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Drive Safe Dispatch Monthly Info March 2016

WELCOME TO OUR NEWEST MEMBERS!

James Odom, Newport News Police Department



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!!

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.





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, especially those with Intoxiclock Training or are certified child safety seat technicians.
FRIDAY, MAY 20: 4:30-8
SATURDAY, MAY 21: 9:30-1:00 AND 1:00-4:30
SUNDAY, MAY 22: 11:30-4:00

Get It Together have been uploaded

http://www.drivesafehr.org/pics_video/GIT_Seat_Belt_Challenge/2015-16_GIT_Seat_Beat_Challenge/2015-16_GIT_Awards_Breakfast/

Check them out at Pictures are also accessible on our Facebook page at

<https://www.facebook.com/media/set/?set=a.10153912510620295.1073741838.133247070294&type=1&l=9a39afba9>

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/>



MADDvisor Alert: New Ignition Interlock Study

On March 17, the University of Pennsylvania released a study that confirms the effectiveness of ignition interlocks in saving lives. The study, "Impact of State Ignition Interlock Laws on Alcohol-Involved Crash Deaths in the United States," is published in the March 17 edition of American Journal of Public Health. The authors found states that require ignition interlocks for all drunk driving offenders have reduced alcohol-related fatalities by 15 percent. The authors estimate 915 lives have been saved as a result of "universal" or all-offender ignition interlock laws. "Increasing use of ignition interlock holds promise for direct prevention of fatal drunk-driving crashes," the authors wrote. "The full potential of this technology has not yet been reached."

If you are interested in having a copy of this pdf, please email Kathy at dshr@drivesafehr.org.

This bolsters MADD's belief that every state should pass an all-offender ignition interlock law. In February, MADD released our first-ever Ignition Interlock Report, which shows how many times the devices have prevented attempts to drive drunk in every state. Across the nation, ignition interlocks have stopped 1.77 million attempts to drive with a blood alcohol concentration of .08, the threshold for drunk driving in all 50 states.

Talking points:

- The study is the first to look at reductions in alcohol-related fatalities by states with ignition interlock laws that apply to all offenders, including first offenders.
- The authors used a scientific formula to determine ignition interlocks had prevented 0.8 deaths per 100,000 people each year — a 15 percent reduction in alcohol-related fatalities in states with all-offender laws.
- The authors compared the impact of the reduction in fatalities related to ignition interlocks to lives saved by airbags (0.9 per 100,000) and the minimum 21 drinking age (0.2 per 100,000).
- The authors define "alcohol-related fatalities" as any crash that involved at least one driver with a BAC over 0.0. MADD's method for measuring fatality reductions in states differs from the report.
- MADD compares the year-to-year reduction of fatalities involving drivers with .08 BAC and above from data provided by the National Highway Traffic Safety Administration.
- Because of this, MADD finds significantly larger reductions in some states, such as Arizona and West Virginia, which have experienced reductions in drunk driving fatalities of 50 and 40 percent, respectively.
- This is simply a different way to measure, and MADD supports either data point.
- The authors found that the most significant reductions in alcohol-related fatalities occurred in year 3 after implementation of an all-offender law.
- MADD agrees with this statement and urges states that already have all-offender ignition interlock laws to be on watch for loopholes and ensure that their laws require proof of compliance before full, non-interlock driving privileges are restored.

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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AAA Tidewater Virginia Battery and Car Seat Round-Up

During the month of April at any of the AAA Car Care Centers, you can bring in your old battery or child safety seat. This Earth Day event with AAA Recycling Zone is scheduled for April 23rd from 10am to 3pm at Mt. Trashmore in Virginia Beach.

AAA's Great Battery & Child Safety Seat Round-Up

Throughout April, bring in your
dead automobile batteries or
old child safety seats to any
AAA Car Care Center location
& receive a **\$5 gift card.***

Brought to you by:



OR

Stop by the
AAA Recycling Zone
at the Mt. Trashmore
Park Earth Day Event

Saturday, April 23 • 10am - 3pm

Visit AAA.com/Events for more info

AAA Car Care Center Locations in:

Norfolk | Hampton | Virginia Beach | Chesapeake | Suffolk | Williamsburg

* Limit 3 gift cards per person. While supplies last.

AAA GREAT BATTERY AND CHILD SAFETY SEAT ROUND-UP

LOCATIONS

****Norfolk Car Care Center**
5732 Virginia Beach Blvd.
Norfolk, VA 23502
Phone: 1-757-963-1222

Office Hours
Mon-Fri: 8 a.m. – 6 p.m.
Saturday: 8 a.m. – 4 p.m.
Closed Sunday

****Hampton Car Care Center**
1520 Aberdeen Rd.
Hampton, VA 23666
Phone: 757-963-1222

Office Hours
Mon-Fri: 8 a.m. – 6 p.m.
Saturday: 8 a.m. – 4 p.m.
Closed Sunday

****Virginia Beach Car Care Center**
1424 N. Great Neck Rd.
Virginia Beach, VA 23454
Phone: 1-757-963-1222

Office Hours
Mon-Fri: 8 a.m. – 6 p.m.
Saturday: 8 a.m. – 4 p.m.
Closed Sunday

****Suffolk Car Care Center**
3529 Bridge Rd.
Suffolk, VA 23435
Phone: 1-757-963-1222

Office Hours
Mon-Fri: 8 a.m. – 6 p.m.
Saturday: 8 a.m. – 4 p.m.
Closed Sunday

****Chesapeake Car Care Center**
1023 Battlefield Blvd. S
Chesapeake, VA 23322
Phone: 1-757-963-1222

Office Hours
Mon-Fri: 8 a.m. – 6 p.m.
Saturday: 8 a.m. – 4 p.m.
Closed Sunday

****Williamsburg Car Care Center**
6517 Richmond Road
Williamsburg, VA 23188
Phone: 1-877-744-7AAA

Office Hours
Mon-Fri: 8 a.m. – 6 p.m.
Saturday: 8 a.m. – 4 p.m.
Closed Sunday

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>

Teenage Drivers? Be Very Afraid

In 2013, just under a million teenage drivers were involved in police-reported crashes, according to AAA. These accidents resulted in 373,645 injuries and 2,927 deaths, AAA said. An average of six teenagers a day die from motor vehicle injuries, according to the Centers for Disease Control and Prevention.

Charlie Klauer, a research scientist at the Virginia Tech Transportation Institute, said her research suggested the numbers were even higher because many teenage accidents go unreported. "We believe one in four teens is going to be in a crash in their first six months of driving," Dr. Klauer said.

How to address this problem is not as simple as it seems, especially as technology has taken over teenagers' lives.

http://www.nytimes.com/2016/03/20/fashion/teenagers-driving-parents.html?_r=1

Dr. Atlas Rock-n-Roll Traffic Safety Show

The Dr. Atlas Rock-n-Roll Traffic Safety Show is a unique approach to safety presentations which combines important safety information delivered in a music format with an entertainment bonus.....

This show is an out of the box approach to traffic safety using music as the catalyst. Gary Woolard has performed the hospital clinical version to the Sentara group in 25 shows over the past 2 years to include presentations in Las Vegas and Chicago last year. Please share this concept with your contacts.

For more information, copies of CD's or to book a show for your meeting/conference/party etc....call 757 261-5250 or 757 261-5967.



Sad or mad? Stay out of the car!

Source: EHS Today, February 23, 2016

A new study from researchers at Virginia Tech Transportation Institute finds that drivers increase their crash risk nearly tenfold when they get behind the wheel while observably angry, sad, crying or emotionally agitated. The Virginia Tech Transportation Institute researchers, writing in Proceedings of the National Academy of Sciences, also reported that drivers more than double their crash risk when they choose to engage in distracting activities that require them to take their eyes off the road, such as using a handheld cell phone, reading or writing, or using touchscreen menus on a vehicle instrument panel. And, according to the institute's research, drivers engage in some type of distracting activity more than 50% of the time they are driving.

For the current research, transportation institute researchers considered 905 higher severity crashes (from the naturalistic crash database) involving injury or property damage in the data set and found that, overall, driver-related factors that include fatigue, error, impairment and distraction were present in nearly 90% of the crashes.

To see the full article, go to: ehstoday.com/

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Sleeping less than 8 hours? You're twice as likely to crash your car

<http://www.wcpo.com/news/local-news/hamilton-county/cincinnati/sleeping-less-than-8-hours-youre-twice-as-likely-to-crash-your-car>

FACT: According to a study by the AAA Foundation for Traffic Safety, people who sleep six to seven hours a night are twice as likely to be involved in such a crash as those sleeping eight hours or more, while people sleeping less than five hours increase their risk four to five times.

New Report Shows Traffic Crashes Cost Employers \$47.4 Billion In 2013

The new report, funded by the National Highway Traffic Safety Administration, highlights ways businesses can help save lives and money through roadway safety education in the workplace

<http://trafficsafety.org/wp-content/uploads/2016/03/NETS-CostOfCrashes-Report-2015.pdf>

WASHINGTON- Protecting employees from motor vehicles crashes could be a profitable investment for U.S. businesses, according to a new report released by the Network of Employers for Traffic Safety (NETS). In 2013, U.S. traffic crashes cost employers \$47.4 billion in direct crash-related expenses, which includes medical care, liability, lost productivity and property damage. The study showed that employers could control costs by promoting safe driving habits, including seat belt usage and the elimination of speeding, drunk driving and distracted driving, whether or not employees are on the clock.

The study was funded by the U.S. DOT's National Highway Traffic Safety Administration and updates a 2002 study, titled the Economic Burden of Traffic Crashes on Employers. In tandem with the new report, NETS is introducing a free toolkit to help employers encourage employees to wear a seat belt. The toolkit was piloted by Coca-Cola Refreshments at its Bismarck ND site, where observed seat belt usage increased from a baseline 54 percent to 84 percent over a 6-week period. Coca-Cola Refreshments is a unit of The Coca-Cola Company, a NETS board member. All the materials used are available in the toolkit and require minimal time and cost to conduct an all-employee site-wide seat belt usage improvement campaign. The free toolkit is available at 2seconds2click.org. NETS also offers at no charge The Comprehensive Guide to Road Safety™ for employers with occupational drivers—available via its website at trafficsafety.org.



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!