

Building Safe Communities

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Unbuckled Children and Impaired Drivers: Doubly Dangerous



Two of every three children who die in alcohol-related motor vehicle collisions are killed while riding in vehicles driven by an impaired driver. The more alcohol a driver has consumed, the less likely it is that the children in the car are safely buckled up. These facts correct the stereotype that it is the drivers of other vehicles, rather than their own parents or caregivers, who present the greatest threat to children on American roads. Fall and winter offer important opportunities for Safe Communities coalitions and other community-based traffic safety groups to combat the double danger of impaired driving and unbuckled children.



During Thanksgiving week (November 20–26, 2000), more than 8,000 law enforcement agencies will partner with Mothers Against Drunk Driving (MADD), the Air Bag and Seat Belt Safety Campaign, the National Highway Traffic Safety Administration (NHTSA), and the National Transportation Safety Board (NTSB) to sponsor **Operation ABC Mobilization: America Buckles Up Children**. In December, which is **National Drunk and Drugged Driving (3D)**



Prevention Month, law enforcement agencies, traffic safety advocates, Safe Communities programs, and others will once again band together for the **You Drink & Drive. You Lose. Mobilization** (December 15–17, 2000). More information on how your program can participate in these important initiatives can be found in this issue of *Building Safe Communities*. ■

Building Safe Communities for All

African Americans and Hispanics use seat belts and child safety seats less often than the American population overall does, and, not surprisingly, suffer traffic-related injuries and deaths at a greater rate than the overall population. NHTSA is committed to improving the safety of these groups by working with national and community-based

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Building Safe Communities for All

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partners to create, implement, evaluate, and market culturally specific programs and materials that raise greater awareness about the importance of traffic safety. Working with public relations firms representing minority communities, as well as national organizations that include the National Hispanic Medical Association, Black Entertainment Television, and Sigma Gamma Rho, NHTSA will develop strategies and materials ensuring that initiatives such as Buckle Up America, Operation ABC Mobilization: America Buckles Up Children, and You Drink & Drive. You Lose. reach all Americans. This issue of *Building Safe Communities* includes features on programs and resources specifically designed for the African American, Hispanic, and American Indian communities. ■

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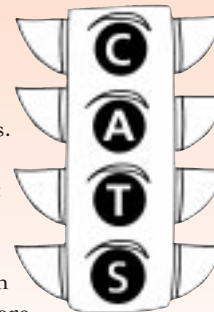
Local Notes

❖ **The Turtle Mountain Safe Communities Program** serves residents of a Chippewa Indian Nation reservation in North Dakota. The program takes advantage of the Chippewa belief that life should be honored and respected by raising questions about the effects of alcohol, driving under the influence, and other risk behaviors on the well-being of tribal members. Program sponsored activities include “Ghost Outs,” in which high school students take on the roles of young people killed by alcohol-related injuries to bring home the impact of such events; seat belt, school bus safety, and bicycle safety programs for elementary and middle school students, and legislative change that now allows tribal courts to more effectively sentence those convicted of driving under the influence. In 1999, the Turtle Mountain program was instrumental in founding the first American Indian chapter of MADD. For more information, contact Sharon Parisien at (701) 477-6459.



❖ **The Shoshone and Arapaho Tribes Safe Communities Program** is located on the Wind River Reservation in Fort Washakie, Wyoming. The program began in 1999 after research indicated that only 18 percent of those riding in motor vehicles on the reservation used seat belts. The program’s initial activities included creating a website (www.wrtsc.org) and using the EPI-6 Epidemiology Software to begin tracking crash and injury data. Over the past year, the program has used the “Little Convincer” (which simulates the impact of a motor vehicle crash) to teach kindergarten students about safety belts, participated in National Child Passenger Safety Week, and collaborated with the Wind River Law Enforcement Agency on speed checks, saturation patrols, and a seat belt campaign. The program is also working with a local elementary school to replace all the rural route number signs (many of which are worn or missing) so that Emergency Medical Services, fire, and law enforcement agencies can promptly locate the site of a collision or other emergency. For more information, contact Raphaella Stump at (406) 768-3892.

❖ **The Boys and Girls Clubs of Metro Atlanta** recently piloted the Community Advocates for Traffic Safety (CATS) program, which was developed by the 100% Drug-Free Clubs with funding from NHTSA. CATS involves youth in clubs that stress a drug-free lifestyle and cultural and personal pride while encouraging members to advocate for traffic safety in their communities. Each CATS youth group is assisted by an adult-leader role model and a Parents Who Care About Traffic Safety (P-CATS) group. The CATS program was also piloted with African American youth on Long Island, and with Mexican American youth in Arizona. The 100% Drug-Free Clubs are currently developing materials to allow the replication of culturally specific CATS programs in other communities. For more information, contact Frances Brisbane at (516) 444-2139. ■



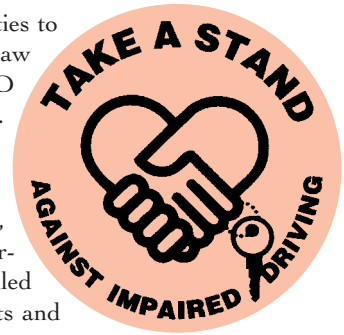
National Drunk and Drugged Driving (3D) Prevention Month

National Drunk and Drugged Driving (3D) Prevention Month provides opportunities to reinforce the dangers of drinking and driving to Safe Communities programs, law enforcement agencies, and traffic safety advocates. This December, the focus of 3D Month will be the use of sober designated drivers during the winter holiday season. Campaign messages will encourage people who are drunk or drugged to either take a cab home, ride with a sober designated driver, or spend the night where they are.

One highlight of 3D Month is National Holiday Lifesavers Weekend (December 15–17, 2000), which will kick off with Lights On for Life Day (December 15). On this day, participants will drive with their lights on to remind Americans of those who have been killed by impaired drivers. Law enforcement agencies will also conduct sobriety checkpoints and saturation patrols targeting impaired drivers throughout the weekend.

NHTSA offers a wide range of materials to help groups plan and implement 3D Month activities, including public service announcements, drop-in articles, logo slicks, and other materials for both Operation ABC Mobilization and 3D Month; a Law Enforcement Action Kit; a Sobriety Checkpoint and Saturation Patrol How-to Guide, and a Designated Driver Program Action Guide.

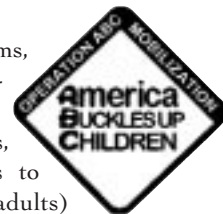
3D month materials can be ordered from Campaign Safe & Sober online at www.safeandsobber.org/ or by fax at (202) 493-2062. All other materials can be downloaded or ordered through the NHTSA website at www.nhtsa.dot.gov/ (click on the *You Drink e3 Drive. You Lose.* icon). For information on ordering from NHTSA by mail, see page 5. ■



Operation ABC Mobilization: America Buckles Up Children

Over Memorial Day weekend in May 2000, more than 8,000 law enforcement agencies participated in Operation ABC Mobilization. The weekend's activities generated in excess of 800 television news stories and 1,500 reports in newspapers and other print outlets. The next Operation ABC Mobilization (November 20–26, 2000) is an opportunity to bring home the important messages that all Americans should be properly restrained while riding in a motor vehicle and that no one should operate a motor vehicle while impaired by alcohol or other drugs. During the mobilization, law enforcement agencies and their part-

ners in Safe Communities programs, MADD chapters, and other organizations will use intensive enforcement, roadway checkpoints, and public awareness activities to protect children (as well as adults)



May 2000 Operation ABC Mobilization

from the preventable injuries caused by failing to use child safety seats or seat belts and drivers who get behind the wheel when impaired by alcohol or other drugs. Materials for the campaign are available by clicking on the Buckle Up America icon on the NHTSA website (www.nhtsa.dot.gov) or by telephoning NHTSA at (888) 327-4236. The Operation ABC Mobilization Law Enforcement Action Kit is available from the Airbag and Seat Belt Safety Campaign, which can be reached at (202) 625-2570 or found on the Web at www.nsc.org/airbag.htm. ■

National News



❖ **Dr. Sue Bailey** has been named by President Clinton to serve as NHTSA Administrator. Dr. Bailey has been Assistant Secretary of Defense for Health Affairs since 1998. Among her accomplishments is the inclusion of continuity of care, preventive medicine, and health protection in the military health system.

❖ **Mothers Against Drunk Driving (MADD)** has named John Lopez as its first national diversity coordinator. Mr. Lopez will work on specialized programs to educate specific ethnic groups about underage drinking and impaired driving, increase victim services for minority communities, and increase the participation of minority communities in MADD. For more information about MADD and its diversity outreach programs, contact the MADD National Office at (214) 744-6233 or visit the MADD website at <www.madd.org>.

❖ **The Fourth Annual Native American Lifesavers Conference** was held at United Tribes Technical College in Bismarck, North Dakota, in June 2000. The conference brought together 175 participants who discussed such issues as the Safe Tribal Communities model, alcohol abuse and its relationship to driving while intoxicated, and creating partnerships for traffic safety. For information on the Fifth Annual Native American Lifesavers Conference, to be held in June 2001, contact Dennis Renville, director of the Injury Prevention Program at the United Tribes Technical College, at (701) 255-3285, ext. 374.

❖ **The Blue Ribbon Panel to Increase Seat Belt Use Among African Americans** is an effort to identify strategies among a community at disproportionate risk for motor vehicle injuries. Motor vehicle crashes are the leading cause of death for African American children through the age of 14 and the second-leading cause of death for African Americans ages 15–24. The panel includes representatives from the medical, academic, legal, business, sports, law enforcement, and advocacy fields.

The panel's final report should be available from NHTSA in October 2000.

❖ **Safe Work, Safe Play Around the Clock** is the theme of the Tenth Conference on International Safe Communities, which will take place in Anchorage, Alaska, on May 21–23, 2001. Motor vehicle safety is one of seven themes to be included in the event's workshops, presentations, and panels. For more information or to submit abstracts,



contact Diane Hudson, Alaska Injury Prevention Center, P.O. Box 210736, Anchorage, AK 99521-0736. Telephone: (907) 929-3839; fax: (907) 929-3940; e-mail: <diane_hudson@hotmail.com>

❖ **Safe Tribal Communities Competition Y2K** encouraged American Indian school children in three grade categories (elementary, junior high, and high school) to design and implement injury prevention projects to make their communities safer, while competing for prizes and national recognition. Winners of this Indian Health Service competition included the Cherokee (Tennessee) High School Flamekeepers, who started a Students Against Destructive Decisions (SADD) program to address alcohol use and impaired driving on their reservation, and the Duckwater (Nevada) Elementary School Bicycle Helmet Safety Committee, who convinced their tribal government to pass bicycle helmet legislation. The winners were flown to Washington, D.C., to receive their awards. ■



*Safe Tribal
Communities
Competition Y2K
Award Ceremony*

Resources

❖ **The Sixth World Conference on Injury Prevention and Control Newsletter** will help organizers and participants prepare for the conference to be held in Montreal in May 2002. A satellite meeting, the Safe Communities Conference, will be held in Fort France, Ontario. For more information, contact the Sixth World Conference on Injury Prevention and Control, 511 Place d'Armes, #600, Montreal, QC H2Y 2W7, Canada. Telephone: (514) 848-1133; e-mail: <trauma@coplanor.qc.ca>; WWW: <www.trauma2002.com>.

❖ **Corazón de Mi Vida: Child Passenger Safety Initiative Community Coordinator's Handbook** was created to help traffic safety advocates and organizations create safe Latino communities by designing and implementing child passenger safety campaigns, using messages, venues, and activities that relate to the Latino community and its cultures. The *Community Coordinator's Handbook* and other Corazón de Mi Vida materials are available from the National Latino Children's Institute, 1412 West Sixth Street, Austin, TX 78703. Telephone: (512) 472-9971; WWW: <www.nlci.org>.



❖ **Injuries Among American Indian and Alaskan Native Children 1985–1996** is a preliminary report from the forthcoming *Injury Mortality Atlas of American Indian and Alaskan Native Children, HIS Areas, 1985–1996*. This full-color brochure is available from David Wallace, Centers for Disease Control and Injury Prevention, National

Center for Injury Prevention and Control, 4770 Buford Highway, Mailstop K-63, Atlanta, GA 30341-3714. Telephone: (770) 488-4652.

❖ **Blacks Against Drunk Driving (BADD): A Culture-Based Handbook to Promote Traffic Safety Awareness and Action** was designed to help individuals and organizations develop community-based impaired driving prevention programs for African Americans. It provides a culturally appropriate model and covers topics such as community involvement, marketing BADD to historically Black colleges and universities, and designing prevention programs for youth. For more information, contact BADD at the National Black Alcoholism and Addiction Council, 285 Genese Street, Utica, NY 13501. Telephone: (315) 798-8066; e-mail: <nbac@borg.com>; WWW: <www.borg.com/~nbac/badd.htm>.

❖ **The Distracted Driver Tool Kit** assists employers, Safe Communities programs, and others in teaching drivers to focus on their driving rather than on distractions such as personal grooming, reading, and talking on a cellular phone, or the many less-obvious distractions that can divert drivers' attention from the road.



Who's Driving?

The kit contains a video, a Leader's Guide, incentives, and other tools and information. A train-the-trainer program, as well as a Distracted Driver Road Show, are also offered. For more information, visit the NETS website at <www.trafficsafety.org> or call (888) 221-0045. ■

❖ **Tribal Communities** is a brochure available from NHTSA that includes tips on implementing a Safe Tribal Communities program, four case studies on Indian Highway Safety Programs, and descriptions of resources, including American Indian Tribal Government Local Technical Assistance Program centers, the *Bystander Care* video and curriculum, and workshops, materials, videos, and other resources available from the Bureau of Indian Affairs Indian Highway Safety Program.

❖ **The Facts: Seat Belts and Hispanics** and **The Facts: Seat Belts and African Americans** are brochures detailing the cost of lower seat belt use rates to these two communities.

❖ **Taking It To The Streets!** is a new Safe Communities marketing brochure describing how Safe Communities programs can help communities combat the motor vehicle injury epidemic.

NHTSA materials are available from the NHTSA Media and Marketing Division, TSP Resource Center, NTS-21, 400 Seventh Street, SW, Washington, DC 20590. Telephone: (888) 527-4256; fax: (202) 495-2062. Some materials can also be ordered or downloaded online at <www.nhtsa.dot.gov>. ■

In Search of Pedestrian and Bicycle Programs

NHTSA is trying to locate Safe Communities programs involved in pedestrian and bicycle activities. If pedestrian and/or bicycle initiatives are part of your program, please contact Maria Vegega by telephone at (202) 366-1739 or by e-mail at <mvegega@nhtsa.dot.gov>.



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Safe Communities Calendar

October 4, 2000: *International Walk Our Children to School Day*

October 15–21, 2000: *National School Bus Safety Week*;
for more information, contact the National School
Transportation Association, 625 Slaters Lane, Suite 205,
Alexandria, VA 22314; telephone: (703) 684-3200; e-mail:
<info@schooltrans.com>; WWW: [www.schooltrans.com](http://www.schooltrans.com/home.html)
/home.html



November 20–26, 2000: *Operation ABC Mobilization: America Buckles Up Children*

December 2000: *National Drunk and Drugged Driving (5D) Prevention Month*

December 15, 2000: *Lights on for Life Day*

December 15–17, 2000: *You Drink e3 Drive. You Lose. Mobilization and National Holiday Lifesavers Weekend*

May 21–23, 2001: *Tenth Conference on International Safe Communities*, Anchorage, Alaska

June 2001: *Fifth Annual Native American Lifesavers Conference*, Bismarck, ND

May 2002: *Sixth World Conference on Injury Prevention and Control*, Montreal

What's New

at the
Safe Communities
Service Center

Visit the SCSC website!
Here's what's new:

- * The "Safe Communities: Getting Started" Power Point presentation orients new coalitions and potential coalition members by providing a basic understanding of the Safe Communities model. This powerful marketing tool can be downloaded from the Workbench section of the Product Shop.
- * The Safe Tribal Communities page in the Newsstand contains information and links to help Native American coalitions address injury prevention in their communities.
- * Updates of local and national news of special interest to Safe Communities coalitions.

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Safe Communities programs as of
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