



Newsletter

MAY 2016

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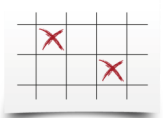
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EVENTS



June 22 • Partnership for a Safer Maryland Annual Summit

DoubleTree by Hilton, Annapolis • 8:00am—12:00pm

Topics to include: Substance Use & Prescription Drugs, Underage Drinking, Child Passenger Safety, Pedestrian Safety, Distracted Driving

• FREE Registration •

<https://www.eventbrite.com/e/partnership-for-a-safer-maryland-2016-annual-summit-tickets-24930761579>

June 6-8 • Data 'R' Dirty, It's Time to Clean

A 3 day course that will provide training on best practices for investigating, analyzing and visualizing data. Topics include: SAS programming & reporting, combining, converting and formatting data, SAS functions and basic Macros. <http://www.pharmacy.umaryland.edu/centers/prc/prc-summer-institute/>

June 6-8 • Using Evidence in Practice

The course will focus on how to integrate evidence described in the scientific literature throughout the life of a program. Topics include: assessing environmental factors; identifying and engaging stakeholders; developing an evidence-informed logic model; and conducting a program evaluability assessment. http://www.jhsph.edu/research/centers-and-institutes/johns-hopkins-center-for-injury-research-and-policy/education/summer_institute

Distracted Driving



Distracted Driving continues to be a dangerous, escalating problem on America's roadways, now reaching epidemic proportions. Drivers who engage in non-driving activities, such as using a cell phone, are two to three times more likely to experience a near-crash or crash (Virginia Tech Transportation Institute). According to distraction.gov, the official US government website for distracted driving, 3,179 people were killed, and 431,000 were injured in motor vehicle crashes involving distracted drivers in 2014 alone.

Distraction can be defined as an obstacle preventing concentration, an activity that is diverting and that holds the attention or drawing someone's attention away from something. Distracted driving is any activity that could divert a driver's attention away from the primary task of driving. All distractions pose a significant danger to drivers, passengers, and bystanders by increasing the chances of a motor vehicle crash.

THE THREE TYPES OF DISTRACTED DRIVING AND HOW TO AVOID THEM

VISUAL	MANUAL	COGNITIVE
Keep your eyes on the road.	Keep your phone out of reach.	Avoid phone calls, even hands-free.
Pull over to read directions.	Make all adjustments before driving.	Stay focused on the road.
Put your phone in "Do Not Disturb" mode.	Don't reach for items while driving.	Keep your emotions in check.

Distracted driving presents in three different forms

Cognitive distraction: when a driver's mind isn't focused on driving. **Example:** Talking to another passenger or being preoccupied with personal issues

Visual distraction: when the driver looks at anything other than the road ahead. **Example:** Looking at electronic devices in the car, such as a GPS

Manual distraction: when the driver takes one or both hands off the wheel for any reason. **Example:** Eating and drinking in the vehicle

The Great Multitasking Lie

MYTH versus REALITY

MYTH '1' Drivers can multitask REALITY

The human brain cannot do two things at the same time – like watch tv and hold a phone conversation.

I'm good. How ya doing? Great.

PLEASE STAND BY



The same is true when driving and talking on your phone. The brain switches between the two tasks which slows reaction time.

BOTH THINKING TASKS



MYTH '2' Talking on a cell phone is just like speaking to a passenger REALITY

Backseat drivers are good for you. Adult passengers help the driver and alert drivers to traffic problems.



MYTH '3' Speaking hands-free is safe to use while driving REALITY

Drivers talking on cell phones can miss seeing up to 50% of their driving environments, including pedestrians and red lights.



MYTH '4' I only use my phone at stop lights so it's ok REALITY

Even at stop lights, it is important to remain an attentive driver. For example, a recent AAA study shows that people are distracted up to 27 seconds after they finish sending a voice text.

27 SECONDS



MYTH '5' Voice-to-text is safe to do while driving REALITY

It is actually still very distracting. You're not only mentally distracted, but you're visually distracted due to the common autocorrect errors.

Send text to Aunt Lisa

I miss you and hope to see you soon
Sending text to Amoré Pizza

Get more info: distracteddriving.nsc.org

Sources:

National Highway Traffic Safety Administration | University Of Utah | The AAA Foundation for Traffic Safety | National Safety Council



According to the National Highway Traffic Safety Administration, texting while driving is especially hazardous because it combines all three types of distraction – cognitive, visual and manual. In addition, distractions such as texting happen more often, and at longer intervals, when compared to other forms of distraction. Around two-thirds of drivers report using a cell phone while driving, one-third of those report using a cell phone routinely and around one-eighth of drivers report texting while driving. NHTSA has found that talking on a cell phone double or triples the risk of crashes or near-crashes. Texting while driving increases the risk of a high risk driving event by 23 times compared to non-distracted driving. A number of studies have documented an increase in texting while driving, particularly among younger drivers (Trust for America's Health).

Distracting driving has proven to be an overwhelming problem for young and older drivers alike. **Drivers in their 20's make up 27% of the distracted drivers in fatal crashes. 10 percent of drivers of all ages under the age of 20 involved in fatal crashes were reported as distracted at the time of the crash.**

In addition, the CDC has found that texting while driving among high school students in the United States is linked with drinking and driving or riding with someone who has been drinking. Older adults hold the second highest percentage of the negative consequence of distraction while operating a motor vehicle.

A comprehensive, three-tiered approach to prevention (known as the 3 Es) may have the most success in reducing injury and fatality on the roads. This includes engineering (rumble strips, in-vehicle technology), enforcement (laws, ticketing), and educational (behavior change counseling) strategies.

Education

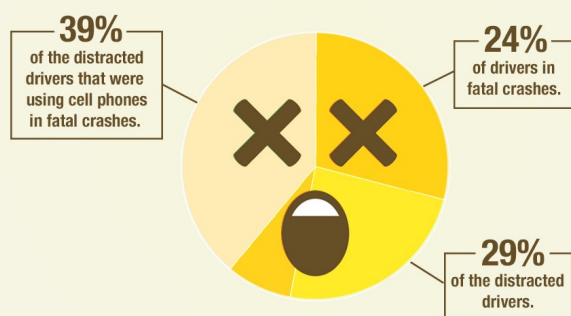
Some behavior change prevention strategies that can reduce the risk of distracted driving on today's roadways:

- Fully focus on driving.
- Watch out for pedestrians and cyclists.
- If another activity demands your attention, pull off the road and stop your vehicle.
- Make adjustments to your vehicle systems—GPS, seats, mirrors, climate controls, and sound systems
- Secure loose items that could roll or fly in the car. Their movement could pose a distraction. Store them in seat pockets, under the seat, or in the trunk to prevent injury to passengers.
- Finish dressing and personal grooming at home, before you get on the road.
- Eat meals or snacks before or after your trip, not while driving.
- Secure children and pets before getting underway.
- Minimize electronic distractions by storing devices, such as mobile phones or tablets, in a safe location while behind the wheel. If a passenger is present, have them assist with reading messages, answering calls, and navigating.
- Never use text messaging, email functions, video games, or the Internet with a wireless device while driving.

Enforcement

Currently there is no national ban on texting or using a wireless phone while driving, but a number of states have passed laws. Today, 46 states, along with D.C., Puerto Rico, Guam and the U.S. Virgin Islands, ban text messaging for all drivers. Research done by the Insurance Institute for Highway Safety has documented that bans on hand-held phone use reduce overall phone use, but more research is needed to determine if they reduce distracted driving crashes. High-Visibility Enforcement, which combines law enforcement during specified periods and paid/earned media that addresses high enforcement methods, has been shown to reduce hand-held cell phone use and texting while driving.

DRIVERS IN THEIR 20s ARE:



Source: 2014 NHTSA

Engineering

Rumble strips, both on the shoulder and the centerline, have demonstrated their effectiveness in preventing crashes caused by inattention. Some Smart Phone applications have been developed that restrict or limit access to electronic devices, however it is unclear to what extent these apps are used and to what extent they affect drivers' behavior or crash risk. The effects of voice recognition technology on crash risk are unknown. The AAA Foundation's research found that using voice-to-text features significantly affects reaction time. It is slower, brain function is compromised, drivers scan the road less and miss visual cues, potentially resulting in drivers not seeing items right in front of them including stop signs and pedestrians.

Crash avoidance technology may be the most promising avenue for reducing crash risks related to distractions of any type. Many new vehicles offer advanced crash avoidance features. Advanced technologies assist the driver with warnings or automatic braking to help avoid or mitigate a crash. These include front crash prevention, lane departure warning, blind

spot detection, adaptive headlights and park assist and backover prevention. Some in-vehicle technology would prevent drivers from using a cell phone while the vehicle is in motion. Other in-vehicle technology known as infotainment systems that deliver audio and video entertainment and information content increases distraction for drivers. The National Highway Traffic Safety Administration has issued voluntary guidelines for integrated infotainment systems in an effort to minimize the visual and manual distraction potential of these systems.

Additional Resources

Interested in data on how Maryland drivers compare to other drivers in the Region? The Great Lakes and Mid-Atlantic Violence and Injury Prevention resource guide provides a quick reference on the size and scope of specific injury and violence problems in the region, and highlights readily available, evidence-based resources to address these problems. Distracted Driving is one of the 10 topics included. The guides can be found here:

<http://form.dhmm.maryland.gov/Pages/GLMA-Resource-Guide-Form.aspx>

and join in the conversation at [#GLMAfullpotential](#).



FIVE SECONDS IS THE AVERAGE TIME YOUR EYES ARE OFF THE ROAD WHILE TEXTING. WHEN DRIVING AT 55 MPH, THAT'S ENOUGH TIME TO COVER THE LENGTH OF A FOOTBALL FIELD.

SOURCE: 2009 VTTI

Dog Bite Prevention Week

May 15—22, 2016



Each year, more than 4.5 million people in the U.S. are bitten by dogs, and of the 800,000 Americans who receive medical attention for dog bites, at least half are children. Children are, by far, the most common victims of dog bites and are far more likely to be severely injured. Most dog bites affecting young children occur during everyday activities and while interacting with familiar dogs. Remember, as most dog bites involve familiar animals, prevention starts in your home.

Preventing Dog Bites: Almost 1 in 5 people bitten by dogs require medical attention. For children, the injuries are more likely to be serious. Parents should be aware of some simple steps that can prevent dog bites.

- Never leave a small child and a dog alone together, no matter if it is the family dog, a dog that is known to you, or a dog that you have been assured is well behaved. Any dog can bite.
- Do not allow your child to play aggressive games with a dog, such as tug-of-war or wrestling, as this can lead to bites.
- Teach your child to ask a dog owner for permission before petting any dog.
- Let a dog sniff you or your child before petting, and stay away from the face or tail. Pet the dog gently, and avoid eye contact, particularly at first.
- Never bother a dog that is sleeping, eating, or caring for puppies. Dogs in these situations are more likely to respond aggressively, even with a person who is familiar to them.
- Do not allow your child to run past a dog, because dogs may be tempted to pursue the child.
- Teach your child that if a dog is behaving in a threatening manner—for example, growling and barking—to remain calm, avoid eye contact with the dog, and back away slowly until the dog loses interest and leaves.
- If you or your child is knocked over by a dog, curl up in a ball and protect the eyes and face with arms and fists.

Reference: American Academy of Pediatrics, www.healthychildren.org, Published 5/1/2016