

Drive Safe Hampton Roads

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Dispatch – July 2023

UPCOMING DATES...

June 24 – Cars for Chris Car Show, 9-1, Williamsburg Airport, Spectators Free, FUN event!

June 30 – DUE: Quarterly Reports from April through to the end of June 2023

July 3–5 – 757 Sober Ride for July 4th Weekend <https://www.drivesafehr.org/757soberride>

This July 4th campaign runs from 4 pm, Monday, July 3 through 4 am, Wednesday, July 5

July 19 – Get It Together Committee Meeting, 10:30, Virtual

August 29 – ODU's Happy Hour with a Twist, 12:30-2 pm, Kaufman Mall

August 31 – Border 2 Border

September 13-14 – 10th Annual Distracted Driving Summit, Blacksburg, VA.





WELCOME TO DSHR'S NEWEST MEMBER...

Brian Hennessy, Community Advocate

DRIVE SAFE HR BOARD OF DIRECTORS

Thank you to the 2023-2024 Drive Safe Hampton Roads Board Directors:

Jim McElligott, *DRIVE SMART Virginia* – Chairman of the Board

Myrna Banks, *Norfolk Public Schools*

John Fentress, *Community Advocate*

Ruby Gatling, *Community Advocate*

Rich Jacobs, *DRIVE SMART Virginia*

Georjeane Blumling, *Community Advocate*

Dick Lohrmann, *Community Advocate*



2023-2024 DRIVE SAFE HAMPTON ROADS OFFICERS



President: Keri Douglas, *MI Technical Solutions, Inc.*

Vice-President: Eriald Kera, *Virginia Beach Police Department*

NOTE: The 2022-23 officers will continue until June 2024.

During the overseas deployment of VP Kera, Myrna Banks from the Board of Directors will fulfill Eriald's duties until his return. Many thanks to Myrna for temporarily stepping into this role.

UPDATED MISSION STATEMENT



The mission of Drive Safe Hampton Roads is to improve roadway safety and reduce death and injury from vehicle crashes using initiatives that include educational programs, information sharing, and partnerships with public and private sector organizations.

10th ANNUAL DISTRACTED DRIVING SUMMIT



The Summit will be held on **September 13-14, 2023, at the Virginia Tech Inn and Conference Center in Blacksburg, VA!** This event focuses on bringing together top experts across the nation to discuss the best strategies, research, technology, enforcement efforts, etc. toward eradicating distracted driving.

The link to the event information and registration is:

<https://web.cvent.com/event/a80972ac-1659-4aa9-8f68-7350e3b20530/websitePage:bf356d24-4e27-4567-9d25-d38a84bbfc6b>.



FACT:

Last year, Virginia had more than 1,000 traffic fatalities for the first time in 15 years.

CHILD SAFETY SEAT EVENT SCHEDULED



Monday, September 18, 2023

MileOne/VBFD/CHKD Car Seat Safety Event

Location: Hall Toyota/Laskin Rd.

Event Time: **3:00 pm - 6:00 pm**

Contact: Jessica Xenakis; jlxenakis@vbgov.com; 757-385-2875

HAMPTON RDS LEADS VIRGINIA METRO AREAS IN VEHICLE CRASHES

<https://www.virginiamercury.com/2023/05/17/hampton-roads-again-leads-virginia-metro-areas-in-vehicle-crashes/>

Hampton Roads led all metropolitan areas in Virginia for vehicle crashes in 2022, outstripping Richmond and Northern Virginia during a period of increasing fatal crashes statewide. Both crashes and traffic fatalities are on the rise.



The region, which encompasses such cities as Hampton, Norfolk, Chesapeake and Virginia Beach, recorded the highest rate of vehicle crashes in Virginia in 2022, at 1.8 crashes per million vehicle-miles of travel (VMT), according to a February report by the Hampton Roads Transportation Planning Organization. Hampton Roads recorded a fatal crash rate of 1.11 fatalities per 100 million VMT in the three-year period from 2019 to 2021, up 38% from 0.81 fatalities in the 2010 to 2012 time period, according to the region report.

757 SOBER RIDE - 2023

- July 4th weekend - Monday, July 3-Wednesday, July 5
- Halloween - Friday, October 27-Sunday, October 29
- Blackout Wednesday - Wednesday, November 22
- New Year's Eve - Sunday, December 31



REPORTERS NEEDED

Reporters are needed for the monthly Dispatch Newsletter. If you have information about your organization, programs, activities, materials or services offered, please share with us. Send to DSHR@drivesafehr.org.

INDEPENDENCE DAY/JULY 4th 757 SOBER RIDE FLYER



Please let us know if you would like a box of the 757 Sober Ride informational cards to distribute to your community organization, church, club, or community events. Each box contains 500 cards.

MOCKTAIL OF THE MONTH

DRY BREEZE

2 parts grapefruit juice
2 parts cranberry juice
Lime slices
Ice

Mix the juices and pour over ice.

Squeeze in a bit of lime and add the slices. Enjoy!!





FACT: CarFit is an educational program that offers older adults the opportunity to check how well their personal vehicles "fit" them. The program also provides information and materials on community-specific resources that could enhance their safety as drivers and/or increase their mobility in the community.

To learn more or to find an event, <https://car-fit.org>

VDOT HAS A NEW BROCHURE TRAFFIC AND TRAVEL INFORMATION

Rules of the Road: https://www.virginiadot.org/travel/resources/rules_of_the_road_brochure.pdf

SUMMER CAR CARE CHECKLIST

Use this car care checklist to ensure your vehicle is ready for summer travel.

- Check tires and tire pressure. ...
- Listen to and feel the brakes. ...
- Secure and test the battery. ...
- Top off engine oil and other fluids. ...
- Replace wiper blades and replenish windshield cleaner. ...
- Check belts and hoses. ...
- Keep the AC running cool.
- Replenish emergency kit supplies. ...
- Plan ahead for vehicle service. ...



<https://www.aaa.com/autorepair/articles/prepare-your-car-for-summer-travel>

LOOKING FOR A CAREER CHANGE? MADD HAS POSITIONS OPEN.

Development Director - Check out the position listing at

<https://recruiting2.ultipro.com/MOT1010MADD/JobBoard/f92168a3-e845-4761-b3f9-15ae50362b03/OpportunityDetail?opportunityId=9e49efcf-a5a0-4d59-b533-999a46871c37>

Public Relations Specialist – Check out the position listing at

<https://recruiting2.ultipro.com/MOT1010MADD/JobBoard/f92168a3-e845-4761-b3f9-15ae50362b03/OpportunityDetail?opportunityId=589411a3-aae0-4606-86ff-6fce015cdfd7>

2023 SPEED PREVENTION CAMPAIGN / JULY 10-31, 2023



Speeding fatalities have continued to increase over the past few years, rising a dramatic 17% from 2019 to 2020 and another estimated 5% from 2020 to 2021.

Even advancements in vehicle safety, and passenger protection, cannot keep people safe from the dangers of speeding.

To help reduce the number of speeding fatalities on the roads, NHTSA has developed a safety campaign to remind drivers that Speeding Wrecks Lives.

To download the 2023 speed prevention campaign materials:

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

DRIVE SMART VIRGINIA HAS NEW MATERIALS



Remember the feeling of getting your first driver's license? It was a mile marker to independence. Back then, we knew we had to pay attention, because we were just learning to drive. After years of habit, it's important to check in with how your mind and body may have changed. Stopping or limiting driving comes down to your ability. Understanding the natural changes that come with aging can help keep older drivers on the open road.

DRIVE SMART Virginia is excited to announce that a Virginia GrandDriver brochure geared toward mature drivers is NOW available for free on the online store: <https://www.drivesmartva.org/store/>.

Learn more about Virginia GrandDriver at <https://granddriver.net>.

PRODUCT RECALLS

Safe Kids Worldwide offers recall information at <https://www.safekids.org/product-recalls>

FACTS:

- 493 people died in motor vehicle crashes over the July 4th holiday period in 2021.
- 41% (201) of those fatalities occurred in alcohol-impaired-driving crashes.



4TH OF JULY IMPAIRED DRIVING PREVENTION CAMPAIGN

We all love to celebrate the 4th of July with family, friends, food, and fireworks, but all too often the festivities turn tragic on our nation's roads. The fact is, this American holiday also brings increased drinking and impaired driving with potential deadly consequences. Help us spread the word. There are impaired driving prevention materials available for you to use as part of social norming or enforcement campaigns. <https://www.trafficsafetymarketing.gov/get-materials/others/4th-july>

- Social Norming
 - *Buzzed Driving Is Drunk Driving*
 - *If You Feel Different, You Drive Different*
- Enforcement
 - *Drive Sober or Get Pulled Over*
 - *If You Feel Different, You Drive Different. Drive High, Get a DUI.*
 - *Ride Sober or Get Pulled Over*

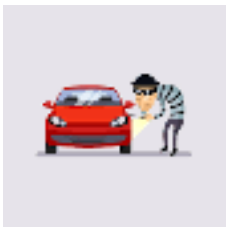


On behalf of the NHTSA team, thanks for your proactive support in impaired driving prevention.

VEHICLE THEFT FACTS AND FIGURES

More than 1,000,000 motor vehicles were stolen in 2022, with more than 250,000 reported to law enforcement during the fourth quarter alone. This is a 25% increase in vehicle theft totals over the past few years. Historically, passenger cars made up approximately 74% of all stolen motor vehicles. A motor vehicle is stolen every 32 seconds in the United States. In 2022, thieves stole more than \$8 billion in motor vehicle value.

How to Prevent Motor Vehicle Theft



- Park in well-lit areas.
- Close and lock all windows and doors when you park.
- Hide valuables out of sight, such as in the glove box or trunk.
- Do not leave your keys in your vehicle.
- Do not leave the area while your vehicle is running.
- Some vehicles come equipped with an alarm and anti-theft system, but what if yours does not? Consider purchasing extra layers of protection for your vehicle

if your manufacturer does not provide it. This could be something like an anti-theft system, which can be easily purchased online or in a store.

CHARLOTTESVILLE MOTORCYCLE COMPETITION

Master Police Officer (MPO) Greg Deeds, Harrisonburg Police Department was recently in Charlottesville for a police motorcycle competition.



A MESSAGE FROM DMV



We wanted to share ACTS' Driven to Protect Summer of Safety Campaign. Please share with your contacts to help bring awareness to reduce drunk driving during the summer months.

The time between Memorial Day and Labor Day is known as the “100 Deadliest Days of Summer” because it is the time of the year with the highest number of crashes involving teen drivers. This summer, Driven to Protect | Virginia is encouraging you to spread awareness about drunk driving – and the efforts you’re taking in Virginia to end it – by promoting Virginia’s #SummerOfSafety.

Take the following steps to help us spread the word about Virginia’s leadership in the fight against drunk driving:

- Download or share the #SummerOfSafety campaign resources on your social channels from May 31st – September 4th. <https://socialpresskit.com/summerofsafety>
- Create your own content with safe driving tips, statistics, and information about how your organization is working to solve the problem of drunk driving and use hashtag #SummerOfSafety on all channels or tag @DrvnToProtectVA on Twitter.
- Start the conversation about alcohol-impaired driving with the Driven to Protect Discovery Hub. <https://dadss.org/discovery-hub/>

Thank you for your leadership in the fight against drunk driving.

DSHR’S COMMERCIAL MOTOR CARRIER REGIONAL CHECK TEAM 6-13-2023

The Specialized Transportation Safety Committee’s law enforcement officers get together throughout the year to hold regional commercial motor vehicle (CMV) checks. The latest event was held in Suffolk. Participating departments included CMV officers from DMV, Norfolk, Suffolk, State Police, and Virginia Beach. 35 inspections were held with 86 violations found. 1 driver was arrested on convicted felon possession firearm warrant. These officers are to be commended for working together and for keeping the roadways in Hampton Roads safer.





100 DEADLIEST DAYS OF SUMMER

How To Keep Our Teens Safe

This may be the time to relax and plan for summer fun but IT IS NOT the time to relax while driving, especially for your teens.

<https://wesavelives.org/100-deadliest-days-of-summer-3/>

Just look at some of the facts:

- Motor vehicle crashes are the leading cause of death for teens.
- Teens between the ages of 16 and 19 have the highest crash rate of any age group.
- 60% of teen crashes today are caused by distracted driving.
- Surprisingly, the top distraction for teens is other passengers, accounting for 15% of teen driver crashes, compared to 12 % caused by texting or talking on a cell phone.
- 44% of motor vehicle crash deaths among teens ages 13–19 occurred between 9 pm and 6 am, and 50% occurred on Friday, Saturday, or Sunday in 2020.
- Among teen drivers and passengers 16–19 years of age who were killed in car crashes in 2020, 56% were not wearing a seat belt at the time of the crash.

Passengers can make a difference.

They can save lives, especially their own.

One Courageous Voice Can Stop One Deadly Choice

Have the Courage To Intervene.



NETSTALK NOW: DRIVING CHANGE, A NETS ROAD SAFETY PODCAST

Join leading global road safety experts to hear the latest in road safety technology, innovations, and best practices. Each month, explore topics on advancing road safety and reducing risk on the world's roadways. You can also access earlier podcasts. Most are between 17-32 minutes long. The most recent podcast was June 19, titled Driving Forward: Navigating Fleet Safety.

<https://trafficsafety.org/nets-news/netstalk-now-driving-change-a-nets-road-safety-podcast/>

HEAT SAFETY INDEX – IT'S HOT OUT THERE!



Heat index (HI) values were created for shady, light wind conditions, so exposure to full sunshine can increase heat index values by up to 15°F. **The OSHA-NIOSH Heat Safety Tool** is a useful resource for planning outdoor work activities based on how hot it feels throughout the day. It has a real-time heat index and hourly forecasts specific to your location. It also provides occupational safety and health recommendations from OSHA and NIOSH. The Heat Safety Tool app is available on Google Play and the Apple Store. NOTE: This app works as well as most real-time indicators. Of course, it will not cover every situation, but it helps.

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

