

Drive Safe Hampton Roads


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Dispatch – September 2021

Welcome to our newest Drive Safe HR Members!

David Ratz, Huffman & Huffman Law Firm
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UPCOMING DATES...

-  August 31 – ODU’s Health Promotion’s Annual Happy Hour with a Twist, 12-2 pm
- September 1 – Deadline to register for Basic Truck Weighing 101-Hampton
- September 2 – ~~Border 2 Border CMV Joint Inspection Event, Chesapeake (Canceled)~~
- 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

SCHOOL TIME TIPS




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 Motorists must stop their cars and wait until the red lights stop flashing, the extended stop-arm is withdrawn, and the bus begins moving before they can start driving again.

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.

 **FACTS:** Between 2008 and 2019, an estimated 9,227 people were killed in crashes related to red-light running, according to the National Highway Traffic Safety Administration (NHTSA). In 2019, 846 people were killed, and an estimated 143,000 were injured in crashes involving red-light running. IIHS found that about half of red-light running crash deaths involve pedestrians, cyclists, and occupants in vehicles struck by the red-light runners.

HAVE SOME SPARE TIME ON YOUR HANDS?

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 Community Liaisons**

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.



2020 TRENDS IN RED-LIGHT RUNNING

(data from 110 red-light camera programs)

Drivers ran more red lights in August than any other month.

More than 875,000 red-light running violations occurred during the hours of 1-5pm. Labor Day Weekend was the highest-ranked holiday travel period for red-light running. More than 2.8 million drivers ran red lights in 2020. <https://ncsrsafety.org/stop-on-red-week-2021/>



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.

NATIONAL TEEN DRIVER SAFETY WEEK IS OCTOBER 17-23, 2021



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](https://www.trafficsafetymarketing.gov/get-materials/teen-safety/national-teen-driver-safety-week/rules-road) and get your campaign materials now.

<https://www.trafficsafetymarketing.gov/get-materials/teen-safety/national-teen-driver-safety-week/rules-road>

2021 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. Project Yellow Light is a scholarship competition designed to bring about change.



Contest reopens on October 31.

People know distracted driving is dangerous, but they do it anyway. As an applicant, you have one clear mission: create a PSA to encourage your friends to avoid distracted driving, specifically using your phone while driving. Whether it's sending a text, commenting on a photo, or messaging your friends in your favorite app, it's never ok to message while driving. Together, we can spread the word and help keep our roads safer. [Yellow Light Winners](#)

DSHR SPONSORSHIP OPPORTUNITY: HANNA AWARDS

The impact of COVID-19 had an immediate effect on the ability to conduct highway safety programs. However, there are still groups and individuals working hard towards saving lives and reducing traffic safety injuries and fatalities in Hampton Roads. Drive Safe HR plans to recognize these individuals through 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!

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:



Throughout the 52 Fridays in 2020, more than 445,000 drivers ran red lights, making it the deadliest day for road users at signaled intersections. Safety is the responsibility of everyone.

YEARLY VOLUNTARY MEMBERSHIP DUES REMINDER...



Most of DSHR's financial support comes from grants and corporate donations. Obtaining support through these ways is important to the financial sustainability of our organization. However, competition for these grants and donations is tough and we are faced with reduced funding from these sources. Grant funds often come with stipulations and requirements that limit our ability to purchase needed items.

The DSHR Board of Directors asks each member for a minimum yearly, voluntary contribution. These dues were set at a minimal donation of \$10 in an effort to enable more members to participate in this program. Times continue to be tough for all of us, and DSHR asks that you continue to look at your situation and determine if you can make the donation to help the organization. <https://www.drivesafehr.org/donate/>




Drive Safe Hampton Roads has a **YOUTUBE CHANNEL**

Link: https://www.youtube.com/channel/UCyTvSk5cH6_p_WS8NVhWUrA



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? 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: Go to DriveSafeHR.org, click the  in the upper right-hand corner and sign on to your Amazon account. After you sign on, you will see "Supporting: Drive Safe Hampton Roads Inc" on the left under the search bar.

Every little bit counts! When you shop at AmazonSmile, charitable donations quickly add up.

CHILD SAFETY SEAT INSTALLATION



Parents, grandparents, and anyone else who drives with young children in the car should 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.

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



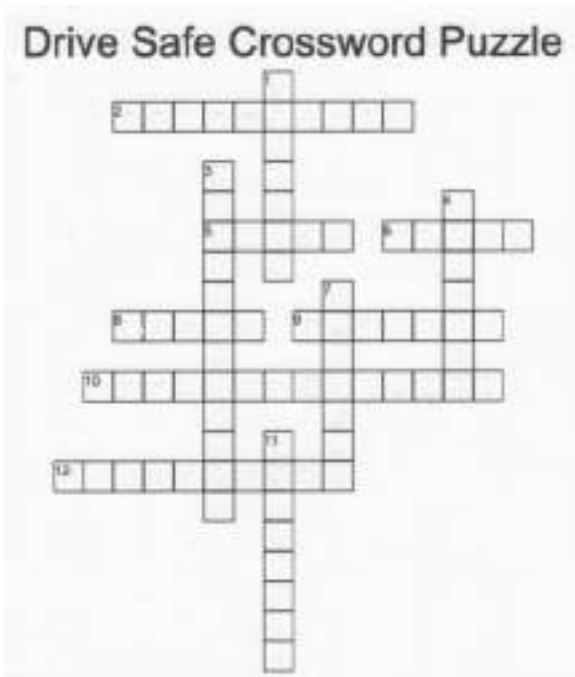
Your efforts will help reduce the number of crashes and fatalities due to impaired driving. Make a difference by increasing enforcement efforts, raising public awareness, and maximizing your local resources.

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

NOW AVAILABLE: 2022 CALENDARS

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





Across

- 2. A pace by which you must abide by
- 5. Lack of this can cause impaired driving
- 6. Never leave them alone in a vehicle
- 8. Many vehicle crashes involve _____ error
- 9. Do not do this on your phone while driving
- 10. Not all vehicle _____
_____ operate the same way
- 12. People the driver is responsible for

Down

- 1. How the driver indicates which way they are turning
- 3. Something to avoid while driving
- 4. This is required by law to drive
- 7. Regularly check your vehicle for
- 11. A lifesaving restraint



FACT: Crossword puzzles are great for keeping brain-fit. Crossword puzzles keep the brain fit and active. The more you do them, the better your mental health is said to be.

The 2021 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. www.drivesafehr.org/hanna

Please note that the Hanna Award **submission process is entirely online.

Submissions are now being accepted until 6pm, November 19, 2021.

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.

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.

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! 2020 JOHN T. HANNA AWARD winners are not eligible for 2021 nomination. Eligible activities, programs or materials are those that were initiated, completed, published, or produced **in the period from 10/1/20-9/30/21.**



FACT:

A series of crash tests by IIHS and partners shows that impact speeds of 50 mph or 56 mph are far more likely to lead to injury or death than 40 mph impacts.

**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>

NATIONAL TRUCK DRIVER APPRECIATION WEEK IS SEPTEMBER 12-18, 2021



This year's National Truck Driver Appreciation Week is September 12-18, 2021, and takes on a special significance considering the crucial role truck drivers have played during the COVID-19 pandemic. Nearly every aspect of daily life is made possible because a truck driver delivered the goods and resources people need. These 3.5 million professional men and women not only deliver our goods safely, securely, and on time, they also keep our highways safe.

<https://www.trucking.org/national-truck-driver-appreciation-week>



FACT:

Motor vehicle crashes are the leading cause of death for teens (15-18 years old) in the United States. In 2019, there were 2,042 people killed in crashes involving a teen driver, of which 628 deaths were the teen driver.

HAMPTON ROADS CONTINUES TO SURPASS MOST REGIONAL TRANSPORTATION TARGETS



The Moving Ahead for Progress in the 21st Century (MAP-21) and current Fixing America's Surface Transportation (FAST) Act surface transportation legislation requires that States and Metropolitan Planning Organizations (MPOs) prepare and use a set of federally-established performance measures. Read more about this at <https://www.hrtpo.org/news/article/august/10/2021/hampton-roads-continues-to-surpass-most-regional-transportation-targets>

EARLY ESTIMATES OF 2020 MOTOR VEHICLE TRAFFIC FATALITIES

While Americans drove less in 2020 due to the pandemic, NHTSA's early estimates show that an estimated 38,680 people died in motor vehicle traffic crashes—the largest projected number of fatalities since 2007. <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813118>

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**

