Smart, Safe & Sober

NEWSLETTER

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Smart, Safe & Sober

NEWSLETTER

The *Smart, Safe & Sober Newsletter* (formerly known as *Badges, Buckles, Belts & Beyond*) is published quarterly for Virginia's transportation safety community by the Smart, Safe & Sober Partnership.

The Smart, Safe & Sober Partnership is comprised of the Virginia Association of Chiefs of Police, the Virginia Department of Motor Vehicles, the Virginia State Police, the Virginia Sheriffs' Association, and DRIVE SMART Virginia.

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Quarterly deadlines for submissions are as follows:

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Fall Quarter — August 31
Winter Quarter — November 30

PREVIOUS ISSUES

Back issues of the newsletter can be found at www.smartsafeandsober.org/news. Click on "SS&S Newsletter" on the left.

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Contact Erin Schrad, VACP Communications Manager (see above) with any address corrections or mailing list changes.

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"Allow me to *re*-introduce myself..."

After a long absence, former traffic safety publication Badges, Buckles, Belts & Beyond *re-launches as* Smart, Safe & Sober Newsletter

Welcome to the new *Smart, Safe & Sober Newsletter*! You hold in your hands a renamed, redesigned, reorganized and (hopefully!) rejuvenated publication for Virginia's traffic safety community.

The *Badges, Buckles, Belts & Beyond* newsletter began in the Transportation Safety Services (TSS) office of the Virginia Department of Motor Vehicles several years ago with the purpose of informing traffic safety grantees about important grant deadlines, public information/enforcement campaigns, and upcoming trainings and conferences. It also showcased the efforts of individual grantees who were making exceptional strides in the traffic safety arena.

In 2002, design and layout of the newsletter was contracted out to Smart, Safe & Sober partner and traffic safety grantee, the Virginia Association of Chiefs of Police (VACP). Content for the newsletter was still collected and edited by TSS staff, but then it was sent to the VACP for assembly into newsletter format. At this time, the newsletter underwent a redesign that allowed for the inclusion of more in-depth articles and more timely information, all presented in a more professional format.

Since 2002, the newsletter has undergone a series of minor changes, including a change from a 2-color to a 4-color publication, a steady increase in the amount of full-color photographs, and a growth in the number of recipients. Then a couple of years ago, due to a restructuring in the TSS office, full editorial responsibility of the newsletter was transferred to the VACP.

About this same time, the Smart, Safe & Sober website — www.smartsafeandsober.org — came into its own as a resource for Virginia's traffic safety community. Much of the information that was being published in the newsletter now was available on the website (and available sooner) with quick links to additional information.

At the end of 2005, the Smart, Safe & Sober partners got together for a meeting and one of the topics up for discussion was the newsletter. It was proposed at this time that the name be changed to the *Smart, Safe & Sober Newsletter* to better market "Smart, Safe & Sober" as the umbrella under which all of Virginia's traffic safety programs are organized. This name change offered an opportunity to completely restructure the publication.

The *Smart, Safe & Sober Newsletter* still aims to provide the members of Virginia's traffic safety community with pertinent information related to the various public information and enforcement mobilizations, such as "Click It or Ticket" and "Checkpoint Strikeforce", as well as with current information about trainings, conferences, awards, legislation, available resources, and more. We also will continue to feature traffic-safety related news on both a local, state, and national level by reprinting articles from other news sources.

However, we would like to see the newsletter feature more of the efforts of the local and statewide traffic safety grantees. This is where we need your help. We are always seeking article submissions for the newsletter, and we would love to hear about what you are doing in the field of traffic safety. Are you conducting trainings? Are you running checkpoints? Are you innovating new programs or forging new partnerships in your community? Whatever you are doing, we want to hear about it. Articles need not be long... you can even just send us a picture with a descriptive paragraph. If we can use it in the newsletter, we will put it in! Information on making submissions, including deadlines, can be found on the inside cover.

Thank you for reading and we hope you enjoy the new and improved *Smart, Safe & Sober Newsletter!*

Governor Kaine Announces Statewide Sobriety Checkpoint Initiative

Notes 14% decrease in drunk driving fatalities in Virginia since 2002

(August 25, 2006) RICHMOND — Governor Timothy M. Kaine today announced the launch of the Checkpoint Strikeforce campaign, a statewide initiative to raise public awareness about drunk driving. The kick-off of the five-month, million-dollar campaign comes before the Labor Day weekend, historically the third deadliest DUI holiday of the year.

Virginia's Checkpoint Strikeforce campaign includes stepped-up use of sobriety checkpoints, as well as advertising and other outreach efforts as part of a $1,000,000 effort to remind citizens of the dangers and consequences of impaired driving. Throughout the next several months, nearly 25,000 radio and television spots will run throughout the Commonwealth. The campaign is supported locally by a grant from the Virginia Department of Motor Vehicles.

"While every death is a tragedy, the decline in drunken driving fatalities underscores the effectiveness of efforts such as Virginia's Checkpoint Strikeforce," Governor Kaine said. "The fight to eliminate these senseless fatalities and injuries is far from over, and we continue to work on strategies to educate drivers about the legal and other consequences if they fail to act responsibly."

Throughout the rest of this year, Virginia law enforcement agencies will hold a minimum of one sobriety checkpoint a week across the state. Studies performed for the Arlington-based Insurance Institute for Highway Safety show that sobriety checkpoints can reduce alcohol-related crashes by as much as 20-percent.

Recent data indicates that Virginia is making significant strides in combating drinking and driving through tougher penalties and outreach initiatives such as Checkpoint Strikeforce. In 2005, 28,070 individuals were convicted of driving under the influence (DUI) in Virginia – or an average of one person every 19 minutes. In the same year, Virginia recorded 322 fatalities and 7,512 injuries in alcohol-related crashes, a third consecutive year of declining fatalities and injuries. Further, since Checkpoint Strikeforce's inception in 2002, there have been decreases of more than 14% in DUI-related fatalities and more than 11% in DUI-related injuries. Among the teen population (ages 15-19), the results have been even more substantial, with alcohol-related traffic fatalities and injuries in this group decreasing by nearly 28-percent and 26-percent, respectively, since 2002.

A July 2006 public opinion survey of 700 Virginia drivers conducted for Checkpoint Strikeforce by the Richmond-based polling firm MWR Strategies, found that 89-percent of drivers support the anti-DUI initiative. Moreover, half of the Virginia drivers perceive drunk drivers as a dangerous threat, with 61% saying drunk drivers are among the most serious dangers they face on the road.

To sample the ads and get more information, visit the Washington Regional Alcohol Program Web site at www.wrap.org/checkpoint.html

Fact Sheet

Virginia Drunk Driving Facts

- In Virginia during 2005, 322 persons were killed in alcohol-related crashes, a 6.12% decrease from 2004.
- Over the last three years (since the 2002 debut of Virginia's Checkpoint Strikeforce campaign), Virginia has seen a 14.13% decline (375 in 2002; 361 in 2003; 343 in 2004; and 322 in 2005) in drunk driving deaths.
- 7,512 persons were injured in alcohol-related crashes in 2005, a 5.04% decrease from 2004 and an 11.25% decrease over the past three years (8,465 injured in 2002).
- 25,283 persons were tested with blood alcohol content (BAC) of .08 or greater in 2005. The average BAC of tested drinking drivers has increased from 2000 to 2005 and now averages .1411 BAC.
- There are still more persons annually convicted of DUI in Virginia (28,070 in 2005) than reside in Vienna, Williamsburg, and Tappahannock... combined.
- Of those convicted for DUI, 81.79% were male and 17.73% were female.
- Nationally, alcohol related traffic fatalities increased slightly from 16,694 in 2004 to 16,885 in 2005.

Law Enforcement Component

- Law enforcement agencies will conduct a *minimum* of one sobriety checkpoint every week in Virginia. The checkpoint blitz will continue through the end of 2006.
- Sobriety checkpoints are a highly targeted way to fight drunk driving because they are strategically timed when and located where drunk driving is more likely to occur. Consequently, they are among the most effective tools to stop drunk driving.
- Aggressively deployed sobriety checkpoints can result in a 20% reduction in alcohol-related fatal crashes.

Public Awareness Component

- Complementing the aggressive deployment of sobriety checkpoints is a proactive, highly visible, resonant advertising and public awareness effort.
- This year one million dollars has been dedicated to the ad campaign and educational outreach efforts in Virginia. The ad campaign utilizes the findings of the campaign's opinion poll and focus groups to create messages that hit home with the target audience (males between the ages of 21 and 35).
- The ads will run in Virginia over 4 ½ months. The radio and television spots will be played nearly 25,000 times.

CHECKPOINT STRIKEFORCE
You drink & drive. You lose.

Border to Border 2006

Ernesto washes out some locations

Despite a rain-soaking by Hurricane Ernesto, the tenth annual "Border to Border" law enforcement checkpoint effort netted a large number of traffic summons and arrests prior to the Labor Day weekend. A total of 31 different law enforcement agencies from five states provided 132 officers at the state border locations not completely affected by Ernesto. Some checkpoints were underway when the rain spoiled their efforts, while others were able to withstand the weather and conducted the traffic checkpoints for up to two hours.

"All we needed was three hours, from 10:00 AM until 1:00 PM, but at five of the eleven anticipated checkpoint locations, the weather did not allow time for the checkpoints to be successfully completed," said Don Allen of the Virginia Association of Chiefs of Police. Ernesto, downgraded to a tropical storm, made its way north into Virginia and rain, high winds, and electrical storms made it impossible for almost half of the checkpoint locations to get started or be completed.

At six of the locations, officers managed to find a lull in the rain-soaked day and conducted the checks to remind motorists of the increased traffic risks with the Labor Day holiday weekend. Law enforcement officers from Virginia and the bordering states of Kentucky, West Virginia, North Carolina, and Maryland came together in the high visibility effort to crack down on traffic violations, such as speeding and reckless driving, that endanger other motorists.

This annual project, coordinated by the Virginia Association of Chiefs of Police, has become a regular part of Virginia's "Smart, Safe and Sober Partnership." The checkpoints held were conducted at the state line in the counties of Buchanan, Pittsylvania, Rockingham, King George, Alleghany, and in the City of Chesapeake.

The following summons and arrests were reported for this year at the six checkpoints:	
Speeding	38
Reckless Driving	2
Driving Under Influence	1
Narcotics Violations	5
Other Criminal Violations	12
Vehicle Equipment Violations	98
All other traffic violations	147
Child Safety Seat Violations	0
Adult Seat Belt Violations	14
Commercial Motor Vehicle (CMV) Violations	4
CMV Weight Violations	9

2005 Virginia Law Enforcement Challenge Awards

On August 7, 2006, the Virginia Association of Chiefs of Police (VACP) presented the 2005 Virginia Law Enforcement Challenge awards for the best traffic safety programs in the state. The awards luncheon was held as part of the VACP's 81st Annual Training Conference at the Hotel Roanoke Conference Center in Roanoke.

The Challenge program promotes professionalism in traffic safety enforcement and encourages agencies to share best practices and programs with each other. The awards are based on entries prepared by the participating agencies that highlight their traffic safety activities in the past calendar year. This year's winning agencies are listed here.

Additionally, the VACP President's Award for the most outstanding traffic safety program in Virginia in 2005 was presented to the Virginia Beach Police Department.

Photos from the awards ceremony are available online at www.smartsafeandsober.org.

Applications for the 2006 Virginia (& National) Law Enforcement Challenge Awards will be available soon, so start gathering your materials now! Staff from the VACP are happy to help in preparing your entry. Contact information is available on page 2 of this newsletter.

Municipal 1: 1-10 Officers	1	West Point Police Department
	2	Pearisburg Police Department
	3	La Crosse Police Department
	--	Drakes Branch Police Department ★ *Special Award:* Speed Awareness
Municipal 2: 11-25 Officers	1	Smithfield Police Department
	2	Vinton Police Department
Municipal 3: 26-50 Officers	1	Waynesboro Police Department
	2	Christiansburg Police Department
	3	Culpeper Police Department
Municipal 4: 51-75 Officers	1	Fairfax City Police Department ★ *Special Award:* Bike/Pedestrian Safety
	2	Salem Police Department
Municipal 5: 76-125 Officers	1	Roanoke County Police Department
	2	Harrisonburg Police Department
	3	Albemarle County Police Department
Municipal 6: 126-300 Officers	1	Lynchburg Police Department
	2	Roanoke City Police Department
	3	Portsmouth Police Department
Municipal 7: 301-450 Officers	1	Chesapeake Police Department
	2	Chesterfield County Police Department
	3	Newport News Police Department
Municipal 8: 451-700 Officers	1	Henrico County Division of Police
	2	Prince William County Police Department
Municipal 9: 701+ Officers	1	Virginia Beach Police Department ★ *Special Award:* Impaired Driving
	2	Fairfax County Police Department ★ *Special Awards:* Underage Alcohol Awareness & Commercial Motor Vehicle Safety
Sheriff 1: 1-10 Deputies	--	no entries in this category
Sheriff 2: 11-25 Deputies	1	King William County Sheriff's Office
Sheriff 3: 26-50 Deputies	1	New Kent County Sheriff's Office ★ *Special Awards:* Occupant Protection & Child Passenger Safety
	2	Buchanan County Sheriff's Office ★ *Special Award:* First Time Entry
	3	Wythe County Sheriff's Office
Sheriff 4: 51-75 Deputies	--	no entries in this category
Sheriff 5: 76-125 Deputies	1	Montgomery County Sheriff's Office
	2	Gloucester County Sheriff's Office
Sheriff 6: 126-300 Deputies	1	Stafford County Sheriff's Office
	2	Rockingham County Sheriff's Office
	3	Hanover County Sheriff's Office
University	1	Virginia Tech Police Department
	2	University of Richmond Police Department
	3	Virginia Commonwealth University Police Dept.
Military	1	Naval Amphibious Base-Little Creek

The Virginia Beach Police Department received the VACP President's Award this year in the Virginia Law Enforcement Challenge for the best overall traffic safety program in 2005, regardless of agency size or type.

(Pictured from L to R: David Mosely, DMV; Sgt. Chris Hession, Chief Jack Jacocks, and MPO Colin Elliot, Virginia Beach PD; and Highway Safety Committee Co-Chair Sheriff Wakie Howard, New Kent County Sheriff's Office.

Virginia Agencies Have What it Takes to be a National Law Enforcement Challenge Winner

The winners of the 2005 IACP National Law Enforcement Challenge will be honored during ceremonies in October at the Annual IACP Conference in Boston. The Challenge recognizes sound, effective traffic safety programs by encouraging agencies to adopt good policies and enforcement guidelines; conduct training for officers on traffic safety topics; participate in national mobilizations; inform and educate the public; enforce the laws that affect motorist safety; and evaluate the work being done to identify areas that can be improvement. **This year fourteen Virginia agencies will take home a total of seventeen awards, including three special awards.**

The competition was stiff this year with hundreds of agencies participating from 33 different states. Winners are determined by a highly-qualified panel of judges selected from law enforcement, traffic safety advocates, national organizations, and corporate and government partners, including the National Highway Traffic Safety Administration (NHTSA).

Agencies compete against other agencies of similar size and responsibility for 1st, 2nd, and 3rd place honors in each category. In addition, special awards are presented for agencies that excel in specific traffic safety emphasis areas. This year, for example, the Georgia State Patrol's DUI HEAT will be honored as the best DUI program, the Colorado Springs (CO) Police Department will receive special recognition for their work in the speed awareness and enforcement area, and the Occupant Protection award will go to the Marion County (IN) Traffic Safety Partnership.

Other special awards will go to the Clackamas County (OR) Sheriff's Office for Best First Time Entry; the Colorado State Patrol for Child Passenger Safety; the **Fairfax County (VA) Police for Youth Alcohol and Motor Carrier Safety (municipal agency category)**; the Winter Park (FL) Police for Technology; **the Fairfax City (VA) Police for Bicycle/Pedestrian Safety**; and the California Highway Patrol for Motor Carrier Safety (state agency category).

The Clayton J. Hall Memorial Award is presented each year to the best overall law enforcement traffic safety program. Recognized by the judges this year as the best of the best is the Park Ridge (IL) Police Department.

Join us in congratulating these winners for their efforts to improve safety on the nation's streets and highways!

(A full list of the 2005 National Law Enforcement Challenge winners is available online at www.smartsafeandsober.org/programs/LEC/.)

Electronic Stability Control Could Prevent Nearly One-Third of All Fatal Crashes and Reduce Rollover Risk By As Much As 80%

Effect is found on single- and multiple-vehicle crashes

An extension of antilock brake technology, electronic stability control (ESC) is designed to help drivers retain control of their vehicles during high-speed maneuvers or on slippery roads. Previous research found significant effects of ESC in reducing the risk of fatal single-vehicle crashes. Using data from an additional year of crashes and a larger set of vehicle models, researchers at the Insurance Institute for Highway Safety have updated the 2004 results and found that ESC reduces the risk of fatal multiple-vehicle crashes by 32 percent.

The new research confirms that ESC reduces the risk of all single-vehicle crashes by more than 40 percent — fatal ones by 56 percent. The researchers estimate that if all vehicles were equipped with ESC, as many as 10,000 fatal crashes could be avoided each year.

"The findings indicate that ESC should be standard on all vehicles," says Susan Ferguson, Institute senior vice president for research. "Very few safety technologies show this kind of large effect in reducing crash deaths."

Availability varies: ESC is standard on 40 percent of 2006 passenger vehicle models and optional on another 15 percent. It's standard on every 2006 Audi, BMW, Infiniti, Mercedes, and Porsche. Another 8 vehicle makes (Cadillac, Jaguar, Land Rover, Lexus, Mini, Toyota, Volkswagen, and Volvo) offer at least optional ESC on all of their models. But ESC, standard or optional, is limited to 25 percent or fewer models from Chevrolet, Dodge, Ford, Hummer, Mazda, Mitsubishi, Saturn, Subaru, and Suzuki.

After studies in 2004 by the Institute and National Highway Traffic Safety Administration, some manufacturers announced plans to make ESC standard on all SUVs. The percentage of SUV models with standard ESC has been growing faster than for cars.

As a stand-alone option, ESC costs from about $300 to $800, but it can cost more than $2,000 on some models when packaged with other equipment. A potential problem for increasing consumer awareness is that automakers market ESC by various names including Electronic Stability Program, StabiliTrak, or Active Handling.

"When ESC is optional, this hodgepodge of terms is bound to be confusing," Ferguson points out. "It's good that some of the major manufacturers have pledged to make ESC standard on their SUVs in the next few model years, and it should be standard on cars and pickup trucks too."

How ESC works: Antilock brakes have speed sensors and independent braking capability. ESC adds sensors that continuously monitor how well a vehicle is responding to a driver's steering wheel input. These sensors can detect when a driver is about to lose control because the vehicle is straying from the intended line of travel — a problem that usually occurs in high-speed maneuvers or on slippery roads. In these circumstances, ESC brakes individual wheels automatically to keep the vehicle under control.

When a driver makes a sudden emergency maneuver or, for example, enters a curve too fast, the vehicle may spin out of control. Then ESC's automatic braking is applied and in some cases throttle reduced to help keep the vehicle under control.

ESC is relatively new. Only in the last few years have researchers had sufficient data to analyze its effects on real-world crashes. The new Institute

study is based on data from the federal Fatality Analysis Reporting System and police reports of crashes in 10 states during 2001-04. Researchers compared crash rates for cars and SUVs without ESC and the same models in subsequent years when ESC was standard (note: some vehicles with optional ESC were included in the no-ESC group because so few buyers choose this option).

More effects of ESC on SUVs: The data in the Institute's 2004 study weren't extensive enough to allow researchers to compute separate risk reduction estimates for cars and SUVs. However, this was possible in the broader analysis that's just completed. While both cars and SUVs benefit from ESC, the reduction in the risk of single-vehicle crashes was significantly greater for SUVs — 49 percent versus 33 percent for cars. The reduction in fatal single-vehicle crashes wasn't significantly different for SUVs (59 percent) than for cars (53 percent).

Many single-vehicle crashes involve rolling over, and ESC effectiveness in preventing rollovers is even more dramatic. It reduces the risk of fatal single-vehicle rollovers of SUVs by 80 percent, 77 percent for cars.

ESC was found to reduce the risk of all kinds of fatal crashes by 43 percent. This is more than the 34 percent reduction reported in 2004. If all vehicles had ESC, it could prevent as many as 10,000 of the 34,000 fatal passenger vehicle crashes that occur each year.

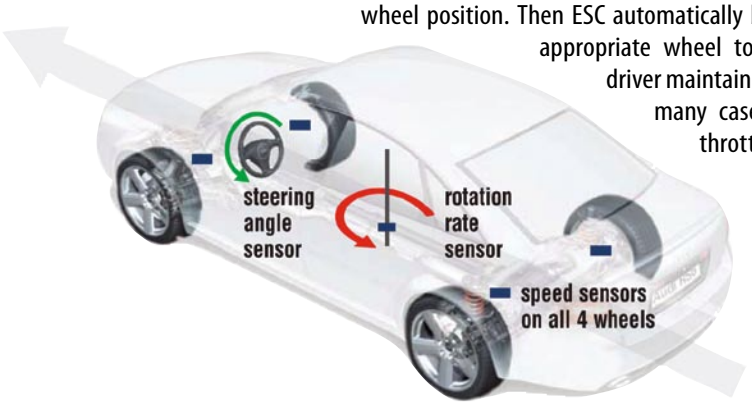
Insurance claims show effects on collision losses: The results of the Institute's studies showing significant reductions in serious crash risk are reflected in some insurance losses. According to a new analysis by the Highway Loss Data Institute, an affiliate of the Insurance Institute for Highway Safety, losses under collision coverage are about 15 percent lower for vehicles with ESC than for predecessor models without it. However, ESC doesn't have much effect on property damage liability claims or the frequency of injury claims. These findings track police-reported crashes, which show little effect of ESC on the risk of low-severity multiple-vehicle crashes.

For more information, contact:
Susan Ferguson or Russ Rader with the Insurance Institute at (703) 247-1500.

What is ESC and How Does It Help?

What is ESC?

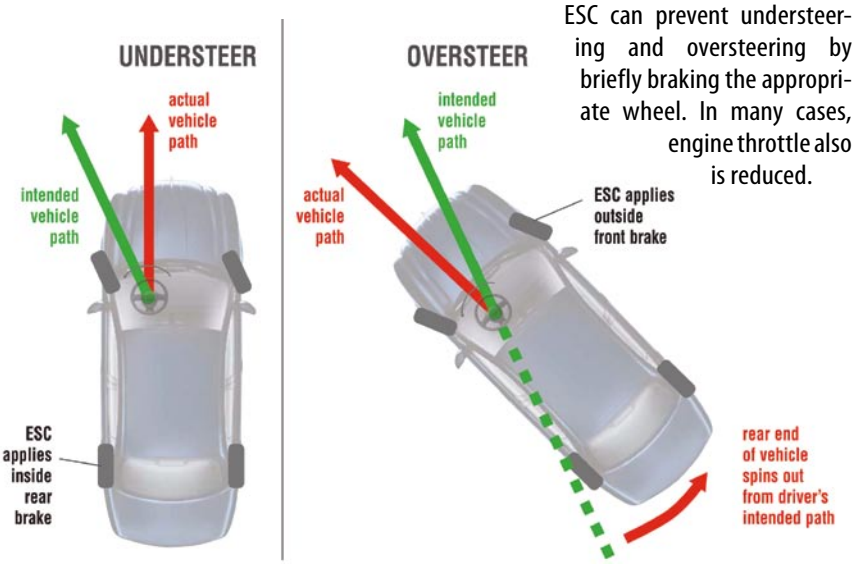
Electronic stability control, or ESC, uses the speed sensors on each wheel and the ability to brake individual wheels that are the basis of antilock brakes. ESC adds a steering angle sensor, a vehicle rotation rate sensor that measures rotation around the vehicle's vertical axis, and a control unit. The control unit monitors when the steering and rotation sensors detect that the vehicle isn't pointed in the direction that's indicated by the steering wheel position. Then ESC automatically brakes the appropriate wheel to help the driver maintain control. In many cases, engine throttle also is reduced.



How ESC Helps Drivers Maintain Control:

A driver loses control when a vehicle goes in a direction different from the one indicated by the position of the steering wheel. This typically occurs when a driver tries to turn very hard (swerve) or to turn on a slippery road. Then the vehicle may understeer or oversteer.

When it **OVERSTEERS**, it turns more than the driver intended because the rear end is spinning or sliding out. When a vehicle **UNDERSTEERS**, it turns less than the driver intended and continues in a forward direction because the front wheels have insufficient traction. ESC can prevent understeering and oversteering by briefly braking the appropriate wheel. In many cases, engine throttle also is reduced.



ON THE WEB:

For more information about ESC, including videos and a list of vehicles available with the technology, go to: www.iihs.org/research/topics/esc.html

5,999 Violations Cited in Virginia State Police's Operation Air, Land & Speed II on Interstates 81 and 95

Inaugural Operation Initiative in July netted 9,316 Total Summonses and Arrests

(August 21, 2006) RICHMOND — Virginia State Police saturation patrols Friday, Aug. 18, and Saturday, Aug. 19, on Interstates 81 and 95 yielded a total 5,999 summonses and arrests. The Operation Air, Land & Speed II safety enforcement initiative also resulted in zero traffic fatalities on either interstate.

"The fact that there were still almost 6,000 traffic violations committed on only two interstates in a 48-hour period clearly demonstrates the necessity for enforcement operations such as this one," said Colonel W. Steven Flaherty, Virginia State Police Superintendent. "For every speeder stopped, unbuckled occupant cited and drunk driver arrested, there is no telling how many additional lives were saved as a result of Operation Air, Land & Speed's increased presence of and enforcement by state police."

Traffic crashes were at a minimum on both interstates throughout the operation. Out of all 324 miles of I-81, state police responded to 14 reportable traffic crashes with only one reported injury and no fatalities. Of I-95's 177-mile corridor, there were 37 reportable traffic crashes handled by state police. Of those, 11 involved injuries.

State police stopped 1,940 speeders, including commercial vehicles, on I-81 and cited 340 reckless drivers. On I-95, troopers cited 1,371 passenger and commercial vehicles for speeding and 531 reckless drivers.

Troopers took 15 drunk drivers off both interstates as part of the initiative. Nine were arrested on I-81 and six were arrested on I-95. The enhanced enforcement effort resulted in 70 adult and 27 child restraint violations being cited on I-81. On I-95, there were 112 adult and 79 child restraint violations cited by state police. Traffic stops related to the operation also yielded 11 drug arrests, 16 felony arrests, and 562 passenger and commercial vehicle equipment violations.

The first, four-day Operation Air, Land & Speed took place July 7-8, 2006, and netted a total 9,316 summonses and arrests on I-95 and I-81. The third, and final, Operation Air, Land & Speed takes place Sept. 7-8, 2006.

State police operational duties on other interstates, primary and secondary roads were not affected during the operations. Funding for the enforcement initiatives was provided through federal highway safety monies.

Safe Kids Announce New Re-certification Requirements for 2007

The Safe Kids Worldwide as recently announced new recertification requirements starting in January 2007. These redesigned recertification requirements are very different then the online recertification test taken currently. The following are the guidelines for recertification after January 2007. As of January 2, the online test will no longer be an option. You will need 6 hours of continuing education to re-certify.

Basic Re-certification Requirements and Deadlines

1) **Five (5) seat checks approved by a certified instructor (may use technician proxy option)**. These may be done at any time during your certification cycle as long as they are entered online AND approved before your recertification date.
2) **Community Education – pick one**
   a) Participate in at least one two-hour check up event with at least one other CPS Technician at which you serve families using any standardized checklist to provide documentation, if needed.
   b) Provide at least four hours of community education. Examples include presenting to parents, educators, kids, organizations (PTAs, law enforcement). These are presentations to non-CPSTs.
3) **A minimum of six hours of CPS technical continuing education (CEUs) must be obtained and reported during one's current certification cycle (two years)**. There is no carry-over from one period to the next, even when more than the required CEUs have been accumulated. They may be entered at any time during your certification cycle. CEUs must fit into one of the five approved categories and meet content requirements.
4) **Register and pay fee by the end of the certification expiration date**.
5) In addition to the above requirements, **instructors must also log 20 teaching hours of CPS course instruction**. This has not changed. Details are available in the policies and procedures manual and on the certification Web site.

Categories of CEUs

1) In-person Session/Workshop (maximum 6 CEUs)
2) Observing a CPS Certification or Renewal Course (max. 3 CEUs)
3) Teleconferences (max. 5 CEUs)
4) Online/Web sessions (max. 5 CEUs)
5) Newsletters/Manuals/Journals (max. 3 CEUs)

You may mix and match categories to meet the six required hours of continuing education.

Questions? Comments? Concerns?

Safe Kids Worldwide, CPS Certification
1301 Pennsylvania Ave., NW, Suite 1000
Washington, DC 20004
Phone: 877-366-8154 (toll free)
Fax: 202-393-2072
cps.certification@safekids.org

2006 GOVERNOR'S TRANSPORTATION SAFETY AWARDS

Virginia's Board of Transportation Safety announced the winners of this year's Governor's Transportation Safety Awards on May 10, 2006 at the Annual Conference on Transportation Safety in Blacksburg. The 12-member board advises the Governor, Secretary of Transportation, and Commissioner of the Department of Motor Vehicles on transportation safety matters. It also identifies elements of a comprehensive safety program for all modes of transportation in Virginia, including air, rail, water, motor carrier, public transportation and pupil transportation. The following pages showcase the 2006 honorees and their award-winning transportation safety programs.

2006 GOVERNOR'S TRANSP

LIFETIME SAFETY ACHIEVEMENT — VINCENT M. BURGESS, RICHMOND, VA

Vince Burgess has devoted a lifetime to state government and transportation safety, joining the Highway Safety Division of Virginia in 1975. He soon became the Administrator of the Virginia Alcohol Safety Action Program. In 1983, Burgess joined the Department of Motor Vehicles as Administrator of Transportation Safety Services. Later, he became Assistant Commissioner and eventually Acting Deputy Commissioner. He is now Commissioner of the Virginia Department of Veterans Services.

Burgess has championed key safety issues in the Commonwealth, including tougher DUI laws and child safety regulations.

He was also the architect of Virginia's **Smart, Safe and Sober Partnership**, bringing together state agencies and non-profit organizations in 1997 to carry out Virginia's comprehensive efforts for transportation safety.

AVIATION SAFETY
Miklos (Mike) Alakszay – Richmond, VA

A General Aviation Principal Avionics Safety Inspector, Alakszay is the Airworthiness Safety Program Manager for the Richmond Flight Standards District Office at Richmond International Airport. Alakszay conducts seminars for 800 pilots and flight staff each year, and is responsible for designing and implementing aviation safety programs within the Richmond area.

EMPLOYER SAFETY AWARD
Virginia Association of REALTORS® – Glen Allen, VA

During the Virginia Association of REALTORS® Legislative Conference in February 2005, the organization kicked off a safe driving campaign in partnership with the Virginia Association of Chiefs of Police. The campaign acknowledges that a car is a realtor's mobile office, and focuses on reducing driver distraction among its' members.

ORTATION SAFETY AWARDS

GENERAL TRAFFIC SAFETY
Henrico Division of Police – Richmond, VA

Henrico Police are recognized for variety of safety programs this year, including "Stop on Red or Stop on Blue," aimed at reducing red light running and traffic signal violations. "Operation Back to School & School Bus Safety Week" educated drivers, students and school employees about safety in school zones.

LAW ENFORCEMENT
Master Trooper Tim Harris – Ferrum, VA

Trooper Harris is honored for outstanding contributions to the organization Youth of Virginia Speak Out (YOVASO) Traffic Safety Club at Franklin County High School. He works tirelessly with the club, promoting traffic safety, organizing seat belt checks and mock crashes. Trooper Harris has taken his transportation message statewide as an educational retreat presenter for the YOVASO organization. He is committed to bridging the gap between law enforcement and teens.

IMPAIRED DRIVING
Roanoke County Police Department – Roanoke, VA

A full-scale approach to catching DUI offenders in Roanoke County has led to a better trained and focused police force, as well as higher arrests rates at all DUI checkpoints. Impaired drivers can no longer avoid getting caught by taking the back roads thanks to stepped up enforcement efforts on rural roads and the Blue Ridge Parkway.

LEGAL
Judge Joseph J. Ellis – Spotsylvania County, VA

Judge Ellis is honored for his outstanding efforts to raise young driver's awareness of the importance of transportation safety. He works with local and state police to conduct training, and volunteers his personal time as a motivational speaker to reach students about highway driving dangers. Spotsylvania teens and parents alike are familiar with his no-nonsense approach to driver safety.

2006 GOVERNOR'S TRANSP

MEDIA
WSLS News Channel 10 – Roanoke, VA

In the media category, WSLS stands above the rest for its outstanding efforts to highlight an epidemic of teenage driving fatalities in southwestern Virginia. The station took its coverage beyond just reporting the facts. It created powerful public service announcements (airing with a frequency that reached over one million viewers) along with a news series and a teen driving special that aired in November and December 2005. The station committed the more than 30 staff members toward the successful completion of this worthy project.

MOTOR CARRIER SAFETY
DRIVE SMART Virginia – Richmond, VA

The "Be Ready Be Buckled" project is credited with increasing safety belt usage by almost 20 percent along I-95 between Petersburg and Fredericksburg. The project was conducted by the Federal Motor Carrier Safety Administration, DRIVE SMART Virginia, and the Virginia State Police Motor Carrier Unit.

MOTORCYCLE SAFETY
Robert P. Crouch, Jr. – Richmond, VA

Bob Crouch is credited with leading the way toward establishing the Governor's Motorcycle Advisory Committee. Motorcycle safety, along with economic growth and tourism, are the goals of the panel. Through Crouch's leadership the committee has been able to obtain funding for a statewide motorcycle safety and awareness campaign. The program is focused on reducing accidents and reminding the motoring public of the presence of motorcycles.

OCCUPANT PROTECTION SAFETY
"Youth of Virginia Speak Out" (YOVASO) – Roanoke, VA

"YOVASO About Traffic Safety" is a program developed to educate and empower youth to speak out and make a difference in their schools and communities, as well as create positive awareness about the dangers youth face behind the wheel of a motor vehicle. This teen group created a highly successful safety campaign called "Save Your TAIL-gate, Buckle Up Challenge." More than 33 high schools competed for top honors in the effort to increase safety belt usage. Gretna High School was the winner of the 2005 Save Your TAIL-gate party.

ORTATION SAFETY AWARDS

PEDESTRIAN / BICYCLE SAFETY
Coach Cindy Ferek, Turner Ashby High – Bridgewater, VA

Cindy Ferek has combined healthy lifestyles with transportation safety instruction for her students at Turner Ashby. Ferek received a state grant to purchase a dozen mountain bikes and helmets for her physical education class. Her lesson plans include discussion of bike and helmet safety. This innovative program has been credited with motivating significant numbers of hard-to-reach students.

PUPIL TRANSPORTATION
Chesterfield County Public Schools – Chesterfield, VA

The Transportation Training Program in Chesterfield is credited with improving school bus drivers abilities to handle disciplinary problems. This innovative system involves principals, assistant principals, drivers and administrators, all working to improve communication and the handling of disciplinary issues.

PUBLIC TRANSPORTATION SAFETY
Valley Metro – Roanoke, VA

Reliable, safe transportation is the primary goal of Valley Metro. It has implemented many safety programs and public awareness campaigns to educate the public. Valley Metro has worked with some of its' youngest riders, ages 4 to 12, on the importance of bus safety and security. Valley Metro's continuing education for its drivers is further proof of its commitment to safety.

RAIL SAFETY
Carl Mack, CSX Transportation – Clifton Forge, VA

Carl Mack researched and implemented the 2005 CSX Rail Safety Program, a comprehensive approach to safety-related accidents, train derailments and motor vehicle crashes. Road Foreman Mack started a train accident prevention program and monitored train speeds with radar as they traveled through the state. He also serves as a derailment investigator.

2006 GOVERNOR'S AWARDS

WATER SAFETY
Va. Dept. of Game & Inland Fisheries – Richmond, VA

The Department of Game and Inland Fisheries developed "Lake Watch," a community-based program for monitoring boating, swimming, and fishing safety throughout the Commonwealth. "Lake Watch" relies on citizen reporting of violations of water sport laws and regulations. It uses the information to reduce water-related safety problems across the state.

YOUTH TRAFFIC SAFETY
GEICO Communications – Washington, DC

GEICO produced a DVD aimed at young drivers featuring real teens in real driving situations using in-car cameras. The video points out many of the common mistakes made by young drivers. This program received high marks because it avoided "scare tactics" and simply featured peers to whom young drivers can relate.

YOUTH TRAFFIC SAFETY
Sgt. Tim Wyatt, Roanoke Co. Police Dept. – Roanoke, VA

Sgt. Wyatt tackled the problem of teen traffic safety on a number of levels. Among the programs he created to improve safety awareness: "Saved by the Belt/Bag Club" and "Why Math Matters." Both of these efforts delivered strong messages to young people about speeding, safety belt usage, and impaired driving.

ON THE WEB

All of the photos from the Awards Ceremony are available online at www.smartsafeandsober.org .

Click on "ACTS Conference Photos" to find the gallery of Governor's Transportation Safety Awards photos.

Image files may be downloaded and are large enough for printing.

Highway Safety Committee Meets in Ruckersville

The TREDS Program and traffic safety legislation were the focus of the recent meeting of the Virginia Highway Safety Committee. The meeting was held July 18 at the Vehicle Research Center of the Insurance Institute for Highway Safety in Ruckersville, Virginia.

The Virginia Highway Safety Committee is comprised of five police chiefs, five sheriffs and a representative from the Virginia State Police, and is staffed by the Virginia Association of Chiefs of Police. The committee is co-chaired by Virginia Beach Police Chief Jake Jacocks and New Kent County Sheriff Wakie Howard. The committee members who attended were Sheriff James Agnew, Goochland County Sheriff's Office; Chief Daniel Boring, Culpeper Police Department; Chief James Bryant, Salem Police Department; Captain Steve Chumley, Virginia State Police; Sheriff F. W. Howard, New Kent County Sheriff's Office; Sheriff Charlie Jett, Stafford County Sheriff's Office; and MPO Ted Walters, Virginia Beach Police Department, representing Virginia Beach Police Chief Jake Jacocks.

Randy Manspile of DMV presented the Committee with an update on TREDS, the Traffic Records Electronic Data System. (See inset.) The purpose of the presentation was to initiate communication between the TREDS Committee and local law enforcement agencies in Virginia. Several Committee members voiced concerns about adding additional points of entry for crash data collection and how long that would take officers in the field. There was also a discussion on how to capture the diagram of the crash. Some agencies use a hand drawn diagram while others use software to create a picture of the crash. The TREDS program will have to address this concern through officer training and software interfaces for law enforcement agencies. The TREDS system needs to take into account that officers in several localities send the crash report to a supervisor for review before submitting them to DMV.

The committee also discussed traffic safety issues that may be considered by the 2007 Virginia General Assembly, and received an update on the various projects that are part of the Smart, Safe and Sober Program. The committee agreed to review and monitor the progress of the TREDS program to ensure its successful implementation.

Traffic Records Electronic Data System (TREDS)

Late last fall, many local jurisdictions were sent a broadcast survey asking about crash reports processing. At the time, Traffic Records Electronic Data System (TREDS) was introduced as a project just being kicked-off. Since then, a team from various agencies has been busy drafting functional business requirements towards identifying the features of such a system. Below is a quick TREDS summary.

Current Scope

Develop an electronic statewide solution for use by all law enforcement jurisdictions with expanded analytical/reporting access to same crash data by local, state & federal agencies

- Streamline & simplify data collection especially for law enforcement and staff in agencies
- Provide automated front-end for data entry
- Provide ability to electronically submit Virginia crash reports to DMV
- Eliminate multiple exchanges in processing of data among several state agencies (and dissolve current backlog)
- Provide flexible architecture for easy data access and various reporting needs for an expanded user group

Proposed Timeline

- Q1 2006 Functional Requirements Approval
- Q2 2006 Solution Identified & Design Begins
- Q1 2008 Pilot & Subsequent Phases

Law Enforcement Implications

Automated Front-End data entry capability with no paper FR300 to mail

- data edits and drop down features in each field
- consistent, enhanced solution for diagramming
- use of GPS for automatic and consistent population of location
- use of scanning to further eliminate keying of registration and driver's license information

Improved Back-End Query Engine/Timeliness of Data

- ability to select all data entered in electronic crash form
- ability to review info not just in own jurisdiction but others for comparisons, etc.
- improved reporting ability that can be created and managed locally
- expanded user access to data for faster analysis

With some localities already contacted for feedback, a more organized approach is being developed to ensure law enforcement's involvement in the creation and development of both the system as well as redesign of the VA Crash Form itself. Stay tuned for more details and please contact the individuals below for more information.

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FAA Approves New Child Safety Device

Government Gives Parents More Options for Safe Air Travel with Children

WASHINGTON, DC — Air travelers have a new option for securing their children on commercial flights now that the U.S. Department of Transportation's Federal Aviation Administration (FAA) has approved a new type of child safety device, the AmSafe Aviation CARES.

CARES uses an additional belt and shoulder harness that goes around the seat back and attaches to the passenger lap belt to provide restraint for the upper part of the body. It is designed for children weighing between 22 and 44 pounds. The device provides a smaller and lighter alternative to using forward-facing child safety seats. CARES is not approved for use in motor vehicles.

"We want to provide parents with options so they can make the right decision for their children when they travel by air," said FAA Administrator Marion C. Blakey. "We're encouraging child seat manufacturers to design new types of devices that meet the FAA's stringent standards."

Unlike hard-backed child safety seats that are approved for use in airplanes and motor vehicles, CARES is designed and tested specifically for safe use in airplanes only. Previously, the FAA had allowed only airlines to provide these types of additional child safety devices, but no U.S. airlines presently provide them.

According to the FAA, the safest place for a child on an airplane is in an approved child safety device, not on a parents lap. The agency encourages but does not mandate the use of child safety devices on airplanesbecause of the increased safety risk to families who, if forced to purchase an extra airline ticket, might choose to drive. The risk to families is significantly greater on the roads than in airplanes, according to FAA and National Highway Traffic Safety Administration (NHTSA) statistics.

For additional information, go to www.faa.gov/passengers/fly_children.

New Teen Car Craze: Ghost Riding the Whip

Kids Run or Dance Beside a Moving Car and Often Videotape It to Post on Internet

(August 15, 2006) — Young people have always been drawn to risky behavior, and the latest dangerous thrill is called "ghost riding the whip." Ghost riding involves leaving the wheel of a moving car and walking, running, or dancing beside it.

It's a craze that's catching on, especially on the Internet, with young people making and posting hundreds of ghost-riding videos online. Teens ghost ride on suburban roads, in parking lots, and on the freeway. Some of the stunts are highly choreographed, with kids jumping in and out of moving cars.

One tape of a ghost-riding stunt shows a teenager wrapping up his stunt just as a school bus approaches. Another shows a ghost rider losing control completely, his truck crashing into a fire hydrant and a utility pole.

"First thing a parent should say to their kid is, 'Don't participate in that activity,'" said Mark Helms, the assistant chief of the Stockton, Calif., police department. "It's extremely dangerous."

Goal Is to Fail: Ghost riding is an updated version of car surfing, which has been going on for decades and has killed young people across the country.

A group of teens from Nashville, Tenn., who made a ghost-riding tape acknowledged that it probably wasn't that smart, but that they would do it again.

"Ghost ride was started not to see people succeed, but to see people fail," Jonathan Lovecchio said. "They want to see people run into trees, run over their foot."

Ghost riding appears to have taken off as a result of popular rapper E-40, who has a song where he repeatedly chants, "Ghost ride the whip."

"Whip" is slang for car. E-40's song is the backdrop for many of the ghost-riding videos on the Web.

"We would have never done this without the song that we were playing," Lovecchio said. "If you don't play that song, you are not a ghost rider."

In cities like Stockton, officials say ghost riding is a growing problem, especially when it is part of what's called "sideshows" — illegal group gatherings characterized by loud music and automobile acrobatics. Sideshows have reportedly resulted in eight deaths.

"Parents need to be responsible and know what their kids are doing," Helms said. "It's very likely that your child could get hurt out there."

Stockton police say in the last four months, they've arrested 171 people and impounded 482 cars at sideshows.

Rapper E-40 and his record label, Warner Bros., had no comment when asked about the song.

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Don Allen, Law Enforcement Liaison for the Virginia Association of Chiefs of Police, along with Chief Rick Clark, Galax Police Department, presented Officer Jacob Vaughn (center left) and Officer John Reavis (center right) with the Saved By the Belt Award on June 6, 2006.

Both officers were involved in a horrific crash on March 18, 2006, while on routine patrol within the town of Galax. As they were traveling through the center of a four-way intersection, a vehicle traveling approximately 30 MPH ran a stop sign and struck the driver's side of the patrol car.

The patrol vehicle was overturned by the impact, but the two officers, properly belted, only received minor injuries. Chief Rick Clark investigated the crash and stated that the side curtain airbag saved Officer John Reavis, the driver, from serious head injury when it deployed on impact.

Officer Vaughn stated that his daughter constantly reminded him of the importance of using his seatbelt while on patrol. He said that he was so glad to report to her that he was doing the right thing, wearing his seatbelt, when the crash occurred.

Don Allen presented the Saved By The Belt Award to Trooper Jerry L. Turner on August 31, 2006, at the State Police Area office in Chatham, VA. Trooper Turner was involved in a crash September 28, 2005 while operating his issued police cruiser. As a vehicle changed lanes and moved into the path of his cruiser Trooper Turner took evasive action to avoid the crash. Losing control in the median of Route 29 in Pittsylvania county his vehicle overturned, catching fire. As a result of the proper use of his restraint system Trooper Turner received only minor injuries and was able to escape from his vehicle as it began to catch fire.

Also present during the presentation of the award were Captain Richard Denny, Division VI Commander and First Sergeant Michael Bailey, Area Supervisor.

Don Allen presented James K. Joyce the Saved By the Belt Award on June 20, 2006 at the Virginia State Police Dublin Area Office in Pulaski County.

Mr. Joyce was saved by his safety belt and airbag system when he was involved in a crash on April 4, 2006, on State Route 611 in Pulaski County. Mr. Joyce was struck head-on when a vehicle crossed into his lane traveling 40 MPH. He stated that, without his safety belt, he could have been killed or seriously injured. Instead, Mr. Joyce suffered only minor injuries due to his decision to buckle up that evening.

Also participating in the presentation of the award were Senior Trooper Kenny Blevins, the crash investigating officer, and 1st Sgt. Frank Parris along with the Joyce children — Raegan, age 6, and Dalton, age 4. Both were glad Dad made the right decision and survived the crash that night.

Child Passenger Safety Trainings

Ten law enforcement officers from Wise County — state, county and municipal officers — attended the two-day Operation Kids class conducted by VACP Law Enforcement Liaison Don Allen on November 15th and 16th, 2005. Following the class, the attendees held a two-hour checkpoint at the Wal-Mart Shopping center located in Wise, Virginia. Despite dealing with a very cold and rainy day class participants inspected twelve child safety seats and found all twelve installed incorrectly.

Don Allen instructed a two-day Operation Kids Class in Vinton during the last week of April, 2006.

Twenty police officers and department support personnel form the Town of Vinton, Bedford, Roanoke, and the Roanoke County Police Department completed the class and were certified as child safety installers.

Don Allen conducted a two-day Operation Kids Class during June, 2006 at the Buena Vista (VA) Fire Department. Thirteen police officers from four agencies in Rockbridge County completed the training. During a checkup event held at the Food Lion in Buena Vista, fourteen child safety seat were inspected by the participants. None of the seats inspected were found to be installed correctly, and the majority had a least two mistakes made with the installation by the parent or care provider.

VACP Law Enforcement Liaisons Bob Wall (pictured) and Don Allen conducted a 4-day CPS Technician Class in Harrisonburg from December 5-9, 2005.

The NHTSA certified training was attended by fourteen participants from the following local agencies: Rockingham County Fire and Rescue, Rockingham County Sheriff's Office, Augusta County Fire and Rescue, and the Elkton Police Department.

On March 7, 2005, Don Allen conducted a CPS Refresher Workshop in Wytheville, VA. Thirteen police officers from the Wytheville area attended the class that was sponsored by the Wythe County Sheriff's Office.

Eleven officers completed a two-day Operation Kids child safety seat installation class on March 29, 2006 in Waynesboro. The Op Kids class, conducted by Don Allen, is specifically designed to train law enforcement officers to become child safety seat installers.

Above, Detective Sue Vance, Waynesboro Police Department, installs a child safety seat during a checkpoint held in conjunction with the training.

Bob Wall instructed a Child Passenger Safety Technician class held at Central Virginia Criminal Justice Police Academy, Lynchburg, Virginia. The class was held May 30 through June 2, 2006, and twelve members of the law enforcement community from Bedford, Lynchburg, Amherst County and Liberty University completed their certification in Child Safety Seat Training.

During the last week of June, Bob Wall and Don Allen conducted a Child Passenger Safety Technician Class at the Rappahannock Criminal Justice Training Academy Satellite Campus in Middletown Twenty people from the region and as far away as Gloucester were trained as CPS technicians.

A checkpoint was held on the last day of the class at a local day care center in Front Royal and 10 seats were checked — none were installed correctly.

Special thanks to Sgt. Felicia Glick with the Rockingham County Sheriff's Office for her assistance with the class.

New "Stars on Cars" Rule to Help Consumers Evaluate Safety of New Cars

(September 7, 2006) Manufacturers will display the government's star safety ratings on every new vehicle with a price sticker, according to a federal rule made final today in Washington, DC. The rule announced by National Highway Traffic Safety Administrator Nicole Nason and Ohio Senator Mike DeWine, provides for an expanded window sticker meant to provide consumers with safety rating information about new vehicles.

The rule requires that NHTSA's star safety rating information be displayed on part of the window sticker on new cars beginning with the 2008 model year. Consumers will be able to measure the safety information by the number of stars on the sticker.

The new vehicle price stickers will contain NHTSA safety ratings in three areas – front and side crash and non-destructive rollover tests. All three tests use the five-star rating, with five stars being the safest.

"Senator DeWine, a strong advocate for highway safety, has done a great service for consumers by demanding that vehicle safety information be included on the sticker as well," said Nason. "By making safety a selling point, it is my hope that this rule will encourage the faster development of these kinds of technologies."

Senator DeWine was the sponsor of the legislation creating the "Stars on Cars" program, which was included in the 2005 highway bill. "This measure just makes sense. By placing safety ratings directly on new car window stickers, consumers will have the ability to make more informed decisions right there on the car sales lot," said Senator DeWine.

NHTSA safety ratings can be seen at: www.safercar.gov.

Rise in Motorcycle and Pedestrian Deaths Led to Increase in Overall Highway Fatality Rate in 2005

(*August 22, 2006*) An increase in motorcycle and pedestrian deaths contributed to an overall rise in highway fatalities in 2005, the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) announced today. The total number of fatalities rose 1.4 percent from 42,836 in 2004 to 43,443 in 2005 while the rate of fatalities was 1.47 fatalities per 100 million vehicle miles traveled (VMT), up from 1.45 in 2004.

Despite the spike in motorcycle and pedestrian fatalities, Acting Secretary of Transportation Maria Cino noted other fatality trends were improving. She explained that the number of young drivers dying in car crashes declined in 2005 for the third straight year while the number of children who were killed in crashes also declined. The largest drop was for children ages 8-15.

"We have no tolerance for any numbers higher than zero," said Acting Secretary Cino. "Motorcyclists need to wear their helmets, drivers need to buckle up and all motorists need to stay sober."

The Acting Secretary said the increase in vehicle fatalities comes from the dramatic rise in the number of motorcycle fatalities and increases in the number of pedestrian fatalities over the previous year. She noted, for example, that motorcycle fatalities rose 13 percent from 4,028 in 2004 to 4,553 in 2005 and that almost half of the people who died were not wearing a helmet. The number of pedestrian fatalities increased to 4,881 in 2005 from 4,675 in 2004, the Acting Secretary added. NHTSA is investigating this year's increase in pedestrian fatalities to determine the cause.

Cino said NHTSA is working to reduce the number of motorcycle fatalities by encouraging motorcyclists to get proper training, always wear helmets, and absolutely never drink and ride. She added that the Department's Federal Highway Administration is working with state and local governments to improve pedestrian safety and that the agency is providing more than $600 million over the next three years to help states develop pedestrian safety programs.

Specifically, NHTSA's Fatality Analysis Reporting System shows that, between 2004 and 2005, the number of young drivers (16-20) killed declined by 4.6 percent from 3,538 to 3,374. Fatal crashes involving young drivers declined by 6.3 percent from 7,431 to 6,964. Meanwhile, the number of children 0-15 dying in crashes dropped from 2,622 in 2004 to 2,348 in 2005.

Cino added that the number of people injured in motor vehicle crashes declined 3.2 percent from 2.8 million in 2004 to 2.7 million in 2005. Passenger vehicle occupant fatalities also dropped by 451, from 31,866 in 2004 to 31,415 in 2005, the lowest level since 1994.

In addition, the number of fatalities from large truck crashes declined slightly from 5,235 to 5,212, while the number of occupants killed in rollover crashes increased 2.1 percent from 10,590 to 10, 816. And the number of SUV rollover fatalities dropped 1.8 percent from 2,929 to 2,877.

"We will not be satisfied until the fatality and injury numbers reach zero," said NHTSA Administrator Nicole Nason.

NHTSA collects crash statistics annually from the 50 states, the District of Columbia and Puerto Rico to produce annual reports of traffic fatality trends. The 2005 report can be seen at: www-nrd.nhtsa.dot.gov/pdf/nrd-30/ncsa/ppt/2006/810639.pdf

Since the start of the Revolution in 1775, about a million Americans have died in wars.

Since Henry Ford introduced the mass produced motorcar in 1913, more than **2.5 million Americans** *have met their deaths on the road.*

U.S. DOT Releases 2005 Data on Alcohol-Related Traffic Fatalities

State, National Statistics Underscore Severity of Drunk-Driving Problem

(August 16, 2006) The U.S. Department of Transportation's National Highway Traffic Safety Administration today released new state-by-state and national data for 2005 showing that alcohol-impaired driving remains an extremely severe problem. Last year alone, there were 16,885 alcohol-related fatalities in traffic crashes, a figure nearly unchanged during the last decade.

Also today, Acting Secretary of Transportation Maria Cino announced that the Department was launching a massive media and enforcement crackdown through Labor Day to include thousands of police agencies throughout the U.S. to deal with the problem of drunk driving. She added that the Department is investing $11 million in a new campaign, **"Drunk Driving. Over the Limit. Under Arrest,"** which will be the largest advertising blitz ever used to combat drunk driving.

"Drunk driving is one of America's deadliest crimes," said Maria Cino, Acting Secretary of the U.S. Department of Transportation. "Our message is simple: if you drive drunk, you will be arrested."

The drunk driving data provides new details that will help police and NHTSA tackle the problem, Acting Secretary Cino said. She noted that in 2005, fully 39 percent of all traffic deaths involved alcohol. However, she did add that 23 states — including Virginia — and Puerto Rico showed a decrease in the number of alcohol-related fatalities between 2004 and 2005.

"Alcohol and automobiles are a lethal combination," said NHTSA Administrator Nicole Nason. "That is why we are working closely with our law enforcement and national advocacy partners to get even tougher on drunk drivers."

The new TV, radio and web ads, in both English and Spanish, will run nationally on programs viewed primarily by 21- to 34-year-old males. According to the data released today, the highest percentage of drivers in alcohol-related fatal crashes was for male drivers ages 21 to 34 (33 percent), followed by males age 35 to 44 (25 percent).

NHTSA's new statistical report on alcohol-related fatalities is drawn from the agency's Fatality Analysis Reporting System (FARS) and can be viewed at http://www-nrd.nhtsa.dot.gov/pdf/nrd-30/NCSA/RNotes/2006/810644.pdf

Drunk Driving. *Over the Limit. Under Arrest.*

NHTSA is pleased to announce that "Drunk Driving. *Over the Limit. Under Arrest.*" is the new national campaign theme line to support high visibility enforcement (HVE) efforts to help stop impaired driving. This new campaign theme line will replace NHTSA's use of "You Drink & Drive. You Lose." beginning with the upcoming 2006 August/Labor Day national enforcement crackdown.

A new logo, as well as new marketing and earned media materials supporting the theme line, are posted for state and local use.

Our intent is that this new theme line will be used only when stepped up enforcement activity is truly being deployed. During other periods, we will continue to use the strong social norming themes ("Friends/Fans Don't Let Friends/Fans Drive Drunk" and "Buzzed Driving is Drunk Driving") that communicate and encourage social responsibility year-round.

NHTSA started with nearly 500 candidate theme lines, many submitted by state and local partners. The candidate list of theme lines was first culled to 36 prospective lines and then narrowed to 9 for actual focus group testing. Some of the best existing lines or potential candidate lines were removed over trademark and copyright issues. Others were removed because they did not clearly convey stepped up enforcement activities.

Focus groups with men, ages 21-34, were then conducted in Baltimore, Birmingham, Kansas City, Portland and Chicago and two lines rose to the top in nearly every group: "Drunk Driving — Do the Crime. Do the Time." and "Drunk Driving. *Over the Limit. Under Arrest.*"

A second round of testing was then done on the look and feel of the theme lines as well as the potential ads. "Drunk Driving — Do the Crime. Do the Time." tested a bit better with the older end of the assembled target audiences. This came largely from the seriousness and explicit statement/reminder that drunk driving is indeed a "crime."

However, "Drunk Driving. *Over the Limit. Under Arrest.*" tested better with the younger end of the target audience because, while they believed and accepted the threat and consequence of being "arrested" for drunk driving, they were suspect of how much "time" one would actually serve if arrested. Many focus group participants knew and cited stories of friends and family who had gotten "off" a DUI arrest without serving any real jail time. Therefore, many thought the "Over the Limit. Under Arrest." theme line was more credible and more accurately depicted the feared consequence of stepped up enforcement activities.

Moreover, while the threat of "crime" and "time" clearly registered with the target, many state and local partners who are vitally important to implementing any high visibility enforcement program in their local jurisdictions let us know that they preferred "Drunk Driving. *Over the Limit. Under Arrest.*" In addition, many state and local partners questioned the practical inaccuracy of the "Do the Time" message and said that the use of this phrase threatened their local adoption of that new theme line.

A high-resolution file of the logo in both red and blue can be found at http://www.nhtsa.dot.gov/nhtsa/ImageLibrary/category_search.cfm. When you hit that page use, the pull down menu and select logos.

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