

Drive Safe Hampton Roads

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Dispatch – July 2022

UPCOMING DATES...

June 25 – Cars for Chris Car Show - Fundraiser and Educational Outreach Event, Williamsburg, VA
June 30 – Committee Quarterly Reports DUE (April-May-June)
July 3-5 – Independence Day 757 Sober Ride Program Offered
July 7 – June Volunteer Hours DUE; July hours due August 8
July 13 – Get It Together Challenge Meeting, Virtual, 11:00 am
August 18-19 – DRIVE SMART Virginia Distracted Driving Summit, Hilton's The Main in Norfolk
September 14 – STSC Meeting, In-Person, 757 Room @ HRPDC, 10:00 am
September 28 – Committee Quarterly Reports DUE (July-August-September)
October 1 – AAA Tidewater Virginia Eastern Shore Family Day, 11-2, Onley, VA





FACT: In 2021, there were 35 fatalities, a 17% increase, between the ages of 15-19 in a crash that involved a teen driver and an unrestrained person.

CAR SHOW THIS WEEKEND: COME OUT AND SUPPORT DRIVE SAFE HAMPTON ROADS AND THE CHRISTOPHER KING FOUNDATION!



WHEN: Saturday, June 25, from 9 am - 1 pm. Register vehicle: <https://tinyurl.com/4kc8e2eh>
WHERE: Williamsburg-Jamestown Airport, 100 Marclay Drive, Williamsburg, VA 23185.
ADDT. INFO: Spectators are free to attend. Safety demonstrations/food trucks on-site.

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. All members should be sending in this information. Due July 7.

CALL TO ACTION - Occupant Protection and GIT Chair positions open:

The Occupant Protection Committee is in need of a volunteer to step into the role of Chairperson in order to continue the business of this committee. Also, there has been a recommendation that the GIT Challenge would benefit from 2 co-chairs working together. **In order for the GIT Challenge to continue this fall**, a chair or a pair of co-chairs are needed for this sub-committee. If you are interested in any of these volunteer positions, contact DSHR@drivesafehr.org.

CALL TO ACTION – Volunteer Needed for Distracted Driving Summit table

The Distracted Driving Summit is scheduled for August 18-19 at The Main in Norfolk. Drive Safe HR will have a display table during this day-and-a-half event and is in need of a volunteer to assist with staffing this table between the educational sessions. This volunteer will receive free registration and parking in exchange for their volunteer time. If interested, contact DSHR@drivesafehr.org.



SHOPPING SUMMER CLEARANCE 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>

4TH OF JULY IMPAIRED DRIVING PREVENTION CAMPAIGN



This American holiday also brings increased drinking and impaired driving with potential deadly consequences: In 2019, 49% of drivers who were killed in crashes and were tested for drugs, tested positive. Click to get your 4th of July campaign materials: <https://www.trafficsafetymarketing.gov/get-materials/others/4th-july>

FACT: 400-600 people may die on U.S. roadways July 2-5. Source: National Safety Council

757 SOBER RIDE FOR JULY 4TH HOLIDAY WEEKEND



757 Sober Ride will provide a free Lyft ride home up to \$15.00 for rides originating in **Norfolk, Virginia Beach, or Williamsburg** from 4 p.m. on Sunday, July 3rd until 4:00 a.m. on Tuesday, July 5th. Users will be financially responsible for any charge over \$15.00. Participants must be 21 or older to use 757 Sober Ride. Sponsors of DSHR's 2022 757 Sober Ride campaign include the Christopher King Foundation and the Virginia Department of Motor Vehicles. <https://www.drivesafehr.org/757-sober-ride/>



FACT: Last year, from Wednesday, June 30 through Sunday, July 4, 2021, there were 119 alcohol-related crashes, 66 injuries and two deaths on the Commonwealth's roads. Source: Virginia Department of Motor Vehicles Highway Safety Office

IT'S OFFICIAL...DRIVE SAFE HAMPTON ROADS BOARD OF DIRECTOR '22-23

- Rich Jacobs**, *DRIVE SMART Virginia* (2022-23 Chair of the Board)
- Jim McElligott**, *Community Advocate*
- Georjeane Blumling**, *Community Advocate*
- Myrna Banks**, *Norfolk Public Schools*
- John Fentress**, *Community Advocate*
- Ruby Gatling**, *Community Advocate*
- Catherine Wilson**, *AAA Tidewater Virginia*



2022-2023 DRIVE SAFE HAMPTON ROADS OFFICERS



President: Keri Douglas, *MI Technical Solutions, Inc.*
Vice-President: Eriald Kera, *Virginia beach Police Department*



FACT: Approximately 1/3 of all traffic crash fatalities in Virginia involve alcohol. In 2021, Virginia reported 6,749 alcohol-related crashes, 247 alcohol-related fatalities, and 4,224 alcohol-related injuries on its roadways.

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. AAA offers appointments for child safety seat checks from 9 am to 4:30 pm Monday through Friday. Make an appointment at 757-233-3889.



SAVE THE DATE... The 9th Annual Distracted Driving Summit will be held August 18-19 at The Main in Norfolk, Virginia. Since 2013, this annual conference focuses on curbing distracted driving through advocacy, enforcement, corporate policies, education, and research. <https://www.drivesmartva.org/distracted-driving-summit/>

Distracted driving is a growing danger on our nation's roadways. At the Distracted Driving Summit, hundreds of attendees hear experts from around the country talk about the most cutting-edge solutions for distracted driving. The Summit is a day-and-a-half event with both in-person and virtual attendee options.

DMV: THUNDERCLAP MESSAGE



With the summer holidays and vacation season now upon us, we've seen an increase in deadly crashes on Virginia's roadways. Our partner, Prince William County Police Department, is inviting our highway safety partners to support them by sharing three highway safety thunderclap messages. Below are the safety messages that will be shared simultaneously by participating agencies at the designated days and times. Each has 280 characters or less to ensure it can be tweeted. Prince William will be posting these thunderclap messages on Facebook, Twitter and Instagram.

Friday, 6/24 Thunderclap message for 5pm

When driving a vehicle in Virginia, you are considered #DUI if your BAC is 0.08% or higher. If involved in a vehicle crash & an officer has probable cause, you can be arrested for DUI within 3 hours of the #crash without a warrant & at any location. #DesignateBeforeYouCelebrate

Please share this content with your social media audience, amplify these powerful messages, and help us and prevent crashes, injuries and fatalities so that all Virginia residents have a safe summer. Thank you for your continued dedication to highway safety.

JULY IS NATIONAL THEFT PREVENTION MONTH

Motor vehicles are the primary mode of transportation for most of us, and often, an indispensable part of our lives. In 2020 alone, more than three quarters of a million vehicles were stolen in the United States, costing vehicle owners more than \$7 billion:

- 804,400 motor vehicles were stolen in 2020.
- Only 56% of all stolen motor vehicles were recovered.
- Of all motor vehicles stolen, 74% were passenger vehicles.



These materials are for use every day of the year. Use these safety tools to educate your community on the dangers of vehicle theft and how to keep themselves safe. Get your campaign materials now: <https://www.trafficsafetymarketing.gov/get-materials/vehicle-safety/vehicle-theft-prevention>

DMV: FOURTH OF JULY



Many revelers choose to drink alcohol during Fourth of July celebrations, so Virginia DMV encourages its partners to educate citizens about the dangers of drinking and driving from June 30 through July 4, 2022. DMV partner WRAP’s Act Like It campaign tells drivers that if they’re old enough to drink alcohol, they should “act like it” by never driving after drinking. Here is a link to the Act Like It social media toolkit with graphics sized for Facebook, Instagram, Twitter and LinkedIn, plus draft posts. <https://gmmb.app.box.com/s/tso9xovrf6et9ht2a3u0oyz0pyoorn9c>

Additionally, the National Highway Traffic Safety Administration promotes impaired driving enforcement and awareness surrounding the Fourth of July. Join safety advocates across the nation in reminding drivers to never drive while impaired by downloading and publicizing materials from the Traffic Safety Marketing website here. Let’s celebrate the Fourth by helping to prevent needless drunk driving tragedies together. <https://www.trafficsafetymarketing.gov/get-materials/drun-driving/buzzed-driving-drun-driving/4th-july-buzzed-driving>

FACT: In 2020, 493 people died in motor vehicle crashes over the July 4th holiday period (6 p.m. July 2 – 5:59 a.m. July 6, 2020). Forty-one percent (201) of those fatalities occurred in alcohol-impaired-driving crashes.



COMING SOON - 2022 SPEED PREVENTION CAMPAIGN: JULY 20 - AUGUST 14

To help reduce the number of speeding fatalities on the roads, NHTSA is developing a new 2022 safety campaign to remind drivers that Speeding Wrecks Lives:

- Speeding Catches Up With You (social norming)
- Speeding Slows You Down (enforcement)

<https://www.trafficsafetymarketing.gov/get-materials/speed-prevention/speeding-wrecks-lives>

Additional campaign materials coming soon.

FACT:



In 2020, there were 11,258 people killed in speeding-related crashes, accounting for 29% of all fatal crashes in the United States. Additionally, 87% of all speeding-related traffic fatalities on American roads occurred on non-interstate roadways.

VIRGINIA DOT DEPLOYS V2X GEOFENCE FOR WORKZONES

A fully functional V2X smart work zone technology system was deployed May 23-25 in a work zone along U.S. Route 23 in Wise, Virginia.

The system is expected to decrease injuries and fatalities in roadside work zones by providing early detection of threats and quickly informing workers and drivers of dangers. Designed to protect roadside workers and motorists, the works zone system creates a digital boundary and alerts workers when they approach its edge, keeping them safe from potential hazards.



Read more at <https://www.traffictechnologytoday.com/news/connected-vehicles-infrastructure/video-virginia-dot-deploys-v2x-geofence-for-workzones.html>

DRUG-IMPAIRED DRIVING CRIMINAL JUSTICE EVALUATION TOOL

The National Highway Traffic Safety Administration is engaged in numerous activities to reduce drug-impaired driving, including conducting research and developing tools, resources, and promising practices to assist states and local communities. To aid in evaluating efforts to address drug-impaired driving, NHTSA has developed the Drug-Impaired Driving Criminal Justice Evaluation Tool. The tool is designed to assist with identifying program strengths and opportunities for improvements. Read more @ <https://www.nhtsa.gov/drug-impaired-driving-criminal-justice-evaluation-tool>



NOTE: If you have anything to add to the monthly Dispatch, please be sure to send to DSHR@drivesafehr.org by the middle of the month for inclusion into the next month's newsletter.

And one final notation as part of an on-going series of DSHR background info:

DRIVE SAFE HAMPTON ROADS: CODE OF ETHICS

As a member of Drive Safe Hampton Roads, I will:

- Use my best efforts to adhere to all local, state and federal traffic control laws both in my professional and personal life.
- Work with local, state and federal authorities in their efforts to promote safe driving practices and promulgate regulations regarding same.
- Respect the opinions of my fellow members.
- Respect and support the majority decisions of the Board even though they may differ from my personal opinions.
- Promote and support the organization's mission statement.

As a member, I will not:

- Use the organization or information obtained from the organization for my personal benefit or financial gain.
- Disclose any information that might be deemed confidential or privileged.
- Interfere with the duties of the organization's officers or undermine the officers' authority with staff members.

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.

We must act together to save lives.

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

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