

# CASE Newsletter

California Association for Safety Education Volume XX, Number 3 - Sept. 2010

## Governance of Traffic Safety Violator Schools

By Jerry Gaines, Governmental Relations Representative

There has been legislative action recently that focuses on the State's ability to regulate and supervise the Traffic Safety Violator School (TSVS) program that allows drivers in most cases to complete a TSVS program to avoid violator points being assigned to their driving record. Such programs can be classroom based or home study and internet on-line based. Currently the programs can be supervised by DMV or local courts. The lengthy efforts to obtain standardized state oversight of TSVS home study programs have been in some ways similar to efforts being made by the DMV to have standardized oversight of driver education and driver training programs (Commercial schools—DMV, public schools—DOE, and private secondary schools). Therefore, current legislation (Assembly Bill No. 2499, Portantino – D) is of interest to CASE. The bill brings home study Traffic Safety Violator Schools under the purview of the DMV. The bill has passed both houses of the Legislature and is on the way to the Governor. Similar legislation has been vetoed by the Governor in the past.



As with driver education and driver training, there is concern among traffic safety educators on the control and quality of instruction as it relates to the delivery method—classroom vs. home study on-line internet instruction. Some argue that local courts are better suited to oversee these programs rather than the DMV with its budget limitations. There has been strong opposition by commercial driving schools who are defending classroom instruction over home study on-line internet instruction. Not unlike opposition to private internet-based secondary schools offering driver education in competition with commercial and public high school driver education.

The governance debate regarding driver instruction (for first time drivers or experienced drivers with violation issues) is a key factor in seeking improved traffic safety education leading to better and safer drivers. It will be of interest to see if AB 2499 becomes law. It could lead to supporting efforts to have the new National Highway Traffic Safety Education driver education standards be integrated to the state driver licensing laws for teen drivers. Time will tell.

## New Traffic Law Legislation

**Ten Year Revocation of License After Three DUI Convictions—AB 1601 (Hill)**—Permits a court to order a 10-year revocation of a driver's license for a person convicted of three or more separate driving under the influence (DUI) offenses. The bill targets drivers who get their licenses back after multiple DUI convictions. Current law allows a three-time drunken driver's license to be taken away for three years. There were 187,987 DUI convictions in California in 2008, according to Assemblyman Hill's office. Of those convictions, 9,164 involved drivers who had been convicted of their third DUI within 10 years, and 3,200 drivers had been convicted at least four times. The bill was passed unanimously by the Legislature, and Governor Schwarzenegger is expected to sign it into law.

## Facts About Distracted Driving

- Driving while using a cell phone reduces the amount of brain activity by 37 percent. (Source: Carnegie Mellon)
- Nearly 6,000 people died in 2008 in crashes involving a distracted driver, and more than half a million were injured. (NHTSA)
- Drivers who use hand-held devices are four times as likely to get into crashes serious enough to injure themselves. (Source: Insurance Institute for Highway Safety)
- Using a cell phone while driving, whether it's hand-held or hands-free, delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of .08 percent. (Source: University of Utah)

## Children Injured in Motor Vehicle Traffic Crashes — NHTSA Study Results

A NHTSA study of national accident data from 1999 to 2008 analyzed the incidence rates of incapacitating injuries as well as the commonly injured body regions among children under 8 years old involved in motor vehicle traffic crashes.

Results of the analysis indicates that use of child safety seats is effective in reducing the incidence rates of incapacitating injuries for three age groups in any crash type. The analysis indicates that children involved in rollover crashes had the highest incidence rates of incapacitating injuries.

In rollover crashes, the estimated incidence rate of incapacitating injuries among unrestrained children was almost three times that for restrained children. In near-side impacts, unrestrained children were eight times more likely to sustain incapacitating injuries than children restrained in child safety seats.



Head injuries were the most common injuries sustained by children in motor vehicle crashes. Children under 1 year old had higher incidence rates of head injuries than the other two age groups. Similar to head injuries, children under 1 had higher incidence rates of thoracic injuries than the other two age groups.

Cerebrum injuries (contusions or lacerations) were the most common type of head injuries among all children included in the analysis. Concussion and unconsciousness were more common among children under 1 year old than the other two age groups. Skull base fractures were more common among children 1 to 3 and 4 to 7 years old than children under 1.

Children under 1 were more likely to sustain rib fractures than the other two age groups. On the other hand, lung injuries (contusions or lacerations) were more common among older children than children under 1 year old.



## CASE Calendar

**September 19-25, 2010** - National Child Passenger Safety Week. Contact: NHTSA, [www.nhtsa.gov/Safety/CPS](http://www.nhtsa.gov/Safety/CPS)

**October 17-23, 2010** - National Teen Driver Safety Week. Contact: [www.ridelikeyafriend.com](http://www.ridelikeyafriend.com)

**November 8-14, 2010** - National Drug Facts Week. Contact: [www.drugfactsweek.drugabuse.gov](http://www.drugfactsweek.drugabuse.gov)

**March 18-19, 2011** - 59th Annual CASE Conference, Hawthorne Suites, Sacramento, CA.

**May 2011** - National Youth Traffic Safety Month. Contact: [www.noys.org](http://www.noys.org)

**July 15-18, 2011** - NSSP Annual Teen Leadership Conference, Ala Moana Hotel, Honolulu, HI. Contact: [www.adtsea.org/nssp/Conference](http://www.adtsea.org/nssp/Conference)

**July 17-20, 2011** - ADTSEA Conference, Ala Moana Hotel, Honolulu, HI. Contact: [www.adtsea.org/adtsea](http://www.adtsea.org/adtsea)

## Teacher Preparation Courses

For information on Driver Education teacher prep courses in the Northern California and Riverside areas, contact Anna Maria Toma at UC Riverside School of Extended Education (951) 827-1661.

## California DMV Statistics (As of January 1, 2010)

1. **Licensed Drivers:** 23,700,047
2. **Licensed Teen Drivers:** 905,166
3. **Registered Vehicles:** 31,916,865\*
4. **Registered Motorcycles:** 824,244\*  
(as of January 31, 2009)

## CASE Newsletter

Published by the California Association  
for Safety Education

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# California Association for Safety Education 59<sup>th</sup> Annual CASE Conference

## Hawthorne Suites by Wyndham Sacramento

321 Bercut Drive, Sacramento, CA 95814

Friday, March 18, 6:00 pm - 10:00 pm & Saturday, March 19, 2011, 8:00 am - 3:00 pm

Join us in Sacramento in 2011 for another outstanding traffic safety education conference! We are again planning a stimulating and interesting program with presentations from top educators and experienced professionals in traffic safety education. The hotel is located at 321 Bercut Drive in the heart of Sacramento, just one mile from downtown, Old Town, and the State Capitol. The Sacramento Airport is within 10 minutes of the hotel, and an airport shuttle is available 24 hours.

- The Hawthorn Suites is a 100% non-smoking, all-suites hotel. Free high speed wireless Internet access is in all rooms and public areas, and all rooms have full equipped kitchenettes with microwaves and refrigerators.
- The room rate for attendees is \$79 plus tax and includes a complimentary hot breakfast buffet. Call for reservations Toll-Free (800) 527-1133 or (916) 441-1200 and state that you wish to make a reservation at the CASE Conference rate. You are urged to reserve your room early as availability is limited.
- Conference Registration Fee: \$145 for CASE members or \$185 for non-CASE members. The \$185 fee includes a one-year CASE membership. Make checks payable to **CASE Conference** (Registration Form below). Fee includes a Friday night reception and a banquet-style luncheon on Saturday. **Conference registration fees at the \$145 rate must be received by February 26, 2011.** Registrations received after February 26 are \$185 (\$225 for non-members).
- After we receive your registration with payment, you will receive a confirmation by mail.  
**Questions? E-mail us at: [casemembership@sbcglobal.net](mailto:casemembership@sbcglobal.net)**

### ----- REGISTRATION FORM -----

**Registration must be received no later than February 26, 2011**

Mail check to: CASE Conference, 25 Shelbourne Place, San Mateo, CA 94402

Name: \_\_\_\_\_ School District/Business \_\_\_\_\_

Address: \_\_\_\_\_ Evening Phone (     ) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ E-mail: \_\_\_\_\_

**Registration Fee Enclosed:** \$ \_\_\_\_\_ (\$145 CASE members, \$185 non-members\*) if received by February 26, 2011

**School District Purchase Orders not accepted** (if your school district is paying for registration, a district check must be sent with this registration form attached).

\* \$185 fee includes one-year CASE membership

# Ride Like a Friend

**Ride Like A Friend. Drive Like You Care** (Ride Like A Friend. Drive Like You Care (RLAF) is a school-based initiative focused on the relationship between teen drivers and their teen passengers. Improving the safety of teen driving with peer passengers is at the heart of RLAF. The program aims to 1) build awareness about teen drivers' motor vehicle crash (MVC) risks involving passengers in their car and 2) establish beliefs and behaviors among teen drivers and passengers that promote safe driving.

Designed as a peer-to-peer in-school campaign, RLAF engages teens thoughtfully on the topic of driving safety and passengers. RLAF also provides a sense of empowerment and responsibility as to their role in the car, whether as a driver or passenger.

**National Teen Driver Safety Week** (National Teen Driver Safety Week (NTDSW) was established by Congress in 2007 to focus attention on the nation's epidemic of teen car crashes and to find solutions to lower teen drivers' fatal crash risk. The initiative was supported by the traffic safety experts at The Children's Hospital of Philadelphia (CHOP) and State Farm Insurance Companies®. **This year NTDSW takes place October 17 to 23.** For detailed information and support materials visit [www.ridelikeafriend.com](http://www.ridelikeafriend.com)

## What's At Stake?

This year, like every year, more than 5,000 teens will likely die on America's roads. There are many well-known factors that raise a teen driver's risk of getting in a fatal crash: Speeding, drinking, talking, or texting on a cell phone and driving at night are among them. Yet there's another dangerous factor that recent research shows few teens recognize: peer passengers.

Just one teen passenger doubles the risk a teen driver will get into a fatal crash; three or more passengers quadruples the risk. Yet a recent study by The Children's Hospital of Philadelphia (CHOP) and State Farm Insurance Companies® found that only 1 in 10 teens thinks that giving a friend a ride makes a difference in whether or not they are safe in a car.

The risk is not just for the driver: Another CHOP and State Farm study released in 2008 found that between ages 12 to 14, a child passenger's risk of dying in a crash with a teen driver doubles, and the risk continues to rise for each teen year. Most teen passengers who die in crashes are riding with a teen driver.

Based on this research, Ride Like A Friend. Drive Like You Care focuses on increasing teens' awareness of how passengers can be helpful and not harmful in the car and what drivers can do to make this happen. Teens helped develop the Ride Like A Friend peer-to-peer program, including practical tips on how passengers can be helpful. Buckling up, being there to help with directions or music control, and showing respect for the driver are some of the messages the program offers to teen

passengers. Messages targeted to drivers include setting rules like seatbelt use, asking for help when needed, and expecting respect.

Research on this topic also supports the American Academy of Pediatrics recommendations for graduated driver licensing laws and parents to require that teens not transport passengers under age 21 for the first six months of licensure and no more than one passenger under age 21 for the second six months.

## Key Messages for organizers to spread

1. **Distractions are deadly for teen drivers.** Distractions are the No. 1 reason new drivers crash, and car crashes are the leading killer of teens.
2. **Peer passengers are a major factor in fatal teen crashes.** Just one teen passenger doubles the risk a teen driver will get in a fatal crash. Having three or more peer passengers quadruples the risk.
3. **Few teens think passengers in the car affect their safety.** Only 1 in 10 teens consider the presence of peer passengers as influential to their safety
4. **Teens can "ride like a friend" by wearing a seat belt, reducing distractions, respecting the driver, and helping the driver if asked.** These safe passenger behaviors will help reduce crash risk and injuries and death due to crashes.
5. **Teens should limit peer passengers during the first year of independent driving.** Fatal crash risk hits a lifetime high in the first six months of independent driving. Teen drivers should have no passengers under age 21 during the first six months after licensure, and no more than one peer passenger for the second six months.
6. **Teen passengers should not ride with novice drivers.** Most teen passengers who die on the road are riding with teen drivers. Teens should not ride with peers for at least the first six months of independent driving.

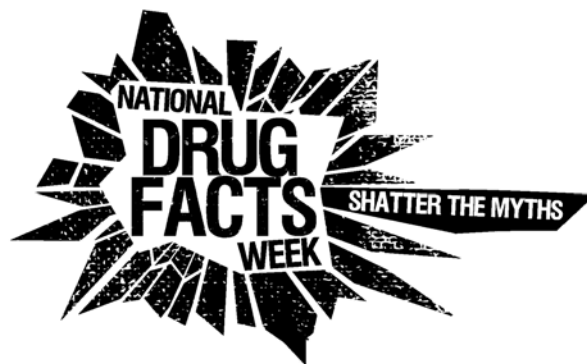
~~CRASHES  
aren't  
Accidents~~

# NIDA and Federal Partners to Launch National Drug Facts Week

## *November Awareness Week Promotes Scientific Facts about Drugs for Teens*

Expanding on its online Drug Facts Chat Day, the National Institute on Drug Abuse (NIDA) announced it is launching National Drug Facts Week, a new national awareness week to bring together teens and scientific experts to discuss the facts about drug abuse. NIDA is a component of the National Institutes of Health in the U.S. Department of Health and Human Services.

The week, which starts on Monday, November 8, encourages community-based question and answer events between teens and scientists. Events can be sponsored by a variety of organizations, including schools, community groups, sports clubs, book clubs, and local hospitals. NIDA provides an online toolkit that advises teens and their sponsoring organizations on to how create an event, how to publicize it, how to find a scientific expert, and where to find scientific information on drugs.



National Drug Facts Week is being supported by multiple federal agencies that share an interest in preventing teen drug abuse. The Department of Education will encourage schools and educators all over America to hold events. “President Obama has set an ambitious goal as part of his American Graduation Initiative that by 2020 America will once again have the highest proportion of college graduates in the world,” noted Department of Education Assistant Deputy Secretary Kevin Jennings. “We know that high-risk drinking and drug use by college students, and teens in high school preparing for college, contribute to numerous academic, social, and health-related problems—and this must be addressed if we are to achieve the President’s goal. By talking with young people and sharing facts in a straightforward, scientific and non-judgmental fashion, National Drug Facts Week will reach a great many teens who otherwise might not get this vital and life saving information.”

The Drug Enforcement Administration will post special scientific information on its teen site, *Just Think Twice*. “Keeping America’s teens informed about drugs is as important a mission to the DEA as is keeping drug dealers out of our communities and off the Internet,” said Michele Leonhart, the DEA Acting Administrator. “Knowledge is a powerful weapon against those who would exploit our kids, and DEA enthusiastically partners with NIDA and other agencies to put on National Drug Facts Week.”

The week will also include the launch of the first annual “National Drug IQ Challenge,” a 20-question multiple choice quiz that teens and adults can take to test their science based knowledge about drugs. The quiz can be found on the National Drug Facts Week Web site. High scorers will be rewarded with five additional Brainiac questions that focus on the brain. The quiz and other information on National Drug Facts Week can be found at <http://drugfactsweek.drugabuse.gov>

# Electronic Stability Control Reduces Fatal Crash Risk by a Third, Sharply Cuts Rollover Risk

Electronic stability control (ESC) for passenger vehicles remains one of the most effective technologies yet developed for preventing fatal crashes, especially single-vehicle rollovers. ESC helps drivers in the event of loss of control at high speeds or on slippery roads. It lowers the risk of a deadly crash by 33 percent and cuts the risk of a single-vehicle rollover by 73 percent.

These are the main findings of a new Insurance Institute for Highway Safety study updating earlier estimates of the crash-avoidance technology's benefits. The new estimates are about 7-10 percentage points smaller than the Institute found in 2006. One reason may be differences in the way early ESC-equipped vehicles were driven and how they were used compared with the vehicles of today.

"Sports cars and luxury models were the first to get ESC," says Anne McCartt, Institute senior vice president for research. "People tend to drive these cars faster and more aggressively than family vehicles, getting into the risky situations that lead to the loss of control crashes ESC is designed to prevent."

Lots of everyday drivers "rarely get into situations where ESC would take over," McCartt adds. "The good news is that ESC still works well when it's needed."

ESC could have prevented an estimated 15,600 fatal crashes in 2002-08 if all new passenger vehicles had been equipped with the technology.

First introduced in 1995, ESC helps drivers control their vehicles during high-speed maneuvers like entering curves too fast or swerving to avoid animals on slippery highways. Even before a driver knows there's a problem, ESC senses when a vehicle strays from the intended travel path or begins to spin out. Then the system automatically brakes individual wheels and sometimes reduces throttle to keep the vehicle under control and moving in the intended direction of travel.

In the latest study, Institute researchers examined a total of 10 years of crash data, comparing fatal crash involvement rates per registered passenger vehicle for identical models with and without ESC. Data on fatal crashes during 1999-2008 were from the Fatality Analysis Reporting System, a federal database of fatal crashes in all 50 states.

ESC reduces fatal crash risk by 49 percent in single-vehicle passenger vehicle crashes and 20 percent in multiple-vehicle crashes. Effectiveness estimates are higher for SUVs than for cars—35 percent for SUVs compared with 30 percent for cars—

but the difference isn't statistically significant. SUVs tend to have a higher center of gravity than cars, so they are more likely to get into the kinds of loss-of-control and rollover crashes that ESC helps prevent.

Many single-vehicle crashes involve rolling over, and ESC plays a big role in preventing these types of crashes. ESC was associated with a 73 percent reduction in single-vehicle rollover fatal crash involvement risk and a 59 percent reduction in single-vehicle fatal crash risk on wet or slippery roads. For the 2010 model year, ESC is standard on 88 percent of cars, 100 percent of SUVs, and 62 percent of pickups. By 2012 all new cars, SUVs, and pickups must have ESC.



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## New Research on Why Drivers Run Yellow Lights

Researchers from the University of Cincinnati, funded by the Ohio Department of Transportation, monitored four "high-speed" traffic intersections in suburban areas of Ohio, using video cameras to track more than 1,500 drivers. They measured vehicle type, speed, driver's distance from the light when it turned yellow, and decision to stop or not in what they called the "dilemma zone."

They found that cars traveling in right-hand lanes tended to go through yellow lights, while those on the left did not. Truckers also tended to speed through yellows, as did drivers on streets with higher posted speed limits. Drivers of vehicles on streets marked by 55 mph speed limits were more likely to run yellows than those in 50 mph zones.



The researchers found that drivers of SUVs, pickups, sedans and vans tended to slow down at yellows more than drivers of heavy trucks. They speculated that vehicle weight may be the explanation, since heavy trucks have more difficulty decelerating rapidly than other vehicles.

How long the light remains yellow also matters. (Yellow-light times vary, but typically last about three to five seconds. Traffic engineers base the time on the average speed of the vehicles passing through the intersection.)

The longer the yellow, the more likely it is that drivers will not stop, according to the study. With a long yellow, stopping is more dangerous, because other drivers are likely to keep going through the yellow, and someone who opts to stop runs a greater risk of getting hit from behind.

## Adults Text While Driving Too!

Adults are just as likely as teens to have texted while driving and are substantially more likely to have talked on the phone while driving according to a study released in June by the Pew Research Center's Internet & American Life Project.

In addition, 49% of adults say they have been passengers in a car when the driver was sending or reading text messages on their cell phone. Overall, 44% of adults say they have been passengers of drivers who used the cell phone in a way that put themselves or others in danger.

These are some of the key findings:

- Nearly half (47%) of all texting adults say they have sent or read a text message while driving. That compares with one in three (34%) texting teens ages 16-17 who said they had "texted while driving" in a September 2009 survey.
- Looking at the general population, this means that 27% of all American adults say they have sent or read text messages while driving. That compares with 26% of all American teens ages 16-17 who reported texting at the wheel in 2009.
- Three in four (75%) cell-owning adults say they have talked on a cell phone while driving. Half (52%) of cell-owning teens ages 16-17 reported talking on a cell phone while driving in the 2009 survey.
- Among all adults, that translates into 61% who have talked on a cell phone while driving. That compares with 43% of all American teens ages 16-17 who said they had talked on their phones while driving in the 2009 survey.
- Half (49%) of all adults say they have been in a car when the driver was sending or reading text messages on their cell phone. The same number (48%) of all teens ages 12-17 said they had been in a car "when the driver was texting."
- 44% of all adults say they have been in a car when the driver used the cell phone in a way that put themselves or others in danger. About the same number of teens (40%) said they had been in a car when the driver used a cell phone in a dangerous way.
- Beyond driving, one in six (17%) cell-owning adults say they have physically bumped into another person or an object because they were distracted by talking or texting on their phone.

*Mary Madden, Senior Research Specialist and Lee Rainie, Director, Pew Internet & American Life Project, June 18, 2010*

## Crashes are Leading Cause of Officers' Deaths

The number of law enforcement officers killed in crashes increased by about 80 percent between 1980 and 2007, making this the leading cause of death for officers on the job. This is a main finding of a recent review by the National Highway Traffic Safety Administration that examined FBI data on officer deaths for these years. Traffic fatalities climbed even as the total number of deaths in the line of duty fell about 20 percent. Among the general population, the rate of traffic fatalities per population has been falling since 2000, but the fatality rate among officers has risen dramatically.

Crashes accounted for just 26 percent of all law enforcement deaths in 1980-82. By 2005-07, the share had increased to 54 percent. The numbers include officers involved in crashes as pedestrians or motorcyclists, as well as those who were vehicle occupants. The number of deaths in the first 2 categories held steady, while deaths in vehicles shot up. The agency also looked at data from its own Fatality Analysis

Reporting System for clues about crash circumstances. A finding is that 39 percent of officers killed in crashes since 1996 weren't using safety belts. "Deaths of law enforcement officers by motor vehicle crashes: a review of FARS data for years 1996- 2007" by J.D. Bean and E.Y. Noh, is in the May/June 2010 issue of *Sheriff*.

*IIHS Status Report, August 3, 2010*



### **The Safe Teen and Novice Driver Uniform Protection Act of 2009 (STANDUP Act) - H.R. 1895/S. 3269**

would establish minimum requirements for state GDL laws:

- A 3-stage licensing process (learner's permit and intermediate stage before unrestricted driver's license);
- A prohibition on unsupervised nighttime driving during the learner's permit and intermediate stages;
- A passenger restriction during the learner's permit and intermediate stage (no more than 1 non-familial passenger under the age of 21 unless a licensed driver over 21 years of age is in the vehicle);
- A prohibition on non-emergency use of cell phones and other communication devices, including text messaging, during the learner's permit and intermediate stages;
- Age 16 for issuance of learner's permit and full licensure at age 18;

## Please help us increase our membership!

Our Membership Committee is requesting that each member do his/her part to bring in new members. Please check with the driver education professionals at your school or district to see if they are members of CASE. If not, provide them with the membership application below and discuss the importance of belonging to their professional association.



Make check payable to:  
CASE  
25 Shelbourne Place  
San Mateo, CA 94402

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### Membership Application (please type or print)

Professional Memberships are **\$40.00**. New memberships are valid for one year from date of receipt.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

School: \_\_\_\_\_ District \_\_\_\_\_

County: \_\_\_\_\_

Phone: School or office ( ) \_\_\_\_\_ - \_\_\_\_\_ Evenings: ( ) \_\_\_\_\_ - \_\_\_\_\_

Referred by (optional): \_\_\_\_\_