Traffic Safety in 2020/21

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Clackamas County, Oregon
Rural vs. Urban
People must drive further in rural areas to reach destinations and emergency response times can be longer than in urban areas. Speeds are also higher than in urban areas and there are fewer transportation options. As a result, rural areas are more susceptible to severe crashes than urban areas. As shown below, 45% of reported severe crashes occurred in rural areas, while 20% of the population lives in rural areas.*
The most frequent contributing factors in reported crashes are:

- Inexperienced Drivers
- Roadway Departures
- Aggressive Driving

### Fatal and Serious Injury Crashes by Contributing Factor

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inexperienced Drivers</td>
<td>36%</td>
</tr>
<tr>
<td>Roadway Departures</td>
<td>34%</td>
</tr>
<tr>
<td>Aggressive Driving</td>
<td>31%</td>
</tr>
<tr>
<td>Motorcyclists</td>
<td>22%</td>
</tr>
<tr>
<td>Alcohol/Drug</td>
<td>21%</td>
</tr>
<tr>
<td>Senior Drivers</td>
<td>17%</td>
</tr>
<tr>
<td>Pedestrians and Bicyclists</td>
<td>16%</td>
</tr>
</tbody>
</table>

The most frequent contributing factors to fatal and serious injury crashes are:

- Inexperienced Drivers: Crashes in which the driver was 25 years of age or younger.
- Roadway Departures: Crashes in which the vehicle left the roadway or crossed over the center line.
- Aggressive Driving: Crashes in which the driver was driving too fast for conditions, following too closely, failing to avoid vehicle ahead, or exceeding the posted speed limit.
- Motorcyclists: Crashes involving a motorcycle driver or passenger.
- Alcohol/Drug: Crashes in which the driver was under the influence of alcohol or drugs.
- Senior Drivers: Crashes in which the driver was 65 years old or older.
- Pedestrians and Bicyclists: Crashes involving a person walking or bicycling.
Some stories from our target area

Clackamas County Sheriff and Southridge High School Twitter Posts
Safe Systems using a social ecological theory model

Clackamas County, TSAP 2019
Social Marketing ≠ Social Media Posts
What is Social Media or Networking?

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time.

What is Social Marketing?

Social marketing is an intentional use of many channels where the social good is always the primary focus.

Source: Institute for Social Marketing
What you don’t know can hurt you! Did you know it’s never OK to leave a child unattended in a vehicle? Not even on a mild day. Not even with the window slightly open. Not even for a little bit. Know more by taking our training at nsc.org/hotcars.

Source: National Safety Council
Community-based Social Marketing

A process that uses marketing principles and techniques to influence a target audience behavior that will benefit society, as well as the individual.

Or

Behavior Change for Social Good
From Clackamas County
Real Life Examples of Social Marketing

Buckle Up. Stay Alive. campaign designed by Lg2 advertising agency for Quebec Automobile Insurance Society, 2012.
World Wildlife Federation, Save Paper, Save the Planet Campaign, Saatchi & Saatchi A/S, 2007
Engaging with Community

Wrapping messaging with developing community norms, classic presentations, community events and tabling.
In the classroom
In the auditorium
At events
Partners
The best laid plans...
stay healthy and keep others healthy— even when you're feeling good and the weather is nice.

Who do you stay home for? Tag us in your photos! #StayHomeChallenge

40w

crackamascounty 🌟 #stayhome #stayhomesavelives #covid #covid19 #clackamascovid #clackamascounty #clackco #lovemyclackco #coronavirus #oregon #psa #localgov

40w  Reply

jessie_kirk ❤️❤️❤️

40w  1 like  Reply

Liked by parkplaceperennial and others

APRIL 13, 2020

Add a comment...
clackamascounty We are so thankful for the @tipnw volunteers who have been assisting our #ClackCo communities with the aftermath of the #ClackamasWildfires. “Returning home” after a disaster can be a deeply emotional and unsettling experience. We acknowledge that trauma is not a linear experience for people and that their lives will take time to rebuild and recover. These volunteers are specially trained everyday people who give their time to provide emotional first aid and practical support to people experiencing hardship. They’re available every day and hour of the year and they respond when called on by emergency responders to assist in the field. Thank you for being there for #ClackCo.

Liked by sandywatershed and others
SEPTEMBER 29, 2020
Add a comment...
Soaking up the final weeks of summer in #ClackCo, safely 😊 ☑️

#clackamascounty
#lovemyclackco #oregoncity #maskup #oregonforward #summer #covid19 #covidsafety #wearamask

Lintemple Where is this?
clackamascounty • Following
Clackamas, Oregon

clackamascounty If you choose to go out, be a good neighbor and stay at least six feet apart from others at all times, wear a face covering and smile with your eyes! We can move OregonForward by working together. Who do you wear a face covering for? Tag @ClackamasCounty in your photos.

27w.

clackamascounty • #maskup #covid19 #clackamas covid19 #coronavirus #clackamascounty #clackco #lovemyclackco #oregon #pacificnorthwest

27w. Reply
Speeding takes a toll...
Slow your roll!

WHAT IF NEXT TIME IT ISN’T A DREAM?

STAY ATTENTIVE

ARRIVE ALIVE
How traditional NHTSA Campaigns don’t work!

USDOT/NHTSA 2021
• Built a new RFP around combined Covid and Traffic Safety Social Marketing
• Selected a contractor
• Now negotiating final terms.
• Began to re-work NHTSA Campaigns with our public health division.
• Implement installation of posters.
• Help get people vaccinated = schools open again.
• Continue relationship building.
Resources

- www.drivetozero.org
- Clackamas TSAP/Local Road Action Plan https://www.clackamas.us/transportation/tsap.html
- Social Marketing Association of North America (local chapters): https://smana.org/
- All photo credits Clackamas County unless otherwise cited.
• Positive Culture Framework Training
  https://chsculture.org/training/
Questions?

Traffic safety starts with you!

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503-679-7375

LET'S STOP CRASHES IN CLACKAMAS COUNTY

Drive to Zero DriveToZero.org