

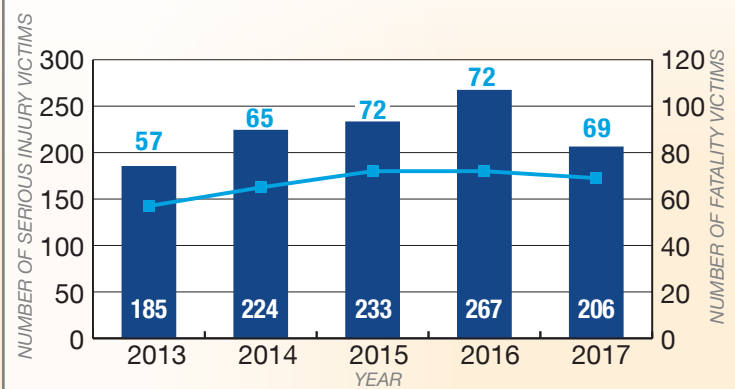


## NEVADA'S SEAT BELT PROBLEM

Between 2013 and 2017, 335 unbelted vehicle occupants lost their lives and 1,115 were seriously injured in crashes on Nevada roadways.

The goal of the Nevada Strategic Highway Safety Plan (SHSP) is to reach zero fatalities. This fact sheet provides information on who was involved in serious injury and fatal unbelted-occupant crashes, where and when these crashes occurred, and why they happened. It also outlines critical strategies and action steps to reduce unbelted-occupant crashes in efforts to reach our goal of zero fatalities.

Serious Injury and Fatality Victims (2013 – 2017)



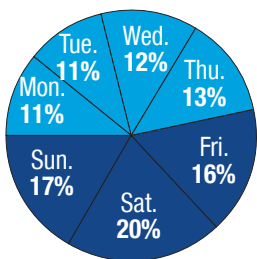
## WHO?

Men ages 26 to 35 years old comprise the largest number of victims of unbelted-occupant serious injury and fatal crashes from 2013 to 2017.

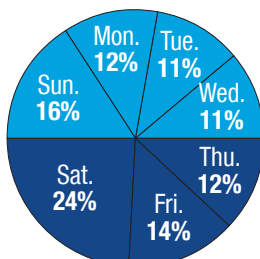
## WHEN?

Unbelted-occupant serious injury and fatal crashes occurred most frequently on the weekends.

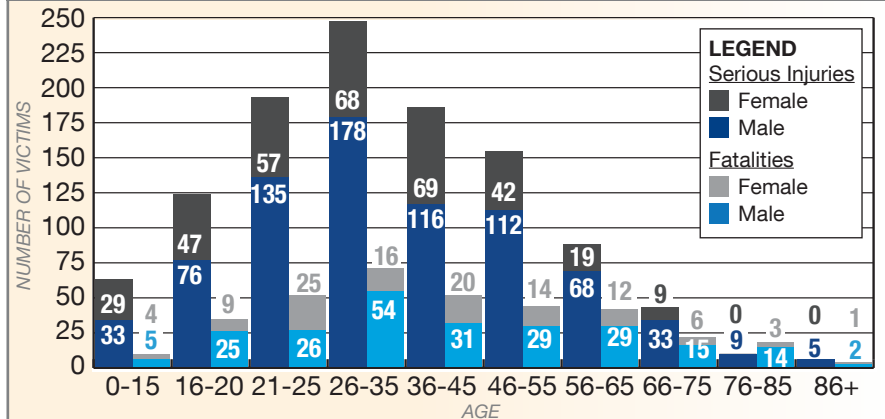
Day of Crash Occurrences (Serious and Fatal) (2013 – 2017)



Day of Fatal Crash Occurrences (2013 – 2017)



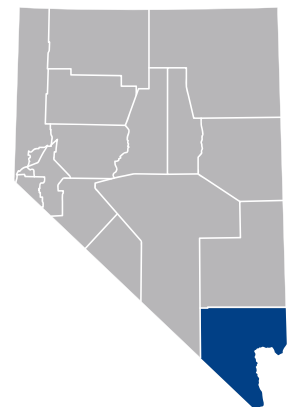
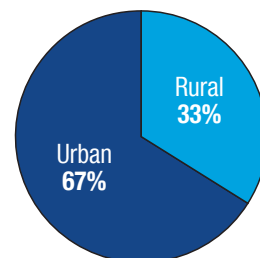
Age/Gender Breakdown of Crash Victims (2013 – 2017)



## WHERE?

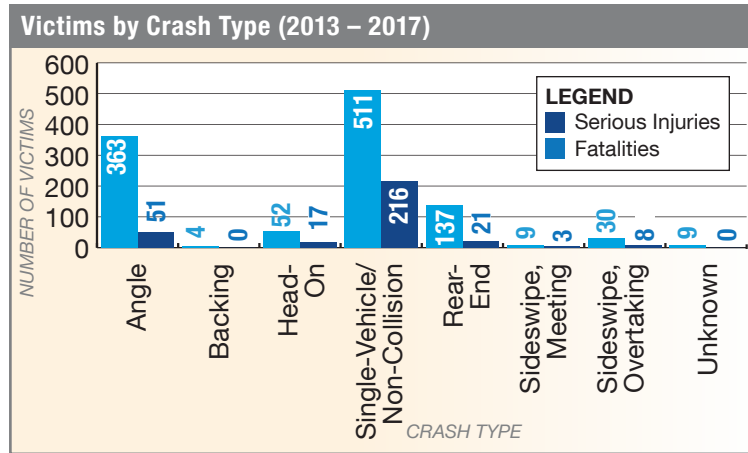
Between 2013 and 2017, 64% of unbelted-occupant serious injury and fatal crashes occurred in **Clark County**. Sixty-seven percent occurred on urban roadways.

Location of Crash Occurrences (2013 – 2017)

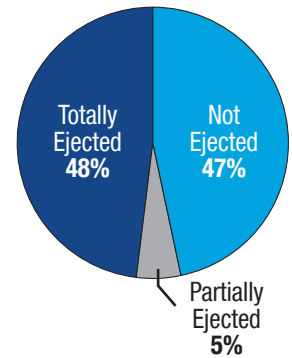


## WHY?

Unbelted-occupant serious injuries and fatalities resulted from single-vehicle/non-collision crashes more often than all other types combined. In a staggering 95% crashes, the passengers were either partially or totally ejected from the vehicle.



## Result of Crash Occurrences (2013 – 2017)



## HOW DO WE REACH OUR GOAL OF ZERO FATALITIES?

### CRITICAL STRATEGIES TO REDUCE UNBELTED-OCCUPANT CRASHES

The Nevada SHSP identified several strategies and action steps to reduce unbelted-occupant serious injuries and fatalities.

#### Analyze data, prepare documents, and disseminate information to support seat belt use:

- » Improve the quality, availability, integration, and analysis of University of Nevada, Reno School of Medicine (UNSOM) seat belt-related data. Disseminate/share UNSOM Trauma data via the Zero Fatalities website.
- » Involve University of Nevada, Las Vegas (UNLV) and University of Nevada, Reno (UNR) seat belt use observation data and survey results in documents for dissemination (on Zero Website, etc.).
- » Analyze seat belt attitudinal/observation data and unbelted-occupant fatal crash characteristics of non-users to identify local target groups, identify countermeasures to reach those target groups, and ensure countermeasures are implemented within a given time frame.
- » Reach out to four tribal communities to improve Child Passenger Safety (CPS) use.
- » Recruit representatives from grassroots and diverse communities across the State and establish subcommittees with subject matter experts that focus on specific populations (e.g., teen driving, law enforcement, rural, business outreach subcommittees).
- » Create clearinghouse of education and analysis publicized to partners.

#### Maximize proper seat belt use with enforcement and public outreach campaigns:

- » Educate young drivers on safe behaviors through school education programs and teen safe-driving messages through statewide “Zero Teen Fatalities” safe driving programs/competitions.
- » Conduct additional public outreach in English and Spanish throughout the year and use additional non-traditional media venues, such as Facebook, Twitter, YouTube, online gaming, dynamic message signs (DMS), fast food establishment sponsorships (in store displays, marquees), etc. Messaging should communicate the seat belt law and its strict enforcement.
- » Use community-oriented policing strategies for the Hispanic community, with the goal of reducing the disproportionate number of Hispanic drivers and victims involved in traffic-related crashes.

#### Analyze data and prepare documents to support occupant protection legislation:

- » Prepare a plan to pass legislation to update Nevada’s seat belt law (NRS 484D.495). This update will call for primary enforcement consistent with all other traffic laws and provide support to local primary seatbelt laws prior to a state primary law.
- » Prepare a plan to pass legislation to increase the age of children covered under Nevada’s child passenger safety law to at least eight years old (or 80 pounds or 56”) to be consistent with current best practices.
- » Prepare plan to pass legislation that requires young drivers and their passengers to use seat belts as a condition for continued licensure within Nevada’s graduated driver licensing system.