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President Clinton Announces new Uniform, Easy-to-Use System
for Attaching Child Safety Seats to Vehicles
February 15, 1997

Announcement

- o President Clinton announced today that the Department of Transportation (DOT), National Highway Traffic Safety Administration (NHTSA), will propose a new universal attachment system for child safety seats.
- o **All new passenger cars, vans, and trucks -- and all new child safety seats -- would have a standard attachment.** Vehicle seats would be required to have two flat latch plates -- like those for safety belts -- located where the seat back and cushion come together. Child safety seats would have a belt with a buckle on each side of the seat to attach to the vehicle latch plates. To secure the top, there would be a ring behind the vehicle seat and a strap on the child seat that hooks onto the ring.
- o **The proposal is expected to improve proper use of safety seats, saving dozens of lives and preventing thousands of injuries annually of children four years old and younger.** It is also expected to increase safety seat use by reducing consumer frustration. The requirements would take effect two years after NHTSA issues a final rule.

Background

- o **Child safety seats are the most effective safety device available for small children, but too often are not used properly.** They reduce the risk of fatality or serious injury for infants (up to age 1) by 70 percent and for toddlers (ages 1 to 4) by over half. All fifty states and the District of Columbia have laws requiring their use. But child seats are often difficult to use properly, and not all 100 models of safety seats available fit in all 900 passenger vehicle models. As a result, an estimated 80% of the time parents and caretakers fail to properly secure children in seats or fully attach seats to vehicle, putting children at risk. And too many parents don't use seats at all -- toddlers are in car seats only 60% of the time. Properly securing children in car seats 100% of the time would save hundreds of lives annually.
- o **To address the problems associated with child safety seat installation and use, two years ago Transportation Secretary Peña and NHTSA Administrator Ricardo Martinez convened a "Blue Ribbon Panel" of experts -- including automobile and safety seat manufacturers, the medical community, and safety advocates. The panel's top recommendation was a uniform attachment system like that proposed today.**

Clinton Administration Actions to Improve Child Passenger Safety Include:

- o **Zero tolerance of alcohol --** At the President's urging, Congress passed legislation and DOT subsequently issued a rule requiring states to pass laws making it illegal for people under 21 to drive with any alcohol in their blood.
- o **Teen drug tests as a condition of drivers licenses --** the President directed Federal agencies to develop a plan to reduce teen drug use and driving under the influence of drugs by testing and other measures.
- o **Measures to make air bags safer --** DOT issued final rules requiring bold warning labels on vehicles and child safety seats and permitting cut-off switches on vehicles with no back seats; DOT proposed rules to depower air bags so they will be safer for children and to allow owners to deactivate air bags where appropriate. DOT plans to propose to phase in "smart" air bags. DOT also launched a public-private education campaign to teach families about air bag safety.
- o **Increasing seat-belt use --** The President directed DOT to develop a plan, due in March, to significantly raise seatbelt use rates nationally.



White House Press Release

Radio Address Of The President To The Nation

The White House

Office of the Press Secretary

Embargoed For Release
Until 10:06 A.M. Est
Saturday, December 28, 1996

Radio Address Of The President To The Nation

The President: As we approach the New Year, I hope all Americans will think about the blessings we share and our obligation to use those blessings wisely. The New Year is about opportunity, about renewed chances to make the most of our God-given potential. But, as always, with opportunity comes responsibility -- that is America's basic bargain. Today I want to talk about one of our greatest responsibilities: taking care to protect ourselves and our children.

One of the most important places to do that is on the road. Especially at this time of year, too many people pose a threat to themselves and to others by **drinking** and driving. That's why I fought to make it illegal for all people under 21 to drive with any alcohol in their blood -- and that is now the law in 34 of our states. We should use the privilege of a driver's license to demand responsibility when it comes to drugs -- by insisting that teens pass a drug test as a condition of getting a driver's license. Let's send a simple message to our children, our families and our friends: driving under the influence of drugs or alcohol is wrong, it's illegal, it can kill.

There is more we must do to meet the fundamental rules of safety: we must all wear seatbelts, which are the first line of defense against injuries and fatalities, saving 10,000 lives last year alone. We must use child safety seats for small children, and always keep children 12 and under buckled up in the back seat, where they are safest. And we must all learn about the proper use of air bags, one of our most important safety tools.

In recent months, some concerns have been raised about air bags. But this much is clear: air bags do save lives -- almost 1,700 since their introduction. At the same time, air bags inflate with considerable force and can pose risks to children sitting unbuckled in the front passenger seat, instead of buckled up in the back seat, where they belong. That's why our Department of Transportation is working with auto and insurance companies, safety groups and parents and families to make air bags safer for children -- so that together with seatbelts and other safety measures, they provide the full protection our families need.

Researchers are now developing a new generation of "smart" air bags, which will determine the size of the passenger and inflate just enough to protect them without hurting them. But while we wait for this new technology, there are steps we can take now to protect our children.

This November, our administration's Department of Transportation announced we would soon propose a series of short-term steps to make air bags safer for kids. Right away, we required better and more visible warning labels in cars and on child safety seats, so that no one forgets to keep small children buckled up in the back seat.

Today, I am pleased to announce we are sending forward three additional proposals to protect our children, as outlined last month by the Department of Transportation. First, under these new rules, auto manufacturers will be able to install less powerful air bags, to reduce the risk to children, and to smaller and older adults. Second, car dealers will be able to deactivate the air bags of any owner who requests it -- as long as the owner understand the risks of doing so. For both of these measures, we will begin taking public comment next week, and they could take effect as early as this Spring.

Finally, effective immediately, we are extending a rule that lets manufacturers install cut-off switches in cars that don't have back seats or room for child safety seats. Those who cannot buckle a child safely in the back seat will be able to switch-off the air bag while the child rides in the front.

Of course, air bags have always been just part of the solution. In rear or side collisions, air bags are not even meant to inflate. That's why we must always wear our seatbelts -- it protects us in all kinds of collisions. If there is one thing we can do to save thousands of American lives, it is to increase seatbelt use nationwide. Today, I am directing the Secretary of Transportation to work with the Congress, the states and other concerned Americans to report back to me with a plan to do just that.

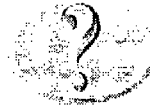
The steps we are taking will make our roads safer and our children more secure. We are making air bags safer for our children. We are working to increase the use of seat belts nationwide. And we are demanding the responsibility that comes with the privilege of driving. That's the way to ensure that families go for a drive with safety, security and peace of mind. If we'll all just take that responsibility, both on and off the road, if we all do our share to protect our children and families and meet our obligations to each other -- we will be able to seize the remarkable opportunities that this New Year will bring.

In this season of renewal, let us resolve to seize that opportunity and to rise to that responsibility, to make the most of 1997. Hillary and I are very grateful we've had the chance to serve

in this last year, we're very grateful for all the American people have done for our family in this past year. We wish you and your families a happy New Year, and we look forward to working with you in the years ahead -- to meet our challenges and make our nation a stronger, safer place for all Americans.

Thanks for listening.

End



To comment on this service: feedback@www.whitehouse.gov



FACSIMILE TRANSMISSION COVER SHEET
OFFICE OF THE ADMINISTRATOR



National Highway Traffic Safety Administration, NHTSA
400 7th Street, SW., Room 5220, Nassif Bldg.
Washington, D.C. 20590
FAX #202-366-2106

DATE:

4/14/97

PLEASE DELIVER THE FOLLOWING 10 PAGE(S) (INCLUDING COVER SHEET) TO:

NAME:

Elizabeth Dwyer

ORGANIZATION:

TELEPHONE NO.

FAX NO.

456-7028

FROM:

TELEPHONE NO.

REMARKS:

* Please distribute to Sally Kotzer and yourself.

04/14/87 15:00 2102 000 1100 R04 01

Attached is the current draft of the Executive Order (EO) on Increasing Seat Belt Use in the United States. As you know, the National Park Service has raised some concerns about the EO. We have highlighted (with brackets, underlining and bold print) in the attached EO, the language that could be changed, as a result of our discussions.

The National Park Service has promised to let us know tomorrow morning whether the current language in the EO, or which other alternatives, would be acceptable to them. We have discussed the following options:

- Requiring that the National Park Service conduct a rulemaking process, rather than directing that they issue a regulation
(We note, however, that EO 12566, issued in 1986 - also attached - in Section 2, directed Federal agencies to promulgate rules regarding seat belt use for Federal employees)
- Provide that National Park Service take action "to the extent practicable," which would provide some flexibility
- Provide that the seat belt requirements that the National Park Service promulgates, including primary enforcement, would apply only in States that already impose such requirements
(Note that currently, 13 States provide for primary enforcement; but National Park Service regulations provide for only secondary enforcement in all national park areas, including areas in these 13 States. This option would not break new ground, but it would ensure that the Federal regulations do not lag behind State requirements.)

Also attached is the current draft of the Executive Summary of the Report to the President. There is a section on p. 3 of this summary (under the heading Urging Everyone's Participation, Key Administration Actions), that describes the Executive Order. The portions of this section that could change (as a result of a change to the Executive Order) have been highlighted.

04/14/97 19:30 202 300 2100 R04 01

Executive Order ____ of ____, 1997

Increasing Seat Belt Use in the United States

Each year, traffic-related injuries in America result in \$150.5 billion in economic costs, including \$17 billion in medical costs. Many of these costs are borne by taxpayers. Motor vehicle crashes are the principal cause of on-the-job fatalities, and the third largest cause of all deaths in the United States; only heart attacks and cancer kill more people. The estimated costs of motor vehicle crashes to business are \$53 billion annually.

Over the past 15 years, seat belt usage in the United States has increased from a seat belt use rate of 14 percent to a seat belt use rate of 68 percent. This result has been achieved through the passage of seat belt laws by State legislatures, effective enforcement and ongoing coordinated public education. We have established national goals of achieving an 85 percent seat belt use rate by the Year 2000 and a 90 percent seat belt use rate by the Year 2005. Reaching these goals will require a significant change in how Americans take responsibility for their safety, and their children's safety, in motor vehicles. If we achieve these national goals, we will save an additional 4,200 lives and prevent thousands of injuries annually.

To accomplish this change in behavior, we must work closely with public and private sector organizations that share our goals, and we must recruit new organizations that will work with us as partners to make increasing seat belt use in the United States a major health and safety priority.

To help reduce the deaths, injuries, and costs associated with motor vehicle crashes, steps should be taken to increase proper seat belt use by all adults and children throughout the United States. The Federal government can have an impact on achieving this goal by continuing to require that Federal employees use seat belts while on official business, and by requiring that motor vehicle occupants use seat belts while in national park areas and on Department of Defense (DoD) installations, and encouraging Federal contractors, sub-contractors and grantees to adopt and enforce on-the-job seat belt use policies and programs. The policies and programs that are adopted can serve as examples for other organizations.

Accordingly, by the authority vested in me as President by the Constitution and laws of the United States of America, including the Highway Safety Act of 1966, as amended, 23 U.S.C. §§ 402 and 403, Section 7902 (c) of Title 5 of the United States Code, and Section 19 of the Occupational Safety and Health Act of 1970, as amended (29 U.S.C. 668), it is hereby ordered as follows:

Section 1. Policies (a) **Seat Belt Use by Federal Employees.** Each Federal employee occupying any seating position of a motor vehicle on official business, whose seat is equipped with a seat belt, shall have the seat belt properly fastened at all times when the vehicle is in motion.

(b) **Seat Belt Use [in National Park Areas and on DoD Installations].** Each operator and passenger, occupying any seating position of a motor vehicle [in a national park area or on a DoD installation], whose seat is equipped with a seat belt or child restraint system, shall have the seat belt or child restraint system properly fastened at all times when the vehicle is in motion.

(c) Seat Belt Use by Government Contractors, Sub-contractors and Grantees. Each Federal agency shall seek to encourage contractors, sub-contractors and grantees to adopt and enforce on-the-job seat belt policies and programs for their employees when operating company-owned, rented, or personally-owned vehicles.

Sec. 2. Scope of Order. All agencies of the Executive branch are directed to promulgate rules and take other appropriate measures within their existing programs to further the policies of this order. This includes, but is not limited to, conducting education, awareness and other appropriate programs for Federal employees about the importance of wearing seat belts and the consequences of not wearing them. It also includes encouraging Federal contractors and recipients of Federal funds to conduct such programs. In addition, the National Park Service and the Department of Defense are directed to issue regulations requiring seat belt use and providing for standard (primary) enforcement of the seat belt use requirement in national park areas and on DoD installations, consistent with the policies outlined in this order, and to publicize and enforce such regulations. The term "agency" as used in this order means an Executive Department, as defined in 5 U.S.C. 101, or any employing unit or authority of the Federal government, other than those of the Legislative and Judicial branches.

Sec. 3. Coordination. The Secretary of Transportation shall provide leadership and guidance to the heads of agencies in the Executive branch to assist them with the employee seat belt programs established pursuant to this order. The Secretary of Transportation shall also cooperate and consult with the Legislative and Judicial branches of the Government to encourage and help them adopt seat belt use programs.

Sec. 4. Reporting Requirements. The Secretary of Transportation, in cooperation with the heads of agencies in the Executive branch, and after consultation with the Judicial and Legislative branches of government, shall submit an annual report to the President. This report shall include seat belt use rates and statistics of crashes, injuries and related costs involving Federal employees on official business and occupants of motor vehicles driven in national park areas and on DoD installations. The report shall also identify specific agency programs that have made significant progress or are notable and deserving of recognition. All agencies of the Executive branch shall provide information to and otherwise cooperate with the Secretary of Transportation to assist with the preparation of the annual report.

Sec. 5. Other Powers and Duties. Nothing in this order shall be construed to impair or alter the powers and duties of the heads of the various Federal agencies pursuant to the Highway Safety Act of 1966, as amended, 23 U.S.C. §§ 402 and 403, Section 19 of the Occupation Safety and Health Act of 1970, or to Sections 7901, 7902, and 7903 of Title 5 of the United States Code, nor shall it be construed to affect any right, duty, or procedure under the National Labor Relations Act.

Sec. 6. General Provisions. (a) Executive order 12566 of September 26, 1986, is repealed by this order. To the extent that this order is inconsistent with any provision of any prior Executive order, this order shall control.

(b) If any provision of this order or other application of such provision is held to be invalid, the remainder of this order and other dissimilar applications of such provision shall not be affected.

(c) Nothing in this order shall be construed to create a new cause of action against the United States or to alter in any way the United States' liability under the Federal Tort Claims Act.

(d) This order shall take effect immediately.

WILLIAM J. CLINTON

THE WHITE HOUSE,
_____, 1997

Presidential Documents

Executive Order 12566 of September 26, 1986

Safety Belt Use Requirements for Federal Employees

Each year, thousands of lives could be saved and injuries prevented if motorists would use their safety belts. The annual cost to society of these needless deaths and injuries is currently in excess of \$32 billion. Taxpayers bear a large share of this cost. The estimated annual cost to Federal, State, and local governments as a result of auto accidents is \$11 billion. I have determined that an on-the-job safety belt use policy for Federal employees will reduce human pain and suffering, set an example for the private sector, and reduce the burden on the taxpayers caused by motor vehicle accidents.

Accordingly, by the authority vested in me as President by the Constitution and laws of the United States of America, including Section 7902(c) of Title 5 of the United States Code and Section 19 of the Occupational Safety and Health Act of 1970, as amended (29 U.S.C. 668), it is hereby ordered as follows:

Section 1. Policy. Each Federal employee occupying the front seat of a motor vehicle on official business, whose seat is equipped with a safety belt, shall have the safety belt properly fastened at all times when the vehicle is in motion.

Sec. 2. Scope of Order. All agencies of the Executive branch are directed to promulgate rules and take all appropriate measures within their existing employee occupational safety and health programs to carry out the purposes of this Order. This includes, but is not limited to, conducting an education program for employees about the requirements of this Order. The term "agency" as used in this Order means an Executive Department, as defined in 5 U.S.C. 101, or any employing unit or authority of the Federal government, other than those of the Legislative and Judicial branches. The Secretary of Labor shall cooperate and consult with the heads of agencies in the Legislative and Judicial branches of the Government to encourage and help them adopt safety belt use programs. The Secretary of Labor shall also submit an annual report to the President that includes the status of on-the-job belt use by Federal employees.

Sec. 3. Coordination. The Secretary of Transportation shall provide leadership and guidance to the heads of agencies to assist them with the employee safety belt programs established pursuant to this Order.

Sec. 4. Other Powers and Duties. (a) Nothing in this Order shall be construed to impair or alter the powers and duties of the heads of the various Federal agencies pursuant to Section 19 of the Occupational Safety and Health Act of 1970, or to Sections 7901, 7902, and 7903 of Title 5 of the United States Code, nor shall it be construed to affect any right, duty, or procedure under the National Labor Relations Act.

(b) The Secretary of Defense shall be responsible for implementation of all provisions of this Order insofar as they apply to military personnel of the Department of Defense.

Sec. 5. *Causes of Action.* Nothing in this Order shall be construed to create a new cause of action against the United States or to alter in any way the United States' liability under the Federal Tort Claims Act.

Ronald Reagan

THE WHITE HOUSE,
September 26, 1986.

[FR Doc. 86-22278

Filed 9-29-86; 10:20 am]

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Executive Summary

"If there is one thing we can do to save thousands of American lives, it is to increase seat belt use nationwide."

President William J. Clinton, December 28, 1996

In a 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 always to 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 Americans, 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 (DOT) to improve these state laws; and 3) a comprehensive education campaign on behalf of the public and private sectors to help the public understand the need to wear seat belts.

This report presents the Administration's findings and recommendations to save lives, prevent injuries, and reduce the associated medical care costs of traffic crashes through the proper use of seat belts and child safety seats. It presents new national goals for seat belt and child safety seat use and a national strategy to reach these ambitious goals.

It's Everyone's Problem

Every 14 seconds, someone in America is injured in a traffic crash. Every 12 minutes, someone is killed in a crash. Traffic-related injuries are the leading cause of all injury deaths in America and the leading cause of death for people ages six through 27. They cost \$150.5 billion a year in economic costs, including \$17 billion in medical costs. In 1995, while almost 41,800 persons were killed in motor vehicle-related crashes, over 3.4 million were injured in police-reported crashes and an even greater number utilized emergency departments.

The current seat belt use rate in America is 68%. Seat belt use rose as 49 States passed seat belt laws (38 have "secondary" enforcement laws, requiring an officer to stop a violator for another infraction before issuing a citation for failure to buckle up) but since then, seat belt use has risen slowly and some states have been struggling to maintain use rates at current levels. In addition, half of the children who die in traffic crashes are not secured in child safety seats. In

Traffic crashes are the leading cause of death for Americans ages 6-27. Someone in America is injured in a traffic crash every 14 seconds; every 12 minutes, someone is killed.

"One of our greatest responsibilities: taking care to protect ourselves and our children... on the road."

President Clinton

observational studies, nearly 80% of child safety seats in use were not being used correctly.

We must do better. *Seat Belts Work:* Seat belts are the most effective means of reducing fatalities and serious injuries in traffic crashes. They are estimated to save 9,500 lives in America each year. Research has found that lap/shoulder belts, when used, reduce the risk of fatal injury to front seat passenger car occupants by 45% and the risk of moderate-to-critical injury by 50%. For light truck occupants, seat belts reduce the risk of fatal injury by 60% and moderate-to-critical injury by 65%. *Child Safety Seats Work:* They are the most effective occupant protection devices used in motor vehicles today. If used correctly, they are 71% effective in reducing fatalities in children under the age of five and 69% effective in reducing the need for hospitalization.

A National Strategy to Increase Seat Belt Use

This National Strategy sets new national seat belt use goals and presents a collaborative, simple, four point plan in which everyone can participate to achieve the goals. The plan emphasizes personal responsibility to buckle up and to properly secure all children while riding in motor vehicles.

New National Goals:

- **Increase national seat belt use to 85% by 2000 and 90% by 2005**
- **Reduce child occupant fatalities (0-4 years) 15% by 2000 and 25% by 2005**

Reaching 85% seat belt use would result in preventing an estimated 4,194 fatalities, 102,518 injuries, and save \$6.7 billion annually.

Reaching 90% seat belt use would result in preventing an estimated 5,536 fatalities, 132,670 injuries, and save \$8.8 billion annually.

The Nation Can Achieve These Goals By:

- **Building partnerships** between government and the private sector to help America reach its potential of saving lives and preventing injuries through the use of seat belts and child safety seats;
- **Enacting state laws** for primary (standard) seat belt enforcement and comprehensive child passenger safety;
- **Conducting active, high visibility law enforcement** of state seat belt and child safety seat laws; and

The plan to increase seat belt use has four elements that, when implemented together, have proven to be effective in raising seat belt use rates.

- Expanding well-coordinated **effective public education** programs.

Urging Everyone's Participation

Everyone in America can participate in this national effort to save lives and prevent injuries by buckling up properly on every trip. While it is ultimately the responsibility of the individual to buckle up and to ensure that all children in a motor vehicle are properly restrained, there is also a role for government at all levels and for many groups and organizations, both public and private, to provide the tools that will help get seat belt non-users and part-time users to buckle up.

Specific actions are recommended for many partners. The report lists examples of participants and the kinds of roles they can adopt.

Key Administration Actions

- ^{*In March, 1997 announced*} President Clinton ~~will propose~~ legislation to provide states with incentives for improving their occupant protection programs and seat belt use rates, or for adopting primary (standard) seat belt enforcement laws that permit a citation to be written whenever a law enforcement officer observes an unbelted driver or passenger.
- President Clinton will propose legislation that if a state fails to achieve the 85% national seat belt use goal, or fails to enact primary seat belt enforcement legislation, then a portion of the state's Federal highway construction funds will be transferred to safety activities in future years.
- President Clinton is issuing an Executive Order directing Federal agencies to: require on-the-job seat belt use for all Federal employees; require all motor vehicle occupants to use seat belts while in national park areas and on Department of Defense installations; and encourage government contractors, subcontractors, and grantees to institute on-the-job seat belt use policies and programs for their employees.

Everyone has a role in raising America's seat belt use rate:
President Clinton
Private Citizens
Federal agencies
Congress
States
Communities
National organizations & coalitions
Business
Law enforcement
Health care professionals
Educators
Prosecutors & judges
Media
Sports participants & organizations

National Strategy Recommends Key Partner Actions

The National Strategy recommends actions that can be taken by many partners in this national effort. Among the recommendations, the plan urges:

Presidential Initiative for Increasing Seat Belt Use Nationwide

Individuals must take responsibility for themselves and for their child passengers by making certain everyone in the vehicle is properly buckled up -- every time, every trip.

- States to support active, highly visible occupant protection law enforcement, and support and coordinate seat belt and child information and education programs
- National organizations to assist in educating their constituencies on the importance of correct, full time seat belt and child safety seat use
- Business to join with other businesses and organizations to advance seat belt and child safety seat legislation, enforcement, and education
- Communities to seek leadership and participation from mayors, councils, boards, and other public officials, and to support traffic enforcement as one of their best investments in public safety
- Private citizens to buckle up every time and on every trip, and to properly secure every child in a vehicle in a child safety seat or seat belt -- in the back seat, the safest place for children

The goals, plans, and actions described in this report, if implemented by a broad base of individuals and groups, will increase proper seat belt and child safety seat use in America. The results will save lives, prevent injuries, and reduce the associated medical care costs of traffic crashes.

The
The President's National Strategy to Increase Seat Belt Use. The President's National Seat Belt Strategy emphasizes our personal responsibility to buckle up and to properly secure all children. The four-point plan supports this by promoting:

*accepted Secretary
State's
Recommendation
for a*

- **State laws** for "primary" seat belt law enforcement and stronger child passenger safety
- **Active, high-visibility enforcement** of seat belt and child safety seat laws
- **Effective public education**, such as the "Vince and Larry" crash test dummy ads
- **Public-private partnerships** to promote correct use of seat belts and child safety seats

Administration
Key Presidential Actions.

- *The Administration has*
~~President Clinton will propose~~ that Congress provide states with incentives for adopting and enforcing strong seat belt laws and programs, including "primary" seat belt laws that enable police to ticket seat belt law violators even if no other law has been violated
- President Clinton will propose that Congress provide for states to transfer federal highway construction funds to safety activities if they fail by 2003 to either (1) achieve 85 percent seat belt use, or (2) enact a "primary" seat belt law
- President Clinton is issuing an Executive Order directing all federal employees to use seat belts while on the job and requiring all travellers on federal lands -- including national park visitors -- to use seat belts. The order also encourages federal contractors and grantees to use seat belts while on the job

Key Partner Actions. As outlined in the report prepared for the President, the National Strategy recommends actions that all Americans can take. It urges that:

- **States** support seat belt and child safety outreach programs and active enforcement of strong seat belt and child safety seat laws
- **Communities** encourage local public officials to emphasize strong traffic law enforcement
- **National organizations** educate their constituencies on the importance of correct, full-time seat belt and child safety seat use
- **Businesses** support seat belt and child safety seat legislation, enforcement, and education, because saving lives is good business *Employee educ. programs?*
- **Private citizens** buckle up every time and on every trip, and properly secure every child in a vehicle in a child safety seat or seat belt -- *in the back seat, the safest place for children*

These actions can increase proper seat belt and child safety seat use, saving lives and preventing injuries. The President encourages every American to participate in this effort by buckling up properly on every trip: the life you save *will* be your own.

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DRAFT67028

Executive Order

4/15/97

2:10 pm

INCREASING SEAT BELT USE IN THE UNITED STATES

By the authority vested in me as President by the Constitution and the laws of the United States of America, including the Highway Safety Act of 1966, 23 U.S.C. 402 & 403, as amended, section 7902(c) of title 5, United States Code, and section 19 of the Occupational Safety and Health Act of 1970, 29 U.S.C. 668, as amended, and in order to require that Federal

Substitute [employees use seat belts while on official business and to require that motor vehicles occupants use seat belts while on Federal lands, it is hereby ordered as follows:]

Section 1. Policies. (a) Seat Belt Use by Federal Employees. Each Federal employee occupying any seating position of a motor vehicle on official business, whose seat is equipped with a seat belt, shall have the seat belt properly fastened at all times when the vehicle is in motion.

in National Park Areas and on DoD Installations.
(b) Seat Belt Use on Federal Lands. Each operator and passenger occupying any seating position of a motor vehicle *in a national park area or on a DoD installation* ~~on Federal lands~~ whose seat is equipped with a seat belt or child restraint system, shall have the seat belt or child restraint system properly fastened *as required by law,* at all times when the vehicle is in motion. [This does not apply to an operator or a passenger with a medical condition that prevents restraint by a safety belt or other occupant restraining device.]

(c) Seat Belt Use by Government Contractors, Sub-contractors and Grantees. Each Federal agency, in contracts, sub-contracts, and grants entered into after the date of this order, shall seek to encourage contractors, sub-contractors, and grantees to adopt and enforce on-the-job seat belt policies and programs for their employees when operating company-owned, rented, or personally-owned vehicles.

(d) Tribal Governments. Tribal Governments are encouraged to adopt and enforce seatbelt policies and programs for highways in Indian Country that are subject to their

jurisdiction.

Sec. 2. Scope of Order. All agencies of the Executive branch are directed to promulgate rules and take other appropriate measures within their existing programs to further the policies of this order. This includes, but is not limited to, conducting education, awareness and other appropriate programs for Federal employees about the importance of wearing seat belts and the

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consequences of not wearing them. It also includes encouraging Federal contractors and recipients of Federal funds to conduct such programs. [In addition, for agencies that supervise traffic operations or control highways on Federal lands open to public travel, it includes proposing regulations requiring seatbelt use on such highways consistent with the policies outlined in this order and publicizing and enforcing such regulations.] The term "agency" as used in this order means an Executive Department, as defined in 5 U.S.C. 101, or any employing unit or authority of the Federal government, other than those of the Legislative and Judicial branches.

[The term "Federal lands" as used in this order does not include Indian Country.]

Sec. 3. Coordination. The Secretary of Transportation shall provide leadership and guidance to the heads of Executive branch agencies to assist them with the employee seat belt programs established pursuant to this order. The Secretary of Transportation shall also cooperate and consult with the Legislative and Judicial branches of the government to encourage and help them to adopt seat belt use programs.

Sec. 4. Reporting Requirements. The Secretary of Transportation, in cooperation with the heads of agencies in the Executive branch, and after consultation with the Judicial and Legislative branches of government, shall submit an annual report to the President. The report

shall include seat belt use rates and statistics of crashes, injuries, and related costs involving Federal employees on official business and occupants of motor vehicles driven ^{in a national park area, or} on Federal lands. DoD. ^{installation} and on ^{highways in} Indian ^{Country.} The report shall also identify specific agency programs that have made significant progress towards achieving the goals of this order or are notable and deserving of recognition. All agencies of the Executive branch shall provide information to, and otherwise cooperate with, the Secretary of Transportation to assist with the preparation of the annual report.

Sec. 5. Other Powers and Duties. Nothing in this order shall be construed to impair or alter the powers and duties of the heads of the various Federal agencies pursuant to the Highway Safety Act of 1966, 23 U.S.C. 402 & 403, as amended, section 19 of the Occupational Safety and

Health Act of 1970, 29 U.S.C. 668, as amended, or sections 7901, 7902, and 7903 of title 5,

United States Code, nor shall it be construed to affect any right, duty, or procedure under the

National Labor Relations Act, 29 U.S.C. 151 ~~et seq.~~

ID:

APR 15 '97 11:02 No.001 P.03

Sec. 6. General Provisions. (a) Executive order 12566 of September 26, 1986, is repealed. To the extent that this order is inconsistent with any provisions of any prior Executive order, this order shall control.

(b) If any provision of this order or application of any such provision is held to be invalid, the remainder of this order and other applications of such provision shall not be affected.

(c) Nothing in this order shall be construed to create a new cause of action against the United States, its agents or employees or to alter in any way the United States' liability under the Federal Tort Claims Act, 28 U.S.C. 2671-2680.

(d) The Secretary of Defense shall implement the provisions of this order insofar as practicable for vehicles of the Department of Defense.

THE WHITE HOUSE.

Substitute for lines 5 and 6 in preamble:

... employees use seat belts while on official business; to require that motor vehicle occupants use seat belts while in national park areas and on Department of Defense (DoD) installations; to encourage Tribal Governments to adopt and enforce seat belt policies and programs for highways in Indian Country; and to encourage Federal contractors, subcontractors and grantees to adopt and enforce on-the-job seat belt use policies and programs; it is hereby ordered as follows:

Substitute for 4th sentence in Sec. 2:

In addition, the National Park Service and the Department of Defense are directed to initiate rulemaking to consider regulatory changes with respect to enhanced seat belt use requirements and standard (primary) enforcement of such requirements in national park areas and on DoD installations, consistent with the policies outlined in this order, and to widely publicize and actively enforce such regulations.

**People Saving People***On the Road for a Healthier Future***Office of Chief Counsel****Telefax Transmittal Sheet****Fax Number (202)366-3820**To: Mac ReidFax No.: 395 - 7294Subject: SNAT BUL Executive OrderFrom: Hudi Coleman

Phone

Number: 366 - 1834

Additional

Message: These changes have been negotiated with
the National Park Service (at DOI). Please
call me for clarification & send me final
ASAP. Thank you for your help.

Pages to Follow Cover Sheet: 6

####

ID:

APR 15 '97

11:02 No.001 P.02

DRAFT

4-14-97

3:30

Executive Order

INCREASING SEAT BELT USE IN THE UNITED STATES

By the authority vested in me as President by the Constitution and the laws of the United States of America, including the Highway Safety Act of 1966, 23 U.S.C. 402 & 403, as amended, section 7902(c) of title 5, United States Code, and section 19 of the Occupational Safety and Health Act of 1970, 29 U.S.C. 668, as amended, and in order to require that Federal

employees use seat belts while on official business, ~~and~~ to require that motor vehicles occupants

use seat belts while ~~on Federal lands~~ ^{in national park areas, on DoD installations and on highways in Indian country,} it is hereby ordered as follows:

Section 1. Policies. (a) Seat Belt Use by Federal Employees. Each Federal employee

occupying any seating position of a motor vehicle on official business, whose seat is equipped with a seat belt, shall have the seat belt properly fastened at all times when the vehicle is in motion.

(b) Seat Belt Use on Federal Lands. Each operator and passenger occupying any seating position of a motor vehicle ~~on Federal lands~~ ^{in a national park area or on a DoD installation,} whose seat is equipped with a seat belt or child

restraint system, shall have the seat belt or child restraint system properly fastened ^{as required by law,} at all times when the vehicle is in motion. ^[This does not apply to an operator or a passenger with a medical condition that prevents restraint by a safety belt or other occupant restraining device.]

(c) Seat Belt Use by Government Contractors, Sub-contractors and Grantees. Each Federal agency, in contracts, sub-contracts, and grants entered into after the date of this order, shall seek to encourage contractors, sub-contractors, and grantees to adopt and enforce on-the-job seat belt policies and programs for their employees when operating company-owned, rented, or personally-owned vehicles.

(d) Tribal Governments. Tribal Governments are encouraged to adopt and enforce

jurisdiction.

Sec. 2. Scope of Order. All agencies of the Executive branch are directed to promulgate rules and take other appropriate measures within their existing programs to further the policies of this order. This includes, but is not limited to, conducting education, awareness and other appropriate programs for Federal employees about the importance of wearing seat belts and the

ID:

APR 15 '97 11:03 NO:001 P.04

consequences of not wearing them. It also includes encouraging Federal contractors and recipients of Federal funds to conduct such programs. [In addition, for agencies that supervise traffic operations or control highways on Federal lands open to public travel, it includes proposing regulations requiring seatbelt use on such highways consistent with the policies outlined in this order and publicizing and enforcing such regulations.] The term "agency" as used in this order means an Executive Department, as defined in 5 U.S.C. 101, or any employing unit or authority of the Federal government, other than those of the Legislative and Judicial branches.

[The term "Federal lands" as used in this order does not include Indian Country.]

Sec. 3. Coordination. The Secretary of Transportation shall provide leadership and guidance to the heads of Executive branch agencies to assist them with the employee seat belt programs established pursuant to this order. The Secretary of Transportation shall also cooperate and consult with the Legislative and Judicial branches of the government to encourage and help them to adopt seat belt use programs.

Sec. 4. Reporting Requirements. The Secretary of Transportation, in cooperation with the heads of agencies in the Executive branch, and after consultation with the Judicial and Legislative branches of government, shall submit an annual report to the President. The report shall include seat belt use rates and statistics of crashes, injuries, and related costs involving Federal employees on official business and occupants of motor vehicles driven on Federal lands. The report shall also identify specific agency programs that have made significant progress towards achieving the goals of this order or are notable and deserving of recognition. All agencies of the Executive branch shall provide information to, and otherwise cooperate with, the Secretary of Transportation to assist with the preparation of the annual report.

Sec. 5. Other Powers and Duties. Nothing in this order shall be construed to impair or alter the powers and duties of the heads of the various Federal agencies pursuant to the Highway Safety Act of 1966, 23 U.S.C. 402 & 403, as amended, section 19 of the Occupational Safety and

[Substitute]

in a national park area, or
DoD
installation
and on
highways in
Indian
Country.

substitute in sec. 2.

In addition, the National Park Service and the Department of Defense are directed to initiate rulemaking to consider regulatory changes with respect to enhanced seat belt use requirements and standard (primary) enforcement of such requirements in national park areas and on DoD installations, consistent with the policies outlined in this order, and to widely publicize and actively enforce such regulations.

Health Act of 1970, 29 U.S.C. 668, as amended, or sections 7901, 7902, and 7903 of title 5, United States Code, nor shall it be construed to affect any right, duty, or procedure under the National Labor Relations Act, 29 U.S.C. 151 et seq.

ID:

APR 15 '97 11:02 No.001 P.03

Sec. 6. General Provisions. (a) Executive order 12566 of September 26, 1986, is repealed. To the extent that this order is inconsistent with any provisions of any prior Executive order, this order shall control.

(b) If any provision of this order or application of any such provision is held to be invalid, the remainder of this order and other applications of such provision shall not be affected.

(c) Nothing in this order shall be construed to create a new cause of action against the United States, its agents or employees or to alter in any way the United States' liability under the Federal Tort Claims Act, 28 U.S.C. 2671-2680.

(d) The Secretary of Defense shall implement the provisions of this order insofar as practicable for vehicles of the Department of Defense.

THE WHITE HOUSE,

Leanne I. Johnson
04/09/97 09:48:46 AM

Record Type: Record

To: Elizabeth Drye/OPD/EOP

cc:

Subject: Gov. Janklow letter

Hi Elizabeth,

This letter is dated 1/31/97 and is getting older by the minute. Is there any kind of interim response we can send out now? Something along the lines of:

Draft:

Thank you for writing to me. I appreciate knowing your views on the imposition of sanction against states who do not pass strict safety belt laws and step up law enforcement measures to enforce safety belt usage. My staff in the Domestic Policy Council is working with officials in the Department of Transportation on this important issue, and I have shared your letter with them.

Please let me know if this is okay. Thanks!

Paul Reicht



U.S. Department of
Transportation

Office of the Secretary
of Transportation

400 Seventh St. S.W.
Washington, D.C. 20590

FAX TRANSMISSION COVER SHEET

DATE: 4/1/97

TO:

Elizabeth Dwyer - 456-5581
Steve Silverman - 456-6704
~~Other recipients~~

FAX NO:

FROM:

Jackie Lowey
Deputy Chief of Staff
Office: (202) 366-6800
Fax: (202) 366-3956

Number of pages transmitted, including cover sheet: _____

Message:

Let's discuss - would like to get
the attached proclamation ready for
the 17th Event.
Jackie

THE WHITE HOUSE

Office of the Press Secretary

NATIONAL DRIVE SAFELY AT WORK WEEK, 1997
BY THE PRESIDENT OF THE UNITED STATE OF AMERICA
A PROCLAMATION

Motor vehicle crashes represent the number one cause of workplace death and injury in America. Work-related crashes create immense suffering and loss in both human and economic terms. They result in a staggering cost to employers of \$54.7 billion per year. These costs are borne by America's employers, families and communities.

I encourage all public and private sector employers to take steps to ensure that their employees travel safely, both on the job as well as to and from the workplace. The benefits of improved workplace traffic safety also extend to worker families, friends and neighbors who drive more safely because of the good example set by employers and employees.

I commend the Network of Employers for Traffic Safety (NETS), a public/private partnership created by visionary leaders from industry and government. NETS' goal is to prevent the human and economic suffering which result from work place traffic crashes.

NETS encourages all employers to participate in National Drive Safely at Work Week by implementing programs to increase safety belt and child car seat use; reduce the use of alcohol and other drugs by drivers; inform the public about how to share the road with large vehicles; encourage courteous driving behavior; and increase compliance with all "Rules-of-the-Road". Employers who implement safe driving policies and programs help save lives, lower their cost of doing business and contribute to safer communities.

NOW, THEREFORE, I, WILLIAM J. CLINTON, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby proclaim April 20 through April 26, 1997, as National Drive Safely at Work Week. I urge all Americans to help reduce injuries and the tragic loss of life on our streets and highways by properly using safety belts and child passenger protection devices, driving sober, sharing the road with trucks and buses, driving courteously and obeying the rules-of-the-road.

Let us all help spread these important safety messages throughout our workplaces and communities. By doing so, we can save many lives and prevent crippling injuries. I also call upon all public and private sector employers to promote highway safety in their workplaces and thereby created a safer environment for all our citizens.

IN WITNESS WHEREOF, I have hereunto set my hand this ____ day of April, in the year of our Lord nineteen hundred and ninety-seven, and of the Independence of the United States of America the two hundred and twenty-first.

WILLIAM J. CLINTON

National Drive Safely at Work Week

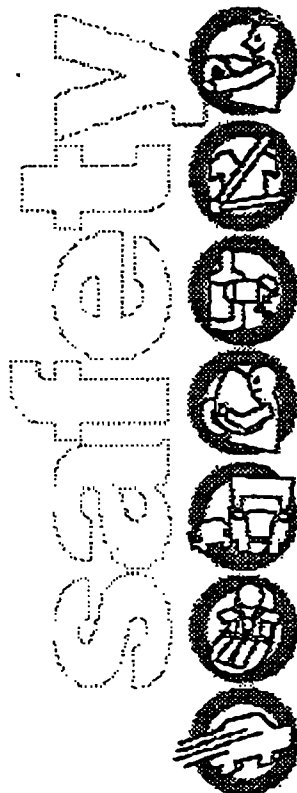
<http://198.175.50.4/safeweek.html>

National Drive Safely at Work Week
could save your life
April 20-26, 1997

Traffic crashes are the number one cause of death in the workplace.

During National Drive Safely at Work Week (April 20-26), employers across the country are focusing on the seven safety areas that can bring the greatest reduction in traffic crashes.

Take our advice during National Drive Safely at Work Week and whenever you're behind the wheel. It could save your life.



Drive courteously.

Buckle up.

No impaired driving.

The airbag dilemma.

Share the road.

Kids are different.

Speed kills.

For more safety information click each icon above.

[Letter from the Honorary Chairperson](#) |
 [Safety and Accident Statistics](#) |
 [How to Support National Drive Safely at Work Week](#) |
 [The Campaign Kit](#) |
 [Promotional Items](#) |
 [Ordering Information](#) |
 [Event Sponsors](#) |
 [Supporting Organizations](#) |
 [News Release](#)



William F. Adler
Honorary Chairperson
National Drive Safely at Work
Week Campaign

President
PHH Vehicle Management
Services

Letter from the Honorary Chairperson

Dear Partner in Driver Safety:

From fender-bender to fatal accident, traffic crashes are a major concern for businesses throughout North America. Motor vehicle crashes are the Number One cause of workplace death and result in a cost to employers over \$54 billion per year. At PHH, we felt that something could --and should --be done.

That's why PHH and others are helping the Network of Employers for Traffic Safety (NETS) to coordinate National Drive Safely at Work Week, to be held April 20-26, 1997. I am the Honorary Chairperson of this important campaign, and I thank you for agreeing to participate.

Our goal is to reduce workplace crashes by 20% before the year 2000. The Campaign Kit is designed to help you accomplish this within your own organization.

I urge all businesses and organizations to join us in this important effort. Together, we can significantly reduce workplace crashes, decrease costs and increase safety for everyone on the road.

Sincerely,

A handwritten signature in dark ink, appearing to read "Bill Adler", written in a cursive style.

[Return to top of page](#)



How to support National Drive Safely at Work Week

The National Drive Safely at Work Week campaign can serve not only as a catalyst for increasing safety and reducing crash rates, but also as a vehicle for generating positive publicity for your organization. It is important that employees, your target audiences, and the community in which you are located understand your organization's commitment to safety.

Campaign Kit

This kit contains everything a business or organization needs to promote National Drive Safely at Work Week in the workplace. It also includes a Total Crash Cost Worksheet that helps you determine the total cost of accidents to your own organization.

Promotional Items

Numerous promotional items ranging from buttons to posters are available to help employers bring attention to National Drive Safely at Work Week.

[Return to top of page](#)

PHH

Event Sponsors and Supporting Organizations

The National Drive Safely at Work Week effort is spearheaded by PHH Vehicle Management Services and the Network of Employers for Traffic Safety.

PHH Vehicle Management Services is a leader in the fleet management industry, with over 3,000 clients. It has long been a leader on safety issues, and was the first company in the industry to offer driver safety training to clients. PHH is a founding member of NETS.

NETS (Network of Employers for Traffic Safety) is a public- and private-sector coalition that fosters employer traffic safety education and awareness programs and assists employers in developing safety programs in the workplace. These programs strengthen employer-employee relationships, and show a sense of community activism on the part of employers. NETS was founded in 1989 and now includes 2,000 organizations nationwide.

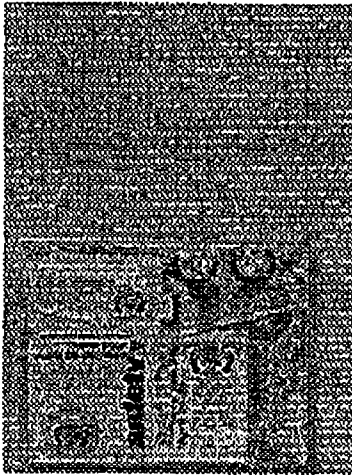
Click here for a list of 107 other [supporting organizations](#).

Click here for a news release, [National Week to Combat Surging Vehicle Crash Statistics](#).

[Return to top of page](#)



National Drive Safely at Work Week



Campaign Kit
\$14.95 each

The Campaign Kit

The kit contains a wide array of items to make it easy for employers and organizations to conduct programs that support National Drive Safely at Work Week. Find out more by clicking on [ordering information](#).

The kit includes:

- Campaign poster
- Campaign brochure
- Lapel button
- Seven daily newsletters
- Safe Driving Tips flyer
- Table tent cards
- Logo sheet

Promotional Items

Promotional items are available in any quantity by clicking on [ordering information](#).

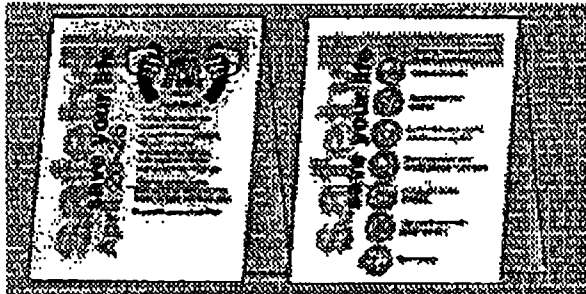
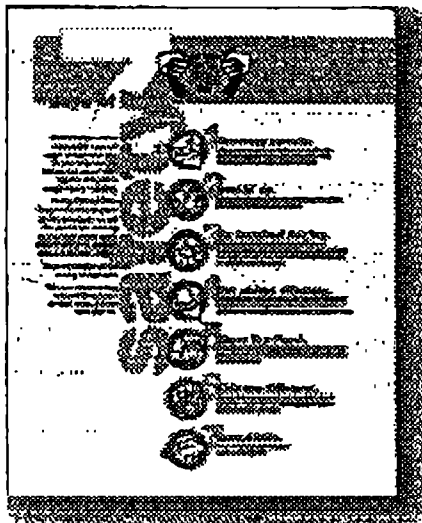


Table Tents
\$3.50 each

Promotional items include:

- Table tent cards
- Posters
- T-shirts
- Buttons
- Stickers



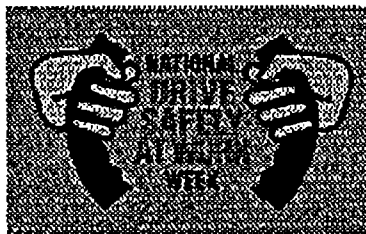
Posters
\$1.00 each



T-shirts
\$8.00 each



Buttons
\$.50 each



Stickers
\$.50 each

[Return to National Drive Safely at Work Week Main Page](#)



**ADVOCATES
FOR HIGHWAY
AND AUTO SAFETY**

FAX COVER SHEET

To: Elizabeth Drye

From: Judith Lee Stone

Organ: _____

Date: Monday, April 14, 1997

Dept.: _____

Phone: (202) 408-1711

Fax: (202) 456-7028

Fax: (202) 408-1699

Number of Pages, Including Cover Sheet: 3

COMMENTS:

URGENT

April 14, 1997

The Honorable Rodney Slater
Secretary
United States Department of Transportation
400 Seventh Street, SW
Washington, DC 20590

Dear Rodney,

We are writing to express our serious concerns and objections to many of the provisions included in the March 21, 1997 document "Surface Transportation Safety Act of 1997". The legislative proposal submitted by your department to the Office of Management and Budget does not reflect the level of commitment to highway safety that we anticipated given your comments at our meeting of March 10, and other public statements you have made before Congress, in the media and at other forums.

The two major safety features of the March 21 legislative proposal are a freeze on truck lengths and a program to support state adoption of primary safety belt laws by redirecting federal funds to states that do not comply by FY 2002 instead of a sanction on highway funds as initially considered. We have learned that the truck safety proposal has now been stripped from the legislation. While we applaud the Administration's goal of 85% safety belt use by the early 21st century, we know that a pure sanction that withholds 5% or 10% of highway funds is the most effective strategy to achieve this challenging goal. This dramatic reversal in position on two crucial issues coupled with other FHWA and NHTSA provisions in the bill that are anti-safety and anti-consumer raise serious questions about the Administration's resolve in reducing nearly 42,000 deaths and 3 million injuries that occur annually on our highways.

Title XI includes several provisions that do not improve safety and have been advanced by the department without any prior consultation with groups directly affected by these proposals. For example, a provision on international harmonization will likely freeze current levels of safety, inhibit future progress to enhance safety and provide no adequate guarantees of public input in the process, other than those mandated under existing law in the United States, which are insufficient in the context of international rulemaking. Not only should the proposal guarantee public participation at all stages but it should also be clear that stricter U.S. rules cannot be defeated by international rules or litigation based on them. Furthermore, the provision could have an unintended negative effect on consumers whose vehicles require repairs. This provision puts U.S. consumers at an economic and safety disadvantage.

The department's safety title includes language which significantly undercuts a key consumer protection provision in legislation enacted in the 102d Congress, HR 4542, the Anti-Car Theft Act of 1992, sponsored by Rep. Charles E. Schumer and Rep. F. James Sensenbrenner, Jr. The Administration's proposal permits unlimited exemptions from the parts marking requirement in advance of the statutory requirement that the Attorney General decide by December 31, 1999 on whether anti-theft devices are an effective substitute.

The legislation also includes language setting new thresholds for defining a vehicle as "salvage". This motor vehicle titling language has nothing to do with safety and will lead to very negative consequences for consumers. This is an issue that requires close consultation with consumer groups and insurance interests before it is proposed in your legislation.

In the sections related to motor carrier operations (Titles IX and X), the provisions will do little, if anything, to enhance safety and in fact, repeatedly eliminate detailed Congressional guidance on safety in favor of a broad grant of unfettered agency discretion. In many instances, the FHWA ignores statutory deadlines on rulemakings they have missed, weakens the safety rating system of motor carriers, supersedes a Court of Appeals decision, ignores Congressionally prescribed criteria for driver fitness and training, and weakens motor carrier penalties for recordkeeping violations such as logbooks and other operating records. Safe motor carrier practices would be seriously compromised.

In the intervening weeks since our meeting we have been organizing a "SAFETEA" coalition to support the NEXTEA Safety Title. The omission of these two critical components and the addition of extraneous provisions that do not advance safety jeopardizes our ability to motivate others in the highway safety and business community to embrace the safety title of NEXTEA. It is our strong recommendation that you submit the primary safety belt initiative to Congress and withhold FHWA, NHTSA and highway safety-related portions of the bill. We are attaching a list of specific concerns we have and would like to personally meet with you before any legislation is submitted this week to Congress.

Sincerely,

Judith Lee Stone
President
Advocates for Highway and Auto Safety

Michael F. Dineen
Vice President of Legislative Affairs
Kemper Insurance Companies

David Snyder
Assistant General Counsel
American Insurance Association

Herman Brandau
Associate General Counsel
State Farm Insurance Companies

Joan Claybrook
President
Public Citizen

Timothy Hoyt
Vice President - Safety
Nationwide Insurance Enterprise

Greg Andrews
Washington Representative
Citizens for Reliable and Safe Highways



ADVOCATES
FOR HIGHWAY
AND AUTO SAFETY

URGENT

FAX TRANSMISSION SHEET

DATE: 4/14/97

TO: Elizabeth Dye

FAX #: 456-7028

FROM: Jacqueline Gillan

PAGES TO TRANSMIT (INCLUDING COVER SHEET): 8

COMMENTS:

Tomorrow the White House is unveiling its highway safety plan. You should read the attached memo concerning the Administration's Safety Title immediately. In addition to the objectionable provisions we identified in the 3/21 proposal submitted by DOT to OMB, we have also learned that the freeze on truck lengths has been stripped out of the bill. Also, the Administration is going with a weak redirection instead of a sanction.

The zero tolerance sanction included in the NHS bill that President Clinton endorsed has already resulted in eleven states enacting this law. Six state legislatures are considering zero tolerance bills this year. Georgia has sent a bill that is awaiting Gov. Miller's signature.

The Administration should not submit this bill as currently drafted. The memo outlines our serious concerns and will leave the Administration vulnerable to criticism especially in light of Sec. Slater's statements to Congress that "safety is his top priority" and he "will be judged by his actions".

We would be pleased to meet with you asap to discuss this legislation. Please call me. Thank you for your help.


Jackie Gillan
Vice President

Please phone 202/408-1711 if there is difficulty receiving this material.

750 First Street, NE Suite 901 Washington, DC 20002 Tel: 202/408-1711 Fax: 202/408-1699

World Wide Web: <http://www.saferoads.org>





**ADVOCATES
FOR HIGHWAY
AND AUTO SAFETY**

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
INITIALS: DLR DATE: 11/19/13

CONFIDENTIAL

MEMO TO: RODNEY SLATER

CC: MORT DOWNEY

MEMO FROM: JUDIE STONE
JACKIE GILLAN
JOAN CLAYBROOK

RE: "SAFETY TITLE" CONTAINS UNNECESSARY PROVISIONS
GUTTING KEY SAFETY AND CONSUMER PROTECTION
REGULATIONS IN CURRENT LAW

DATE: APRIL 11, 1997

We have just finished a quick review of a 3/21 document outlining the provisions of the Surface Transportation Safety Act of 1997. This document reveals a serious disconnect between your public statements and commitment to safety and the anti-safety provisions in the safety title. It is a fair characterization to describe the legislative proposal as a Trojan Horse. Although it is called a "safety title" and contains a weak redirection of funds for states that do not have primary safety belt laws and a freeze on truck lengths, (it does not freeze truck weights), it also repeals many provisions which weaken safety, especially in the area of truck safety.

If the FAA dared to weaken aviation requirements concerning operations and pilots similar to what FHWA has recommended on truck operations and drivers, the press would have a field day in criticizing the Administration. In light of the recent, horrible truck crashes that have occurred on the Beltway and in other parts of the country and heightened public fear and concern about big trucks, the bureaucrats who drafted these provisions have made you vulnerable to harsh criticism by the press and the highway safety community. In fact, some of the motor carrier provisions in the DOT legislation build on the NHS truck exemptions and other truck safety rollbacks that prompted the safety groups and insurance companies to ask President Clinton to veto the bill.

Without some immediate changes, the announcement next week has the potential to embarrass the Administration and deflect its commitment to safety while focusing instead on the rollbacks in safety. Since we last met with you on March 10, we have been organizing a "SAFETEA" coalition of consumer, health, safety, law enforcement, insurance, business and environmental groups in support of your initiative. These problems, if not corrected, will hamper the coalition's interest in working to support key features of the bill but instead will direct our energy to stripping the bill of these objectionable features.

The attached memo outlines our specific concerns.



MEMORANDUM

Date: April 11, 1997

Subject: Anti-Safety Provisions in NEXTEA "Safety" Titles

Title IX - Truck Size Limitations:

● **Sec. 9002(a):** This provision (amending 23 U.S.C. § 127(h)(2)(A)) allows continued reliance by the states on higher, grandfathered tandem axle limits that existed prior to 1974. Higher weight limits result in heavier truck loads that threaten public safety and increase damage to highway infrastructure. These higher limits prevail in at least nine (9) states. Any such rights should be limited to lawful operation on a date earlier than Jan. 1, 1997.

*

● **Sec. 9003:** This provision (amending 23 U.S.C. § 127 to add a new subsection (i)) is unacceptable because it addresses only international intermodal containers, not domestic intermodal containers.

◆ The proposed text continues current "enforcement tolerances" which some states have used to allow systematically higher axle and/or gross weights by claiming that scales are not accurate enough to detect certain overweight percentages. Paradoxically, FHWA itself has argued against this practice and has taken states to task that use as high as 5% overweight tolerances. Exploitation of weight tolerances pose a public safety risk and impose damage costs on highway infrastructure.

◆ The provision as proposed keeps weight limits (in 23 U.S.C. § 127) only for the Interstate, as in current law. In order to protect public safety and the national investment in the highway infrastructure, the existing weight limits should be extended to cover at least the NHS.

Title X - Motor Carrier Safety:

*

● **Sec. 10001(d):** This subsection (amending 49 U.S.C. § 31142) is anti-safety and completely objectionable because it would circumvent specific legislative requirements that FHWA has either failed to obey or has attempted through rulemaking to circumvent:

◆ The proposed text (§ 31142(a)) would eliminate the requirement that the Secretary conduct rulemaking to establish the motor carrier safety rating system and would also supersede the recent Court of Appeals decision finding the agency in violation of law for maintaining the rating system as a body of secret law.

◆ The proposed text (§ 31142(b) & (c)) would amend existing law that requires FHWA to tell a motor carrier of hazmat or passengers to cease operations at the end of 45 days if it has received an Unsatisfactory rating. This proposed amendment not only extends the time period that unsatisfactory carriers can continue to operate to 60 days, but would give FHWA discretion to expand the time period beyond 60 days during a rating review.

- ◆ Operators facing an unsatisfactory rating will always request a rating review and this review is to be conducted behind closed doors. This process has been objected to in comments last year. While the amendment proposes to broaden the scope of the cease-operations authority by extending it to all motor carriers, not just hazmat and passengers -- a positive safety initiative -- the agency accords itself unlimited discretion.
- ◆ The proposed text (§ 31142(e)) will undermine safety because only the safety ratings of carriers that have unsatisfactory ratings will be made available to the public. FHWA plans to eliminate conditional and satisfactory ratings but even if other ratings are still provided, the agency under this language would be permitted to conceal them. Under the FHWA proposed rating process, formal unsatisfactory ratings would only be assigned after a long process and only to a small number of carriers and then only those would be publicly available. Also, there is no requirement for publication of the unsatisfactory rating in the Federal Register.
- **Sec. 10002(c):** This provision eliminates the obligation to transmit vital safety information by striking (49 U.S.C. § 31303) the specific legislative direction to FHWA to require commercial drivers to notify employers, prospective employers, and state authorities of CMV driver traffic violations, license revocations *etc.*, and previous employment history as a commercial driver. The substitute provision limits notification to drug violations only, and consigns the notification issue to agency discretion, calling for new regulations but with no date certain for completion of rulemaking.
- **Sec. 10002(d):** This provision repeals important Congressionally prescribed criteria for driver fitness and testing (49 U.S.C. § 31305) and leaves the issue entirely to agency discretion. The agency has shown a propensity to water down or eliminate non-statutory safety requirements for driver fitness and testing, such as physical/medical standards, minimum driver age, and driver testing requirements, among others.
- **Sec. 10002(e):** This provision would strike the statutory compliance date of December 18, 1994 (in 49 U.S.C. § 31307(b)) for issuing regulations governing LCV driver training standards. The agency has not met its statutory mandate and seeks an open-ended date by which to comply.
- **Sec. 10002(f):** This provision would eliminate mandatory provisions for the commercial driver license information system (CDLIS) (49 U.S.C. § 31309(b),(c)), which was intended to provide real-time information on driver status and licensing to federal and state officials. Development of the system would be consigned to FHWA discretion. The ability to obtain current information electronically was a key aspect of the single commercial drivers' license (CDL) legislation. The proposed provision would also delete the original compliance date of December 31, 1990 (§ 31309(d)(2)), for establishing a commercial driver biometric identifier. The agency has not complied with this requirement in over seven years. Further, 'shall' is changed to 'may' so that FHWA can choose not to establish a biometric identifier.

- **Sec. 10002(g):** This provision (amending 49 U.S.C. § 31311) strikes the requirement that states adopt specific federal regulations on commercial driver out-of-service orders and sanctions, and instead invests FHWA with discretion to determine the regulations states are required to adopt.

*

- **Sec. 10003:** This provision weakens the current DOT authority by removing reporting and recordkeeping failures as a basis for violations and penalties, and by deleting the power of inspectors to set dates for abatement of violations:

- ◆ **Sec. 10003(a),(b):** The proposal undermines safety by (amending 49 U.S.C. §§ 521 & 522) eliminating motor carrier recordkeeping violations, such as logbooks and other operating records, as well as reporting failures, as a basis for imposing civil penalties. This means that there are no fines for failing to maintain or produce required records and reports. In fact, the current provision that imposes penalties for recordkeeping and reporting violations (§ 522(b)) is amended specifically to exclude any penalties for reporting and recordkeeping violations.

- ◆ **Sec. 10003(c):** This proposal (amending 49 U.S.C. § 521(b)(5)) weakens the definition of 'imminent hazard' which is the basis for ordering an operator to cease part or all operations that threaten death or serious injury and a basis for vehicle out-of-service orders.

(1) The current definition permits the agency to abate hazards by ceasing all or part of a violator's operation if any condition exists that is likely to result in death or serious injury if not stopped immediately. The new definition requires a substantial likelihood of death or serious illness, or severe personal injury or a substantial endangerment to health, property, or the environment. Although expanding the reasons for taking action

-- a positive step -- the language unnecessarily increases the legal burden on the agency and will result in fewer cease-operation orders.

(2) The new definition specifically links cease-operation orders based on imminent hazards to formal proceedings (a hearing) that take place days later and are not mentioned in the current definition. Although this language may broaden the temporal scope of agency authority, the downside is that it may also inhibit use of the authority to cease operations.

(3) The new definition characterizes the proceeding as one undertaken only "to lessen [not eliminate] the risk of . . . death, illness, injury, or endangerment." This approach reduces the burden on FHWA to ensure public safety.

Title XI - Traffic Safety:

● **Sec. 11001(a):** This provision (amending 49 U.S.C. § 30113(d)) would eliminate the legislated ceiling of 2,500 vehicles annually that can be exempted from compliance with federal motor vehicle safety standards each year. It consigns noncompliance exemptions entirely to NHTSA discretion and provides too broad a grant of authority. The stated rationale of vehicle fleets testing experimental safety/environmental technology is unsubstantiated and begs the question of public involvement in determining the size of fleet approved for exemption.

● **Sec. 11001(b):** This provision will limit public awareness of potential safety problems by (amending § 30118(b)) eliminating all public notice and comment on motor vehicle inconsequential noncompliance evaluations by NHTSA. Many such requests are based on lighting requirement noncompliance and failure to observe other standards, not just labeling problems as stated by NHTSA. The agency will still be required to evaluate and determine the reason for the noncompliance and whether it can be deemed inconsequential, so this is strictly to avoid the burden of publication in the Federal Register and public knowledge.

*

● **Sec. 11001(f):** This provision (amending 49 USC to add a new section 30148) opens a "Pandora's Box" and gives NHTSA, a safety agency, authority to pursue International Harmonization efforts that are essentially economic in nature. This initiative is based on reducing costs to the vehicle manufacturing industry and involves economic issues on repair and replacement of vehicle parts. This provision makes it official statutory policy to pursue International Harmonization and requires the Secretary to promote adoption of International Harmonized standards that are functionally equivalent or only "comparable" to US safety standards. It would also promote international cooperative programs and to cooperate with any authority, association, institution, corporation, foreign government, multinational institution in pursuing International Harmonization. This gives Congressional imprimatur to almost any activity undertaken in the name of International Harmonization. Even with the caveat to "maintain or improve the level of safety," enabling statute should not contain an international goal that may be at odds with US standards, and that represents an economic rather than a safety agenda.

● **Sec. 11002:** This provision (repealing 49 U.S.C. § 32302(c) and § 32303) undermines safety information distribution (both current and prospective) by eliminating all consumer information and insurer reporting of claims information on comparative vehicle damage/repair costs required under the 1972 Motor Vehicle Safety and Cost Information Act. While the only current information distributed is the IIHS/HLDI brochure, removal of this authority deletes the statutory obligation for NHTSA to develop safety-oriented consumer information. It also eliminates any obligation of dealerships to provide any government required information to prospective vehicle purchasers.

● **Sec. 11004:** This provision (amending § 33106(b)(2)) provides discretion to permit unlimited exemptions from the parts marking requirement in advance of the required Dec. 31, 1999, decision by the Attorney General on whether anti-theft devices are an effective substitute. No distinction is made between vehicle disabling technology and other anti-theft devices.

● **Sec. 11005:** This provision (amending 49 USC to add a new chapter 307 on Vehicle Titling) includes a definition of vehicle flood damage (§30701(1)) that will unreasonably reduce the value of vehicles to consumers and place unfair burdens on insurers by setting the threshold for flood damage at a minimal level of damage. This provision also sets a low threshold for defining a vehicle as a 'salvage motor vehicle' (§30701(10)).

*

● **Sec. 11006:** This provision, requiring state enactment of Primary Belt Use Laws, is relegated to § 402 rather than being added as a stand-alone provision. The only sanction is limited to a 1.5%, and later a 3%, redirection of certain federal-aid highway funds to the state 402 safety program. Redirection of federal-aid funds have been opposed by state interests, for example under the Sec. 153 Program and the National Maximum Speed Limit compliance requirements, because it diverted funding from construction programs to safety, and because the state 402 programs are unable to absorb, and put to effective use, large increases in funding levels. Outright sanctions of federal-aid funds are a cleaner, more effective means of obtaining compliance without actual loss of funding, as exemplified by the sanction provision in the "zero" tolerance law (23 USC § 161).

Title XII - Hazardous Materials Reauthorization:

● **Sec. 12006:** This provision undermines the safe transport of hazardous materials by repealing (49 U.S.C. § 5109) the federal requirement for a uniform permitting system for hazmat transport and instead substitutes another open-ended pilot program for evaluating "the use of automated carrier assessment programs." FHWA has not carried out the original legislative directive for implementing the permitting program which was to be in place by Nov. 16, 1991.

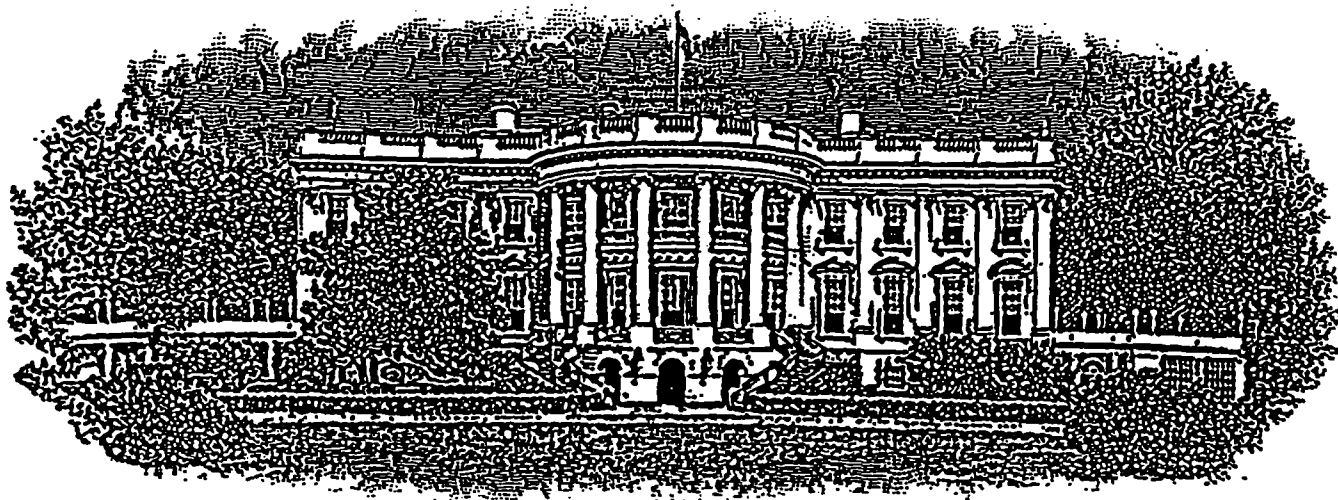
● **Sec. 12010:** This provision will effectively increase the risk from hazmat transport by doubling the time period for hazmat special permits (in 49 U.S.C. § 5117(a)(2)) from two to four years.

● **Sec. 12014:** This provision (amending 49 U.S.C. § 5123(a)(1)) encourages hazmat violations by eliminating the requirement that a minimum penalty must be assessed for any hazmat violation.

**MEMBERS OF THE SAFETEA COALITION AS OF APRIL 13, 1997
SUPPORTING A FREEZE ON TRUCK SIZES & WEIGHTS, AND
A PRIMARY SAFETY BELT SANCTION**

Advocates for Highway and Auto Safety
Alliance of American Insurers
American College of Emergency Physicians
American Insurance Association
Arizona Consumers Council
Brain Injury Association
Brain Injury Services
Center for Auto Safety
Citizens for Reliable and Safe Highways
Coalition for American Trauma Care
Consumer Federation of America
Emergency Medical Services for Children
Emergency Nurses Association
General Federation of Women's Clubs
Independent Insurance Agents of America
Kemper Insurance Companies
Madison Township Police Department, Ohio
MADD Florida
MCR/LRI, Inc.
National Commission Against Drunk Driving
National Consumers League
National Fire Protection Association
National SAFE KIDS Campaign
National Safety Council
Nationwide Insurance Enterprise
Parents Against Tired Truckers
Police Foundation
Public Citizen
Safety Services, Inc.
State Farm Insurance
Think First/ Heads Up
Trauma Foundation

The White House



DOMESTIC POLICY

FACSIMILE TRANSMISSION COVER SHEET

TO: Andy Hyma

FAX NUMBER: 690-7998

TELEPHONE NUMBER: _____

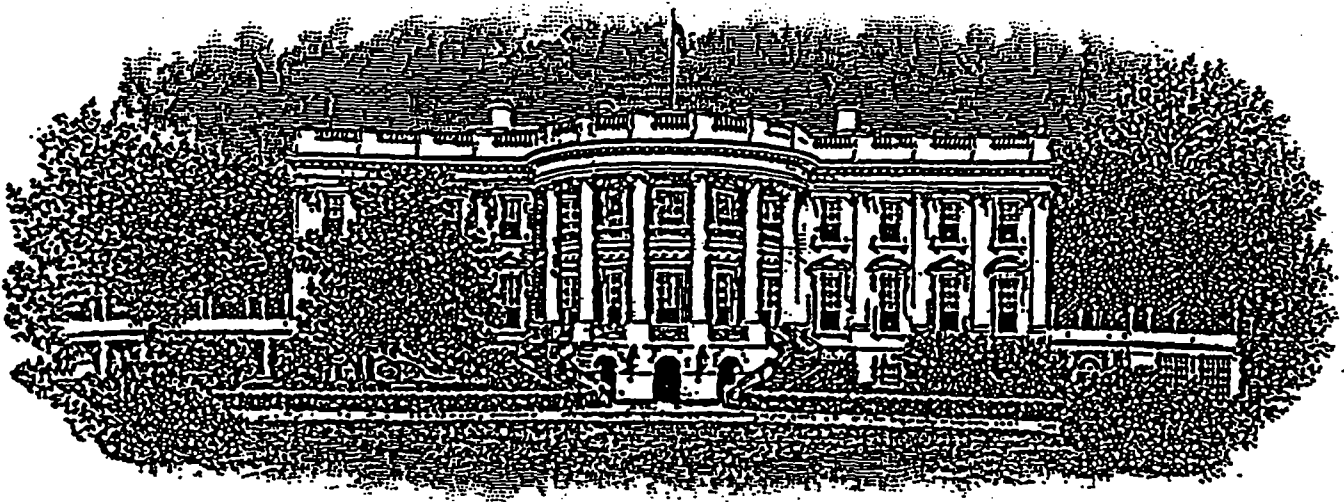
FROM: Elizabeth Dye

TELEPHONE NUMBER: _____

PAGES (INCLUDING COVER): _____

COMMENTS: Sorry it took me so long to get to you —
but here is POTUS Speech

The White House



DOMESTIC POLICY

FACSIMILE TRANSMISSION COVER SHEET

TO: Jacobs Lowie

FAX NUMBER: 366-3956

TELEPHONE NUMBER: _____

FROM: Elizabeth Dye

TELEPHONE NUMBER: 6-5573

PAGES (INCLUDING COVER): 5

COMMENTS: I know you wanted these earlier. Here they are for the next printing.

Martinez left a msg. for me re follow-up. Let's look for ways POTUS can amplify the message w/out events

Executive Summary

The National Strategy to Increase Seat Belt Use

"If there is one thing we can do to save thousands of American lives, it is to increase seat belt use nationwide."

President William J. Clinton, December 28, 1996

In a 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 always to 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 Americans, 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 (DOT) to improve these state laws; and 3) a comprehensive education campaign on behalf of the public and private sectors to help the public understand the need to wear seat belts.

This report presents the Administration's findings and recommendations to save lives, prevent injuries, and reduce the associated medical care costs of traffic crashes through the proper use of seat belts and child safety seats. It presents new national goals for seat belt and child safety seat use and a national strategy to reach these ambitious goals.

It's Everyone's Problem

Every 14 seconds, someone in America is injured in a traffic crash. Every 12 minutes, someone is killed in a crash. Traffic-related injuries are the leading cause of all injury deaths in America and the leading cause of death for people ages six through 27. They cost \$150.5 billion a year, including \$17 billion in medical care costs. In 1995, almost 41,800 persons were killed in motor vehicle-related crashes, over 3.4 million were injured in police-reported crashes, and an even greater number utilized hospital emergency rooms.

The current seat belt use rate in America is 68%. Seat belt use rose as 49 States passed seat belt laws. But since then, seat belt use has risen slowly and some states have been struggling to maintain use rates at current levels. In addition, half of the children under age five who die in traffic crashes are not secured in child safety seats. In observational

***Traffic crashes
are the leading
cause of death for
Americans ages
6-27. Someone in
America is injured
in a traffic crash
every 14 seconds;
every 12 minutes,
someone is killed.***

The National Strategy to Increase Seat Belt Use

"One of our greatest responsibilities: taking care to protect ourselves and our children... on the road."

President Clinton

studies, nearly 80% of child safety seats in use were not being used correctly.

bold as header

We must do better. *Seat Belts Work:* Seat belts are the most effective means of reducing fatalities and serious injuries in traffic crashes. They are estimated to save 9,500 lives in America each year. Research has found that lap/shoulder belts, when used, reduce the risk of fatal injury to front seat passenger car occupants by 45% and the risk of moderate-to-critical injury by 50%. For light truck occupants, seat belts reduce the risk of fatal injury by 60% and moderate-to-critical injury by 65%. *Child Safety Seats Work:* They are the most effective occupant protection devices used in motor vehicles today. If used correctly, they are 71% effective in reducing fatalities in children under the age of five and 69% effective in reducing the need for hospitalization. *Primary Belt Laws Work:* In most states, seat belt laws are enforced only when a driver is stopped for some other reason (so-called "secondary" laws). But 11 states have adopted "primary" seat belt laws, which allow for ticketing solely for failure to use a seat belt, and Maryland just passed this legislation. Seat belt use in the 11 states is fully 15% higher. The National Highway Traffic Safety Administration estimates that enactment of primary belt laws by the other 38 states would make similar gains. *save 1,800 lives in the first year alone.*

a twelfth state

that have implemented primary belt laws

A National Strategy to Increase Seat Belt Use

This National Strategy sets new national seat belt use goals and presents a collaborative, simple, four-point plan in which everyone can participate to achieve the goals. The plan emphasizes personal responsibility to buckle up and to properly secure all children while riding in motor vehicles.

New National Goals:

- Increase national seat belt use to 85% by 2000 and 90% by 2005
- Reduce child occupant fatalities (0-4 years) 15% by 2000 and 25% by 2005

Reaching 85% seat belt use would ^{prevent} result in preventing an estimated 4,194 fatalities, 102,518 injuries, and save \$6.7 billion annually. Reaching 90% seat belt use would result in preventing an estimated 5,536 fatalities, 132,670 injuries, and save \$8.8 billion annually.

The plan to increase seat belt use has four elements that, when implemented together, have proven to be effective in raising seat belt use rates.

in individual states

The Nation Can Achieve These Goals By:

- Building partnerships between government and the private sector to help America reach its potential of saving lives and preventing injuries through the use of seat belts and child safety seats;

The National Strategy to Increase Seat Belt Use

- Enacting state laws for primary (standard) seat belt enforcement and comprehensive child passenger safety;
- Conducting active, high visibility law enforcement of state seat belt and child safety seat laws; and
- Expanding well-coordinated, effective public education programs.

Urging Everyone's Participation

Everyone in America can participate in this national effort to save lives and prevent injuries by buckling up properly on every trip. While it is ultimately the responsibility of the individual to buckle up and to ensure that all children in a motor vehicle are properly restrained, there is also a role for government at all levels and for many groups and organizations, both public and private, to provide the tools that will help get seat belt non-users and part-time users to buckle up.

The National Strategy recommends actions are for many partners, including:

Key Administration Actions

President Clinton has proposed legislation to provide strong financial incentives for states to increase seat belt use and, specifically, to pass primary seat belt laws.

- President Clinton proposed legislation in March, 1997, to provide states with financial incentives for improving their occupant protection programs and seat belt use rates, and to pass primary seat belt enforcement laws.

President Clinton will propose legislation that further strengthens states' incentives to increase seat belt use. States that do not achieve 85% belt use or pass primary seat belt laws by October, 2002, would have to transfer 1.5% of their federal highway construction funds to their highway safety programs.

In addition:

- President Clinton is issuing an Executive Order that: directs Federal agencies to require on-the-job seat belt use for all Federal employees; directs the Department of Defense (DoD) and the National Park Service to institute programs and policies to increase seat belt use on DoD installations and in national park areas; encourages Tribal Governments to adopt

Everyone has a role in raising America's seat belt use rate:
President Clinton
Private Citizens
Federal agencies
Congress
States
Communities
National organizations & coalitions
Business
Law enforcement
Health care professionals
Educators
Prosecutors & judges
Media
Sports participants & organizations

125 million over six years in incentive grants

The National Strategy to Increase Seat Belt Use

programs and policies for highways on Tribal lands; and encourages government contractors, subcontractors, and grantees to institute on-the-job seat belt use programs and policies for their employees.

Key Partner Actions

The National Strategy also urges:

- States to support active, highly visible occupant protection law enforcement, and support and coordinate seat belt and child information and education programs;
- National organizations to assist in educating their constituencies on the importance of correct, full time seat belt and child safety seat use;
- Business to implement employee seat belt programs and to join with other businesses and organizations to advance seat belt and child safety seat legislation, enforcement, and education;
- Communities to seek leadership and participation from mayors, councils, ^{and} boards, ^{members} and other public officials, and to support traffic enforcement as one of their best investments in public safety;
- Private citizens to buckle up every time and on every trip, and to properly secure every child ~~in a vehicle~~ in a child safety seat or seat belt -- in the back seat, the safest place for children.

The goals, plans, and actions described in this report, if implemented by a broad base of individuals and groups, will increase proper seat belt and child safety seat use in America. The results will save lives, prevent injuries, and reduce the associated medical care costs of traffic crashes.

Individuals must take responsibility for themselves and for their child passengers by making certain everyone in the vehicle is properly buckled up -- every time, every trip.

In February, 1997, President Clinton announced that the Dept. of Transportation will propose a regulation to establish a new universal attachment ~~ment~~ system for child safety seats. The proposal is expected to increase proper use of safety seats, saving dozens of lives and preventing thousands of injuries annually of children four years old and younger.

Seatbelts

EPA - bioscience -

lab methods / detection of

pathogens and toxic contaminants.

PR - shellfish reference in PR - for HACCP -
identified as ~~the~~

Consumers - place to call to get important documents. -

- Search for research

"Option #2" - marketing restrictions. - April - October. -

- Not for raw consumption. -

- Labeling.

Living
Growth

food poisoning

Putting data - reports in one place. -

Automatic reporting on the cases

Nancy Connelley

Food Safety Briefings

Key recommendations —

educational effort

- food handling guidelines — similar to OS.
Dietary guidelines

Coordination. —

Snuff

- radio address
- directive
- discussion draft
- budget request.

~~15/1/1971~~

15/1/1971

Meeting w/ kids; Sally;

- Food Safety -

- Seat belts

Thursday - brown conf

Friday - reader of the year -

Sat - Chemical weapons.

Next Wed - Am reads / reading is fundamental

* Statement -

1:00
Conference

- Heidi Coleman -

- Seatbelts -

- Lawyers emr. for Civil Rights under Law

- NHTSA

- Secretaries

- members of Congress -

- Seatbelt accident survivor

- medical doctor

- business/insurance -

= safety

- auto - CEO's possibly

- former DOT Secretaries -

- Bill Schultz -

- Other donor

- members of Congress

- governors -

- Reserving an hour -

- Wheels down 1:15

- FAA

- National Airport

Do something afterward -

Picture w/ former

event UP in Detroit
Exposure

Sam Skinner / Bush

Jim Bernely / Bush

Bill Coleman / Ford

Andy Card / Bush - Int. Auto Assn.

Heidi Coleman

Rene Stone - NPS Chief of Staff

Ed Cohen - Deputy Solicitor - DOI -

Concern of over inclusiveness and under
inclusiveness

Park w/ exclusive jurisdiction - others
we don't.

National
Parks

NPS only small part of action when it comes to Fed lands. — NPS concerned about being singled out BLM, Forest Service. — BLM just had to withdraw its law enforcement plan — overtook state laws — ~~overtook~~

Enhancement of enforcement of seatbelt law: —
Enforcing state law even where we have exclusive jurisdiction rather than concurrent jurisdiction.

Preamble — requiring state laws —

— people riding in cars on federal land — in ^{seating} any position. — as required by law. —

We have reg — where there is state law — applies; where there is no state law — reg applies (front seat, 2nd enforcement.).

NPS — directed to conduct ^{valuing} valuations to consider providing to 1

Brad Campbell

- Kids Eo

- Elena will call

- These are complimentary

- Slater / Brumer. —

—

Secretaries

- responding to
- POTUS call
- National strategy
- legislation
- 124 million over 6 yrs. in incentive money
 - Seatbelt incentive program
 - 1 B over 6 years in flexible safety money
- Soft sanctions. —
- Broader coalition effort
- EO. — Nat Park Service has agreed to start a rulemaking process
 - Fed Employees
 - DOD bases
 - Nat Park Service — will start rule

Groups of people who have been invited.

- Sec Slater

- 4-5 DOT Secretaries

Sam Skinner

Colman

Gorema

Andrew Carol

Boyd

Reña

Cabinet Secretaries

^{P.}
Elected officials
NO

Congressional Stakeholders

NONE confirmed yet. Chafee Lawrence

- Auto Endorsing

- Insurance

- Health

- Safety groups.

Col David Mitchell - Superintendent MD Police Dept.

Dr. ? Am College of Emergency

Rita Hall - ~~DOT~~ Saved by the Belt

1-2 pager - POTUS Initiative
Statements of Support

10-12.

Q: A. —

History - President is governor?

Exec Order. —

Press release

Q: A

Report itself

Radmer's remarks

Two pager.

- (E~~D~~, Exec Summary
Report
Two pager

Gov Glendonius

- has bill for 10 seatbelts
- had near death experience

[456-2223]

Program

Mammiez - introduce Slater

Slater enters w/Secretaries

Recognize electeds in front row

Remarks by Slater

Dingell remarks

{ Slanner
Card
Boyd LBJ
Pena
Coleman? }

Col David Mitchell - Int Assn. chiefs
of Police

Nancy ?

Testimonial

Am College of Emergency
Physicians

Slater

Larry Solshy

Ray Shepard

George Peoples - heir apparent at GM

Secty will only acknowledge that they have the top people

9. #'s of crashes in National Parks.

~~What does the~~ Are you doing primary
seat belt laws. —

q.'s, a.'s. — 456-2223

— 2:15

— ~~WANT~~ EO —

Quick one-page - memo, — photo-op.

Proclamation—

THE WHITE HOUSE

Office of the Press Secretary

Embargoed For Release
Until 10:06 A.M. EST
Saturday, December 28, 1996

RADIO ADDRESS OF THE PRESIDENT
TO THE NATION

THE PRESIDENT: As we approach the New Year, I hope all Americans will think about the blessings we share and our obligation to use those blessings wisely. The New Year is about opportunity, about renewed chances to make the most of our God-given potential. But, as always, with opportunity comes responsibility -- that is America's basic bargain. Today I want to talk about one of our greatest responsibilities: taking care to protect ourselves and our children.

One of the most important places to do that is on the road. Especially at this time of year, too many people pose a threat to themselves and to others by drinking and driving. That's why I fought to make it illegal for all people under 21 to drive with any alcohol in their blood -- and that is now the law in 34 of our states. We should use the privilege of a driver's license to demand responsibility when it comes to drugs -- by insisting that teens pass a drug test as a condition of getting a driver's license. Let's send a simple message to our children, our families and our friends: driving under the influence of drugs or alcohol is wrong, it's illegal, it can kill.

There is more we must do to meet the fundamental rules of safety: we must all wear seatbelts, which are the first line of defense against injuries and fatalities, saving 10,000 lives last year alone. We must use child safety seats for small children, and always keep children 12 and under buckled up in the back seat, where they are safest. And we must all learn about the proper use of air bags, one of our most important safety tools.

In recent months, some concerns have been raised about air bags. But this much is clear: air bags do save lives -- almost 1,700 since their introduction. At the same time, air bags inflate with considerable force and can pose risks to children sitting unbuckled in the front passenger seat, instead of buckled up in the back seat, where they belong. That's why our Department of Transportation is working with auto and insurance companies, safety groups and parents and families to make air bags safer for children -- so that together with seatbelts and other safety measures, they provide the full protection our families need.

Researchers are now developing a new generation of "smart" air bags, which will determine the size of the passenger and inflate just enough to protect them without hurting them. But while we wait for this new technology, there are steps we can take now to protect our children.

This November, our administration's Department of Transportation announced we would soon propose a series of short-term steps to make air bags safer for kids. Right away, we required better and more visible warning labels in cars and on child safety seats, so that no one forgets to keep small children buckled up in the back seat.

MORE

Today, I am pleased to announce we are sending forward three additional proposals to protect our children, as outlined last month by the Department of Transportation. First, under these new rules, auto manufacturers will be able to install less powerful air bags, to reduce the risk to children, and to smaller and older adults. Second, car dealers will be able to deactivate the air bags of any owner who requests it -- as long as the owner understand the risks of doing so. For both of these measures, we will begin taking public comment next week, and they could take effect as early as this Spring.

Finally, effective immediately, we are extending a rule that lets manufacturers install cut-off switches in cars that don't have back seats or room for child safety seats. Those who cannot buckle a child safely in the back seat will be able to switch-off the air bag while the child rides in the front.

Of course, air bags have always been just part of the solution. In rear or side collisions, air bags are not even meant to inflate. That's why we must always wear our seatbelts -- it protects us in all kinds of collisions. [If there is one thing we can do to save thousands of American lives, it is to increase seatbelt use nationwide.] Today, I am directing the Secretary of Transportation to work with the Congress, the states and other concerned Americans to report back to me with a plan to do just that.

The steps we are taking will make our roads safer and our children more secure. We are making air bags safer for our children. We are working to increase the use of seat belts nationwide. And we are demanding the responsibility that comes with the privilege of driving. That's the way to ensure that families go for a drive with safety, security and peace of mind. If we'll all just take that responsibility, both on and off the road, if we all do our share to protect our children and families and meet our obligations to each other -- we will be able to seize the remarkable opportunities that this New Year will bring.

In this season of renewal, let us resolve to seize that opportunity and to rise to that responsibility, to make the most of 1997. Hillary and I are very grateful we've had the chance to serve in this last year, we're very grateful for all the American people have done for our family in this past year. We wish you and your families a happy New Year, and we look forward to working with you in the years ahead -- to meet our challenges and make our nation a stronger, safer place for all Americans.

Thanks for listening.

END

THE WHITE HOUSE
WASHINGTON

FROM THE OFFICE OF:

RAHM EMANUEL

SENIOR ADVISOR TO THE PRESIDENT

DATE: 2/12

PAGES: 3

TO: David Shipley

FROM: Michelle

FAX NUMBER: 65709

COMMENTS: _____

If there are any problems with this transmission please call (202) 456-2531

THE WHITE HOUSE
Office of the Press Secretary

For Immediate Release

February 8, 1997

NATIONAL CHILD PASSENGER SAFETY WEEK, 1997

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

Children are our Nation's most precious gift, and one of our most profound responsibilities is protecting their health, well-being, and safety. Nowhere is this duty more critical than on America's streets and highways.

Automobile accidents are the leading cause of death for America's young people. It is tragic that a high proportion of these deaths could be prevented, but are not. For example, we know that seat belts save lives -- last year they prevented the deaths of almost 10,000 Americans -- and, yet, many still fail to wear them.

I encourage all Americans to take a few simple steps to ensure that their families travel safely. The most important rule is also the simplest: The safest place for children is the back seat. Also, parents and guardians must always make sure that children are secured, either in a locked seat belt or in an appropriate child safety seat.

I commend the Department of Transportation for its "Patterns for Life" program, begun in 1996 to focus attention on correct child safety seat use and the proper positioning of children and their safety seats away from air bags. Working through national safety organizations and State public safety and highway offices, this program offers a network of qualified child passenger safety trainers to provide communities with the valuable resources they need to reduce motor vehicle-related deaths and injuries.

Laws exist in every State and the District of Columbia that require proper restraints for younger children. However, 40 percent of our children under five are still not properly restrained. We must do better to enforce the existing laws and protect our precious cargo.

The steps we take now will make our roads safer and our children more secure. My Administration is striving to increase the use of seat belts throughout the Nation. We are also working with automobile makers, car dealers, private organizations, and insurance companies to teach parents how to install child safety seats properly, and new technologies will eventually make air bags safer for children.

NOW, THEREFORE, I, WILLIAM J. CLINTON, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby proclaim February 9 through February 15, 1997, as National Child Passenger Safety Week. I urge all Americans to help reduce injuries and the tragic loss of life on our highways by buckling

more

02/12/97 WED 11:40 FAX

003

2

up every child in an approved restraint, in the vehicle's back seat. And let us all help spread these important child safety messages throughout our communities. By doing so, we can save many young lives.

IN WITNESS WHEREOF, I have hereunto set my hand this eighth day of February, in the year of our Lord nineteen hundred and ninety-seven, and of the Independence of the United States of America the two hundred and twenty-first.

WILLIAM J. CLINTON

* * *

January 23, 1997 White House Press Briefing/Release

MEMORANDUM FOR THE SECRETARY OF TRANSPORTATION

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

January 23, 1997

January 23, 1997

MEMORANDUM FOR THE SECRETARY OF TRANSPORTATION

SUBJECT: Increasing Seatbelt Use Nationwide

We have made steady progress in improving highway safety over the years. However, there are still far too many tragic and unnecessary deaths and injuries on the Nation's roads. As a first line of defense, we must all wear seatbelts. Seatbelts protect passengers not only in frontal crashes, but also in side, rear, and rollover crashes, saving about 10,000 lives a year. I understand that about 70 percent of the population use seatbelts. Increasing seatbelt use will clearly save more lives and reduce injuries.

I hereby direct you, working with the Congress, the States, and other concerned Americans, including the automobile and insurance industries, and safety and consumer groups, to report back to me in 45 days with a plan to increase the use of seatbelts nationwide. The plan shall address, among other things, the State laws that require the use of seatbelts, assistance from the Department of Transportation to improve those State laws, and a comprehensive education campaign on behalf of the public and private sector to help the public understand the need to wear seatbelts.

You are authorized and directed to publish this memorandum in the Federal Register.

WILLIAM J. CLINTON

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THE WHITE HOUSE
WASHINGTON

April 11, 1997

MEMORANDUM FOR MARCIA HALE

FROM: Lynn Cutler 

SUBJECT: Seat Belt Safety Issues

CC: Sylvia Mathews, John Podesta, Rahm Emanuel, Kitty Higgins, Bruce Reed, Craig Smith, Doug Sosnik, Gene Sperling, Ann Lewis, Dorothy Robyn, Elizabeth Drye

As we discussed today, there is serious opposition among the bipartisan elected officials' groups and the Governors' highway administrators to Federal legislation that "mandates" enactments of primary seat belt laws. While Governor Glendening will be supportive, as will a few other elected officials, state and local elected officials have expressed their opposition loudly and clearly. I expect that is no surprise to anyone.

Thursday, stories appeared on the front page of *USA Today* and in the *Detroit Free Press* (see attachments) that essentially discussed the planned announcement of the initiative and the resulting tension between the Administration and the Governors. There was also an AP story (attached) that is more descriptive than sensational, and does not talk about the conflicts. The Detroit article also indicates that there may be softening of support for the Administration's position from the Big Three automakers. At any rate, Phil Recht at DOT has indicated that Ford got nervous because they did not want to upset the Governors. By the end of the day on Thursday, however, Recht had talked to enough people in the auto industry, and reminded them that they were on record before a Senate committee in support of the initiative, that he believes the support has solidified.

It would also appear that another potential difficulty is under control. That is the questions raised by some African American state officials about offering the police another reason to randomly stop motorists. However, meetings were held with the Urban League, the NAACP, and the ACLU and it has been reported to me that they are fine with the initiative. Some of these contacts were from DOT and some were made by the safety groups. As you know, Secretary Slater is scheduled to testify on this issue on Thursday, April 17.

In addition to the safety groups, I would think that we could get strong support from the medical community (especially emergency room doctors), from the insurance carriers and others.

Seat Belt Memo
Page Two

Also, the coalition that was established on the air bag issue is putting together a public awareness and education campaign to increase seat belt usage.

Obviously, the President cares about this issue, and with good reason: the U.S. has a usage rate of 68%, the lowest among the industrialized nations. Of the people who die in car crashes, 50% are not wearing seat belts. Every year, 42,000 people die in car accidents, and this is the biggest killer among people ages 5-27.

On a separate issue -- that of the President issuing an Executive Order about mandatory use of seat belts on Federal lands, a preliminary check shows minimal opposition from the state and local groups, presumably because they do not have to enforce it.

Plan links seat belt use, road funding

By Jayne O'Donnell
USA TODAY

The Clinton administration is expected to announce a controversial plan to get states to increase seat-belt use or lose millions in highway funding.

The plan, which could be out as early as next week, seeks to push seat-belt use to at least 85% from 68% now.

The administration initially would reward states with extra money if they beef up enforcement of seat-belt laws and get more people to wear belts.

But the administration also has drafted legislation that would withhold highway funds from states that don't enact tougher belt laws or achieve big gains in belt use by 2003.

Governors strongly oppose such sanctions. So does Senate Commerce Committee Chairman John McCain, R-Ariz. He wrote to governors Tuesday asking them to voluntarily enact better belt laws and enforce them more aggressively.

"It seems to me (President Clinton is) going the way of the 55 mile-per-hour speed limit," McCain says. "That was so unpopular it was repealed."

The administration is determined to get belt use up — even if it gets heat from critics.

The National Highway Traffic Safety Administration (NHTSA) estimates that seat belts saved 9,797 lives in 1995. If 85% of the population used belts, 6,920 more lives would have been saved, NHTSA says.

States can boost belt use anyway they want, but the administration will push for more stringent seat belt laws.

The plan is also expected to encourage states to hit motorists who don't buckle up with penalty points, which raise motorists' insurance rates.

Every state except New Hampshire requires motorists to wear safety belts.

But in most states, police can give you a ticket for not wearing your belt only if you are stopped for another violation, like speeding.

Just 11 states have "primary" seat-belt laws: a police officer can stop you simply for not buckling up. The administration wants states to pass primary belt laws and enforce them aggressively.

THURSDAY, APRIL 10, 1997

Detroit Free Press

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U.S. seat belt push vexes state advisers

April 10, 1997

BY JANET L. FIX
Free Press Washington Staff

WASHINGTON -- Even before he unveils his big push to boost seat belt use, a group of state safety officials is criticizing President Bill Clinton for promoting sanctions against states that don't pass tough belt use laws.

The National Association of Governors' Highway Safety Representatives, in a letter obtained by the Free Press, has blasted a Clinton administration plan to penalize states that don't pass by 2003 belt laws that would allow police officers to stop and ticket drivers who don't buckle up.

Only 11 states have such laws. Michigan is not among them.

Fewer than two-thirds of Americans regularly buckle up -- a fact blamed for the deaths of 38 children and 21 adults killed in recent years by air bags. Most of those killed were not properly buckled, the government says.

Clinton hopes to change this by announcing later this month a major initiative designed to increase U.S. seat belt use to over 90 percent. A White House official is expected to meet today with federal safety officials to discuss that plan.

The president's seat belt plan is not expected to talk about punishing states that don't comply. Rather, the administration is separately pushing legislation that would provide for penalties against states that don't pass tough belt laws.

Clinton's pending plan will focus on rewarding states that do with financial incentives, safety groups say.

While dangling carrots in his public crusade, the big stick of possible sanctions is in proposed legislation that would redirect 1.5

percent of a state's federal highway construction money to safety education programs. After 2003, 3 percent of the money would be redirected.

But any talk of sanctions would surely rile some groups that oppose any federal effort that forces states to do something politically unpopular.

In an April 1 letter to Department of Transportation (DOT) Secretary Rodney Slater, the highway safety representatives criticized the use of sanctions. They chided the Clinton administration for not first consulting with them, because they are the people in 50 states who direct safety enforcement and education.

"DOT is making a decision which will significantly impact states without first discussing the issue with them," said Laura Ludwig, chairwoman of the highway safety group.

Sanctions are a bad idea, this group and other safety officials say.

"States don't like be told what to do by the federal government," said Phil Haseltine, president of the American Coalition for Traffic Safety, a safety education group funded by the auto industry.

"Now more than ever, state legislators are prone to get their back up if they feel they're being blackmailed by the feds."

Betty Mercer, Michigan's highway safety representative, agreed. "Incentives work because in every state there are different needs and different solutions," she said. "States know best what needs to be done to protect their citizens."

Haseltine's group has proposed incentive grants for states that pass belt laws that carry big fines and penalty points on drivers' licenses. Seat belt violations in most states carry less than \$25 fines and no penalty points.

In the 1980s, President Ronald Reagan successfully used the threat of sanctions to get legislatures in all 50 states to adopt 21 as the legal drinking age.

But more recently, states and Congress balked at sanctions designed to force a national 55

m.p.h. speed limit.

LEVEL 1 - 1 OF 1 STORY

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April 10, 1997; Thursday 11:46 Eastern Time

SECTION: Washington - general news

LENGTH: 347 words

HEADLINE: Clinton Weighs Tough **Seat-Belt** Plan AP-Clinton-**Seat-Belt**

DATELINE: WASHINGTON

BODY:

The **White House** is considering an initiative to require states to stiffen **seat-belt** enforcement or lose control over millions of dollars in federal highway money, officials said today.

Aides said Clinton planned next week to announce the plan, which is still being revised.

The goal is to prod more states to adopt 'primary' **seat belt** laws, which means police can stop you simply for not buckling up, or increase **seat-belt** use from 68 percent to 85 percent.

Every state except New Hampshire requires motorists to wear **seat belts**, but only 11 have primary **seat-belt** laws. Police in the other states cannot issue **seat-belt** tickets unless they stop drivers for another violations.

An administration official, speaking on condition of anonymity, said the measure likely would require states to adopt primary **seat-belt** laws by Sept. 30, 2002, or have 1.5 percent of their highway construction funds shifted to **seat-belt** enforcement programs. It would increase to 3 percent in subsequent years.

The administration may allow a state to forgo the primary **seat-belt** law if at least 80 percent of its drivers use **seat belts**.

The administration calls it a 'soft sanction.'

The idea dovetails with an administration plan to make \$125 million available to states that adopt primary **seat-belt** laws or show that at least 80 percent of its drivers use safety belts.

LANGUAGE: ENGLISH

LOAD-DATE: April 10, 1997



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Executive Order xxxxx of [insert date of issuance]

Increasing Seat Belt Use in the United States

Each year, traffic-related injuries in America result in \$150.5 billion in economic costs, including \$17 billion in medical costs. Many of these costs are born by taxpayers. Motor vehicle crashes are the principal cause of on-the-job fatalities, and the third largest cause of all deaths in the United States; only heart attacks and cancer kill more people. The estimated costs of motor vehicle crashes to business are \$53 billion annually.

Over the past 15 years, seat belt usage in the United States, has increased from 14 to 68 percent. This result has been achieved through the passage of seat belt laws by State legislatures, effective enforcement and on-going coordinated public education. In order to save an additional 4,200 lives and thousands of injuries annually, and achieve our national goal of 85 percent by 2000, requires a significant change in how members of society take responsibility for their, and their children's, safety in motor vehicles. To accomplish this enormous shift in behavior, it is necessary for us to recruit new partners and to make increasing seat belt use in the United States a major health and safety priority.

To help reduce the deaths, injuries, and costs associated with these crashes, steps should be taken to increase proper seat belt use by all adults and children throughout the United States. The Federal government can have an impact on achieving this goal by requiring that Federal employees use seat belts while on official business, requiring that motor vehicle occupants use seat belts while on Federal lands, and encouraging Federal contractors and recipients of federal funds to adopt and enforce on-the-job seat belt use policies and programs. The policies and programs that are adopted can serve as examples for other organizations.

Accordingly, by the authority vested in me as President by the Constitution and laws of the United States of America, including Sections 402 and 403 of the Highway Safety Act of 1966, as amended, 23 U.S.C. §§ 402 and 403, Section 7902 (c) of Title 5 of the United States Code, and Section 19 of the Occupational Safety and Health Act of 1970, as amended (29 U.S.C. 668), it is hereby ordered as follows:

Section 1. Policies (a) **Seat Belt Use by Federal Employees.** Each Federal employee occupying any seating position of a motor vehicle on official business, whose seat is equipped with a seat belt, shall have the seat belt properly fastened at all times when the vehicle is in motion.

(b) **Seat Belt Use on Federal Lands.** Each operator and passenger, occupying any seating position of a motor vehicle on Federal lands, whose seat is equipped with a seat belt or child restraint system, shall have the seat belt or child restraint system properly fastened at all times when the vehicle is in motion.

(c) **Seat Belt Use by Government Contractors and Recipients of Federal Funds.** All contractors and recipients of Federal funds are strongly encouraged to adopt and enforce on-the-job seat belt policies and programs for their employees whether operating company-owned, rented, or personally-owned vehicles.

Sec. 2. Scope of Order. All agencies of the Executive branch are directed to promulgate rules and take other appropriate measures within their existing programs to further the policies of this

Each federal agency shall seek to encourage contractors, subcontractors and grantees to adopt...

order. This includes, but is not limited to, conducting education, awareness and other appropriate programs about the importance of wearing seat belts and the consequences of not wearing them for Federal employees. It also includes encouraging Federal contractors and recipients of Federal funds to conduct such programs. In addition, for agencies that supervise traffic operations or control highways on Federal lands open to public travel, this includes issuing regulations requiring seat belt use on such highways consistent with the policies outlined in this order and publicizing and enforcing such regulations. The term "agency" as used in this order means an Executive Department, as defined in 5 U.S.C. 101, or any employing unit or authority of the Federal government, other than those of the Legislative and Judicial branches.

Sec. 3. *Coordination.* The Secretary of Transportation shall provide leadership and guidance to the heads of agencies in the Executive branch to assist them with the employee seat belt programs established pursuant to this order. The Secretary of Transportation shall also cooperate and consult with the Legislative and Judicial branches of the Government to encourage and help them adopt seat belt use programs.

Sec. 4. *Reporting Requirements.* The Secretary of Transportation, in cooperation with the heads of agencies in the Executive branch, and after consultation with the Judicial and Legislative branches of government, shall submit an annual report to the President. This report shall include seat belt use rates and statistics of crashes, injuries and related costs involving Federal employees on official business and occupants of motor vehicles driven on Federal lands. The report shall also identify specific agency programs that have made significant progress or are notable and deserving of recognition. All agencies of the Executive branch shall provide information to and otherwise cooperate with the Secretary of Transportation to assist with the preparation of the annual report.

Sec. 5. *Other Powers and Duties.* Nothing in this order shall be construed to impair or alter the powers and duties of the heads of the various Federal agencies pursuant to Sections 403 and 403 of the Highway safety Act of 1986, as amended 23 U.S.C. §§ 402 and 403, Section 19 of the Occupation Safety and Health Act of 1970, or to Sections 7901, 7902, and 7903 of Title 5 of the United States Code, nor shall it be construed to affect any right, duty, or procedure under the National Labor Relations Act.

Sec. 6. *General Provisions.* (a) Executive order 12566 of September 26, 1986, is repealed by this order. To the extent that this order is inconsistent with any provision of any prior Executive order, this order shall control.

(b) If any provision of this order or other application of such provision is held to be invalid, the remainder of this order and other dissimilar applications of such provision shall not be affected.

(c) Nothing in this order shall be construed to create a new cause of action against the United States or to alter in any way the United States' liability under the Federal Tort Claims Act.

(d) This order shall take effect immediately.

THE WHITE HOUSE
[date of issuance]

**STATEMENT BY PRESIDENT BILL CLINTON
APRIL 9, 1997**

Highway safety, and particularly the safety of child passengers, is a top priority of my Administration. As parents and as adults, one of our most important responsibilities is to always wear a seatbelt and to always properly secure children in child safety seats or seatbelts, in the back seat where they are safest. Buckling up will reduce deaths and injuries on our roads. Moreover, buckling up and putting kids in the back are the keys to eliminating unnecessary air bag risks.

To assist us in reaching every American with these important messages, the Department of Transportation last year worked with its partners to establish the Air Bag Safety Campaign. This is an unprecedented coalition of automobile, seat belt, and air bag manufacturers, insurance companies, safety, health care and consumer organizations—literally all the stakeholders in the highway safety field. The Campaign, working closely with the Administration, helped bring about a dramatic increase in public awareness of the importance of always buckling up on every ride, with special attention paid to our child passengers.

The Campaign, in partnership with the International Chiefs of Police and with support from the nation's governors and mayors, will soon embark on a national mobilization to encourage strong enforcement of state seat belt and child passenger safety laws. We know enforcement will increase seat belt and child safety seat use, so we must support law enforcement in its efforts. I want to applaud the Campaign on this important initiative, and I pledge the Administration's support for their efforts.

I also want to recognize the important leadership and assistance being offered today by the National Governors Association, represented by Governors Miller and Pataki, by the U.S. Conference of Mayors, represented by Mayor Rice, and by the International Association of Chiefs of Police, represented by Colonel Grimming. Governors, mayors, and police officers are on the front line of this special enforcement effort. They deserve encouragement from all Americans as they work to make our roads safer for us all.

To:

Elizabeth Drye — FAX

From:

Sandi Usher @ 366-5600

(14) pages follow

- pages 13-21 of the Plan
- 4-page Executive Summary
- 1 page letter from the President

Presidential Initiative for Increasing Seat Belt Use Nationwide Recommendations from the Secretary of Transportation

President Clinton's Directive

In a 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 always to 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 Americans, 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 on behalf of the public and private sectors to help the public understand the need to wear seat belts.

The National Highway Traffic Safety Administration (NHTSA), as the lead agency in developing the plan, met with and solicited input from Congress, other Federal agencies, the states, the private sector, including automobile manufacturers and insurers, and many other groups and organizations. The plan presented here is based on their advice and on a solid foundation of research and practical experience with strategies to increase seat belt use.

Background

Crashes Aren't Accidents

The vast majority of all fatal and non-fatal injuries in America are not acts of fate but are predictable and preventable. Injuries are a major health care problem and are the leading cause of death for persons ages 1 to 42. Fatalities, however, are only a small part of the total injury picture. For each injury-related death, there are 19 hospitalizations for injury and over 300 injuries that require medical attention. Every year, one in four Americans will have a potentially preventable injury serious enough to require medical care. These injuries account for almost 10 percent of all physician office visits and 38 percent of all emergency department visits. Injury patterns vary by age group, gender, and cultural group. There are also seasonal and geographic patterns to injury. Injuries pose a significant drain on the health care system, incurring huge treatment, acute care, and rehabilitation costs.

Traffic injuries are the leading cause of injury deaths and the leading cause of all deaths for people ages 6 to 27. Each year, traffic injuries in America produce \$150.5 billion in economic costs, including \$17 billion in medical costs. Traffic injuries are the principal cause of on-the-job fatalities and the third largest cause of all deaths in the United States; only heart attacks and cancer kill more people. However, far more people are injured and survive motor vehicle crashes than die in these crashes. In 1995, for example, while almost 41,800 persons were killed in traffic crashes, over 3.4 million were injured in police-reported crashes. These injured persons often

require medical care and many require long-term care. For children, the problem is equally dramatic; motor vehicle crashes are the leading cause of death for children ages 6 to 14. In 1995, the 0-14 age group accounted for 7 percent (2,794) of all traffic fatalities.

Traffic crashes aren't "accidents." They are both predictable and preventable. And the quickest, easiest, and most effective way to prevent traffic injuries and fatalities is to make certain that every vehicle occupant is properly buckled up on every trip.

It's Everyone's Problem

The motor vehicle injury problem affects all Americans. Although personal pain and suffering, loss of a loved one, and dealing with the impact of a seriously injured family member cannot be measured, these factors cannot be overlooked. Individuals also bear the economic costs of motor vehicle crashes -- on average, \$580 a year for every person in America. When someone is involved in a motor vehicle crash, everyone bears the costs of the emergency response providers, higher medical and insurance costs, and lost productivity. When individuals don't wear seat belts, costs increase considerably.

Because government at all levels pays some of the costs of traffic injuries, government at all levels has the responsibility to reduce traffic injuries and costs. Publicly-funded health programs and other public services, such as law enforcement and emergency medical services, are greatly impacted whenever someone is injured in a motor vehicle crash. For instance, according to a 1996 NHTSA study of 10 states, 24 percent of inpatient hospital costs are paid by Medicare, Medicaid, and other government sources. When a problem of this magnitude exists, government must take action to keep these crash-related costs under control. NHTSA estimates that if seat belt usage rates for front seat passengers (in automobiles and light trucks) were to increase from the present 68 percent to 85 percent, Medicare and Medicaid would save \$275 million a year (in 1996 dollars). With a 90 percent use rate, the savings would be \$356 million a year!

Business incurs enormous costs from traffic crashes through lost productivity and higher insurance and medical costs. On-the-job crashes cost employers almost \$22,000 per crash and \$110,000 per injury. Traffic crashes on- and off-the-job cost American business an estimated \$55 billion in 1994. It pays for business to participate in solving this problem on behalf of its employees, for those who consume its products and services, and for its own bottom line.

The health care industry shares in the economic burden produced by traffic injuries. Many health care costs of traffic injuries are either not reimbursed or are paid with taxpayer dollars. On average, hospital charges for an unbelted driver admitted as an inpatient exceed the inpatient hospital charges of a belted driver by \$5,000.

Insurance premiums reflect part of the problem. When a person is injured in a motor vehicle crash, someone pays -- private insurance, Medicaid, Medicare, the injured person, or the victim's family. When the person was not properly restrained, everybody pays more. Insurance

companies frequently assume the financial burden of injuries requiring long term treatment and care and pass the costs on to customers as higher premiums. If an insurance company is not involved, or if the coverage is insufficient, eventually some treatment costs are paid with taxpayer dollars.

Preventing needless injuries and deaths requires a commitment to traffic safety at all levels of government -- local, state¹, and Federal. It also requires the support of partners in private industry, citizen groups, and nonprofit organizations. Most important, this problem requires individuals to take personal responsibility for their own and their family's safety by making certain that everyone is properly buckled up, every time, on every trip.

America's Experience with Seat Belt and Child Seat Use

Seat belts work. They are the most effective means of reducing fatalities and serious injuries when traffic crashes occur. They are estimated to save 9,500 lives in America each year. Research has found that lap/shoulder belts, when used properly, reduce the risk of fatal injury to front seat passenger car occupants by 45 percent and the risk of moderate-to-critical injury by 50 percent. For light truck occupants, seat belts reduce the risk of fatal injury by 60 percent and moderate-to-critical injury by 65 percent.

Every 14 seconds, someone in America is injured in a traffic crash. Every 12 minutes, someone is killed in a crash. Often, when a traffic crash happens, the victim doesn't see the incident coming until it's too late. At the moment of impact, unbelted occupants are still traveling at the vehicle's original speed. Just after the vehicle comes to a complete stop, unbelted occupants will slam into the steering wheel, windshield, or other parts of the vehicle's interior. Seat belts are effective in reducing fatalities and injuries caused by the second collision, or "human collision," when the vehicle's occupants hit some part of the vehicle interior or other occupants. Seat belts also provide the greatest protection against occupant ejection. In fatal crashes in 1995, only 2 percent of restrained passenger car occupants were ejected, compared to 25 percent of unrestrained occupants. Ejection from the vehicle is one of the most injurious events that can happen to a person in a crash. Three-quarters of the occupants who are ejected from passenger cars are killed.

While the first seat belts were installed by automobile manufacturers in the 1950s, seat belt use was very low -- only 10-15 percent nationwide -- until the early 1980s. From 1984 through 1987, belt use increased from 14 percent to 42 percent as a result of the passage of seat belt use laws in 31 states. Then, from 1990 through 1992, belt use increased from 49 percent to 62 percent as a result of a national effort of highly visible enforcement and public education.

¹References in this report to "states" apply to all 50 states, the District of Columbia, Puerto Rico, the Indian Nations, and the United States Territories of American Samoa, Guam, the Virgin Islands, and the Commonwealth of the Northern Mariana Islands.

Since then, belt use has risen slowly and some states have struggled to maintain seat belt use at current levels. In 1996, belt use nationwide was 68 percent, and ranged across the states from a high of 87 percent in California, to a low of 43 percent in North Dakota. Currently, 49 states, the District of Columbia, Puerto Rico and all the U.S. Territories have seat belt laws. New Hampshire is the only exception. (New Hampshire requires seat belt use up to age 12.) In 38 states, the law provides only for "secondary" enforcement of seat belt violations, requiring an officer to stop a violator for another infraction before issuing a citation for failure to buckle up. Under primary enforcement, a citation can be written whenever a law enforcement officer observes an unbelted driver or passenger. Currently, 11 states, the U.S. Territories, Puerto Rico, and the District of Columbia, have primary (or "standard") enforcement laws. Maryland recently passed a primary seat belt enforcement law that goes into effect October 1, 1997. California, Georgia, Louisiana, Maryland, the Virgin Islands, and the District of Columbia had secondary enforcement laws, but upgraded their laws to primary enforcement. No state, except the District of Columbia, has a seat belt use law that assesses driver license penalty points. The District of Columbia's new law, after a six-month grace period to educate the public, authorizes the assessment of two penalty points and a \$50 fine for a seat belt use violation. The District's new law covers all seating positions.

Seat belt use in the 11 states with primary (standard) seat belt use laws currently averages about 15 percentage points higher than in states with secondary laws. California and Louisiana increased their seat belt use rate by 13 and 18 percentage points, respectively, by upgrading their secondary laws to primary. Early reports from Georgia suggest that similar gains will be achieved. Georgia had a use rate of 53 percent near the end of 1995 which fell to 51 percent shortly before the change to primary enforcement on July 1, 1996. After four months of primary enforcement (and despite the media's and law enforcement's attention on the Olympics during that period), statewide use was observed at 62 percent.

To understand why seat belt use is not higher, it is important to understand who does not use seat belts. Americans can be classified as *non-users*, *part-time users*, and *full-time users*.

Non-users represent only 5 to 10 percent of the population, but are the most difficult to convert to seat belt use. High risk drivers are most typically *non-users* of seat belts. They are more likely than others to drive after drinking, to be involved in a serious crash, and are also the least likely to be responsible for the social and economic consequences of their behavior. These are the drivers who would benefit most from using their seat belts. They often appear to believe that seat belts can cause more harm than good or that government should not mandate behaviors that affect only them. Non-users come from all segments of society but are frequently male, less than 30 years of age, unmarried, and have little or no post-secondary education. They often drive pickup trucks or sport utility vehicles and live in rural areas.

Part-time users are often people who believe that seat belts reduce the severity of injury in motor vehicle crashes but who also believe that they are not at risk when driving on short, familiar, low speed trips. Many part-time users think of themselves as full-time users because they wear their

belts when they believe they are at risk of crash involvement. The greatest gains in seat belt use have been achieved by increasing the number of situations in which part-time users wear their seat belts. Since members of this group already believe that seat belts are beneficial, they may be converted to full-time users through education, but messages must be presented in new ways so part-time users will pay attention.

Almost three-quarters of Americans say they are *full-time* users. However, of these, almost 10 percent acknowledge that they did not use their seat belts during the past week. In NHTSA surveys, full-time users say their primary reason for wearing seat belts is to avoid injury. (Part-time users also state their number one reason to buckle up is to avoid injury.) Studies have shown that self-reported seat belt use is 12 to 25 percentage points higher than observed use. In NHTSA observational surveys, the female use rate is 10 percentage points higher than the male use rate. Overall seat belt use rates are highest in the suburbs, followed by cities, then rural areas.

A barrier to increasing seat belt use is that many state and local leaders do not understand the linkage of seat belt use to social burdens. The combined costs to government, health care systems, business, and individuals make this a community issue that cannot be ignored or underestimated. The failure to recognize that seat belt use reduces deaths, injuries, and costs has resulted in the adoption of secondary belt laws in many states. These laws often are not enforced vigorously. Some states attempting to upgrade secondary seat belt use laws to primary (standard) enforcement laws have faced significant opposition. Opponents' arguments are based on perceived personal freedom issues or concerns about increased potential for harassment of minorities by law enforcement officers. The National Urban League, however, rejects that argument and formally supports primary seat belt enforcement laws.

Child safety seats work: Children, especially those under the age of 5, are vulnerable in collisions because of the size and shape of their bodies. The child safety seat is designed to spread the forces of a crash over more of the body for front-facing toddlers, and cradles the fragile neck and back of the rear-facing infant.

Child safety seats are the most effective occupant protection devices used in motor vehicles today. If used correctly, they are 71 percent effective in reducing fatalities in children under the age of 5 and 69 percent effective in reducing the need for hospitalization. Unfortunately, parents and other care givers too often consider child seats inconvenient, out of their financial reach, or too difficult to install. Others are uninformed or misinformed about correct child safety seat use. About 50 percent of children under 5 who died in crashes were unrestrained. Of the remaining 50 percent, 26 percent were in an adult seat belt which does not provide effective protection for most children under age 5. Others were in a child restraint system, but had not been restrained properly. In studies conducted by NHTSA to observe child safety seat misuse, nearly 80 percent of the child seats observed were misused in one or more ways. In some cases, the seat was not properly attached to the vehicle; in others, the child was not appropriately buckled into the seat.

Seat belts and child safety seats work. Yet, fewer than 40 percent of both adults and children involved in fatal crashes were properly restrained.

Seat Belt and Child Safety Seat Use Outside the United States

Many other countries have seat belt use rates significantly higher than the United States. For example, use rates in Canada, Australia, and several Western European countries exceed 90 percent, while use rates in Great Britain exceed 80 percent. Seat belt use laws in these countries typically allow primary (standard) enforcement and also cover occupants of light trucks and vans in addition to automobiles. Fines for noncompliance are generally higher than in the United States, and some jurisdictions assess demerit points against driver's licenses for seat belt use law violations. In contrast, except for the District of Columbia, states in the U.S. do not assess penalty points for adult seat belt use violations.

In Europe, some countries (Austria, Denmark, Finland, Germany, Greece, Italy, Netherlands, Sweden, and the United Kingdom) have laws that permit child passengers in the front seat provided they are in a child safety seat or seat belt. This approach is typical of state laws in the U.S. Other European countries (Belgium, France, Ireland, Luxembourg, Portugal, and Spain) have child passenger safety laws that require children up to a specified age and weight to ride in the rear seat. However, some of these countries have exemptions to these laws that permit children to ride in front passenger seating positions provided they are in a child safety seat or seat belt. There is no known information to show that these laws result in a greater proportion of children being placed in the rear seat.

Belt use rates in Canada and the U.S. did not differ markedly until the mid-1980s, when Canadian provinces began implementing comprehensive special traffic enforcement programs (STEPS). These highly publicized enforcement efforts achieved belt use rates in the 80 percent range. When Canada decided to establish a national 95 percent seat belt use goal, provinces amended their laws to add driver license penalty points. With these penalty point provisions, seat belt use in Canada has risen to 92 percent for drivers and 90 percent for front seat passengers.

Taking Responsibility

It's Easy to Increase Seat Belt Use -- All It Takes Is Everyone

Click! Buckle up. It's easy and it takes three seconds. Once a person establishes the habit of wearing seat belts on every trip, it's a habit for life. And examples from businesses, local communities, states, and many other countries show that seat belt use can be increased in America.

Just as the problem of low seat belt use rates belongs to everyone in America, so does the solution. Everyone must buckle up properly, on every trip. Only through the cooperation of all levels of government (Federal, state, and local), the private sector, interest groups, citizen

activists, other interested parties, and individuals, can the nation begin to reach its goal. Through collective partnerships, individuals *can* be educated and encouraged to change behavior and assume personal responsibility for themselves and their families.

In this partnership, the Federal Government has a role to play. It can develop the "tools" for this collective effort, help establish new partnerships, provide formula and incentive grants, give hands-on assistance when requested, and furnish examples of model programs that work and can be replicated nationwide.

Many states, communities, and organizations have helped raise seat belt and child safety seat use substantially. Their successful methods can be shared and duplicated. Below are some examples of "best practices":

- North Carolina's multi-partnered "Click It or Ticket" provides an excellent example. North Carolina began this highly visible enforcement program in 1993, modeled on the successful Canadian STEPs. Seat belt use rose from 65 percent to 83 percent, one of the nation's highest use rates. In the first two years of "Click It or Ticket," fatal and serious injuries were reduced by 15 percent and taxpayers saved more than \$100 million in health care related costs. Nearly every law enforcement agency in the state participates in the program.
- The Navajo Nation Tribal Council passed a seat belt use law in 1988. Tribal enforcement and awareness activities began that year and expanded in 1992 with a Federal grant from the Bureau of Indian Affairs to establish a Community Traffic Safety Program to emphasize raising the tribe's seat belt use. The program combined community-wide education, school-based injury prevention, Safe Kids coalition programs, and a child safety seat loaner program. The program also provided for improved traffic records, defensive driver training, and an impaired driving task force. Navajo Police undertook aggressive enforcement of the tribe's primary (standard) occupant protection laws through routine patrols and highly publicized checkpoints. By the end of 1995, surveys showed that low belt use on the reservation (initially measured at 8 percent) soared to 78 percent for the Navajo people and there was a 50 percent drop in hospital admissions. Tribal employees operating government vehicles are now buckling up 100 percent of the time.
- The United Parcel Service (UPS) has a zero tolerance policy for unsafe driver behavior behind the wheel. With more than 84,000 drivers nationwide, (UPS) boasts a solid traffic safety record. As part of its defensive driving program, based on establishing good driver habits, UPS instructs its drivers that *if the wheels are in motion, the driver must be secured with a seat belt* -- even if the vehicle is moving just a few feet. Three decades ago, UPS made a conscious decision to install seat belts in its vehicles to protect its drivers. As a result of UPS' comprehensive driver training program, wearing seat belts has become a habit among UPS employees. Since the inception of UPS' commitment to

Business: Many businesses already have made major contributions toward increasing seat belt use -- from local businesses to major international corporations. As a group, business is respected by Congress, state legislatures, community governments, and private citizens, and wields influence in determining legislative, economic, and commercial priorities. Business can promote the "healthy habit" through a wide variety of strategies and is an essential partner in collective efforts.

Media: The media and other public and private communication outlets have made the public aware of the dangers of not being properly restrained and can assist in changing behaviors. Recently, the media have reported heavily upon the several dozen persons killed by air bags to educate the public effectively about the potential dangers of these devices. The media can do the same in other areas to highlight the thousands of persons killed each year through failure to use seat belts and child safety seats, or to use them properly. The media can also help publicize state and local law enforcement efforts.

Sports Organizations and Athletes: Athletes from professional, college, school, and neighborhood sports teams can serve as role models and set examples by being seat belt wearers. Sports teams can promote seat belt use through a variety of venues, such as special activities, media events, arena programs, signs, and announcements.

Health Care Professionals: Doctors, nurses, and other medical, emergency, and health care professionals add their unique perspective to the problem. They can use their experience, knowledge, and professional reputations to educate Congress, state legislators, the media, patients, and the general public about the dangers of not buckling up and not using child restraints properly.

Prosecutors and Judges: The judicial system is an integral part of increasing seat belt and child safety seat use. The court system must support law enforcement officers who cite individuals for noncompliance of belt laws or who put their children at risk by not properly restraining them. As officers of the court, prosecutors and judges can send a firm message to the public that seat belt and child restraint laws are important.

Educators: Youth are both the problem, with very low seat belt use rates, and the solution. Proper seat belt use habits, if established when individuals are young, will likely last a lifetime. Educators can be effective in teaching and reinforcing seat belt use habits.

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. We must reach beyond "business as usual." Bold goals will require commitment and cooperation from everyone living in the United States. But for the country's good, we cannot settle for less. 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 685 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.

The National Strategy

The National Strategy presents a collaborative, 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 everyone in the vehicle is properly buckled up -- every time and on every trip. It will, however, take the collective efforts of many people and many organizations to ensure that every person in America has the knowledge and tools to make the right choice and to take personal responsibility. The Strategy has a role for everyone and builds on the considerable activities, funding, and resources already committed by many different organizations to this common cause.

The Four Point Plan

The plan to increase seat belt use in America has four elements that, when implemented together, have proven to be effective in increasing seat belt use. The first element is the most important: We must join together to **build the public-private partnership** necessary to help America reach its potential of saving lives and preventing 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, each state and community must conduct well-coordinated, **effective public education**. These strategies work.

Point 1. To reach our goals, we will need to **build public-private partnerships** at the local, state, and federal levels. The problem is too big for any one group or coalition to tackle alone. No one of us is as effective as all of us are together. While it is the individual who must ultimately take responsibility to buckle up and safely secure all children riding in the vehicle, it is the responsibility of a great many to encourage, enact, enforce, and inform.

Driving is a privilege that comes with responsibilities. Through public-private partnerships, we can collectively address the seat belt non-use problem and establish a national attitude that

wearing seat belts and using child safety seats is the expected behavior in America. Partnerships can coordinate and execute efforts that will weave the seat belt message into America's consciousness -- in the home, throughout hometowns, at school, in the workplace, on the road, at recreational sites, and in the media. Public and private sector organizations can join together to set the tone and serve as models who demonstrate that we are a nation that cares about children, families, good health, and well-being. By framing passenger protection as a health issue, public-private partnerships can reach millions of individuals with correct and helpful information, and encourage seat belt part-time and non-users to make the right decision and buckle up.

There are, and have been, many strong partnerships over the past 10 years that have worked to increase seat belt and child safety seat use in America. Many public and private organizations have contributed funding and in-kind resources and have worked together to achieve our Nation's current 68 percent seat belt use rate. In communities across the country, businesses have joined with service groups, law enforcement agencies, citizen activists, county engineers, schools, and others to increase local use rates. States have formed statewide seat belt coalitions, distributed information, passed and enforced laws, and developed strategies for increasing usage. Large businesses have taken on the issue because it is cost effective and it makes sense. Now it is time to energize existing partners and bring on new ones to assist in meeting the national goals. New ideas, new resources, additional energy, and additional partners are needed.

It will, however, take more than marketing a healthier lifestyle to get hard core seat belt non-wearers, and those who fail to secure their children properly in motor vehicles, to take responsibility. Additional strategies are needed.

Point 2. The second component of the National Strategy is for states to **enact strong legislation** by adopting primary (standard) seat belt laws and closing gaps in child passenger safety laws. Under primary enforcement laws, a citation can be written whenever a law enforcement officer observes an unbelted driver or passenger. In states with secondary laws, an officer can issue a citation only after the driver is stopped or cited for some other infraction. Child passenger safety laws should cover every child (up to age 16), in every seating position, in every passenger vehicle. Currently, although every state has a child passenger safety law, some laws include only very young children, some cover only the front seat, and some exempt pickup trucks and vans.

Point 3. The National Strategy's third component of **active, high-visibility enforcement** of seat belt laws is necessary to achieve higher seat belt use rates. 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. Seat belt use laws need to be enforced in the same way that other traffic infractions are, like speeding or running a red light.

An additional benefit of increased traffic enforcement, in addition to saving lives and dollars, is a measurable reduction in crime. Active, highly visible traffic enforcement provides a major opportunity to catch criminals. Because most criminals drive to and from crime scenes, it is not surprising that as many as one-third of criminal apprehensions occur as part of traffic stops. Nor

is it surprising that high intensity law enforcement programs, such as those conducted in North Carolina and Tennessee, result in a large number of criminal apprehensions and recoveries of stolen property.

A variety of seat belt enforcement approaches are encouraged to fit a community's needs. Examples including ticketing, conducting checkpoints or safety checks, child safety seat clinics, and officers serving as role models by wearing their own seat belts. Active enforcement is a must. In addition, law enforcement must take every opportunity to educate the public about the importance of seat belts, child safety seats, and always seating children in the back seat of motor vehicles.

No child should be allowed to ride unrestrained in a vehicle. To ensure that children ride safely, law enforcement should take action on every child passenger safety law violation they see. Enforcing child passenger safety laws does not require extensive training on correct use. An officer needs only to observe a child who is at risk and do something about it. Sometimes, officers believe that if a family cannot afford to purchase a child seat, they should not add to the family's burden by giving them a ticket with a fine. But other options are available. An officer can use a stop as an educational opportunity. The officer can refer the adult to a low-cost or "loaner" child safety seat program, or refer the adult to a local child passenger safety assistance program for technical advice if there is a misuse problem.

Point 4. The fourth component of the National Strategy is to expand **effective public education** on the benefits of seat belt and child safety seat use and the requirements of seat belt and child safety seat use laws. Public education may include a broad range of activities such as high visibility enforcement campaigns, promotional events, and community-based initiatives, but these activities must be well planned and well coordinated.

To educate the public about the dangers of not using or misusing seat belts and child safety seats, efforts can range from national campaigns, such as "Vince and Larry" (designed by the Ad Council), to inclusion of passenger safety information in state driver licensing booklets, instructional programs in schools and the workplace, and one-on-one opportunities delivered by health care professionals or child care workers. The crucial element is that the public receives a single, simple message, but receives it often and in many different ways.

Specific Activities to Implement the National Strategy To Increase Seat Belt Use Nationwide

The President

The President should take immediate action to support these goals:

- Establish the National Strategy for increasing motor vehicle seat belt and child safety seat use as an Administration priority

Selected Activities:

- Encourage health care providers to assist in delivering passenger safety messages during health care visits
- Educate child care providers on how to transport children safely and provide information on proper seat belt and child safety seat use for distribution
- Participate in International Association of Chiefs of Police or other Chief Challenges
- Execute coordinated public information and education efforts relating to seat belts and child safety seats
- Provide seat belt and child safety seat training for school health/safety officials and educators
- Encourage prosecutors and judges to send a firm message to the public that seat belt and child restraint laws are important
- Encourage schools to teach children of all ages proper traffic safety practices, including seat belt and child safety seat use
- Organize child safety seat loaner programs and provide technical assistance to ensure that children are properly positioned in correctly installed safety seats
- Require students who park on school property to use seat belts and monitor results
- Conduct child safety seat clinics at preschools, restaurants, shopping area parking lots, and other locations where young children in safety seats are likely to visit

Private Citizens

Ultimately, it is the individual who must take responsibility for his or her own behavior. Since young children are unable to protect themselves, parents and care givers are responsible for transporting children safely. Every person living in America should:

- Buckle up -- every time, every trip
- Properly secure every child in a vehicle in a child safety seat, booster seat, or seat belt appropriate for the child's age and weight
- Place children in the safest place in a vehicle -- the back seat
- Never put a rear facing child seat (the kind used for infants) in the front seat of a car with an air bag
- Seek assistance if unsure about the correct way to secure a child in a safety seat or about the proper installation of a safety seat into a vehicle

Reporting and Recognition

The Department of Transportation will coordinate and monitor progress of the National Strategy and will issue an Annual Report to the President each year by March 1. This report will include seat belt use rates and crash statistics. It will also report on seat belt use rates, crashes, injuries, and related costs involving Federal employees on official business and occupants of motor vehicles driven on

strengthen intermodal and public/private partnerships

National Highway Traffic Safety Administration,
in Cooperation with Other Modal Administrations *W/ADO*

- Promote seat belt and child safety seat use with constituents and partner organizations
- Provide assistance to states seeking to enact or strengthen seat belt and child passenger safety legislation
- Provide financial support and technical assistance to states to support their efforts to actively and visibly enforce their seat belt and child passenger safety laws through expanded special traffic enforcement programs (STEP)
- Encourage increased participation by private and nonprofit partners to work with the agency, or as part of a coalition, to increase seat belt and child safety seat use
- Assist states to link crash, cost, and injury data
- Work with the Network of Employers for Traffic Safety (NETS) program and other employer groups to encourage additional employers to adopt seat belt use policies and programs
- Participate in building 200 additional Safe Communities (local programs that reduce fatalities, injuries, and associated costs) annually

Department of Agriculture

- Adopt and actively enforce seat belt use policies on Federal lands under its jurisdiction
- Provide information annually to the Department of Transportation on seat belt use rates and statistics of crashes, injuries, and related costs involving occupants of motor vehicles driven on Federal lands

Department of Defense

- Adopt and actively enforce seat belt use policies on military bases
- Provide information annually to the Department of Transportation on seat belt use rates and statistics of crashes, injuries, and related costs involving occupants of motor vehicles driven on Federal lands
- Expand base safety officer training to include child safety seat education and use programs

Department of Education

- Encourage health and safety officials in school districts to include the proper use of seat belts and child restraint systems in their health and wellness programs
- Work with NHTSA to encourage the development and adoption of a traffic safety curriculum for grades K-12 which stresses proper seat belt and child safety seat use
- Encourage school districts to adopt policies concerning seat belt and child safety seat use when transporting children

Department of Health and Human Services

- Continue child safety seat training through public health offices, emphasizing proper restraint use and appropriate restraint systems (including seat belts and infant, toddler and booster seats)
- Continue to include child passenger safety education as part of the Healthy Child Care America Campaign for child care providers
- Promote seat belt and child safety seat use through all Maternal and Child Health programs
- Encourage adults, especially older persons, to wear seat belts properly at all times
- Promote passenger protection initiatives through the Centers for Disease Control and Prevention's Safe America program
- Promote child safety seat use and educate parents through the Head Start program

Department of Interior

- Adopt and actively enforce seat belt use policies on Federal lands under its jurisdiction
- Provide information annually to the Department of Transportation on seat belt use rates and statistics of crashes, injuries, and related costs involving occupants of motor vehicles driven on Federal lands
- Encourage tribal governments to adopt and actively enforce mandatory seat belt and child safety seat use laws
- Implement and expand seat belt and child safety seat education programs and training on Tribal lands

Department of Justice

- Encourage active and highly visible enforcement of seat belt and child safety seat laws as part of community policing efforts
- Include seat belt and child safety seat enforcement projects in DOJ-funded programs

Department of Labor

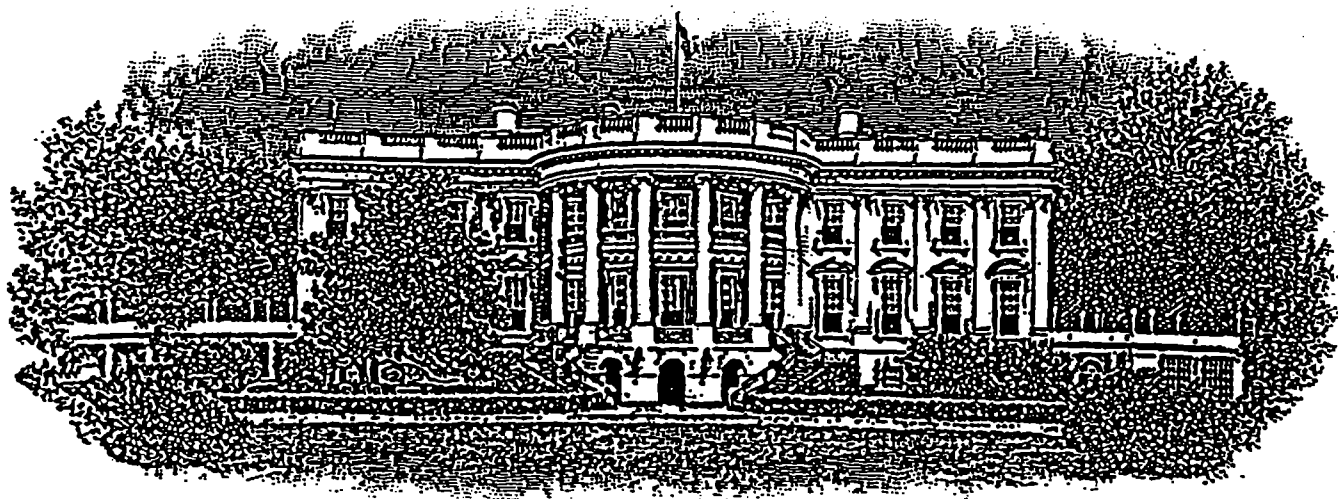
- Include seat belt use in performance-based workplace safety and health programs

States

States can take direct action to protect their citizens and reduce the costs of injuries to unrestrained occupants. States should:

- Meet or exceed the National Goals of 85% seat belt use by the year 2000 and 90% by 2005
- Ensure strong support and participation from state leadership
- Build public-private partnerships to develop and execute statewide strategies
- Adopt primary (standard) seat belt enforcement laws and comprehensive child passenger safety laws to ensure coverage of all children up to age 16

The White House



DOMESTIC POLICY

FACSIMILE TRANSMISSION COVER SHEET

TO: Jim Headlunel

FAX NUMBER: 366-7149

TELEPHONE NUMBER: _____

FROM: Elizabeth Dnye

TELEPHONE NUMBER: 456-5573

PAGES (INCLUDING COVER): _____

COMMENTS: Here are pages with
changes.

Executive Summary

"If there is one thing we can do to save thousands of American lives, it is to increase seat belt use nationwide."

President Clinton, December 28, 1996

In a 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 always to 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 Americans, 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 (DOT) to improve these state laws; and 3) a comprehensive education campaign on behalf of the public and private sectors to help the public understand the need to wear seat belts.

This report, embraced by President Clinton, presents the Administration's findings and recommendations to save lives, prevent injuries, and reduce the associated medical care costs of traffic crashes through the proper use of seat belts and child safety seats. It presents new national goals for seat belt and child safety seat use and a national strategy to reach these ambitious goals.

Defining the Problem

Every 14 seconds, someone in America is injured in a traffic crash. Every 12 minutes, someone is killed in a crash. Traffic-related injuries are a leading cause of death in America and the leading cause of death for people ages six through 27. They cost \$150.5 billion a year in economic costs, including \$17 billion in medical costs. ~~In 1995, while almost 41,800 persons were killed in motor vehicle-related crashes, over 3.4 million were injured in police-reported crashes and an even greater number utilized emergency departments.~~

Traffic crashes are the leading cause of death for Americans ages 6-27. Someone in America is injured in a traffic crash every 14 seconds; every 12 minutes, someone is killed.

The current seat belt use rate in America is 68%. Seat belt use rose as 49 States passed seat belt laws (38 have "secondary" enforcement laws, requiring an officer to stop a violator for another infraction before issuing a citation for failure to buckle up) but since then, seat belt use has risen slowly and some states have been struggling to maintain use rates at current levels. ~~In addition, half of the children who die in traffic crashes are not secured in child safety seats. In~~

Shorten

off point

Presidential Initiative for Increasing Seat Belt Use Nationwide

observational studies, nearly 80% of child safety seats in use were not being used correctly.

~~Knowing the Solution~~

We must do better.

"One of our greatest responsibilities: taking care to protect ourselves and our children... on the road."

President Clinton

~~Seat Belts Work:~~ Seat belts are the most effective means of reducing fatalities and serious injuries in traffic crashes. They are estimated to save 9,500 lives in America each year. Research has found that lap/shoulder belts, when used, reduce the risk of fatal injury to front seat passenger car occupants by 45% and the risk of moderate-to-critical injury by 50%. For light truck occupants, seat belts reduce the risk of fatal injury by 60% and moderate-to-critical injury by 65%. ~~Child Safety Seats Work:~~ They are the most effective occupant protection devices used in motor vehicles today. If used correctly, they are 71% effective in reducing fatalities in children under the age of five and 69% effective in reducing the need for hospitalization.

~~Setting New National Goals:~~

Smaller type

- Increase national seat belt use to 85% by 2000 and 90% by 2005
- Reduce child occupant fatalities (0-4 years) 15% by 2000 and 25% by 2005

Reaching 85% seat belt use would result in preventing an estimated 4,194 fatalities, 102,518 injuries, and save \$6.7 billion annually. Reaching 90% seat belt use would result in preventing an estimated 5,536 fatalities, 132,670 injuries, and save \$8.8 billion annually.

~~Delivering the National Strategy~~

TO INCREASE SEATBELT USE

~~This~~ The National Strategy presents a collaborative, simple, four point plan in which everyone can participate to achieve the President's goals. The plan emphasizes personal responsibility to buckle up and to properly secure all children in motor vehicles.

~~Key Actions~~

~~The nation can achieve those goals by:~~
~~The plan's four elements include:~~

- Building public-private partnerships to help America reach its potential of saving lives and preventing injuries through the use of seat belts and child safety seats;
- ~~Asking states to enact strong legislation by~~ Enacting state (standard) seat belt laws and strengthened child passenger safety laws;

between government and the private sector

belt sets new national use goals

The plan to increase seat belt use has four elements that, when implemented together, have proven to be effective in raising seat belt use rates.

Executive Summary

- Conducting active, high visibility law enforcement of state seat belt and child safety seat laws; and
- Expanding well-coordinated effective public education programs.

Urging Everyone's Participation

Everyone in America can participate in this national effort to ~~save lives~~ and prevent injuries by buckling up properly on every trip. While it is ultimately the responsibility of the individual to buckle up and to ensure that all children in a motor vehicle are properly restrained, there is also a role for government at all levels and for many groups and organizations, both public and private, to provide the tools that will help get seat belt non-users and part-time users to buckle up.

Specific actions are recommended for many partners. The report lists examples of participants and the kinds of roles they can adopt.

Key Actions

Key Federal Administration Actions

- President Clinton is issuing an Executive Order which directs all Federal agencies to require on-the-job seat belt use for all Federal employees; requires that all occupants of motor vehicles use seat belts while on Federal lands; and encourage government contractors, subcontractors, and grantees to institute on-the-job seat belt use policies and programs for their employees.

President Clinton will challenge Congress to become involved in coalitions to increase seat belt use and to authorize and fully fund occupant protection initiatives proposed by the Administration. The President will also ask Congress to support legislation that would provide incentives for states to adopt primary (standard) belt use laws, and comprehensive child passenger safety laws, and to support legislation that would sanction states in future years if they fail to enact primary seat belt enforcement legislation or meet performance requirements. ~~the national belt use goals~~

President Clinton will challenge states to enact, publicize, and enforce primary seat belt use laws (if they have not already done so) and comprehensive child passenger safety laws covering all children, up to age 16, in all seating positions of all passenger vehicles.

- President Clinton will challenge businesses to advocate primary

Everyone has a role in raising America's seat belt use rate:
 President Clinton
 Private Citizens
 Federal agencies
 Congress
 States
 Communities
 National organizations & coalitions
 Business
 Law enforcement
 Health care professionals
 Educators
 Prosecutors & judges
 Media
 Sports participants & organizations

require states to realign highway funds to safety activities

states strong the legislation

achieve

define primary seat belt laws.

Presidential Initiative for Increasing Seat Belt Use Nationwide

The Administration proposed amendments to ISTEA to give states increased funding

seat belt and comprehensive child passenger safety legislation in the states, support enforcement of these laws, implement seat belt use policies and programs for employees, communicate seat belt and child safety seat messages to customers, and join in coalitions with other businesses and organizations to advance these national goals.

Individuals must take responsibility for themselves and for their child passengers by making certain everyone in the vehicle is properly buckled up — every time, every trip.

- President Clinton will challenge the media to educate the public on proper seat belt and child safety seat use and to publicize efforts to enforce occupant protection laws, and challenge the film and television industry to show proper seat belt and child safety seat use in movies and television.
- President Clinton will challenge local governments, law enforcement, health care providers, national organizations, sports organizations and athletes, and others to join in the national effort.
- President Clinton will challenge all Americans to take responsibility for their own safety and their family's safety by making certain that everyone is properly buckled up, every time and on every trip.

The goals, plans, and actions described in this report, if implemented by a broad base of individuals and groups, will increase proper seat belt and child safety seat use in America. The results will save lives, prevent injuries, and reduce the associated medical care costs of traffic crashes.

~~by~~ Recommended ~~by~~ State, local and private sector actions.

Highlight 2-3 private sector / state activities.

seat belt usage and other safe driving habits, fatal injury and crash rates have declined steadily.

Everyone Can Participate

Everyone in America can participate in this national effort to save lives and prevent injuries by buckling up properly on every trip. While it is ultimately the responsibility of the individual to buckle up and to ensure that all children in a motor vehicle are properly restrained, there is also a role for many groups and organizations, both public and private, to provide the tools that will help get non-users and part-time users into the healthy habit. The following lists examples of participants and the kinds of roles they can adopt:

Urge congress to support and fund policies to advance seat belt use

President: As the nation's Chief Executive, the President can provide overall leadership for seat belt use and bring together leaders of the public and private sectors, media, national organizations, and others to concentrate their energy and resources toward a single goal and mission. The President can energize new partners and re-energize existing partners by embracing the problem and setting the tone for a national effort.

Congress: The Senate and House of Representatives can provide funding and establish programs that encourage states to adopt legislation and to educate the public on the importance of proper seat belt and child safety seat use.

DOT Secretary: The Secretary of Transportation can provide vision and administer overall seat belt and child safety seat programs; dedicate staff for program development, implementation, and evaluation; provide funding to states (under the Highway Safety Act of 1966, as amended, 23 U.S.C. §§ 402 and 403); promote public/private partnerships; and provide leadership to other Federal agencies.

Federal Agencies: Federal agencies can promote seat belt use with their employees and constituents.

States: States can build partnerships and develop strategies to pass and visibly enforce primary (standard) seat belt enforcement laws and comprehensive child passenger safety laws. States can support and coordinate effective seat belt and child safety seat public education.

National Organizations and Coalitions: Groups such as Advocates for Highway and Auto Safety, Air Bag Safety Campaign, American Academy of Emergency Physicians, American Academy of Pediatrics, American Coalition for Traffic Safety, International Association of Chiefs of Police, National Association of Governors' Highway Safety Representatives, National Governors Association, Network of Employers for Traffic Safety, Parent Teacher Association, and others can provide valuable technical assistance and resources. They can build constituent efforts and partnerships, advocate strengthened laws and increased enforcement, and provide education at the state and local level.

~~Address the Nation on the Importance of the National Strategy~~

- Issue a new Executive Order which directs all agencies to require on-the-job seat belt use for all Federal employees; requires that all occupants of motor vehicles use seat belts while on Federal lands; and encourages government contractors, subcontractors, and grantees to institute on-the-job seat belt use policies and programs for their employees.

The President also should ~~challenge~~ ^{Members of} others to take action

- ~~Challenge~~ ^{Urge} Congress to authorize and fully fund occupant protection initiatives proposed by the Administration and to support actively and become involved in coalitions to increase seat belt use
- ~~Challenge states to enact, publicize, and enforce primary seat belt use laws~~ ^{Urge States to pass} (if they have not already done so) and comprehensive child passenger safety laws covering all children, up to age 16, in all seating positions of all passenger vehicles
- ~~Challenge businesses to advocate primary seat belt and comprehensive child passenger safety legislation in the states, support enforcement of these laws, implement seat belt use policies and programs for employees, communicate seat belt and child safety seat messages to customers, and join in coalitions with other businesses and organizations to advance these national goals~~
- ~~Challenge the media to educate the public on proper seat belt and child safety seat use and to publicize efforts to enforce occupant protection laws, and challenge the film and television industry to show proper seat belt and child safety seat use in movies and television~~
- ~~Challenge national organizations, communities, sports organizations, athletes and others to do their part~~
- ~~Ask~~ ^{Challenge} all Americans to take responsibility for their own safety and their family's safety by making certain that everyone is properly buckled up, on every trip

Congress

To assist citizens, communities, and states to increase their seat belt and child safety seat use rates, and to provide them the tools they need, Congress should:

- Fully fund the Department of Transportation's occupant protection safety initiatives in its budget and reauthorization proposals
- Support legislation that would provide incentives for states to adopt primary (standard) belt use laws and comprehensive child passenger safety laws as part of DOT's reauthorization proposal
- ~~Support~~ ^{Enact} legislation that would sanction states in future years, if they fail to enact primary seat belt enforcement legislation or meet performance requirements, as part of DOT's reauthorization ~~proposal~~ ^{legislation}
- Advocate seat belt and child safety seat use publicly and with constituents
- Actively support and become involved in coalitions of businesses and national

be specific
Admin
legislation
giving states
to inmates
to seat
belt laws,
and etc.
let's be
clear about
grant
in NEXTA
also

do you mean
NEXTA?

This general
bullet captures
as well

members of

Be
Specific

Enact

The
Administration's
proposed

organizations to advance seat belt and child safety seat education, legislation, and enforcement

Federal Agencies

All Federal agencies ~~should~~ *will*

- Implement the President's Executive Order which directs all agencies to require on-the-job seat belt use for all Federal employees; require that all occupants of motor vehicles use seat belts while on Federal lands; and encourage government contractors, subcontractor, and grantees to institute on-the-job seat belt use policies and programs for their employees
- Provide information annually to the Department of Transportation on seat belt use rates and statistics of crashes, injuries, and related costs involving Federal employees
- Cooperate with the Department of Transportation regarding implementation of the new Executive Order
- Promote proper seat belt and child safety seat use in regular activities with constituents

Some Departments ~~can~~ *will* do more:

Department of Transportation

Secretary of Transportation ~~will~~

- Establish seat belt and child safety seat use as a top DOT priority
- Direct all DOT modes to promote seat belt and child safety seat use with constituents
- ~~Host a press event with the President and other involved organizations to announce the National Strategy~~
- Promote seat belt and child safety seat use in speeches
- Conduct a public/private round table to enlist corporate America
- Urge individuals to take responsibility for seat belt and child safety seat use through high profile media events (television talk shows, press conferences, sporting events)
- Praise states, such as the District of Columbia, at press events when they enact new primary seat belt laws
- Encourage Governors to support seat belt and child safety seat use measures at the National Governors' Association Annual Meeting (offer to tape on-the-spot PSAs with Governors; recognize outstanding state programs)
- Develop a model employee program of education, awareness, and data collection and transfer the model program to other agencies
- Conduct national and regional Moving Kids Safely conferences to develop and

Is DOT committed to doing these things?

- Support active, highly visible occupant protection law enforcement efforts
- Assess meaningful penalties for seat belt and child safety seat violations
- Provide resources for enforcement of seat belt and child passenger safety laws
- Support and coordinate public information and education programs
- Establish motor vehicle crash, injury, and cost data bases to quantify problems and measure success
- Ensure the availability of child safety seats for every child and provide technical support to ensure that children are properly positioned in correctly installed safety seats

7 of 10
Why new header?

Selected Activities:

- Participate in the Air Bag Safety Campaign's Spring Mobilization and other national efforts (e.g., *Buckle Up, America!* and *Child Passenger Safety Week*)
- Provide law enforcement training and technical assistance (e.g., peer-to-peer, Chief Challenges, recognitions)
- Conduct annual seat belt use surveys to measure program success
- Work with law enforcement organizations to include seat belt and child safety seat use and enforcement training as part of standardized law enforcement curricula
- Sponsor prosecutor and judicial training to educate prosecutors and judges on the enforcement and adjudication issues regarding seat belt and child safety seat laws
- Conduct educational activities with state and local elected officials and their state organizations
- Encourage and assist in the development of Safe Community coalitions

National Organizations and Coalitions

Many national organizations and coalitions already support seat belt and child safety seat legislation, enforcement, and education. All organizations should:

- Adopt seat belt and child safety seat use policies for their employees and encourage their members to do the same
- Support primary (standard) seat belt use laws and comprehensive child passenger safety laws to ensure coverage of all children up to age 16
- Support strong enforcement of occupant protection laws
- Assist in educating their constituencies on the importance of correct, full time seat belt and child safety seat use

Selected Activities:

- Join in coalitions with other national organizations to advance seat belt and child safety seat education, legislation, and enforcement
- Contact private sector businesses and other local, state, and national organizations to provide information and recruit their involvement, and speak to executive boards annual meetings about the importance of passenger protection
- Identify needs among members and partners for child safety seat training; provide

- training materials as needed; establish delivery mechanisms
- Identify target groups, determine outreach methods, and produce appropriate resource materials (NHTSA can provide technical assistance)

Private Sector

Businesses have a crucial role to play in increasing proper seat belt and child safety seat use. They also will realize substantial benefits through decreased crash injury costs to their employees and their families. Businesses should:

- Support primary (standard) enforcement seat belt use laws and comprehensive child passenger safety laws to ensure coverage of all children up to age 16
- Support strong enforcement of seat belt and child passenger safety laws
- Implement seat belt use policies and programs for their employees and their families
- Communicate seat belt and child safety seat use messages to their customers
- Join in coalitions with other businesses and national organizations (or affiliates) to advance seat belt and child safety seat education, legislation, and enforcement
- Contribute resources (both direct funding and in-kind services) to support outreach activities and public information and education efforts

Selected Activities:

- Join Safe Community coalitions
- Join with government and national organizations in a broad-based occupant protection campaign; support the campaign with both direct funding and in-kind services through the year 2000; and recruit additional participants
- Determine the companies that have effective seat belt use policies and programs; set goals for company policies and programs; provide awards and recognition for outstanding companies

Media

The media have a responsibility and a special role to play. The media should:

- Implement seat belt use policies and programs for their employees and their employees' families
- Help educate the public on the benefits of proper, full time seat belt and child safety seat use and the consequences of non-use
- Publicize state and community seat belt and child passenger safety enforcement efforts
- Show proper seat belt and child safety seat use in television and motion pictures
- Indicate whether seat belts and child safety seats were properly being used in stories about crashes

Selected Activities:

- Request that all major television and radio networks develop and implement effective policies for reporting and illustrating seat belt and child safety seat use in news and entertainment programming
- Request that all major motion picture studios develop and implement effective policies for illustrating proper seat belt and child safety seat use in motion pictures
- Establish periodic monitoring and reporting of media practices with recognition for exemplary performance
- Serve on local task forces to assist in community efforts
- Request that on-air traffic reporters include seat belt and child safety seat messages during their on-going reporting

Sports Participants and Organizations

Sports organizations and teams at all levels (professional, college, school, and neighborhood) can promote the use of seat belts. Athletes can serve as role models and spokespersons. Sports organizations, teams, and individual athletes should:

- Implement seat belt use policies and programs for their employees, their families, and their fans to promote a healthy lifestyle
- Participate in national, state, and local seat belt and child safety seat campaigns.

Selected Activities:

- Promote seat belt and child safety seat use through special events and media participation
- Champion safety through announcements, electronic scoreboards, signs, buttons, and promotional items
- Sponsor "Buckle Up" promotions at games
- Establish ongoing arena seat belt programs including parking lot promotions and signs
- Join Safe Community coalitions

Communities

Most education and law enforcement takes place in our cities, counties, towns, and villages. Communities should:

- Meet or exceed the National Goals of 85% seat belt use by the year 2000 and 90% by 2005
- Seek leadership and participation from mayors, councils, boards, and other local officials
- Implement seat belt use policies for all public employees
- Support traffic enforcement as one of their best investments in public safety
- Publicize state passenger protection laws and local ordinances
- Establish a Safe Community coalition

Did you ever talk to media groups? If this is not, let's drop

Federal lands. Specific programs that have made significant progress, or are notable and deserving of recognition, will be identified.

Funding

As is appropriate for a National Strategy in which everyone has a role, funding comes from many sources. States and communities make substantial expenditures to enforce their passenger protection laws and to educate the public about seat belt and child safety seat use. The private sector has also contributed substantially toward education, legislation, and enforcement activities to increase seat belt use. In particular, members of the Air Bag Safety Campaign will contribute over \$14 million toward the Campaign during its first two years, and many individual companies are conducting additional activities at their own expense. Virtually every highway safety organization in America is participating actively in this effort. The benefits that these organizations receive, in reduced traffic injuries, fatalities, and economic costs, will far exceed their expenditures. The level of voluntary commitment and funding that currently exists must continue.

The Federal Government has done, and will continue to do, its part. Specific funds to increase seat belt and child safety seat use are included in the Department of Transportation's FY 1998 budget request and the Department's reauthorization proposal. In FY 1998, the Department has requested \$10.184 million for occupant protection activities and an additional \$9 million for occupant protection incentive grants to states. The Department of Transportation's reauthorization proposal includes \$20 million in each of the years FY 1998-2001 and \$22 million for each of the years FY 2002-2003 for state occupant protection incentive grants. It is expected that states, annually, will allocate more than \$20 million of the funds they receive from the Department of Transportation's Section 402 traffic safety grants for occupant protection activities. ~~Other Federal agencies will include appropriate funding levels for their occupant protection activities in each of their budget requests.~~

I do not anticipate line items for those activities

Ricardo Martinez - Chairman → Contact: Bryan Lopp
Safety → 338-8700
David Mitchell - Air Bag Campaign ~~se~~

so state mobilization
take place in late May
build up America week; focus on
child passenger safety

May 1995
Build up
America Week

Gov, Mayors, Int ~~Assn~~ ^{Assn of} Chiefs of Police

Formal announcement - next Wed.
April - 9th.

Gov Miller; Gov Pataki - possible
99% increased - that day

Mayor Rice; Mayor Campbell of Atlanta
Confirmed

Int Assn of Chiefs of Police -

Announcing fact that all of those groups are
coalescing around last week of May -
give specifics

-BIPARTISAN

law enforcement officials stepping up
enforcement of child pass. safety laws
releasing poll

7600/9 people support stronger laws for
child passenger safety laws
61 to 35 people support stronger enforcement -
including safety check points

Could fold in some of what they're
doing into President's event -

Moving to major national mobilization in May.

Presidential Initiative for Increasing Seat Belt Use Nationwide

Recommendations from the Secretary of Transportation

Edits — remove "draft."

Updated EO w

Seatbelt Report

public-private partnership
enact strong legislation
active, high visibility law enforcement
effective public education

Set goals: 85% by 2000, 90% by 2005
↓ child occupant fatalities by
~100 by 2000

Concrete Steps — update EO — Federal leadership
— include seatbelts on fuel tanks
— contractors?
— monitor

Private sector / Employers N.C.
UPS
Navajo
join coalitions; highlight
successful programs

media
show proper belt use

States — 10 laws
measure results
(incentives or sanctions)

Presidential Initiative for Increasing Seat Belt Use Nationwide Recommendations from the Secretary of Transportation

President Clinton's Directive

President Clinton, in his weekly radio address to the nation on December 28, 1996, asked all Americans to wear seat belts as a first line of defense against injuries and fatalities and always to 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 Americans, 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 on behalf of the public and private sectors to help the public understand the need to wear seat belts.

The National Highway Traffic Safety Administration (NHTSA), as the lead Agency in developing the plan, met with and solicited input from Congress, other Federal agencies, the States, the private sector, including automobile manufacturers and insurers, and many other groups and organizations. The plan presented here is based on their advice and on a solid foundation of research and practical experience with strategies to increase seat belt use.

Background

Crashes Aren't Accidents

The vast majorities of all fatal and non-fatal injuries in America are not acts of fate but are predictable and preventable. Injuries are a major health care problem and are the leading cause of death for persons ages 1 to 44. Fatalities, however, are only a small part of the total injury picture. For each injury-related death, there are 19 injury hospitalizations and over 300 injuries that require medical attention. Every year, one in four Americans will have a potentially preventable injury serious enough to require medical care. These injuries account for almost 10 percent of all physician office visits and 38 percent of all emergency department visits. Injury patterns vary by age group, gender, and cultural group. There are also seasonal and geographic patterns to injury. Injuries pose a significant drain on the health care system, incurring huge treatment, acute care, and rehabilitation costs.

Traffic-related injuries are the leading cause of all injury deaths and the leading cause of death for every age, 6 through 27. Each year, traffic-related injuries in America cost \$150.5 billion in economic costs, including \$17 billion in medical costs. Motor vehicle related injuries are the principal cause of on-the-job fatalities, and the third largest cause of all deaths in the United States; only heart attacks and cancer kill more people. However, far more people are injured and

survive motor vehicle crashes than die in these crashes. In 1995, for example, while almost 41,800 persons were killed in motor vehicle related crashes, over 3.4 million were injured in police-reported crashes -- and an even greater number utilized emergency departments. These injured persons often require medical care and many require long-term care. For children, the problem is equally dramatic: motor vehicle crashes are the leading cause of death for children of ages 6 to 14. In 1995, the 0-14 age group accounted for 7 percent (2,794) of all traffic fatalities.

Traffic crashes aren't "accidents." They are both predictable and preventable. And the quickest, easiest, and most effective way to prevent traffic injuries and fatalities is to make sure that every occupant is properly buckled up on every trip.

It's Everyone's Problem

The motor vehicle injury problem affects all Americans. Although personal pain and suffering, loss of a loved one, and dealing with the impact of a seriously injured family member cannot be measured, these factors cannot be overlooked. Individuals also bear the economic costs of motor vehicle crashes -- on average, \$580 a year for every person in America. When someone is involved in a motor vehicle crash, everyone becomes responsible for the costs of the emergency response providers, higher medical and insurance costs, and lost productivity. When these persons don't wear a seat belt, these effects are worsened.

Government at all levels also bears the economic burden of this problem as well as much of the responsibility for helping to solve it. Publicly funded health programs and other public services, such as law enforcement and emergency medical services, are greatly impacted whenever someone is injured in a motor vehicle crash. For instance, according to a 1996 NHTSA study of 10 states, 24 percent of in-patient hospital costs is derived from Medicare, Medicaid, and other government sources. When a problem of this magnitude exists, government must take action to keep these costs under control. NHTSA estimates that if seat belt usage rates for front seat passengers (in automobiles and light trucks) increase from the present 68 percent to 85 percent, Medicare and Medicaid would save \$275 million a year (in 1996 dollars). With 90 percent usage, the savings would be \$356 million a year!

Business is affected by enormous costs in terms of lost productivity and higher insurance and medical costs. On-the-job crashes cost employers almost \$22,000 per crash and \$110,000 per injury. Motor vehicle crashes on- and off-the-job cost American business an estimated \$55 billion in 1994. Business has a responsibility to participate in solving this problem on behalf of its employees, for those who consume its products and services, and for community well being.

The health care industry shares in the economic burden as a result of the motor vehicle injury problem. A tremendous drain on health care services is occurring throughout the country and many of these costs are either not recouped or are paid for by taxpayer dollars. On average, hospital costs for an unbelted driver admitted as an in-patient exceed the in-patient hospital costs of a belted driver by \$5000.

Insurance premiums reflect the problem. Almost every time a person is injured in a motor vehicle crash, an insurance company pays. When that person was not properly restrained, the insurance company pays out more. Since so many of these injuries require long term treatment and care, insurance companies must frequently assume this financial burden as well -- and pass the costs on to customers in the form of higher premiums. If an insurance company is not involved or if the coverage is insufficient, eventually some costs are paid with taxpayer dollars.

Preventing needless injuries and deaths requires a commitment at all levels of government -- Local, State, and Federal. It also requires the support of partners in private industry, citizens groups, and nonprofit organizations. Most important, this problem requires individuals to take personal responsibility for their own and their family's safety by making certain that everyone is properly buckled up, every time, on every trip.

America's Experience with Seat Belt and Child Seat Use

Seat belts work. They are the most effective means of reducing fatalities and serious injuries when traffic crashes occur. They are estimated to save 9,500 lives in America each year. Research has found that lap/shoulder belts, when used, reduce the risk of fatal injury to front seat passenger car occupants by 45 percent and the risk of moderate-to-critical injury by 50 percent. For light truck occupants, seat belts reduce the risk of fatal injury by 60 percent and moderate-to-critical injury by 65 percent.

Every 14 seconds, someone in America is injured in a traffic crash. Every 12 minutes, someone is killed in a crash. Often, when it happens, the victim doesn't see the incident coming until it's too late. The vehicle's steel crushes in thousandths of a second before crashing to a stop. At the moment of impact, unbelted occupants are still traveling at the vehicle's original speed. Just after the vehicle comes to a complete stop, unbelted occupants will slam into the steering wheel, windshield, or some other part of the vehicle's interior. Seat belts are effective in reducing fatalities and injuries caused by the second collision, or "human collision," when the car's occupants hit some part of the vehicle or other occupants. Ejection from the vehicle is one of the most injurious events that can happen to a person in a crash. In fatal crashes, three-quarters of the occupants who are ejected from passenger cars are killed. Seat belts provide the greatest protection against occupant ejection; in fatal crashes in 1995, only 2 percent of restrained passenger car occupants were ejected, compared to 25 percent of unrestrained occupants.

The first seat belts were installed by automobile manufacturers in the 1950s. In 1962, manufacturers began to install seat belt anchorages at the factory, making it easier for car dealers or owners to add seat belts later. Domestic auto manufacturers began making seat belts standard equipment in the front seat of their cars in 1964. And in 1968, the Department of Transportation issued a rule requiring all new automobiles sold in the U.S. to be equipped with seat belts.

Until the early 1980s, seat belt use was very low -- only 10-15 percent nationwide. From 1984 through 1987, belt use increased from 14 percent to 42 percent as a result of the passage of seat

belt use laws in 31 States. Then, from 1990 through 1992, belt use increased from 49 percent to 62 percent as a result of a national program of highly visible enforcement and public education.

Since then, belt use has risen slowly and some states have been struggling to maintain seat belt use at current levels. In 1996, belt use nationwide was 68 percent. Across the States in 1996, belt use ranged from a high of 87 percent in California to a low of 43 percent in North Dakota. Currently, 49 States have seat belt laws, with New Hampshire being the exception. (New Hampshire requires seat belt use up to age 12.) In 38 of these States, the law provides only for "secondary" enforcement of seat belt violations, requiring an officer to stop a violator for another infraction before issuing a citation for failure to buckle up. Eleven States have primary (standard) enforcement laws, with three of those states (California, Louisiana, and Georgia) having upgraded their laws from secondary to primary. No state has a seat belt law that assesses driver license penalty points.

Belt use in the 11 States with primary seat belt laws currently averages about 15 percentage points higher than in States with secondary laws. Specific States such as California and Louisiana have increased their belt use by 13 and 18 percentage points, respectively, by upgrading their secondary laws to primary. California's use rate in late 1992 was 70 percent. Since the primary enforcement law took effect on January 1, 1993, belt use has increased to 87 percent by the end of 1996. Louisiana's use rate in late 1994 was 50 percent. Since the primary enforcement law took effect on September 1, 1995, belt use has increased to 68 percent in late 1996. Early reports from Georgia suggest that similar gains will be achieved. Georgia had a use rate of 53 percent near the end of 1995 which fell to 51 percent shortly before the change to primary enforcement on July 1, 1996. After four months of primary enforcement (and despite the media's and law enforcement's attention on the Olympics during that period), statewide use was observed at 62 percent.

To understand why belt use is not higher, it is important to understand who does not use belts. Americans can be classified as non-users, part-time users, or full-time users.

High risk drivers are typically *non-users* of seat belts, are more likely than others to drive after drinking, and be involved in a serious crash, and are least likely to be responsible for the social and economic consequences of this behavior. Non-users are only five to 10 percent of the population, but are the most difficult to convert to belt use. They appear to believe that belts can cause more harm than good or that government should not mandate behaviors that affect only themselves. Non-users come from all segments of society but are frequently male, less than 30 years of age, unmarried, have little or no post secondary education, drive pickup trucks or sport utility vehicles, or live in rural areas.

Part-time users are often people who believe that seat belts reduce the severity of injury in motor vehicle crashes, but who also appear to believe that they are not at risk when driving on short, familiar, low speed trips. Many part-time users think of themselves as full-time users because they wear their belts when they think they are at risk of crash involvement. The greatest gains in seat

belt use have been achieved by increasing the number of situations in which part-time users wear their belts. Since members of this group already believe that belts are beneficial, they may be converted to full-time use through education, but messages must be presented in new ways so part-time users will pay attention.

Almost three-quarters of Americans say they are *full-time* users. However, of these, almost 10 percent acknowledge that they did not use their seat belts during the past week. In NHTSA surveys, full-time users say their primary reason for wearing seat belts is to avoid injury. (Part-time users state their number one reason to buckle up is also to avoid injury.) Studies have shown that self-reported belt use is 12 to 25 percentage points higher than observed use. In NHTSA observational surveys, females use their seat belts 10 percent more often than males and overall usage is highest in the suburbs, followed by cities. Lowest usage is in rural areas.

A barrier to increasing belt use is that many State and local leaders do not understand the linkage of belt use to social burden. The combined costs to government, health care systems, business, and individuals make this a community issue that cannot be ignored or underestimated. This perception at the State level has resulted in many States adopting secondary belt laws which are often not vigorously enforced. Some States attempting to upgrade secondary seat belt use laws to primary enforcement laws have faced significant opposition. Opponents' arguments are based on perceived personal freedom issues or concerns about increased potential for harassment of minorities by law enforcement officers. The National Urban League counters that argument and formally supports primary enforcement laws.

Child safety seats work. They are the most effective occupant protection devices used in motor vehicles today. If used correctly, they are 71 percent effective in reducing fatalities in children under the age of 5. They are 69 percent effective in reducing the need for hospitalization. Unfortunately, because parents and other car owners too often are uninformed, they find child seats inconvenient, out of their financial reach, or too difficult to install. About 50 percent of children under 5 who died in crashes were unrestrained. Of the remaining 50 percent, 26 percent were in an adult seat belt which is not the most effective protection for most children under age 5. In studies conducted by NHTSA to observe child safety seat misuse, nearly 80 percent of the child seats observed were misused in one or more ways (the seat wasn't properly attached to the vehicle or the child wasn't appropriately buckled into the seat).

Children, especially those under the age of 5, are more vulnerable in collisions because of the size and shapes of their bodies. The child safety seat is designed to help spread the forces of a crash over more of the body for front facing toddlers, and cradles the fragile neck and back of the rear facing infant.

Both seat belt and child seat use is lowest among those who need it most. Fewer than 40 percent of both adults and children involved in fatal crashes were properly restrained.

Seat Belt and Child Seat Use Outside the United States

Many other countries have belt use rates significantly higher than the United States. For example, use rates in Canada, Australia, and several Western European countries exceed 90 percent, while use rates in Great Britain exceed 80 percent. Belt use laws in these countries typically allow primary enforcement and also cover occupants of light trucks and vans. Fines for noncompliance are generally higher than in the United States, and some jurisdictions assess demerit points against drivers' licenses for belt use law violations. In contrast, States in the U.S. do not assess penalty points for adult belt use law violations.

In Europe, several countries have child passenger safety laws which start from the premise that children (up to a specified age and weight) must ride in the rear seat, but these laws also permit children to ride in the front passenger seating positions provided that they are in a child safety seat or seat belt (Belgium, France, Ireland, Luxembourg, Portugal, and Spain). Other European countries require child passengers in the front seat to be in a child safety seat or seat belt (Austria, Denmark, Finland, Germany, Greece, Italy, Netherlands, Sweden, and the United Kingdom). The latter approach to child passenger safety legislation is typical of State laws in the U.S. There is no known information to show that the first approach results in a greater proportion of children riding in the rear seat, and the net result of both approaches (in terms of child passenger position in the vehicle, overall safety, etc.) appears to be roughly the same. Foreign child passenger safety laws are often "nationwide" as opposed to State by State. In some countries, stricter standards for child seat crash tests exist (Canada's tests require the use of a top tether).

It should be noted that belt use rates in Canada and the U.S. did not differ markedly until the mid-1980s when Canadian provinces began implementing comprehensive special traffic enforcement programs (STEPs). These highly publicized enforcement efforts achieved belt use rates in the 80 percent range. When Canada decided to establish a national 95 percent seat belt use goal, provinces amended their laws to add driver license penalty points. With the penalty point provision, belt use in Canada is currently 92 percent for drivers and 90 percent for front seat passengers.

Taking Responsibility

It's Easy to Increase Belt Use — All It Takes Is Everyone

Click! It's easy and it takes three seconds. Once a person establishes the habit of wearing seat belts on every trip, it's a habit for life. And examples from business, local communities, States, and many other countries show that America's national belt use goals of 85 or 90 percent can be achieved.

Just as the belt use problem belongs to everyone in America, so does the solution — everyone buckling up properly, on every trip. Only through the cooperation of all levels of government

(Federal, State, and Local), the private sector, interest groups, citizen activists, and other interested parties, can we begin to reach our goal. Through collective partnerships, individuals *can* be educated and encouraged to change behavior and assume personal responsibility for themselves and their families.

In this partnership, the Federal government has a role to provide "tools" for this collective effort. The Federal government can participate in the cultivation of new partnerships, develop model laws, provide incentive grant programs or start-up matching funds, give hands-on assistance when requested, and provide examples of model programs that work and can be replicated nationwide.

Many States, communities, and organizations have raised seat belt and child safety seat use substantially. Their successful methods can be shared and duplicated. Here's a sampling of some "best practices":

North Carolina's multi-partnered "Click It or Ticket" provides an excellent example. North Carolina began this highly visible enforcement program in 1993, modeled on the successful Canadian STEPs. Seat belt use rose from 65 percent to 83 percent, one of the nation's highest use rates. In the first two years of "Click It or Ticket," fatal and serious injuries were reduced by 15 percent and taxpayers saved more than \$100 million in health care related costs. Nearly every law enforcement agency in the State participates in the program.

The Navajo Nation Tribal Council passed a seat belt use law in 1988. Tribal enforcement and awareness activities began that year and expanded in 1992 with a Federal grant from the Bureau of Indian Affairs to establish a Community Traffic Safety Program to emphasize raising the tribe's seat belt use. The program combined community-wide education, school-based injury prevention, Safe Kids programs, a child safety seat loaner program, improved traffic records, defensive driver training, and an impaired driving task force. Navajo Police undertook aggressive enforcement of the tribe's primary occupant protection laws through routine patrols and highly publicized checkpoints. By the end of 1995, surveys showed that low belt use on the reservation (initially measured at 8 percent) soared to 78 percent for the Navajo people and there was a 50 percent drop in hospital admissions. Tribal employees operating government vehicles are now buckling up 100 percent of the time.

With over 84,000 drivers nationwide, United Parcel Service (UPS) boasts a solid traffic safety record. UPS has a zero tolerance policy for unsafe driver behavior behind the wheel. As part of its defensive driving program, based on establishing good driver habits, UPS instructs its drivers *that if the wheels are in motion, the driver must be secure with a seat belt* — even if the vehicle is moving just a few feet. Three decades ago UPS made a conscientious decision to install seat belts in its vehicles to protect its drivers. As part of UPS' comprehensive driver training program, wearing seat belts is a learned habit that is easily reinforced. Since the inception of UPS' commitment to seat belt usage and other safe driving habits, crash rates have declined steadily.

Everyone Can Participate

Everyone living in America can participate in this national effort to save lives and prevent injuries by correctly buckling up on every trip. But there's also a role for many individuals, groups and organizations, both public and private, to help get non-users and part-time users into the healthy habit. Examples include:

President: Provides overall leadership as Chief Executive and national spokesperson for the issue. The President can bring together leaders of the public and private sectors, media, and other national organizations to concentrate their energy and resources toward a single goal and mission.

DOT Secretary: Provides vision and administers overall seat belt and child safety seat programs; dedicates staff for program development, implementation, and evaluation; provides funding to States (Sections 402 and 403); promotes public/private partnerships; and leads other Executive Departments.

Congress: Encourage States to adopt legislation and to educate the public on the importance of proper seat belt and child safety seat use.

National Organizations and Coalitions: Groups such as the Air Bag Safety Campaign, the National Governors Association, the National Association of Governors' Highway Safety Representatives, the International Association of Chiefs of Police, the American Academy of Emergency Physicians, the National Safety Belt Coalition, the Network of Employers for Traffic Safety, and others provide valuable technical assistance and resources. They can assist at the State and local level to advocate for strengthened laws, increased enforcement, and education.

Educators: Youth are both the problem, with very low belt use, and the solution -- proper belt use habits likely will last a lifetime. Educators can be effective in teaching and reinforcing these belt use habits.

Business: Many individual companies, especially those joined in the Air Bag Safety Campaign, already have made major contributions toward the National Plan. ~~No other groups or individuals are more respected by Congress, State legislatures, community governments, and private citizens, or wield more influence in determining legislative, economic, and commercial priorities.~~ *delete*

Health Care Providers: Doctors, nurses, and other medical, emergency, and health care professionals add their unique perspective to the problem. They can use their experience, knowledge, and professional respect to educate Congress, State legislators, the media, patients, and the general public about the dangers of not buckling up and not using child restraints properly. *by ...*

Prosecutors and Judges: The judicial system is an integral part of increasing seat belt and child safety seat usage. The court system must support law enforcement officers who cite individuals for noncompliance of belt laws or who put their children at risk by not properly restraining them.

As officers of the court, prosecutors and judges can send a firm message to the public that seat belt and child restraint laws are important.

Media: The media and other communication outlets, public and private, have made the public aware of the dangers of not being properly restrained and can assist in changing behaviors. Recently, the media has seized upon the several dozen persons killed by air bags to educate the public very effectively about the potential dangers of air bags. The media can do the same to highlight the thousands of persons killed each year through failure to use seat belts and child safety seats -- the thousands who could live to be care givers, wage earners, and contributors to community well being.

Reporters?
News
Not clear.

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 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, not timid. We must reach beyond "business as usual." Bold goals will require total commitment and complete cooperation. But for the country's good, we cannot settle for less. 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) to 575 by 2000 and 500 by 2005**
(from 685 in 1995)

The National Strategy

The National Strategy presents a collaborative, cooperative method to implement a simple four point plan to achieve these ambitious national goals of increasing seat belt and child safety seat use. The Strategy focuses the considerable activities, funding, and resources already committed by many different organizations to a common cause.

A Four Point Strategy

The Strategy's first element is the most important -- we must join together to **build the public-private partnership** necessary to help America reach its potential of saving lives and preventing injuries through the use of seat belts and child safety seats. In addition, each State and community must **enact strong legislation, embrace active, high visibility law enforcement, and expand well-coordinated, effective public education.** These four strategies, used together, have proven to be effective in increasing belt use. These strategies work.

To reach our goals, we will need to **build public-private partnerships** at the Local, State, and Federal levels. The problem is too big for any one group or small band of groups to tackle. No one of us is as effective as all of us are together. While it is individuals who must ultimately take responsibility to buckle up themselves or safely secure the children in their vehicles, it is the responsibility of a great many to encourage, enact, enforce and inform.

There are, and have been, many strong partnerships over the past 10 years that have worked to increase seat belt and child seat usage in America. Many organizations, public and private, have contributed resources (funding and in-kind) and worked together to get this Nation to our current 68 percent seat belt use rate. In communities across the country, businesses have joined with service groups, law enforcement agencies, citizen activists, county engineers, schools, and others to increase local use rates. States have formed statewide seat belt coalitions, distributed information, passed and enforced laws, and developed a plethora of tactics to increase usage. Large business has taken the issue on because it's cost effective and makes sense. The list goes on. Now we need to energize existing partners and bring new ones on to assist in meeting the national goals. We need new ideas, new resources, additional energy, and additional partners.

The second component of the National Strategy is for States to **enact strong legislation** by adopting primary (standard) seat belt laws and closing gaps in child passenger safety laws. Under primary enforcement, a citation can be written whenever a law enforcement officer observes an unbelted driver or passenger. In States with secondary laws, an officer can issue a citation only after the driver is cited for some other infraction. Child passenger safety laws should cover every child (up to age 16), in every seating position, in every passenger vehicle. Currently, while every State has a child passenger safety law, some laws only include very young children, some only cover the front seat, and some exempt pickup trucks and vans.

The National Strategy's third component of **active, high-visibility enforcement** of seat belt laws is necessary to achieve higher belt use rates. 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. Seat belt laws need to be enforced in the same way as other traffic infractions, like speeding or running a red light. Too often drivers will be stopped for littering or not having an inspection sticker before they are stopped for failing to wear a seat belt or have their young occupants properly secured.

An additional side benefit of increased traffic enforcement, in addition to saving lives and dollars, is a measurable reduction in crime. Active, highly visible traffic enforcement provides a major opportunity to catch criminals. Because most criminals drive to and from the crime scenes, it is not surprising that as many as one-third of criminal apprehensions occur as part of a traffic stop. Nor is it surprising that high intensity programs, such as those conducted in North Carolina and Tennessee, result in a large number of criminal apprehensions and recoveries of stolen property.

A variety of seat belt enforcement approaches are encouraged to fit a community's needs. Examples including ticketing, conducting checkpoints or safety checks, child safety seat clinics,

and officers serving as role models through personal seat belt use. Law enforcement must take every opportunity to educate the public about the importance of seat belts, child safety seats, and always seating children in the back seat, but active enforcement is a must.

No child should be allowed to ride unrestrained in a vehicle. To ensure that children ride safe, law enforcement should take action on every child passenger safety law violation they see. Enforcing child passenger safety laws does not require extensive training on correct use. An officer needs only to observe a child who is at risk and be willing to do something about it. Sometimes officers mistakenly believe that if a family cannot afford a child seat, they shouldn't add to the family's burden by giving them a ticket with a fine. Other options are available. An officer can use a stop as an educational opportunity, can refer the adult to a low-cost or "loaner" child safety seat program, or refer the adult to local child passenger safety assistance for technical advice.

The fourth National Strategy component is to expand **effective public education** on the benefits of seat belt and child safety seat use and on belt and child safety seat use laws. Through a range of activities from high visibility enforcement campaigns to promotional events and community-based initiatives, public education must be well planned and well coordinated.

To educate the public about the dangers of not using or misusing seat belts and child safety seats, efforts can range from national campaigns such as "Vince and Larry" designed and executed by the National Advertising Council, to inclusion of passenger safety information in State driver's licensing booklets, to one-on-one opportunities delivered by a physician or day care worker. The crucial element is that the public receives the same simple message in many different ways.

Specific Activities to Implement the National Strategy To Increase Seat Belt Use Nationwide

Presidential Initiatives

The President should take immediate Executive Branch action to support these goals:

- Establish motor vehicle seat belt and child safety use as an Administration priority
- ~~Strengthen the Executive Order~~ requiring belt use on the job for all Federal employees *update and strengthen*
- Direct all Cabinet agencies to institute belt use policies and implement programs for Federal employees
- Address the Nation on the importance of the National Strategy

The President also should challenge others to take action:

- Challenge Governors and States to enact and enforce primary seat belt laws (if they have not already done so) and upgrade child passenger safety laws to cover all children, in all seating positions of all passenger vehicles
- Challenge Congress to enact seat belt and child passenger safety laws on all

- Directive - includes contracts
- Seat belts on Fed. lands
- More at DOT - high
- NHTSA
- Promoting seat belt law
- Success

put in place
a policy
to the extent
feasible
practicable

Federal lands

- Challenge Congress to fund fully fund the occupant protection initiatives in the FY 1998 budget submission
- Challenge American businesses to support the national goals, advocate primary seat belt and upgraded child passenger safety legislation in the States, support enforcement of these laws, implement belt use policies and programs for employees, communicate belt and child safety seat messages to customers, and join in coalitions with other businesses and organizations to advance these goals
- Challenge the film and television industry to show proper seat belt and child safety seat use in television and movies
- Challenge the Media to help educate public on proper seat belt and child safety seat use
- Challenge all Americans to take responsibility for their own and their family's safety by making certain that everyone is properly buckled up, on every trip

Congressional Initiatives

To assist citizens, communities, and States to increase their seat belt and child safety seat use, and to provide them the tools they need, Congress should:

- Fully fund the Department of Transportation's passenger safety initiatives in its FY 1998 budget and in the Department's reauthorization proposal
- Adopt seat belt legislation to cover national parks and other Federally owned lands
- Advocate and work with State legislators in support of primary belt use and upgraded child passenger safety laws
- Advocate seat belt and child safety seat use in constituent contacts and outreach

Cabinet Department Initiatives

All Executive Departments should:

- Implement policies on seat belt use for all employees
- Require all Federal contractors to have a seat belt use policy
- Include seat belt and child safety seat use in regular activities with constituents

do some research

Some Departments can do more:

DOT Secretary Initiatives

- Establish seat belt and child safety seat use as a top DOT priority
- Direct all DOT modes to promote seat belt and child safety seat use with constituents
- Host press event with the President and partners to launch the strategy
- Promote seat belt and child safety seat use in speeches
- Conduct public/private round table to enlist corporate America
- Urge individuals to take responsibility for seat belt and child safety seat use

through high profile media events (television talk shows, press conferences, sporting events)

- Praise District of Columbia for its new primary seat belt law at a press event
- Encourage governors to support seat belt and child seat use measures at the National Governors' Association Annual Meeting (offer on-the-spot PSAs with Governors; present awards to outstanding state programs)

Department of Transportation Modal Administrations

- Promote seat belt and child safety seat use with constituents
- Work with State and private sector partners to develop model seat belt and child safety seat legislation for the States
- Assist the States to implement seat belt and child passenger safety legislation and programs with information, training, and other technical assistance
- Assist the States to enforce their seat belt and child safety seat laws through expanded special traffic enforcement program (STEP) grants
- Increase the number and contributions of private and non-profit partners working with the Department to increase seat belt and child safety seat usage
- Assist States to link crash, cost, and injury data
- Assist the States to enforce seat belt and child safety seat laws through expanded Section 403 grants and technical assistance
- Work with the Network of Employers for Traffic Safety (NETS) program to recruit private sector partners
- Build 200 additional Safe Communities annually
- Conduct Moving Kids Safely conferences to strengthen intermodal and public/private partnerships with new partners

Department of Defense

- Continue to enforce seat belt use policies on military bases
- Expand base safety officer training to include child safety seat education and use programs

Department of Education

- Train safety officers in school districts to include occupant protection issue
- Develop and promote adoption of a K-12 curriculum on occupant protection in all schools

NOT Discussed

Encourage states to purchase

Department of Health and Human Services

- ~~Allow~~ child safety seats to be purchased with Medicaid funding
- Continue child safety seat training through public health offices, emphasizing proper restraint use and appropriate restraint systems (infant, toddler and booster seats and seat belts)
- Continue child passenger safety education and training in day care centers
- ~~Encourage adults, especially older persons, to properly wear belts at all times~~

Encourage belt use messages for adults -- particularly older persons -- into health promotion activities

- Promote passenger protection initiatives through CDC's Safe America program ..

Departments of Interior and Agriculture

- Enforce State seat belt laws on Federal lands
- Implement and expand child safety seat education and training on Tribal lands

Department of Justice

- Encourage enforcement of seat belt and child safety seat laws as part of community policing efforts
- Include seat belt enforcement programs in DOJ funded programs

Department of Labor

- ~~Issue a workplace seat belt rule to require belt use on the job by all employees of all businesses~~
- Include belt use in performance-based workplace safety and health programs

National Organizations

Many national organizations already support seat belt and child safety seat legislative, enforcement, and education. All organizations dealing with public health and safety should:

- Adopt policies for primary seat belt and upgraded child passenger safety laws
- Support primary belt use and upgraded child passenger safety legislation in the States
- Provide training and educational materials in proper child seat use
- Assist in educating the public on the importance of full time seat belt and child seat use, through the Air Bag Safety Campaign or directly to the public

States

States can take direct action to protect their citizens and reduce the costs of injuries to unrestrained occupants. States should:

- Adopt primary seat belt enforcement laws and strengthen child passenger safety laws
- Assess meaningful penalties for seat belt violations
- Fund and support strong enforcement of seat belt and child passenger safety laws
- Encourage private sector initiatives to increase seat belt and child safety seat use
- Establish motor vehicle crash, injury, and cost data base to quantify problem and measure success
- Implement seat belt use policies for all State employees
- Provide a coordinated public information and education effort

Communities

Most education and law enforcement takes place in our cities, counties, towns, and villages. They should:

- Support traffic enforcement as one of their best investments in public safety
- Encourage schools to teach children of all ages proper traffic safety practices, including seat belt and child safety seat use
- Implement seat belt use policies for all public employees
- Establish and strengthen Safe Community coalitions

Private Sector

America's businesses have a crucial role to play in increasing proper seat belt and child safety seat use. They also will realize substantial benefits through decreased crash injury costs to their employees and their families. Businesses should:

- Advocate primary seat belt and upgraded child passenger safety legislation in the States
- Support enforcement of these laws
- Implement belt use policies and programs for their employees
- Communicate belt and child safety seat usage messages to their customers
- Join in coalitions with other businesses and national organizations to advance seat belt and child safety seat education, legislation, and enforcement
- Contribute resources, both direct funding and in-kind services

Media

Media has a responsibility and plays a special role. The media should:

- Help educate the public on the benefits of proper, full time seat belt and child safety seat use and the consequences of non-use
- Show proper seat belt and child safety seat use in television and movies
- Include seat belt and child safety seat usage in stories about crashes
- Serve on community task forces to assist locals in community efforts

Private Citizens

Ultimately, it is the individual who must take responsibility for his or her own behavior. Not buckling up has a negative effect on society (unable to control a vehicle while putting others at risk, potential of greater injury for self and other occupants, cost of injuries). Young children are unable to protect themselves. Parents and care givers are responsible for transporting children safely. Every person living in America should:

- Buckle up every time, every trip
- Properly secure every child in a vehicle in an age/weight appropriate child safety seat, booster seat or seat belt

- Place children in the safest place in a vehicle -- the back seat
- Never put a rear facing child seat (the kind used for infants) in the front seat of a car with an air bag

Strategy Implementation and Kickoff

The National Strategy should be announced at a major White House event. Representatives from all sectors should participate: the President in the lead, Cabinet Secretaries, Governors, Mayors, National Organization leaders, members of Congress, Law Enforcement, and CEOs of major corporations. The event should highlight examples of successful current programs (States with high belt use, the Navajo Nation, a saved by the belt survivor, companies with effective policies and programs, organizations conducting effective education and training, coalitions supporting these goals, and health care leaders). The event, focusing on commitment and actions, will show how everyone, working together with the same goals, can quickly raise seat belt and proper child safety seat use.

Funding

As is appropriate for a National Strategy in which everyone has a role, funding comes from many sources. The private sector already has contributed substantially to education, legislation, and enforcement activities to increase seat belt use. In particular, members of the Air Bag Safety Campaign are contributing over \$14 million in two years. Many individual companies are conducting their own activities through in-kind services or direct funding. Virtually every highway safety organization is participating actively. This voluntary commitment and funding must continue.

The Federal government will do its part. Specific funds to increase seat belt and child safety seat use are included in the Department of Transportation's FY 1998 budget request and the Department's reauthorization proposal. In FY 1998, the Department has requested \$9.78 million for all passenger protection activities and an additional \$9 million for passenger protection incentive grants to states. States are expected to allocate over \$20 million of the funds they receive from the Department of Transportation's Section 402 traffic safety grants to passenger protection. Other Cabinet departments will provide appropriate funding for their activities from their requested budgets.

States and communities spend substantial sums to enforce their passenger protection laws and to educate the public on seat belt and child safety seat use. The benefits they receive, in reduced traffic injuries, fatalities, and economic costs, far exceed these expenditures.

S:\AA\HEDLUND\BELTPLAN\DRAFT10.JH 3/5/97 10:30 a.m.

Elena Mra

"Reports to POTUS"
from Secretaries

Seatbelt Report

Status - circulating

Content - High goals

4 part strategy - partnership, legislation,
law enforcement, education
Specific Recommendations

- Gov't

- Pres

- EO { Fed lands
update
contractors

- Agencies

- Contractors

- program specific

justice

HHS/Medicaid

- States

1^o seatbelt laws

- Private

- Media

- employers

Event - sign EO

(Sgt) sanctions for 1^o laws (next EA modification)
w/ Big 3 and others (w/ 08?)

3 years of incentives - redicem
to safety

grants in men time

Zero tolerance was hard sanction
02 under 21

data's better on seatbelts

imp't to make statement

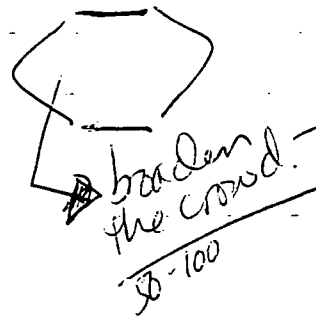
08 studies not as strong / car police holes -
arbitrary - alcohol industry, restaurant

13 states went to 08 Lautenberg / Mike Lowery bill

Phil Becht -

3/11/97

- April 3rd - Ride out of town
- Doable - date question -
- what do we say now and then



incentive - \$9 million grant - or qualify
for it on good performance

yesterday - decision made tentatively to bring
up ISTEA proposal -
seatbelt
alcohol
sanctions after 3-5 years.

draft up language - send through OMB
ISTEA proposal - will include incentive
program. -

Separate safety title - truth size and wt. -
(motor carriers) -
- As long as it takes
to clear. -

Working on separate safety title -
Separate
✓ Safety Title of ISTEA 20 things

- NHTSA. — international harmonization. —
- waivers to car companies to experiment w/safety devices
 - titling of salvaged vehicles. —

Possible headlines

- truck size and weight
- ~~provision~~ for seat-belts —
eventual mandates on seatbelts
- 08 BAC
helmet laws.
- In all cases — incentives for 3-5 years.
- "soft sanctions" Redirect 1/2-3% of construction funds and cr

Current Law

- Zero tolerance —
- 21 Drinking —
- soft sanction for 2ndary laws now

Campbell Henrietta (?) OHS -

— Daymon Thompson — OHS — Press

Dr. Bill Rade —

Q's — How we've chosen speakers

→ in some cases chosen to represent group; others — long, scholarly background.

— process in general for commission

— process for mrg. in particular

Shapiro. —

— charge of PORUS

— approach of commission

— " " this meeting

— how people are chosen

— frame the issues

Harold will lay out 8 or 9 areas. —

Ground rules to respond to the media

— not done upon availability

Ian Willmer — testifying before Frist.

NIH — technical seminar on Thursday.

Phil Roehr

366-2106

Executive Orders

Require seat belt use by Federal employees

The President would revise and reissue the Executive Order (12566) on Safety Belt Use Requirements for Federal Employees.

The rule, last issued in 1986, no longer addresses current occupant restraint technology (ie. rear seat belts, air bags, etc) or addresses recent human factor research. This new Executive order would address these issues and require cost accounting to measure reductions in property and injury costs currently paid by the Federal government. ✓
?

Require all Federal contractors to have a seat belt policy

NHTSA's Office of Contracts and Procurements indicated that an Executive Order issued by the President is both legal and acceptable. The Procurements office further suggested that precedent exists for requiring contractors and others using Federal funds to meet certain conditions. Examples of such a requirement include the Drug-free Workplace, Americans with Disabilities, and Equal Employment Opportunity (EEO).

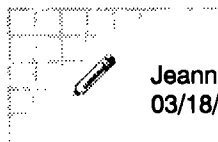
The Contracts Office believes a belt policy could be instituted by Executive Order (ie. precedent of non-striking workers). The Order could apply not only to contractors but also to all Federal grant funds -- contractual, formula, and discretionary. Contractual and discretionary funds should not raise political issues because recipients apply for the funds -- if an organization does not wish to implement a policy it need not apply. Formula funds may raise political issues because States receive formula funds. If a state (New Hampshire) didn't have a belt law it would not get the formula money. encourage

Require all Departments that manage Federal lands to issue or update seat belt use requirements for all motor vehicle occupants

A review of existing United States Code (18 USC 7 (1996)) indicates that the President has authority to direct the Departments to issue regulations regarding use of seat belts on Federal lands.

A further review of several of the Agencies (U.S. Forest Service, Bureau of Land Management, National Park Service, and the Department of the Army) indicates that many of the Agencies have previously issued regulations regarding seat belt use.

This new executive order would require each of the Agencies to update their regulations to meet current occupant restraint technology, add consistency to the regulations throughout the federal system, and would require active enforcement of the rules.



Jeanne Lambrew
03/18/97 07:01:14 PM

Record Type: Record

To: Elizabeth Drye/OPD/EOP

cc:

Subject: car seats and Medicaid

Finally an answer!

Under fee-for-service, Medicaid does not cover car seats. However, Medicaid managed care plans can provide them once a person is enrolled in a plan and can fold some (not all) of the cost into their capitation rate. They may not use the car seat as a marketing tool or offer the seat at any time during the enrollment period.

We don't know how many plans actually offer car seats but we don't think it is many.

CDC might also have some program.

Hope this helps, Jeanne

Paul Reicht — pros and cons 366-2775

Jackie Lowie

366-6800

— Aggressive Drivers —

— Not enthusiasm for 1-800 # for aggressive
mta. in CA. — w/cellular phone industry

* NHBA issue — emergency #

May time
frame

— Reckless Drivers — Fred Lyle running campaign

FHWA —

— public education campaign

— smart generation ^{at stop} lights

— sentencing guidelines —

manslaughter —

variable —

Package
on
reckless drivers
— speed limits —
✓

— Response on aggressive driving — not clear.

Resources on ISRTA — sent to Hill today

— Airbags —

Jackie — Starts by end of week —

1/2 dozen states aggressive driving programs
high-visibility enforcement.

Unmarked cars controlling, enforcement.

(MD, VA, DC pulling together
initiative)

Seatbelt Report -

- 1) private sector commitments?
- 2) other agencies
- 3) Content in ISTEA —
 - McCain - other ~~senators~~ - letter to states
 - urging 1st seat belt laws
 - funding incentive

Jackson — circulation →

reckless drivers

- ISTEA

- Janklow legislation

- Reckless or Aggressive Drivers call-in #?



Phil Reuter — Cabinet officials

Private Sector NETS — Network of Employers for Traffic Safety —
45 days to follow → implementation plan

- Mandate for seatbelts —
- " " .08 alcohol —
- helmet laws —

~~- Addendum -~~

Jackie Lowie - 366-1600

^E
March 20th Child Seat giveaway

- More strict -

N.C. AG - Easy - makes it a
misdemeanor to sell to

Send Jim Gleaney memo.
366-7149

~~STUDY~~
Phil Ricketts —

~~STUDY~~

Truck size and safety — DOT doing
study — comes out in March —
likely to recommend continuing freeze —
Overstake's bill ratchet's down —
FHWA issue — talk to Jane Gandy —

(.08) — in ISTEA —

— .08 / + Administration

— 4/5

— performance

Funding issue bigger issue —

— safety a specific percentage —

— was considered by DOT — Very few items
are particular percentage of. Must find \$
11% in NHTSA's budget —

1/2 on grants — go from 150 M → 765 M

1/2 on operating

\$9 million for seatbelt protection —

Jim Headlund
Fax 366-7149

Seat Belt Report - Clearance Cover Note

Log Reference
Jim Jules - Transportation Branch
Jim Brown 53473; 395-309

Claire Donalan DOT contact.

Mark Schwartz

Cover NOTE

Attached for your clearance is a DOT report to The President proposing steps ~~the~~ Federal Agencies and the private sector ~~can~~ ^{should} take to increase seatbelt use. ~~Some of the recommendations a DOT recommends~~ that a number of federal agencies take specific actions to ~~ensure~~ increase belt use among their employees and constituencies. Please review the sections pertaining to your agency carefully. DOT welcomes ~~any~~ ^{modified} ~~additional ideas~~ ~~or~~ modification to proposals in this draft. ~~For~~ ²⁰²⁻³⁶⁶⁻⁷⁷⁵⁵ Contact Jim Headlund at National Highway Traffic Safety Administration ~~with any ques~~ or Elizabeth Drye ~~with~~ at The White House Domestic Policy Council (202-456-5523) with my questions.

Status of - ~~NEXTEA~~ - Authorized at \$20 million
Seatbelt incentive program.

NHTSA

Air Bag Safety Campaign —

- kids in back
- buckle everybody up
- { Funded by automobile manufacturers
- { 7 major insurers.
- public education
- legislation - 1st enforcement
 - gaps in child safety laws
 - all kids
 - all seats
 - all passenger vehicles

We provide technical support.

Program materials

Employers for auto safety —

Most in

- Board of directors —

- NHTSA participates, provides support for national

State coalitions - 2030 corporations to start

Employers

He / Karen Ignati - 3 safety programs

Frame as

President's Plan to Increase Seat Belt Use

Secretarial Briefing

Presidential Directive

“Work with Congress, the States, auto and insurance industries, and safety and consumer groups”

Prepare a plan to increase the use of seat belts nationwide

The plan shall address, among other things:

- State laws that require the use of seat belts

- Assistance from DOT to improve those state laws

- A comprehensive education campaign from the public and private sectors to help the public understand the need to wear seat belts

Plan due March 10

Our Approach

- ◆ Outreach with Congress and safety partners
- ◆ Roundtable with Administrator

Summary of comments

- ◆ Foundation: education, legislation, enforcement
- ◆ Cooperative, inclusive
- ◆ Federal leadership, not control
- ◆ Build upon successful programs

Presidential/Secretarial Themes

- ◆ SOTU/Inaugural
- ◆ DOT retreat
- ◆ FHWA speeches
- ◆ Themes
 - children's health strong families/communities
 - safe and healthy America
 - giving people tools to take responsibility
 - Reinvention Corporate citizenship

Report Structure

- ◆ Scope of problem: magnitude, costs, etc.
- ◆ Effectiveness of seat belts
- ◆ Why it is everyone's problem
- ◆ What we need to do - role for everyone
- ◆ Presidential goals and commitment
 - Executive orders to Cabinet/Agencies
 - Public-private partnerships
 - Working with Congress and the States

Partners

- ◆ Business
- ◆ Education
- ◆ Healthcare
- ◆ Law enforcement
- ◆ Prosecutors and judges
- ◆ Insurance industry
- ◆ Government leaders
- ◆ National Associations
- ◆ Media
- ◆ Federal government

Basic Strategy

- ◆ Public-private partnerships: send the message that we all are the solution
- ◆ Education: taking personal responsibility; support good laws and strong enforcement
- ◆ Legislation: all states with primary seat belt law for children and adults; eliminate gaps
- ◆ Enforcement: making it the law of the land; active and highly visible

Next Steps

- ◆ Set national goals
 - increase belt use
 - reduce child passenger fatalities
 - all states with primary seat belt laws
- ◆ Starts with Federal Government
 - executive orders
- ◆ Working with States and Congress
- ◆ Public-private partnerships

Rollout

- ◆ Presidential event
- ◆ Surrounded by Partners
- ◆ Praise the Good
 - Navajo Nation
 - Governors
 - Companies
 - Health care leaders
- ◆ Commitments/Actions

President's Plan to Increase Belt Use

Detailed Strategy and Activities

February 28, 1997

National goals

Belt use: 85% by 2000 and 90% by 2005

1996 base: 68%

Child passengers: 575 fatalities (age 0-4) by 2000 and 500 by 2005

1995 base: 685

Four-point Strategy

Public-private partnerships

conduct activities, provide funding

Legislation:

primary seat belt use laws

upgrade child passenger laws -- all children, all seats, all vehicles

Enforcement:

encourage active, high-visibility enforcement of these laws

Education:

about seat belt and child seat use

about laws and enforcement

Presidential Initiatives

- Establish motor vehicle seat belt and child safety use as an Administration priority
- Executive Order requiring belt use on the job for all Federal employees
- Direct all Cabinet agencies to implement belt use programs for Federal employees

Challenge others to take action:

- Governors and States -- enact and enforce primary seat belt laws, upgrade child passenger safety laws
- Congress -- enact seat belt and child passenger safety laws on all Federal lands
- Congress -- fund the passenger protection initiatives in DOT's FY 1998 budget
- Businesses -- support the national goals
- Hollywood -- show proper seat belt and child safety seat use in television and movies
- Media -- help educate public on proper seat belt and child safety seat use
- All Americans -- to take responsibility for their own and their family's safety by making sure that everyone is properly buckled up, on every trip, with kids in the back seat

Congressional Initiatives

- Fully fund DOT passenger safety initiatives in FY 1998 budget and ISTEA
- Adopt seat belt legislation to cover national parks and other Federally owned lands
- Advocate and work with state legislators in support of primary belt use and upgraded child passenger safety laws

Cabinet Department Initiatives

All Executive Departments

- Implement policies on seat belt use for all employees
- Require all Federal contractors to have a seat belt use policy
- Include seat belt use in regular activities with constituents

Transportation

- All DOT modes promote seat belt and child safety use with constituents
- Develop model seat belt and child safety seat legislation, cooperatively with the states
- Assist the states in implementing seat belt and child passenger safety legislation and programs with information, training, and other technical assistance
- Assist the states to enforce their seat belt and child safety seat laws through expanded Sec. 403 grants
- Increase participation (and funding) by private and non-profit partners working with the Department
- Assist states in linking crash, cost, and injury data
- Expand NETS program
- Build 200 more Safe Communities annually
- Conduct Moving Kids Safely conferences to strengthen linkages

Justice

- Include traffic enforcement (especially of seat belt and child safety seat laws) as eligible for crime funding (such as the Community-Oriented Policing COPS program)

Labor

- Issue a workplace seat belt rule to require belt use on the job by all employees of all businesses
- Include belt use in performance-based workplace safety programs ("Maine 200")

Health and Human Services

- Allow child safety seats to be purchased with Medicaid funding
- Continue child safety seat training through public health offices
- Continue child passenger safety education and training in daycare centers
- Promote passenger protection initiatives through CDC's Safe America program
- Provide tools for data linkage by e-coding all injuries

Defense

- Continue to enforce seat belt use policies on military bases
- Expand base safety officer training to include child safety seat education

Interior and Agriculture

- Enforce state seat belt laws on Federal lands
- Implement and expand child safety seat education and training on Tribal lands

Energy

- Incorporate seat belt and child safety seat messages in fuel economy consumer bulletins

Education

- Include belt use in school safety officer training
- Develop a K-12 curriculum on occupant protection

National Organization Initiatives

- Adopt policies supporting primary seat belt and upgraded child passenger safety laws
- Support primary belt use and upgraded child passenger safety legislation in the states
- Provide training in proper child seat use
- Assist in educating the public on the benefits of seat belt and child seat use, through the Air Bag Safety Campaign or directly

State Initiatives

- Adopt primary seat belt and strengthen child passenger laws
- Fund and support strong enforcement of seat belt and child passenger safety laws
- Encourage private sector initiatives to increase seat belt and child safety seat use
- Establish motor vehicle crash, injury, and cost data base to quantify problem and measure success
- Implement seat belt use policies for all state employees

Community Initiatives

- Support traffic enforcement as one of their best investments in public safety
- Encourage schools to teach schoolchildren proper traffic safety practices, including seat belt and child safety seat use
- Implement seat belt use policies for all public employees
- Establish and strengthen Safe Community coalitions

Private Sector Initiatives

- Advocate primary seat belt and upgraded child passenger safety laws in the states
- Support enforcement of these laws
- Implement belt use policies and programs for their employees
- Communicate belt and child safety seat messages to their customers
- Join in coalitions with other businesses and national organizations to advance seat belt and child safety seat education, legislation, and enforcement
- Contribute resources, both direct funding and in-kind services

Media has a special role

- Help educate the public on proper seat belt and child safety seat use and the consequences of non-use
- Show proper seat belt and child safety seat use in television and movies

Funding

Strategy **not** based on major federal funding, but on contributions by all parties

Private sector already has contributed substantially and should continue

Air Bag Safety Campaign: \$14 million over 2 years

Individual contributions by GM, Chrysler, State Farm, many others

Funding in NHTSA FY 98 budget request

\$9 million occupant protection incentive grants (ISTEA)

\$9.78 million occupant protection activities (Sec. 403)

\$20 million (estimated) state spending (Sec. 402)

Option: increase incentive grants to larger amount



AIR BAG SAFETY: BUCKLE EVERYONE! CHILDREN IN BACK!

AIR BAG SAFETY CAMPAIGN PARTNERSHIPS

The Air Bag Safety Campaign has developed partnerships with more than 70 corporations and national organizations to ensure that the important "ABC" safety message: *Air bag safety means: Buckle everyone! Children in back!* reaches as many people as possible. Highlights of the Campaign's partnerships include:

- **Abbott Laboratories** will run an article about air bag safety in its *News Update*, distributed to 15,000 employees nationwide.
- **Act Radio** will produce and disseminate two 30-second PSAs on air bag safety to 20,000 supermarkets, drugstores and toy stores nationwide for airing over in-store public address systems during the Campaign's spring mobilization.
- **Aetna U.S. Healthcare** will disseminate air bag safety messages through print and electronic communications to its nearly 28,000 employees and through *Appleseeds*, a health-oriented magazine which reaches nearly three million American households.
- **Alfa Romeo** will send personalized letters and information about air bag safety to owners of its cars with passenger side air bags.
- **Alliance of American Insurers**, a trade association representing 270 member companies, will include the "ABC" safety tips in their newsletter and Web site, reaching thousands of employees and consumers.
- **Allstate Insurance** has partnered with the American Academy of Pediatrics to distribute All Kids Safe child passenger safety materials to customers, consumers and employees through 15,000 agents and 50,000 pediatricians countrywide. New materials include *Family Shopping Guide to Car Seats*, *One Minute Car Safety Seat Checklist* (English/Spanish), Toys 'R' Us car seat coupons, poster and a repackaged IIHS Kids and Airbag Video. The primary focus is on using car seats correctly and getting all kids safe in the back seat.
- **American Academy of Family Physicians** sent a special mailing to 48,000 doctors alerting them to the dangers air bags pose to children and people of smaller stature and encouraging doctors to call the Air Bag Safety Infoline to request air bag safety education handouts to assist them in counseling their patients about air bags. In the week following the letter's release, the Campaign logged more than 2,000 requests for information from doctor's offices.

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- **The American Association of Health Plans (AAHP)** represents more than 1,000 health plans throughout the United States providing health care to over 140 million people. AAHP will encourage member plans to support Campaign efforts through articles in member publications, including distribution of an order form for consumer education and outreach materials in a newsletter to medical directors. Additionally, AAHP asked Campaign advisors to present to a leadership subcommittee meeting at the upcoming AAHP Institute in June.
- **American Association of Motor Vehicle Administrators (AAMVA)** will run an article on air bag safety in its monthly newsletter and an accompanying ad in its quarterly magazine. Motor vehicle agencies and highway patrol organizations will receive the Campaign's Communication Action Kits to assist them in disseminating air bag safety messages to drivers.
- **American Automobile Association (AAA)**, representing 39 million members through its 123 chapters, will include air bag safety information in its newsletter, *BusinessLine*, its magazine, *Car & Travel*, and other communications vehicles, including materials displayed at club travel offices.
- **American Bag Corporation** will disseminate air bag safety messages to their associates in Kentucky and Tennessee through a special internal news bulletin. The company also will include the "ABC" safety tips with pay checks.
- **American College of Emergency Physicians (ACEP)**, with 50 chapters nationwide, has included air bag safety messages in membership newsletter articles offering the "ABC" safety tips and informational kits to doctors. ACEP members will play a critical role during the spring mobilization, contributing to a major effort to reach consumers with one-to-one communication about air bag safety.
- **American Isuzu Motors Inc.** will be sending letters, revised visor labels on air bag safety, the NHTSA letter, and the "ABC" safety tips to more than 120,000 owners of Isuzu multi-purpose utility vehicles equipped with dual air bags.
- **American Suzuki Motor Corporation** will be sending letters with air bag safety information to the approximately 70,000 owners of Suzuki cars with air bags.
- **American Trucking Association** has published air bag safety messages in their newsletter, *Trucking Issues*, reaching 4,000 members.
- **Amoco** will run an article about the Air Bag Safety Campaign in the February issue of *Jobblin' Magazine* reaching 42,700 employees.
- **Association of State and Territorial Health Officials (ASTHO)** featured the Air Bag Safety Campaign in its monthly newsletter, *Access Report*, which reaches over 400 state and local health department professionals.

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- **Automotive Occupant Restraints Council (AORC)** is comprised of 48 companies, among them Allied Signal, Automotive Safety Restraints Systems; AUTOLIV, N.A., Inc.; Breed Technologies, Inc.; Delphi Automotive Systems; Morton International; MST Automotive, Inc.; Takata, Inc.; and TRW Inc. AORC recently issued a news release on the proper transport of children in air bag equipped cars and developed a pamphlet on the issue which was distributed to all member company employees and affiliated organizations. Additionally, AORC conducted a national public opinion poll measuring attitudes on tougher safety belt use laws and issued a news release on those findings. AORC continues to work with the media to keep them apprised of industry developments.
- **BMW of North America** has featured air bag safety information in its monthly video news magazine to 350 BMW dealerships. In addition, BMW has sent a package of air bag safety information to 250,000 BMW owners of air bag equipped vehicles. Finally, BMW plans to include an article on air bag safety in the next edition of its owner magazine, *BMW Magazine*, a publication that reaches 200,000 - 300,000 owners.
- **Centers for Disease Control and Prevention, National Center for Injury Prevention and Control** has 115 representatives in all 50 states, the District of Columbia, and US territories, who will receive Air Bag Safety Campaign educational materials. The National Center for Injury Prevention and Control is working to create a reporting system for injuries and deaths associated with air bag deployments.
- **Century Products** will include the "ABC" safety tips in the boxes of more than one million child safety seats sold annually.
- **Children's Action Network** will include air bag safety messages in their next *Keep Children in Mind* bulletin, sent twice a year to 3,000 movie and television producers and writers.
- **Chrysler Corporation** began a national public education campaign called the *ABC's of Air Bag Safety – The Back is Where It's* aimed at schools and day care centers. Chrysler kicked off the campaign by sending a letter announcing the program to more than 300,000 teachers, principals, school board and PTA presidents representing 160,000 day care and private and public schools across the country. Chrysler also will be sending letters to approximately five million owners of Chrysler vehicles with passenger side air bags and is working on warning labels for placement in cars.
- **Coalition for Consumer Health and Safety** is a partnership of 48 consumer health and safety groups. The coalition sent PSA scripts to the nation's radio networks, reaching thousands of small town and rural listeners. Several of the coalition's members speak publicly in their communities and to local media about air bag safety issues.
- **Coalition for Vehicle Choice** will reach its 34,000 individual members and 5,900 member organizations with air bag safety articles in its bi-monthly newsletter, *CVC Update*, its annual brochure, and a PSA on its syndicated radio program.

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- **Emergency Medical Services for Children (EMSC)** is a federally-funded program that works with states to improve emergency medical services for children, including injury prevention. EMSC has alerted their state directors about the availability of Air Bag Safety Action Kits and has encouraged their members to get involved in Thanksgiving Safe Travel Action Teams (STAT) activities which will involve hundreds of volunteers meeting face-to-face with the public to disseminate the "ABC" safety tips and answer questions about air bag safety issues.
- **Emergency Nurses Association (ENA)** has 52 state chapters, 228 local chapters and over 25,000 members. ENA members were valuable spokespeople during the Campaign's Labor Day weekend initiative. In addition, ENA will alert its members about the availability of Air Bag Safety Action Kits, will participate in the Campaign's spring mobilization, and will disseminate the Campaign's message at conferences and other public appearances.
- **Evenflo** will distribute the ABC safety tips in child restraint boxes and through their consumer hotline reaching well over two million consumers annually.
- **Ford Motor Company** has launched a national advertising campaign which includes the theme "Buckle Up. Children in Back." Ford also cooperated with NHTSA on a video news release with air bag safety messages which generated an estimated 40 million TV impressions. Ford has included air bag safety information in their owner videos of several new models and will be sending letters with similar information to owners of vehicles with dual air bags.
- **Fraternal Order of Police**, representing 280,000 law enforcement officials nationwide, placed an article on air bag safety issues in its newsletter and sent a bulletin to all state lodges regarding all Campaign activities.
- **General Motors** unveiled a new national information program aimed at promoting the proper use of safety belts, child seats and proper ways to protect children from the force of a deploying air bag. Entitled "Precious Cargo – Protecting The Children Who Ride With You," the program will feature a 32-page, full-color booklet and a 16-minute videotape. The booklet, which will also be available in Spanish, will be available at any GM dealership beginning February 12. The National SAFE KIDS Campaign, a GM partner to promote child passenger safety, will also distribute the booklet through the Campaign's 220 local chapters. The videotape will be available in early March.
- **Gerry Baby Products** has included air bag safety messages on their customer 800 information line. The company also put air bag safety messages on their employee electronic mail network reaching employees at Gerry Baby Products and parent company Huffy Corporation and in their February issue of *The Huffy Newsletter* which reaches 5,000 employees.
- **The Goodyear Tire & Rubber Company** has published articles about the Campaign and air bag safety in its daily employee newsletter, *The Akron Daily Digest*, and through its electronic World News Desk, reaching more than 53,000 North American associates. Goodyear said it will likely publish additional articles about air bag safety in future editions.
- **Healthy Mothers, Healthy Babies Coalition** will be attaching the "ABC" safety tips to a forthcoming newsletter, which is circulated to their 260 member organizations, representing health care providers and others who work daily with mothers and children.

- **Honda North America** will be sending letters to owners of Honda and Acura cars equipped with air bags to remind them of the risks, and they are developing a new warning label for future vehicles. In addition, Honda has developed a new 20 page brochure entitled, *What You Need to Know About Air Bags*, which is available through Honda and Acura dealers.
- **Indian Health Services (IHS)** included the viewing of an educational video on air bags at its recent convention. IHS will distribute materials through its 13 regional representatives.
- **Insurance Information Institute (I.I.I.)** is recognized by the media, governments, regulatory organizations, universities and the public as a primary source of information, analysis, and referral concerning insurance. The I.I.I. recently produced a video news release (VNR) that warned parents and provided tips on protecting their children from air bags. To date, the VNR has reached approximately 7.5 million people across the country.
- **The International Association of Chiefs of Police** represents more than 14,000 police administrators in 80 countries and is an active member of the Campaign's Enforcement Committee.
- **Jiffy Lube** will dedicate the month of April 1997 to air bag safety education. The company will mail the "ABC" safety tips to their 15 million direct mail recipients, and post air bag safety messages on its Internet home page, www.jiffylube.com. Additionally, Jiffy Lube will display the "ABC" safety message on the exterior visibility signage located above more than 1,400 of its service centers nationwide.
- **Johnson & Johnson** will run an article about air bag safety in newsletters that reach 40,000 employees.
- **Kaiser Permanente** will include a back page display advertisement with the air bag safety message in their *Partners For Health* magazine, which reaches more than 1.8 million subscribers, and will include a more detailed story inside the magazine.
- **Kemper Insurance** included footage from the Campaign b-roll in their fall video magazine broadcast to approximately 10,000 employees. The company will include an article on air bag safety in *Personal Lives*, a newsletter distributed by Kemper agents to their customers nationwide.
- **Kia Motors America** expects to include expanded information on air bags in future editions of their owners' manuals and in new editions of owner videos. Kia features knee air bags, and owner videos will include footage showing actual deployments of these air bags. The company is planning on sending literature on air bag safety to all Kia car owners with dual air bags.
- **Land Rover North America, Inc.** has provided air bag advisories as part of their new owner videotape.
- **Maryland Office Of Tourism Welcome Centers** distributed Air Bag Safety Campaign flyers to highway travelers through its 13 state welcome centers throughout the month of December and during the Christmas holiday season.
- **Maryland Department of Transportation** distributed air bag safety handouts at thirteen state-run welcome centers throughout December 1996.

- **Maternal and Child Health Bureau (MCHB)** provides leadership to both the public and private sector to build the infrastructure for the delivery of health care services to all mothers and children in the U.S. The MCHB established the Children's Safety network (CSN) with centers in Washington, D.C., and Newton, Massachusetts, to provide technical assistance to states and communities in injury prevention developing and distributing publications, organizing conferences, and conducting training. At the request of the MCHB, the Campaign will be providing 85 kits for distribution by the Bureau.
- **Mercedes-Benz of North America** recently announced its use of an electronic child seat recognition system. The company has sent a letter to all Mercedes-Benz employees about air bag safety issues. Warning labels will be installed in all new models and copies have been distributed to dealers to retrofit inventory and customer cars. The company is developing a letter to go to more than 900,000 owners of air bag equipped cars.
- **Metropolitan Property & Casualty Insurance Company** has disseminated information about the Campaign in a special edition of their newsletter, *Need to Know*, which reaches 3,000 employees.
- **Midas International** will include the "ABC" safety tips in the 35,000 child safety seat boxes sold annually through Midas stores. Midas also will distribute air bag safety messages through their employee newsletter reaching 2,400 and their franchise newsletter reaching 1,890 Midas stores nationwide. In addition, Midas has added air bag safety messages to the video brochure distributed through their *Project Safe Baby*.
- **Mitsubishi Motor Sales of America (MMSA)** has conducted a child seat check-up day for its employees at the company's headquarters in Cypress, CA., with the assistance of SafetyBeltSafe USA (SBS) – a national organization dedicated to child safety in automobiles. MMSA is also teaming up with SBS to increase the awareness of the importance of proper child safety seat usage through its upcoming *Miles for Child Safety Tour*. Further, MMSA has incorporated air bag and proper restraint safety tips in its dealership sales training program, and will be sending owners of all Mitsubishi air bag equipped vehicles air bag/restraint educational letters and additional warning labels for their vehicles.
- **Morton International**, an air bag manufacturer, conducted market research on air bags and created a public education campaign to alert the public to get kids in the back seat. Morton has created brochures and vehicle decals with the message: *Always Buckle Children in the Backseat!* and is working with several grassroots organizations, including the Optimists International, American Medical Association, American Car Rental Association, Emergency Nurses Association and Chrysler Corporation to disseminate the materials.
- **National Association of Children's Hospitals and Related Institutions (NACHRI)** represents 147 children's hospitals and related institutions in the U.S. and Canada. NACHRI disseminated Air Bag Safety Action Kits to all their members. Many NACHRI members led their state's STAT – Safe Travel Action Team – activities at Thanksgiving. In addition, NACHRI will keep members informed of Campaign activities and will encourage member involvement in the spring mobilization activities.

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- **National Association of Community Health Centers (NACHC)** is a national organization supporting the health needs of under-served populations. They have attached the “ABC” safety tips to their newsletter, reaching 1,500 community health centers nationwide. In addition, NACHC will be distributing the “ABC” safety tips at their mid-Winter Meeting.
- **National Association of County and City Health Officials** is dedicated to improving and ensuring the quality of public health systems for communities nationwide. They have shown their commitment to air bag safety by attaching the “ABC” safety tips to their newsletter, *Membership Monthly*, reaching 2,888 local health departments. In addition, their Traffic Safety Committee is concentrating on legislative actions for primary seat belt laws.
- **National Association of Governor’s Highway Safety Representatives (NAGHSR)** has been instrumental in assisting with the Thanksgiving Safe Travel Action Teams. NAGHSR will continue to assist the Campaign’s public education, legislative and enforcement activities.
- **National Association of Pediatric Nurse Associates and Practitioners (NAPNAP)** will distribute air bag safety information to members and patients through its network of 5,000 nurses.
- **National Association of Police Organizations (NAPO)** represents 3,500 police organizations and more than 185,000 members. NAPO formally supports the Campaign and is defining how to most effectively assist the Campaign's initiatives.
- **National Association of Women Highway Safety Leaders (NAWHSL)** is distributing Campaign materials to NAWHSL leaders in all 50 states, the District of Columbia and the American Territories for use at their state meetings, workshops and conferences. The importance of air bag safety will be featured at the NAWHSL national convention.
- **National Association for School Nurses (NASN)** is comprised of 9,500 member nurses and has posted air bag safety messages and the Campaign infoline phone number on their electronic bulletin board. In addition, NASN will aid the Campaign by distributing the “ABC” safety tips to their patients and clients.
- **National Automotive Dealers Association (NADA)** represents 22,000 new car dealerships and 40,000 franchises. NADA is aggressively informing its members about air bag issues and encouraging dealer involvement in the Campaign. NADA also is actively educating dealers on current air bag safety issues regarding air bags and children and people of small stature.
- **National Coalition of Hispanic Health and Human Services Organizations (COSSMHO)** will publish an air bag safety bulletin to be distributed to its member organizations. COSSMHO will also assist the Campaign in identifying Hispanic spokespersons on the issues of child passenger and air bag safety.
- **National Medical Association (NMA)** has pledged to work with Campaign to get air bag safety and child passenger restraint information out to its member physicians through its more than 100 member chapters and affiliated organizations nationwide.

- **National SAFE KIDS Campaign** has been instrumental in spreading the air bag safety message to its approximately 200 local coalitions. Local SAFE KIDS coalitions are coordinating STATs in several states and are acting as key safety spokespeople for the media on air bag issues.
- **National Safety Belt Coalition** is an 800 member organization representing professional organizations, private industry, health professionals and concerned citizens. The coalition will alert members about the availability of Air Bag Safety Action Kits and STAT activities, and will dedicate space to the Campaign in every issue of its newsletter. The coalition's executive director will disseminate Campaign information during public speaking engagements.
- **National Safety Council**, in addition to acting as administrator of the Campaign, the Council is working with its 76 chapters nationwide to spread the air bag safety message. Close to 20 safety councils are coordinating STATs in states across the country. In addition, the national office has placed an advertisement on air bag safety in its monthly magazine which reaches 900,000 people, and the organization is planning to mail a letter to the 600 Fortune companies nationwide alerting CEOs to the issue.
- **Nationwide Insurance Enterprise** is providing the "ABC" message to the nearly seven million owners of autos insured by its companies. It has informed its nearly 28,000 employees about air bag safety through internal publications and notices in paycheck envelopes. Nationwide Communications, Inc., a subsidiary company, is broadcasting public service announcements about air bag safety on 18 radio stations, reaching 4.5 million listeners in some of the nation's top media markets.
- **Nissan North America** has mailed more than 330,000 letters to date and will be mailing approximately 300,000 letters per week until mid-March to reach all owners of all Nissan models equipped with passenger side air bags. Nissan also has developed a new owner's manual with easy to understand illustrations and text on air bag safety, safety belt usage and child restraint usage, proper placement of children within the vehicle and safety belt maintenance. The company is providing an instructional videotape to its dealers to inform dealer personnel and consumers on air bag issues.
- **1-800-REPAIRS** has designed a passenger side window decal warning that children may be injured by air bags and will distribute them along with the air bag safety tips through their network of over 5,000 auto repair shops to over three million car owners in the next year. In addition, the company mailed 15,000 cards to schools, clinics and law enforcement officials offering decals and other air bag safety information.
- **Porsche** ran an article about air bag safety in their employee newsletter, *PCNA Ink*.
- **Procter & Gamble** will distribute air bag safety messages to its 40,000 employees nationwide through their electronic mail system.
- **Ross Products Division of Abbott Laboratories**, maker of the infant formula *Similac* and other nutritional products, has included air bag safety messages in their *Welcome Addition Club* newsletters, which go to approximately two million new parents every year.

- **The Society of Automotive Engineers (SAE)** conducts a Child Safety Seat Campaign every year in conjunction with National Child Passenger Safety Week. SAE sections across the country participate by sponsoring billboards, bus signs, posters, bumper stickers and newspaper ads to get the word out to thousands of people. This year, SAE is collaborating with the Air Bag Safety Campaign by using the Campaign's messages during its annual initiative. A highlight will be billboards in dozens of major market cities.
- **State Farm Insurance** has already communicated the air bag safety message to its more than 100,000 associates via its internal newsletter and to its 36 million auto insurance customers via its customer newsletter. On its Internet home page, the insurer has received over 1600 hits on its section entitled, "Kids and Air bags." In honor of Child Passenger Safety Awareness Week, State Farm created a special child passenger safety packet that can be sent by its agents to customers of State Farm. The mailer includes an air bag safety brochure along with a sticker highlighting the "ABC" message. All State Farm agents will also receive "ABC" posters to display in their offices.
- **Subaru of America** has distributed air bag safety information to its employees nationwide and will be including air bag safety articles in magazines sent to 625 Subaru dealerships and 1.5 million owners of Subaru vehicles. In addition, Subaru will be mailing letters with air bag safety information to more than 400,00 owners of Subaru vehicles equipped with air bags.
- **Toyota Motor Sales USA, Inc.** has sent air bag safety information to over 1.400 Toyota and Lexus dealers and shortly, will be sending a letter containing air bag safety information to four million owners of air bag equipped Toyota and Lexus dealers.
- **U.S. Conference of Mayors (USCM)** passed a resolution in support of the Campaign at its annual Winter Meeting. The Conference voted to support and endorse the public education initiatives of the Air Bag Safety Campaign and its mobilization of public officials and law enforcement agencies – all to increase seat belt use and to raise community awareness about air bag safety.
- **Visiting Nurses of America**, representing 250 home health/nursing organizations, will distribute the "ABC" safety tips to their members and will continue to assist the campaign to reach both members and clients.
- **Volkswagen of America, Inc.** has printed 500,000 copies of the Campaign's core piece to be distributed to VW and Audi owners of air bag equipped vehicles. They will also use the core piece to respond to requests for information they get through customer relations.
- **Volvo Cars of North America, Inc.** is running an extensive media campaign highlighting that children should sit in the back seat of vehicles that are equipped with a passenger side air bag. Volvo has sent letters to all owners in the U.S. and Canada of 1993-7 MY Volvos equipped with dual frontal air bags informing them of a variety of issues related to air bags and safety. Educational materials on air bag safety are being widely distributed to the public through Volvo's corporate office and retailers.

*** TX REPORT ***

TRANSMISSION OK

TX/RX NO 0306
CONNECTION TEL 93667149
CONNECTION ID
ST. TIME 03/14 10:00
USAGE T 00'39
PGS. 1
RESULT OK

Jim Headlund
Fax 366-7149

Sent Belt Report - Clearance cover home

Jim Dubos - Transportation Branch

Jim Brown 53473; 395-309

Claire Donalan DOT contact.

Cover NOTE

Attached for your clearance is a DOT report to the President proposing steps for Federal Agencies and the private sector ~~can~~ ^{should} take to increase seatbelt use. Some of the recommendations a DOT recommends that a number of federal agencies take specific actions to ~~increase~~ increase belt use among their employees and constituencies. Please review the sections pertaining to your agency carefully. DOT welcomes ~~their~~ ^{modified} ~~additional~~ ^{input} ~~ideas~~ ^{modification to proposals in this draft.} ~~to~~ ^{you} Contact Jim Headlund at National Highway Traffic Safety Administration ⁽²⁰²⁻³⁶⁶⁻⁷⁷⁵⁵⁾ ~~with any ques~~ or Elizabeth Drye ~~with~~ at The White House

cc - KAGAN

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ISTEA Projects

Continued from Page 1

members of Congress to decide highway spending priorities. Schatz also said by setting up an official process for member requests, the Transportation panel has only "legitimized pork."

Many senators claim they oppose these House member-requested projects.

Senators even extracted a promise from Transportation Secretary Slater during his recent confirmation hearings that the administration would oppose so-called demonstration projects because they reduce the amount of money distributed to the states through the regular funding formula.

At the confirmation hearings, **Senate Commerce Chairman McCain**

said, "We voted to prohibit demonstration projects a couple years ago, but we are afraid they may come back under a different name."

The term "demonstration project" has evolved from its 1980s reference to projects intended to test new road or bridge technologies to now mean any member-requested project, whether or not it "demonstrates" anything. Slater did not specify which definition of "demonstration project" the administration would use.

However, House aides point out that for all the public opposition by senators to member-requested projects, in the conference committee for the 1991 ISTEA bill, the Senate requested 97 projects totaling \$1.35 billion. And during Slater's recent Senate confirmation hearings, sen-

ators continually referred to special projects in their states that need funding.

By comparison, the House, with four times as many members, requested 415 projects costing \$4.7 billion in the 1991 legislation.

One House aide said House members are tiring of the "Senate's self-righteousness" in opposing member-requested plans in public, while asking for funding for the projects in private.

The same aide also noted that while the 1991 ISTEA bill spent 5 percent on member-requested projects, the transportation secretary was awarded 10 percent to spend on any projects he deemed necessary. The remaining 85 percent was distributed to states by the increasingly controversial formula.

— *By Matthew Morrissey*

McCain Encourages Seat Belt Use Incentives In ISTEA

Senate Commerce Chairman McCain Monday said he will seek incentives in reauthorization of the Intermodal

TRANSPORTATION Surface Transportation Efficiency Act to encourage states to increase seat belt usage.

Speaking with reporters about a broad range of transportation issues, McCain said he was struck during recent hearings regarding automobile airbag safety about the importance of seat belts.

"The testimony showed that seat belts are the primary way to save lives," he said.

McCain and several other senators have already sent a letter to the states asking them to pass laws that make not wearing a seat belt a "primary offense" — meaning police do not need to witness another traffic violation to pull someone over — and increase the fines for not wearing a seat belt.

While McCain said he is wary of possible "resentment" in the states from another federal safety mandate, he may press ahead in ISTEA to give states a funding incentive to increase seat belt usage. The Commerce Committee has jurisdiction over the safety-related provisions in ISTEA.

McCain also acknowledged the airbag safety issue "will not go away,"

adding that he expects **Sen. Dirk Kempthorne**, R-Idaho, to introduce legislation soon that would require air bags to have less explosive power.

McCain said he does not know yet whether he will oppose easing restrictions on commercial trucks with "triple trailers," which many highway safety advocates have called dangerous.

Regarding foreign trucks, McCain said as long as Mexican trucks meet American safety and inspection standards they should be allowed into the United States as a fulfillment of the North American Free Trade Agreement. "I don't see how you can have free trade by restricting" Mexican trucks, he said.

McCain said he is "out of patience" waiting for Amtrak to become economically self-sufficient and opposes the Clinton administration's plan to use the highway trust fund to partially fund Amtrak. "I don't know how you interpret the highway trust fund as a railway subsidy," McCain said, calling Amtrak "subsidized transportation for high-income people."

McCain said he does not foresee Congress privatizing the FAA in the near future. Privatization would require an "iron clad" assurance that public safety could be maintained, he said with a tone of skepticism, he said.

The debate over future funding of the FAA can only be solved by a commission appointed to look into it, McCain said, because there is little chance Congress will come to a consensus.

He called the airline user fee proposal by the large airlines a "non-starter." But he suggested some areas for potential revenue could include inspection fees, higher user fees for corporate jets and some financial support from the Defense Department for the FAA services it uses.

McCain said he is reluctant for Congress to become involved in the American Airlines strike, and noted his son is an American Airlines pilot.

How To Get Your Event Listed In CongressDaily/A.M.'s Schedule

CongressDaily/A.M. compiles its scheduling information from LEGISLATE and Federal News Service. Announcements of congressional hearings and other events can be faxed to 202-296-6110 to the attention of "scheduling department." Due to space limitations, *CongressDaily/A.M.* cannot guarantee publication of all announcements.



SHIMABUKUR_L @ A1

03/19/97 08:52:00 PM

Record Type: Record

To: Elizabeth Drye

cc:

Subject: SOME SEAT BELTS PROVIDE LESS PROTECTION WITHOUT AIR BAGS

Date: 03/19/97 Time: 17:26

SSome seat belts provide less protection without air bags

WASHINGTON (AP) Motorists who disconnect air bags run the risk that their seat belts alone may not protect them as much as regular belts in a car without air bags, safety experts say.

That's because the seat belts in some late-model cars were designed to work only in conjunction with air bags to better protect passengers from injuries.

These new belts have several inches' extra give to absorb force in a severe crash while preventing a passenger's ribs or shoulders from breaking. The air bag then is supposed to cushion the passenger and prevent head injuries.

If the air bag is removed, more severe head injuries are likely in higher-speed crashes with these new belts, auto executives and safety experts said Wednesday.

The government is considering letting consumers have mechanics disconnect air bags in response to the deaths of several dozen children and adults in low-speed crashes from the sheer explosive force of the bags.

"Air bags are part of a safety system and if you start to take out any parts of the system, you're not going to have the same level of protection," said Barry Felrice, director of regulatory affairs for the American Automobile Manufacturers Association.

"Without an air bag, there would be a greater chance of the head striking the wheel," said Chuck Hurley of the National Safety Council.

Some automakers fear that customers will not realize deactivating the air bags might mean less protection from seat belts.

"You're better off wearing you seat belt and keeping the air bag," said

Mitchell Sherba, General Motor Corp.'s director of safety integration.

Half the cars GM has sold since 1993 have the new belt system. Less than 10 percent of new Ford Motor Co. vehicles have them, said spokesman Dave Giroux. Chrysler Corp. started putting the belts on its full-size Ram van and had been gearing up to put the system on other vehicles with air bags. Some foreign cars also use the "energy-management" belts.

The problem with disconnecting seat belts used with air bags was

first reported in USA Today on Wednesday.

Meanwhile, a GM auto executive from Australia said the air bags the company uses in that country deploy at half the force of American air bags. There have been no injuries or deaths from the bags, said Laurie Sparke with General Motors Holden, but far more Australian passengers wear seat belts, compared to Americans.

APNP-03-19-97 1735EST

James J. Jukes

03/20/97 10:06:30 AM

Record Type: Record

To: Elizabeth Drye/OPD/EOP

cc: David J. Worzala/OMB/EOP

Subject: E.O. to Require Federal Contractors to have a Seat Belt Policy

I will call you about a conversation I had with Steve Kelman concerning the attached.

----- Forwarded by James J. Jukes/OMB/EOP on 03/20/97 10:07 AM -----



Mathew C. Blum

03/19/97 02:46:44 PM

Record Type: Record

To: James J. Jukes/OMB/EOP

cc: See the distribution list at the bottom of this message

Subject: E.O. to Require Federal Contractors to have a Seat Belt Policy

Jim:

Thanks very much for getting us a copy of DOT's draft report to the White House which proposes steps that should be taken to increase seat belt use. We appreciate the importance of this initiative, but, at the same time, are concerned about trying to use federal contracts as a vehicle to further this policy as the draft report suggests. Every recent major analysis of the procurement system, including the NPR, has concluded that our ability to buy commercial is key to having an effective system that can help the taxpayer get better overall value with reduced risk. Part of ensuring that the government can effectively take full advantage of the commercial marketplace depends on removing barriers to entry -- e.g., government-unique reporting, recordkeeping, and certification requirements. For this reason, both the Federal Acquisition Streamlining Act and the Clinger-Cohen Act contained provisions specifically aimed at making certain laws inapplicable to the acquisition of commercial items at the prime and subcontract level. In addition, many certification requirements were eliminated -- including many that were required for acquisitions of noncommercial items.

In fact, one of the laws cited by DOT as an example of a potential "condition precedent" to receiving government work, the Drug-Free Workplace Act, is (as a result of FASA) not applicable to contracts for the acquisition of commercial items. And, although it still applies to acquisitions of non-commercial items, FARA, eliminated the the Act's certification requirement. In addition, that law does not generally apply to contracts at or below the simplified acquisition threshold (i.e., contracts valued at or below \$100,000), contracts to be performed outside the U.S., or situations where application would be inconsistent with international obligations.

Steve K. has been out of town and will not be back until Thursday morning. In the meantime, we wanted to make sure that we got some comments on the record -- we expect that he will be very concerned about the suggestion for an E.O. affecting federal contracts. At the very least, we would ask that DOT look to limit any applicability of an E.O. in the same way the Drug-Free Workforce Act has been limited, as discussed above (e.g., inapplicable to prime and subcontracts for commercial items; inapplicable to buys under the SAT, no certification requirement, etc.). See Federal Acquisition Regulation 23.501. Steve K. may well have difficulties even with that approach, as he remains very concerned that the important steps the Administration has taken together with Congress to limit government-unique requirements in federal contracts (including certifications) not be eroded, lest we lose an important opportunity to take maximum advantage of the commercial marketplace. This does not mean important policies should be sacrificed, but rather they should be enforced through other means.

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