

BUILDING SAFE COMMUNITIES

JUNE 2011 EDITION



www.nhtsa.gov/Driving+Safety

SPECIAL LINKS:

[KEEP KIDSSAFE: HYPERTHERMIA](#)

[NATIONAL CENTER FOR STATISTICS AND ANALYSIS](#)

[PEDESTRIAN AND BICYCLE INFORMATION CENTER](#)

[PROTECTING TEEN DRIVERS](#)

[NATIONAL ORGANIZATIONS FOR YOUTH SAFETY](#)

SPECIAL DATES OF INTEREST:

- JUNE 5-11 NATIONAL TIRE SAFETY WEEK
- JUNE 20 RIDE YOUR MOTORCYCLE TO WORK DAY
- AUGUST 7-13 NATIONAL STOP ON RED WEEK
- AUGUST 19-SEPTEMBER 5 "DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST" NATIONAL CRACKDOWN

SEE THE 2011 CALENDAR OF EVENTS ON PAGE 12.

NEVER LEAVE YOUR CHILD ALONE IN A CAR

Submitted by Lorrie Walker, Safe Kids Buckle Up, Safe Kids USA (Deerfield Beach, FL)



Last year, 49 children died from heat stroke when they were left unattended in a vehicle. We have already lost one and possibly two children this way in 2011. Data shows that during 1998-2010, 494 children died of hyperthermia or heat stroke, an average of 38 deaths per year. Kids were alone in cars in one of three ways: approximately 51 percent were unintentionally "forgotten" when a distracted driver arrived at a destination and left the vehicle with the child inside; caregivers left their parked car doors unlocked and unsupervised where approximately 30 percent were able to gain access, or they intentionally left the children alone while they ran errands, and 17 percent of the children died. Safe Kids Buckle Up (SKBU) has launched a national initiative to increase awareness to caregivers and deputize the public to act on behalf of any child they may see unattended in vehicles. Bystanders are encouraged to call 911 immediately. A child could face grave dangers in a very short period of time. First responders are trained to assess the situation and take the next step. Twenty States have laws about leaving children alone in vehicles.

A meeting to strategize the issue was held in Arlington, Texas, in January and a national launch was held in Austin in March. Texas leads the nation in the number of deaths by hyperthermia or heat stroke to children; Florida and Arizona follow.

While all States are encouraged to promote this highly preventable tragedy SKBU has identified eight States where members have established steering committees. They are Texas, Florida, Arizona, New York, Georgia, Kentucky, Ohio, and North Carolina. Safe Kids Buckle Up has developed a speaker's bureau complete with all supporting information and material.

Please promote the NEVER LEAVE YOUR CHILD ALONE IN A CAR initiative in your State. A new parent tip sheet is available in both English and Spanish at www.safekids.org/nlyca. Visit www.gweather.com/heat for more information about State-specific cases by year. [Safe Kids Worldwide](#) | [Safe Kids USA](#)



Problem: Children die each year from heatstroke, after being left alone in a vehicle.

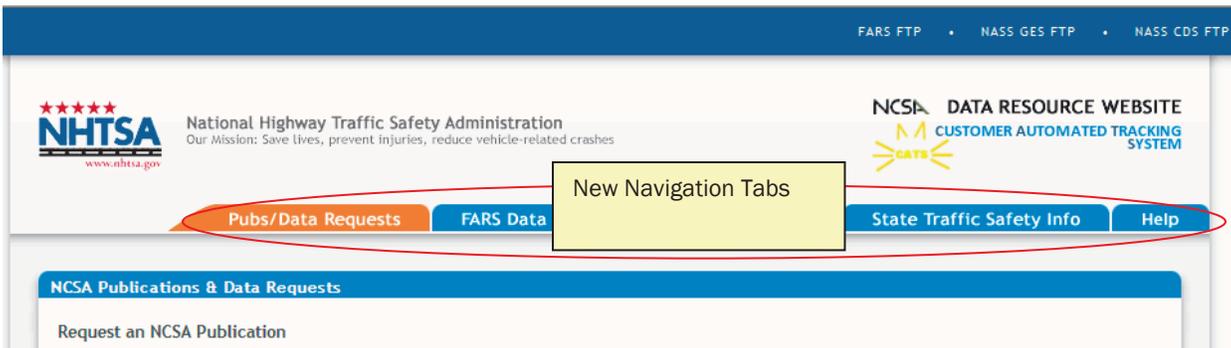
NCSA WEBSITE IMPROVEMENTS

In a continuing effort to improve customer service, NHTSA's National Center for Statistics and Analysis (NCSA) has made recent changes to their data resources Web sites. New navigation tabs, and a common 'look and feel' have been added to the following related Web sites: (1) the Customer Automated Tracking System (CATS), (2 & 3) the Fatality Analysis Reporting System (FARS) Encyclopedia Reports and Query, and (4) the State Traffic Safety Information (STSI) Web sites.

The primary source of these Web sites is data from the FARS. The new navigation tabs consolidate these related sites using this common linking feature giving ready access for users to all the related FARS data and information.

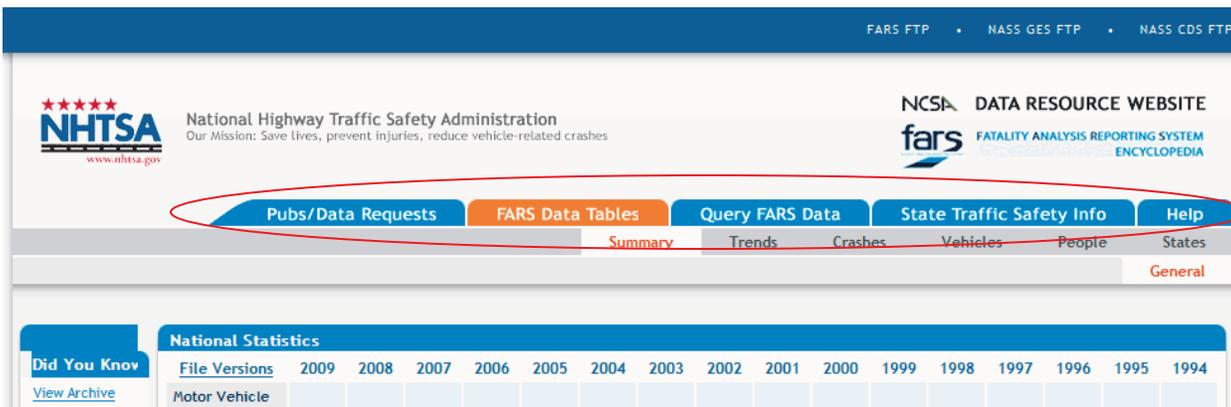
The NCSA Data Resource Web site is accessible from the NHTSA Web site, or by using either of the following direct address in your Web browser:

- CATS (Pubs/Data Requests) <http://www-nrd.nhtsa.dot.gov/CATS>
- FARS Encyclopedia-Reports (FARS Data Tables) <http://www-fars.nhtsa.dot.gov>
- FARS Encyclopedia-Query (Query FARS Data) <http://www-fars.nhtsa.dot.gov/QueryTool>
- STSI (State Traffic Safety Info) <http://www-nrd.nhtsa.dot.gov/STSI>



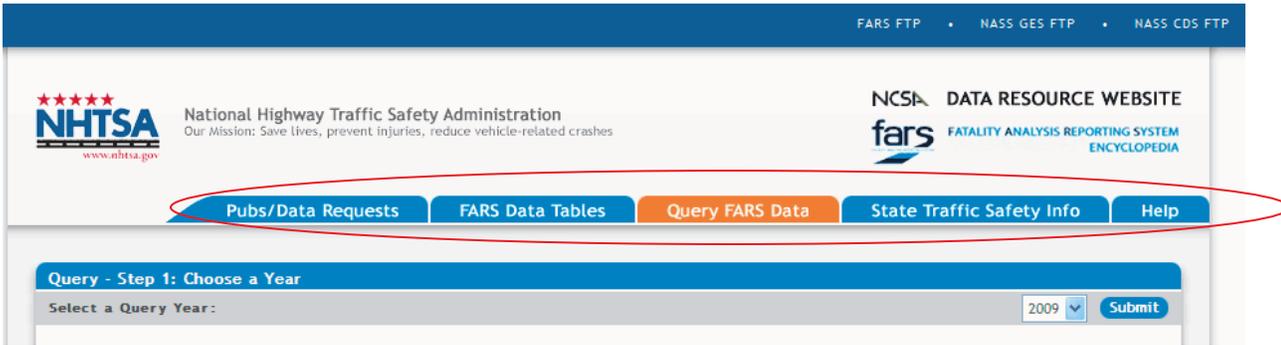
Screen Shot #1. CATS (Pubs/Data Requests)

<http://www-nrd.nhtsa.dot.gov/CATS>



Screen Shot #2. FARS Encyclopedia-Reports (FARS Data Tables)

<http://www-fars.nhtsa.dot.gov>



Screen Shot #3. FARS Encyclopedia-Query (FARS Data Tables)

<http://www-fars.nhtsa.dot.gov/QueryTool>



Screen Shot #4. STSI (State Traffic Safety Info)

<http://www-nrd.nhtsa.dot.gov/STSI>

NETWORK WITH YOUR LOCAL USO



Many communities have members serving in the USO (United Services Organizations) supporting military men, women and families through programs such as Operation Enduring Care, where returning personnel continue to face many challenges brought on by the horrors of war. As these heroes return home to their communities, your coalition has the opportunity to partner with your local USO by signing up to be a sponsor, donor, or volunteer.

To learn more on how your coalition can help military families abroad and locally, visit <http://uso.org/whoweare/findyourlocaluso/>.

SEAT BELTS SAVE LIVES



NEW NHTSA RESOURCES NOW AVAILABLE

NHTSA is pleased to announce the availability of much awaited material now live on its Web site (direct links are provided). Please note that this material will only be made available electronically for you to download.

Child Pedestrian Curriculum: This national curriculum is designed to be used with children K-5th grade. It is divided into sections according to grades K-1, 2-3, and 4-5. <http://www.nhtsa.gov/ChildPedestrianSafetyCurriculum>.

Cycling Skills Clinic Guide: Formerly called the Bike Rodeo, this resource encompasses the recommended stations to include in any clinic. NHTSA knows that a variety of folks, anywhere from service organizations, law enforcement officers, public health groups, to full-time bicycle safety advocates/educators are asked to support efforts to teach grade school children via this on-bicycle activity. This step-by-step guide includes downloadable material included such as handouts, signs, station layout measurements, and guidelines for volunteers at each station, etc. NHTSA welcomes your comments and requests for additional material to include. We also encourage you to adapt the use of this product for other older audiences. <http://www.nhtsa.gov/Driving+Safety/Bicycles/CyclingSkillsClinic>

Bikeability Checklist (now in Spanish): www.nhtsa.gov/staticfiles/nti/pdf/bikeability-checklist-sp.pdf

Walkability Checklist (now in Spanish): www.nhtsa.gov/Driving+Safety/Pedestrians/Walkability+Checklist

Please see NHTSA's bicycle site: www.nhtsa.gov/Bicycles and pedestrian site: www.nhtsa.gov/Pedestrians for additional pedestrian and bicycle one-page activities created for use at community events.

Note: A friendly reminder that all educational material posted on the NHTSA Web site is in the public domain and thus requests for NHTSA permission to use the product are not necessary. To continuously improve our resources, we welcome your comments.

PBIC INTRODUCES NEW WEBINAR SERIES

In 2010, the Pedestrian and Bicycle Information Center (PBIC) launched a new webinar series titled "Designing for Pedestrian Safety," modeled after the PBIC and Federal Highway Administration (FHWA) in-person training courses. The new webinar series explored a variety of topics including road diets, intersection geometry, and signalized intersections. Webinar presenters have included Charlie Zegeer, director of the PBIC; John LaPlante, director of engineering with T.Y. Lin International; Peter Eun, FHWA RC safety engineer, Fred Ranck; FHWA Resource Center safety design engineer and many others. There is an eight-part series focusing on a specific subject matter surrounding pedestrian safety.

With attendance numbers reaching up to 1,000 viewers per webinar, the webinar series participation indicated a strong and growing interest in pedestrian design education. Attendees participated in in-depth discussions of specific engineering treatments. "These webinars are a great aid for those who work in traffic and transportation," said one attendee. "It also helps focus attention on training for road design for pedestrians and bicyclists." Each webinar has included a question-and-answer session for attendees to submit to panelists. The Designing for Pedestrian Safety webinar series is intended to help communities address pedestrian safety issues through design and engineering solutions.

This series is one of several webinar series that PBIC offers. In addition to webinars, PBIC also provides in-person trainings as well as university-level curricula.

For more information on the Designing for Pedestrian Safety webinar series or to access archived webinars, visit

www.walkinginfo.org/training/pbic/dps_Webinars.cfm.



MASTERING THE ART OF NETWORKING

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

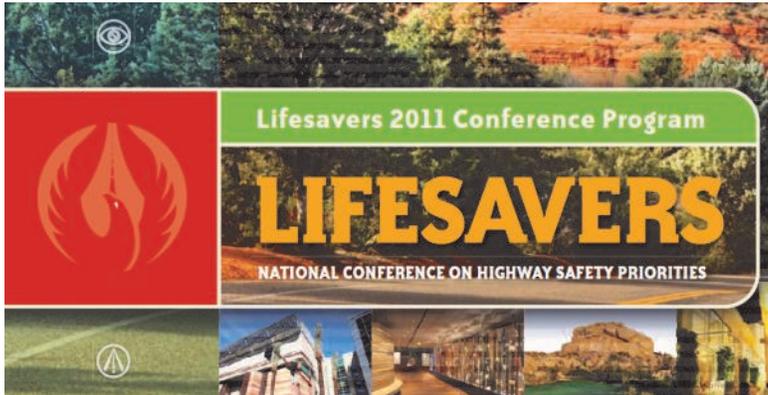
Do you have a strategy on how to meet and greet with other organizations in order to expand your network of alliances? Today's successful organizations use their latest technologies and networking skills to survive one of the Nation's most difficult and challenging economic conditions. Here are a few ways to network with a purpose, sharing ideas and tools that will help in good and bad economic times:

- Have a plan – a step-by-step plan is an ideal way to build your network. This plan should identify the organizations you want to network with, information about the organizations, key people in the organization you need to meet, and future events like conferences, annual meetings, and committee opportunities, social events, and more.
- Make sure your networking choices represent a multi-discipline group to include law enforcement, hospitals, clergy, schools, partner organizations, coroner's office, data and statistics analysts, Federal, State, local agencies, local radio and television stations, chambers of commerce, inks, Lions Club and unlikely partners such as the tobacco and alcohol industry and cell phone companies.
- Become the SME (subject matter expert) of your industry and learn as much as possible about your network group. Sponsor workshops and information sharing events about your coalition. Form peer groups and author newsletters and documents that market your coalition's achievements. Other organizations should want to be connected to you.
- Learn the value of small talk and make friends - don't over sell yourself. The focus should be your coalition and its contributions to society. Remember to reconnect with new contacts at some future date to keep your mission fresh on their minds. Organize and scan your collected business cards.
- Take a second look at your networking event planner before you leave, review your checklist. Bring your camera, business cards, cell phone, personal digital assistant (PDA) and writing tools. You never know when you may be presented with a photo opportunity for your newsletter. When taking pictures, be sure to get names and contact information so you can send them a photo release if using pictures in a newsletter.
- If you don't have an event planner, make one using Microsoft Word, Excel, or Microsoft Works (it is easy to modify an existing template to fit your needs).
- Don't forget to use social networking tools such as Facebook, Yahoo, Skype, Twitter, blogs, listservs, LinkedIn, and others that focus on building networks. Be very careful of sites known for virus attacks – a computer virus is something you do not want to share.
- Networks are like building lifelong friendships – you have to invest time and effort to nurture them.

If you would like a free copy of the sample Safe Communities Networking Event Planner, send e-mail to safe.communities@dot.gov.



2011 LIFESAVERS CONFERENCE AWARDS LUNCHEON



PHOENIX – The National Highway Traffic Safety Administration presented awards at the 29th Annual Lifesavers Conference to 17 individuals and groups for their exemplary achievement in promoting highway safety across America. "While we will never rest, the hard work of our awardees and organizations like Lifesavers is helping to make traveling on America's roads safer than ever before," said U.S. Transportation Secretary Ray LaHood.

NHTSA Administrator David Strickland, who was on hand for the three-day safety meeting, presented the awards at a luncheon ceremony in the Phoenix Convention Center. "Our award winners exemplify the highest standards of achievement in the field of traffic safety," said Administrator Strickland. "We are seeing major progress in a whole range of safety areas thanks to the professionalism, dedication, and energy of our award winners and thousands like them in communities all across the country."

He added, "As far as we've come, we still have a long way to go, and we will continue to rely on the work of people and groups like our awardees today who give of themselves tirelessly and selflessly on behalf of highway safety."

The 17 award winners, and their plaque citations, are as follows:

Safety Champion Award

- Janette Fennell, founder and president of KidsAndCars.org, Leawood, Kansas: In recognition of your dedication and hard work to raise awareness of the dangers to children in and around vehicles. Your on-going crusade for safety has helped to save lives and prevent tragedies.

Public Service Awards

- Lt. Jonlee Anderle, Laramie Police Department, Laramie, Wyoming: In recognition of your leadership in traffic safety and impaired-driving prevention in your community, in Wyoming, and in the Nation.
- Jerold Cibley, traffic safety advocate, Foxboro, Massachusetts: In recognition of your determination and persistence to reduce distracted driving in Massachusetts and across the Nation.
- Beth Ebel, M.D., M.Sc., M.P.H., director, Harborview Injury Prevention & Research Center, Seattle, Washington: In recognition of your outstanding contributions to the safe transport of children through the promotion of child booster seats in America.
- The Honorable Linda Gray, Arizona State Senator, District 10, Phoenix: In recognition of your dedication to public safety in Arizona through sponsoring numerous bills relating to DUI and other traffic safety issues.
- James R. Hanni, executive vice president, AAA Allied Group, Topeka, Kansas: In recognition of your superior leadership and enduring dedication in the passage of a primary seat belt law to reduce motor vehicle fatalities and injuries in Kansas.

- David C. Huff, director, Montana Traffic Education Programs, Office of Public Instruction, Helena, Montana: In recognition of your outstanding leadership in finding common ground within the driver education community in the development and implementation of national administrative standards.
- Patrick James, traffic safety advocate, Greer, South Carolina: In recognition of your advocacy and dedication to bringing national attention to the safety issues surrounding 15-passenger vans and for promoting continued outreach to owners of vans without the latest safety features.
- LaVonne King, Indian reservation roads technician, Northern Cheyenne Tribe, Lame Deer, Montana: In recognition of your outstanding dedication and steadfast commitment to preventing fatalities and injuries on the Northern Cheyenne Indian Reservation's roads and highways.
- Cathy L. Lanier, chief, Metropolitan Police Department, Washington, DC: In recognition of your extraordinary law enforcement leadership, support, and commitment in promoting highway safety and saving lives in the District of Columbia.
- Robert Lillis, president, Evalumetrics Research, Canandaigua, New York: In recognition of your long-time commitment and dedication to the Impaired Driving Technical Assessment Program and to States as they seek to strengthen their impaired driving programs.
- Matthew Mento, digital account executive, ESPN, Chicago, Illinois: In recognition of your leadership and commitment to raising national public awareness of the dangers of distracted driving.
- The Honorable Deb Miller, Secretary of Transportation, Topeka, Kansas: In recognition of your superior leadership and enduring dedication in the passage of a primary seat belt law to reduce motor vehicle fatalities and injuries in Kansas.
- New York City Department of Transportation, New York, New York: In recognition of its successful, multidisciplinary approach to reducing traffic fatalities and for its comprehensive strategic plan to reduce pedestrian fatalities.
- Ohio Strategic Transportation Safety Plan Committee, Ohio Department of Transportation, Columbus, Ohio: In recognition of its leadership role in implementing the Strategic Highway Safety Plan process and the partnerships that helped Ohio achieve historic low traffic fatality numbers in 2009.
- Jevon Thoresen, account executive, ESPN, Chicago, Illinois: In recognition of your leadership and commitment to raising national public awareness of the dangers of distracted driving.
- The Honorable Dwayne Umbarger, Kansas State Senator, District 14, Thayer: In recognition of your superior leadership and enduring dedication in the passage of a primary seat belt law to reduce motor vehicle fatalities and injuries in Kansas.

Lifesavers is a national, non-profit organization made of diverse private and public groups and individuals who share a common goal of improving highway safety. Its annual meetings provide a forum for safety advocates to discuss the latest advances in highway safety.



**GET READY FOR
2012 LIFESAVERS CONFERENCE
IN ORLANDO, FLORIDA**

ENGAGING YOUTH IN HIGHWAY SAFETY EFFORTS



By Sandra Spavone, executive director
NATIONAL ORGANIZATIONS FOR YOUTH SAFETY (NOYS)

In 2007, in cooperation with NHTSA and the United Nations Global Road Safety Week, NOYS youth launched what is now an annual campaign called National Youth Traffic Safety Month. Held in May, this campaign is in conjunction with prom, graduation, and the beginning of the summer driving season. This year marks the 5th year of the campaign.

NOYS works to coordinate youth-led community efforts to support legislation, increase enforcement, and provide education on youth traffic safety issues. Through sponsorship from The Allstate Foundation, NOYS is able to offer over \$140,000 in prizes and awards in addition to other contests and programs for youth leaders. NOYS is joining with the Governors Highway Safety Association (GHSA) to raise the level of the youth led projects by connecting State highway safety offices to the youth in their State working to address youth traffic safety.

NOYS encourages all State highway safety offices and other adult leaders to make youth an integral part of their programs. Development of youth and adult partnerships is a key strategy in improving highway safety. This partnership is essential for empowering youth leaders and preparing them with the programmatic tools, expertise and knowledge necessary to successfully implement their peer-to-peer education, legislative advocacy and increased enforcement efforts.

Research shows that peer-to-peer education carries additional credibility and can be critical in establishing and promoting positive social norms. Teens can help shape messages to appeal to a teen audience. Youth attract media attention to events and campaigns. Young people are compelling advocates for policy and legislative initiatives. This network will serve as the States' ally in delivering their messaging to families, schools, and communities, mobilizing turnout for public events and campaigns.

Some keys for a successful youth and adult partnership include:

Connect to youth at the onset. Too often, we hear that groups want to design the program and then bring youth in to provide feedback. That type of planning not only lengthens the process, but it also contributes to the lack of youth ownership because they were not part of the plan from the beginning.

Promote an open atmosphere for youth to share ideas and help them translate ideas into action. To accomplish this, successful youth and adult partnerships reach out to each other and work to hear new ways to try efforts together. If an idea is presented that has an obstacle, discuss the obstacles and work out ways to accomplish the plan by overcoming them.

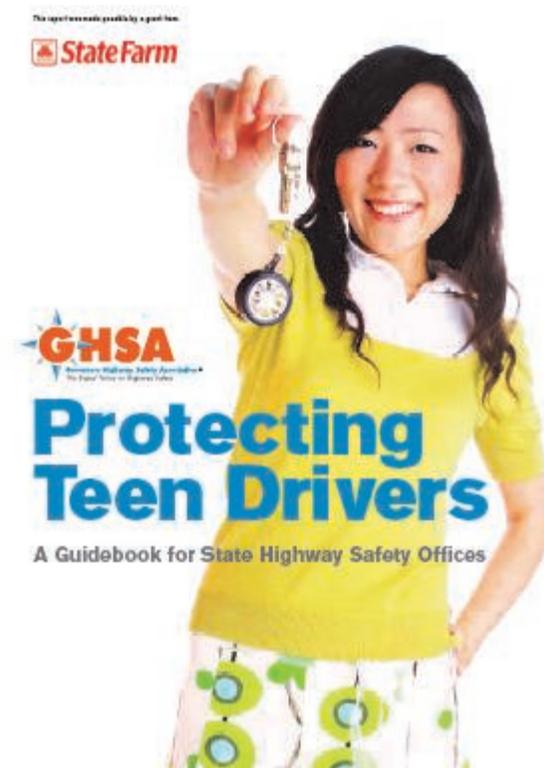
Promote ownership by all partners. Successful youth and adult partnerships give everyone a voice, allow open communication throughout the entire process, and promote the opportunity of working through complications. Many State highway safety offices are already actively involved in engaging youth in their teen driver safety efforts. The youth share with us how you have supported them with information, tools, and knowledge. If your State is not connected to youth, reach out to them now, most just need to be asked. NOYS can assist in connecting to youth in your States who are working on traffic safety efforts or who want to start new efforts.

For more information concerning NOYS and the exciting youth projects, visit them at www.noys.org.

PROTECT TEENS BEHIND THE WHEEL GUIDE

The Governors Highway Safety Association (GHSA) has a new publication, *Protecting Teen Drivers: A Guidebook for State Highway Safety Offices* available at www.ghsa.org/html/publications/sfteen/index.html. The resource was developed by GHSA with a grant from State Farm. Despite growing awareness of the dangers teen drivers pose to themselves and others, young people 15 to 20 years old continue to be significantly overrepresented in all types of traffic crashes. In 2008, while they made up just 6 percent of all licensed drivers, teens in this age group accounted for 12 percent of all drivers in fatal crashes and 14 percent of drivers in all crashes.

While graduated driver licensing (GDL) laws are indisputably, the most important thing a State can do to reduce teen fatalities on the roadways, these laws are not magic bullets, and no single law or strategy will absolutely protect young drivers as they take to the roadways. As with most complex problems, improving safety for teen drivers requires a combination of tactics that address many aspects of teen driving behavior.



This guidebook outlines six strategies that have been proven to be effective or demonstrated significant promise in addressing teen driver safety. The six key areas are:

- Legislation and policy,
- Enforcement,
- Parental programs,
- Education,
- Peer education, and
- General strategies.

The guidebook offers a discussion of each strategy as well as examples of current State efforts reflecting each approach, with guidance on how State Highway Safety Offices can champion these strategies in their own States.

According to GHSA Executive Director Barbara Harsha, "States have been very innovative at addressing teen driving fatalities and have made much progress. The goal of this is to demonstrate what is effective and share strategies to help address this problem as broadly as possible."

The views and recommendations in the guidebook do not necessarily reflect those of State Farm, as well as the individuals or organizations represented on the expert panel. A PDF version is available online at www.ghsa.org. A limited number of print copies are available. To request a copy, e-mail jadkins@ghsa.org.

Also see A Comprehensive Approach to Teen Driver Safety at www.nhtsa.gov/Teen-Drivers.



SAFE COMMUNITIES AMERICA EXPANDING USA COALITIONS



The National Safety Council (NSC) in cooperation with the World Health Organization (WHO) has created Safe Communities America. Unlike NHTSA's Safe Communities programs throughout the U. S. and Territories that address only traffic-related injury prevention and injury control, Safe Communities America uses the WHO model that covers a broad spectrum of injury prevention and control issues.

Shawnee, Oklahoma located 30 miles east of Oklahoma City in Pottawatomie County, has become the Nation's seventh designated NSC Safe Communities America coalition. Other U.S. cities that have received designation status are Anchorage, Alaska; Dallas, Texas; Omaha, Nebraska; Springfield, Missouri; Itasca, Illinois and Madison, Dane County, Wisconsin. Designees established after Shawnee are Madison County, Kentucky; New Lenox, Illinois; Lycoming County, Pennsylvania and Hagerstown, Maryland.

Dallas and Anchorage were among the first U.S. cities to apply and receive the WHO International Safe Communities Designation status. To apply for the international designation, communities must demonstrate a commitment to community safety promotion through a rigorous application and site visit process. Shawnee health officials see the designation as validation in three areas for their community:

1. The community's synergy,
2. A demonstration of its abilities, and
3. As an economic tool that will give validity to the community's creditability when applying for grants.

Their safety and health focus covers more than 380 safety programs from programs for home, school, violence prevention, leisure activities, and sports activities as well as traffic safety.

Congratulations to Shawnee on its successful bid for WHO and NSC Safe Communities America designation.

To learn more about Safe Communities America, visit <http://safecommunitiesamerica.org/>.

CADCA CONNECTED COMMUNITIES NETWORKING

Connected Communities is a peer-to-peer network for community coalitions wanting to network with other communities. It is a social network developed by Community Anti-Drug Coalitions of America (CADCA) to enable coalition members to connect, communicate, and collaborate with others in the field. To navigate the site, you must be a member of Connected Communities.

It provides a common place where members can share photos, videos, post discussions, create groups and so much more. Created on the NING social marketing network, it allows members to use Facebook, Flickr, Twitter, and YouTube. It has an online forum, which is a public place where community members can post a question or ask for feedback from everyone in the online community. Like Facebook, it has a wall that is similar to leaving a post-it note. The blog post gives participants an opportunity to share a more descriptive story. There is a calendar and events section where members can RSVP to upcoming events. Another feature that is most interesting is the group feature that allows groups with specific focus or purpose to easily network with one another.

For more information on Connected Communities, visit CADCA at www.cadca.org/connected-communities or go to the Connected Communities Web site at <http://connectedcommunities.ning.com/>.

DHTS EDUCATIONAL TOOLS ON THE ROAD



Inside Safety Station



Inside Layout



Side View



Safety Cruiser

One of the most effective and popular tools the Division of Highway Traffic Safety (DHTS) in New Jersey employs to educate the public about traffic safety is the Safety Cruiser. After being retired from service, the converted 40-foot New Jersey Transit bus, purchased nearly a decade ago, accommodates DHTS personnel, educational material, and video presentations. Much like a big, red fire truck at a local event, the Safety Cruiser has broad public appeal and generates crowds. Unlike a fire truck, the public can board the Safety Cruiser, speak with DHTS staff about key traffic safety issues, and leave with a better understanding of what they can do to ensure their safety – whether a motorist, pedestrian, or bicyclist – on the road.

The Safety Cruiser is always in great demand, visiting community fairs, festivals, schools, businesses, and enforcement kick-off events throughout the year. It enables DHTS to take its message into the heart of a community. Children and adults are educated in a friendly and relaxed setting about the proper use of child safety seats, pedestrian and bicycle safety, the potentially deadly effects of drinking and driving, the lifesaving value of seat belts and bicycle helmets, the critical importance of New Jersey's graduated driver licensing law, and many other traffic safety issues.

To learn more about how your coalition can help sponsor a Safety Cruiser for your community, contact Suzanne O'Hearn by e-mail at Suzanne.O'Hearn@lps.state.nj.us or call 609-633-9197. Visit the Division of Highway Traffic Safety page on the Safety Cruiser at www.nj.gov/oag/hts/safetycruiser.html.

VIRGINIA COALITION FINDS STRENGTH IN NUMBERS

While coalitions can make a difference in their communities by themselves, some are finding that they can make an even greater impact by collaborating with coalitions in other cities, counties, regions, and even States.

In Virginia, for example, coalitions and other community organizers from urban and rural areas across the State created a “coalition of coalitions” called the Community Coalitions of Virginia (CCoVA). The group formed about two years ago and represents parents, prevention specialists, businesses, law enforcement, educators, faith-based groups, media, youth, healthcare, government officials, and youth-serving organizations in the southwestern part of the State.

CCoVA found that collaboration strengthens advocacy efforts for substance abuse prevention programs in their State. Working with partners at the local, State and national level, CCoVA has already had an impact on Federal funding for drug courts and a number of other quality-of-life measures, said G. Wayne Frith, executive director, Substance Abuse Free Environment Inc., Chesterfield Youth Planning & Development, in Chesterfield, VA. “We support one another’s activities and initiatives, advocating on behalf of the statewide prevention community for laws, policies, ordinances, and also changing a State culture that seems to enable alcohol abuse by adults and underage drinking by youth.” Frith said.

Read the complete story on CADCA's Website at

www.cadca.org/resources/detail/coalitions-virginia-find-strength-numbers.

We are on the web!

www.nhtsa.gov

**SAFE COMMUNITIES
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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

**COMMUNITY TRAFFIC SAFETY
COALITION BUILDING AND SUPPORT**

2011 CALENDAR OF EVENTS

Date	Event	Sponsor
June 5-11	National Tire Safety Week	Multiple public and private organizations
June 20	Ride Your Motorcycle to Work Day	Ride to Work, Inc.
July 31-August 3	International Forum on Traffic Records and Highway Safety Information Systems (Charlotte)	Assn of Transportation Safety Information Professionals
August 7-13	National Stop on Red Week	Federal Highway Administration
August 19-September 5	"Drunk Driving. Over the Limit. Under Arrest" National Crackdown	NHTSA
September 18-24	National Seat Check Saturday and Child Passenger Safety Week	NHTSA
September 25-28	Governors Highway Safety Assn (GHSA) Annual Meeting (Cincinnati)	GHSA
October	International Walk to School Month (Walk to School Day: Oct. 6)	Partnership for a Walkable America
October 3-7	National School Bus Safety Week	National Assn of Pupil Transportation
October 16-22	National Teen Driver Safety Week	State Farm, The Children's Hospital of Philadelphia
October 17-21	Drive Safely Work Week	Network of Employers for Traffic Safety
December	National Drunk & Drugged Driving (3D) Prevention Month	NHTSA, MADD, GHSA
December 15-January 2, 2012	"Drunk Driving. Over the Limit. Under Arrest." National Crackdown	NHTSA, MADD, GHSA