

Drive Safe Hampton Roads

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

Dispatch – October 2022

UPCOMING DATES...



September 28 – Committee Quarterly Reports DUE (July-August-September)
October 1 – AAA Tidewater Virginia Eastern Shore Family Day, 11-2, Onley, VA
October 10 – Pick-Up from storage for GIT Packing Day, 10:00 am
October 11 – GIT Packing Day at NPS Training Center, 10-12

October 13 – GIT Kickoff Breakfast, ODU Big Blue Room, RSVP required
October 15 – Volunteer Opportunity: Seventh Annual 2022 European Cars Williamsburg Auto Fest, Williamsburg-Jamestown Airport, 10:00 a.m. to 2:30 pm (contact DSHR to volunteer)
October 22 – 20th Annual Fall Car Classic, Newport News Park (contact DSHR to volunteer)
October 28-29 – 757 Sober Ride Home for Halloween <https://www.drivesafehr.org/757-sober-ride/>
November 10 – Impaired Driving Prevention Committee Meeting, 10:30 am, Virtual
November 18 – Hanna Award nominations DUE www.drivesafehr.org/hanna



Welcome to our newest Drive Safe HR Members!

Erick Kuhlmann, Columbia Gas of Virginia
Emma Hood, Old Dominion University
Ben Bruce, DRIVE SMART Virginia

757 SOBER RIDE

BOO! Don't be scary...instead of driving intoxicated, catch a free ride compliments of Drive Safe Hampton Roads this spooky holiday for rides originating throughout ALL of Hampton Roads.



757 Sober Ride will be offered for Friday and Saturday evening, October 28-29, just in time for Halloween Spooktacular parties and get togethers!

Be sure to share the code found at <https://www.drivesafehr.org/757-sober-ride/>.

Code available 3 pm on Friday, October 28.

STEERING COMMITTEE VACANCIES



If you are interested in filling one of these positions, contact DSHR@drivesafehr.org:
Occupant Protection Chair – **VACANT**
Virginia Specialized Transportation Safety & Management Conference Chair – **VACANT**
Legislative / Govt. Affairs Liaison - **VACANT**

OBITUARY:

Many of us worked closely with Catherine “Kate” Wilson over the years. Her passing was sudden and unexpected, leaving a hole in our lives, in our organization, and in our hearts. Feel free share a memory using this link: <https://vacremationsociety.com/obituary/catherine-booth-wilson/>

THE 2022 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

Submissions are now being accepted at <https://tinyurl.com/2256r2xf>

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. 2021 JOHN T. HANNA AWARD winners are not eligible for 2022 nomination.

Eligible activities, programs or materials are those that were initiated, completed, published, or produced in the period from **October 1, 2021 to September 30, 2022.**

Entries must be received by November 18, 2022.



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.
DUE Friday, October 7 for September 2022.



SHOPPING FOR THE FALL? Continue to utilize Amazon Smile!!! When you purchase from Amazon, 05% of the purchase will be donated to Drive Safe Hampton Roads. <https://smile.amazon.com/ch/54-1856349>

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-4:30 pm Monday through Friday # 757-233-3889.



FACT: The rate of alcohol impairment among drivers involved in fatal crashes in 2020 was 3.1 times higher at night than during the day.

HALLOWEEN 2022

This Halloween, let's make happy memories, not tragic nightmares.

The only thing scarier than zombies and witches loose on the streets is an impaired driver.



Halloween Impaired Driving Prevention October 31, 2022 (Monday)

Halloween is meant to be scary, but not when it comes to driving. Now available: Halloween alcohol-impaired campaign materials for **Buzzed Driving Is Drunk Driving.**

<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/buzzed-driving-drunk-driving/halloween>



FACT:

Approximately one-third of all traffic crash fatalities in the United States involve drunk drivers (with BACs at or above .08). In 2020, there were 11,654 people killed in drunk-driving crashes.



ATTENTION: TOWARD ZERO DEATHS WEBSITE

Effective September 30, 2022, DMV will no longer use or Maintain TZDVA.org. Please find the most up-to-date highway safety information at dmvNOW.com/safety.



FACT: In 2021, 60 teens between the ages of 15-19 died on the roads of the Commonwealth with 9 of those fatalities in Hampton Roads, according to the Department of Motor Vehicles (DMV). Lack of a seat belt accounted for 5 teen deaths in Hampton Roads out of the 33 unrestrained teen fatalities statewide.

GET IT TOGETHER CHALLENGE

The **GET IT TOGETHER** (GIT) Challenge kicks off on October 17.

There are twenty-three schools who have signed up to participate in this year's GIT Challenge: Bayside High School, Bethel High School, Bruton High School, Churchland High School, Grafton High School, Hickory High School, I.C. Norcom High School, Indian River High School, Jamestown High School, Kecoughtan High School, Kellam High School, Kempsville High School, Lafayette High School, Lake Taylor High School, Lakeland High School, Landstown High School, Manor High School, Menchville High School, Norview High School, Salem High School, Warhill High School, Warwick High School, and York High School.

Thank you to our partners: AAA Tidewater Virginia, Christopher King Foundation, State Farm®, and the Virginia Department of Motor Vehicles and well as to our community liaisons and volunteers. For more information, contact DSHR@drivesafehr.org.

Don't forget to lend a helping hand on October 11 for the Resource Box and Challenge Kit Packing Day at the Norfolk Public Schools Training Center, 10 am – 12 pm, 5555 Raby Road, Norfolk.

DMV UPDATE

Virginia DMV along the Nation Highway Traffic Safety Administration (NHTSA) recognizes October as Pedestrian Safety Month. Responsibility for pedestrian safety begins with each individual. If a crystal ball could predict who, what, where or when the next victim would be involved in a pedestrian crash, it would be useful to eliminate such tragedy. Individuals cannot rely on a crystal ball, and distractions, such as those created by cell phones, increase the chance of becoming a victim of pedestrian crashes, injuries and fatalities.

The best practices, such as, to cross at crosswalks, look both ways before crossing a street, to walk against traffic when not on a sidewalk, and to wear bright/reflective colored clothing, are all applicable to individuals walking, biking and rolling. <https://www.youtube.com/watch?v=ndTzbZjALTA>

**# PEDESTRIAN SAFETY
IF YOU DON'T KNOW, DON'T GO
THE LIFE YOU SAVE MAY BE YOUR OWN!**



FACT: From 2011 and 2020, there were 1.6 times more fatalities among pedestrians (183) than occupants of school buses (113) in school-bus-related crashes.

PREVENT ILLEGAL SCHOOL BUS PASSING AWARENESS CAMPAIGN OCTOBER 17-21, 2022 / NATIONAL SCHOOL BUS SAFETY WEEK



Statistically, school buses are the safest way to transport school children. Yet more injuries and fatalities occur outside of or near a school bus because a motorist has failed to obey the stop-arm warning or to follow local traffic laws.

Respect the “Danger Zone”

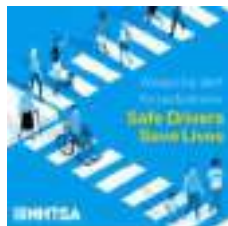
The school bus loading and unloading area is called the “Danger Zone.” Specifically, this is any side of the bus where a child may not be seen by the bus driver and, therefore, is in the most danger. Let’s work together to keep our children safe as they wait to ride the bus to and from school.

<https://www.trafficsafetymarketing.gov/get-materials/school-bus-safety/school-bus-passing>



FACT: A total of 218 school-age children (18 and younger) died in school-bus-related crashes during that period, either as occupants of school buses or other vehicles, or on foot or bike. Of the 218 deaths, 85 were children who were walking.

OCTOBER IS NATIONAL PEDESTRIAN SAFETY MONTH



The personal, physical, and environmental benefits of walking can lead to healthier, quieter, cleaner, and safer streets. Walking can also improve local economies and enhance social and community engagement, which can lead to more vibrant, resilient, and livable spaces.

Unfortunately, in 2020 there were 6,516 pedestrians killed in the United States. That is 18 pedestrians a day and 125 pedestrians a week.

<https://www.trafficsafetymarketing.gov/get-materials/pedestrian-safety/everyone-pedestrian>



FACT:

On average, a pedestrian was killed every 81 minutes and injured every 10 minutes in traffic crashes in 2020.

URBAN TRAFFIC FATALITIES NOW EXCEED THOSE ON RURAL ROADS

According to research from the AAA Foundation for Traffic Safety, more people are now killed on the nation's city streets than on rural roads, with speed playing a critical factor.

The problem: Between 2010 and 2019, fatalities in urban areas surged 34%, while those in rural areas fell 10%. Urban fatalities surpassed those in rural areas in 2016; by 2019, 19,595 people were killed in urban locations compared to 16,340 in the countryside. The upward trend in urban crash projections will rise as populations and vehicle miles traveled in urban areas increase.

<https://newsroom.aaa.com/2022/08/mean-streets-urban-traffic-fatalities-now-exceed-those-on-rural-roads/>

FLEET DRIVERS AVERAGE 4.5 CRASHES YEARLY

Fleets reported an average of 4.5 accidents per driver per year, with more than a third of those attributing fault to the driver. The top reason given for what motivates fleets to address safety concerns was to reduce fleet maintenance costs. 57% of those who currently use telematics/GPS tracking consider it very effective in helping to improve safety within their fleet. An additional 17% consider it extremely effective.

Find the full 2022 Fleet Safety Report at <https://www.gpsinsight.com/premium/2022-fleet-safety-report>.

Read this article at <https://www.thetrucker.com/trucking-news/business/2022-fleet-safety-report>

AUTO BRAKING SYSTEMS CAN FAIL TO SEE PEDESTRIANS AT NIGHT

Dozens of companies are working on making the dream of self-driving cars a reality, but a key feature behind every autonomous vehicle still has a few kinks.

<https://fortune.com/2022/08/30/automatic-braking-not-effective-at-spotting-nighttime-pedestrians/>



THE END OF MANUAL TRANSMISSION

Stick shifts are dying. When they go, something bigger than driving will be lost.

<https://www.theatlantic.com/technology/archive/2022/08/stick-shift-manual-transmission-cars/671078/>

WHY IS SPEEDING SO DANGEROUS?

The higher the speed, the more deadly the crash, as speeding can reduce a driver's ability to negotiate curves or move around obstacles in the roadway. Speeding is illegal and endangers not only the lives of the occupants in the speeding vehicle, but all of the people on the road around them, including law enforcement officers. In the United States, driving over the speed limit or too fast for conditions is the factor cited most often by law enforcement officers when they investigate a fatal crash.

A driver needs at least 1 second to react. The faster you drive, the farther your car will continue to travel before it can stop. This means you're more likely to crash. And, the faster you drive, the greater the amount of mechanical (kinetic) energy that must be absorbed by the impact. This means you're more likely to be killed or seriously injured.

<https://www.cdc.gov/niosh/motorvehicle/ncmvs/newsletter/ncmvsnewsletterv7n2.html>



DID YOU KNOW?

The U.S. Environmental Protection Agency reports that for most vehicles, gas mileage usually decreases rapidly at speeds above 50 mph. In general, each 5 mph you drive over 50 mph is like paying an additional 20 cents a gallon for gas.

BACK TO SCHOOL:

The beginning of the school year can be overwhelming and exciting at the same time, both for kids and parents.

Use these tips to make safety a part of your plans:

<https://www.safekids.org/blog/how-make-safety-part-your-back-school-plans>

NATIONAL TEEN DRIVER SAFETY WEEK: OCTOBER 16-22, 2022

During this week, and every week, 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

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

CarFit



This program offers **adults 55 and older** the opportunity to check how well their personal vehicles “fit” them. Technicians guide participants through a 12-point checklist to correctly adjust mirror positions, the distance between their chest and the steering wheel, and other vehicle features. One-on-one appointments are available. For more information on an appointment or an event, please call AAA Tidewater Virginia at 757-233-3889.

FEEL FREE TO TWEET!



We need **YOUR** help to continue to get the Drive Safe HR name out in the community.

If you have a Facebook or Twitter account, be sure to mention Drive Safe HR when you post your pictures from the various events by using the tag '@DriveSafeHR' within your comments.

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**

