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.

Swift response from emergency personnel can save the lives of those involved in a crash. While emergency medical responders assist anyone injured in a crash, other emergency responders can clear roadways and manage traffic, and therefore reduce the risk of secondary crashes. Below are the emergency medical services strategies identified in the SHSP.

Strategies

- **Unprotected persons**
  - Include medical professionals in educational efforts.

- **Impairment involved**
  - Employ screening and brief interventions in healthcare settings.

- **Older drivers**
  - Update procedures for assessing medical fitness to drive.

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.