Maine Bureau of Highway Safety
Partnership Newsletter

www.maine.gov/dps/bhs 207-626-3840 Fall 2006

# Channel 6, AAA and the Bureau of Highway Safety Host a Safety Fair at the Maine Mall, September 30th

On September 30th, Highway Safety in partnership with AAA and WCSH 6 hosted a successful **Teen Driver Safety** event at the Maine Mall. Teams of three licensed teens and a parent participated in hands-on demonstrations for driving skills above and beyond what would be taught in driver education. High school teens from Bonny Eagle, Deering, Edward Little, Gorham, Messalonskee, Oxford Hills, Portland and Wells participated in the driving event. A team from Wells High School was the overall winners based on a scoring system that rated each driver and team. Each team member was presented with a $100 gas card and $1000 was donated to his or her school for project graduation. The students from Bonny Eagle were presented with a $1000 award for project graduation for sending the most teams of teens to the event.

Other safety partners participating at this event included: the Maine Transportation Safety Coalition, the Maine State Police, York PD, Brunswick PD, MeDOT, Motor Vehicles, Safety Council of Northern New England, the Maine Turnpike Authority, volunteer child passenger safety experts for the free safety seat fitting station, Operation LifeSaver and many more.

The Get Out Alive Parent-Teen Driving Challenge Safe Driving Fair is the culmination of the Get Out Alive Parent-Teen Driving Challenge. This new safety and awareness program included numerous educational clinics for parents and their teens (held by AAA and the Maine Bureau of Highway Safety), as well as a series of informational PSAs featuring NEWS CENTER's Shannon Moss. These PSAs aired through the summer months on WCSH 6.

The fair was educational & fun for all. However the message was sobering:

**Motor vehicle crashes are the leading cause of death for teens in Maine.**
**New teen drivers are 4 times more likely to die in a crash than adults.**
**Young drivers comprise 12.5% of all drivers, but suffer 25% of all fatalities and 30% of all injuries.**

Fortunately, these statistics can be reversed by parental involvement, driving practice and education. New drivers need additional experience and knowledge to become safe drivers. For more info on how parents can make a difference, you can call the following organizations for help;

**National Safety Council**
**AAA**
**Maine Bureau of Highway Safety**

# Congratulations! 2006 Buckle Up Maine - No Excuses Safety Belt Program Incentive Awards

Pictured above is Chief Deputy Kevin Joyce, Carl Hallman MeBHS & Captain Donald Goulet from Cumberland County Sheriff's Office.
Over 70 law enforcement agencies participated in the 2006 enforcement and education program and competed for prizes. In-cruiser video cameras were awarded to the following departments for their outstanding work with the program. Congratulations to these departments.

Bath Police Department
Bucksport Police Department
Cumberland County Sheriff's Department
Kittery Police Department
Hallowell Police Department

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# Message from the Director

I am pleased to report that the National Highway Traffic Safety Administration has approved our 2007 Highway Safety Plan. Thanks to all who submitted projects to be included in that Plan.

I was not able to include all of the ideas and projects that I received. Although they were all excellent suggestions, I included only those that could best demonstrate a need through problem identification and could easily demonstrate positive results toward decreasing injuries and fatalities on our roads and highways. I believe that you will agree that the projects included will likely have the greatest impact toward saving lives.

Please be thinking of projects that you would like us to consider for 2008. It's not too early to discuss those with us and submit them for inclusion and funding in next years Plan. If it's approved by NHTSA, and it's funded, it will happen.

If you would like a copy of the 2007 Plan, please call our office at 626-3840 or email me at:

Lauren.V.Stewart@maine.gov

*Lauren*

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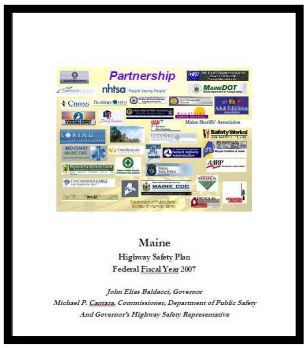


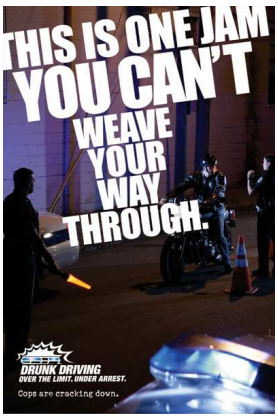


# Motorcycles & Drinking

Drunk driving is one of America's deadliest crimes. In fact, during 2004, nearly 13,000 people were killed in highway crashes involving an impaired driver or motorcycle operator with an illegal blood alcohol concentration (BAC) of .08 or higher. The picture for motorcycle operators is particularly bleak. Forty-one percent of the 1,672 motorcycle operators who died in single-vehicle crashes in 2004 had BAC levels of .08 or higher.

**http://www.stopimpaireddriving.org**

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# Motorcycle Deaths in Maine

Bureau of Highway Safety reports motorcycle deaths are on the rise in Maine. There were 23 fatal crashes involving motorcycles thru September of 2006. In 2005 there were 15 fatal crashes all year.

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# New National Impaired Driving Slogan! Drunk Driving, Over the Limit, Under Arrest:

Colonel Poulin and others took part in a news conference as part of a national OUI enforcement effort. The Bureau of Highway Safety organized the event in coordination with the National Highway Traffic Safety Administration. The Commissioner, Secretary of State Matthew Dunlap and NHTSA Regional Administrator Phillip Weiser (on the right) spoke, with county and local law enforcement looking on. Last year, 32.9% of Maine's highway deaths were alcohol involved

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# Augusta Speeders

Augusta Police Department Sgt. Jared Mills, right, radios the description of a vehicle that Lt. Jeff Pomerleau caught exceeding the speed limit with a laser gun Wednesday on the new section of Route 3 in Augusta. The Augusta officers were coordinating a speed-reduction detail with state troopers and city that resulted in more than 100 vehicles being pulled over, Pomerleau said. (KJ PHOTO)

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# Safer vehicles, not better drivers…

**Insurance Institute for Highway Safety says, "Declining death rates due to safer vehicles, not better drivers or improved roadways".**

ARLINGTON, VA —ARLINGTON, VA — The designs of passenger vehicles have been improving for years, becoming more protective of their occupants in crashes. Without these improvements, the motor vehicle death rate per registered vehicle would have stopped declining in 1994 and started going up. This is the main finding of a study by the Insurance Institute for Highway Safety.

"Death rates per vehicle and per mile have been going down for decades, and they still are. This study shows why," says Institute president Adrian Lund. **"In recent years it's the vehicles, not better drivers or improved roadways**. The study reveals

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not only the importance of the vehicle design changes and the kinds of vehicles motorists are choosing to drive but, on the downside, the loss of momentum for effective traffic safety policies on belt use, alcohol-impaired driving, and speeding."

For entire article see:

www.iihs.org/news/rss/pr081006.html

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## MTSC Meeting on School Bus Safety

George P. Jones presented at the September meeting of the Maine Transportation Safety Coalition in Augusta. To his left is David Lajoie, finalist for the MAPT/DOE State of Maine Bus Driver Excellence Award last year.

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## School Bus Conferences

Betty Mason, Child Passenger Safety Coordinator, reports that approximately 170 drivers, aides and transportation directors attended a four-hour awareness course entitled "Introduction to Child Passenger Safety for School Passenger Vehicles" during the April and June Regional School Bus Conferences. Attendees were introduced to a variety of options for transporting pre-school aged children on school buses and were given updates on laws and regulations around this issue.

Maine Association for Pupil Transportation (MAPT) and the Department of Education sponsor the annual regional conferences for bus drivers as well as an annual statewide conference at Sugarloaf in July.
Bureau of Highway Safety provided funding for the course. For more info contact Betty Mason at 207-287-4288.

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# Do You Have a Good Idea or Plan? Don't Forget! $$$

As Lauren stated in her opening comments of this newsletter, please be thinking of ideas or projects that your organization would like us to consider for the 2008 plan year. If you are a state, local or Indian tribal government agency or a non-profit organization, we are open to ideas or projects that decrease injuries and fatalities on our roads and highways in Maine. It is never too early to discuss future projects. Last year, this office processed over 1.5 million dollars to reduce injuries & fatal crashes in Maine.

Call Lauren V. Stewart @ 207- 626-3840 with your idea or plan.

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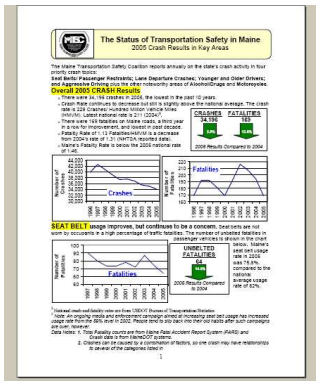
# MTSC Reports on the Status of Transportation Safety in Maine


The Status of Transportation Safety in Maine
2005 Crash Results in Key Areas

For a copy of their report see
http://www.themtsc.org/

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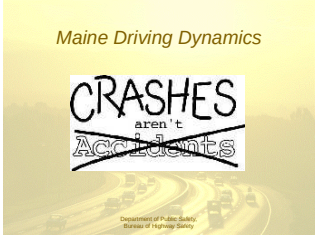
# MTSC Guiding Principals

One of the guiding principals of the MTSC is

**A Crash is Not an Accident**

The MTSC will be consistent with Federal terminology in referring to crashes. Terminologies such as "crash", "collision", "incident" and "injury" are preferred alternatives to the word "accident". MTSC members agree to use the appropriate terminology in published materials, in speeches or other statements or in communication with the media and others. MTSC members will also work to encourage State transportation officials, and others, to limit the use of the term "accident" and use the more appropriate terminology.
The MTSC agrees to this terminology since the use of the word "accident" fosters the idea that the resulting damage and injuries are unavoidable. In reality, crashes are predictable results of specific actions and the continued use of the word "accident" implies that these events are outside human influence or control. *




"Crashes aren't accidents" is also a fundamental principal of *Maine Driving Dynamics* classes.

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