



Badges, Buckles, Belts & Beyond

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 Va. Association of Chiefs of Police • Va. Sheriffs' Association • Va. State Police • Dept. of Motor Vehicles • DRIVE SMART Virginia

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In This Issue

Child Passenger Safety Week 2

2001 Law Enforcement Challenge 3

'Professional Traffic Stops' Roll Call Video 3

Revised FR-300 4

WRAP Awards 5

YOVASO: Youth of Virginia Speak Out 6

DMV TSS Goals 8

Governor's Traffic Safety Award Winners 9

DRIVE SMART® Virginia Employer Incentive Project 10

'Reality Check' Program 11

To submit articles to *Badges, Buckles, Belts & Beyond*, send your information to:

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Attention Smart, Safe and Sober Coordinators!

DMV will be hosting Smart, Safe and Sober training for you on the following dates and locations. The training will provide an overview of the SSS 4-week program in May, including ideas for press releases, community events, and enforcement; an update on 2002 proposed legislation; how to use traffic

safety data in creating local programs and in preparing traffic safety grants; a review of programs offered by the Virginia Association of Chiefs of Police and the new roll call video; and an outline of the SSS Coordinators meeting at the ACTS conference. Invitations will be sent out soon! See you there.

DMV District	Date	Location
Bristol	March 19	Wythe County Sheriffs Office, Wytheville
Roanoke	March 20	Cardinal Training Academy, Salem
Staunton	March 21	Central Shenandoah Training Criminal Justice Training Academy, Weyers Cave
Fairfax	March 26	Northern Virginia Criminal Justice Training Academy, Ashburn
Portsmouth	March 27	Hampton Roads Criminal Justice Training Academy, Newport News
Richmond	March 28	Crater Criminal Justice Training Academy, Prince George

Attention Grantees!

Please remember to sign and return your Project Agreement form and SSS Coordinators form. Send each one to your Community Safety Program Manager ASAP. You can't be reimbursed for purchases until you have submitted these forms.

Patches

If you didn't see your agency patch on the 2002 Traffic Safety Calendar, then we don't have one. We are working on projects where the patches will be displayed and we want to include everyone!

Send your patch, by February 14th, to:

**Robin Grier
 DMV-TSS
 2300 W. Broad Street
 Room 405
 Richmond, VA 23220**

Non Profit Training

Please mark your calendar for this free training for non-profit traffic safety partners:

When: February 19, 9:30 am to 3:30 pm
Training: "Building & Sustaining Successful Partnerships"
Where: VCU's Siegal Center

Lunch will be provided. For more information, call Sarah Hand at (804) 828-8845.

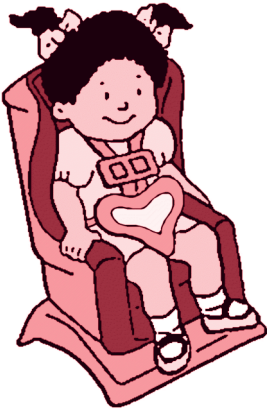
ACTS Conference

■ **May 7-9, 2002**
 Richmond

Mark your calendars for the Annual Conference on Transportation Safety at the Richmond Sheraton West Hotel. **Smart, Safe and Sober Coordinators will be meeting on May 7th from 8:00 AM - 12:00 PM.** Coordinators working more than 25 miles from Richmond will be reimbursed for their overnight stay at the hotel on the evening of May 6.

Dress in uniform and drive a marked vehicle. At 11:00 am on May 7, the Coordinators will assemble to take a group photograph on the top of the parking garage. The photograph will be presented in the 2003 Traffic Safety Calendar and on educational materials.

Child Passenger Safety Week — February 10–16, 2002



Motor vehicle crashes are the leading cause of injury related death among children under the age of 15. February 10-16, 2002 marks the national observance of Child Passenger Safety Week. This special celebration is designed to encourage parents and others to “Buckle Up” children correctly in child safety seats, booster seats and safety belts on every motor vehicle trip. Your participation during this special week plays an important role in stimulating the year-

round effort to reduce child passenger deaths and injuries. Encourage the members of your community to give the best hug in the world, the life-saving hug of a safety seat or seat belt.

If you are interested in receiving a packet of information about this observance and the opportunity to order free resources, contact the Virginia Department of Health’s Center for Injury and Violence Prevention at 1-800-732-8333 or visit its website www.vahealth.org/civp.

Head 'em up, Round 'em Up, Portsmouth District!

The 13th annual “**Old, Used, Borrowed and Abused Child Safety Seat Round-Up**” will be held in Hampton Roads during the month of February in recognition of National Child Passenger Safety Week.

While correct use of child safety seats is extremely important, so too is the issue of used child safety seats. Many parents and caregivers purchase safety seats from thrift stores or garage sales, are given old safety seats by friends, or have safety seats that have been involved in a crash. Many of these safety seats have been found to be unsafe because of missing parts, incorrect routing of straps, being recalled by the

manufacturer, or having sustained internal damage during a crash.

To help educate parents and caregivers about the potential dangers of these used seats, the Concerned Citizens Advocating Traffic Safety, Inc. (CCATS) will be sponsoring the annual “Round-Up.” The goal of the “Round-Up” is to convince parents and caregivers to turn in their old, used safety seat so that they cannot be resold or given to unsuspecting parents for use.

As an incentive for people to turn in old safety seats, CCATS will offer a \$5.00 gift certificate courtesy of Wal-Mart and Super Centers. Safety seats can be dropped off at any Wal-Mart or a number of other locations throughout the

community, including AAA of Tidewater, as well as many military installations and locations on the Eastern Shore. Once these potentially unsafe safety seats have been collected, they are publicly crushed to insure they never injure a child. In 2001, over 800 potentially unsafe child safety seats were destroyed. The hope is that even more old child safety seats will make their way out of garage sales and into “The Old, Used, Borrowed and Abused Child Safety Seat Round-Up!”

For more information, contact:

Mary Ann Rayment

DMV-CTSP Portsmouth District

Phone: (757) 416-1741

E-mail: dmmv3r@dmv.state.va.us

Ford Boost America Program

Highway crashes continue to be the leading killer of children. According to the Ford Boost America Program, the majority of the 20 million at-risk children who should ride in booster seats are not properly secured while traveling in vehicles. With this in mind, Ford Motor Company, and a host of leading national organizations created Ford Boost America – a highway safety campaign designed to send the message to parents and children that booster seats are the safe and fun way to ride in a vehicle. This program is set up to distribute one million booster seats across the nation. Half of these booster seats are designated to be given away to income-eligible families.

Virginia’s children are allocated to receive 8,000 of the half million boosters designated for low-income eligible families. **The kick-off date is set for February 23, 2002 in Norfolk.** Other areas of the state will be targeted in early spring. The Virginia Department of Health will lead this effort in partnership with the Department of Motor Vehicles, Virginia Association of Chiefs of Police, AAA of Tidewater, United Way of Southampton Roads, USAA, Safe Kids and the Virginia Beach Department of Health.

Article submitted by Marcia Franchok-Hill, Statewide Safety Seat Program Coordinator, Center for Injury and Violence Prevention at Virginia Department of Health



News from the VACP

2001 Virginia Law Enforcement Challenge

Applications are now available to compete in the **2001 Virginia Law Enforcement Challenge** traffic safety awards program. The program is sponsored by the Virginia Association of Chiefs of Police with the support of the Virginia Department of Motor Vehicles. Entries in the Virginia Law Enforcement Challenge are entered automatically in the National Chiefs Challenge Program, where Virginia agencies compete against agencies of like size and type from across the country.

For the past few years, Virginia state and local law enforcement agencies have consistently been top award winners in the national competition, and first place winners receive a complimentary trip to the International Association of Chiefs of Police (IACP) Conference to receive their awards. Winners



in the Virginia Law Enforcement Challenge are awarded at the annual conferences of the Virginia Association of Chiefs of Police and the Virginia Sheriffs' Association. The awards program gives law enforcement agencies an opportunity to showcase their traffic safety enforcement and education programs, and to compete for recognition awards and prizes.

Entry forms are being mailed now to every state and local law enforcement agency in Virginia. If you have not received one,

please visit the Virginia Association of Chiefs of Police (VACP) website at www.vachiefs.org to print out a form and instructions on how to enter. You also may contact the VACP offices to request a form and instruction booklet by mail by calling VACP Programs Director Frank Kowaleski at (804) 285-8227.

"Professional Traffic Stops" roll call video

A new roll call video on "**Professional Traffic Stops**" has been developed for Virginia law enforcement agencies. The Virginia Association of Chiefs of Police, in cooperation with the Virginia State Police, Virginia Sheriffs' Association and the Department of Motor Vehicles, has prepared a 14-minute roll call video that covers the professional, ethical and legal aspects of a traffic stop.

The video also may be used in basic and in-service training, or as a compliment to training on cultural sensitivity or bias-based policing. A training brochure is in development to be distributed with the video. The video and brochures will be sent to all state and local law enforcement agencies in Virginia.

The training video was developed in response to concerns about racial profiling and bias-based policing. The Virginia State Police, Virginia Association of Chiefs of Police and Virginia Sheriffs' Association recently completed a study of racial profiling in Virginia, and additional training was overwhelmingly recommended by most of the chiefs and sheriffs surveyed. This report has been presented to the Militia, Police and Public Safety Committee of the Virginia General Assembly.

Virginia chiefs and sheriffs are encouraged to review this video and use it in training and roll call events. For more information, please contact Dana Schrad or Frank Kowaleski at the VACP at (804) 285-8227.

What's the status of the revised FR-300?

The Transportation Safety Training Center at Virginia Commonwealth University held seven public meetings throughout the Commonwealth during the summer of 2001 to discuss changes to the State Crash Report FR-300, keeping in mind local and state crash data and analysis needs. The current FR-300 form has been used since 1978 and the last changes occurred in 1998.

One hundred sixty one people attended the meetings, who represented 104 different agencies and organizations including: local police and sheriff's offices, State Police, Airport Authority Police, local and state engineering agencies, Federal Motor Carrier Administration, local Transportation Safety Commissions, non-profit organizations, insurance agencies and private individuals.

A goal in the revision process is to keep the form the same style and length, and if all 300 recommendations

were implemented the form would grow in size. A team of reviewers was assembled by the DMV to sort and prioritize the 300 recommendations made during the meetings. The team was made up of individuals who could best evaluate the suggestions considering federal, state and local needs of the crash data. All suggestions were prioritized and rated on a scale of 1-5 (1 = low priority and 5 = high priority). A list of the suggestions that rated a 4 and 5 was compiled. The final steps in the process include reexamining the final recommendations, reviewing the layout of the form, and making a graphical recommendation for the style of the FR-300 form. A mock-up will be submitted to DMV for final approval and the new form will be field tested this fall.

Article submitted by Robert J. Breitenbach, Director Transportation Safety Training Center at the Virginia Commonwealth University. Bob can be reached at (804)828-6235.



Wythe County Sheriff's Office presents program on DUI to county high school

On December 14th 2001, members of the Wythe County Sheriff's Office presented a "None for the Road" program at Rural Retreat High School. The senior class was given information on "None for the Road" along with crash facts related to the effects of drinking alcohol and driving.

A road course was set up using a golf cart and the "fatal vision" goggles on the high school track. Each senior got to operate the golf cart while wearing the fatal vision goggles, which simulates the visual impairment and effects of alcohol consumption. Then the students were put through a series of field sobriety tests while wearing the goggles.

"Deputies, school officials, and crash dummies Vince and Larry were all on hand to join in on the fun. Everybody had a great time and learned some valuable lessons," said Sheriff Kermit Osborne. Similar programs will be conducted at the other county high schools.

Article contributed by Lt. Chad Trivitt of the Wythe County Sheriff's Office. Lt. Trivitt can be reached at (276) 223-6096.

Virginia Law Enforcement Officers Lauded for Fight Against Drunk Driving

■ 2001 Law Enforcement Awards, presented by WRAP

Six Northern Virginia law enforcement officers were among those recently honored for their “outstanding commitment in the fight against drunk driving in Greater Washington” and presented with the area’s annual “Law Enforcement Awards of Excellence for Impaired Driving Prevention.”

Washington Regional Alcohol Program (WRAP) — a local, non-profit alcohol-education organization — presented the **2001 Law Enforcement Awards** in December at a regional ceremony at the Marriott at Metro Center in Washington, D.C.

Awards were presented to Officer Seth Weinstein, Alexandria Police Department; Officer Tania Velez, Arlington County Police Department; Fairfax County Police Department’s Helicopter Division; Deputy Jay Cleveland Conner, Loudoun County Sheriff’s Office; Officer Marc A. Grayson, Prince William County Police Department; and Senior Trooper William A. Carter, Virginia State Police.

The annual awards were presented by WRAP in memory of Metropolitan Police Department’s (Washington, D.C.) Motor Patrol Officer Anthony W. Simms who, as a result of injuries sustained while on duty, lost his life to an impaired driver during Memorial Day weekend in 1996. Officer Simms’ widow, Lieutenant Pamela Simms (also with the Metropolitan Police Department) presented the awards along with Washington Redskin great Darrell Green and WUSA-TV’s Jan Fox. Ms. Fox also served as that evening’s Master of Ceremonies.

“One of the most imperative components to fighting drunk driving comes from those individuals who risk their lives day in and day out to keep our roads safe,” said Fox. “Without law enforcement officers, we would not be nearly as successful in eliminating drunk driving as we are today.”

According to WRAP, local law enforcement officers made 15,046 DUI/DWI arrests throughout the Washington metropolitan region in 2000.

“This year’s [award winners] represent the front line in the fight against drunk driving in Greater Washington,” said Kurt Gregory Erickson, WRAP’s Executive Director.

“It is only through their commitment in stopping the threat that impaired driving presents

to all our friends and families that the Washington metropolitan area continues to have a rate of alcohol-related traffic deaths lower than the national average,” said Erickson.

In addition to receiving the Law Enforcement Awards, each of the 2001 WRAP honorees also received two complementary Washington Wizards tickets (courtesy of Red Top Cab), a \$ 25 prepaid gas card (courtesy of Exxon Mobil), a

2001 Law Enforcement Award Winners

Officer Seth Weinstein

Alexandria Police Department

Officer Tania Velez

Arlington County Police Department

Helicopter Division

Fairfax County Police Department

Deputy Jay Cleveland Conner

Loudoun County Sheriff’s Office

Officer Marc A. Grayson

Prince William County Police Department

Senior Trooper William A. Carter

Virginia State Police

collectible holiday stein (courtesy of Anheuser-Busch), and sporting attire (courtesy of Comcast SportsNet).

Founded in 1982, the Washington Regional Alcohol Program is an award-winning public-private coalition formed to fight drunk driving, drugged driving and underage drinking in the Washington metropolitan area. Through public education, innovative health education programs and advocacy, WRAP is credited with keeping the metro-Washington area’s alcohol-related traffic deaths consistently lower than the national average. WRAP, however, may be best known to area residents through *Sober-Ride*, the organization’s popular free cab ride service for would-be drunk drivers.

For more information, visit the organization’s web site at www.wrap.org.

YOVASO Program Gains Momentum ♦ ♦ ♦ ♦ ♦ ♦ ♦

◆ In the past several months, YOVASO members (Youth of Virginia Speak Out About Traffic Safety) have been very busy. They have been learning about traffic safety issues affecting them as inexperienced drivers, and how they can help generate awareness about the issues in their schools and communities. To date, the YOVASO program has directly involved 25 schools and 229 students, with an estimated reach of 450+ students.

◆ A number of high schools, including William Byrd, Patrick County, Franklin County, Grayson County and others, have started conducting traffic safety awareness activities in their schools and at athletic events.

◆ The **William Byrd YOVASO chapter** sponsored a float in Vinton's annual Christmas parade. Their unique float, which featured a crashed car carried on a flatbed truck and the theme "Keep The Party Alive, Don't Drink & Drive" won third place in the parade. The float featured the Bee-Gees song 'Stayin' Alive' as well as the Crash Dummies Vince & Larry handing out dummies and bumper stickers.

◆ **Patrick County YOVASO members** helped sponsor the annual "Battle of the Bands" New Year celebration. Approximately 150 people attended this substance free party which also featured the 'Keep the Party Alive, Don't Drink & Drive" theme, door prizes, contests and much more.

◆ **Franklin County High School** recently formed their own chapter of YOVASO, elected officers, and are making plans to generate membership and awareness among the student body. Franklin County YOVASO members played an important role in the **3, 2, 1, 0 Fatalities Franklin County Campaign**, which was a month long campaign designed to reduce the number of traffic related fatalities in Franklin County. YOVASO members participated in the kick-off event, and assisted with passing out posters, yard signs, and other campaign materials throughout the county.

◆ **Grayson County High School** is in the process of planning a seat-belt survey and awareness week in February. They plan to



document the number of students who are wearing their seatbelts, and hand out 'Life-savers,' and 'Dum-Dum's' to student drivers. Additionally, they will hand out literature pertaining to seat belts and safety tips for teen drivers. Finally, the group will have traffic safety PSA's read on their morning and afternoon announcements.

Many other schools have participated in the YOVASO training, and are in the process of developing awareness activities for their schools and communities.

For more information about YOVASO, or to find out how your school can become involved with the YOVASO program, please contact Jessica Bland at (540) 561-7468 or via e-mail, jessicabland@msn.com.



3...2...1...0 Fatalities Franklin County Campaign

On November 8, 2001, a very tragic record was broken in Franklin County. For the first time in one year, there had been twenty-one fatalities in Franklin County. Because of this horrible statistic, the Franklin County Sheriff's Office, Virginia State Police, Virginia Department of Motor Vehicles, Youth of Virginia Speak Out (YOVASO) About Traffic Safety, and the Smart, Safe, and Sober Partnership, worked together to sponsor and implement the "3...2...1...0 Fatalities Franklin County – Live to Count Down the New Year" Campaign.

The "3...2...1...0 Fatalities Franklin County" awareness campaign included billboards throughout the county, which were donated by Lamar Advertising, yard signs, posters, banners, and bumper stickers, which all displayed the 3...2...1...0 Fatalities logo. The campaign's goal was to stress the importance of driving smart, safe, and sober throughout the holiday season, a time when there are traditionally more traffic fatalities than any other time of the year. Not buckling up, drinking and driving, and excessive speed were the primary contributing factors in Franklin County's fatalities in 2001, so avoiding these behaviors was also stressed.

The holiday initiative was a four-pronged approach, which included the 3...2...1...0 Fatalities Franklin County awareness campaign, selective law enforcement paid for through a grant from DMV,

oversized bumper stickers to be placed on trucks, and activities planned by Franklin County High School's YOVASO chapter.

A kickoff event was held on Friday, November 30, at the Rocky Mount Community and Hospitality Center to mark the beginning of the campaign. All local law enforcement agencies were represented at the event, including the Franklin County Sheriff's Office, Virginia Department of Game and Inland Fisheries, Rocky Mount Police Department, Virginia State Police, and

Boones Mill Police Department. A large number of Franklin County High School students involved with the YOVASO chapter were also present at the event. Captain Robert Strickler spoke to the audience of approximately 100 people about the problems in Franklin County, his hopes for the campaign, and the fact that making the correct choices could have prevented the majority of the fatalities.

Boones Mill Police Department. A large number of Franklin County High School students involved with the YOVASO chapter were also present at the event. Captain Robert Strickler spoke to the audience of approximately 100 people about the problems in Franklin County, his hopes for the campaign, and the fact that making the correct choices could have prevented the majority of the fatalities.

"Let's take the caring and giving feelings of the holiday season from our homes onto the highways," Strickler said. "Let's spend more time worrying about the safety of ourselves and others and less time acting on impulse. I ask you to join me in pledging to drive smart, safe, and sober during the month of December to live to count down the New Year, Franklin County!"

"Let's take the caring and giving feelings of the holiday season from our homes onto the highways."

— Capt. Robert Strickler
Franklin County Sheriff's Office

continued on page 10

DMV's Transportation Safety Services (TSS) Mission and Goals

Every state in this nation has a Governor's Highway Safety Office. In Virginia, the Governor's Highway Safety Representative is the DMV Commissioner, Ab Quillian. The Highway Safety Office is called Transportation Safety Services, and is managed by Assistant Commissioner Vince Burgess. Federal funding is passed to Virginia through this office and on to traffic safety advocates through the grant process to help

meet federal and state benchmarks.

In Virginia, Transportation Safety Services has established goals and objectives to be used as benchmarks to measure successes in promoting traffic safety by utilizing federal funds. Through the grant process, local law enforcement and other traffic safety partners all contribute to Virginia's success in reducing traffic crashes and fatalities.

MISSION: To reduce crashes, injuries, fatalities and associated cost by identifying transportation safety issues and developing and implementing effective integrated programs and activities.

PERFORMANCE GOALS:

1 Planning & Administration

Goal: To effectively and efficiently administer and manage Virginia's highway safety program to include the federal grants program, coordination of local and statewide safety activities and streamlining the monitoring of the highway safety funds process.

2 Alcohol Countermeasures

Goal: Decrease alcohol-/drug-related crashes, fatalities and injuries 6% by 2005; increase conviction rate to 90% by 2005.

3 Community Programs Countermeasures

Goal: Institutionalize highway safety through a self-sufficient, safe communities concept of implementing self-sustaining programs at the local/regional level on a statewide basis using state, local, nonprofit and private sector resources.

4 EMS Countermeasures

Goal: Establish linkage between data files for Emergency Medical Services (EMS) and hospitals, and coordinate with EMS to collect statewide data for the National Fatal Crash Reporting System by 2005.

5 Motorcycle Countermeasures

Goal: Decrease motorcycle crashes 1% by 2005; decrease motorcycle crash rate per 1,000 registered vehicles by 4 percent (from 19.0 in 2000 to 18.2 in 2005).

6 Occupant Protection Countermeasures

Goal: Increase Virginia's seat belt use rate 4% from 73.2% in 2001 to 77% in 2002.

7 Pedestrian & Bicycle Safety Countermeasures

Goal: Decrease motor vehicle/pedestrian crashes and pedestrians killed/injured by 6% and bicycle crashes by 2% by 2005 as compared to 1999.

8 Police Traffic Services Countermeasures

Goal: Decrease crash rate 3% and fatality rate 3% by 2005; and injury rate by 4% by 2005 as compared to 1999.

9 Traffic Records Countermeasures

Goal: Continue coordinated efforts of our automation process by reviewing Virginia's databases and data elements to ensure effective and timely linkage of traffic records systems and identification of necessary data elements to ascertain and analyze traffic safety problems.

10 Roadway Safety Countermeasures

Goal: Continue coordinated safety activities at the state level and support local roadway safety efforts and design and acquire appropriate information technology.

(These goals are outlined in Virginia's 2002 Benchmark Report, which is framed around the federal documents ISTEA and TEA-21. The Benchmark Report is submitted annually to the National Highway Traffic Safety Administration.)

Governor's Transportation Safety Awards

The Governor's Transportation Safety Awards were established in 1993 to recognize individuals and/or organizations that have made extraordinary contributions to transportation safety in Virginia. The awards recognize exemplary accomplishments in the public, private and nonprofit sectors by individuals, state and local governments, federal agencies, the military, and businesses and organizations that promote transportation safety.

The awards are sponsored by the Virginia Transportation Safety Board, which is comprised of citizens appointed by the Governor of Virginia. They are open to any person or organization that performs an outstanding transportation safety activity or program during the previous calendar year.

Nomination forms for the 2002 awards are now being accepted. The deadline for submitting nominations is **February 15**. The awards ceremony will be held during the 2002 Annual Conference on Transportation Safety at Sheraton West Hotel in Richmond, Virginia. Contact your local Community Traffic Safety Field Manager for a Nomination Form.

2001 Award Winners

Lifetime Safety Achievement

Lieutenant Tom Clifford

Aviation Safety

James M. Cook

General Traffic Safety

Henrico County Motorist Assistance Volunteer Program

Impaired Driving

Department of Alcoholic Beverage Control

Colleges And Communities:
Working Together

Law Enforcement

MPO Scott E. Wichtendahl

Legal

Honorable John R. Stevens

Media

Jan Fox

Motor Carrier Safety

Roy Terry

Motorcycle Safety

Keith Lindgren

Occupant Protection

Officer Mark Bergin

Pedestrian / Bicycle Safety

City of Petersburg Bike Safety Committee

Public Transportation Safety

Groome Transportation

Pupil Transportation Safety

Chesterfield Co. Public Schools Student Transportation / Training

Rail Safety

Kevin Page

Water Safety

Henrico Marine Patrol Unit

Fatalities down on Virginia roadways in 2001

The tentative figure for traffic-related fatalities during 2001 is **925 compared to 930** in 2000. Even though the number of licensed vehicles and miles travelled increased, fatalities have remained fairly stagnant.



fatalities of occupants in vans or pickup trucks:
down 20%



fatalities in the age range 0-15:
down 23%



fatalities in the age range 16-20:
down 12%



fatalities on secondary highways:
up 23%

DRIVE SMART® Virginia Employer Incentive Project

In June 2001, DRIVE SMART® Virginia was invited to attend the Sixth Annual Occupational Safety and Health Conference in Portsmouth sponsored by the Virginia Department of Labor and Industry (DOLI). DOLI is the state agency responsible for safety and health in the workplace. DRIVE SMART® Virginia, through their Network of Employers for Traffic Safety (NETS) grant, was able to secure Vince Burgess, Assistant Commissioner for the Virginia Department of Motor Vehicles; Mark Edwards, Managing Director for AAA; and Steve Oesch, Senior Vice President for the Insurance Institute for Highway Safety, as keynote speakers at the conference. **It was the first time traffic safety had ever been on the agenda.**

Prior to the DOLI Conference, DRIVE SMART® Virginia had been working with Susan Herbel, Ph.D., a traffic safety consultant, on a project to encourage employers to use incentives in the workplace to persuade employees to buckle up. It was at the DOLI Conference last June that DRIVE SMART® Virginia was able to sign up ten Virginia companies to participate in their Employer Incentive Pilot Project.

The purpose of the Employer Incentive Project, which occurred during the summer and fall of 2001,

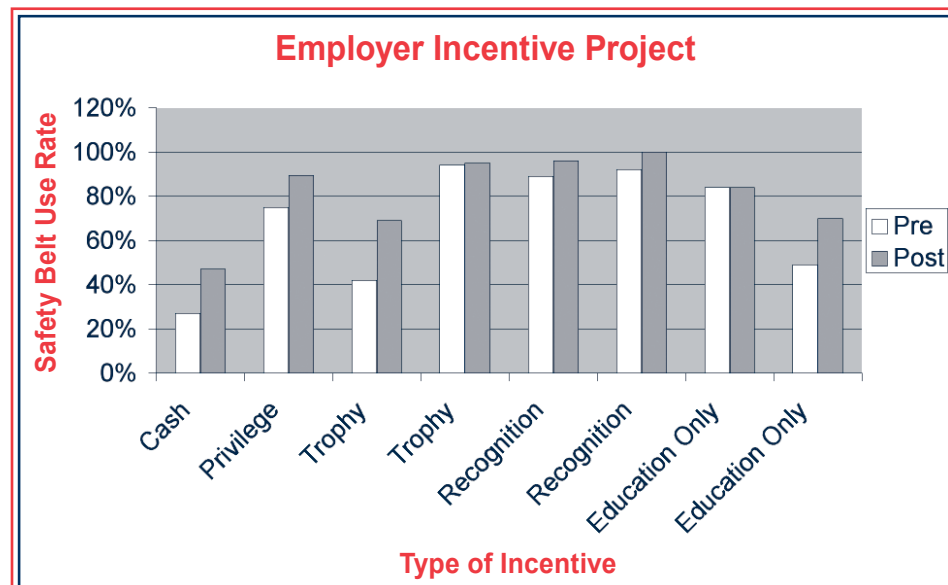
was to determine what, if any, incentives were successful at raising the safety belt use rate among employees. A total of four incentives plus education were tested during this project, specifically:

- **Education and monetary**, such as cash and gift certificates.
- **Education and trophy**, such as t-shirts, pens, pencils, etc.
- **Education and privileges**, such as parking spaces, use of a company car, dress down days, special events, etc.
- **Education and recognition**, such as public recognition, recognition by management, and feedback from company representatives.

By offering different types of incentives, the study helped to determine the incentive that best leads to an employee using their safety belt. Two organizations were used for control sites. They implemented the educational program only.

We are pleased to report that overall the safety belt use rate increased as a result of the Employer Incentive Project. The graph shows a breakout of how much each incentive raised safety belt usage.

For the Employer Incentive Project Final Report, please contact Suzanne Ellyson, DRIVE SMART® Virginia, at 804-346-3205.



Franklin County YOVASO

continued from page 7

A pledge sheet was on hand that everyone at the event was asked to sign, promising to drive smart, safe, and sober this holiday season.

The campaign captured the attention of local media, who attended and covered the kickoff event. In addition, on Friday, December 14, Captain Robert Strickler, of the Franklin County Sheriff's Office, Steve Goodwin, Department of Motor Vehicles Transportation Safety District Manager, Jessica Bland, Department of Motor Vehicles Youth Coordinator, and members of local law enforcement all appeared on Franklin County's Cable Channel 12's "Good Morning Franklin County," for an interview on the "3...2...1...0

Fatalities Franklin County" campaign.

As the month of December progressed, everyone involved with the campaign hoped the safety messages plastered throughout Franklin County would get through to residents. As the year 2001 concluded, the campaign proved to be successful, and there were no traffic-related fatalities in Franklin County during the campaign. This showed that residents made the choices to buckle up, avoid speeding, and refrain from drinking and driving.

"We are very proud of our residents for driving so responsibly this holiday season, and we hope that the trend will continue throughout 2002," Strickler said. "Keeping residents safe on our roadways is of highest priority in Franklin County."

'Reality Check' Program

Driving under the influence continues to be a major public health problem among youthful drivers. Traditional programs have generally targeted adults and been less effective in reaching teens. In an attempt to address this disparity, "Reality Check" was specifically designed to educate high school students on the risks of driving under the influence and making dangerous decisions behind the wheel.

The Inova Regional Trauma Center has developed a unique, Trauma Center based community-integrated program entitled "Reality Check". The Reality Check program is a collaboration of the Inova Regional Trauma Center (Northern Virginia's only Level I Trauma Center), the Fairfax County public schools drivers' education program, and the Fairfax County Fire and Rescue Department. Groups of students are brought to the Trauma Center for a realistic, interactive program consisting of an educational overview by a trauma surgeon followed by simulated trauma victim resuscitation, an interview with paramedics, and testimonials from recent crash survivors.

Outcomes are evaluated by administering pre- and post-intervention questionnaires to the study group and to an age matched control group. In our preliminary data analysis, students reported that they were less likely to drive under the influence after attending this program.

The purpose of the "Reality Check" program is to intervene with students in the Fairfax County public school drivers' edu-



cation classes before they begin driving in an attempt to decrease the number of youthful victims of motor vehicle crashes. An important aspect of this intervention is to decrease the likelihood that the students will engage in the high-risk behaviors of DUI (drinking and driving or riding with an impaired driver). Intervening before they begin driving independently may prevent initiation of DUI behaviors in this young, inexperienced group.

There are an estimated 10,000 public high school students taking the drivers' education program in Fairfax County each year. The "Reality Check" program is currently able to include only a small portion of this student population. Other communities across the United States



have similar patterns of youthful DUI. In an attempt to address this important community concern, it is proposed to create an educational model for dissemination on a national level to participating high schools and Level I and II Trauma Centers, validating the results of this program and extending its impact statewide and eventually, nationwide.

For more information, contact:

Lin Tokarz, RPT Injury Prevention Coordinator

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Falls Church, VA

(703) 698-3246

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Richmond, Virginia 23269-0001
Transportation Safety Services, Room 405

**Department of Motor Vehicles
Community Traffic Safety Program (CTSP) Field Safety Staff**

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