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Drive Safe Dispatch Monthly Info August 2016



Don't forget to vote on the **Revised Bylaws**. You should have received the Organizational Chart and Code of Ethics via email early in August for your review. Your Bylaw vote is due by Monday, September 12 if you are not planning to attend the September 13 General Business Meeting. You may email your absentee vote to dshr@drivesafehr.org.

Get It Together needs YOUR help!

Do you have a couple of hours available over a span of a few months? Volunteers are needed as Community Liaisons for the Fall 2016 Get It Together Seat Belt Challenge.

Check out the "job description" below.

Tasks:

Act as liaison with one school, serving as mentor/monitor to assist with seat belt checks (3) for the Get It Together High School Safety Challenge.

1. Monitor the school's education and activity campaigns.
2. Meet with Get It Together committee for training in procedures for seat belt checks.
3. Meet with assigned school Challenge contact at the Kick Off Breakfast.
4. Offer assistance with campaign planning and implementation.
5. Assist the School Point of Contact with planning and scheduling seatbelt checks.
6. Attend and monitor/supervise all seat checks for assigned school.
7. Assist with transfer of resource materials between the Challenge personnel and the school contact person.



Training Needed:

Liaison Training will be held in August and will take approximately 1 hour.

Time commitment: About 10 hrs total. For 5 months—October, 2016 through March, 2017.

Benefits:

Active involvement with students interested in bringing a safety message to their peers.
Fun in participating with the students at school functions.
The satisfaction of helping students to change driving and safety behaviors.
The undying gratitude of the Challenge Committee.

NOTE: If you are able to assist with completing the baseline checks, please let us know.

****Volunteers needed for two September 17, 2016 events.**



#1 - Girl Scouts of the Colonial Coast and Tidewater Boy Scout Council are hosting a safety event on Saturday, September 17, 2016 at Pembroke Mall in Virginia Beach. They are inviting community partners who offer safety information and services to children. Please see the flier below for details on the event. The mall is providing 6' tables for each exhibitor and would ask that you bring a tablecloth and your display materials. Please let me know if you are interested and available to participate. Contact information is Jennifer McGowan, Program Services Director, Girl Scouts of the Colonial Coast, 912 Cedar Rd., Chesapeake, VA 23322, Phone: 757.548.3908, jenniferm@gsgccc.org. Drive Safe HR would like to also do a display at this event. If you are interested in volunteering, please let Kathy know right away so plans can be made.

SCOUT READY

Saturday, Sept. 17
Pembroke Mall
Virginia Beach
10 a.m. to 2 p.m.

A FREE FAMILY event!
More than 25 exhibits including:

- WAVY TV
- Fire Department
- Rescue Squad
- Police Department
- McGruff the Crime Dog
- American Red Cross
- Tidewater Bike Association
- Virginia Beach Public Schools

Meet WAVY TV Meteorologist Deitra Tate

LEARN ABOUT SAFETY, MAKE CRAFTS, PLAY GAMES & HAVE FUN!

Be sure to sign up for Boy Scouts or Girl Scouts at the event!
Serving children in KINDERGARTEN through 12th grades.

Building leaders. One child at a time.



For more information on Scout Ready visit www.gsgccc.org

****Volunteers needed for two September 17 events.**



#2 - Portsmouth Police Department Law Enforcement Proactive Day

Time: 10am-1pm

Date: 09/17/16

Place: 1301 Frederick Blvd (Kroger Lot), Portsmouth

Two volunteers are needed, one of them should be Intoxiclock trained.



L.E.
(Law Enforcement)
Proactive Day



Time: 10am-1pm

Date: 09/17/16

Place: 1301 Frederick Blvd (Kroger Lot)

This event is to bring FREE law enforcement “proactive” resources to citizens that will benefit, educate and assist in aiding in the prevention of criminal or negligent behavior. We will offer Ident-A-Print, Car Seat safety checks, Safety of Auto Theft with the VIN Etching, Fire Prevention information and more!



Please contact: S. LaTisha Branch
E-mail: branches@portsmouthva.gov

FACT: In 2014, approximately one in five child passenger (12 and younger) deaths were in crashes involving a drunk driver. In 56 percent of those crashes, the child’s own driver was impaired with alcohol.

TRB Webinar: Improving Rear Seat Passenger Safety: Challenges and Strategies

TRB will conduct a webinar on Thursday, October 27, 2016 from 2:00 to 4:00PM ET that summarizes recent research on rear seat safety and seat belt use. This webinar will enumerate the injury and fatality statistics of rear seat passengers with and without seatbelts, and how these passengers can contribute to the risk to other passengers in the vehicle. This webinar will also focus on challenges and strategies to improve rear seat belt use in various communities.

This webinar was organized by the TRB Standing Committee on Occupant Protection. Participants must register in advance of the webinar, and there is no fee associated with this webinar.

This webinar is based on a report released by the Centers for Disease Control and Prevention.

Webinar Presenters

- Dennis Durbin, *Children's Hospital of Philadelphia Research Institute*
- Laurie Beck, *Centers for Disease Control and Prevention*
- James Hedlund, *Highway Safety North*
- Joyce Pressley, *Columbia University*

Webinar Outline

1. Summary of the current status of front and rear seat belt use
2. Rear seat safety: Variation in protection by occupant, crash, and vehicle characteristics
3. What factors are associated with adult use of seat belts in the rear seat?
4. Belts in back: How to raise rear seat belt use
5. Highway Safety North trends in impact of rear seatbelt use in primary, secondary, and secondary-to-primary transition states
6. Question and answer session

Learning Objectives

At the end of this webinar, participants will be able to:

- Describe characteristics of adults who are less likely to use seat belts in the rear seats
- Develop strategies to increase rear seat belt use in their communities
- Describe the impact of legislative initiatives aimed at improving rear-seated occupant restraint use
- List potential strategies for increasing belt use, and plan how they can increase rear belt use in their communities

Registration Information

There is no fee to attend this webinar. You can go to the following website to submit your registration: <http://www.trb.org/Calendar/Blurbs/174860.aspx>. Registration questions? Contact Reggie Gillum at RGillum@nas.edu.

****Volunteers needed for Virginia Fall Car Classic**



The **Virginia Fall Car Classic** is coming up Saturday, October 22. Volunteers are needed for each shift. Looking for three people per shift, one of those individuals should be Intoxiclock trained. <http://www.vafallclassic.org/maps.php>



Shifts: 9am-12:30pm, includes set up and 12-3:30pm, includes breakdown

If you are interested in volunteering for a shift, please let us know



Calendar updates are available at these two links...

http://www.drivesafehr.org/calendar/2016_Drive_Safe_HR_Calendar_8-29-16.xlsx

<http://mobile.dudamobile.com/site/drivesafehr#2805>

DID YOU KNOW?

Drunk driving is more common at night, and Labor Day weekend in 2014 was no exception. 83 percent of all the roadway fatalities during the night (6 p.m. - 5:59 a.m.) involved drunk drivers.

Don't Drink and Drive this Labor Day Weekend!



Upcoming Dates and Headlines...

Drive Safe Standing Committee Dates

CMV Check in Chesapeake, Border 2 Border – Thursday, September 1

General Business meeting – Tuesday, September 13, noon

Peninsula Drive Safe - Wednesday, September 21, 8:30

Motor Carrier Conference – Thursday, September 22, 9:00

Occupant Protection Committee - Wednesday, September 28, 1:00

Membership & Development Committee - Wednesday, November 16, 9:00

Get It Together High School Seat Belt Challenge Materials



Please contact us if you have any materials to be included into the boxes for the GIT participating schools. The materials would need to be delivered by October 1 in order to be packed into the school resource boxes.

Holiday Bag Distribution to the ABC and Military Package Stores



If anyone has any items they would like to be inserted into the holiday bags for distribution during the December holiday season, please send us a pdf of that item so that approval can be obtained from the various entities (ABC/Military). We would need **1500** of each approved item. Please email the **pdf by the end of October to**

dshr@drivesafehr.org. Approved items would need to be **delivered by November 11** or arrangements made for a later delivery.



Don't forget to utilize **Amazon Smile!!!** When you make a purchase from Amazon, 05% of the purchase will be donated to Drive Safe Hampton Roads. Remember this when shopping this holiday season!





Mark Your Calendar
For the 2017 Virginia
Specialized Transportation
Safety & Management
Conference!!

April 27, 2017

SAVE THE DATE!

The 2017 Virginia Specialized Transportation Safety & Management Conference
will be held Thursday, April 27, 2017
Quality Suites & Sleep Inn @ Lake Wright
6280 Northampton Blvd., Norfolk, VA 23502

Online registration will be available January 1, 2017 @ DriveSafeHR.org
For more information: dshr@drivesafehr.org or voicemail (757) 498-2562

Looking for an opportunity to reach people in the motor carrier industry? Become a sponsor!

Diamond Sponsor: \$1500 (1 available)

- * Prominent sponsor signage.
- * 3 complementary registrations.
- * Sponsor recognition in program.
- * Recognized as the sole sponsor of the lunch session.
- * 1 complementary indoor and outdoor exhibitor space.
- * 1 full page advertisement in program.

Silver Sponsor: \$1000 (2 available)

- * Prominent sponsor signage.
- * 2 complementary registrations.
- * Sponsor recognition in program.
- * Recognized as a sponsor of the sunrise break.
- * 1 complementary indoor and outdoor exhibitor space.
- * 1 half-page advertisement in program.

Bronze Sponsor: \$ 500

- * Prominent sponsor signage.
- * 1 complementary registration.
- * 1 complementary indoor and outdoor exhibitor space.
- * Sponsor recognition in program.
- * 1 quarter-page advertisement in program.

Basic Exhibitor: \$ 100

- * 1 complementary indoor space (outdoor exhibitor space may also be available).
- * 1 complementary registration.
- * Exhibitor recognition in program.

Non-Profit/Government Exhibitor

- * 1 complementary indoor space (outdoor exhibitor space may also be available).
- * 1 complementary registration.
- * Exhibitor recognition in program

Additional Sponsorship Opportunities

- Full Page Advertisement in Program - \$200
- Half-Page Advertisement in Program - \$100
- Quarter-Page Advertisement in Program - \$50

To commit your company's support level, please contact dshr@drivesafehr.org

Child Passenger Safety Week: September 18-24, 2016
National Seat Check Saturday: September 24, 2016



Every 33 seconds, one child under the age of 13 is involved in a crash. Many times deaths and injuries can be prevented by proper use of car seats, boosters, and seat belts. Use this toolkit to download campaign materials and get information on how to generate awareness about child car safety in your community. <http://www.trafficsafetymarketing.gov/cps>.



The John T. Hanna Awards for Excellence in Traffic Safety brochure will be mailed out soon. **Deadline for submission is November 18, 2016.** Please take the time to submit your nomination.

In 1991, Concerned Citizens Advocating Traffic Safety (the previous name of Drive Safe HR) instituted the JOHN T. HANNA AWARDS. Named after Virginia's "Father of Transportation Safety", these awards honor those who share Mr. Hanna's tireless dedication and commitment to improving traffic safety on Virginia's highways.

AWARD CATEGORIES:

- Lifetime Safety Achievement Award**
- Employer Safety**
- Martin H. Schlosser Award for Traffic Safety Activism**
- Roadway Innovations**
- Impaired Driving Prevention**
- Law Enforcement Initiatives**
- Legal**
- Media**
- Occupant Protection**
- Public Transportation Safety**
- Pupil Transportation Safety**
- Youth Traffic Safety**

Eligibility: Any individual, business, organization, or governmental agency in the Hampton Roads and Eastern Shore area, which promotes community traffic safety, i.e. sober driving, use of safety belts, bicycle / pedestrian safety, etc. is eligible for nomination. The 2015 John T. Hanna Award Winners are not eligible for 2016 nomination. Eligible activities, programs or materials are those that were initiated, completed, published, or produced in the period from October 1, 2015 to September 30, 2016.

The 2015 Recipients included the following: Daniel Banister - Martin H. Schlosser Award for Traffic Safety Activism; **Kim Barnes** - Occupant Protection; **Nathaniel Worthing** - Law Enforcement Initiatives; **Ginger Rothermel** - Pupil Transportation Safety; **Hampton University Police Department** – Impaired Driving Prevention; **Paula Powell** - Youth Traffic Safety; **Keith Acosta** - **The 2015 Lifetime Achievement In Transportation Safety Award.**

** Ginger Rothermel also won the Governor's Transportation Safety Award in her category.



This year, the Network of Employers for Traffic Safety (NETS) has opened registration to its annual conference to non-NETS members for the first time. **If you are not a NETS member and have a fleet**, are a government agency or a non-profit organization and you wish to attend or have questions, please contact Susan Gillies at 703.755.5350 or sgillies@trafficsafety.org. **NETS' STRENGTH IN NUMBERS® Annual Fleet Safety Benchmark Conference** will be held at the Orlando World Center Marriott October 12-13.

A new report says thousands of fatal car crashes are being caused by drowsy driving.



The Governors Highway Safety Association released a study that provided a startling look at the current reality of drowsy drivers, saying the delayed reaction time of a tired driver is comparable to someone driving drunk. <http://abcnews.go.com/Health/report-urges-tired-drivers-sleep-stay-off-roads/story?id=41216817>

DID YOU KNOW?

In every state, it's illegal to drive with a BAC of .08 or higher; however, one person is killed in a drunk driving crash every 53 minutes in the United States.

The Network of Employers for Traffic Safety (NETS) launched a free comprehensive online toolkit to help employers plan for Drive Safely Work Week™ (DSWW). The October workplace campaign seeks to improve the safety of employees, employee family members and their communities.



Fact: Traffic crashes cost employers more than \$47 billion over the course of a year.

The campaign theme this year is "*Drowsy, Distracted or Focused—Your Decisions Drive Your Safety*". The free toolkit may be downloaded at: trafficsafety.org/.

Checkpoint Strikeforce / "Drive Sober or Get Pulled Over" 2016 Mobilization Resources

The National Mobilization runs August 19 – September 5, 2016. For more information, see <http://www.smartsafeandsober.org/programs/CPSF> and <http://www.checkpointstrikeforce.net>.

Congratulations are in order for some of our local police departments

The National Law Enforcement Challenge is a traffic safety recognition program supported by a cooperative agreement between the International Association of Chiefs of Police (IACP) and the National Highway Traffic Safety Administration (NHTSA). It is held in partnership with the National Sheriffs' Association (NSA), the Governors Highway Safety Association (GHSA), and the American Association of Motor Vehicle Administrators (AAMVA).



Congratulations to the Virginia Beach Police Department for their 2nd place win (Municipal 351 or More Sworn Officers) as well as receipt of a Special Category Award for their Bike/Pedestrian Safety. Congratulations to the Fort Eustis Police Department for their 3rd place win (Military Police). And finally, congratulations to the Virginia Association of Chiefs of Police for the State Association/Governors Highway Safety Office Award

HRTPO has recently released the latest version of the State of Transportation in Hampton Roads report.

http://www.hrtpo.org/news/article/august/01/2016/state-of-transportation-2016-draft-report-released/?utm_source=July+2016+HRTPO+eNewsletter&utm_campaign=Aug1News2016&utm_medium=email

DRIVE SAFE HAMPTON ROADS is a non-profit 501 (c) 3 organization whose mission is to inform and educate the public on traffic safety issues.

**Drive Safe and Buckle Up!!
Every Trip, Every Time!**

