



# NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

## Targeted Traffic Safety Messages

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# AGENDA

● **Overview of Traffic Safety Issues**

● **Focus on Vehicle Recalls**

● **NHTSA Initiatives**

● **Outreach Discussion**

# Overview of Traffic Safety Issues





# Traffic Safety Issues

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- 2022 Early Traffic Fatality Estimates
  - Slight increase since 2021 – 20,175 in first half
  - Projections show numbers may decrease.
- Upward trend in traffic fatalities over the past few years:
  - High areas of concern remain impaired driving, distracted, speed and seat belt use.
- National Roadway Safety Strategy is people-focused:
  - Safer people
  - Safer roads
  - Safer vehicles
  - Safer speeds
  - Post-crash care

# Traffic Safety Issues

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- NHTSA Report – *Evaluating Disparities in Traffic Fatalities by Race, Ethnicity, and Income*
  - Traffic Fatalities per 100K people decreased for American Indian/Alaskan Native population.
    - AI/AN remains highest rate of traffic fatalities out of any population.
  - AI/AN-Specific Data:
    - Almost half of driver fatalities had BACs of .08+
    - Over half of pedestrian fatalities included drivers with BAC of .08+
    - Only 1/3 of vehicle occupant fatalities were restrained.

# Focus on Vehicle Recalls



# Vehicle Recalls

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- Takata Air Bag Recall
  - 19 auto manufacturers
  - 19 confirmed deaths in US
  - Over 400 reported injuries
  - More than 400,000 vehicles identified on tribal nations that are unrepaired.

# Vehicle Recalls Messages

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- All recalls are safety-related and important.
- Easy to check to FREE:
  - [NHTSA.gov/Recalls](https://www.nhtsa.gov/Recalls)
  - SaferCar app
- All recall repairs are free at dealerships.
  - For Takata air bag recall, some manufacturers offer mobile repair.



# NHTSA Initiatives



# NHTSA Tribal Working Group

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- DOT Equity Priority supports efforts to analyze and implement programs targeting under-served communities including AI/AN.
- Share and discuss agency initiatives to gather data
  - Research
  - Outreach
  - HQ and Regions

# Upcoming Outreach Plans

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- Vehicle Safety Recalls Campaign
  - Update materials
  - Coordinate with auto manufacturers
  - Paid Advertising Campaign
- Photo Shoot in November
  - Image library with AI/AN representation (link on TSM)
  - Impaired (alcohol and drugs)
  - Distracted Driving
  - Seat Belts
  - Pedestrians
  - Bicycles
  - Car Seats

# TrafficSafetyMarketing.gov (TSM)

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- One-stop Shop for Campaign Assets
  - Free to download and use
- Assets include:
  - Earned media materials
    - Sample press releases (may be customized for your local community)
    - Fact sheets
    - Infographics
    - Banner ads
    - TV and radio ads
    - Link to Image Library

# Outreach Discussion





# Outreach to Tribal Nations

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- What is most effective to reach tribal nations?
  - Campaign materials/assets?
  - Communication platforms?
- Proper Protocol?
- Suggestions?



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