



P.O. Box 6293, Virginia Beach, VA 23456
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**Drive Safe Dispatch Newsletter
August 2019**

Welcome to our newest Drive Safe HR Members!

Jenni Osborne, Navy and Marine Corps Public Health Center
Tamiya Davis, Author, "From Fatal To Fierce"
Debbie Ybarra, Author, "You Can't Imagine"

UPCOMING DATES...



- * August 27 – Happy Hour with a Twist Student Event @ ODU
- * September 3 – Hampton Roads Show – audience needed for Sept. 22 AAA Distracted Driving Walk promotion
- * September 4 – Impaired Driving Prevention Committee, 11:00am @ AAA Tidewater Virginia, 2nd Floor, Training Room #3
- * September 9 – Business meeting lunch orders DUE
- * September 10 – Specialized Transportation Safety Committee Meeting, 10:00am @ Newport News Police Department Community Education and Outreach Center, 10188 Warwick Boulevard
- * September 10 – General Business Meeting, Noon @ @ Newport News Police Department Community Education and Outreach Center, 10188 Warwick Boulevard, Newport News
- * September 12 – Get It Together Challenge School Participation Agreements DUE
- * September 17 – Get It Together Committee meeting, 1:00pm @ AAA Tidewater Virginia, 2nd Floor, Training Room #3
- * September 22 – Walk to End Distracted Driving, sponsored by AAA Tidewater Virginia
- * September 25 & 26 – DRIVE SMART Virginia Distracted Driving Summit, Roanoke, Virginia
- * October 9 – TCC Health and Wellness Expo @ Chesapeake Campus, 11am-1pm
- * October 10 – Get It Together Packing Day, 12-4pm @ AAA Tidewater Virginia, Training Room #3
- * October 15 – Get It Together Kick-Off Breakfast, Invitation/RSVP required
- * October 19 – AAA Teen Driver Safety Expo, 9am-1pm @ Nansemond River High School

**SEPTEMBER 10, 2019
GENERAL BUSINESS MEETING AND LUNCHEON
@ NEWPORT NEWS POLICE DEPARTMENT COMMUNITY EDUCATION AND
OUTREACH CENTER, 10188 WARWICK BOULEVARD, NEWPORT NEWS, VA 23601**

“Virginia State Police 101”

Focus on Division points, mission, emphasis areas and challenge concerns with regard to crash factors directly related to human behavior--distracted driving, speed, and impaired driving.

Presenter: Captain Caren Sterling, Fifth Division Commander, Virginia State Police

REMINDER: RSVP and/or Lunch Orders due by Noon, Monday, September 9

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The 2019 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.

<https://www.drivesafehr.org/get-involved/john-t-hanna-awards/>

****Please note that the Hanna Award submission process is entirely online.**

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: Presented for Individuals and/or organizations that show exemplary achievement in the design and/or implementation of highway engineering techniques, technology, and innovative approaches.

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

Law Enforcement Initiatives: Presented to a law enforcement department or individual who has shown extra initiative above and beyond the normal duties to promote and encourage traffic safety within their community.

Legal: Presented to attorneys, judges, or legislators who have actively supported safety issues thus strengthening existing laws and creating new laws that impact communities to help improve or reduce highway safety-related behaviors.

Messaging/Media: Presented to individuals or organizations, including but not limited to media representatives or news outlets, that have created messaging, used an innovative outreach method, or have helped spread the word about traffic safety through 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.

Transportation Safety: Presented for developing approaches in the public and/or private sector, encouraging, educating, and/or promoting traffic safety to improve safety for drivers and riders. **(**MODIFIED CATEGORY FOR 2019**)**

Youth Traffic Safety: Presented to persons or programs educating youth and spreading the message on the importance of youth traffic safety.

Fire/Emergency Medical Services: Presented for actions at crash scenes or for activities or efforts that have a broader impact on improving at-scene safety and/or survivability and injury reduction for victims. **(**NEW CATEGORY FOR 2019**)**

Eligibility, Rules, and Notification:

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 or pedestrian safety, motorcycle safety, incident management, etc., is eligible for nomination. 2018 JOHN T. HANNA AWARD winners are not eligible for 2019 nomination. Eligible activities, programs or materials are those that were initiated, completed, published, or produced in the period from October 1, 2018 to September 30, 2019. Entries must be received by November 15, 2019. Winners will be notified by December 20, 2019.

Presentation of Awards: An individual award and/or an organizational award may be given in each category. They will be presented at the Awards Event on January 28, 2020 at the Princess Anne Country Club.

FACEBOOK CHANGE:



The link: <https://www.facebook.com/Get-It-Together-Seat-Belt-Challenge-133247070294/> is now <https://www.facebook.com/GetItTogetherSeatBeltChallenge/>

FACT:

In 2017, 880 people were killed in crashes that involved red-light running. (Source: NHTSA data)

ARE YOU STARTING YOUR HOLIDAY SHOPPING EARLY?



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.

Let's keep Drive Safe HR in mind for YOUR charity.

As of May 8, 2019, Drive Safe HR has received \$22.54.

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>

HANNA AWARDS BROCHURE DISTRIBUTION



If you would like to receive a HARD COPY of the Hanna Awards brochure, please let us know. The committee voted to reduce the number of hard copies printed and to rely on electronic distribution. The submission process is now available online at <https://www.drivesafehr.org/get-involved/john-t-hanna-awards/>

ASSISTANCE IS STILL NEEDED



Drive Safe HR needs someone who can stencil several of our items with the wording Property of Drive Safe HR, i.e. two pop up tents and a cooler. Please contact us if you are able to help out with this task.

FACT:

In 2018, 51 teens between the ages of 15-19 died on the roads of the Commonwealth with 6 of those fatalities in Hampton Roads. Lack of a seat belt accounted for three Hampton Roads teen deaths out of the 33 unrestrained teen fatalities statewide. (Source: DMV data)

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.

POLO SHIRT ORDER

Interested in a Drive Safe logo shirt?

The Membership & Development Committee is collecting orders for Drive Safe logo shirts. According to Advertees, generally a long sleeve t-shirt style 2400 Gildan brand - embroidered on the left chest – shirt runs \$16.00 size small to XL. The crew neck sweatshirt, such as style Gildan 18000 – runs \$21.00 small to XL. Hoodie – Gildan 18500 –\$25.00 small to XL. Add 2.00 for size 2X. Add 3.00 for size 3X.



In the past, we have ordered the K500 (men-short sleeved silk touch pique knit polo, 65/35 blend) for \$25.00, the K420 (men-short sleeved 100% cotton pique knit-needs touch up ironing) for \$28.00 and the L500 (ladies-short sleeved silk touch pique knit polo, 65/35 blend) for a cost of \$25.00, sewn left chest only. Size 2X is \$2 more and it's \$2 more each upsize.

Some people like the Dri-FIT polyester polos as they are easy care. If you are interested in Dri-FIT, see K540 Silk Touch PERFORMANCE polos. Same pricing as K500 and L500 Ladies style-\$25.00.

The weblink is www.bestdealonshirts.com in order to check out the various items. Click on left menu bar - Search our Catalogs - Click on apparel catalog - Review items. Pricing may not be shown online. Choose items – style number, size and color, then request pricing. Let us know if you are interested. We will need a minimum of 15 items in order to keep the prices this low.

CALL FOR VOLUNTEERS...



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

WAVY's Hampton Road Show

Want to be on TV? AAA Tidewater Virginia will be appearing on WAVY's Hampton Road Show, September 3, 2019 promoting AAA's September 22, 2019 Distracted Driving Walk. If you would like to be in the studio audience, please contact Kate Wilson at Wilson.Catherine@tidewater.aaa.com.

Get It Together High School Seat Belt Challenge

Fall 2019 Community Liaisons are needed for the participating high schools. Stake your claim to volunteer at your preferred school.

Walk to End Distracted Driving on September 22 – Drive Safe needs a volunteer to help out at the Drive Safe HR table. AAA is providing the activity.

Teen Driver Safety Expo on October 19 – A volunteer is needed at the Drive Safe HR table.

Occupant Protection Committee Chair

DSHR is looking for a person to chair the Occupant Protection Committee. This committee leads in the development of programs and functions to educate the public regarding the need for occupant protection devices for children and adults, and their proper use. Occupant Protection includes the Get It Together High School Safety Belt Challenge, the Old, Used, Borrowed and Abused Child Safety Seat Round-Up, regional child safety seat checks, and Silver Driver (senior driver) issues. Contact DSHR for additional information and a list of responsibilities.

Treasurer Assistant

Sometimes, life just gets really busy. And DSHR's Treasurer position continues to expand. DSHR is looking for a person to work alongside the current Treasurer, Pat Davidson, and potentially take over some of the steps involved in the grant writing process and some of the general treasurer duties.



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.

FACTS:

- * More drivers ran red lights in May, more than any other month.
- * More than 1.2 MILLION red-light running violations occurred during the hours of 1-5pm.

TEN REASONS TO STOP ON RED

1. RED-LIGHT RUNNING CAN BE FATAL.
2. One in three Americans know someone who has been injured or killed in a red-light running crash.
3. Between 2004-2016, an estimated **10,125 people were killed** in red-light running related crashes.
4. On average, two people died each day in red-light running crashes in the United States in 2017.
5. Motor vehicle crashes are the leading cause of death for U.S. teens.
6. In 2017, **132,000 people were injured** in crashes involving red-light running.
7. Over half of the deaths in red-light running crashes are pedestrians, bicyclists and occupants in vehicles other than the vehicle running the red light.
8. Nearly **93% of drivers** say it is unacceptable to go through red-lights, yet nearly 43% admitted to doing so in the past 30 days.
9. The most common type of urban crashes involve drivers who run red lights, stop signs and other traffic controls.
10. Red-light running is often a result of aggressive or distracted driving and is completely preventable.

Stop On Red Week: AUG 4-10
#StopOnRed2019

DRIVE SAFE HR MEMBERSHIP



Drive Safe HR is in the process of updating its membership roster. If there are any changes to your title, employment, preferred mailing address, contact information (phone/email), please let us know.

SCHOOL STARTS SOON!

Tips for Motorists:



Be alert and slow down when driving in neighborhoods with school zones. Watch for children walking, playing or assembling near bus stops. Children arriving late for the bus may dart into the street without looking for traffic. Obey the "flashing signal light system" used for school buses.

Yellow flashing lights indicate the bus is preparing to stop to load or unload children. Motorists should slow down and prepare to stop their vehicles.

Red flashing lights and extended stop arms indicate the bus has stopped and children are getting on or off. Motorists must stop their cars and wait until the red lights stop flashing, the extended stop-arm is withdrawn, and the bus begins moving before they can start driving again.

CELLPHONE INTERACTIONS UP 57 PERCENT OVER PRIOR SURVEY



Manipulating a cellphone was a contributing factor in more than 800 crash deaths on U.S. roads during 2017 amid a marked increase in the percentage of drivers observed interacting with cellphones, new IIHS research indicates.

WALK TO
End Distracted Driving
September 22, 2019

Don't drive intoxicated.
Don't drive intoxicated.

A sobering message from AAA

YOU DON'T DO THAT. **SO WHY DO THIS?**

Sunday, September 22, 2019
2:00pm to 4:00pm

Waterside District, Patio Along Elizabeth River Trail
333 Waterside Drive, Norfolk, VA 23510

Join AAA Tidewater Virginia as we walk to educate drivers about the dangers of intoxicated driving.

According to NHTSA, in 2015 alone, 3,477 people were killed and 391,000 were injured in motor vehicle crashes involving distracted drivers. That's 9 people killed and more than 1,000 injured each day.

For more information contact:
Georjeane Blumling
AAA Public Affairs
blumling.georjeane@tidewater.aaa.com
(757) 233-3825
Holly Dalby
AAA Marketing
dalby.holly@tidewater.aaa.com
(757) 233-3833

Sign up now at AAA.com/Walk.
It's Free!

FACT:

Last year alone, there were 4,339 teens involved in crashes in the Hampton Roads area, resulting in 1,329 injuries.

2019 "DRIVE SOBER OR GET PULLED OVER" NATIONAL 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 impaired driving prevention mobilization.

- August 14 - September 2, 2019 [paid media advertisement]
- August 16 - September 2, 2019 [national enforcement mobilization]

Research shows that high-visibility enforcement can reduce drunk driving fatalities by as much as 20%. Get your **PEAK** materials now: <https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/national-mobilization/peak-enforcement-kit>

Get additional enforcement marketing campaign materials:
<http://www.trafficsafetymarketing.gov/LaborDayWeekend>

Child Passenger Safety Week: September 15-21, 2019

National Seat Check Saturday: September 21, 2019

Love comes in many shapes and sizes.



Every 32 seconds in 2017, one child under the age of 13 in a passenger vehicle was involved in a crash. Many times, injuries and deaths can be prevented by proper use of car seats, boosters, and seat belts. <http://www.trafficsafetymarketing.gov/cps>

SEPTEMBER IS BICYCLIST AND PEDESTRIAN AWARENESS MONTH

- Last year, 123 pedestrians died as a result of collisions with motor vehicles - a 7.9% increase compared to 2017.
- 13 bicyclists, 568 drivers, and 128 passengers died because of traffic crashes during the same period.
- In 2018, Virginia averaged one traffic crash every 4 minutes!
- Each day, 2.2 lives were lost and 182 people were injured on Virginia's roadways.



The only acceptable number of traffic fatalities is zero!

"EVERYONE IS A PEDESTRIAN AT SOME POINT."

...A reminder from DRIVE SMART Virginia

FACT:

This past 4th of July holiday, Virginia State Police arrested 79 people for driving under the influence.

SAVE YOUR TAILGATE, BUCKLE UP & SLOW DOWN

Youth of Virginia Speak Out About Traffic Safety (YOVASO) / Virginia Department of State Police

The "Save Your Tailgate, Buckle Up & Slow Down" campaign is open to all Virginia middle schools, high schools, and youth groups. Registration for the fall campaign will open August 19 and runs September 23 through October 25. Schools and youth groups that register will receive a box of free materials to promote buckling up and slowing down. The materials include bookmarks, buckle up reminder cards, posters, mini stress reliever footballs, and a pledge banner. Schools are also provided with a packet that includes activity ideas, suggested school announcements, and teen driving facts and statistics. Registration will be available August 19 at www.yovaso.org or at the direct link: <https://www.yovaso.org/campaigns/save-your-tail-gate/>. Questions, just contact Mary King, YOVASO Program Manager at the following: mary.king@vsp.virginia.gov / 804-461-0396.

The **Halloween Safety Campaign** will also open August 19. This campaign is also open to middle schools, high schools, and youth groups. Schools and youth groups will complete activities starting in mid-October and promote the campaign throughout Halloween. Registration for this campaign will be available at www.yovaso.org and <https://www.yovaso.org/campaigns/halloween-safety-campaign/>.

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**

