

Drive Safe Hampton Roads

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Dispatch – January 2021

HAPPY NEW YEAR!!

Drive Safe Hampton Roads President's Message

Dear Drive Safe Members,

As 2020 comes to a close, I want to thank you for your great work and for your commitment to our organization and to our mission. It has been a tough and challenging year. When I became President, my goals included maintaining a presence in Hampton Roads and to increase our donor sponsorship. What first began in 1988 as Concerned Citizen's Advocating Traffic Safety (CCATS) is now Drive Safe Hampton Roads (DSHR), 32 plus years later. The organization is still active but at a more conservative level of activity due to the COVID-19 restrictions.

Before 2021 begins, I want to take a few moments of your time and fill you in on a few highlights of 2020. I believe these are things we should be proud of.

* Old, Used, Borrowed and Abused Child Safety Seat Round-Up 2020 netted 175 seats in February.

* Get It Together High School Seat Belt Challenge finished up in the spring with 32 local high schools being recognized. Unfortunately, the awards breakfast had to be cancelled due to Covid-19. But thanks to students' efforts, seat belt use by teens increased nine points from the Challenge's baseline percentage, making it 89%. **This is four percent higher than the state average seat belt use. The 2019-2020 Challenge kicked off the 23rd year for this Legacy program, with over 800,000 students being touched by this program.

* Commercial Motor Vehicle Driver Appreciation Days have been held for 27 years and typically has almost 200 trucks that drive through each of this twice-yearly event. We had new Covid-19 rules limiting the number of volunteers pitching in to distribute goodies to area commercial motor vehicle drivers but both events were successful!

* The 2019 John T. Hanna Awards for Excellence in Traffic Safety was held January 28, 2020 at the Princess Anne Country Club. There were eight awards presented including our own Patricia Davidson as the 2019 Lifetime Achievement Transportation Safety Award recipient.

It's been a different type of year, one with lots of challenges and changes. I give thanks for all that we have achieved this year and look forward to what we will be able to accomplish in 2021. I hope we will be able to start up with a soft opening of more DSHR activities starting June 2021. Together, we are all moving Drive Safe Hampton Roads forward. Thank you for all you do for the organization, for our community, and for our mission. It is such a great honor and privilege to work with the quality of persons that are a part of this great organization. Have a blessed and wonderful holiday season!

Sincerely,

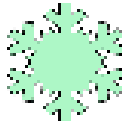
Kate Wilson

AAA Tidewater Virginia

President, Drive Safe Hampton Roads 2020-2021

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UPCOMING DATES...



January 21, 2021 – VSTSM Conference Committee Meeting, 9:00am

May 18-20, 2021 – Virginia Highway Safety Summit planned in Alexandria, VA

If you have events that you would like to share, please send to DSHR@DriveSafeHR.org.

UPDATED DSHR MISSION STATEMENT

“The mission of Drive Safe Hampton Roads is to improve highway safety, and reduce injuries and deaths from vehicle crashes. Using various initiatives including community events and public outreach, we work with partners in both the private sector and governmental agencies to promote citizen involvement and community awareness as we strive toward zero deaths on our roads.”

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.

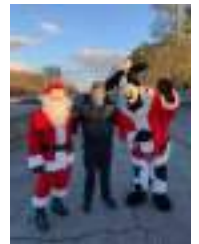
* **Treasurer Assistant (ProTem)**

* **Occupant Protection Committee Chair**

COMMERCIAL MOTOR VEHICLE DRIVER APPRECIATION DAY



Thank you to the volunteers and sponsors of the 27th annual Commercial Motor Vehicle Driver Appreciation Day, held Southside on December 14th. Turnout was limited due to the COVID pandemic, but fun was still had by all. Much appreciation is extended to the volunteers from Suffolk Police, Norfolk Police, Virginia Beach Police, VDOT, Virginia State Police, as well as to Jonathan Turner, Tina Harvey, David Doss (Santa), Melissa Craighill and NhanLee from Chick-fil-A and John Fentress. Support was



provided by Drive Safe Hampton Roads, in partnership with Chick-fil-A @ Salem Crossing & Parkway Plaza, Rigdon Escort Service, AAA Tidewater Virginia, Capital Concrete, Inc., Pepsi Beverage Company, Story Distributing, C.W. Scott Trucking Co., DRIVE SMART Virginia, Mothers Against Drunk Driving, Virginia Department of Motor Vehicles, Federal Motor Carrier Safety Administration, Virginia Dept. of Transportation (VDOT), and Local Law Enforcement Motor Carrier Units Motor Carrier Safety Inspectors. Pictures can be found [HERE](#) with additional pictures [HERE](#).



SHOPPING THOSE AFTER CHRISTMAS SALES???



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>



FACT: Drive Safe Hampton Roads has received **\$270.31 from Amazon Smile**, as of November 2020. Let’s keep this support coming. Choose Drive Safe Hampton Roads as your charity of choice when you purchase from Amazon.
(Amazon Smile is the same as Amazon but with the charity giving option)

DRIVE SMART VIRGINIA HAS NEW MATERIALS (<https://www.drivesmartva.org/store/>)

Check out the new materials available in the store at DRIVE SMART Virginia.

Remember to put the phone down and to drive smart while on the road. Starting January 1, 2021, it will be illegal to hold a hand-held communications device while driving. Help start the new year off right by spreading the word.



"LOVE CLICKS...Virginia Is For Bucklers" is a tri-fold brochure with stats & instructions on how to wear your seat belt and

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

COVID-19 EFFECTS ON TRAFFIC IN HAMPTON ROADS Click [HERE](#).

In addition to cold stress, there are other winter weather-related hazards such as driving in the snow, removing snow from rooftops, and working near downed or damaged power lines. Although one cannot control roadway conditions, promote safe driving behavior by recognizing the hazards of winter weather driving, for example, driving on snow/ice covered roads. Link to the OSHA Safe Winter Driver Page: <https://www.osha.gov/Publications/safeDriving.html>
Check out the following links:



- [Winter Driving](#)
- [Work Zone Traffic Safety](#)
- [Stranded in a Vehicle](#)
- [Shoveling Snow](#)
- [Using Powered Equipment like Snow Blowers](#)
- [Clearing Snow from Roofs and Working at Heights](#)
- [Preventing Slips on Snow and Ice](#)
- [Repairing Downed or Damaged Power Lines](#)
- [Working Near Downed or Damaged Power Lines](#)
- [Removing Downed Trees](#)



FACT:

In 2019, there were 120 deaths, 13,258 injuries and 34,850 crashes attributed to distracted driving.

DMV UPDATE



Virginia DMV encourages you to prevent distracted driving crashes by educating Virginians on the dangers of using a mobile phone, or engaging in any other risky behavior, while behind the wheel. Virginia's new hands-free law takes effect Jan. 1, 2021, and all highway safety partners are needed to help spread the word. Download free educational materials about the hands-free law from DRIVE SMART Virginia's online [toolkit](#) including animated banner ads, images, and ready-made posts for social media. Visit DRIVE SMART's [online store](#) to order free copies of the new hands-free brochure and poster for distribution to citizens. As always, we appreciate your continued dedication to highway safety and saving lives.

Tool Kit: <https://www.drivesmartva.org/outreach-and-education/toolkits/>

Online Store: <https://www.drivesmartva.org/store/>

FREE WEBINARS

DRIVE SMART Virginia reminds you to register for the free webinars in the DRIVE SMART Virginia Virtual Safety Series.

Upcoming Webinars:

January 12

Distracted Driving: Past, Present, Future

January 20

Lifespan Considerations in Crash-Injury Epidemiology and Traffic Safety

February 3

Corporate Risk Management

February 17

Advanced Driver Technology to Prevent Distracted Driving

Click [HERE](#) for more information on this series.

RESPONDER FATALITY INFORMATION

Jack Sullivan with Responder Safety recently gave a presentation on responder fatalities only, not counting struck-by.

Here are some of the interesting facts he shared:

In 2019, there were 44 responder Fatalities (41 on-duty & 3 off duty)

18 - Law Enforcement

14 - Tow

3 - Mobile Mechanics

9 - Fire/EMS

0 - SSP (Safety Service Patrols)

Breakdown of the 44 incidents:

17 - Disabled Vehicles

12 - Crash Scenes

6 - Traffic Stops

2 - Fire Scenes

1 - EMS Standby

So far for 2020, up to November 13, 2020, there have been 44 fatalities:

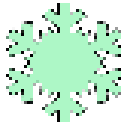
16 - Law Enforcement

21 - Tow

4 - Fire/EMS

3 - SSP (Safety Service Patrols)

FACT: Are you a lingerer? 29 states have laws directed at left-lane lingerers—those who drive in the left lane rather than use it for passing (or exiting) only. A 2016 [AAA study](#) found that nearly 80 percent of drivers reported feelings of anger and aggression when slow drivers wouldn't get out of the left lane, and 51 percent said they "purposefully tailgated". Ohio slogan - "Camp in our state parks, not in the left lane". If you aren't passing or exiting left, then don't hang out in the left lane...



2020 WRAP LAW ENFORCEMENT AWARDS (Virtual due to COVID-19)

<https://www.youtube.com/watch?v=o6Bs9JsUZak&feature=youtu.be>

GUIDE HELPS STATES IMPLEMENT SUCCESSFUL PEER-TO-PEER INITIATIVES

Identifies elements critical for creating strong, measurable programs

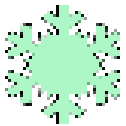
Motor vehicles remain the leading cause of death for teens and young adults. To help states further this progress, the National Highway Traffic Safety Administration (NHTSA) has released the "Peer-to-Peer Teen Traffic Safety Program Guide," prepared by the Governors Highway Safety Association (GHSA).

Written for State Highway Safety Offices (SHSOs), the guide examines peer-to-peer programs, in which young adults take the lead in identifying a traffic safety problem their school and community and taking action to address it. The programs offer young leaders the opportunity to not only formulate but also implement and evaluate a plan to educate their community about the identified issue.

The full guide can be downloaded at nhtsa.gov/document/peer-peer-teen-traffic-safety-program-guide.

Working with an expert panel of researchers, advocates, youth organization leaders and young adults, the following eight success indicators for peer-to-peer programs, were identified and are discussed in detail in the *Peer-to-Peer Guide*:

- **Youth-led:** Youth, not adults, develop, implement and assess the initiative.
- **Inclusive:** Initiatives welcome youth from diverse cultures, ethnicities, abilities, genders and economic backgrounds.
- **Sustainable:** Adults provide support and resources needed to sustain the initiative.
- **Facilitated training:** Both youth and adults receive ongoing training addressing working together to address safety issues.
- **Clearly defined, measurable learning objectives:** Youth identify and investigate a problem to determine the way best way to address it.
- **Positive:** Positive learning experiences and messaging are used to motivate safe choices.
- **Incentives and recognition:** Both are used to motivate youth to participate in the initiative.
- **Evaluation:** Success is measured in changes to peers' behavior, knowledge, attitudes and/or awareness of the issue.



FACT:

Fatal crashes involving drivers 16-24 years old have declined more than 25% over the past decade.

STUDY SHOWS FRONT CRASH PREVENTION WORKS FOR LARGE TRUCKS

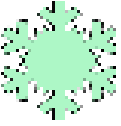
Large trucks with forward collision warning and automatic emergency braking are much less likely to rear-end another vehicle, IIHS researchers found in a new study.

Read more [HERE](#).

TACKLING IMPAIRED DRIVING: GUIDANCE FOR FLEET MANAGERS

Driving under the influence of alcohol or drugs is one of the biggest killers on our roads. Employers have a legal, moral and social responsibility to ensure their drivers remain alcohol- and now, more importantly than ever, drug-free at the wheel – preventing crashes and promoting safe and sensible decision-making. Read more [HERE](#).

AGGRESSIVE DRIVING RISKS: TIPS TO AVOID AGGRESSIVE DRIVING



Manage your behavior, manage your responses You will see other drivers doing things that are illegal, inconsiderate and even incomprehensible. Don't respond personally. Read more [HERE](#).

STATE-SPECIFIC COSTS OF MOTOR VEHICLE CRASH DEATHS

About 38,000 people are killed in motor vehicle traffic crashes each year in the United States. The fact sheets highlight the cost of deaths from motor vehicle traffic crashes and show which age groups and types of road users account for the largest portion of these costs in each state. The CDC also includes information within these fact sheets about proven strategies that could strengthen each state's motor vehicle injury prevention efforts and save both lives and resources. Read [HERE](#).

FACT SHEET: DISTRACTED DRIVING IN THE UNITED STATES

Read more [HERE](#).

COMPUTER MODEL IMPROVES DECISION MAKING ABOUT MOST BENEFICIAL LONG TERM TRANSPORTATION INVESTMENTS IN HAMPTON ROADS

The HRTPO TDM is a computer model of the transportation system in Hampton Roads and is used as an analytical tool to support the regional transportation planning process. Click [HERE](#).

HRTPO FY 2021-2024 TRANSPORTATION IMPROVEMENT PROGRAM (TIP)



The website includes a project information search tool, an interactive project map, comprehensive information on the development of the TIP, detailed procedures for requesting revisions to the TIP, and links to several other TIP related documents. Click [HERE](#).

PRESERVING US 58 TRAVEL TIMES

Intersecting with I-95 and I-85, US 58 is a key highway linking Hampton Roads to the southern states, including the key port market area of North Carolina and south-central Virginia. By serving trips between the two areas, US 58 serves the economic, social, and recreational travel needs of residents in the southern U.S. and Hampton Roads. Click [HERE](#).

DRIVE SAFE HAMPTON ROADS is a non-profit 501 (c)(3) organization whose mission is to improve highway safety, and reduce injuries and deaths from vehicle crashes.

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

