



REACHING THE UNBELTED

IOWA'S APPROACH TO SAFETY
BELT COMPLIANCE

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Really This IS REACHING

- THE RECALCITRANT NON BELT USERS IN RURAL AREAS BUT GUESS WHAT
- IOWA IS A RURAL AREA
- 640 of 761 FATAL CRASHES (84%) IN 07/08 OCCURRED IN RURAL AREAS
- 15 MILLION HOGS/2.9 MIL.PEOPLE
- 77 COUNTIES=2 TOWNS W 10,000



DEFINING THE PROBLEM

- THE GOOD NEWS – 93.1% BELT COMPLIANCE IN 09 – 8TH BEST IN US
IN 08

NOT SO GOOD NEWS – 180 UNBELTED DEATHS IN 07- BY FAR THE LEADING CAUSE OF DEATH IN IOWA TRAFFIC CRASHES



THE UNBELTED AND RISK

- USING SIMPLE MATH (WON'T PASS MUSTER WITH A "PROFESSIONAL EVALUATOR")

180 UD/200,000 UNBELTED OCC. VS
150 BD/2,500,000 BELTED OCC.



JUST HOW MUCH RISK

- FROM THE PREVIOUS PAGE
- FOR THE UNBELTED 90 FATALITIES PER 100,000 POPULATION
- FOR THOSE BELTED 6 FATALITIES PER 100,000 POPULATION
IN OTHER WORDS THE UNBELTED IN
- IOWA ARE 15 TIMES MORE LIKELY TO DIE



WHEN AND WHERE + WHO

- 57% OF IOWA'S DAYTIME FATALITY VICTIMS ARE BELTED
- ONLY 39% OF NIGHTTIME VICTIMS WERE BUCKLED UP
- ONLY 29% OF THOSE IN THE VEHICLE OF A DRINKING/IMPAIRED DRIVER WERE BELTED



NIGHTTIME ENFORCEMENT

- USING WASHINGTON STATE'S SUCCESSFUL MODEL (AND THE INFORMATIVE 9 MINUTE VIDEO)
- IOWA LAUNCHED NIGHTTIME BELT ENFORCEMENT IN APRIL 2008



WHERE

- PROBLEM ID DRIVEN
- IOWA'S TOP 22 PROBLEM COUNTIES
- CONSTITUTE 45 PERCENT OF ALL TRAFFIC DEATHS AND 52% OF SERIOUS INJURIES
- 402 AND 410 FUNDS FOCUSED HERE



THE ENFORCEMENT COMMUNITY

- THE MESSAGE RESONATED
- NEW OPS CAPT. AT IOWA STATE PATROL " GRABBED THE BATON "
- WE ENCOURAGED THEY VOLUNTEERED
- AND OH THE ROADS THEY CHOSE



SURPRISE SURPRISE

- SOME OF THE MOST SUCCESSFUL BELT ENFORCEMENT OCCURRED ON LOWER VOLUME RURAL ROADS
- ON IOWA ROUTE 92 IN WARREN COUNTY – 4,000 ADT
- ON US 169 IN WEBSTER COUNTY- 5,000 ADT



SURPRISE CONTINUES

- EACH OF THESE SITES HAD MORE THAN 70 BELT CITATIONS IN JUST A 4 HOUR PERIOD (8PM-MIDNIGHT)
- THESE WERE AMONG THE HIGHEST TOTALS FROM THE 15 NIGHTTIME BELT EVENTS CONDUCTED IN FFY 08



MORE RESULTS

- THE 15 NIGHTTIME EVENTS-RESULTS
- OVER 650 BELT CITATIONS
- NIGHTTIME ENFORCEMENT REACHES OTHER HIGH RISK OFFENDERS
 - OVER 100 ALCOHOL/IMPAIRED CON.
 - 35 OWI ARRESTS, 8 NARCOTICS ARR.
 - AND 9 ARREST WARRANTS



THE BOTTOM LINE

- UNBELTED DEATHS FELL FROM 180 IN 2007 TO 170 IN 2008
FOR THOSE 10 FAMILIES, THE DIFFERENCE IS INCALCULABLE



AND IN 09-JUST LIKE ME

- THE PROGRAM EXPANDS
- ALL 100 402 AND 410 CONTRACTORS
- REQUIRED TO CONDUCT AT LEAST ONE NIGHTTIME BELT ENFORCEMENT EVENT....PLUS
- IOWA'S 185 STEP CONTRACTORS (IN RURAL AND REALLY RURAL COUNTIES)



CONTINUED

- STEP UP, STEP ON BOARD
- DURING THE 1ST 4 STEP WAVES IN 09
- (NOVEMBER, MARCH, MAY AND JULY)
- OVER 1,700 NIGHTTIME BELT CITATIONS
- PLUS 500 MORE DURING 5 AREA WIDE SATURATION PATROLS (CORRIDOR)



EARLY RESULTS PROMISING

- AS OF AUGUST 25, 2009 WE HAVE 100 UNBELTED DEATHS WITH A PROJECTION OF 155 FOR CALENDAR YEAR 2009
- THIS IS 15 FEWER THAN IN 08 AND 25 LESS THAN 07



SEAT BELT USE RATES

- UP FROM 91.3% IN 07 TO 93.1% IN 09
- IN IOWA THIS MEANS ALMOST 50,000 MORE (RECALCITRANT HARD CORE) NON BELT USERS ARE BUCKLING UP
- AND THE UNIVERSE OF THE UNBELTED HAS SHRUNK FROM 235,000 TO 185,000



STILL MORE – LUNCH=SOON

- OVER 20% OF THOSE UNBELTED IN 07
- ARE NOW (AT LONG LAST)
INVESTING THAT PRECIOUS 3
SECONDS



LESSONS LEARNED

- NIGHTTIME BELT ENFORCEMENT CAN PAYOFF EVEN IN RURAL AREAS ON RELATIVELY LOW VOLUME ROADS
- IT MAY BE NECESSARY IN SOME LOCALES TO IGNORE OTHER MINOR VIOLATIONS DURING EVENTS IN ORDER TO FOCUS ON BELTS



IN CONCLUSION

- A NUMBER OF STATES HAVE HAD SUCCESS WITH NIGHTTIME BELT ENFORCEMENT (WA.PA.IN.MS.IA. AND OTHERS)
- TRY IT YOU'LL LIKE IT! (I HOPE)
- THANK YOU AND ENJOY THE REST OF THE CONFERENCE.