



Illinois Department of Transportation

## Halloween Driver Safety Tips



On Halloween, your neighborhood will literally be swarming with children, and it's your job to be sure they take their treats home safely. Trick-or-treating, a fun-filled activity that little ghosts and goblins look forward to each October, can quickly turn into a night of horror if someone is hurt.

For motorists, the scariest part of Halloween are children dressed in dark color and in costumes that cover their eyes out walking on streets and roadways at dusk when many adults are still driving home from work.

Sadly, Halloween night is dangerous. While excited trick-or-treaters may forget the rules of the road and be oblivious to the hazards, we, as motorists must be vigilant. The Center for Disease Control (CDC) found that the number of deaths among young pedestrians (ages 5-14) is four times higher on Halloween evening than any other evening of the year.



Source: plazaautomotive.com

Data from the United States Department of Transportation shows that:

- Fatal collisions between motor vehicles and young pedestrians (under 15 years of age) happen most frequently between 4 p.m. and 8 p.m.—prime trick-or-treating time.
- 84% of deaths among young pedestrians occurred at non-intersection locations (indicating children are most likely to dart and dash from mid-block into the street).
- Halloween is also one of the year's most dangerous holidays on the road due to alcohol-related crashes caused by those who drink and drive after parties and festivities. Two-thirds of all highway fatalities at Halloween are alcohol-related.

### Halloween driving "tricks" to keep everyone safe:

- \* **Don't use a cell phone while driving through neighborhoods. A single distraction could lead to a tragedy.**
- \* **Stay well below the posted speed limit.**
- \* **Pay attention to what's happening on sidewalks and roadways. Watch for children darting across streets, especially between parked cars.**
- \* **Be extra alert when pulling in and out of driveways.**
- \* **Do not assume children can see you or are paying attention. You need to take that responsibility.**
- \* **Drivers should also check that all lights on their car work.**
- \* **Do not pass other vehicles that have stopped in the roadway. They could be dropping off children.**
- \* **If you're driving a group of children, but staying in the running vehicle at the curb, be sure to put on your hazard lights to alert other motorists.**
- \* **And if you're driving to a Halloween party, put that mask on after you park the car.**

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*Illinois Halloween\* Crash Statistics*

	Fatal Crashes	Injury Crashes	Crash Count	Fatalities	Injuries
2004	4	173	990	5	246
2005	3	267	1,485	3	351
2006	2	268	1,304	3	372
2007	2	168	1,155	2	214
2008	4	260	1,344	4	396
2009	3	152	792	3	206
2010	5	146	654	5	233
2011	6	175	813	6	243
2004-2011	29	1,608	8,537	31	2,261

\* Halloween (October 31st from 12:00 am—11:59 pm)

Source: The Illinois Department of Transportation

**ILLINOIS TRAFFIC**

**FATALITIES TO**

**DATE:**

**OCTOBER 12, 2012**

FATALITIES: 764\*

CRASHES: 702\*

**LAST YEAR AT THE**

**SAME TIME**

**OCTOBER 12, 2011**

FATALITIES: 731

CRASHES: 667

**33 OVER**

\*Provisional Data  
Source: The Illinois Department of Transportation

*Illinois Halloween\* Alcohol-Related Crash Statistics*

	Fatal Crashes	Alcohol-Related	%	Fatalities	Alcohol-Related	%
2004	4	3	75.0%	5	4	80.0%
2005	3	0	0.0%	3	0	0.0%
2006	2	0	0.0%	3	0	0.0%
2007	2	1	50.0%	2	1	50.0%
2008	4	2	50.0%	4	2	50.0%
2009	3	1	33.3%	3	1	33.3%
2010	5	3	60.0%	5	3	60.0%
2011	6	1	16.7%	6	1	16.7%
2004-2011	29	11	37.9%	31	12	38.7%

Motor vehicle crashes in which at least one driver had a BAC of .01 or greater

Source: The Illinois Department of Transportation

\* Halloween (October 31st from 12:00 am—11:59 pm)



Source: Traffic Safety Marketing

## Impaired Driving: Get the Facts

Every day, almost 30 people in the United States die in motor vehicle crashes that involve an alcohol-impaired driver. This amounts to one death every 48 minutes. The annual cost of alcohol-related crashes total more than \$51 billion.

How big is the problem?

- In 2010, 10,228 people were killed in alcohol-impaired driving crashes, accounting for nearly one-third (31%) of all traffic-related deaths in the United States.
- Of the 1,210 traffic deaths among children ages 0 to 14 years in 2010, 211 (17%) involved an alcohol-impaired driver.
- Of the 211 passengers ages 14 and younger who died in alcohol-impaired driving crashes in 2010, over half (131) were riding in the vehicle with the alcohol-impaired driver.
- In 2010, over 1.4 million drivers were arrested for driving under the influence of alcohol or narcotics. That's one percent of the 112 million self-reported episodes of alco-



Source: The Center for Disease Control

hol-impaired driving among U.S. adults each year.

- Drugs other than alcohol (e.g., marijuana and cocaine) are involved in about 18% of motor vehicle driver deaths. These other drugs are often used in combination with alcohol.

Who is most at risk?

Young people:

- \* At all levels of blood alcohol concentration (BAC), the risk of being involved in a crash is greater for young people than for older people.
- \* Among drivers with BAC levels of 0.08% or higher involved in fatal crashes in 2010, more than one out of every three were between 21 and 24 years of age (34%). The next two largest groups were ages 25 to 34 (30%)

and 35 to 44 (25%).

Motorcyclists:

- \* Among motorcyclists killed in fatal crashes in 2010, 28% had BACs of 0.08% or greater.
- \* Nearly half of the alcohol-impaired motorcyclists killed each year are age 40 or older, and motorcyclists ages 40 to 44 have the highest percentage of deaths with BACs of 0.08% or greater (44%).

Drivers with prior driving while impaired (DWI) convictions:

- \* Drivers with a BAC of 0.08% or higher involved in fatal crashes were four times more likely to have a prior convictions for DWI than were drivers with no alcohol in their system (8% and 2%, respectively).



Source: Traffic Safety Marketing



Source: The Center for Disease Control



Source: The National Highway Traffic Safety Administration



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Texting drivers are 23 times more likely to be in an accident.

To reduce the temptation to look away from the road, AT&T has launched the AT&T DriveMode mobile application that can be set up to automatically send a customizable reply to incoming messages when the vehicle starts moving 25 mph. The auto-reply message is similar to an “out-of-office alert” and can reply to texts, emails and wireless calls letting your friends know that you are driving and unable to respond. Then when the vehicle slows to less than 25 mph for five minutes, the application will turn off and the user can view the calls. The application will automatically send all calls directly to voicemail; however, the user has the option to create an “allow list” or it can also be turned off manually if the user need to make a call immediately.

AT&T’s anti-texting-while-driving mobile solution is part of the company’s broader “It Can Wait” campaign that aims to stigmatize texting while driving. The initiative focuses on educating people—especially teens—about the dangers of texting and driving. The message is simple, yet vital: When it comes to texting and driving, it can wait.

In addition to DriveMode, AT&T is also addressing the issue by asking teens to take a pledge to never text and drive, the development of a documentary that features real stories where lives have been drastically altered—or even ended—because of texting while driving, and developing new educational tools—including an online simulator that shows firsthand the dangers of texting behind the wheel in a safe way—and challenging device makers and application developers to have all devices include a pre-loaded, no-text-and-drive technology solution as soon as possible.

For more information visit, [www.itcanwait.com](http://www.itcanwait.com)

Source: AT&T



Source: Traffic Safety Marketing