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## Coalitions in the News

### Clackamas County's Got Traffic Safety All Wrapped Up

Vehicle wraps have grown in popularity around the country. Most often, they advertise a product or business. Officials in Clackamas County have taken their commitment to safety one step further, by incorporating vehicle wraps with traffic safety messages. The Oregon Department of Transportation's (ODOT) Transportation Development Division is responsible for the management of the Clackamas County Safe Communities Program under the guidance of Administrative Analyst Patty McMillan where she has been with the agency for over five years. Driving the message home, the County wrapped two vehicles in safety messages. [Read more...](#)

### Louisiana Community Traffic Safety Programs

Through the Louisiana Highway Safety Commission's (LHSC) Safe Communities Program, Louisiana has established centralized coalitions in various parish configurations to work, not only in the communities, but also to award mini-grants to its traffic safety partners. One such coalition is the South Central Safe Community Partnership (SCSCP), which received a 2012 grant allowing them to award highway safety mini-grants to six agencies in the Bayou and River Parishes as part of this program. The mini-grant funds were awarded for education and enforcement programs that help improve the behavior of motorists and consequently decreasing the number of crashes associated with either seat belt use or alcohol. [Read more...](#)

### Cuyahoga County Safe Communities on the Leading Edge

Do you remember the "Click It or Ticket" mobilization launch at the Ohio Rock and Roll Hall of Fame and Museum that went viral? The Cuyahoga County Safe Communities coalition staff is the creative team that replicated the BATMAN "we need help" signal for the City of Cleveland's moon-lite banner. The project was designed to alert citizens that law enforcement was out giving tickets to those not buckled up. When looking for traffic safety programs to develop, along with today's technological advances, partner collaboration and project plan, we now reimagining and redesign for reuse of government resources in a strained economy. "Borrowing" of ideas is the greatest form of flattery and very cost effective. [Read more...](#)

### Mik and Nero K-9 Comic Series

The Clackamas County Sheriff's Office created the first of the Mik and Nero comic books about the dangers of Methamphetamine use. Mik (pronounced "Mick") and Nero are real-life K-9 dogs with the Sheriff's Office. Clackamas County Safe Communities went on to partner with the Sheriff's Office on the next three books related to safe driving. The Safety Street Comic Book helps children understand issues such as pedestrian safety, helmet use and school bus safety. [Read more...](#)

## Partners News

### 2011 IACP National Law Enforcement Challenge Award Winners

The International Association of Chiefs of Police (IACP) National Law Enforcement Challenge (Challenge) honors agencies that have successfully implemented traffic safety programs with the required elements of sound policies, officer training, public information and education, and their participation in the national mobilizations and crackdowns of the National Highway Traffic Safety Administration (NHTSA). [Read more...](#)

## Calendar

For more information on upcoming event and national campaigns, [click here...](#)



### Clackamas County's Got Traffic Safety All Wrapped Up

Vehicle wraps have grown in popularity around the country. Most often, they advertise a product or business. Officials in Clackamas County have taken their commitment to safety one step further by incorporating vehicle wraps with traffic safety. In 2011, safety messages were installed and remain on two highly visible county fleet vehicles. One wrap focuses on distracted driving and the other on child-passenger safety. Why vehicle wraps? Ms. McMillian said, "Fixed messaging, such as billboards and bus benches, only reach people who travel by them. These vehicles travel thousands of miles per year. Now they'll help save lives." Administrative Analyst Patty McMillan with the Oregon Department of Transportation's (ODOT) Transportation Development Division is responsible for the management of the Clackamas County Safe Communities Program. She has been with the agency for over five years.

Good reminders - A safety message on the county courier van is designed to remind drivers not to drive while distracted. The county's Library Delivery Van message is about making sure car seats are installed correctly, and pictures a toddler in his car seat with a book and the words: "Ride Safely While You Read."



The Library Information Network delivery van features two messages: "Ride Safely While You Read" and the Disney-themed "4' 9" is the Magic Number." The website for the Child Safety Seat Resource Center is listed on the van for anyone wanting more information about car seat check-up locations: [www.childsafetyseat.org](http://www.childsafetyseat.org). The county's courier van is the second vehicle, features a message about the dangers of distracted driving. Doug Sheerer, who operates the courier van, says the wrap "captures people's attention."

Walter McAllister, community program manager at ODOT, reports, "These are the first county fleet vehicles we've wrapped in Oregon. It's a cooperative effort that we know will raise awareness." ODOT's Transportation Safety Division provided funding for the wraps as part of a Safe Communities grant for the county. The Clackamas County Safe Communities program has been in operation since 2005 with a mission to reduce injury and fatal crashes.

"Motor vehicle crashes are the leading cause of death for children 0 to 14 years of age," said McMillan. "We are working hard to change this. As well as the vehicle wrap project, we work with school and community groups and participate in safety events to bring our message to the public."

Other agency partners include the Clackamas County Sheriff's Office, the Clackamas County Department of Transportation and Transportation Development Division, the Clackamas County Library Information Network, Alliance for Community Traffic Safety (ACTS) Oregon, and ODOT. Additional messaging available through the program provides information on child occupant protection and distracted driving. Child passenger and booster seat safety:

- Placing children in age and size appropriate safety seats reduces fatal and serious injuries by more than half.
- In 2010, a total of 221 car seats were checked at events in Clackamas County.
- Car safety seats can be recycled—for more information, visit [www.legacyhealth.org](http://www.legacyhealth.org).
- Distracted driving:
  - Data shows that 80 percent of crashes are related to driver inattention and the number one source of inattention is cell phones.
  - Texting and driving can increase your risk of crashing by 23 times.
  - Behind the wheel, one text while driving can be as dangerous as drinking four beers and driving. That's the equivalent of driving with a legally drunk .08 blood-alcohol level.



What' the newest "wrap?"  
"Don't Forget, Buckle Your Pets"  
and People too!

## Louisiana Community Traffic Safety

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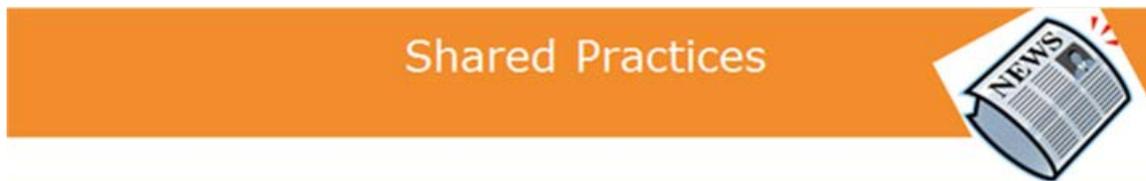
The 2012 mini-grantees are:

- Alcohol & Drug Abuse Council for South Louisiana (ADAC) received \$1,500 to be used for their "Get in the Zone: Don't Drink and Drive" Program during the Houma Mardi Gras Parade
- Bayou Region Motorcycle Awareness Campaign (MAC) receives \$1,220 to purchase safety commodities promoting "don't drink and ride" or "ride sober"
- Assumption Parish Sheriff's Office (APSO) received \$2,000 to cover patrol officers' enforcement hours for the "Overtime DWI Enforcement" Campaign with sobriety checkpoints to be conducted during holiday weekends especially the 4th of July
- Our Lady of the Sea General Hospital received \$1,280 for safety commodities to be distributed at their annual Safety Circus on May 5, 2012 at the Cut Off Youth Center where a free child seat installation will be offered to parents and caregivers
- St. John Parish DA received \$2,000 to conduct the state-mandated DWI/substance abuse classes, with Harold Keller from the "Get High on Life" Organization as the instructor
- St. James Sheriff's Office received \$1,988 to conduct their six-month occupant protection enforcement campaign, which aims to increase seat belt use through seat belt checkpoints and community outreach throughout St. James and municipalities of Gramercy and Litcher

- The SCSCP also implemented the regional Child Passenger Safety (CPS) Checkup Event initiative in five different locations. This effort, spearheaded by ADAC, was budgeted with \$2,000 to purchase booster and convertible seats, which are being distributed to drivers, caregivers and parents who are evaluated to be in need of child seats. Other agencies supporting this effort are the LA State Police Troop C, Lafourche Parish SO and Houma PD.

To learn more about the Louisiana Highway Safety Commission's (LHSC) Safe Communities Program visit [www.lahighwaysafety.org/safecommunities.html](http://www.lahighwaysafety.org/safecommunities.html).

To learn more about the South Central Planning and Development Commission (SCPDC) in Houma visit [www.scpdc.org](http://www.scpdc.org)



### Cuyahoga County Safe Communities Coalition

Do you remember the “Click It or Ticket” mobilization launch at the Ohio Rock and Roll Hall of Fame and Museum that went viral? The Cuyahoga County Safe Communities coalition staff is the creative team that replicated the BATMAN “we need help” signal for the City of Cleveland’s moon-lite banner. The project was designed to alert citizens that law enforcement was out giving tickets to those not buckled up. When looking for traffic safety programs to develop, along with today’s technological advances, partner collaborations and project development, we now reimagining and redesign for reuse of government resources in a strained economy. “Borrowing” of ideas is the greatest form of flattery and very cost effective.



Now, Safety Day with “The Cat In The Hat Knows A Lot About That!” was the latest creative event sponsored by the coalition, KOHL’s Cares, State Farm Insurance, University Hospital, Disney, KQED, UH Ahuja Medical Center and many other partners.

- The day’s events featured free entertainment:
- Get a FREE safety check for their car seat or booster seat!
- Bring kids and cameras to car seat safety day and meet The Cat in the Hat!
- Meet the Radio Disney Road Crew and enjoy Disney Junior-themed music, games and prizes, prizes, prizes!
- Have fun at the Disney “Doc McStuffins” activity station where kids can make a Doc McStuffins door hanger to take home and can be just like Doc and help their brand new stuffed toys (provided free by UH Ahuja Medical Center) "feel better" by giving them check-ups.
- Enjoy health screenings, giveaways and safety activities for all ages at this free family event!

University Hospital in Cleveland, Ohio is the lead agency for Rainbow Babies & Children’s Hospital Injury Prevention Center,

Cuyahoga County Safe Kids and Safe Communities program, which is very supportive of their coalition activities that seems to never be without good ideas.

To learn more about Cuyahoga County Safe Communities, visit them at [www.injurypreventioncenter.com/topics/safe-communities](http://www.injurypreventioncenter.com/topics/safe-communities).

## Mik and Nero Comic Series



The Clackamas County Sheriff's Office created the first of the Mik and Nero comic books about the dangers of Methamphetamine use. Mik (pronounced "Mick") and Nero are real-life K-9 dogs with the Sheriff's Office. Clackamas County Safe Communities went on to partner with the Sheriff's Office on the next three books related to safe driving. The Safety Street Comic Book helps children understand issues such as pedestrian safety, helmet use and school bus safety. The Safety Street Activity book takes learning one step further by engaging children in several fun activities while learning about traffic safety. Over 10,000 Safety Street comic and activity books have been distributed at county fairs, community events and schools. They are appropriate for children of all ages.

The Clackamas County Safe Communities uses the books extensively. "In the past, I carried stacks of different handouts and brochures, now I just hand out the books. The kids enjoy something geared to their level and think of them as prizes rather than instruction manuals, explains Ms. McMillan."

Teen Drinking: The Hardest Lesson is a dramatic issue of "Mik & Nero." In this publication, the dogs help deputies respond to a drunk-driving crash. Readers then learn about the bad decisions that led to that crash. Partners from Oregon Impact

<http://oregonimpact.org/index.cfm> and the County Children, Youth and Families Department [www.clackamas.us/ocf/](http://www.clackamas.us/ocf/) helped sponsor this edition. The Teen Drinking issue is geared toward children in middle or high school.

Other comics in the series help children understand complex issues such as personal space and law enforcement operations. The award winning series has received recognition from the National Association of Counties (NACo) as an innovative and effective program enhancing county government.



For more information about Clackamas County Safe Communities, call 503-742-4661 or visit [www.clackamassafecommunities.org/index.cfm](http://www.clackamassafecommunities.org/index.cfm).

All books can be downloaded at [www.ClackamasSafeCommunities.org](http://www.ClackamasSafeCommunities.org) or [www.clackamas.us/sheriff/kids/](http://www.clackamas.us/sheriff/kids/).



## 2011 IACP National Law Enforcement Challenge Award Winners

The International Association of Chiefs of Police (IACP) National Law Enforcement Challenge (Challenge) honors agencies that have successfully implemented traffic safety programs with the required elements of sound policies, officer training, public information and education, and their participation in the national mobilizations and crackdowns of the National Highway Traffic Safety Administration (NHTSA).

The Challenge focuses on three major traffic safety priorities occupant protection, impaired driving, and speed. For the 2011-2012 Challenge, more than 400 applications were received. Winners were announced on October 2, 2012 during the Highway Safety Awards Program at the IACP's Annual Conference in San Diego, California.

### Highway Safety Awards Breakfast



From left: IACP State and Provincial Policing Division General Chair John R. Batiste, Chief, Washington State Patrol; Highway Safety Committee member Ricky H. Rich, Special Operations Director Georgia Governor's Office of Highway Safety; NHTSA Administrator David L. Strickland; and Highway Safety Committee Chair Earl M. Sweeney, assistant commissioner, New Hampshire Department of Safety.

Some of the top winners:

AWARD CATEGORY	PLACE
<i>Municipal 1-10 Sworn Officers (32 applicants)</i>	
Middleton, TN (4 sworn)	1st Place
Benton, TN (6 sworn)	2nd Place
Geneseo, NY (8 sworn)	3rd Place
<i>Municipal 11-25 Sworn Officers (57 applicants)</i>	
Lemont, IL (25 sworn)	1st Place
Avon, CO (18 sworn)	2nd Place
Port Wentworth, GA (19 sworn)	3rd Place
<i>Municipal 26-45 Sworn Officers (53 applicants)</i>	
York, ME (27 sworn)	1st Place - TIE
Cary, IL (27 sworn)	1st Place - TIE
Hingham, MA (44 sworn)	2nd Place
<i>Municipal 46-75 Sworn Officers (52 applicants)</i>	
Buffalo Grove, IL (68 sworn)	1st Place
Carol Stream, IL (60 sworn)	2nd Place
Peachtree City, GA (65 sworn)	3rd Place

To see the complete list of Challenge winners, download the PDF version at [www.theiacp.org/Portals/0/pdfs/NLEC2011WinnersList.pdf](http://www.theiacp.org/Portals/0/pdfs/NLEC2011WinnersList.pdf).

To learn more about National Law Enforcement Challenge Awards program and information about the winners, visit [www.theiacp.org/About/Awards/IACPExcellenceinCriminalInvestigationsAward/2012AwardWinners/tabid/1062/Default.aspx](http://www.theiacp.org/About/Awards/IACPExcellenceinCriminalInvestigationsAward/2012AwardWinners/tabid/1062/Default.aspx).

## 2013 Calendar of Events

Date	Event	Sponsor	Web Link
April	National Distracted Driving Awareness Month	Focus Driven	<a href="http://www.focusdriven.org">www.focusdriven.org</a>
April	Alcohol Awareness Month	National Institutes of Health	<a href="http://www.nih.gov">www.nih.gov</a>
April 14 – 16	Lifesavers 2013 Conference (Denver, CO)	Multiple public and private organizations	<a href="http://www.lifesaversconference.org">www.lifesaversconference.org</a>
April 15 – 19 (tentative)	National Work Zone Awareness Week	Federal Highway Administration	<a href="http://safety.fhwa.dot.gov">http://safety.fhwa.dot.gov</a>
May	National Youth Traffic Safety Month	National Organizations for Youth Safety	<a href="http://www.noys.org">www.noys.org</a>
May	Motorcycle Safety Awareness Month	NHTSA	<a href="http://www.nhtsa.gov">www.nhtsa.gov</a>
May	National Bike Month	League of American Bicyclists	<a href="http://www.bikeleague.org/index.cfm">www.bikeleague.org/index.cfm</a>
May 8	Bike to School Day	National Center for Safe Routes to School	<a href="http://www.walkbiketoschool.org/">www.walkbiketoschool.org/</a>
May 19 – 25	EMS week	American College of Emergency Physicians	<a href="http://www.acep.org/emsweek">www.acep.org/emsweek</a>
May 20	Bike to Work Day	League of American Bicyclists	<a href="http://www.bikeleague.org/index.cfm">www.bikeleague.org/index.cfm</a>
May 20 – June 2	Click It or Ticket Mobilization	NHTSA	<a href="http://www.nhtsa.gov">www.nhtsa.gov</a>
June 6 – 12 (tentative)	National Tire Safety Week	Multiple public and private organizations	<a href="http://www.safercar.gov">www.safercar.gov</a>
June 17	Ride to Work Day (Motorcycle)	Ride to Work, Incorporated	<a href="http://www.ridetowork.org">www.ridetowork.org</a>
August 4 – 10	National Stop on Red Week	Federal Highway Administration	<a href="http://safety.fhwa.dot.gov/intersection/redlight/outreach/">http://safety.fhwa.dot.gov/intersection/redlight/outreach/</a>
August 16 – September 2	Drunk Driving. Drive Sober or Get Pulled Over. National Crackdown	NHTSA	<a href="http://www.nhtsa.gov/StopImpairedDriving">www.nhtsa.gov/StopImpairedDriving</a>
August 25 – 28	Governors Highway Safety Association (GHSA) Annual Meeting (San, Diego, CA)	Governors Highway Safety Association	<a href="http://www.ghsa.org/html/meetings/index.html">www.ghsa.org/html/meetings/index.html</a>
September	Alcohol Recovery Month	CSAT, SAMHSA, HHS	<a href="http://www.recoverymonth.gov">www.recoverymonth.gov</a>
September 15 – 21	Child Passenger Safety Week and National Seat Check Saturday	NHTSA	<a href="http://www.nhtsa.gov">www.nhtsa.gov</a>
October	International Walk to School Month	National Center for Safe Routes to School	<a href="http://www.walktoschool.org">www.walktoschool.org</a>
October 2	Walk to School Day	National Center for Safe Routes to School	<a href="http://www.walktoschool.org">www.walktoschool.org</a>
October 2 – 6	Drive Safely Work Week	Network of Employers for Traffic Safety	<a href="http://trafficsafety.org/drivesafelyworkweek/about-dsww.php">http://trafficsafety.org/drivesafelyworkweek/about-dsww.php</a>
October 19 – 23	International Association of Chiefs of Police (Philadelphia, PA)	Multiple public and private organizations	<a href="http://www.theiacp.org">www.theiacp.org</a>
October 20 – 26	National Teens Driver Safety Week	State Farm; The Children's Hospital of Philadelphia	<a href="http://www.teendriverssource.org">www.teendriverssource.org</a>