

Drive Safe Hampton Roads

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Dispatch – June 2020

DRIVE SAFE HAMPTON ROADS INCOMING 2020-2021 OFFICERS Effective June 9, 2020



President: Catherine “Kate” Wilson, *AAA Tidewater Virginia*
Vice-President: Open Position at Present...If you are interested, please let us know.
Treasurer: Pat Davidson

DRIVE SAFE HAMPTON ROADS IS STILL OPEN...



Have you checked out the Drive Safe HR website lately?
<https://www.drivesafehr.org>

New members can join the organization via this link:
<https://www.drivesafehr.org/about-us/membership-form/>



SHOPPING ONLINE RATHER THAN IN THE STORES?

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 for those essentials!
The quick easy way <https://smile.amazon.com/ch/54-1856349>

TRAFFIC SAFETY HUMOR:

Blinker On: Another sign of getting older just started happening to me. Driving down the highway, I saw my blinker was on. I don't remember putting that thing on. I had no idea how long it had been on for. You suddenly realize, 'I'm the guy I used to hate to be behind.' --Bill Keller

DMV, HIGHWAY SAFETY OFFICE UPDATE

The DMV, Highway Safety Office reported earlier, the May 2020 Click It or Ticket mobilization and supporting paid advertising is postponed by the National Highway Traffic Safety Administration (NHTSA) to allow law enforcement and first responder partners to respond to the current public health emergency. However, NHTSA has rescheduled the national CIOT campaign for November 16 - 29, 2020. In addition, the DMV, Highway Safety Office has scheduled a High Visibility Enforcement (HVE) seat belt campaign for June 22 - July 5, 2020. (Contingent on COVID-19 status.)

U.S. Department of Transportation Modernizes Hours of Service Rules to Improve Safety and Increase Flexibility for America's Truckers

A message from Secretary Chao and the FMCSA Public Affairs office regarding the final rule for the hours of service regulations. The complete final rule is available at:
<https://www.fmcsa.dot.gov/regulations/hours-service/hours-service-drivers-final-rule>



YEARLY VOLUNTARY MEMBERSHIP DUES REMINDER...

As you may be aware, most of DSHR’s financial support comes from grants and corporate donations. Obtaining support through these ways is important to the financial sustainability of our organization. However, competition for these grants and donations is tough and we are always faced with reduced funding from these sources. Grant funds often come with stipulations and requirements that limit our ability to purchase needed items. The DSHR Board of Directors made the decision to ask each member for a minimum yearly, voluntary contribution. These dues were set at a minimal donation of \$10 in an effort to enable more members to participate in this program. Times continue to be tough for all of us, and DSHR asks that you continue to look at your own situation and determine if you can make the donation to help the organization.

Drive Safe Hampton Roads has a **YOUTUBE CHANNEL**

Link: https://www.youtube.com/channel/UCyTvSk5cH6_p_WS8NVhWUra

IMPACT OF COVID-19 ON UPCOMING HIGHWAY SAFETY CAMPAIGNS

NHTSA rescheduled the **April 2020 Distracted Driving Month Campaign to October 5-12, 2020**, and rescheduled its **May 2020 National Click It Or Ticket (CIOT) mobilization to November 9-29, 2020** (media buy date and mobilization dates forthcoming), which we understand both occur after the current fiscal year.



2020 Virginia Law Enforcement Challenge Canceled - VACP's traffic safety awards program to be revamped, relaunched in 2021.

Updated 2020 NHTSA Communications Calendar: <https://www.trafficsafetymarketing.gov/calendars>

HAVE SOME SPARE TIME ON YOUR HANDS THESE DAYS?



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

Get It Together High School Seat Belt Challenge

Fall 2020 Community Liaisons are needed for the participating high schools. Stake your claim to volunteer at your preferred school.

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 GIT 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 someone to work alongside the current Treasurer and potentially take over some of the steps involved in the grant writing process and some of the general treasurer duties.



FACT:

On average, over 700 fatalities occur in work zones each year.

SAFETY LEADERS AND DRIVERS ALIKE ARE TAKING STEPS

Fleet safety leaders and drivers alike are taking steps to reduce fatigue, stress and the risks for serious illness that extended driving causes, and which contribute to highway crashes.

Important Notes:

- Driving more than two hours a day is correlated with an inactive lifestyle, poor sleep, poor mental and physical health, obesity, and smoking.
- Sitting in a vehicle for more than 10 hours per week increases your chance of dying from cardiovascular disease by 64%, and 23 hours per week of combined car and watching television ups the chance by 82%.
- Sleeping between five and six hours a day instead of seven nearly doubles a driver's chance of crashing, and sleeping less than five hours increases the odds by four to more than 11 times.

JUNE IS TIRE SAFETY MONTH

During Tire Safety Month, NHTSA is sharing these tips for consumers:

- Conduct monthly maintenance inspections, focusing on proper tire inflation pressure, treadwear and tire damage, in addition to recurring tire rotation and balancing, and alignment services.
- Proper tire pressure is the most important part of maintaining your tires. It affects safety, tire durability, and your fuel consumption. Check the pressure of all tires, including your spare, at least once a month when the tires are "cold," meaning that the car hasn't been driven for at least three hours.
- Check your tires' tread at least once a month when you're checking their pressure. Tires have built-in "treadwear indicators," which are raised sections that run in between the tire's tread. When the tread is worn down so that it's level with the tread indicator, it's time to replace tires.
- Tire balancing ensures your wheels rotate properly and keeps the vehicle from shaking or vibrating. Always have new tires balanced at installation.
- Rotating your tires can help reduce irregular wear, which will help your tires last longer and maintain fuel efficiency. Check your owner's manual for information on how frequently the tires on your vehicle should be rotated and the best pattern for rotation. If recommended by the vehicle manufacturer, rotate your tires every 5,000 to 8,000 miles or sooner if uneven wear appears.
- To maintain tire safety, purchase replacement tires that are the same size as the vehicle's original tires or another size recommended by the vehicle manufacturer. Check your owner's manual or the Tire and Loading Information Label located on the driver's side door edge or post to find the correct size for your car or truck.

OSHA AND DISTRACTED DRIVING

Occupational Safety and Health Administration (OSHA) has taken the position that distracted driving is a recognized hazard under the OSH Act's General Duty Clause. Section 5(a)(1), the General Duty Clause of the Act, states employers must provide their employees with a workplace free from recognized hazards likely to cause death or serious physical harm. Employers can be cited for violating the General Duty Clause if there is a recognized hazard and they do not take reasonable steps to prevent or abate the hazard. Penalties for willful violations of the General Duty Clause can range up to \$132,598 per occurrence.

Motor vehicle crashes cost employers \$60 billion annually in medical care, legal expenses, property damage, and lost productivity. They drive up the cost of benefits such as workers' compensation, Social Security, and private health and disability insurance. In addition, they increase the company overhead involved in administering these programs. The average crash costs an employer \$16,500. When a worker has an on-the-job crash that results in an injury, the cost to their employer is \$74,000. Costs can exceed \$500,000 when a fatality is involved. Off-the-job crashes are costly to employers as well.



FACT:

The annual accident rate for commercial fleets is around 20% and the average cost of a fleet accident is \$70,000, almost double the cost of the typical workplace injury.

SUVS DON'T POSE OUTSIZE RISK TO CAR OCCUPANTS BUT PICKUPS DO

Today's SUVs aren't a major threat to occupants of smaller vehicles, new IIHS research shows. Pickups, on the other hand, still represent an outside danger when they crash with cars, and the weight imbalance is a likely reason. <https://www.iihs.org/news/detail/suvs-no-longer-pose-outsize-risk-to-car-occupants-but-pickup-compatibility-lags>

FACT:

The Commonwealth of Virginia's unbuckled fatality rate is at 52 percent.



TIPS FOR BICYCLISTS AND PEDESTRIANS

Bicyclists and pedestrians present even more safety challenges on the road for all drivers: they lack protection in a crash, are slower than motor vehicles, and hard for drivers to see – particularly truck and bus drivers. It's vital for bicyclists and pedestrians to understand large trucks and buses and be proactive in staying safe.

1. Stay out of Blind Spots (“No Zones”)
2. Prepare for Wide Turns
 - If a large vehicle is stopped at an intersection or about to turn right, never walk or ride between the vehicle and the curb. Commercial vehicles make wide turns and could easily hit you as they complete the turn.
3. Respect Long Stopping Distances
 - Trucks traveling 65mph will take up to TWO football fields to STOP.
4. Make Yourself Visible
5. Obey Traffic Laws, Signals and Signs
 - Bicyclists must stop at red lights and stop signs and should ride with the flow of traffic. Pedestrians should obey signals and cross at intersections and crosswalks.
6. Stay Alert and Undistracted
7. Don't Ride or Walk Impaired
 - Stop walking while using your device, then put it away and pay attention while in motion.

Checkout additional information and graphics:
<https://www.fmcsa.dot.gov/ourroads/tips-for-bicyclists-and-pedestrians-2020>

VIRGINIA HIGHWAY SAFETY SUMMIT UPDATE

To help you plan ahead, next year's Virginia Highway Safety Summit is set for May 18, 19, and 20, 2021, at the Hilton Alexandria Mark Center at 5000 Seminary Road in Alexandria. DMV hopes you will “save the dates” for next year's summit.

FACT:



Every 32 seconds in 2018, 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.

Have you participated in social media games or quizzes claiming to reveal your personality type? If so, you were a victim of social engineering. Social engineering is the exploitation of human nature to obtain targeted information from people. It is an umbrella term that includes phishing and pharming.

- First job title: **STOP**
- Favorite food: **GIVING**
- Favorite color: **PEOPLE**
- First pet's name: **YOUR**
- First child's name: **PERSONAL**
- Favorite restaurant: **INFO**
- Where are you from: **TO**
- Favorite dessert: **GUESS**
- Street you grew up on: **YOUR**
- First type of car you had: **PASSWORDS**
- Favorite teacher's name: **AND**
- Your mother's maiden name: **SECURITY**
- One unpopular opinion you have: **QUESTIONS**



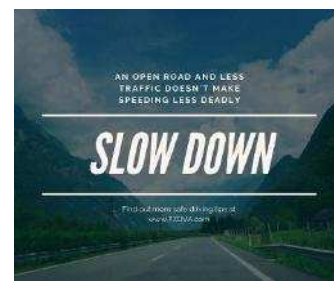
CHILD PASSENGER SAFETY WEEK: SEPTEMBER 20-26, 2020
NATIONAL SEAT CHECK SATURDAY: SEPTEMBER 26, 2020

Toolkit is available at:
<https://www.trafficsafetymarketing.gov/get-materials/child-safety/child-passenger-safety-week>

SLOW DOWN:

Traffic volume has plummeted throughout the country, emboldening motorists to drive at excessive speeds. "Rush hour traffic may be light, but there is NEVER a safe time to drive 115mph!!!"

<https://www.pewtrusts.org/en/research-and-analysis/blogs/stateline/2020/04/20/speeders-take-over-empty-roads-with-fatal-consequences>



FACT:

4th of July holiday is also one of the deadliest holidays of the year due to impaired-driving crashes. Over the 4th of July holiday period in 2018 (July 3 to July 5):

- 193 people died in motor vehicle traffic crashes. 40% (78) of these fatalities occurred in alcohol-impaired crashes.
- 71% of these alcohol-impaired fatalities involved at least one driver or motorcyclist with a BAC of .15 or higher.



4TH OF JULY IMPAIRED 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. 4th of July impaired driving prevention campaign "Welcome Letter" from James Owens, NHTSA Deputy Administrator: https://www.trafficsafetymarketing.gov/sites/tsm.nhtsa.dot.gov/files/14381as-4-17-20_fourth_of_july_letter_from_james-043020-v3-tag.pdf

Click the links below to get your 4th of July campaign materials.

Enforcement:

[Drive Sober or Get Pulled Over](#) (alcohol-impaired driving)

[Drive High - Get a DUI](#) (drug-impaired driving)

Social Norming:

[Buzzed Driving is Drunk Driving](#) (alcohol-impaired driving)

[If You Feel Different, You Drive Different](#) (drug-impaired driving)

MOTORCYCLE RIDERS URGED TO ALWAYS WEAR LIFESAVING PROTECTIVE GEAR - DMV Debuts New Video for Motorcycle Safety Awareness Month in Virginia

RICHMOND – Wearing the proper gear, from head to toe, can often save a motorcyclist's life during a crash. As of May 1, 17 motorcyclists have died and 243 were injured in 321 crashes on Virginia roadways; in 2019, 89 motorcycle riders lost their lives. "The most important action a motorcyclist takes before every ride is to suit up in the safest gear possible," said DMV Commissioner Richard D. Holcomb, the Governor's Highway Safety Representative. "To drive this point home, DMV is releasing a new motorcycle safety video for Motorcycle Safety Awareness Month reminding riders to always wear the proper gear."

The video reminds all motorcyclists that, no matter how they roll, to ride with full gear on, because it could save their life.

The video is posted on DMV's website, social media, and on the state's Toward Zero Deaths website, TZDVA.org.

Link to video: <https://www.youtube.com/watch?v=Zf0-LDIYz68&feature=youtu.be>

Link to DMV article: https://www.dmv.virginia.gov/general/news/pressReleases/#/News_Article:14040

As the weather gets warmer, more motorcyclists will return to the roads.

"While Virginia continues to observe social distancing to prevent the spread of COVID-19, some people may see a leisurely motorcycle ride as a way to get some fresh air," said Ken Crumpler, DMV's Motorcycle Safety Coordinator and an avid rider. "Just because there is less traffic on the roadways, we shouldn't let ourselves be lulled into a false sense of security. Staying alert, maintaining a safe speed, and wearing safety gear is just as important as ever so everyone gets home safely."

DMV's new motorcycle safety video features **Virginia RiderCoaches**. These Motorcycle Safety Foundation certified instructors teach courses for beginner riders and those who need to refresh their skills through the Virginia Rider Training Program. To learn more, or to find a class near you, visit dmvNOW.com.

"Putting the spotlight on RiderCoaches for this safety video was deliberate since they constantly demonstrate a phrase that's known around the riding community as **ATGATT – or all the gear, all the time**," Crumpler said. "It's an unfortunate possibility that motorcyclists will tangle with hazardous road conditions, quickly changing weather, and larger vehicles, and if this happens, you want to be protected in the right gear."

In Virginia, the law requires that motorcyclists and their passengers always wear a helmet, and the helmet must meet or exceed the standards and specifications of the Snell Memorial Foundation, the American National Standards Institute Inc., or the U.S. Department of Transportation. A rider without a helmet is 40% more likely to suffer a fatal head injury than is a helmeted rider.

Crumpler added that a well-ventilated, full-face helmet with a flip down face shield is the safest; however, some type of eye protection is encouraged, such as safety goggles, even if a bike is equipped with a windshield. "Jackets, trousers, gloves and footwear that are durable, non-slip, fit snugly and are designed to keep riders safe are highly recommended," he said. Bright or reflective clothing is also encouraged.

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.

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

