



Badges, Buckles, Belts & Beyond

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Back issues of the BBB&B Newsletter can be found at <http://www.smartsafeandsober.org>

Click It or Ticket Is a Winner!

The May Mobilization of Click It or Ticket has come to an end, and you all “ROCKED”! While the data is still being tabulated, early results are suggesting success. We have heard from law enforcement agencies throughout Virginia on how the *Click It or Ticket* message is spreading — and you are the reason for it. The participation and energy has been incredible!

We have heard from so many of you sharing your experiences, and while we can't share them all here, we can give you a few of them:

- The “**Safety Blitz**” that took place on **Route 460** and its feeder roads was HUGE! On May 28th from 5-10 p.m., law enforcement agencies from Giles County to Portsmouth hit the roads and wrote a total of 765 summonses! Most of them were for speeding, but there were 5 criminal arrests and 7 DUI's. Great job by all agencies with a special thanks to Officer Doug Childress of the Lynchburg Police Department for creating this project, and Cpl. Paul Burroughs of Prince George County Police Department for assisting. This was truly a “border to border” effort!
- The **Richmond Police Department** scored perhaps one of the most unusual arrests: a prostitute. That conjures up a few images doesn't it????
- **Christiansburg Police** actually had a SAVE. They worked a head-on crash where all the people were belted. Everyone survived with minimal injuries. Police determined that, had they been unbelted, their day would have ended much differently. They are crediting the *Click It or Ticket* message — LIVING proof that it works!



- **Little Creek Naval Amphibious Base** wrote 535 safety belt summonses and had a post survey use rate of 98% — they were busy!
- The biggest increase (so far... remember we are still calculating) was recorded by **Greensville County Sheriff's Office**. They started with a pre-survey use rate of 35% and ended with a post-survey use rate of 76%. Way to go!
- The highest post-survey use rate (so far... still counting!) was recorded by

New Kent County Sheriff's Office with a post survey use rate of 98%. Excellent!!

- On the media side, the statewide *Click It or Ticket* television spot recently won a “Telly” award. This award is given to recognize outstanding work by the Cable Television industry. Great job!

We could go on for many more pages, but we're limited on space. Many thanks to all of you for the suggestions and feedback you have been giving us. We will look to implement as much as possible in the continuing effort to streamline the process for you. Please keep sharing your thoughts, ideas and suggestions. Our e-mail address is: clickitorticket@aol.com, and for all the forms and information you need on a variety of topics, our web site is www.smartsafeandsober.org.

Again, many thanks. We ARE saving lives! The “Seat Belt Queen” is well pleased!

Mary Ann Rayment, Program Manager/
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Virginia Launches 2004 Checkpoint Strikeforce Campaign

Scheduled to be unveiled in tandem with the Commonwealth's newest DUI laws, Virginia launches its third-annual Checkpoint Strikeforce campaign at a Chesterfield County news conference on June 29, 2004.

Following on the foot heels of Virginia's tremendously successful 2003 campaign, this year's statewide effort to identify and apprehend drunk drivers on the Commonwealth's roadways features not only weekly checkpoints to be conducted over a six-month period but also a more than \$ 600,000 radio advertising campaign attempting to prevent impaired driving in the first place.

Virginia's 2003 Checkpoint Strikeforce campaign — and in addition to its 770 arrests for either driving while intoxicated (DWI) or driving under the influence (DUI) — proved to be an unequivocal success as statewide, independent, post-campaign research conducted earlier this year indicated that:

- more than half (54%) of 21 to 35 year old Virginians heard of the "Checkpoint Strikeforce" campaign;
- the overwhelming majority of Virginia's general population (61%) and 21 to 35 year olds (66%) were aware of "increased law enforcement regarding drinking and driving" during the campaign;
- the perception of arrest for "driving while impaired" increased most by 21 to 35 year old Virginians with nearly half (46%) believing that they would be stopped for driving after drinking;
- the number one (51%) "consequence of drinking and driving" feared most by Virginians is getting arrested and going to jail;
- and that 71% of Virginians believed that drunk driving is a "serious danger" (a double-digit increase during the length of the campaign);

In addition, and as stated by the independent polling firm conducting both the 2003 Checkpoint Strikeforce campaign post-poll, "the results indicate that awareness of enhance enforcement efforts, checkpoints and the program itself has increased significantly compared with the start of the program. This increase in awareness appears to be prevalent in all groups including our target group."

Virginia's Checkpoint Strikeforce campaign — part of the National Highway Traffic Safety Administration's (NHTSA) larger effort involving five mid-Atlantic, U.S. states plus the District of Columbia — serves as an historic, statewide law enforcement effort to effectively detect and arrest impaired drivers in the Commonwealth. Specifically, and as part of NHTSA's regional campaign, Virginia officials agreed to conduct at least one sobriety checkpoint every single week between July 4th and January 4th as part of the Checkpoint Strikeforce initiative.

In addition to the statewide law enforcement component of the Checkpoint Strikeforce campaign, Virginia



PHOTO BY FRANK KOWALESKI / VACP

has traditionally distinguished its pro-safety effort by supporting the same with a landmark, multi-faceted, public education and awareness effort.

Last year, working with 44 radio stations throughout the state (involving state and local law enforcement partners to record local tag-lines at the end of each radio spot), 27,036 (18,504 paid spots; 8,532 bonus spots) professionally-produced Checkpoint Strikeforce radio ads were broadcast throughout Virginia over the four month period between the end of August and December 2003. In addition, a separate Checkpoint Strikeforce radio campaign was conducted in the northern part of Virginia in partnership with the Maryland Highway Safety Office.

In addition to paid media coverage, Virginia's 2003 Checkpoint Strikeforce campaign garnered impressive earned media coverage, including reaching one-third of Virginia's population via 1,319,054 print media impressions combined with 40 television stories reaching an audience of 1,025,826 — equaling an audience reached of 2,344,880 Virginians. Equally impressive, the state's media was engaged in nearly two-dozen radio interviews regarding the 2003 Checkpoint Strikeforce campaign via radio stations throughout Virginia.

This year, Virginia's Checkpoint Strikeforce campaign will not only feature a more than half-million dollar, statewide radio ad-buy but will also serve as a communications vehicle to communicate the Commonwealth's newest DUI laws to the campaign's target audience of 21 to 35 year old men in the state. The campaign's first ad, entitled "It Gets Worse," begins airing on nearly 50 Virginia radio stations on July 1st — the day that the state's newest drunk driving laws become effective.

The McLean, Virginia-based Washington Regional Alcohol Program (www.wrap.org) serves as the project manager of the Checkpoint Strikeforce campaign.

To hear Virginia's latest Checkpoint Strikeforce radio spot or to learn more about this statewide, anti-DUI initiative, go to www.wrap.org/checkpoint.html.



NTSB Chairman Presents Safety Awards at 'Checkpoint Strikeforce' Kick-off

National Transportation Safety Board Chairman Ellen Engleman Conners presented safety awards to Virginia state lawmakers at the June 29th kickoff of Checkpoint Strikeforce – the National Highway Traffic Safety Administration's (NHTSA) Mid-Atlantic campaign to reduce drinking and driving. Joining Chairman Engleman Conners was the NTSB's newest Board Member, Debbie Hersman.

At the kick-off event, Chairman Engleman presented State Safety Leadership awards to Virginia state legislators responsible for getting 25 new drunk driving bills passed in May. Chairman Engleman Conners applauded the new legislation saying, "Every person who gets behind the wheel needs to be 100% committed to safety. These new laws and Checkpoint Strikeforce send a very clear message to Virginia drivers. 'Don't drink and drive. We won't tolerate it.'"

The awards were presented to Senator Thomas Norment, Senator William Roscoe Reynolds, Senator Kenneth Stolle, Delegate David Albo, Delegate Robert Bell, and Delegate Robert McDonnell in honor of outstanding leadership in promoting and adopting laws to reduce alcohol related fatalities in Virginia, especially those involving hard core drinking drivers.

Chairman Engleman Conners also presented a State Safety Leadership award to Virginia Assistant Motor Vehicle Commissioner Vincent M. Burgess in recognition of his counsel and assistance in getting Virginia's drinking and driving legislation passed.



PHOTO BY FRANK KOWALESKI / VACP
DMV Assistant Commissioner Vince Burgess is surprised with a special State Safety Leadership Award recognizing his efforts to get stricter DUI legislation passed in Virginia.

NTSB Contact: Lauren Peduzzi, (202) 314-6100



PHOTO BY FRANK KOWALESKI / VACP

Six Virginia state legislators were awarded State Safety Leadership Awards from the NTSB for their outstanding leadership in promoting and adopting DUI legislation. From L to R: Delegate David Albo, Delegate Robert Bell, NTSB Chairman Ellen Engleman Conners, NTSB Board Member Deborah Hersman, Delegate Robert McDonnell, and Senator Kenneth Stolle. (Not pictured: Senator Thomas Norment, Senator William Roscoe Reynolds.)

GrandDriver Initiative Helps Prepare for Safety, Mobility in Later Life

RICHMOND (May 6, 2004)—The Virginia Department for the Aging and the Virginia Department of Motor Vehicles announce the launch of GrandDriver, a source for important driving safety information for seniors and their families.

“In Virginia, 65 is a speed limit, not an age limit,” according to Jay W. DeBoer, J.D., Commissioner of the Virginia Department for the Aging. “That’s the message Virginians will be seeing and hearing over the next several weeks. Our goal is to reach out to all older Virginians and to their families and caregivers with steps they can take to remain mobile and safe.”

The GrandDriver awareness initiative includes a website, www.GrandDriver.net, and a toll-free phone number, 1-800-552-3402.

“With more and more people over age 70 on Virginia’s highways, it’s important for older drivers to continually hone their skills,” according to D.B. Smit, Commissioner for the Virginia Department of Motor Vehicles. “Driving refresher courses and courses specifically designed for drivers over 55 are ideal for skill development and refinement.” Sometimes a simple change in habits, he says, is all that’s necessary to stay safer longer. These changes vary from driver to driver and may include driving only during daylight hours, mapping out a course of right turns to avoid potential left turn dangers or avoiding busy streets and busy times of day.

GrandDriver information includes practical tips for safer driving, alternate forms of transportation to help seniors stay independent, a listing of

local Area Agencies on Aging in Virginia, driving assessment tools and much more.

Created by the American Association of Motor Vehicle Administrators, GrandDriver was piloted in the greater D.C. area including northern Virginia and southern Maryland in May 2003. Virginia is the first state in the country to localize and implement the GrandDriver education campaign on a statewide level.

Part of the mission of GrandDriver is to help prepare seniors and their families to remain safe and mobile in their later years. Commissioner DeBoer stresses that, by planning early, older Virginians can continue to remain as mobile and as independent as possible. Public transportation options, senior shuttle services, friends and families can all make a big difference in the life of a senior who can no longer drive for whatever reason. Local sources for alternative transportation and other senior mobility information are available at www.GrandDriver.net and 1-800-552-3402.

Virginia GrandDriver

Facts At A Glance

- Virginia is the first state to take the national GrandDriver initiative statewide.
- Governor Mark R. Warner has designated May as “Older Virginians Month”.
- Older drivers do not crash more, but they are more likely to die from crash injuries. Death rates in the 70+ age group per vehicle mile traveled are four times the 30-59 year old age group. (NHTSA – Region 3 data)
- More than 25 million people are 70 years and older in the United States. This group grew twice as fast as the total population from 1990 to 2000. (NHTSA)
- Conclusions from a AAA Foundation for Traffic Safety study released in 2004:
 - Aging can cause reaction time and other cognitive skills to diminish. It is vital that seniors honestly review their driving performance.
 - Physicians and children of senior drivers can play a major role in assessing older drivers’ capabilities.
 - Senior drivers can benefit from taking refresher training or a driver improvement course.
- By 2020, more than 50 million Americans will be 65 or older. At least 90 percent of them will be licensed to drive. (AAA)



Virginia’s GrandDriver program was presented to the Smart, Safe & Sober coordinators at the 2004 ACTS Conference in Norfolk. The GrandDriver television spot featuring Governor Mark Warner was played for the coordinators.

NHTSA Holds Two Mid-Atlantic Summits on Traffic Safety

The NHTSA Occupant Protection Summit for Law Enforcement was held April 22-23, 2004, at the Williamsburg Marriott, and was hosted by the Virginia Association of Chiefs of Police and the Virginia Department of Motor Vehicles. Regional Administrator Beth Baker opened the conference, and Jack Oates and Jeff Michael of NHTSA presented a challenge to the 200 attendees to take their traffic safety programs to the next level. Speaker John Moffat, director of TZ Advocates, spoke on the effort by states to improve the safety belt compliance rate to 90% and beyond.

The afternoon sessions featured a presentation by Dave Long, the "Airbag Detective," who presented up-to-date information on new developments in airbag safety. Carol Clark from Anheuser-Busch spoke on the Stay Live From Education (SAFE) Program, designed to educate people on responsible drinking.

The second day opened with a presentation on nighttime belt enforcement by Don Bickel of the Marion County Traffic Safety Partnership. A session followed on working with the media and the community, presented by Mary Ann Rayment (Virginia DMV), Catherine Farmer (Kelly Michener, Inc.) and Mark Alonge (North Carolina Highway Safety Project). The conference closed with a wrap-up session moderated by Dr. Baker and Mr. Oates.

Almost 200 people attended the NHTSA Mid-Atlantic Region

Impaired Driving Summit, which was held June 2-4, 2004, in Shepherdstown, West Virginia. Virginia was well represented with 23 persons in attendance. The gathering was opened by Dr. Elizabeth Baker, NHTSA Mid-Atlantic Region Administrator, and Mr. Bobby Tipton, Director of the West Virginia's Governor's Highway Safety Office. The keynote address was given by Mrs. Wendy Hamilton, the national president of MADD. Mr. Jack Oates, NHTSA Chief of Implementation, gave a great motivational talk on the causes and effects of drunk driving, incorporating regional and national statistics to explain the importance of enforcement efforts. Virginia's Kurt Erickson, Executive Director of WRAP, participated in a panel on program evaluations.

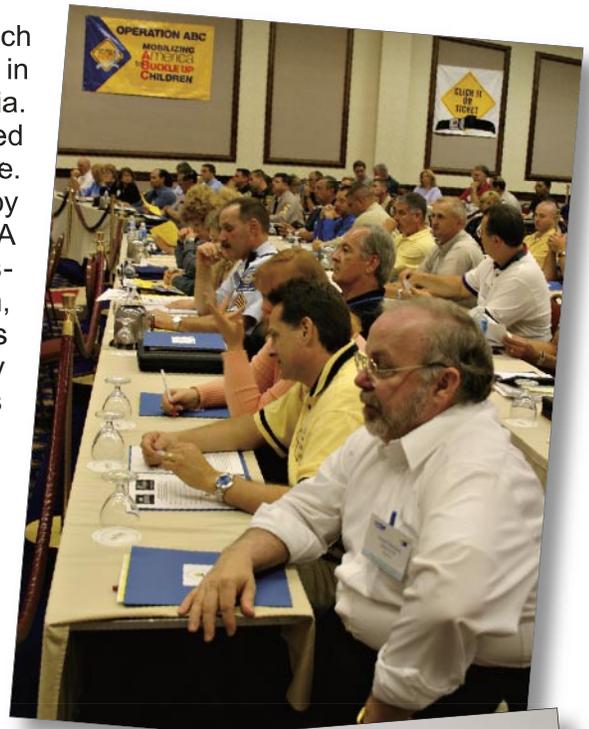
The second day of the conference started with presentations on "Incarceration and Intervention," describing a legal and medical collaboration used to combat impaired driving, with presenters from Maryland and West Virginia.

A session called Tips, Tools, and Training, featured presenters from Pennsylvania, Maryland and West Virginia, and dealt with using mobile video cameras in DUI cases. "Checkpoint Potluck" was the final presentation for the second day and focused on topics such as phantom checkpoints (PA), happy hour checkpoints (D.C.), low manpower checkpoints (W.Va.), and Monday night football checkpoints (DE).

On the third day, "Lights, Camera,

Cops!" was a rousing presentation done by Virginia's Mary Ann Rayment and NHTSA's Bill Tower on officers and their relationship with the media. The Anheuser-Busch Consumer Awareness Division presented an informative overview of their Responsible Drinking Program. The summit closed with a presentation on fake ID's by law enforcement officers of the Howard County (Maryland) Police Department.

Both summits provided a great opportunity for traffic safety enforcement and education professionals to network and to learn more about best practices throughout the region.



PHOTOS BY ERIN SCHRAD / VACP



PHOTO BY BOB WALL / VACP

2004 Lifesavers Conference

By Petey Cahill

Executive Director, IACP Foundation; Strategic Plan Administrator, IACP; and Advisor to the IACP National Chiefs Challenge Program

The Lifesavers national conference on highway safety priorities drew more than 1,800 traffic safety professionals to San Diego in March. The conference provided outstanding educational opportunities in more than 85 workshops and offered exposure to some of the best and brightest traffic safety products and programs through displays of more than 90 exhibitors. Popular workshop topics included automated enforcement issues, strategies to pass primary seat belt enforcement laws, high visibility mobilizations, and child passenger safety updates.

Many of these themes were echoed in the keynote speakers' remarks. During the National Highway Traffic Safety Administration public service awards luncheon, NHTSA Administrator Jeffrey Runge praised the work of 13 individuals who exemplify the highest standards of achievement in the field of traffic safety:

- Karen Arnold-Burger, presiding judge, Overland Park, Kansas, Municipal Court
- James Baker, executive director and founder, Institute for Public Strategies
- Erin Breen, director, Safe Community Partnership, University of Nevada
- Janet Brooks, child advocacy manager, Salt Lake City, Utah
- Patrick Burke, lieutenant, Metropolitan Police Department, Washington, D.C.
- Steven Casstevens, assistant chief, Hoffman Estates, Illinois, Police Department
- Peggy Hayashi, executive director, Safe Kids, Alaska
- Eddie Hedge, officer, New London, Connecticut, Police Department
- Timothy Pearson, lieutenant, North Augusta, South Carolina, Police Department



PHOTO BY PETEY CAHILL / IACP

- Ralph Peterson Sr., mayor, Pleasantville, New Jersey
- Jacqueline Saburido, survivor of drunk driving crash, Louisville, Kentucky
- Autumn Alexander Skeen, booster seat advocate, Walla Walla, Washington
- Patricia Fossum Waller, former director, University of Michigan Transportation Research Institute (posthumous award)

Attendees at the closing luncheon heard Secretary of Transportation Norman Mineta announce more than 36 million dollars in grant money for states to develop innovative projects to boost safety belt use. After recognizing the efforts of all the attendees in achieving a national safety belt usage of 79 percent, an all-time high, he added his hope that the United States would one day see a safety belt usage of 90 percent, "an achievable goal no matter how much the naysayers protest."

Secretary Mineta added an international aspect to the address when he noted that "more than 1.2 million men, women, and children die and 25 million more are injured in traffic crashes worldwide every year. . . . Even as we try to make further progress in reducing our own road traffic tragedies, the United States is committed to helping our neighbors in the global community."

The next Lifesavers Conference will be held March 13-15, 2005, at the Charlotte Convention Center in Charlotte, North Carolina.

For more information, visit www.lifesaversconference.org

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LIFESAVERS 2005

March 13-15, 2005

Charlotte Convention Center
Charlotte, North Carolina

Meet Monty Mills!

Your new Bristol
District CTSP!



Police Career: Monty's law enforcement career began in 1984 when he joined the Wytheville PD. He was an investigator there when he was hired as the Chief of Police by the Town of Chilhowie. In early 2004, he stepped down as police chief to become the new Bristol District CTSP Manager.

Education: George Wythe HS, Wytheville;
A.A.S., Police Science, Wytheville Community College – 1994;
B.S., Organizational Development & Management, Bluefield College – 1998;
M.S. in Criminal Justice, Radford University – 2001

Family: Lives in Wytheville, VA
Wife: Patti – Works for Wythe County Board of Supervisors
Daughter: Ashley – Studying Criminal Justice at Radford University
Family Pet: Kramer (black lab)

Hobbies: motorcycles, golf, model rockets

NHTSA Repeats Rollover Warning to Users of 15-Passenger Vans

(June 1, 2004) The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) today re-issued a warning to users of 15-passenger vans because of an increased rollover risk under certain conditions.

Similar warnings were issued in 2001 and 2002.

The safety agency also unveiled an updated consumer hangtag for users of 15-passenger vans and released three related research reports. One of the reports is a detailed analysis of 15-passenger van crashes between 1990 and 2002.

The newly released NHTSA research reinforces the fact that 15-passenger vans have a rollover risk that increases dramatically as the number of occupants increases to full capacity. In fact, the likelihood of a rollover when a van is fully loaded is about five times greater than when the vehicle contains only a driver. While an increased likelihood of rollover is present for other types of fully loaded passenger vehicles, it is most pronounced for 15-passenger vans.

The new NHTSA analysis also showed that the risk of rollover increased significantly at speeds over 50 miles per hour and on curved roads.

NHTSA is re-issuing this advisory to specifically alert those who plan to use the vans this summer for group road trips.

"It is vitally important that users of 15-passenger vans be aware of these risks," said NHTSA Administrator Jeffrey W. Runge, M.D. "It is critical that users follow safety precautions to significantly reduce those risks."

Among the safety recommendations are the following:

- It is important that 15-passenger vans be operated by trained, experienced drivers.
- Insist that all occupants wear safety belts at all times. In fact, 76 percent of those who died in 15-

passenger van rollovers nationwide in single vehicle crashes from 1990 to 2002 were not buckled up. An unrestrained 15-passenger van occupant involved in a single vehicle crash is about three times as likely to be killed as a restrained occupant.

- If possible, have passengers and cargo forward of the rear axle and avoid placing any loads on the roof.
- Check your tires: Excessively worn or improperly inflated tires can lead to a loss-of-control situation and a rollover. At least once a month, check that the vans tires are properly inflated and the tread is not worn down.

According to NHTSA research, between 1990 and 2002, there were 1,576 15-passenger vans involved in fatal crashes. Of these, 349 were single vehicle rollover crashes.

In separate research reports involving 15-passenger vans, NHTSA also examined the effects of tire pressure on rollover resistance and assessed the viability of electronic stability control (ESC) systems. The study, using a 2003 Ford F-350 and a 2004 GMC Savana, found that ESC could have some safety benefits under certain conditions.

While federal law prohibits the sale of 15-passenger vans for the school-related transport of high school age and younger students, no such prohibition exists for vehicles to transport college students or other adult passengers.

All the documentation released today, including the agency's comprehensive plan to improve 15-passenger van safety, can be found at <http://www.nhtsa.dot.gov/cars/problems/studies/15PassVans/15PassCustomerAdvisory.htm>

Contact: Rae Tyson, (202) 366-9550

Governor Warner Signs DUI Bills into Law

NTSB recognizes Virginia as leading the charge against drunk driving

RICHMOND (May 27, 2004)—Governor Mark R. Warner today ceremonially signed into law 25 bills that establish tougher penalties on DUI offenders. These bills followed the recommendations made last year by the Governor’s Task Force to Combat Drunk Driving Under the Influence of Drugs and Alcohol. During the ceremony at the State Capitol, Governor Warner also accepted an award from the National Transportation Safety Board for the state’s initiative in combating drunk and drugged driving.

“Today’s recognition is a testament to the recommendations of the Task Force, the actions of several legislators, and the tireless efforts by many advocacy groups,” said Governor Warner. “These bills take another step to ensure that those who continue to drive while intoxicated will not be allowed to remain a threat on Virginia’s roads.”

NTSB Chair Ellen Engleman Conners presented the award in a ceremony at the Capitol this afternoon, noting that Virginia’s actions will challenge other states to “get serious about alcohol and drug impaired drivers.” Seven of Virginia’s new laws are consistent with NTSB recommendations targeting hard-core drinking drivers. Conners noted that hard core drinking drivers put everyone at risk because they drive with a high



PHOTO BY MICHAEL WHITE / GOVERNOR’S OFFICE

blood alcohol concentration and often have multiple impaired driving offenses.

The pieces of legislation signed by Governor Warner at today’s ceremony are listed in the accompanying table.

For information, contact Ellen Qualls, (804) 786-2211, x 2379.

HB 43 <i>Sponsor:</i> Delegate Reese	Enables offenders to participate in prevention, intervention, and treatment programs prescribed by the courts for DUI convictions.
HB 127 <i>Sponsor:</i> Delegate Albo	Provides that repeat DUI offenders who refuse to take a blood alcohol test will be charged with a Class 2 misdemeanor or Class 1 misdemeanor, depending on the number of previous convictions.
HB 217 <i>Delegate</i> Athey	Requires first-time DUI offenders to pay a minimum, mandatory fine of \$250.
HB 303 <i>Sponsor:</i> Delegate Fralin	Requires DUI offenders, in addition to all the other fines, fees and expenses, to reimburse the locality in which the offense occurred for as much as \$250 to cover costs of firefighting, rescue and emergency services.
HB 557 <i>Sponsor:</i> Delegate Sherwood	Makes driving in contravention of a restricted license issued because of a DUI conviction equal to driving after forfeiture of a license for a DUI conviction.
HB 594 <i>Sponsor:</i> Delegate Janis	Requires that, at the time of arrest for a DUI, local law enforcement will report the offense to the Central Criminal Records Exchange; thus, drunk driving will go on the offender’s criminal record.
HB 664 <i>Sponsor:</i> Delegate Bell	Allows law enforcement to arrest an individual involved in a motor vehicle crash within three hours of the crash, without a warrant and at any location if the officer has probable cause to suspect the person was driving while intoxicated.
HB 667 <i>Sponsor:</i> Delegate Bell	Lowers the threshold for driving with an elevated BAC. Driving with a BAC of 0.15 percent, previously 0.20 percent, will get a drunk driver five days mandatory confinement and more for each subsequent offense. Driving with a BAC of 0.20 percent, previously 0.25 percent, will get a drunk driver ten days mandatory confinement or more for each subsequent offense.
HB 676 <i>Sponsor:</i> Delegate Bell	Provides for license revocation for multiple DUI convictions no matter how they are listed on the offender’s record.

HB 774 <i>Sponsor:</i> Delegate McDougle	Makes mandatory, minimum punishment for a third or subsequent offense of driving on a restricted license applicable only if the offense occurs within ten years of the first offense.
HB 786 <i>Sponsor:</i> Delegate McDougle	Establishes procedure for taking blood samples by adding PVP iodine and Povidone iodine as cleansing substances for DUI testing.
HB 889 <i>Sponsor:</i> Delegate Bell	Eliminates bail for repeat DUI offenders with three prior convictions within the past five years.
HB 1107 <i>Sponsor:</i> Delegate Moran	Provides that repeat offenders convicted for a third time within ten years will serve a ten-day, mandatory minimum jail term and a six-month mandatory, minimum jail term if it's the third offense within five years.
HB 1130 <i>Sponsor:</i> Delegate McDonnell	States that DUI offenders convicted of a third or subsequent DUI offense within ten years will forfeit the vehicle that they owned and operated during the offense.
HB 1132 <i>Sponsor:</i> Delegate McDonnell	Identical to HB 1132, eliminates bail for repeat DUI offenders with three prior convictions within the past five years.
HB 1136 <i>Sponsor:</i> Delegate McDonnell	Extends the period of administrative license revocation for second, third and subsequent DUI arrests. Administrative license revocation will be 30 days or until trial for a second alleged offense and 60 days or until trial for a third alleged offense.
HB 1137 <i>Sponsor:</i> Delegate McDonnell	Provides that failure to reimburse a locality for emergency response costs necessitated by a DUI or certain other offenses will result in driver's license suspension and vehicle registration cancellation.
HB 1138 <i>Sponsor:</i> Delegate McDonnell	States that offenders who receive a restricted driver's license following a DUI conviction where the offender's BAC equaled or exceeded 0.15 percent must use an ignition interlock as a provision of the restricted license.
HB 1143 <i>Sponsor:</i> Delegate McDonnell	Creates the Trauma Center Fund which will be funded by fines paid by second and subsequent DUI offenders and funding appropriated by the General Assembly.
HB 1147 <i>Sponsor:</i> Delegate McDonnell	Requires that offenders convicted of a second DUI offense within five years serve a 20-day mandatory, minimum jail term and ten days for a second offense within ten years. Requires that offenders convicted of a third offense within five years serve a six-month mandatory, minimum jail term and 90 days for a third conviction within ten years.
SB 202 <i>Sponsor:</i> Senator Reynolds	Removes the requirement that a magistrate reaffirm to a DUI arrestee his liability for refusal to submit to a preliminary blood or breath test after the arresting officer has already informed the arrestee.
SB 329 <i>Sponsor:</i> Senator Stolle	Provides for zero tolerance for DUI offenders who drive under the influence while holding a restricted permit issued as the result of a previous DUI offense.
SB 384 <i>Sponsor:</i> Senator Norment	Provides that sentences of DUI offenders convicted of driving on a revoked license will run concurrently with any other sentence.
SB 442 <i>Sponsor:</i> Senator Rerras	Eliminates potential for bail for offenders who have convictions within the past five years for any of the following: DUI, DUI manslaughter or DUI maiming.
SB 5007 <i>Sponsor:</i> Senator Stolle	Makes it a crime to unreasonably refuse to submit to a blood or breath test upon arrest for DUI.

A complete summary of traffic safety law changes can be found online at www.SmartSafeandSober.org under the Resources tab.

Campaign Encourages Buckling Up

'Click It Or Ticket' Shown To Increase Seat Belt Use

By Kelly Jasper

Daily News-Record

(May 18, 2004) Patrols will be increased and checkpoints possibly established for two weeks as local law enforcement agencies encourage drivers to use their seat belts.

The Rockingham County Sheriff's Office announced participation in the national campaign Click It or Ticket on Monday.

More than 280 agencies in the state, including the Harrisonburg Police Department and several Rockingham town police departments, will participate.

The campaign starts May 24 and runs through the Memorial Day weekend into the first week of June.

Wear Seat Belts

"Because of the upcoming holiday and summer season, the week has been adopted nationally to educate citizens," said Sgt. Felicia Glick of the Rockingham County Sheriff's Office. "Seat-belt usage has gone up in the past two years since the county and surrounding areas have been a part of the campaign."

By increasing patrols, law enforcement aims to raise Virginia's safety belt compliance rate to 77 percent, up from its current 73.5 percent, Glick said.

The campaign is used in 18 other states and D.C., some of which show an increase in safety belt usage of more than 10 percent, according to Click It or Ticket statistics.

"We have extra manpower in these weeks," she said. The campaign ends June 6, but Glick added that citizens should always be cautious and wear their safety belt.

Don Allen, of the Virginia Association of Chiefs of Police, spoke on the importance of safety belt usage and the campaign.

"The whole idea, without question, is to save lives," he said. "If you're not wearing a seat belt, we'll



PHOTO BY MICHAEL REILLY / DAILY NEWS-RECORD

Rockingham County Sheriff's Office Cpl. Gary Fielding (center) is flanked by "Vince" and "Larry," the National Highway Traffic Safety Administration's crash test dummies. Fielding received a "Saved by the Belt" award May 17 from Don Allen of the Virginia Association of Chiefs of Police. The ceremony in Harrisonburg, kicked off the Click It or Ticket campaign to remind drivers and passengers to wear their seatbelts.

issue a summons."

Glick added that while an individual in Virginia cannot be pulled over and ticketed for not using a safety belt, a summons can be issued in conjunction with another violation.

"We ask that there will be zero tolerance," she said. "If you're not speeding and following the law and wearing a belt, you'll be just fine."

Police say a decrease in injuries and fatalities resulting from traffic accidents shows that strict enforcement has been effective.

Saved By The Belt

One officer said he was particularly fortunate to be wearing a seat belt when he wrecked in March.

"It's pretty humbling," said Cpl. Gary Fielding of the sheriff's office.

Fielding received a "Saved by the Belt" award, one of 18 given to civilians and officers in Virginia this year for wearing a safety belt during a car wreck.

Cpl. Andy Muncy, the officer who investigated Fielding's wreck, nomi-

nated him for the award.

Fielding's vehicle was pushed 20 to 30 feet onto a sidewalk after being struck at 45 mph on the passenger side.

"Due to the fact that he had a seat belt on during the accident ... he did not need any medical attention," Muncy said, adding that without a safety belt, Fielding probably would have been thrown from the vehicle.

Even though Fielding was not on duty during the accident, he directed traffic around the crash, Muncy said.

"He just wants to keep going," he said. "That's just the way he is."

Glick said it's not unusual for officers to wear safety belts, even though they are not required by law to wear them while on patrol.

"But we, like everybody we aim to reach these upcoming weeks, always wear them," she said. "It's safest, plain and simple."

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Mrs. Patricia Ray Kemp was stationary at a red traffic light on April 16, 2004 around 8:00 p.m. when she was struck from behind by a motorist who was driving an SUV. Mrs. Kemp was wearing her safety restraint, which prevented her from being thrown forward into the steering wheel or windshield, and came away from the crash uninjured. This crash occurred at Route 33 and Route 30 and Sgt. R. Cottrell, West Point PD, was the investigating officer.



Rescue workers prepare for challenges of hybrid car accidents

By Patrick Walters
Associated Press

PHILADELPHIA (May 4, 2004)—The growing popularity of hybrid vehicles is a step toward cleaner air and less dependence on gasoline. But for rescuers at accident scenes, they represent a potential new danger: a network of high-voltage circuitry that may require some precise cutting to save a trapped victim.

“You don’t want to go crushing anything with hydraulic tools,” said Samuel Caroluzzi, an assistant chief with the Norristown Fire Department outside Philadelphia. “It’s enough to kill you from what they’re telling us in training.”

Hybrids draw power from two sources, typically a gas or diesel engine combined with an electric motor. The battery powering the electric motor carries as much as 500 volts, more than 40 times the strength of a standard battery.

That worries those who must cut into cars to rescue people inside.

“If you can’t shut it down, you don’t know where the high voltage is,” said David Dalrymple, an emergency medical technician in New Brunswick, N.J.

Manufacturers have put in place a laundry list of safety checks that the car’s computer must go through for the electrical system to run. They’ve published guides showing where the electric components are on their models; on the Toyota Prius and other hybrids, the high-power cables are colored bright orange to catch the eye of a rescue worker or a mechanic.

But there are concerns over what happens if something goes wrong and the battery, ignition and other points are inaccessible.

“It’s the ‘what-if’ that worries me,” said David Castiaux, an instructor for Mid-Del Technology Center in Del City, Okla., who teaches rescue workers about hybrids.

Chris Peterson, a service training instructor for Toyota, said the Prius’ electric system should shut down if anything goes wrong. “There should not be

high voltage in those cables, but I’m not going to stand up and say there isn’t,” he said.

First responders are taught to disconnect the battery and turn off the key immediately before cutting into a car, but that’s not always possible.

“Years ago you could just cut with your extrication tools through a post, but now you have to look before you cut,” said Ken Nelsen, chief of the Iselin Fire Department District 11 in Woodbridge Township, N.J. “It’s just another thing you need to worry about.”

When air bags started becoming more common in the 1980s, rescue workers became aware of their potential to seriously injure or kill when inflated. Those concerns have been heightened now that the safety devices are being installed in side panels, seats and other areas.

Concerns about hybrids are increasing in large part because of their growing popularity. Sales have risen at an average annual rate of 88.6 percent since 2000 and recent figures show the number of Americans driving them jumped more than 25 percent from 2002 to 2003.

The Honda Insight and the Toyota Prius are common now and more are on the way: hybrid versions of the Ford Escape, Honda Accord and Lexus SUV this year, and a Toyota Highlander in 2005.

The Alachua County Fire Rescue in Gainesville, Fla., even has two hybrids of its own. Although its crews haven’t had to deal with a hybrid crash, they’ve been getting versed on what to do when it happens, said Cliff Chapman, assistant chief.

They know not to cut into a hybrid’s doors — that’s where many of the cables are — and to peel off the roof instead. They also now operate under the assumption that a car is energized, wearing rubber gloves and boots.

Manufacturers say they will continue to keep rescue personnel up to date on their hybrids. But they also contend that hybrids can be seen as safer than regular cars.

“Everybody’s concerned about the electrical side, but could you imagine if we tried to bring gasoline out today as a motor fuel?” Peterson said.

2004 Governor's Transportation Safety Awards Announced

RICHMOND, Va.—Virginia's Transportation Safety Board recently honored 16 individuals and organizations for their outstanding contributions to transportation safety. The 12-member Safety Board advises the Governor, Secretary of Transportation and the Department of Motor Vehicles Commissioner on transportation safety matters. The board also assists in identifying elements of a comprehensive safety program for all modes of transportation in Virginia.

The Governor's Transportation Safety Awards

were established by the Board in 1993 to recognize exemplary accomplishments by individuals, state and local governments, federal agencies, the military and organizations that promote transportation safety. The Safety Board announced the winners of the 2004 transportation safety awards at its annual ceremony in May during the Annual Conference on Transportation Safety in Norfolk, Va..

All photos by Trevor Wrayton / VDOT



Lifetime Safety Achievement Award — Colonel W. Gerald Massengill (Retired). Massengill served with Virginia State Police for 35 years, including a role as Superintendent. During his tenure, his primary interest was traffic safety and enforcement. Nationally known for his efforts, Massengill was an integral part in the planning and implementation of traffic safety campaigns. A relationship builder, he worked to preserve high quality professional ties between state and local law enforcement agencies. Because of his many contributions, Massengill is credited for helping shape public policies that have made Virginia's roads safer.

Aviation Safety Award — Paul Storer. Storer is the director of the Transportation Security Administration (TSA) office at the Newport News-Williamsburg International Airport. Backed by a top secret-level security clearance through the United States Department of Homeland Security, Storer oversees all airport security and the passenger and baggage screening process. He is known for fostering an environment where passengers are secure, while assuring their freedom of movement. One of Storer's leadership hallmarks is his high standards of excellence in customer service.



Employer Safety Award — Capital One Financial Corporation's Safety Action Team (SAT) During Virginia's Drive Safely to Work Week, Capital One's SAT organized a series of transportation safety activities to educate employees. The team of volunteers created traffic safety information display boards; distributed safety literature; gave Fatal Vision goggle demonstrations to simulate the dangers of drunk driving; and, hosted a safety belt check at two company locations. The SAT determined that 80 percent of drivers surveyed wore seatbelts, an increase from last year.

General Traffic Safety Award — Stafford County Sheriff's Office. Despite the growing population of Stafford County, the driver death rate remains well below the average compared to localities of similar size. This statistic is attributed to the numerous traffic safety programs initiated by the Stafford County Sheriff's Office. Law enforcement officers frequently partner with community agencies to ensure the success of each campaign. The agency was one of the first sheriff's offices in the area to install physical traffic calming measures - a set of engineering techniques, such as speed bumps, used to encourage safe driving.



Impaired Driving Award — Steven Hinson and Mathew Hinson. Supported by their parents, these students masterminded an educational campaign titled, "Driving is a privilege. If you abuse it, you lose it." The goal of their awareness program, promoted in their hometown of Smithfield, was to highlight the seriousness of drinking and driving. The Hinson's hard work earned the pair three nominations for the Governor's Transportation Safety Awards in 2004.
(See "Award Spotlight", page 18, for the full story.)

Law Enforcement Award — Trooper Michael T. Walter. Walter is an instructor of a Crash Course class, a traffic safety program aimed at young northern Virginia drivers. The interactive presentation was developed to help students navigate safely through the Commonwealth's highways and work zones. A road trooper and Explosive K-9 handler, Walter has contributed countless hours outside of his daily duties to educate hundreds of youth.



Legal Award — The Honorable Judge E.L. Turlington (Retired). Even in his retirement, Turlington has served on the annual Judicial Transportation Safety Planning Committee for the Virginia Highway Safety Office for the past three years. The committee hosts a voluntary training session for judges where a variety of topics are discussed. Known as a "guiding voice" in the judicial traffic safety community, Turlington provides valuable insight on the subject. Even in his retirement, he continues to accept invitations to sit as an active judge and assist with traffic and misdemeanor offenses.

See **AWARDS**, page 14

Awards

continued from page 13

Media Award — Eastern Shore Post Newspaper. In partnership with Virginia State Police, the Eastern Shore Post developed a weekly traffic safety column, The Police Informant. Articles featured include motor vehicle law updates, contacts for reporting traffic related problems and other resources. The Police Informant reaches an audience of more than 10,000 readers.



Motorcycle Safety Award — Jim Cannon. Cannon serves as the director of the Virginia Coalition of Motorcyclists and chief instructor of the Virginia Rider Training program. In this capacity, he played a key role in the development of a series of public awareness service announcements about motorcycle safety. Cannon also advocated legislation for motorcycle training and safety facilities. Community-minded, he regularly serves as a guest speaker at high schools to advance motorcycle safety. Regarded as an expert in his field, Cannon frequently advises the Virginia Department of Transportation on improving or eliminating motorcycle road hazards.

Motor Carrier Safety Award — Virginia Trucking Association Foundation (VTAF) Founded in 1997, VTAF is a non-profit organization developed to increase the public's awareness of the blind spots that surround tractor trailers. Supported by trucking fleets across Virginia, thousands of residents have been exposed to the organization's Truck Safety programs. The VTAF's activities continue to improve the trucking industry's safety record and public image.



Occupant Protection Safety Award — Campbell County Sheriff's Office. The Campbell County Sheriff's office has consistently promoted occupant protection education programs and enforcement. These programs encourage the use of safety belts, child safety seats and other devices designed to reduce highway deaths. Among numerous traffic safety initiatives, the Campbell County Sheriff's office advocated for zero-tolerance in school zones and has taught children and teens about the importance of safety belt use.

Public Transportation Safety Award — Hoffman Beverage Company (HBC). Based in Virginia Beach, HBC is an Anheuser-Busch distributor for south Hampton Roads. As part of its ongoing education efforts, the company founded the “Budweiser Alert Cab” program for those who are too intoxicated to drive. Offered to the community since 1996, three participating cab companies provide free transportation for impaired drivers. In 2003, more than 100 complimentary rides were given.



Pupil Transportation Safety Award — Henrico County Division of Police (HCDP). A leader in the area of pupil transportation safety, the HCDP spearheaded the School Bus Safety awareness program, complete with public service announcements and an information pamphlet. Knowing when motorists must stop for buses loading children and guidelines on how students can safely ride the school bus are among the key messages of the campaign.

Rail Safety Award — Special Agent Glenn Thompson. Thompson developed and launched a CSX rail safety program, an awareness campaign presented to more than three thousand employees, citizen groups, students and police officers. He has been instrumental in facilitating other community safety initiatives, including programs for train accident prevention and defensive driving.



Water Safety — Paul Howell. Howell coordinated and taught boating safety education classes across Virginia, and is credited with helping to certify more than eight thousand students. Because of his efforts, Smith Mountain Lake and Virginia’s south central region recorded the lowest number of boating accidents in the past decade - including boaters of Buggs Island Lake and Smith Island Lake, the state’s largest waterway of its kind.

Youth Traffic Safety Award — Patrick Grevas, Youth of Virginia Speak Out About Traffic Safety (YOVASO). President of William Byrd High School’s YOVASO program in Vinton, Grevas has designed traffic safety awareness campaigns for his fellow students. Among the special events he has launched, Grevas organized speaking engagements featuring crash survivors. He also distributed email alerts about traffic safety facts and statistics, organized discussion groups and planned functions for his school.



TEENSMART DRIVER and Dying2Drive®

New State Program Seeks the Assistance and Support of Virginia Law Enforcement

Law enforcement officials are frequently the first people to arrive at a crash scene. Therefore, police officers are constantly dealing with the aftermath of car accidents that all-too-often result in bodily injuries or even death. Tragically, many of these crashes involve our most vulnerable drivers, teens.

Teen drivers are the most at-risk group of drivers.

- More than 6,000 teens died in car crashes in the United States in 2003, and more than 500,000 suffered life-altering injuries.
- The per-mile fatality rate for 16- to 19-year-olds is four times that of adults.
- Teenagers make up only 10% of the U.S. population, but suffer 14% of all vehicular fatalities and 20% of all reported crashes.
- In 2002, the estimated economic cost of police-reported crashes (both fatal and non-fatal) involving drivers ages 15 to 20 was \$40.8 billion.

- Nearly half of all fatal car crashes involving teen drivers are single-car crashes. Teens are more likely than any other age group to be involved in a single-car crash.
- One-third of all fatal accidents involving teen drivers are caused by speed.
- The accident rate among teen drivers doubles when the number of passengers in the car increases from two to three.
- 61% of fatally injured teen passengers were killed in cars driven by teens.
- More than 60% of teens killed in car accidents were not wearing seat belts.
- 53% of all teen deaths due to car accidents occur during weekends.
- 41% of fatal crashes involving teens occur between 9 PM and 6 AM.
- The first 1,000 hours behind the wheel are the most dangerous for teenagers.
- The 16-year-old population in the U.S. will increase from 3.5 million

to 4 million within the next 5 years. That means there will be 26.1 million 16- to 20-year-old drivers on the nation's roads by 2010, a 23% increase over the number of teens driving today.

- In Virginia alone, 92,000 new drivers receive their licenses each year in Virginia – and most of them are teens.
- The number of fatal car crashes among teens in Virginia is increasing at a rate of approximately 10% year-over-year.
- In Virginia in FY 2003, there were 144 fatal car crashes involving teenagers. A total of 163 teens — an average of more than three per week — died on Virginia roads in 2003.

Recognizing this, the Department of Motor Vehicles has implemented efforts to encourage and sustain good teen driver habits. One of these efforts was the drafting and subsequent approval of a cooperative agreement with Prince William County Public Schools to provide a media campaign for teen driver safety.

The program began April 2003 with initial meetings with the Virginia Department of Motor Vehicles (VDMV) and the Virginia Association of Driver Education and Traffic Safety (VADETS). A cooperative agreement was finalized in May 2003 and the initiative was publicly announced at a press conference on May 13, 2004.

TeenSmartDriver is the culmination of over a year and half of research and inquiry into the characteristics and behaviors of teens and teen driving. Expert opinions in the field of traffic safety and adolescent behavior were collected, and numerous interviews, surveys, and focus groups were conducted across Virginia to form the basis of the TeenSmartDriver health initiative.



PHOTO COURTESY KATIE SMITH / DYING2DRIVE

William H. Leighty, Chief of Staff for Governor Mark R. Warner, speaks at a press conference to announce the Dying2Drive initiative held on May 13, 2004 at the Science Museum of Virginia in Richmond. Seated (L to R) are Jon Bachman, Project Manager of Dying2Drive; Janna Sakowitz, Hermitage Safety Consultants; D.B. Smit, Commissioner for the Department of Motor Vehicles; and Captain Tim Rudy, Prince William County Police Department

See **Dying2Drive**, page 17

The research identified five main constituent elements that influence teen behavior: parents, law enforcement agencies, businesses, driver educators and teen behavioral characteristics.

In order to minimize the risk taking behavior, these five community elements must seek to educate the teen towards self regulation of risk taking behavior, awareness of the law and responsible driving behaviors.

Risky, unsafe teen driving is a serious public health problem with a constellation of symptoms: attraction to risk, immature decision-making skills, youthful arrogance, multiple distractions, lack of parental supervision, and more. Only by raising awareness of the causes and consequences of this public health problem can we influence the way teens drive, and ultimately, save lives in our community.

Second only to parents in their influence on teenagers are law enforcement agencies. They have long worked to educate and influence responsible driving behaviors of teenagers. Many programs

and projects across the state have had much success dealing with driver safety.

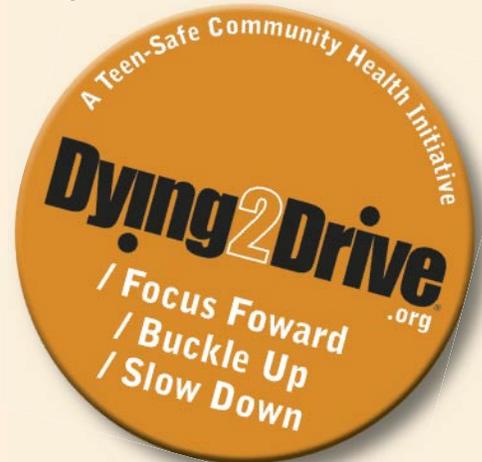
TeenSmartDriver will act as a clearinghouse for information, statistics, tips, and resources for parents, law enforcement officials, businesses, educators and teens themselves. The goal of the initiative is to offer the most complete, single source of information in the state concerning teenage driving. This hub of information can now be found on the web site www.dying2drive.org.

More than just a list of related sites, TeenSmartDriver will offer up-to-date news articles, surveys, facts, activities, information and links to a universe of traffic safety organizations both here in Virginia and throughout the United States.

TeenSmartDriver's media message of Dying2Drive® in bright orange is now becoming familiar across the state. Designed to have a high impact, Dying2Drive's® message of consequences of risky driving behavior is now found in Cinema advertising and television Public Ser-

vice Announcements throughout the state. This media component is only one facet of a multi-year health initiative that is tackling the challenge of educating and informing those parts of the community that can make a difference in the health and well-being of our teens safe driving.

Through a strategic effort with statewide collaboration, we believe that the TeenSmartDriver and Dying2Drive®: will be recognized as a leading force in the prevention of needless injuries and fatalities to our young people throughout Virginia.



— Traffic Safety Calendar —

July

- 7/2 – 1/3/05 Checkpoint Strikeforce
- 15 Project Monitoring Reports Due
- 21 Ride Your Motorcycle to Work Day

August

- 8 – 11 VACP Annual Conference – Richmond
- 31 – 9/6 Stop on Red Week

September

- 2 Border to Border
- 12 – 15 VA Sheriff's Association Conference – Williamsburg, VA

SAVE THE DATE!!

2004 Virginia Transportation Conference

October 17-19, 2004
The Hotel Roanoke & Conference Center —
Roanoke, VA

*Virginia's Transportation Challenge:
Enhancing Mobility Through Safer, Simpler,
Smarter Solutions!*

Visit www.vatransconf.org for more information and to register for this conference.

Virginia Military/Civilian Workshop

November 3-4, 2004
Ft. Eustis - Newport News, VA

Officer's stepsons educate public about consequences of DUI

Steven & Mathew Hinson were nominated for this award by their stepfather, Officer Clay Seamster. Here is the story behind the boys' award-winning project in Officer Seamster's own words:

It is with great pleasure that I submit this Governor's Transportation Safety Award nomination on behalf of Steven Christopher Hinson and Mathew Alan Hinson, my stepsons. I am Officer Clarence J. Seamster, Jr., of the Smithfield Police Department. I serve as a patrol officer and in investigations, with a specialty in auto theft. I also am the Community Traffic Safety Program (CTSP) Coordinator for the Smithfield Police Department. In that capacity, I also promote public information and education projects addressing safety belt use, child restraint devices, impaired driving, pedestrian safety and auto theft prevention.

One afternoon my wife, DeDee L. Seamster, informed me that Steven Hinson, with the help of his brother Mathew, wanted to create some kind of poster or public message that courteously would warn the public of the consequences of impaired driving. Steven is twelve years old, and his brother Mathew is ten years old. DeDee further explained to me that the boys were saddened and affected by the tragic death of Virginia State Police Trooper Anthony D. Campbell and his nine year-old son, Andrew, at the hands of a suspected impaired driver on the Eastern Shore on Highway 13. The two boys had a chance to know Trooper Campbell, as he had worked in Isle of Wight County for a while before being stationed on his native Eastern Shore. My wife DeDee also had informed me that she was so moved and impressed with their idea that she informed Sgt. D.S. Carr of the Virginia State Police about it. At the suggestion of Sgt. Carr, DeDee



PHOTO BY ERIN SCHRAD / VACP

Steven and Mathew Hinson, pictured here with their stepfather, Officer Clay Seamster, won a Governor's Transportation Safety Award for their project, "Driving Is a Privilege... Not a Right!", about the consequences of driving under the influence of drugs or alcohol.

contacted Mary Ann Rayment, a public relations, traffic safety, and grants coordinator with the Department of Motor Vehicles (DMV) and informed her of the boys' idea. Mary Ann Rayment is also the grants coordinator for the Smithfield Police Department, so it did not take long for her to get in touch with me. Ms. Rayment said she liked the boys' idea and suggested that I apply for a grant to put their idea into production for the public good. I was amazed and moved, and I asked Steven and Mathew if they really wanted to go ahead with a project, which they did.

With the help of my wife and the boys, we came up with a "concept page" on our home computer. On family road trips, I always would tell the boys "driving is a privilege, not a right." They apparently remembered this, as they wanted that on their poster! We then decided that we would add icons to the center depicting alcohol and drug use and add the words "If you abuse it"; below that is a depiction of a driver's license, with the image of

an upset person who has just lost his driver's license, along with the words "You lose it". I then applied for and received a \$1,500 mini-grant through DMV to go into production. I went to Modlin Printing of Smithfield and explained the boys' idea to them and asked if their graphic artist could come up with a professional design using basic colors and the concept page designed by our family. After some revisions, a final design was selected and the grant monies were paid to Modlin Printing. Modlin Printing produced 1000 bumper stickers, 3000 posters, and 5000 rack cards (hand bills). Finally, a detailed distribution plan was created to effectively and efficiently distribute the information. It also was necessary to get the media involved to further promote the project and to reach a larger public than we could with the supplies we had on-hand. Ever since the distribution phase started, the demand for materials has been absolutely phenomenal. I also actively maintain contact with local, state, and federal politicians or their representatives to further

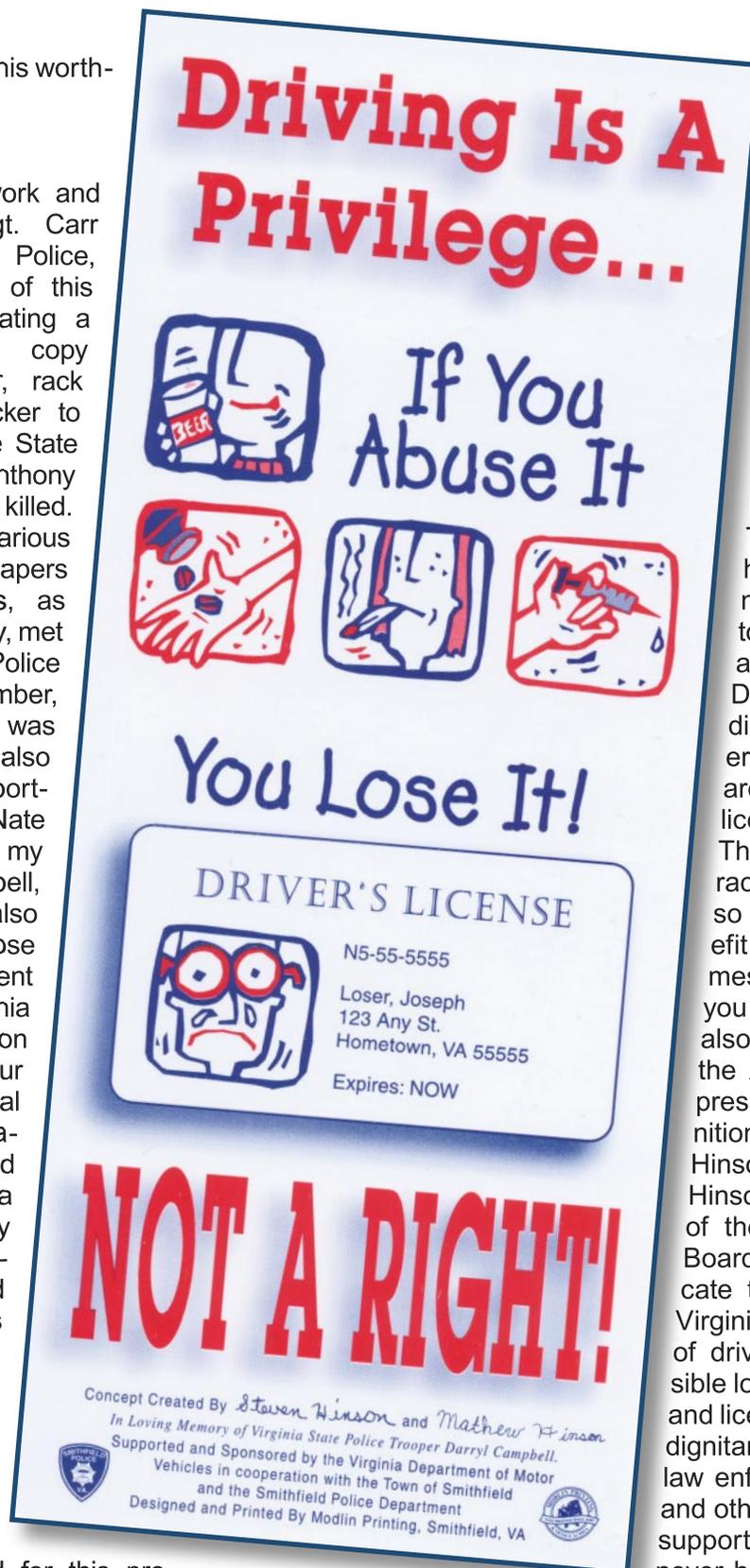
promote and distribute this worthwhile project.

Distribution

Through the hard work and diligent efforts of Sgt. Carr and the Virginia State Police, the distribution phase of this project began by donating a professionally framed copy containing one poster, rack card, and bumper sticker to Leigh Campbell, whose State Trooper husband Anthony and son Andrew were killed. Representatives from various Eastern Shore newspapers and television stations, as well as friends and family, met at the Virginia State Police office in Melfa in November, where the framed copy was presented. Interviews also were conducted by reporters Joe Flanagan and Nate Custer with the boys, my wife Dee, Leigh Campbell, and myself. Materials also were distributed to all those who attended. I then sent materials to the Virginia Alcohol Safety Action Program (VASAP), our Virginia Congressional delegation, state legislators and state elected officials including Virginia Attorney General Jerry Kilgore. Mary Ann Rayment of DMV assisted in distributing materials to the United States Navy. I also delivered materials to local businesses for posting and distribution, including Smithfield Foods, Inc., a local Fortune 500 company. The demand for this program is so great that it has become increasingly difficult to keep the materials available! It is our hope that funding to further this project will continue from DMV, as well as from other corporate or private sources.

Conclusion

I feel a profound sense of pride and awe when I



realize what Steven and Mathew Hinson have done. Often the times seem far and few between when a child or children come up with these kind of service projects. Our youth face more challenges in our society than ever before. Statistics indicate that young people face both good and bad influences from their peers when it comes to safe driving. That is precisely why I have distributed a large number of the rack cards to the Isle of Wight Juvenile and Domestic Relations District Court Judges for distribution to the teenagers and young adults who are receiving their driver's licenses for the first time. The judges also display the rack cards on their benches so that all can see and benefit from its brief but powerful message...drive impaired and you could lose your license! I also am excited to report that the Attorney General's Office presented an award of recognition to Steven Christopher Hinson and Mathew Allen Hinson at the January meeting of the Newport News School Board for their efforts to educate the public and to remind Virginians that a consequence of driving impaired is the possible loss of your driving privilege and license. Representatives and dignitaries from state and local law enforcement agencies, DMV and others attended to show their support for two young boys who never have had a driver's license or operated a motor vehicle. We

will continue to distribute materials and promote this project as long as our funding and resources will allow. I was compelled to nominate both Steven Christopher Hinson and Mathew Allen Hinson for this recognition for coming up with such a complex concept at their age and sharing it with the people of Virginia.

Smart, Safe & Sober Partnership
c/o Virginia Association of Chiefs of Police
1606 Santa Rosa Road, Suite 134
Richmond, VA 23288

On the web — <http://www.smartsafeandsober.org>

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