

Building Safe Communities

A Publication of the National Highway Traffic Safety Administration



June 2000

Volume 3: Number 4

In This Issue

EMS and Law Enforcement.....	1
National Mobilization to Combat Impaired Driving.....	1
National News.....	2
Mayors' Challenge to Buckle Up America.....	3
Bystander Care for the Injured: First There, First Care Campaign.....	3
Local Notes.....	4
Two New Resources from NHTSA.....	5
Safe Communities Calendar.....	6

EMS and Law Enforcement

Law enforcement and emergency medical services (EMS) agencies continue to play an essential role in Safe Communities. While the words “law enforcement” usually invoke images of police agencies, many Safe Communities programs have discovered that courts can also be valuable partners. In Cook County, Illinois, the circuit court sponsors Drive Wise—Stay Alive, a Safe Communities program that, this year, is targeting drivers in the age groups most likely to be involved in collisions: those ages 16–20, 21–34, and over 70. In addition to participating in national initiatives, such as National Child Passenger Safety Week and Drive Safely Work Week, Drive Wise—Stay Alive is developing outreach and educational programs for senior citizens and producing a film for high school students on risk taking. The program also sponsors an annual Teen Traffic Safety Education conference. For more information, contact Program Coordinator Donna Nielsen at (312) 822-3530. Additional ideas on the role law enforcement and EMS agencies can have in Safe Communities programs can be found throughout this issue. ■

National Mobilization to Combat Impaired Driving

July 4th is a time to celebrate our nation’s birthday. Unfortunately, summer also represents the deadliest time of year on America’s highways. More Americans are killed by impaired drivers during the summer months than at any other time of the year. That is why every year Operation C.A.R.E., a national organization of state and local law enforcement organizations, conducts a national mobilization to prevent impaired driving during the July 4th holiday weekend.



As part of the July 4th mobilization period, and in support of You Drink & Drive. You Lose. and National Sobriety Checkpoint Week, NHTSA will partner with Mothers Against Drunk Driving (MADD), Nationwide Insurance, law enforcement, and hundreds of public safety advocates to conduct sobriety checkpoints and saturation patrols.

Safe Communities coalitions can participate in this important effort by partnering with the media to raise awareness of the consequences of

(continued on page 2)

National Mobilization to Combat Impaired Driving

(continued from page 1)

impaired driving, building and expanding partnerships among local organizations, creating community support for law enforcement's efforts, and enforcing existing laws through active enforcement programs.

Reducing the impaired driving death toll to 11,000 by the year 2005 remains a national commitment. To help communities reach this goal, *Safe & Sober Planner 22* contains a Sobriety Checkpoints and Saturation Patrols program guide to assist local communities with planning and coordinating their July 4th weekend mobilization activities and conducting effective sobriety checkpoints and saturation patrols.



Planner 22 is available from Campaign Safe & Sober, NHTSA, 400 Seventh Street, SW, NTS-21, Room 5119E, Washington, DC 20590 or by faxing a request to (202) 493-2062. It is also available on the World Wide Web at <www.nhtsa.dot.gov>.

To obtain a copy of MADD's *How-to Guide for MADD Chapters and State Organizations on National Sobriety Checkpoint Week*, contact MADD, P.O. Box 541688, Dallas, TX 75354-1688. Telephone: (800) GET-MADD.

For more information on the July 4th mobilization, contact You Drink & Drive. You Lose, 1901 L Street, NW, Suite 500, Washington, DC 20036. Telephone: (202) 756-1647; e-mail: <youdrink&drive.youlose@dc.ogilvypr.com>. ■

National News

❖ Awards for Safe Communities Programs:

In March 2000, two Safe Communities programs from the United States were among those honored with International Safe Communities Special Achievement Awards at the Fifth World Conference on Injury Prevention and Control in New Delhi. The American programs recognized were the Community Alliance for Teen Safety of Derry, New Hampshire, directed by Joseph Sabato, and the Dallas Injury Prevention Center of Dallas, Texas, directed by Martha Stowe. Also in March, Frank Marcucio, director of the Safe Communities Program of the Lower Naugatuck Valley, was named EMSC Provider of the Year at the Second Annual National Congress on Childhood Emergencies in Baltimore, Maryland.

❖ Safe Communities and the Military:

A New Partnership: Members of the armed services engage in dangerous operations on a daily basis. Yet, each year, more military personnel are killed by traffic crashes than any other cause. In March 2000, NHTSA staff and representatives of the Joint Services met to discuss reducing traffic injuries involving military personnel. The presence of a

large military base in or near a community can have significant impact on public roadways, as military personnel commute to work, use the roads in carrying out their official duties, and drive to and through nearby towns to take advantage of local shopping or recreational activities. Safe Communities programs are encouraged to contact the safety officers at military installations in their area and solicit their involvement in traffic safety activities.

❖ Rosalyn Millman at Lifesavers 18:

In March 2000, NHTSA Acting Administrator Rosalyn Millman used the opportunity to speak at Lifesavers 18 in Atlanta to reaffirm NHTSA's commitment to Safe Communities and to two other national initiatives. In highlighting NHTSA's continuing commitment to Safe Communities, Millman touted four specific programs: Elmira, New York, for its success in raising seat belt use rates; Dallas, Texas, for its work on occupant protection; Lancaster County, Pennsylvania, for its Cops in Shops program, which deters underage youth from attempting to buy alcohol; and Howard County, Maryland, for its efforts

toward traffic calming and preventing red light-running aggressive driving. Millman also highlighted the Don't Skip a Step Campaign, designed to increase the number of children using booster seats, and the You Drink & Drive. You Lose. initiative, which this year will target chronic drinkers with high blood alcohol content, young drivers, and those under 21.

❖ U.S. Transportation Secretary Slater Announces Grants of \$25 Million to Increase Seat Belt Use:

Forty-four states, the District of Columbia, and Puerto Rico will share approximately \$25 million in grants for states that develop innovative projects designed to increase seat belt use. Secretary Slater said, "Many Americans do not realize that automobile crashes are the leading cause of death for youth of all ages. Further, nearly 57 percent of those killed in vehicle crashes—both children and adults—are unbelted. Seat belts are the most effective safety device in vehicles and would save thousands more lives if everyone buckled up." The grants, which were awarded competitively, were authorized by the Transportation Equity Act for the 21st Century (TEA-21), which provides more than \$1.2 billion in incentive grants to increase seat belt use and prevent alcohol-impaired driving. ■



Mayors' Challenge to Buckle Up America

Every hour, someone dies in America simply because he or she didn't buckle up. To respond to this tragic statistic, the National Conference of Black Mayors, in cooperation with NHTSA, is challenging mayors to promote seat belt and child seat use through the Mayors' Challenge to Buckle Up America. The Mayors' Challenge will take place between July and December 2000 and focus on increasing seat belt use rates to the national goal of 85 percent by the end of 2000. Awards will be given in several population-based categories to cities with the greatest increase in seat belt use during this period as well as cities with particu-

larly innovative approaches to increase seat belt and child seat use (including the Safe Communities model).

This is a terrific opportunity for Safe Communities programs to partner with municipal governments and promote seat belt and child safety seat use while achieving national recognition for their concern with injury prevention.

For more information about the Challenge, call the National Conference of Black Mayors at (404) 892-0127 or visit their website at <www.blackmayors.org>. ■



Bystander Care for the Injured: First There, First Care Campaign



Motor vehicle fatalities often result from airway obstruction and blood loss, both of which can be treated by trained bystanders. NHTSA and the Health Resources and Services Administration are launching the First There, First Care Bystander Care Campaign to teach Americans how to provide emergency roadway assistance to the injured until "first responders" (such as paramedics or police officers) arrive.

Such education is especially important in rural areas, which have fewer people but higher traffic fatality rates than urban and suburban areas. In these communities, serious delays can occur between a crash and the call for EMS simply because of the distances first responders must travel to reach the scene of a collision.

The First There, First Care campaign is designed to inform the public, build awareness, and empower people to take action. The campaign includes two important resources. The first is an awareness kit for community advocates to educate the community about the need for bystander care. The kit contains a resource guide and public information materials, including a poster, public service announcements, and fact sheets.

The second resource is a training package for medical and EMS professionals, which includes a self-paced CD-ROM to teach professionals to deliver training to community groups. The lessons include information on how to explain bystander care, teach bystander skills, and answer commonly asked bystander care questions.

For more information, or to obtain free awareness kits or training packages, fax a request to (202) 366-7721 or visit www.nhtsa.dot.gov/people/injury/ems on the World Wide Web. ■

The Basic Life-Sustaining Actions of Bystander Care



Stop to Help: Take the time to stop and help



Call for Help (9-1-1)



Assess the Victim



Start the Breathing



Stop the Bleeding

Local Notes



❖ **Anchorage (Alaska) Safe Communities** and the Anchorage Police Department are using civilians and police officers as “spotters” to identify vehicles that run red lights. When the team identifies a vehicle, they radio an officer in another car who intercepts and cites the violator. The officers and witnesses are trained to recognize a red light-running offense, and both record the specifics of the offense on special forms. Most drivers, when told that their offense was witnessed by a civilian, do not contest the citation. In October 1999, this program increased the number of citations from the previous October by 400 percent. An observational survey found that red light running decreased during October and that the decrease carried over into November (when the program was not operating). For more information on this program, contact Ron Perkins, Anchorage Safe Communities. Telephone: (907) 929-3941; e-mail: <asc1@alaska.net>.

❖ Traffic injuries are the leading cause of injury to children in Riverside, California. To decrease their toll, the **Riverside Safe Communities Coalition** and the Riverside County Office of Education



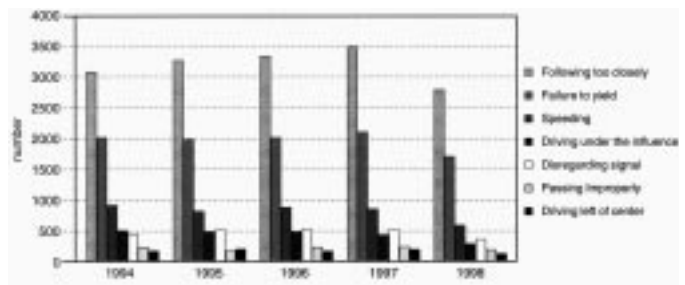
created a court diversion program for violators of the county's occupant protection laws. The Violators Instruction for Parents program covers the basics of crash dynamics and the proper use of child safety seats and seat belts. Violators must pay a \$30 fee to attend the course; anyone else may take it at no cost.

During the sessions, which are held in both English and Spanish, car seats are inspected and confiscated if found unsafe, and low-cost car seats are available for purchase. More than 1,000 parents have completed the program, only two of whom have since been cited as repeat offenders. Prior to its implementation, the program was presented to all county court judges, and a procedural manual is now being created to ensure that court rulings are standardized and equitable. The coalition is also conducting classes to increase the police officers' willingness to cite violators of occupant protection laws. Since the program began, Riverside has also experienced an 82-percent decrease in child traffic fatalities and a 15-percent decrease in child traffic injuries. For more information, contact Jill Johnson at the Riverside

County Office of Education. Telephone: (909) 369-5740; e-mail: <jjohnson@rcoe.k12.ca.us>.

❖ Richmond County has the second-highest crash rate and the highest rate of crashes by teenage drivers in Georgia. Investigation by the **Safe Communities Coalition of Augusta** revealed that the majority of these crashes are related to aggressive driving. In consequence, the coalition, in cooperation with the Public Service Commission, sheriff's department, and Georgia State Patrol, initiated Operation Safety Net, an effort that maps crash data to target areas for increased enforcement of aggressive driving laws. In the first three days (and one night) of coordinated enforcement, this effort resulted in almost 500 citations. Safe Communities Coalition of Augusta volunteers are teaching high school health class-

**Contributing Factors to Traffic Crashes
Richmond County
1994-1998**



es about aggressive driving and the state's graduated licensing law. Public service announcements on this issue have been developed by the coalition and aired on local media. The efforts of the coalition helped to produce a decrease in traffic crashes resulting in injury by 13 percent over the past five years. For more information, contact Priscilla Bence at the Georgia Department of Human Resources. Telephone: (706) 667-4691; e-mail: <pbence@mindspring.com>.

❖ East Washington Avenue in Madison, Wisconsin, has long been known as an area for “cruising,” in which people drive up and down the avenue to socialize and show off their automobiles. Much of this cruising involves unsafe driving, rendering East Washington Avenue Dane County's most “crash prone” street; many of these crashes occur between the prime cruising hours of 9 p.m. and 2 a.m. **The Greater Madison Safe Communities Coalition** and the Ad Hoc Committee on Cruising recruited neighborhood association leaders for Operation Cruise Control,

(continued on page 5)

Local Notes *(continued from page 4)*

which combines public education on the dangers of cruising with increased enforcement. During Operation Cruise Control, neighborhood residents record the license plate numbers of cruising automobiles observed driving aggressively or otherwise violating traffic laws.



Letters are sent to the vehicle owners, warning them that they were observed cruising, accompanied by a fact sheet on unsafe driving. More than 275 letters were sent out after the first weekend of the campaign. The first three enforcement weekends resulted in 184 citations. The program has received significant media coverage, which should act as a deterrent to unsafe driving in the neighborhood. For more information, contact Cheryl Wittke, Greater Madison Safe Community Coalition. Telephone: (608) 256-6713; e-mail: <cwittke@aol.com>. ■

Building Safe Communities is funded by the National Highway Traffic Safety Administration, United States Department of Transportation, and published by Education Development Center, Inc.

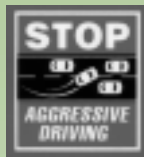
This publication may be reproduced in full for further non-commercial distribution.

Editor: Marc Posner *Graphic Designer:* Christine Larrivee

Building Safe Communities is available on the World Wide Web at <www.edc.org/HHD/csn/bsc/>.

Building Safe Communities
Education Development Center, Inc.
55 Chapel Street
Newton, MA 02458-1060
☎: (617) 618-2351 Fax: (617) 527-4096
E-mail: mposner@edc.org

Two New Resources from NHTSA



Aggressive Driving Enforcement: Strategies for Implementing Best Practices

This NHTSA-developed guide provides assistance to law enforcement agencies in developing an aggressive driving enforcement program. One section of the publication, Planning an Aggressive Driver Enforcement Program, contains guidance on such topics as defining aggressive driving, reviewing existing legislation, involving prosecutors and judges, forming community partnerships, conducting media outreach and public education, collecting data, and evaluating the program. A second section, Examples of Aggressive Driving Enforcement Programs, provides case studies of successful aggressive driving prevention programs in states and communities across the country. This new resource can be obtained by faxing a request to (202) 493-2062 or visiting the World Wide Web at <www.nhtsa.dot.gov/people>. ■

Conducting Complete Traffic Stops: A Community Crash and Crime Reduction Effort

This is a new course that NHTSA will unveil this summer, in which police officers are trained to detect illegal activities during traffic stops. By integrating criminal interdiction techniques into traffic stops, police departments can use one activity to prevent both injury and crime. In Operation Strap-'n'-Snap, the Georgia Department of Public Safety conducted 10 enforcement waves over a two-year period. The program increased safety belt use from 51percent to 74 percent. It also led to the arrest of more than 19,000 uninsured motorists, 2,000 drug offenders, and 1,500 fugitives. Officers recovered 334 stolen vehicles and arrested more than 1,200 other felons. Topics covered in the course include roadside interviews, passenger vehicle concealment locations, legal considerations, and officer safety.

For more information, contact Jim Onder at NHTSA. Telephone: (202) 366-9785; e-mail: <james.under@nhtsa.dot.gov>. ■

Building Safe Communities

Education Development Center, Inc.
55 Chapel Street
Newton, MA 02458-1060

Non-profit Organization
U.S. Postage
PAID
Boston, Massachusetts
Permit No. 58241



Safe Communities Calendar

July 1–4, 2000: *National Mobilization to Combat Impaired Driving*

September 2000: *Speak Out and Make NOYS* events

September 2000: *National Youth Summit to Prevent Underage Drinking* (Washington, D.C.); for more information, contact Bobby Heard, MADD, 511 E. John Carpenter Freeway, #700, Irving, TX 75062; telephone: (214) 744-MADD; WWW: www.madd.org

September 5–8, 2000: *Pro Bike/Pro Walk International Conference on Bicycling and Walking* (Philadelphia); for more information, contact the National Center for Bicycling and Walking, 1506 21st Street, NW, Suite 200, Washington, DC 20036; WWW: www.bikewalk.org; e-mail: conference@bikewalk.org

September 11–15, 2000: *Drive Safely Work Week*

October 4, 2000: *National Walk Our Children to School Day*; register online at www.walktoschool-usa.org, or call Harold Thompson at (800) 621-7615, ext. 2383, for more information

November 20–26, 2000: *Operation ABC Mobilization*

December 2000: *National Drunk and Drugged Driving (3D) Prevention Month*

December 15–17, 2000: *You Drink e³ Drive. You Lose. Mobilization*

Safe Communities Service Center

NHTSA Region VI
819 Taylor Street, Room 8A38
Fort Worth, TX 76102
Telephone: (817) 978-3853
Fax: (817) 978-8339
safe.communities@nhtsa.dot.gov
www.nhtsa.dot.gov/safecommunities



Safe Communities programs as of
May 2000