

Iowa's Traffic Safety Collaboration Background

Rural Road Crashes - They're Preventable

Compelling Facts Motivate Stakeholder Organizations

- "Rural Roads" were identified as a priority area during the development of the **2007 Iowa Comprehensive Highway Safety Plan**, (www.iowadot.gov/traffic/chsp). Crash analysis revealed that about one-half of Iowa's annual roadway fatalities occur on local systems. The CHSP and Iowa Traffic Safety Alliance (ITSA) Rural Roads Action Team identified and moved to implement two strategies to address injuries and deaths in this category:
 - **Data Analysis: Safety Analysis of Low-Volume Rural Roads in Iowa** research project
This robust analysis of crash data revealed some distinct patterns of demographics and road features most common in rural road crashes. The study clearly showed young drivers are the most at-risk on rural roads.
 - **Raise public awareness of rural roads risk: Rural Road Crashes - They're Preventable** video project
Discussion among a wide range of safety practitioners revealed that a) many driver education courses provide little exposure to gravel and rural roads and b) Iowa drivers in general are not aware of gravel road speed limits, how risky rural roads are, and the extensive rural road factors to be mindful of when driving rural roads. This video project supports efforts to raise public awareness in communities and among all drivers.
- The **Iowa Center for Agricultural Safety and Health Iowa (I-CASH)** identified reducing agriculture-related injuries and deaths from rural road crashes as a top priority for their organization. I-CASH took the lead in this collaborative video project. www.public-health.uiowa.edu/icash/programs/rural-roadway-safety-video-project

Multi-Disciplinary Rural Roads Safety Team

A large multi-disciplinary group of forty-five state and local agricultural safety, engineering, enforcement, injury prevention, and education practitioners from many organizations met to define a shared approach to raising awareness of rural roads safety. The information was assimilated and a smaller group was formed to complete the project.

Project Team, Funding, and Resources

ICASH led the project with funding from Iowa DOT (Safety Management System) and a grant from Great Plains Center for Agricultural Health. An Iowa creative services agency produced the video. The Iowa DOT, the Governor's Traffic Safety Bureau, the Iowa Traffic Safety Alliance and others provided additional support. As the project neared completion, the team worked closely to maintain curriculum content consistency with the Iowa Driver's Manual and driver education materials, as well as engineering and law enforcement experts. Iowans who "played themselves" in the DVD include an adult, both rural and urban teens, a farmer, a sheriff's deputy and a county engineer. Additional contributing stakeholders are recognized in the printed materials and DVD credits.

Target Audience Reviews

The early draft video was screened by safety practitioners, middle school and high school students, and a law enforcement audience. The video and draft curricula were pilot tested with driver education instructors at a DOT sponsored conference in April, 2011.

Distribution

Driver education instructors and other educators are the primary distribution groups. Participating stakeholder groups represented in the initial multidisciplinary team are included because they have local and statewide audiences they may influence. Because many venues do not have internet access, over 500 educators; licensing outreach staff; agriculture resource, extension, and youth programs; state and local law enforcement education officers and others will receive the initial 2011 distribution. Materials are also available for direct download. Printed curriculum copies can be made from the PDF masters available at www.iowadot.gov/mvd/ods/RuralRoadCrashes.

For additional project questions, please contact:

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