



**DRIVE SMART Virginia  
Newsletter**



**CLICK IT OR TICKET.**

Your Partner in Highway Safety

December 2008

Dear Highway Safety Partners,

As of November 30, traffic fatalities in Virginia were down 21% over last year. For those of us in traffic safety, we have breathed an initial sigh of relief. It appears that focused activities, such as the federal pilot program for Click It or Ticket, and Operation Air, Land, and Speed, have helped derail the alarming spike in fatalities that occurred in 2007.



In this last month of 2008, we need to be careful to maintain our focus, particularly with lower gas prices providing opportunities for more people to get on the road for the holidays.

Here at DRIVE SMART, we will diligently continue to push our message of occupant restraint, responsible driving, and NO distracted or aggressive driving. We encourage all of our partners to maintain this focus so that we can continue to recognize a decrease in crashes and fatalities on the roadways of Virginia.

*And on a lighter note, we wish all a joyful and safe holiday season.*



## 6th Annual DRIVE SMART Virginia Golf Tournament raises nearly \$15,000 for Teen Driving Initiatives

Thanks to the generosity of our sponsors, the annual DSV golf tournament was a tremendous success. Just ask the Virginia State Police, whose skillful game landed them in 1st place. Virginia Farm Bureau, who won last year, followed in a close second. Solidly in third, State Farm Insurance rounded out the top three positions.

State Farm players also won two of three individual competitions: Michael Martineau won closest to the pin, and Bill Estes won the putting contest. Mark Wendel with the State Police won the longest drive contest.

Funds raised at this event will allow us to further focus our teen driving programs and work with crucial partners, such as the Department of

Education, to help teens get the tools they need to be safe and responsible drivers.

Many thanks to Richard Rivers (VFB) and James Timm (Erie) for their excellent leadership, and to volunteers Mary Eades (Erie), Martha Meade (AAA), Toiya Sosa (GEICO) and Teri Peterson (GEICO) for all their hard work in making the event happen.

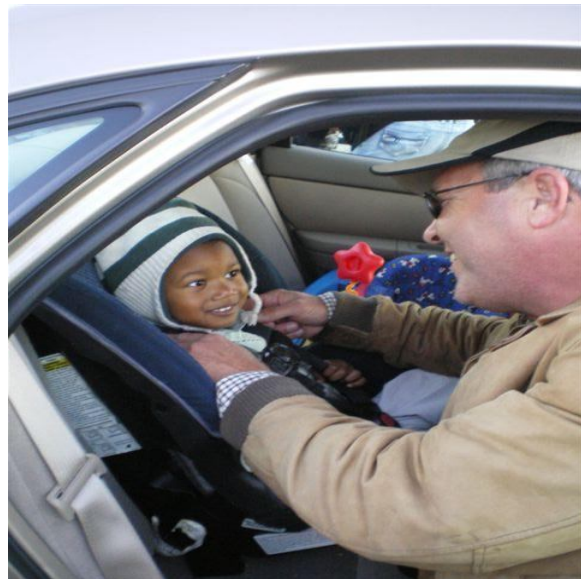
### THANK YOU TO OUR SPONSORS:

**PLATINUM** - Allstate Insurance  
**GOLD** - GEICO, Liberty Mutual, Nationwide Insurance,  
State Farm Insurance, and Virginia Farm Bureau  
**SILVER** - Rockingham Group

## DRIVE SMART Virginia Planning Child Safety Seat Checks Throughout the Commonwealth

Thanks to a grant from the Virginia Highway Safety Office at DMV, DRIVE SMART is in the planning stages of holding four child safety seat checks over the next year.

These events will be held in partnership with the Virginia Department of Health and Safe Kids Virginia. We are also recruiting partners to provide free child seats to those in need, and thus far the Rockingham Group and Virginia Farm Bureau have offered to co-sponsor two of our four locations.



Sammy Carr, DSV's Public Relations and Outreach Manager is pictured at the right properly restraining a child in his child safety seat.

It is very important that child restraints are used when transporting children, but it is just as important that the safety seat is installed properly and the child is restrained in it properly. Safe Kids Virginia reports that four out of five child safety seats are improperly installed in the vehicle. Our goal in having these events is to raise awareness of and educate the public on proper safety seat use. Any company or agency interested in partnering with DSV or sponsoring a child safety check can contact Sammy Carr at [sammy.drivesmart@verizon.net](mailto:sammy.drivesmart@verizon.net).



## **Newest Member Alfa Insurance Builds Partnerships**

Talk about "hitting the ground running!" Ken Fortner with Alfa Insurance, DRIVE SMART'S newest board member, offered to leverage his contacts with the trucking industry to build DSV partnerships. Ken started with Fleetmaster Express, who pledged to place reflective banners on 100 of their trailers. Ken is pictured above with Gary Kasza, Director of Safety and Risk Management for Fleetmaster Express. Fleetmaster was happy to apply the "Click it or Ticket" message to their trailers, as they felt it reinforced their own safety standards. Ken reports that Fleetmaster has agreed to recruit other Virginia based trucking companies to display our signage as well. From our perspective, this mobile advertisement is a powerful and critical way to communicate with the driving public, and we are certainly appreciative of Ken's initiative.

Take a moment to visit the Fleetmaster Express website to see their featured article about Click It or Ticket!

<http://www.fleetmasterexpress.com/>

-



## **DRIVE SMART Virginia AWARDED CMV SAFETY BELT CAMPAIGN GRANT**

DSV has received a grant from the Federal Motor Carrier Safety Administration to increase safety belt use among commercial motor vehicle drivers, as well as to increase awareness among both truck and passenger vehicle drivers on safer driving behaviors.

The goals of the campaign are to:

- Change driving behaviors throughout our Nation as many of our drivers travel through numerous states.
- Improve the safety of Virginia's roadways for all vehicles on the road.
- Communicate directly with truckers to encourage them to change their driving behaviors, including any aggressive or distracted driving behaviors.
- Communicate with passenger vehicles to educate them about sharing the road with commercial motor vehicles.
- Create effective mechanisms to insure that the above is accomplished

**The \$66,924 grant will finance a campaign built upon the successful 2005 and 2007 commercial motor vehicle (cmv) safety campaigns in Virginia to execute the most effective cmv occupant protection initiative in the United States. The 2007 campaign increased CMV driver usage 22%. Using that same tried and proven model, we expect to do the same in 2008.**

**The campaign will be focused on I-95 north of Richmond.**

## **Virginia CODES Crash Outcome Data Evaluation System**

**Virginians can find motor vehicle crash information at [www.vacodes.org](http://www.vacodes.org). The website has local and statewide reports on crashes from 2001-2006 including the causes, injuries, severity and hospitalization.**

**The website features printer-ready flyers, ready-to-use reports and a create-a-report tool. Many aspects of crashes are detailed such as:**

- What caused the crash?**
- What type of vehicle was involved?**
- What were the injury/fatality rates?**
- Were excessive speed or alcohol factors in the crash?**
- Information for the entire state or by select city or county**
- What were the gender and age groups of those involved?**
- What were the weather conditions at the crash?**

**All information is available to the public to support education, transportation safety programs and legislation within Virginia. "The Virginia CODES website puts the facts at your fingertips on the causes, injuries and hospital care from motor vehicle crashes" notes Michael T. Lundberg, Executive Director of Virginia Health Information, a partner in the Virginia CODES Program.**

**The Virginia's CODES program is made possible through a Cooperative Agreement between the National Highway Transportation Safety Administration (NHTSA) and the Virginia Highway Safety Office at the Department of Motor Vehicles.**



## Study: Antilocks trim fatal motorcycle crashes

By KEN THOMAS

**WASHINGTON (AP)** - Antilock brakes could help motorcycle riders avoid fatal crashes, according to a study by the insurance industry.

The Insurance Institute for Highway Safety said Wednesday that the fatal crash rate involving motorcycles equipped with optional antilock brakes, or ABS, was 38 percent lower than the rate involving similar motorcycles without the systems.

## Many Teens Getting Free Alcohol From Adults Federal survey finds some getting alcohol from their parents

Posted June 26, 2008 By Steven Reinberg  
US News HealthDay Reporter

**THURSDAY, June 26 (HealthDay News)** -- More than half of American teens say they've consumed alcohol, and more than 40 percent of those children say they sometimes get their alcohol free from an adult, a new federal survey found.



## New Ad Campaign to Lower Car Accidents in Russia

By Seamus S

*Russian authorities are now going to the extreme to try and curb the high number of deaths caused by car accidents.*

Russian authorities have launched a new ad campaign to try and shock reckless drivers into slowing down. Russia constantly has the highest rate of road deaths in Europe with over 33,000 people dying on Russia's roads in the last 12 months according to recent government statistics. President Dmitry Medvedev compared last year's road deaths to that of losses suffered in a military campaign.

[Right Click for Full Article](#)



## Teens Can't Cheat Sleep: New Liberty Mutual and SADD Survey Shows Teens Reporting Less Than Eight Hours of Sleep Are Twice as Likely to Fall Asleep at the Wheel

*Parents and teens can develop responsible driving habits by visiting [www.LibertyMutualTeenDriving.com](http://www.LibertyMutualTeenDriving.com)*

*Drowsy Driving Prevention Week is November 10-16, 2008*

**BOSTON, Nov 10, 2008 /PRNewswire via COMTEX/ --** Teens who get less than eight hours of sleep per night on average are twice as likely to say they have fallen asleep at the wheel (20 percent) than are teens who report getting an average of eight or more hours of sleep per night (10 percent), according to a new Liberty Mutual Insurance and SADD (Students Against Destructive Decisions) survey. The national survey of 3,580 students in grades ten, eleven and twelve also found that 36 percent of teens often drive when drowsy to school in the morning.

## America's Road Team Captain Dies In Fiery Crash

10/2/2008

As posted on [truckinginfo.com](http://truckinginfo.com)

An America's Road Team member and his team partner were killed in a crash while on their regular run from Virginia to Dallas and back.



Tony Sifford, a driver for FedEx Ground and a captain on the 2007-2008 American Trucking Associations' America's Road Team, lost his life in a crash on I-20 near Ruston, La., last week.

According to published reports, another tractor-trailer carrying two large generators used during Hurricane Ike relief was traveling eastbound. The truck had possible mechanical problems and was going at a slow rate of speed when it was struck by the FedEx 18-wheeler, which was attempting to change lanes. The FedEx truck burst into flames, and the crash closed portions of Interstate 20 most of the day. Sifford, who was driving, was pronounced dead at the scene.

Sifford, 41, of Hillsville, Va., had been driving for 10 years and was known for his outstanding work, both for FedEx and with groups such as the America's Road Team, the North Carolina Road Team, and Trucker Buddy International.

ATA President and CEO Bill Graves said "Sifford was devoted to the trucking industry, accumulating 1.8 million accident free miles during his 14-year

career. But more importantly, Tony was a part of the ATA family, a dedicated Road Team Captain and an amazing person. Our thoughts and prayers are with his family."

His team partner, Rodney Palmer, 38, of Martinsville, Va., suffered severe burns and was airlifted to LSU Health Sciences Center in Shreveport, where he died the next day.

The driver of the other truck suffered minor injuries. He was cited for log book violations.

*Our thoughts and prayers are with the Sifford family.*

---

---

## Upcoming Events

January 26 - February 2

Bowl Sunday

[Fans Don't Let Fans Drive Drunk!](#)

March 9 - 17

St. Patrick's Day

[Kiss Me I'm Sober!](#)

March 13 - 15

Virginia State Police Association Conference

March 29 - April 1

[Lifesavers Conference](#)

April 29

[Distracted Driving Awareness Day](#)

May

[Motorcycle Safety Awareness Month](#)

[Bicycle Safety Month](#)

May 18 - 31

[Click It or Ticket](#)

June 2 - 5

[Virginia Occupational Safety and Health Conference](#)

July 15

[National Ride to Work Day](#)

August 2 - 8

[National Stop on Red Week](#)

August 9 - 12

[Virginia Association of Chiefs of Police Conference](#)

Visit Our Website at...

[www.drivesmartva.org](http://www.drivesmartva.org)

804-340-2870

Contact Information

Sammy Carr, Public Relations and Outreach Manager

757-377-9395

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