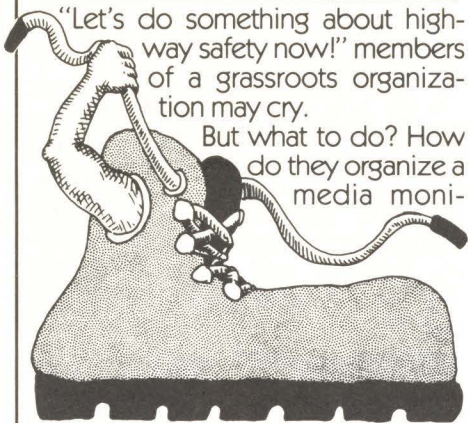


## "Let's do something . . ."



"Let's do something about highway safety now!" members of a grassroots organization may cry.

But what to do? How do they organize a media monitoring project, change a law, or get more babies into car seats?

The **Citizen's Participation Handbook** will show active volunteers in highway safety how to use their energy to get things done. On 24 different topics, it tells what's been done, what needs doing and how it should be done. The information is task-oriented and concentrates on people power, rather than money power.

The booklet is still in draft form, so here's a good chance to comment on it before it's printed.

To order a draft copy that you'll read and return comments about, write NETWORK, NTS-10, NHTSA-USDOT, Washington, D.C. 20590.

## Speeding: fast-action film

**Speeding**, a new film that entertains and informs both teenage and adult audiences, documents individual attitudes towards speed laws and law enforcement officers' attitudes toward speeders.

The 16 mm color film runs 21 minutes and is available for rentals and previewing. Contact: Direct Cinema Ltd. Library, P.O. Box 315, Franklin Lakes, N.J. 07417, (201) 891-8240. Purchase price: \$340.

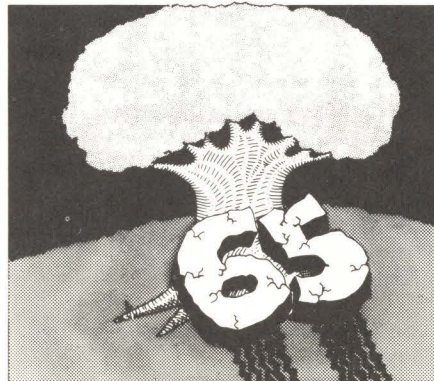
## 55: you judge

The 55 mph speed limit has done a lot of good things for the country. But not enough people know about them. Instead of accentuating the positive, many people think only of the negative factors of 55—which many times are myths, anyway!

Within a few weeks, NHTSA will release a new brochure that will talk to the negative "things you've heard against the 55 mph speed limit."

For copies, write NHTSA, NAD-42, Washington, D.C. 20590. Request "55 mph: Judge for Yourself."

Here's a sample of what's inside:



### Issue:

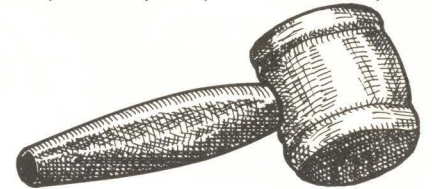
In the West, with its wide-open spaces, 55 is an unreasonable speed limit. It's boring and even dangerous.

### Answer:

- Travelling very long distances can be boring no matter how fast you drive. For shorter distances, 55 just doesn't take that much longer than 65. For example, a 100 mile trip at 65 takes one hour, 32 minutes. The same trip at 55 takes one hour, 49 minutes, only 17 minutes more.
- The West can really use the extra safety protection which lower speeds provide. Already, the eight western states of Wyoming, New Mexico, Colorado, Idaho, Utah, Nevada, Montana, and Arizona have as a group, a fatality rate per 100 million vehicle miles travelled which is almost 50 percent above the national average and a fatality rate per 100,000 population which is almost 75 percent above the national average. These rates, high as they are, have been reduced as a result of 55. They are on the rise once again, however, as speeds creep up, and would certainly rise much further if the speed limit were increased.
- In the last three years, traffic fatalities have increased 28 percent in the West, compared to 10 percent in the Midwest, 7 percent in the South, and 0 percent in the East.

## Maffett chairs PR group

Ken Nevil, chairman of the National Association of Governor's Highway Safety Representatives, has



named Bennie Maffett, Kentucky, to chair the NAGHSR committee on public information and education.

Members to serve with Maffett will be announced soon.

Meanwhile, Maffett is surveying states for public information programs and plans. The committee serves as a mechanism for consultation on NHTSA mass communications programs and helps facilitate the exchange of information among state programs.

Maffett said the September '79 NAGHSR national conference in Nashville will have a room set aside for display of public information materials from all states. Also, a luncheon program will include playback of selected radio and television spots produced by the states.

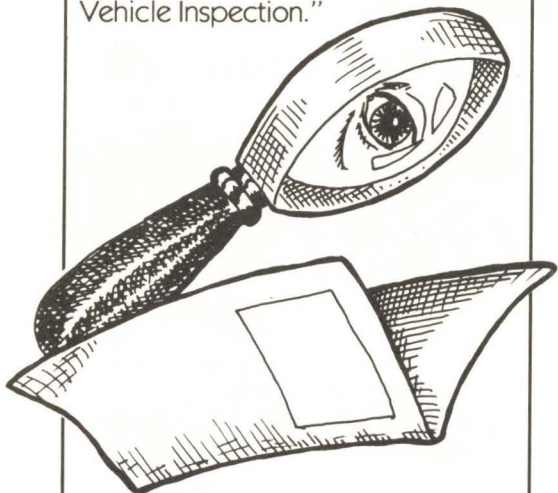
For more information, write Bennie Maffett, Kentucky Department of Transportation, State Office Building, Room 328, Frankfort, KY 40601.

## Network is sharing

Sharing is the whole idea behind NETWORK. So if you know of something going on that others need to know about, write us a quick note and send samples if it seems appropriate. Or if you know someone who should be receiving NETWORK, let us know. Have suggestions for improvement? Our ears are "on." When communicators communicate, anything is possible.

## Inspect this booklet!

NHTSA has just released a brochure on periodic motor vehicle inspection (PMVI) called "Why Citizens Should Be Interested in Motor Vehicle Inspection."



The four-page foldout pamphlet makes a good case for the benefits of PMVI. A companion piece, directed at state legislators, is due off the presses soon.

NHTSA plans to distribute the publication through governor's reps and regional administrators. Copies of printing negatives are available on loan to any state. Agencies using the negatives are encouraged to use their own logo to localize the brochure.

## NH hosts Region 1

Public communications managers from states in Region 1 (New England) accompanied governor's highway safety representatives to a regional conference May 18-20, at Concord, New Hampshire.

NHTSA Regional Administrator Jim Williamson initiated the conference to focus attention of managers on public communications. The session was hosted by Jay McDuffee, governor's rep in New Hampshire.

Dave Deans, public communications manager for New Hampshire said the meeting allowed each state to present plans and exchange ideas on common problems such as increasing placement of ad materials in media. Deans recently awarded a contract to an ad agency for 55 mph and alcohol campaigns.

Chuck Livingston, Associate Administrator for Traffic Safety Programs, presented NHTSA's communications plans. He joined New Hampshire Governor Hugh Gallen at a press conference where the governor signed the state's new law raising the drinking age from 18 to 20.

Bob Pontzer of the Region 1 staff said the meeting covered two other topics: motor vehicle emission inspection requirements and planning and implementation status of state highway safety plans.

## CARE "on" again

This summer, Operation CARE is again working to decrease injuries and deaths on interstate routes in 48 states.

Operation CARE (Combined Accident Reduction Effort) is a cooperative program of all contiguous state law enforcement agencies. It combines public information and enforcement efforts during the Memorial Day, July Fourth and Labor Day holiday weekends.

Activities vary with each state; Washington is a good example of what one state is doing.

Col. R.W. Landon, chief of Washington State Patrol, says his Bellevue office is displaying a tote board showing crashes, injuries, deaths, DWI and speeding arrests, motorist assists, total contacts, gas availability, weather and road conditions. The board is updated every two hours.



## Re: states

Idaho—Idaho sent a letter to new car dealers, managers, owners and car personnel asking them to give safety belt use information when they demonstrate a car to potential buyers. This promotion shows the new owners the dealer cares about them after the sale, says Garrard.

Need further information about this program? Contact Parke Garrard, Idaho Dept. of Transportation, Highway Safety Section, Boise, ID 83707.

Maryland—Bob Cramblitt reports success from his 28-foot Winnebago safety van program. The van travels throughout the state to festivals, fairs, etc. It has a brake reaction tester, a vision tester and displays on 55, restraint systems, alcohol, motorcycle and bicycle safety.

Florida—The governor's reps office will soon host an interagency workshop on occupant restraints. It's an outgrowth of NHTSA's Tampa workshop on occupant restraints. It will concentrate on cooperative strategies for

increasing Florida restraint use. Attending will be reps from education, insurance, health planning, medical community, medicine, emergency medical services. For information, call Carol Basile at (904) 488-5455.

North Dakota—"Project Child Safe," that state's current child restraint program, is two-fold: (1) to inform parents about the need for child restraints and (2) to alert consumers that not all child restraints provide adequate protection. The program provides slide presentations, pamphlets, posters, etc. and works through pre-natal class instructors, hospitals, homemakers, Jaycettes, county nurses and pediatricians.

The publicity program operates in connection with a child safety seat loan program. For more information, contact the Governor's Representative for Highway Safety, Traffic Safety Programs Division, North Dakota Highway Dept., Capitol Grounds, Bismarck, ND 58505.

An Operation CARE room, with teletype, microwave phone, two telephone recorders and two toll free phones, keeps reporters up-to-date with a statewide toll-free number. A recorded message gives current information from the tote board. Reporters can also arrange live interviews with CARE personnel.

Along with media updates, bumper stickers, and motorist hand-outs inform the public of the program. REACT and other civic organizations are coordinating statewide distribution.

Col. John T. Shettle, Indiana's state police superintendent, is chairperson for the national Operation CARE effort. He said Washington's program, and programs in other states, show what cooperation can do.

"I believe we're seeing a national slowdown in deaths," said Shettle. "Of course, the gas crunch of '79 has helped save lives, but CARE exemplifies cooperation between police and the motoring public to keep deaths down."

To aid state enforcement agencies, NHTSA has provided motorist handbills, police identification stickers, posters and television ID slides, as well as print elements for bumper stickers, bridge signs, coffee cups and place mats on which states can print localized messages.

NHTSA has encouraged governor's reps to assist in the law enforcement program by making 402 funds readily available.

A special CARE radio campaign has been sent to all stations throughout the country for use during the summer.

In May, then Secretary of Transportation Brock Adams met with Operation CARE state officials to commend them for their work. Adams told the law enforcement officials he was pleased the states, not the federal government, had initiated Operation CARE.

Governor's reps offices in many states have participated.

## Fast trucks

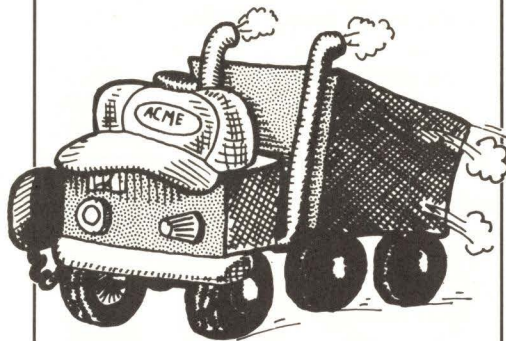
Ever since 55 was introduced, motorists have complained about excessive speeding by truckers. But it's very easy to overestimate how much speeding truckers actually do because their rigs are so big, so visible, so obvious. When truckers speed, people notice.

All of the data available on truck speeds, though old (last gathered in 1975), has indicated that trucks drive slower than cars. As a result, motorists' allegations about speeding truckers have generally been ignored.

But a new study, commissioned by NHTSA's Office of Heavy Duty Vehicle Research, indicates that motorists' claims may be true.

The office asked the states to do a special truck survey during their regularly scheduled speed surveys last summer. Although participation was voluntary, 25 states agreed to do the special survey. The monitoring was done on rural interstate highways, during daylight hours, in good weather, and under "free-flow" conditions.

The results show that the average trucker is now driving just about as fast as the average motorist.



The average speed of the 7400 trucks and buses (buses make up 2.2 percent of the total), measured during the special July-September monitoring, was 58.3 mph. The 56,000 other vehicles monitored in the regular survey (including some trucks and buses but mainly automobiles), averaged the same: 58.3 mph.

This is a big change from what used to be.

In 1973, the last year before 55 was introduced, the average speed for all vehicles on rural interstates was 65.0 mph; for trucks, 60.3 mph. By 1975, the all-vehicle average speed had fallen to 57.6 mph, the average truck speed to 56.6 mph.

In two years, because of 55, the gap between average speeds dropped from five to one mph. If the special study is correct, that gap may have disappeared altogether.

For more information on the truck speed survey, write Voluntary Truck and Bus Fuel Economy Improvement Program, NHTSA, NRD-20, Washington, D.C. 20590. Ask for the March 1979 report, "Special Speed Monitoring Survey of Trucks and Buses."

## New TV spots



By now, TV stations around the country should have received the new NHTSA PSA releases, "Egg" and "Pumpkin."

These two spots were part of a popular Canadian campaign to show viewers what happens in a car crash without safety belts.

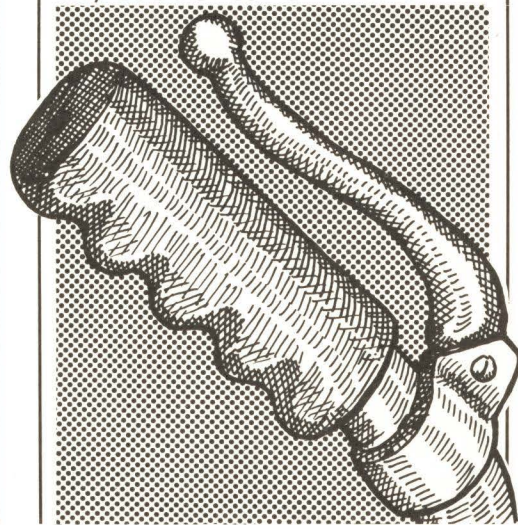
Three more alcohol spots are scheduled for release in the near future.

## Cycles and cars

The Texas Office of Traffic Safety has developed a booklet entitled "Ridin' Along Side by Side." It's designed to help both motorcyclist and automobile driver deal with dangerous situations involving car and cycle.

All governor's highway safety representative offices were furnished a copy of the booklet earlier this year. NHTSA is reprinting the booklet in limited quantities and also will provide negatives to states that want to reproduce the pamphlet.

Colorado, Wisconsin, Kentucky, Missouri and Illinois have taken advantage of this offer. Negatives may be obtained from NETWORK.



## WHSL ups safety plans

# Hello! I'm

Citizen participation in highway safety programs took a giant step in May when some 75 key leaders of the National Association of Women Highway Safety Leaders met at the University of Maryland.

Sponsored by NHTSA, the leadership conference was conducted by the National Center for Voluntary Action. The program was intended to help state leaders form coalitions of citizen groups to help achieve highway safety goals.

Participants discussed a draft manual for citizen action being prepared by NHTSA and received training in leadership skills for volunteers.

NHTSA Administrator Joan Claybrook was keynoter for the conference. She told the group effective accident prevention requires face-to-face delivery of safety messages and such a delivery system depends on volunteers.

Adele Spielberger, treasurer of NAGHSR, coached participants on how to work with governor's high-

way safety representatives. Several attendees presented examples of volunteer projects conducted under state highway safety programs.

George Reagle, director of NHTSA's office of state program assistance, discussed funding mechanisms for assisting volunteer projects. He discussed ways citizens are able to participate in problem identification and planning, which dictates highway safety fund allocations.



This is **NETWORK**: a monthly meeting place for sharing ideas among highway safety public communications professionals.

**NETWORK** covers the highlights. If you want more, it tells you where to go.

Need help? Got some ideas? Working on a good campaign? We want to hear from you. Write **NETWORK**, NHTSA, NTS-10, Washington, DC 20590.

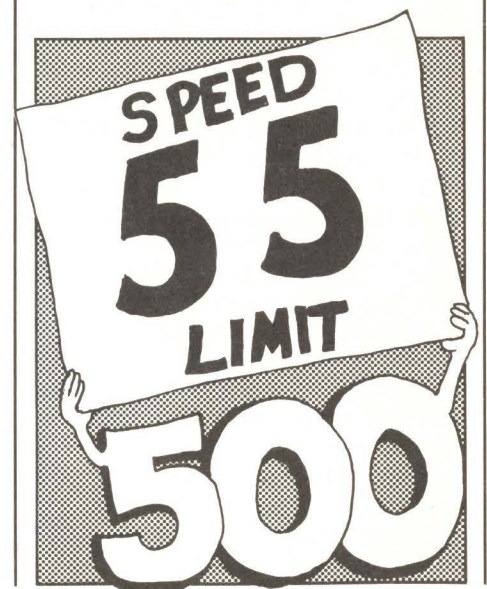
**NETWORK** is a publication of the Office of Driver and Pedestrian Programs, National Highway Traffic Safety Administration.

The Secretary of Transportation has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this department. Use of funds for printing this periodical has been approved by the Office of Management and Budget through Dec. 30, 1980.

## 500 to support 55

NHTSA has awarded a contract to Thomas Buffington & Associates, a Washington-based public relations firm to assist the agency in its 55 mph public communication program. Buffington & Associates will be contacting "Fortune 500" firms to seek help in gaining public acceptance/compliance with the 55 mph speed limit.

In addition, the public relations firm is designing internal and external communications programs for use by companies. Emphasis will be on fuel efficient driving as well as safety.



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