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**Drive Safe Dispatch Newsletter
End of the Month Info
March 2018**

UPCOMING DATES AND HEADLINES...



- * April 9-13 - Work Zone Awareness Week
- * April 9-11 - Mid-Atlantic DUI Conference
- * April 12 - ODU Student Event (Intoxiclock), 12-1
- * April 17 - IDPC Meeting, 1:00, AAA Tidewater Virginia, Training Room #3
- * April 19 - Motor Carrier Conference Meeting, 9:00, VDOT
- * April 20 - Quarterly Reports Due to Treasurer
- * April 30 - Board Director Nominations due

- * May 8 – IDPC Meeting, 1:00, AAA Tidewater Virginia, Training Room #3
- * May 11 - DAD-P Materials Due for Packing Day
- * May 16 - Peninsula Drive Safe Committee Meeting, 8:30m, Newport News Police Department Community Education and Outreach Center
- * May 17 - Motor Carrier Conference Meeting, 9:00, VDOT
- * May 18 – Absentee Voting available
- * May 18-20 - Chesapeake Jubilee, Chesapeake City Park, Greenbrier Parkway, Chesapeake
- * May 22-24 – Highway Safety Summit, Founders Inn, Virginia Beach

<http://www.drivesafehr.org/calendar/>

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



The organization needs YOUR help!

Time to step up to the plate and become invested in YOUR organization.

If you would like to serve on the **Drive Safe Board of Directors**, please let us know right away. If you need a write up of the responsibilities of these positions, just send us a brief resume **by April 30**. In accordance with the Drive Safe HR Bylaws, the membership needs to vote on the nominations for the 2018-2020 Board of Directors at the June General Business Meeting. Absentee voting will be available beginning May 18. The Board of Directors shall number at least five (5) and no more than 11 (eleven) maintaining an odd number. The term of service is a minimum of two years with no cap on tenure.



Make a note...The **2018 Chesapeake Jubilee** is May 18, 19, and 20. There are four time slots still available to fill on Saturday May 19th and Sunday May 20th. Please let us know by Sunday April 1st if you are available to volunteer. Please contact dshr@drivesafehr.org if interested.

Lifesavers National Conference on Highway Safety Priorities

San Antonio, TX - April 22-24, 2018

For more information, go to: <https://lifesaversconference.org/>

STATE FARM

In an effort to reduce the number of accidents involving teen drivers, the Virginia State Police makes education about the dangers of distracted driving a priority. The Virginia State Police Distracted Driving Simulator provides a hands-on alternative to demonstrate the dangers of



distracted driving in a safe and controlled environment. It is State Farm's hope, through education and awareness, to reduce or eliminate injuries and deaths due to distracted driving. If you are interested in having the simulator program in your school, please contact Sgt. Robert Campbell at Robert.Campbell@vsp.virginia.gov / (434) 447-4121, Ext.12202.

National Safety Council Safety Conference & Expo

New Orleans, LA - April 11-13, 2018

For more information or to register, go to: <https://ssce.nsc.org/SCE2018/Public/MainHall.aspx?ID=3569>

2018 National Distracted Driving Enforcement - April 12-16, 2018



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 9-16, 2018. Currently available:

<https://www.trafficsafetymarketing.gov/get-materials/distracted-driving/u-drive-u-text-u-pay>



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 Drive Safe HR when shopping this holiday season!
THANK YOU! We appreciate your support.

Whether you are a PrimeMember or an Amazon Member:

1. Visit smile.amazon.com.
2. Sign in and choose Drive Safe Hampton Roads Inc.
3. Begin shopping!

Or the quick easy way <https://smile.amazon.com/ch/54-1856349>



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.

Need Your Help!



Drive Safe HR is looking for speaker suggestions for the General Business Meetings scheduled for September 18 and December 4. If you have any recommendations, please let us know at dshr@drivesafehr.org.

April 4-14 Motorists' Awareness of Motorcycles



VAHSO runs a paid media motorcycle safety campaign featuring a [video](https://www.youtube.com/watch?v=GfOCX32kufU&feature=youtu.be)

April 20-21, 2018 NASCAR drunk driving prevention



DRIVE SMART and VAHSO promote the Who's Your Driver campaign leading up to the April races at Richmond International Raceway <http://whosyourdriver.org/> A designated friend.

A ride-sharing service. The trusty, dependable taxi. A public bus, or train, or tram, or ferry. Even a cycle rickshaw. Any of these would be better than getting behind the wheel after a night of drinking.

FACT: In 2015, nearly 5,000 people were injured and close to 250 died in alcohol-related traffic incidents in Virginia. 100% of which were preventable. So, before you plan to drink, plan to answer this: **Who's your driver?**

Cinco de Mayo is May 5th this year.

April 26-May 5, 2018 Cinco de Mayo Drunk Driving Prevention



-VAHSO runs a paid media campaign that encourages designating a sober driver featuring a video

https://www.youtube.com/watch?v=RDoe_lbw-R0&feature=youtu.be

-NHTSA promotes drunk driving prevention

<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/buzzed-driving-drunk-driving/cinco-de-mayo>

STATE RESOURCE FOR MOTOR VEHICLE INJURY PREVENTION.



The CDC released a new resource, **Motor Vehicle Prioritizing Interventions and Cost Calculator for States**, to cut down on motor vehicle injuries. This resource calculates and reports the expected number of injuries prevented at the state level and analyzes the cost of implementing strategies. <https://www.cdc.gov/Motorvehiclesafety/calculator/>

HRTPO NEWS



HRTPO Has New Deputy Executive Director. On January 31, 2018, Dr. Camelia Ravanbakht retired from the Hampton Roads Planning District Commission, after 34 years of service. Michael Kimbrel Assumes Deputy Executive Directorship of HRTPO



WORKPLACE NEWS:



Ford Invented a Trucker Cap That Fights Drowsy Driving

The only problem is that you have to wear a trucker cap. Drowsy driving is dangerous, especially for truckers, who carry way more momentum as they travel down the freeway. In order to alert truckers when it might be time for a quick break, Ford put a detection system inside a trucker cap.

<https://www.cnet.com/roadshow/news/ford-invented-a-trucker-cap-that-fights-drowsy-driving/>

DSWW Distracted Driving Toolkit



April is Distracted Driving Awareness month. The Drive Safely Work Week™ Distracted Driving campaign materials include meaningful activities that reinforce your program's safe-driving messages yet won't take significant time away from the work day.

<http://trafficsafety.org/road-safety-resources/safe-driving-is-serious-business/>

FACT:

In 2015, 3,477 people died in crashes involving distracted drivers and 14% of these crashes were reported to have involved cell phone use as a distraction. However, since police reports mainly depend upon information provided by drivers at the scene, crashes attributed to all types of distracted driving are thought to be well underreported. The National Safety Council estimated that 27% of all traffic crashes in 2013 involved the use of hand-held or hands-free cell phones.

7 ACTION STEPS AGAINST DISTRACTION

- 1) **Avoid temptation** to talk or text on your phone. Turn it off while driving or place your device in the glove box or center console so it's out of sight and out of mind.
- 2) **Vary your route** when possible, so routine trips like commuting to and from work don't become mundane.
- 3) **Keep your eyes moving.** Make a full mirror sweep with your eyes every 5-6 seconds to stay alert and ward off allowing your mind to wander.
- 4) **Keep a safe following distance.** Driver training experts suggest a following distance of 3-4 seconds in good weather—more in inclement weather. The 3-4-second following rule increases visibility and gives more time to react to what's happening in front of you, reducing risk to you and your passengers.
- 5) **Clear your mind.** You cannot focus on driving if your mind is on work or family pressure or your to-do list. Take a moment before you drive to get your mind focused on the task at hand—getting to your destination safely.
- 6) **Have a plan.** Don't wait until you are driving to plan and become familiar with your route. Use navigation devices with voice directions and set them prior to pulling out.
- 7) **Help others help themselves.** Make it a practice when you call someone's cell phone to ask if they are driving. If the answer is "yes," take it upon yourself to call back later or ask them to return your call when they've reached their destination. And never text someone you know to be driving.

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!**

