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**Drive Safe Dispatch Newsletter
End of the Month Info
September - October 2018**

HAVE YOU SEEN THE NEW WEBSITE??

It's OFFICIALLY HERE! Check it out at DriveSafeHR.org. The Website Redevelopment Committee, along with Bull & Co. MediaWorks web agency, has completely redesigned the Drive Safe Hampton Roads website. After many months of meetings and making lots of tweaks, the committee officially made the website LIVE on October 1. The newly redesigned website focuses on being a resource for all of Hampton Roads, showcasing who we are, what we do, and inviting the community to be involved. The website now offers lots of resources related to traffic safety, as well as legislative links. Take a moment to see what's new....DriveSafeHR.org



OFFICIAL WEBSITE LAUNCH

**IT'S OFFICIAL! OUR NEW WEBSITE IS HERE!
DRIVE SAFE HAMPTON ROADS
DriveSafeHR.org**

WELCOME TO OUR NEWEST DRIVE SAFE HR MEMBERS!

Mike Rushak, VDOT
Mike Archbell, A&W Contractors, Inc.

UPCOMING DATES AND HEADLINES...

- * October 19 - Quarterly reports are due
- * October 19 - GIT Packing Day – 10:00am @ AAA Tidewater Virginia, Training Room #3
- * October 22 - ODU drop off for GIT
- * October 23 - Get It Together High School Seat Belt Challenge Kick Off
- * October 25 - VA Specialized Transp. Safety & Mgt. Conference Mtg, 9:00am, @ VDOT
- * November 5 - Steering Committee Meeting, 9:00am, @ AAA Tidewater Virginia Training Room #3
- * November 13 & November 15 - Anthem Safety Day events
- * November 16 - John T. Hanna nomination submission DEADLINE
- * November 28 - Holiday Bag materials DUE
- * December 4 - DSHR General Business Meeting
- * December 5 - Peninsula Committee Mtg – Holiday Bag Packing Day and Distribution, 8:30am @Newport News Police Department Community Education and Outreach Center
- * December 17 - CMV Driver Appreciation Day - Southside

HOLIDAY BAG DISTRIBUTION TO THE ABC AND MILITARY PACKAGE STORES



If anyone has any items they would like to be inserted into the holiday bags for distribution during the December holiday season, please send us a pdf of that item so that approval can be obtained from the various entities (ABC/Military). We would need **1500** of each approved item or a mixture totaling 1500. Please email the **pdf by**

Thanksgiving to dshr@drivesafehr.org. Approved items would need to be delivered NLT Dec 3.



ARE YOU STARTING YOUR HOLIDAY SHOPPING EARLY?

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>

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.

OCTOBER 21-27, 2018 - NATIONAL TEEN DRIVER SAFETY WEEK



This week and every week, parents should have conversations with their teens about the important rules they need to follow to stay safe behind the wheel of a passenger car, truck, or SUV.

These rules address the greatest dangers for teen drivers: alcohol, inconsistent or no seat belt use, distracted and drowsy driving, speeding, and number of passengers.

The Problem: Too many teens are dying on our roads

- Motor vehicle crashes are the leading cause of death for teens (15 to 18 years old) in the United States - ahead of all other types of injury, disease, or violence.
- In 2016, there were 2,288 people killed in crashes involving a teen driver (15-18 years old), of which 814 deaths were the teen driver - a 6% increase from 2015.

<https://www.trafficsafetymarketing.gov/get-materials/teen-safety/national-teen-driver-safety-week>

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.

FACT:



Every 33 seconds, one child under the age of 13 is involved in a crash. Many times, deaths and injuries can be prevented by proper use of car seats, boosters, and seat belts.

SUNDAY, NOVEMBER 4 – DAYLIGHT SAVINGS TIME ENDS



Drowsy driving crashes can happen any time, but most consistently occur late at night, in the early pre-dawn hours, or in the mid-afternoon. Age can play a significant factor as well. Research conducted in 2012 by the AAA Foundation for Traffic Safety shows that crash-involved drivers ages 16-24 were nearly twice as likely to be drowsy at the time of their crash in comparison to drivers ages 40-59. Drivers age 24 and younger were

most likely to report having fallen asleep at the wheel in the past year, and they were least likely to report having never fallen asleep at the wheel.

So, be aware of sleepiness while adjusting to the end of Daylight Savings. Every year, the time change disrupts sleep patterns and may result in sleep-deprived drivers struggling with concentration behind the wheel. That phenomenon typically expresses itself with the day feeling longer because people’s internal clocks will, at the outset, still have them waking up an hour early. You could also feel tired earlier in the evening — overlapping with commute hours — until your body adjust.

VIRGINIA STATE POLICE DISTRACTED DRIVING SIMULATOR (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, please contact

Sgt. Robert Campbell at Robert.Campbell@vsp.virginia.gov / (434) 447-4121, Ext.12202.

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.

DRIVE SAFELY TO WORK – KNOW THE FACTS



According to the Insurance Institute for Highway Safety (IIHS), 20% of all reported vehicle crashes occur in parking lots. Since many parking lot collisions involve only property damage, many often go unreported, so the real number is most likely much higher. According to the April 2018 National Highway Traffic Safety Administration (NHTSA)

Traffic Safety Facts Report, an estimated 95,000 people were injured and an estimated 2,125 people were killed in non-traffic crashes. “Non-traffic” refers to anything that happens off public roads or highways, generally in parking lots or driveways.

FACT:



According to Kids and Cars (a non-profit child safety advocacy group) at least 50 children are backed over every week in the U.S. In addition, from 2013-2017, 32% of child non-traffic fatalities were due to backovers.

All vehicles have blind zones—the area behind the vehicle that a person cannot see from the driver’s seat. The blind zone is affected by the length of the vehicle and the height of the driver. Pickups, SUVs and minivans have larger blind zones than passenger cars.

SETTING YOUR MIRRORS TO HELP YOU SEE THE BIG PICTURE



While all blind zones cannot be eliminated, properly positioned mirrors are the key to maximizing your field of vision.

To set your mirrors, with the vehicle safely parked, sit in the normal driving position. Center the rearview mirror and then adjust the left and right side-view mirrors until you can slightly see the edge of the rear of your vehicle in the mirror. This mirror adjustment will enable you to see adjoining traffic lanes, as well as hazards next to the vehicle. It also provides a reference to the position of your vehicle compared to other vehicles and hazards.

After you adjust your mirrors, you should always glance over your shoulder to check blind zones any time you turn, merge, or change lanes.

<http://trafficsafety.org/road-safety-resources/drive-safety-work-week/>

HALLOWEEN DRUNK DRIVING PREVENTION - OCTOBER 31, 2018



Halloween is meant to be scary, but **not** when it comes to driving ... when it comes to drunk driving, Halloween can turn the roads into a horror fest.

From 2012 to 2016, 44% of all people killed in motor vehicle crashes on Halloween night (6 p.m. October 31 – 5:59 a.m. November 1) were in crashes involving a drunk driver. 14% of pedestrian fatalities on Halloween night (2012-2016)

involved drunk drivers. The 21- to 34-year-old age group accounted for the most fatalities (46%) in drunk-driving crashes on Halloween night in 2016.



<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/buzzed-driving-drunk-driving/halloween-buzzed-driving>

SaferRide, NHTSA's MOBILE APP



NHTSA's **SaferRide** app will help keep drunk drivers off our roads by allowing users to call a taxi or a friend and by identifying their location so they can be picked up.

For Android devices, from Google Play store:

» <https://play.google.com/store/apps/details?id=com.nhtsa.SaferRide>

For Apple devices, from iTunes:

» <https://itunes.apple.com/us/app/saferride/id950774008?mt=8>



THANKSGIVING 2018 HOLIDAY TRAVEL

This Thanksgiving weekend, millions will hit our nation's roads, eager to spend time with family and friends. It's one of the busiest travel times of the year, and unfortunately more people on the roadways means the potential for more vehicle crashes. During the 2016 Thanksgiving weekend (6 p.m. Wednesday, November 23, to 5:59 a.m. Monday, November 28), 341 people were killed in motor vehicle crashes nationwide. Tragically, 49% of those killed were not buckled up, representing an increase in seat belt use compared to the same weekend in 2015, when 52% of those killed in traffic crashes were unrestrained.

For "Buckle Up" social norming campaign materials - <https://www.trafficsafetymarketing.gov/get-materials/seat-belts/buckle/thanksgiving-holiday-travel>

For "CIOT" enforcement campaign materials - <https://www.trafficsafetymarketing.gov/get-materials/seat-belts/click-it-or-ticket/thanksgiving-weekend-ciot>



2019 NHTSA Communications / Safety Events Calendars

<https://www.trafficsafetymarketing.gov/calendars>

NHTSA Communications Calendar offers each safety campaign date and duration

FACT:



Teen Crash Risk Highest During First 3 Months After License:

Teenage drivers are eight times more likely to be involved in a collision or near miss during the first three months after getting a driver's license, according to a study led by the National Institutes of Health.

What Fleet Drivers Should Do After an Accident



Despite the best laid plans of iron-clad fleet safety policies, accidents will happen, and commercial drivers need to know what to do when the time comes.

The annual accident rate for commercial fleets has reached 20% and some industries, such as pharmaceuticals, are even higher.

The average non-fleet motorist in the U.S. travels 12,000 to 15,000 miles annually, and each year has a one in 15 chance of being involved in a vehicle collision. Most fleet drivers, however, travel 20,000 to 25,000 miles or more each year.

It's simple math: The more miles on the road, the greater exposure to crash risk.

https://www.automotive-fleet.com/310106/what-fleet-drivers-should-do-after-an-accident?utm_source=email&utm_medium=newsletter&utm_campaign=20180824-NL-AF-TopNews-BOBCD180818019&omdt=NL-AF-TopNews&omid=1000991651

SUBMIT YOUR NOMINATION NOW!

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.

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!**

