



**APRIL/2008**

**Issue: 3**

In This Issue

[Bring Attention to Driver Inattention](#)

[SMOVE](#)

[Upcoming Events](#)

[Click It or Ticket](#)

Welcome to Drive Smart

Don't Drive Distracted



CLICK IT OR TICKET.



Bring ATTENTION to Driver Inattention  
**Governor Kaine Declares April 30 Distracted Driver Awareness Day in Virginia**



*80% of all crashes and 65% of all near-crashes recently studied by the Virginia Tech Transportation Institute involved driver inattention within 3 seconds of the crash.*

Distracted Driving Partners: AAA Mid-Atlantic, AIG Agency Auto, Air Force Safety Center, Albemarle County Service Authority, Allstate, American Society of Safety Engineers (ASSE) Greater Tidewater, ASSE Colonial Virginia, ASSE Northern Virginia, ASSE Star Valley, ARS of Manassas, City of Covington, City of Hopewell, City of Prince William, CNA Risk Control, Contracting Enterprises Inc, DMV: The Virginia Highway Safety Office, Drive Safe Hampton Roads, DRIVE SMART Virginia, EHS Services, Emergency Responder Safety Institute, Enterprise Rent-a-Car, Erie Insurance Group, Federal Motor Carrier Safety Administration, Farmers Insurance Group, Federal Highway Administration, Frito Lay, GEICO, Gloucester Emergency Services, GRTC Transit System, Greater Lynchburg Transit Company, Hampton Health District, Lawrenceville Brick, Liberty Mutual Insurance, Middle Peninsula Ride Share, Nationwide Insurance, Naval Safety Center, New Market Corporation, New River Valley Juvenile Detention Center, Progressive Insurance Group, Property Casualty Insurers Association of America, Rappahannock County Department of Social Services, Raytheon, Rockingham Group, Smithfield Transportation, Spotsylvania County Schools Office of Transportation Services, STAR Transit, State Farm Insurance, Tidewater Regional Group Home Commission, Town of Dayton, Town of Dumfries, USAA Educational Foundation, VML Insurance Programs, Virginia Automobile Dealers Association, Virginia Department of Labor and Industry, Virginia Department of Corrections, Virginia Department of Education, Virginia Department of Transportation, Virginia Farm Bureau, Virginia Hospitality and Travel Association, Virginia Motor Vehicle Dealer Board, Virginia State Police, Virginia Trucking Association

Virginia Prepares For "Click It or Ticket" Education and Enforcement Campaign



In May, troopers, deputies, local law enforcement officers and highway safety organizations will begin the mobilization of Click It or Ticket. This campaign involved 339 law enforcement agencies in 2007.

According to the National Highway Traffic Safety Administration (NHTSA), 62 percent of all passenger vehicle occupants killed in fatal crashes in Virginia during 2006, were not wearing their seat belts at the time of the fatal crash.

In 2006, 961 people died on the roadways of Virginia. There were 151,692 crashes and 73,348 people injured. Driver inattention was a leading factor in many of these crashes. For this reason, Governor Tim Kaine has proclaimed April 30 as Distracted Driving Awareness Day in Virginia. Here are 10 important tips to minimize your distraction behind the wheel:

1. **CHANGE YOUR WAYS** and recognize the activities that distract you; such as eating, conversing on the phone, or changing a CD. Once you recognize these distractions, you can work to eliminate them.
2. **MAKE A PLAN.** Know your route in advance and make sure that you have a good understanding of your directions. Check weather and road conditions. If you are transporting children, make sure that they are all properly buckled up and that you items to keep them occupied, such as books on tape or soft toys.
3. **MANAGE YOUR TIME** so that you do not have to multi-task or drive aggressively on the road.
4. **DON'T LET YOUR DRIVE TIME BECOME YOUR DOWN TIME.** Understand that driving is not your "down time" or a time to catch up on phone calls, personal grooming, or dining.
5. **SCAN** the roadway to make sure that you are aware of others on the road at all times. Be prepared for the unpredictability of others.
6. **CONCENTRATE** on your driving. Make sure that you are not upset or tired when getting on the road. This is not the time to have a serious or emotional conversation with your passengers.
7. **PULL OVER** if you need to do something that will take your eyes and/or mind off of the road. Make sure that you find a safe place to pull over first.
8. **REDUCE THE USE!** Use technology sensibly.
9. **TAKE A REFRESHER CLASS!** Everyone can pick up bad habits through the years. A driver

The **Click It or Ticket** campaign is a high visibility enforcement program designed to raise safety belt usage and save people from death and serious injury on the streets and highways.

The program will use educational radio messages recorded personally by chiefs and sheriffs, along with stepped-up enforcement, to send a strong message that safety belts save lives.

The **Click It or Ticket** campaign is currently used in 18 other states and the District of Columbia. In other Click It or Ticket campaigns, the occupant restraint usage rate increased by more than 10 percent, meaning that thousands of previously unbuckled drivers and passengers began using safety belts and child safety seats.

The campaign consists of strict enforcement, strong educational messages in the form of ads on most radio stations in the area, and numerous public appearances by officers on behalf of the program.

During the 2007 campaign, 111,405 charges were made for a variety violations. Those law violations were:

1,133	DUI/DUI
7,055	Seat Belt
1,252	Child Safety Seat
72	Stolen vehicles
	recovered
931	Felony arrests
58	Weapons
138	Fugitives arrested
31,100	Speeding
760	Drug arrests
2,656	Reckless driving

Following the May 2007 *Click It or Ticket* campaign

improvement class can raise your awareness and help you assess your driving behaviors.

10. BUCKLE UP, EVERY TRIP, EVERY TIME. Making sure that everyone is properly buckled up is the best defense against distracted drivers.

To show your support of this initiative, please visit [www.drivesmartva.org](http://www.drivesmartva.org) and sign our on-line pledge.

Virginia's statewide safety belt compliance rate is currently 79.9 percent. The goal of 2007 *Click It or Ticket* was to raise the rate to at least 82 percent.

# 3.21



**THREE SECONDS  
IS ALL IT TAKES FOR  
ONE CRASH.**

**KEEP YOUR EYES AND  
MIND ON THE ROAD.**

**DON'T DRIVE  
DISTRACTED.**



**SMOVE - the Safe Mobility of  
Virginia's Employees  
Traffic Safety Strategies for the**

# Workforce



Transportation incidents are the leading cause of death by occupational injury in Virginia. That's why it is crucial to partner with workplaces throughout Virginia to share information and materials that help them to educate and inform their employees on better safety practices. Our goal is the Safe Mobility of Virginia's Employees. DRIVE SMART Virginia's objectives are to:

- Partner with the Virginia Department of Labor and Industry to increase employers' access to transportation safety information, focusing on occupant protection and speed.
- Maintain our current network of 500 employers engaged in transportation safety activities and increase this by 10% annually.
- Communicate with Virginia employers about existing transportation safety resources on a regular basis, and make this website a premier source of traffic safety resources and best practices.

Our global mission will then be to reduce and prevent on the job crashes such that the following occur:

- Reduction of loss of life, injury and property
- Lower health care costs
- Reduction of workers compensation costs
- Improved productivity
- Lowered operating costs
- Reduced absenteeism
- Improved quality of life for the employee and overall community



- Improved employee morale

This year, we have partnered with the Virginia Community College System and the Virginia Department of General Services to offer traffic safety seminars to the community. On February 21 we kicked off the new safety program at J Sargeant Reynolds Community College in Henrico County, with over sixty attendees.

The program will be presented at ten other locations throughout the commonwealth. Those locations are:

May 9 Thomas Nelson CC  
May 20 Rappahannock CC  
May 23 Dept of Forestry Charlottesville  
June 19 Germanna CC  
July 22 Central VA CC  
Aug 11 Blue Ridge CC  
Aug 12 VA Western CC  
Aug 13 VA Highlands CC  
Aug 14 Wytheville CC  
Aug 21 Paul D. Camp CC

Keep an eye out for future notices about how you can register for these popular seminars, or call Sammy Carr at 757-377-9395.

## Upcoming Events

April 30 Distracted Driver Awareness Day in Virginia

May 9 Traffic Safety Strategies for the Workplace HAMPTON

May 11-June 1 Click It or Ticket Mobilization

May 15 DRIVE SMART Virginia Spring Board Meeting

May 20 Traffic Safety Strategies for the Workplace, Warsaw

May 23 Traffic Safety Strategies for the Workplace, Charlottesville

June 3-6 Virginia Occupational Safety and Health Conference in Portsmouth

June 9-12 American Society of Safety Engineers Conference in Las Vegas

June 19 Traffic Safety Strategies for the Workplace, Fredricksburg

June 11-13 DMV Traffic Safety Conference in Portsmouth

July 22 Traffic Safety Strategies for the Workplace, Lynchburg

July 23-24 NHTSA Region Meeting, Richmond

August 7 The 2008 Southeast Virginia Motor Carrier Management & Safety Conference, Virginia Beach

August 11 Traffic Safety Strategies for the Workplace, Weyers Cave

August 12 Traffic Safety Strategies for the Workforce, Roanoke

August 13 Traffic Safety Strategies for the Workplace, Abingdon

August 14 Traffic Safety Strategies for the Workforce, Wytheville

August 17-19 Virginia Chiefs of Police Association Conference, Hot Springs

August 21 Traffic Safety Strategies for the Workplace, Franklin

September 10th DRIVE SMART Virginia Golf Tournament in Richmond

September 11th DRIVE SMART Virginia Fall Board Meeting

September 14-16 Virginia Sheriff's Association Conference, Roanoke

**Sammy Carr, Public Relations and Outreach Manager**  
**Drive Smart Virginia**  
**757-377-9395**  
[sammy.drivesmart@verizon.net](mailto:sammy.drivesmart@verizon.net)

**Forward email**

✉ **SafeUnsubscribe®**

This email was sent to tamara.drivesmart@verizon.net, by

[sammy.drivesmart@verizon.net](mailto:sammy.drivesmart@verizon.net)

[Update Profile/Email Address](#) | Instant removal with

[SafeUnsubscribe™](#) | [Privacy Policy](#).

Drive Smart Virginia | 1805 Monument Avenue, Suite 305 | Richmond | VA | 23235

Email Marketing by

