



MARYLAND SEATBELT UPDATE

December 14, 2023

MISSION STATEMENT

- The Maryland Department of Transportation's Highway Safety Office is dedicated to saving lives and preventing injuries by reducing the number and severity of motor vehicle crashes through the administration of a comprehensive and effective network of traffic safety programs.



ZERO DEATHS
MARYLAND

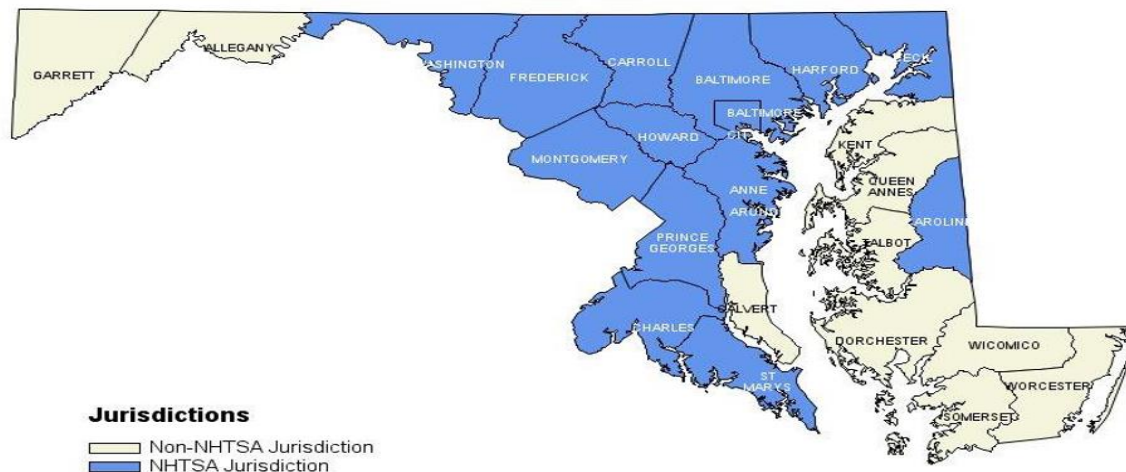
ANNUAL SEATBELT SURVEY

- MHSO conducts a comprehensive study of seat belt usage in the State annually.
- Seat belt usage data is collected on drivers and front seat outboard passengers.
- In 2023 we observed 28,805 vehicles at 140 randomly selected sites within 14 jurisdictions.
- Observed vehicles included passenger cars, vans, sport utility vehicles (SUV), pick-up trucks, and other vehicles below 10,000 pounds traveling on Primary (interstate roadways), Secondary (arterial roadways), and Local roads.

MARYLAND NHTSA & NON NHTSA JURISDICTIONS

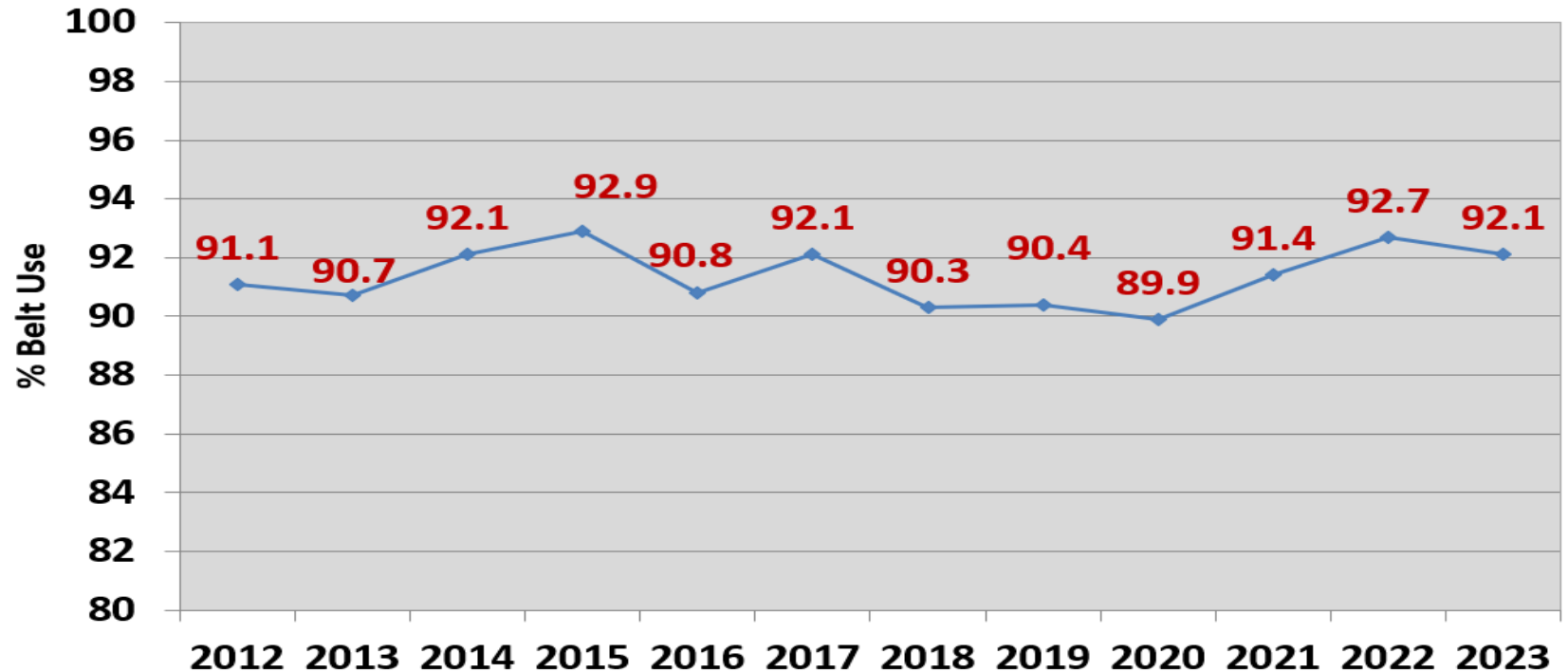
- 14 jurisdictions accounted for 85% of Maryland's crash-related fatalities. The 85% threshold is a requirement of NHTSA's Uniform Criteria.

NHTSA and Non-NHTSA Jurisdictions
2022-2026



MARYLAND SEAT BELT USAGE RATE

2012-2023 Observed Belt Usage Rate in MD Cars & Trucks Combined

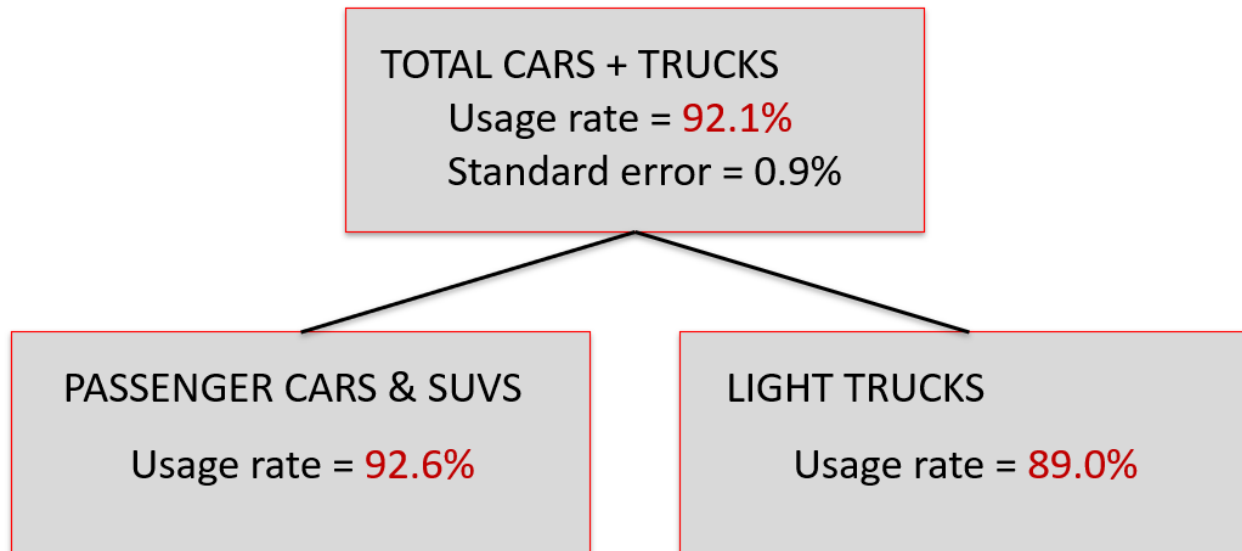


**ZERO DEATHS
MARYLAND**

2023 SEAT BELT USAGE RATE VEHICLE TYPE

2023 NHTSA Weighted Seat Belt Usage Rates

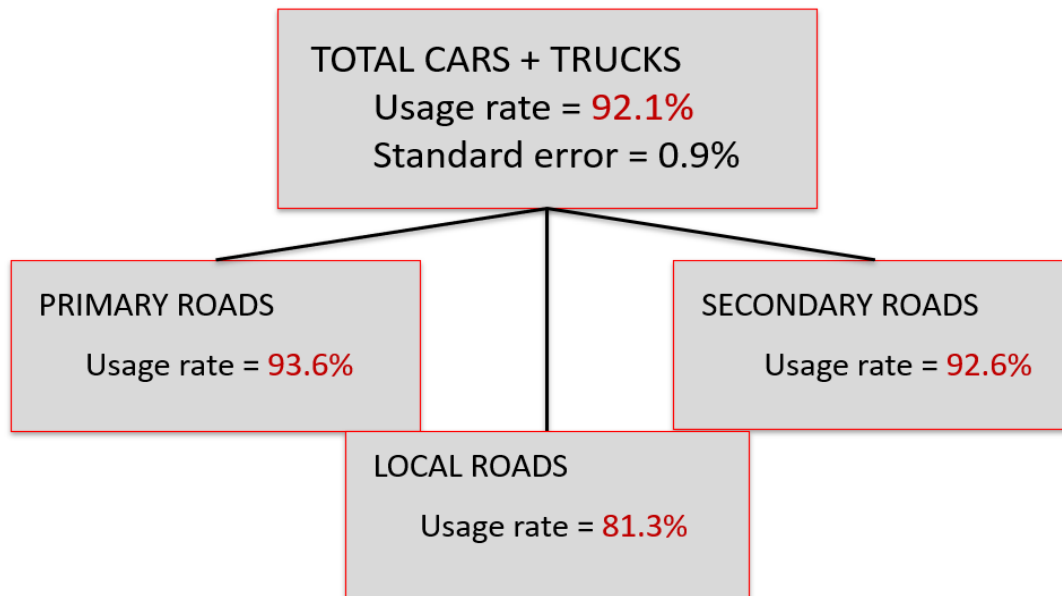
N = 33,882 with Known Belt Use
(**28,805** Vehicles)



2023 SEAT BELT USAGE RATE ROADWAY TYPE

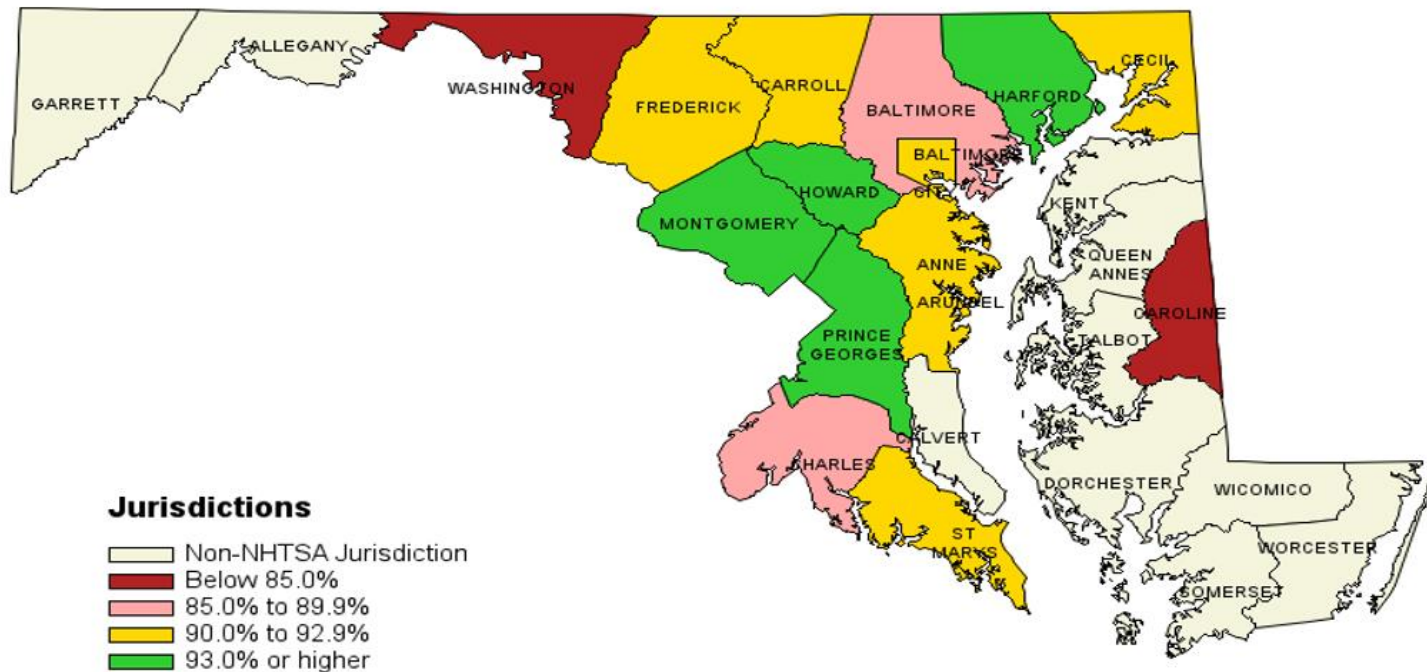
2023 NHTSA Weighted Seat Belt Usage Rates

N = 33,882 with Known Belt Use
(28,805 Vehicles)



MARYLAND SEAT BELT RATE BY JURISDICTION

Maryland Seat Belt Usage Rates for NHTSA Jurisdictions 2023



SHSP STRATEGIES & ACTION STEPS

TRAFFIC INJURY PREVENTION
2022, VOL. 23, NO. 6, 352–357
<https://doi.org/10.1080/15389588.2022.2077931>



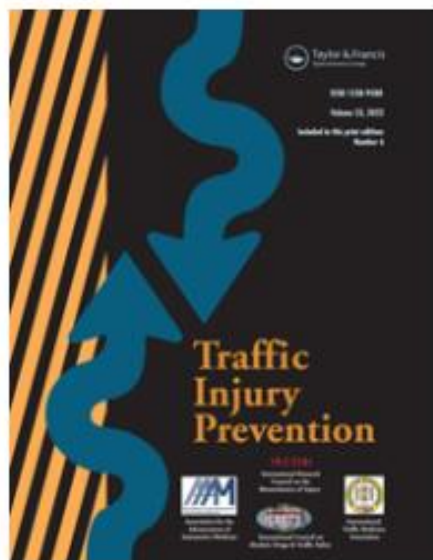
Taylor & Francis
Taylor & Francis Group



Observed relationships between driver and passenger restraint use in the front and rear seats

Joseph A. Kufera^a, Kimberly M. Auman^a, Alicia Chavez^a, Timothy J. Kerns^b, Cynthia Burch^c, and Roumen Vesselinov^a

^aCharles “McC” Mathias, Jr. National Study Center for Trauma and Emergency Medical Systems, Center for Shock, Trauma and Anesthesiology Research, University of Maryland School of Medicine, Baltimore, Maryland; ^bMaryland Department of Transportation, Motor Vehicle Administration’s Highway Safety Office, Glen Burnie, Maryland; ^cBaltimore Metropolitan Council, Baltimore, Maryland



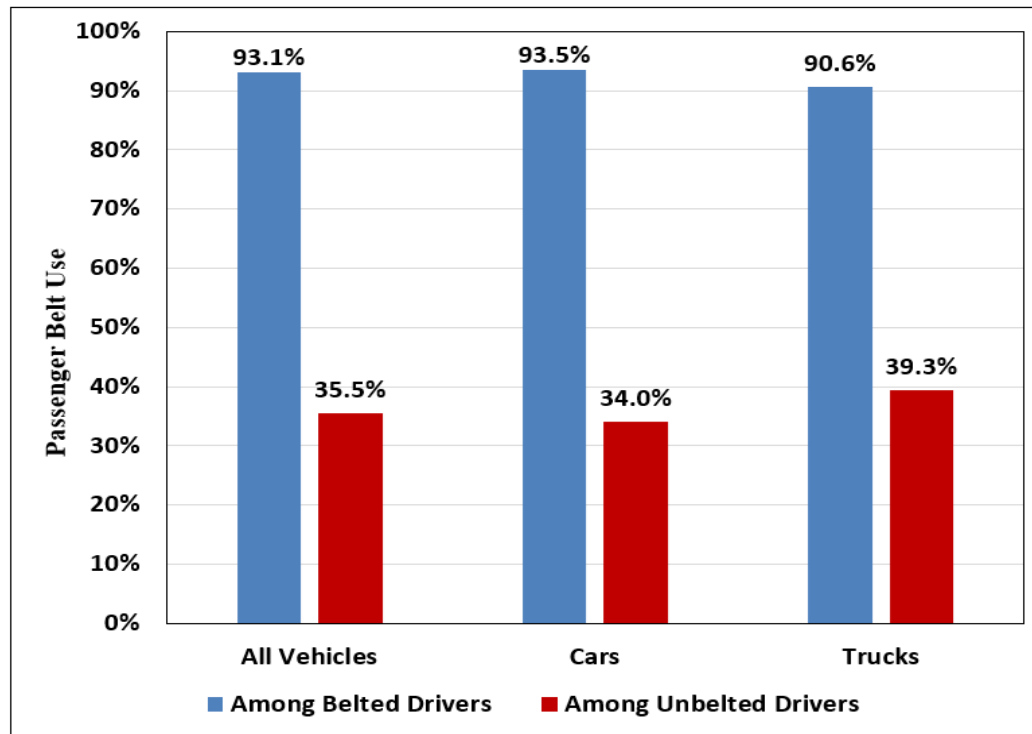
Action Step # 7

Conduct, document and publish a literature review of shared risk and protective factors and evidence-based strategies related to occupant protection programs.

ZERO DEATHS
MARYLAND

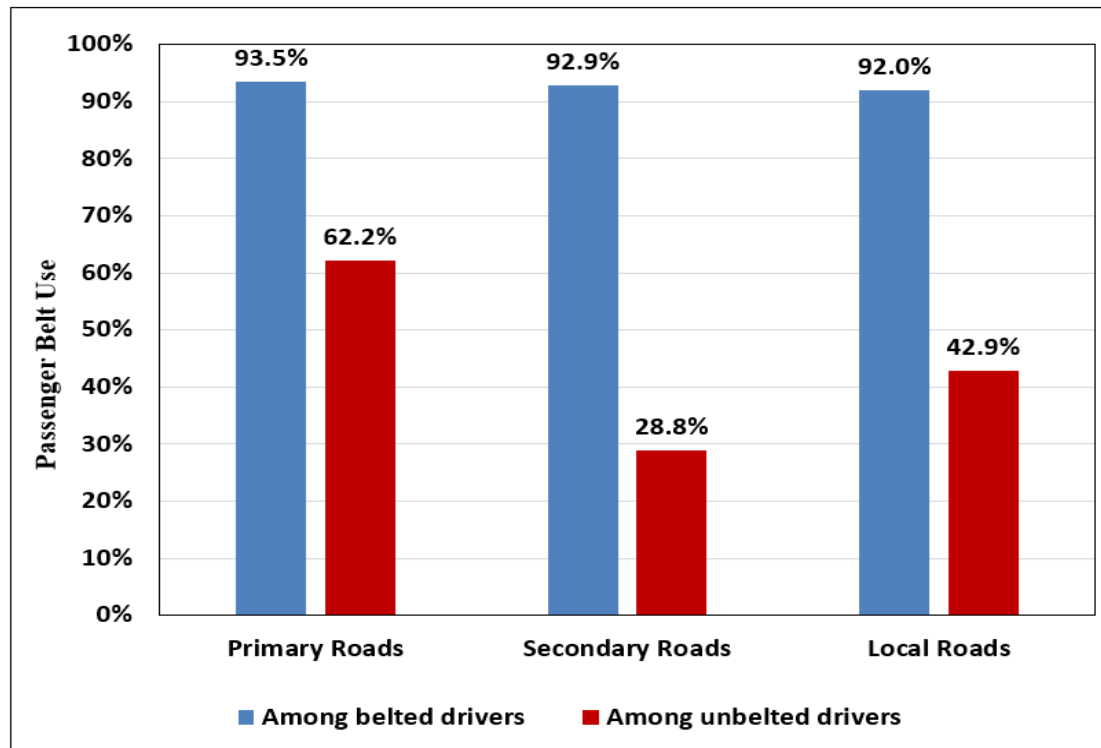
RELATIONSHIP BETWEEN DRIVER AND PASSENGER

Passenger Seat Belt Use is Associated with Driver Use By Vehicle Type



RELATIONSHIP BETWEEN DRIVER AND PASSENGER

Passenger Seat Belt Use is Associated with Driver Use By Road Type

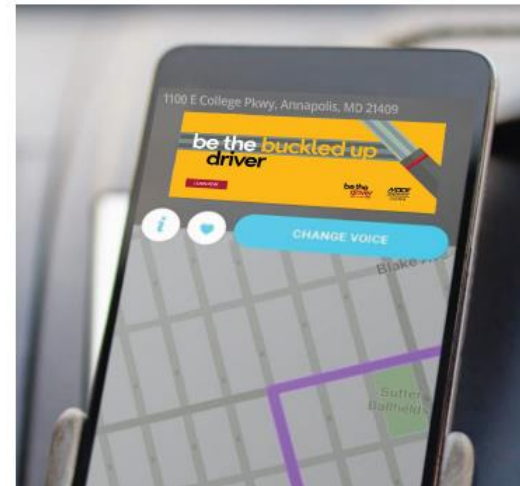
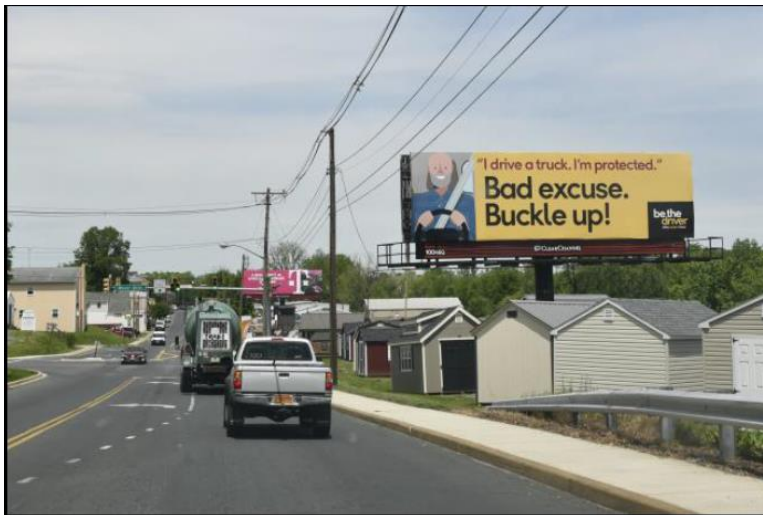


SEATBELT SURVEY SUMMARY

- Overall NHTSA usage rate decreased slightly
 - 92.1% - down 0.6 percent from 2022
- Observed belt use differed by vehicle type
 - Cars - 92.6%
 - Trucks - 89.0%
- Road type:
 - Primary - 93.6%
 - Secondary - 92.6%
 - Local - 81.3%
- Passengers much less likely to use seat belt if driver is unbelted
- <https://zerodeathsmd.gov/road-safety/seatbelts/>

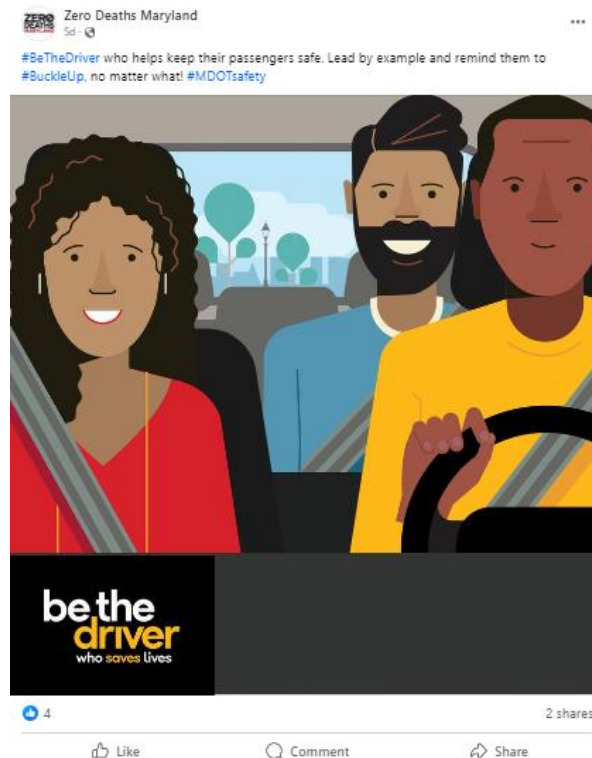
MAY CLICK IT OR TICKET

- Audio, social, video, digital displays and billboards tactics
- Traffic driven to ZeroDeathsMD.gov Seat Belts page



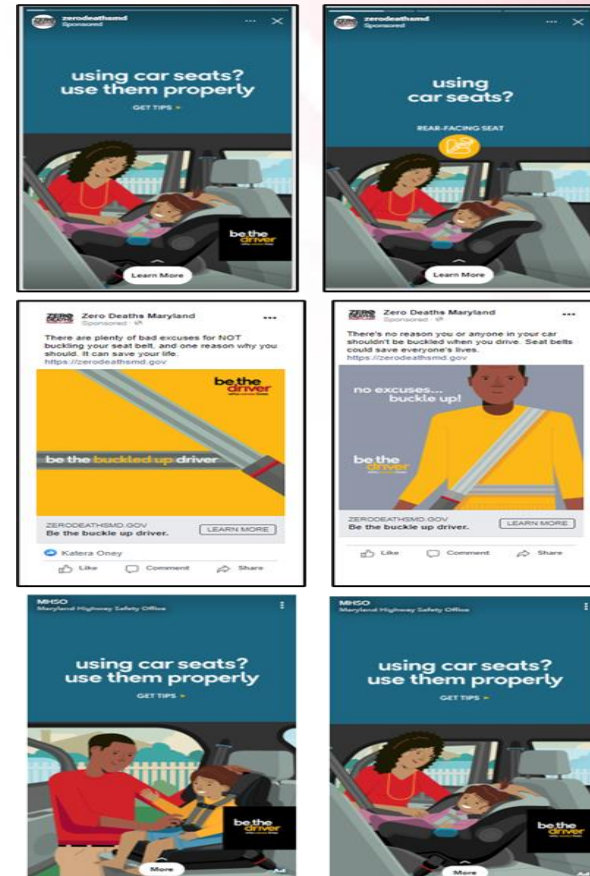
SOCIAL MEDIA

- Over 15 million impressions across tactics from 5/1-6/3
- Billboards, Pandora, Waze, Gum Gum and Facebook
- 1.5 M impressions and 950k contacts with social media users on FB

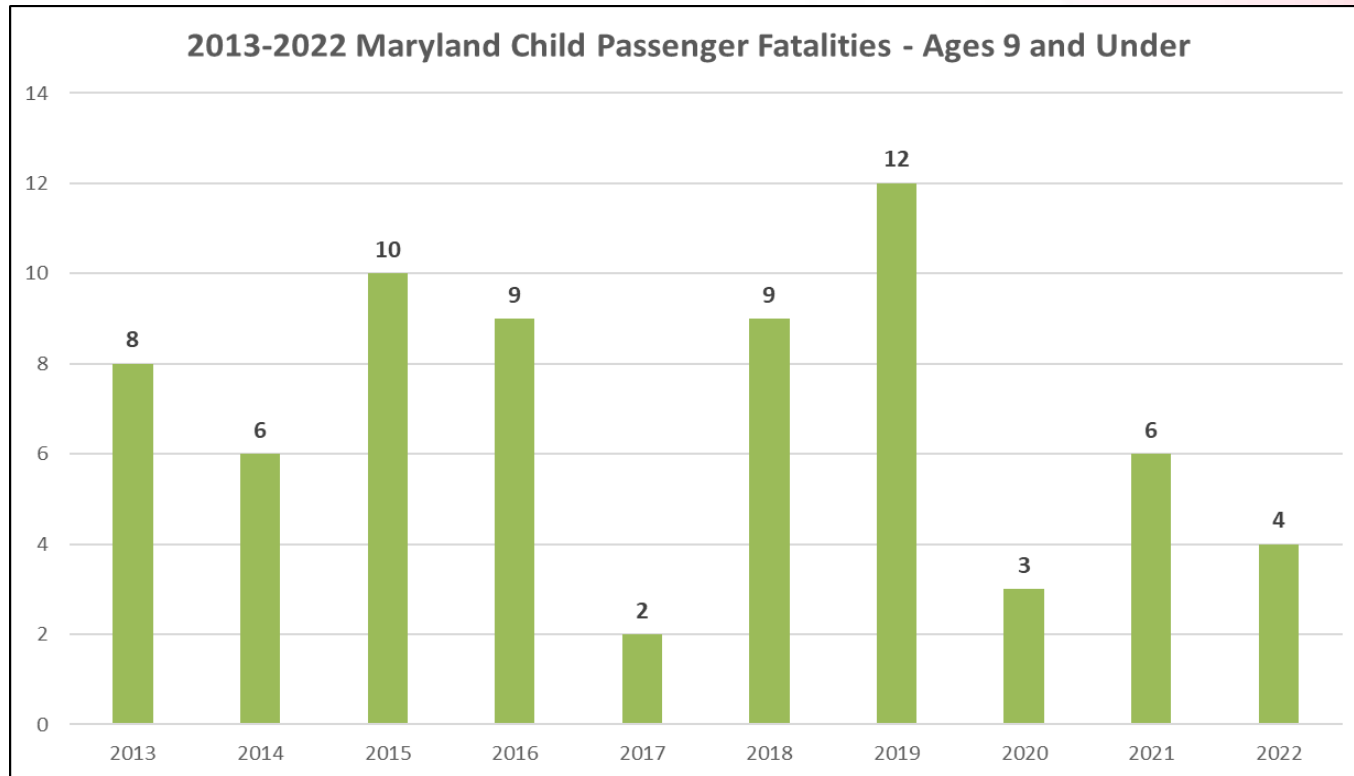


CPS EDUCATION & DISTRIBUTION

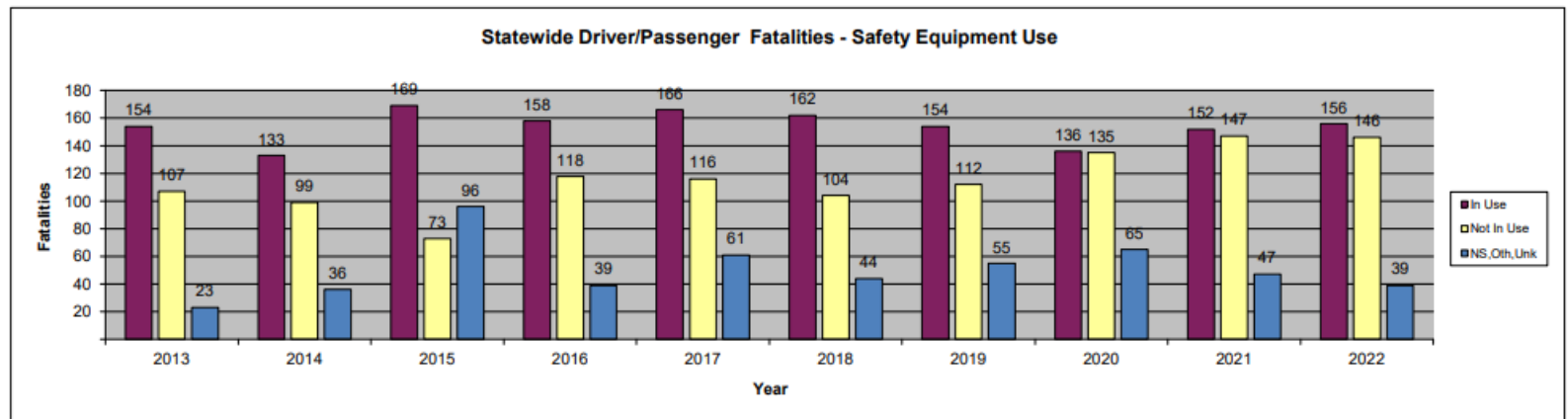
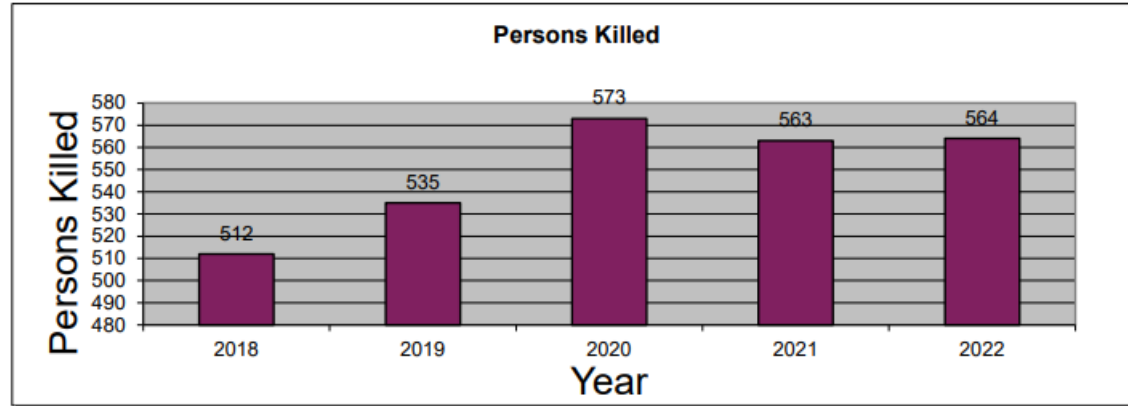
- 77 Car Seats to Hospitals, Fire and EMS Stations
- 938 Car Seats distributed via CSAP, 313 distributed via KISS in person event (1,251 total car seats)
- 2,500 contacts via 800 helpline, website and emails
- 7 CPST certification courses; 341 total technicians, 115 recertify techs and 21 instructors



MARYLAND CHILD FATALITIES

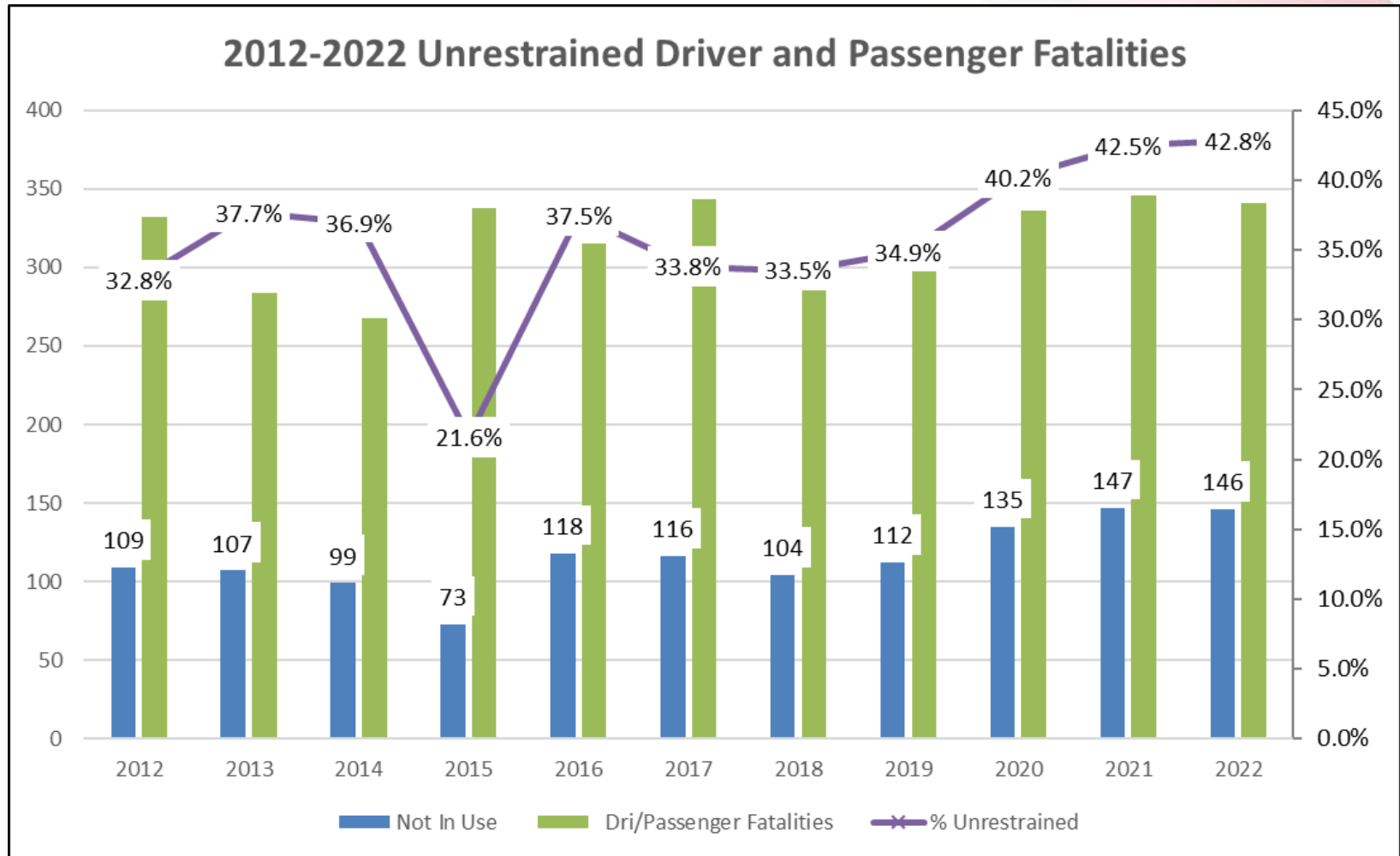


OP FATALITY DATA



ZERO DEATHS
MARYLAND

2022 CRASH DATA UPDATES



**ZERO DEATHS
MARYLAND**

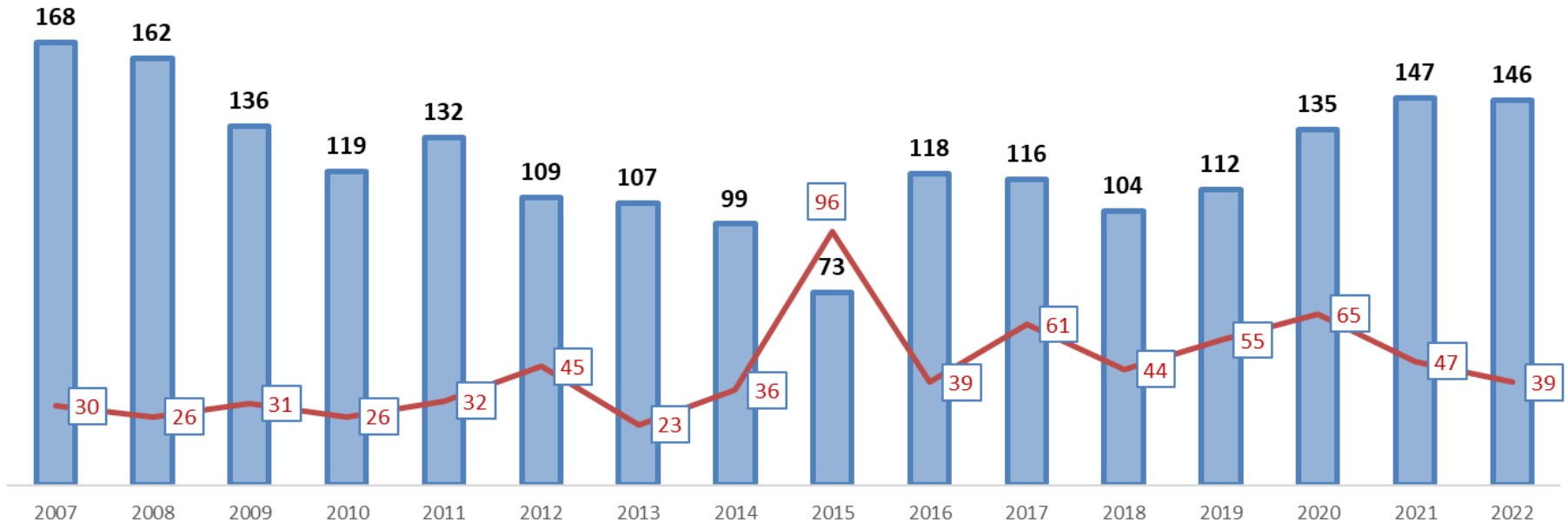
2022 CRASH DATA UPDATES

2007-2022 Unrestrained Occupants (Drivers and Passengers) Fatalities

Known Seat Belt Use = Not in Use

Unknown = Not Stated, Other, Unknown

Unrestrained Unknown Restraint Use



ZERO DEATHS
MARYLAND

MHSO GRANT APPLICATION

- FFY 2025 grants open from January 8th to February 29th, 2024.



- After proposals are received, they are evaluated by MHSO staff in April 2024.



- Governor's Representative Approves Applications June 2024.



- FFY 2025 Grants Executed October 1, 2024.

Questions?

*Mark J. Wall,
Occupant Protection and
Distracted Driving Program
Manager*

*Maryland Department of
Transportation
Motor Vehicle Administration
Highway Safety Office
mwall1@mdot.maryland.gov
410-768-4096*