

Roadway Safety Integrated Project in New Mexico

11th Annual WestON Meeting

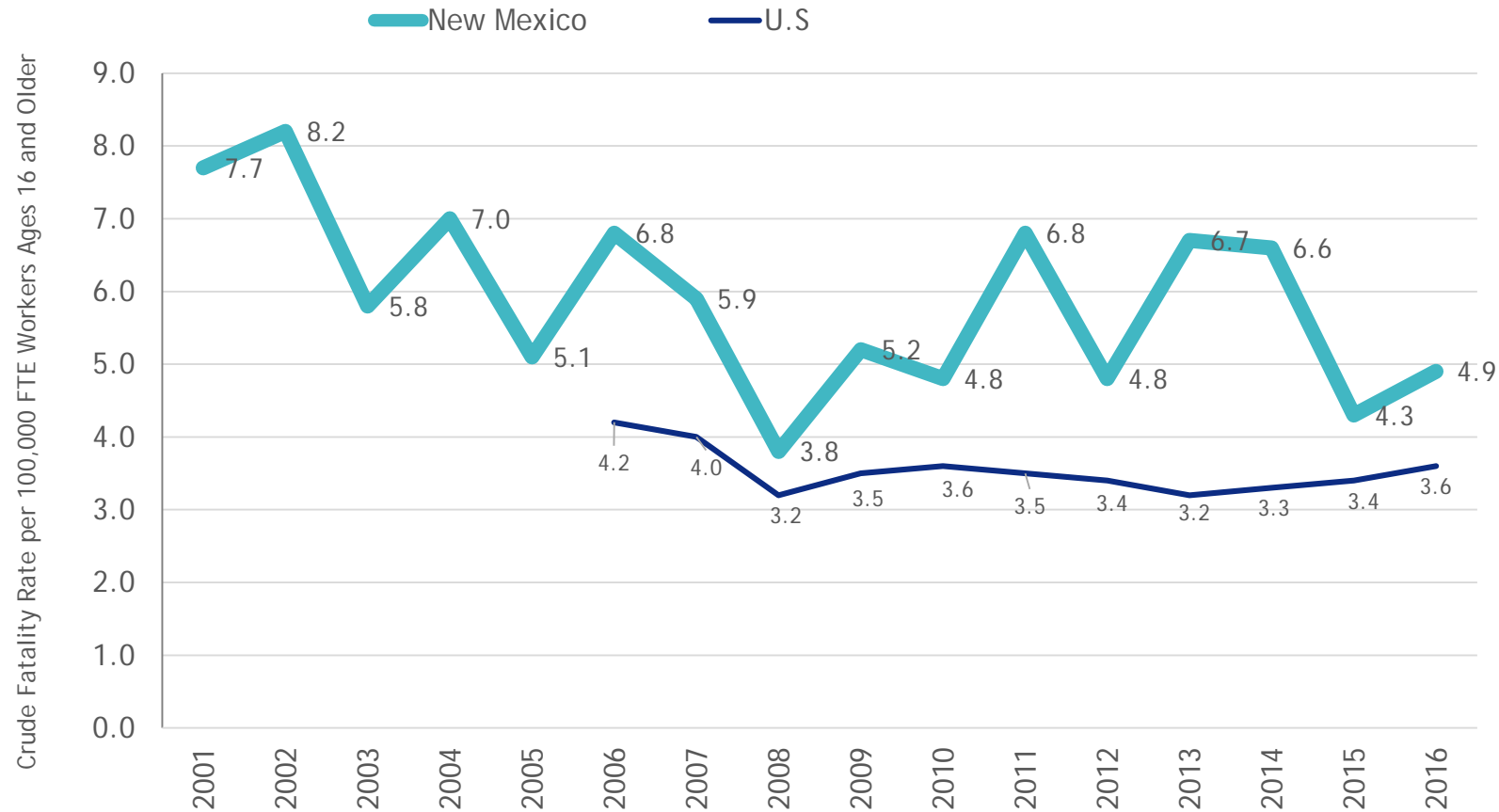
September 13, 2018

Sandy Lam, MPH

Disclaimer

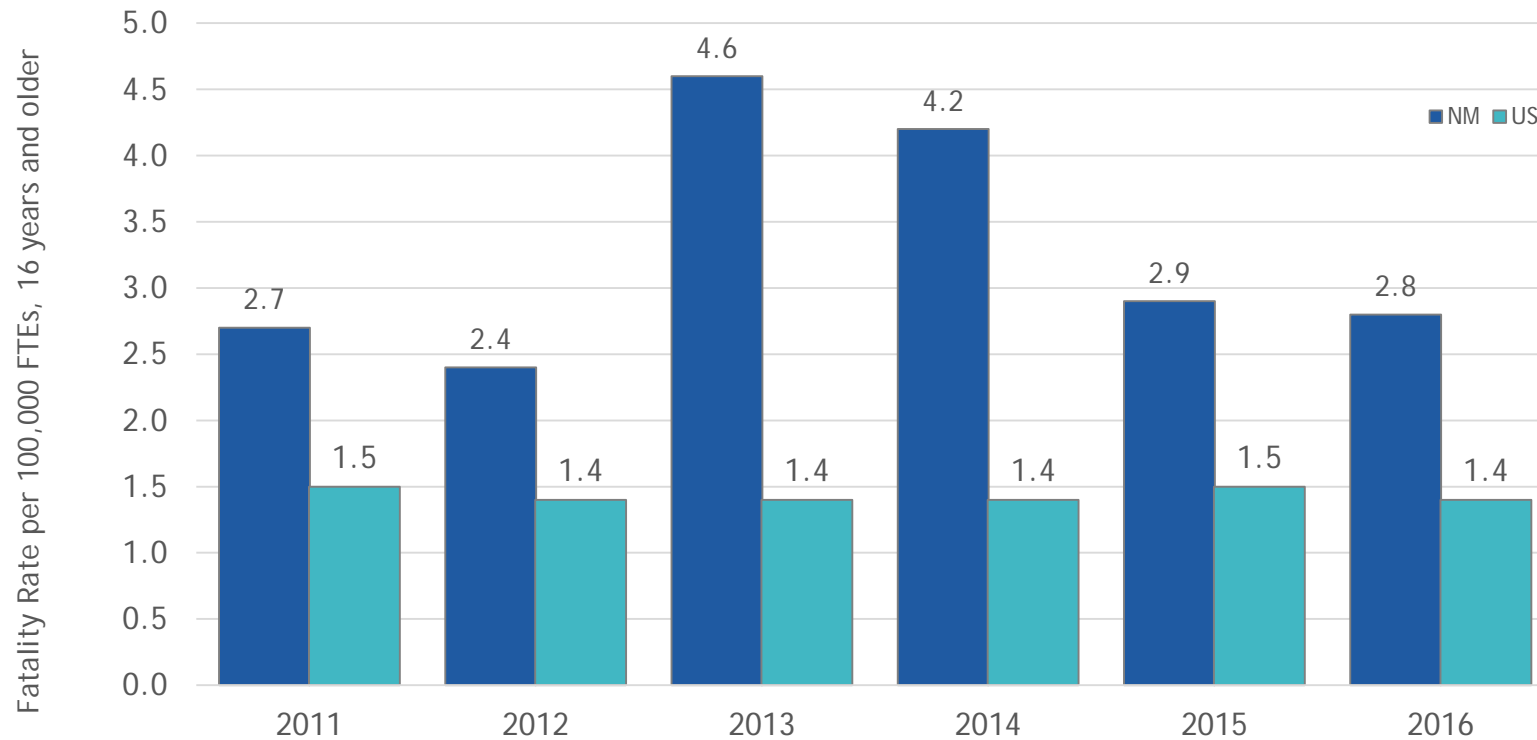
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Occupational Injury Fatalities, NM vs US, 2001-2016



Source: BLS Data

Occupational Transportation rates, NM 2011-2016



Sources: BLS, CFOI and NIOSH Employed Labor Force (ELF) Query

Occupational-related Fatalities in NM, 2015-2016

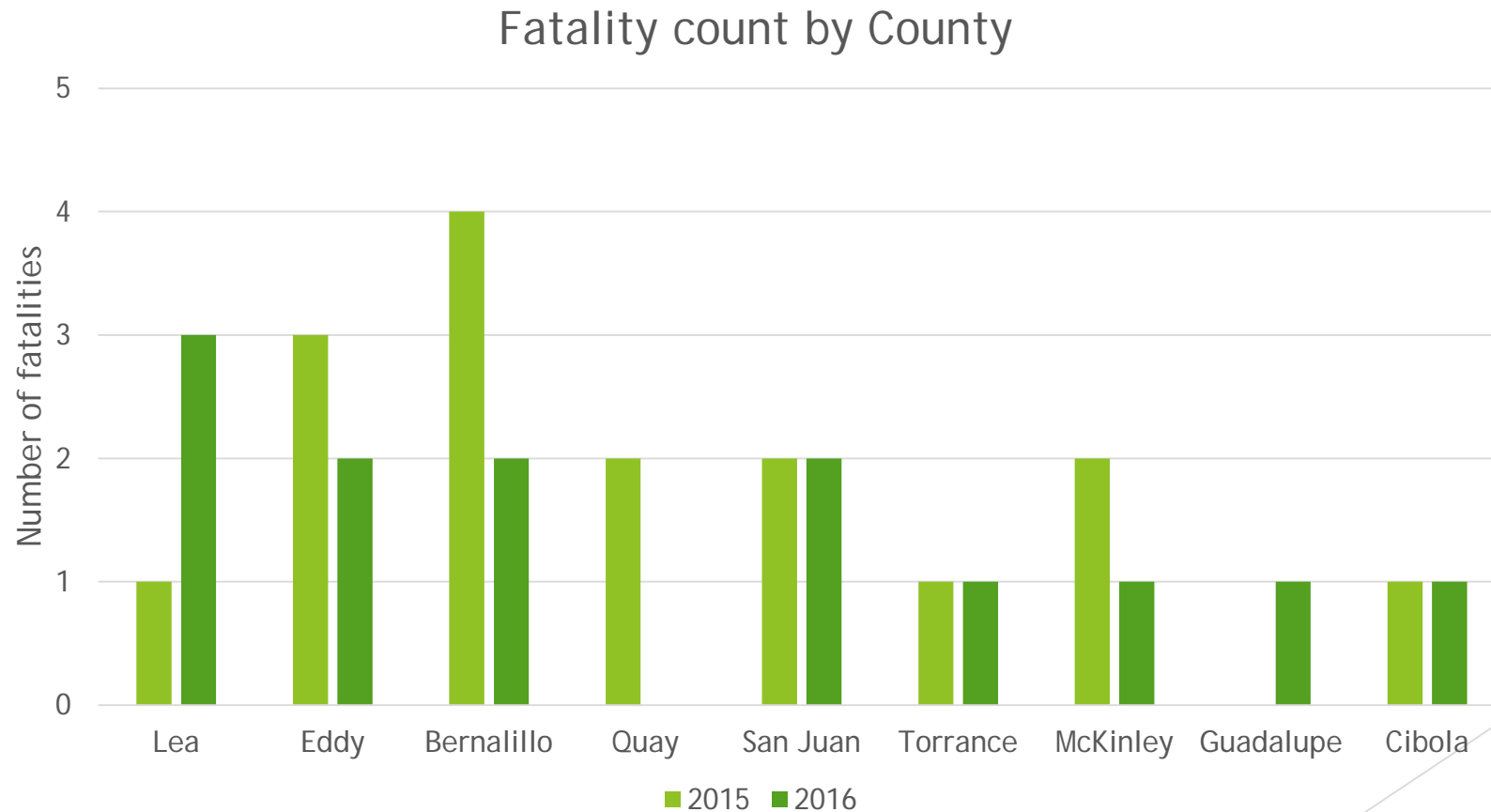
2015

- ▶ 35 Total
- ▶ 21 Transportation-related
- ▶ 6 Oil & gas
- ▶ 4 Transportation-related in oil & gas

2016

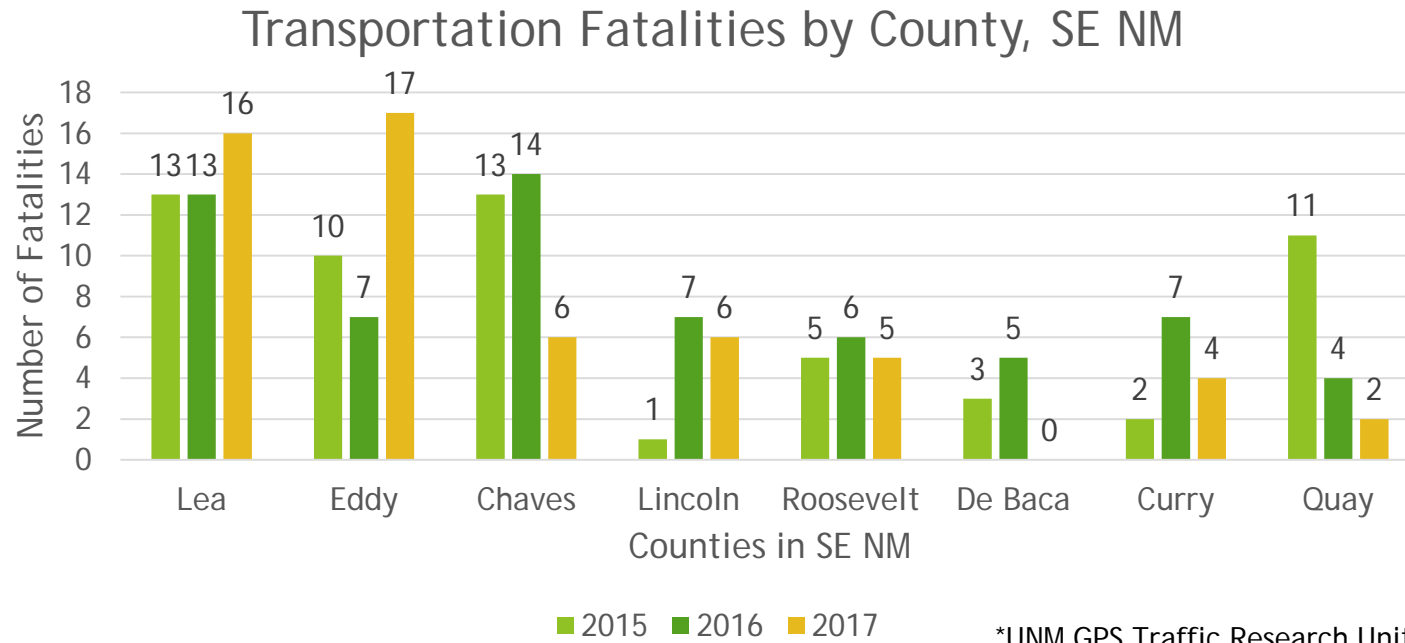
- ▶ 48 Total
- ▶ 21 Transportation-related
- ▶ 8 Oil & gas
- ▶ 6 Transportation-related in oil & gas

Occupational-related Transportation Fatalities, 2015-2016 by County

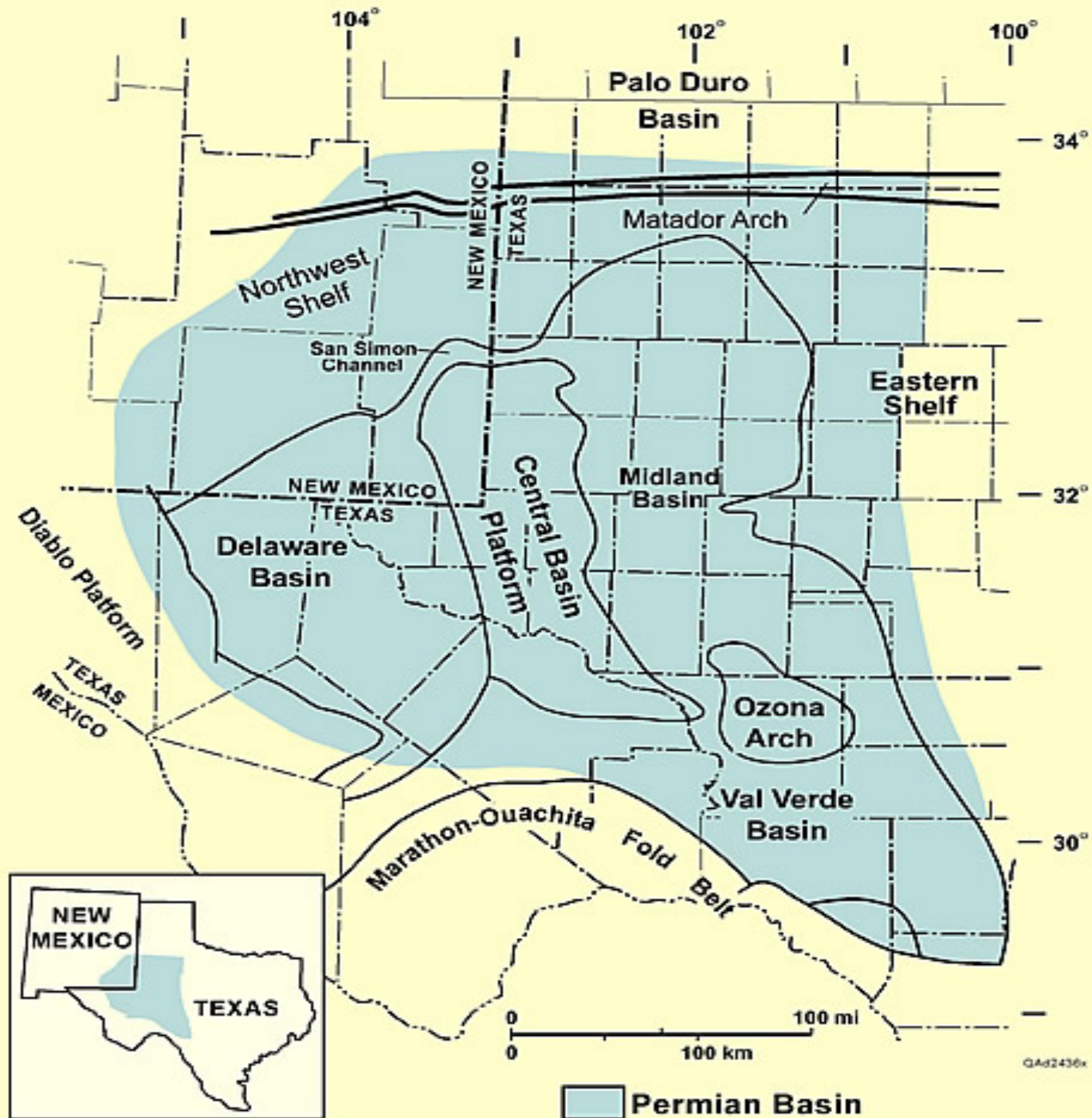


Burden on SE New Mexico

- ▶ Rise in oil and gas activity in Permian Basin
- ▶ Transportation-related fatalities more than double in some counties from 2016 to 2017



*UNM GPS Traffic Research Unit



Introducing SENM RSIP

- ▶ Southeast NM Roadway Integrated Project (SENM RSIP)
 - ▶ Non-profit collaborative group interested in roadway safety in SENM
 - ▶ Local gov't, state agencies, state and local police, Waste Isolation Pilot Plant (WIPP), local council members, oil & gas companies



How Did We Get Involved?



- ▶ Safety Campaign
 - ▶ NM OHSP had money to spend
 - ▶ Needed quickest yet most effective way to get message out to truck drivers
- ▶ Education and media campaign
- ▶ Partner with NM DOT in radio ads



SAFETY FIRST



Safety Starts Here
Think Safe...
Work Safe...
Be Safe

Radio Ads

- ▶ New Mexico Broadcasters Association (NMBA)
 - ▶ Public Education Partnership (PEP)
 - ▶ Designed for government agencies & non-profits with limited resources
 - ▶ UNM evaluation: impact of the campaign messages revealed positive impacts
 - ▶ Radio spots distributed to stations and aired voluntarily
 - ▶ Heard statewide and all time-periods
 - ▶ 3 months: May, June July

Messages

- ▶ Each message begin with: Roadway safety should be everyone's priority, whether you're driving a semi, a pick up, a minivan, car, or motorcycle. The counties of SE New Mexico have the highest number of heavy commercial vehicles in the state, making things extra dangerous.
- ▶ 4 messages in English and Spanish
 - ▶ Lives Depend On It: Pass with Care
 - ▶ Lives Depend On It: Don't Speed
 - ▶ Lives Depend On It: Don't Tailgate
 - ▶ Lives Depend On It: Stay Alert

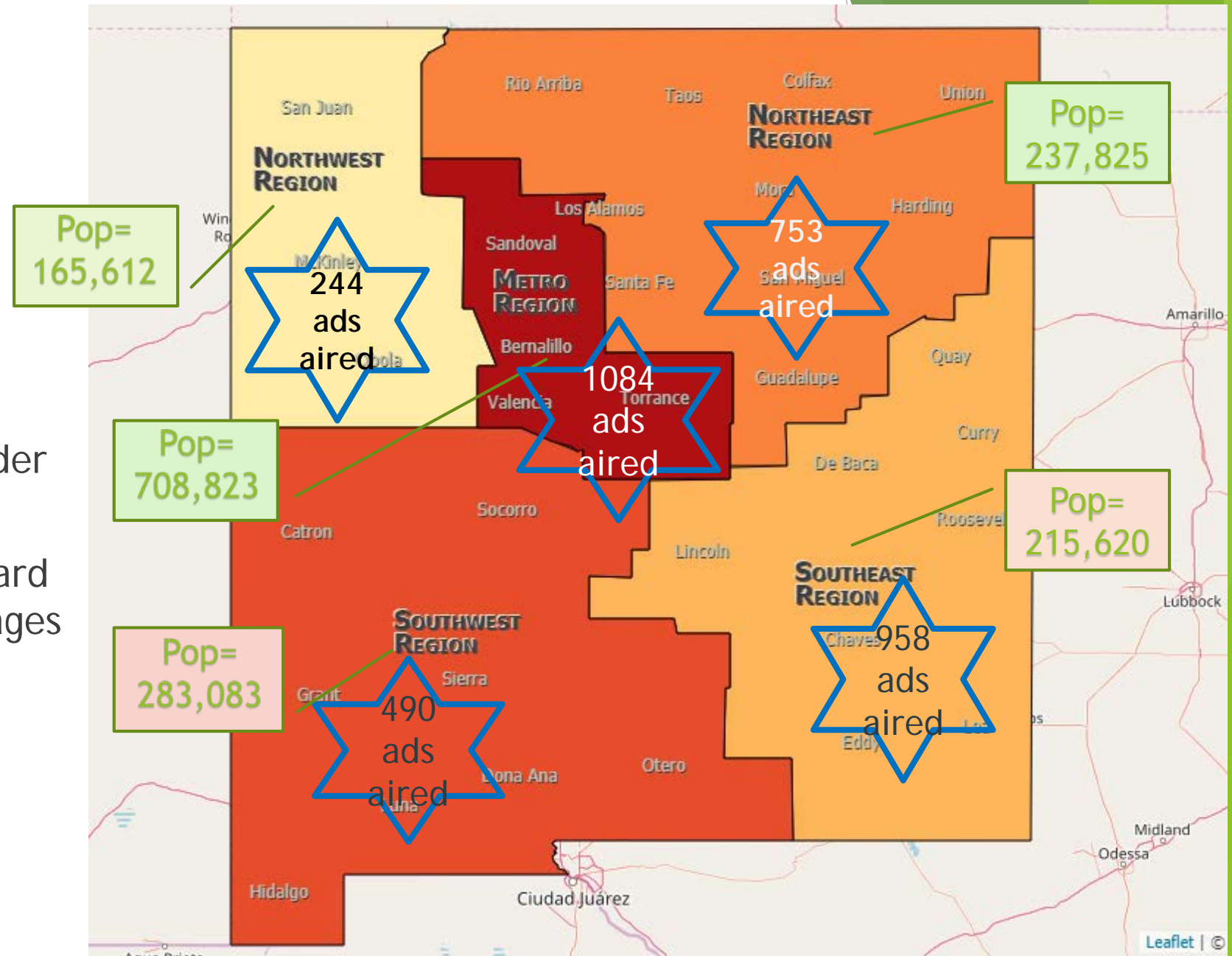
Goals of Campaign

- ▶ Reach to SE NM drivers
- ▶ Disseminate messages when more truck drivers are on the road
- ▶ Remind drivers to be safe on the roads around commercial vehicles
- ▶ Increase awareness of dangers of driving and importance of attentive driving

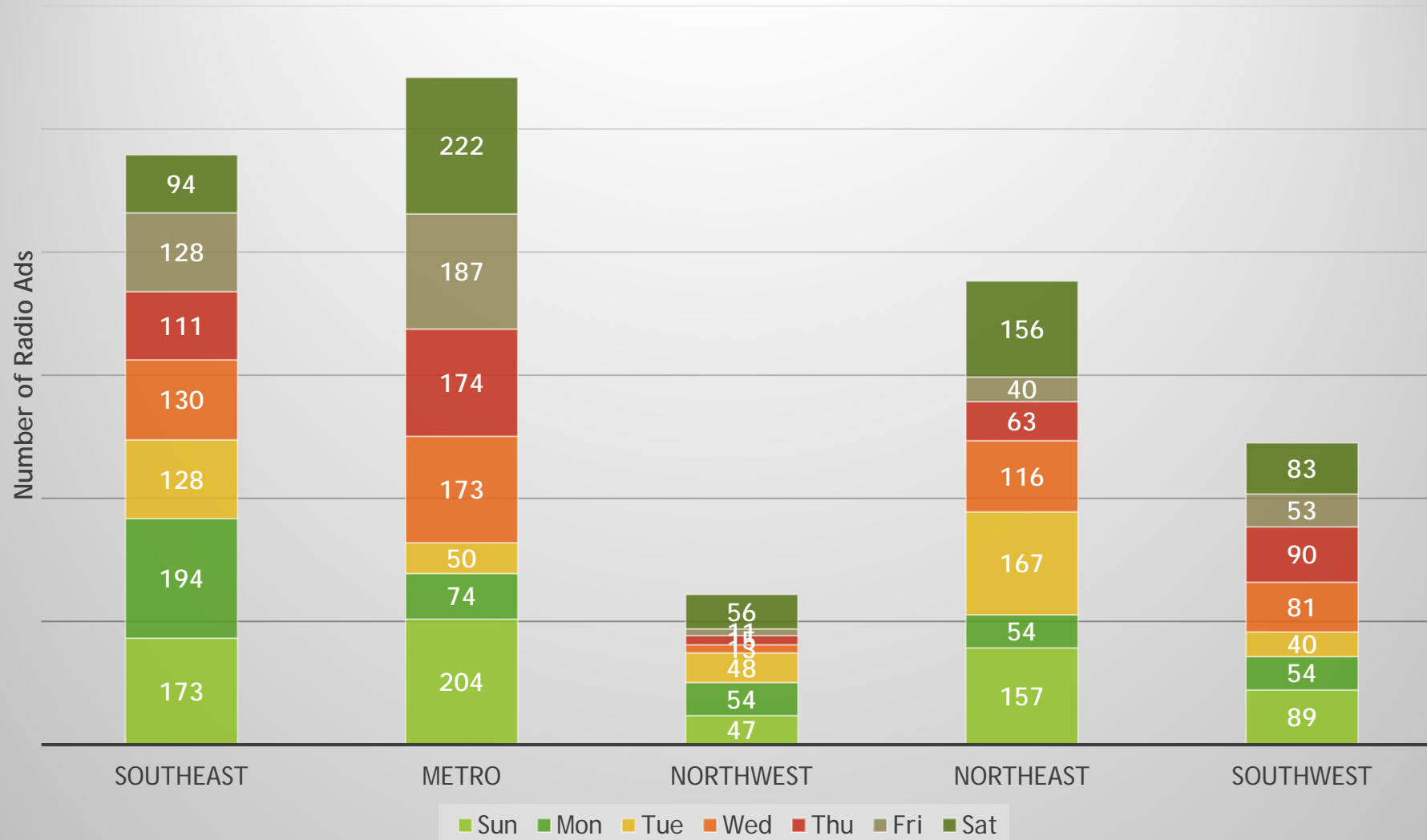


Results

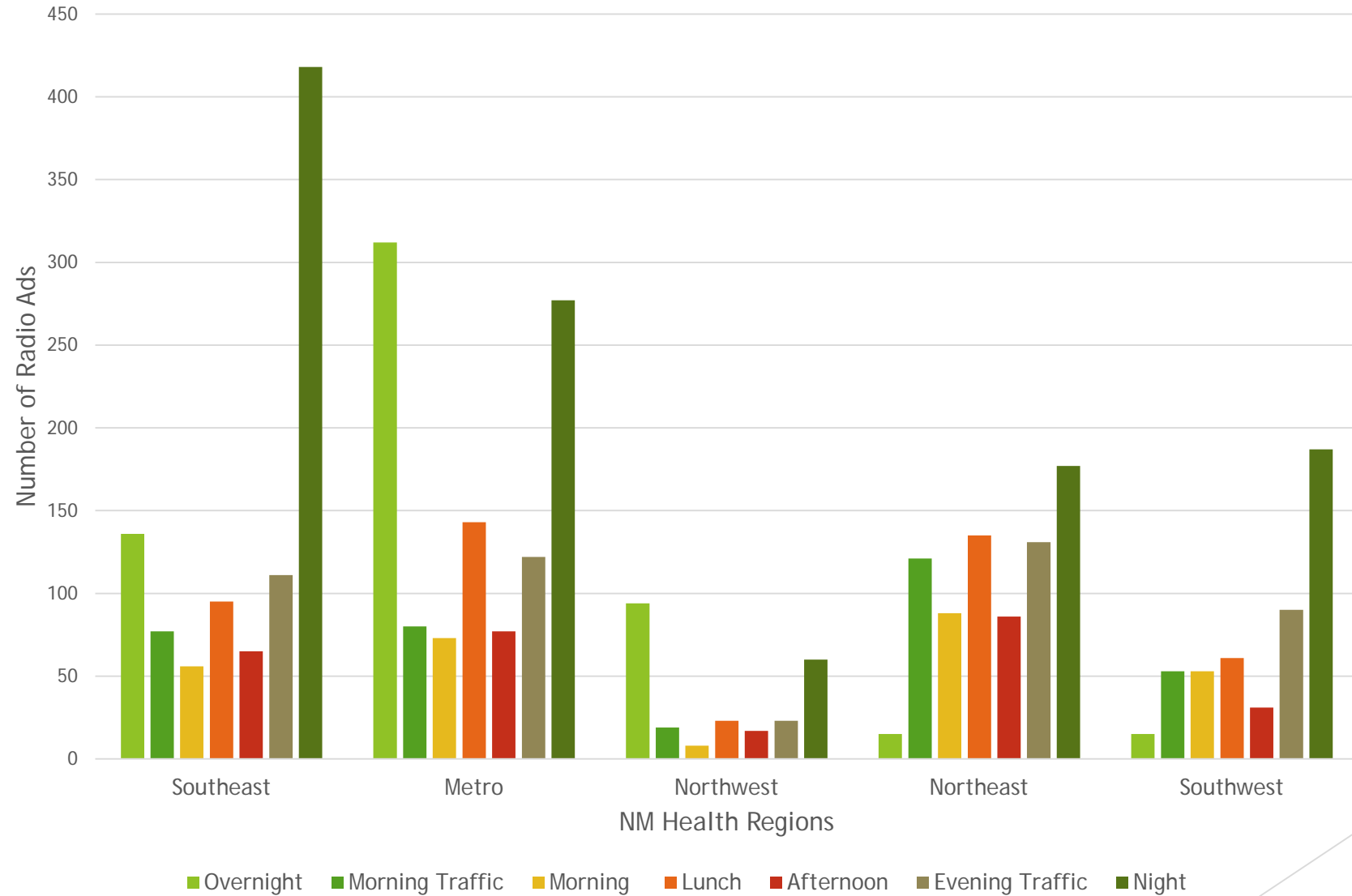
- Reached >1,000,000 population 18 years & older per message
- 65% of NM population heard at least one of the messages



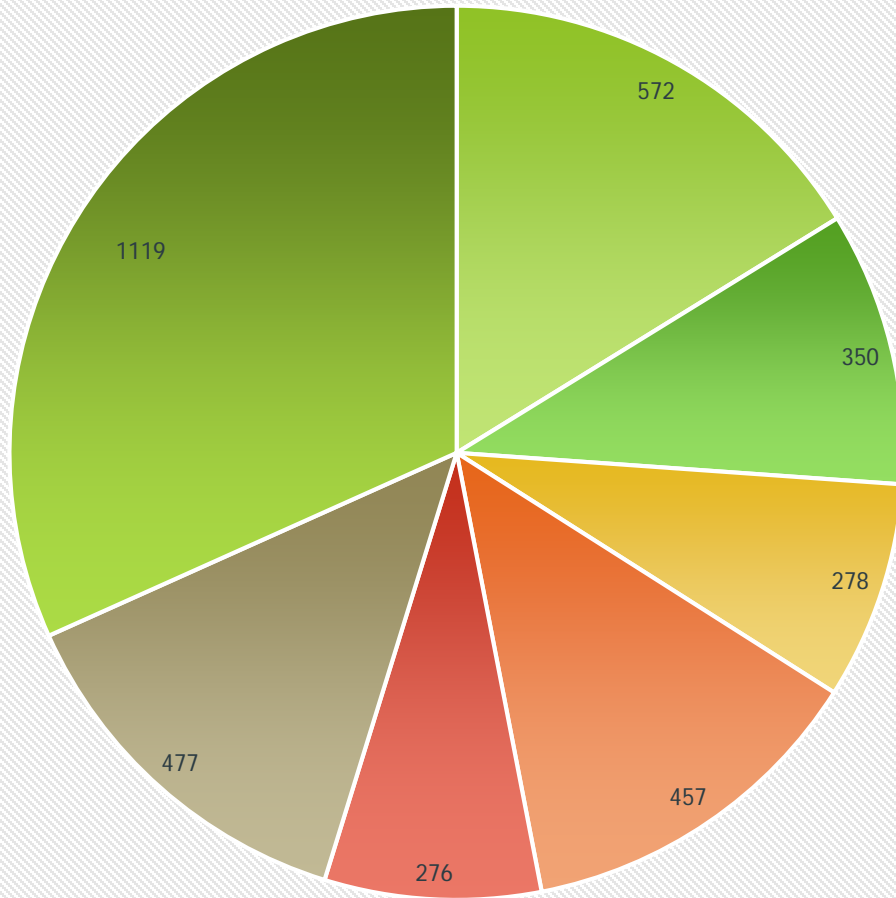
Daily Totals by Region



Time of Day by Region

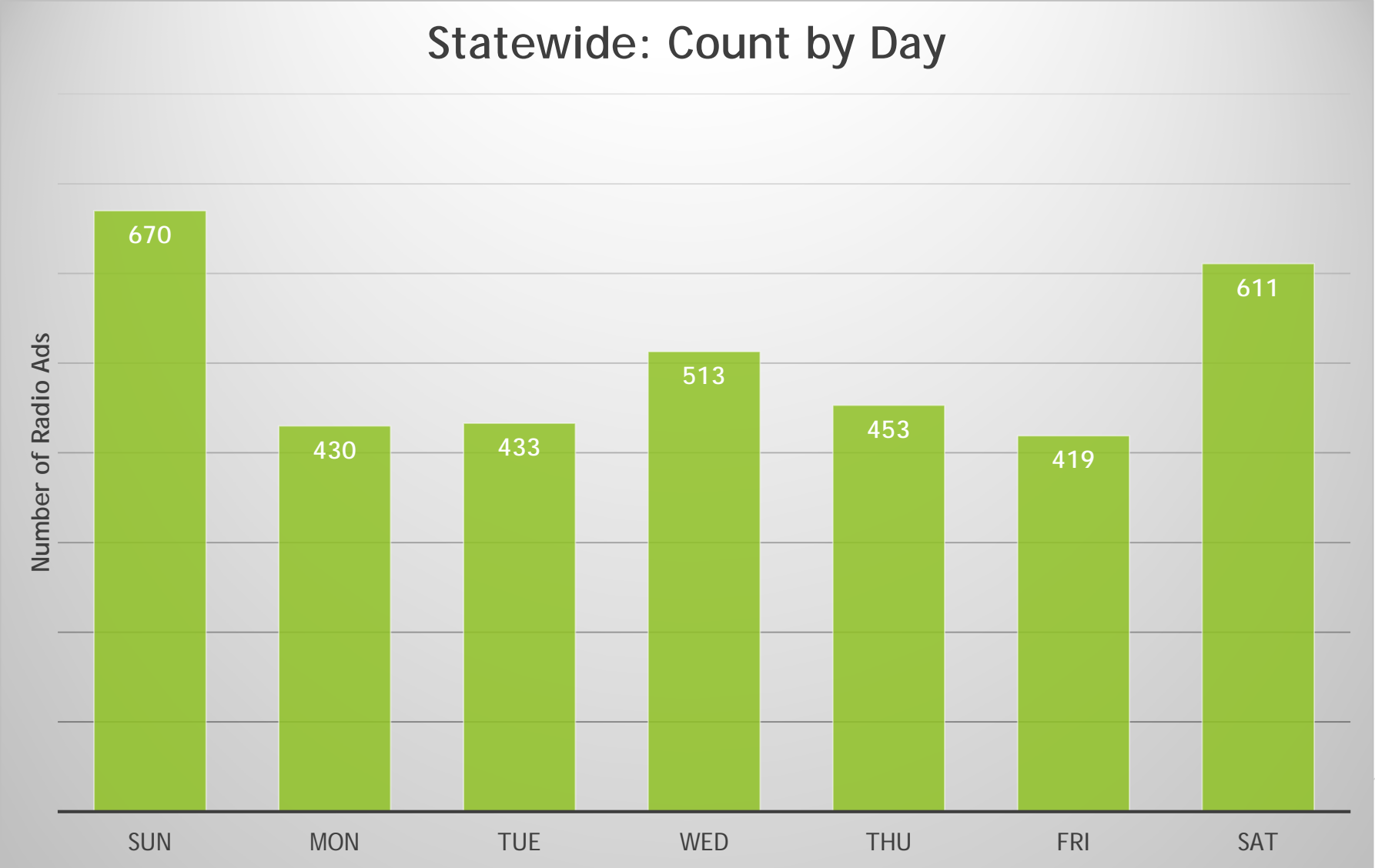


Statewide-Time of Day Count



- Overnight
- Morning Traffic
- Morning
- Lunch
- Afternoon
- Evening Traffic
- Night

Statewide: Count by Day



Limitations

- ▶ Time restraint
- ▶ Unable to restrict airing only in SE NM due to the NMBA's PEP program's process
- ▶ Reach not restricted to workers
- ▶ Needs evaluation of impact

Thank You!

