



BUILDING SAFE COMMUNITIES

NOVEMBER 2010

NHTSA UPDATES ALERT ON 15-PASSENGER VAN ROLLOVERS AFTER TWO MAJOR CRASHES TAKE 10 LIVES AND INJURE 23 PASSENGERS

Within the last two months, two older model 15-passenger vans involved in rollover crashes in New York and Georgia were responsible for 10 fatalities and 23 injuries. In both crashes it has been alleged that tire failure was a contributing factor in the rollovers. The New York and Georgia crashes involved the transportation of church members to out-of-town events. According to Fatality Analysis Reporting System (FARS) data, there were 826 fatalities reported in 15-passenger van crashes between 2001 and 2009 with 324 fatalities from non-rollover crashes and 502 fatalities from rollover crashes.

According to the National Highway Traffic Safety Administration (NHTSA), tire failure is a factor for 15-passenger van crashes and rollovers because these vehicles, which tend to have low mileage, suffer from factors such as tire deterioration caused by heat, load stress from incorrect weight distribution, and material composition breakdown caused by age. In addition to tire failure, the high number of ejections, fatalities, and severe injuries are due to the lack of seat belt use in these vehicles. Data shows that 80 percent of fatally injured 15-passenger van occupants in rollovers were not wearing seat belts. Also identified as a factor in these crashes is driver skills that include experience and training, alertness and fatigue, as well as knowledge of road conditions traveled. Since 2006, NHTSA has required electronic stability control (ESC) systems installed on all 2006 and later model 15-passenger vans. Data shows there are still approximately 550,000 older vans that do not have the current crash prevention technology installed. NHTSA is in the process of working with State

Here are some safety tips for anyone planning a trip in a 15-passenger van:

- If you are an owner make sure the vehicle is properly maintained.
- Owners should make sure drivers are properly licensed and fully trained and experienced in operating a 15-passenger van.
- Fifteen-passenger vans are very sensitive to loading and should not be overloaded under any circumstances. Agency research shows overloading not only increases rollover risk but makes the vehicle more unstable in any handling maneuvers.
- Owners should make sure that the proper sized tires are being used on their vehicles.
- Before every trip, drivers should check the tires for proper inflation and make sure there are no signs of wear. Correct tire size and inflation pressure information can be found in the owner's manual.
- If you are a driver or passenger, make sure you buckle up for every trip.



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SPECIAL DATES OF INTEREST:

* National Drunk & Drugged Driving (3D) Prevention Month

* Drunk Driving. Over the Limit. Under Arrest.

2009 FATALITY AND INJURY UPDATE

On September 9, U.S. Transportation Secretary Ray LaHood released updated 2009 fatality and injury data showing that highway deaths fell to 33,808 for the year, which was a 9.7-percent decline from 2008's record of 37,423. Motorcycle fatalities declined by 850 since 2008, after 11 consecutive years of increases.

Injuries declined from 2.35 million as reported in 2008 to 2.2 million reported in 2009, which represents a 5.5-percent decline. The injury and fatality reductions come in spite of an estimated increase of 0.2 per-

cent in vehicle miles traveled. "Today's numbers reflect the tangible benefits of record seat belt use and strong anti-drunk driving enforcement campaigns," said NHTSA Administrator David Strickland. "But we are still losing more than 30,000 lives a year on our highways, and about a third of these involve drunk driving. We will continue to work with our State partners to strictly enforce both seat belt use and anti-drunk driving laws across this Nation, every day and every night."

Forty-one States, the District of

Columbia and Puerto Rico all had reductions in fatalities, led by Florida with 422 fewer fatalities and Texas with 405 fewer fatalities.

To read the report in its entirety, click on the link below. www-nrd.nhtsa.dot.gov/Pubs/811363.pdf.

To learn more about the Fatality Analysis Reporting System (FARS), click on the link below. www.nhtsa.gov/FARS.

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15-PASSENGER VAN ALERT (continued from page 1)

Department of Motor Vehicle offices to identify these older model vans in order to get safety materials to the owners.

NHTSA has produced a checklist for drivers before they head out on a road trip; it is available for download in English and Spanish at www.nhtsa.gov/cars/problems/studies/15PassVans/ROLL-OVER_HANGTAG_LaserRes.pdf.

NHTSA has also updated its 15-passenger van information on safercar.gov to include the top safety recommendations for 15-passenger van use, ways of reducing the risk of rollover crashes and an outreach plan for marketing to churches, colleges and universities, fleet owners, rental van companies,

school systems, and others. Additionally there is valuable information for owners on identifying aging tires by checking the DOT date code located on the inboard sidewall of tires.

To learn more on 15-passenger van safety, visit www.safercar.gov/Vehicle+Shoppers/Resources/15-Passenger+Van+Safety.

Consumers with questions about any vehicle safety campaign may call NHTSA's toll-free vehicle Safety Hotline at 888-327-4236 (TTY: 800-424-9153) or visit www.safercar.gov.



HEAT ALERT STILL IN EFFECT FOR UNATTENDED KIDS

This September in Dallas, Texas, another child died after being forgotten on a school transport vehicle during 93 degree heat. This is an unfortunate tragedy witnessed across the United States as temperatures continue to stay hot.

NHTSA reminds parents and caregivers that it is dangerous to leave children and pets in cars especially on hot days.

Prior agency research shows the risk of death or a serious injury during hot weather is heightened for children left alone in vehicles. Hyperthermia (heat stroke) is the leading cause of non-crash vehicle deaths for children under the age of 14. NHTSA has found at least 27 documented deaths per year.

Safety tips from NHTSA to prevent hyperthermia include:

- Never leave a child or pet unattended in a vehicle.
- Do not let your children play in an unattended vehicle. Teach them that a vehicle is not a play area.
- Never leave children or pets in a parked vehicle, even if the windows are partially open or with the engine running and the air conditioning on.
- Make a habit of looking in the vehicle – front and back – before locking the door and walking away.
- If you are bringing your child to daycare, and normally it's your spouse or partner who brings them, have your spouse or partner call you to make sure everything went according to plan.
- Ask your childcare provider to call you if your child does not show up for childcare. Do things to remind yourself that a child is in the vehicle, such as:
 - Writing yourself a note and putting the note where you will see it when you leave the vehicle;
 - Placing your purse, briefcase or something else you need in the back seat so that you will have to check



Heat Kills—warning signs found on Nation's highways warning caregivers "DON'T LEAVE CHILDREN IN PARKED VEHICLES."

the back seat when you leave the vehicle; or

- Keeping an object in the car seat, such as a stuffed toy. When the child is buckled in, place the object where the driver will notice it when he or she is leaving the vehicle.
- Always lock vehicle doors and trunks and keep keys out of children's reach. If a child is missing, check the vehicle first, including the trunk. If you see a child alone in a hot vehicle, call the police. If they are in distress due to heat, get them out as quickly as possible. Warning signs may include red, hot, and moist or dry skin, no sweating, a strong rapid pulse or a slow weak pulse, nausea or acting strangely. Cool the child rapidly. Call 911 or your local emergency number immediately.

For additional safety, tips and information on how to keep kids safe in and around vehicles visit

www.nhtsa.gov/KeepingKidsSafe.

SAFE COMMUNITIES HAS A NEW URL

The Safe Communities Web site has a new location on the NHTSA Web site with a new look and easy-to-print pages. Click on the link below or type the new address into your browser URL textbox—DON'T FORGET TO BOOKMARK!



<http://www.nhtsa.gov/Driving+Safety/Safe+Communities/Welcome+to+Safe+Communities>

SECOND NATIONAL DISTRACTED DRIVING SUMMIT

WASHINGTON – U.S. Transportation Secretary Ray LaHood kicked off the 2010 national Distracted Driving Summit by announcing new anti-distracted driving regulations for drivers transporting hazardous materials, commercial truck and bus drivers, and rail operators, and by identifying more than 550 U.S. companies – employing 1.5 million people nationwide – that have committed to enacting anti-distracted driving employee policies in the next 12 months. The U.S. Department of Transportation (DOT) also released interim data from its pilot enforcement campaigns in Hartford, Connecticut, and Syracuse, New York, showing that its Phone in One Hand, Ticket in the Other enforcement efforts have already dramatically reduced distracted driving behavior in both cities.

In kicking off the 2010 national Distracted Driving Summit, Secretary LaHood announced that he is initiating a new rulemaking to prohibit commercial truck drivers from texting while transporting hazardous materials. In addition, he announced that two rules proposed at last year's summit have now become the law of the land. Rules banning commercial bus and truck drivers from texting on the job and restricting train operators from using cell phones and other electronic devices while in the driver's seat have now been posted.

"We are taking action on a number of fronts to address the epidemic of distracted driving in America," said Secretary LaHood. "With the help of the experts, policymakers, and safety advocates we've assembled here, we are going to do everything we can to put an end to distracted driving and save lives."

DOT has also been working with the Network of Employers for Traffic Safety (NETS) to engage the private sector to promote anti-distracted driving policies in the workplace. NETS, which was created by NHTSA, is an employer-led public-private partnership dedicated to improving the safety and health of employees by preventing traffic crashes. DOT and NETS announced that almost 1,600 U.S. companies and organizations have adopted distracted driving policies to date, covering approximately 10.5 million workers nationwide. An additional 550 organizations have committed to adopting policies that will cover another 1.5 million employees within the next 12 months.

"I am thrilled that businesses across the country are making anti-distracted driving policies an integral part of their employee culture," said Secretary LaHood. "President Obama led by example last year by banning 4 million Federal workers from texting behind the wheel. Employers across America are doing the same to help us set an example and keep our roads safe."

NHTSA also released interim data from its pilot enforcement programs currently underway in Hartford, Connecticut, and Syracuse,

New York. Dubbed Phone in One Hand, Ticket in the Other, the year-long pilot campaigns were launched in April to test whether increased law enforcement efforts combined with public service announcements can succeed in getting distracted drivers to put down their cell phones and focus on the road.

During two week-long periods of stepped up enforcement to date, police in Hartford wrote approximately 4,956 tickets and Syracuse police issued 4,446 tickets for violations involving drivers talking or texting on cell phones. Before and after each enforcement wave, NHTSA conducted observations of driver cell phone use and collected public awareness surveys at driver licensing offices in each test and comparison site. Based on these observations and surveys, hand-held cell phone use has dropped 56 percent in Hartford and 38 percent in Syracuse to date. Texting while driving has declined 68 percent in Hartford and 42 percent in Syracuse.

"Good laws are important, but we know from past efforts to curb drunk driving and promote seat belts that enforcement is the key," said Secretary LaHood. "Our pilot programs in Syracuse and Hartford are critical pieces of our overall effort to get people to realize distracted driving is dangerous and wrong. I want to commend the police in Hartford and Syracuse for their excellent work keeping our roads safe and serving as a model for other communities."

In 2009, nearly 5,500 people died and half a million were injured in crashes reported to have involved a distracted driver. According to NHTSA data, 16 percent of fatal traffic crashes in 2009 involved reports of distracted driving.

To more information on distracted driving, visit www.distraction.gov.



Seat belt use and texting are some of the issues facing young drivers.

CONNECTING WITH YOUR SBDC

The Small Business Development Center Network (SBDC) is a valuable resource for new and existing businesses. SBDC provides service on financial assistance, contract opportunities, disaster assistance, counseling and assistance, laws and regulations, and compliance that is specific to the laws of each State. They also address special audiences such as women,

veterans, and Native Americans. Areas of training include managing a business, computers in small business, business planning, accounting and budgeting, marketing and sales, managing employees, tax planning, legal issues, customer relations, technology, E-commerce, procurement and purchasing, cash flow management, and international trade.

Some of these training courses are free or have a nominal fee. There are also free online courses available at www.sba.gov/training/index.html as well as planners, tools, and local services.

Contact your local SBDC counselor today by visiting the online resource location map at www.sba.gov/localresources/index.html.

KANSAS PASSES PRIMARY SEAT BELT LAW

U.S. Transportation Secretary Ray LaHood applauded Kansas for enacting a new primary seat belt law that is expected to save lives, reduce serious injuries, and cut medical and other economic costs by more than \$70 million.

"We are pleased that Kansas has joined those States that have adopted primary seat belt laws to save lives," said Secretary LaHood. "Wearing a seat belt can make the difference between life and death in a crash, so always buckle up on every trip, every time." NHTSA Administrator David Strickland added, "We applaud Governor Mark Parkinson and the State legislature for stepping up to the plate to make Kansas roads safer. Seat belts have saved more lives than any other piece of safety equipment in the American automobile, but they only work when you wear them."

The new Kansas law enables

police officers to stop and ticket the driver of any passenger car if either the driver or front seat passenger is observed not wearing a seat belt. This law also applies to anyone under age 18. According to NHTSA, seat belt use is the most effective protection against serious crash injuries, reducing the risk by 50 percent. NHTSA estimates that, with the passage of its primary belt law, Kansas will increase its belt use by approximately nine percent, cut annual fatalities in passenger cars and light trucks by eight percent and reduce serious injuries.

Traffic crashes cost the Nation about \$230 billion each year in medical expenses, lost productivity, property damage and related costs. Kansas pays \$1.9 billion of these costs, \$700 for every resident of Kansas, each year. The new law makes Kansas eligible to receive almost \$11 million in Federal incentive funds from the Department of

Transportation. Primary seat belt laws have a proven track record of increasing State seat belt use rates. In 2009, the average seat belt use rate in States with primary enforcement laws was 11 percent higher than in States with secondary enforcement laws.

With the addition of Kansas, 31 States, DC, American Samoa, Guam, the Northern Mariana Islands, Puerto Rico and the Virgin Islands have primary seat belt laws.



Kansas becomes 31st State to pass primary seat belt law and more to follow...

According to GHSA, as of October 2010:

- 31 States, the District of Columbia, American Samoa, Guam, the Northern Mariana Islands, Puerto Rico and the Virgin Islands have primary seat belt laws.
- 18 States have secondary laws.
- New Hampshire has enacted neither a primary nor a secondary seat belt law for adults, although the State does have a primary child passenger safety law that covers children under 18.

SUPPORT YOUR VETERANS ADMINISTRATION

Motor vehicle crashes are one of the leading causes of death among combat veterans during the first years after their return home. In an effort to address this problem at the local level, the Safe Communities Service Center was contacted last year by the Department of Veterans Affairs to partner with local Safe

Communities coalitions in an effort to help save our returning military personnel from this identified fatal enemy. Military families are significant members of our communities, not only have they accepted the sacrifice to protect our country, but also they are our friends, neighbors and family. The loss

of even one veteran on the streets of America in a motor vehicle crash is not acceptable especially after having survived a tour in the war effort. To learn more about what your coalition can do to support our return vets and their families, visit www.va.gov.



PAUSE TO CLICK MULTIMEDIA CONTEST FOR KIDS

Each year the University Hospitals Rainbow Babies & Children's Hospital Injury Prevention Center, Kohl's Department Stores, and the Greater Cleveland Safe Communities sponsor the children's multimedia seat belt promotion contest Pause to Click. Students are challenged to put on their creative hats and develop traffic safety media. This year's focus was on getting "tweens" buckled up and sitting in the back seat of the car. Students compete by creating songs, video public service an-

nouncements (PSAs), or posters with a seat belt message. The winning entries are made into a radio or television PSA or billboard that will be seen or heard by people all over Greater Cleveland.

Additionally students can win cash prizes - \$250 for first place, \$100 for second, and \$50 for third place. The media submissions were due in August, which gave kids most of the summer to be safety minded as they developed their products.

Visit Pause to Click to learn more at www.PausetoClick.com.

This is an excellent event for youth traffic safety awareness that is easily duplicated and cost effective for traffic safety coalitions.

To learn more about how your coalition can participate in developing this youth campaign, contact Mandy Thomas at 216-983-1105 or Mandy.Thomas@UHhospitals.org.



This is just one of the many exciting events taking place in Region 5—look for next special edition!

CHILDREN'S SAFETY NETWORK COMMUNITIES

An offshoot from the NING network, the Children's Safety Network (CSN) has announced the launch of its CSN Communities (<http://csncommunities.ning.com/>). CSN Communities is a social network site that was created to offer State and territorial Mater-

nal and Child Health (MCH) and Injury and Violence Prevention (IVP) staff a forum to connect and collaborate with others in the field. Their goal is to provide an online medium for support and to increase awareness about the importance of injury and violence prevention.

To learn more about CSN Communities and engage in an ongoing dialogue about your work, visit <http://csncommunities.ning.com/>.



A new networking venue for children's injury prevention professionals.

VERMONT LAW ENFORCEMENT AGENCIES HONORED

The Vermont Law Enforcement Challenge is a program for law enforcement agencies based on the National Law Enforcement Challenge, sponsored in part by the International Association of Chiefs of Police (IACP) and partially funded by NHTSA. The program encourages a 'friendly' competition between law enforcement agencies. Participation in highway safety initiatives such as the Click It or Ticket, and Drunk Driving. Over the Limit. Under Arrest. programs as well as safety education events at schools, community events, and retail outlets weigh heavily in the judging.

The top finishing agencies in categories based on department size were Berlin Police Department, Shelburne Police Department (top scoring agency), Bennington Police

Department, and Washington County Sheriff's Department. The Vermont State Police also received a special category award.

The Governor's Highway Safety Officer of the Year award was presented to Officer Chad Basette of the Berlin Police Department. This award goes to an officer who demonstrates endless devotion to highway safety within the community they serve as well as contributing significantly to other agencies throughout the year.

A NHTSA Public Service Award was presented by Jim Ryan, NHTSA Region I Deputy Regional Administrator to Chief Gary Taylor in recognition of leadership and innovation in developing and implementing the data-driven approaches to crime and traffic safety

(DDACTS) model for the St. Albans Police Department.

The Ruby Rainault Occupant Protection Memorial Award honors Essex County Deputy Sheriff Ruby Rainault who was a child passenger safety seat technician throughout the Northeast Kingdom and promoted occupant protection education. She gave her life in the line of duty on November 24, 2003. This year's award went to Trooper Renee S. Hall, of the Vermont State Police.

To learn more about DDACTS, how your department can get started, and what resources are available, visit www.stko.maryland.gov/DDACTS/tabid/127/Default.aspx.



To see all winners of the 2009 Vermont Law Enforcement Challenge visit <http://www.theiacp.org/LinkClick.aspx?fileticket=eimrDsZK684%3D&tabid=345>

Data-Driven Approaches to Crime and Traffic Safety (DDACTS) is a law enforcement operational model

January 31 – February 6, 2011

Super Bowl Sunday
IMPAIRED DRIVING
Primary Message: *Fans Don't Let Fans Drive Drunk*

March 8 – 17, 2011

St. Patrick's Day
IMPAIRED DRIVING
Primary Message: *Friends Don't Let Friends Drive Drunk*
Social Media: **Twitter Party**

April 2011

National Distracted Driving Awareness Month

May 2011

Motorcycle Safety Awareness Month
Primary Message: *Motorists and Motorcyclists Share the Road*
Bicycle Safety Month
Primary Message: *Make Bicycling Safe for Riders of ALL Ages*

May 23 – June 5, 2011

Click It or Ticket
National Enforcement Mobilization
OCCUPANT PROTECTION
Primary Message: *Click It or Ticket*

June 20, 2011

National Ride to Work Day
MOTORCYCLE SAFETY
Message: *Share the Road with Motorcycles*

June 19 – July 4, 2011

Fourth of July
IMPAIRED DRIVING
Primary Message: *Drunk Driving. Over the Limit. Under Arrest.*

August 2011

Back to School Safety
Primary Message: *Walk, Bike, and Ride to School Safely!*

August 19 – September 5, 2011

Impaired Driving
National Enforcement Crackdown
Primary Message: *Drunk Driving. Over the Limit. Under Arrest.*

September 18 – 24, 2011

Child Passenger Safety Week
National Seat Check Saturday (September 24)
OCCUPANT PROTECTION
Twitter Party: **Child Passenger Safety**

October 2011

International Walk to School Month

October 16 – 22, 2011

National Teen Driver Safety Week
OCCUPANT PROTECTION

October 25 – November 1, 2011

Halloween
IMPAIRED DRIVING
Primary Message: *Buzzed Driving Is Drunk Driving*

November 14 – 27, 2011

Thanksgiving Holiday Travel
OCCUPANT PROTECTION
Primary Message: *Buckle Up America. Every Trip. Every Time.*

November 27 – December 11, 2011

Holiday Season
IMPAIRED DRIVING
Primary Message: *Buzzed Driving Is Drunk Driving*
Twitter Party: **Buzzed Driving Is Drunk Driving**

December 16, 2011 – January 2, 2012

Holiday Season
IMPAIRED DRIVING
Primary Message: *Drunk Driving. Over the Limit. Under Arrest.*
TV Road Block

PINK STICKER SHOCK

The availability of education on choosing the proper child safety seat and having it properly installed is not always known to expectant parents in the southern region of New Jersey.

Like many States, New Jersey has certified child safety seat technicians scattered throughout the State, with at least a dozen active permanent inspection stations operating at any given time. However, South Jersey Traffic Safety Alliance (SJ TSA) Director Barbi Harris suspected that few new expectant parents, and even some who would be having additional children, were even aware of the service provided by child safety seat technicians. Unless these parents were educated about child passenger safety by their physicians, through a Lamaze class, or by other parents, Barbi reasoned, they may be regarding a child safety seat as just another new piece of baby equipment, along with a crib, swing, stroller, and changing table. Too many times parents were waiting until the delivery of their child to open the child safety seat box, and SJ TSA was getting frequent calls from hospital nurseries for emergency help with installing these seats.

How could SJ TSA help assure new parents would invest the needed time to educate themselves about what seats meet minimum safety regulations, and how they are properly installed? Expectant parents would likely visit local baby

product retail stores in planning for their new arrivals. Additionally once a parent contacted a child safety seat technician to learn about proper installation of their infant safety seat, the technician would have the opportunity to share information about proper restraints for the child's coming years. So Barbi came up with a simple, eye-catching medium for grabbing new parents' attention and directing them to the right place for child safety seat installation. A neon pink sticker was developed that would be placed on the box of every new child safety seat, and direct parents to one of four permanent fitting stations in the Southern New Jersey region.

Barbi shared her idea with the AtlantiCare Regional Medical Center, the lead organization for SafeKids of Cape May and Atlantic Counties, and obtained funding from the SJ TSA, who manages highway safety activities for the region. Under this partnership, the SJ TSA team contacted all the major retail stores in the region, and asked store managers whether they would be willing to advertise and install these stickers on boxes of new infant safety seats. All but one of the major retail chains agreed. Barbi and her team traveled to each of the individual stores with armloads of '4 Steps for Kids' posters and the installation stickers.

Total production costs for this campaign were about \$250,

plus the time and travel investment the SJ TSA team made in getting displays and stickers to the stores. Retailers readily posted the displays and added the stickers to their child safety seat boxes. Also technicians at the permanent inspection stations in Southern New Jersey saw a notable upswing in new child safety seat installations that had not been experienced before.

The early success of this program was attributed to the team's dedication, willingness to invest the extra "leg work," and good communication strategies. In the coming year, the Safe Kids and SJ TSA are considering an updated sticker that lists individual station Web sites and phone numbers instead of locations. The SJ TSA team hopes to continue to find innovative ways to raise awareness of child safety at all ages.

To learn how your coalitions can get more information on the Pink Sticker Shock campaign, contact Barbie Harris at barbie.harris@atlanticare.org.

Recently the City Council of the City of Chicago, Illinois approved an ordinance that requires retailers of child passenger safety seats to post signs with contact information for public and private child passenger safety technicians in Chicago. The list also includes information for Spanish-speaking contacts.



The City of Chicago, IL instituted a substitute ordinance to 7-36-115 Child passenger safety seat sale or leases...

(b) No person shall expose for sale, sell, lease, offer for sale or offer for lease any Child Passenger Safety Seat within the City of Chicago to any Consumer, unless such person has posted within twenty (20) feet of any Child Passenger Safety Seat a Referral to Resource document provided by the City of Chicago thereby assisting the Consumer with finding a CPST...

[Learn more...](#)

NATIONAL HIGHWAY SAFETY AWARD WINNERS HONORED IN KANSAS CITY

WASHINGTON, DC & KANSAS CITY, MO – The Governors Highway Safety Association (GHSA) presented its highway safety awards during the GHSA Annual Meeting in Kansas City. GHSA represents State highway safety agencies across the country. GHSA's most prestigious award, the James J. Howard Highway Safety Trailblazer Award, went to Chuck Hurley. During his more than 30-year career, Hurley has become one of the most recognized highway safety advocates in the country, pushing for more comprehensive safety legislation on a myriad of highway safety issues. Hurley was a leader in the development and implementation of the Click It or Ticket campaign, the effort to increase the drinking age to 21, and most recently, Mothers Against Drunk Driving (MADD's) Campaign to Eliminate Drunk Driving.

GHSA presented the Kathryn J.R. Swanson Public Service Award to Delaware Highway Safety Office former director Tricia Roberts, whose creative ways to reach the public paired with her determination to see effective legislation enacted and her dedication to connect to other highway safety organizations, merit this recognition. A tireless advocate, Roberts embodies the same spirit of commitment to highway safety as exemplified by Kathy Swanson, former Director of Minnesota's Office of Traffic Safety and GHSA Chairman.

GHSA also presented four Peter K. O'Rourke Special Achievement Awards for notable achievements in highway safety in 2009. These awards are named in honor of former GHSA Chairman and Californian Peter K. O'Rourke. Winners are:

The Florida Motorcycle Safety Coalition, a team of 27 safety advocates, established to develop and implement the Motorcycle Strategic Safety Plan (MSSP) in response to the significant increase in Florida's motorcycle crashes, fatalities, and injuries. The Motorcycle Safety Coalition has finalized the MSSP, conducting mapping and trend analyses; produced a motorcycle traffic law enforcement video; created and implemented Florida's first motorcycle impaired-riding campaign; and hosted training and safety forums. These and other activities have led to a potential 24-percent reduction in motorcycle fatalities and a 9-percent reduction in serious injuries, despite little fluctuation in ridership numbers, no State universal helmet law, and the fact that motorcycle riding is a year-round activity in Florida.

Crawford County S.A.F.E. (Seat Belts Are for Everyone), a teen seat belt program that capitalizes on teen buying power by using a combination of positive and negative rewards to change behavior. Crawford County, Kansas, piloted the program during the 2008-2009 school year, building a coalition of support in the community. This

youth-led program included student administered seat belt use surveys, pledge cards, and monthly drawings for \$25 Visa cards. The outcomes of the Crawford County S.A.F.E. program speak for themselves. A 16.3-percent increase in the teen student seat belt rate in one of Kansas's most seat belt-resistant counties meant an additional 306 students were traveling safer each day. The program's success has spurred interest among other Kansas counties and other States.

Dah Chong Hong (DCH) Auto Group, the largest auto group in New Jersey and one of the largest in the Nation, made a substantial commitment to promote teen safe driving through active involvement in local high schools and communities. In spite of the most significant budget crisis in their industry in decades, DCH supported the creation of Students Against Destructive Decisions (SADD) chapters in local high schools within each of the communities served by their dealerships, as well as travel for students and advisors to attend SADD national conference and set up regional training conferences on the east and west coasts. To date, DCH has sponsored 27 SADD chapters in high schools in its service areas. These chapters range in size from 30 students to 150 students. DCH/SADD chapter activities have reached 30,000 students as well as hundreds of parents and family members and thousands of additional community members.

Zero Fatalities, a coalition of Utah highway safety partners working to prevent traffic injuries and fatalities, whose groundbreaking Texting While Driving (TWD) video has fueled the distracted driving discussion on a national scale. Zero Fatalities worked with a prison inmate convicted of negligent homicide because of TWD to produce a 15-minute documentary educating drivers about the dangers of TWD. The video was widely distributed among Utah driving instructors, schools, and online social networks. Demand for the video has been tremendous, and it has received national press coverage. Zero Fatalities' TWD video has provided Utah and the Nation with a highly effective way to communicate about the inherent danger of TWD.

More detailed descriptions about the winners are online at www.ghsa.org/html/meetings/awards/10.index.html. To request a photo of a winner from the September 27 presentation ceremony, contact Kara Macek at kmacek@ghsa.org or 202-789-0942, ext. 14.

ALZHEIMER'S ASSOCIATION AND DRIVING

By Dezzie Dickson Whitlock,
CTR, Safe Communities Service
Center Coordinator

I needed to write this story because it is so close to my heart; I lost my father and five of my mother's sisters to dementia. My story is not unique, and that is the tragedy because there is a large population of seniors with varying stages of dementia for which at this time, there is no cure. But with knowledge, we can make a difference.

Anyone involved in caregiving of a person with dementia knows how cruel this disease is and that it spans long past the physical loss of a loved one. Family, friends, and caregivers witness the person's behavioral changes from subtle memory loss to complete incapacitation. The person may or may not know what the problem is, but they do know that something is very wrong. Some of the issues are lost keys, purses or wallets, disorientation, agitation, weight loss or weight gain, feeling of isolation, loss of boundaries, and trust issues with ones they know and love. These are only a few of the issues for people experiencing the ravages of

dementia.

For those who drive, the most significant loss they feel is the fear of familiar roadways becoming unfamiliar, loss of independence, or being restricted to their home because there is no alternate transportation. My mother is 85 years old now and suffers from mild dementia and can no longer be left home alone. We are fortunate because she chose to stop driving at age 76, unlike my father who got lost at least seven times before my brothers disabled his car.

We remember the senior in California who drove his regular route home with no problems, until one particular day, the community had a market event that changed the familiar configuration of the roadways to his home. Unable to process the change, he drove into the crowd of people, injuring and fatally wounding several. He could not process the changed environment. Among the anxiety of memory loss is the denial of the condition by family and friends because now there is another problem – alternate driving and transportation.

NHTSA and the Alzheimer's Association have entered into a cooperative agreement to address driving for people with dementia. The goal will be to provide resources for caregivers, to help them recognize that it is a safety issue, and to normalize intervention with their loved ones. Dementia is a huge traffic safety challenge on a national level (approximately 5 million people with Alzheimer's disease). Please help your community to learn more about dementia and how it can create an environment that is senior-friendly as they continue living with the utmost dignity and quality of life.

Visit the Alzheimer's Organization Safety Center to learn more about this destructive brain disease and how you can help. Visit the Safety Center at www.alz.org/safetycenter/we_can_help_safety_center.asp.

To get more information from NHTSA on Older Drivers visit www.nhtsa.gov/DOT/NHTSA/Traffic%20Injury%20Control/Talking2OlderDrivers/article.pdf.

STUDENT SAFETY TECHNOLOGY DESIGN COMPETITION

As part of the 22nd International Technical Conference on the Enhanced Safety of Vehicles (ESV) college students are invited to take part in the 4th Student Safety Technology Design Competition. The goal of this competition is to bring young professionals with innovative and imaginative ideas into the growing field of automotive safety.

NHTSA designed the competition to promote multidisciplinary teamwork, enhance students' awareness of automotive safety, and embrace engi-

neering, human factors, and biomechanics. Teams of students and a faculty advisor will develop models of innovative vehicle safety technologies in one of several categories.

Abstracts of the team's ideas must be submitted by October 29th, 2010. Teams whose abstracts are accepted can receive \$2,000 to support the development of their model (pending availability of funding by the sponsor country).

Top teams will gain international recognition by presenting their work at the ESV, at the

National Harbor in June 2011. Information on this competition can be found at www-esv.nhtsa.dot.gov/Student%20Competition.htm.



2010 AND 2011 CALENDAR OF EVENTS

Date	Event	Sponsor
December	National Drunk & Drugged Driving (3D) Prevention Month	NHTSA, MADD, GHSA
December 16– January 3, 2011	Drunk Driving. Over the Limit. Under Arrest. —National Crackdown	NHTSA, MADD, GHSA
March 27-29	Lifesavers 2011 Conference (Arizona)	Multiple public and private organizations

We are on the web!

www.nhtsa.gov

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The Safe Communities Service Center is the national portal for the distribution of traffic safety materials and support for traffic injury prevention coalitions, traffic safety partners and the public for the National Highway Traffic Safety Administration.

SUBSCRIBE TO OUR NATIONWIDE NEWSLETTER AT

SAFE.COMMUNITIES@DOT.GOV



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COMMUNITY TRAFFIC SAFETY COALITION BUILDING AND SUPPORT

SAFE COMMUNITIES EXHIBITS AT NUSA CONFERENCE

In June, the Safe Communities Service Center had the opportunity to be an exhibitor at the 35th Annual Neighborhoods, USA (NUSA) Conference in Little Rock, Arkansas. NUSA is a nonprofit coalition that has been around for 75 years, which reaches nationwide to support its local level, grassroots, and community-based organizations. This all-volunteer coalition not only focuses on neighborhood aesthetics, but safety issues such as domestic violence, gang and weapons, alcohol and drug issues and traffic safety issues among others.

Coalition members came from as far away as Japan to attend workshops to network, socialize, and listen to keynote speaker President Bill Clinton at the 2010 NUSA Luncheon Awards Ceremony. Former President Clinton commented that each community possesses the "seeds of its own regeneration, and

it depends on the actions taken by community leaders. As the Nation seethes with renewed political partisanship, there's not enough talk about what's happening at the neighborhood level, and that we have to get back to American and build up from the grassroots." In closing, President Clinton told the group, "Every time a neighborhood activist takes on a project to improve his or her community, they are giving other residents a solid place to stand."

The 2010 Multi-Neighborhood Partnerships category top prize was presented to the Idaho Crime Prevention Association for their Treasure Valley Neighborhood Watch Summit, which was a collaborative effort by Idaho Crime Prevention Association and five law enforcement agencies.

NUSA has recently partnered with the Federal Emergency Management Agency and the Department of Housing and Urban Development, and NUSA President Elton Gatewood is interested in working with Safe Communities coalitions.

President Gatewood has sent out a request for workshops for the 2011 NUSA Conference coming to Anchorage, Alaska. If you would like to submit or present at a workshop, submit your information to nusa2011@communitycouncils.org

To learn more about NUSA, or learn more about partnering with them in their national neighborhood outreach, visit www.nusa.org.



Dezzie Whitlock Dickson on right (Safe Communities Service Center Coordinator) gets help working the exhibit booth from Arkansas State Police Highway Safety Office Administrator Bridget White on left.



Dezzie is greeted by Neighborhoods, USA President Elton Gatewood at Safe Communities exhibit booth.



Neighborhoods, USA team from Japan visits with Dezzie at the Safe Communities exhibit booth



Neighborhoods, USA City of Michigan employee Elizabeth Hansen shares breakfast with Dezzie at the Opening Ceremony