



# Badges, Buckles, Belts & Beyond

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

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

## Winter 2003 Safety Memo No. 10

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## Virginia Adopts the Click It or Ticket Campaign

Virginia's Smart, Safe and Sober program is adopting the Click It or Ticket logo and campaign for the May 2003 mobilization! Click It or Ticket (CIOT) is a high-profile law enforcement effort that gives people one more reason to buckle up — the increased chance of a traffic ticket. Many states have seen significant

increases in their seat belt usage rates after employing the CIOT, up to 8.6 percentage points in a four week period. In CIOT, just like our Smart, Safe and Sober mobilization, law enforcement agencies mobilize to focus on seat belt violations and publicize the stepped-up enforcement through news media and advertising. It is the

two-pronged approach that makes these campaigns powerful: More tickets issued to unbelted motorists and the surrounding publicity ensures that people know they are more likely to get a ticket!

In May, you will hear national advertisements on the CIOT campaign sponsored

by the National Highway Transportation Safety Administration. You will also hear local radio advertisements with warnings to citizens spoken by a law enforcement officer, you will see newspaper and other print advertisements all relaying the zero tolerance Click It or Ticket message!

Please plan to attend a Smart, Safe and Sober training in March at one of the locations listed below. During this training, you will hear more about the CIOT marketing campaign, learn how to use the new website for Smart, Safe and Sober to input your citation numbers and download educational materials, learn about new laws passed by

the General Assembly, and discuss plans for the May CIOT Mobilization.

**The registration form can be found on page 11 of this newsletter. Please fill it out and fax it in to Faye Hager at DMV, (804) 367-0299 by March 10, 2003.**



### Smart, Safe & Sober Trainings

Time: 10:00 a.m. – 3:00 p.m.

Dates (Choose one):

|          |                                                 |
|----------|-------------------------------------------------|
| March 18 | New River Criminal Justice Training Academy     |
| March 19 | Central Virginia Criminal Justice Academy       |
| March 20 | Central Shenandoah Criminal Justice Academy     |
| March 25 | Hampton Roads Criminal Justice Training Academy |
| March 27 | Rappahannock Regional Criminal Justice Academy  |

Lunch: Provided

RSVP: You must RSVP to Faye Hager at DMV by faxing in the form located at the back of this newsletter by **March 10, 2003.**

Checkpoint Strikeforce won the Gold Award from the 2002 International Mercury Awards, a prestigious PR industry awards program. Kudos to our whole team!

**CHECKPOINT STRIKEFORCE**  
You drink & drive. You lose.

## Checkpoint Strikeforce Drives In Impressive Numbers

**Question:** What do you call an action resulting in not only 894 drunk driving arrests but also increased public support for sobriety checkpoints?

**Answer:** Virginia's Checkpoint Strikeforce campaign.

Ending in early January, all preliminary signs indicate success following Virginia's inaugural Checkpoint Strikeforce campaign.

In addition to Virginia's more than 894 arrests for driving under the influence, a statewide, independent, post-campaign poll indicates that:

- half (50%) of Virginians had heard of the Checkpoint Strikeforce campaign;
- support for sobriety checkpoints increased as more than 7-out-of-10 Virginians (71%) "strongly support" sobriety checkpoints;
- the percentage of Virginians believing that sobriety checkpoints are "a useful tool in keeping drunk drivers off the road" increased to 82%;
- 10% of Virginians changed their behavior "as a result of being aware of the recent Checkpoint Strikeforce" sobriety checkpoints with 83% of those polled saying that such changes would be permanent;
- and that more than 8-out-of-10 Virginians (81%) believe that sobriety checkpoints are a "good investment of tax dollars."

Virginia's Checkpoint Strikeforce campaign — part of the National Highway Traffic Safety Administration's (NHTSA) larger effort involving five mid-Atlantic, U.S.



*The Virginia State Police and the Virginia Capitol Police stage a mock sobriety checkpoint for members of the media to launch the Checkpoint Strikeforce campaign.*

states plus the District of Columbia — served as an unprecedented, statewide law enforcement effort to effectively detect and arrest

**“ 8 out of 10 Virginians believe that sobriety checkpoints are a ‘good investment of tax dollars.’ ”**

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 4, 2002 and January 4, 2003 as part of the Checkpoint Strikeforce initiative.

The impetus behind this highly

focused, zero tolerance law enforcement effort is the fact that as is occurring nationally, drunk driving is on the rise in Virginia. In fact, 2001 Virginia figures cite increased alcohol-related traffic fatalities, crashes as well as the number of persons found guilty of drunk driving in the Commonwealth. In 2001 alone, 28,044 drivers were convicted (not just arrested) for driving under the influence in Virginia.

In addition to the statewide law enforcement component of the Checkpoint Strikeforce campaign, Virginia distinguished its pro-safety effort by supporting the same with a landmark, multi-faceted, public education and awareness effort.

Bolstered by more than a half-

See **Strikeforce**, page 9

# Train/Vehicle Collision Investigation Class Scores High Marks

For 3 days, law enforcement from all over the Hampton Roads area spent time in the classroom, at the CSX Rail Yard, and on trains to learn how to investigate train and motor vehicle collisions. This class, part of Virginia's Operation Lifesaver public information and education campaign, was designed to provide crash investigators with the unique aspects of investigating an incident around the railroad or railroad property.

Instructors come from a variety of backgrounds including law enforcement, government and the railroad industry. "Putting on a class of this magnitude requires a lot of planning," said J. W. Johnson, CSX Engineer and one of the Opera-

tion Lifesaver Instructors. "Instructors are brought in from around the region and coordination with the train and rail yard schedules can be complex."

Attendees learn the principals of this type of crash investigation, physical conditions of the crash site, information gathering techniques, and the tools to be able to conduct a proper and safe investigation.

Virginia's Operation Lifesaver will be conducting more of these classes throughout the state. Classes are free and approved by DCJS for in-service credit. Operation Lifesaver also has an 8-hour class for First Responders or Fire/EMS and informative presentations available for children or adults.

## Upcoming Classes

|                  |               |
|------------------|---------------|
| March 25 – 27    | Richmond      |
| April 29 – May 1 | Petersburg    |
| May 13 – 15      | Fredricksburg |
| Fall, 2003       | Lynchburg     |
| Fall, 2003       | Newport News  |

*To reserve a space, or for more information on these classes or to schedule a presentation, call J. W. Johnson at CSX Railroad, (804) 226-7442 or Jjohn6541@aol.com.*

|                 |                                         |
|-----------------|-----------------------------------------|
| April 29        | Martinsville<br>(First Responder Class) |
| June 10-11      | Salem                                   |
| September 2-3   | Harrisonburg                            |
| September 16-17 | Martinsville                            |

*To reserve a space for a crash investigation class or for more information on presentations, call John Garcia at Norfolk Southern Railroad at (540) 981-5777 or John.Garcia@nscorp.com.*

## Smooth Operator: Look What We've Accomplished!

Since Smooth Operator began in 1997, more than 700,000 citations and warnings have been issued to aggressive drivers. In 2002, the Smooth Operator program expanded to include 50 agencies and organizations, and every barrack of the Maryland State Police to its awareness efforts. \$770,500 to spend on advertising, and the campaign message reached 5.9 million people at least once, through radio spots, transit messages and billboards.

The objectives of the 2002 Smooth Operator campaign were to:

- Create an awareness for the dangers of driving aggressively.
- Communicate stepped-up efforts to reduce aggressive driving.
- Raise the visibility of law enforcement efforts on roads and highways.
- Alter the aggressive driving behaviors of motorists.
- Increase the awareness of safety issues for commercial vehicles and buses: stopping, maneuverability, and visibility.

In 1997, 62,000 citations were issued for aggressive driving behavior. In 2002, the number was 219,467.

Public recognition of the Smooth Operator pro-

gram and its efforts to combat aggressive driving went from 38% to 76% in a few short years. In 2002, the total number of times people saw or heard the Smooth Operator message was almost a million. The media has gotten behind the program. In previous years, there was only slight coverage and limited public service messages. In 2002, hundreds of radio spots aired and busbacks were displayed for no charge for a value of almost half a million dollars. Awareness and acceptance of red light cameras and enforcement technologies has also increased.

Today, the vast majority of drivers support it. New laws to combat aggressive driving have been implemented. In Virginia, traffic violations that create a hazard or are intended to intimidate or harass another person are a new offense.

## 2003 Smooth Operator Calendar

|           |                |
|-----------|----------------|
| WAVE I:   | May 25 – 31    |
| WAVE II:  | June 22 – 28   |
| WAVE III: | July 20 – 26   |
| WAVE IV:  | August 24 – 30 |

# Virginia Launches Project to Improve Communications Between Law Enforcement Officers and Deaf or Hard of Hearing Citizens

A project to help Virginia's law enforcement officers and deaf and hard of hearing citizens communicate better with each other has been completed. VISOR ALERT was developed by the Virginia Association of Chiefs of Police (VACP), the Department of Motor Vehicles, the Department for the Deaf and Hard of Hearing (VDDHH) and advocates for persons with hearing loss. The project is the first in Virginia to produce a law enforcement training video and visor and wallet identification cards to help ease communication problems between officers and persons with hearing loss.

There are 615,000 deaf and hard of hearing citizens in Virginia, according to the VDDHH. Many of those persons may come in contact with police officers during a traffic stop, at a crime scene or a crash scene, or in the course of a police investigation. The safety of police officers, as well as those who are deaf and hard of hearing, can be at risk when officers are unaware of this invisible disability and miscommunications occur.

Last March, the VDDHH distributed a special information card to their outreach specialists that had been developed by the Williamsburg Self Help for Hard of Hearing Chapter. The outreach specialists

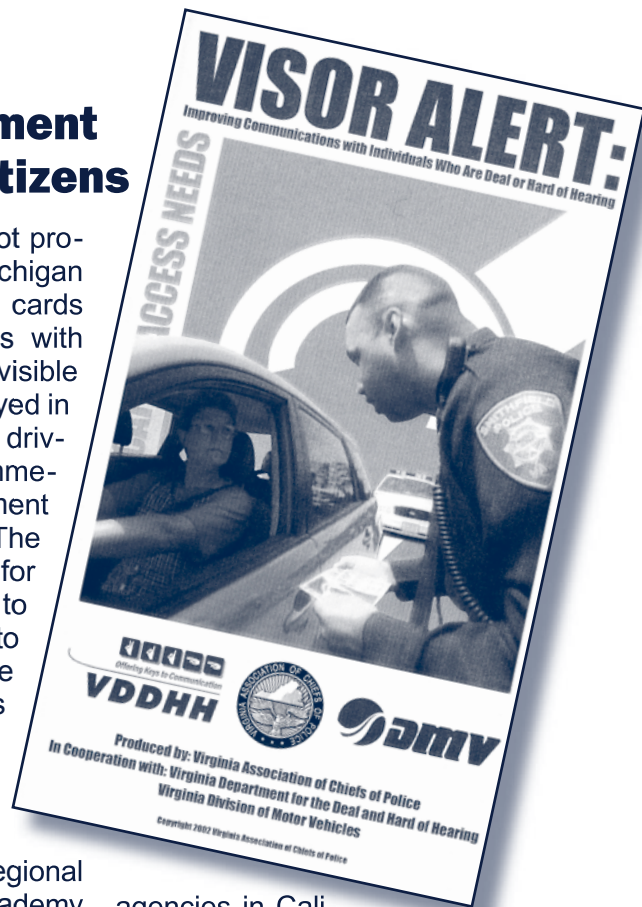
also were introduced to a pilot program that was started in Michigan that distributed police visor cards and wallet cards to persons with hearing loss. The highly-visible orange visor cards are displayed in the deaf and hard of hearing driver's vehicle so that he can immediately inform a law enforcement officer of his hearing loss. The wallet cards are designed for persons with hearing loss to carry with them to show to law enforcement officers. The cards describe the individual's hearing impairment and offer recommendations on how the officer can best communicate with the individual.

The Rappahannock Regional Criminal Justice Training Academy in Fredericksburg, directed by Mr. Ed Evers, previously launched a local project that has met with great success. The academy funded the creation and distribution of 1,000 wallet cards, and local audiologist Thomas Frank paid for police visor cards for deaf and hard of hearing citizens in the Fredericksburg area. The "disAbility Resource Center" in Fredericksburg has distributed more than 1800 cards in Virginia, and has sent cards to police

agencies in California, Ohio, Maryland, North Carolina, Florida and Texas.

Ms. Arva Priola, an advocate in Virginia for persons with hearing loss, championed the effort in Virginia to get visor and wallet cards distributed statewide. She contacted Mr. Ronald Lanier, director of the VDDHH, to help launch the project. Director Lanier and Ms. Priola met in June with Ms. Dana Schrad, executive director for the VACP, and Mr. Vince Burgess, assistant

See Visor Alert, page 9



## Governor's Transportation Safety Awards

■ *Nominations for 2003 awards due by February 28*

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

The awards, which are sponsored by the Virginia Transportation Safety Board comprised of citizens appointed by the Governor of Virginia, are open

to any person or organization that performs an outstanding transportation safety activity or program during the previous calendar year.

Nomination forms for the 2003 Awards are now being accepted. **The deadline for submitting nominations is February 28, 2003.** Nominations should be mailed to: Governor's Transportation Safety Awards Program, Room 405, Post Office Box 27412, Richmond, Virginia 23269-0001. The awards ceremony will be held during the 2003 Annual Conference on Transportation Safety at the Doubletree Hotel in Charlottesville, Virginia.

## Attention Non-Profit DMV Grantees — FREE Training!

As a non-profit traffic safety partner you should plan to attend the trainings listed below. Invitations and directions will be sent directly to you.

These training sessions will be held at the Siegel Center in the Founder's Room at Virginia Commonwealth University. See you there!

**April 2 — Strategically Packaging Your Grant**

**May 28 — Working with Boards & What I Know For Sure**

## Safety belt usage rate is 71 percent

### DMV briefings encourage Virginians to buckle up

In 2002, nearly 61 percent of the 897 people killed in state traffic crashes last year weren't wearing seat belts.

Do you wear your seat belt?

If not, you're one of 2 million Virginians who don't. And that means you're more likely to be killed or injured in a traffic crash.

The Virginia Department of Motor Vehicles conducted six regional briefings throughout the state to discuss traffic fatality statistics with law enforcement, legislators and community leaders.

The message?

Too many people don't wear seat belts. Too many people are dying on Virginia roads. And something needs to be done. The briefings are being offered to encourage people to come up with new solutions.

"This is something we have to come to terms with," said Del. Clifton "Chip" Woodrum, D-Roanoke.

In 2001 in Virginia, 935 people were killed in vehicle crashes - 58 of them in Bedford, Botetourt,

Franklin, Henry and Roanoke counties. Of those killed, nearly 63 percent weren't wearing seat belts.

Think of it this way: Last year, at least two people died every day in traffic crashes.

Or this: Take the number of people who died in the sniper shootings. There were 10 killed over the course of several weeks. More people will die in vehicle crashes in Virginia almost any weekend.

There are two other factors that are considered main contributors to vehicle crashes — speed and driver impairment, such as drunken driving, said Hank Rockel, regional program manager for the National Highway Traffic Safety Administration. Out of more than 42,000 traffic fatalities nationwide last year, four out of 10 were alcohol-related.

Virginia has a low death rate compared to the rest of the country — 1.08 per 100 million miles driven compared to 1.52 per 100 million

miles. While the national number was at a historic low, traffic experts say there's still much to be done to keep that number declining.

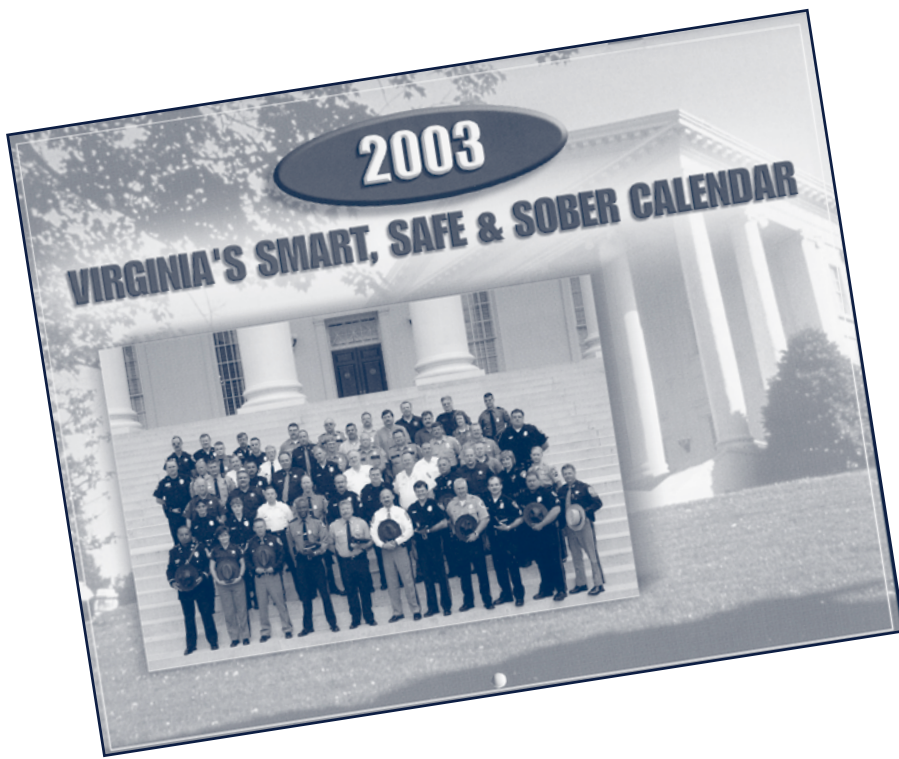
"This is unacceptable," said Vince Burgess, assistant commissioner of the state DMV. "We cannot continue to kill 935 people in this state."

The national strategy is to build public-private partnerships, enact strong legislation, maintain active, highly visible law enforcement and conduct effective public education, Rockel said.

In Virginia, one suggestion has been to make the seat belt law a primary law instead of a secondary law. The way the law is written, drivers have to be stopped for another infraction before police can cite them for not wearing a seat belt. Children under 16 are the exception and must be belted.

The national safety belt usage rate is 75 percent. In Virginia, it's 71 percent.

*(Excerpts from the THE ROANOKE TIMES, 10-29-02)*



**Do you have one of these yet?**

If not, contact your local Community Traffic Safety Program Manager or the Virginia Association of Chiefs of Police at (804) 285-8227.

## Tidbit for safety

On December 4<sup>th</sup>, President Bush signed legislation requiring automakers to install lap/shoulder belts in the center rear seat of vehicles by 2005. By 2008, all new passenger vehicles will be required to have the rear seat belt system installed.

### Traffic Safety Calendar

#### March

- 18 SS&S Spring Mobilization Training: New River Academy
- 19 SS&S Spring Mobilization Training: Central Virginia Academy
- 20 SS&S Spring Mobilization Training: Central Shenandoah Academy
- 25 SS&S Spring Mobilization Training: Hampton Roads Criminal Justice Training Academy
- 27 SS&S Spring Mobilization Training: Rappahannock Academy

#### April

- 2 Non-Profit Training: Strategically Packaging Your Grant – Seigel Center, VCU
- 6 – 8 BikeWalk Conference – Portsmouth
- 30 FY 2004 Grant Proposals Due

#### May

- 13 – 14 ACTS Conference – Charlottesville
- 18 Safety Sunday in Houses of Worship
- 19 – 25 Buckle Up America! Week
- 19 – 26 Operation CARE
- 19 – 6/1 National Click It or Ticket Campaign
- 28 Non-Profit Training: Working with the Board of Directors – Siegel Center, VCU

## Va. driver's manual available in Spanish

DMV offers guide in print, on Net at [www.dmvnow.com](http://www.dmvnow.com)

For the first time in nine years, the Virginia Department of Motor Vehicles is making available a Spanish-language version of its driver's manual.

Philip D. Vasquez, DMV's deputy commissioner, said the driver's manual in Spanish is a recognition of the state's fast-growing Hispanic population and a desire to offer excellent service.

"These people here [at DMV] know that Latinos feel more comfortable taking the driving written test in Spanish, and they like to study in Spanish," he said.

The manual is available in print at DMV offices and may be downloaded from the DMV web site, [www.dmvnow.com](http://www.dmvnow.com)

DMV published a Spanish-lan-

guage driver's manual in the early 1990s but discontinued it in 1993 because of low demand.

In 1990, more than 160,000 Hispanics were living in Virginia. By the time the 2000 U.S. Census was taken, that number had grown to 300,000-plus, with the bulk of them in Northern Virginia.

Some Hispanic organizations, Vasquez said, have been copying samples of the earlier Spanish manual for distribution in their communities. Since the early '90s, he said, some Virginia road laws have changed, but the basic traffic rules remain the same.

By Juan Antonio Lizama  
Richmond Times-Dispatch  
(Article ran October 20, 2002)

## Congratulations ....

**Buckle Up NOW 2002** through Goldman & Associates has received the **Best in Show** award, as well as the top award for best Community Awareness Campaign, in the annual Pinnacle Awards program held by the Public Relations Society of America – Hampton Roads Chapter. The Pinnacle Awards program recognizes best practices in public relations strategies and tactics.

**Thanks to all who made Buckle Up NOW such a success — local law enforcement, Virginia State Police, and Drive SMART Virginia!**

## November Smart, Safe & Sober Mobilization Travelling Trophy Winners

Congratulations to the following winners of the Travelling Trophy! These agencies submitted their Smart, Safe and Sober Travelling Trophy forms and mobilization data to their District Community Traffic Safety Program Coordinator on time and showed an increase in seat belt compliance and interaction with the community and media.

- Bristol District: **Wythe 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**
- Portsmouth District: **James City County Police Department**



Law enforcement agencies interacted with the community in many ways during the mobilization: numerous occupant protection checkpoints were conducted, including child safety seat installations; information was shared at Community Safety Night; 17 radio remotes and on-air interviews were held through the Buckle Up Now! program; belt compliance was placed on high school marquees; bulk e-mails were sent to college students and a safety forum was held; traffic safety information was distributed to groups such as boy scout troops; public service announcements were sent out; there was participation in the local radio show "Police Beat" on DUI and occupant protection; roll call training was conducted using the Crash Dummy video; area hospitals received occupant protection flyers; and Buckle Up Now! tent cards were given to businesses and stickers were given to schools and neighborhood watch groups.

|       | DWI / DUI | Speeding | Reckless | Safety Belt | CSS | Other  | Criminal | Checkpoints |
|-------|-----------|----------|----------|-------------|-----|--------|----------|-------------|
| TOTAL | 609       | 17,929   | 6,027    | 3,395       | 621 | 14,411 | 1,559    | 114         |

## Program That Got Thousands to Buckle Up Buckles Down Again

It played in Peoria ... and Elmira, N.Y.; Charlottesville; Tidewater; Lynchburg; and, last spring, a large section of western and Southside Virginia. Now that the safety-belt use rate in the area extending from South Boston to Buena Vista to Blacksburg has been raised from 60.3 percent to 71 percent, the Buckle Up NOW! program is back in that region to see the numbers rise even higher in the hope more lives can be saved on streets and highways.

Police chiefs and sheriffs recorded radio messages with one common theme: They don't like giving tickets, but give tickets is what they will do if that's what it takes to get some people to buckle up. It's the law that saves lives.

The messages are backed up by strict, no-excuses, no-exceptions enforcement.

Funded with grants from the National Highway Transportation Safety Administration and the Virginia Department of Motor Vehicles, Buckle Up NOW! is one government program proven successful. Over one month in 2000, in Charlottesville, the safety-belt and child safety-seat use rate rose from 64.9 percent to 81.6 percent; in 2001 in Newport News-Hampton it increased from 66.7 percent to 76.4; later that year in Lynchburg it went from 66.4 to 75.4; and last spring in Southside and western Virginia from 60.3 to 71 percent. The result: Tens of thousands of people who didn't buckle up now do and dozens of lives have been saved.

## Virginia SS&S November Mobilization Numbers

| Locality                                   | DWI/DUI    | Speeding      | Reckless     | Safety Belt  | CSS        | Other         | Criminal     | Ckpts      |
|--------------------------------------------|------------|---------------|--------------|--------------|------------|---------------|--------------|------------|
| Albemarle Co PD                            | 2          |               |              | 14           | 2          | 10            | 30           |            |
| Alleghany SO                               |            | 3             | 3            | 1            | 4          | 11            |              | 3          |
| Arlington PD                               |            | 64            | 5            | 23           | 6          | 61            |              |            |
| Augusta SO                                 | 3          | 70            | 6            | 3            | 0          | 118           | 2            |            |
| Bedford SO                                 | 4          |               |              | 22           | 3          | 7             | 7            |            |
| Buchanan SO                                |            |               |              |              | 1          | 9             |              |            |
| Campbell Co SO                             |            | 19            | 1            | 42           | 6          | 9             |              |            |
| Cape Charles PD                            | 1          | 0             | 1            | 0            | 3          | 1             | 0            |            |
| Caroline SO                                |            | 64            | 16           | 1            | 1          | 30            | 5            |            |
| Chesapeake PD                              | 26         | 706           | 48           | 195          | 44         | 1,139         |              |            |
| Christiansburg PD                          | 15         | 103           | 15           | 54           | 3          | 174           | 16           |            |
| Culpeper SO                                |            | 42            | 10           | 4            |            | 14            |              |            |
| Culpeper PD                                |            | 117           | 13           | 33           | 6          | 77            | 2            |            |
| Cumberland SO                              | 1          | 35            | 2            | 25           | 6          | 39            | 3            |            |
| Dumfries PD                                | 1          | 210           | 5            | 44           | 1          | 40            |              |            |
| Fauquier SO                                | 7          | 337           | 33           | 64           | 7          | 255           | 23           | 8          |
| Fairfax PD                                 | 14         | 71            | 19           | 23           | 5          | 347           | 4            |            |
| Frederick SO                               | 1          | 9             | 0            | 12           | 0          | 34            | 1            |            |
| Front Royal PD                             |            |               |              | 15           |            | 6             |              |            |
| Galax PD                                   | 2          | 29            | 2            | 6            |            | 47            | 1            |            |
| Greene SO                                  | 7          | 243           | 14           | 4            | 1          | 70            | 7            |            |
| Gretna PD                                  | 0          | 3             | 1            | 3            | 1          | 4             | 1            |            |
| Hanover SO                                 | 14         | 93            | 14           | 14           | 13         | 133           | 21           | 1          |
| Hillsville PD                              | 2          | 15            | 1            | 25           | 2          | 32            | 4            |            |
| Kenbridge PD                               |            | 4             | 1            |              | 6          | 6             | 2            |            |
| King William SO                            |            | 2             |              | 1            | 6          | 7             | 1            |            |
| Louisa SO                                  | 2          | 38            |              | 6            | 0          | 12            | 2            |            |
| Montgomery SO                              | 2          | 127           | 8            | 17           |            | 68            | 3            |            |
| New Kent SO                                |            | 33            | 13           | 6            | 1          | 9             |              |            |
| New Market PD                              | 3          | 3             |              | 9            |            | 4             |              |            |
| Petersburg PD                              | 2          | 259           | 21           | 64           | 5          | 18            | 142          | 2          |
| Pound PD                                   | 1          | 12            |              | 2            |            | 4             | 3            |            |
| Prince William PD                          | 3          |               |              | 1            |            | 17            | 1            |            |
| Pulaski PD                                 | 9          | 63            | 1            | 34           | 10         | 177           |              |            |
| Rappahannock PD                            | 3          | 8             | 1            |              |            | 5             | 4            |            |
| Rockingham SO                              |            | 298           | 6            | 114          | 8          | 104           |              |            |
| Roanoke Co PD                              | 3          | 163           | 7            | 29           |            | 174           |              |            |
| Salem PD                                   | 10         | 111           | 3            | 35           | 4          | 104           | 3            | 4          |
| Smyth SO                                   | 1          | 10            | 3            | 0            | 1          | 6             | 3            |            |
| Spotsylvania                               | 15         | 401           | 75           | 49           | 2          | 474           | 32           |            |
| Stafford SO                                |            |               |              | 108          |            |               |              |            |
| Staunton PD                                | 3          | 121           | 13           | 37           |            | 117           | 291          |            |
| Strausburg PD                              |            | 1             |              |              |            | 1             |              |            |
| Washington SO                              | 5          | 49            | 5            | 11           | 6          | 128           | 4            |            |
| Waverly PD                                 |            | 78            | 9            | 5            | 2          |               |              |            |
| Waynesboro PD                              | 8          | 102           | 11           | 84           | 11         | 51            |              |            |
| West Point PD                              | 2          | 12            | 2            | 5            | 1          | 3             |              |            |
| Wythe SO                                   | 6          | 323           | 170          | 16           | 1          | 84            | 12           | 1          |
| Virginia State Police<br>(7 VSP Divisions) | 374        | 12,624        | 5,385        | 1,904        | 381        | 10,181        | 959          | 95         |
| Buckle Up NOW                              | 57         | 854           | 84           | 245          | 63         |               |              |            |
| <b>TOTAL</b>                               | <b>609</b> | <b>17,929</b> | <b>6,027</b> | <b>3,395</b> | <b>621</b> | <b>14,411</b> | <b>1,559</b> | <b>114</b> |



## Strikeforce

*continued from page 2*

million dollars in grant funding from Virginia's Department of Motor Vehicles (DMV), DMV enlisted the support of the nonprofit, Virginia-based Washington Regional Alcohol Program (WRAP) and Virginia Association of Broadcasters in this effort. In addition, the public affairs firm Strat@comm, the Richmond-based Rainmaker recording studios and Andres McKenna, a research organization, were also brought in to produce a research-based, effective and measurable public education and awareness complement to Virginia's Checkpoint Strikeforce campaign.

Following the conducting of a statewide survey of 800 adult Virginians finding out their attitudes about – and awareness of – drunk driving and sobriety checkpoints (including a survey breakout of 21 to 35 year-olds), a series of creative radio ads was designed and produced specifically targeting 21 to 35 year-old Virginians – an audi-

ence over-represented in alcohol-related fatal car crashes.

Working with 25 radio stations throughout the state – and involving state and local law enforcement partners to record local tag-lines at the end of each radio spot – 9,000 professionally-produced Checkpoint Strikeforce radio ads were broadcast throughout Virginia over the four month period between August and December 2002. In addition, a separate Checkpoint Strikeforce radio campaign was conducted in the northern part of Virginia in partnership with the District of Columbia Department of Transportation and the Maryland Highway Safety Office.

In addition to paid media coverage, Virginia's Checkpoint Strikeforce campaign garnered impressive earned media coverage including more than four-million print impressions, over two-dozen radio interviews throughout Virginia and

reaching more than two-million television viewers via the airing of nearly 60 broadcast stories on Checkpoint Strikeforce throughout the state.

Virginia officially launched its Checkpoint Strikeforce campaign at a State Capitol news conference on August 27, 2002. Speakers that day included both Virginia Secretary of Public Safety John Marshall and Secretary of Transportation Whitt Clement as well as Chief of Staff to the Governor William Leighty, Virginia State Police Superintendent Lt. Colonel Gerald Massengill and DMV Commissioner Asbury Quillan. In addition, that day Virginia State Police and Capitol Police officials conducted a mock sobriety checkpoint giving members of the media insight as to what occurs during one of Virginia's weekly sobriety checkpoints.

For more information on Virginia's Checkpoint Strikeforce campaign, visit WRAP's web site at [www.wrap.org/checkpoint.html](http://www.wrap.org/checkpoint.html).

## Visor Alert

*continued from page 4*

commissioner for the Virginia Department of Motor Vehicles, to coordinate the development of a training video for Virginia law enforcement officers.

The VDDHH took on the responsibility for working with the advocacy groups to develop and distribute the visor and wallet cards to Virginia's deaf and hard of hearing citizens. Director Ronald Lanier received feedback from citizens throughout Virginia on the design of the cards. A consumer input meeting was held to design the final draft of the police visor alert. Changes were made in the wallet cards to meet the needs of the citizens of the Commonwealth as well as those of law enforcement officers.

The Virginia Association of Chiefs of Police and the Department of Motor Vehicles offered to develop a training video and curriculum for Virginia's law enforcement agencies that would instruct officers on best practices for communicating with deaf and hard of hearing persons. Lieutenant Governor Tim Kaine, who chairs the Virginia Disability Commission, participated in the video filming to explain the Police Visor Alert Program. The VACP soon will distribute the video to all

state and local law enforcement agencies in Virginia.

A number of people from across Virginia assisted in the filming of the video, including the president of the VACP, Poquoson Police Chief Jack White, and officers from the Poquoson Police Department. A diverse group of people with various types of hearing loss and differing communication access needs are shown in the video. VACP Programs Director Frank Kowaleski worked with Two Rivers Productions in Williamsburg to produce the video, which can be used in law enforcement training and community education programs.

The VACP funded production of the training video and the visor and wallet cards with a traffic safety grant from the Department of Motor Vehicles. "We feel confident that these efforts will help Virginia's law enforcement officers and deaf and hard of hearing citizens communicate effectively and efficiently with each other," said Chief Jack White, president of the Association. "Our ultimate goal is to ensure that the safety of both the public and our officers is protected, and this project helps to further that goal with this special group of Virginia citizens."

# Crash Injury Research and Engineering Network (CIREN)

## Inova Fairfax Hospital Trauma Center

by James D. Bean, Crash Reconstructionist

The Crash Injury Research and Engineering Network (CIREN) is a collaboration of the medical community, the automobile manufacturers, and the United States Department of Transportation – National Highway Traffic Safety Administration (NHTSA). Currently there are ten CIREN centers in the United States.

The Inova Regional Trauma Center at Inova Fairfax Hospital is an American College of Surgeons verified Level I trauma center located in Northern Virginia. It is the Regional Trauma Center for the surrounding area that stretches from the District of Columbia on the east to the Blue Ridge Mountains on the west, and as such receives a mixture of urban, suburban and rural trauma patients. It is one of the busiest trauma institutions in the country, with an annual volume of more than 3,700 trauma visits, and over 2,500 trauma admissions per year.

We need to learn more about injuries to people. This is precisely why the CIREN concept was developed. CIREN's mission is improve the prevention, treatment and rehabilitation of motor vehicle crash injuries to reduce deaths, disabilities and human and economic costs.

CIREN is unique in that it brings together the medical personnel and engineers in academia, industry and government. Working with multi-disciplinary, geographically diverse trauma centers, we hope to learn more about the dynamics of motor vehicle crashes. Together, we are pursuing in-depth studies of crashes, injuries and treatments to improve patient outcomes.

The Inova Fairfax Hospital CIREN Center selects patients for inclusion into CIREN by criteria guidelines set forth by NHTSA. The patient is asked to voluntarily enter into the CIREN Project. The patient enrolling into

CIREN is doing so with complete confidentiality. Once the patient has given his/her consent, their medical records are reviewed, the motor vehicle the patient was in at the time of the crash is thoroughly examined, and the crash scene is examined.

The data obtained is reviewed by medical personnel from Inova Fairfax Hospital, the University of Virginia's Auto Safety Laboratory engineers, first responders from the local police agency, Fire and Rescue personnel and Emergency Medical Services.

Once a month, the Inova Fairfax Hospital CIREN Center selects cases to be presented to medical personnel, government agencies and the automobile industry for a thorough discussion of injuries sustained in the crash. The meeting participants decide how each injury was caused by in-depth analysis of each case.

The CIREN centers are linked by a computer network that allows researchers to review crash and injury data and share their particular expertise. We have gained greater insight into how injuries occur in actual crashes. We are beginning to understand how real world crashes compare to the outcomes predicted during controlled crash test research. We have significantly improved our understanding of injuries affecting infants and children.

We are learning a great deal more about survivors, especially people who may not have survived if the crash had occurred a decade or more ago. In the hands of automotive engineers, this information will ultimately help us design better and safer motor vehicles. It will help us further reduce injuries and fatalities in the coming years.

Attendance at an Inova Fairfax Hospital CIREN Center presentation is by invitation only. If you are interested in attending please call James D. Bean, Crash Reconstructionist at 703-698-3280 or Chris Burke, Study Coordinator at 703-208-6127.

## Upcoming Event:

**ACTS CONFERENCE**  
May 13-14, 2003  
Doubletree Hotel  
Charlottesville, VA

## Attention:

**DMV FY 2004 grant proposals are due on April 30.** Law Enforcement should submit proposal to their respective Community Traffic Safety Program Manager.

Applications for Traffic Safety Project Grants can be downloaded at [www.dmvnow.com](http://www.dmvnow.com) under Forms and Publications, TSS 10. Guidelines will be sent to your agency in February.



## Attention!

To: **Chiefs & Sheriffs  
Smart, Safe & Sober Coordinators  
Public Information Officers**

The Smart, Safe & Sober Partnership will sponsor **5 Spring Mobilization training sessions** during the month of March. Please join us for an update on all the new mobilization information at one of the sessions listed below. Each session will start at 10 a.m. and will last until mid-afternoon. Lunch will be provided.

**Please fax this RSVP to Faye Hager, DMV at (804) 367-0299 by March 10, 2003.**

Choose one of the following sessions:

- March 18<sup>th</sup> – New River Academy**
- March 19<sup>th</sup> – Central Virginia Academy**
- March 20<sup>th</sup> – Central Shenandoah Academy**
- March 25<sup>th</sup> – Hampton Roads Criminal Justice Training Academy**
- March 27<sup>th</sup> – Rappahannock Academy**

Name of department: \_\_\_\_\_

Number attending: \_\_\_\_\_



Department of Motor Vehicles  
P.O. Box 27412  
Richmond, Virginia 23269-0001  
Transportation Safety Services, Room 405



**RSVP now for one of the  
5 Smart, Safe & Sober  
Trainings in March!**

**March 18 – New River Academy**

**March 19 – Central Virginia Academy**

**March 20 – Central Shenandoah Academy**

**March 25 – Hampton Roads Academy**

**March 27 – Rappahannock Regional  
Academy**

**Cut out the registration form on page 11 and send  
it in to Faye Hager at DMV by March 10, 2003!**

***See page 1 for details on the training.***

