

Drive Safe Hampton Roads

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Dispatch – August 2021

UPCOMING DATES...



- August – Get It Together letters sent out to Superintendents and Principals
- August 2 – Joint meeting of the Occupant Protection/GIT Committees, 11:30am (Virtual)
- August 3 – Membership & Development Committee Meeting, 9:30am (Virtual)
- August 10 – CMV Regional Check (VSP)

- August 31 – Old Dominion University’s Health Promotion’s Annual Happy Hour with a Twist, 12-2pm
- September – 2 Border 2 Border CMV Joint Inspection Event, Chesapeake
- September 14 - CMV Regional Check (Hampton)
- September 16-17, 2021 – DRIVE SMART Virginia Distracted Driving Summit (virtual & in-person)
- September 29-30 – Basic Truck Weighing 101 (Registration Required)
- October 19-21 - NETS 2021 Strength IN Numbers® Annual Road Safety Conference

WELCOME TO OUR NEWEST DRIVE SAFE HR MEMBERS!

Crystal Breede, Huffman & Huffman
Rebecca Weible
Elaine Nelson, Hampton-Peninsula Health District/Health Department

ALL MEMBERS: 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.

HAVE SOME SPARE TIME ON YOUR HANDS THESE DAYS?

Drive Safe has several upcoming events that will need volunteers from the membership. ** Contact DSHR for additional information and a list of responsibilities.



Get It Together High School Seat Belt Challenge**

WELCOME BACK TO GIT FALL 2021! Community Liaisons are needed for the participating high schools. Stake your claim to volunteer at your preferred school.

Get It Together Sub-Committee Chair**

DSHR is looking for a person to lead the way for the Get It Together (GIT) Challenge. This program is offered each year to the 52 high schools located in the Hampton Roads area. Local high schools compete to raise students' awareness of the importance of wearing seat belts every time they ride in a vehicle. Since 1995, GIT has positively influenced the traffic safety habits of over 800,000 students.

CRUISE-IN AND CURLS: COMMUNITY COMES TOGETHER IN MEMORY OF CHRIS KING



Cruise-In and Curls was held on July 3rd in memory of Christopher Lee King, 4/1/02-7/4/20, who died in a car crash shortly after graduating from high school. Over this past year, Chris' family has been working tirelessly to help prevent other families from having to experience this profound loss and to support Chris' memory. All proceeds benefitted Drive Safe Hampton Roads. Between the April 1st Blaze Pizza fund-raiser and the Cruise-In, the King Family raised over \$7000 for the Get It Together High School Seat Belt Challenge. Thank you to the King Family for their support of DSHR.

<https://wydaily.com/local-news/2021/06/25/cruise-in-and-curls-community-comes-together-in-memory-of-chris-king/>

KEY TEEN DRIVING FACTS

- Teen drivers between the ages of 16 and 19 have the highest risk of motor vehicle crashes. (CDC)
- In 2018, approximately 2,500 teens died in motor vehicle accidents; about 297,000 more incurred nonfatal injuries. (NHTSA)
- It cost approximately \$12 billion in medical costs and lost work wages resulting from motor vehicle injuries involving adolescents between ages 12-19 in 2018. (CDC)

For additional information, check out this link: <https://www.bankrate.com/insurance/car/teen-driver-safety/>

STATE FARM RESOURCES



Teen Driver Safety®

Parents and teens can obtain free interactive and informative auto safety applications and resources at the State Farm Teen Auto Safety website: <http://teendriving.statefarm.com/>. State Farm agents can be requested to present workshops on auto safety and auto insurance for teens.

FACT: With summer parties and barbecues in full swing, people may find it challenging to drink responsibly.

- A standard 16 oz plastic drinking cup can help you measure a “standard drink.” The lines on the cup show you how much to pour of beer, wine or liquor without overdoing it.
- Be aware that the drink you order at the bar could be equal to two or three “standard drinks.” It depends on the type and amount of alcohol in the drink.



DON'T MIX ALCOHOL & CAFFEINE!

When alcohol is mixed with caffeine, the caffeine can mask the depressant effects of alcohol, making drinkers feel more alert than they would otherwise. As a result, they may drink more alcohol and become more impaired than they realize, increasing the risk of alcohol-attributable harms. Caffeine has no effect on the metabolism of alcohol by the liver and thus does not reduce breath or blood alcohol concentrations (it does not “sober you up”) or reduce impairment due to alcohol consumption.



Read more at the following link: <https://www.cdc.gov/alcohol/fact-sheets/caffeine-and-alcohol.htm>

PAIR WITH PLENTY OF WATER.



If you choose to drink, then remember to drink a glass of water with every alcoholic drink. This will help you practice responsible drinking and enjoy the drinks you have. Also, energy drinks and alcohol can both dehydrate you. Mixing the two together in the hot summer sun is a bad idea. So, make every other drink **water** to stay hydrated!

AS SUMMER TEMPERATURES RISE, LEARN HOW HOT YOUR CAR CAN GET



Did you know that even on a mild 70-degree day, the temperature inside a car can rise 19 degrees in just 10 minutes? And it continues to rise from there, creating a dangerous environment for children who are unattended in the car.

Continue reading the article and check out the video at:

<https://www.safekids.org/video/gary-street-heatstroke-cars?eType=EmailBlastContent&eld=ea390bad-5711-4958-8c45-f2176e05b53c>

JOSH THE OTTER WATER SAFETY & AWARENESS PROJECT



<https://joshtheotter.org>

The goal is to educate children with a fun and simple message:

TO STAY AWAY FROM WATER UNLESS ACCOMPANIED BY AN ADULT.

“Josh the Baby Otter” was created to help children comprehend and remember this important message. Ultimately, the Josh the Otter project wants to create a water safety behavior for all children that will be passed on from generation to generation.

You can read the book online at https://www.youtube.com/watch?v=EP_CSOH4q6w

OPEN WATER SAFETY CHECKLIST



These essential tips will help keep kids safe when swimming in lakes, rivers, oceans and other open water.

Download the checklist at <https://www.safekids.org/checklist/open-water-safety-checklist?eType=EmailBlastContent&eld=ea390bad-5711-4958-8c45-f2176e05b53c>

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.

AAA offers 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.

SUPPORT DRIVE SAFE HAMPTON ROADS WHILE YOU SHOP!



Want to help make a difference while you shop in the Amazon app, at no extra cost to you? You can now use the Amazon Shopping app on your mobile phone to sign up. Simply follow the instructions below to select "Drive Safe Hampton Roads Inc" as your charity.

Amazon donates a portion of your eligible mobile app purchases to us.

Make DSHR your Amazon Smile charity!

How it works:

1. Open the Amazon app on your phone
2. Select the main menu (=) & tap on "AmazonSmile" within Programs & Features
3. Select "Drive Safe Hampton Roads Inc" as your charity
4. Follow the on-screen instructions to activate AmazonSmile in the mobile app

TIPS TO SHARE WITH YOUR COMMUNITY

To stay safe on the roads, pedestrians, bicyclists, and motorists need to respect each other. Drivers should look out for pedestrians by avoiding distractions and drive in relation to conditions as well as adhering to speed limits.



Pedestrians should:

- Plan a route with safe crossings
- Avoid distractions, alcohol and drugs, and be alert
- Dress to be seen, wear reflective clothing, but never assume drivers see you
- Carry a blinking light or flashlight at night
- Walk on sidewalks and if there's no sidewalk, walk facing traffic and as far from traffic as possible
- Watch for cars backing up, especially in parking lots and driveways

When walking, pedestrians should be predictable, follow the rules of the road and obey signs and signals. **They should cross at marked crosswalks or intersections – where drivers expect pedestrians.** While crossing, pedestrians must look for cars in all directions, including those turning left or right, and make eye contact with turning drivers before proceeding when possible.

If there is no crosswalk or intersection, pedestrians should:

- Go to a well-lit area with the best view of traffic
- Wait until there is enough time to cross safely
- Continue to watch for traffic while crossing.

Parents and caregivers must remind children and older adults to be safe as pedestrians.

Whether it be in a parking lot, crosswalk, or on a road, everyone is a pedestrian.

Check out these additional resources:

[Everyone is a Pedestrian](https://www.trafficsafetymarketing.gov/get-materials/pedestrian-safety/everyone-pedestrian) (<https://www.trafficsafetymarketing.gov/get-materials/pedestrian-safety/everyone-pedestrian>)

[Toward Zero Deaths](https://tzdva.org) (<https://tzdva.org>)

[See and Be Seen](https://www.drivesmartva.org/current-projects/see-and-be-seen/) (<https://www.drivesmartva.org/current-projects/see-and-be-seen/>)

[shareVAroads](https://sharevaroads.org) (<https://sharevaroads.org>)

[Street Smart Safety Campaign](http://www.bestreetsmart.net) (<http://www.bestreetsmart.net>)



FACT:

In 2018, there were 6,283 pedestrians killed in traffic crashes in the United States, which accounted for 17% of all traffic fatalities in 2018. This equates to a traffic-related pedestrian death every 84 minutes.

VIRGINIA LAWS: MOTORISTS, BICYCLES, AND PEDESTRIAN CODES

September is Bicyclist and Pedestrian Awareness Month in Virginia. Know the laws...<https://sharevaroads.org/knowledge-live-by/virginia-laws/>

HAMPTON ROADS ECONOMIC MONTHLY: PRICES THEY ARE A CHANGING



Over the past year, the COVID-19 pandemic has sent shockwaves through the global economy, and governments around the world responded with economic policies that varied widely. In the U.S., money was pumped into the economy through expanded unemployment benefits, stimulus checks to eligible Americans, PPP loans, and a slew of other measures. These policies have led to the discussion of inflation – but are we seeing inflation, temporary price shocks in response to supply chain disruptions, or a little bit of both?

Read more at the link: <https://www.hrpdca.gov/uploads/docs/Monthly%20May-21.pdf>

A RETURN TO (NEW) NORMAL: AN OPPORTUNITY TO REDUCE DRIVING RISK

Whether your fleet has traveled significantly fewer miles over the last year due to the pandemic or your fleet continued to operate throughout the pandemic providing essential services, now is as a good time as any to take an objective view of your vehicle use and risk mitigating measures. Are your operations and employees ready to use their vehicles in an efficient and safe capacity? U.S Department of Transportation (DOT) data released in a special report in January 2021 documented the decrease in crash frequency yet recorded an increase in crash fatalities. It also documented an increase in alcohol prevalence in serious crashes.

Role of the Driver:

Drivers have an opportunity to observe their own driving habits and identify what causes them stress and triggers poor decision making. This takes encouragement from employers, family, and friends to take hold as a safe lifestyle decision.

- Ask yourself, “what do I gain if I make this traffic maneuver?” Sometimes the best decision is to momentarily ease off the fuel and stay in your current lane. Work to identify and eliminate your bad driving behaviors.
- Be the predictable driver. Be the patient driver.
- Reacquaint yourself with your travel routes as cities have used the past year to install bike lanes and restructure their road configurations.
- Drivers need to be aware of pedestrians and bicyclists now more than ever. Drivers should follow good practices such as establishing eye contact with these individuals. Don’t assume they see you. Assume individuals will jaywalk and prepare accordingly.

As we strive to get back to our new normal, accept the challenge of eliminating unaddressed poor driving behaviors and setting new expectations for all drivers.

Additional Resources:

[Twelve Factors Impacting your Commercial Auto Risk](#)
[Liberty Mutual Insights – Commercial Auto & Fleet](#)

Data Sources:

Global Data: <https://www.sciencedirect.com/science/article/pii/S259019822030097X?via%3Dihub>
US Data: Study Source, Traffic Safety Facts Research Note DOT HS 813 069 Office of Behavioral Safety Research January 2021. https://www.nhtsa.gov/sites/nhtsa.gov/files/documents/traffic_safety_during_covid19_01062021_0.pdf

Checklist Items:

Vehicles

- Vehicle state inspections up to date
- Verify no safety issues or recalls
- Conduct all OEM prescribed maintenance
- Any unreported dents or damage?
- Rubber component degradation:
- Tires, windshield wipers, hoses and belts
- Animal invasions of the engine bay
- Valid license plates and vehicle registration
- Insurance info up to date in glove box

Vehicle Operator

- Driver's License still valid?
- Medical card still up to date (if physical required)
- Personal auto insurance up to date (if applicable)
- Appropriate insurance limits selected with business use endorsement (if appropriate)
- Review Motor Vehicle Records (MVR)
- Reacquainted with vehicle controls/features
- Renewed focus on pedestrians, bicyclists and scooters



FACT:

90% of Drivers Used Their Phone Behind the Wheel in 2020.

Age greatly influenced the reported rate of distracted behaviors in 2020.

Drivers under age 40 were significantly more likely than those age 40 and over to say they engaged in distracted phone and navigation behaviors.

And while 56 percent believed manually interacting with a phone while driving greatly increases the likelihood of a crash – **consumers continue to put themselves and everyone on the road at risk.**

Younger drivers were significantly more likely to exhibit other risky behaviors while driving, including speeding, driving drowsy, failing to use turn signals, and driving under the influence of alcohol or drugs.

For more information, click on the link:

<https://newsroom.statefarm.com/why-did-89-of-drivers-choose-to-engage-in-distracted-driving-behaviors-in-2020/#:~:text=In%20August%202020%2C%20the%20State%20Farm%20Enterprise%20Research,and%20aking%20selfies%20while%20behind%20the%20wheel%20driving.>



NOW AVAILABLE: 2022 CALENDARS

<https://www.trafficsafetymarketing.gov/calendars>

2021 NHTSA Communications Calendar	2021 Highway Traffic Safety Events Calendar	2022 NHTSA Communications Calendar
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RIDING A MOTORCYCLE IS INHERENTLY RISKIER THAN DRIVING A CAR.

- Motorcycles are less stable than passenger vehicles during maneuvers such as emergency braking and swerving and are less visible on the road.
- When motorcyclists crash, they lack the protection of an enclosed vehicle, so they're more likely to be injured or killed.
- Per mile traveled in 2018, the number of deaths on motorcycles in the U.S. was nearly 27 times the number in cars (*NHTSA, 2020*).
- A total of 5,014 motorcyclists were killed in crashes in 2019, more than double the number in 1997.
- In 2016, motorcyclist deaths reached 5,337, accounting for 14 percent of total highway crash deaths. This is the highest number of motorcyclists killed in one year since the National Highway Traffic Safety Administration (NHTSA) began collecting fatal motor vehicle crash data in 1975.

<https://www.iihs.org/topics/motorcycles?fbclid=IwAR1AY5NO9KP4HY2iLsoDBdSRb6NyOxYv7UHgyAYoHdCJAtopvb7tdoL4MfM>

CRASH RATES JUMP IN WAKE OF MARIJUANA LEGALIZATION

More evidence is emerging that crash rates go up when states legalize recreational use and retail sales of marijuana.

<https://www.iihs.org/news/detail/crash-rates-jump-in-wake-of-marijuana-legalization-new-studies-show>



CHILD PASSENGER SAFETY WEEK: SEPTEMBER 19-25, 2021
NATIONAL SEAT CHECK SATURDAY: SEPTEMBER 25, 2021



Every 32 seconds, one child under the age of 13 in a passenger vehicle is involved in a crash.

Many times, injuries and deaths can be prevented by the proper use of car seats, boosters, and seat belts.

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



FACT:

On average, two children under 13 were killed, and an estimated 351 were injured every day in 2019 while riding in cars, SUVs, pickups, and vans.

**IMPAIRED DRIVING NATIONAL ENFORCEMENT MOBILIZATION:
 AUGUST 18, 2021 - SEPTEMBER 6, 2021**



Your efforts will help reduce the number of crashes and fatalities due to impaired driving. Make a difference by increasing enforcement efforts, raising public awareness, and maximizing your local resources.

<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/drive-sober-or-get-pulled-over/national-mobilization>

REGIONAL TRANSPORTATION PLAN ADOPTED

The Hampton Roads Transportation Planning Organization (HRTPO) is required to develop and maintain a Long-Range Transportation Plan (LRTP), which serves as the region's transportation blueprint.

On June 17, 2021, the HRTPO adopted the 2045 LRTP to help guide multimodal transportation investments for the region over the next twenty-four years.

Developed over a five-year collaborative process with regional stakeholders and the public, using the Regional Scenario Planning Framework and the HRTPO Project Prioritization Tool, the 2045 LRTP identifies \$17 Billion to maintain the existing transportation system and an additional \$13.7 Billion for multimodal projects and studies that will help reduce congestion, increase reliability, support economic vitality, and improve the quality of life for residents across Hampton Roads. The plan contains major improvements to bridges, tunnels, roads, and interchanges across the region. The plan also includes enhanced transit service, planned Bus Rapid Transit on the Peninsula, and new active transportation facilities.

Continue reading at: <https://www.hrtpo.org/news/article/july/07/2021/regional-transportation-plan-adopted/>



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.



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

