

# Drive Safe Hampton Roads

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

## Dispatch – May 2021

### UPCOMING DATES...



- May 4 – DSHR Steering Committee Meeting
- May 11 – CMV Regional Check (contact STSC committee chair for location)
- May 15 – Gold Wing Road Riders Association (GWRRA) Motorcycle Rodeo and Safety Awareness Event, 9am-4pm, Kempsville Presbyterian Church, 805 Kempsville Rd, VB
- May 27 – Dare to Prepare Virtual Workshop (FREE), 6-7pm
- June 8 – CMV Regional Check (Suffolk)
- June 23 – CMV Driver Appreciation Day-Peninsula (Rain Date: June 30)
- September 16-17, 2021 – DRIVE SMART Virginia Distracted Driving Summit (in-person)
- October 19-21 - NETS 2021 Strength IN Numbers® Annual Road Safety Conference

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### MEMBERSHIP: DON'T FORGET TO REPORT YOUR IN-KIND HOURS

DMV grants require 25% match documentation of in-kind service hours from the DSHR membership. Please be sure to collect and send in this information so it can be documented monthly.

Collect the following information NLT the 7th for the previous month's volunteer hours and email to DSHR@drivesafehr.org: Your name, month tracking for, task, event or type of activity, number of hours towards the Occupant Protection Grant, and number of hours towards the Impaired Driving Prevention Grant.

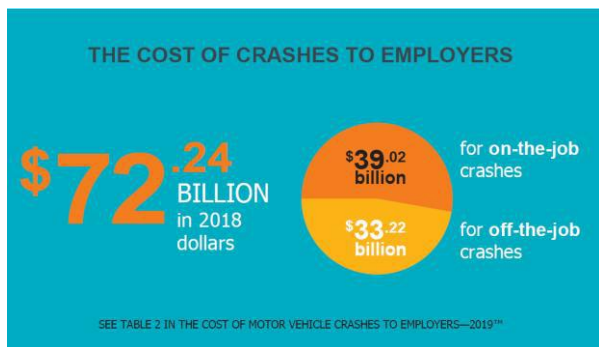


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### Peninsula Driver Appreciation Day Giveaway Items Needed

Do you have items for the upcoming Peninsula Commercial Motor Vehicle DAD, scheduled for June 23. Items (175 count or equivalent) for the bags need to be turned in by June 7.

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The Network of Employers for Traffic Safety (NETS) has released an updated Cost of Motor Vehicle Crashes to Employers report and accompanying Cost of Crashes Calculator, developed by NETS through a cooperative agreement with NHTSA.

The report is provided for employers to understand the cost of crashes incurred by their occupational fleets, in addition to the on- and off-the-job costs of crashes for all their employees and their employees' dependents.

While the driver or passengers may sustain injuries from a collision, their employer is also likely to feel the impact. That's why many employers are taking an active role in educating their employees on safe driving. Implementing proactive safety initiatives such as defensive driver training and establishing comprehensive policies surrounding distractions, seat belts and fatigue are just a few measures employers can take to reduce employee risk behind the wheel.

<https://trafficsafety.org/road-safety-resources/public-resources/cost-of-motor-vehicle-crashes-to-employers-2015/>

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**FACT:**

According to the National Highway Traffic Safety Administration (NHTSA), 36,096 lives were lost on U.S. roads in 2019. In 2019, 2.74 million roadway users were injured.

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**THANK YOU TO THE FAMILY OF CHRISTOPHER KING**

The family of Christopher King recently organized a fundraiser in his memory in an effort to raise seatbelt awareness and to celebrate his April 1st birthdate. Christopher was a graduate of Jamestown High School and his passing date was July 4, 2020. His mother directed this fundraiser to benefit Drive Safe Hampton Roads and the Get It Together High School Seat Belt Challenge. So far, over \$1200 was raised for the organization in his name.

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**SUPPORT DRIVE SAFE HAMPTON ROADS WHILE YOU SHOP!**

If you are an Amazon user, you can make a difference while you shop on Amazon! Use the link to shop and Amazon will donate 0.5% of the purchase to DSHR. Make DSHR your Amazon Smile charity today!

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**CHILD SAFETY SEAT INSTALLATION**



Parents, grandparents, and anyone else who drives with young children in the car should be able to handle child safety seats properly. That's why AAA offers free child safety seat checks, during which trained technicians will make sure your child's car seat is installed safely and correctly. During the COVID-19 restrictions, AAA is offering virtual conference call appointments for child safety seat checks from 9 a.m. to 4:30 p.m. Monday through Friday. Make an appointment at 757-233-3889.

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**MAY IS MOTORCYCLE SAFETY MONTH**

**GOLD WING ROAD RIDERS ASSOCIATION  
MOTORCYCLE RODEO AND SAFETY AWARENESS  
EVENT: May 15, 2021, 9am-4pm**

Gold Wing Road Riders (GWRRA) is a not-for-profit association with a primary function of safety awareness for motorcyclists and motorists. This is the first event where the organization has offered safety training for motorcyclists. Learn About...Motorist Awareness Program, Crash Scene Response Demo, Riding Demos.



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**AAA DARE TO PREPARE VIRTUAL WORKSHOP**



If you're a parent or guardian with a soon-to-be teen driver, you may find yourself asking any number of questions about what you and your teen are facing. Get the facts about novice driving laws, licensing requirements, parental role in driving, insurance, and other issues until their teen comes home with their learner's permit. AAA is hosting a **FREE Dare to Prepare Workshop on Thursday, May 27, 2021 from 6pm-7pm.**

This **free** workshop will provide important information about the process of getting a driver's license and traffic safety practices that will help your teen to be a smart driver on the road. Limited space available. **To register, click here:** [https://zoom.us/webinar/register/WN\\_nGMr4qPXRKWHLHtASNvHnw](https://zoom.us/webinar/register/WN_nGMr4qPXRKWHLHtASNvHnw)

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**FACT:**

A new study by Root Insurance found 54 percent of the 1,819 adult motorists surveyed said they have had trouble concentrating on the road after videoconferences. The younger the driver, the worse the problem.

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**ARE YOU A ZOOM ZOMBIE?**

As millions of Americans spend hours at a time in videoconferences — and then hop in their car — many are struggling to maintain their concentration, making experts fear this zoning out due to cognitive overload could be contributing to a surge in roadway deaths. Many Americans have honed their use of technology and their ability to multitask during the pandemic — but living-room skills do not translate behind the wheel.

<https://www.nbcnews.com/business/autos/zoom-zombies-are-zoning-out-behind-wheel-after-video-calls-n1263367>

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**HRTPO BOARD APPROVES CMAQ AND RSTP PROJECTS AND ALLOCATIONS**

The HRTPO is directly responsible for project selection and awarding of funds under two federal funding programs, namely, the Congestion Mitigation and Air Quality Improvement Program (CMAQ) and the Regional Surface Transportation Program (RSTP). CMAQ project types include planned improvements to address congestion, public transportation, bicycle and pedestrian, and freight. RSTP may be used to fund a wide range of transportation projects such as improvements to highway capacity, accessibility, and operations. The HRTPO Board approved FY 2027 funding to 34 projects across the region. This includes \$15.1 million to 20 CMAQ projects and \$37 million to 14 RSTP projects. For further reading:

<https://www.hrtpo.org/news/article/march/15/2021/hrtpo-board-approves-cmaq-and-rstp-projects-and-allocations/>

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**FACT:**

882 children have died due to vehicular heatstroke since 1998. Sadly, these are the statistics as of February 2, 2021. ALL of these deaths could have been prevented.

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**NATIONAL HEATSTROKE PREVENTION DAY IS MAY 1, 2021**

Heatstroke is one of the leading causes of vehicular not-in-traffic non-crash-related deaths for children under 14. Sadly, from 1998-2020, a total of 882 children died due to vehicular heatstroke. Yet, this tragedy is 100% preventable. While it seems like an impossible mistake to make, every parent or caregiver can potentially become distracted, and distractions often fuel this devastating situation. No one is immune. Heatstroke Prevention Toolkit:

<https://www.trafficsafetymarketing.gov/get-materials/child-safety/heatstroke-prevention> Employer Toolkit: <https://employerheatstrokeprevention.org>

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**MADD NEWS**

Roderick Howard as the Regional Executive for the MADD Mid-Atlantic region. Roderick looks forward to joining MADD as the Regional Executive Director of the Mid- Atlantic and delivering the mission of the organization to end drunk driving, fight drugged driving, prevent underage driving and support victims of these violent crimes. Roderick can be reached at [roderick.howard@madd.org](mailto:roderick.howard@madd.org).

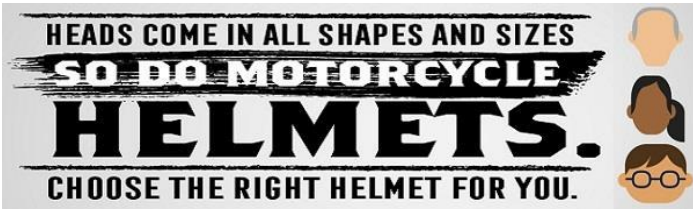
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**FACT:**

There were 10,142 people killed in drunk-driving crashes in 2019.

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While motorcycling offers riders a sense of freedom, riding a motorcycle doesn't offer the structural protection that a motor vehicle does to keep riders safe in the event of a crash. That is why motorcyclists need to get special rider training, and wear special gear to protect their bodies and make them more visible.

In a motorcycle crash, the best protection for your brain is by wearing a DOT-compliant motorcycle helmet. Motorcyclists, and their passengers, wearing DOT-compliant helmets, increase their chances of survival significantly over non-helmet or vanity helmet wearers. Get your campaign materials at <https://www.trafficsafetymarketing.gov/get-materials/motorcycle-safety>



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**SAVE THE DATE - 2021 MAY CIOT**



The DMV – Highway Safety Office reminds you that the 2021 May Click It or Ticket Campaign is approaching quickly. The Click It or Ticket campaign focuses on safety education, strong laws, and law enforcement support to save lives.

**What:**

Click It or Ticket Campaign – May 2021

**When:**

Earned Media: May 10 - June 6, 2021

Paid Media: May 17 - June 6, 2021

Enforcement: May 24 - June 6, 2021

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**FACT:**

In the U.S., on average, every 10 days a child dies from heatstroke in a vehicle. According to the National Safety Council (NSC), twenty-four percent of these deaths occurred while a parent or caregiver was at work.

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**NSC SURVEY: PARENTS LESS LIKELY TO BE DISTRACTED BY TECHNOLOGY WHEN DRIVING WITH CHILDREN**

Parents rank texts, phone calls and children in the back seat as the top three driving distractions, according to a new survey. While backseat passengers certainly demand extra attention, the survey encouragingly found parents are less likely to be distracted by technology when driving with their children in the car. Parents also ranked the top deterrents to phone use while driving, which included having your child tell you they felt scared when you used your phone, having a loved one injured or killed, or being involved in a crash yourself. Read the entire article at

<https://www.nsc.org/newsroom/nsc-survey-parents-less-likely-to-be-distracted-by>

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**DRIVE SAFE HISTORY:**



The first president of the new coalition was Clint Franklin, an EMS program coordinator from TCC. The name “Concerned Citizens Advocating Traffic Safety (CCATS)” was suggested by Ed Lewis, a line foreman from Virginia Power. The CCATS logo was developed by the graphic arts department at TCC and designed to look like a highway sign.

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**FACT:**

Transportation-related incidents accounted for 49,430 on-the-job injuries in 2019, according to Injury Facts, a National Safety Council statistics database.

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**ONE REASON FOR THESE 49,430 ON-THE-JOB INJURIES?**

Workers who are driving distracted. NSC says driver distractions fall into three categories: visual, manual and cognitive. One action fits into all three: Cellphone use while driving.

<https://www.safetyandhealthmagazine.com/articles/21024-avoid-cellphone-distractions-while-driving>

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**ADAPTIVE CRUISE CONTROL SPURS DRIVERS TO SPEED**

Drivers are substantially more likely to speed when using ACC or partial automation that combines that feature with lane centering than when not using either technology, the study showed. When selecting a speed to “set and forget,” many drivers choose one that’s over the limit.

<https://www.iihs.org/news/detail/adaptive-cruise-control-spurs-drivers-to-speed>

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**‘FOCUS ON THE DRIVE’**

Communities across the U.S. are facing uncertainties and grappling with how to address the needs of individuals while combating the historic COVID-19 pandemic. People are adapting rapidly, changing the way we work and educate, staying closer to home than usual and discovering strength by finding new ways to support neighbors. We are facing an unprecedented challenge, and it is heartening to see individuals and organizations rising to meet it.

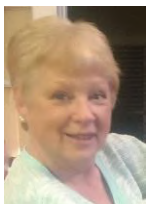
Transportation – and our way of thinking about transportation systems and roadway fatalities – have been impacted by coronavirus, too. For years, roadway fatalities, a public health crisis in their own right, have been the primary focus of transportation officials and advocates as they work to find and implement life-saving strategies. Now, more than ever, we must make our streets safer so our first responders and healthcare workers can remain focused on treating and containing the virus.

The nearly 40,000 lives lost on the roads each year never strike the same kind of urgency this global pandemic has created, except among those working in transportation safety and planning, including the Road to Zero Coalition and National Safety Council. For us, zero is the only acceptable number. As we look at how COVID-19 is impacting transportation safety, we have an opportunity to make changes that will yield long-term success and help us rethink our transportation systems.

To read this article: <https://www.nsc.org/road-safety/tools-resources/newsletters/focus-on-the-drive>

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**SAD NEWS TO SHARE**



Many of our long time DSHR members will remember Audrey Odum from the DMV and the Governor’s Transportation Safety Awards. Audrey was always a source of DMV knowledge and she showed kindness to many of us over the years.

On March 23, 2021, Audrey went to be with the Lord.

She is survived by her daughter, Stacey Richardson; son, Daniel Odum...

<https://www.legacy.com/obituaries/name/audrey-odum-obituary?pid=198179733>

Words of sympathy may be sent to her family C/O Bliley's Funeral Homes, P.O. Box 6267, Richmond, VA 23230. Bliley's will forward the postal mail on to Audrey’s family.

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***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**