

Subject: News from Drive Smart



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DRIVE SMART Virginia Hires Public Relations and Outreach Manager

On October 22nd, Sammy Carr became DRIVE SMART's newest employee. Sammy's background in highway safety started in 1980 as a deputy in the Southampton County Sheriff's Office. In 1988 he became a state trooper and retired this year at the rank of sergeant as the public information officer for the Virginia State Police in Hampton Roads and the surrounding counties.



Sammy is a graduate of Paul D. Camp Community College and is married with two sons and a grandson.

Sammy has hit the ground running, conducting six safety presentations, exhibited the Military/Civilian Transportation Safety Conference and issuing four media releases.

He looks forward to working for DRIVE SMART and promoting highway safety.

7000 Truckers Pledge To Buckle Up

A recent campaign on Interstate 81 collected more than 7,000



signatures from truckers who took the pledge to drive safe. Part of a regional effort to raise awareness among commercial vehicle drivers by the Federal Motor Carrier Safety Administration, DRIVE SMART Virginia and the Virginia State Police, the campaign had staggering results.

"We know that truck drivers are much less likely to buckle up than passenger vehicle drivers. The key is to try and learn why and work to change their behavior," said Janet Brooking, Executive Director of DRIVE SMART Virginia. "We also know that people who tend to not buckle up also tend to exhibit other risky driving behaviors, such as speeding or driving aggressively. In targeting our unbuckled truckers, we know that we are also reaching some high risk drivers."

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The campaign to reach these drivers was held in conjunction with the annual Click It or Ticket Mobilization in May. DRIVE SMART worked closely with the State Police, DMV, the Virginia Highway Safety Office and the Virginia Department of Transportation to reach truck drivers on 81. In addition to the obvious deterrent, which was a law enforcement presence, truckers were communicated with through CB broadcasts, mobile and stationary billboards, radio advertising, variable messaging signs, travel advisory radio, and signage and outreach at rest areas, weigh stations and truck stops.

"Having 7,000 commercial vehicle drivers pledge their support and participation in this life-saving project is certainly encouraging in our efforts towards total compliance of seat belt usage statutes among our commercial vehicle drivers," noted State Police Superintendent Colonel W. Steven Flaherty.

"Buckling up continues to be one of the best and easiest means in protecting one's self from serious injury or death in a traffic crash."

A pre-campaign survey of more than 2,000 commercial drivers resulted in a safety belt use rate of 51.46%. By the end of the campaign, belt use had risen to 62.78%, which represents an increase of 22%.

The data collected during the campaign told other interesting stories. While organizers knew truck traffic would be lighter on the weekend, they would not have predicted that 16% fewer truckers would buckle up (based upon pre-campaign survey). Organizers were also interested to learn of driver behaviors as they entered from bordering states. Survey results showed initially that truckers coming from West Virginia were 15% less likely to be buckled up than those coming from Tennessee. West Virginia is a secondary enforcement state, while Tennessee's law is for primary enforcement.

Interestingly enough, by the end of the campaign both of these statistics had leveled, indicating the impact of the campaign messaging.

"Studies have shown that drivers - of both large trucks and passenger vehicles - are 10 times more likely to be the cause of a fatal crash involving a large truck than factors such as weather, road conditions and vehicle performance," FMCSA Administrator John H. Hill said. "Everyone can help save lives and make the roads safer by checking their vehicles, learning and obeying the laws and wearing their safety belts."

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Safety Pledge

"I pledge to drive safely and buckle-up because my well-being greatly affects my family and loved ones. It is my responsibility to maintain control of my vehicle and using my safety belt is my best chance of remaining in control of my truck in a crash or emergency situation. I will always drive safely and buckle-up on Interstate 81."

This project was funded in entirety through the Motor Carrier Safety Assistance Program of the Federal Motor Carrier Safety Administration.

DON'T BE A TURKEY THIS THANKSGIVING

BUCKLE UP!!

As we approach the Thanksgiving Holiday, let's think about more than parades, turkey and football. With more



motorists expected to travel during this holiday than any other throughout the year, drivers need to think about making sure their love ones are buckled up properly in safety belts and approved child restraints.

Over the past 10 years, 159 family members died in crashes on Virginia roadways during the Thanksgiving Holiday. This is a tragic ending to a holiday traditionally known for its blessings. "We will be working with the Department of Motor Vehicles and law enforcement to rollout **Click It or Ticket**, a safety belt enforcement campaign aimed at saving lives throughout Virginia during this Thanksgiving travel season" said Janet Brooking, Executive Director of **DRIVE SMART Virginia**. "We want to do everything possible to reduce the chance that this might be any family members last Thanksgiving. Sixteen treasured loved ones died in fatal crashes in 2006," Brooking said.

Click It or Ticket (CIOT) is the most successful seat belt enforcement campaign ever, helping create the highest national seat belt usage rate of 82 percent. Coast to coast, day or night, the message is simple - **Click It or Ticket**. "Our goal at **DRIVE SMART Virginia** is **100% belt usage** in Virginia" said Brooking.

In 2006, 29 of the 58 infants and children killed in automobile crashes were not restrained in child restraints or safety belts. Those 29 young people might have survived their crashes and been here this Thanksgiving if an adult had made sure that they were properly restrained.

As a part of **Click It or Ticket**, deputy sheriffs, state troopers and police officers will be on patrol enforcing the traffic laws and making sure you and your families are buckled up during your Thanksgiving travel. This Thanksgiving remember don't drink and drive, don't speed; obey the traffic laws and **BUCKLE UP**.

If you want to learn more about **DRIVE SMART Virginia** or to request a training presentation, log on to www.drivesmartva.org.

SAVE A LIFE THIS HOLIDAY SEASON



Virginia is currently experiencing some of the highest traffic fatality rates in a decade. According to DMV: The Highway Safety Office, there were 961 fatalities on Virginia roadways in 2006. Of those, 39%, or 374, were alcohol related.

There is no question that the holiday season is one of the busiest and most festive times of the year, from shopping to attending countless gatherings with family and friends. While it's easy to get caught up in the "hustle and bustle" of the holidays, it's important to remember: ***Do Not Drink and Drive.***

"The consumption of alcohol and driving do not mix. Saving lives on our roads is a top priority and we need everyone's help to do it," said Janet Brooking, Executive Director of **DRIVE SMART Virginia.**

"That's why we are joining with State and local law enforcement and other highway safety advocates to remind everyone of some simple steps they can take to enjoy a safe holiday season." Brooking said.

Here are some smart tips to follow to make the holidays safer:

- Plan a safe way home before the festivities begin.
- Before drinking, please designate a sober driver and give that person your keys.
- If you're impaired, use a taxi, call a sober friend or family member, or use public transportation so you are sure to get home safely.
- If your community has a Sober Rides program, use it.
- If you happen to see a drunk driver on the road, don't hesitate to contact your law enforcement.
- If you know someone who is about to drive or ride while impaired, take their keys and help them make other arrangements to get to where they are going safely.
- And finally, always buckle up. It is your best and most proactive defense against an impaired driver.

This holiday season don't let your year end in an arrest-or even worse, death. Make smart decisions. Plan ahead, so you can assure a safe way home. Remember you and your friends eliminate only one 1.5 ounces of liquor, a 5 ounce glass of wine or 12 ounces of beer per hour.

If you've had way too many or just one too many, it's not worth the risk. Below are four true scenarios of alcohol related crashes that in a split second became killers.

Friday 10:20 pm. Rural primary road. 5 fatalities, 4 adults, 1 child, 2 injuries

Cause: Alcohol and Speed

Friday 2:08 am. Urban primary road. 1 fatality, 2 injuries

Cause: Alcohol, Speed, and Reckless Driving

Thursday 3:59 am. Urban interstate. 1 fatality, 3 injuries

Cause: Alcohol, Driving too fast for weather conditions

Saturday, 1:46 am. Rural secondary dirt road. 1 fatality, a child

Cause: Alcohol, Lack of child restraint

"Everyday we make choices. Clearly the crashes mentioned above represent bad choices. However, we cannot negate the fact that all of these families and families like them all across Virginia will have empty chairs at their holiday tables this year," noted Brooking. "If we can get people to understand that high risk driving behaviors, such as drinking and

driving, or lack of safety belt use, are conscious choices and not just random circumstances, we will make the roadways of Virginia safer."

For more information about **DRIVE SMART Virginia** or to request a highway safety presentation, go to www.drivesmartva.org.

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Fifth Annual DRIVE SMART Virginia Golf Tournament



Raises nearly \$19,000 to establish teen driving program!

Many thanks to all those who participated in our 5th Annual DRIVE SMART Virginia Golf Tournament! For the first time, we identified a specific program that the tournament would benefit and we are delighted to announce that we raised \$19,000! These funds will be used to establish an online clearinghouse that provides data, program information and news for use by teens, parents and teachers. Our goal is to provide a user-friendly and comprehensive tool that will help improve the driving skills of our Virginia teens. This exciting new venture is possible through the generous support of the following:

Platinum - Progressive

Gold - Allstate, GEICO, Farm Bureau, State Farm, PCI and Liberty Mutual

Silver - Enterprise Car Rental

Friend - AAA

Upcoming 2008 Events

January 9 General Assembly Session Convenes

February 21 Traffic Safety Strategies for the Workplace -
DRIVE SMART, Department of General Services and the
Virginia Community College Workforce Alliance

March 7th-9th Motor Trend Car Show in Richmond

March 7-9 VA State Police Association Conference in Virginia
Beach

March 16-23 Click It or Ticket Mini-Mobilization

April 13-17 Lifesavers Conference in Portland, Oregon

April 30 Distracted Driver Awareness Day in Virginia

May 11-June 1 Click It or Ticket Mobilization

May 15 DRIVE SMART Virginia Spring Board Meeting

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

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

June 11-13 DMV Traffic Safety Conference in Tidewater

September 10 DRIVE SMART Virginia Fall Board Meeting

September 11 DRIVE SMART Virginia Golf Tournament in
Richmond

DRIVE SMART Virginia

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