



P.O. Box 6293, Virginia Beach, VA 23456  
(757) 498-2562

## Drive Safe Dispatch Monthly Info August 2017

### UPCOMING DATES AND HEADLINES...

- \* September 6 – GIT Community Liaison Training – Conference Call @ 2:00pm
- \* September 8 – GIT Community Liaison Training – Conference Call @ 9:30am
- \* September 12 – General Business Meeting @ HRTPO Room A, 12:00 Noon
- \* September 14 – GIT School Participation Agreements Due
- \* September 19 – STSC meeting @ HRTPO, Room D/E, 1-2:30pm
- \* September 23 – Safety Seat Saturday Seat Check Event @ AAA Tidewater Virginia Corporate Office, 9am-1pm
- \* September 28-29 – Distracted Driving Summit @ Norfolk Waterside Marriott



\* **Reminder:** If you wish to insert materials (or have suggestions for new materials) into the GIT school resource boxes, you should contact Georjeane Blumling at [GBlumling@tidewater.aaa.com](mailto:GBlumling@tidewater.aaa.com).

\* **Always check the online calendar for any meeting date and time changes, just in case...**

<http://www.drivesafehr.org/calendar/>  
<http://mobile.dudamobile.com/site/drivesafehr>

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### CALL FOR VOLUNTEERS...

#### ***Get It Together High School Seat Belt Challenge***

Fall 2017 Community Liaisons and helps for the baseline checks are needed for the participating high schools. The schools that participate range from Williamsburg to Virginia Beach and over to Suffolk and Isle of Wight. Please contact Kathy if you are willing to become a liaison for this fall challenge, **even** if you have been a community liaison in the past.

**\*\* If you are interested in participating, please let us know.**



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Thank you for making purchases from **Amazon Smile**.

Many of you chose Drive Safe Hampton Roads when you shopped on Amazon this past quarter.

**THANK YOU! We appreciate your support.**

Please continue to keep us in mind when you shop online. Be sure you are using AMAZON SMILE. Remember, 05% of the purchase will be donated to Drive Safe Hampton Roads.

<https://smile.amazon.com/ch/54-1856349>

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**DID YOU KNOW...**

Teenagers contribute to, and suffer from, the consequences of motor vehicle collisions at a disproportionate rate. Motor vehicle crashes are the leading cause of death for youth ages 15–20. According to the National Highway Traffic Safety Administration (NHTSA) (Young Drivers: 2015 Data - Traffic Safety Facts, 2017(link is external)), in 2015, 1,886 15- to 20-year old drivers were killed and an additional 195,000 were injured in motor vehicle crashes. Drivers ages 15–20 account for 5.4% of all licensed drivers in the U.S. but are involved in 9% of all fatal crashes. Teen driver crashes often involve: driver error, lack of safety belt use, excessive speed, reckless driving, single vehicle crashes, nighttime fatal crashes, increased risk with every additional passenger, distractions, and alcohol and drugs. The new 2017 CSN Resource Guide on Teen Driving Safety can be found at <https://www.childrensafetynetwork.org/resources/teen-driving-safety-2017-resource-guide>

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**REMINDER: RSVP By Monday, September 11**

**SEPTEMBER 12, 2017**  
**GENERAL BUSINESS MEETING AND LUNCHEON**  
**@ HAMPTON ROADS PLANNING DISTRICT COMMISSION, Room A**

**“Regional Planning Efforts to Improve Roadway Safety”**

**Speaker: Keith Nichols, Senior Transportation Engineer**  
**HAMPTON ROADS PLANNING DISTRICT COMMISSION**

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**Child Passenger Safety Week: September 17-23, 2017**

**National Seat Check Saturday: September 23, 2017**

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.

<https://www.trafficsafetymarketing.gov/get-materials/child-safety/child-passenger-safety-week>

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**CarFit**

This program offers **adults 55 and older** the opportunity to check how well their personal vehicles “fit” them. Technicians guide participants through a 12-point checklist to correctly adjust mirror positions, the distance between their chest and the steering wheel, and other vehicle features. One-on-one appointments are available. For more information on an appointment or an event, please call AAA Tidewater Virginia at 757-233-3889.



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## MORE DRIVE SAFE HAMPTON ROADS HISTORY...

In the beginning, CCATS created the **Alcohol /Substance Abuse and Driving Committee** (now known as the **Impaired Driving Prevention Committee**) and the **Occupant Protection Committee**. These committees began with the mission to reduce incidences of injury and death by promoting citizen and community awareness and involvement in their particular areas of concern. CCATS initially began to work on traffic safety concerns in the City of Virginia Beach.



The 1988 Neptune Festival was the setting for the first activity. The **Occupant Protection Committee** organized a float to promote safety belt use. They utilized a variety of volunteers including Beach Ford, Girl Scouts, and Navy personnel. The **Alcohol Committee** put out posters and information to encourage the designated driver concept and to increase awareness. Students Against Drunk Driving from Salem & Cox High Schools gave out 4,000 pieces of “Buckle Up” candy. At the October Beach Fest in 1988, the **Alcohol Committee** set up a booth to again promote the designated driver concept. Many participants in the festivities handed over their keys to friends who became the designated driver when they passed by the booth. Non-alcoholic beer samples were provided by Broudy-Kantor and passed out by CCATS members as an alternative to alcoholic beverages. From November 1988 through January 1989, the **Alcohol Committee** organized a multi-faceted “Designate A Driver” (DAD) campaign for the holiday season. The Virginia Beach Restaurant Association’s 500 businesses were sent packets of information about promoting the DAD concept at their company functions during the holidays. They were given table tents, napkins, drink stirrers, and recipes for non-alcoholic drinks. Another project around the holiday season was through area ABC stores promoting use of a designated driver for at-home parties. During the holiday season, those who purchased alcohol from the ABC store were given a “Holiday Packet”, a bag full of goodie items such as drink stirrers, napkins, non-alcoholic recipes.

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### 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 2017 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.

#### Time commitment:

About 10 hours total per school. For 5 months – October, 2017 through March, 2018.

Kick Off Breakfast date is October 18, 2017.

Awards Breakfast date is March 14, 2018.

#### 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.



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Don't Forget! 5th Annual Distracted Driving Summit September 28-29, 2017 in Norfolk.

<http://www.cvent.com/events/5th-annual-distracted-driving-summit/event-summary-0d956ca30968494bbaf6f85f02fff34c.aspx>

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**REMINDER:** Primary seat belt laws are very effective in increasing seat belt usage and have been shown to increase a state's seat belt use rate by an average of nine percentage points, resulting in a decrease of injuries and fatalities.

An important study was widely covered in the media recently concerning the danger that **unrestrained back seat passengers** pose to others in the vehicle in case of a crash or sudden braking. According to the Insurance Institute for Highway Safety (IIHS), which conducted the study, "Adults have gotten the message that it's safer for kids to ride in the back seat properly restrained, but when it comes to their own safety, there is a common misperception that buckling up is optional. Among adults who admit to not always using safety belts in the back seat, 4 out of 5 surveyed by the Insurance Institute for Highway Safety say short trips or traveling by taxi or ride-hailing service are times they don't bother to use the belt." [See <http://www.iihs.org/iihs/sr/statusreport/article/52/5/1> for more details from the IIHS study]

USA Today's article -- the link to which is <https://www.usatoday.com/story/news/2017/08/03/unbuckled-back-seat-youll-become-human-missile-crash/534170001/> -- stated that: "When a car crashes with a passenger in the back seat who isn't using a seat belt, the unbelted rear-seat passenger can slam into the driver's seat, pushing the driver into the airbag and steering wheel with a 35 mile per hour impact."

Information about the risk that unbuckled passengers in the back seat pose to their fellow occupants may be helpful in Drive Safe HR's efforts to persuade or convince individuals who are otherwise resistant to buckling up in the back seat.

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**DID YOU KNOW...**

The number of deaths on U.S. roadways is on the rise. The most recent crash data from NHTSA show that 35,092 people died in traffic crashes in 2015- a 7.2 percent increase from the previous year.

With 45 to 60 percent effectiveness, seat belts are the best way to reduce the risk of death in a crash. NHTSA estimates that seatbelts helped save 13,941 lives in 2015 and if everyone made the decision to buckle up, that number could increase by 2,800.

**Lead by example!** Buckle your safety belt and request all passengers to do the same before hitting the road.

Best practice recommends a standard seat belt enforcement law for all vehicle occupants.

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**DRIVE SMART Virginia has a new website.** Check it out at <http://www.drivesmartva.org/>

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# The JOHN T. HANNA AWARDS: Recognizing Traffic Safety Excellence in Hampton Roads

## SUBMIT YOUR NOMINATION NOW!

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:** Presented for lifetime achievement in the area of transportation safety.

**Employer Safety:** Presented for employers who have taken the extra initiative to promote traffic safety and encourage their employees to practice safe driving behaviors.

**Martin H. Schlosser Award for Traffic Safety Activism:** Presented for outstanding efforts in educating citizens and changing attitudes and behavior regarding transportation safety.

**Roadway Innovations:** Individuals and/or organizations that show exemplary achievement in the design and/or implementation of highway engineering techniques will also be considered for this award.

**Impaired Driving Prevention:** Presented for encouraging the prevention of drunk and/or drugged driving.

**Law Enforcement Initiatives:** Presented to a law enforcement department or individual who has shown extra initiative to promote and encourage traffic safety in their community.

**Legal:** Presented to attorneys, judges, or legislators who have actively supported safety issues thus strengthening existing laws and creating new laws.

**Media:** Presented to media representatives or a news outlet that has helped spread the word about traffic safety through fair and accurate reporting or programming.

**Occupant Protection:** Presented for promoting and encouraging the use of safety belts and/or child safety seats through creative and innovative programs and activities.

**Public Transportation Safety:** Presented for contributions made in educating drivers and riders about safety on public transportation.

**Pupil Transportation Safety:** Presented for encouraging, educating, and/or promoting safety in pupil transportation thus improving safety for drivers and riders.

**Youth Traffic Safety:** Presented to persons or programs educating youth and spreading the message on the importance of 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 2016 John T. Hanna Award Winners are not eligible for 2017 nomination. Eligible activities, programs or materials are those that were initiated, completed, published, or produced in the period from October 1, 2016 to September 30, 2017.

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### NOTE FROM MADD...

Some medications you would never have expected can react with alcohol and make driving dangerous. Some medicines that you might never have suspected can react with alcohol, including many medications which can be purchased "over-the-counter"—that is, without a prescription. Even some herbal remedies can have harmful effects when combined with alcohol. This pamphlet lists medications that can cause harm when taken with alcohol and describes the effects that can result. The list gives the brand name by which each medicine is commonly known (for example, Benadryl®) and its generic name or active ingredient (in Benadryl®, this is diphenhydramine).

<https://pubs.niaaa.nih.gov/publications/medicine/medicine.htm>

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# 2017 National Drive Sober or Get Pulled Over Enforcement Mobilization



Please join thousands of law enforcement officers, State and local safety advocates, and the National Highway Traffic Safety Administration (NHTSA) in this year's nationwide Labor Day Weekend drunk driving prevention mobilization from **August 18 to September 4, 2017**. Research shows that high-visibility enforcement can reduce drunk driving fatalities by as much as 20%. This is why you are being given the 2017 **Products for Enforcement Action Kit (PEAK)** so you can maximize your participation in this year's high-visibility enforcement campaign.

<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/national-mobilization/peak-enforcement-kit>

<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/drive-sober-or-get-pulled-over-peak-enforcement-kit/national>

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## STATE FARM RESOURCES

### Teen Driver Safety®

Parents and teens can obtain free interactive and informative auto safety applications and resources at the State Farm Teen Auto Safety website: <http://teendriving.statefarm.com/>. State Farm agents can be requested to present workshops on auto safety and auto insurance for teens.

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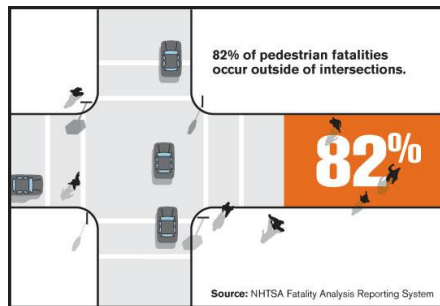
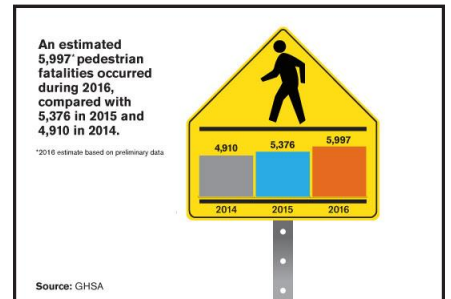
## CHILD SAFETY SEAT EVENTS

Parents, grandparents, and anyone else who drives with young children in the car should be able to handle child safety seats properly. That's why AAA offers free child safety seat checks, during which trained technicians will make sure your child's car seat is installed safely and correctly. These seat checks are offered year-round, from 9 a.m. to 4:30 p.m. Monday through Friday. Contact AAA Tidewater Virginia to make an appointment at 757-233-3889.

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## PEDESTRIAN DEATHS ON THE RISE

GHSA's annual Spotlight on Pedestrian Traffic Fatalities projects an 11% increase in the number of persons on foot killed on U.S. roadways last year, compared to 2015. This report offers a first look at state-by-state trends in pedestrian traffic. States reported 2,660 pedestrian fatalities for the first six months of 2016, compared to 2,486 deaths during the same time period in the previous year.



Using this data and historic trends, GHSA estimates that there were 5,997 pedestrian fatalities in 2016. Potential factors contributing to this spike include a better economy, an increase in walking as a primary mode of transportation, and distraction due to growing use of smartphone technology.

Pedestrian Traffic Fatalities by State: 2016 Preliminary Data can be found at: <http://www.ghsa.org/resources/spotlight-peds17>

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## CDC LAUNCHES MOTOR VEHICLE SAFETY WEBSITE IN SPANISH

<https://www.cdc.gov/motorvehiclesafety/index-esp.html>

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

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