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Deaths and death rates for the 10 leading causes of death in specified age groups, by race and sex: United States, 1995

[Rates per 100,000 population in specified group. For explanation of asterisks preceding cause-of-death categories, see Technical notes in Monthly vital statistics report; vol 45 no 11, supp 2.]

This is part of a larger table. See below for links to other sections.

All races ³ , both sexes, all ages ⁴			
Rank ¹	Cause of death (Based on the Ninth Revision, International Classification of Diseases, 1975), race, sex, and age	Number ²	Rate ²
...	All causes	2,312,132	880.0
1	Diseases of heart. . . 390-398,402,404-429	737,563	280.7
2	Malignant neoplasms, including neoplasms of lymphatic and hematopoietic tissues. . . 140-208	538,455	204.9
3	Cerebrovascular diseases. . . 430-438	157,991	60.1
4	Chronic obstructive pulmonary diseases and allied conditions. . . 490-496	102,899	39.2
5	Accidents and adverse effects. . . E800-E949	93,320	35.5
...	Motor vehicle accidents. . . E810-E825	43,363	16.5
...	All other accidents and adverse effects. . . E800-E807,E826-E949	49,957	19.0
6	Pneumonia and influenza. . . 480-487	82,923	31.6
7	Diabetes mellitus. . . 250	59,254	22.6
8	Human immunodeficiency virus infection. . . *042-*044	43,115	16.4
9	Suicide. . . E950-E959	31,284	11.9
10	Chronic liver disease and cirrhosis. . . 571	25,222	9.6
...	All other causes. . . Residual	440,106	167.5
... Category not applicable.			
* Figure does not meet standards of reliability or precision (see Technical notes in <u>Monthly vital statistics report; vol 45 no 11, supp 2.</u>).			
¹ Rank based on number of deaths; see Technical notes in <u>Monthly vital statistics report; vol 45 no 11, supp 2.</u>			
² Figures for age not stated are included in "All ages" but not distributed among age groups.			
³ Includes races other than white and black.			
⁴ Includes deaths under 1 year of age.			

This is part of a larger table, which is available in component sections (by race, sex, and age) as well as in its entirety. You may also view the entire table on pages 23 through 33 of its original publication.

Suggested citation: Anderson RN, Kochanek KD, Murphy SL. Report of final mortality statistics, 1995. Monthly vital statistics report; vol 45 no 11, supp 2, table 7. Hyattsville, Maryland: National Center

for Health Statistics. 1997.

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Deaths and death rates for the 10 leading causes of death in specified age groups, by race and sex: United States, 1995

[Rates per 100,000 population in specified group. For explanation of asterisks preceding cause-of-death categories, see Technical notes in Monthly vital statistics report; vol 45 no 11, supp 2.]

This is part of a larger table. See below for links to other sections.

All races ³ , both sexes, 15-24 years			
Rank ¹	Cause of death (Based on the Ninth Revision, International Classification of Diseases, 1975), race, sex, and age	Number ²	Rate ²
...	All causes	34,244	95.3
1	Accidents and adverse effects. . . E800-E949	13,842	38.5
...	Motor vehicle accidents. . . E810-E825	10,600	29.5
...	All other accidents and adverse effects. . . E800-E807, E826-E949	3,242	9.0
2	Homicide and legal intervention. . . E960-E978	7,284	20.3
3	Suicide. . . E950-E959	4,784	13.3
4	Malignant neoplasms, including neoplasms of lymphatic and hematopoietic tissues. . . 140-208	1,642	4.6
5	Diseases of heart. . . 390-398, 402, 404-429	1,039	2.9
6	Human immunodeficiency virus infection. . . *042-*044	629	1.7
7	Congenital anomalies. . . 740-759	452	1.3
8	Chronic obstructive pulmonary diseases and allied conditions. . . 490-496	246	0.7
9	Pneumonia and influenza. . . 480-487	207	0.6
10	Cerebrovascular diseases. . . 430-438	172	0.5
...	All other causes. . . Residual	3,947	11.0
... Category not applicable.			
* Figure does not meet standards of reliability or precision (see Technical notes in <u>Monthly vital statistics report; vol 45 no 11, supp 2.</u>).			
¹ Rank based on number of deaths; see Technical notes in <u>Monthly vital statistics report; vol 45 no 11, supp 2.</u>			
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[Rates per 100,000 population in specified group. For explanation of asterisks preceding cause-of-death categories, see Technical notes in Monthly vital statistics report; vol 45 no 11, supp 2.]

This is part of a larger table. See below for links to other sections.

All races ³ , both sexes, 5-14 years			
Rank ¹	Cause of death (Based on the Ninth Revision, International Classification of Diseases, 1975), race, sex, and age	Number ²	Rate ²
...	All causes	8,596	22.5
1	Accidents and adverse effects. . . .E800-E949	3,544	9.3
...	Motor vehicle accidents. . . .E810-E825	2,055	5.4
...	All other accidents and adverse effects. . . .E800-E807,E826-E949	1,489	3.9
2	Malignant neoplasms, including neoplasms of lymphatic and hematopoietic tissues. . . .140-208	1,026	2.7
3	Homicide and legal intervention. . . .E960-E978	562	1.5
4	Congenital anomalies. . . .740-759	449	1.2
5	Suicide. . . .E950-E959	337	0.9
6	Diseases of heart. . . .390-398,402,404-429	294	0.8
7	Human immunodeficiency virus infection. . . .*042-*044	189	0.5
8	Chronic obstructive pulmonary diseases and allied conditions. . . .490-496	143	0.4
9	Pneumonia and influenza. . . .480-487	128	0.3
10	Benign neoplasms, carcinoma in situ, and neoplasms of uncertain behavior and of unspecified nature. . . .210-239	105	0.3
...	All other causes. . . .Residual	1,819	4.8
... Category not applicable.			
* Figure does not meet standards of reliability or precision (see Technical notes in <u>Monthly vital statistics report; vol 45 no 11, supp 2.</u>).			
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U.S. DEPARTMENT OF TRANSPORTATION OFFICE OF GOVERNMENTAL AFFAIRS

Room 10408
400 Seventh Street, S.W.
Washington, D.C. 20590

(202) 366-4563

Date 10/30

From: Steven O. Palmer, Assistant Secretary for
Governmental Affairs

To: Jerry Mandle

Fax: 456-6027

Pages: 3 following this cover sheet

Comments:

Drop Airbag language. This is not final
pending resolution between McCain & Kempthorne & their
staff. As I said in my voice mail, McCain is pushing back
on Kempthorne & is weakening the original amendment. If
there needs to be legislation, this is something we are comfortable with.

This fax originated at (202) 366-7346. Please call Nancy Moore
at (202) 366-4573 if there were any problems in transmission.

SEC. 1407. IMPROVING AIR BAG SAFETY

(a) **SUSPENSION OF UNBELTED BARRIER TESTING.**--The provision in Federal Motor Vehicle Safety Standard No. 208, Occupant crash protection, 49 CFR 571.208, that requires air bag-equipped vehicles to be crashed into a barrier using unbelted 50th percentile adult male dummies is suspended until either the rule issued under subsection (b) goes into effect or the Secretary of Transportation determines by rule that restoring the test is necessary to accomplish the goals of subsection (b).

(b)(1) **RULEMAKING TO IMPROVE AIR BAGS.**--Not later than June 1, 1997, the Secretary of Transportation shall issue a notice of proposed rulemaking to amend and thereby improve the occupant protection provided by Federal Motor Vehicle Safety Standard No. 208 by maximizing protection for all occupants by means that include advanced air bags, with the goal of minimizing the risk to infants, children, and other occupants from injuries and deaths caused by air bags.

(2) **METHODS TO ENSURE PROTECTION.**--Notwithstanding subsection (a) of this section, the notice required by paragraph (1) may include such tests, including tests with dummies of different sizes, as the Secretary determines to be reasonable, practicable, and appropriate to meet the goals set forth in paragraph (1).

(3) **FINAL RULE.**--The Secretary shall complete the rulemaking required by this subsection by issuing, not later than June 1, 1999, a final rule consistent with paragraphs (1) and (2), to become effective on September 1, 2001. If the Secretary determines that the final rule cannot be completed by that date in a manner that is consistent with the goals set forth in subsection (b) and advises the Congress of his determination, the Congress may designate a new date by joint resolution.

(4) REPORT ON AIR BAG IMPROVEMENTS.--Not later than six months after the enactment of this section, the Secretary of Transportation shall report to Congress on the development of technology to improve the protection given by air bags and reduce the risks from air bags. To the extent possible, the report shall describe the performance characteristics of advanced air bag devices, including their estimated cost, their estimated benefits and the time within which they could be installed in production vehicles.

Report Language on Kempthorne Amendment

In directing the Secretary to conduct rulemaking to improve air bag safety, the committee is mindful of the need to ensure that any new technology is affordable to the public. Thus, while improving the safety of air bag systems must be the paramount concern, the Committee expects that the Secretary will take into account the cost differentials among the alternative methods of improving air bag safety. The final rule should accordingly address the affordability of the measures that the manufacturers must take to comply with the rule.



ADVOCATES
FOR HIGHWAY
AND AUTO SAFETY

FAX TRANSMISSION SHEET

DATE: October 7, 1997

TO: Jerry Mande

FAX #: 452-6027

FROM: Jackie Gillan

PAGES TO TRANSMIT (INCLUDING COVER SHEET): 4

COMMENTS:

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ADVOCATES FOR HIGHWAY AND AUTO SAFETY

MEMO TO: Erskine B. Bowles
Chief of Staff to the President

MEMO FROM: Joan Claybrook, President, Public Citizen

Jacqueline Gillan, Vice President,
Advocates for Highway and Auto Safety

RE: Meeting with Sen. Dirk Kempthorne Concerning his
Amendment to Eliminate the Unbelted Crash Test in
FMVSS 208 Requiring Air Bags.

DATE: October 6, 1997

On Thursday, October 2 we met with Sen. Kempthorne to discuss his amendment to S. 1173, the Senate version of the reauthorization of the Intermodal Surface Transportation Efficiency Act (ISTEA). During our meeting with Sen. Kempthorne he relayed to us that he has spoken with you about his amendment which would eliminate the "unbelted" requirement for testing compliance with the National Highway Traffic Safety Administration's (NHTSA) air bag standard, Federal Motor Vehicle Safety Standard (FMVSS) 208.

Sen. Kempthorne's amendment is opposed by highway safety groups, insurance companies, air bag suppliers, the Parents' Coalition for Air Bag Warnings (an organization of parents whose children have been killed or injured by air bags) and the U.S. Department of Transportation (US DOT). Because the Senate is scheduled to take up S. 1173 as early as this Wednesday, October 8, it is urgent that the White House urge Sen. Kempthorne to agree to a compromise provision being advocated by Sen. Boxer. Sen. Boxer's amendment will permit the US DOT to upgrade the air bag standard within one year without jeopardizing safety, which is the likely effect of Sen. Kempthorne's proposal.

A diverse group of consumer, safety, victims, insurance groups and air bag manufacturers oppose the Kempthorne provision for several important reasons. Removal of the unbelted test will not protect unbelted children and small women from harm during crashes because the vast majority of occupants killed by air bags were unbelted or improperly belted. A short-term solution to the aggressiveness of air bags is already being addressed in a rule NHTSA issued in February allowing auto manufacturers to depower air bags (which is equivalent to Sen. Kempthorne's amendment to eliminate the unbelted crash test). However, NHTSA and the auto manufacturers acknowledge that depowering may mitigate but not significantly reduce the risk to unbelted children and may result in additional deaths and serious injuries in high speed crashes as a result of weakening the air bag.

Co-Chairs:

Richard D. Crabtree,
President & COO
Nationwide Mutual
Insurance Company

Arthur McGuire
Executive Director
Trauma Foundation

President:

Judith Lee Stone

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Consumer Federation
of America

Joan Claybrook
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Clarence Dirlow
Center for Auto Safety

Donald Friedman
MCR Technology Inc.

Jay R. Hallon
New York Public Interest
Research Group

Stephen W. Hargarten, M.D., MPH
American College of
Emergency Physicians

Ralf Hotchkiss
Wheeled Mobility Center
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Katherine P. Prescott
Mothers Against Drunk
Driving (MADD)

Stephen Teret
American Public Health
Association

Hubert Williams
Police Foundation

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National Association of
Professional Insurance Agents

Herman Brandau
State Farm
Insurance Companies

Len Brevik
Independent Insurance Agents
of America

John Connors
Liberty Mutual
Insurance Company

Steve F. Miller
The Hartford

Rodger S. Lawson, PhD
Alliance of American Insurers

Gerald Maatman
Kemper Insurance Companies

Robert J. McMillan
Progressive Insurance

Robert Vagley
American Insurance Association



Removing the unbelted crash test will also compromise the safety of at-risk occupants like teenagers who are particularly lax about belt use and statistically over-represented in fatal car crashes. In fact, 65% of people involved in fatal car crashes are unbelted. Additionally, the Kempthorne amendment will slow the development of advanced air bag systems because it would require only a minimal restraint system. You should be aware that advanced technology that would improve the protection of unbelted adults in high speed crashes and unbelted children in low speed crashes exists today with the current standard (such as the vertically inflating top-mounted air bags in Hondas, Nissans, General Motors cars, and other models).

Sen. Boxer has proposed an alternative compromise to Sen. Kempthorne's provision which would require NHTSA to issue a revised FMVSS 208 standard within one year of enactment of the ISTEA bill (see attached language). If the agency fails to issue a revised standard, then the Kempthorne proposal will go into effect. This preferred alternative will give NHTSA a year to upgrade the current standard and test air bags to assure protection in a full range of crashes (i.e., low as well as high speed) and a full range of occupants (i.e., unrestrained 3 year old, 6 year old, small woman, as well as the existing test for a mid-sized male). The solution is not to eliminate the unbelted crash test currently required in the standard, but to add additional unbelted crash tests that will assure the safety of out-of-position children and women in lower speed crashes.

When we met with Sen. Kempthorne he was reluctant to change his amendment but did indicate a willingness to consider a compromise and to work with Sen. Boxer. However, he is skeptical about more delay and whether the agency will take the necessary action to issue a new standard that will eliminate the risk to children. His staff believes the only condition under which Sen. Kempthorne would compromise is if the President endorses the Kempthorne-Boxer proposal and gives his assurance that NHTSA will act within a year to correct the problem (NHTSA leadership says this timetable is feasible). We also believe that Sen. Chafee, Chair of the Senate Environment and Public Works Committee, and Sen. Warner, Chair of the subcommittee of jurisdiction, would welcome a compromise to the Kempthorne proposal in light of opposition from the safety community and the US DOT.

With only 2 days remaining until the bill could possibly be brought to the Senate floor, it is imperative to correct this problem in the Senate bill. At last week's White House meeting with Vice President Gore and Secretary Slater on the Administration's NEXTEA proposal, the Kempthorne amendment was identified as one of the Administration's major concerns about the Senate bill. The Administration's best opportunity for correcting the objectionable provision is to have Sen. Kempthorne agree to substitute his amendment with Sen. Boxer's compromise. This can best be accomplished with a letter to Sen. Kempthorne from the President stating that the Administration opposes his amendment in the ISTEA reauthorization bill but will support a Kempthorne-Boxer compromise with assurances that NHTSA will meet the legislative deadline for acting to protect children in the standard.

We are available to assist in any way. You can reach Joan Claybrook at 202-588-1000 and Jackie Gillan at 202-408-1711.

cc: The Honorable Barbara Boxer, U.S. Senate
Bruce N. Reed, Assistant to the President for Domestic Policy
John L. Hilley, Senior Advisor to the President and Director for Legislative Affairs
Ronald A. Klain, Assistant to the President and Chief of Staff and Counselor to the Vice President
John D. Podesta, Assistant to the President and Deputy Chief of Staff for Policy and Political Affairs

PROPOSED MODIFICATION TO KEMPTHORNE AMENDMENT

SEC. 1407. AUTOMATIC CRASH PROTECTION UNBELTED TESTING STANDARD.

(a) IN GENERAL.--

(1) TESTING WITH SIMULTANEOUS USE.-- Beginning *one year from* ~~on the~~ the date of enactment of this Act, *and as provided in subsection (b)*, for the purpose of certification under section 30115 of title 49, United States Code of compliance with the motor vehicle safety standards under section 30111 of that title, a manufacturer or distributor of a motor vehicle shall be deemed to be in compliance with applicable performance standards for occupant crash protection if the motor vehicle meets the applicable requirements for testing with the simultaneous use of both an automatic restraint system and a manual seat belt.

(2) PROHIBITION.-- In no case shall a manufacturer or distributor use, for the purpose of the certification referred to in paragraph (1), testing that provides for the use of an automatic restraint system without the use of a manual seat belt.

(b) REVISION OF STANDARDS.-- *Subsection (a) shall take effect unless, within one year from the date of enactment of this provision, the Secretary issues a final rule to amend federal motor vehicle safety standard number 208 to require additional types of tests to protect all sizes of occupants, particularly children. Should such a final rule not be issued within one year from the date of enactment, the Secretary shall issue such revised standards under section 30111 of title 49, United States Code, as are necessary to conform to subsection (a).*

Bold Italics = New Language



ADVOCATES
FOR HIGHWAY
AND ~~AVT~~ SAFETY

FAX TRANSMISSION SHEET

DATE: October 6, 1997

TO: Bruce N. Reed, Assistant to the President for ~~Domestic Policy~~

FAX #: 456-2878

FROM: Jacqueline Gillan, Vice President, Advocates for Highway and Auto Safety

PAGES TO TRANSMIT (INCLUDING COVER SHEET): ④

COMMENTS:

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ADVOCATES FOR HIGHWAY AND AUTO SAFETY

MEMO TO: Erskine B. Bowles
Chief of Staff to the President

MEMO FROM: Joan Claybrook, President, Public Citizen

Jacqueline Gillan, Vice President,
Advocates for Highway and Auto Safety

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Clarence Ditlow
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Donald Friedman
MCR Technology Inc.

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The Hartford

Rodger S. Lawton, PhD
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Gerald Maatman
Kemper Insurance Companies

Robert J. McMillan
Progressive Insurance

Robert Vagley
American Insurance Association



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cc: The Honorable Barbara Boxer, U.S. Senate
Bruce N. Reed, Assistant to the President for Domestic Policy
John L. Hilley, Senior Advisor to the President and Director for Legislative Affairs
Ronald A. Klain, Assistant to the President and Chief of Staff and Counselor to the Vice President
John D. Podesta, Assistant to the President and Deputy Chief of Staff for Policy and Political Affairs

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(a) IN GENERAL.--

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(2) PROHIBITION.-- In no case shall a manufacturer or distributor use, for the purpose of the certification referred to in paragraph (1), testing that provides for the use of an automatic restraint system without the use of a manual seat belt.

(b) REVISION OF STANDARDS.-- *Subsection (a) shall take effect unless, within one year from the date of enactment of this provision, the Secretary issues a final rule to amend federal motor vehicle safety standard number 208 to require additional types of tests to protect all sizes of occupants, particularly children. Should such a final rule not be issued within one year from the date of enactment, the Secretary shall issue such revised standards under section 30111 of title 49, United States Code, as are necessary to conform to subsection (a).*

Bold Italics = New Language

Parents for Safer Air Bags

(formerly the Parents' Coalition for Air Bag Warnings)

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Robert Sanders
Elizabeth Sanders

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October 20, 1997

Erskine Bowles
The White House
1600 Pennsylvania Avenue N.W.
Washington DC 20500

to: Jerry Mande
from: Karen Fahle
CoS office.
thx for your help!

Dear Mr. Bowles:

Parents for Safer Air Bags is a coalition of parents whose children have been killed or seriously injured by passenger-side air bags. We have carefully studied the air bag crisis and enclose for your review a book that we have prepared. The book's Introduction provides a concise analysis of the causes and solutions of the air bag crisis. We urge you to work with us to strengthen the air bag standard — Motor Vehicle Safety Standard 208 — so that air bag deaths and injuries may be prevented in the future.

Air bags are killing children and short-statured women because the performance requirements of Standard 208 require testing for the average-sized, properly positioned adult male in a 30 m.p.h. crash. Missing from Standard 208 are the classes of occupants that constitute virtually all of the 83 air bag deaths to date — children and small women. What is urgently needed is a stronger, not weaker, Standard 208. Dummies representing children and small women must be added to testing under Standard 208. Testing must measure protection for belted and unbelted dummies, sitting erect as well as leaning forward, in high and low speed crashes. Experience has shown, sadly, that some automakers are content to meet only minimum federal requirements. These manufacturers will adopt the safer design features only if the performance requirements of Standard 208 are raised to require them to do so.

Senator Dirk Kempthorne has offered an amendment to the ISTEA reauthorization bill that would eliminate the "unbelted test" requirement from Standard 208. Parents for Safer Air Bags opposes this amendment. Although the amendment is well-intended, if passed it will adversely affect the public in three devastating ways. First, the Kempthorne amendment will not ensure the protection of children and small women from death and injury in low-speed collisions. Second, the amendment will prevent the addition to Standard 208 of tests using unbelted dummies representing

Parents for Safer Air Bags is a non-profit, tax-exempt corporation
organized under the laws of the District of Columbia.

children and small women, even though the majority of real world air bag fatalities have been unbelted and improperly belted women and children. Third, the amendment will eliminate air bag protection for teenagers (whose belt use is low) and adults in high-speed crashes.

The Kempthorne amendment is premised on an erroneous presumption: that air bags cannot safely protect both children and women in minor collisions and unbelted adults in severe crashes. In fact, these two types of protection are not mutually exclusive. The better-designed air bag systems available today provide both. Air bag systems used by Honda, Mercedes-Benz, BMW and a half-dozen other automobile manufacturers have caused no deaths or serious injuries since entering the market years ago.

We, who have carried dead and dying children in our arms, urge you to upgrade Standard 208 to include the type of real world crash conditions in which air bags are now killing occupants. The solution to the air bag crisis is not suspension of unbelted testing or any other proposal to weaken Standard 208.

Sincerely,

The Board of Directors
Parents for Safer Air Bags

Albert Ambrose
Frances Ambrose
Tennessee

Kenneth German
Nancy German
Texas

Stephen Lehman
Connie Lehman
Kansas

Mark Oliver
Lynn Oliver
Utah

Robert Sanders
Elizabeth Sanders
Maryland



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

October 6, 1997

ADMINISTRATOR
OFFICE OF
INFORMATION AND
REGULATORY AFFAIRS

MEMORANDUM FOR ERSKINE BOWLES

THROUGH: Franklin D. Raines *FDR*

FROM: Sally Katz *S. Katz*

SUBJECT: Heads Up on DOT's Airbag Cutoff Switch Final Rule

We expect to conclude review of the DOT final rule allowing dealers and repair shops to install on/off switches for airbags in existing vehicles. You may recall that this was one piece of the four-part approach announced by the President last December (the other pieces, all well received, included warning labels, depowering, and extending authorization for on/off switches for the front passenger seat in new vehicles that do not have back seats). The rule we are about to clear has already been the subject of several critical news stories, and will be a major news event when it is published.

This rule is in response to the fact that while airbags save lives, there is a real risk of serious injuries and fatalities in low-speed crashes where the drivers are short-statured people sitting too close to the steering wheel and/or the passengers are unbelted children riding in the front seat (instead of being belted in the back seat). Everyone agrees that the at-risk group (which also includes infants (under 1 year old) in rear-facing seats who must ride in the front seat and individuals with certain medical conditions) should be allowed to turn off their airbags. The issue has been whether others should be allowed to deactivate their airbags and the role that DOT would play as a gatekeeper. A coalition of auto manufacturers, insurance-companies, and safety advocates has opposed any form of broad-based deactivation of airbags (by which they mean if there is not prior approval by DOT to install the switches). DOT, on the other hand, claims it cannot process all of the applications it will receive, and it would not want to be responsible if there were an accident while an application was pending.

The DOT rule would require the vehicle owner to sign a form certifying (under penalty of law) that at least one occupant in his/her vehicle falls into one of the risk categories. It would expressly state that the dealer's only responsibility is to see that the form is filled out, not to verify the appropriateness of the box checked. It would be accompanied by an education campaign to seek and minimize misuse (i.e. do not turn off if you are not at risk). This is important because the rule is calculated to save the lives of approximately 11 drivers and 44 passengers each year over the next four years; however, if there is as little as one percent misuse (i.e., drivers turning off the switch if they are not at risk) it will offset all of the benefits to drivers.

The message on roll-out (which we recommend be low key and at the Department level) is important because this is an interim step -- the real solution lies in smart airbags for which an NPRM is being prepared. Please let me know if you have any questions.

cc: Maria Echaveste
Rahm Emanuel
John Hilley
Ann Lewis
Thurgood Marshall, Jr.
Sylvia Mathews
Bruce Reed
Elena Kagan
Gene Sperling
Victoria Radd
Barry Toiv
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November 19, 1997

Preaching Caution, Officials Allow Cutoff Switches for Airbags

Related Articles

- [U.S. Agency to Permit On-Off Switches for Car Airbags](#) (Nov. 18)
- [Airbags Still a Benefit, Despite Their Risks, Study Shows](#) (Nov. 5)
- [New Government Rule Seeks to Stem Air-Bag Danger](#) (March 15)

By MATTHEW L. WALD

WASHINGTON -- The federal government announced a new rule on Tuesday that would let millions of car owners get toggle switches to shut off their airbags, but officials said the change could cost more lives than it saves.

If the switches are used only by the small number of people at risk -- people with a very limited number of medical conditions and people who must have children in the front seat -- then the rule change could avert 55 deaths a year between 1998 and 2001, according to the Transportation Department. But if drivers rush to install the switches, hundreds could die in crashes where an airbag would have saved them, officials said.

"We could wash out the benefits," said Philip Recht, deputy administrator of the National Highway Traffic Safety Administration.

In formally announcing on Tuesday that some people would be allowed to have mechanics disable the airbags on either the passenger or driver's side beginning in January, transportation officials repeatedly emphasized that few people should take advantage of the policy change because airbags are generally safe.

So in tandem with the new rule, Recht and others began a public education campaign designed to emphasize how more people could avoid risk -- by putting children in the back seat or by readjusting the driver's seat to keep a minimum of 10 inches between the steering column where the airbag is stored and the driver's breastbone.

Some surveys conducted by the insurance industry indicate that millions of car

Some surveys conducted by the insurance industry indicate that millions of car owners would like to install the switches, after data showed that 87 people, many of them children, died in crashes so minor that investigators concluded airbags had killed them.

Car owners have always been permitted to disable the bags themselves, but the new rule gives auto repair shops and mechanics permission to install the switches, once the government issues permits to the car owners.

Government officials would not predict on Tuesday how many people would take advantage of the new rule. But some private safety experts said the number was in the hundreds of thousands at most, not millions.

The rule change, according to the Transportation Department, was essential because airbags were becoming unacceptable to the public.

Some insurance company executives said on Tuesday that they would begin gathering data on what they paid out in claims and liability suits in cars with the new toggle switches. They said that if evidence is found that the switches raise the risk of injury or danger, they would consider whether insurance rates should be increased on cars with such switches. Some companies have already dropped airbag discounts on vehicles like pickup trucks that already have the switches.

Officials said they hoped the cost of the switches would discourage their installation. The highway safety agency estimated that a switch for one bag would cost \$38 to \$63 and said that Ford estimated that a switch for both driver and passenger bags would cost \$95 to \$124.

"We really don't expect to be flooded with people who think it's the hip thing to do," Recht said.

The Transportation Department has printed a leaflet called "Your Measure of Safety," with a 10-inch ruler along one edge; a driver who can adjust the seat to keep his or her breastbone that far from the center of the steering column is safe, officials said.

"Turning off the airbag carries significant risk," said Dr. Ricardo Martinez, who was an emergency medical technician before becoming a doctor. "It is removing the only safety lifeline most people have in a crash." Half the people killed in crashes are not wearing seat belts, experts say, and Martinez called the rate of seat-belt use -- about two-thirds of all those in cars -- "pathetically low."

Experts also said that the attention to airbags was obscuring safety problems like adults' failure to wear belts and use child safety seats properly. Spot checks by the police and other safety officials show that more than half of all child safety seats are installed or used improperly.

Recht said that "today more people will die in frontal crashes -- for which the airbag was designed -- than in two or three years of airbag deaths."

Last year, 32,300 people, not including pedestrians, died in crashes, nearly 90 a

day. Front-end collisions were the most common cause of death.

In another effort to forestall a rush by nervous car owners, Advocates for Highway and Auto Safety, a partnership of government agencies and private companies, summoned to Washington crash victims who credited their survival to airbags, including a woman who was 8 months' pregnant and a woman who is 4 foot 7 inches. Various safety experts singled out worry over short women as an overstated fear, one that could raise death rates instead of lowering them.

"A great argument has been made about short-statured females," said Timothy Hoyt, a safety expert at Nationwide Insurance, in Columbus, Ohio, who noted that 13 have been killed by airbags: 12 drivers and a passenger. But, he said, airbags were deployed in 1.5 million accidents over the last few years, and about 35,000 of those deployments protected women under 5 feet 2 inches. Some number almost certainly far larger than 13 were saved by the bags.

The Transportation Department said people who want more information or applications for permission to install the switches should call its safety line, (800) 424-9393, or look at its site on the World Wide Web, <http://www.nhtsa.dot.gov>.

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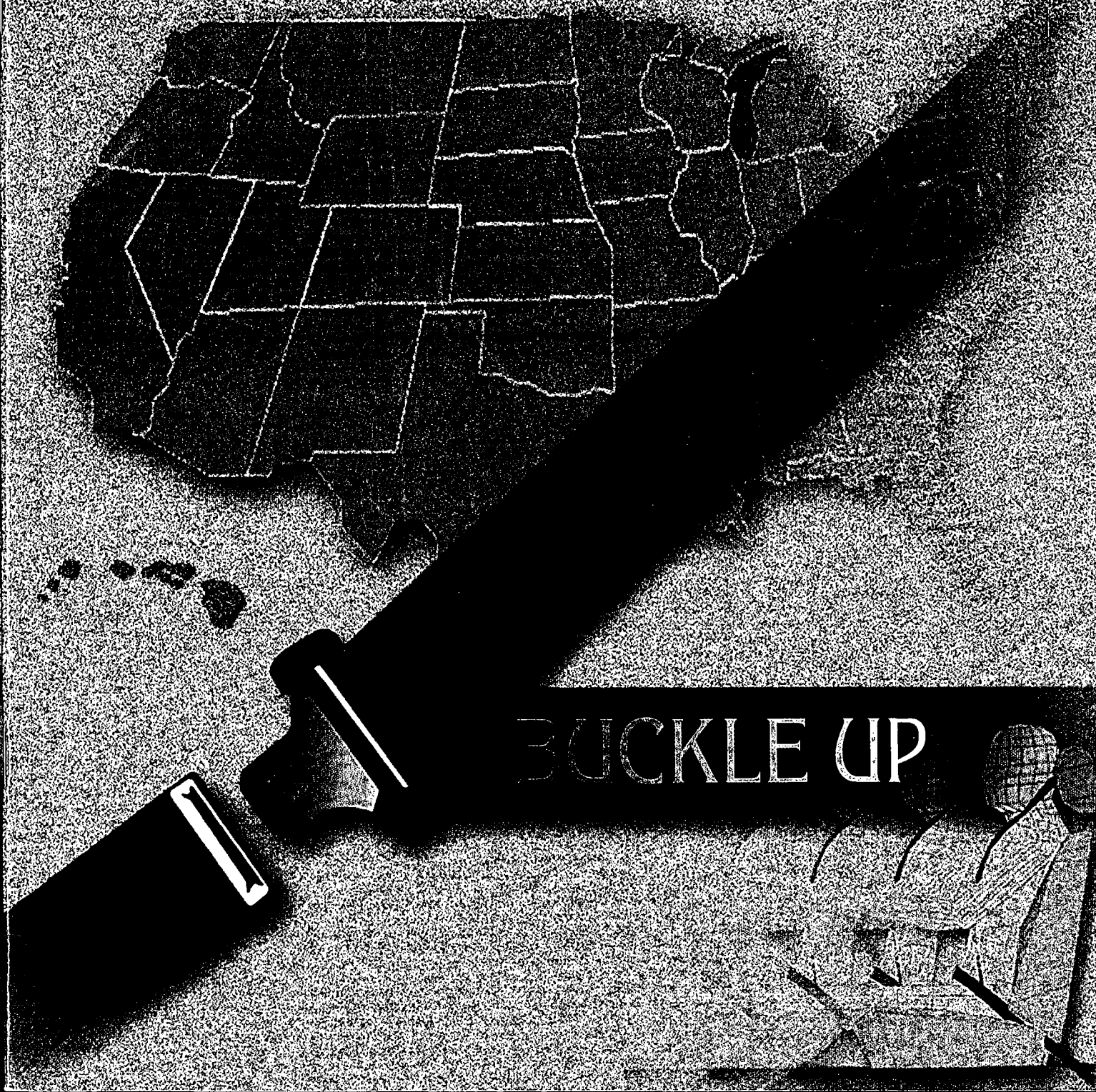
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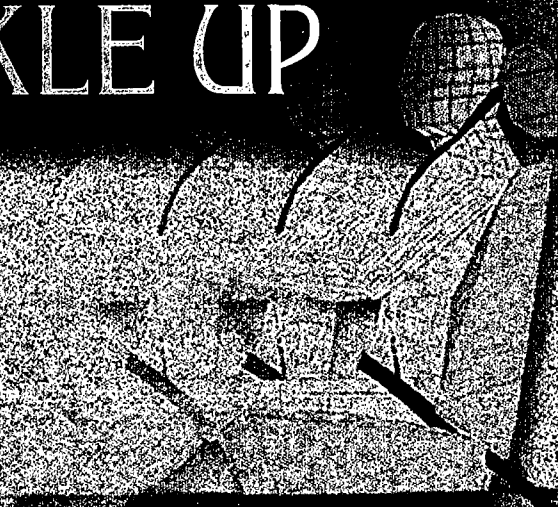
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Presidential Initiative for Increasing Seat Belt Use Nationwide

Recommendations from
The Secretary of Transportation

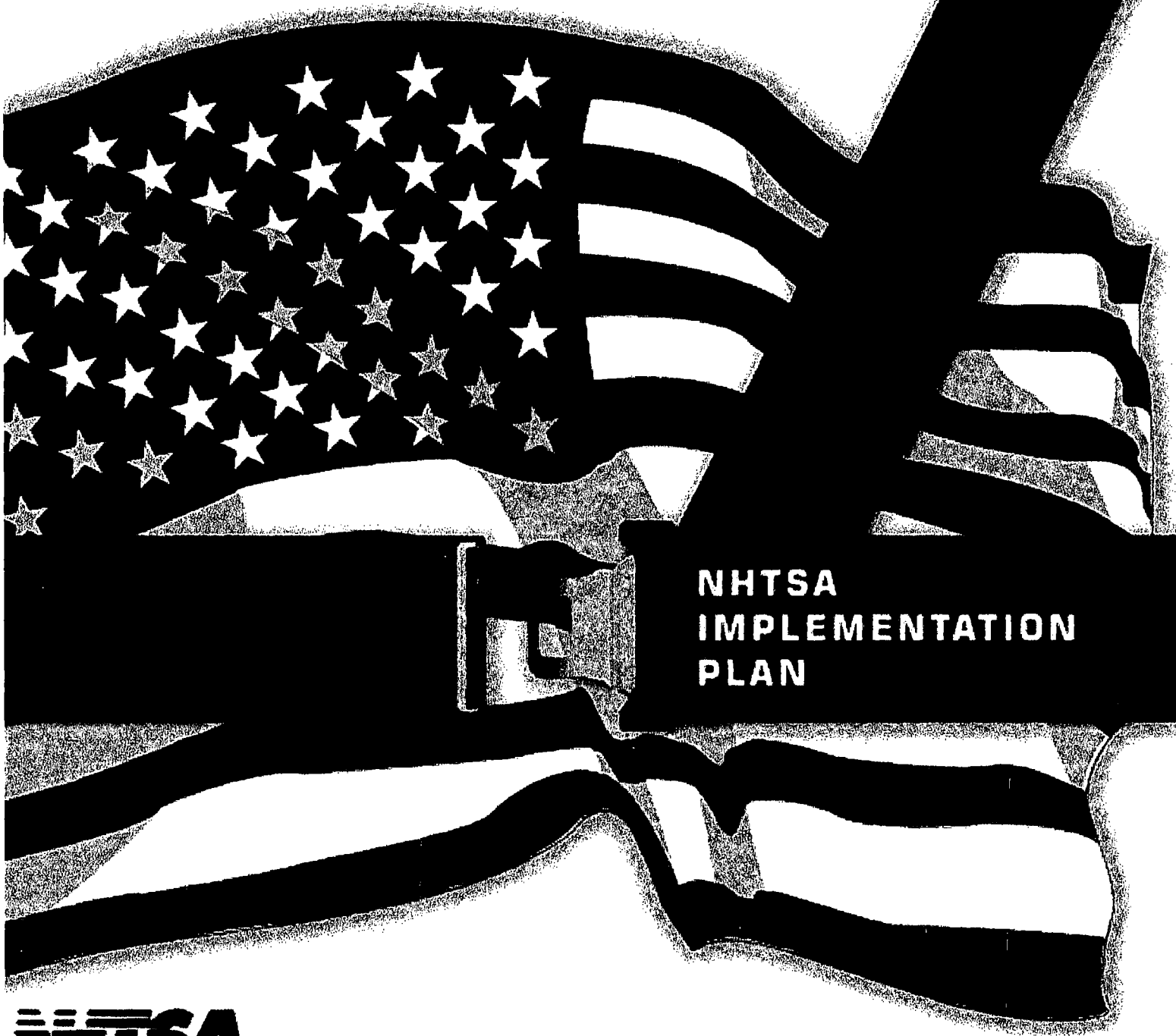


BUCKLE UP



Buckle Up America!

Presidential Initiative for
Increasing Seat Belt Use Nationwide



NHTSA
IMPLEMENTATION
PLAN

**Presidential Initiative for Increasing Seat Belt Use Nationwide
Implementation Plan
for the
National Highway Traffic Safety Administration**

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- IV. NHTSA Integrates the National Four Point Strategy
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 - H. Private Citizens
- VI. Progress Reporting and Recognition
- VII. Program Monitoring and Evaluation

I. OVERVIEW

The National Highway Traffic Safety Administration (NHTSA), as the lead agency in developing the *Presidential Initiative for Increasing Seat Belt Use Nationwide*, met with and solicited input from Members of Congress, other Federal agencies, the states, the private sector, including automobile manufacturers and insurers, and many other groups and organizations. The Presidential Initiative document is designed to be a broad-based effort to involve everyone at the national, state, and local levels, and it suggests activities which would be effective in accomplishing the national goals.

The purpose of this Implementation Plan is twofold. First, it describes specific objectives and activities that NHTSA will undertake to grasp the attention of, and ignite action from, key players critical to carrying out an effort of this magnitude. Second, this plan will provide a framework for other organizations to use in developing programs and ideas they will adopt in helping to achieve the goals.

Using the National Strategy outlined in the Presidential Initiative, this document applies the four point plan of building public-private partnerships, enacting strong legislation, embracing active, high visibility law enforcement, and conducting effective public education, in developing each of the objectives and activities NHTSA will undertake.

Included in this effort are specific activities NHTSA will undertake to assist all groups including national organizations (public and private), Federal departments, our state and local governmental partners, and the general public, in providing these groups with the tools that will help them to get people to buckle up.

The Presidential Initiative, and this plan, are based on the premise that for us to achieve the dramatic goals of 85% seat belt usage in 2000 and 90% in 2005, as well as reduce childhood fatalities by 25%, it will be necessary for everyone in America to participate. This involvement will range from serving on national coalitions, promoting enhanced legislation at the state level, and working with the media, to personally saving lives and preventing injuries by buckling up properly on every trip.

As you review NHTSA's implementation plan, you are encouraged to develop implementation plans for your organization. As these plans are developed, they should take full advantage of the strategies, resources, and technical assistance available from NHTSA as outlined in this document. Working together, we can achieve these goals; and the benefits each organization receives, in reduced traffic injuries, fatalities, and economic costs, will far exceed expenditures.

NHTSA, at the Direction of the Secretary of Transportation, will coordinate and monitor progress of each of the Federal departments and other participating organizations. This monitoring process will include an annual report to the President. This President's report will contain the status of Federal programs, a summary of seat belt use and crash statistics nationally and by state, and will highlight significant progress and notable accomplishments of states, organizations, and Federal Agencies deserving of recognition.

II. PRESIDENT'S DIRECTIVE

In his weekly radio address to the nation on December 28, 1996, President Clinton asked all Americans to always wear seat belts as a first line of defense against traffic injuries and fatalities and to always keep children, ages 12 and under, buckled in the back seat where they are safest. On January 23, 1997, the President directed the Secretary of Transportation to prepare a plan to increase the use of seat belts nationwide.

The President directed the Secretary to work with Congress, the states, and other concerned groups, including the automobile and insurance industries and safety and consumer groups, to develop the plan. He further directed that the plan address: 1) state laws that require the use of seat belts; 2) assistance from the Department of Transportation to improve these state laws; and 3) a comprehensive education campaign by the public and private sectors to help the public understand the need to wear seat belts.

Also, in the spirit of this Plan, the President issued Executive Order 13043 on April 16, 1997 requiring Federal Employees to use seat belts while on official business and that motor vehicle occupants use seat belts in national park areas and while on Department of Defense installations. The Executive Order also encourages Tribal Governments to adopt and enforce seat belt policies and programs for occupants of motor vehicles traveling on highways in Indian Country and encourages Federal contractors, subcontractors, and grantees to adopt and enforce on-the-job seat belt use policies and programs.

III. THE NATIONAL GOALS

America must set ambitious seat belt and child safety seat use goals. We have an unprecedented opportunity to save lives, prevent injuries, reduce health care and other costs, and improve the lives of all Americans -- simply by increasing proper seat belt and child safety seat use. But to do this, we must be bold and reach beyond "business as usual." Bold goals will require commitment and cooperation from everyone living in the United States. America *can* do it.

- **Increase national seat belt use to 85% by 2000 and 90% by 2005** (from 68% in 1996)
- **Reduce child occupant fatalities (0-4 years) by 15% in 2000 and by 25% in 2005** (from a total of 616 in 1995)

Reaching these goals would result in significant reductions in deaths, injuries, and their economic costs to society. Increasing the seat belt use rate from the current 68 percent (1996) to 85 percent would prevent an estimated 4,194 fatalities and 102,518 injuries annually. This reduction in injuries and deaths would result in an economic savings of approximately \$6.7 billion annually (1996 dollars). Increasing the seat belt use rate from the current 68 percent to 90 percent would prevent an estimated 5,536 fatalities and 132,670 injuries annually, and would save \$8.8 billion annually.

IV. NHTSA INTEGRATES THE NATIONAL FOUR POINT STRATEGY

The National Strategy presented in the *Presidential Initiative for Increasing Seat Belt Use Nationwide*, presents a cooperative four point plan to achieve the ambitious national goals of increasing seat belt and child safety seat use. Individuals must take responsibility for themselves and for their child passengers by making certain that everyone in the vehicle is properly buckled up -- every time, on every trip. It will, however, take the collective efforts of many people and organizations to ensure that every person in America has the knowledge and tools to make the right choice and to take personal responsibility. The National Strategy builds on the considerable activities, funding, and resources already committed by many different organizations to this common cause.

The National Strategy has four basic elements that, when implemented together, have proven to be effective in increasing seat belt use. The first and most important element is to join together to **build the public-private partnerships** necessary to help America reach its potential to save lives and prevent injuries through the use of seat belts and child safety seats. In addition, each state must **enact strong legislation** and embrace **active, high visibility law enforcement**. Finally, all public and private partners must conduct well-coordinated, **effective public education**.

This section of the implementation plan provides an overview of the objectives, key players, and the approaches that NHTSA will address as they apply to the four point strategy outlined in the Presidential Initiative and the description above.

A. Partnerships

Objectives:

- Build, expand and strengthen partnerships to increase proper use of safety belts and child safety seats
- Support expansion of coalitions to promote more effective legislation, policies, enforcement, and education
- Develop a supportive environment at the local level to promote enhanced enforcement efforts

Key Players:

NHTSA will work with organizations such as:

- State Highway Safety Offices (SHSOs)
- National Organizations (health, medical, enforcement, education, intergovernmental)
- Private Sector (Air Bag Safety Campaign [ABSC], Network of Employers for Traffic Safety [NETS], business)
- Sports Leagues (National Football League [NFL], National Hockey League [NHL], and National Collegiate Athletic Association [NCAA], etc.

Discussion:

NHTSA has typically worked with a variety of partners in the public and private sector to support traffic safety program efforts. The use of effective delivery systems and traffic safety advocate partnerships are crucial to influencing traffic safety activities at the national, state, and local levels. NHTSA will identify new and specific organizations that can play a role in promoting and/or delivering occupant protection legislation, enforcement and education messages. NHTSA will use existing *Safe Communities* coalitions as springboards for expanding partnerships on the local level and will use existing enforcement, health, and highway safety collaborations as springboards for expanding partnerships on the national, regional, state, and local levels.

B. Legislation

Objectives:

- Secure passage of primary belt laws in all states
- Remove gaps in child occupant protection laws in all states
- Incorporate significant monetary and license action penalties for violations

Key Players:

NHTSA will work with organizations such as:

- SHSOs
- Private Sector (ABSC, insurers, auto manufacturers)
- National Organizations (National Association of Governors' Highway Safety Representatives [NAGHSR], National Council of State Legislators [NCSL], National Governors' Association [NGA], National Committee on Uniform Traffic Laws and Ordinances [NCUTLO], Council of State Governments [CSG], American College of Emergency Physicians [ACEP], Emergency Nurses Association [ENA], American Public Health Association [APHA], National Safe Kids)

Discussion:

NHTSA promotes the adoption of primary legislation and strongly supports the elimination of gaps in child passenger safety laws to ensure that all children under the age of 16 are covered.

NHTSA will provide technical assistance, training, and materials support to educate legislators and other public officials on the importance and effectiveness of primary seat belt laws and improved child passenger laws.

NHTSA will also work with the private sector and other interested groups to establish an occupant protection legislative advocacy group to work with existing and new grass roots organizations to achieve the legislative objectives outlined in the Presidential Initiative and this implementation plan.

C. Enforcement

Objectives:

- Increase enforcement of seat belt and child passenger safety laws
- Increase the public's perception of the risk of being ticketed and severity of punishment for safety belt and child safety seat violations
- Reduce opposition to enforcement of seat belt and child passenger safety laws
- Remove barriers *within* law enforcement to enforce the laws

Key Players:

NHTSA will work with organizations such as:

- National Law Enforcement Organizations (International Association of Chiefs of Police [IACP], National Sheriffs' Association [NSA], Fraternal Order of Police [FOP], National Organization of Black Law Enforcement [NOBLE], Police Executive Research Forum [PERF])
- Federal Agencies (Department of Justice [DOJ], Department of Interior [DOI], Department of Defense [DOD])
- Private Sector (ABSC, NETS, insurers, auto manufacturers)
- SHSOs
- Media

Discussion:

NHTSA strongly endorses the strategy of active, high visibility enforcement in order to increase seat belt and child passenger safety seat usage. Experience has shown that, after seat belt laws pass, use rates rise because of the public's perception that they must buckle up. However, if the laws are not actively enforced, use rates drop.

NHTSA recognizes that to accomplish the usage rates established by the President, the agency must work with a variety of national and state organizations to change perceptions and behaviors both by law enforcement and the general public about seat belt use. These perceptions and behaviors can best be described as the barriers and benefits of seat belt usage.

Barriers to Enforcement

In order to significantly increase enforcement it will be necessary to create a receptive climate which addresses a number of real and perceived barriers. NHTSA will work to address concerns such as law enforcement resources, minority harassment, weak seat belt and child passenger safety laws, a lack of support and priority by politicians and police, and public opposition to enforcement of belt laws.

Benefits of Enforcement

NHTSA will work to package and promote research and best practices to highlight the benefits of

enforcement for states and local officials and police. Issues which will be highlighted include the opportunity to apprehend criminals for more serious offenses (looking beyond the ticket), economic benefits of reducing crashes (personal and societal), and the ability to enhance the public perception of law enforcement as role models.

D. Education

Objectives: To expand public education on the:

- Benefits of seat belt and child safety seat use
- Requirements of seat belt and child safety seat use laws
- Dangers of not using or misusing seat belts and child safety seats

Key Partners:

NHTSA will work with organizations such as:

- National Organizations (American Academy of Pediatricians [AAP], American College of Emergency Physicians [ACEP], Emergency Nurses Association [ENA], American Public Health Association [APHA], American Health Association [AHA], American Association of Hospital Providers [AAHP], National Coalition of Hispanic Health and Human Services Organizations [COSSMHO], American Automobile Association [AAA]), Parent Teacher Association [PTA], National Safety Council [NSC])
- State Highway Safety Offices [SHSOs]
- Private Sector (ABSC, NETS, Corporations, Business)
- Media
- Federal Agencies (Health and Human Services [HHS], Department of Education [DoED], Department of Defense [DOD], Department of Interior [DOI], Small Business Administration [SBA])
- Professional Sports Leagues

Discussion:

NHTSA recognizes that education, combined with high visibility enforcement of laws, is essential to change behavior. NHTSA also recognizes that it is important that the public receive a single, simple message, and that they receive it in many different ways. NHTSA will work to promote an atmosphere where driving unbuckled is socially unacceptable. *Everybody* is part of this problem, because crash injuries and deaths cost us all billions of dollars. And, *everybody* can do something to convince others to buckle up. NHTSA will provide technical assistance by providing state specific data reflecting the life saving and economic benefits of safety belt and child safety seat use. In an effort to reach non-users and part-time users, NHTSA will designate resources to specifically target these high risk groups. NHTSA will identify reasons for non-use/misuse, identify strategies to reach this population, and implement these strategies through the key players. NHTSA will implement a new education campaign that will tie all these pieces together.

V. TARGET PARTNERS AND ACTION PLANS

This section of the Implementation Plan provides specific objectives and activity schedules for partnerships, legislation, enforcement, and education strategies with key players targeted to assist in activities to reach the national occupant protection use goals. The activities and schedules identified are projected for implementation over 18 months (June 1997 to January 1999).

The initiative will officially begin with a national teleconference in October 1997 with regional, state, and local participants joining in the discussions. The kick-off will also include a national campaign strategy and theme.

The following are individual activity sheets outlining specific actions NHTSA will take to stimulate, enhance, and support outreach and partnership efforts relative to the President's Initiative and Executive Order 13043.

TARGET PARTNERS AND ACTION PLANS

Group: **Federal Agencies**

Description: On April 16, 1997, the President issued Executive Order 13043 calling for all Federal Agencies to require that Federal employees use seat belts while on official business; to require that motor vehicle occupants use seat belt in national park areas and on Department of Defense installations; and to encourage Federal contractors, subcontractors and grantees to adopt and enforce on-the-job seat belt use policies and programs. The Order also directs DOT to provide leadership and guidance to all the Federal Agencies in implementing the Order and to submit an annual report to the President.

A number of agencies also offer special opportunities to include seat belt and/or child passenger safety activities through their grant and outreach programs and constituencies, such as the DOJ, DOI, DOL, and DoED.

Areas of Concentration:

1) Partnerships

- Objectives:
1. Gain the commitment of Federal Agencies to implement specific action items contained in the Plan and the Executive Order.
 2. Encourage outreach program efforts by selected agencies to grantees and constituencies.

Activity & Schedule:	Completion Date:
All Agencies:	
o Deputy Secretary Downey to brief Cabinet Officials, secure their commitment, and identify delegation	September, 1997 (completed)
o Conduct meeting with agency delegates to roll-out Executive Order and guidance.	October, 1997
o Provide training and technical assistance to agency staff.	On-going
o Develop and/or expand Memorandum of Understanding (MOU) with each Federal Agency covered under the Plan and the Executive Order.	June, 1998
Selected Agencies:	
o Consult with select Federal Agencies on program outreach plans.	August, 1997 (completed)
<u>DOD</u>	
o Conduct marketing briefing (DOD only).	June, 1997 (completed)

Federal Agencies, Cont.

2) Legislation/Regulations

Objectives: Implement Executive Order 13043. Each Federal Agency to implement mandatory use requirements for employees and contractors, sub-contractors, etc.

Activity & Schedule:	Completion Date: ~
All Agencies:	
o With each agency, promote the need to collect and report data.	September, 1997
o Develop and issue guidelines for implementation and reporting requirements.	October, 1997
o Develop and distribute to all Federal Agencies any needed "boiler plate" language to accomplish objectives of the Plan.	December, 1997
o Collect data from agencies.	January, 1998 and 1999
o (DOT) coordinate data, prepare annual report and submit to President.	March, 1998 and 1999
o (DOT) coordinate data, prepare annual report and submit to Congress.	December, 1997
Selected Agencies:	
<u>DoED</u>	
o Develop a model seat belt and child safety seat use policy for DoED to use in encouraging school districts to adopt for use in transporting children and youth.	November, 1997
<u>DOI</u>	
o Meet with National Park Service to discuss Executive Order requirements.	November, 1997

3) Enforcement

Objectives:

1. Encourage agencies (DOJ, DOI, DOD) to promote active and highly visible enforcement through community policing efforts, funded programs, and on government installations, parks, and Tribal Lands.
2. Within DOT, implement SAFEDOT, capture data, and develop model policies/procedures.
3. Encourage other agencies to implement enforcement activities including publicity, monitoring procedures, and reporting protocols in support of Executive Order 13043 for Federal employees.

Activity & Schedule:	Completion Date:
All Agencies:	
o Develop strategies with select agencies for including occupant protection enforcement in program efforts.	November, 1997
o Provide technical assistance to agencies in the development and implementation of the outreach programs.	On-going
o Implement enforcement strategies, document and package materials for Model Program (SAFEDOT). (DOT only).	January, 1998
o Transmit SAFEDOT model program to all Federal agencies.	July, 1998
o Follow up and provide technical assistance, as needed, in the implementation of SAFEDOT by other agencies.	On-going
Selected Agencies:	
o Meet with the DOJ staff that manages the community policing program to promote their involvement in the Presidential Initiative.	October, 1997
o Provide the DOJ staff with a concept paper outlining our perceptions of their potential role in the Presidential initiative and identify points of contact for other DOJ activities that have involvement potential.	November, 1997
o Meet with other DOJ program area managers and provide what ever information they deem necessary for implementation.	September, 1997 (completed)
o Provide technical support and information to DOJ or direct to DOJ funded program sites.	September , 1997 - December, 1998

4) Education

- Objectives:
1. Stimulate other agencies to include seat belt and child safety seat education promotion and activities with grantees, sub grantees, and constituencies, such as DoED and HHS.
 2. Generate PI&E activities for Federal agency employees, customers and firms doing business with their Agency.

Activity & Schedule:	Completion Date:
All Agencies:	
o Provide appropriate PI&E materials to each Department/Agency for employee education programs. Provide technical assistance to tailor materials.	November, 1997
o Develop Best Practices piece on Federal Programs.	December, 1998
Selected Agencies:	
o Meet with selected Federal Agencies and develop plan on opportunities to include training, information, and materials delivery through grantees and constituencies.	October, 1997
<u>DoED</u>	
o Develop and disseminate an occupant protection educational curricula targeting elementary and middle school students.	October 1998
o Provide occupant protection materials for dissemination and inclusion in newsletters.	June, 1998
o Develop a traffic safety education reference guide identifying existing occupant protection educational curricula and materials.	January, 1999
<u>HHS</u>	
o Continue and expand collaborative training, public information, and education efforts with the Public Health Service, Maternal and Child Health, Indian Health Service, Centers for Disease Control and Injury Prevention	Ongoing

TARGET PARTNERS AND ACTION PLANS

Group: **Tribal Governments** - (relative to Executive Order 13043)

Description: An inventory of Tribal safety belt use laws conducted by the Indian Health Service indicated that as of December 31, 1995, 95 of the 174 tribes responding to the survey (out of 552 recognized tribes) either had a seat belt use law or utilized the state's seat belt use law. Generally, seat belt use is low on most Indian reservations. However, there are examples of high use rates on a number of reservations. As stated in the Executive Order, Tribal Governments will be encouraged to adopt and enforce seat belt policies and programs.

Areas of Concentration:

1) Partnerships

- Objectives:
1. Link NHTSA, the Bureau of Indian Affairs' (BIA's) Indian Highway Safety Program, Law Enforcement Division, and Division of Education and the Indian Health Service's (IHS') Injury Prevention Program initiatives in support of increasing seat belt use in Indian Country. Encourage collaborative initiatives between States, tribes, the BIA's Indian Highway Safety Program and the IHS.
 2. Develop relationships with national and regional Indian organizations, such as Indian Health Boards, Intertribal Transportation Association, Chairmans' Council Organizations, etc. to promote occupant protection issues and implement the Executive Order.

Activity & Schedule:	Completion Date:
o Conduct strategy/goal setting meeting with BIA and Indian Health Service.	July 16/17, 1997 (completed)
o Discuss reporting issues and recommendations for Executive Order reporting requirements.	July 16/17, 1997 (completed)
o Discuss collaborative efforts at Regional Indian Lifesaver Follow up Workshops.	August - December, 1997
o Share BIA/402 grant proposals with States and promote State 402 funding of Tribal traffic safety projects.	November, 1997

Tribal Governments, Cont.

2) Legislation

Objectives: Develop appropriate materials to promote passage of seat belt laws in Indian Country.

Activity & Schedule:	Completion Date:
- o Promote adoption of model laws by Tribal Councils via BIA/IHS/NHTSA. - o Collect and distribute Tribal Success Stories to Tribal Governments. - o Update and redistribute "Tribal Communities At Risk" Issue Paper (14th Qr. S&S Planner). - o Reassess and update Tribal Traffic Safety Laws via Indian Health Service.	On-going, 1997 - 1998 Quarterly September, 1997 May, 1998

3) Enforcement

Objectives: Encourage the inclusion of tribal participation in statewide enforcement campaigns.

Activity & Schedule:	Completion Date:
- o Meet with Tribal Law Enforcement Agencies (Washington State). - o Meet with as many other State/Tribal Enforcement Agencies as feasible. - o Publish and distribute Tribal Enforcement Activities in Washington State (14th Qr. S&S Planner).	June, 1997 (completed) On-going October, 1997

Tribal Governments, Cont.

4) Education

Objectives: Develop and distribute culturally relevant materials for Native Americans.

Activity & Schedule:	Completion Date:
o Develop presentation materials via Indian Health Service and BIA Department of Education & Indian Highway Safety Program.	October, 1997
o Develop culturally related materials addressing seat belts, child safety seats, and air bags via IHS and BIA.	Quarterly
o Issue Indian Highway Safety Program Newsletter via Region VI.	Quarterly
o Promote safety belt use through Safe Tribal Communities motor vehicle injury prevention coalitions via BIA and IHS, and Safe Communities Clearinghouse/Newsletter.	On-going

TARGET PARTNERS AND ACTION PLANS

Group: **National Organizations**

Description: National organizations provide an opportunity to reach and engage a broad audience in implementation of the Plan. These groups offer credibility and influence among their members, policy makers, and the public. In the area of occupant protection, national organizations have historically made significant contributions in affecting legislation, educating their members, and educating the public. Outreach efforts will focus on health and medical organizations, intergovernmental groups, national law enforcement organizations, and groups representing high-risk target populations. Activities will be coordinated with the Air Bag Safety Campaign and other national organizations to ensure maximum use of resources.

Areas of Concentration:

1) Partnerships

Objectives: Expand national organization outreach efforts to engage new and existing partners in activities to promote increased belt use.

Activity & Schedule:	Completion Date:
o Transmit the plan to existing partners.	August-October, 1997
o Identify and engage new partners to support this effort.	September, 1997 and ongoing
o Develop outreach plan for key organizations including marketing strategies.	October, 1997
o Follow up on transmittal letter to assess partner activity plans and resource needs.	October, 1997
o Promote President's Plan at annual conferences of 20 organizations.	July - December, 1997 and ongoing
o Conduct partner meetings to assess activity and strategize new efforts.	March, 1998

National Organizations, Cont.

2) Legislation

- Objectives:
1. Provide technical information and support to targeted partners in support of primary enforcement provision in seat belt legislation in targeted states.
 2. Provide technical information and support to targeted partners in support of comprehensive child passenger safety laws to cover all children up to age 16.

Activity & Schedule:	Completion Date:
o Develop legislative strategy for involvement of national organizations in state legislative efforts.	September-October, 1997
o Brief key members of selected national organizations on occupant protection issues.	August - December, 1997
o Identify champions in selected national organizations and provide appropriate training.	August - December, 1997
o Develop and distribute support materials.	October, 1997

3) Enforcement

- Objectives:
1. Create public and private sector support for seat belt and child safety seat enforcement efforts.
 2. Generate increased support for enforcement of occupant protection laws among police officers.

Activity & Schedule:	Completion Date:
o Meet with national law enforcement organizations to solicit their support.	June and October, 1997
o Develop materials to counter public opposition to seat belt and child safety seat enforcement.	October, 1997
o Distribute materials for use by national organization members.	October, 1997
o Present and exhibit pertinent information at national organization conferences.	On-going

National Organizations, Cont.

4) Education

- Objectives:
1. Increase knowledge of benefits of seat belts and child safety seats among members of national organizations.
 2. Increase program activities generated by national organization affiliates to educate community members.

Activity & Schedule:	Completion Date:
o Promote delivery of child passenger safety technical workshops.	On-going
o Work with Regions and states to provide national organization support in targeted states.	On-going
o Develop educational materials and delivery mechanisms for target populations.	January, 1998
o Repackage educational materials for targeted audiences such as the medical community and intergovernmental groups.	January, 1998
o Promote seat belt and child safety seat use through <i>Safe Communities</i> newsletters.	Quarterly

TARGET PARTNERS AND ACTION PLANS

Group: **Employers**

Description: Employers represent a unique opportunity to influence their employees, customers, and other organizations with whom they work. DOT has effective working relationships with major organizations who work with employers (Air Bag Safety Campaign [ABSC], Network of Employers for Traffic Safety [NETS], and the National Safety Council [NSC]).

Areas of Concentration:

1) Partnerships

Objectives: Gain the commitment of employers to implement programs for employees, customers, and organizations (suppliers, etc.) with whom they interact.

Activity & Schedule:	Completion Date:
o Participate in briefing for Fortune 750 companies.	June, 1997 (completed)
o Coordinate strategies to engage employers via NETS workshops.	Ongoing
o Develop strategy(s) and new marketing materials for employers.	December, 1997
o Communicate benefits of membership (save lives and costs) in NETS and Safe Community coalitions to employers.	March, 1998
o Solicit corporate membership in NHTSA recognized Safe Communities.	June, 1998
o Report on employers who are members of NETS and/or Safe Communities.	October, 1998

2) Legislation

Objectives: Support outreach to employers to promote effective State occupant protection legislation. (Note: Target for significant employer contribution to legislative initiatives is 1999 legislative session which commences 1/1/99.)

Employers, Cont.

Activity & Schedule:	Completion Date:
o Develop marketing strategies to recruit employers for legislative coalitions.	December, 1997
o Develop legislative strategies and occupant protection program materials which address employer issues.	June, 1998
o Collect 1998 data and report on activities and anecdotal successes.	December, 1998

3) Enforcement (of Company policies)

Objectives: Encourage employers to implement and enforce mandatory safety belt use policies for their employees at all times; for customers on their property; and promote voluntary compliance by employee family members.

Activity & Schedule:	Completion Date
o Provide, through ABSC, NETS, NSC, NHTSA Regions, etc. "How To" information (policies, survey guidelines, monitoring and reporting criteria to businesses).	June, 1998
o Collect 1998 data and report results.	September 1998

4) Education

Objectives: Encourage employers to conduct internal and external education campaigns to promote awareness of their mandatory use policies, as well as general awareness campaigns for employees, their families, and their communities.

Activity & Schedule:	Completion Date:
o Provide PI&E materials, through ABSC, NETS, NSC, NHTSA Regions, etc., to businesses for use in their campaigns.	January, 1998
o Collect 1998 data and report results.	September, 1998

TARGET PARTNERS AND ACTION PLANS

Group: **Media**

Description: Develop partnerships with all available media (television, radio, newspapers, outdoor advertising, journals, Internet, world wide web sites) to increase earned media exposure in news stories and to obtain placement of public service ads carrying messages that encourages personal responsibility and motivates the public to buckle up and use appropriate child safety restraints.

Areas of Concentration:

1) Partnerships

Objectives: Develop further relations with media, encourage partnerships to build interest in seat belt issues.

Activity & Schedule:	Completion Date:
o Meet with media representatives, such as National Association of Broadcasters, Outdoor Advertising Association of America, The Advertising Council, newspaper editorial boards, Univision, Telemundo, Black Entertainment Television, and other media representatives to solicit their participation and commitment to the goals of the President's Plan.	October, 1997
o Identify willing partners and draft plan of action.	November, 1997

Media, Cont.

2) Legislation

Objectives: Develop media strategy for covering state legislation on seat belts.

Activity & Schedule:	Completion Date:
- o Meet with media partners, Air Bag Safety Campaign, State Highway Safety Offices, key state organizations, and law enforcement representatives to develop media strategy and identify information media needs to generate news stories. - o Distribute Legislative Fact Sheets on primary enforcement of belt laws and strengthening child passenger safety laws. - o Develop materials targeted to media and the public on model primary belt laws and model CPS laws. - o Provide technical assistance to State Highway Safety Offices.	August, 1997 & Ongoing November, 1997 & Ongoing November, 1997 As needed

3) Enforcement

Objectives: Encourage media coverage of enforcement campaigns - at national, state, and local levels.

Activity & Schedule:	Completion Date:
- o Meet with media partners, Air Bag Safety Campaign, State Highway Safety Offices, state organizations, and law enforcement representatives to create climate for enforcement. Develop strategy, identify materials needed, and highlight activities to generate earned media coverage on enforcement campaigns. - o Develop generic media materials and ideas that states and communities can adapt to publicize enforcement campaigns. - o Provide technical assistance to State Highway Safety Offices.	October, 1997 November, 1997 As needed

Media, Cont.

4) Education

Objectives: Encourage media to routinely report on restraint use and injuries in reported crashes, and to educate public on why stronger safety belt and child passenger safety laws and enforcement campaigns are necessary.

Activity & Schedule:	Completion Date:
o Release Vince and Larry PSAs with "kids in back seat" message.	June, 1997 (completed)
o Meet with media partners, Air Bag Safety Campaign, State Highway Safety Offices and law enforcement representatives to develop strategy to sensitize reporters to include restraint use in crash reports.	October, 1997
o Release four safety belt public service announcements targeted to young male drivers, ages 16-25 (developed 1996).	Fall, 1997
o Develop public service announcement featuring President Clinton.	November, 1997
o Develop media materials on children in the back seat and child passenger safety laws.	January, 1998
o Develop media materials to educate public on safety belt laws and on how belts and bags work together.	May, 1998
o Develop media materials targeted to African American, Hispanic, Native American, and other special populations.	September 1998

TARGET PARTNERS AND ACTION PLANS

Group: **Sports Participants and Organizations**

Description: Professional and amateur sports organizations and teams represent and appeal to millions of youth and adults nationwide. These organizations have extensive influence with their members and followers and can be key opinion leaders for societal concerns.

Areas of Concentration:

1) Partnerships

Objectives: Recruit professional sports organizations such as the National Football League, Major League Baseball, the National Hockey League, and the National Basketball Association, and amateur sports organizations such as the National Collegiate Athletic Association and Little League of America, to promote the use of seat belts.

Activity & Schedule:	Completion Date:
- o Send letter from Slater to Sports Organizations - o Develop strategy for approaching professional sports leagues, the National Collegiate Athletic Association, and Little League of America. - o Contact at least three sport leagues, the NCAA, Little League, NFL, NHL, MLB, and NBA. - o Develop activity plans for participating partners. - o Implement activity plans	August, 1997 (completed) September, 1997 September, 1997 October, 1997 November, 1997

2) Legislation - Not applicable

Sports Participants and Organizations, Cont.

3) Enforcement - Not applicable

4) Education

Objectives: Develop and disseminate materials and messages in support of seat belt policies and programs.

Activity & Schedule:	Completion Date:
o Develop marketing plans with participating members.	November, 1997
o Assist in development of messages, materials, and policies, as appropriate.	December, 1997
o Disseminate materials and messages, and implement policies.	March, 1998

TARGET PARTNERS AND ACTION PLANS

Group: **Private Citizens**

Description: The motor vehicle injury problem affects all Americans. The cost of personal pain and suffering and serious injury to a family member cannot be measured. Every person in America also bears the economic costs of motor vehicle crashes -- on average, \$580 a year. The general public, as a group, has the capability to significantly reduce the deaths, injuries, and related costs of motor vehicle crashes on society. To change people's behavior so that they realize that traffic crashes aren't accidents, strong legislation must be enacted, active high visibility law enforcement must be on-going, with well-coordinated public education. Individual citizens will be encouraged to participate in the President's Seat Belt Plan from two perspectives: 1) personal responsibility to buckle up and encourage others to do the same, and 2) involvement in grassroots partnership activities to support legislation, enforcement, and education initiatives.

Areas of Concentration:

1) Partnerships

- Objectives:
1. Engage technical experts to provide technical information and assistance to the general public..
 2. Provide incentives and tools to encourage individual citizens to join in partnership efforts.

Activity & Schedule:	Completion Date:
- o Identify and establish Child Passenger Safety technical information "Hot Lines" through cooperative agreements with advocate partner organizations. - o Publish Letter from the President soliciting citizen involvement in support of the plan. - o Disseminate Campaign Action Kits for use in citizen/partnership activities. - o Establish a national database of certified child passenger safety specialists. - o Develop a cadre of 200 certified trainers and technicians to conduct safety seat checkpoints and clinics.	September, 1997 (completed) September, 1997 (completed) October, 1997 & Ongoing April, 1998 June, 1998

Private Citizens, Cont.

- 2) Legislation -- Not applicable
- 3) Enforcement -- Not applicable
- 4) Education

Objectives: Develop a national information and awareness campaign in support of the Presidential Initiative for Increasing Seat Belt Use Nationwide

Activity & Schedule:	Completion Date:
- o Meet with Ad Council and develop new national theme and message. - o Develop supporting resource materials - o Develop public service messages..	September, 1997 (completed) November, 1997 January, 1998

VI. PROGRESS REPORTING & RECOGNITION

To fulfill the President's request to report seat belt usage rates and crash statistics and to recognize significant program accomplishments toward reaching the national goals, NHTSA has been tasked to monitor the progress of the Nation and report on the status. To accomplish this, NHTSA will provide guidance to states, tribal governments, Federal departments, and outside organizations as to how and when they should provide status reports.

Using the information provided by Federal agencies, national organizations, tribal governments, and the states, NHTSA will analyze the progress and accomplishments to date. From this information, by April 1 each year, a report will be submitted to the President by the Secretary of Transportation.

The report to the President will include seat belt use rates for each state and for Federal agencies. It will also include data on crashes, injuries, and related costs involving Federal employees on official business and occupants of motor vehicles driven in national parks, on Defense installations, and on highways in Indian Country.

The report will identify and recognize groups and individuals who have made significant progress towards achieving the President's goals. To identify those notable accomplishments, NHTSA will develop recognition programs to acknowledge the work, effort, and accomplishments of the private sector, government agencies, national organizations, states, local communities, and individuals.

These recognitions will involve incentives and awards designed to provide motivation for organizations and the general public to increase occupant protection usage. Accompanying these awards will be public information suggestions which will help inform the public and the media of the accomplishment, and be a positive event to draw attention to the issue of seat belts and child passenger safety.

VII. PROGRAM MONITORING AND EVALUATION

Progress of the Federal agencies and other participating organizations will be monitored through data collection in those areas that the Presidential Initiative focuses upon: legislation, enforcement, education, and partnerships. The four sources for gathering this information are Federal agencies, States, national organizations, and tribal governments.

1) Federal departments and agencies

Executive Order 13043 stipulates several Federal reporting requirements: (a) seat belt use rates of Federal employees on official business, and of occupants of motor vehicles driven in national park areas, on Defense installations, and on highways in Indian Country; (b) statistics of crashes, injuries, and related costs involving Federal employees and others in situations listed under (a) above; and (c) agency programs that have made progress in achieving the goals of the Executive Order or otherwise deserve recognition.

NHTSA will work with agencies to identify, capture, and report on systems for collecting usage, crash injury, and cost data. Executive branch agencies will be called upon to provide progress information on programs they have implemented to achieve the goals of the Executive Order.

2) State agencies

States are encouraged to strengthen seat belt legislation, support enforcement of the laws, encourage private sector initiatives, establish crash injury and cost databases, implement usage policies for all State employees, and conduct public information and education efforts.

States will be asked to provide information on their seat belt use rates, progress in upgrading occupant restraint laws, activities to encourage belt use by state employees, coalition building, noteworthy program activities in their States, and any data systems they have instituted.

3) National organizations

National organizations are asked to support stronger seat belt and child passenger safety legislation, and to assist in educating and training the public.

National organizations will be asked to provide information on the activities they have undertaken that support the Presidential Initiative. These include their efforts in educating the public, obtaining media promotion, supporting legislation, and working with the enforcement community.

4) Tribal Governments

Tribal Governments are encouraged to adopt and enforce seat belt policies and programs for occupants of motor vehicles traveling on highways in Indian Country that are subject to their jurisdiction.

Tribal Governments will be asked to provide seat belt use rates and statistics of crashes, injuries, related costs involving occupants of motor vehicles driven on highways in Indian Country, and information pertaining to legislative and program efforts in support of the President's Initiative. DOT will also work closely with the Bureau of Indian Affairs and the Indian Health Service on collaborative program, data collection, and evaluation strategies.

December 1996

January 1997

February/March 1997

PRESIDENT

SECRETARY

NHTSA/PARTNERS

- President's Radio Address makes increasing national belt use an Administration priority

- President directs Secretary to develop plan to increase seat belt use

- Radio Address Child Passenger Safety -- New Universal Child Seat Attachment System
 - ▶ Urged parents and caregivers to secure children properly
 - ▶ Asked public to support strict enforcement of CPS laws

- Child Passenger Safety week event "Kids in Back" theme

PARTNERSHIPS

- NHTSA Convenes Partners Meeting with 25 National Organizations

IMPLEMENTATION

- Publish President's letter on NHTSA www

PARTNERSHIPS

- Briefings:
 - ▶ Kaiser Permanente

EVENTS

- Testified at NTSB Child Passenger Safety hearings

April 1997

May 1997

June 1997

SECRETARY PRESIDENT

SECRETARY PRESIDENT

NHTSA/PARTNERSHIPS

- Executive Order issued - Presidential Initiative to increase seat belt use

- Presidential Initiative Press Event
- DC Primary Law Press Event
- National Safe Drive to Work Week Press Event

PARTNERSHIPS

- Briefings:
 - ▶ Think First Coordinators
 - ▶ Consumer Federation of America; Health & Safety Coalition
 - ▶ National Safety Council Chapters

EVENTS

- Region 4 Law Enforcement Meeting
- National Organizations for Youth Safety "Strides for Safety" Event

IMPLEMENTATION

- MD passes primary law
- Begin NHTSA Implementation Plan

- Buckle Up America Week Press Event
- Operation ABC Kickoff Press Event

PARTNERSHIPS

- Meetings:
 - ▶ American Trauma Society
 - ▶ National Rural Health Association
 - ▶ Aberdeen Area Tribal Council

- Lifesavers Speech
- U.S. Conference of Mayors Speech

PARTNERSHIPS

- Briefings:
 - ▶ MADD Board of Directors
 - ▶ DOD Safety Officers
 - ▶ National Sheriffs' Association Traffic Safety Committee
 - ▶ ABSC
 - ▶ IACP Highway Safety Committee
 - ▶ Florida Chiefs of Police Association

- Meeting:
 - ▶ Fortune 750 corporate belt plan
- Indian Health Service - Interagency Meeting on Native American Children Initiative

EVENTS

- Lifesavers Workshop

EXECUTIVE ORDER

- DOT Intermodal Safety Group

IMPLEMENTATION

- NHTSA RAs briefed
- Oklahoma passes primary belt law
- Release Vince & Larry PSA on Kids In k

- NACo speech

PARTNERSHIPS

- Briefings:
 - ▶ National District Attorneys Association
 - ▶ American Public Health Association
 - ▶ Insurance Institute for Highway Safety
 - ▶ National Association of Governors' Highway Safety Reps
 - ▶ City/County Health Officials

EVENTS

- National Enforcement Demonstration Grantee Conference
- Law Enforcement Summit Region 4
- All Star Game, Ride Like A Pro

EXECUTIVE ORDER

- Establish group e-mail to communicate status to Federal Agencies

IMPLEMENTATION

- Complete NHTSA Implementation Plan
- Regional Implementation meeting 1, 2, 3, 4, 6, 7, 8
- Distribute boiler plate talking points, presentation bullets
- RI passes "kids in back" law

- Letter for Occupant Protection Planner

- Distribute President's Initiative
 - ▶ Government
 - ▶ Congress
 - ▶ Sports
 - ▶ Law Enforcement
- Urban League Speech
- ABC (media) interview
 - ▶ belt use
 - ▶ primary belt laws
- Letter to Cabinet Members on Executive Order and to identify departmental implementation teams

PARTNERSHIPS

- Explore media opportunities with Black Entertainment Television
- NHTSA/NETS follow up letter to Fortune 750 business meeting
- Meetings:
 - ▶ Region 6 State Planning
 - ▶ Fraternal Order of Police
 - ▶ National Football League
 - ▶ National Hockey League
 - ▶ Women in Government
 - ▶ National Conference of State Legislators

EVENTS

- National Organizations for Youth Safety Summit
- Regional Implementation Plan Meeting (Regions 5, 9, and 10)
- Conduct Advocacy Workshop (Region 7)
- Safe Kids Car Seat Clinic Press Event

EXECUTIVE ORDER

- Consult with selected Federal Agencies on program outreach plans
- Federal Safety & Health Officers Briefing
- Distribute Initiative to national partners

- Air Bag Safety Campaign sponsors meeting
- Implement DOT Seat Belt Program (SAFEDOT)
- Baptist Convention
- President's Management Council (Deputy Secretary)

PARTNERSHIPS

- Develop partnership with targeted media associations
- NAGHSR Annual Conference
- Explore media opportunities through Hispanic Networks
- Meetings:
 - ▶ Little League
 - ▶ National Collegiate Athletic Assoc.

EVENTS

- Emergency Nurses Association Press Conference

EXECUTIVE ORDER

- Develop and issue guidelines to Federal Agencies on the Implementation of Executive Order 13043 and its reporting requirements
- Intermodal Safety Task Force (Region 6) briefing
- Convene Federal Partners

IMPLEMENTATION

- 10 regional & 1 HQ liaison law enforcement officers
- Conduct Advocacy Workshop (Region 5)
- Develop reward & recognition system

October 1997

November 1997

December 1997

PRESIDENT

SECRETARY

NHTSA/PARTNERS

- Teleconference to launch Belt Plan Initiative
- National Safety Council Keynote

- Moving Kids Safely Conference

- Report to Congress
- 3rd Annual World Conference on Transportation, Traffic Safety & Health

PARTNERSHIPS

- American College of Emergency Physicians Annual Meeting
- National Sheriffs' Association State Presidents meeting

EVENTS

- Teleconference to launch Belt Plan Initiative
- American Association of Health Plans/NHTSA Press event
- Conduct Occupant Protection Legislation Advocacy Training in South Carolina

EXECUTIVE ORDER

- Roll out Executive Order 13043 and guidance to Federal Agencies

IMPLEMENTATION

- Distribute 14th Campaign Safe & Sober Occupant Protection planner
- Promote on Westcott Communication Networks

PARTNERSHIPS

- National Park Service meeting

EVENTS

- American Public Health Association Conference (press event)
- Moving Kids Safely Conference

EXECUTIVE ORDER

- With DOE, develop a model seat belt and child safety seat use policy for use in encouraging school districts to adopt for use in transporting children and youth
- Receive preliminary Federal Agency/National Organization Plans for Report to Congress

IMPLEMENTATION

- Provide HOTLINE Referral Service for Parents (CPS)

EVENTS

- Conduct Law Enforcement Summit (Region 2)
- NCADD Annual Luncheon

IMPLEMENTATION

- Develop standard law kits for Region 1

January 1998

February 1998

Future

PRESIDENT

SECRETARY

NHTSA/PARTNERS

- Attendance at one or more 10 Regional MKS Conference meetings (possible VNR for others)
- Child Passenger Safety week event

- Drive Safely at Work Week (April)

PARTNERSHIPS

- Develop information activity package for business partners to be distributed through Chambers of Commerce in Region 8

EVENTS

- 10 Regional MKS meetings
- Child Passenger Safety week events