



EDUCATION E-Team Charter

Background

Iowa's Strategic Highway Safety Plan (SHSP) 2019-2023 was developed to meet the significant challenge of reducing fatal and serious injury crashes on Iowa's roadways. According to the Federal Highway Administration (FHWA), an SHSP "is a statewide coordinated safety plan that provides a comprehensive framework for reducing highway fatalities and serious injuries on all public roads." Iowa's SHSP was developed in consultation with a multidiscipline team of representatives that prioritized eight safety emphasis areas. For each emphasis area, the team identified strategies that provide the greatest opportunity to reduce fatalities and serious injuries on Iowa's roadways.

Five E's

Four primary categories of safety professionals drive the development of the strategies defined in Iowa's SHSP. These professionals include those in education, emergency medical services, enforcement, and engineering. Each discipline has a unique perspective on how to improve traffic safety while also remaining connected to the other disciplines. Iowa's SHSP also considers a fifth E of everyone because ultimately it is the responsibility of every driver on Iowa's roadways to make safe choices and drive responsibly.

Education plays a key role in helping the public determine what they should and should not do when driving and how to safely navigate the transportation system. Effective education efforts can lead to a cultural change in road user behavior habits and ultimately a decline in fatalities and serious injuries on roadways. Educators direct campaigns toward all age groups and across numerous safety issues to encourage new roadway use behaviors. Below are the education strategies that were identified in the SHSP.

Strategies



Speed-related

- Educate drivers on the importance of controlling and managing vehicle speed.



Impairment involved

- Educate drivers on the different types of impairments and their effects on driving.



Unprotected persons

- Conduct public awareness campaigns focused on generating awareness of the risks associated with unprotected persons.



Older drivers

- Support a broad-based coalition to plan for addressing age-based transportation needs.
- Provide educational training opportunities for mature drivers that address driver safety, road engineering and signage, vehicle technology, driver licensing, health and vision concerns, and alternative transportation options.
- Update publications and web resources for older drivers and their families to include safety strategies, warning signs, and planning for driving retirement.



Young drivers

- Improve content and delivery of driver education curriculum.
- Continue educating young drivers in school-based settings using various training techniques, including those that simulate impairment.
- Support a broad-based coalition to plan for addressing age-based transportation needs.



Intersections

- Develop educational resources informing the public of alternative intersection types, traffic signals, and laws.



Distracted or inattentive drivers

- Develop targeted interventions and education programs for high-risk populations.

Implementation and Evaluation

Implementation of the above strategies will ultimately support Iowa's long-term vision of Zero Fatalities. The implementation and progress of these strategies will be evaluated on an annual basis over the five-year planning period starting January 2019 and ending December 2023.