



National  
Center  
for  
Rural  
Road  
Safety

Est. Dec. 2014



# Roundtable on the Public Health Side of Rural Transportation Safety

Presented by: Multidisciplinary Panel



# Webinar Logistics

- Duration is 9:00 – 10:30 AM Mountain
- Webinar – recorded and archived on website. For quality of recording, phone will be muted during presentation
- If listening on the phone, please mute your computer
- To maximize the presentation on your screen click the 4 arrows in the top right of the presentation
- There is a handout pod at the bottom of the screen
- Please complete follow-up surveys; they are vital to assessing the webinar quality



# Unique Webinar

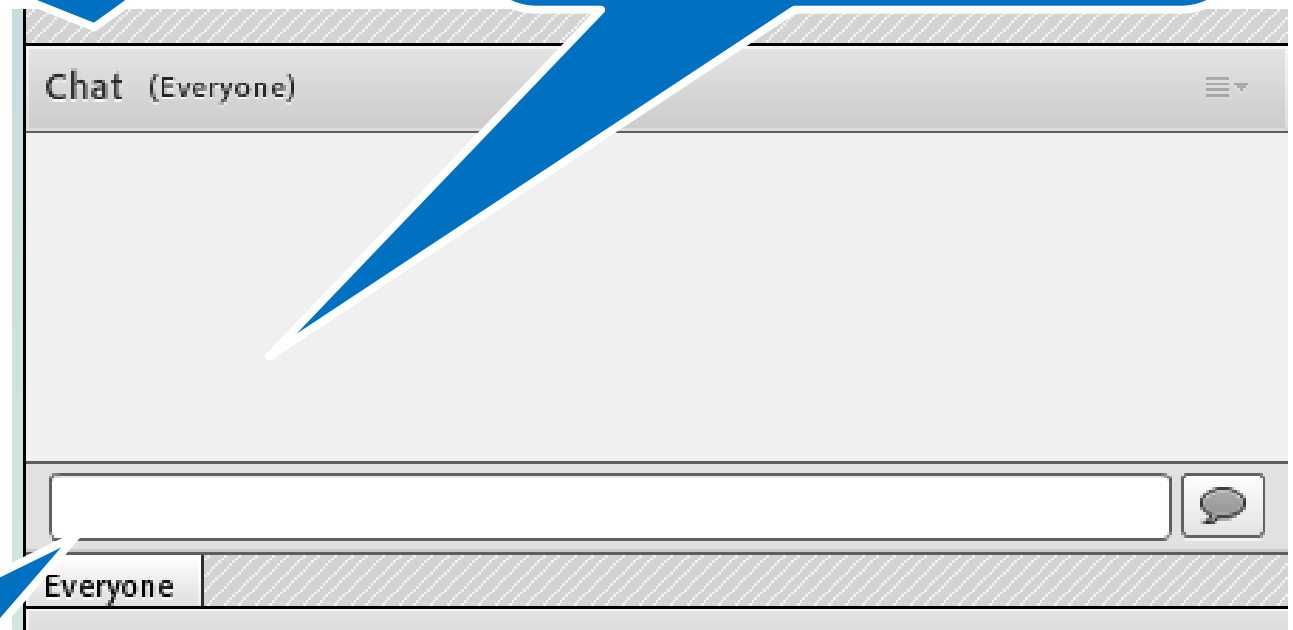
- Different from SC's previous webinars
- Agenda
  - Goals and learning outcomes
  - Introduction of experts
  - Discussion of submitted questions
  - As time allows, answer questions in chat pod
  - Poll questions



# Directing Your Questions via the Chat Pod

1. Chat pod is on left side of screen between attendees pod & closed caption pod

3. Answers will appear here unless addressed verbally



2. Type your question or comment here



# Goals of this Webinar

Once you have completed this webinar, you will:

Explore the different ways public health can play a role in rural transportation safety.



# Learning Outcomes

To achieve the webinar goal, you will be able to:

Identify how an engineer and/or planner can incorporate health into a transportation plan

Understand how an elected official can affect public health in transportation

List strategies used by an injury prevention specialist to improve public health in transportation

Identify specific strategies and resources that can be used for Tribes



# Transportation Affects on Public Health

- Safety
- Air Quality
- Physical Activity
- Access to Goods, Service, and Opportunities
- Noise

Source: FHWA Health in Transportation Webpage



# Opportunities to Address Health through Transportation

- Include health as a vision in transportation planning process
- Consider health when prioritizing transportation improvements
- Promote health through policies and funding
- Create partnerships between DOTs/MPOs and state and local health departments





# Toward Zero Deaths

- National Strategy
- Multidisciplinary approach with all safety stakeholders
- Uses Haddon Matrix – tool developed to apply public health principles to highway safety
- Encourages a transportation safety culture





# Today's Roundtable Experts

- **County Engineer**
  - Joe Marek
- **County Elected Official**
  - The Hon. Sallie Clark
- **Children's Hospital's Injury Prevention Program**
  - Howard Hedegard
- **Indian Health Service's Injury Prevention Program**
  - Robert Morones



# Joe Marek

## Clackamas County, OR Engineer



- Transportation Safety Program Manager
- 25 Years at Clackamas County as Traffic Engineer
- Developed only locally adopted TSAP in Oregon in 2012
- Work as Operations Chief in Emergency Operations Center during activations
- Registered PE in Oregon & PTOE
- Member of TRB Committee on Safety Management
- TRB Rural Road Safety and Policy Subcommittee
- TRB Toward Zero Deaths Subcommittee



# Public Health Experience

- Transportation Safety Action Plan (TSAP) acknowledged breadth of safety issue:
  - Health Housing and Human Services (H3S)
    - Working with youth – drug and alcohol use issues
    - Helping with alcohol compliance details at stores and facilities that serve alcohol
    - School outreach related to drugs and alcohol
    - Testing Transportation and Health Tool
    - Looking at Health and Safety in All Policies



# Road Safety Audit (RSA) and Health Impact Assessment (HIA)

- Combined RSA and HIA examining bicycle and pedestrian crossings of busy 5-lane urban arterial
  - Focused on:
    - Access to physical activity
    - Exposure to air/noise pollution
    - Access to health supportive resources
    - Health equity
- Beginning to explore health and safety in all policy level decisions by our Board of County Commissioners



# Road Designs can Make a Community Better or Worse!

- Many people don't have access to a vehicle – walk, bike or use transit
- Agencies shifting from being a “road agency” to “transportation agency”
  - Providing more equity across the transportation modes, encouraging active transportation
- How can I explore this?
  - FHWA Health and Transportation Tool
  - [www.transportation.gov/transportation-health-tool](http://www.transportation.gov/transportation-health-tool)



# The Hon. Sallie Clark

## El Paso County, CO Commissioner & NACo President



- El Paso County Commissioner for 12 years
- President of National Association of Counties (NACo)
- Active in NACo since 2005 and member of several committees
- Created the 2015-2016 Safe and Secure Counties Initiative
- Shares lessons learned in emergency preparedness, response, recovery and communications due to 2 wildfires and a flood in El Paso County in 2012 and 2013



# The Hon. Sallie Clark's Public Health Experience

- Developed NACo's Safe and Secure Initiative which focuses on counties' capacities to enhance public safety and public health
- Involved on the NACo-NLC Joint Task Force to combat Opioid Abuse
- As a county commissioner for eight years Commissioner Clark has had to deal with all aspects of public health departments, social services, public safety and more





# Howard Hedegard

## Highway Safety Specialist, Injury Prevention Center, Children's Hospital at Dartmouth



- Present role for past 8 years
- (Co)Chairs the
  - Buckle-Up NH Coalition
  - Traffic Safety Conference Planning Committee
  - NH's Teen Driving Committee
- Lead instructor of NH Traffic Safety Institute
- 3 terms as Governor's appointed member of NH Traffic Safety Commission
- Active partner in NH's Driving Toward Zero Deaths and Injuries Campaign



# Howard Hedegard's Public Health Experience

- Lead role in New Hampshire's Teen Driver Peer to Peer Program
  - 15 participating high schools
  - Emphasis areas include safe choices, increasing seat belt use and decreasing distracted driving
  - Developing teen highway safety toolbox for all schools
  - Nhparentsoftedriver.com web site
- Involved with policy planning and implementation
  - On-going issue of NH not having an adult seat belt law
  - Passage of hand's free law and related education campaign
  - Development and implementation of New Hampshire's Strategic Highway Safety Plan
  - Serves on Injury Prevention Advisory Coalition



# Howard Hedegard's Public Health Experience

- Coordinates the annual state traffic safety for highway safety advocates, driver educators and law enforcement personal
- Presented the National Safety Council's Driver Attitude Course some 600 times during past 16 years
- Developed Room to Live seat belt presentation
  - Discusses all vehicle safety features resulting in conversation about how seat belts actually work
  - Designed for teens but meaningful for all ages



# Robert Morones, MPH

## Injury Prevention Program, Indian Health Service - Phoenix



- CDR, U.S. Public Health Service
  - Environmental Health Officer
- Phoenix Area Indian Health Service
  - Injury Prevention Coordinator for 40+ Tribes
  - Mission: To reduce or eliminate risks contributing to injuries
- Previous assignments
  - IHS – Winterhaven, CA
  - CDC – Atlanta, GA



# Robert Morones' Public Health Experience

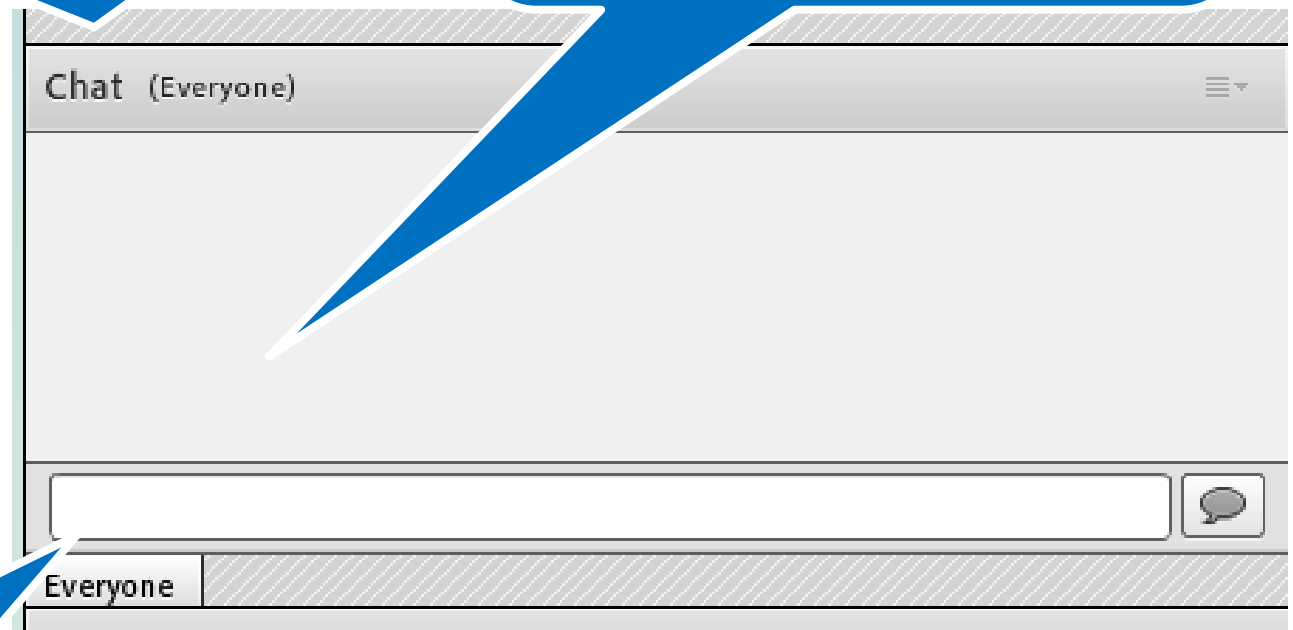
- IHS perspective in dealing with Tribes
- Difficult to generalize – each Tribe may be different
- Importance of Public Health Approach (define problem, identify risk factors, find what works, implement and evaluate)
- Emphasis on preventing injury through risk reduction
- Activities have ranged: epidemiologic studies, developing partnerships, implementing effective strategies
- Encourage Tribes to collaborate (e.g. with State DOT, BIA, and FHA)
- Several Tribal successes in traffic safety



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# Previously Submitted Questions

**Why health?**



# Transportation and Health?

- Decade of Action for Road Safety 2011-2020 proclaimed by governments around the world

*Yesterday governments around the world took the historic decision to increase action to address the road safety crisis over the next ten years. The UN General Assembly resolution proclaiming a Decade of Action for Road Safety 2011-2020 (A/64/L.44/Rev.1) was tabled by the Government of the Russian Federation and cosponsored by more than 90 countries. WHO welcomes this proclamation which seeks to save lives by halting the increasing trends in road traffic deaths and injuries world-wide.*

Source: WHO, Department of Violence and Injury Prevention and Disability  
([www.who.int/violence\\_injury\\_prevention](http://www.who.int/violence_injury_prevention))

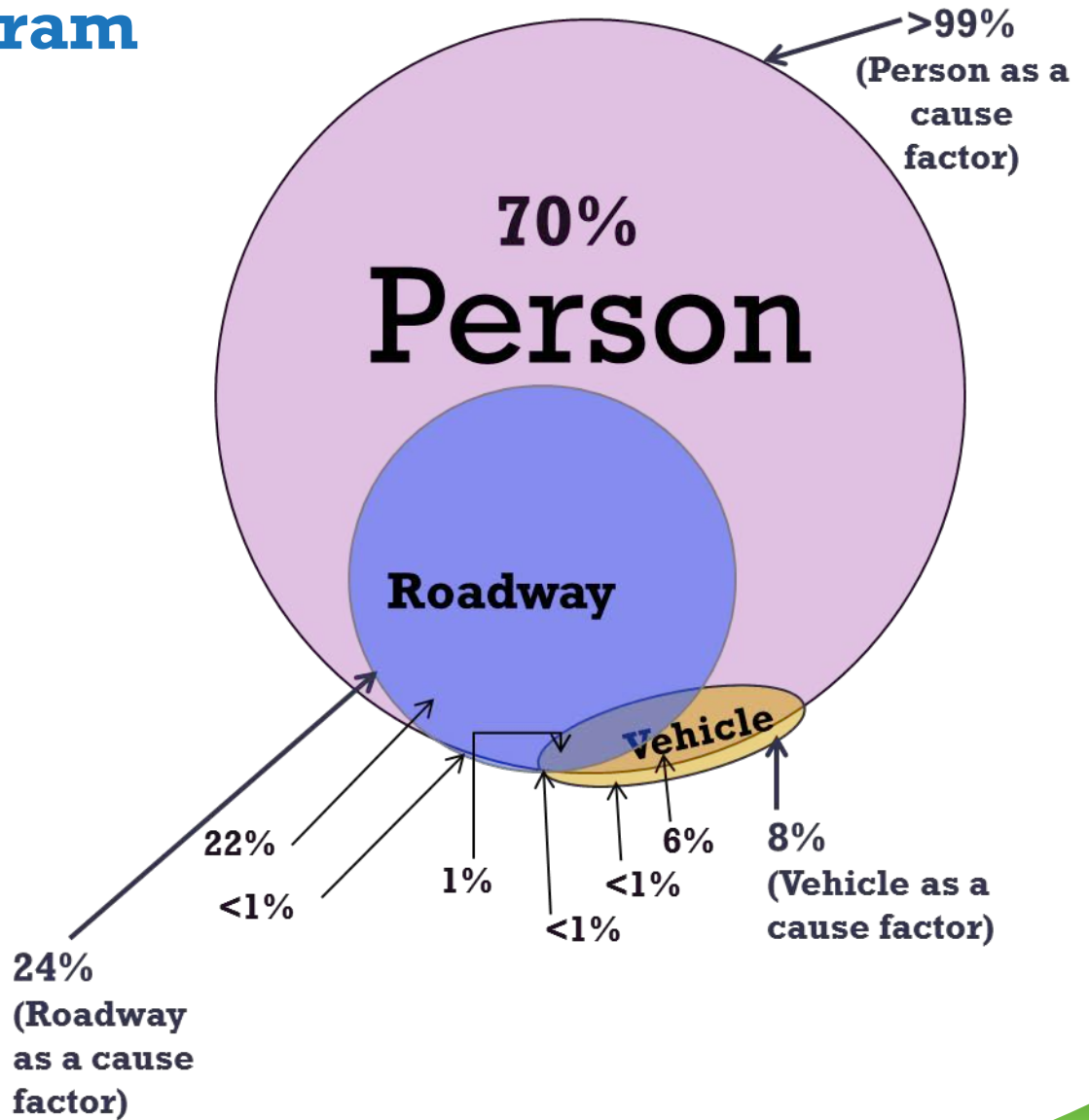
- Health is also affected by pollution and noise, ability to safely walk or bike based on facilities, and access to transit





# Clackamas County Crash Cause Diagram

Crash Cause Factor	%
Person	>99
Roadway	24
Vehicle	8
Sole Crash Cause Factor	%
Person	70
Roadway	<1
Vehicle	<1
Combination Crash Cause Factors	%
Person & Roadway	22
Person & Vehicle	6
Roadway & Vehicle	<1
Roadway & Vehicle & Person	1



Source: Oregon DOT crash data, 2009-2013



## Previously Submitted Questions

**What would be something you would recommend that can improve rural safety?**



## Previously Submitted Questions

**What are some examples of partnerships between transportation and public health organizations that can advance our traffic safety goals?**



## Previously Submitted Questions

**What can we learn from public health to provide innovation to our strategies for traffic safety?**



## Previously Submitted Questions

**How has your program been funded?**



# Previously Submitted Questions

Airports are part of the public health system in Alaska because aviation is typically the only means of access to hospitals and for medevacs, disaster relief, and delivery of medical services/medicines.

Do any of you have experience with using aviation as part of the public health system? If so, could you provide some examples?



## Previously Submitted Questions

**What are some of the difficulties experienced while establishing peer to peer programs in the schools?**



## Previously Submitted Questions

**What issues do you see in rural areas in relation to safety device use?**





## Previously Submitted Questions

**What evaluation tool fo you  
have to measure the  
effectiveness of your program?**



## Previously Submitted Questions

**What have you done or plan  
to do that improves  
response times in rural  
areas?**



## Previously Submitted Questions

What will you be doing to  
expand your program in the  
future?



# Resources

- Safety Center Webpage

[www.ruralsafetycenter.org](http://www.ruralsafetycenter.org)

- Introduction to Safety Culture Video

<http://ruralsafetycenter.org/resources/multimedia/>

- FHWA Health in Transportation Webpage

[http://www.fhwa.dot.gov/planning/health in transportation/faq](http://www.fhwa.dot.gov/planning/health_in_transportation/faq)

- Towards Zero Deaths

<http://www.towardzerodeaths.org/>

- FHWA Health and Transportation Tool

[www.transportation.gov/transportation-health-tool](http://www.transportation.gov/transportation-health-tool)



# Learning Outcomes

In this webinar, you have learned to:

Identify how an engineer and/or planner can incorporate health into a transportation plan

Understand how an elected official can affect public health in transportation

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Identify specific strategies and resources that can be used for Tribes



# Upcoming 2016 Webinars

Wed., August 10, 2016 11:00 AM – 12:30 PM Mountain

TZD through Improved TSMO and Rural Emergency Response

[Click here to register](#)

## Archived Webinars

[Access the webinar archives](#)



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# Contact Information

If you have any questions related to this webinar, please contact the roundtable experts at:

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[Robert.Morones@ihs.gov](mailto:Robert.Morones@ihs.gov)

Or contact the Safety Center help desk at:

**(844) 330-2200 or**

[info@ruralsafetycenter.org](mailto:info@ruralsafetycenter.org)