

Drive Safe Hampton Roads

www.DriveSafeHR.org
PO Box 6293, Virginia Beach, VA 23464
drivesafehr@drivesafehr.org

Dispatch – December 2020

UPCOMING DATES...



December 1 – Giving Tuesday – Don't forget to donate to Drive Safe HR
December 2 – CMV Event - contact committee chair for location in formation
December 14 – Commercial Motor Vehicle Driver Appreciation Day–Southside
January 21 – VSTSM Conference Committee Meeting, 9:00am

MASKS: LAW ENFORCEMENT OFFICERS AND MOTOR CARRIER COMMUNITY



ATTENTION: Commercial Motor Vehicle Law Enforcement Community and our motor carrier members. Face masks available! Please contact us if you are interested. Thank you to Craig Feister and Suzanne Smith from the FMCSA for these masks.

FACEBOOK NEWS:



This is the #1 post in the HISTORY of Drive Safe Hampton Roads' Facebook page. 19,223 people saw this Facebook post. 2,364 people liked, shared or comments on this post.

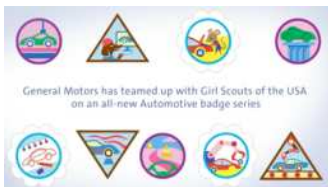
Check out this post and other pictures on Facebook or on the DSHR website at DriveSafeHR.org.



FACT:

In 2019, speed-related crashes killed 349 people on Virginia roadways and there were 274 unrestrained fatalities.

DEVELOPING TALENT WITH GIRL SCOUTS AUTOMOTIVE BADGE SERIES



Women in STEM are especially sparse. To spearhead this change, General Motors teamed up with Girl Scouts of the USA to create a badge series that will provide those in grades K-5 with an opportunity to learn about the process of developing a new vehicle. This new Automotive Badge Series will be based on automotive engineering, design and manufacturing, helping to ensure that the next generation of female leaders

across the United States not only have an opportunity to explore STEM, but a career in the automotive industry as well. (<https://www.gm.com/masthead-story/girl-scouts-automotive-badges.html>)

SHOPPING EARLY FOR CHRISTMAS?



Continue 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>



NO SMOKING IN VEHICLES WHEN MINORS ARE PRESENT

As of July 1st, 2020, it is unlawful for a person to smoke in a motor vehicle in Virginia, whether the vehicle is in motion or at rest, when a minor under the age of *fifteen* is present in the motor vehicle. A violation of this law is punishable by a civil penalty of \$100. (VA Code§ 46.2-810.1 0)

Please feel free to share the attached flyers with your families. Both English and Spanish versions of the flyer related to protecting children from second-hand smoke while in a vehicle are available. (Information shared by MPO G.A. Deeds, Harrisonburg Police Department)

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 3 “jobs”, please let us know. DSHR needs **YOUR** involvement to keep this organization running and moving forward.

Treasurer Assistant (ProTem) --- Occupant Protection Committee Chair ---- DSHR Vice-President

DRIVE SMART VIRGINIA HAS NEW MATERIALS

Check out the new materials available in the store at DRIVE SMART Virginia. (<https://www.drivesmartva.org/store/>)



"Virginia Is For Bucklers" Tri-fold brochure with stats & instructions on how to wear your seat belt and

"Phone Down. It's The Law." brochure - description of new Virginia law effective January 1, 2021 & what to expect if pulled over for violation of the law

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 awards.

If you or your company would be interested in sponsoring this year’s Hanna Awards, please contact us at dshr@drivesafehr.org.



Parents, **gift a safe driving app** to your teen driver just in time for the new Virginia law banning handheld cellphones while driving. CellGuardians, a new Android safe driving app, breaks the habit of distracted driving caused by cellphones. Once installed, the gold shield comes up and blocks distracting apps. Easy, simple, and effective. The subscription costs \$0.99/month or \$9.99/year. The first 30 days are free. Great tech solution for teen drivers! **Happy Holidays!**



FACT:

From January 1, 2020 to September 10, 2020, data shows a 20% increase (226 to 272) in speed-related fatalities and a 22% increase (190 to 232) in unrestrained fatalities compared to the same time in 2019. (DMV Highway Safety Office)

NEW VIRGINIA LAW:



Heads up Virginia drivers! Put your phones down while driving anywhere in the state of Virginia. **Starting on January 1, 2021**, law enforcement will issue tickets for this primary offense of observing driving holding their cellphone while driving. The first offense costs \$125. The second offense will cost \$250 or if the driver is observed violating the handheld phone ban while driving law in a work zone.

Be smart and put your phone down while driving. Distracted driving is dangerous and costly. Often underreported, distracted driving by cell phones has caused thousands of deaths across the country every year and costs billions of dollars to the economy. Do your part to save lives and put your phone down. (Information reminder shared by Keri Douglas, Cell Guardian, MI Technical Solutions)



TOWARDS ZERO DEATHS:

Zero is NOT an impossible goal for Virginia drivers. However, it will take ALL of us to get there. TOGETHER, we can stop roadway fatalities in Virginia. Aggressive drivers typically tailgate and make frequent lane changes, whip in and out of lanes to try to advance ahead, and run red lights and speed. As speed gets higher, the risk of death, disfigurement, and serious injury during crashes increases.

According to the National Highway Traffic Safety Administration, (NHTSA), a crash on a road with a speed limit of 65 mph or greater is: More than twice as likely to result in death than a crash on a road with a speed

limit of 45 or 50 mph. Nearly five times as likely to result in death than a crash on a road with a speed limit of 40 mph or below. (<https://tzdva.org>)

When you see aggressive drivers on the roadways:

- Make every attempt to get out of their way.
- Put your pride aside and don't challenge them.
- Avoid eye contact and ignore gestures.
- Don't sink to their level; remain a safe, courteous driver.
- Report serious aggressive drivers to law enforcement after pulling over in a safe place; be prepared to provide a description of the vehicle, location, direction of travel, and license plate.



FACT: Impairment is a diminished ability to drive, which can be caused by Drinking and Driving, Drugged Driving, Distracted Driving, & Drowsy. The four "Ds" can be deadly. Statistics show a third of deaths being attributable to alcohol.

POINTERS FOR PARENTS: ROADMAP TO TEEN DRIVER SAFETY

Practicing with your teen driver is the best way to build experience. If you're not sure where to start, our Pointers for Parents can help! These 52 lessons, which have been reviewed and vetted by a driver education professional, are your roadmap to teen driver safety.

[\(Get free Pointers for Parents, weekly lessons that teach teens to avoid driving risks to help keep them safe\)](#)
A permit or license allows your teen to get behind the wheel, but it doesn't mean your job is over. Driving is one of the most dangerous things we do each day, and inexperienced teens face additional risks. [Lesson One](#)

DRIVING AROUND THE DISTRACTIONS FOR FLEET OWNERS

Table 4
People Injured in All Crashes and Distraction-Affected Crashes, 2014–2018

Year	Total	Distraction-Affected (D-A) Crashes			
		Number	Percentage of Total	Cell Phone Use	
				Number	Percentage of D-A
2014	2,343,000	430,000	18%	34,000	8%
2015	2,455,000	393,000	16%	30,000	8%
2016*	3,062,000	445,000	15%	34,000	8%
2017*	2,745,000	435,000	16%	31,000	7%
2018*	2,710,000	400,000	15%	33,000	8%

Sources: FARS 2014–2017 Final File; 2018 ARF; NASS GES 2014–2015; CRSS 2019–2018
*CRSS estimates and NASS GES estimates are not comparable due to different sample designs. Refer to end of document for more information about CRSS.

Fleets are finding success in combating distracted driving with training and technology. But other drivers' distractions remain a problem for professional drivers.

The No. 1 job as professional truck drivers is not to get the load from A to B—and a lot of drivers come in with a perception that that's what they are expected to do.

At the end of the day, the name of the game when you're operating a Class 8 tractor-trailer is to protect life.

<https://www.fleetowner.com/safety/article/21141815/driving-around-the-distractions>

2020 HOLIDAY SEASON NATIONAL ENFORCEMENT MOBILIZATION

December 16, 2020 - January 1, 2021



The Holiday Season is known for being merry and bright, but it's also known for being the deadliest season when it comes to impaired driving. Every holiday season, lives are lost due to drunk drivers.

Paid Media: December 16, 2020 - January 1, 2021

Mobilization: December 18, 2020 - January 1, 2021

Drug-impaired driving is also a problem on America's highways. Like drunk driving, **drugged driving is impaired driving**, which means that it is dangerous and illegal. Whether the drug is legally or illegally obtained, driving while drug-impaired poses a threat to the driver, the vehicle passengers, and to other road users.

[Drive Sober or Get Pulled Over](#)

[Drive High or Get A DUI](#)

WHICH STATES HAVE THE MOST DRUNK DRIVING PROBLEMS? [\(Click Here\)](#)

Although drunk driving fatalities in the United States have been reduced by nearly 50% since the early 1980s, alcohol-impaired driving remains a serious problem on America's roadways. In 2018, 29% of total motor vehicle fatalities were a result of alcohol impairment, wherein an operator of a vehicle involved in the crash had a blood alcohol concentration of .08 or greater. The good news is that this is the lowest percentage of alcohol-related fatalities since the NHTSA began reporting alcohol data in 1982. However, the rate is much higher in some states compared to others.

HOW TRUCK DRIVER FATIGUE CONTRIBUTES TO ACCIDENTS

While most motorists already know about the risks of driving under the influence, another form of unsafe driving behavior is less understood: drowsy driving. Drowsy or fatigued driving by any driver can substantially increase the risk of an accident. [\(Read More\)](#)

OUR ROADS, OUR SAFETY



FMCSA's new public safety awareness campaign for Our Roads, Our Safety, provides unique points of view across the full range of road users. Road safety is everyone's responsibility - passenger vehicle drivers, truck drivers, bus drivers, bicyclists and pedestrians. That's why the Federal Motor Carrier Safety Administration (FMCSA) developed Our Roads, Our Safety, a national safety campaign shaped to raise awareness about sharing the road safely with large trucks and buses.

[\(For More Information, Click HERE\)](#)

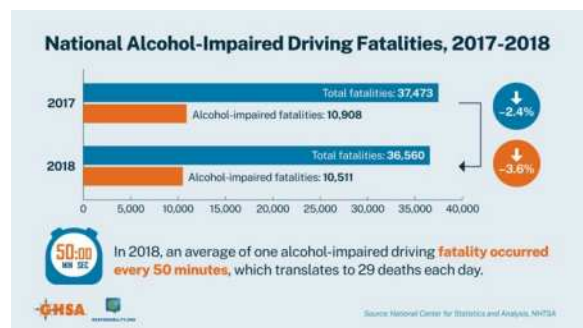


FACT: An estimated 90% of all driver decisions are based on what the driver can see. Your vision is compromised at night, so be extra vigilant when approaching an intersection to look out for other cars. The same applies to crosswalks, where you'll want to be on the alert for difficult-to-spot pedestrians. In fact, 75% of pedestrian fatalities occur after dark, according to AAA.

HIGH-RISK IMPAIRED DRIVERS: COMBATING A CRITICAL THREAT

GHSA's report, "High-Risk Impaired Drivers: Combating a Critical Threat," focuses on the challenges and opportunities associated with the high-risk impaired driver — a person who lacks the restraint or self-control to resist driving impaired.

[\(Download the Report\)](#)



NHTSA'S NEW SAFERCAR APP



When you're on the road, safety is priority one. [Get the SaferCar App](#) In the United States alone, tens of millions of vehicles, car seats, tires and other equipment are recalled every year. The National Highway Traffic Safety Administration sets and enforces vehicle safety standards. And, when vehicles and related equipment have safety defects, NHTSA manages the recalls. Thanks to the SaferCar smartphone app, NHTSA can immediately notify you when a safety recall is issued, so you'll know what to do and how to get the recall fixed for free. This essential safety recall information empowers you to keep you and your passengers safe. Also, with the SaferCar app you'll be able to easily access our online tools, such as NHTSA's 5-Star Safety Ratings, car seat finder and car seat inspection locator.

DMV UPDATE



In the days leading up to the holidays, we all need to remind Virginians that buzzed driving is a serious, risky behavior that causes needless deaths. Last year before the holidays, from Nov. 30 to Dec. 15, 2019, there were 336 alcohol-related crashes, 215 injuries and seven deaths in the Commonwealth. You can help educate Virginians on the dangers of buzzed and drunk driving in the weeks leading up to the holidays from Nov. 30 to Dec. 15, 2020.

The National Highway Traffic Safety Administration has downloadable pre-holiday season messaging on its Traffic Safety Marketing [website](#). Additionally, you can access the anti-drunk driving "Act Like It" social media toolkit [here](#) from highway safety partner WRAP. The toolkit has social media graphics sized for Facebook, Instagram and Twitter, and draft posts to remind Virginia drivers that if they're old enough to drink to Act Like It by not drinking and driving.

RIGHT NOW STRATEGIES...

from John Messina, Virginia DMV, Occupant Protection Coordinator | Highway Safety Office

Hello highway safety partners,



During these unprecedented times, it may seem that there are more cases of high rates of speed and unrestrained travelers on the road now than in the past, the observation is correct. From January 1, 2020 to September 10, 2020, data shows a 20% increase (226 to 272) in speed-related fatalities and a 22% increase (190 to 232) in unrestrained fatalities compared to the same time in 2019.

Speeding endangers everyone on the road, excessive speeding is occurring in every community. Excessive speed injures or kills pedestrians, bicyclists, operators of motor vehicles, as well as passengers in motor vehicles. In 2019, speed related crashes killed 349 people on Virginia roadways and there were 274 unrestrained fatalities. Of course, the best way to protect yourself and others in your vehicle during a crash is wearing your seat belt.

However, it will take all of us together, government entities, law enforcement entities, faith-based groups, civic groups, educational groups as well as each individual member of our respective communities to slow the tide of the problem with excessive speed and non-seat belt use. Speed limit and seat belt laws are put in place to protect all road users within our, community.

To help prevent speed and seat belt related fatalities, to ensure that motorists are obeying the speed limit and are buckling up, the VA Highway Safety Office (VA HSO) and Drive Safe Hampton Roads is asking partners and citizens to continue your efforts and help educate your local communities about the consequences of not obeying speed limits and not wearing a seat belt. In addition, there is a quick reference tool to list the partners' information that can be used to educate our communities as well. ([Click Here for Quick Reference Tool](#)) This messaging may seem small but just one more message may be the message to save a life.

Thanks for your continued support of working Towards Zero on Virginia roadways.

ANNOUNCING 'THE TOO MUCH TO LOSE' CAMPAIGN



Do you provide alcohol and drug prevention, education or treatment to Service members? The Defense Department is excited to announce the launch of the **Too Much to Lose** campaign! ([Click Here](#))

Too Much to Lose provides information and resources to complement your existing efforts to ensure Service members have the information and support they need to understand prescription drug misuse and illicit and prohibited drug use.

Unwind This Holiday Season While Drinking Responsibly ([Additional Resources](#))

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**

