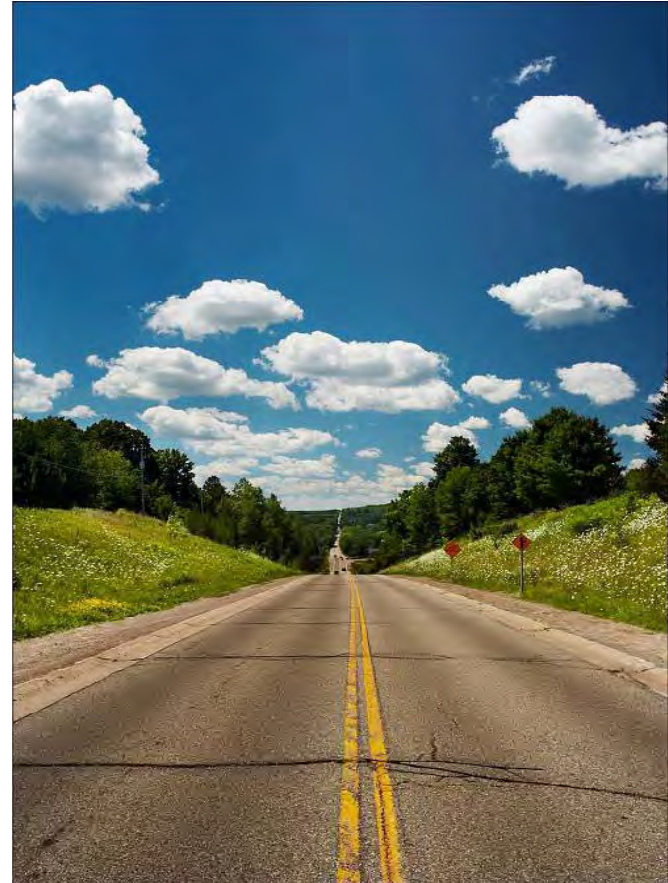


# Leading Causes of Death

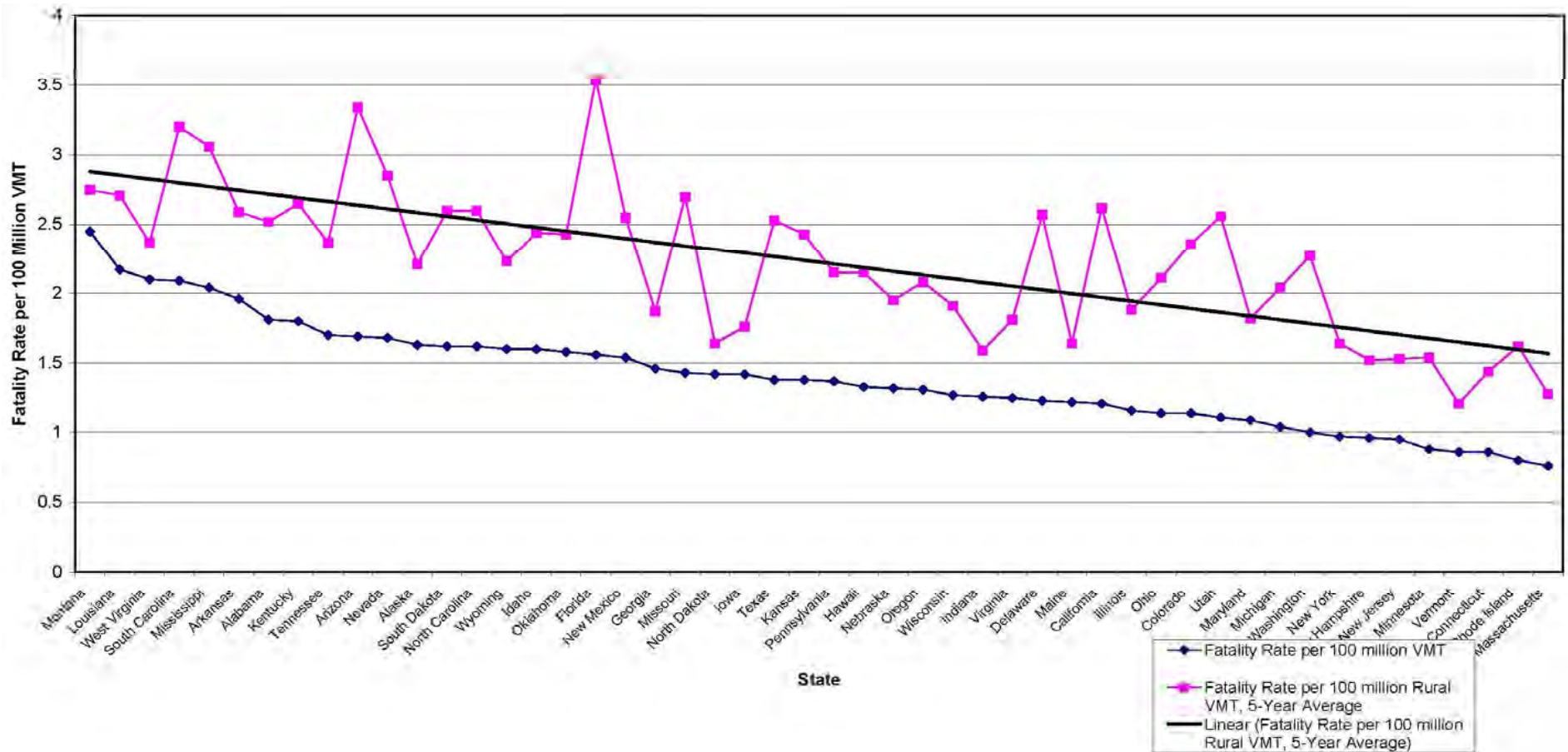


# Rural Road Safety: A Challenge

- 56% of motor vehicle crash related deaths occurred in rural areas
- 23% of the US population lives in rural areas
- 2.5x higher death rate than in urban areas
- 1.8X higher death rate for AI/AN



# Motor Vehicle Fatality Rates by State



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Source: CDC/NCEM, Office of Statistics and Programming, WISQARS. Data Source: 100% NCHS, National Vital Statistics System, 2006.



# Rural Fatal Crashes are More Severe than Urban

	Rural	Urban
Multiple deaths	11%	7%
EMS response time < 10 minutes	55%	88%
Died on scene	65%	51%

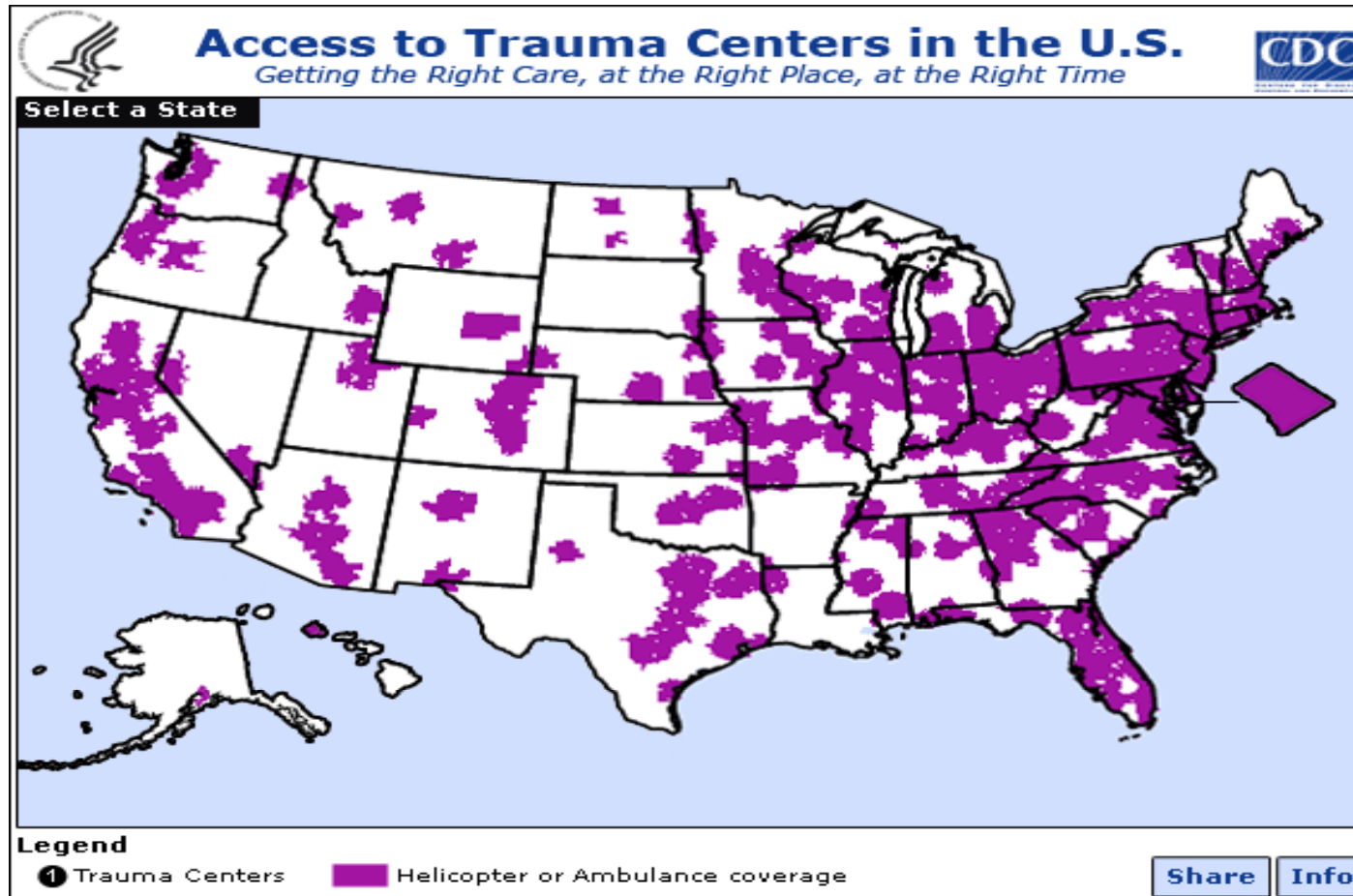


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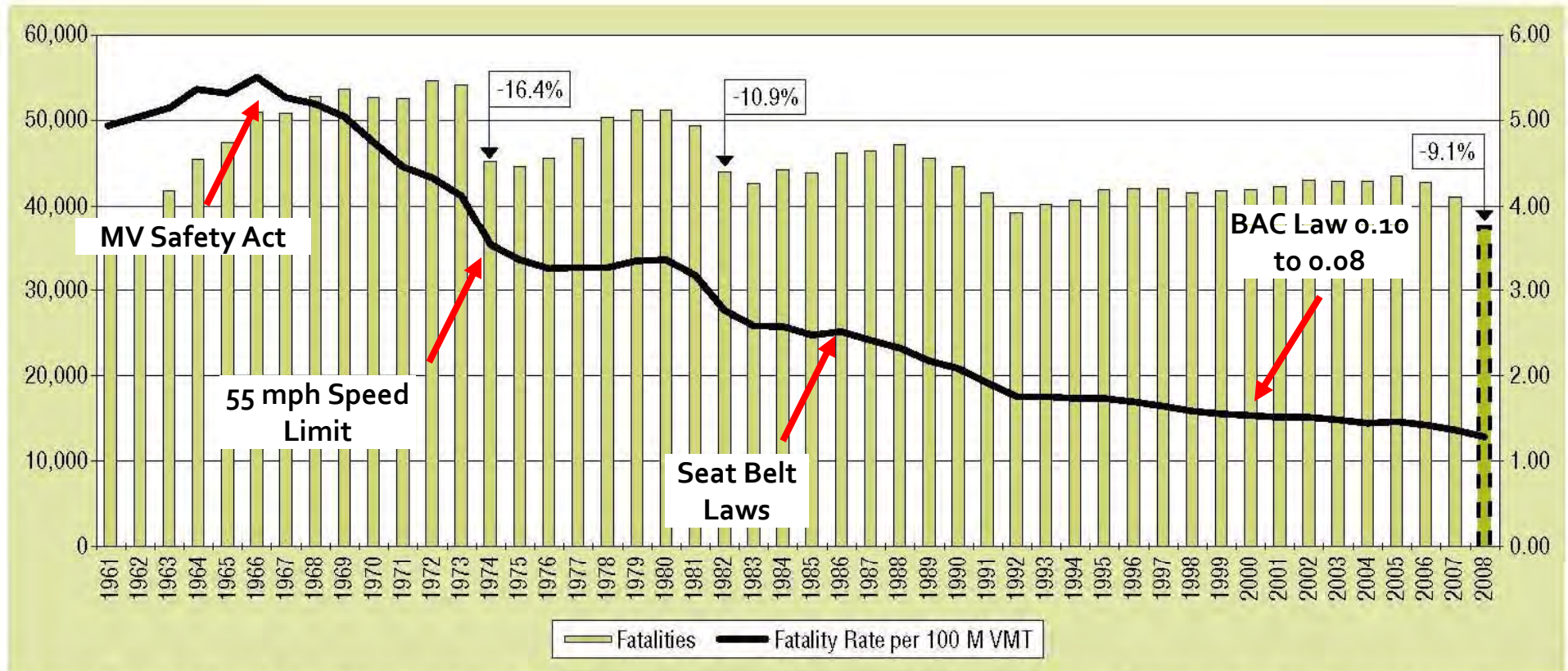


# Trauma Center Access



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# Two Steps Forward.....



\*1961-1974 - National Center for Health Statistics, HEW and State Accident Summaries (Adjusted to 30-Day Traffic Deaths by NHTSA), 1975-2007 NHTSA Fatality Analysis Reporting System (FARS), 2008 Statistical Projections



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# Strongly Recommended Interventions – Motor Vehicle

- **Interventions to Increase the Use of Child Safety Seats**
  - Child safety seat use laws
  - Distribution + education programs
- **Interventions to Increase the Use of Safety Belts**
  - Safety belt use laws
  - Primary enforcement laws
  - Enhanced enforcement programs
- **Interventions to Reduce Alcohol-Impaired Driving**
  - 0.08% BAC laws
  - Minimum legal drinking age laws
  - Sobriety checkpoints
  - Mass media campaigns
  - Multi-component community based programs
  - Ignition interlocks programs for convicted offenders





# Reframing Traffic Safety as a Public Health Issue

- **Elevation of motor vehicle safety as a CDC priority**
  - Release of CDC recommendations
  - CDC meetings with DOT and NHTSA leadership
  - Engagement of partners on Public Health and Transportation policy

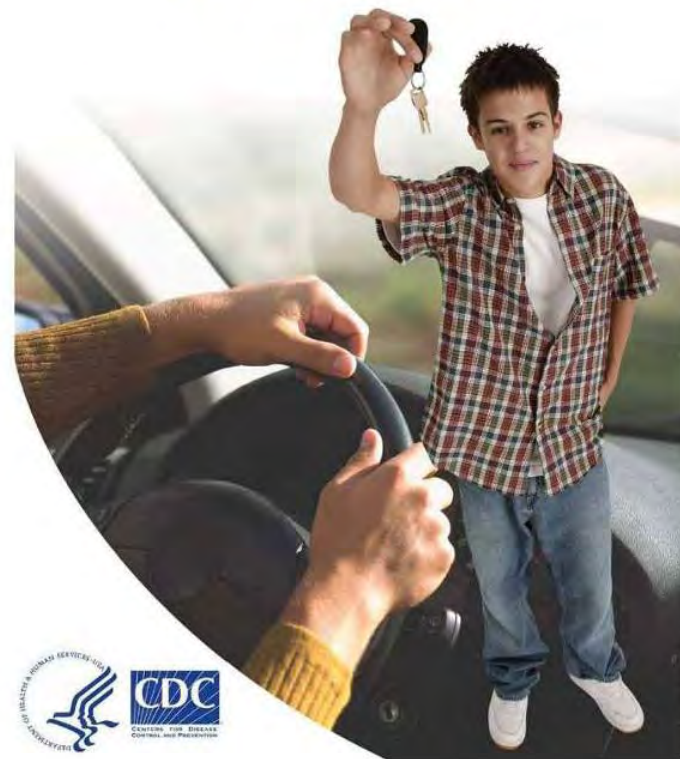




# CDC Motor Vehicle Safety Activities

- GDL Planning Guide
- Motorcycle Helmet Tool Kit
- Community Guide Review of Ignition Interlocks

## Graduated Driver Licensing System **Planning Guide**



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# Tribal Motor Vehicle-related Injury – CDC Activities

- Enforce existing seat belt and child restraint laws.
- High visibility enforcement – “Click it or Ticket” style campaigns.
- Ho-Chunk Nation
  - Child safety seat use increased by almost 30%.
  - Seatbelt use increased by 31%.



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# Domains Important for Motor Vehicle Safety

Roads  
Infrastructure



Vehicles



People



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# What Can We Do?

- Implement effective interventions
- Evaluate interventions to ensure our strategies work
- Build relationships
- Strengthen effective policy





# Reframing Motor Vehicle Safety

- **Tobacco model:**
  - Shift from personal freedom to personal protection issue
- **Use of workers' rights as argument for societal protection**
- **Need to create new cultural norms for motor vehicle safety that focus on securing safe roadways for all**



Thank you!

Questions?



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