Nevada Traffic Safety Summit

Seatbelt Session

November 7-8, 2012
Data

Grant has been approved for another year of trauma and crash data linkage.

Office of Traffic Safety attitudinal survey – 92% of respondents always use a seat belt.

UNLV has completed seat belt usage survey. Daytime results show 90.5% usage; Nighttime results (only for two counties and using a different methodology) was 93%.
Media Campaigns

Bus shelter advertising and PSAs have been developed in Clark County

November CIOT Campaign is being planned

STARS (Supporting Teens and Roadway Safety) program winning entries were used as bus shelter messages
Public Education

CPS certification opportunities provided for law enforcement and fire departments

UMC is working with Harrah’s on a potential employer program.

MGM has revamped drive safe program
Visiting Motorists

Allison Collier of Las Vegas Metropolitan Police, has published a Drive-Fly periodical publication.

A pedestrian ad was included in its latest publication.
Contact

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