

Drive Safe Hampton Roads

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Dispatch – September 2020

UPCOMING DATES...

- September 9-10 – Basic Truck Weighing 101, 8-5 in Hampton - *Cancelled*
- September 15 – DSHR Board of Directors Meeting, 10:00am, via Google Meet Call
- September 16 – CMV Event @ Carson Scales
- September 17 – STSC: Conference Committee meets 8:30 am via Google Meet Call
- September 21-27 – Rail Safety Week, sponsored by [Operation Lifesaver](#)
- October 14 – CMV Event @ contact committee chair for location
- October 18-24 – National Teen Driver Safety Week
- November 20 – Hanna Award Submissions DUE



SHOPPING EARLY FOR CHRISTMAS?

Don't forget to utilize **Amazon Smile**!!! When you purchase from Amazon, 05% of the purchase will be donated to Drive Safe Hampton Roads.

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

The organization needs YOUR help!



Time to step up to the plate and become invested in YOUR organization. **Nominations for the Board of Directors are due SEPTEMBER 15th.** In accordance with the Drive Safe HR Bylaws, the membership will need to vote on the nominations for the Board of Directors. The Board of Directors shall number at least five (5) and no more than 11 (eleven) maintaining an odd number. The term of service to be a minimum of two years with no cap on tenure.

FEEL FREE TO TWEET!



We need **YOUR** help in keeping the Drive Safe HR name in the community. If you have a Facebook or Twitter account, be sure to mention Drive Safe HR when you post your pictures from the various events by using the tag '@DriveSafeHR'.

HAVE SOME SPARE TIME ON YOUR HANDS THESE DAYS?

Time to step up and be counted! Drive Safe HR has several positions that need volunteers from the membership. If you are interested in any of the following 4 "jobs", please let us know. DSHR needs **YOUR** involvement to keep this organization running and moving forward.



- DSHR Vice-President** ----- **Occupant Protection Committee Chair**
- Treasurer Assistant (Pro Tem)** ----- **DSHR Board of Directors is accepting director nominations**

2020 "DRIVE SOBER OR GET PULLED OVER" NATIONAL ENFORCEMENT MOBILIZATION

Please join thousands of law enforcement officers, state, and local safety advocates in this year's nationwide Labor Day Weekend impaired driving prevention mobilization. Research shows that high-visibility enforcement can reduce impaired driving fatalities by as much as 20%.

* August 19 – September 7, 2020 [paid media campaign]

* August 21 - September 7, 2020 [enforcement mobilization]

Click [here](#) to get your PEAK materials.

Click [here](#) to get additional enforcement marketing campaign materials.

GET IT TOGETHER CHALLENGE UPDATE



As you are already aware, the coronavirus (COVID-19) pandemic has changed our world and how we interact. It is now vital to limit social contact and avoid gathering. For that reason, Drive Safe Hampton Roads made the difficult decision to cancel the 2020-2021 Get It Together High School Seat Belt Challenge. While we know this is disappointing, we hope you understand this decision is to keep everyone safe and to help flatten the coronavirus curve. We are still as dedicated as ever to teen driver seat belt use, but your safety and the safety of the students comes first.

What happens next? The good news is: we are going to provide resources online that you, school instructors, and those teaching at-home can access. Beginning in September, our website DriveSafeHR.org and the Get It Together High School Challenge Facebook page [GIT on Facebook](#) will have materials that can be downloaded for use in driver education programs.

We'd like to thank each and every one of you for supporting the Get It Together Challenge these past 23 years. Together, we have positively influenced the traffic safety habits of over 800,000 students. Stay safe, and please contact us if you have any concerns, suggestions, or questions.

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 so we can stay in touch.

SCHOOL STARTS SOON!



Tips for Motorists: Be alert and slow down when driving in neighborhoods with school zones. For those school districts returning to campuses, 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.

DISTRACTED DRIVING PREVENTION APP



CellGuardians is a new Android app that eliminates distracted driving caused by cell phones. It reminds the user to stay focused on the road and keep the phone down. CellGuardians allow the user to select some apps to remain open while driving, such as map and navigation apps and allows the user to exit when there is an emergency.

The 2020 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. Submissions are now being accepted.**

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**)**

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. **(**NEWEST CATEGORY**)**

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. Show us how you incorporated COVID policies into your programming! 2019 JOHN T. HANNA AWARD winners are not eligible for 2020 nomination. Eligible activities, programs or materials are those that were initiated, completed, published, or produced **in the period from October 1, 2019 to September 30, 2020. Entries must be received by November 20, 2020.**



FACT:

Motor vehicle crashes are the leading cause of death for teens (15-18 years old) in the United States, ahead of all other types of injury, disease, or violence.

DMV UPDATE

Congratulations to Melanie Stokes as the DMV Impaired Driving Coordinator. Melanie has been with the Highway Safety Office (HSO) for six years where she has served as the Media and Outreach Coordinator and previously served as the Statewide Occupant Protraction Coordinator. Most recently, Melanie has developed social media graphics that have been provided to the HSO partners to use to educate communities on buckling up, slowing down, not driving impaired and other focus areas as well. Melanie has worked closely with the impaired driving program on various aspects and that experience will allow her to hit the ground running with the DMV DRE, SFST, and ARIDE programs. Melanie will transition into her new role on Monday, August 10. Please join DMV in congratulating Melanie on her new role with the highway safety team.



FACT:

2,841 people were killed in crashes involving distracted drivers in 2018.

BORDER TO BORDER UPDATE

The Chesapeake Police Department has decided to cancel the "Border to Border" event this year. The Thursday, September 3, 2020 event on Route 17 has promoted traffic safety for more than 20 years prior to the Labor Day Holiday Weekend. Chesapeake has worked in collaboration with Virginia and North Carolina state and local law enforcement agencies, many who are members of the Drive Safe Hampton Roads Specialized Transportation Safety Committee (STSC), who inspect CMV's at the checkpoint. The traffic safety checkpoint has always educated the traveling public as school kicked off with the unofficial end to summer. COVID 19 has spiked in Hampton Roads and the Governor recently issued restrictions therefore, the operation is canceled.

While COVID 19 continues to affect some traffic safety activities, it is important to note that licensed vehicle drivers should stay in control and drive free of distraction without impairment while using restraints and observing speed limits to protect everyone in and around their vehicles. When checking mirrors for what surrounds you, think of it as a self-check on safety to remain in control to reach your desired destination. Thanks for supporting traffic safety.

National Teen Driver Safety Week: October 18-24, 2020



Parents should have conversations with their teens about the important rules they need to follow to stay safe behind the wheel of a motor vehicle.

These rules address the greatest dangers for teen drivers:

- distracted driving (texting while driving)
- impaired driving (alcohol and drugs)
- inconsistent or no seat belt use
- number of passengers
- speeding

Even if you think they aren't listening, they are. So, remember, set the rules **before they hit the road**. Click [here](#) and get your campaign materials now.



FACT:

In 2017, there were 2,247 people killed in crashes involving a teen driver, of which 755 deaths were the teen driver - a 3% decrease from 2016.

**IIHS FREE WEBINAR: SEPTEMBER 24, 2020, 2pm-3pm (EST)
DRIVER ASSISTANCE SYSTEMS: HELPING OR HURTING TRAFFIC SAFETY**

Registration is required! <https://register.gotowebinar.com/register/3295639178396081934>

Vehicle safety has greatly improved over recent years. The driver death rate for 2017 and equivalent models during 2015-18 was 36 deaths per million registered vehicle years – a significant improvement from a rate of 87 for 2002-model-year-equivalent vehicles in 2000-03. This webinar will present efforts to develop new crash tests and promote driver assistance systems that promise to help drivers avoid crashes in the first place.

About the Speaker:

David Zuby is executive vice president and chief research officer for the Insurance Institute for Highway Safety (IIHS). Working out of the Vehicle Research Center (VRC), he oversees and coordinates research by the VRC, the Institute research department in Arlington and the Highway Loss Data Institute.

2020 PROJECT YELLOW LIGHT WINNERS ANNOUNCED

[Project Yellow Light](#) was established in 2007 by the family of Hunter Garner to honor his memory after his death in a car crash at age 16. Over 2,000 submissions were received. [Yellow Light Winners](#)

MASKS: LAW ENFORCEMENT OFFICERS AND MOTOR CARRIER COMMUNITY

FMCSA recently sent Drive Safe HR several boxes of face masks to be distributed to the Commercial Motor Vehicle Law Enforcement Community and our motor carrier members. Please contact DSHR@drivesafehr.org if you are interested in receiving masks. Thank you to Craig Feister and Suzanne Smith for their help in getting these to us for distribution.

FMCSA (Federal Motor Carrier Safety Administration)

The FMCSA Declaration of Emergency and related exemption has been extended through September 14, 2020, subject to the restrictions and limitations set forth in the extension. In this Extension, FMCSA is also reinstating emergency relief for emergency restocking of food, paper products and other groceries at distribution centers or stores.

In accordance with 49 CFR § 390.25, this extension of Emergency Declaration No. 2020-002 is effective at 12:00 A.M. (ET), August 15, 2020 and shall remain in effect until 11:59 P.M. (ET), September 14, 2020, or until the revocation of the Presidentially declared COVID-19 national emergency, whichever is sooner.

DSHR SPONSORSHIP OPPORTUNITY

The impact of COVID-19, along with recent events nationally, has had an immediate effect on the ability to conduct highway safety programs as in previous years. However, there are still groups and individuals who are working hard towards saving lives and reducing traffic safety injuries and fatalities in Hampton Roads. Drive Safe HR plans to recognize these individuals through a modified presentation of the upcoming Hanna Awards. If you or your company would be interested in sponsoring the purchase of this year's Hanna Award plaques, please contact us at dshr@drivesafehr.org. The approximate cost of these plaques would be about \$350 or less. Thank you for your support!

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**

