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## Drive Safe Dispatch Monthly Info June 2017

*Drive Safe Members,*

*As my term as president begins, I have been thinking about what I would like to see our organization accomplish this year. With the combined help of the membership and the support of the Vice President and board members, we can make great strides.*

*I would like to encourage each member to bring a co-worker, student, a friend or family member to an event or a meeting. Let them see us in action. New members will bring new ideas and new opportunities to Drive Safe Hampton Roads.*

*With Hanna Award submissions coming due right around the corner, please start thinking about who we each know that has made an impact on our community. So many people give their time and money and they deserve to be recognized for their dedication. Let's show them appreciation and nominate that person(s) or organization for an award.*

*Drive Safe Hampton Roads is very fortunate to have financial support from several companies/corporations. With their continued support and our fund-raising efforts, we will be able to reach out to many more areas of traffic safety. Remember to utilize Amazon Smile for your online purchases. Let's be creative and have some fun while raising money to make a difference on our roads. Let us know what you think.*

*Thank you*

*Tina Harvey*

*Capital Concrete, Inc.  
President 2017-2018  
Drive Safe Hampton Roads*

**Welcome To Our Newest Drive Safe HR Members!**

Jeff Imgrund, Newport News Police Department  
Pierre Granger, State Farm  
Spencer Parks, Chesapeake Bay Bridge Tunnel District Police



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**CALL FOR VOLUNTEERS...**

Drive Safe has several upcoming events that will need volunteers from the membership. If you are interested in participating, please let us know.

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

Fall 2017 Community Liaisons 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.

**DRIVE SMART Virginia Distracted Driving Summit**

Drive Safe HR will have a booth at this year's Distracted Driving Summit @ the Norfolk Waterside Marriott. As part of this exhibit space, we receive two complimentary registrations. If you are interested in working the booth and attending this conference, please let me know right away as this is on a first come, first serve availability basis.



The Summit is scheduled for Thursday and Friday, September 28 and 29. The booth needs to be manned between sessions. On the 28th, the attendee would need to be there for the 7am registration time, Summit opens at 7:30 and the meetings are over at 4:30pm. On Friday, coverage is needed 7am until 12:30pm.

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

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**UPCOMING DATES AND HEADLINES...**

\* July 19 – Occupant Protection and Get It Together joint meeting at AAA Tidewater at 12:00 noon in Training Room ½ on the second floor. Reminder to all that if you wish to insert materials (or have suggestions for new materials) into the school resource boxes, you should contact Georjeane Blumling at [GBlumling@tidewater.aaa.com](mailto:GBlumling@tidewater.aaa.com).

\* August 2 - Peninsula Drive Safe Committee meeting @ the Newport News Police Department Community Education and Outreach Center, 10188 Warwick Blvd., 8:30am.

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

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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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A Special THANK YOU to the sponsors of the 2017 Peninsula Commercial Vehicle Driver Appreciation Day

- Drive Safe Hampton Roads in partnership with
- \* AAA Tidewater Virginia
- \* Allison Plante - State Farm Chesapeake
- \* Capital Concrete, Inc.
- \* Chick-Fil-A @ College Drive, Suffolk
- \* DMV: The Virginia Highway Safety Office
- \* DRIVE SMART Virginia
- \* Newport News Police Department
- \* Pepsi Beverages Company
- \* Story's Distributing
- \* Local Law Enforcement Motor Carrier Units
- \* Virginia Dept. of Transportation (VDOT)

Drive Safe Hampton Roads is a non-profit coalition of traffic safety advocates. It is the oldest continuous traffic safety coalition in the Commonwealth of Virginia (29+ years).

WEB SITE: drivesafehr.org

THANK YOU to the volunteers who assisted at the recent **Peninsula Commercial Motor Vehicle Driver Appreciation Day**. 203 trucks came through this event. Pictures are available on the web site and on Facebook. A few volunteers weren't able to stay for pictures but are greatly appreciated none the less...DJ Pointer, James Stanek, Tina Harvey, and Dwight Jenkins.



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**DRIVE SAFE HAMPTON ROADS SLATE OF OFFICERS FOR 2017-2018...**

- President: Tina Harvey, *Capital Concrete, Inc.*
- Vice-President: Robert Clinebell, *Norfolk Public Schools*
- Treasurer: Pat Davidson, *Virginia Department of Health*

**DRIVE SAFE HAMPTON ROADS BOARD OF DIRECTORS...**

- Deb Rocke, Community Advocate, 2016-2018
- John Fentress, Community Advocate, 2016-2018
- Ruby Gatling, Hampton Health Department, 2016-2018
- Scott Franklin, Waste Management of Virginia, Inc., 2016-2018
- Scott Wichtendahl, Virginia Beach Police Department, 2016-2018
- Jim McElligott, Virginia Beach Police Department, 2017-2019
- Kate Wilson, AAA Tidewater Virginia, 2017-2019



Thank you for your support!

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

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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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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## 8 Tips for Safe Driving this Holiday Weekend

The National Safety Council estimates that more than 500 people will lose their lives in motor vehicle accidents during Independence Day weekend.

### Thinkstock

The Independence Day holiday weekend begins on 6 p.m. ET Friday, June 30 and ends at 11:59 p.m. ET Tuesday, July 4. During this period, the National Safety Council (NSC) estimates that 582 people will lose their lives in traffic accidents.



The estimate is the highest the NSC has released since 2006. The organization says an additional 66,900 people possibly could be injured.

"The Council issues these estimates to empower drivers to make safe decisions behind the wheel, because the only acceptable number of deaths is zero," said Deborah A.P. Hersman, NSC president and CEO in a statement. "We hope Americans will spend their holiday safely watching fireworks and celebrating with families rather than sitting in an emergency room."

According to the NSC's State of Safety report, the number of preventable deaths on the roads, in homes, communities and the workplace are at an all-time high.

The organization recommends the following tips to ensure a safer holiday weekend:

- Wear a seat belt on every trip. About 226 people are likely to survive crashes during the holiday because they buckled up.
- Make sure children are restrained in safety seats that are appropriate for their height, age and weight.
- Designate an alcohol and drug-free driver or arrange alternate transportation. Impairment begins with the first drink.
- Get plenty of sleep and take regular breaks to avoid fatigue.
- Never use a cell phone behind the wheel, even hands-free.
- Do not allow teens to drive with their friends. A single young passenger can increase a teen driver's fatal crash risk 44 percent.
- Learn about your vehicle's safety systems and how to use them.
- Check your vehicle for recalls. Visit [ChecktoProtect.org](http://ChecktoProtect.org) to ensure your vehicle does not have an open recall.



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**Did You Know...** Young drivers diagnosed with ADHD are 36% more likely to be involved in motor vehicle crashes than their non-ADHD peers. That's according to new research published in the journal JAMA Pediatrics. Researchers encourage parents to ensure that these youth are ready for the challenges of driving before putting them behind the wheel.

<http://edition.cnn.com/2017/06/12/health/adhd-young-drivers-crash-study/index.html>

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## 4th of July Drunk Driving Prevention Campaign

We love to celebrate the 4th of July with family, friends, food, and fireworks, but all too often the festivities turn tragic on the nation's roads. The fact is, this iconic American holiday is also one of the deadliest holidays of the year due to drunk-driving crashes.

Over the 4th of July holiday period in 2015 (6 p.m. July 2 to 5:59 a.m. July 6), 146 people were killed in crashes involving at least one driver or motorcycle operator with a blood alcohol concentration (BAC) of .08 or higher.

92 people died in crashes involving at least one driver or motorcycle operator with a BAC of .15 or higher - almost twice the legal limit.

These marketing tools can be distributed to fit your local needs and objectives while, at the same time, partnering with other States, communities, and organizations on this drunk driving prevention initiative.

Click here to get your 4th of July campaign materials now:

<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/drive-sober-or-get-pulled-over/4th-july-drive-sober> (enforcement)

<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/buzzed-driving-drunk-driving/4th-july-buzzed-driving> (social norming)



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## Vehicle Heatstroke Prevention

Heatstroke is the leading cause of vehicular non-crash-related deaths for children under 14. In fact, each year, an average of 37 children have died from vehicle heatstroke between 1998-2015.

While it seems like an impossible mistake to make, every parent or caregiver can potentially become distracted, and distractions often fuel this devastating situation.

No one is immune. **Yet, this tragedy is 100% preventable.**

We each have a role to play to help keep our kids safe. Help us share live-saving tips and resources with as many people as we can.

<https://www.safercar.gov/parents/InandAroundtheCar/heat-involved.html>

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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.

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

