How Do We Get to Zero?

Debbie Hersman
President and CEO
National Safety Council
ZERO ROAD DEATHS

by 2050
ONE PREVENTABLE DEATH OCCURS EVERY 3 min
WORKPLACE FATALITIES IN 2016

5,190

#1 Cause of Workplace Death: Car Crashes

Motor vehicle crashes: 1,839
Falls: 846
Intentional injuries by person: 792
Contact with objects and equipment: 761
BREAKING NEWS
SOUTHWEST FLIGHT MAKES EMERGENCY LANDING
Voice of Jason Carroll | CNN National Correspondent
HOW DO WE SHIFT CULTURE?
Source: Dr. Matts-Ake Belin, Swedish Transport Administration, Vision Zero Academy
CAN WE MAKE A DIFFERENCE?

WHAT IS THE RIGHT NUMBER?

100+

Deaths per day in the U.S.
THE ROAD TO ZERO

DOUBLE DOWN on What Works

ACCELERATE Technology

PRIORITIZE Safety

© 2018 National Safety Council

Eliminating Preventable Deaths
DOUBLE DOWN ON WHAT WORKS

ADVANCE PROVEN COUNTER-MEASURES

© 2018 National Safety Council

Eliminating Preventable Deaths
THEY GROW UP FAST.

MAKE SURE THEY GROW UP SAFE.

CHECK TO PROTECT

CheckToProtect.org for auto recalls
ACCELERATE TECHNOLOGY

- Forward Collision Warning
- Lane Departure Warning
- Blind Spot Monitor

© 2018 National Safety Council
Nearly every American new car would be equipped with automatic emergency braking within six years under an "accelerated" pact announced Thursday between federal regulators and the auto industry.

The agreement was reached between the U.S. National Highway Traffic Safety Administration, the Insurance Institute for Highway Safety and 30 automakers that represent nearly the entire U.S. auto market.

The so-called AEB systems are part of the technological watchoyer industry leaders have pitched as a way to combat crashes.

"The unanticipated benefits mean that this important safety technology will be available to more consumers more quickly than would be possible through the regulatory process," the NHTSA said.

The automakers include Ford, General Motors, Honda, Toyota, Nissan, Volkswagen, Kia and Tesla Motors.

Having vehicles with automatic braking can reduce rear-end crashes by about 40%, the Insurance Institute for Highway Safety estimates.

"It's become a more ubiquitous feature across most price ranges in just the last couple of years," said Karl Brauer, an analyst with Kelley Blue Book.

"It's nice to see they're making this official commitment, but you've got to be competitive as an automaker if you don't have automatic emergency braking by 2022 anyway," he said.

Regardless, bypassing the regulatory process would save about 3 years in making the automatic braking systems standard equipment, according to the NHTSA, which is part of the Department of Transportation.

But the consumer-safety groups want statutory regulations on the grounds that the auto industry pact for AEB systems would not require public hearings or be enforceable.

The NHTSA said the automakers program is similar to the one for advanced driver-assistance systems, or ADAS, that requires "in-dash" displays warning drivers about distracted driving.

"In the very near future we're going to see additional "in-dash" ADAS features such as "taking evasive action," when the vehicle "can only brake if necessary but also warn itself around an obstacle," Kim said.

Brauer confirmed that there's still a long way to go before automated driving becomes reality. Besides having to carve out safety technology, "vehicles will need to be able to "talk" to one another and with roadway infrastructure in order to operate safely and efficiently," he said.

For example, a self-driving car "will need to synchronize with traffic," he said.

"The Los Angeles Times"
ACCELERATE TECHNOLOGY
PRIORITIZE SAFETY

CREATE A SAFE SYSTEMS APPROACH TO SHIFT CULTURE

© 2018 National Safety Council

Eliminating Preventable Deaths
Asheville, North Carolina
Safe Infrastructure Project

7 lanes of traffic reduced to single lane roundabout:

- pedestrians cross just one lane at a time
- lower speeds
- shorter queues
- better use of space
PRIORITIZE SAFETY | EMERGENCY RESPONSE

THE GOLDEN HOUR
43% of fatal motor vehicle crash victims reach a hospital alive

NHTSA, 2016
Trauma Access

Source: TraumaMaps.org
Trauma Access By Helicopter

Source: TraumaMaps.org

© 2018 National Safety Council
• What causes drowsy driving
• How to identify a drowsy driver / drowsy crash
• Countermeasures (individual, environmental, regulatory, legislative, etc.)
• Improving data collection on drowsy driving
• Risks of drowsy driving for law enforcement officers as shift workers
33% of painkiller users don’t know they are taking opioids.

Follow me: @DebbieHersman