

PASETTER

Pennsylvania Association for Safety Education

Fall 05 Issue

SUV backover deaths: What can be done?

**Drivers unaware of rear blindspots
accidentally backing over more small
children, experts say.**

NEW YORK (CNN) - One thing many SUV buyers like about their vehicles is the increased visibility. They feel like they can see farther down the road over the roofs of other cars. But that long-distance line of sight comes at a price that can be tragic.

What SUV drivers can't see is what's close behind them and, when backing out of a driveway or parking spot, that could be a person. In many cases, it's a small child.

More than 2,400 children are backed-up over every year in the United States. Of those, about 100 are killed. In most cases, those children are run over by a parent or other relative.

Julie Peck's son, Jackson, was four years old when he was killed two days before Christmas. Jackson's grandmother couldn't see the young boy running up from behind just as she was backing up the family's SUV. *(Continued on page 9)*

Valuable information, conference updates and issues of the PASETTER are currently available at the PASE web site:

adtsea.iup.edu/pase

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Conference...2006

TENTATIVE AGENDA INSIDE

The 57th Annual Pennsylvania Association for Safety Education Conference will be held on April 28th at the Quality Inn - Arena in Bedford, Pennsylvania.

Rooms will be available at the Quality Inn at the following reduced rates:

- Single - \$52
- Double - \$58
- Triple - \$64
- Quad - \$70

Call 814-623-5188 to make your reservations & look inside of this issue for your tentative agenda and registration form!!!

REMINDER:

The PASE conference this year will be held on FRIDAY ONLY. Mark your calendars for Friday, April 28, 2006 for a day full of informative workshops.

The location of the conference will not change...it will still be at the Quality Inn Arena in Bedford, PA. If you'd like to rent a room, the rates will still remain the same.

**2006 PASE CONFERENCE
(TENTATIVE AGENDA)
“Re-educating the Driver Educator, Volume 5”**

Friday, April 28, 2006

8 AM – 10 AM REGISTRATION/EXHIBITS

7:30 AM – 9:00 AM BOARD OF DIRECTORS MEETING

9 AM – 11:30 AM OPENING GENERAL SESSION

- WELCOME/INTRODUCTIONS, Brad Fisher, PASE President
- PRESENTATION OF COLORS
- PLEDGE OF ALLEGIANCE
- NATIONAL ANTHEM - TBA
- INVOCATION, Ronald Strapel, PASE Chaplain
- PROGRAM CHANGES

KEYNOTE SPEAKER – Dr. Terry Kline, Eastern Kentucky University
Developing learning strands for divided attention skills to deal with
distracted driving problems.

11:30 AM – 12 PM EXHIBITS

12 PM – 1 PM LUNCH (Lunch will be provided)

1 PM – 2:15 PM WORKSHOP SESSION 1
Dana Bowser, Indiana University of PA, Highway Safety Center
ADTSEA Curriculum, Version 1.0

2:15 PM – 2:30 PM BREAK/EXHIBITS

2:30 PM – 3:45 PM WORKSHOP SESSION 2
Don Siekerman, Safety Director for PMTA

3:45 PM – 4:00 PM BREAK/EXHIBITS

4:00PM – 4:30 PM Business Meeting



2006 PASE Conference Registration Form

Name: _____ School/Business: _____

Address: _____

Telephone: (_____) _____ Fax: (_____) _____

Email Address: _____

Spouse/Guest Name (if attending): _____

The 57th Annual **Pennsylvania Association for Safety Education** Conference will be held Friday, April 28th at the Quality Inn - Arena in Bedford, Pennsylvania.
Sixty-five rooms will be available at the Quality Inn at the following reduced rates:

Single - \$52 Double - \$58 Triple - \$64 Quad - \$70

Call **814-623-5188** to make your room reservations. The following fees are in addition to your room costs. *Conference registration fees do not include the cost of your hotel room.*

Membership Conference Registration
(Includes lunch and breaks)

					Total
Active	\$70			\$ _____	

Non-Membership Conference Registration
(Includes lunch and breaks)

Non-Member	\$100			\$ _____	
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Extra Tickets: (These meal tickets are available if you are bringing a Guest/Spouse; registered participants meals are included in their conference registration fee).

Complete Meal/Break Ticket	\$25			\$ _____	
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Membership: PASE dues are payable either before the Conference or at the Conference Registration Table.

Active	\$ 25			\$ _____	
Retiree	\$ 15			\$ _____	
Corporate	\$ 140 (Exhibitors)			\$ _____	

TOTAL AMOUNT ENCLOSED \$ _____

NOTE: As part of Act 48, we will be a provider for the in-service credit.
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If you would like to submit an article...enclose this completed form, with your article and mail them to:

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Highway Safety Center
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Indiana, PA 15705

OR...

Email your articles to dbowser@hsc.iup.edu

Name: _____ Organization: _____

Title of Article: _____

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Please list any sources that you acquired information for your article from, and would like noted at the end of the article:

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Report: Cell phone talking while driving on the rise

About 10 percent of the people on the road during the day are using cell phones, up from 8 percent in 2004, the government reported Thursday. Six percent of drivers were holding the phones to their ears, up from 5 percent last year. The National Highway Traffic Safety Administration, which issued the report, recommends that motorists use cell phones while driving only during an emergency.

Connecticut, New York, New Jersey and the District of Columbia prohibit talking on hand-held cell phones while driving. The new data could add fuel to the debate over whether drivers should be limited in their use of cell phones on the nation's highways.

Cities such as Chicago and Santa Fe, New Mexico, require handsfree devices in automobiles. But eight states -- Florida, Kentucky, Louisiana, Mississippi, Nevada, New York, Oklahoma and Oregon -- bar local governments from restricting cell phone use in vehicles, according to the National Conference of State Legislatures.

Researchers have tried to figure out the possible risks of driving and dialing. A study published by the British Medical Journal in July found drivers using cell phones were four times as likely to get into a crash that could cause injuries serious enough to land them in the hospital. But the study, conducted by the Virginia-based Insurance Institute for Highway Safety, suggested that using a handsfree device instead of a hand-held phone may not necessarily improve safety. Researchers found that both phone types increased the risk.

Industry officials contend cell phones are just one form of distraction: many drivers eat fast food, push buttons on their stereo, apply makeup or talk to other passengers. "Talking on a cell phone is one of many possible distractions and by narrowly focusing on just this one could create a false sense of security with drivers," said John Walls, spokesman for CTIA -- The Wireless Association. Matt Sundeen of the National Conference of State Legislatures said state lawmakers have lacked the kind of conclusive data that was used in the past to bolster arguments for tougher drunken driving or seat belt laws. "You don't have that wide body of accepted evidence yet on the driver distraction debate," Sundeen said.

The NHTSA survey was conducted between June 6 and June 25 at 1,200 road sites across the nation. Trained observers watched vehicles go by and charted what the driver was doing. The ages of drivers are estimates based on their observations. The survey found that 10 percent of drivers between 16 and 24 were holding cell phones to their ears, compared with 8 percent in 2004. Only 1 percent of drivers ages 70 and above were using handheld cell phones.

Many states have sought restrictions for young drivers using cell phones. Ten states and the District of Columbia carry the prohibitions, with many of the laws approved in the past year. The National Transportation Safety Board, meanwhile, voted in September to recommend that all states make it illegal for teenagers and new drivers to talk on the phone while driving. Brian Schaffner, 24, who works for a political consulting firm in Washington, D.C., said his cell phone is "almost a part of me" and admits using it behind the wheel. But he doesn't think it affects his driving. "I'm probably young and arrogant, thinking that I can't hurt myself, but for the most part I feel perfectly safe using when I drive," Schaffner said.

Women were more likely than men to use handheld phones behind the wheel, with 8 percent of women driving and talking into their cell phone, compared with 5 percent of men. For the first time, the government examined drivers manipulating hand-held devices at the wheel, including dialing, typing a text message or playing a video game. Only 0.2 percent of drivers were observed fiddling with the gadgets.

Richard Roy, a state legislator in Connecticut who sponsored the state's ban on handheld devices, predicted the new data would help states pursuing similar laws. "It will make it easier for other lawmakers to get a law passed," Roy said.

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Transportation Secretary Mineta Announces Record Safety Belt Usage in the U.S.

A record 82 percent of Americans wear their safety belts while driving or riding in their vehicles, U.S. Secretary of Transportation Norman Y. Mineta announced today at the Mothers Against Drunk Driving (MADD) National Conference, in Washington D.C.

According to a scientific survey by the DOT's National Highway Traffic Safety Administration, between 2004 and 2005, 10 percent of non-users adopted the habit of buckling their safety belts, Mineta said.

"The fact that safety belts save lives is starting to click with the American people," Mineta said. "With safety belt usage at a record high 82 percent, we are on the road to a safer America. And today, we are closer than ever to reaching our final destination."

In the past five years, safety belt use has increased steadily from 71 percent in 2000 to 82 percent this year, he noted.

At a rate of 82 percent, Mineta said, safety belts are preventing 15,700 fatalities, 350,000 serious injuries, and \$67 billion in economic costs associated with traffic injuries and deaths every year. The increase in belt use over the past year alone has prevented 540 fatalities, 8,000 serious injuries, and \$1.8 billion in economic costs, he added.

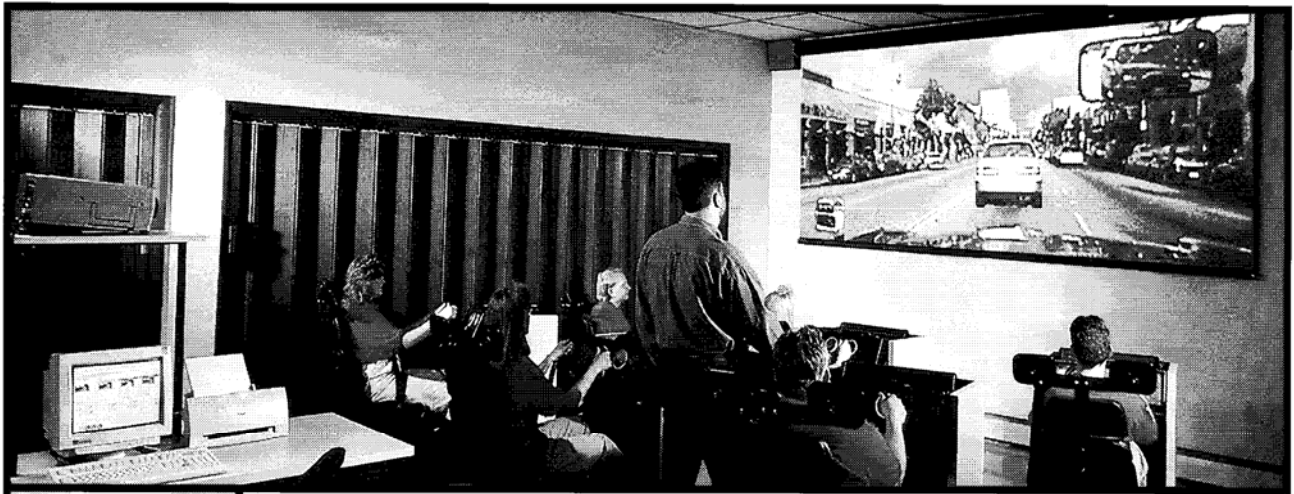
The Secretary said the success was due in large part to states that have passed primary safety belt laws. Twenty-one states, the District of Columbia and Puerto Rico have primary safety belt laws that allow police officers to stop a motorist solely for belt violations. South Carolina will become the 22nd state with a primary law that takes effect in December.

Secretary Mineta also noted that a new program developed by the Administration makes incentives available for states that pass primary enforcement laws or achieve an 85 percent safety belt usage rate for two consecutive years. The amount of the incentive will be almost five times of a state's annual base highway safety funding.

According to the NHTSA survey, primary law states averaged 85 percent belt use in 2005, compared to 75 percent in states with secondary laws.

Significant increases in belt use were documented in two categories targeted by NHTSA's "Click it or Ticket" campaign – pickup truck occupants and rural communities. Both increased an average of three percentage points from 2004.

The survey also measured motorcycle helmet use in the U.S. Between 2004 and 2005, the use of DOT-approved helmets dropped from 58 percent to 48 percent nationwide. Helmet use in states without mandatory laws was 37 percent.



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SUV Backover Deaths, Continued from page 1

"He was gone instantly. They didn't hear a sound when the car backed over him," said Julie Peck. "When they pulled it off him, he wasn't making a sound." It's called the "bye-bye syndrome" said Janette Fennell, founder of the auto safety group Kids and Cars. Wanting one last chance to see mommy, daddy, or grandmother before they go, a child will run up behind the vehicle at the worst possible time. Small children don't realize that the driver may not be able to see them.

While most drivers are aware that there are areas behind their vehicle in which they cannot see, many don't realize how large those areas can be. The problem is worse in trucks and SUVs than in other cars because of their increased height and the distance between the driver and the tailgate or rear window. "More and more people are buying bigger and bigger," said Consumer Reports auto test director David Champion, "and the bigger the vehicle, the bigger the blind spot."

Champion illustrated the problem using 28-inch-high cones, about the height of a typical two-year old. The cone had to be 10 feet, 10 inches from the back of a Subaru Impreza sedan before it became visible in the rear-view mirror. The cone had to be a little over 18 feet to be seen from the driver's seat of a Dodge Grand Caravan minivan and it was invisible up to 25 feet from the back of a large Toyota Tundra pick-up. From the driver's seat of a Chevrolet Suburban, a large SUV, the cone wasn't visible until it was 46 feet, nine inches away. For a shorter driver, the blind spots are even larger.

Various factors, besides just the size of the vehicle, can affect the size blind spots. Small windows can make blind spots larger, for example, while high-mounted seats can make them smaller. "On these big vehicles where we see something like 20, 30, 40 feet of blind spot behind, that is where the problems are," said Champion. "That is where the deaths we are seeing in backover accidents are occurring."

It's a problem the industry isn't addressing right now, said Ron DeFore, a spokesperson for SUV Owners of America, an organization partially funded by car companies. There's not enough data, he said, to require automakers to come up with a solution.

Optional equipment available on many trucks and SUVs can help solve this problem. Some cars and trucks are already available with sensors that sound an audible warning when something is close behind and the vehicle is in reverse. Some even have video cameras that show what's behind the vehicle where the mirrors can't see. For vehicles that don't have this type of equipment, several companies make products that you can easily install yourself. Back-up video camera systems cost a few hundred dollars while radar-based sensors cost less, generally a couple of hundred dollars. Some of these systems take just a few minutes to install. Champion thinks systems like these should be required on all larger vehicles. But DeFore disagrees, citing the cost.

"If we take the attitude that any new technology, down the road, should just be mandated because it saved a few lives," he said, "that is very dangerous public policy because you just start pricing vehicles well beyond what a lot of people can afford."

Senators Hillary Clinton (D-New York) and John Sununu (R-New Hampshire) have proposed legislation requiring the U.S. Department of Transportation to issue regulations aimed at reducing accidents that frequently kill or injure children in cars.

Article from cnn.com by Greg Hunter of CNN

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What is ADTSEA?

The American Driver and Traffic Safety Education Association (ADTSEA) is the professional association which represents traffic safety educators throughout the United States and abroad.

Members of the association include:

- State Supervisors of Safety Education
- University Professors
- Elementary and Secondary School Teachers
- Vocational Rehabilitation Specialists
- Commercial Driving School Teachers
- Police Traffic Safety Personnel
- Corporate Representatives

As a national advocate for quality traffic safety education, ADTSEA creates and publishes policies and guidelines for the discipline. ADTSEA conducts conferences, workshops and seminars and provides consultative services. The organization also develops educational materials.

ADTSEA has over 1,000 professional and corporate members and is located at the Indiana University of Pennsylvania Highway Safety Center, Indiana PA. The association provides its members with a national office which represents the interests of members by keeping track of legislation on safety matters and lobbying for legislation to support driver and safety education.


In 1970, ADTSEA took over the management of the National Student Safety Program (NSSP) from the National Education Associations Safety Commission (which was disbanded at that time) and has maintained this program ever since.

Why Join?

- To support the association which serves my best interests of the driver education professional in ways that ONLY a national organization can.
- To show pride in being a safety educator.
- To confirm my belief that traffic safety education needs a unified voice with which to speak to the nation.
- To strengthen the organization that promotes my security and welfare.
- Because a stronger national association strengthens and complements my state association.
- To improve the status and stature of my profession.
- To demonstrate my belief that professional standards should be developed by the profession.
- To demonstrate my belief that education is a lifelong pursuit and that a national professional association has a role to play.
- For an opportunity to participate in programs, committees and ad hoc groups as a contribution to the profession and an opportunity for service.
- To support the organization which exists to represent my professional interests.

For more membership information please go to www.adtsea.org or call 800-896-7703 and ask to speak to Joani Bowser.

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