

*MADD/NHTSA Law Enforcement
Leadership Summit*

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National Highway Traffic
Safety Administration

NHTSA
People Saving People

Top 10 Leading Causes of Death

RANK		Cause and Number of Deaths											Years of Life Lost ²
		Infants Under 1	Toddlers 1-3	Young Children 4-7	Children 8-15	Youth 16-20	Young Adults 21-24	Other Adults			Elderly 65+	All Ages	
								25-34	35-44	45-64			
1	Perinatal Period 14,106	Congenital Anomalies 474	MV Traffic Crashes 495	MV Traffic Crashes 1,584	MV Traffic Crashes 6,327	MV Traffic Crashes 4,446	MV Traffic Crashes 6,333	Malignant Neoplasms 16,085	Malignant Neoplasms 143,028	Heart Disease 576,301	Heart Disease 696,947	Malignant Neoplasms 23%(8,686,782)	
2	Congenital Anomalies 5,623	MV Traffic Crashes 418	Malignant Neoplasms 449	Malignant Neoplasms 942	Homicide 2,422	Homicide 2,650	Suicide 5,046	Heart Disease 13,688	Heart Disease 101,804	Malignant Neoplasms 391,001	Malignant Neoplasms 557,271	Heart Disease 22%(8,140,300)	
3	Heart Disease 500	Accidental Drowning 380	Congenital Anomalies 180	Suicide 428	Suicide 1,810	Suicide 2,036	Homicide 4,489	MV Traffic Crashes 6,883	Stroke 15,952	Stroke 143,293	Stroke 162,672	MV Traffic Crashes 5%(1,766,854)	
4	Homicide 303	Homicide 366	Accidental Drowning 171	Homicide 426	Malignant Neoplasms 805	Accidental Poisoning 974	Malignant Neoplasms 3,872	Suicide 6,851	Diabetes 16,518	Chronic Lwr. Resp. Dis. 108,313	Chronic Lwr. Resp. Dis. 124,816	Stroke 5%(1,682,465)	
5	Septicemia 296	Malignant Neoplasms 285	Exposure to Smoke/Fire 151	Congenital Anomalies 345	Accidental Poisoning 679	Malignant Neoplasms 823	Heart Disease 3,165	Accidental Poisoning 6,007	Chronic Lwr. Resp. Dis. 14,755	Influenza/Pneumonia 98,826	Diabetes 73,249	Chronic Lwr. Resp. Dis. 4%(1,466,004)	
6	Influenza/Pneumonia 263	Exposure to Smoke/Fire 163	Homicide 134	Accidental Drowning 270	Heart Disease 449	Heart Disease 518	Accidental Poisoning 3,116	HIV 5,707	Chronic Liver Disease 13,313	Alzheimer's 58,289	Influenza/Pneumonia 65,681	Suicide 3%(1,109,748)	
7	Nephritis/Nephrosis 173	Heart Disease 144	Heart Disease 73	Heart Disease 258	Accidental Drowning 345	Accidental Drowning 238	HIV 1,639	Homicide 3,239	Suicide 9,926	Diabetes 54,715	Alzheimer's 58,866	Perinatal Period 3%(1,099,767)	
8	MV Traffic Crashes 150	Influenza/Pneumonia 92	Influenza/Pneumonia 41	Exposure to Smoke/Fire 170	Congenital Anomalies 254	Congenital Anomalies 186	Diabetes 642	Chronic Liver Disease 3,154	MV Traffic Crashes 8,412	Nephritis/Nephrosis 34,356	MV Traffic Crashes 44,005	Diabetes 3%(1,050,798)	
9	Stroke 117	MV Nontraffic Crashes ⁴ 69	Septicemia 38	Chr. Lwr. Resp. Dis. 131	MV Nontraffic Crashes ⁴ 121	Accidental Falls 134	Stroke 567	Stroke 2,425	HIV 5,821	Septicemia 26,670	Nephritis/Nephrosis 40,974	Homicide 2%(822,762)	
10	Malignant Neoplasms 74	Septicemia 63	Benign Neoplasms 36	MV Nontraffic Crashes ⁴ 115	Acc. Dischg. Of Firearms 113	HIV 130	Congenital Anomalies 475	Diabetes 2,164	Accidental Poisoning 5,780	Hypertension Renal Dis. 17,345	Septicemia 33,665	Accidental Poisoning 2%(675,348)	
ALL ³	28,034	4,079	2,586	6,760	16,239	15,390	41,355	91,140	425,727	1,811,720	2,443,387	All Causes 100%(27,341,511)	

¹When ranked by specific ages, motor vehicle crashes are the leading cause of death for age 3 through 33.

²Number of years calculated based on remaining life expectancy at time of death; percents calculated as a proportion of total years of life lost due to all causes of death.

³Not a total of top 10 causes of death. ⁴A Motor Vehicle Nontraffic crash is any vehicle crash that occurs entirely in any place other than a public highway.

Source: National Center for Health Statistics (NCHS) CDC, Mortality Data 2002

Note: The cause of death classification is based on the National Center for Statistics and Analysis (NCSA) Revised 68 Cause of Death Listing. This listing differs from the one used by the NCHS for its reports on leading causes of death by separating out unintentional injuries into separate causes of death, i.e., motor vehicle traffic crashes, accidental falls, motor vehicle nontraffic crashes, etc. Accordingly, the rank of some causes of death will differ from those reported by the NCHS. This difference will mostly be observed for minor causes of death in smaller age groupings.

2004 Pacific Northwest Region Persons Killed in Crashes

<i>Alaska</i>	<i>101</i>
<i>Idaho</i>	<i>260</i>
<i>Oregon</i>	<i>455</i>
<i>Washington</i>	<i>600</i>
<i>Total</i>	<i>1,416</i>

2004 Western Region Persons Killed in Crashes

<i>Arizona</i>	<i>1,150</i>
<i>California</i>	<i>4,120</i>
<i>Hawaii</i>	<i>142</i>
<i>Nevada</i>	<i>395</i>
<i>American Samoa, Marianas, Guam</i>	<i>33</i>
<i>Total</i>	<i>5,840</i>

Northwest Region Persons Killed in Crashes

	Year		% Change
	2003	2004	
Total Killed	1,500	1,416	-5%
Alcohol Related Deaths	607	528	-13%

Western Region Persons Killed in Crashes

	Year		% Change
	2003	2004	
Total Killed	5,876	5,807	-1%
Alcohol Related Deaths	2,120	2087	-2%

NHTSA Priority

High Visibility Enforcement



*Supported by:
Community Outreach
Earned & Paid Media
Operation Blue Talon*

Crackdown Dates

August 19th – September 5th



Sustained Enforcement Required !!!

NHTSA Priority



Prosecutors
&
DWI Courts

NHTSA National Support

- **National Paid Media**
- **Crackdown Coordination**
- **Data**
- **Research & Evaluation**
- **National website**
- **Safe Communities Coordinator**
- **IACP Chiefs Challenge**

NHTSA Regional Support

- **Coordination with SHOS**
- **Alcohol Coordinator**
- **Law Enforcement Liaison**
- **Diversity Outreach Liaison**
- **Media Specialist**
- **Spanish speaking Program Manager**
- **Data Specialist**
- **Regional website**
- **Judicial Liaison**
- **Training**

Stop **IMPAIRED** driving

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New!
New NFL PSAs!...



- Success Stories
- Program Toolkits
- Research
- Funding
- Legislation
- Calendar
- Press Room
- Partners

Program Toolkits



Despite the tireless efforts of thousands of advocates, impaired drivers continue to kill someone every 30 minutes, nearly 50 people a day, and almost 18,000 citizens a year. NHTSA and its partners are working together to put a stop to these deadly statistics.

Getting Started

- First Steps
- Success Stories
- Artwork/Logos

By Audience

- Community
- Criminal Justice
- Hospitality
- Educators
- Medical and Healthcare
- Military
- Motorcycle
- Sports
- Youth
- Employers

What is Impaired Driving?

Impaired driving can be defined as a reduction in the performance of critical driving tasks due to the effects of alcohol or other drugs. It is a serious crime that kills every 30 minutes.

By Campaign:



- Communications Strategy
- You Drink & Drive. You Lose. National Enforcement Crackdown



- Zero Tolerance Means Zero Chances



- Friends Don't Let Friends Drive Drunk

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DWS