



# Badges, Buckles, Belts & Beyond

Published Quarterly for Virginia's Transportation Safety Community by the Smart, Safe & Sober Partnership

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## Fall 2002 Safety Memo No. 9

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## Virginia's Transportation Safety Priorities begin with you!

Are you doing your part to promote traffic safety in Virginia? Ask yourself and your agency: Are you stopping vehicles carrying children that are in violation of our current child safety seat laws? After stopping a vehicle, are you writing tickets to folks who are not wearing a safety belt? Are you enforcing **all** of the traffic safety laws? If so, hats off to you. If not, we need you to do more! Written and verbal warnings are not working – we need strict enforcement of our traffic safety laws.

Virginia has always been a leader in traffic safety and we need to continue to improve the safety of our travelers. Our seat belt usage rate has declined over the last year, falling below the national average of 73%. For FY 2002, Virginia reported the lowest usage rate in NHTSA Region III. Surrounding states of North Carolina, West Virginia, Washington DC, Maryland, and Pennsylvania all have higher usage rates than Virginia.

We are all on the same team and we all need to enforce the traffic safety laws more stringently. Ab Quillian, Commissioner of the Department of Motor Vehicles and Virginia's Governor's Highway Safety Representative, has made transportation safety a priority. In the Agency Head Agreement between DMV and Governor Warner, DMV listed the promotion of transporta-

tion safety on Virginia's roads as the very first priority. The plan identifies goals for a statewide safety belt compliance rate of 77%, and a reduction in alcohol and drug related crashes by 2% and fatalities and injuries by 1%. We need your help in realizing these goals in Virginia!

In addition to the goals DMV has set with the Governor, there are goals outlined in the agency's benchmark report to the National Highway Transportation Safety Administration. The following vision, mission and goals are outlined in the Virginia Highway Safety Benchmark Report.

Each agency receiving a grant in FY 03 must indicate how they are contributing to reaching these goals. Grantees must show how the work or equipment purchased with grant funding is contributing to one of the benchmark goals outlined above and report back to DMV.

Virginia is serious about traffic safety. We know we can do more to save lives on the highways of our state. Please plan to participate in the November Smart, Safe and Sober mobilization. Together let's raise the safety belt compliance rate and get drunk and drugged drivers off the road. Traffic safety is not a part-time enforcement job. The laws need to be enforced **every day**. Virginia wants to be the leader in traffic safety – let's work together to save lives!

### DMV's Transportation Safety Services (TSS) Vision:

Transportation Safety Services is the leading force in transportation safety.

### DMV's Transportation Safety Services (TSS) Mission:

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

**FY03 Benchmark Goal:** By June 2003, increase belt usage to 77%.

**FY03 Benchmark Goal:** Improve the collection and accessibility of traffic records system data using modern technology. The ability to provide better data to customers will also improve DMV customer service.

**FY03 Benchmark Goal:** Decrease alcohol/drug-related crashes by 2%; decrease alcohol/drug related fatalities and injuries by 1% by 2003.

**FY03 Benchmark Goal:** Upgrade HSP Grants Tracking System to improve financial and operational management of all federal grants programs.



## Virginia Combats Drunk Driving By Launching Massive Sobriety Checkpoint Blitzes Every Week, Everywhere

Dramatic and realistic “Checkpoint Strikeforce” radio ads highlight dangers, raise awareness

Funded by the National Highway Traffic Safety Administration (NHTSA), *Checkpoint Strikeforce* is a highly focused, zero tolerance, continuous, state-to-state law enforcement effort to catch and arrest drunk drivers via sobriety checkpoints.

“As part of *Checkpoint Strikeforce*, members of Virginia’s law enforcement community will be out in full force during the next several months conducting sobriety checkpoints in an effort to deter impaired driving and take violators off the road,” said Secretary of Public Safety John W. Marshall. “Studies have shown that sobriety checkpoints can reduce alcohol-related crashes by as much as 20 percent. Virginia State Police, as well as local law enforcement agencies across the Commonwealth, are conducting at least one checkpoint every week, everywhere, through New Year’s Day.”

In addition, *Checkpoint Strikeforce* is launching a series of creative radio ads designed specifically to target 21-35 year-olds, a hard-to-reach audience that is statistically most at risk for drunk driving. Of all fatal crashes, drivers in this age group have the highest incidence of intoxication – approaching double the rate of teenagers and drivers 45 and older. (Source: NHTSA)

The first ad, titled “15 Minutes of Fame,” addresses what it is like to get arrested for impaired driving, from losing your license to increased insurance costs to social embarrassment. The second ad, titled “Checkpoint,” takes the listener through a sobriety checkpoint, and the third ad, titled “The Ride,” uses humor to depict what it is like to have to rely on someone else to drive when a driver’s license is lost (see ad scripts in press kit or at [www.wrap.org](http://www.wrap.org)).

Polling conducted by Andres McKenna Research for the campaign found that 70 percent of Virginians aged 18-34 listed the loss of a driver’s license as a main reason to not drink and drive. This was second only to the threat of loss of life or serious injury (86 percent).

About two-thirds of the polled said that increased insurance costs, jail time, fines, embarrassment, and job loss were good reasons not to drink and drive. The research also showed that 89 percent of Virginians of all ages support the use of sobriety checkpoints.

“While we’ve made tremendous progress in the fight against impaired driving in Virginia, and nationwide in the past, we must continually seek fresh approaches to battle the problem,” said Secretary of Transportation Whittington W. Clement. “The *Checkpoint Strikeforce* ads are unique and highly targeted – just what is needed to get to the heart of the impaired driving problem.”

New data recently showed that more people were killed in impaired driving crashes in Virginia in 2001 than in 2000 (358 deaths in 2001, a 0.85 percent increase from 2000). During the past 20 years, the number of deaths resulting annually from drunk driving has ranged from 393 in 1981 to a high of 535 in 1990 and a low of 302 in 1997.

Officials with the *Checkpoint Strikeforce* campaign believe that the statistics show the need to keep up the efforts to combat impaired driving. Just two weeks ago, Governor Mark Warner appointed a 42-member expert Task Force, co-chaired by Secretaries Marshall and Clement, to assess current efforts in combating driving under the influence and to make recommendations for new strategies.

The additional *Checkpoint Strikeforce* enforcement efforts and the half-million dollar radio ad buy are supported by a grant from NHTSA through the Virginia Department of Motor Vehicles and the Washington Regional Alcohol Program (WRAP). The Virginia program is part of a larger Mid-Atlantic states effort — including Pennsylvania, Delaware, West Virginia, Maryland, and the District of Columbia — also funded by NHTSA.

For more information or to hear the ads, please log onto WRAP’s web site at [www.wrap.org](http://www.wrap.org).

# Governor Warner Announces Task Force to Combat Driving Under the Influence of Drugs and Alcohol

## Task force will update work of Governor Robb's 1983 commission

RICHMOND — Governor Mark R. Warner has appointed a Task Force to Combat Driving Under the Influence of Drugs and Alcohol. The 42-member Task Force, including several General Assembly members, will assess current efforts in combating driving under the influence and make recommendations for new strategies, including initiatives that address high risk populations, such as underage drinkers and repeat DUI offenders. The Task Force will also assess state-of-the-art techniques for addressing the problem across the nation, and its scope will include the problem of operating watercraft under the influence.

“As we strengthen our security against terrorist threats, we must remain vigilant to the threats that exist in the fabric of our own society,” said Governor Warner. “Since Virginia first studied this issue in-depth 20 years ago, 8,346 Virginians have lost their lives because of drinking and driving. Alcohol-related crashes are not accidents; these crashes can be prevented. We must continue to reach all Virginians with the idea that drinking and driving is unacceptable, and every bit as deadly as it ever was.”

In 1983, then Governor Chuck Robb established a commission that examined drinking and driving issues in the state and made a series of recommendations. Virginia Attorney General Mary Sue Terry led an update of the work of this commission on its ten-year anniversary in 1993.

Alcohol-related crashes in Virginia have been on the rise during the past three years — increasing from 10,942 crashes in 1999

to 11,265 crashes in 2001. As of June 20, preliminary statistics show that 3,715 alcohol-related crashes have occurred in Virginia during 2002, and 120 individuals have lost their lives in alcohol-related crashes.

In creating the Task Force, Governor Warner cites accomplishments at the 20-year mark of Virginia's efforts to eradicate the problem:

- Legislative victories include 0.08 blood alcohol content (BAC) limit; zero tolerance for underage drinkers; and administrative license revocation, just to name a very few.
- A societal change has been effected that holds drinking and driving as unacceptable. Programs such as designated driver and free ride home programs reinforce this emerging social norm, while also keeping drinking drivers from behind the wheel. The public is more aware than ever about the risks involved in drinking and driving.
- Citizen activist groups such as Mothers Against Drunk Driving (MADD) have helped bring much change. These groups have raised public awareness about the tragic and senseless consequences of drunk driving, and provided support for legislative and programmatic initiatives.
- Statistically, during the past 20 years, the number of alcohol related crashes has steadily declined from 23,072 (19.6 percent of all crashes) in 1981 to 11,265 (7.8 percent of all crashes) in 2001.
- Similarly, the number of alco-

hol-related injuries has declined from 16,457 (27.5 percent of all traffic crash injuries) in 1981 to 8,211 (10.2 percent of all injuries) in 2001.

- The average BAC level has dropped as well, from 0.1651 in 1981 to 0.1376 in 2001.
- DUI convictions have more than doubled, from 11,724 in 1981 to 28,044 in 2001.

Despite these victories, daunting statistics remain:

- We are no farther ahead than we were in 1981 in terms of the annual body count and the number of alcohol-related fatalities as a percentage of total fatalities.
- During the past 20 years, the number of deaths annually from drunk driving has ranged from 393 in 1981 to a high of 535 in 1990, and a low of 302 in 1997. In 2001, 358 fatalities occurred in Virginia as a result of drunk driving.
- DUI fatalities as a percentage of total fatalities have ranged from 38.8 percent in 1981 to a high of 50 percent in 1990 and a low of 30.08 percent in 1997. DUI fatalities comprised 38.3 percent of total fatalities in 2001, just half a percentage point lower than two decades earlier.

The Task Force will be co-chaired by the Secretaries of Public Safety and Transportation. The Task Force will begin its work immediately, provide an interim report prior to the 2003 General Assembly session, and provide a final report no later than June 1, 2003.

# Border to Border Initiative Successful

Border to Border was an enforcement initiative that coordinated Virginia law enforcement agencies with those of bordering states to promote safe driving prior to the Labor Day holiday.

This year Border to Border, coordinated by the Virginia Association of Chiefs of Police and the DMV Community Traffic Safety Program, was held on August 29<sup>th</sup> prior to the long weekend. This event marked the 6<sup>th</sup> year Virginia had undertaken this type of enforcement initiative. The first effort began with Virginia and North Carolina in 1997 and proved very successful. This year, Virginia combined with West Virginia, Maryland, Kentucky and North Carolina for the initiative.

At the checkpoint sites, motorists were reminded to buckle up and have their children in properly installed restraints and the commercial truck drivers were checked to ensure they were transporting their loads safely and securely.

During the 3-hour checkpoint, 140 law enforcement personnel from 43 departments set up at 16 checkpoints. They reported the following citations issued:

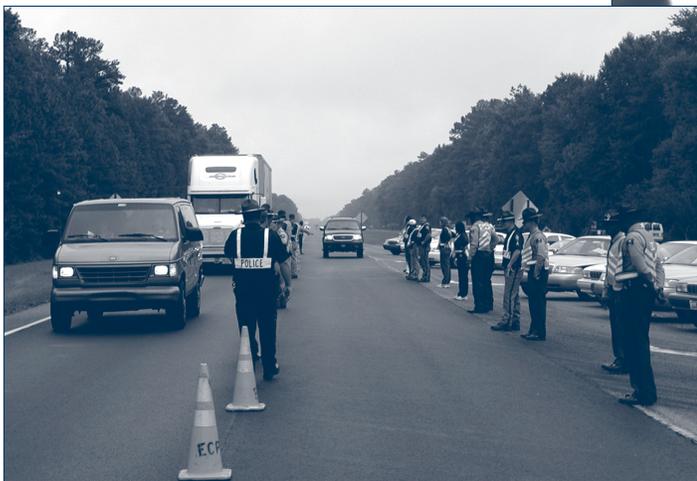
- 103 Safety belt violations
- 43 Speeding
- 1 Reckless driving
- 7 Child safety seat violations
- 26 Child safety belt violations

- 81 Safety seats checked for proper installation
- 123 Other traffic violations
- 41 Commercial motor vehicle equipment violations
- 4 Commercial motor vehicle overweight
- 17 Trucks removed from service
- 17 Criminal offenses

Of special interest, 2 vehicle loads of immigrants were detained and checked for proper identification. One was arrested for a false license and false reporting to police. Also, a check by the NCIC resulted in another individual arrested for outstanding felony warrants.

Conducting these types of traffic stops enhance the safety of the motoring public. The Border to Border Initiative demonstrated to the public that highway safety doesn't stop at the borders.

*Article written by Maggie Haley, VACP Traffic Safety Specialist*



# Drive Safely Work Week

October 7 – 11, 2002

## Drive Focused. Stay Safe. And Keep America's Workforce Safe on the Roadway.

With hectic schedules and long delays in jam-packed traffic and at blocked intersections, it seems people do everything in their cars except drive. Our nation's roadways have become more congested in recent years and drivers are experiencing anxiety, stress, fatigue, and numerous personal and work-related distractions while sitting in their vehicles. More time on the "roads more traveled" results in less time at home or the office, causing drivers to feel the pressure to multi-task just to keep up with their responsibilities. It's a certainty that with more people driving more vehicles more miles each year, compounded by fewer roads being built and fewer people carpooling, driving conditions aren't going to improve any time soon.

Since drivers must make more than 200 decisions during every mile traveled, it's increasingly important for drivers to be focused on their primary task while behind the wheel: **safe driving**. That's the goal of "Drive Safely Work Week," a campaign for the workplace designed to emphasize the importance of driving safely on and off the job to eliminate preventable crashes.

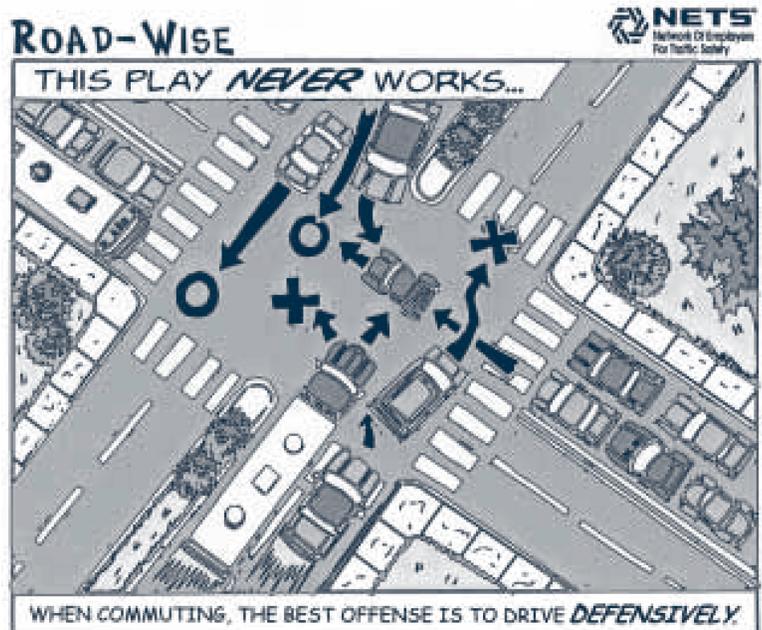
This year's campaign addresses distracted, drowsy, aggressive, and alcohol-impaired driving; the risky driving behaviors often associated with the "roads more traveled."

We encourage all motorists to make seat belt use a life-governing rule, every trip, every time. Buckling up is the single most effective action a motorist can take against the unsafe driving practices or risky driving behaviors observed on America's roadways. If you are in a crash, a seat belt will save your life and that of others. It will keep you in your seat and allow you to maintain control of your vehicle.

This week, and every week, we encourage everyone to set aside time to attend to your work and personal responsibilities before getting into your car. When you get behind the wheel, be sure to focus on the job at hand: **driving**. You will improve your odds of always arriving at your destination safely. That's why it's essential to drive focused: to stay safe on the road. Go to [www.netsnational.org](http://www.netsnational.org) for more information on DSWW 2002 and for copies of the tool kit.

### Fact Sheets

The 2002 DSWW campaign focuses on the risky driving behaviors associated with the "roads more traveled." These include distracted, drowsy, alcohol impaired, and aggressive driving. The campaign also drives home the message that seat belts are the best protection against these risky driving behaviors. The fact sheets provide information about these issues that can be reproduced in their entirety and distributed to employees. In addition, you can use these sheets to create your own unique campaign.



# YOVASO Weekend Inspires and Refreshes Youth of Virginia

By Patrick Gevas  
Contributing Writer

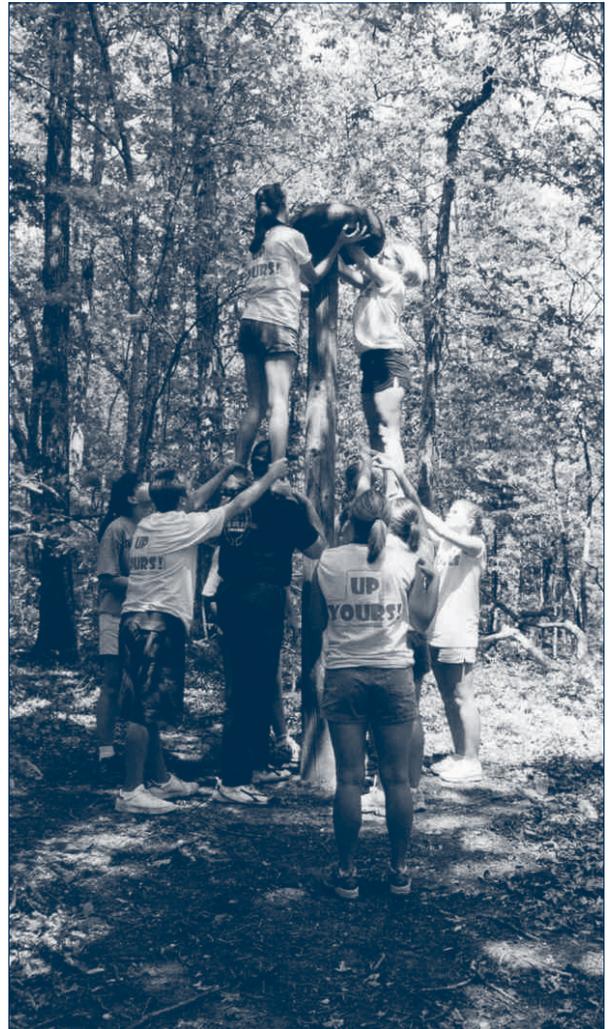
The YOVASO (Youth of Virginia Speak Out) Leadership Retreat, which was held at the Wyndham Roanoke Airport Hotel the weekend of August 9-11 opened and refreshed the minds of all who attended. Students came from all over the region to participate in the first Retreat sponsored by the Virginia Department of Motor Vehicles and Ferrum College. It gave the students a chance to hear excellent speakers, including Brenda Altman, MADD Virginia State Victim Services Director; Colonel Gerald Massengill, Superintendent of the Virginia State Police; Shelly Alley, Information/Education Specialist Roanoke City Police Department; Dr. Carol Gilbert, Director of Trauma Services at Carilion Roanoke Memorial Hospital; and Steve Goodwin, DMV Manager of Transportation Safety Division, District Two. It also gave the students, complete strangers, a rare chance to work and learn about the different proj-

ects their schools have done. Many ideas were exchanged between the students, along with new and innovative ideas for the upcoming school year.

Being surrounded in such a formal environment such as the Wyndham was very professional and comfortable, and a trip to Camp Fincastle to complete a low ropes course was a nice change of pace. The objective was to learn how to work together and trust one another. At the start of the course, it was obvious there were a lot of leaders and people wanting to be in charge.

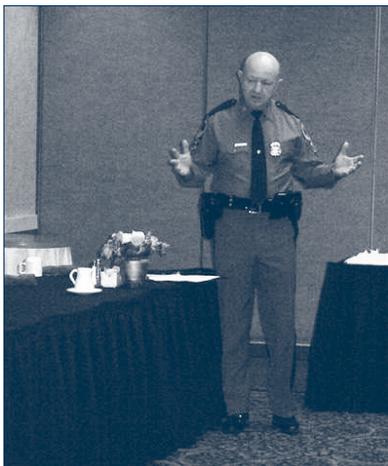
As the day went on, we had to overcome obstacles using brainpower and teamwork. In an amazing turn of events, our abilities to compromise and combine ideas to form solutions transformed from nearly impossible to effortless. By the time we reconvened to take on the last task, we had developed a true sense of teamwork, completed the task efficiently and even managed to have fun doing it. Our sense of accomplishment soared and readied us to tackle the safety issues that faced teens. We truly were united to fight our cause. We all could work towards a common goal, saving lives, with an interest in what everyone had to say.

Later that night we were given the rare chance to experience firsthand what a DUI Checkpoint was really like, thanks to the Roanoke County Police Department. The night began slowly, with cars moving along with little or no problems. However, as it got closer to midnight real problems began. Within about fifteen minutes, three DUI arrests were made.



It was incredible to see actual people get ushered into a police car. It seemed like there should be a camera and lights surveying the situation, but what we witnessed were actual citizens paying for the consequences of their actions. It was encouraging knowing these people would be off the road for that night, but also startling when the reality hit that there are plenty of people out there on our roads driving drunk. Our mission was clearer than ever as we journeyed back to the hotel.

After breakfast the next day, students presented the projects we had been working



Colonel Gerald Massengill, Superintendent of the Virginia State Police, speaks to students at the Leadership Retreat.

See **Weekend**, page 7

## Weekend

*continued from page 6*

on to find that the weekend was more productive than anyone could have asked for. A strong advertising campaign had been formed, along with a "How-To" guide for schools wanting to start YOVASO in their school. There were also plans and activities for YOVASO weeks to be implemented in schools. We gained knowledge and support of adults and our peers. But, as people, we had come to be so many things in such a short weekend. We were colleagues in our work for YOVASO. We were teammates as we came up with fresh ideas for our schools. We were leaders as we pioneered the way for teenage safety, and we were friends united in a common goal and bond. The true spirit of YOVASO was instilled in us all and prepared us for the road that lies ahead and the adversities we may face.

## YOVASO gets busy as school begins

As fall quickly approaches and school begins once again, many plans are in the works for the Youth of Virginia Speak Out (YOVASO) About Traffic Safety program. A recent retreat aided in making plans for the upcoming year. Because a primary goal of the program is youth empowerment, the teens involved have been instrumental in planning for the new school year.

The major YOVASO project currently under construction is a guide to creating and maintaining a YOVASO chapter. It includes detailed instructions to assist interested teens in finding a dedicated sponsor, generating activity in schools, getting media coverage for projects, and a variety of other information needed by students to organize and maintain a successful chapter. The manual will also include suggestions for activities to be done during designated safety weeks on topics including safety belt usage, distracted driving, and aggressive driving.

In addition to a manual, the YOVASO teens also now have a web site to use as a resource. The web site includes pictures of recent regional events, individual listings for each participating school which includes contact information and their calendars of events, and contact information for the YOVASO support staff. Visit the web site at [www.ferrum.edu/yovaso](http://www.ferrum.edu/yovaso).

Finally, the most important aspect of YOVASO's program development is the people. Interest meetings are being conducted in the schools where YOVASO was active last year to recruit new members and replace those who graduated. High levels of interest are emerging in schools where the program was established last year, since awareness has been generated about it. Also, requests for training summits are beginning to come in from schools where there has not been any YOVASO activity.

The program is growing, slowly but surely, so look for great things to come during the upcoming school year.

## May Smart, Safe & Sober Travelling Trophy Winners

The May Smart, Safe and Sober Mobilization travelling trophy winners have been selected. Based on criteria including the greatest percentage increase in seat belt usage on the pre- and post- surveys; the number of man-hours dedicated to the mobilization based on department size; the number of checkpoints conducted; the use of media to promote the mobilization; and community involvement. Trophies will be awarded at the upcoming law enforcement public information officer training to be held in Harrisonburg, Richmond and Newport News.

Congratulations to the following departments:

- Bristol District: **Montgomery County Sheriff's Office**
- Roanoke District: **Bedford County Sheriff's Office**
- Staunton District: **Fauquier County Sheriff's Office**
- Fairfax District: **Stafford County Sheriff's Office**
- Richmond District: **New Kent County Sheriff's Office**
- Portsmouth District: **Isle of Wight Sheriff's Office**



# The Goal: ZERO Fatalities

Every day, safety advocates work hard to reduce the number of highway related fatalities and injuries. This year, please highlight October 10<sup>th</sup> on your calendar. Over 40 highway safety agencies and organizations have designated this day as, “**Put the Brakes on Fatalities Day**”. This is a day where we can focus on our own individual behavior when using the roadways – as pedestrians, motorcycle operators, motor vehicle operators and passengers to reduce fatalities.

The message is simple:

- Drive courteously and defensively.
- Know the rules of the road and obey all signs and signals.
- Wear protective gear – seat belts or helmets.
- Don't speed, don't drive while impaired, and don't drive in an aggressive manner.

A web site, [www.brakesonfatalities.org](http://www.brakesonfatalities.org) is filled with ideas on how to take action before or on October 10<sup>th</sup>. Last year's campaign resulted in a 29% reduction in fatalities on October 10, 2001. This year let's have a day with ZERO traffic fatalities.

# EVERY 13 MINUTES ANOTHER PERSON DIES ON OUR ROADS



**on October 10, 2002**

*Drive as if your  
life depends on it.*

[www.brakesonfatalities.org](http://www.brakesonfatalities.org)



U.S. Department of Transportation

## Traffic Safety Calendar

### October

9/30 – 10/4 Walk Our Children to School Week

7 – 11 Drive Safely Work Week

10 Put the Brakes on Fatalities Day

20 – 26 National School Bus Safety Week

### November

11 – 17 Smart, Safe & Sober Enforcement Wave: Education & Awareness

12 – 14 Military/Civilian Transportation Safety Workshop, Ft. Eustis

18 – 24 Smart, Safe & Sober Enforcement Wave: High Visibility Enforcement

24 – 30 Operation ABC Mobilization

25 – 12/2 Smart, Safe & Sober Enforcement Wave: High Visibility Enforcement

### December

1 – 31 National Drunk and Drugged Driving Prevention (3D) Month

2 – 9 Smart, Safe & Sober Enforcement Wave: Evaluation & Media

20 – 22 Operation Care and National Holiday Lifesavers Weekend / “You Drink & Drive. You Lose.” Mobilization

## Virginia wrecks fatal to fewer children

The number of children younger than 16 killed in car crashes in Virginia dropped nearly 21 percent last year, the Department of Motor Vehicles reported.

Forty-two children younger than 16 died in traffic accidents last year, down from 53 in 2000. The DMV said the figures reflect a national trend as parents become more diligent about making sure their kids are buckled up and safety seats are properly installed.

Virginia's fatality rate per 100 million vehicle miles traveled also decreased slightly, from 1.16 in 2000 to 1.08 in 2001. There were five more deaths on Virginia's roads last year compared to the year before, but the number of miles traveled was significantly higher.

*Article written by the Associated Press*

## Virginia Child Safety Seat Trainings

- |                |  |
|----------------|--|
| Oct. 1-4       | <b>NHTSA Technician Class – Harrisonburg</b><br>Contact Don Allen, VACP (540) 599-1449                 |
| Oct. 1-4       | <b>NHTSA Technician Class – Powhatan County</b><br>Contact Marcia Franchok-Hill, VDH (804) 786-5993    |
| Oct. 2         | <b>Update/Refresher Training – Accomack County</b><br>Contact Maggie Haley, VACP (757) 285-4500        |
| Oct. 15-16     | <b>Operation Kids Class – Galax</b><br>Contact Don Allen, VACP (540) 599-1449                          |
| Oct. 21-24     | <b>NHTSA Technician Class – Charlottesville</b><br>Contact Diane Farineau, UVA Hospital (434) 243-5862 |
| Oct. 22-25     | <b>NHTSA Technician Class – Virginia Beach</b><br>Contact Maggie Haley, VACP (757) 285-4500            |
| Oct. 30-Nov. 2 | <b>NHTSA Technician Class – Charlottesville</b><br>Contact Diane Farineau, UVA Hospital (434) 243-5862 |
| Nov. 12–15     | <b>NHTSA Technician Class – Chesapeake</b><br><i>Closed Class</i>                                      |
| Nov. 18        | <b>Update/Refresher Training – Fairfax County</b><br>Contact Deputy Charlie Brown (703) 449-7200       |
| Nov. 19-22     | <b>NHTSA Technician Class – Fairfax County</b><br>Contact Deputy Charlie Brown (703) 449-7200          |

*Other classes are pending. Call the contact person nearest to your locality.*

## Schools are open and buses are children's safe haven



It's easy to take bus transportation and bus drivers for granted. Have you ever stopped to consider the awesome responsibility of bus drivers? How would you manage if there were no student transportation services?

Not only do bus drivers have to keep the bus under control at all times and maintain order on the bus, but they also must consistently perceive hazards and take evasive actions from aggressive and distracted drivers. School buses stopped with flashing lights to discharge or take on students is very serious business and nonsense cannot be tolerated.

Drivers of other vehicles have a duty to stop for the buses, regardless if they are late for school, work, or other appointments. **Law enforcement will aggressively enforce the law against those who illegally pass or demonstrate aggressive driving around buses.** The future of our community rides those buses daily, so everyone do their part to recognize school zones and bus stop locations!

## Virginia unveils new fight terrorism special plate

Commissioner Quillian, Delegate Bob Hull (D-Fairfax County), and Arlington County Police Chief Edward Flynn recently unveiled the new “Fight Terrorism” specialty plate at a July 2<sup>nd</sup> news event in Arlington. The plate design incorporates a logo in remembrance of the attacks on the Pentagon, the World Trade Center, and the crash of United Airlines flight 93 in Pennsylvania on September 11, 2001.

In view of the rebuilt west wall of the Pentagon, officials presented a sample plate to Mrs. Sheri Burlingame, widow of Captain Charles Burlingame, III, pilot of American Airlines flight 77 that was hijacked and flown into the Pentagon.

In just one week after the plate was made available, DMV processed 1,190 applications for the new plates and 546 applications for souvenir license plates. Requests for souvenir plates are coming from all over the nation. The plates should be on the road in time for the one-year anniversary of the terrorist attacks.



## Second Wave of TV Safety Spots Hit Airwaves

Commercials highlight how driving has changed in just a generation

When it comes to spending time with teens behind the wheel, parents know all there is to know about driving, right? Wrong. Certain aspects of driver education and vehicles have changed significantly in the past thirty years. Parents and teens need to know about the latest in safe driving techniques, such as hand position on the steering wheel and how to avoid driver distraction. Two safety commercials currently airing on NBC-12 raise awareness about the latest in driver education and safety.

Using transportation safety funds, DMV partnered again this year with NBC-12 and the Virginia Association of Driver Education Traffic Safety (VADETS) to produce the two safety commercials. The two new spots began airing on NBC-12 July 1 and

will run through Labor Day. Look for them during the evening news, the Washington Redskins pre-season broadcasts and other popular shows. NBC-12 reaches approximately a half-a-million viewers in the City of Richmond and 38 surrounding counties.

Earlier this year, two other safety spots aired during the Olympics (check the Intranet Update archives for the January 22, 2002 issue) and won a Certificate of Achievement from the Richmond chapter of the Public Relations Society of America. More safety commercials are on the way – two more new TV spots highlighting other important driving techniques will begin airing in August.

Driver's education has changed.  
Visit [www.dmvnow.com](http://www.dmvnow.com)

**“Diary”** — Today’s cars are equipped with air bags, which means that drivers should hold the steering wheel in the 8 o’clock and 4 o’clock positions instead of the old 10 and 2 positions. If the air bag deploys while you have your hands in the 10 and 2 positions, the 200 m.p.h. force of the bag will crash your arms into your face. Most parents learned how to drive with the 10 and 2 hand positions, before air bags were available in vehicles. In this thirty-second spot, parents rifle through their teen’s room, apparently looking for her diary. Instead, they’re really looking for their daughter’s driver education study guide to see if she’s right about the new hand positions for driving. The daughter’s right... and she busts the parents for snooping.

## Smooth Operators vs. Aggressive Drivers

**Smooth Operating** is *not* a matter of knowing the rules. Virtually everyone who drives aggressively and unsafely is smart enough to know the rules.

**Aggressive driving** is *not* a matter of getting where you want to go as quickly as possible. Aggressive drivers are smart enough to know that speeding, unsafe lane changes, tailgating, and red light running, at best save them a few seconds and sometimes result in even greater delays.

For instance, studies show that vehicles advance on the highway in blocks of traffic that are separated by mere seconds. In cities and suburbs, red-light runners merely get stopped at the next light or two, due to the synchronization that controls traffic flow.

**Smooth Operators** value themselves and other people. They regulate their emotions and impulses, to act always in their long-term best interests. They are powerful drivers.

**Aggressive drivers** devalue their safety and well being, along with those of other people on the road. They cannot control their emotions and impulses and usually act against their long-term best interests.

**Aggressive driving** is not about getting somewhere quickly, it’s about feeling powerless. Aggressive drivers are afraid, at least on the road, of feeling powerless.

**Smooth Operators** never feel powerless, no matter the traffic conditions or what other drivers are doing.

# 2001 Virginia Law Enforcement Challenge Award Winners

The Virginia Association of Chiefs of Police recently recognized 35 law enforcement agencies from throughout Virginia for their programs and activities related to occupant protection, speeding, and impaired driving. This annual competition "challenges" departments to develop new ideas to reduce highway crashes, injuries, and fatalities in their respective communities. Agencies are placed

in competition with other agencies of similar size.

Entrants from Virginia's Law Enforcement Challenge were automatically entered into the International Association of Chiefs of Police Annual Chiefs Challenge Program. Eleven Virginia departments will be awarded with National Honors at the IACP Conference in Minneapolis in October. The Virginia Associa-

tion of Chiefs of Police also received top honors in the country.

Police departments and Sheriff's Offices are already gearing up for the 2002 Awards that are based on activities throughout 2002. For additional information, please contact VACP Traffic Safety Specialists Maggie Haley, at (757) 285-4500; Bob Wall, at (703) 304-9771; or Don Allen, at (540) 599-1449.

## Municipal Departments

### Category 1

#### 1-25 Officers

- 1st Place West Point Police Dept.
- 2nd Place Smithfield Police Dept.

### Category 2

#### 26-50 Officers

- 1st Place Pulaski Police Dept.
- 2nd Place Town of Vienna Police Dept.
- 3rd Place Christiansburg Police Dept.

### Category 3

#### 51-150 Officers

- 1st Place Salem Police Dept.
- 2nd Place Roanoke County Police Dept.
- 3rd Place City of Fairfax Police Dept.

### Category 4

#### 151-400 Officers

- 1st Place Chesapeake Police Dept.
- 1st Place Newport News Police Dept. \*
- 2nd Place Hampton Police Division
- 2nd Place Roanoke Police Dept. \*
- 3rd Place Lynchburg Police Dept.

### Category 5

#### 401-750 Officers

- 1st Place Chesterfield County Police Dept. \*
- 2nd Place Virginia Beach Police Dept. \*
- 3rd Place Prince William County Police Dept.

### Category 6

#### 751 or more Officers

- 1st Place Fairfax County Police Dept. \*

## Sheriff's Departments and Offices

### Category 1

#### 1-25 Deputies

- 1st Place New Kent County Sheriff's Office \*

### Category 2

#### 26-50 Deputies

- 1st Place Powhatan County Sheriff's Office \*
- 2nd Place Wythe County Sheriff's Office
- 3rd Place Rockingham County Sheriff's Office \*

### Category 3

#### 51-150 Deputies

- 1st Place Montgomery County Sheriff's Office \*
- 2nd Place Fauquier County Sheriff's Office
- 3rd Place Hanover County Sheriff's Office

## University Police Departments

- 1st Place University of Virginia Police Dept. \*
- 2nd Place Virginia Tech Police Dept.
- 3rd Place Old Dominion University Police Dept.

## State Police Divisions

### Without a Public Information Officer

- 1st Place Division III
- 2nd Place Division IV
- 3rd Place Division II

### With a Public Information Officer

- 1st Place Division VI
- 2nd Place Division I
- 3rd Place Division VII
- 4th Place Division V

## Special Awards

- Child Passenger Safety** – Fairfax County Police Dept.
- Occupant Protection** – West Point Police Dept.
- Drunk Driving Awareness** – Virginia Beach Police Dept.
- Speed Awareness** – Arlington County Police Dept.

- Under Age Prevention** – Chesapeake Police Dept.
- Best Overall State Police** – Division III
- VACP President's Award** – West Point Police Dept.

\* — Denotes IACP National Chiefs Challenge Awards Given

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