

# *A Community-Based Approach to Traffic Injury Prevention*

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World Safety 2010



## Traffic Injury Prevention: A 21st-Century Approach

ch. 8

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# Traffic Crashes in the United States

- ◆ Leading cause of death and injury for people ages 1 to 34
- ◆ Cost: \$230.6 billion in medical costs, property damages, lost worker productivity and other expenses.
- ◆ Disproportionally affects Native Americans, low-income African-Americans and Latinos

**What's injury got  
to do with it?**

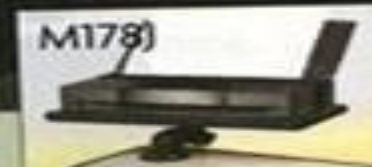


## Your Passenger Seat Office

These workstations strap to the seat with the existing seat belt and provide a non-slip writing surface, hanging file section and space for a laptop and accessories. It's lightweight at just 19 lbs yet the rugged styrene stands up to years of use. Made in USA. 25"w x 14"d x 10"h. **Not for use while driving.**



M177J



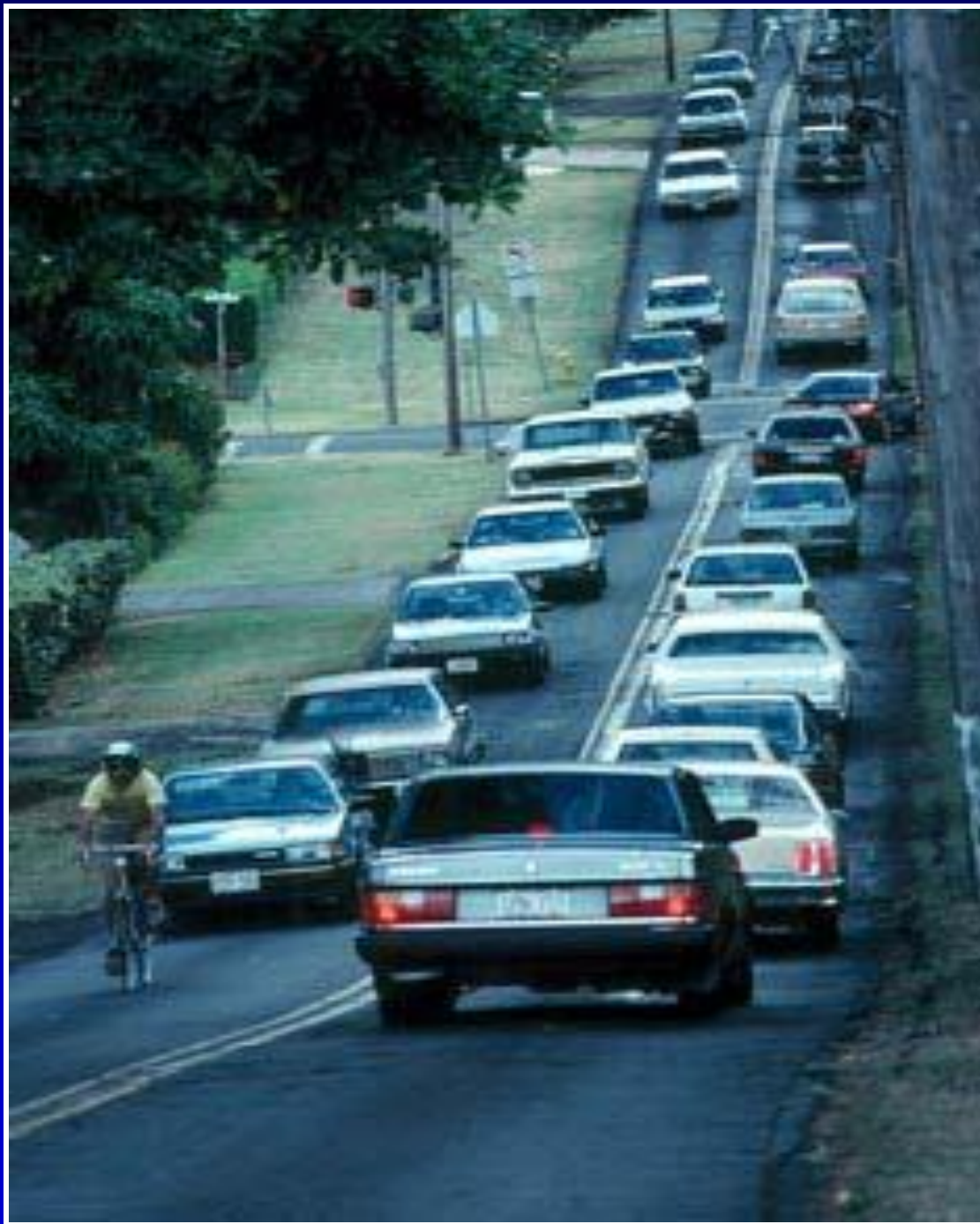
M178J



M133J









Buford Highway  
es la calle más  
**peligrosa**  
de Georgia para  
**peatones.**

Y la tasa más alta  
de **peatones**  
**muertos**  
corresponde a los  
**hispanos.**



# **INJURIES ARE NOT ACCIDENTS**

**STEP (Safer Travel through Education & Policy) • Prevention Program • Contra Costa Health Dept. • 646-6511**



# Authorization of a NEW Federal Transportation Bill



# 67 Billion Dollars



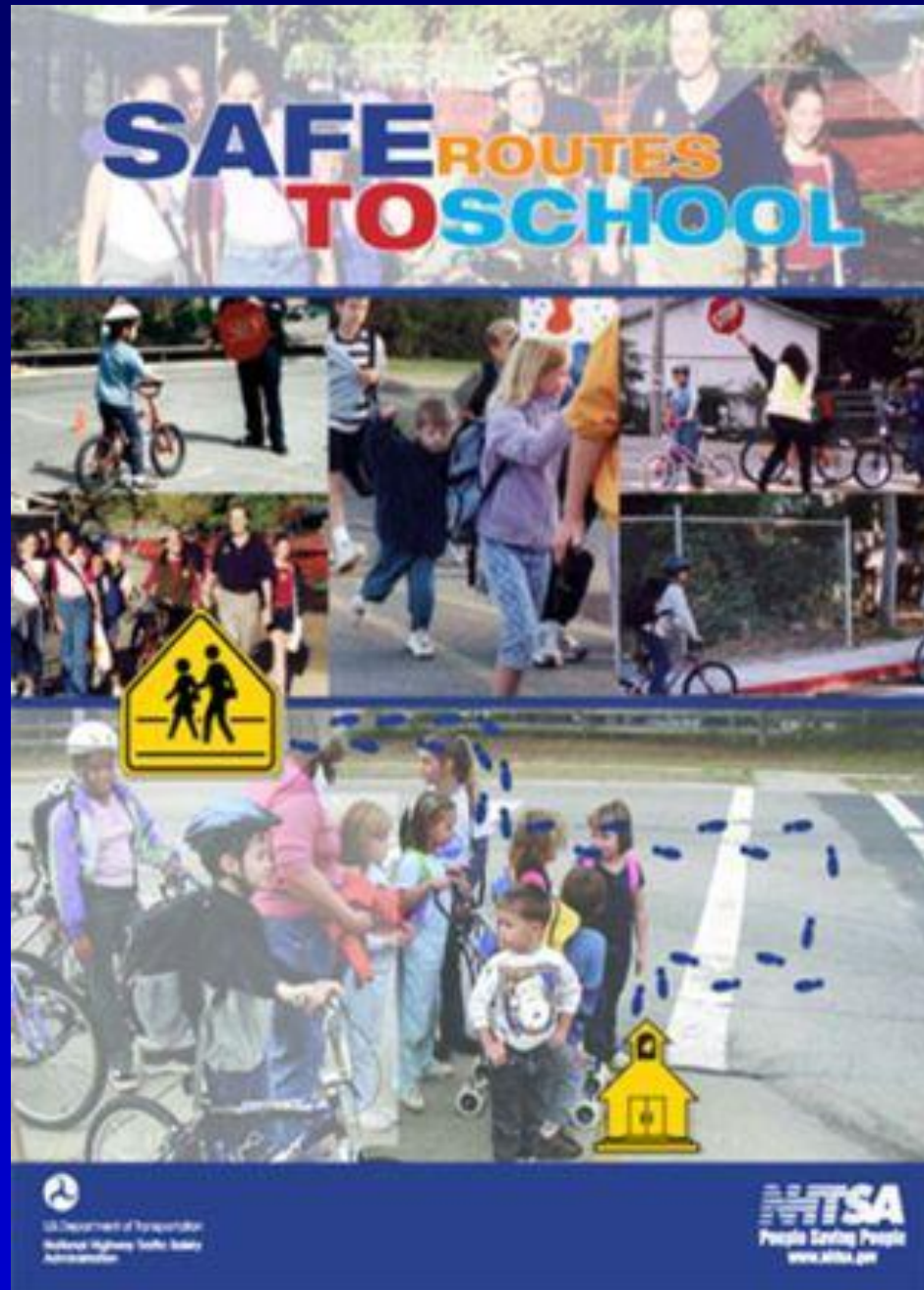
# U.S. Secretary of Transportation Ray LaHood

- ◆ “Today, I want to announce a sea change. People across America who value bicycling should have a voice when it comes to transportation planning. This is the *end* of favoring motorized transportation at the expense of non-motorized.”

March 12<sup>th</sup>, 2010



# **Local and State Solutions**



# Complete Streets: All Users





# Complete Streets: Traffic Calming



# Complete Streets: Signs and Signals



# Improve Public Transportation



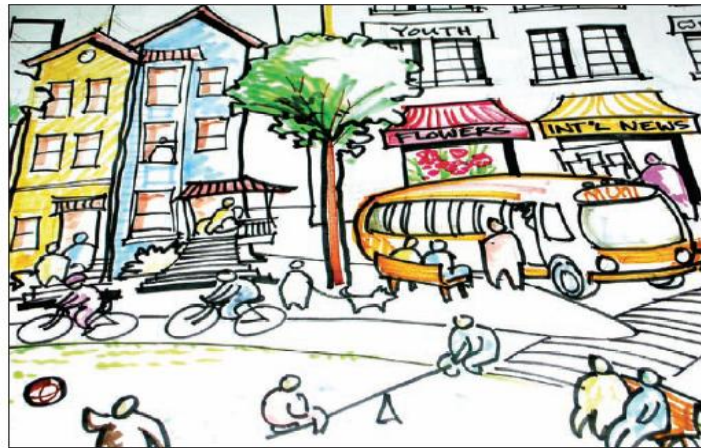


# Health Impact Assessments

## Community Health Impact Assessment

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FINAL REPORT



SEPTEMBER 2007

PROGRAM ON HEALTH, EQUITY, AND SUSTAINABILITY  
SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH

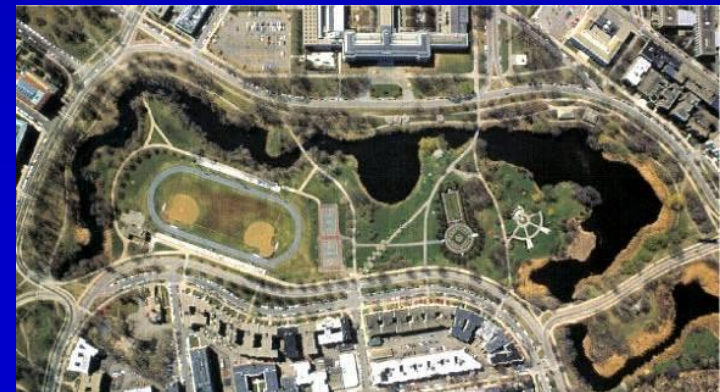
# Vehicle and Occupant Safety

- ◆ Distracted driving laws
- ◆ Graduated driver licensing systems
- ◆ Alcohol impaired driving countermeasures





# Collaboration Across Sectors

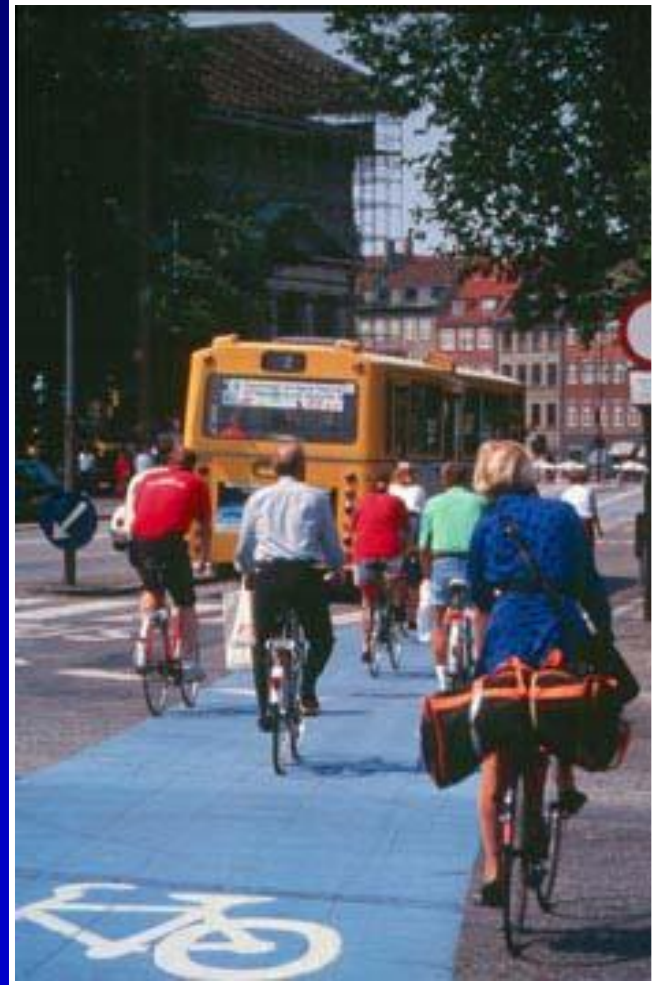




# Climate change



# Built Environment



# Chronic disease





# Equity



# Converging Goals

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- Prevent crashes in the first place
- Reduce vehicle miles traveled
- Make walking and bicycling safer
- Increase rates of walking and bicycling
- Prioritize the most vulnerable communities

# Collaboration Multiplier

	Data	Concepts	Funding	Training	Partners	Key Issues	Outcomes
Education							
Health							
Law							
Enforcement							
Parks and Recreation							
Business							
Media							
TOTALS	Sum Remainder:	Average:	Sum:	Product:	Sum:	Sum:	

Product:



# Collaboration Multiplier Helps Multidisciplinary Groups

- ◆ Identify common and divergent approaches
- ◆ Take stock of individual and collective resources
- ◆ Identify who (or what) is missing and tailor a pitch to engage more diverse partners
- ◆ Forge comprehensive approaches and joint solutions
- ◆ Clarify how people from each discipline view and approach an issue differently



# Collaboration Multiplier: Traffic Safety

	Problem Definition	Data	Approaches/Outcomes	Training
Public Health				
Law Enforcement				
Transp. Engineering				
Optometry				
Planning				
MATH	Average:	Sum:	Sum/Average:	Product:
Implications				



# Collaboration Multiplier: Traffic Safety

	Problem Definition	Data		
	Traffic safety is a community health problem	<ul style="list-style-type: none"> <li>■ Morbidity, mortality rates</li> <li>■ Hosp admissions</li> <li>■ ER data n FARS</li> </ul>	mes	Training
Public Health				
Law Enforcement				
Transp. Engineering				
Optometry				
Planning				
MATH				Product:
Implications				
	Average:	Sum:		

# Collaboration Multiplier: Traffic Safety

	Problem Definition	Data		
			mes	Training
Public Health				
Law Enforcement	Traffic violations are a community safety issue	<ul style="list-style-type: none"> <li>■ Moving violations</li> <li>■ Crash reports</li> </ul>		
Transp. Engineering				
Optometry				
Planning				
MATH				Product:
Implications				
	Average:	Sum:		

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Law Enforcement				
	Transportation infrastructure should promote safe & efficient travel	<ul style="list-style-type: none"> <li>■ Police &amp; crash reports</li> <li>■ Speed volume &amp; congestion studies</li> <li>■ FARS</li> </ul>		
Transp. Engineering				
	Optimal visibility of signals & hazards improves traffic safety	<ul style="list-style-type: none"> <li>■ Studies of acuity, driver performance</li> <li>■ Reaction time to signals &amp; signs</li> </ul>		
Optometry				
	Traffic safety can be affected by transportation system design & travel behavior	<ul style="list-style-type: none"> <li>■ Travel behavior surveys</li> <li>■ Census data</li> <li>■ Zoning maps</li> <li>■ Traffic cong., speed counts</li> </ul>		
Planning				
MATH				Product:
Implications				
	Average:	Sum:		



# Collaboration Multiplier: Traffic Safety

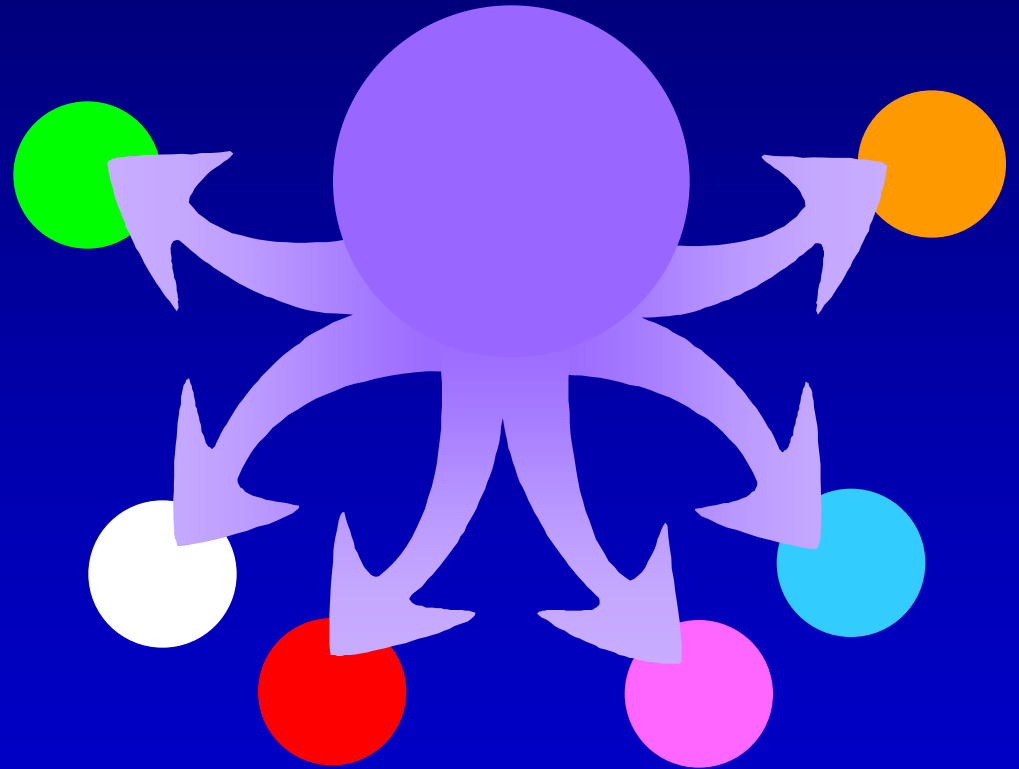
	Problem Definition	Data	Approaches/Outcomes	Training
<b>Public Health</b>	Traffic safety is a community health problem:	<ul style="list-style-type: none"> <li>■ Morbidity, mortality rates</li> <li>■ Hosp admissions</li> <li>■ ER data n FARS</li> </ul>	<ul style="list-style-type: none"> <li>■ Education campaigns</li> <li>■ Community participation</li> <li>■ Env'l &amp; policy change</li> </ul>	<ul style="list-style-type: none"> <li>■ ID-ing at-risk communities, individuals</li> <li>■ Effects of transportation on health</li> </ul>
<b>Law Enforcement</b>	Traffic violations are a community safety issue	<ul style="list-style-type: none"> <li>■ Moving violations</li> <li>■ Crash reports</li> </ul>	<ul style="list-style-type: none"> <li>■ Check points</li> <li>■ Patrolling &amp; citations</li> <li>■ Education campaigns</li> </ul>	<ul style="list-style-type: none"> <li>■ Promoting use of occupant restraint systems</li> <li>■ Enforcement techniques</li> <li>■ Crash investigations</li> </ul>
<b>Transp. Engineering</b>	Transportation infrastructure should promote safe & efficient travel	<ul style="list-style-type: none"> <li>■ Police &amp; crash reports</li> <li>■ Speed volume &amp; congestion studies</li> <li>■ FARS</li> </ul>	<ul style="list-style-type: none"> <li>■ Improved vehicle safety devices</li> <li>■ Safer roads &amp; sidewalks</li> <li>■ Traffic calming</li> </ul>	<ul style="list-style-type: none"> <li>■ ID-ing dangerous roads</li> <li>■ Safer road &amp; sidewalk design</li> </ul>
<b>Optometry</b>	Optimal visibility of signals & hazards improves traffic safety	<ul style="list-style-type: none"> <li>■ Studies of acuity, driver performance</li> <li>■ Reaction time to various signals &amp; signs</li> </ul>	<ul style="list-style-type: none"> <li>■ Better vehicle display, signal &amp; road designs</li> <li>■ Better driver assessment for licensing purposes</li> </ul>	<ul style="list-style-type: none"> <li>■ ID-ing how people visualize traffic signs &amp; signals</li> </ul>
<b>Planning</b>	Traffic safety can be affected by transportation system design & travel behavior	<ul style="list-style-type: none"> <li>■ Travel behavior surveys</li> <li>■ Census data</li> <li>■ Zoning maps</li> <li>■ Traffic cong., speed counts</li> </ul>	<ul style="list-style-type: none"> <li>■ "Safe havens" for vulnerable users</li> <li>■ Create transp. sys. to minimize conflict between users</li> </ul>	<ul style="list-style-type: none"> <li>■ Transp. demand &amp; beh.</li> <li>■ Effect of infrastructure on trip length, type</li> </ul>
<b>MATH</b>	Average:	Sum:	Sum/Average:	Product:
<b>Implications</b>				

# Traffic Safety Goals

- ◆ Promote the safe transportation of all travelers by improving infrastructure in communities
- ◆ Reduce the number of vehicle miles traveled by promoting alternative modes of transportation, including public transportation, walking, and bicycling
- ◆ Protect drivers and passengers through continued improvements in vehicle safety, occupant protection, and road safety



**A good solution  
solves  
multiple  
problems.**



*Prevention Institute*





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# the **transportation prescription**



**BOLD NEW IDEAS FOR HEALTHY, EQUITABLE  
TRANSPORTATION REFORM IN AMERICA**

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