Why Focus on Rural?

- 23% of the US population live in rural areas, but 57% of all traffic fatalities occur in rural areas.
- The fatality rate per 100 million vehicle-miles traveled (VMT) is 2.5 times higher in rural areas compared to urban areas.
What is CERS?

• Research, training and outreach on behavioral, technological, and policy issues relating to rural transportation safety.
  – CERS is uniquely, though not exclusively, focused on policy
• CERS web site:  [www.ruralsafety.umn.edu](http://www.ruralsafety.umn.edu)
• Rural Safety Clearinghouse:  [www.ruralhighwaysafety.org](http://www.ruralhighwaysafety.org)
• Safe Road Maps:  [www.saferoadmaps.org](http://www.saferoadmaps.org)
SafeRoadMaps

- SafeRoadMaps is a publicly accessible website that visually communicates public health issues related to rural and urban road transportation safety. [www.saferoadmaps.org](http://www.saferoadmaps.org)
- The goal of the website is to raise awareness and motivate actions by transportation policy makers and private citizens regarding the magnitude, risk factors, and impacts of motor vehicle crashes.
Introducing Version 3.0:
Featuring
New Interactive Tools & Filters
to help locate crash data.
Mouse-over the buttons above to learn more.
SafeRoadMaps

- Version 3

My Travel

1. New interactive tools allow Users to instantly find accident data along any drawn Line or Area on the map.

2. The Heat Map function allows users to see an abstract rendition of roadway fatalities based on a color code system. Blues represents areas with zero accidents and yellow represents areas with high concentration of accidents.
National Maps

1. This section features an interactive map that allows users to click on any heat map hot zone to get crash data instantly.

2. Users can also turn on additional overlay maps such as rural hot spots, urban hot spots, etc.
Major Gaps in Information exchange from pre-hospital to hospital.
CrashHelp System Prototype

For: EMT’s / Paramedics in the field
Google Android Compatible Phone
Android Application

For: Emergency Department / Trauma Center
Web based interface

CERS
University of Minnesota
CrashHelp System Architecture
Thank you!

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