Saving Lives Now
With Automation

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The National Safety Council eliminates preventable deaths at work, in homes and communities, and on the road through leadership, research, education and advocacy.
It’s All About Improving Safety

An estimated 40,000 deaths and rising

Motor Vehicle Fatalities

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Eliminating Preventable Deaths
Key Transportation Initiatives

Road To Zero
National Safety Council, National Highway Traffic Safety Administration, Federal Highway Administration and Federal Motor Carrier Safety Administration, announced the Road to Zero initiative. The aim is to eliminate traffic fatalities within the next 30 years.

NSC Defensive Driver Courses
Train over one and a quarter million drivers each year

Teen – GDL
Continued work in passing stronger GDL laws – and parents of new teen driver campaign – DriveitHOME

Child Passenger Safety Seats / Hot Cars
Manage National Child Passenger Safety Board – support other advocates
Advanced Vehicle Safety Technology

Chair the ANSI (American National Standards Institute) Z15.3 autonomous vehicle subcommittee
Goal of developing best practices for fleet operations.

DOT Advisory Committee on Automation

Check to Protect

MyCarDoesWhat
National Driver Education Project on Advanced Vehicle Safety Technology
How Automation Can Help

• NHTSA assigned the critical reason for crashes (the last event in the crash causal chain) to be the driver in 94% of crashes investigated.

• When we consider the top three factors in crashes: alcohol, speed and distraction – fully automated vehicles that are not drunk, reckless or distracted have the potential to impact preventable deaths in an unprecedented way.

Why Education Is Necessary

• Some ADAS Features Appear to Be Working
• Mixed Driver Understanding of How Features Work and How To Use Them
• Help Introduce Higher Levels of Automation to More Drivers
NSC Has Been Running Public Education Campaigns On Driver Safety For Decades
What Does This Icon Represent?
What Does This Icon Represent?

TPMS
What Does This Icon Represent?
What Does This Icon Represent?
What Does This Icon Represent?

Drowsiness Alert
What Does This Icon Represent?
What Does This Icon Represent?

Automatic Emergency Braking
Why This Initiative?
Why This Initiative?

Eliminating Preventable Deaths
ADAS Systems are the Building Blocks of Automation
Website

BACK-UP CAMERA
ANTI-LOCK BRAKING SYSTEM
BLIND SPOT MONITOR
AUTOMATIC EMERGENCY BRAKING
LANE DEPARTURE WARNING
TIRE PRESSURE MONITORING SYSTEM

Looking for a different feature?
Easy Explanations

Facebook Games

App – Dashboard Blitz
What is MyCarDoesWhat?

• MyCarDoesWhat is the first of its kind – evidence based and independent
• Vehicle Agnostic
• Partnership between National Safety Council and University of Iowa
• More than 6 billion exposures – U.S. population 18+
Campaign Challenges

• Safety Features Have Different Brand Names

• Safety Features Have Different Capabilities across Manufacturers, Trim Levels and Time

• Safety Feature Limitations May Not Be Intuitive or Obvious

• Warning or Icon standardization issues
What You Can Do

• Suggest vehicles with “5-Star” ratings and advanced safety features

• Advocate for more collaboration amongst OEMs for more voluntary agreements on ADAS features

• Advocate for anonymized data sharing to keep track of how the systems work
What You Can Do

• Share MyCarDoesWhat.org with your co-workers, drivers, staff, families – It is a trusted, credible, non-OEM branded source
• Tell us what you think!
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