

Drive Safe Hampton Roads

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Dispatch – September 2023

UPCOMING DATES...



August 29 – Happy Hour with a Twist ODU event, 12:30-2, ODU Kaufman Mall
August 30 – GIT Community Liaison Training, 12-1, Virtual Zoom (one of two available sessions)
August 31 – GIT Meeting, 10:30, Virtual Teams (tentatively scheduled if needed)
September 7 – GIT Community Liaison Training, 6:30-7:30, Virtual Zoom (one of two available sessions)
September 12 – CMV Regional Check, 7:30 am
September 13-14 – 10th Annual Distracted Driving Summit, Blacksburg, VA.
September 19 – DSHR General Business Meeting (Potluck Luncheon), 757 Room, HRPDC, 12:30
September 21 – Border 2 Border in Chesapeake, 0700-1300 **(NOTE DATE CHANGE)**
September 29 – DUE: Quarterly Reports from July through to the end of September 2023
October 10 – CMV Regional Check, 7:30 am
October 10 – GIT Packing Day, 10-12, Norfolk Public Schools Transportation Training Center
October 12 – GIT Kickoff Invitational Breakfast, RSVP required, Lake Wright Quality Suites
October 16 – GIT Challenge Begins
October 27-29 – 757 Sober Ride Halloween, 4pm Friday, October 27-Sunday, 4am, October 29
November 1 – John T. Hanna Nominations DUE – covers October 1, 2022-September 30, 2023
November 8 – Steering Committee Meeting, 12:30-2, 757 Room at HRPDC
November 22 – 757 Sober Ride Blackout Wednesday, 4pm-4am <https://www.drivesafehr.org/757-sober-ride/>
December 5 – General Business Meeting, 12:30-2, 757 Room @ HRPDC
December 18 – Commercial Motor Carrier (CMV) Driver Appreciation Day to be held at the Monitor Merrimac Inspection Station, Suffolk



WELCOME TO OUR NEWEST DRIVE SAFE HR MEMBERS!

Kendall Lythgoe, YOVASO
Brian Mileski, Virginia Beach Police Department

REPORTERS NEEDED



Your input is 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.

AMAZON WISH LIST

Drive Safe HR now has a Wish List, located on Amazon. These are items that are not covered by grant items and can be used towards various programs DSHR offers. Additional suggestions are welcome. Check out the list at https://www.amazon.com/hz/wishlist/ls/PJDOJ5SARBG9?ref_=wl_share

LETTER FROM THE DSHR PRESIDENT, KERI DOUGLAS...

In its 35th year, Drive Safe Hampton Roads, with an extraordinary grassroots membership, has continued to serve the community with excellence in traffic safety education and programs for drivers of all ages.

We work proactively to reach out to parents with young children learn how to install child safety seats; provide safety reminders and inspections for truckers transporting goods; and educate young students learning how to drive.

Drive Safe Hampton Roads volunteers dedicate their time, expertise, and passion to ensure all drivers have the best education and support. They go where people live, work, or go to school. Overall, we reach more than 30,000 to 55,000 drivers of all ages in the region.

Together we make a difference. Every better driver, safer driver, and sober driver, helps bring us closer to less deaths and injuries on the road. Some of our key programs include:

- Get It Together (GIT) for Hampton Roads students
- John T. Hanna Awards for Excellence in Traffic Safety
- Commercial Motor Vehicle Driver Appreciation Days and Regional Inspections
- Child Safety Seat Checks and the Old, Used, Borrowed and Abused Child Safety Seat Round-Up
- Sponsoring Sober 757 Rides on major holidays

Join us and **be a part of our Drive Safe Hampton Road's team.** Share with your colleagues, family, and friends a few driver safety tips:

- Always wear your seat belt, no matter where you sit in the car.
- Slow down. There is no meeting worth your life or a serious injury.
- Put your phone away while driving. It is the law.
- Slowdown in work zones. It is the law.
- Slow down and move over when you see an incident on the road.
- Give first responders and traffic safety officials a safe space to respond to incidents.

More than anything, appreciate the men and women who serve the community when drivers need help on the road, whether they are law enforcement, transportation officials, first responders, emergency incident command center officials, or traffic safety officials. **Together, lives are saved, and our roads are safer.**

It is an honor and privilege to serve as president of Drive Safe Hampton Roads for a second year. We have an extraordinary team working together to make the roads safer. **You make a difference.**

Thank you.

Sincerely,
Keri Douglas

MI Technical Solutions, Inc.

2022-2024 President, Drive Safe Hampton Roads

2023 JOHN T. HANNA AWARDS FOR EXCELLENCE IN TRAFFIC SAFETY

This year's nominations, covering October 1, 2022 – September 30, 2023 are due November 1, 2023. Please note that the Hanna Award submission process is entirely online.

<https://drivesafehr.wufoo.com/forms/s1tuupag1r9xj3k/>

AWARD CATEGORIES:

Lifetime Safety Achievement Award

Employer Safety

Roadway Innovations

Impaired Driving Prevention

Law Enforcement Initiatives

Martin H. Schlosser Award for Traffic Safety Activism

Messaging/Media

Occupant Protection

Transportation Safety

Youth Traffic Safety

Fire/Emergency Medical Services

Legal

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

KUDOS

Congratulations to Katharine Beachboard. In July, she became DMV's Impaired Driving Prevention Program Manager. During the COVID pandemic, Katharine was DSHR's Occupant Protection and Get It Together Chair. Congrats!

DRIVE SAFE GENERAL BUSINESS MEETING (Join us for a Potluck Luncheon)

GENERAL BUSINESS MEETING

***"Transportation Safety For All Children:
CHKD's Child Passenger Safety Program"***

***Speaker, Eileen Gerling, OTR/L, ATP, CPSTI,
Occupational Therapist / Coordinator, CHKD Child Passenger Safety Program
Children's Hospital of The King's Daughters***

***Tuesday, September 19, 2023; 12:30 - 2:00 pm
Hampton Roads Planning District Commission, 757 Room
723 Woodlake Drive, Chesapeake, 23320***

ATTEND IN-PERSON OR JOIN VIRTUALLY VIA ZOOM

<https://us06web.zoom.us/j/89582646300?pwd=empRUDhvbVQ3VnVDYmRjM0ZyK2Q2dz09>

Meeting ID: 895 8264 6300 / Passcode: 875592 / +1 301 715 8592 US (Washington DC)

MOCKTAIL OF THE MONTH – just in time for football season!

GAME DAY MOCKTAIL

Two 13-ounce packets of unsweetened lemon-lime drink mix

2 cups sugar

46 ounces pineapple juice

12 ounces frozen lemonade concentrate, thawed

32 ounces ginger ale

Put 2 quarts water in a 1-gallon container. Add the drink mix and sugar and stir until the sugar is dissolved. Add the pineapple juice and lemonade concentrate and stir well. Just before serving, add the ginger ale. Enjoy!

HEARD ON THE RADIO...

Recently heard on Fox Radio 106 traffic report..."Safe driving is something we can all live with."

DRINKING & DRIVING IN THE SENIOR YEARS: A RECIPE FOR DISASTER



Older drivers using alcohol or drugs are much more likely to be at fault in a car crash. Substance use disproportionately increased the probability of being at fault during a crash, regardless of the driver's age, the study authors noted. Even after adjusting for sex, road grade, weather, light, distraction and speeding, older drivers with substance-impairment were still twice as likely to be at fault.

<https://www.usnews.com/news/health-news/articles/2023-04-28/drinking-driving-in-the-senior-years-a-recipe-for-disaster>

LABOR DAY 2023 IMPAIRED DRIVING NATIONAL ENFORCEMENT MOBILIZATION AUGUST 16 - SEPTEMBER 4, 2023



Research shows that high-visibility enforcement can reduce impaired driving fatalities by as much as 20%. This is why NHTSA has prepared these campaign materials so to maximize participation in this year's high-visibility enforcement mobilization campaign:

Aug 16 - Sep 4, 2023 [paid media campaign]

Aug 18 - Sep 4, 2023 [enforcement mobilization]

<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/peak-enforcement-kit/national-mobilization>

U.S. REGULATORS PROPOSE NEW TESTS FOR PEDESTRIAN SAFETY TECH

NHTSA wants to add a new pedestrian crash test to its new car assessment program, and set new standards for automatic emergency braking technology.

<https://www.carscoops.com/2023/05/u-s-regulators-propose-new-tests-for-pedestrian-safety-tech/>

FACT:



More than 18% of Virginians still don't wear their seat belt, according to the state's most recent seat belt survey. In Virginia last year, there were 5,427 unrestrained people involved in crashes, 3,702 unrestrained injuries, and 375 deaths involving unrestrained people.

ROADWAY CRASHES IN HAMPTON ROADS-STATE OF TRANSPORTATION IN HAMPTON ROADS 2022

According to the Virginia Department of Motor Vehicles (DMV), there were 26,170 crashes in Hampton Roads in 2021. The number of crashes in the region has increased over the second half of the decade by 4% from 2012 to 2021 but decreased in 2020 due to the pandemic.

The rate of crashes relative to the amount of travel has also increased in the region over the last decade: from 1.74 crashes per million vehicle miles traveled (VMT) in 2012 to 1.87 crashes per million VMT in 2021 (8% increase). Virginia's rate of crashes per million VMT experienced a decrease of 5% during the same period. Additionally, the region's crash rate in 2021 was higher than that experienced in other metropolitan areas in Virginia.

The information is detailed in HRTPO's State of Transportation in Hampton Roads 2022 report.

Read more at <https://www.hrtpo.org/news/article/may/09/2023/roadway-crashes-in-hampton-roads/>



FACT:

A child is involved in a crash while riding in a passenger vehicle, on average, every 25 seconds. When installed correctly, car seats can reduce the risk of fatal injury in a crash by 71% for infants and by 54% for toddlers.



LOCALS RECOGNIZED FOR ENCOURAGE SAFE TEEN DRIVING, TRAFFIC SAFETY AT YOVASO AWARDS

Christy King, mother of Christopher King and founder of the Christopher King Foundation, was among the 21 award winners recognized during the annual Youth of Virginia Speak Out About Traffic Safety (YOVASO) Awards Banquet held Saturday, July 15, at James Madison University in Harrisonburg. King

was recognized with the YOVASO Shining Star Award for “her courage in speaking out in order to help save young lives.”

In its first year, Tabb High School’s YOVASO club was recognized as New YOVASO Club of the Year, and the group’s club sponsor, **Michelle Koontz** of York County, was recognized as New YOVASO Sponsor of the Year for her support and guidance to the newly formed club as its advisor. Christy and Michelle are both DSHR members! **CONGRATULATIONS!**

To read the article: <https://wydaily.com/latest-news/2023/07/23/locals-recognized-for-encourage-safe-teen-driving-traffic-safety-at-yovaso-awards/>

FACT:



Be Aware! With school starting back, bicyclists on the roadways will increase.

In 2020, there were 938 bicyclists killed - a 9% increase from 2019 - and an estimated 38,886 injured in traffic crashes in the United States.

BACK TO SCHOOL DRIVING CHECKLIST

- Stay alert and avoid distracted driving.
- Obey school zone speed limits
- Make eye contact with children who are crossing the street
- Never pass a bus loading or unloading children from behind – or from either direction if you're on an undivided road. The area 10 feet around a school bus is the most dangerous for children; stop far enough back to allow them to safely enter and exit the bus
- Don't block the crosswalk when stopped at a red light or waiting to make a turn, forcing pedestrians to go around you; this could put them in the path of moving traffic
- In a school zone, stop and yield to pedestrians crossing the crosswalk or intersection
- Always stop for a school patrol officer or crossing guard holding up a stop sign
- Take extra care to look out for children in school zones, near playgrounds and parks, and in residential areas
- Don't honk or rev your engine to scare a pedestrian, even if you have the right of way
- Never pass a vehicle stopped for pedestrians
- Always use extreme caution to avoid striking pedestrians wherever they may be, no matter the right of way
- Be alert; children often are unpredictable, and they tend to ignore hazards and take risks

CHILD PASSENGER SAFETY WEEK: SEPTEMBER 17-23

NATIONAL SEAT CHECK SATURDAY: SEPTEMBER 23



Car crashes are a leading cause of death for children, according to the latest NHTSA data.

<https://www.trafficsafetymarketing.gov/get-materials/child-safety/child-passenger-safety-week>

FACT:

Car crashes are a leading cause of death for children. On average, two children under 13 were killed:

- 710 children (under 13) were killed in passenger vehicles in 2021, and more than 100,000 were injured.
- In 2021, more than a third (36%) of children (under 13) who died while riding in passenger vehicles were unrestrained.





A MESSAGE FROM DMV

As summer fades and the daylight hours get shorter, this is a good time to remind drivers of the dangers of drowsy driving. In 2022, 16 people were killed and 1,298 were injured in 3,144 crashes involving drowsy drivers.

With 2023 not over yet, preliminary data shows that 15 people have already been killed and 1,011 were injured in 1,698 crashes involving a drowsy driver.

Please share these resources in your community to help prevent drowsy driving:

- The National Highway Traffic Safety Administration (NHTSA) provides tips [[Drowsy Driving: Avoid Falling Asleep Behind the Wheel | NHTSA](#)].
- Federal Motor Carrier Safety Administration (FMCSA) offers [[Drowsy Driving Quiz | FMCSA \(dot.gov\)](#)] to see if you have fallen victim to this risky behavior on the road.
- Traffic Safety Marketing (TSM) provides [[Drive Awake | Traffic Safety Marketing](#)], an educational toolkit to stop drowsy driving.

We thank you for your dedication to reducing crashes and saving lives on our roadways.

THE 'DARTING CHILDREN' THAT HELPED JAPAN WIN ITS WAR ON TRAFFIC

ACCIDENTS: How hand-painted signs known as *Tobita-kun* became beloved local mascots.

Every day on the sides of streets across Japan, from major urban intersections to sleepy rural roads, stand young children, poised to dash out into traffic. But Tobita-kun, the name by which the children are



commonly known, never actually makes it out onto the road. These "children" are, in fact, a style of wooden sign that for the last half-century has served as a warning to the nation's drivers to watch for flesh-and-blood children who may unexpectedly dart into traffic, particularly in school zones. Often handmade by local councils, Tobita-kun has become an icon on Japan's roadways—and played a role in revolutionizing road safety in the country.

Read more about this tactic: <https://www.atlasobscura.com/articles/tobita-kun-japanese-road-safety-signs>

GET IT TOGETHER CHALLENGE 2023-2024



In 2022, 63 teens between the ages of 15-19 died on the roads of the Commonwealth with 6 of those fatalities in Hampton Roads, according to the Department of Motor Vehicles (DMV) Traffic Records Electronic Data System (TREDS). Lack of a seat belt accounted for 2 teen deaths in Hampton Roads out of the 35 unrestrained teen fatalities statewide. Last year alone, there were 4,038 teens (age 15-19) involved in crashes in the Hampton Roads area, resulting in 1,241 injuries.

The **GET IT TOGETHER** (GIT) Challenge is being held this year from October 16 - February 16. Drive Safe Hampton Roads, in partnership with AAA Tidewater Virginia, Christopher King Foundation, State Farm®, and the Virginia Department of Motor Vehicles, provide the resources and the students teach each other to Buckle Up! GIT emphasizes educational awareness activities and uses unannounced seat belt observation checks to monitor progress.

The Challenge Kit has undergone an overhaul for this fall. **We will need YOUR help!** If you are interested in being a part of this program or if you have any questions, contact DSHR@drivesafehr.org.

** Plan to help out on October 10 for the Resource Box and Challenge Kit Packing Day at the Norfolk Public Schools Training Center, 10 am – 12 pm, 5555 Raby Road, Norfolk.

TIPS FOR SHARING THE ROAD WITH HEAVY VEHICLES



Did you know? Over 75% of crashes and near-crashes involving heavy vehicles are primarily caused by car drivers. Three-quarters! Clearly, we have a problem here that needs to be addressed. The Sharing the Road Program is designed to educate young drivers on how to safely share the road with large trucks. <https://cmvroadsharing.org>

NO DUI FRIDAY IS FRIDAY, SEPTEMBER 1

On **September 1, 2023**, the National Highway Traffic Safety Administration's (NHTSA) Regions 1, 2, 3 and 4 are joining forces with law enforcement to promote a "No DUI Friday". This effort is in support of NHTSA's and Virginia's Drive Sober or Get Pulled Over high-visibility enforcement period that runs from August 16 to September 4, 2023.

Virginia DMV encourages you to share these additional resources for "No DUI Friday" with your community to help them make smart decisions before getting behind the wheel.



[Drive Sober Or Get Pulled Over | Traffic Safety Marketing](#)

[National Mobilization | Traffic Safety Marketing](#)

[Drive High - Get a DUI | Traffic Safety Marketing](#)

[Ride Sober or Get Pulled Over \(motorcyclists\) | Traffic Safety Marketing](#)

**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**

