



Welcome to the 2023 edition of the Safety Focus Newsletter. In this issue of Traffic Safety newsletter, we will connect you to the compilation of stories with an intention to provide you with helpful information and events covered by Traffic Safety Education Project (TSEP) and its partners during the 2022-2023 fiscal year.

Each year, the National Highway Safety Administration (NHTSA), Pennsylvania Department of Transportation (PennDOT), and other highway safety partners work together to implement a safety communication plan for the public. This includes special promotional days, weeks, and months where different traffic safety components are promoted. These safety messages usually run concurrently with other relevant yearly activities, holidays, and events. This publication highlights those events and other grant related activities that took place in PennDOT District 11 during the 2022-2023 fiscal years.

DATA HIGHLIGHTS

Allegheny County

Traffic crashes in Allegheny County decreased by 1% from 11,733 crashes in 2021 to 11,582 crashes in 2022. The decrease was seen mostly in drunk driving and distracted driving crashes.

Beaver County

The safety focus area that decreased the most during 2022 in Beaver County was Impaired driving crashes with a reduction of 15.2% from 197 crashes in 2021 to 167 crashes in 2022.

Lawrence County

Aggressive driving crashes have reduced by 50% from a total of 58 crashes in 2021 to a total of 29 crashes in 2022..

Pennsylvania Crash Information Tool
<https://crashinfo.penndot.gov/PCIT/welcome.html>

SPOTLIGHTS

Traffic Safety for All Students

Law Enforcement Education and Outreach

Child Passenger Safety

Older Adult Programs

Other Program Highlights

Traffic Safety for All Students

ROAD RULES



Car crashes are the number one cause of death and injury among children ages 5-24. Encouraging safe and healthy behaviors on and off the road should start young, which is why the Traffic Safety Education Project has an evidence-based program called **Road Rules** that specifically targets some of our youngest passengers. The Road Rules program, based on the **Buckle Up PA** curriculum, educates elementary school students on passenger safety in both cars and school buses, pedestrian safety, and bicycle safety. The program can be facilitated in-person or virtually for a classroom or the entire school and can also be adapted for other child-based programs, like summer camps. Since summer camps are typically smaller groups of students, TSEP staff used that audience to provide helmets to students using Transportation Equity funding.

The picture on the right shows Hasni Komal, TSEP Public Health Educator, presenting to a classroom of students about the School Bus Safety portion of **Road Rules**.



Teen Expo: Safety Education Efforts

Teen drivers and teen passengers are one of our community members most likely to be injured in a crash. To reduce the number of teens involved in car crashes and educate them about safe driving practices, the **ACHD Traffic Safety Education Program** partners with local highway safety partners to provide educational resources and activities to local students. These events are called Teen Highway Safety Expositions or **Teen Expos** for short. One popular activity is where students have the ability to try a variety of impairment goggles and then complete either cognitive puzzles or simulated field sobriety tests with local officers. In addition to these, students also participated in other activities such as Distract-O-Match, Highway Safety Trivia, and temporary tattoos with safety messages to spread awareness to all.



Law Enforcement Outreach and Education

ST. PATRICK'S DAY PARADE EDUCATION

To encourage behavior change around alcohol consumption, we know that combining high visibility enforcement with education is one of the most effective approaches to reduce impaired driving. This is why highway safety partners in Western Pennsylvania pair together to host a media event before the Pittsburgh's largest St. Patrick's Day Parade. The City of Pittsburgh's St. Patrick's Day parade and the accompanying celebration on Saturday before the holiday is known to have impaired pedestrians that are also trying to get around the city. Highway safety partners from various organizations in Western PA gathered in Downtown Pittsburgh for a media event to promote all aspects of safety, including discussing pedestrian safety and impaired driving. The photo on the right, Safety Press Officer Yasmeen Manyisha is talking with the media with a cornhole game used with impaired goggles near her feet.



Law Enforcement & Pedestrian Safety



Keeping some of our most vulnerable road users safe is one of our hardest challenges. A lot of our neighborhoods are car-centric, but a walkable neighborhood is not only a healthy neighborhood a safer one as well. This spring, a local law enforcement task force in the South Hills of Pittsburgh received extra grant funding to conduct pedestrian safety details in local neighborhoods. These law enforcement officials, including the ones dressed as the Kool-Aid Man and Waldo, would legally cross the crosswalk in a large, local park with a known speeding issue. During their walk across the street, if a vehicle broke the law, other stationed officers would issue a warning to the drivers. The Traffic Safety Education Project partnered with the South Hills Task Force to provide literature and other information to both pedestrians who were following the rules and motorists who were possibly not following the rules during the event.

Child Passenger Safety

CAR SEAT & HOSPITAL TRAININGS

It is known that one of the best ways to help make sure that children travel safely is to start good habits early. The best way is to make sure that children are using the correct car seats and that those who live, care, and work with children are knowledgeable about how to make sure the children are safe. This is why CTSP staff focused on training new Child Passenger Safety technicians through the national certification class but also through community-based trainings. One of the outreach efforts that CTSP Coordinator Nicole participated in is the education of hospital and birthing unit staff about car seat safety. Additionally, through Transportation Equity programming, the CTSPs were able to support current hospital loan programs with additional car seats and car beds for patient use. The photos on the right, shows CTSP Coordinator Nicole and PA TIPP Representative Kristen Urso, addressing two different hospital units about car seat safety with car seats and car beds for demonstration. The photos below are some scenes from car seat certification classes during the year.



WALK TO SCHOOL DAY

Each year, International Walk To School Day is celebrated in Allegheny County with a partnership of programming at a local school with a large walking population. For 2022, Safe Kids Allegheny County held an event at Pittsburgh Langley elementary school. Safe Kids volunteers, including CTSP staff, were stationed at different intersection around the school to encourage safe walking and traveling to school every day. In the photos, to the left you can see students using the cross walk to get on the school bus and a volunteer group photo.

Older Adult Driver Safety Programming

EDUCATIONAL PROGRAMMING EFFORTS

One of the Traffic Safety Education Project's most successful outreach efforts for older adults typically is in conjunction with Summer and Fall Time Older Adult Fairs that are hosted by state representatives, senators, and other local organizations. Older adult serving programs, such as **AAA, Allegheny County Sheriffs, local police, Veterans Assistance programs**, and many more, gather in one place to educate some of our senior population about how they can best stay healthy and safe. As seen in the photo to the right, Chronic Disease and Injury Prevention staff were discussing safety items with older adults at an area Lifespan. TSEP staff were also able to attend these events in all three of the District 11 counties - including Senator Elder Vogel's Senior Expo held at the Beaver County Community College.



New this year, CTSP staff participated in **AAA** Peeling License Plate events. These events encouraged participants, particularly the older adults served at **AAA** offices, to meet with a local police officer to get a new license plate if they are qualified. Staff took advantage of this opportunity to educate the older adults about driving safety and handed out resource materials. The photo to the right shows the Peeling License Plate volunteers after a full day of over **100** participants.



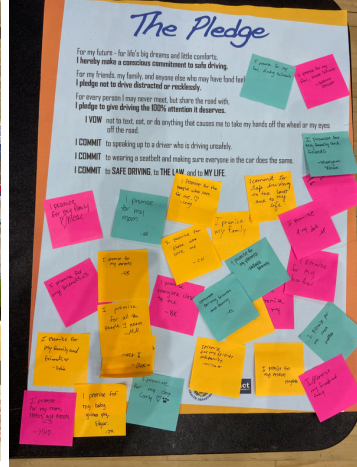
CAR FIT EVENTS

Older drivers are more likely to be killed or seriously injured when a crash does occur due to the greater fragility of their aging bodies. This is why the Traffic Safety Education Project staff partnered with **AAA** to offer a **CarFit** workshop this summer.

CarFit is an educational program for older adults to provide free safety education and to ensure proper "fit" in their cars. Our trained team, who are in the photo to the left, were able to quickly assess their level of comfort in the car by completing a 12-point checklist that takes approximately 20 minutes to complete. Technicians also demonstrated the use of adaptive devices that could improve the driver's (or passengers) comfort and safety while driving and riding in the car.

2022-2023 Photo Gallery

Below are photos and scenes of events, projects, and programs from the past fiscal year.



The above photos include various activities at Teen Driver Safety Expos. Students are seen enjoying the marijuana impairment maze, doing field sobriety tests with State Police Officers, and the student pledge.



Photos in the top row include car seat check events, aggressive driving media events with District 11 Safety Press Officer and PA DUI Association Representative. The lower photos include students participating in a Trunk or Treat safety event, Highway Safety week at FedEx Corporate, and a participant of our Lawrence County Bicycle Rodeo with AAA.

2022 - 2023 Photo Gallery

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In April, around 160 grantees and partners of the PA Highway Safety Office joined in person for the **2023 PA Traffic Safety Conference**, held at the Wyndham Grand in downtown Pittsburgh. The conference included various workshop sessions with a wide variety of topics including officer safety, traffic safety case law, liquor laws, medical marijuana, behavioral modification techniques, unique partnerships, media communication, education, enforcement collaborative methods, and much more. CTSP staff were the local organizers of this conference. This was the first in-person **Traffic Safety conference** since 2019! In the photos to the left, you can see both members of the CTSP staff enjoying the conference.

In the bottom series of photos, you can see a few of the examples of the DUI Memorial Tree. These trees are decorated during the holiday season each year at various high schools and local stores. They are adorned with a certain number of lights, red bows, golden ornaments, and red ornaments, that all signify either an injury or a death from impaired driving during the holiday season. Below, you can see students from West Allegheny High School, the Western PA Athletic Leagues storefront at the Monroeville Mall, and students from Westinghouse Arts Academy High School who all decorated a holiday tree. The holiday tree was decorated during a PennDOT press event for the 2022 Thanksgiving and holiday-impaired driving season.



The Traffic Safety Education Project is funded by the Pennsylvania Department of Transportation and is coordinated by the Allegheny County Health Department. The Traffic Safety Education Project are the regions highway safety experts in PennDOT District 11.

The project partners with many safety-related organizations in Allegheny, Beaver, and Lawrence Counties including but not limited to: Buckle Up PA, PA DUI Association, Allegheny County Pretrial Services, AAA East Central, Children's Hospital of UPMC, Safe Kids Allegheny County, PA Traffic Injury Prevention Project, and local, county, and state law enforcement agencies.

TSEP provides programming for children, adolescents, teens, adults, and older adults on topics covering proper seat belt usage, child safety seats, impaired driving, distracted driving, aggressive driving, bicycle safety, pedestrian safety, motorcycle safety, and more.

References

Centers for Disease Control and Prevention (CDC). Child Health. 2021. Retrieved from <https://www.cdc.gov/nchs/fastats/child-health.htm>

Pennsylvania Department of Transportation (PennDOT). Pennsylvania Crash Information Tool (PCIT). 2021. Retrieved from <https://crashinfo.penndot.gov/PCIT/welcome.html>

