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

Dear Drive Safe Members,

As my term as president comes to an end, I have been reflecting on the last year and the successes and difficulties faced by this organization. We need to continue to educate the community on seat belt use, child restraints, distracted or impaired driving, pedestrian, and bicycle safety.

We need to engage the community to join us at Drive Safe. Do you know any stay at home parents, a retired neighbor, or a high school/college student who might be interested in traffic safety? New members bring new ideas. So, each one of us should make it a goal to recruit at least one new member.

I feel confident as my terms ends and Bob's begins that we will continue to positively impact Hampton Roads. Give yourself a pat on the back; you earned it.

Stay Safe,

Tina Harvey

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

UPCOMING DATES AND HEADLINES...



- * June 5 - General Business Meeting, HRPDC, Room D/E, 12:00 noon
- * June 12 - IDPC Meeting, 1:00, AAA Tidewater Virginia, Training Room #3
- * June 14 - Motor Carrier Conference Meeting, 9:00, VDOT
- * June 27 - CMV Driver Appreciation Day-Peninsula, I-664 Inspection Station

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

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

WELCOME TO OUR NEWEST DRIVE SAFE HR MEMBER!

Kimberly Rideout, Chesterfield Fire & EMS

DRIVE SAFE HAMPTON ROADS SLATE OF OFFICERS FOR 2018-2019...



President: Robert Clinebell, *Norfolk Public Schools*
Vice-President: Larry Montgomery, *Virginia State Police*
Treasurer: Pat Davidson, *Virginia Department of Health*

DRIVE SAFE HAMPTON ROADS BOARD OF DIRECTORS...

These Board Directors currently serve 2017-2019:

Jim McElligott, Virginia Beach Police Department
Kate Wilson, AAA Tidewater Virginia

Per the Bylaws: Board Directors shall be elected by the general membership at the annual general meeting in June of each year. 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 to be a minimum of two years with no cap on tenure.

**Thank you to Deb Rocke for her service to Drive Safe HR as the Chairman of the Board of Directors for the last few years. Deb has decided to step down from the Board at this time and will not be seeking re-election.



Nominations for the incoming 2018-2020 board members include the following:

John Fentress, Community Advocate
Ruby Gatling, Hampton Health Department
Scott Wichtendahl, Virginia Beach Police Department
Pierre Granger, State Farm

NOTE: Drive Safe HR members unable to attend the June General Meeting may vote ahead of time by proxy. Be sure to send your votes in prior to noon on Monday, June 4, to dshr@drivesafehr.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.





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 summer season!

THANK YOU!

We appreciate your support.

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>

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.

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.

FACT: The National Safety Council estimates 402 people may die on U.S. roads this Memorial Day holiday period.

MADD NEWS

On April 6, 2018 MADD Virginia public awareness advertisements won Silver and Bronze at the 57th Annual OlympiAd, coordinated by the Richmond Ad Club and sponsored by the Richmond Times Dispatch. The ads were created by Siddall and made possible by a grant from the Virginia Department of Motor Vehicles, Governors Highway Safety Office.

“He Didn’t” – the story of 8 year old Joshua Adams who was killed by a drunk driver on Mother’s Day won Silver.

The overall ad campaign won bronze. It included “He Didn’t”, “She Didn’t” – the story of recent nursing school graduate Melissa Haislip who was killed on her way home from work by an impaired driver and “Creepy Drinks” a more in your face appeal to not drive drunk that ended by highlighting Virginia victims killed by impaired drivers. Those victims are Jacklyn Butler, Robin Gustafson, Jerry Minkins, Kevin Harrah, Sheila McCowan, Yolanda McCowan and Robert Cooper.

The ads will run statewide in Virginia on television, radio and Facebook in July 2018. The ads were also on Facebook in September 2017.

Here are the ads if you have not seen them.

Joshua Didn’t: <https://www.youtube.com/watch?v=cfbf0UarGEw>

Melissa Didn’t: <https://www.youtube.com/watch?v=FOCKj-ZsodI>

Creepy Drinks Version 1: <https://www.youtube.com/watch?v=8seNk3MfjUg>

Creepy Drinks Version 2, different Victims form 1 <https://www.youtube.com/watch?v=os4ijEMU9FQ>



In the one month the ad campaign ran on Facebook last September, they had 3 million views.



VaABC has new publications:
<https://www.abc.virginia.gov/education/publications>

Thank You to our Jubilee Volunteers!

We appreciate the volunteers who were part of this year’s 2018 Chesapeake Jubilee Designated Driver Booth: Jonathan Turner and Mike Eardley (who both did several shifts – Thank You!), Pierre Granger from State Farm, as well as AAA Tidewater volunteers Katharine Beachboard and her sister Becky.



Yes, it is already time again to start thinking about submitting the 2018 Hanna Awards!

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 2017 John T. Hanna Award Winners are not eligible for 2018 nomination. Eligible activities, programs or materials are those that were initiated, completed, published, or produced in the period from October 1, 2017 to September 30, 2018.

The 2017 Recipients included the following:

Karen Pyle – Lifetime Achievement / **Columbia Gas of Virginia - Employer Safety

**Tanya Deckard - Martin H. Schlosser Award for Traffic Safety Activism

Travis Aicher - Impaired Driving Prevention / Capital Concrete, Inc. - Occupant Protection

Suffolk Police Department - Law Enforcement Initiatives (Rt 58 study)

Hampton Police Department and Yellow Cab of Hampton - Public Transportation Safety

Norfolk Public Schools Transportation Department - Pupil Transportation Safety

Poquoson High School's Arrive Alive Club (Gloria Insley, Club Sponsor) - Youth Traffic Safety

** = Governor's Safety Award Winners

MEMORIAL DAY: START OF '100 DEADLIEST DAYS' FOR TEEN DRIVERS

Memorial Day marks the beginning of the "100 deadliest days" for teen drivers. Statistics show from Memorial Day through Labor Day, the average number of deadly teen crashes increases by 16 percent. Distraction plays a role in 6 out of every 10 teen crashes, whether it's phones or even talking to passengers. Speeding factors into almost 30 percent of the fatal crashes involving teen drivers. Speeding is one of the top three mistakes teenagers tend to make when learning to drive.
<http://turnto10.com/news/local/memorial-day-marks-start-of-100-deadliest-days-for-teen-drivers>

TRUCK NEWS

Rising Fuel Prices: Focus on Fuel-efficient Driver Behavior

If you've fueled up your truck recently, you know that the cost is climbing. One year ago, the retail price for a gallon of diesel fuel was around \$2.50. As of May 14, it was \$3.23, according to the U.S. Energy Information Administration. In California, it was \$3.92 a gallon. The lower fuel prices the industry has seen in recent years may have changed some driving behaviors. There wasn't the need to keep the hyper-focus on fuel costs. The hard deadline of the electronic logging device (ELD) mandate, though, may be increasing speeds of some drivers, who are fighting a clock like they never have before. The result in both instances is a decrease in fuel economy, and that is a direct hit on the bottom line.

<https://www.freightwaves.com/news/cash-flow-corner/cutting-fuel-use-through-driver-behavior>

DO NOT DISTURB

<https://www.usatoday.com/story/tech/columnist/2018/05/20/how-turn-do-not-disturb-while-driving-iphone-and-android/616826002/>

MOTORCYCLIST FATALITIES BY STATE: 2017 PRELIMINARY DATA

<https://www.ghsa.org/resources/spotlight-motorcyclists18>

PEDESTRIAN DEATHS ARE ON THE RISE

The Insurance Institute for Highway Safety released a new report showing the trend in rising pedestrian deaths. Suggested solutions include road diets, decreasing speed limits, making changes to vehicles and more.

<http://www.iihs.org/iihs/news/desktopnews/on-foot-at-risk-study-highlights-rising-pedestrian-deaths-points-toward-solutions>

THE 6TH ANNUAL DISTRACTED DRIVING SUMMIT

Have you registered to attend this year's summit, September 19-20, at Richmond, Virginia? This event brings together educators, innovators, advocates, law enforcement professionals, and researchers to discuss the latest approaches to curbing the dangerous epidemic of distracted driving. Since 2013, this annual conference focuses on how we can tackle distracted driving through advocacy, enforcement, corporate policies, education, and research. The Summit is a day-and-a-half event with general and breakout sessions and an exhibitor area.

<http://www.cvent.com/events/6th-annual-distracted-driving-summit/event-summary-a47f91107641466694949206c784bcb6.aspx>

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!**

