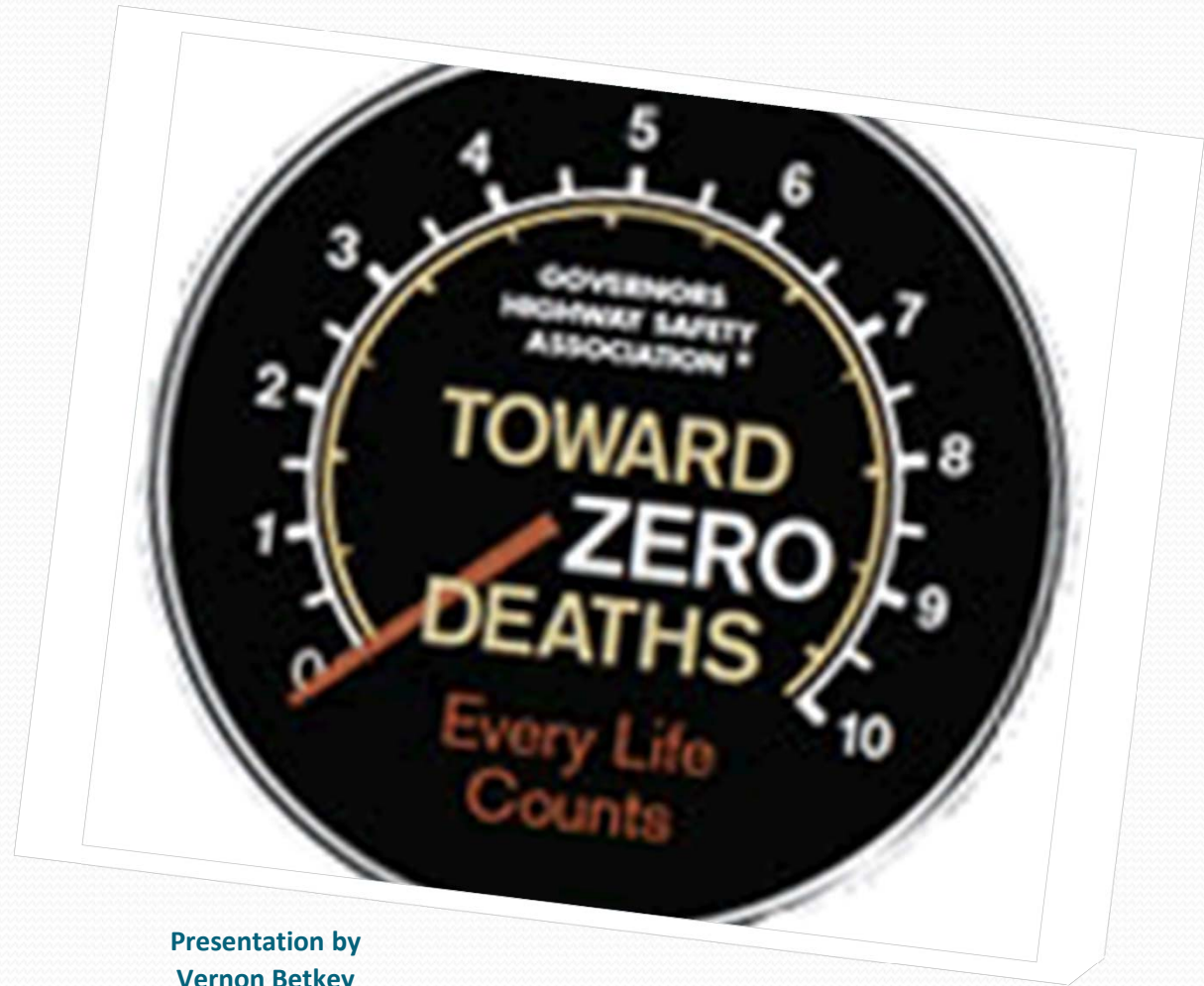




A National Strategy on Highway Safety



Presentation by
Vernon Betkey
Chairman, Governors Highway Safety Association
Director, Maryland Highway Safety Office
2011 Lifesavers Conference, Phoenix AZ
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- How many of you believe in the TZD concept?
- How many of you are skeptical?
- How many of you believe Zero is unachievable?



- **Smallpox**
- **10,000 BC**
- **20th Century**
300-500 M
- **Vaccination**
Campaign
- **WHO 1979**



“...I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the earth”

**John F. Kennedy
May 25, 1961**



How Was it Accomplished?

VISION



What Challenges Do We Face?

- 15% unbuckled
- 33% of fatalities - impaired drivers
- Drugged driving increasing
- 33% of fatalities - speeding and aggressive driving
- Distracted driving epidemic
- Traffic Safety Culture
- Leadership
- Sustaining Momentum



What Have We Learned?

- Strong laws - key component
- High Visibility Enforcement/Strategic Communications
- Technology Works
- Data Driven - SHSP
- “Countermeasures That Work”
- Engineering Improvements Work



Short Term Behavioral Countermeasures

- Strong Federal & State investment
- Primary belt laws & all seating positions
- Sobriety checkpoints/Saturation patrols
- High visibility enforcement & strategic communications
- Mandatory universal motorcycle helmets
- Distracted Driving enf. & education
- Speed & Aggressive Driving enf. & education
- DDACTS



Intermediate Term Behavioral Countermeasures

- Ignition interlocks for all convicted offenders
- Expansive use of automated enforcement
- Belt reminder systems in all vehicles
- Anti-Distraction Technology
- Driver monitoring systems

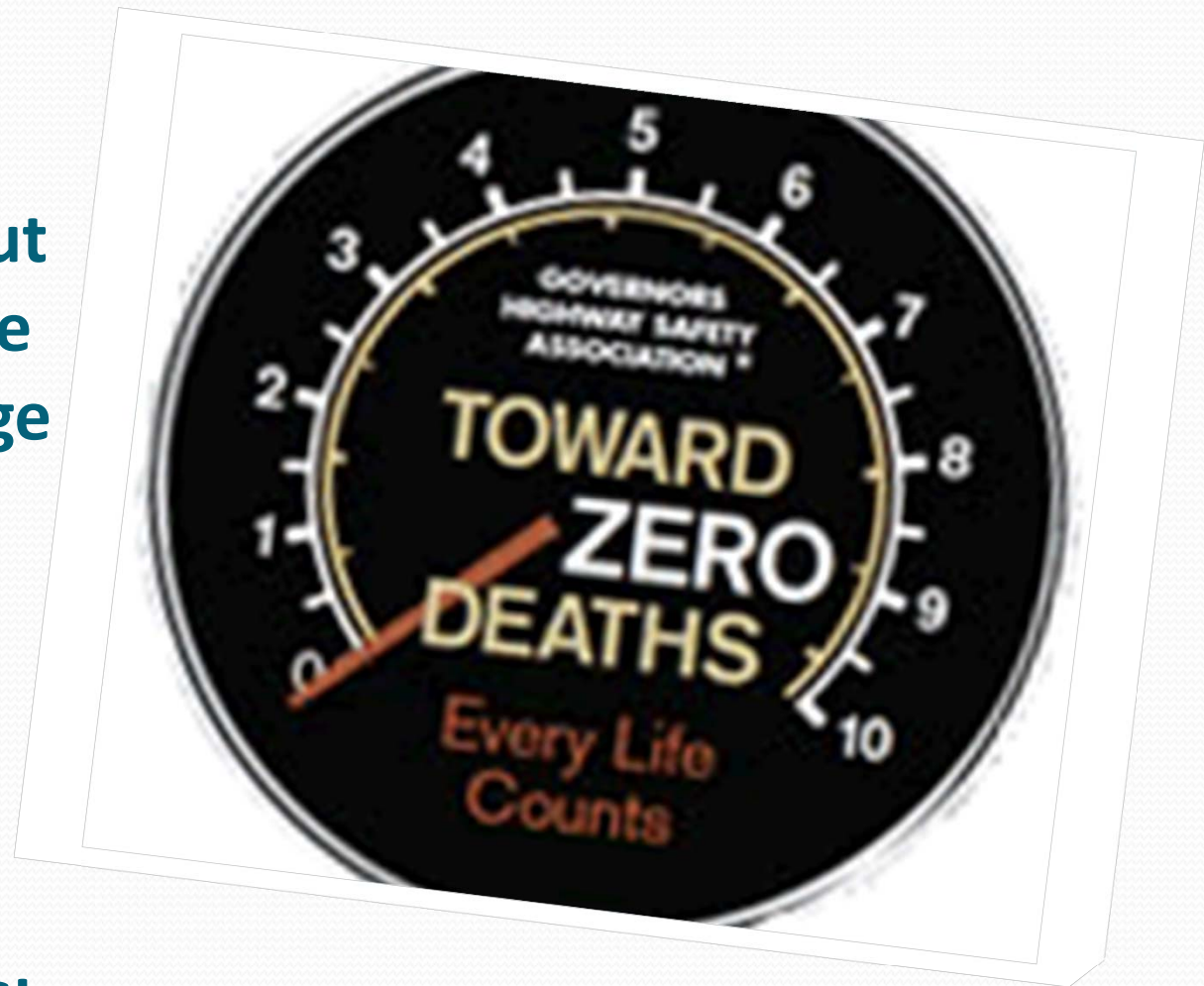


Long Term Behavioral Countermeasures

- Standardized, automated and linked data systems
- Advanced impaired driving detection systems
- Speed governor systems
- Crash avoidance technology
- Monitoring for drowsy driving
- Automated crash notification systems



“Progress is impossible without change, and those who cannot change their minds cannot change anything”



~ George Bernard Shaw