Montana Department of Transportation

Tribal Traffic Safety Program
SOAR (Safe On All Roads) and Northern Tribes DUI Task Force
American Indian Traffic Statistics

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Impaired</th>
<th>Unrestrained</th>
<th>% Impaired</th>
<th>% Unrestrained</th>
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<tr>
<td>2012</td>
<td>38</td>
<td>24</td>
<td>33</td>
<td>63%</td>
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<tr>
<td>2013</td>
<td>30</td>
<td>22</td>
<td>23</td>
<td>73%</td>
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<tr>
<td>2014</td>
<td>37</td>
<td>21</td>
<td>25</td>
<td>57%</td>
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<tr>
<td>2015</td>
<td>42</td>
<td>22</td>
<td>30</td>
<td>52%</td>
<td>71%</td>
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<tr>
<td>2016</td>
<td>41</td>
<td>24</td>
<td>31</td>
<td>59%</td>
<td>76%</td>
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<tr>
<td>2017</td>
<td>31</td>
<td>15</td>
<td>20</td>
<td>48%</td>
<td>65%</td>
</tr>
</tbody>
</table>
Statewide SOAR Activities

- Statewide Basketball Campaign
  - Radio
  - Billboards
  - Newspaper Ads
  - Posters
Basketball Poster

THIS BASKETBALL SEASON, MAKE OUR PEOPLE PROUD

ALWAYS BUCKLE UP AND INSIST OTHERS DO THE SAME

www.facebook.com/SafeOnAllRoads
Statewide SOAR Activities

- Back to School Campaign
  - Billboard
  - Radio
  - Posters
  - Newspaper
MAKE SEAT BELT USAGE A PART OF OUR TRADITION

PASSING ALONG THE CHERISHED CULTURE AND TRADITIONS OF OUR PEOPLE STARTS BY PROTECTING OUR FUTURE GENERATIONS.

Keep our children safe on the road by ensuring they are properly buckled, using the correct car seat for their age and size, and insisting everyone in the vehicle uses their seat belt every time. With American Indians representing about 18 percent of the motor vehicle crash deaths each year in Montana, it's time to make using seat belts part of the traditions we pass down.

facebook.com/SafeOnAllRoads

Native American Traffic Safety
Northern Tribes DUI Task Force

Activities

- Introductory Campaign
- Holiday Impaired Driving Campaign
- Summer Impaired Driving Campaign
Introductory Campaign

JOIN US WITH A MESSAGE TO OUR GRADUATES:

Your future starts now.

Be a sober driver... have a sober driver.
Summer Impaired Driving Campaign

U-USE
U-CRUISE
U-LOSE

NEVER DRIVE IMPAIRED
facebook.com/SafeOnAllRoads
Impaired Driving: A Blackfeet Crisis

Safe On All Roads Prevention Video
Blackfeet Transportation Dept.
Eileen Henderson, coordinator
Understanding the effects of Impaired Driving on communities:

- Identify, Explain, Educate

- "Impaired Driving - A Blackfeet Crisis" A twenty-minute impaired driving prevention video, identifying the issue from community perspective.

- In 2015, the Tribal Transportation Program Safety Fund (TTPSF) provided an opportunity for Blackfeet Tribe to create media campaign for the Safe On All Roads program.
  - The program also received supporting promotional materials for use in the traffic safety program.

- Listen to the stories of how impaired driving has impacted the lives of so many in the Blackfeet Tribe of Indians. SOAR’s compelling video shows how this is not an isolated issue - it's a crisis facing every Tribal community in Montana.

View the full video on YouTube: [https://youtu.be/x4gvsPasT3s](https://youtu.be/x4gvsPasT3s)
Creating a Culture of Safety:

• Solutions!
  – Prevention Activities
Occupant Protection Strategies:

- Applying Knowledge
  - “Community” Certified (CPS) Child Passenger Safety Technicians
  - Blackfeet Injury Prevention Car Seat Clinics, Partnerships, Checkup
  - Community Outreach
Call To Action:

• Promoting a Culture of Safety!
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