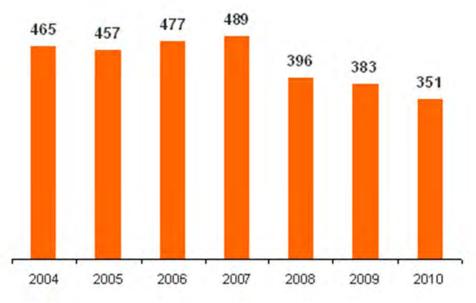


# Increasing Seat Belt Usage

# **Safety Planning Context**

 The Safety Action Plan addresses the seven key emphasis areas that are contributing factors in 95% of fatalities in the Delaware Valley

#### Road Crash Fatalities in the Delaware Valley





# Why Wear a Seat Belt?

- Seat belts have been shown to be the most effective method for reducing injuries among adults in the event of a crash
- 32 states have primary seat belt laws, including NJ;
   17 states have secondary laws, including PA
- When NJ upgraded their secondary safety belt laws to primary in 2000, the safety belt use rate rose from 63% in 1999 to 74 percent in 2000, and is 94.5% in 2011
- PA seatbelt use: 87% in 2011



# A Primary Seat Belt Law in Pennsylvania

NHTSA estimates if PA were to pass a primary seat belt law usage would rise approximately **5.3** percent



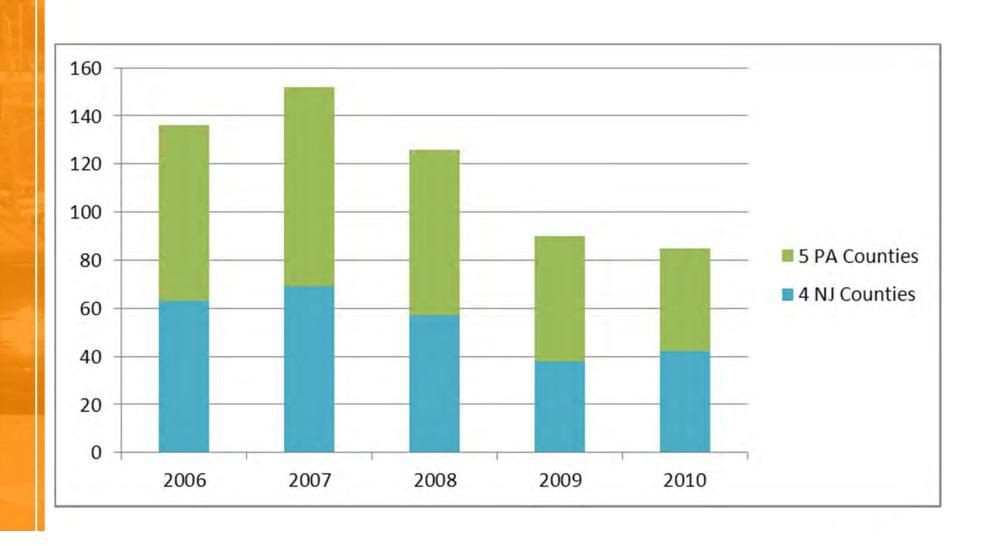
Saving 56 lives per year



Saving an economic cost to society of roughly \$189,000,000/yr



# Fatalities in which Seat Belt Usage was a Factor, 2006-2010



# Change in Data: No Seatbelt Worn, 2006-2010

		Total Change		Percent Change			
		2006-2010			2006-2010		
NJ County	Crash	Fatalities	Injured	Crash	Fatalities	Injured	
Burlington	-132	-8	-100	-28%	-67%	-23%	
Camden	-313	-2	-275	-44%	-10%	-41%	
Gloucester	-117	-4	-161	-37%	-20%	-53%	
Mercer	-112	-7	-135	-31%	-44%	-43%	
Subtotal	(674)	(21)	(671)	-36%	-30%	-39%	
PA County							
Bucks	-152	-6	-62	-20%	-30%	-19%	
Chester	-152	-7	-53	-29%	-32%	-25%	
Delaware	-125	-6	-6	-22%	-75%	-3%	
Montgomery	-305	-8	-109	-31%	-44%	-27%	
Philadelphia	-466	-3	-235	-32%	-20%	-29%	
Subtotal	(1,200)	(30)	(465)	-28%	-36%	-23%	

(1,136)

-30%

-34%

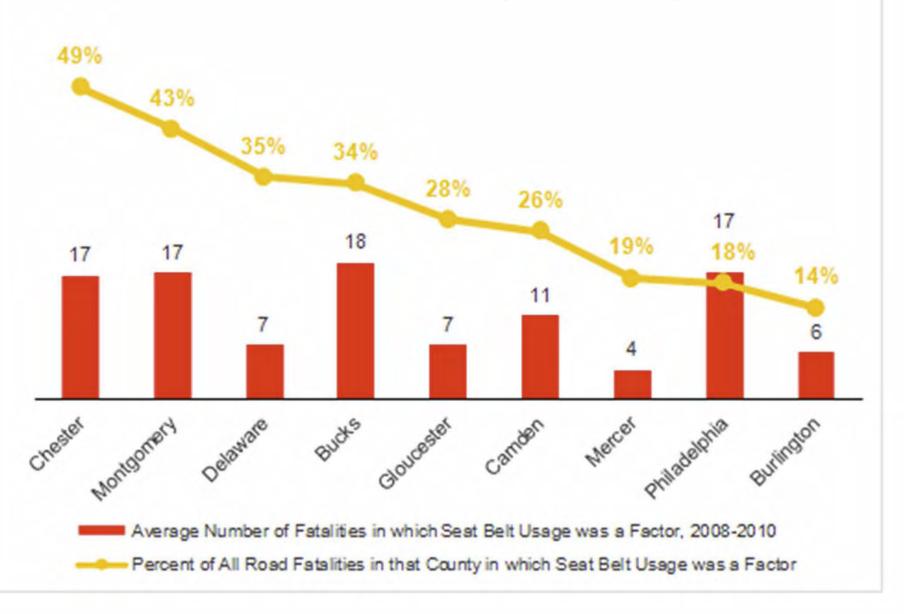
-31%

(51)

(1,874)

Region

# Importance by County



# Recommended Strategies

- Adopt primary seat belt law in Pennsylvania
- Post/display "Buckle-up" roadway signs
- Continue enforcement campaigns such as "Click it or Ticket"
- Implement periodic, intensive, coordinated public education initiatives – may be done to compliment enforcement efforts
- Other

Source: 2009 Safety Action Plan



## Some Resources

- All of you in the room!
- Safety Action Plan and its analysis
- DOT Strategic Highway Safety Plans (SHSPs)
- NCHRP Series 500 reports
- NHTSA reports, including Occupant Restraint Use in 2009
- TRB publications



# **Speakers**

- Paul Parsells, Special Advisor for Transportation & Infrastructure, Pennsylvania House of Representatives – Democratic Caucus
- Teresa Thomas, Program Manager, South Jersey Traffic Safety Alliance





### For more information, please contact:

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Delaware Valley Regional Planning Commission
(215) 238-2839
ZNeaderland@dvrpc.org

www.dvrpc.org/Transportation/Safety

#### Data for Crashes in Which a Seat Belt was Not Used in the Delaware Valley

This is data for people who were in a crash where a seat belt was not used by at least one person in one car or other vehicles.

This number includes other people who were hit such as pedestrians or bicyclists.

																	Total Chang	ge		Percent Ch	nange
Year		2006			2007			2008			2009			2010			2006-2010			2006-2010	j
PA County	Crashes	Fatalities	Injured	Crashes	Fatalities	Injured	Crashes	<b>Fatalities</b>	Injured												
Chester	574	30	657	521	29	476	483	21	424	415	10	347	369	19	375	-205	-11	-282	-39%	-38%	-59%
Philadelphia	1,618	18	2,352	1,441	26	1,995	1,257	18	1,585	1,169	14	1,551	1,152	19	1,522	-466	1	-830	-32%	4%	-42%
Montgomery	1,106	20	1,212	972	24	1,026	831	13	895	833	22	910	801	16	889	-305	-4	-323	-31%	-17%	-31%
Bucks	851	23	973	770	26	869	724	20	756	723	21	762	699	14	728	-152	-9	-245	-20%	-35%	-28%
Delaware	723	15	715	581	13	653	557	10	580	505	5	530	598	7	660	-125	-8	-55	-22%	-62%	-8%
Subtotal	4,872	106	5,909	4,285	118	5,019	3,852	82	4,240	3,645	72	4,100	3,619	75	4,174	(1,253)	(31)	(1,735)	-29%	-26%	-35%
Year		2006			2007			2008			2009			2010			2006-2010			2006-2010	j
NJ County	Crashes	Fatalities	Injured	Crashes	Fatalities	Injured	Crashes	Fatalities	Injured												
Camden	766	18	740	714	21	676	597	16	541	530	13	521	453	16	465	-313	-2	-275	-44%	-10%	-41%
Gloucester	378	12	402	318	20	303	266	17	246	269	6	265	261	8	241	-117	-4	-161	-37%	-20%	-53%
Burlington	525	21	471	472	12	432	404	17	313	374	13	317	393	13	371	-132	-8	-100	-28%	-67%	-23%
Mercer	404	12	340	364	16	313	326	7	262	319	6	212	292	5	205	-112	-7	-135	-31%	-44%	-43%
Subtotal	2,073	63	1,953	1,868	69	1,724	1,593	57	1,362	1,492	38	1,315	1,399	42	1,282	(674)	(21)	(671)	-36%	-30%	-39%
Region	6,945	169	7,862	6,153	187	6,743	5,445	139	5,602	5,137	110	5,415	5,018	117	5,456	(1,927)	(52)	(2,406)	-31%	-28%	-36%

Source: Crash data provided by PennDOT and NJDOT

Much more information will be available in the soon-to-be published Analysis of Crashes in the Delaware Valley, 2008-2010. Older analysis is available in Traffic Crash Analysis of the Delaware Valley. It used 2005-2007 data.

All DVRPC publications are available for free download from www.dvrpc.org/asp/publicationsearch.

# Seat Belt Observation Survey

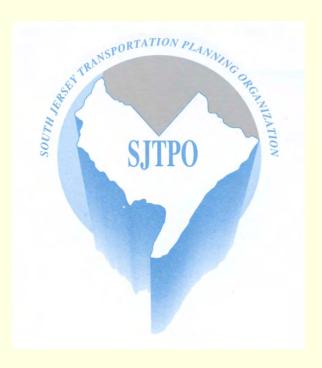


Presented by:

Tim Chelius, SJTPO Executive Director Teresa Thomas, SJTSA Program Manager

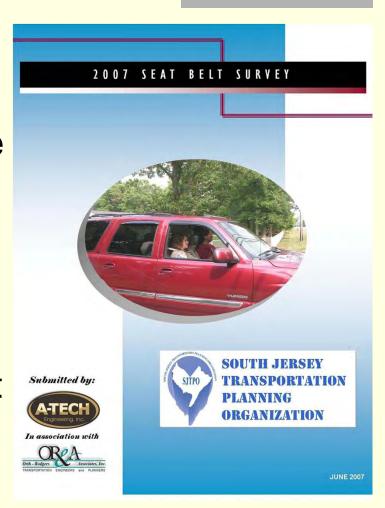
## **Seat Belt Observation Survey**

- Partnership between SJTSA and SJTPO
- Funded by SJTPO from PL funding
- SJTSA is project director
- SJTPO pays SJTSA salaries, provides office space and supplies etc



# **Annual Survey**

- Started in 2006
- Atlantic and Cumberland Counties part of NJ State Observational Survey
- Cumberland County eliminated in 2004
- Needed to track use, program success /impact and direct education and awareness efforts



## **Observations**

- 78 intersections during April
- Seat Belt Use:
  - Driver
  - Front Seat Passenger
  - Gender
  - County
  - Area type, (i.e. urban)
  - Roadway type, (i.e. State)



Cell phone use by drivers

## **Year to Year Analysis: Drivers**

	2007	2008	2009	2010	2011
Seat Belt Use	88%	91%	89%	92%	93%
- Male	85%	88%	88%	90%	91%
- Female	92%	95%	95%	96%	96%
Cell Phone Use - Male Drivers	6% 5%	3% 3%	4% 4%	5% 5%	4% 3%
- Female Drivers	7%	4%			_ , _
By County					
- Atlantic	88%	91%	90%	94%	93%
- Cape May	86%	87%	88%	91%	92%
<ul><li>Cumberland</li><li>Salem</li></ul>	87% 87%	92% 93%	92% 87%	92% 89%	90% 92%

## Year to Year Analysis: Front Seat Passengers

	2007	2008	2009	2010	2011
Seat Belt Use	91%	93%	92%	94%	94%
- Male	85%	90%	89%	89%	90%
- Female	95%	96%	94%	6 96%	96%
By County					
- Atlantic	92%	94%	92%	92%	94%
- Cape May	91%	87%	95%	95%	91%
- Cumberland	91%	95%	91%	91%	96%
- Salem	82%	95%	92%	92%	96%

## **Add-On Components**

- Each year to gather data on a specific category of driver or passenger
  - 2007 Questionnaire
  - 2008 and 2010 Teen Drivers
  - 2009 and 2011 CMV Drivers
  - 2011 also did Backseat Passengers and CRS Use
  - FY 2012
    - Part1: Teen Drivers and Older Drivers
    - Part 2: Backseat and Child Restraint Seat Use

We wanted to know people's attitude about seat belts and their knowledge of the law

#### SOUTH JERSEY TRAFFIC SAFETY ALLIANCE 2007 SEAT BELT QUESTIONNAIRE

USAGE						
As a driver,	, do you wear your set	at belt?   YES	□ NO			
If YES	Rarely Son	netimes U	sually   A	lways		
-	It is the law Family influence Habit	☐ Fear of getting a t☐ Local/National Ca☐ Other		can save my life ( long trip	safety aspect)	
lf NO, why	☐ I don't belie ☐ Fear of bein	eve in its safety and de-	sign D L	Takes too much tim ow Speed Because I have an a		
Do you bel	ieve a seat belt can sa	ve your life?			YES	□ NO
Does distar	nce make a difference	?			YES	DNO
Do you eve	er put the shoulder stra	ap under your arm or b	ehind your back	?	□ YES	□ NO
		eat belt when riding in			□ YES	□ NO
As a passer	nger, do you wear a se	eat belt when riding in	the back seat?		□ YES	□ NO
As a driver	r, do you require front	seat passengers to wea	ar a seat belt?		□ YES	□ NO
As a driver	r, do you require back	seat passengers to wea	ar a seat belt?		□ YES	□ NO
Did you kr	now that unbelted back	k seat passengers can k	ill front seat pas	sengers in a crash?	YES	□ NO
LAW						
	seat passengers require	ed to be buckled?			□ YES	□ NO
		ling passengers up to v	vhat age?	8 🗆 12 🗆 18	D 24	
OTHER						
Cender:	□ Male	☐ Female				
You are	taking this survey wh	hile in what County?				
Your Ho	ome Zip Code is					
What is	your age? 🗆 15	5-18 🗆 19-24	25-34	□ 35-64	□ 65+	
	TH	FAX TO 85		ATING	Newsletter	

## 2007 Questionaire

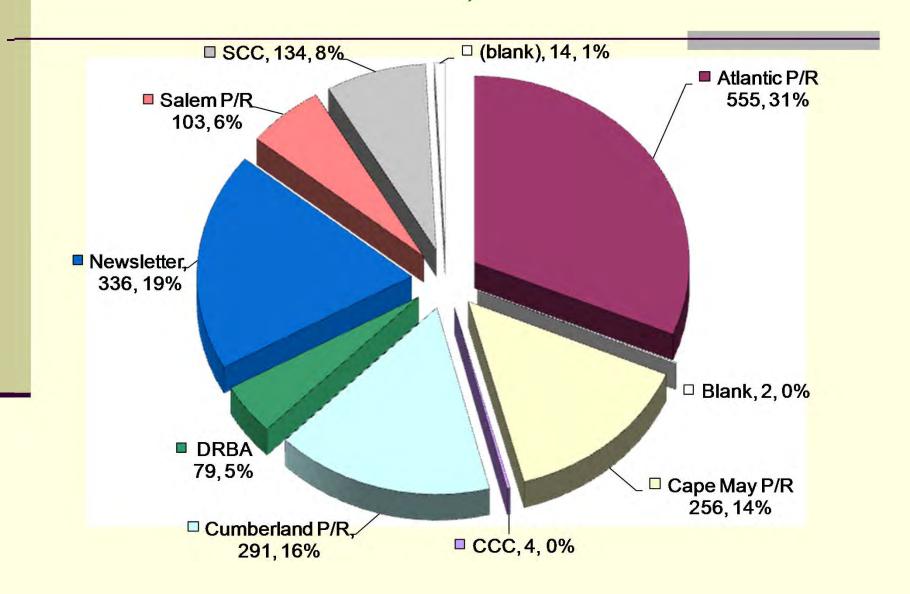
- As a driver, do you wear your seat belt?
  - 95% said yes (80% always, 12% usually, 5% sometimes)
- Why people wear a seat belt
  - #1 Safety, it can save my life (57%)
  - #2 It is the law (45%)
  - **#3** Out of habit (27%)
  - #4 Fear of getting a ticket (12%)
- Why people do not wear a seat belt
  - It is not comfortable and fear of being trapped (each 33%) and don't believe in the safety and because I have an air bag (each 11%)

## **Knowledge of New Jersey Law**

- 98% knew that front seat passengers were required to buckle up
- 49% knew that drivers were responsible for buckling passengers up to age 18.

Incorrect Age 8	(Car seat)	21%
Incorrect Age 12	(Front Seat)	15%
Incorrect Age 24		8%

# Distribution - 1,772



## Questionarie Education

- Partnered with County Administration for newsletter articles and paycheck inserts
- Flyers to casinos for display in lunch rooms
- Senior center presentations
- Newspaper coverage
- Health Update segment TV40
- CN8 Newsmakers segment
- Refreshed Buckle Up Stencil paintings



## **Add-On Component: Teen Drivers**

	2008	2010
Seat Belt Use	85%	91%
Drivers	86%	90%
- Male	84%	86%
- Female	88%	94%
Front Seat Passengers	82%	94%
- Male	83%	91%
- Female	82%	96%
Cell Phone Use	6%	5%
<ul> <li>Male Drivers</li> </ul>	6%	6%
- Female Drivers	4%	2%

## Educating Teen Drivers

- Most Dangerous Place on Earth
  - High School Classroom Presentation 2008
  - Annual presentations at 10 (24) area high schools
- Host Driver Education Teacher Workshops
  - Every other year
  - No standard curriculum
  - www.NJTeenDriving.com
- THINK SAFETY Traffic Enforcement Notice
  - Notice to mom and dad about GDL violation

# Partnering

## I'm That Guy – The Matt Maher Story

- 32 high schools with over 7,000 teens Fall 2009
- Produced poster for high schools for prom season
- www.themattmaherstory.com
- Produced a video documentary avail Jan 2011

## Buckle Up For Nick

- Spring 2011
- New stencil, posters, banners
- Mrs. Gazzara talk to kids
- Inducted teens into Seat Belt Club
- Combined Defensive Driving Class with NJ Motorsports Park Behind the Wheel

## Teen Drivers: Compliance with the GDL law

As of May 1, 2010 the Graduated Driver License Law was amended to:

- limited the number of passengers to one
- reduce night time driving
- require a red decal in the license plate

11% were carrying backset passengers2% were using a cell phone13% using a red decal



## THINK SAFETY Traffic Law Infraction Notification

Ellective May 1, 2010 the Gradualed Drivers License (GDL) law has been changed adding more restrictions on leen drivers holding a probationary (tormethy provisional) license. These restrictions have been added because of the rise in traffic crashes and tatalilies by leen drivers who had loo many passengers in their vehicle and were using excessive speed. Since your son/daughler is a GDL driver our department is taking steps to ensure that you are aware of these changes and actively participaling in your With that in mind, we are informing leen drivers learning experience. you that your son/daughter or minor was slopped and/or cited for the following

Violation:

reason:

The effectiveness of this program Explanation: really relies on you and your guidance. is our department's hope that this notification tion will assist you in raising a sale and courteous young driver. Please teel tree to conlact me.

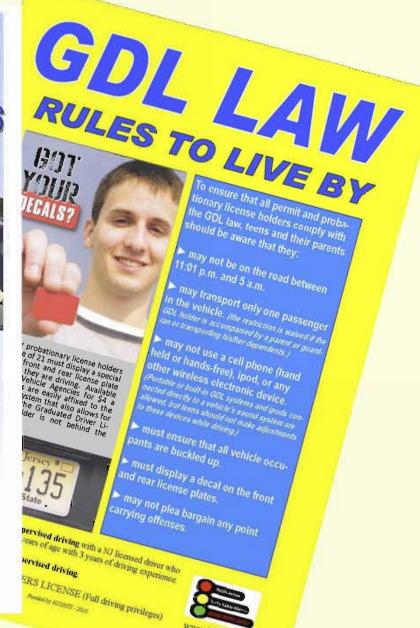
Sincerely,

## Graduated **Driving Privileges** for New Drivers



e than half of all deaths g crashes of 16 to 17 year s occur when passengers years of age are being orted and there are 'ults in the vehicle.

> ated Drivers License ram is designed to drivers increased n and driving , on the road, btaining a ivers license.



## **Add-On Component: CMV Drivers**

	2009	2011
Seat Belt Use	72%	82%
- Male	72%	82%
- Female	89%	89%
Cell Phone Use	6%	5%
- Male	6%	6%
- Female	4%	2%

# CMV by type of vehicle

Sec. 1995		15—CMV Sites b	y vehicle Ty	pe	
Туре	Total	Seat OFF	Cell ON	% BELT ON	% CELL ON
Ambulance	12	2	1	83.3%	8.3%
Armored Truck	5	1	0	80.0%	0.0%
Box Truck	270	66	14	75.6%	5.2%
Bus	121	32	0	73.6%	0.0%
Cab	15	0	0	100.0%	0.0%
Car	114	19	10	83.3%	8.8%
Concrete Truck	25	17	1	32.0%	4.0%
Dump Truck	184	75	8	99.5%	4.3%
Flat Bed	113	38	4	66.4%	3.5%
Pick-up	243	70	20	71.2%	8.2%
School Bus	92	11	1	88.0%	1.1%
Semi Truck	209	61	8	70.8%	3.8%
Tanker	37	15	0	59.5%	0.0%
Tow Truck	11	5	1	54.5%	9.1%
Tractor Trailer	39	10	2	74.4%	5.1%
Trash Truck	40	17	2	57.5%	5.0%
Utility Truck	87	34	4	60.9%	4.6%
Van	276	54	25	80.4%	9.1%
TOTAL	1892	528	107	72.1%	5.7%





## Educating CMV Drivers

- Most Dangerous Place on Earth for CMV Drivers
  - Nationally, from 2008 to 2009, there were 519 fatalities from non-highway, non-collision rollovers
  - In NJ, between 2004 and 2008, there were 714 fatalities in vans, trucks and utility trucks
- Letters to companies in the survey with results and offer of education
- 100% Compliance Certificates for companies in survey with 100% seat belt use

# Add-On Component: Backseat Passengers and CRS Use (2011)

### Backseat Passengers 72%

- Male 57%

- Female 56%

- County: Atlantic 68% Cape May 81%

Cumberland 72% Salem 68%

### Child Restraint Use 89%

\* NOTE: this number cannot be split between infants and toddlers who use internal harness system and 5 to 8 year olds that use booster seat

## FY 2012 Survey

- Part 1: Teen Drivers and Older Drivers
  - High School exit driveways
  - Over 55 Community exit driveways
  - Underway
- Part 2: Backseat Seat Belt Use and Child Restraint Seat Use
  - Athletic fields
  - Spring of 2012

## Questions/Comments

www.SJTSA.org

Teresa@sjtsa.org

856-794-1941

#### SOUTH JERSEY TRAFFIC SAFETY ALLIANCE 2007 SEAT BELT QUESTIONNAIRE

If YES	□ Rarely	□ Some	times	$\Box$ $\mathbf{U}$	sually [	Always		
Why?	☐ It is the la☐ Family int☐ Habit	fluence	□ Local	of getting a ti /National Ca	mpaign [	It ean save A long tri		afety aspeet)
If NO, w	□ 1 c □ <b>F</b> c □ 1 c	ear of being don't believe	in its sa trapped the gov	afety and des	ign [ uld legislate	Takes too Low Spee Because I this	d	
Do you l	believe a seat t	oelt can save	your lif	e?				□ YES
Does dis	stance make a	difference?						□ YES
Do you	ever put the sh	oulder strap	under y	our arm or be	hind your ba	ck?		□ YES
As a pas	senger, do you	wear a seat	belt wh	en riding in t	he front seat?	•		D YES
As a pas	senger, do you	ı wear a seat	belt wh	en riding in f	he back seat?	•		□ YES
As a driv	ver, do you req	quire front se	at passe	ngers to wea	r a seat belt?			□ YES
	ver, do you req	•	•	_				□ YES
Did you	know that unb	elted back s	eat pass	engers can ki	ll front seat p	assengers i	in a crash?	□ YES
LAW								
Are from	it seat passenge	ers required	to be bu	ckled?				□ YES
Drivers	are responsible	e for bncklin	g passer	ngers up to w	hat age?	8 🗆 12	2 🗆 18	□ 24
OTTI	_							
OTHE								
Gender		Male		□ Female				
	taking this s	•		•			-/	
Your H	ome Zip Cod	e is						
100111	your age?	☐ 15-1 <sup>3</sup>	O	□ 19-24	□ 25-34	(1.2	5-64	□ 65+



#### TOTAL NUMBER OF SURVEY RECORDS = 182

#### **USAGE**

1 As a Driver, do you wear your seat belt?

a. 
$$Yes = 173 (95.05\%)$$

Rarely	0
Sometimes	8 (4.62%)
Usually	20 (11.56%)
Always	139 (80.35%)
Blank	6 (3.47%)

Reason	Yes	No
It is the law	78 (45.09%)	95 (54.91%)
Fear of getting a ticket	22 (12.72%)	151 (87.28%)
It can save my life (safety aspect)	98 (56.65%)	75 (43.35%)
Family influence	18 (10.4%)	155 (89.6%)
Local/National Campaign	3 (1.73%)	170 (98.27%)
A long trip	3 (1.73%)	170 (98.27%)
Habit	48 (27.75%)	125 (72.25%)
Other	2 (1.16%)	171 (98.84%)

#### b. No = 9(4.95%)

Reason	Yes	No
It is not comfortable	3 (33.34%)	6 (66.66%)
I don't believe in its safety and design	1 (11.11%)	8 (88.89%)
Fear of being trapped	3(33.34%)	6 (66.66%)
I don't believe the government should legislate this	0(0.0%)	9 (100%)
Takes too much time	0(0.0%)	9 (100%)
Low Speed	0(0.0%)	9 (100%)
Because I have an air bag	1(11.11%)	8 (88.89%)
Other	1(11.11%)	8 (88.89%)

\_\_\_\_

2. Do you believe a seat belt can save your life?

a. 
$$Yes = 178 (97.8\%)$$

b. No = 
$$4(2.2\%)$$

3. Does distance make a difference?

$$a \cdot Yes = 55 (30.22\%)$$

b. No = 
$$127 (69.78\%)$$

4. Do you ever put the shoulder strap under your arm or behind your back?

a. 
$$Yes = 39 (21.43\%)$$

b. No = 
$$143 (78.57\%)$$

5. As a passenger, do you wear a seat belt when riding in the front seat?

a. 
$$Yes = 172 (94.51\%)$$

b. No = 
$$10 (5.49\%)$$

6. As a passenger, do you wear seat belt when riding in the back seat?

a. 
$$Yes = 138 (75.82\%)$$

b. No = 
$$44 (24.18\%)$$

7. As a driver, do you require front seat passengers to wear a seat belt?

a. 
$$Yes = 164 (90.11\%)$$

b. 
$$No = 18 (9.89\%)$$

8. As a driver, do you require back seat passengers to wear a seat belt?

a. 
$$Yes = 131 (71.98\%)$$

b. No = 
$$51 (28.02\%)$$

9. Did you know that unbelted back seat passengers can kill front seat passengers in a crash?

a. 
$$Yes = 118 (64.84\%)$$

b. No = 
$$64 (35.16\%)$$

#### LAW

1. Are front seat passengers required to be buckled?

a. 
$$Yes = 180 (98.9\%)$$

b. No = 
$$2(1.1\%)$$

2. Drivers are responsible for buckling passengers up to what age?

8	39 (21.43%)
12	28 (15.38%)
18	90 (49.45%)
24	14 (7.69%)
Blank	11 (6.05%)

#### **OTHER**

- 5 1. Gender

  - a. Male = 67 (36.81%)
    b. Female =110 (60.44%)
    c. Blank = 5 (2.75%)
  - 2. You are taking survey while in which County?

Atlantic	55 (30.22%)
Cape May	51 (28.02%)
Cumberland	13 (7.14%)
Salem	63 (34.62%)
Other	0 (0.0%)
Blank	0 (0.00%)

#### 3. What is your age?

15-18	4 (2.2%)
19-24	16 (8.79%)
25-34	22 (12.09%)
35-64	91 (50.0%)
65+	44 (24.18%)
Blank	5 (2.74%)

Table 18 shows site locations of all 4 counties as well as child restraint and back seat seat belt usage of each site. These observations consisted of 1,900 passengers, comprised of 503 male passengers, 535 female passengers and 862 children passengers.

Table 18 "Click it or	Ticket"(CIOT) C	ampaign by	/ Site & Coun	ty
County and Site's	. Total Child	% Child	Total Back Seat	% Back Seat
	Restraint	Restraint On	Seat Belt	Seat Belt On
Atlantic	263	86.3%	293	50.5%
05- Hammonton, 2nd & Bellevue	202	84.7%	194	47.9%
09- Northfield, Tilton & Wabash	61	91.8%	99	5 <b>5</b> .6%
Cape May	248	93.1%	361	72.6%
03- Lower Twp, Bayshore & Villas	86	89.5%	35	51.4%
04- Middle Twp, 657 & Winding Way	162	95.1%	326	74.8%
Cumberland	204	85.3%	20.5	54.6%
01- Millville, 2nd & Broad	52	80.7%	44	75.0%
02- Millville, 10th & Broad	58	87.9%	47	61.7%
08- Bridgeton, 77 & Irving	94	86.1%	114	43.9%
Salern	145	93.8%	179	50.8%
06- Cowtown	98	95.9%	128	55.5%
07- Salem County Court House	47	85.7%	51	39.2%
TOTAL	860	89.3%	1038	59.1%

The total number of passengers is shown in Table 19. This table also indicated rear seat belt usage by male and female passengers and child restraint. The breakdown of rear seat belt usage included 57.2% among male passenger, 56.0% among female passengers and 88.6% of child restraints used. Since New Jersey is a primary seat belt law state, regionally rear seat belt usage lags far behind. The newest regional survey is showing 47.8 % (rear seat belt usage). This is very unfortunate that awareness of rear seat belt usage is very low.

Table 19- Seat Bel	t Use (Back Seat Passengers)
Male Passenger	57.2%
Female Passenger	56.0%
Child Restraint	88.6%
Total Passenger	72.2%







## SOUTH JERSEY TRAFFIC SAFETY ALLIANCE **Buckle Up Stencil Program**

#### **Participation Form**

To authorize the Alliance's partners to the paint the buckle up stencil on your organizations driveways, fax this form to 856-794-2549.

The goal is to complete the painting within 30 days of submission.



Organization or Business Name and Address:

Contact Person Name and Phone Number:

Address of locations to be painted: (if other than above)	Number of exits to be painted:
1.	
2.	
3.	
4.	
5.	
Authorizing Signature:	Date:
Printed Name and Title:	

© This program is made possible by a cooperative agreement with the County Sheriff's Offices and Atlantic County Department of Public Safety to use day-reporting inmates to do the actual painting. Many thanks to those agencies.

Serving Atlantic, Cape May, Cumberland, and Salem Counties 782 S. Brewster Road, Vineland, NJ 08360 Tel: 856-794-1941 Fax: 856-794-2549 Website: www.sjtsa.org

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