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## Drive Safe Dispatch Monthly Info February 2016

### WELCOME TO OUR NEWEST MEMBERS!

Sgt. Mike Barone, Chesapeake Police Department  
Chris Peterson, Dominion Virginia Power  
Bob Walsh, MADD Southside - Virginia  
Kaye Walsh, MADD Southside – Virginia  
Tia Bethea, Capital Concrete, Inc.  
Jonathan Turner



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**Don't forget!!** When you make a purchase from Amazon, 05% of the purchase will be donated to Drive Safe Hampton Roads. Just instead of shopping directly on Amazon, shop through **Amazon Smile**. It will ask you what charity. Type in **Drive Safe Hampton Roads**. That's it! Easy!!

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### The organization needs YOUR help!

Time to step up to the plate and become invested in YOUR organization. **Nominations** are needed for the slate of officers, as well as for positions on the Board of Directors.



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**Note from MADD...** Anyone needing MADD assistance on the Peninsula should contact the MADD State Office in Richmond and ask to speak to Chris Konschak, (804) 353-7121 ext. 5154. For the Southside, contact Bob and Kaye Walsh, Lead Coordinators, MADD Southside, P.O. Box 56032, Virginia Beach, 23456, (757) 412-1004. The phone number is a voice message system where you can leave a name and a message.

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**More pictures have been added to DAD-S album.** Check them out at [http://www.drivesafehr.org/pics\\_video/Commercial\\_Motor\\_Vehicle\\_Driver\\_Appreciation\\_Day/2015-Southside\\_Commercial\\_Motor\\_Vehicle\\_Driver\\_Appreciation\\_Day/](http://www.drivesafehr.org/pics_video/Commercial_Motor_Vehicle_Driver_Appreciation_Day/2015-Southside_Commercial_Motor_Vehicle_Driver_Appreciation_Day/) Pictures are also accessible on our Facebook page.

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### Don't miss another meeting!

The Drive Safe HR calendar is kept up to date at <http://www.drivesafehr.org/calendar/>.

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Mark your calendars for some fun times and good music!  
The **Chesapeake Jubilee** is May 20, 21, and 22, 2016.  
Volunteers will be needed for the various shifts.  
Sign-up sheet to be sent out soon.

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**Just an fyi....Drive Safe HR Tweet Info:**

- #CMVDAD Commercial Motor Vehicle Driver Appreciation Day
- #2015GIT Get it Together
- #SftyStRndp Safety Seat Round Up
- #PlanAhead - Designate A Driver-BookMark.- DSHR Recipe Card
- #10RTGB - lime - Reasons To Go Beltless
- #10RTSTSB - Orange - Top 10 Reasons To Skip The Seat Belt -
- #YKYNADD - Yellow -You know you need a designated driver- DSHR Yellow- Designated Driver Poster
- #10RTD - Green Top 10 Reasons To Drink (underage drinking) Poster
- #RTGD - Blue - Top 10 Reasons To Get a DUI

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**Buzzed Driving is Drunk Driving  
March 17, 2016 - Saint Patrick's Day**

Drunk Driving Prevention Campaign sponsored by NHTSA.  
Over St. Patrick's Day from 2010 to 2014, there were a total of 266 lives lost in drunk-driving crashes. Campaign materials at <http://www.trafficsafetymarketing.gov/SaintPatricksDay>

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**Kalfus & Nachman and local Cab Companies to sponsor a Safe Ride Home Event on St. Patrick's Day, March 17, 2016**

- Bar patrons in Norfolk, Virginia Beach, Chesapeake, Hampton, & Newport News can take advantage of a **Safe Ride Home** if they have too much to drink on St. Patrick's Day, Thursday, March 17.
- The Safe Ride Home program only adheres to trips from a bar to a place of residence in that city, or to an adjoining city.
- Patrons can **call (757) 855-4444**, before midnight, to request a ride home.
- Patron must mention either **Kalfus & Nachman** or the **Hurt Line Safe Ride Home** in order to use this safe ride home free program.
- Participating Cab Companies include Yellow Cab on the Peninsula and Norfolk, Norfolk Checker Taxi, and Black and White Cabs.



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### SaferRide, NHTSA's New Mobile App

During St Patrick's Day, and throughout the year, NHTSA's new SaferRide app will help keep drunk drivers off our roads by allowing users to call a taxi or a friend and by identifying their location so they can be picked up.

For Android devices, from Google Play store:

- <https://play.google.com/store/apps/details?id=com.nhtsa.SaferRide>

For Apple devices, from iTunes:

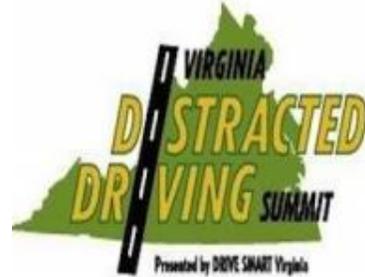
- <https://itunes.apple.com/us/app/saferride/id950774008?mt=8>

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Reminder: The **4th Annual Virginia Distracted Driving Summit** is scheduled for September 29-30, 2016 at the Newport News City Center Marriot. Be sure to stay tuned for more info.

And be sure to check out Drive Smart Virginia's website. It has loads of resources and materials.

<http://www.drivesmartva.org/>



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### Tips for divorced parents when adding a teen driver to their insurance policy.

From juggling carpool schedules to keeping track of belongings and homework, many of life's details require extra coordination when kids go back and forth between two households. If your kids drive, getting the right car insurance coverage is one task you don't want to get lost in the shuffle. Here's what you need to know as a divorced parent about car insurance for teens.

<http://www.forbes.com/sites/barbaramarquand/2016/02/24/car-insurance-for-divorced-parents-of-teen-drivers/#3992ef3d3380>

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*In One Instant* is an award winning, peer-driven safe driving program that makes distracted, reckless, and impaired driving personal and relevant. By engaging teens on an emotional level, our turnkey program empowers teens to make smart choices and influence their friends and family to do the same. Developed with health, safety, and educational professionals, this program includes a 35-minute video assembly (with donated music from several artists, including Beyoncé), and comprehensive follow-up toolkits that are common core ready. *In One Instant* can be implemented in one hour or expanded for an entire unit. [www.inoneinstant.org](http://www.inoneinstant.org)

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Motor vehicle crashes remain the leading cause of death and injury for teens in the United States. In an effort to help new drivers become safer drivers on the road and pass their written tests, Driving-Tests.org offers **free online practice permit tests** created by experts based on each state's driving manual. The free site has had more than 12 million unique users since 2010, provides real-time educational feedback, and features valuable information for teens. It also offers resources for parents to help their teen drivers become safer drivers on the road.

<http://driving-tests.org/>

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## Amigos Don't Let Amigos Drive Drunk

### *Cinco de Mayo Drunk Driving Prevention - May 5, 2016*

**Cinco de Mayo** has become a big night out for many, particularly among young adults. But it is also a very dangerous night out because of alcohol-impaired drivers. Those celebrating should be sure to designate their sober driver in advance - before the festivities begin.

These marketing tools can be used to fit your needs and objectives while, at the same time, partnering with other States, communities, and organizations on this drunk driving prevention initiative. <http://www.trafficsafetymarketing.gov/cincomayo>

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### FAQs for Keyless Ignition Systems



More and more manufacturers are adding **Keyless Ignition Systems** to their vehicles, which usually consist of a device (also known as a key fob or a FOB) carried by the driver, taking over the functions of a traditional metal key.

#### **NHTSA's concerns are drivers who may:**

- \* Not put their vehicles in "park" and walk away from the vehicle, leaving it prone to roll away;
- or put their vehicle in park, but inadvertently leave the system active increasing the risk of carbon monoxide poisoning in a closed environment; or not know how to shut down the system of their vehicle in the event of any on-road emergency.

<http://www.safercar.gov/keyless> to view a new video and FAQs to get to know this technology better.

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**U DRIVE. U TEXT.**



### **2016 National Distracted Driving Enforcement**

April 8-13, 2016

In recognition of April's National Distracted Driving Awareness Month, NHTSA has planned a number of activities. We are also kicking off its second national highly visible enforcement campaign for distracted driving:

**U Drive. U Text. U Pay.**, which is supported by English and Spanish

language television, radio, and digital advertising.

NHTSA has also developed a robust social media strategy designed to raise public awareness about the consequences of texting and driving. The focus is on the idea that "If you're texting, you're not driving." We anticipate that this message will engage the target audience of men and women 18-34 (slightly skewed toward women) with creative and persuasive messaging on NHTSA social media channels and their media partners. Paid advertising will run April 4-13.

<http://www.trafficsafetymarketing.gov/DistractedDrivingEnforcement>

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**AAA releases timely study on weather-related traffic deaths**

Source: WTNH.com, January 21, 2016

According to a study conducted by the AAA Foundation for Traffic Safety, bad weather is a factor in more than 2,000 deaths every winter based on new research. Dangerous winter storms and bad weather are a contributor to nearly half a million crashes and more than 2,000 road deaths every winter. Almost half (46%) of crashes involving bad weather take place in the winter, making this the worst time of year for driving. The highest proportion of crashes involving bad weather happen overnight from 6:00 pm until 5:59 am, when visibility is limited and roads are most likely to freeze. Previous research also has found that the rates of fatal crashes are higher during the first snowfall of the year than on subsequent days with snow. Overall, the study found that rain, snow, sleet and fog are a factor in more than 1.1 million police-reported crashes, 425,000 injuries and 5,100 traffic deaths per year. To see the full article, go to: <http://wtnh.com/2016/01/21/aaa-releases-timely-study-on-weather-related-traffic-deaths/>

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**Front crash prevention slashes police-reported rear-end crashes**

Source: IIHS Status Report, January 28, 2016

Vehicles equipped with front crash prevention are much less likely to rear-end other vehicles, IIHS has found in the first study of the feature's effectiveness using U.S. police-reported crash data. Systems with automatic braking reduce rear-end crashes by about 40% on average, while forward collision warning alone cuts them by 23%, the study found. The autobrake systems also greatly reduce injury crashes. If all vehicles had been equipped with autobrake that worked as well as the systems studied, there would have been at least 700,000 fewer police-reported rear-end crashes in 2013. That number represents 13% of police-reported crashes overall. "As this technology becomes more widespread, we can expect to see noticeably fewer rear-end crashes. The same goes for the whiplash injuries that often result from these crashes and can cause a lot of pain and lost productivity," says David Zuby, IIHS chief research officer. To see the full article, go to: <http://www.iihs.org/iihs/sr/statusreport/article/51/1/1>

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**Shell employee shares personal story in hopes others will learn from his family's ordeal**

Kim Chapman works for Shell in Houston. He hopes that by sharing the experience of his son, others won't have to go through something similar. "My son Jamie recently celebrated his 25th birthday, but we could have lost him at 20. Four years ago Jamie suffered a terrible, life-changing car crash. He is now left with a Traumatic Brain Injury. My son's life has been heavily impacted. He had to relearn everything, he still has troubles with his balance and the use of the right side of his body. The action to pick up his keys without thinking and get in his car after drinking changed his life forever. If there is one thing I want people to remember, it is to please stop for a moment and think about the impact your decisions can have on others. I want you to watch his video for one simple reason; I don't want anyone to go through what Jamie went through, and for no family to experience what we are experiencing." See Jamie's story here: <https://www.youtube.com/watch?v=LzAlv8Tffpo>

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**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!**