



FOR IMMEDIATE RELEASE

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New Report Shows Safety Laws Save Lives, Billions in Costs Safety Advocates Call on Congress to Pass Unfinished Highway and Auto Safety Agenda

WASHINGTON, D.C. (Wednesday, May 26, 2010) – Advocates for Highway and Auto Safety (Advocates) today released a new report showing that federal and state auto safety laws enacted over the past 20 years have saved over 85,000 lives and over \$600 billion in costs. The auto safety group used the report, *Advocacy for Safe Cars, Safe Driving and Safe Roads: 20 Years of Saving Lives and Reducing Costs from Traffic Crashes*, to call on Congress to enact additional safety measures to reduce fatalities and bring costs down even further. The report was released at a news conference at the National Press Club and included participation by U.S. Secretary of Transportation Ray LaHood, business and government leaders, and *individuals affected by car crashes*.

“These dramatic findings, tens of thousands of American lives and hundreds of billions of U.S. dollars saved, serve to underscore the need to act and act now,” said Judith Lee Stone, president of Advocates. “We can’t rest until America’s roadways are as safe as the skies.”

The report, authored by Dr. Ted Miller at the Pacific Institute for Research and Evaluation, reviews a sample of federal and state laws enacted over the last 20 years with help from Advocates, and their impact on the reduction of highway deaths and injuries and mitigation of crash costs. Among the laws reviewed are airbags, primary enforcement of seat belts, booster seats, motorcycle helmets, .08 maximum Blood Alcohol Concentration (BAC) and graduated teen licensing requirements.

The report also describes several legislative and regulatory initiatives in the past 20 years that have resulted in life and cost savings, such as electronic stability control (reduces single vehicle fatal crashes by 56%), side impact (estimated \$567 million annual benefit), and reflective tape for better visibility of large trucks at night (8,000 side and rear underride crashes prevented annually).

“Motor vehicle crashes are one of the most devastating public health problems our society has ever faced, said Joan Claybrook, President Emeritus of Public Citizen and an Advocates Board Member. “When tens of thousands of people die every year and millions are injured in car and truck crashes, we have run out of excuses for not fixing the problem immediately.”

In recent years, an average of 5.8 million crashes has occurred on our nation’s highways each year resulting in almost 40,000 fatalities and 2.3 million injuries, at a cost to society of an estimated \$230 billion per year. Every day 102 people are killed on America’s streets and highways, while more than 6,000 are injured, according to federal government statistics.

Bill Martin, Sr. Vice President of Farmers Insurance and an Advocates Board Member said, "Loss prevention is what we in the insurance community and the highway safety community, are all about. But we also have a moral responsibility to take aggressive action whenever and wherever possible to stem the decades-long tide of motor vehicle crash deaths and injuries that occur throughout the nation."

Advocates' unfinished auto and highway safety agenda includes the following:

- Close the gaps in state highway safety laws, making sure that every state enacts Advocates' 15 basic laws (better seat belt use enforcement, all-rider motorcycle helmet laws, child booster seat laws, comprehensive graduated driver licensing (GDL) laws for teens, and impaired and distracted driving reforms);
- Improve teen driver safety by enacting the *Safe Teen and Novice Driver Uniform Protection Act* (STANDUP Act) setting minimum standards for all state GDL laws;
- Require DOT action on vehicle safety standards including vehicle crash compatibility, rollover crash dynamic test, better protection for pedestrians and children and improved seat belts;
- Provide safer interstate motorcoach transportation by enacting the *Motorcoach Enhanced Safety Act* ;
- Assure highway reauthorization legislation promotes tougher seat belt and impaired driving laws, and electronic on-board recorders on trucks and buses;
- Prevent distracted driving by enacting the *Distracted Driver Prevention Act of 2009 and the Avoiding Life-Endangering and Reckless Texting by Drivers Act*, to promote state laws that prohibit text messaging and restrict cell phone use;
- Enhance consumer protection by enacting the *Motor Vehicle Safety Act of 2010* and a House companion measure, to address sudden unintended vehicle acceleration and strengthen the federal government's ability to identify and address vehicle defects. Also enact the *Consumer Auto Safety Enhancement Act of 2010* to improve collection of defect information and ensure privacy;
- Promote highway safety and infrastructure investment by enacting the *Safe Highways and Infrastructure Preservation Act* which will freeze the size and weight of large trucks on the National Highway System;
- Require new vehicle safety standards to protect children by enhancing rearward visibility, and preventing power windows from causing death or injury;
- Issue safer regulations for truck drivers to reduce fatigue and require behind-the-wheel training for new drivers; and
- Achieve long-term, significant, and sustained reductions in highway deaths and injuries.

Illinois State Senate President John Cullerton, sponsor of his state's strong teen driving laws, said the enactment of the STANDUP Act in Congress would be helpful in those states which have not progressed sufficiently in adopting key GDL laws. "So we need to pass STANDUP, then stand back and watch all the states fall into line with excellent GDL laws," he said. "We owe it to our children, their children, and everyone who gets behind the wheel of a car from now on. This is what I was elected to do."

Terri Vaccher and her son Dominic from Fullerton, CA spoke at the National Press Club news conference. Ms. Vaccher survived a 1997 collision with a semi truck that pushed her SUV underneath the tractor trailer when she was eight months pregnant with Dominic. She and her baby were saved by the airbag. "It has been thirteen years since that terrible day, thirteen years since an airbag made all the difference between life and death for me and my son," said Vaccher. "I think of that day so often, and I stand here today because so many in this room fought to make airbags standard equipment in all cars."

Montgomery County (Maryland) Police Captain Tom Didone spoke of the crash in 2008 in which his 15-year-old son Ryan was killed in a crash with a high school classmate as the driver. Captain Didone has spent most of his career in traffic law enforcement and is now an advocate for federal teen licensing restrictions. “I know what a combustible situation it can be when you add newly-licensed teen drivers, and their passengers together,” said Captain Didone. “And, I know too what it is like to lose a child. Education and enforcement are key, but strong, uniform teen driving laws are the first step toward preventing crashes and saving lives.” Didone made a plea for Congress to pass HR 1895 and S.3269, the STANDUP Act.

Another business leader participating in the report release today was Alan Maness, Associate General Counsel, State Farm Insurance Companies who said, “We look forward to future safety victories to further improve vehicle safety design, reduce drunk and distracted driving and enhance roadway safety design.”

Electronic Press Kit

An **electronic press kit** (including the new report, *Advocacy for Safe Cars, Safe Driving and Safe Roads: 20 Years of Saving Lives and Reducing Costs from Traffic Crashes*, a fact sheet on the unfinished auto safety agenda and more can be found at Advocates for Highway and Auto Safety website: www.saferoads.org.

Advocates for Highway and Auto Safety is a coalition of insurance, consumer, health, safety and law enforcement organizations that work together to advance state and federal highway and vehicle safety laws, programs and policies.

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ADVOCATES
for Highway & Auto Safety

THE UNFINISHED SAFETY AGENDA – 2010 AND BEYOND

At the start of a third decade of safety advocacy, Advocates continues to move full speed ahead in developing opportunities to improve highway and auto safety. Advocates is in the forefront of efforts to enact state and federal laws and regulations that:

- ▶ **Close the gaps in highway safety laws** and ensure that every state enacts Advocates' 15 basic highway safety laws
- ▶ **Improve teen driver safety** by enacting the *Safe Teen and Novice Driver Uniform Protection Act* (STANDUP), H.R. 1895 and S.3269
- ▶ **Provide safer passenger buses** by enacting the *Motorcoach Enhanced Safety Act of 2009* (MESA), S. 554 and H.R. 1396
- ▶ **Assure highway reauthorization** legislation promotes safer roads and driving by enacting the *Surface Transportation Authorization Act of 2009*
- ▶ **Prevent distracted driving** by enacting the *Distracted Driver Prevention Act of 2009*, S. 1938
- ▶ **Protect against vehicle defects and recalls** by enacting the *Motor Vehicle Safety Act of 2010*, S. 3302
- ▶ **Promote highway safety and infrastructure investment** by enacting the *Safe Highways and Infrastructure Preservation Act* (SHIPA)
- ▶ **Require new rules on child safety** to prevent backing crashes, and to allow power windows to stop and reverse when a child is in the path of the closing window
- ▶ **Issue safer regulations for truck drivers** to limit the required hours for working and driving so that driver fatigue is reduced, and to require training for new drivers
- ▶ **Achieve a significant and steady reductions in highway deaths** that are not attributable to downturns in economic conditions

ROLLOVER PROTECTION

CHILD SAFETY

TEEN DRIVING

SPEEDING

**TRUCK &
BUS SAFETY**

AUTO THEFT

DISTRACTED DRIVING

CONSUMER INFORMATION

BACKOVER PREVENTION

POWER WINDOWS

DRUNK DRIVING

SEAT BELTS

AIR BAGS

**MOTORCYCLE
HELMETS**

PEDESTRIAN SAFETY

HIGHWAY & BRIDGE SAFETY



Two Decades of Safer Cars & Roads ... Thanks to These Leaders

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Christopher S. "Kit" Bond (R-MO)
Barbara Boxer (D-CA)
Sherrod Brown (D-OH)
Robert C. Byrd (D-WV)
Christopher J. Dodd (D-CT)
Byron L. Dorgan (D-ND)
Kirsten E. Gillibrand (D-NY)
Kay Bailey Hutchison (R-TX)
Daniel K. Inouye (D-HI)
Amy Klobuchar (D-MN)
Frank R. Lautenberg (D-NJ)
John McCain (R-AZ)
Patty Murray (D-WA)
Mark L. Pryor (D-AR)
Harry Reid (D-NV)
John D. Rockefeller IV (D-WV)
Charles E. Schumer (D-NY)

Former U.S. Senators

Richard Bryan (D-NV)
John C. Danforth (R-MO)
Elizabeth Dole (R-NC)
Slade Gorton (R-WA)
Ernest "Fritz" Hollings (D-SC)
Ted Stevens (R-AK)
John Warner (R-VA)

U.S. House of Representatives

Tim Bishop (D-NY)
Michael N. Castle (R-DE)
Peter A. DeFazio (D-OR)
Peter T. King (R-NY)
John Lewis (D-GA)
Nita M. Lowey (D-NY)
Edward J. Markey (D-MA)
James P. McGovern (D-MA)
John L. Mica (R-FL)
James L. Oberstar (D-MN)
John W. Olver (D-MA)
Nancy Pelosi (D-CA)
Janice D. Schakowsky (D-IL)
Chris Van Hollen, Jr. (D-MD)
Henry A. Waxman (D-CA)
Frank R. Wolf (R-VA)

Executive Branch

Hillary Rodham Clinton
Secretary of State
(formerly U.S. Senator, NY)

Deborah Hersman
Chairman
National Transportation Safety
Board (NTSB)

Ray LaHood
Secretary of Transportation
(formerly U.S. Representative, IL)

State Legislatures

John J. Cullerton
President
Illinois State Senate

Advocates for Highway and Auto Safety Board of Directors

Insurance Co-Chair

Bill Martin
Farmers Insurance Group

Consumer Co-Chair

Joan Claybrook
President Emeritus, Public Citizen

Consumer

*American College of Emergency
Physicians*
Stephen Hargarten, M.D., MPH
American Public Health Association
Linda C. Degutis, DrPH
Center for Auto Safety
Clarence Ditlow
Consumer Federation of America
Jack Gillis

Emergency Nurses Association
Mary Jagim, R.N., BSN, CEN

KIDS AND CARS
Janette E. Fennell

Joan Claybrook
President Emeritus,
Public Citizen

R. David Pittle
Consumer Product and
Regulatory Consultant

Trauma Foundation
Andrew McGuire

*Whirlwind Wheelchair
International*
*San Francisco State
University*
Ralif Hotchkiss



ADVOCATES
for Highway & Auto Safety

saferoads.org

Insurance

Allstate Insurance Company
William Vainisi

*California State Automobile
Association*
Steven A. George

Farmers Insurance Group
Bill Martin

*Independent Insurance Agents
and Brokers of America (IIABA)*
Wesley Bissett

Liberty Mutual Group
Paul Mattera

*National Association of Mutual
Insurance Companies (NAMIC)*
Neil Alldredge

*National Association of Professional
Insurance Agents (PIA)*
Michael E. Becker

Nationwide Insurance
William Windsor

State Farm Insurance Companies
Herman Brandau

Unitrin
John Mullen

USAA
Brian Conklin



ADVOCATES
for Highway & Auto Safety

**Speakers – Advocates for Highway and Auto Safety Press Conference
National Press Club, Washington, DC
May 26, 2010**

Judith Lee Stone (Moderator)

Judie Stone has served as President since the beginning of Advocates for Highway and Auto Safety (Advocates) in 1989. She has 30 years of experience in the highway safety field, including previous positions with the U.S. Department of Transportation's National Highway Traffic Safety Administration, U.S. DOT Office of the Secretary, the National Association of Governors' Highway Safety Representatives, and the National Safety Council. Prior to her safety career, Ms. Stone worked on both the Senate and House sides of the U.S. Congress, as a lobbyist for a church organization and a hunger advocacy group, and in London for a retired U.S. ambassador and former U.S. protocol chief. She is a graduate of Northwestern University in sociology and journalism.

Joan Claybrook (Washington, DC)

Joan B. Claybrook is President Emeritus of Public Citizen and a former Administrator of the National Highway Traffic Safety Administration (NHTSA) in the U.S. Department of Transportation. Prior to her time with NHTSA, Ms. Claybrook founded and directed Public Citizen's Congress Watch, worked for the Public Interest Research Group (PIRG), the National Traffic Safety Bureau, the Social Security Administration, and the Department of Health, Education, and Welfare. She sits on several boards of directors of academic and consumer protection organizations, as well as serving as consumer co-chair of Advocates for Highway and Auto Safety and chair of Citizens for Reliable and Safe Highways. She has won numerous awards for her professional achievements and her commitment to public service.

State Senator John J. Cullerton (Chicago, IL)

Senator Cullerton was inaugurated to his first two-year term as President of the Illinois Senate on January 14, 2009. He has served as the Democratic Co-Chairman on the Senate's Judiciary Civil Law Committee, Vice-Chairman on the Insurance Committee, and a member of the Judiciary Criminal Law Committee and the Revenue Committee. He served as the Senate Majority Caucus Whip from January 2007-January 2009. Senator Cullerton has been a leading traffic safety advocate over his 28 years in the Illinois House and Senate, sponsoring dozens of key highway safety bills and sharing his expertise with legislators and other safety activists from across the nation. He is the father of five children and spearheaded the successful passage of several child passenger safety, seat belt and teen driving safety laws. At the conclusion of both the 93rd and 94th General Assemblies, Senator Cullerton was recognized for sponsoring more bills than any other legislator as well as having the most bills signed by the Governor.

Captain Thomas Didone, 5th District Commander, Montgomery County (Maryland) Police Department

During his 22 years with the MCPD, Captain Tom Didone has served as Director of Alcohol Initiatives and the Special Operations Division. He is widely recognized for his traffic safety enforcement leadership and for innovative educational programs he developed to prevent underage drinking. In January 2007, he was assigned as Commander of the 5th District (Germantown). On October 20, 2008, his son Ryan, age 15, was killed as a passenger in a car driven by a newly-licensed 17-year-old classmate.

Alan Maness, Washington, DC

Alan Maness started with State Farm in 1994. After spending two years in Bloomington, he went to Washington D.C., where he currently serves as Associate General Counsel, Federal Affairs. Previously, Mr. Maness was Senior Minority Counsel for the Aviation, Consumer and Surface Transportation Subcommittees of the Senate Commerce Committee (1986-1994). He also served as an attorney with the U.S. Department of Justice (1982 to 1986) and special assistant U.S. Attorney for Washington D.C. (1984 to 1985). Mr. Maness serves on the Government Affairs Council of the Financial Services Roundtable, the Business Roundtable's Washington Planning Committee, and the Board of Directors of Protecting America.

Bill Martin (Los Angeles, CA)

Bill Martin is Senior Vice President in the Personal Insurance Business Unit of Farmers Insurance. In his role as Vice President for all of Farmers' personal auto and excess insurance products Mr. Martin has used innovation to break through technology and cultural barriers. Prior to his work at Farmers, he started up and managed two nonstandard auto companies in Maryland and California and provided leadership working for Transport Insurance Company, Travelers Insurance and Progressive. Mr. Martin was elected insurance co-chair of the Board of Directors at Advocates for Highway and Auto Safety in 2009 and is a Board Member of the Insurance Institute for Highway and Auto Safety.

Terri Vaccher

Terri Vaccher was saved by an air bag when she was eight months pregnant with her son, Dominic. In January 1997, Terri was driving her 1995 Ford Explorer to work when a semi Truck jackknifed in front of her. The severe impact caused the hood of her Explorer to be pinned under the semi. The dashboard compressed, crushing her legs. She was trapped in her car for more than an hour. The air bag saved both her life and the life of her unborn son. Dominic was born four weeks early, but healthy and unharmed. Because of the air bag, Terri was able to slowly recover from the injuries to her legs, knees and ankles. She was able to participate in a marathon race in 2005.

**Statement of
Joan Claybrook, President Emeritus, Public Citizen, and Consumer Co-Chair
Advocates for Highway & Auto Safety
Press Conference, 20th Anniversary
National Press Club, May 26, 2010**

One of the things I've learned over the many years of my career in government and public interest advocacy is perseverance. When we know what the solutions are to public health or other societal problems, it is often just a matter of time, hard work and political will before we succeed.

Motor vehicle crashes are one of the most devastating and costly public health problems we face as a society. It is the leading cause of death for all Americans ages 4 to 34. However, we have found solutions to achieving safer vehicles, safer drivers and safer roads. Airbags, seat belts and anti-drunk driving technology are solutions that save lives and prevent disabling injuries. When tens of thousands of people die every year and millions are injured in car and truck crashes and safety countermeasures are available, there really are no excuses for not acting immediately.

Since 1990, over 800,000 people have died on our nation's roadways, and tens of millions more have suffered debilitating and costly injuries. American families are paying with their lives and their wallets. We knew what needed to be done 20 years ago when Advocates was formed and consumer groups successfully partnered with insurance companies to work together and move the safety agenda forward. Our annual action plan for federal and state advocacy was simple and direct – enact proven programs, lifesaving public policies and effective laws to save lives. The report released today by Advocates shows that all our efforts have paid off, with lives and dollars saved and numerous prevention measures put in place in states across the country. Those overwhelming fatality and injury numbers would be even worse today without the dedicated and determined work of safety organizations like Advocates and the political leadership of numerous federal and state officials who faced controversy and oftentimes defeat but never gave up.

Despite our safety successes there is an unfinished agenda that must be advanced in order to address the annual toll of 40,000 fatalities and more than 2.5 million injuries. We need to:

- Close the gaps in state highway safety laws, making sure that every state enacts Advocates' 15 basic laws (better seat belt use enforcement, all-rider motorcycle helmet laws, child booster seat laws, comprehensive graduated driver licensing (GDL) laws for teens, and impaired and distracted driving reforms);
- Improve teen driver safety by enacting the *Safe Teen and Novice Driver Uniform Protection Act* (STANDUP Act) setting minimum standards for all state GDL laws;
- Require DOT action on vehicle safety standards including vehicle crash compatibility, rollover crash dynamic test, better protection for pedestrians and children and improved seat belts;
- Provide safer interstate motorcoach transportation by enacting the *Motorcoach Enhanced Safety Act*;

- Assure highway reauthorization legislation promotes tougher seat belt and impaired driving laws, and electronic on-board recorders on trucks and buses;
- Prevent distracted driving by enacting the *Distracted Driver Prevention Act of 2009 and the Avoiding Life-Endangering and Reckless Texting by Drivers Act*, to promote state laws that prohibit text messaging and restrict cell phone use;
- Enhance consumer protection by enacting the *Motor Vehicle Safety Act of 2010* and a House companion measure, to address sudden unintended vehicle acceleration and strengthen the federal government's ability to identify and address vehicle defects. Also enact the *Consumer Auto Safety Enhancement Act of 2010* to improve collection of defect information and ensure privacy;
- Promote highway safety and infrastructure investment by enacting the *Safe Highways and Infrastructure Preservation Act* which will freeze the size and weight of large trucks on the National Highway System;
- Require new vehicle safety standards to protect children by enhancing rearward visibility, and preventing power windows from causing death or injury;
- Issue safer regulations for truck drivers to reduce fatigue and require behind-the-wheel training for new drivers; and
- Achieve long-term, significant, and sustained reductions in highway deaths and injuries.

We don't need to wait any longer, we can't wait any longer and we won't wait any longer. The unfinished agenda when implemented will achieve drastic reductions in highway deaths and injuries, result in dramatic economic savings and will spare thousands of families the heartache of burying a child, a parent or a friend.

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**Statement of
Senator John J. Cullerton, President, Illinois State Senate
Press Conference, 20th Anniversary of
Advocates for Highway and Auto Safety
May 26, 2010 – National Press Club, Washington, DC**

There are some things to celebrate these days, including Advocates' 20th anniversary – 20 years of lobbying for laws we know save lives, and money, too, is not a bad way to spend your working days. Congratulations for really making a difference in Washington and in state legislatures across the nation.

And thanks to Secretary Ray LaHood – another IL safety advocate – for his leadership on distracted driving. I'm pleased to report that our home state of Illinois was among one of 10 states to pass an all-driver texting ban in 2009, and we've had a complete cell phone use prohibition and a passenger restriction for beginning teen drivers on the books for some time. All of these laws specifically address the issue of driver distraction.

I became interested in passing highway safety laws while I was serving in the House in the 1980s. My wife, Pam, got me interested in passing child passenger safety laws because she was involved at the local level urging child restraint use in our community. You might say once I saw how people changed their behavior, buckled their kids into car seats because there was a law that told them they had to, I was hooked. What a great job I had – pass laws and save lives. There have been many other areas where laws have made a big difference and I've been privileged to have played a role in their enactment. It's not always easy to get highway safety laws passed, but when we are successful, it doesn't get any better than that.

I want to focus my remarks today on the issue of teen driving. Over the past several years in Springfield, I have sponsored graduated driver licensing, or GDL laws because all the best research throughout the world tells us passing these laws is changing the landscape for beginning teen drivers and their driving environment. We're pleased to have a pretty good system in IL, one of the best in the nation, and it's because we have built consensus around the idea that it's not necessary to lose hundreds of precious young lives every year. Things have changed since GDL has taken off in IL. Deaths are down and teens are much better drivers and better prepared to become fully licensed after more time in supervised, restricted training.

Some states haven't been as aggressive as IL in passing optimal components of GDL, and federal legislation, the Safe Teen and Novice Driver Uniform Protection Act – or STANDUP – is a good way to move those states along. State legislators aren't usually prone to talking positively about the exercise of federal sanctions being a good mechanism for the federal government to compel states to pass laws. But when it comes to public health and safety matters, I believe both federal and state governments should be involved in whatever reasonable way they can to make progress in saving lives. STANDUP is a reasonable approach because it offers incentive grants to states first to

upgrade their teen driving laws, then withholds a small percentage of highway monies after three years if the state hasn't acted. Each year a state fails to act means more teen and other lives lost, an unnecessary tragedy that is entirely preventable.

So we need to pass STANDUP, then stand back and watch all the states fall into line with excellent GDL laws. We owe it to our children (Pam and I have five), their children, and everyone who gets behind the wheel of a car from now on. This is what I was elected to do, am proud to say that I've made highway safety a priority in the IL General Assembly, and will continue to do so as long as I'm there.

Thank you.

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**Statement of
Captain Tom Didone, Montgomery County MD Police Department**

May 26, 2010

I am here today to share with you the story about my son Ryan to highlight the tragedy and devastation that can result from motor vehicle crashes involving a provisional driver.

For many years, my job with the Montgomery County, Maryland Police Department focused on traffic safety law enforcement, and I join with others here to urge Congress to pass a key piece of the unfinished agenda for auto safety—The STANDUP Act, that establishes minimum standards for states' teen driving laws.

On the night of October 20, 2008, my 15 year old son, Ryan, was attending a Young Life Christian meeting in Damascus, Maryland. It was a common practice for the teens to go to the Burger King in the town after the meeting; however, on this night, that three mile drive would become Ryan's death sentence.

Ryan was a very popular child who was almost impossible not to like. Being the son of two police officers, he had the misfortune of attending countless traffic safety speeches, and knew very well the importance of wearing your seatbelt.

On the night of the crash, Ryan and three other children made the mistake of getting into the car of a 17 year old provisional driver who only had his license for two weeks. The driver began speeding on a country road, at night with a car full of kids; lost control, veered off the road, hitting a tree, killing Ryan and injuring the other kids. Although Ryan always wore his seatbelt when he rode in the car with his parents, he became distracted with his friends and did not wear his seatbelt.

If it can happen to my son, it can truly happen to anybody.

There are laws already in place in Maryland; laws that the young driver and passengers should have been obeying that night in October. Ryan was certainly aware of the laws and so what went wrong? I ask myself this question every day.

As a traffic enforcement official, I know how complicated a situation it can be when you add newly-licensed teen drivers, and their passengers to the mix. I know too what a shattering event it is to lose a child. Education and enforcement are key ingredients, but strong, uniform teen driving laws are the first step toward preventing crashes and saving lives.

As this report points out, strong auto safety laws can and do save lives. Just think of how many kids' lives could be saved by strong minimum standards for all states' teen driving laws.

As a nation, we must make protecting our kids with these teen driving laws a priority. As a parent, I am here today to express strong support for passage of the STANDUP Act. Law enforcement's job will be much more effective when we know that every state has the same minimum requirements for beginning teen drivers.

Several times in my career I have had to be the one to inform a mother or father that their child would no longer be coming home. And I never thought I would be on the receiving end of such a call. The more we do to improve the overall system, the fewer calls to parents will have to be made. I am urging Congress to help prevent these tragic calls – the calls I never want to make again, and thought I would never receive – by passing H.R. 1895/S.3269, the STANDUP Act.

Thank you.

**Statement of
Alan Maness, Associate General Counsel, State Farm Insurance Companies
Press Conference, 20th Anniversary of
Advocates for Highway & Auto Safety
National Press Club, Washington, DC, May 26, 2010**

State Farm has been the leading U.S. auto insurer for more than 65 years, and we have always taken our role seriously by working with others to lead efforts to improve safety on our highways. Before Advocates, we supported many safety efforts, such as the Highway Safety Project at the Center for Auto Safety, and by 1990, most insurers had worked closely and effectively for years with consumer and public health groups to make safety improvements for the driving public. We were among the industry leaders who decided it was time to formalize our relationship and this led to the creation of Advocates.

This partnership has been and will continue to be even more successful than we could have imagined 20 years ago. Early in our partnership we saw success with the enactment of legislation to require life saving vehicle safety improvements such as frontal air bags in all passenger vehicles and antilock brakes for heavy trucks. I personally understand the role Advocates played in these safety victories because, at the time, I was serving as a counsel to the Senate Commerce Committee. We viewed Advocates as our most important partner in pushing for these improvements. Since those early victories, Advocates has continued to play a critical role on issues such as enactment of a national .08% maximum blood alcohol content standard, improved driver licensing standards for inexperienced drivers, side impact protection and vehicle rollover prevention.

We have made a lot of progress but the work is far from over. As we celebrate this important milestone, we look forward to future safety victories to further improve vehicle safety design, reduce drunk and distracted driving and enhance roadway safety design. Thank you Advocates for 20 years of great safety leadership and we look forward to many more decades of your life saving advocacy.

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**Statement of
Bill Martin, Sr. Vice President, Farmers Insurance, and Insurance Co-Chair
Advocates for Highway & Auto Safety
Press Conference, 20th Anniversary
National Press Club, May 26, 2010**

As an insurance executive sitting on the Board of Directors of Advocates for Highway & Auto Safety, I have always considered it a great privilege to help guide this very unique and successful organization, especially because there is no other like it in my professional field, or any field whatsoever. Several times a year, we get to sit down at meetings and press conferences like this one with leaders from the consumer, public health and safety world and make decisions about, to make statements about, what public policies we jointly support, with the primary goal of preventing loss of life and mitigating injuries sustained in motor vehicle crashes.

It has been amazing to see how well it all works.

So I'm not terribly surprised that when we asked for a quick and partial review as to the specific success of just a small subset of Advocates' policy highlights over the past 20 years, we are told in a report done by Dr. Ted Miller of the Pacific Institute for Research and Evaluation that Advocates is highly effective, and skilled advocacy for improved highway and auto safety laws is an excellent strategy for saving lives and controlling costs.

Dr. Miller used methodologies in producing "Advocacy for Safe Cars, Safe Driving and Safe Roadways" that have been adopted officially by several government agencies to determine numbers of deaths averted due to specific laws enacted and to assign monetary values to those lives saved. For the retrospective, he chose a just a sampling of laws, such as those resulting in greater seat belt use, widespread installation of airbags, and motorcycle helmet use, among others. These laws were enacted "by Advocates and its partners" and nowhere near all the laws enacted in those categories during the 20-year period were included in the study.

With those caveats, the report determined that over 85,000 lives were saved, as well as over \$600 Billion in economic costs. (If you add the value of lost quality of life, the savings from this subset of laws is over \$1 Trillion.)

Now brag as we might about any role Advocates had in this remarkable achievement, we put these numbers before you more as a shining example of what good laws and their implementing regulations can do for society at large, and more specifically, for our own families and communities. Just think what these savings could be if we were able to enact every single state and federal law on Advocates' "Unfinished Agenda"?

Undoubtedly, the insurance community benefits from what we call loss prevention, which is what Advocates and others in the highway safety community are all about. But each of us has a moral responsibility to ourselves, and to the generations yet to come, to take aggressive action whenever and wherever possible to stem the decades-long tide of motor vehicle crash deaths and injuries that occur continually throughout the nation. We have an excellent chance to do just that by simply finishing the public policy agenda as the next several years unfold.

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Statement of
TERRI VACCHER
May 26, 2010

I am glad to be here to serve as an example of how auto safety laws can save lives ...the federal airbag safety law passed in 1991 saved my life, and that of my 13-year old son Dominic here with me today.

It has been thirteen years since that terrible day, thirteen years since an airbag made all the difference between life and death for me and my son. I think of that day so often, and I stand here today because so many in this room fought to make airbags standard equipment in all cars.

Briefly, let me describe what happened in January of 1997. I was driving my 1995 Ford Explorer to work southbound on Interstate 5 near Los Angeles. I was eight months pregnant with Dominic at the time. The roads were slick from the morning's mist and a semi truck jackknifed in front of me and slid across several lanes. I didn't have much time to react, but I slammed on my brakes and tried to stay in my lane for fear of getting hit by other cars. I truly thought I was going to die.

The impact with the semi was very severe. In addition, another vehicle slammed into my passenger side, pushing me further under the truck and trailer. The hood of the Explorer was actually under the semi, and I was trapped in my car for over an hour. The dash had compressed and was crushing my legs.

There is no question that the airbag saved my life and our baby's life. I heard it from the fireman at the scene, from the doctors treating me and delivering Dominic (four weeks early, but fine), and even from the insurance adjuster handling the claim. And in my heart, I knew it.

I sustained several injuries to my legs, knees and ankles, and took some time to recover from that. But five years ago I ran a marathon, and just weeks ago ran the OC half marathon and continue to run every day. Since the crash, I have had two more wonderful children, making us a six member family.

And to be here today with my son who has made me so proud over the years. He is a genuine, kind young man who is an incredible athlete, great student, volunteers in his community and church and just an overall a compassionate person who has added so much to my life as well as so many others....life is so good because he is here!

If 85,000 lives, of mothers and sons, and fathers and daughters, can be saved by just a handful of laws over the past 20 years, how can we not finish the job and pass all the laws on Advocates' unfinished agenda that will save even more lives?

Dominic and I thank the safety advocates here today, and those in Congress for making decisions that led to that airbag being there for us. And we urge Congress and state legislatures to enact these important lifesaving laws that will protect more Americans from needless deaths and injuries on our nation's roads.

Thank you.

**ADVOCACY FOR SAFE CARS, SAFE DRIVING
AND SAFE ROADWAYS**

**20 Years of Saving Lives and
Reducing Costs from Traffic Crashes**

**A Retrospective on the 20th Anniversary
of Advocates for Highway and Auto Safety**

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Pacific Institute for Research and Evaluation

May 24, 2010

Introduction

Advocates for Highway and Auto Safety (Advocates) is a national alliance of insurance companies and consumer, health, and safety organizations founded in September of 1989. Advocates lobbies for the adoption of federal and state highway and auto safety laws, policies, and programs. Its goal is to reduce deaths, injuries, and financial burdens from crashes on U.S. roads and highways. In addition to its legislative efforts, Advocates provides input from its constituency into federal rulemakings that affect the safety of the Nation's roadways and vehicles and the behavior of its drivers. It typically coordinates with others in order to maximize their allied effects and avoid duplication. This report analyzes Advocates' impact over the past 20 years, with emphasis on its contribution to reduction of highway deaths and injuries and mitigation of crash costs.

Because its policy campaigns throughout the past 20 years have been unusually extensive and large in number, it is impossible to review and evaluate Advocates' successes in their entirety. This report, therefore, includes just several of Advocates' legislative and regulatory efforts to illustrate and highlight the nature of their achievements and their overall lifesaving and cost benefits to individual sectors and the society at large.

Advocates' success has exceeded all expectations. In 20 years, just a portion of Advocates' efforts contributed to passage of more than 240 state laws and averted repeal of at least 11 more. (See Table 1). The state laws passed included more than 100 occupant protection laws, 90 impaired driving laws, and 44 graduated driver licensing laws. Advocates sometimes acts at the federal level to advance state laws. It developed a strategy that integrated federal sanctions with incentives to prompt state legislative action, ushering the necessary legislation through Congress, then to ensure fully effective results, focusing on implementation of federal regulations and urging state action before federal deadlines arrive.

The last column in Table 1 shows federal estimates of the percentage reduction in related fatalities that resulted from the state laws. Occupant protection laws include those increasing use of safety belts, child safety seats, booster seats, and motorcycle helmets. Before the law took effect, some motorists were using occupant protection devices, and after the law took effect, some motorists did not comply with the law. These estimates only measure that percentage of occupants who use occupant protection as a result of enactment of the law.

Lobbying by Advocates also helped convince Congress to pass dozens of other safety provisions, as well as funding for safety programs. Table 2 offers highlights. Arguably the most important provisions mandated front airbags in passenger cars and light trucks. Other mandates hastened adoption of head impact padding, side airbags, electronic stability control, and crash testing of child safety seats. Major legislative, regulatory and litigation successes also kept double and triple trailer trucks off the roads in many states, limited the scope of truck driver exemptions

from the federal vision and other safety standards, and convinced the federal government to reconsider its approach to truck driver hours-of-service (HOS) reform.

As with federal laws requiring state action, Advocates plays a critical role in the regulatory process. Staff have filed more than 750 comments on federal agency rulemakings, many implementing congressional directives. Advocates rapidly became a credible consumer voice in debates historically dominated by industries with vested interests in minimizing safety regulation. It also helped lead petition efforts and legal actions to force greater safety regulation. These efforts have improved dozens of federal policies, programs and standards affecting highway and auto safety.

Fatality Reductions

Advocates' annual legislative and regulatory agendas are based on the best data available from government and private research estimates of the lifesaving potential of various laws and policy initiatives. To estimate the impact of Advocates and its partners on crash deaths, we used the National Highway Traffic Safety Administration's (NHTSA) estimates of lives saved by airbags. We applied the fatality reduction percentages for state laws from Table 1 to fatality counts by state and year. That let us estimate the associated fatality reductions.

The state laws that Advocates helped to pass or kept in force have greatly increased the safety of our roadways. The laws included in this report have saved an estimated 85,300 lives. That equals an average crash fatality reduction of 10% over the past 20 years. Deaths averted over the 20-year period by this set of laws are shown in Figure 1, which also reflects that the life-saving benefits accelerated as the number of laws in force grew. By 2007, the cumulative effect of these laws resulted in an 18% fatality reduction in that year alone. We estimated the fatality reductions each year from the number of fatalities in that year, not from the trend in fatalities over time. Therefore, we project fewer lives are saved in years when economic conditions reduce driving and consequently the number of road deaths.

Table 2 shows that the largest life-saving benefits sprang from the airbag and belt use laws. Impaired driving laws also accounted for a large share of the savings. Despite the importance of highly effective laws to the populations they protect, booster seat, graduated driver licensing, and helmet laws had more modest impacts because they affect only narrow subpopulations.

Cost Savings

We assumed the percentage reduction in crash costs would mirror the fatality reduction. We used published crash costs for five years between 1990 and 2006 to estimate total crash costs from 1990-2009. The costs were built from NHTSA's estimates of cost per crash.

The cost savings associated with the portion of Advocates' efforts mentioned in this report are stunning. These efforts have saved government almost \$59 billion, with Medicaid and Medicare claims payments dominating the government savings. Overall, the monetary cost savings

exceeded \$600 billion. If we add the value of lost quality of life (using the Federal Highway Administration's values), the savings rise to \$1,150 billion. Since annual crash costs including the value of lost quality of life total about \$500 billion¹, the reduction due to Advocates' contributions exceeds two full years of crash costs. Moreover, the reductions grow, year by year. Absent actions by Advocates and its partners, crash costs would have topped \$600 billion in 2008, matching annual costs in the early 1990s.²

Advocates' safety activities in this report also resulted in savings to the insurance industry that reduced insurance claims payments and claims processing costs by more than \$287 billion (Table 3). The bulk of the insurance savings went to auto insurers.

And these are just the efforts we chose to evaluate. Importantly, they largely exclude the savings from large truck and bus crash reduction, which accrue almost entirely to Workers' Compensation or to employers directly.

Return on Investment

The return on investment generated by Advocates is extraordinary. By even the most conservative standards, the return on Advocates' efforts was \$577 per dollar invested. Moreover, the return has not slowed as the organization matured. Instead, the evaluated subset of Advocates' efforts has steadily averaged a 1% additional reduction in fatalities and crash costs annually in each five year segment of its existence (Figure 2).

Only a Sampling

We have not evaluated the effects of many of the laws and regulations where Advocates also had an impact. We know these initiatives have prevented crashes, saved lives and controlled losses but there are so many, and some are not easily quantifiable.

Below we include several instances where major policy advances were accomplished with Advocates' leadership, and official and credible sources estimated fatality reductions, improved effectiveness, or savings in costs or benefits:

Electronic Stability Control: Advocates was instrumental in supporting the need for an electronic stability control (ESC) performance requirement in the Safe, Accountable, Flexible, Efficient Transportation: A Legacy for Users (SAFETEA-LU) Act. In the final rule requiring ESC on new vehicles, NHTSA estimated that ESC would reduce the more than 10,000 fatalities that occur in rollover crashes each year by 4,200 to 5,500 fatalities, and also provide significant additional life-saving benefits for other types of crashes. The Insurance Institute for Highway Safety (IIHS) previously found that ESC provides an extraordinary lifesaving contribution by

¹ Miller TR, Zaloshnja E. On a Crash Course: The Dangers and Health Costs of Deficient Roadways, Washington DC: The Transportation Construction Coalition, 2009.

² All costs are stated in 2009 dollars.

reducing single-vehicle fatal crash involvement risk by 56 percent, with effectiveness estimates for sport utility vehicles (SUVs) as high as 59 percent (Farmer 2006).

Side Impact: In partial response to an Advocates' petition for rulemaking filed with NHTSA in 1998, the agency adopted a new side impact regulation in September 2007 that required improved safety countermeasures based on dynamic technologies, such as air bags and air curtains, in the front seating areas of passenger motor vehicles, and it established a maximum head injury score for rear seat occupants. NHTSA conservatively estimated in its benefits analysis for the final rule that full implementation throughout the fleet of advanced side impact protection would prevent 311 fatalities and 361 serious injuries each year, with a total economic net benefit of \$567 million each year if the most sophisticated type of side impact dynamic restraint were used fleetwide.

Night Visibility: Over the years, Advocates has consistently worked to improve nighttime operating safety by increasing visibility of objects. The basis for the safety of the nighttime operating environment largely relies on materials with highly reflective surfaces to improve the visibility of highway signs, pavement markings, and other traffic control devices providing road delineation, destination information, and warnings for drivers of all types of motor vehicles. Both federal and state highway authorities consistently estimate that the annual benefits of crash prevention and crash severity mitigation from these visibility improvements total hundreds of millions of dollars.

Research in the 1990s showed that the conspicuity of large commercial motor vehicles was poor, and that drivers of passenger cars were unable to detect the presence of large trucks and buses in enough time to avoid rear and side underride crashes with large trucks. IIHS estimated that 1,108 fatal underride crashes occurred annually from 1988 to 1993. Advocates therefore pressed for low-cost reflective tape to make commercial vehicles more visible at night. A 2001 NHTSA study estimated that rear and side underride crashes were reduced by 29 percent on vehicles with these rear and side reflectors, preventing 8,000 side and rear underride crashes annually. For retrofitting existing trailers alone, the Federal Highway Administration (FHWA) conservatively estimated that net benefits over the first two years of implementation would amount to \$132 million.

Longer Combination Vehicles: Advocates participated in the effort to limit the spread of longer combination vehicles (LCVs). The 1991 LCV legislative "freeze" in the Intermodal Surface Transportation Efficiency Act (ISTEA) stopped the spread of giant, super-heavy turnpike doubles and triple-trailer trucks beyond where they already operated. This legislation has been sustained for 19 years against repeated challenges to weaken or repeal it, producing substantial lifesaving and crash cost reduction benefits that have accumulated year by year. The LCV freeze eliminated the surge in crash risk that would have occurred had many thousands of additional LCVs begun to operate in states where they had been prohibited. A study conducted on the costs of large truck crashes and released by the Federal Motor Carrier Safety

Administration (FMCSA) in 2006 found that large trucks in all types of crashes averaged \$91,115 for each crash, but that crashes involving combination trucks with two and three trailers are by far the most costly per each truck crash involvement.³ Crashes of these multi-trailer large trucks cost an average of \$289,549 per crash, more than three times the average for all large truck crashes.

Child Safety – LATCH System: In the 1990s, surveys showed that child restraints for children under 4 years of age were not being properly installed in passenger vehicles. One 2002 survey found that only 40 to 46 percent of child restraints were properly secured using vehicle seat belts. Advocates and others urged the NHTSA to adopt a dedicated, user-friendly system for securing child restraints in passenger vehicles. NHTSA adopted the Lower Anchorages and Tethers for Children (LATCH) systems which required both an overhead tether as well as a dual set of lower anchorages that were in addition to, but separate and apart from, the vehicle seat belt. LATCH was required in all new vehicles in September, 2002. A 2005 study revealed that the LATCH system, although not entirely successful in eliminating misuse problems, had successfully increased the rate of proper child restraint installation to 61 percent, an increase of 15 to 21 percent.

Conclusion

The impact of the limited subset of Advocates' work that we were able to evaluate is enough to support unambiguous conclusions. Advocates is highly effective. Skilled advocacy is an excellent strategy; it yielded more than a 500-fold return on investment. The roads are much safer as a result of targeted and sustained lobbying for safety advances by Advocates. We estimate that in its first 20 years of work Advocates helped to save, at a minimum, more than 85,000 lives; \$600 billion in medical costs, work loss, and property damage; and quality of life value at \$550 billion. This is cause for celebrating the effectiveness of this unique consumer and insurance partnership.

³ Zaloshnja E, Miller TR, Spicer RS. Revised costs of large truck- and bus-involved crashes. Washington DC: Federal Motor Carrier Safety Administration, 2006.

About PIRE and the Author

The author, Dr. Ted R. Miller, is a Principal Research Scientist at the Pacific Institute for Research and Evaluation (PIRE), a non-profit public health research organization. For more than 30 years, PIRE has been involved in studies related to transportation safety. It has done groundbreaking work on issues related to driver behavior including studies of safety belt use, driver distraction, hazard perception, aggressive driving, and fatigue. PIRE also is an international leader and seminal contributor to research on impaired driving and ways to reduce the harm it causes.

PIRE transportation safety research sponsors have included, among others:

- National Highway Traffic Safety Admin
- Federal Highway Administration
- Federal Motor Carrier Safety Admin
- Centers for Disease Control
- Auto manufacturers
- American Automobile Association
- Insurance Institute for Highway Safety
- Mothers Against Drunk Driving
- Motorcycle Safety Foundation
- National Safety Council
- State transportation departments
- Transportation Construction Coalition

Dr. Miller is an internationally recognized safety economist. He has led 150 studies and authored more than 200 scholarly publications. He is a leading expert on injury incidence, costs and consequences, as well as substance abuse costs. His cost estimates are used by the U.S. Department of Transportation, the U.S. Consumer Product Safety Commission, the Justice Department, the Coast Guard, and transport departments or auto manufacturers in Australia, Canada, and New Zealand. He began working with the US Department of Transportation on crash costing in 1983 and continues to play a critical role in their crash cost development. He has estimated the return on investment in more than 125 health and safety measures. He founded the Children's Safety Network Economics and Data Resource Center, which has worked since 1992 to forge child safety partnerships between insurers and advocates. The Center received a Nationwide Insurance "On Your Side Highway Safety Award" in 1996. Dr. Miller is a fellow of the Association for the Advancement of Automotive Medicine and has received several national awards for his work. He holds a PhD in Regional Science (economics) and a Masters in City Planning.

Table 1: State Laws Attributable in Part to Efforts by Advocates, 1990-March 2010

Type of Law	# of Laws	% Reduction in Related Fatalities
State Laws Passed	241	
– Occupant Protection	101	
Secondary Safety Belt	16	22%*
Primary Safety Belt	20	10%
Booster Seat	44	16%, occupants ages 4-8*
Other Child Occupant Protection	17	N/A
Motorcycle Helmet	4	15%*
– Impaired Driving	91	
0.08 Maximum BAC	40	7%
Zero Tolerance for Youth	22	4%
Administrative License Revocation	7	6.5%
Mandatory Ignition Interlock	3	7%
Other	19	N/A
– Graduated Driver Licensing	44	11%, youth drivers age 16-17
– Teen Cell Phone Restriction	5	N/A
State Law Repeals Averted or Delayed	11 **	
– Motorcycle Helmet	11	15%*

* Estimates are based on a 40 percentage point increase in usage following passage of a law

** This count is the number of laws protected. Some of these laws have been protected repeatedly and Pennsylvania eventually repealed its law.

N/A = Savings not available.

Table 2. Crash Fatality Reductions Resulting from Selected Safety Laws that Advocates and its Partners Helped to Enact and Retain, 1990-2009

Type of Law	Fatalities Prevented	% Reduction in Related Fatalities *
Safety Belts	24,405	5%
Airbags	26,746	5%
Booster Seats	580	19% **
Motorcycle Helmets	5,512	7%
Impaired Driving	23,137	11%
Graduated Licensing	1,083	2%
(2009) estimated	6,639 ***	19%
TOTAL	85,286	10%

* Computed as fatalities averted/fatalities remaining

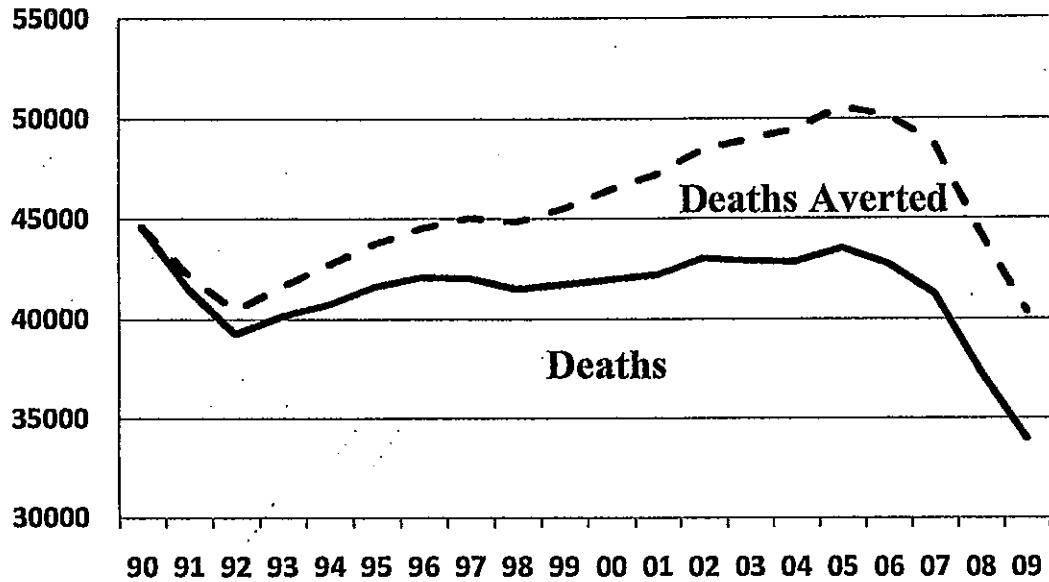
** Reduction from 2000 onwards

*** Savings for 2009 were not computed by type of law because crash death data by state are not yet available. Savings for 2009 exclude the effects of laws that became effective in 2009.

Table 3. Cost Savings By Payer Resulting from Selected Safety Laws that Advocates and its Partners Helped to Enact and Retain, 1990 – 2009 (Inflated to 2009 Dollars)

Payer	Savings
Auto Insurance	\$224,269,500,000
Workers' Compensation Insurance	8,174,300,000
Private Health Insurance	46,740,300,000
Life Insurance	8,174,300,000
Sub-total: Private Insurance	\$287,358,400,000
Government	58,896,900,000
Employers	6,078,300,000
Taxpayers	252,984,400,000
Total Economic Costs	\$605,318,000,000
Quality of Life	554,932,400,000
GRAND TOTAL	\$1,160,250,400,000

Figure 1. By Year, Motor Vehicle Deaths and the Deaths Averted by Selected Safety Laws that Advocates and its Partners Helped to Enact or Retain, 1990-2009



Note: This figure shows annual, not cumulative savings. Because the savings are a percentage of actual deaths, they decline in years when economic conditions reduce fatalities. Over the 20 year period, 85,000 deaths were averted.

Figure 2. % Reduction in Annual Motor Vehicle Deaths through Legislative Action that Advocates Helped to Prompt, 1990-2008

