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# Roadway Departure: Effective Countermeasures





# DISCUSSION POINTS

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Problem Identification

Effective Countermeasures

Partnerships and Collaboration



# Problem Identification

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High Collision Areas

Types of Collisions

Causes- Don't just look for one reason



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**94%**





# Issues

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**Alcohol Impaired Driving**

**Drug Impaired Driving**

**Distracted Driving**

**Drowsy Driving**

**Motorcycle Safety**

**Occupant Protection**

**Emergency Medical Services**



# 4E's- The solutions

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Enforcement

Education

Engineering

Emergency Medical Services

# Countermeasures/Strategies

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High Visibility Enforcement

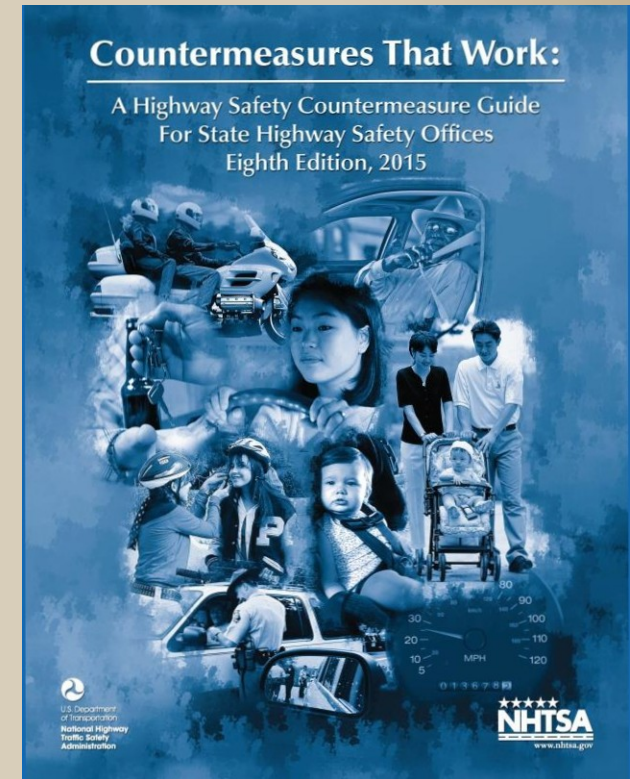
DUI/Driver's License checkpoints

Saturation patrols

Court stings

Minor Decoy

Shoulder Tap



# NHTSA Key Countermeasure Program: High Visibility Enforcement (HVE)

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High Visibility Enforcement (HVE) is a universal traffic safety approach designed to create deterrence and change unlawful traffic behaviors.

HVE combines highly visible and proactive law enforcement targeting a specific traffic safety issue.

Law enforcement efforts are combined with visibility elements and a publicity strategy to educate the public and promote voluntary compliance with the law.





# HVE: High Visibility Media Outreach

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Educate the public about the traffic safety problem and warn them well in advance that law enforcement will enforce the law to save lives

Use a combination of social median, earned, and targeted paid media

Maintain media outreach for Pre-event, During the Event, and Post-Event



# Education and Awareness

Drivers Education in your  
local schools

Every 15 Minutes, Smart  
Start, Impact Teen Driver

Mother's Against Drunk  
Driving



# OTS Public Education and Outreach Efforts



# NHTSA- Traffic Safety Marketing

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**Bicycle Safety**

**Child Safety**

**Distracted Driving**

**Drowsy Driving**

**Drug-Impaired Driving**

**Drunk Driving**

**First Responder Safety**

**Motorcycle Safety**

**Older Drivers**

**Pedestrian Safety**

**Rail Grade Crossing**

**School Bus Safety**

**Seat Belts**

**Speed Prevention**

**Teen Safety**

**Vehicle Safety**

# Traffic Safety Marketing



powering off

Stop using your phone when you drive.  
Click to learn more...

ONE TEXT OR CALL COULD  
**WRECK**  
IT ALL



**SPEEDING**  
Stop speeding before it stops you



**DRIVE SOBER OR  
GET PULLED OVER**

buzzed  
driving is  
drunk  
driving  
designate a sober driver

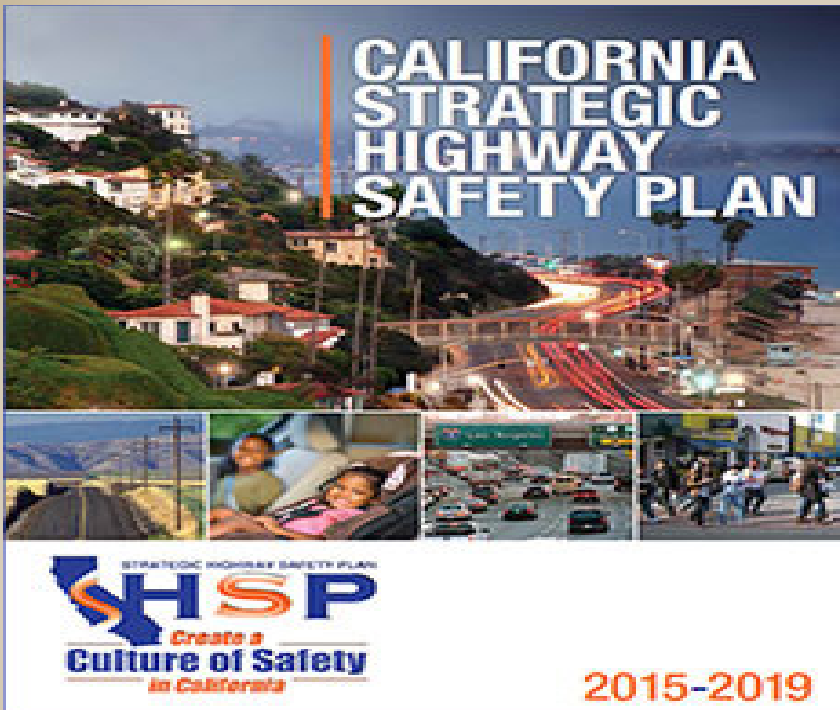
# Resources

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- NHTSA Website  
[www.nhtsa.gov](http://www.nhtsa.gov)
- Vehicle Safety Hotline (toll-free)  
1-888-327-4236
- Traffic Safety Marketing (TSM)  
[www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov)
- California Office of Traffic Safety  
[www.ots.ca.gov](http://www.ots.ca.gov)

# STRATEGIC HIGHWAY SAFETY PLAN

“GET INVOLVED AND MAKE A DIFFERENCE”



Alcohol/Drug Impaired Driving

Bicycling

Driver Licensing and Competency

Occupant Protection

Young Drivers

Aging Road Users

Pedestrians

Speeding and Aggressive Driving

Motorcycles

Distracted Driving

Commercial Vehicles

Emergency Medical Services

Intersections, Interchanges and Other  
Roadway Access

Roadway Departures and Head-on Collisions

Work Zones