



DRIVE SMART Newsletter

Issue: 1

July 25, 2007

DRIVE SMART Newsletter Arrives!



In an effort to keep all of our partners actively engaged in the many activities of our organization, we have decided to produce a monthly newsletter. Thus, our first issue. Please take a moment to review this newsletter and let us know what would make it more beneficial to you. This communiqué is a tool for your use, and we value your input as we craft its design.

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Distracted Driving Day a Success!

Click It or Ticket Offers Sustained Messaging



Governor Kaine declares Distracted Driving Awareness Day in Virginia

June 6 marked the 2nd annual Distracted Driving Awareness Day, as declared by Governor Tim Kaine. The event was a tremendous success, with hundreds of volunteers conducting activities throughout the Commonwealth.

5th Annual DRIVE SMART Golf Tournament in the works



Plans for the 5th Annual DRIVE SMART Golf Tournament are now in the works. The golf tournament will be held at Independence Golf Club just outside of Richmond, on September 12, 2007. [Independence Golf Club](#) is the site of the 2007 Virginia Open. This year, the tournament will benefit a new teen driving initiative here at DRIVE SMART. Opportunities to support this effort start at \$100. Spread the word - many people are concerned about our teen drivers and we have the ability to make a difference. Contact DRIVE SMART at 804-340-2870 for more information.

The goal of DDAD, simply put, was to raise awareness about distracted driving. Governor Kaine's proclamation of the day created interest, and DRIVE SMART followed up with outreach events and media opportunities throughout the Commonwealth.

Many of our partners conducted internal information campaigns, including Nationwide, AAA Mid-Atlantic, Liberty Mutual and the Rockingham Group. Both Virginia Farm Bureau and Liberty Mutual sought out local MLB farm team games to distribute their message.

GEICO donated event branded keychains, car magnets, flyers and pledge cards that were distributed for the use of all partners statewide.

Allstate partnered with Senator Jay O'Brien in Fairfax to conduct an outreach activity and press conference at a local high school. The DRIVE SMART staff was at the Department of Labor and Industry's annual Virginia Occupational Safety and Health Conference where we both had a booth and collected pledges. DOLI Commissioner and DRIVE SMART board member Ray Davenport gave healthy support and recognition of the day during his formal address to the conference attendees.

GEICO and USAA conducted outreach events in the Tidewater area, focusing on local high schools. DDAD spokesperson, Dale Butcher, was present at those events along with local elected officials. Butcher is paralyzed due to a crash caused by a distracted driver. The Naval Safety Center distributed a DDAD message to all active servicemen in Virginia.

Liberty Mutual leveraged existing client relationships to provide DDAD materials to the Virginia State Police for their distribution during traffic stops. The Rockingham Group combined an internal push with media outreach to get the word out in Harrisonburg.

These are just some of the events that resulted in approximately 1,400 individuals pledging to not

drive distracted as well as comprehensive media in Richmond, Roanoke, Kingsport, Bristol, Virginia Beach, Newport News, Charlottesville and Northern Virginia.

The DRIVE SMART board agreed that the event was a great success and plans to select a late May 2008 date to continue spreading this important message.



Sustained Messaging One of the New Tools for Click It or Ticket

Click It or Ticket is the annual safety belt awareness campaign that is coordinated by DMV with cooperation from law enforcement throughout Virginia. This campaign combines education and enforcement, and measures success from campaign beginning to end. The baseline survey conducted in mid-May this year recorded a usage rate of 78.6%. By the end of the campaign, usage was up to 79.9%. While the campaign is conducted statewide, several different approaches were taken this year to achieve more impact.

First, target communities were established based upon data such as prior safety belt usage and crash fatalities. In these target areas, the usage rate jumped from 65% to 76%. This is a great success!

Second, in addition to the annual campaign, three mini-mobilizations were scheduled. The first of those three will begin soon, July 23 and run until August 5. DRIVE SMART plays an important role in the creation and distribution of all marketing materials, as well as the coordination of outreach to both the general public and the law enforcement community. We distribute free materials to individuals or companies wishing to further the safety belt mission. Remember - any company or organization is welcome to these materials as long as they pledge to conduct safety awareness in their workplace.