

Post-2015 Vision for Child Road Safety in the Americas

Future Initiatives to Promote Child Road Safety

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Team Lead

Transportation Safety Team

Centers for Disease Control and Prevention

A UN Global Road Safety Week
Regional Congress

May 8, 2015



CDC Winnable Battle

- ❑ Public health priorities with large-scale health impact
- ❑ Known effective intervention
- ❑ Motor vehicle injuries one of seven Winnable Battles
- ❑ Can make significant progress in reducing health disparities and the overall health burden

CDC Director: Dr. Tom Frieden



United States

Motor Vehicle Crash Health Burden

- ❑ **A leading cause of death in the US**
 - 32,719 deaths in 2013
 - ~90 deaths a day
- ❑ **More than 2.5 million emergency department (ED) visits for crash injuries in 2012**
 - ~7,000 people every day
- ❑ **Nearly 200,000 were then hospitalized in 2012**
 - 1 million days in the hospital each year
- ❑ **Lifetime medical and work loss costs > \$50 Billion each year in the US**



THE FULL IMPACT OF MOTOR VEHICLE CRASHES

For every 1 person killed in a motor vehicle crash



8 people were hospitalized



100 people
were treated
and released
from the ED



SOURCE: CDC WISQARS (Web-based Injury Statistics Query and Reporting System), 2012

10 Leading Causes of Death by Age Group, United States – 2013

Rank	Age Groups										Total
	<1	1-4	5-9	10-14	15-24	25-34	35-44	45-54	55-64	65+	
1	Congenital Anomalies 4,758	Unintentional Injury 1,316	Unintentional Injury 746	Unintentional Injury 775	Unintentional Injury 11,619	Unintentional Injury 16,209	Unintentional Injury 15,354	Malignant Neoplasms 46,185	Malignant Neoplasms 113,324	Heart Disease 488,156	Heart Disease 611,105
2	Short Gestation 4,202	Congenital Anomalies 476	Malignant Neoplasms 447	Malignant Neoplasms 448	Suicide 4,878	Suicide 6,348	Malignant Neoplasms 11,349	Heart Disease 35,167	Heart Disease 72,568	Malignant Neoplasms 407,558	Malignant Neoplasms 584,881
3	Maternal Pregnancy Comp. 1,595	Homicide 337	Congenital Anomalies 179	Suicide 386	Homicide 4,329	Homicide 4,236	Heart Disease 10,341	Unintentional Injury 20,357	Unintentional Injury 17,057	Chronic Low. Respiratory Disease 127,194	Chronic Low. Respiratory Disease 149,205
4	SIDS 1,563	Malignant Neoplasms 328	Homicide 125	Congenital Anomalies 161	Malignant Neoplasms 1,496	Malignant Neoplasms 3,673	Suicide 6,551	Liver Disease 8,785	Chronic Low. Respiratory Disease 15,942	Cerebro-vascular 109,602	Unintentional Injury 130,557
5	Unintentional Injury 1,156	Heart Disease 169	Chronic Low. Respiratory Disease 75	Homicide 152	Heart Disease 941	Heart Disease 3,258	Homicide 2,581	Suicide 8,621	Diabetes Mellitus 13,061	Alzheimer's Disease 83,786	Cerebro-vascular 128,978
6	Placenta Cord. Membranes 953	Influenza & Pneumonia 102	Heart Disease 73	Heart Disease 100	Congenital Anomalies 362	Diabetes Mellitus 684	Liver Disease 2,491	Diabetes Mellitus 5,899	Liver Disease 11,951	Diabetes Mellitus 53,751	Alzheimer's Disease 84,767
7	Bacterial Sepsis 578	Chronic Low. Respiratory Disease 64	Influenza & Pneumonia 67	Chronic Low Respiratory Disease 80	Influenza & Pneumonia 197	Liver Disease 676	Diabetes Mellitus 1,952	Cerebro-vascular 5,425	Cerebro-vascular 11,364	Influenza & Pneumonia 48,031	Diabetes Mellitus 75,578
8	Respiratory Distress 522	Septicemia 53	Cerebro-vascular 41	Influenza & Pneumonia 61	Diabetes Mellitus 193	HIV 631	Cerebro-vascular 1,687	Chronic Low. Respiratory Disease 4,619	Suicide 7,135	Unintentional Injury 45,942	Influenza & Pneumonia 56,979
9	Circulatory System Disease 458	Benign Neoplasms 47	Septicemia 35	Cerebro-Vascular 48	Complicated Pregnancy 178	Cerebro-vascular 508	HIV 1,246	Septicemia 2,445	Septicemia 5,345	Nephritis 39,080	Nephritis 47,112
10	Neonatal Hemorrhage 389	Perinatal Period 45	Benign Neoplasms 34	Benign Neoplasms 31	Chronic Low. Respiratory Disease 155	Influenza & Pneumonia 449	Influenza & Pneumonia 881	HIV 2,378	Nephritis 4,947	Septicemia 28,815	Suicide 41,149

Data Source: National Vital Statistics System, National Center for Health Statistics, CDC.
Produced by: National Center for Injury Prevention and Control, CDC using WISQARS™.



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National Center for Injury
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Decade of Action for Road Safety

- ❑ United Nations Resolution in 2010
- ❑ 2011-2020
- ❑ Goal to stabilize and reduce road traffic injuries and deaths around the world



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CDC's Role in Global Road Safety

Evaluate existing road traffic injury surveillance systems



Build capacity to **analyze** road traffic injury data



Use data to drive decision making



Build **integrated** surveillance systems



Disseminate findings and best practices globally

CDC's Child Passenger Safety Research

- ❑ Vital Signs Child Passenger Safety
- ❑ Child passenger deaths involving alcohol-impaired drivers
- ❑ Racial/ethnic differences in buckling up
- ❑ Seat belt fit study among older children
- ❑ CODES Surveillance Summary
- ❑ Prevention Status Report

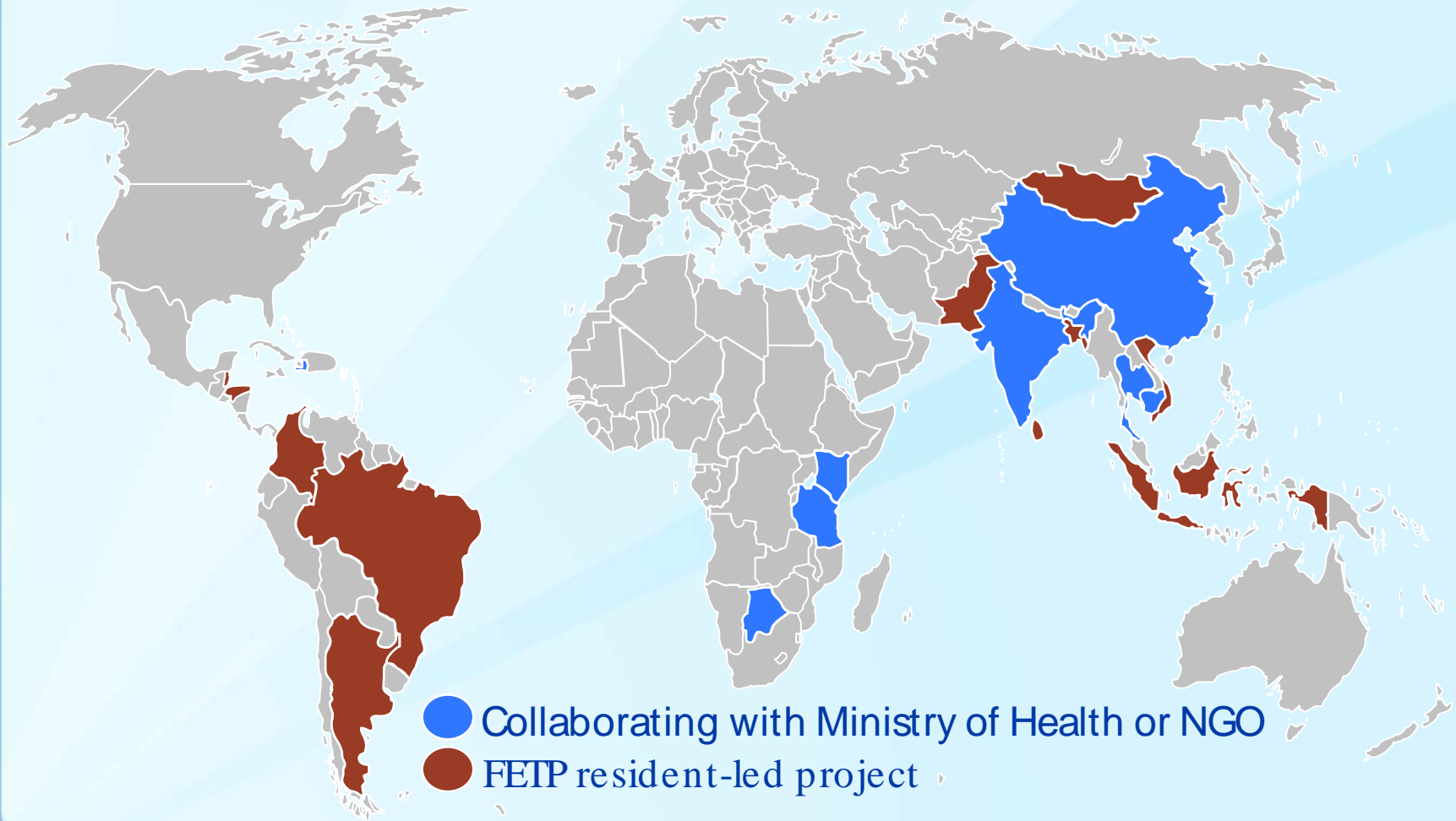
<http://www.cdc.gov/VitalSigns/childpassengersafety/index.html>

<http://www.in.gov/isdh/files/Pediatrics-2014-Quinlan-peds.2013-2318.pdf>

<http://www.cdc.gov/psr/motorvehicle/index.html>



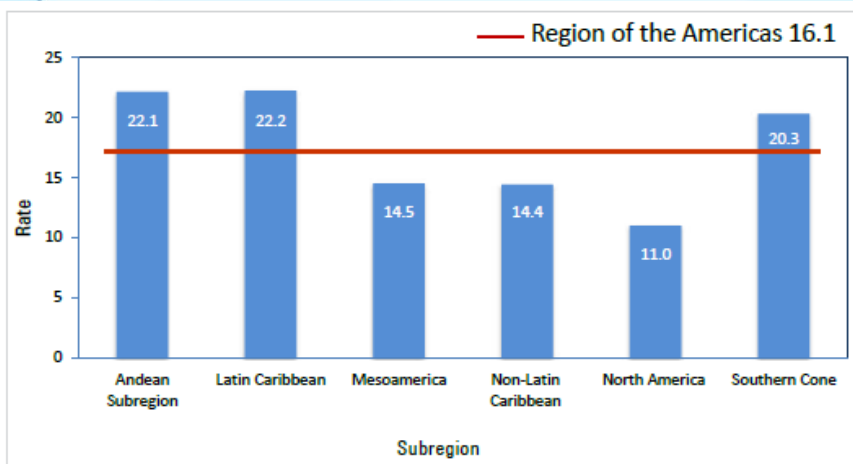
CDC's Global Road Safety Work



Global Partnerships

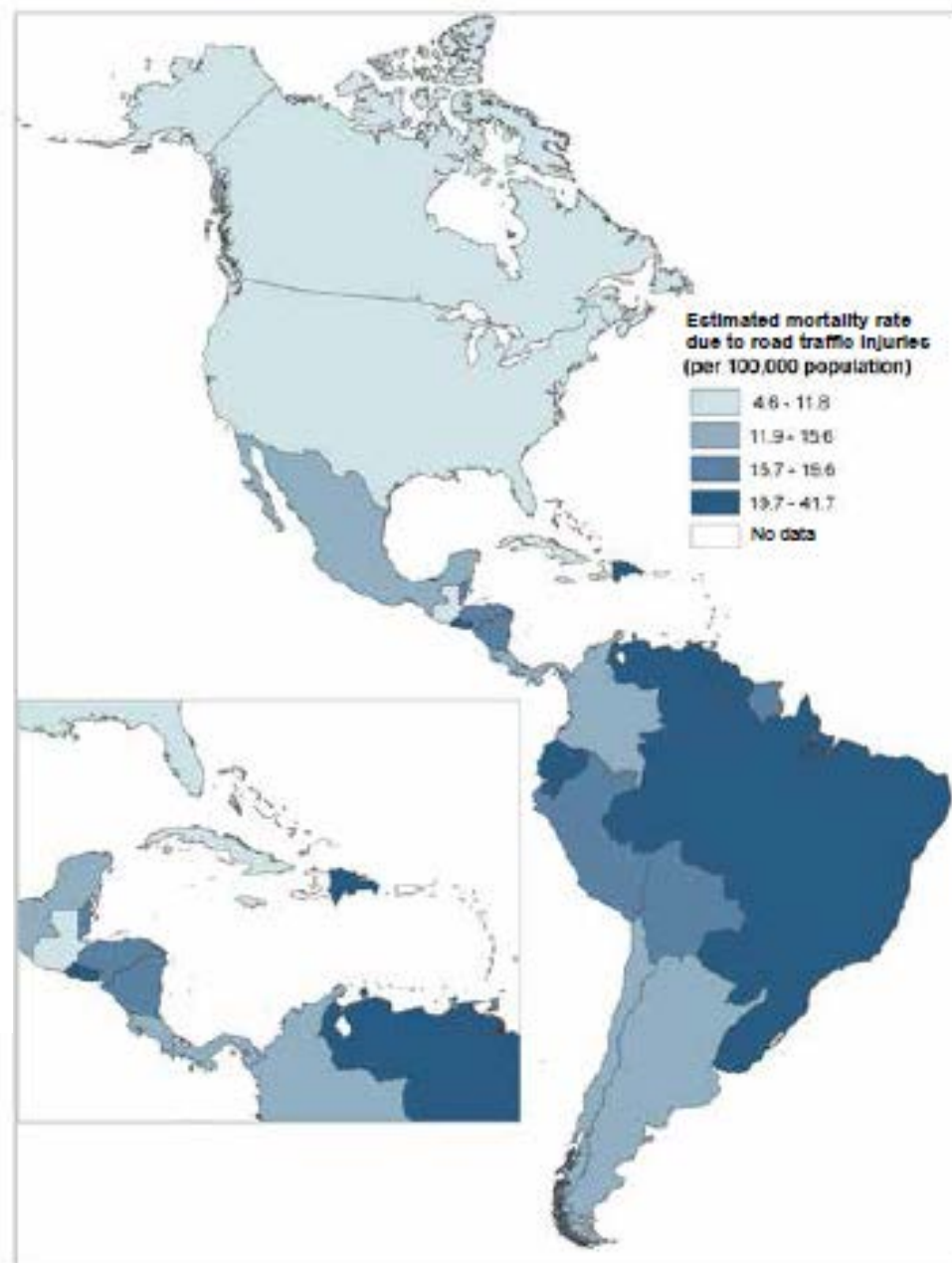


Estimated Road Traffic Death Rates per 100,000 population, 2010



Source: World Health Organization. Global status report on road safety 2013: supporting a decade of action. Geneva: World Health Organization; 2013. Available from: http://www.who.int/violence_injury_prevention/road_safety_status/2013/en/index.html

*Modeled using negative binomial regression
(http://www.who.int/violence_injury_prevention/road_safety_status/2013/methodology/estimating_global_road_traffic_deaths.pdf?ua=1).
The estimation of deaths is for 2010.



Source: World Health Organization. Global status report on road safety 2013: supporting a decade of action. Geneva: World Health Organization; 2013. Available from: http://www.who.int/violence_injury_prevention/road_safety_status/2013/en/index.html

Post- 2015

How Many Lives Can We Save?

How Many Injuries Can We Prevent?



For each person killed in a car crash in 2012, 8 were hospitalized and 100 were treated and released from the ED.

Every person,
every seat,
every trip.



Seat belts prevent injuries and save lives. [Learn more.](#)

Vitalsigns™

Learn Vital Information on
Child Passenger Safety.

Read CDC Vital Signs™



injuries.

www.cdc



Vitalsigns™

www.cdc.gov/vitalsigns



Teen Drinking and Driving

A Dangerous Mix

↓ 54%

The percentage of teens in high school who drink and drive has decreased by more than half since 1991.*

1 in 10



One in 10 teens in high school drink and drives.*

17x

Young drivers (ages 16-20) are 17 times more likely to die in a crash when they have a blood alcohol concentration of .08% than when they have not been drinking.

The percentage of teens in high school who drink and drive has decreased by more than half since 1991, but more can be done. Nearly one million high school teens drank alcohol and got behind the wheel in 2011. Teen drivers are 3 times more likely than more experienced drivers to be in a fatal crash. Drinking any alcohol greatly increases this risk for teens.

Research has shown that factors that help to keep teens safe include parental involvement, minimum legal drinking age and zero tolerance laws, and graduated driver licensing systems. These proven steps can protect the lives of more young drivers and everyone who shares the road with them.

*High school students aged 16 years and older who, when surveyed, said they had driven a vehicle one or more times during the past 30 days when they had been drinking alcohol.

→ See page 4

Want to learn more? Visit <http://www.cdc.gov/vitalsigns>



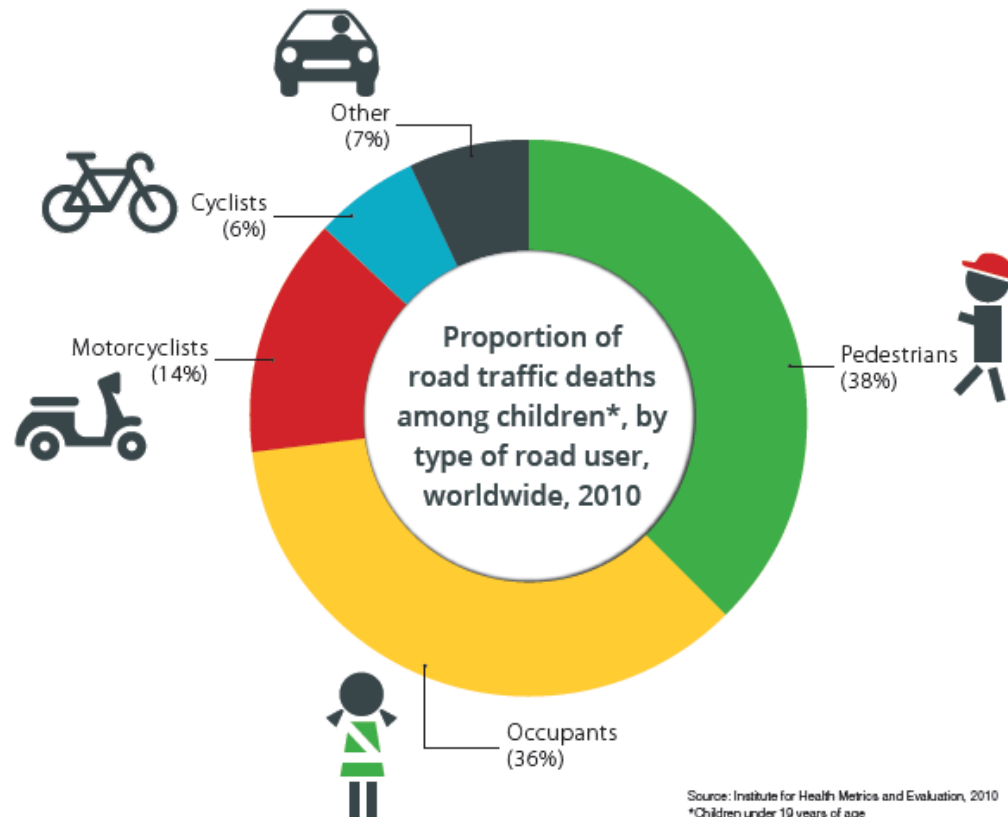
About 1 in 5
child deaths is due to injury.



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www.cdc.gov/vitalsigns

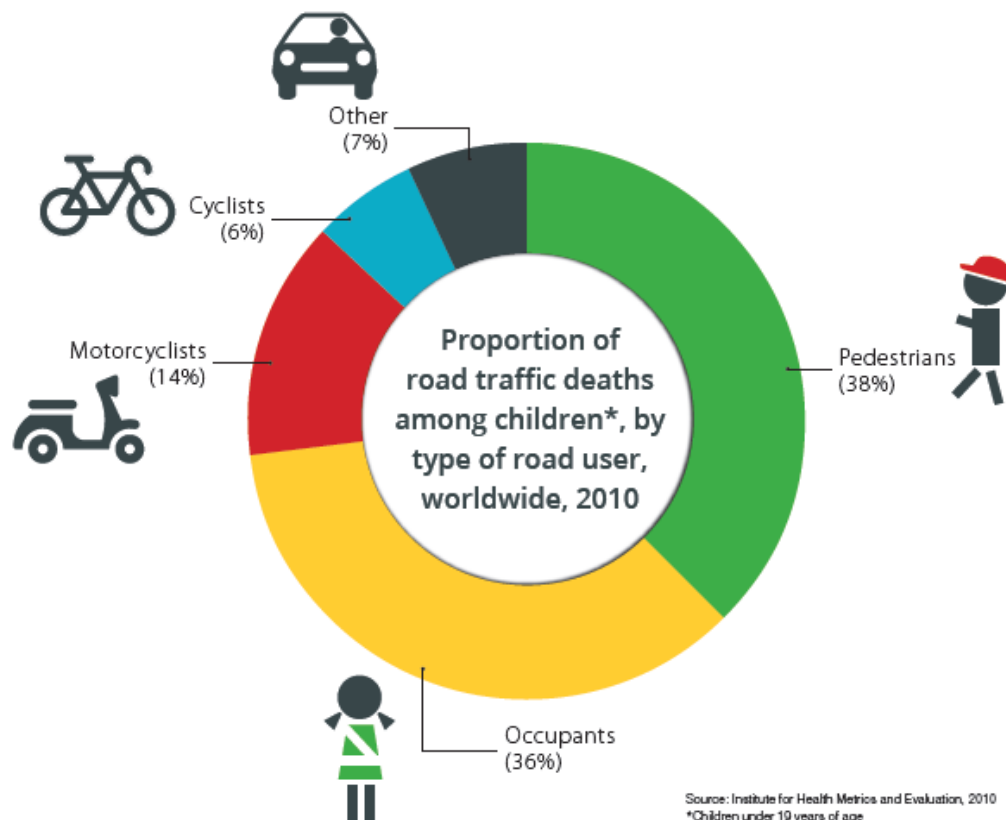
TEN STRATEGIES FOR KEEPING CHILDREN SAFE ON THE ROADS



#SaveKidsLives

TEN STRATEGIES FOR KEEPING CHILDREN SAFE ON THE ROADS

1 Controlling speed

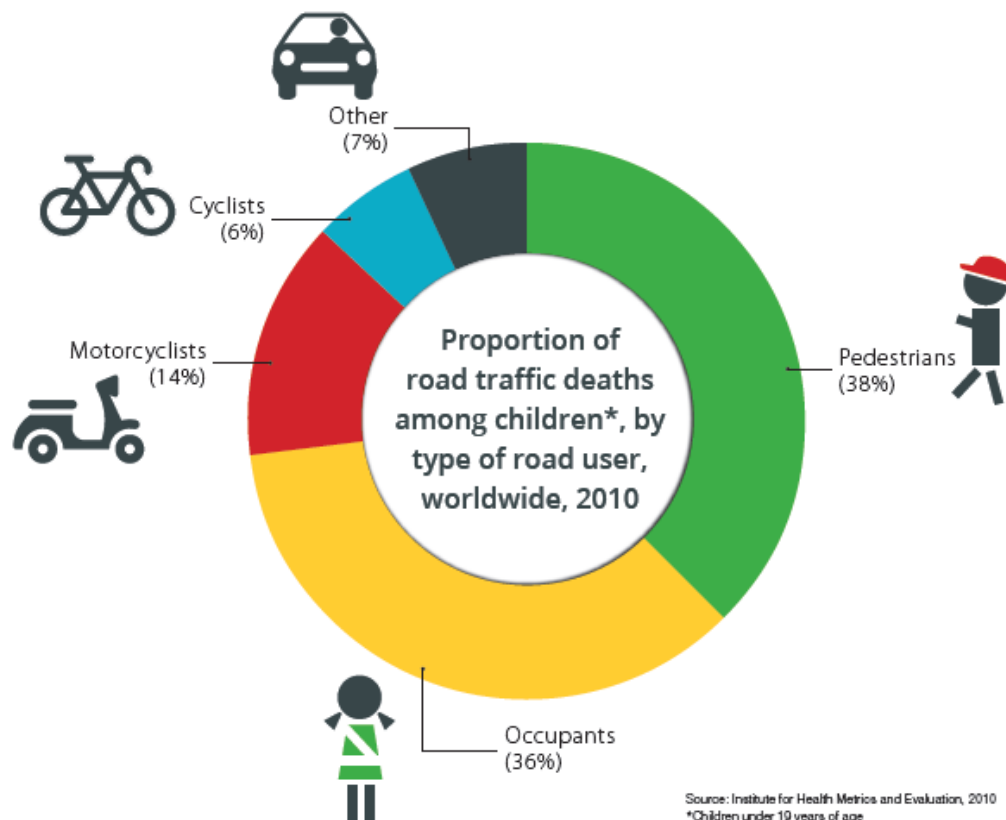


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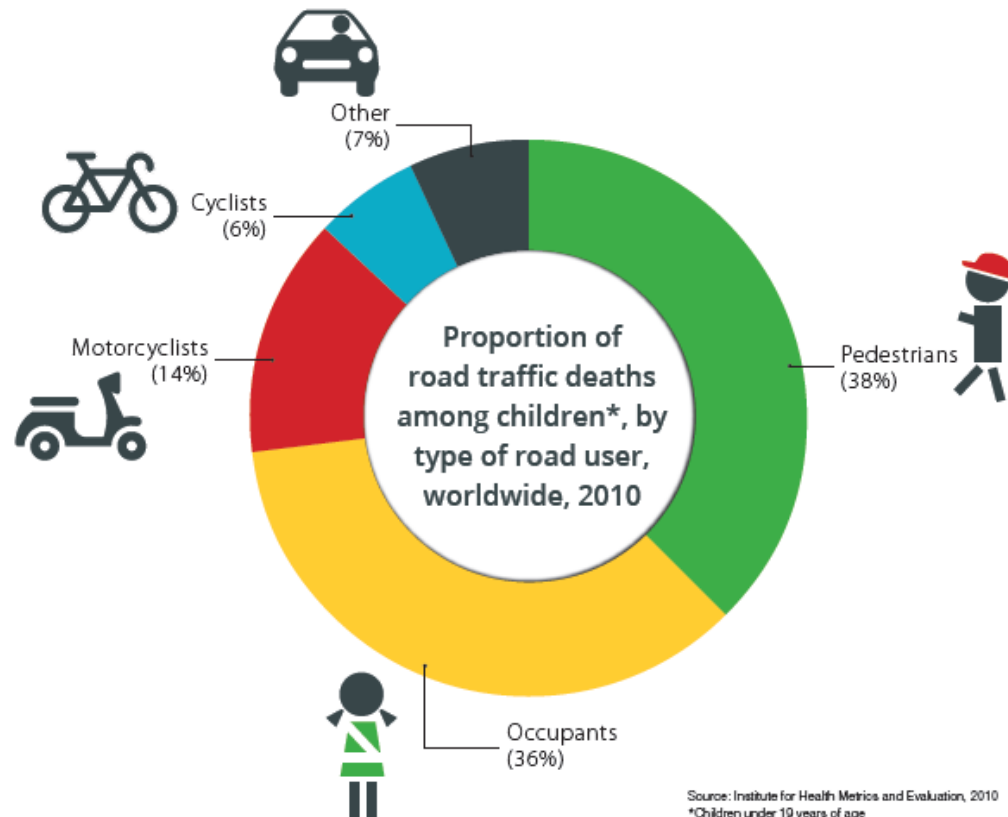
2 Reducing drinking and driving



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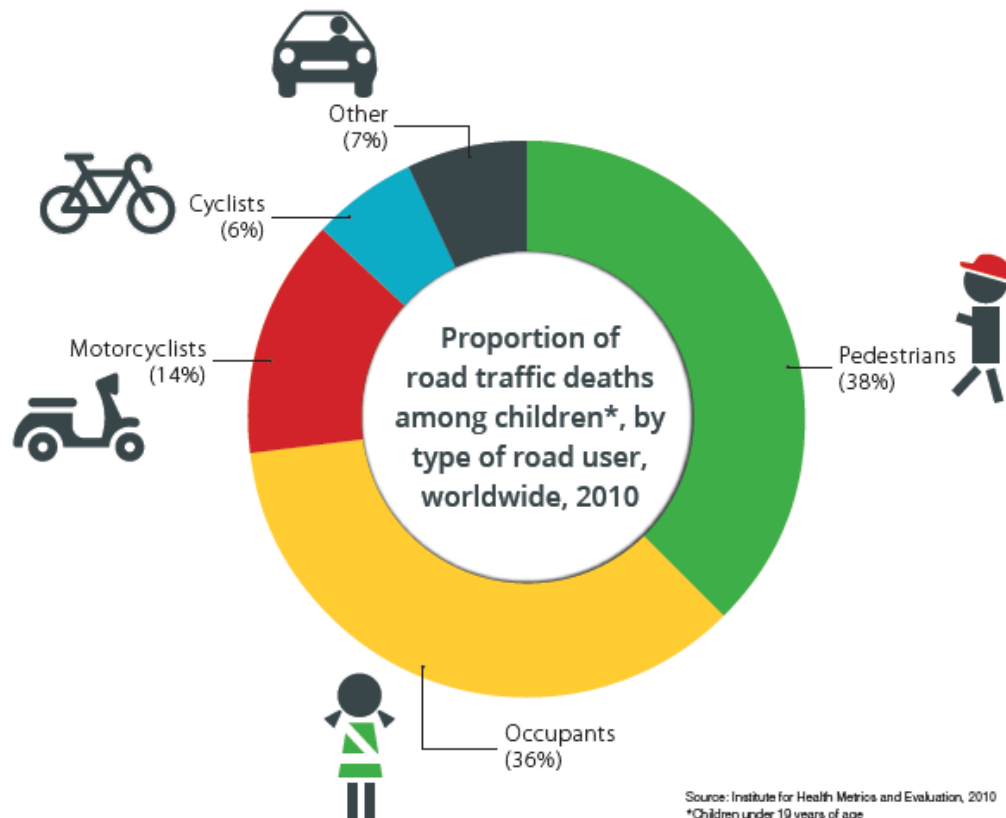
- 1 Controlling speed
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- 3 Using helmets for bicyclists and motorcyclists



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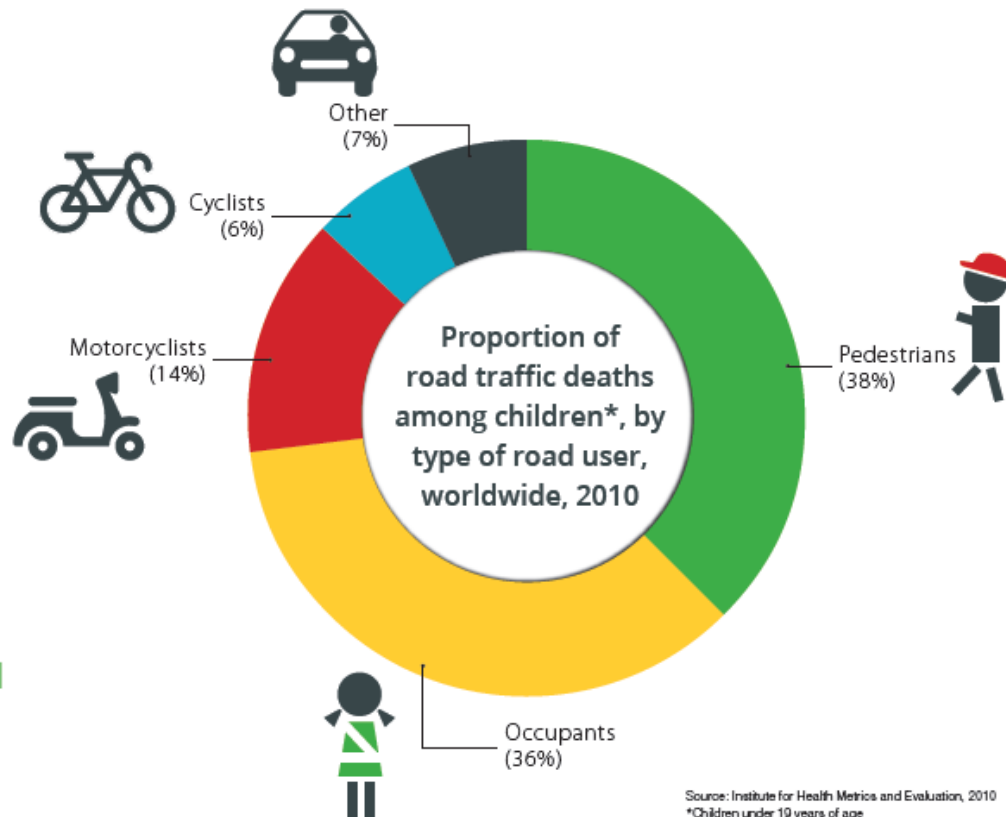
- 1 Controlling speed
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- 3 Using helmets for bicyclists and motorcyclists
- 4 Restraining children in vehicles



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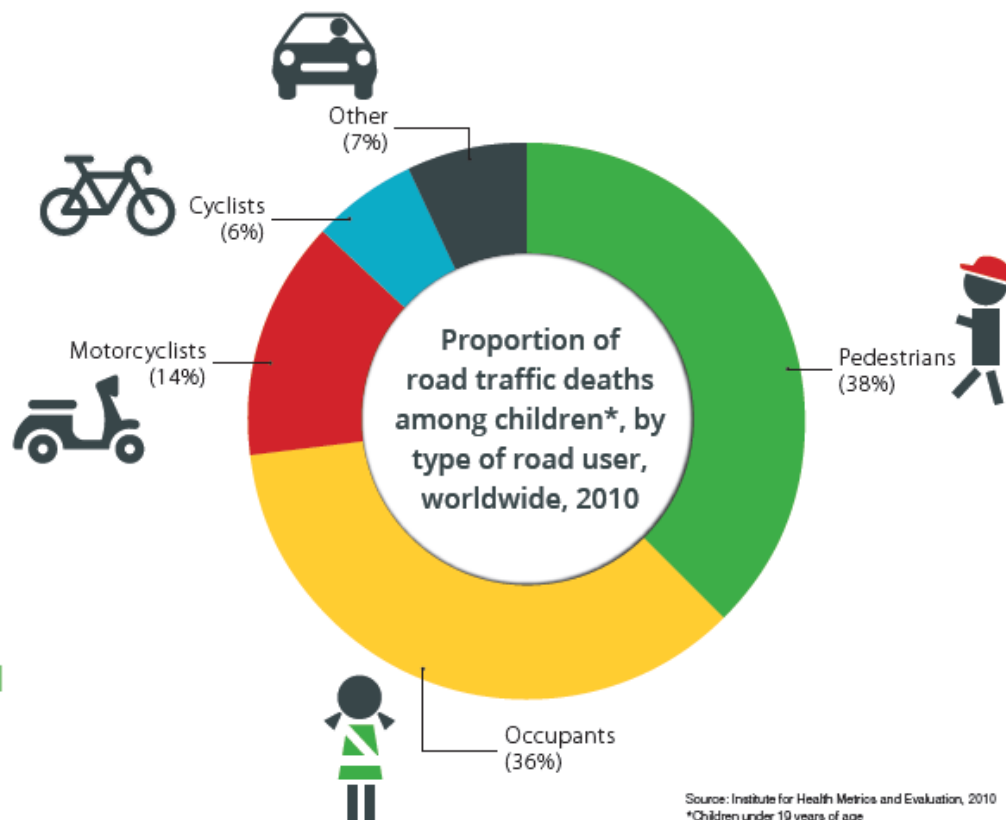
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- 2 Reducing drinking and driving
- 3 Using helmets for bicyclists and motorcyclists
- 4 Restraining children in vehicles
- 5 Improving children's ability to see and be seen



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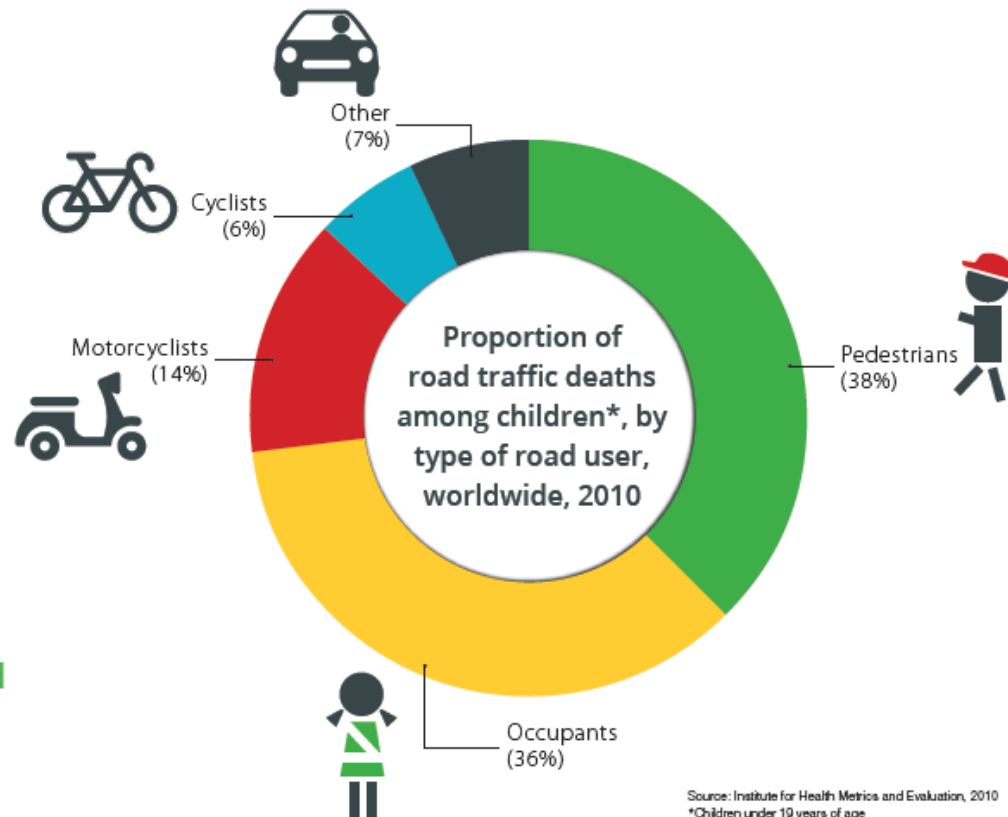
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- 3 Using helmets for bicyclists and motorcyclists
- 4 Restraining children in vehicles
- 5 Improving children's ability to see and be seen
- 6 Enhancing road infrastructure



#SaveKidsLives

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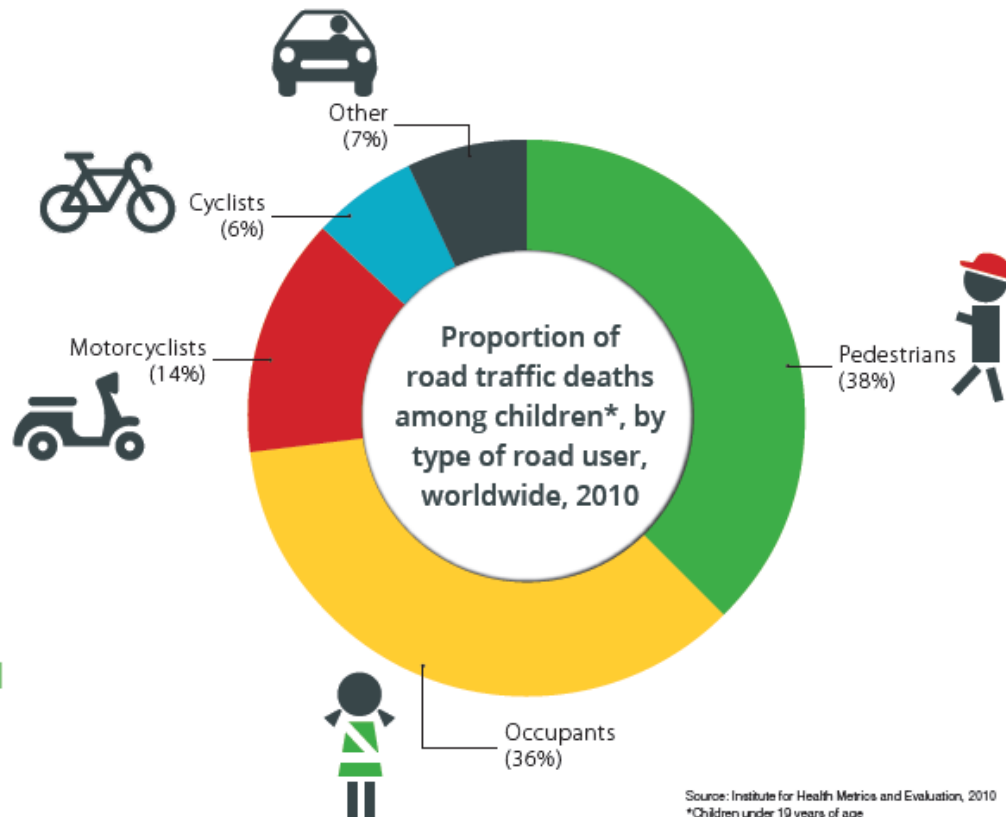
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- 6 Enhancing road infrastructure
- 7 Adapting vehicle design



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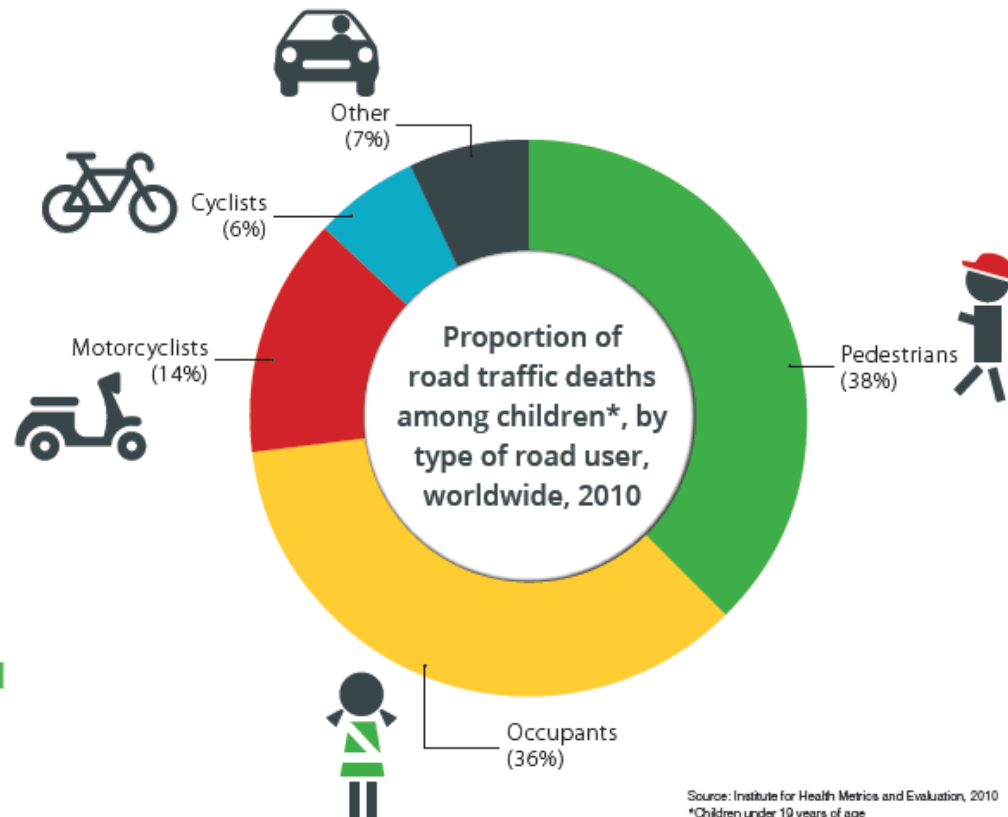
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- 7 Adapting vehicle design
- 8 Reducing risks for young drivers



#SaveKidsLives

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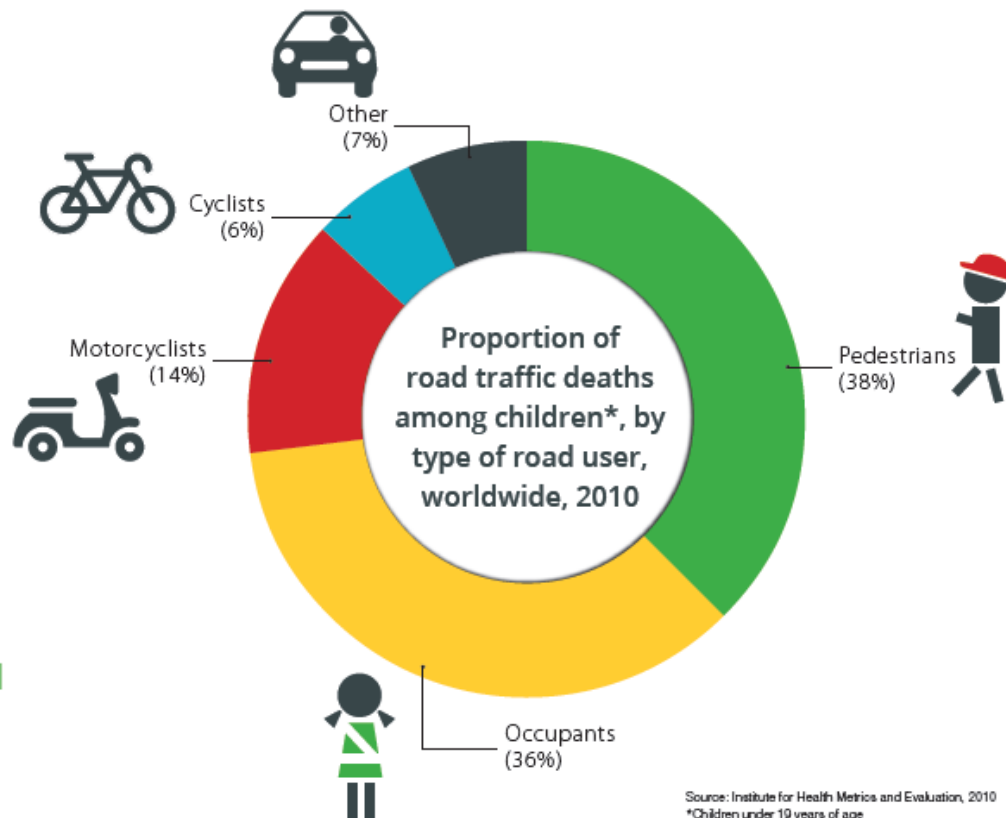
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- 6 Enhancing road infrastructure
- 7 Adapting vehicle design
- 8 Reducing risks for young drivers
- 9 Providing appropriate care for injured children



#SaveKidsLives

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- 1 Controlling speed
- 2 Reducing drinking and driving
- 3 Using helmets for bicyclists and motorcyclists
- 4 Restraining children in vehicles
- 5 Improving children's ability to see and be seen
- 6 Enhancing road infrastructure
- 7 Adapting vehicle design
- 8 Reducing risks for young drivers
- 9 Providing appropriate care for injured children
- 10 Supervising children around roads



#SaveKidsLives

More Can Be Done to Prevent Motor Vehicle Injuries and Deaths

Resources:

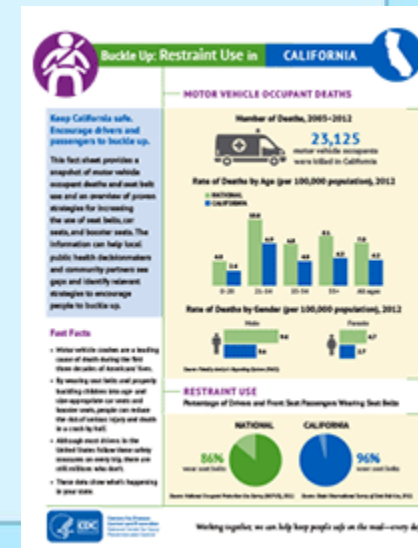
- CDC Motor Vehicle Injury Prevention
 - <http://www.cdc.gov/motorvehiclesafety/>
- The Community Guide
 - <http://www.thecommunityguide.org/mvoi/index.html>
- CDC's WISQARS
 - <http://www.cdc.gov/injury/wisqars/>
- CDC's Wonder
 - <http://wonder.cdc.gov/>
- CDC's Vital Signs
 - <http://www.cdc.gov/vitalsigns/issues.html>



More Can Be Done to Prevent Motor Vehicle Injuries and Deaths

Resources continued:

- CDC's MV PICCS
 - <http://www.cdc.gov/motorvehiclesafety/calculator/>
- CDC's State Based Fact Sheets
 - http://www.cdc.gov/motorvehiclesafety/impaired_driving/states.html
 - <http://www.cdc.gov/motorvehiclesafety/seatbelts/states.html>
- CDC's Prevention Status Report
 - <http://www.cdc.gov/psr/>
- NHTSA's Countermeasures that Work
 - <http://www.nhtsa.gov/staticfiles/nti/pdf/811727.pdf>





Thank you!

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333

Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

Visit: www.cdc.gov | Contact CDC at: 1-800-CDC-INFO or www.cdc.gov/info

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

National Center for Injury Prevention and Control

Place Descriptor Here

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❑ Child Road Safety Post-2015

- Ms. Natalie Draisin : FIA Foundation

❑ Plans of the Fédération Internationale de l'Automobile for Child Road Safety

- Mr. Luca Pascotto :: Fédération Internationale de l'Automobile (FIA)

❑ Child Road Safety and the Second Global High-Level Conference on Road Safety in Brasilia

- Dr. Maria Cristina Alcântara Andrade Hoffmann :: Ministry of Health of Brazil

EXTRA SLIDES

10 Leading Causes of Injury Deaths by Age Group Highlighting Unintentional Injury Deaths, United States – 2013

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1	Unintentional Suffocation 979	Unintentional Drowning 393	Unintentional MV Traffic 342	Unintentional MV Traffic 414	Unintentional MV Traffic 6,510	Unintentional Poisoning 8,251	Unintentional Poisoning 8,374	Unintentional Poisoning 10,651	Unintentional Poisoning 6,388	Unintentional Fall 25,464	Unintentional Poisoning 38,851
2	Homicide Unspecified 139	Unintentional MV Traffic 327	Unintentional Drowning 116	Suicide Suffocation 231	Homicide Firearm 3,704	Unintentional MV Traffic 5,776	Unintentional MV Traffic 4,448	Unintentional MV Traffic 5,082	Unintentional MV Traffic 4,502	Unintentional MV Traffic 6,333	Unintentional MV Traffic 33,804
3	Homicide Other Spec., classifiable 74	Unintentional Suffocation 161	Unintentional Fire/Burn 87	Suicide Firearm 137	Unintentional Poisoning 3,293	Homicide Firearm 3,372	Suicide Firearm 2,948	Suicide Firearm 4,057	Suicide Firearm 3,809	Suicide Firearm 5,113	Unintentional Fall 30,208
4	Unintentional MV Traffic 66	Homicide Unspecified 153	Homicide Firearm 48	Homicide Firearm 94	Suicide Firearm 2,210	Suicide Firearm 2,897	Suicide Suffocation 1,868	Suicide Suffocation 2,007	Unintentional Fall 2,283	Unintentional Unspecified 4,316	Suicide Firearm 21,175
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6	Undetermined Unspecified 28	Unintentional Pedestrian, Other 90	Unintentional Other Land Transport 29	Unintentional Other Land Transport 49	Unintentional Drowning 501	Suicide Poisoning 716	Suicide Poisoning 1,193	Unintentional Fall 1,366	Suicide Suffocation 1,182	Unintentional Poisoning 1,824	Suicide Suffocation 10,062
7	Unintentional Drowning 23	Homicide Other Spec., classifiable 71	Unintentional Natural/ Environment 22	Unintentional Fire/Burn 48	Suicide Poisoning 418	Undetermined Poisoning 565	Undetermined Poisoning 633	Homicide Firearm 1,158	Unintentional Suffocation 723	Adverse Effects 1,755	Suicide Poisoning 6,637
8	Homicide Suffocation 22	Unintentional Natural/ Environment 43	Unintentional Pedestrian, Other 18	Unintentional Suffocation 37	Homicide Cut/Pierce 331	Unintentional Drowning 424	Unintentional Fall 522	Undetermined Poisoning 801	Homicide Firearm 573	Unintentional Fire/Burn 1,103	Unintentional Suffocation 6,601
9	Unintentional Natural/ Environment 19	Homicide Firearm 39	Homicide, Other Specified, NEC ^a 15	Unintentional Firearm 24	Undetermined Poisoning 219	Homicide Cut/Pierce 409	Unintentional Drowning 367	Unintentional Suffocation 478	Unintentional Fire/Burn 564	Suicide Poisoning 905	Unintentional Unspecified 5,407
10	Unintentional Fire/Burn 17	Unintentional Struck by or Against 33	Unintentional Firearm 15	Unintentional Poisoning 21	Unintentional Fall 205	Unintentional Fall 305	Homicide Cut/Pierce 267	Unintentional Drowning 464	Undetermined Poisoning 547	Suicide Suffocation 770	Unintentional Drowning 3,391

^a Not elsewhere classifiable

Data Source: National Center for Health Statistics (NCHS), National Vital Statistics System.
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8	Homicide Suffocation 22	Unintentional Natural/ Environment 43	Unintentional Pedestrian, Other 18	Unintentional Suffocation 37	Homicide Cut/Pierce 331	Unintentional Drowning 424	Unintentional Fall 522	Undetermined Poisoning 801	Homicide Firearm 573	Unintentional Fire/Burn 1,103	Unintentional Suffocation 6,601
9	Unintentional Natural/ Environment 19	Homicide Firearm 39	Homicide, Other Specified, NEC ^a 15	Unintentional Firearm 24	Undetermined Poisoning 219	Homicide Cut/Pierce 409	Unintentional Drowning 367	Unintentional Suffocation 478	Unintentional Fire/Burn 564	Suicide Poisoning 905	Unintentional Unspecified 5,407
10	Unintentional Fire/Burn 17	Unintentional Struck by or Against 33	Unintentional Firearm 15	Unintentional Poisoning 21	Unintentional Fall 205	Unintentional Fall 305	Homicide Cut/Pierce 267	Unintentional Drowning 464	Undetermined Poisoning 547	Suicide Suffocation 770	Unintentional Drowning 3,391

^a Not elsewhere classifiable

Data Source: National Center for Health Statistics (NCHS), National Vital Statistics System.
Produced by: National Center for Injury Prevention and Control, CDC using WISQARS™.



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We Know Quite A Bit About What Works



- Decades of research has led to scientifically rigorous results
- Transportation and Health sectors make this a priority
- Results of effective strategies are quickly evident = you can document your success
- The field is large and varied, so how do you decide what to address?

State Fact Sheets for Restraint Use and Alcohol Impaired Driving



Buckle Up: Restraint Use in

IDAHO



Keep Idaho safe.
Encourage drivers and passengers to buckle up.

This fact sheet provides a snapshot of motor vehicle occupant deaths and seat belt use and an overview of proven strategies for increasing the use of seat belts, car seats, and booster seats. The information can help local public health decisionmakers and community partners see gaps and identify relevant strategies to encourage people to buckle up.

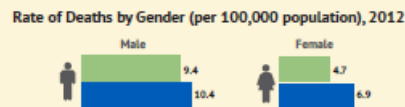
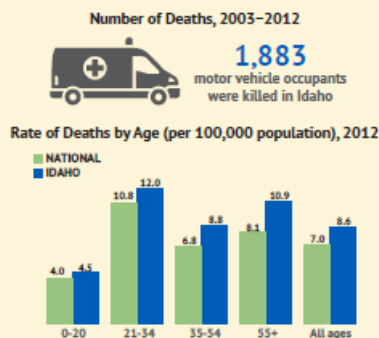
Fast Facts

- Motor vehicle crashes are a leading cause of death during the first three decades of Americans' lives.
- By wearing seat belts and properly buckling children into age- and size-appropriate car seats and booster seats, people can reduce the risk of serious injury and death in a crash by half.
- Although most drivers in the United States follow these safety measures on every trip, there are still millions who don't.
- These data show what's happening in your state.



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MOTOR VEHICLE OCCUPANT DEATHS



Source: Fatality Analysis Reporting System (FARS), 2003-2012.

RESTRAINT USE

Percentage of Drivers and Front Seat Passengers Wearing Seat Belts



Source: National Occupant Protection Use Survey (NOPS), 2012.

Source: State Observational Survey of Seat Belt Use, 2012.

Working together, we can help keep people safe on the road—every day.

IDAHO

SEAT BELT AND CHILD RESTRAINT LAWS

- Drivers and adult front seat passengers must wear seat belts in the District of Columbia and all states except New Hampshire.
- In Idaho, seat belt laws are secondary. They cover drivers, as well as passengers age 7 and older in all seats.
- Child restraint laws vary by state. For up-to-date information on these laws in your state, check with the Insurance Institute for Highway Safety at www.iihs.org.



For More Information

Visit the Centers for Disease Control and Prevention Web site at www.cdc.gov/motorvehiclesafety for:

- Injuries, costs, and other data on motor vehicle crashes
- Detailed information on effective strategies to improve seat belt use
- Detailed information on effective strategies to improve child passenger safety

What Works

The strategies in this section are effective for increasing seat belt, car seat, and booster seat use. They are recommended by *The Guide to Community Preventive Services* and/or have been demonstrated to be effective in reviews by the National Highway Traffic Safety Administration.* Different strategies may require different resources for implementation or have different levels of impact. Find strategies that are right for your state.

Strategies to increase seat belt use

- ① **Primary seat belt laws** allow police officers to stop and ticket a driver for not buckling up. On average, primary laws result in higher rates of seat belt use than **secondary seat belt laws**, which allow officers to give tickets only if they have pulled the driver over for another reason. Seat belt laws are most effective when they **cover passengers in all seats** of the vehicle.
- ② **Increased penalties** for violating seat belt laws may include higher fines or points on a driver's license.
- ③ **Short-term, high-visibility enforcement** involves a brief period of increased police efforts including checkpoints or saturation patrols. These efforts are highly publicized through a **media campaign** that mixes both earned media coverage and paid advertisements. Combining law enforcement and media coverage is particularly effective for reaching people who typically don't use seat belts regularly, such as men, teens, and young adults.
- ④ **Combined nighttime enforcement programs** are short-term, highly visible enforcement strategies. They are conducted at night, when seat belt use is lowest and crashes are most common. They are combined with enforcement of other laws, such as impaired driving laws. This can help law enforcement target limited funding and resources for the greatest public safety impact.

Strategies to increase car seat and booster seat use

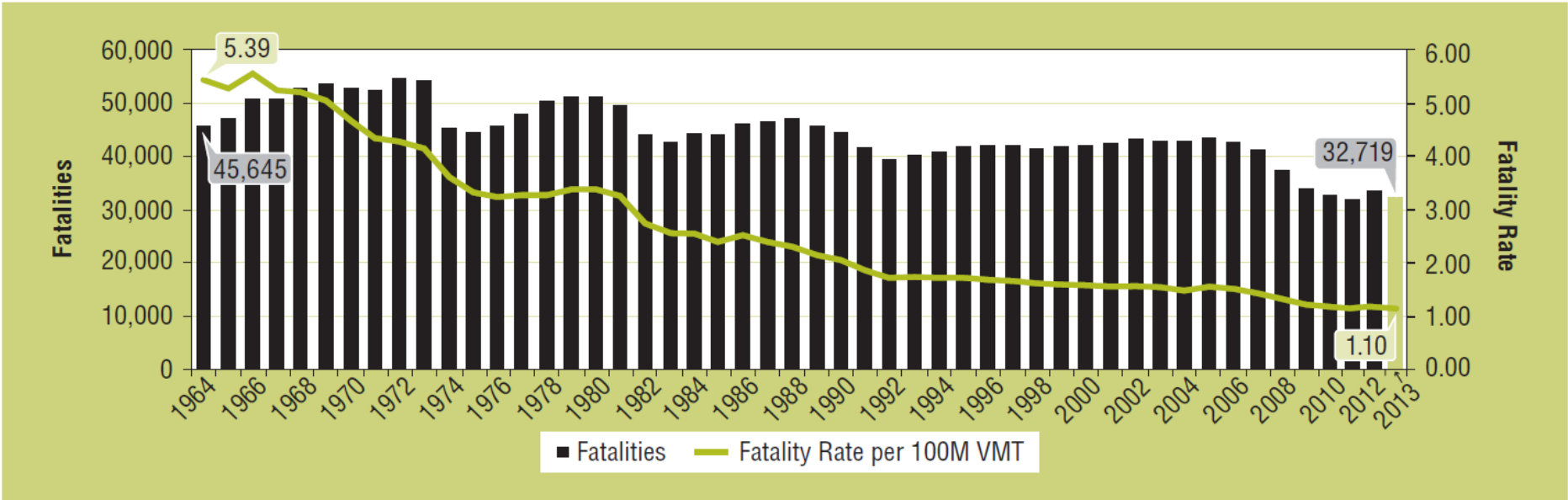
- ⑤ **Child restraint laws** require children riding in a car to use approved restraint devices (car seats, booster seats, or seat belts) appropriate for their age, height, and weight. Strengthening current laws with **booster seat provisions** helps reduce injuries and deaths by requiring children who have outgrown car seats to use booster seats through age 8 years or until seat belts fit properly.
- ⑥ **Enhanced enforcement programs** for child passenger safety are similar to those used for seat belt use (see above). Effective programs are short-term, highly visible in the community, and advertised widely in the media.
- ⑦ **Distribution plus education programs** help parents and caregivers get access to car seats through giveaways, loans, or low-cost rentals. They also teach the importance of car seats and how to properly use and install them.
- ⑧ **Incentive and education programs** reward parents or children with coupons or other prizes for correctly using car seats. Programs offer print materials, videos, or other instructional aids for parents and caregivers.

*Source: *The Guide to Community Preventive Services* (The Community Guide), Motor Vehicle-Related Injury Prevention, at www.thecommunityguide.org, and National Highway Traffic Safety Administration. (2013). Countermeasures that work: a highway safety countermeasures guide for State Highway Safety Offices, 7th edition, at www.nhtsa.gov/roadside/safety/pdf/811737.pdf

Find this and other state-specific information at www.cdc.gov/motorvehiclesafety/states.

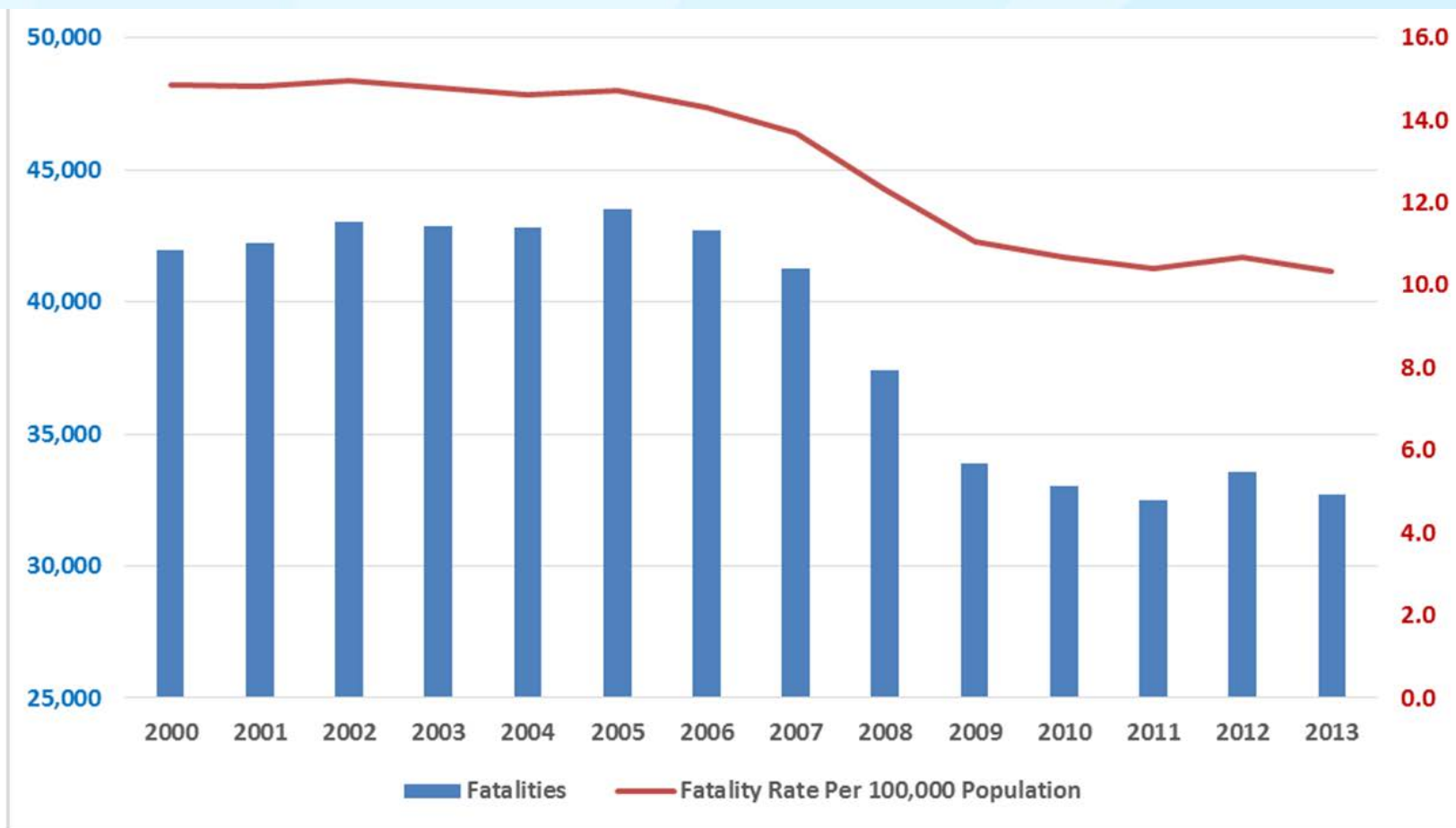
Updated: December 2014

Fatalities and Fatality Rate per 100 Million Vehicle Miles Traveled by Year



Source: 1964–1974: National Center for Health Statistics, HEW, and State Accident Summaries (Adjusted to 30-Day Traffic Deaths by NHTSA); FARS 1975–2012 (Final), 2013 Annual Report File (ARF); Vehicle Miles Traveled (VMT): Federal Highway Administration.

Motor Vehicle Fatalities and Fatality Rates, US 2000-2013

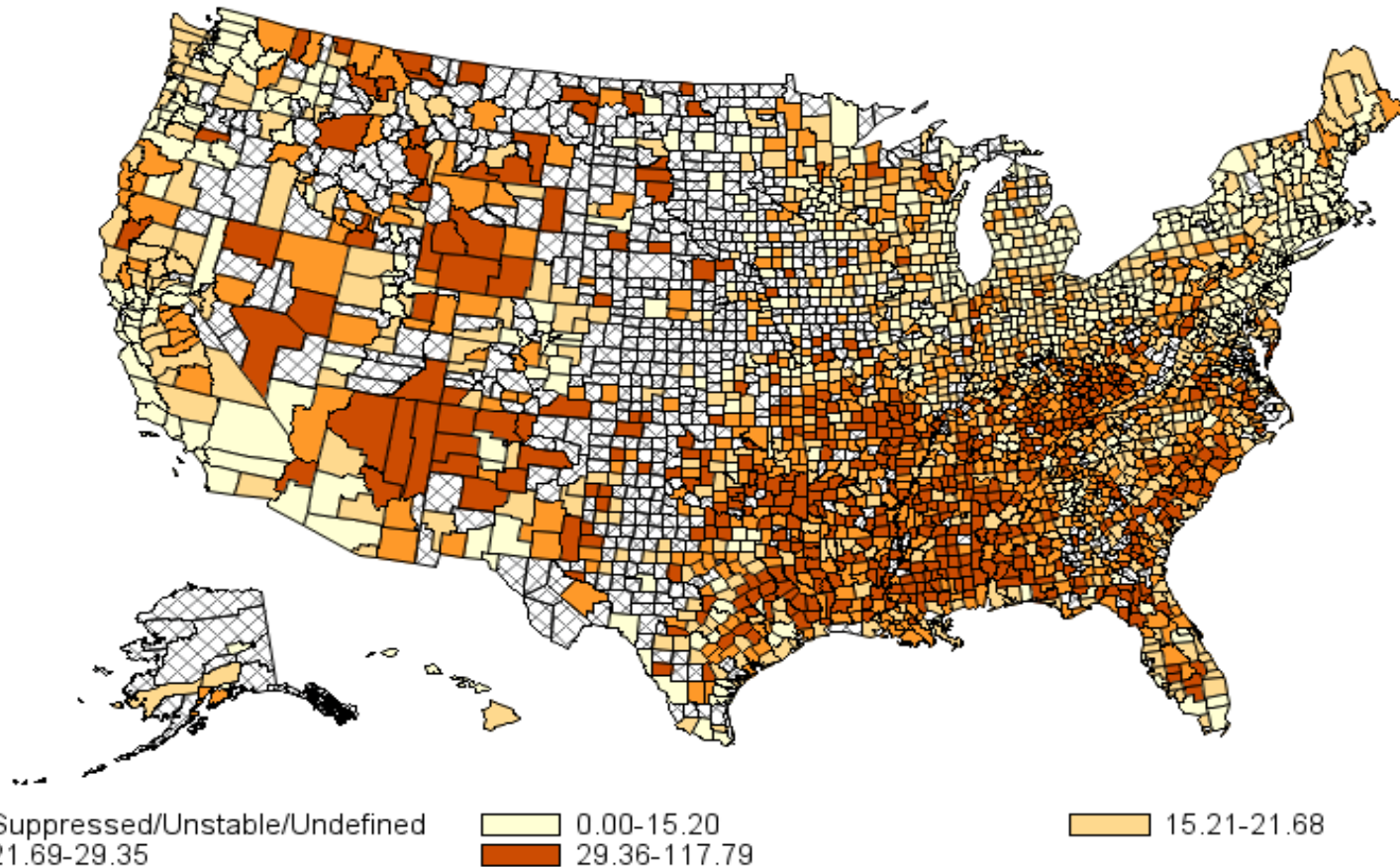


Sources: 2000-2012 data: <http://www-fars.nhtsa.dot.gov/Trends/TrendsGeneral.aspx>

2013 data: <http://www-nrd.nhtsa.dot.gov/Pubs/812101.pdf> and <http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk>

2004-2010, United States Death Rates per 100,000 Population

Motor Vehicle, Overall, All Intents, All Races, All Ethnicities, Both Sexes, All Ages
Annualized Crude Rate for United States: 13.86



Reports for All Ages include those of unknown age.

* Rates based on 20 or fewer deaths may be unstable. These rates are suppressed for counties (see legend above); such rates in the title have an asterisk.