

Drive Safe Hampton Roads

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Dispatch – December 2023

UPCOMING DATES...



November 22 – 757 Sober Ride 'Blackout Wednesday' <https://www.drivesafehr.org/757-sober-ride/>

December 4-8 – Older Driver Safety Awareness Week

December 5 – General Business Meeting, 12:30-2, 757 Room @ HRPDC 757 Room

December 13 – GIT Midway Reports and Documentation DUE GIT@drivesafehr.org

December 18 – Commercial Motor Carrier (CMV) Driver Appreciation Day to be held at the 664 Monitor Merrimac Inspection Station, Suffolk

December 31 – 757 Sober Ride 'New Year's Eve', 4pm Sunday, Dec. 31-Monday, 4am Jan. 1, 2024

HOLIDAY MESSAGE FROM THE DSHR PRESIDENT...

Dear friends of Drive Safe Hampton Roads,

Thank you for your service, dedication, and continued support to ensure traffic safety for all who travel through Hampton Roads.

We have had a hard year of losses. Please remember Janet Brooking, founder/Executive Director of Drive Smart Virginia, who recently passed, in your prayers. She was well respected across the country for her tireless dedication to traffic safety and preventing distracted driving. She was a beacon of hope and light for the traffic safety community.

As we enter this holiday season, please take a moment to talk with your colleagues, friends, family, and especially young drivers to buckle up, slow down, designate a sober driver, and, do not use your phone while driving. Plus, more than anything, move over and slow down for emergency first responders so that they may do their job helping others and that they, too, may be able to return home safely to their families.

I look forward to continuing to lead with you as we work towards zero deaths in Hampton Roads. A very special thank you to all who serve the organization. From all of us at Drive Safe Hampton Roads, we wish you a very safe, healthy, and happy holiday season.

Sincerely,
Keri Douglas

AMAZON WISH LIST

Drive Safe HR now has a Wish List, located on Amazon. These are items not covered by grant items. Suggestions welcome. Check the list at https://www.amazon.com/hz/wishlist/ls/PJDOJ5SARBG9?ref=wl_share



FACT: According to the National Highway Traffic Safety Administration (NHTSA), there are usually more motor vehicle accident fatalities during the holidays than in any other period. In fact, on average, there are almost 800 people that lose their lives between Christmas and New Year's Day because of a fatal car crash.

THE TRAFFIC SAFETY COMMUNITY HAS LOST AN ADVOCATE, LEADER, PARTNER, AND FRIEND...

<https://www.drivesmartva.org/in-memoriam/>



DRIVE SMART Virginia Executive Director Janet Brooking passed away November 13, 2023, after a courageous fight with cancer. Janet led the traffic safety nonprofit for nearly 20 years.

During her tenure, DRIVE SMART Virginia pioneered distracted driving awareness, helping establish an annual Distracted Driving Awareness Month in Virginia.

Janet tirelessly advocated for Virginia's primary handheld phone ban which was passed by the General Assembly in 2020. Under her leadership, DRIVE SMART Virginia hosted 10 annual summits on distracted driving across the Commonwealth. The nonprofit group designed and implemented an innovative interactive teen driving program, educating tens of thousands of high school students about the dangers of distracted driving. DRIVE SMART Virginia also launched the Virginia Partners for Safe Driving, garnering a commitment from more than 250 diverse organizations, companies, and agencies to promote traffic safety awareness.

A testament to her collaborative spirit, Janet played a pivotal role in the creation of the National Distracted Driving Coalition, advocating for innovative and collaborative approaches to foster a traffic safety culture of attentive drivers. Her ability to engage diverse stakeholders—communities, law enforcement, public sector, researchers, private businesses, educators, advocates, military, sports organizations, survivors—underscored her dedication to the broader cause.

As you will remember, Janet was the recipient of the 2022 Lifetime Achievement John T. Hanna Award for Excellence in Traffic Safety, presented in January 2023.



In honoring Janet's legacy, we ask everyone to drive safer, and we call upon those dedicated to traffic safety to redouble their efforts. Her shared vision was one of zero deaths on our roadways, with no more lives lost to preventable crashes.

<https://www.dignitymemorial.com/obituaries/midlothian-va/janet-brooking-11537212>

ALL MEMBERS: NEED YOUR HELP



Looking for suggestions / financial support for an upcoming event.

John T. Hanna Awards: DSHR would like to hold this event in-person in January 2024.

If you have suggestions for who to contact **to help support the cost of this event, as well as for a location**, please let us know.

COMMERCIAL MOTOR CARRIER DRIVER APPRECIATION DAY COMING DEC 18



We still need support of the commercial motor carrier driver appreciation day, held this year on December 18? If so, please reach out to DSHR soon. Thank you to Capital Concrete and the regional motor carrier law enforcement officers for their confirmed support of this event.

KERI DOUGLAS ARTICLE...

In the September 2023 issue of Hampton Roads Alliance Offshore Wind newsletter, a profile was printed about one of our own, Drive Safe HR President, Keri Douglas. Please read the article below to learn a little more about our amazing President. Keri is always supportive and willing to listen to ideas about the organization. If you wish to reach out, her email address is keri.douglas@mitechnicalsolutions.com.

Few people can say they have visited the West Wing, let alone add the title "Presidential Writer" to their resume. But Keri Douglas can.

The George Mason University (AA) graduate took an unconventional route to 1600 Pennsylvania Avenue. A college research assignment prompted her to go to Washington, D.C. to conduct an interview about women in politics. By the end of the interview, she was encouraged to fill out an application for potential future employment. She applied, eventually got "the call," and penned her way to becoming a presidential writer for Presidents Ronald Reagan and George H. W. Bush. Douglas also worked as a diarist for President Bush, which means she was one of only five people who had access to the President's personal and private information, in addition to access to the Presidential Briefing Book to "distill it (information) down for historical research to be included in the National Archives."

Her professional accomplishments continued and included Confidential Assistant to the Director of the Voice of America, Press Secretary for the Swiss Embassy from 1997-2003, and owner of her own crisis communications business. Douglas visited family in Virginia Beach in 2019 and has never left. "I love it down here," she said. "There are so many great things happening." Douglas is particularly enthusiastic about offshore wind. It is an industry Nicole Ryf, formerly of the Alliance, opened her eyes to, and one Ryf insisted needed more women to support.

So, Douglas joined Women of Offshore Wind (WOW), and immersed herself in a group she calls, "phenomenal," and she attracts representatives from business sectors that she feels will make the offshore wind industry successful, including through workforce development. Douglas, currently Director of Strategic Communications and Marketing for MI Technical Solutions, Inc. in Chesapeake, learned throughout her many career stops that "women adapt to big environments." Wind energy, she insists, offers women those big opportunities. It is her hope that women will help advance the industry by continuing "to support one another, recognize one another and work together." Collaboration promotes success, according to Douglas, which aligns with her employer's mantra: "Solutions Today, Designed for Tomorrow."

757 SOBER RIDE FOR BLACKOUT WEDNESDAY



Campaign runs from 4 pm, Wednesday, November 22 through 4 am, Thursday, November 23, 2023. Share this campaign with your friends, family, and colleagues. Remember that Drive Safe HR has 500-count boxes of 757 Sober Ride info cards available that can be distributed to the community, restaurants and bars. These cards are business-card size.

END OF THE YEAR DONATIONS REMINDER



Just a reminder to keep Drive Safe Hampton Roads in mind for those end-of-the-year donations. Drive Safe HR is a 501(c)(3) not-for-profit organization and as such, all donations are tax deductible. Please reach out to us if you are interested in donating funds or items.

NATIONAL ROADWAY SAFETY STRATEGY

The United States Department of Transportation National Roadway Safety Strategy (NRSS) outlines the Department's comprehensive approach to significantly reducing serious injuries and deaths on our Nation's highways, roads, and streets. This is the first step in working toward an ambitious long-term goal of reaching zero roadway fatalities. <https://www.transportation.gov/NRSS>

BRAD HUGHES PRESENTATION

In light of the increase in crashes involving first responders, Brad Hughes is offering presentations and interviews with the media, schools, and agencies on the real-life dangers of driving distracted.

Brad Hughes oversees community engagement in Powhatan County, which includes presentations about the Move Over Law and distracted driving, and teaching students their rights during traffic stops. He is also on the list of Get It Together Challenge presenters. Hughes' patrolling days ended after a crash on March 17, 2014. Hughes was responding to a 17-car pileup on an icy Midlothian Turnpike when a distracted driver lost control and slammed into Hughes, pinning him between two vehicles. The driver of the truck that hit him testified in court that he was only twenty feet from Brad before he saw him.

In the years since the crash, Brad Hughes has advocated for traffic safety, exploring the challenges and dangers of distracted driving by speaking to high schools, businesses, military, both police & fire academies for over 10 years. He is looking to speak to more organizations about this ongoing epidemic that is killing so many of our first responders & youth drivers. Contact information: Deputy Brad E. Hughes, Community Engagement, Powhatan County Sheriff's Office, 3880 Old Buckingham Rd., Powhatan, VA 23139 / 804-901-3181 / bradhughes trafficsafety@gmail.com

MOCKTAIL OF THE MONTH FOR DECEMBER:



COQUITO (PUERTO RICAN EGGNOG)

Prep Time: 5 minutes

Yields: 7 Servings

Ingredients:

2 cans (12 oz. each) GOYA Evaporated Milk

1 can (15 oz.) GOYA Cream of Coconut

1 can (13.5 oz.) GOYA Coconut Milk

½ cup GOYA Sweetened Condensed Milk

1 teaspoon Vanilla Extract

½ teaspoon Ground Cinnamon, plus more for garnish, if desired

Cinnamon Sticks (optional)



Directions:

In a bowl or blender, add evaporated milk, cream of coconut, coconut milk, sweetened condensed milk, vanilla extract, and ground cinnamon. Blend on high until mixture is well-combined. 1-2 minutes.

Pour coconut mixture into glass bottles, cover. Transfer to refrigerator. Chill until cold. To serve, stir or shake bottle well to combine. Pour Coquito into small serving glasses. Garnish with ground cinnamon and cinnamon sticks, if desired.

BLACKOUT WEDNESDAY / NOVEMBER 22, 2023



Buzzed Driving: This Thanksgiving, a popular trend, Thanksgiving Eve, or "Blackout Wednesday," highlights - and even encourages - the heavy consumption of alcohol on the Wednesday before Thanksgiving. Our goal is to assist our traffic safety advocates and to educate the public on the dangers and consequences of impaired driving. To download the 2023 campaign

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

757 SOBER RIDE

Be sure to share the flyer for 757 Sober Ride for New Year's Eve.

This New Year's Eve, if you drink, don't drive.
Plan ahead, designate a sober driver or use Drive Safe HR's 757 Sober Ride powered by Lyft.



Scan Code
for more
information



757 SOBER RIDE

GET A FREE LYFT RIDE HOME (UP TO \$15) ON
NEW YEAR'S EVE
VALID SUNDAY, DECEMBER 31
ALL CITIES IN HAMPTON ROADS SOUTHSIDE AND PENINSULA COVERAGE AREA
LIMITED QUANTITIES AVAILABLE

Get access to the code:
www.DriveSafeHR.org/757-Sober-Ride

Some restrictions apply. See www.drivesafehr.org/757-Sober-Ride for further details.

One sober ride per user. The code is valid for up to \$15 off any Lyft ride home. The ride must originate or end in the Southside or Peninsula coverage areas from 4:00 pm, EST, Sunday, December 31, 2023, until 4:00 am, EST, Monday, January 1, 2024. Limited quantities are available for those who enter the code in the Lyft app's "Payment" tab under the "Add Lyft Rides" option. You must be 21 or older to use this service. Riders are subject to Lyft's terms of service. Note: For new and existing Lyft users, while supplies last, the user is responsible for charges over \$15. Discount does not apply to cancellations fees, surge charges or other Lyft charges.

Financial support comes from:






Esta víspera de Año Nuevo, si bebe, no conduzca.
Asigne un conductor sobrio o utilice el programa de Drive Safe HR impulsado por Lyft.



Escaneé el
código para
obtener más
información



757 SOBER RIDE

OBTENGA UN DESCUENTO DE HASTA \$15 EN
UN VIAJE DE LYFT PARA LA VISPERA DE AÑO NUEVO
VÁLIDO DESDE EL DOMINGO 31 DE DICIEMBRE
EN TODAS LAS CIUDADES DEL ÁREA DE COBERTURA DE HAMPTON ROADS
SOUTHSIDE Y PENINSULA

Obtenga acceso al código:
www.DriveSafeHR.org/757-Sober-Ride

Se aplican algunas restricciones. Véase www.drivesafehr.org/757-Sober-Ride para más información.

Una oferta por usuario. El código es válido por hasta \$15 de descuento en un viaje de Lyft a casa. El viaje debe originarse o terminar en el área de cobertura de Lyft en Southside o Peninsula desde las 4:00 pm, EST, del domingo 31 de diciembre de 2023, hasta las 4:00 am, EST, del lunes 1 de enero de 2024. Hay cantidades limitadas disponibles para quienes introducen el código en la pestaña "Pago" de la app de Lyft en la opción "Añadir viajes Lyft". Debe haber 21 años o más para utilizar este servicio. Los viajes están sujetos a los Condiciones de servicio de Lyft. Los usuarios nuevos y existentes de Lyft hasta agotar existencias. El usuario es responsable de los cargos adicionales a \$15. El descuento no se aplica a cargos por cancelación, cargos por tarifas dinámicas, tarifas de espera o tarifas de Lyft.

El apoyo financiero proviene de:





The next campaign is Super Bowl Sunday 2024, 4 pm, February 11 – 4 am, February 12.



If you plan to head out to festivities, make sure you plan a sober ride home, because driving drunk should never be an option. Even one drink is one drink too many if you're the driver. Buzzed Driving IS Drunk Driving. We WANT to see YOU next year!

YOUNG DRIVER FATAL CRASHES FALL 38% SINCE 2002

GHSA recommends six policies and programs to help teens be safer drivers, which will protect everyone on the road. Read more at <https://www.ghsa.org/resources/GHSA/young-drivers-spotlight-report23>

Young drivers are nearly four times more likely to be involved in a fatal traffic crash than their older counterparts, but a new report released by the Governors Highway Safety Association (GHSA) finds that the crash and fatality rates for drivers under 21 have improved drastically over the past two decades – more so than for other drivers. The report, Young Drivers and Traffic Fatalities: 20 Years of Progress on the Road to Zero, includes an analysis of Fatality Analysis Reporting System data for 2002-2021.

Over the past two decades, fatal crashes involving a young driver fell 38%, while they increased nearly 8% for drivers 21 and older. At the same time, deaths of young drivers fell about 45%, compared to an 11% increase in fatalities for older drivers. Young people are less likely to drive today than they were 20 years ago, but this accounts for only a small portion of the large decreases.

“In 2021, 63% of the people killed in crashes involving a young driver were their passengers, occupants of other vehicles or pedestrians or bicyclists.”

A MESSAGE FROM DMV



DMV Shares Safety Refresher Ahead of Click It or Ticket Enforcement Unbuckled Fatalities Are Down but “We Can’t Become Complacent”

As we head into the holiday season, the Virginia Department of Motor Vehicles (DMV) reminds Virginians to buckle up to arrive alive. From November 19-30, law enforcement will bring added awareness to the push to save lives with seat belts with the annual Click It or Ticket enforcement campaign.

“The good news is that fewer people who weren’t wearing a seat belt were killed in crashes so far this year, but we can’t become complacent,” said DMV Commissioner Gerald Lackey, the Governor’s Highway Safety Representative. “Buckling up is the easiest and most effective thing you can do to protect yourself and others while driving. In fact, the National Highway Traffic Safety Administration (NHTSA) reports that it can reduce your chances of dying in a crash by up to 55%. You just have to create the habit. As soon as you get in a car, take those extra three seconds to buckle up securely. Before you know it, buckling will be second nature.”

So far this year, fatalities among drivers and passengers who were not buckled up are down 12% from this same time last year (281 in 2023 vs. 319 in 2022). Of the fatalities so far this year, 20% were individuals in their 20s and 73% were male. To help prevent fatalities and serious injuries, DMV is sharing a seat belt safety refresher to start your holiday journeys safely.

- ☐ Kids First – Ensure children are buckled securely into the correct safety seat for their age and size. Find more details on finding the right seat and secure buckling on our website.
- ☐ Click It – Fasten your seat belt over your shoulder and hips and ensure you hear the “click.”
- ☐ Adjust – Once buckled, make sure that your belt is tight across your hips and chest. Wearing your seat belt incorrectly (behind your back or under your arm) can cause serious internal injuries in a crash.
- ☐ Keep It On – Even when caught in traffic or waiting in line at a drive-through, keep your seat belt fastened. Crashes can happen anywhere, and your seat belt is your first defense.
- ☐ Every Time – Whether you are in the front or back seat, driving for hours or only minutes, always buckle up. The simple act of buckling up can save a life.

DMV encourages Virginians to buckle up and remind loved ones to do the same. For more information on seat belt safety, visit our newly revamped website, dmv.virginia.gov.



FACT: During the 2017-2021 December months, there were more than 4,500 people killed in alcohol-impaired-driving crashes. In December 2021 alone, 1,013 people died in alcohol-impaired-driving crashes.

OLDER DRIVER SAFETY AWARENESS WEEK IS DECEMBER 4-8, 2023 KEEPING OUR LOVED ONES SAFE



Between 2012 and 2021, the United States population of people 65 and older increased by 29%. In 2021, 7,489 people 65 and older were killed in traffic crashes in the United States accounting for 17% of all traffic fatalities.

As the older driver population continues to increase on our nation’s roads, NHTSA is dedicated to promoting the safe behaviors of older drivers. The goal is to raise awareness about older driver safety. <https://www.trafficsafetymarketing.gov/get-materials/older-drivers/older-driver-safety>

SENIORS, HERE ARE THE MEDS THAT CAN HARM YOUR DRIVING SKILLS

Some common medications -- including antidepressants, sleep aids and painkillers -- may dull the driving skills of seniors, a new study finds. Read more at USNEWS:

<https://www.usnews.com/news/health-news/articles/2023-10-03/seniors-here-are-the-meds-that-can-harm-your-driving-skills>

THANKSGIVING WEEKEND TRAVEL: NOVEMBER 22-26, 2023



During this Thanksgiving weekend, millions will hit our nation's roads, eager to spend time with family and friends. It's one of the busiest travel times of the year.

61 passenger vehicle occupants were killed in vehicle crashes across the nation during the Thanksgiving weekend of 2021.

<https://www.trafficsafetymarketing.gov/get-materials/others/thanksgiving-weekend>



FACT:

Nighttime is deadlier than daytime in terms of seat belt use. Over the 2021 Thanksgiving weekend, 52% of passenger vehicle occupants killed in crashes at night were unbuckled, compared to 46% during the day.

OH, DEER, THAT'S BIG BUCKS!

DEER STRIKE COSTS JUMP MORE THAN 40% IN 5 YEARS

Insurance Agency at AAA statistics indicate that across Virginia, the average claim for an animal strike in 2022 was more than \$5,500 – up 40% in just five years.

<https://theroanokestar.com/2023/10/05/oh-deer-thats-big-bucks-deer-strike-costs-jump-more-than-40-in-5-years/>

PRE-HOLIDAY SEASON IMPAIRED DRIVING PREVENTION CAMPAIGN NOVEMBER 27 - DECEMBER 12, 2023

The December holiday season is right around the corner. As we prepare for these holiday festivities with our family and friends, remember to remind all drivers of the dangers of buzzed driving.

Additionally, drug-impaired driving is also a problem on America's highways. Like drunk driving, drug-impaired driving is also dangerous and illegal. Whether the drug is obtained legally or illegally, driving while drug-impaired poses a threat to the driver, vehicle passengers, and to other road users.

<https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/buzzed-driving-drunk-driving/pre-holiday-season>



FACT: Jingle Bells was originally a song about Thanksgiving in 1857. It also was the first song ever played in space, by astronauts Walter Schirra, Jr. and Thomas P. Stafford.

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

