



Monthly Report -- July 2013 -- Vol. 1, No. 6

Building a Safer America

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Dear Care for Crash Victims Community Members:

We the "little" people need an effective President. Our economy is still in the shambles of a Great Collapse brought about by greed and corruption.

Now President Obama is embarking on a series of speeches on the subject of middle class jobs. And the press and media so far are reflecting the disappointment of we the people.

Dana Milbank of the Washington Post rightly called it "A warmed-over jobs message".

See http://www.washingtonpost.com/opinions/dana-milbank-on-jobs-obamas-fresh-out-of-ideas/2013/07/23/cc0fcd2c-f3d4-11e2-a2f1-a7acf9bd5d3a_story.html

Politico put it on its front page Friday "Obama Speech: More of the Same for Transportation"

See <http://www.politico.com/story/2013/07/obama-speech-transportation-jacksonville-94780.html>

President Obama needs us. We the people must help him do what we need him to do.

The whirlwind of Washington suggests the Wizard of Oz story has some lessons. We have to give him heart (think Tin man), brains (Scarecrow), and courage (Lion).

For **heart**, we need to remind the President that every day another 100 Americans die of crash injuries and another 400 suffer serious injuries in crashes. And if he continues on his current path down this bloody road more Americans will die of crash injuries in his second term than the

132,250 Americans who died of crash injuries in his first 4 years -- more than died in the entire Afghanistan, Iraq, Viet Nam, and Korean Wars combined. We also need to remind him of the family losses in crashes suffered by him and VP Biden.

See "A Strange Indifference to Highway Carnage" at www.careforcrashvictims.com and at www.FairWarning.org.

For **brains**, we need to remind the President that the losses of life and livelihoods of crash deaths and injuries are a drain on our economy amounting to nearly \$1 billion per day. We need to stop the bleeding and that can produce jobs -- worthy jobs saving lives! Remember Mr. President, your opponent did not want more police, firefighters, and other government workers. But the people elected you - not him. See <http://youtube.com/watch?v=yD1dliOryi8>

At stake are the lives and livelihoods of about 150,000 seriously injured crash victims each year (nearly 35,000 die). There is a lot more work to be done to build a Safer America! The people have the brains, the will, and the ability to do this noble work – both in the public and private sectors.

* Imagine police, fire, EMS workers empowered to do more and better protecting us here at home.

* Imagine veterans returning from war being put to work using their skills and gaining new ones.

* Imagine upward mobility paths (medicine, engineering, and science) in a growing and better economy doing life saving work building a Safer America -- building better cars, trucks, trains, trolleys, roads, bridges, emergency medical systems and communications networks.

We need an America in which we no longer suffer 56 crash deaths each day without transport to any facility for emergency medical treatment. We need an America where we no longer suffer another 44 Americans dying of crash injuries every day. Many of these 100 tragedies each day occur because the crash victims did not receive timely, optimal emergency medical care.

President Obama needs to demand that his Secretaries of Health and Human Services, Department of Transportation, and Homeland Security focus their attentions on Building a Safer America. The American people do not need to hear their new Secretary of Transportation (another non safety politician) say "Safety is my number 1 priority!" for 4 more years -- while another 132,250 Americans die of their crash injuries in unsafe vehicles moving along unsafe roads and over deteriorating bridges.

We need to stimulate the President and the other politicians to act and lead us with a noble vision, worthy goals, and effective policies and programs.

In response to President Obama's request for ideas, I offer three suggestions -- all within his current executive powers:

1. Set an inspiring national goal -- Bring crash victims home alive!
2. Measure safety needs -- We can't manage that which we do not measure.
3. Provide Presidential Leadership -- Inspire the nation with a vision of Building a Safer America!

See www.careforcrashvictims.com "3 Steps to Reduce Crash Deaths in a Decade" blog published Jan. 2013.

The President has the brains and the powers in the Executive Branch to do this now.

For **courage**, we need to remind the President of how President Kennedy challenged the nation to greatness using -- 1960s technologies -- to put humans on the moon and bring them home alive within a decade. With courage -- using 21st century technologies -- we certainly can put humans on American roads and bring them back alive within a decade.

We need to remind President Obama of his promises of "One America". Not a Red America and a Blue America. As my July 18, 2013 blog pointed out Red States are performing far worse at saving lives of crash victims than are Blue States. The tragic numbers give the President the political ammunition to gain bi-partisan support for progressive safety policies and programs. Both Red and Blue State politicians and their

constituents have many tragic reasons -- occurring every day -- to support a Build a Safer America" program to reduce crash deaths.

See [Ranking Crash Deaths by State -- Red and Blue States Compared](#)

Of the 25 worst States, 21 were Red States. The 4 worst States received a grade of "F". They were the Red States of Wyoming, Mississippi, North Dakota, and Montana. And no Blue States received an "A" grade. The data are compelling for gaining Republicans for greater bipartisan support.

The President and his staff, members of Congress, media, and citizens can now find out how many fellow Americans died in each of the Congressional Districts -- 2013 district lines -- in each of the past 10 years. See our Congressional Crash Death Mapping Tool at www.careforcrashvictims.com under U.S.A. Crash Death Clock tab and at

<http://www.arcgis.com/explorer/?open=ed97b17427b74b2e87ab925d55eb1313&extent=-20659591.7409969,875765.608846319,-3093254.85263374,8576895.45964956>

We the people can help the President be more effective at saving lives. Here are two tests to measure our results at boosting the President's courage. President Obama says he is looking for ideas from anyone. Can we convince President Obama to convene a National Auto and Highway Safety Conference? Invite Ralph Nader to the White House?

President Coolidge addressed the nation's first such Conference in 1924 led by then Secretary of Commerce Herbert Hoover.

Republican President Calvin Coolidge addressing the Conference in 1924 stated: "The evil you are combating is so widespread as to be of national concern and we do well to look at it with a country-wide vision. But its solution does not rest in national action."

Republican Secretary of Commerce Herbert Hoover addressing the same conference said: "If we were to analyze the facts presented to the conference as to the causes of this enormous death roll and injury we would find that incompetence, carelessness and recklessness are the largest of the contributors to this ghastly toll." See attached 1924 Conference Report. See 1924 proceedings attached.

Coolidge and Hoover were woeful in their evasion of national responsibility. We can hope that the current President accepts responsibility for national safety programs. We must try to "Build a Safer America."

Dear Readers:

A personal story: In 1986, I was assigned to represent NHTSA and participate in an interagency committee convened by CDC to plan the 1987 Conference on Injury in America. There were about 10 of us from different agencies there. The head of the CDC committee - a Dr. Brown -- challenged us on the spot to come up with a theme for the conference. So we scratched our heads and went around the table striving for good suggestions. Nothing was generating a rise from the committee until it came to my turn. My suggestion was "Building a Safer America." The suggestion began gaining support around the table. Then BOOM! Up stood Dr. Brown saying he had it - the theme would be a "New Approach to An Old Problem". One could not hear the groans but we could feel and see the groans. Remember now this was 1986. Who was President in 1986? Ronald Reagan.

Ronald Reagan is the President who in 1981 appointed Raymond A. Peck Jr., a coal industry lobbyist, to be NHTSA Administrator. Soon the air bag regulations were rescinded and NHTSA staff was cut by about 33% down to about 600 safety workers. Today, 30 years later, NHTSA is still at that reduced government personnel level. I wonder how many lives could have been saved with those 300 lost Federal safety workers had they been working -- not just unimpeded, but inspired -- the last 30 years. Difficult to estimate that, but we can count the American lives lost.

Since Ronald Reagan more than 1 million Americans have died of crash injuries in the U.S.A. That is far more than all American battle deaths since 1776. This year alone we will lose more Americans to crash injuries than were lost in the Korean War alone.

So now will President Obama be Reaganesque or Kennedyesque?

With our help, President Obama can lead us in "Building a Safer America".

Yes we can. And we must.