

Drive Safe Hampton Roads

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Dispatch – April 2023

UPCOMING DATES...



March 29 – RCTO Traffic Incident Management Meeting, 9:30 am, Hampton Roads Transportation Planning Organization, The Regional Building / Room A

March 31 – Quarterly reports due for January-March 2023

April 3 – MANDATORY Steering Committee Meeting Zoom, 10-10:30 am

April 5 – Impaired Driving Prevention Committee Meeting, Zoom, 11:30-12:15

April 7 – Volunteers hours for March due

April 11 – STSC's CMV Regional Check

April 13 – Community Event: No Booza Palooza, 12-2 pm, ODU

April 24 – Joint meeting of the DSHR Board of Directors and Steering Committee, 12:30 pm, Hampton Roads Transportation Planning Organization, The Regional Building, Room A

April 25 – May newsletter content due

May 5 – 757 Sober Ride for Cinco de Mayo <https://www.drivesafehr.org/757soberride>

May 8 – **Drive Safe Hampton Roads turns 35 YEARS OLD!**

May 28-30 – 757 Sober Ride for Memorial Day Weekend <https://www.drivesafehr.org/757soberride>

June 6 – DSHR General Business Meeting and Induction, 12-1 pm, 757 Room at HRPDC

June 24 – Cars for Chris Car Show, 9-1, Williamsburg Airport

Welcome to our newest Drive Safe HR Members!



Vickye Parker, AAA Tidewater Virginia

Ron Schafer, Capital Concrete operated by Vulcan Materials Co.

STEP UP AND BE AN ACTIVE PART OF YOUR ORGANIZATION:



In order for Drive Safe Hampton Roads to continue the business of traffic safety in Hampton Roads, several **vital positions need to be filled**.

If you are interested in stepping up and becoming a more active member, please contact us at DSHR@drivesafehr.org.

Below is a list of current and upcoming positions:

DSHR Vice President (Induction 6/23) - Occupant Protection Chair - Board Director (Induction 6/23)

DID YOU KNOW:



The National Highway Traffic Safety Administration has announced the recall of more than 31,000 infant car seats. <https://www.whio.com/news/trending/recall-alert-31k-infant-car-seats-recalled/K3XNDY46UBATDH4YMTFDW6TZ2U/?outputType=amp>

2023 OLD, USED, BORROWED AND ABUSED CHILD SAFETY SEAT ROUND-UP



With the combined partnership of AAA Tidewater Virginia, Hoffman Beverage, Waste Management of VA, and Walmart, Drive Safe Hampton Roads was able to collect and take 264 potentially dangerous child safety seats out of circulation this year. A shout out of thanks to CHKD for printing the posters and also to Holly Dalby & Ryan Adcock from AAA Tidewater for personally picking seats up from the branches. Without YOUR support, this program could not exist, so thank you!

Drive Safe Hampton Roads has **held the Round-Up since 1989**, bringing the **total of old, used, borrowed, and potentially dangerous seats** collected and taken out of circulation **to 18,470 seats**.

Remember, Virginia law requires all children under the age of eight to be properly restrained in an approved Department of Transportation (DOT) child restraint. In addition, all children ages eight through seventeen years of age must be properly restrained in a safety belt while seated in any seating position in a vehicle. Please continue to help keep kids safe in the vehicle.

drivesafehr.org/roundup

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.

757 SOBER RIDE - DATES FOR 2023

- New Year's Eve - Sunday, December 31 - COMPLETED
- Super Bowl Sunday - Sunday, February 12 - COMPLETED
- St. Patrick's Day - Friday, March 17 - COMPLETED
- Cinco de Mayo - Friday, May 5
- Memorial Day weekend - Sunday, May 28-Monday, May 29
- July 4th weekend - Monday, July 3-Tuesday, July 4
- Halloween - Friday, October 27-Saturday, October 28
- Blackout Wednesday - Wednesday, November 22



FACT:



Many drinkers are fuzzy about when they've reached their limit. Up to half of individuals whose breath alcohol concentration is over the legal limit to operate a vehicle may overestimate their ability to drive.

CARS FOR CHRIS BENEFIT CAR SHOW



The Christopher King Foundation's 3rd annual Car Show will be held at Williamsburg Airport, 100 Marclay Drive located in Williamsburg, VA 23185 on Saturday, June 24 from 9 am to 1 pm. Show field opens at 8 am. All makes and models of cars welcome. Spectators are free. Food trucks will be on-site, restaurant on-site, 50/50 raffle, airplanes, live music, local Police Department demonstrations, and more.

For further information: Email Christy King at ChristopherKingFoundation@gmail.com



NATIONAL DISTRACTED DRIVING ENFORCEMENT MOBILIZATION APRIL 3-10, 2023

This year's U Drive. U Text. U Pay. high visibility enforcement (HVE) media campaign centers on aiding law enforcement officers in their efforts to keep texting and distracted drivers off the road. NHTSA and TSM feature downloadable campaign materials designed for States and traffic safety advocates. This message should will resonate with the target audience of men and women 18-34. The message is clear: U Drive. U Text. U Pay.

<https://www.trafficsafetymarketing.gov/get-materials/distracted-driving/u-drive-u-text-u-pay>

FACT: It is important to notify and report unsafe conditions on sidewalks, paths, lighting, and roadways. **Contact VDOT or the city to report:** 1-800-FOR-ROAD (1-800-367-7623) or <https://my.vdot.virginia.gov/>



VIRGINIA GRAND DRIVER



As we get older, it may seem like driving becomes more challenging. By staying aware of how your reaction time and other physical abilities may be changing, you can use new tools to make sure you're staying safe on the road.

<https://www.granddriver.net>

A MESSAGE FROM DMV



No matter the type of vehicle you ride in, one of the safest choices you can make as a driver or passenger is always wearing your seat belt. The Virginia Department of Motor Vehicles (DMV) wants to remind everyone of the

importance of buckling up – every trip, every time.

The Highway Safety Office is dedicating the week of April 2 - 15 to spreading the seat belt safety message with our Ding Ding campaign. We ask each of you to participate in this campaign by sharing our creatives on your agency's social media accounts to keep the "Buckle Up" message in the minds of those who travel Virginia's roadways. We also invite you to use **#BuckleUp** on your social media platforms for the Ding Ding Campaign.

Links to our Social Creatives

Vertical :05s Video: <https://ndp.box.com/s/zy447jxpc6089e2ch6d0i2z5ohleqdk3>

Horizontal :15s Video: <https://ndp.box.com/s/449lprizz1fe5k2kvbbitte4tkzg8lcu>

Horizontal :30s Video: <https://ndp.box.com/s/i3nxntckw5wkvecyk9g5f3ucevs0ip35>

Social Copy: <https://ndp.box.com/s/b8owu4xa7ch6qt36gvb26um26ys5dg9c>

Static Social JPG: <https://ndp.box.com/s/9eg7krftuj8epx64j81ben026ttx15bj>

YOVASO SUMMER LEADERSHIP REGISTRATION

YOVASO and the Virginia State Police are excited to open registration for the 2023 Summer Leadership Retreat for high school students, youth groups, and school peer-to-peer programs. The Retreat will be held at James Madison University in Harrisonburg, VA, July 13-16.

For additional information, contact molly.jackson@vsp.virginia.gov.

IIHS STRENGTHENS REQUIREMENTS FOR TOP SAFETY VEHICLE AWARDS

<https://www.iihs.org/news/detail/iihs-strengthens-requirements-for-top-safety-pick-awards>

NATIONAL SEAT BELT ENFORCEMENT MOBILIZATION MAY 22 - JUNE 4, 2023

Seat belts have been proven to be one of the best ways to save your life in a crash. Yet many still don't buckle up. Worse still, not wearing a seat belt is a habit that will pass on to impressionable youth who, in turn, will think it is safe to not buckle up.

The Click It or Ticket campaign focuses on safety education, strong laws, and law enforcement support to save lives.

Dates to Remember

May 8 - June 15, 2023 (earned media)

May 15 - June 4, 2023 (paid media)

May 22 - June 4, 2023 (enforcement period)

FACTS:



Time change can cause real driving issues with driver fatigue and glare. **Sun glare** is a serious concern for many drivers so be sure to wear those shades. **More wildlife activity**, especially in rural areas, means that you need to pay more attention to the road to avoid hitting animals while driving. **Frequent rainstorms** bring beautiful flowers but standing water also makes the roads slick and could hurt your eyes.

ATTENTION GRABBING: HELPING MOTORISTS SPOT ROADSIDE WORKERS

Helping stranded motorists on the side of the road should not be one of America's most lethal jobs, but it is. On average, two emergency responders, including tow workers, are struck and killed every month. <https://newsroom.aaa.com/2023/02/attention-grabbing-helping-motorists-spot-roadside-workers/>

TRUCK DRIVER BLIND SPOTS & SEAT BELTS FOR REAR PASSENGERS

The first video is on Truck Driver Blind Spots and the second video is on Seat Belts for Rear Passengers. Note: You may have to use CTRL Click to open the videos.

1. Looking out for each other – and understanding the challenges of others

https://www.linkedin.com/posts/safetytoolbox_safety-safetyfirst-ehs-activity-7031229679097323520-5wL_?utm_source=share&utm_medium=member_desktop

2. Seat belt on the back seat – a constant challenge

https://www.linkedin.com/posts/safetytoolbox_safety-roadsafety-vehiclesafety-activity-7027861710459834368-7ywt?utm_source=share&utm_medium=member_desktop



SAFE DRIVING TIPS FOR SPRING

<https://www.aarp.org/auto/driver-safety/spring-driving-tips/>

APRIL IS DISTRACTED DRIVING PREVENTION MONTH

April is a great time to remember the dangers of distracted driving. Help us educate the community on the risks of distracted driving through your social media accounts. Below are free and downloadable anti-distracted driving materials available from the Traffic Safety Marketing website:

<https://www.trafficsafetymarketing.gov/get-materials/distracted-driving/evergreen-campaign-material>

SAFETY LEADERSHIP SESSIONS

The Center for Construction Research and Training has come out with a series of training sessions on Safety Leadership specific to the construction industry that may be useful:

Please visit <https://www.cpwr.com/research/training-and-awareness-programs-from-research/foundations-for-safety-leadership/fsl4res-primary-training-materials/> for the training modules and other resources available.

GET IT TOGETHER HIGH SCHOOL SEAT BELT CHALLENGE

March 23rd saw the GIT Awards Breakfast held at ODU's Big Blue Room at the Chartway Arena. Congratulations to our GOLD LEVEL WINNERS: I.C. Norcom, Indian River, Kellam and Kempsville High Schools

Highest Overall Seat Belt Use – Landstown High School; Highest Percentage Increase from Baseline Belt Check – I.C. Norcom High School; Most Amount of Points Accrued – Indian River High School; PSA Video Contest Winners (in ABC order): I.C. Norcom High School, Indian River High School.

The PowerPoint presentation may be viewed at [Drivesafehr.org/git](https://www.drivesafehr.org/git)

This presentation can be located at DriveSafeHR.org under the Get It Together Challenge.

A recording of this presentation event has been uploaded to: [Drivesafehr.org/git](https://www.drivesafehr.org/git)

Check out our YouTube Channel at <https://www.youtube.com/@DriveSafeHamptonRoads>

Pictures have been posted on GIT's Facebook page:

<https://www.facebook.com/media/set/?vanity=GetItTogetherSeatBeltChallenge&set=a.585895073566903>

APRIL IS ALCOHOL AWARENESS MONTH – OWN YOUR LIMITS

Each year the Military Health System and Military Services aim to increase awareness about the risks of alcohol misuse in support of this observance. Use **Own Your Limits** resources to complement efforts to encourage responsible drinking habits among Service members in April:

https://ownyourlimits-media.s3.amazonaws.com/OYL_eNewsletter_March_2023.pdf

Visit the Observances and Events page for Alcohol Awareness Month resources!

<https://www.ownyourlimits.org/for-professionals/observances-and-events/>

Check out downloadable resources that can help Service members check their drinking and get the facts about alcohol. <https://www.ownyourlimits.org/materials/download-campaign-materials/>



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

