

Transportation & Rural Road Safety

A SUMMARY OF OUR WORK

March, 2019



Every day in the U.S. over 110 people die from preventable motor vehicle crashes — a leading cause of death in the country and in our state. In Iowa, in addition to the burden on victims' families, the total cost of crash-related deaths in 2013 was nearly 400 million dollars.

The University of Iowa Injury Prevention Research Center (UI IPRC) partners with state agencies, stakeholders, and the world-renowned National Advanced Driving Simulator to reduce the burden of preventable motor vehicle crashes and save lives. We work with the Iowa Departments of Transportation, Human Rights, Public Safety, and Corrections.

Here is how the UI IPRC is part of the solution:

Visit our website at www.uiiprc.org

RURAL ROAD SAFETY

- ⇒ We study vehicle interactions around farm equipment on the roadway to promote safer driving in rural areas.
- ⇒ We conduct Iowa's annual statewide child safety and booster seat study which found that usage is lower in rural areas of the state.
- ⇒ We identified dangerous features of rural roadways and created PSAs to reduce this risk.
- ⇒ We found that lighting and marking of farm equipment could decrease crashes with farm vehicles by over 50% .
- ⇒ We co-sponsored Iowa's first drowsy driving summit.



PEDESTRIANS, BICYCLISTS & MOTORCYCLISTS

- ⇒ We examine the causes of crashes and look at court outcomes, such as citations and convictions, following crashes involving vulnerable road users.
- ⇒ We study bicycle behaviors and educational programs for child bicyclists.

TEEN DRIVERS

- ⇒ We developed and tested *Steering Teens Safe (STS)*, a parent communication and driving supervision guide that helps parents motivate their teens to drive safely. Evaluations of STS estimate a 21% reduction in teen risky driving. We have integrated this program into three business workplace wellness programs.



SENIORS

- ⇒ We are studying what patient characteristics and medical conditions (like Alzheimer's, diabetes, & mild cognitive impairment) are associated with an increased chance of motor vehicle crashes or traffic conviction history. This will help medical professionals more accurately identify older drivers who are not medically fit-to-drive and those who can remain driving safely.
- ⇒ We are evaluating the effectiveness of cognitive screening tests used by Iowa licensing agencies.
- ⇒ We are examining the effectiveness of a clinic-based medication deprescribing plan, including deprescribing of opioids, in changing rates of motor vehicle crashes among older adults in rural Iowa.