



Rural *High Five* Seat Belt Program

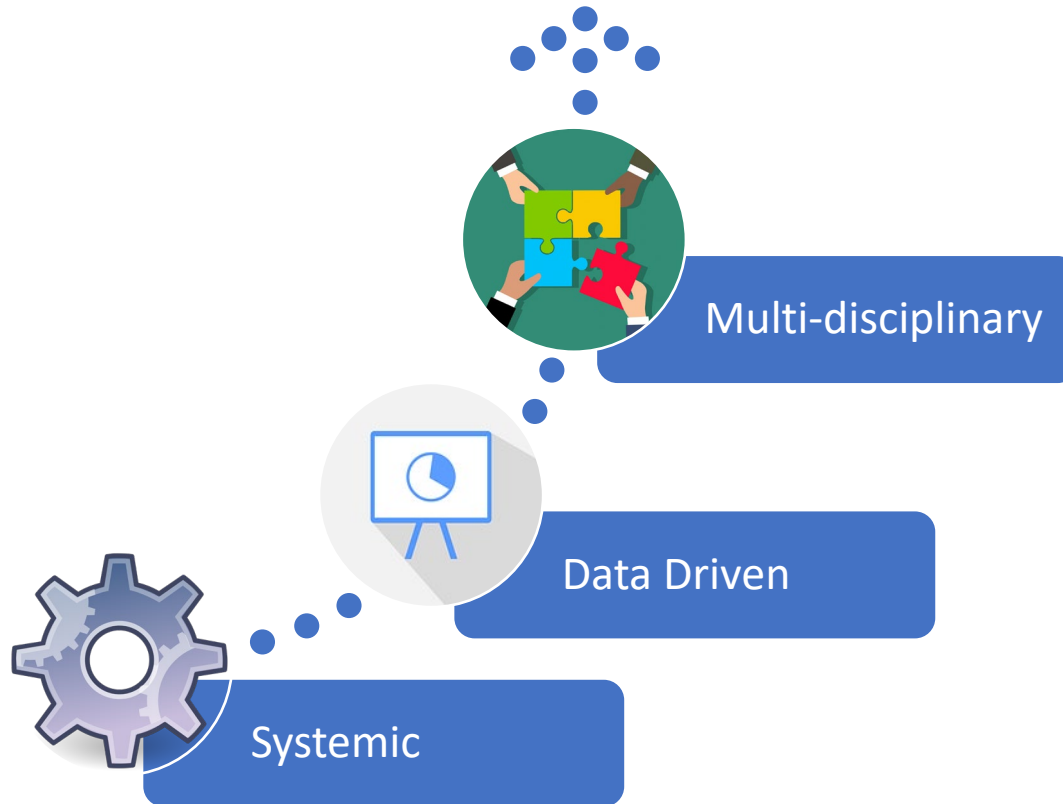
May 7, 2025



History of High Five



- 2014-2015 - Iowa GTSB pilot program
- 2022-2023 NHTSA Demonstration
 - Arkansas and Kentucky
- 2025-2025 State of KY implemented program
- Reports of success spur interest



What sets High Five apart from other programs?



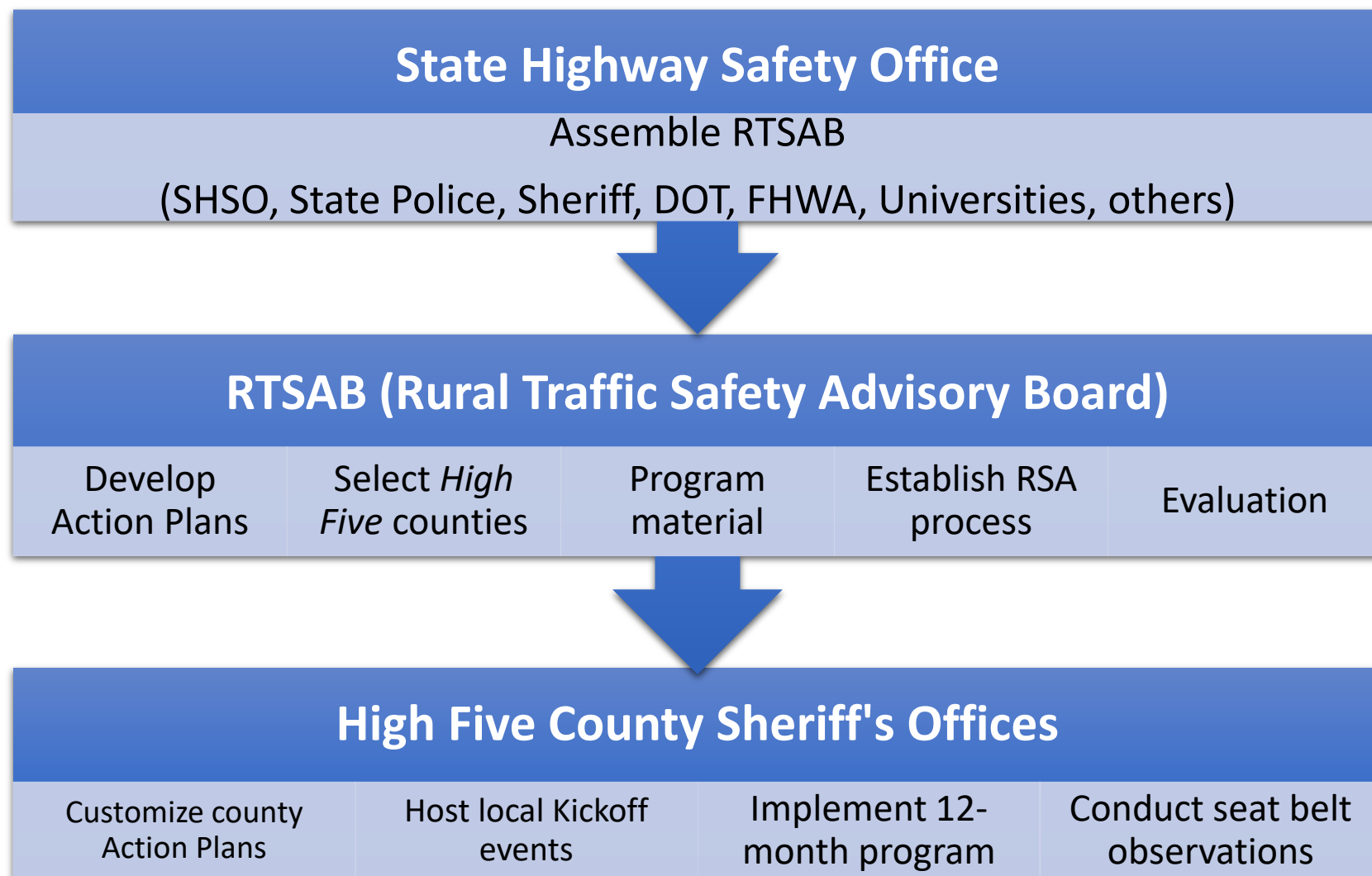
3 E's
(Enforcement,
Education,
ENGINEERING)*

RTSAB (Rural
Traffic Safety
Advisory Board)

Collaborative
Program Planning

* Consider Evaluation the 4th E

Program Development





Step 1: Assemble RTSAB

Team of high-level professionals representing:

- Highway Safety Office
- Department of Transportation
- Highway Patrol
- Federal Highway Administration

Include:

- Law Enforcement Liaison
- Well-respected Local Sheriff
- Data Scientist
- Engineer

A motivated RTSAB is essential for developing an efficient and effective program.

Step 2: Develop Action Plan (RTSAB)

- Assign responsibilities
- Establish processes
 - High Five county selection
 - Road Safety Assessments
- Evaluation
 - Reporting requirements for agencies
 - Seat belt observations
- Program material
 - Design and print
 - Distribution to participating enforcement agencies
- Funding decisions
 - State and county enforcement
 - Equipment and supplies
- Launch/Kickoff date



Step 3: Select *High Five* Counties

County Characteristics:

- Rural
- Data shows problem with crashes
- **Willingness to participate** – Highest ranking county may not be the best choice if leadership does not show interest.



REMEMBER:

“Not HIGHEST Five but HIGH Five”

EXAMPLE: KY High Five Dashboard



This dashboard ranks the counties in Kentucky 1 to 120 in several categories related to highway safety. When the county is in the top 40, it has a potential safety need in that area and will be

Instructions:

Use the drop down to pick your county.

If the box on the right is **this color**, it has a need.

Pick Your County

PENDLETON



PENDLETON

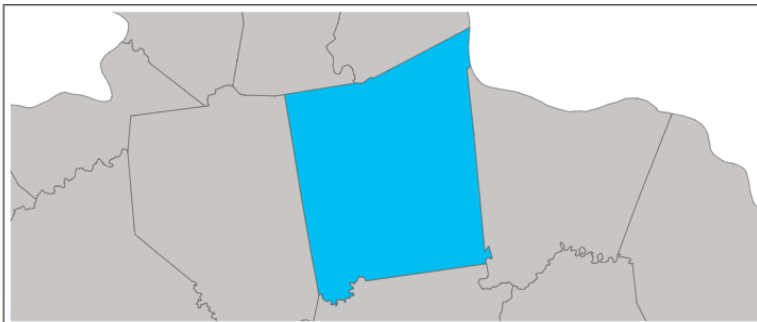


Pick Your County

Reference Map

Reference Data

High Five County Selection using FFY 2021-2023 Data



77

Overall Rank

1

Urban Type Rank

120

Fatalities

56

Serious Injuries

8

Fatal And Serious Injury
Rate per 100 MVM

95

Impaired Driving
Collisions

35

Fandl per 100 Miles
Rank

75

Population (2020 est)

51

Speed Involved
Collisions Total

75

Total Collisions

117

Unbelted Percentage for
Fatalities

<https://app.powerbi.gov.us/view?r=evlrlt1o1NGFWZmOWMzUtzYtTNhNv00ZDO31WEV0GMYtWZmNIRmNWmZmU2IwIdC16mO3N2M3ZIRK1WO3N1cNDYzI1I1N111TA2M1e3OTJIOUUVY519>

STEP 4: Develop Program Material

Logos

Informational
Cards

Posters

Banners

Social media
posts

News releases/
Media
Advisory

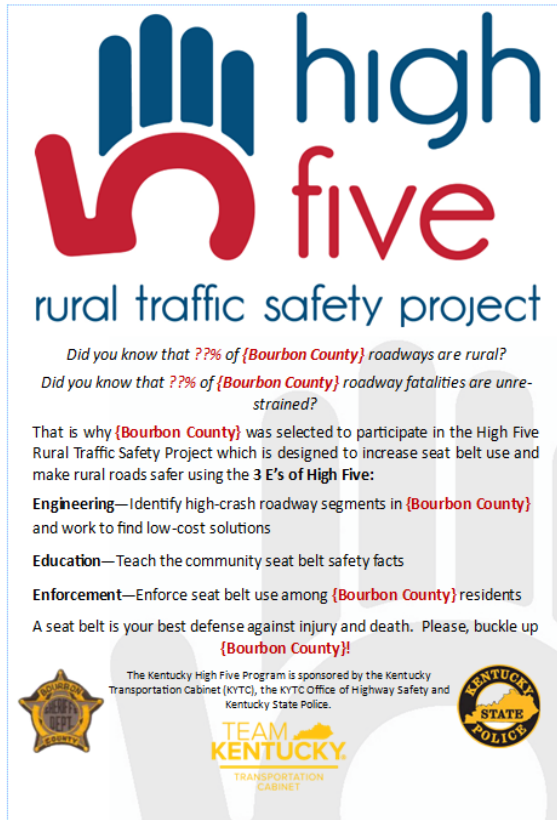


WHAT ELSE??

TAP INTO CREATIVE MINDS!



STEP 4: Develop Program Material



POSTER

- Customized for participating counties
- Uses local CSO logo



2-SIDED INFO CARD

- Used in all counties for years to come
- Uses statewide data

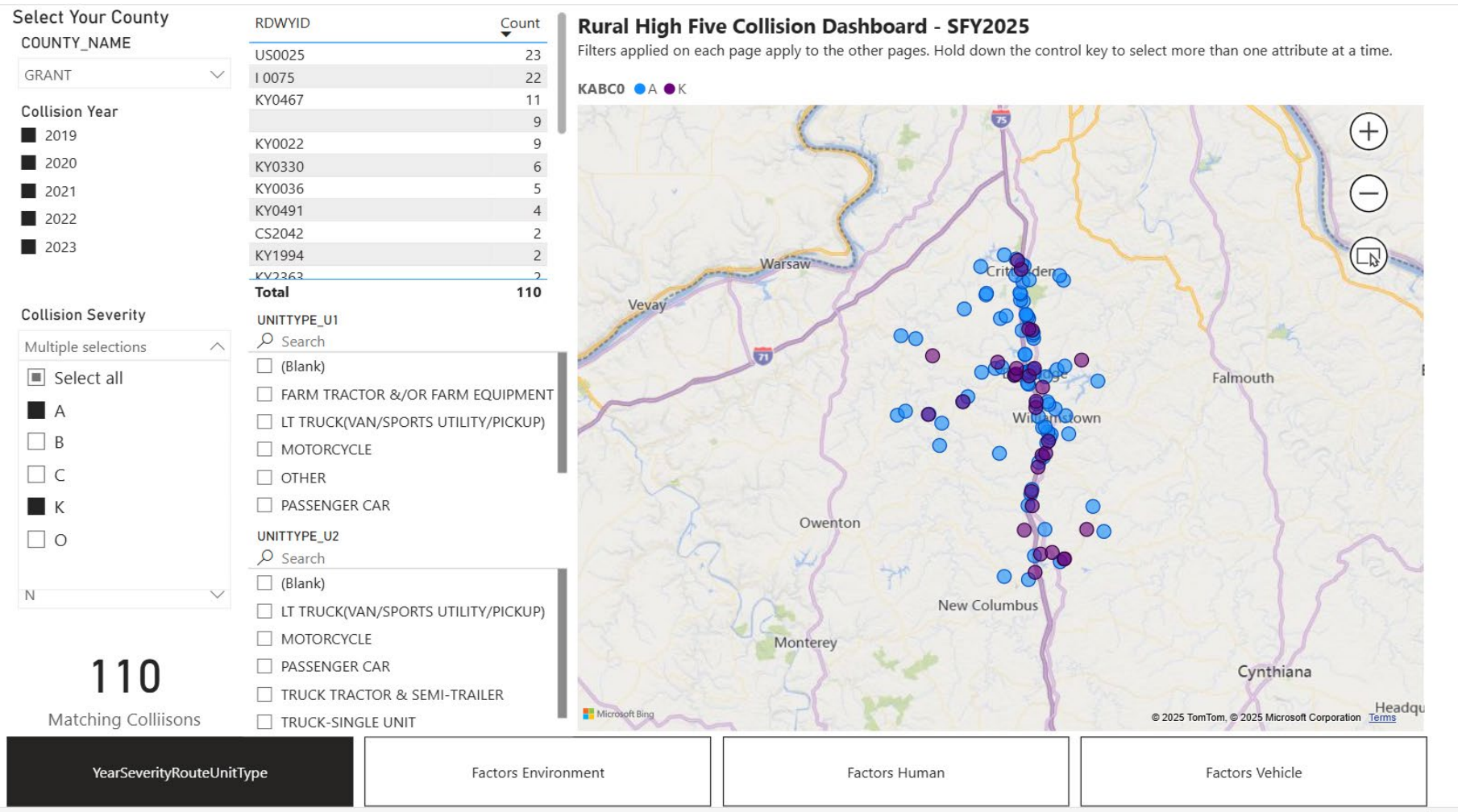
STEP 5: Establish RSA Process

RTSAB will:

- Query and analyze crash data
- Explore possible funding and resources for counties
- Establish what local RSA teams will look like (Will there be one or will the State do it?)
- Review RSA information with county officials
- Follow up to offer support implementation



EXAMPLE: KY High Five RSA Dashboard



<https://app.powerbigov.us/view?r=eyJrljoiZmQ4MjM1ZWYtODBmYS00MjU3LTgxNjltOTQ1OWI1ODUyMDcyliwidCI6ImQ3N2M3ZjRkLWQ3NjctNDYxZi1iNjI1LTA2Mjg3OTJlOWUyYSJ9>

STEP 6: Informational Meetings

- Face-to-face meetings in each county
- Include RTSAB representatives and those involved at the county level
- Review data that qualified their county for the program
- Discuss program requirements
- Establish who will be responsible for reporting
- Discuss funding
- Plan Kickoff Event
- Discuss evaluation



STEP 7: High Five Kick Off Events



STEP 8: Program Implementation

Enforcement (12-month program period)

Activity requirements:

- Two (2) multi-jurisdictional enforcement projects per month
- Hand out educational cards during traffic stops* and at any other appropriate times while discussing the disproportionate number of unbelted fatalities on rural roads
- Employ a “safe communities approach” (defined for this program as educating the community about traffic safety)
- Issue seat belt citations and/or warnings to violators **depending on local policy and officer discretion**
- Report enforcement activity monthly

*At all stops, not just seat belt violations, when appropriate



EXAMPLE of High Five Activities in KY (reported by State Police)

“High Five” Snap-Shot:

Post 9 - Pike Co.

09/27/2024- Trooper Michael Coleman patrolled US 119 and KY 1056 distributing flyers instead of issuing citations.

10/01/2024- Trooper Michael Coleman patrolled the same area, issuing four seatbelt citations and handing out 6 flyers.

10/29/2024- Trooper Matthew Cornett and Deputy Kevin Belcher conducted a safety checkpoint on Meta Highway distributing 10 flyers. Later that day, they joined Trooper Coleman for another checkpoint on KY 319, where 25 flyers were handed out.

01/24/2025- Trooper Michael Coleman and Deputy Kevin Belcher escorted supervisors and engineers from the Transportation Cabinet through high traffic areas in Pike County, as they worked on problem-solving in high-crash zones.

02/04/2025- Trooper Brennan Eckhart and Deputy Kevin Belcher attended a Belfry Highschool basketball game, distributing flyers to attendees.

02/08/2025- Trooper Coleman set up an informational booth at the Appalachian Wireless Arena during the Boat and RV Show, handing out approximately 45

TEAM
KENTUCKY
flyers



STEP 8: Program Implementation

Education

Enforcement-Lead Activities required (over 12-month program period):

- Local Kickoff Event
- Conduct four (4) outreach events
- Two social media posts per month
- Present *High Five* at each High School in the county
- Hang *High Five* posters in public spaces
- Distribute *High Five* educational cards
- Report publicity & outreach activity



STEP 8: Program Implementation

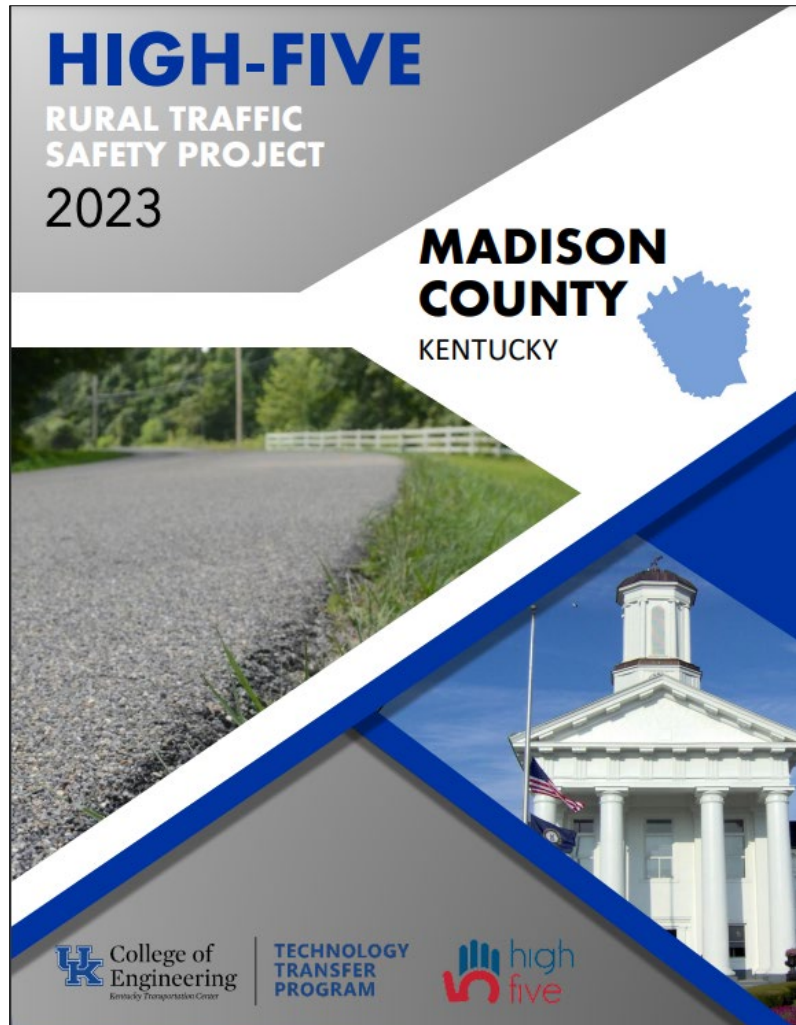


Engineering

- Assemble a county RSA Team
 - RTSAB representation
 - County law enforcement
 - County engineer/County Judge
- Identify problematic road segments in the participating county
- Implement RSAs and identify low-cost engineering solutions
- Identify possible funding options through federal or state resources
- Ideally, have at least one engineering improvement completed before the program implementation period ends (RSA Team)

CONVEY TO LOCAL TEAM THAT THERE IS NO GUARANTEE THAT FUNDING IS AVAILABLE.

Example from KY High Five Program



2023 KY HIGH FIVE SAFETY PROJECT

MADISON

Fixed Objects

Existing Conditions

Fixed objects adjacent to the roadway were noted along Goggins Lane. These objects present a safety hazard to drivers who depart the roadway. Trees were the most common fixed object type encountered, but utility poles were also observed. **Figure 7** shows examples of fixed object (utility pole) on the outside of a horizontal curve on Goggins Lane.

Figure 7: Fixed Objects



Recommendations

It is recommended that fixed objects adjacent to the roadway be evaluated for removal so that a clear zone of a consistent width can be established along the roadway. On low volume rural roads, providing a clear zone consistent with the AASHTO Roadside Design Guide is not cost-effective or practical to implement. For these types of roadways, the following recommendations may be applied:

- Tangents: Provide a minimum clear zone of 2 feet.
- Horizontal Curves: Provide a minimum clear zone of 5 feet on the outside of the curve.
- If an established clear zone exists, such as a fence line, and isolated encroachments are present they should be removed if feasible and cost effective.

Common examples of obstructions in the clear zone include trees, utility poles, headwalls, signs, guardrails, and other fixed objects. Vegetation may be present in the clear zone, but trees must not be greater than 4 in. in diameter.

A-79

STEP 9: EVALUATION

Evaluation

- Seat Belt Observations
Separate sets of surveys conducted:
 - 1) Completed by County Sheriff's Offices - results used internally for motivation/officer engagement.
 - 2) Scientific survey - comprehensive county-wide data collection in participating counties and a control location.
- Program Activity Reports



High Five secret ingredients...

- Willingness to participate
- LELs (or equivalent)
- Respected Sheriff on the RTSAB as well as involved rep from State Police. Dynamic Duo!
- Multijurisdictional efforts – PERCEPTION of enforcement
- Local kickoff events
 - Buy in from participating communities



Costs



\$50k County Sheriff's Office (up to \$10k per County)

\$50k State Police

Funds may be used for:

- Overtime seat belt enforcement
- Education & Outreach
- Equipment/supplies needed to conduct the program (RTSAB sets guidelines for this)

Funds may NOT be used for:

- Road Safety Assessments

Additional funding needed for evaluation and program management

Program Summary



Before Implementation

(Allow 6 months)

- **RTSAB Team**
 - Develop Action Plans
 - Select High Five Counties
 - Develop Program Material
 - Establish RSA Process
 - Conduct Info Meetings
- **Hi-5 Counties**
 - Info Meetings
 - Seatbelt Observations

Implementation

(12-Month Program Period)

- Kickoff Events
- Monthly Enforcement and Education and Outreach Activities
- Conduct RSAs

Evaluation

- Collect Program Documentation
- Evaluate with Observational Surveys

High Five Program Timeline



MONTH →	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Assemble RTSAB																				
Build Action Plan templates																				
Select <i>High Five</i> counties																				
Develop/print materials																				
Informational meetings																				
Baseline seat belt observations																				
Program kick off																				
12-month implementation period																				
Road safety assessments																				
Post seat belt observations																				
Produce results report for sharing/review																				
Choose new <i>High Five</i> counties for Year 2																				
MONTH →	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20



The High Five Rural Traffic Safety Seat Belt Program is a new program to Kentucky starting in 2022. It was funded through the National Highway Traffic Safety Administration (NHTSA) and facilitated by the Preusser Research Group (PRG) for the 2023 Federal Fiscal Year (October 1, 2022 through September 30, 2023). The inspirational program was created in Iowa. It specifically focused on improving seatbelt usage in rural areas. Each round, 5 counties were selected for the program. The NHTSA wanted to verify the results from Iowa and document best practices. The NHTSA and the PRG reached out to the states and partnered with Arkansas and Kentucky. [Click here](#) or scroll down the page to see what made Kentucky a good candidate.

The data is driving this approach to preventing injuries and fatalities.

- Fatality Rate per miles driven for Kentucky versus the Nation - [see the numbers](#)
- Fatality Rate per miles driven is higher in Rural areas - [see the numbers](#)

Iowa looked further into their numbers and specifically identified their secondary rural roadways as the locations to focus their efforts.

For the first year of the program, the NHTSA and the Kentucky Office of Highway Safety (KOHS) coordinated with local partners in 5 counties:

- Bourbon County
- Grayson County
- Knott County
- Madison County
- Perry County

The KOHS is continuing the program for the state 2025 fiscal year using state funds.

- Grant County
- Lyon County
- Perry County
- Pike County
- Taylor County

The High Five Project in Iowa focused on rural roadways. For doing the evaluation selection, the NHTSA and the PRG looked for states where that program might fit. Following are some statistics about Kentucky in general that speak towards its selection.

Length of Public Road System - 26th

Kentucky ranks 26th among states (plus DC) for length of its public road system (source: [FHWA Highway Statistic Series 2020](#))

- KOHS Safety Programs
- KOHS Public Message Site
- ARIDE-DRE Program
- Award Ceremony Photos
- Child Passenger Safety
- Complete Streets
- Daily Fatality Summary
- Education Programs
- Grants - Overview
- High Five
- Local Heroes
- Media Information
- Rail Crossing Safety
- Report and Webinar Series
- Resources
- Rural Road Safety
- Safety Partners
- Safety Plans
- Traffic Records



Q&A



What must the state highway safety office bring to the local effort?

- 1) \$100k grant dollars for participating LEAs
- 2) Design, print & distribute program material to participating LEAs
- 3) Help organize county level kick off press events
- 4) Organize and implement rural road assessment
- 5) Pre-post observational surveys of belt use.

Where does High Five stand with Countermeasures that Work?

- Results from NHTSA's High Five evaluation are not published yet and does not exist in NHTSA's Countermeasures that Work.
- There is anecdotal evidence that a High Five program effort increased seat belt use in all program counties.
- Further testing in more environments is recommended.

THANK YOU!

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