

VERMONT GOVERNOR'S HIGHWAY SAFETY PROGRAM

Monthly Newsletter

August / September 2017

For Some, Seat Belt Use Not Clicking

Valley News - In a span of four days this month, eight people were killed in motor vehicle crashes on Vermont highways. Seven of the eight weren't wearing seat belts, according to Vermont State Police.

It's impossible to prove that buckling up would have made a difference in any of the crashes. But "statistically, a person wearing a seat belt is 50 percent to 70 percent more likely to survive a crash than an unbelted person," Vermont's top law enforcement officials emphasized in a statement released Thursday.

Odds are that the cluster of fatal crashes was something of a fluke, said Paul White, who spent 25 years with the state police before joining the Vermont Governor's Highway Safety Program in 2016. ([Click Here](#) to read the rest of this article)

Back to School Safety for Everyone

As summer transitions to fall, students of all ages in Vermont will be heading back to school. This usually means more traffic of all types, including more people walking and bicycling. With efforts such as the Safe Routes to School program (<http://saferoutes.vermont.gov/>), there are more school-aged children choosing to walk or bike to school. Many schools incorporate bicycling and walking safety education into their curriculum. However, this is a good time of year to remind all road users – pedestrians, bicyclists and drivers – how to share VT's road safely. ([Click Here](#) to read the rest of this article)

GHSP Welcomes Bill Jenkins, LEL

The GHSP welcomes Bill Jenkins, LT. VSP Ret. as the Southern Law Enforcement Liaison to our staff. Bill will be working with LEL Paul White, VSP Captain Ret. (northern region) and LEL Tom Fields, VSP Capt. Ret. (southern region through November) to emphasize the importance of highway safety. LEL duties include disseminating GHSP information, coordinating High Visibility Enforcement campaigns, gathering and supply statistical information to state agencies and NHTSA. In addition, they will monitor highway safety enforcement activities that are completed under GHSP projects.

LT. Jenkins served 22+ years with the VSP. He was hired as a Trooper in 1994 and was initially assigned to the Middlesex Barracks. In 1999 he was one of the first Troopers to be selected for the then new DUI Enforcement Team. He later transferred to the Royalton (then Bethel) Barracks and in 2003 was promoted to Sgt./Patrol Commander at the Rockingham Barracks. Bill went on to become a Detective / Sgt. and in 2010 he was promoted to Lieutenant/Station Commander of the Royalton Barracks. Please welcome Bill to his new position as the Southern LEL. Bill can be contacted at the VTrans/GHSP office at One National Life Drive in Montpelier; by email at bill.jenkins@partner.vermont.gov or by phone at 802-558-5573. Welcome Bill!

Call for Nominations

The Governor's Highway Safety Program is looking for nominations for the 2018 annual Life Saver Awards to be presented at the VHSA annual conference. If you know of someone that you would like to nominate, please do. For more information, nomination criteria, and necessary forms, [Click Here](#).

From the 2017 NHTSA Campaign Calendar

CPS Week

September 17 - 23, 2017

Twitter Chat:
Child Passenger Safety



September 23, 2017

National Seat Check Saturday
Child Passenger Safety

Summer Heatstroke Prevention

Primary Message:
"Act Fast, Save a Life"



Our Mission Statement

Working toward the goal of "Zero Deaths" by promoting highway safety awareness through education and enforcement, thereby reducing crashes, saving lives, and improving the overall quality of life for those using Vermont's roadways.

This Month's Issue

- Seat belt Use Not Clicking
- Back to School Safety
- GHSA Report, Bike Safety
- Current Campaigns
- Call for Lifesavers Nominations
- UVMCC - #whyibuckleup
- Young race car driver urges Vermonters to "Buckle Up"
- FARS Statistics & Crash Facts
- VHSA, Champlain Valley Expo
- VHSA, Stronger Seat Belt Law

Young race car driver urges Vermonters to buckle up



BURLINGTON, Vt. (WCAX) "I got one person in my family to wear it and now my friends to wear it," Evan Hallstrom said, and it won't stop there. Hallstrom, 15, is an advocate for buckling up.

"If we can save one life that's good. But if we can save as many as we can and get the point across that's even better," Hallstrom said. That's why the Northfield teen has been spearheading a Click it or Ticket effort for two years across the state.

"We go around to schools, talk to kids and anybody who has any questions about enforcing seat belts," he said.

You may wonder how someone who doesn't even have a driver's license yet can be so into this.

[Click Here](#) to read the rest of this article at WCAX.com



Drive Sober Or Get Pulled Over 2017

On September 1, 2017, between 1730 hours and 2000 hours, as part of the State Police Labor Day **Drive Sober Or Get Pulled Over Campaign**, the Vermont State Police in conjunction with the Bennington County Sheriff's Office and Winhall Police Department participated in a cross border sobriety and safety checkpoint with the Washington County Sheriff's Office on White Creek Road (Shaftsbury, VT) and County Route 68 (White Creek, NY). The main purpose of the detail was to focus on impaired driving and seatbelt compliance. During the detail a total of 148 vehicles were encountered, including 370 occupants. During the detail two (2) operators were screened for DUI. Several civil violations and traffic warnings were issued.

New GHSA Report Detailing Bicyclist Fatalities Prompts 30 Life-Saving Action Steps for States

GHSA.org August 24, 2017

WASHINGTON, D.C. -- New research shows that bicyclist deaths rose 12.2% to 818 in 2015, the largest percentage increase of all roadway user groups that year (the latest year in which data is available). But unlike decades ago, when children and teens represented the bulk of bicyclist fatalities, today the average age of those killed is 45, and most are male (85%).

[Click Here](#) to read the rest of this article at GHSA.org

Safe Kids Worldwide & Safety Groups Urge VT Governor to Support Stronger Seat Belt Law

Safe Kids Worldwide, the National Safety Council, Advocates for Highway and Auto Safety and #SaveKidsLives urged Vermont Governor Phil Scott to support a primary enforcement seat belt law, applauding him for reconsidering his prior opposition. In early August, eight drivers died in crashes in a seven-day period and only one was wearing a seat belt. [Read more here.](#)

#whyibuckleup

There have been 43 fatalities on our Vermont roadways this year. This surpasses the total fatalities on the road last year. In addition, 56% of the fatalities were unbelted. To help raise awareness and advocate for seat belt use, University of Vermont Medical Center (UVMCC) is starting a Buckle Up social media campaign using the hashtag #whyibuckleup. Your participation in this is critical. It is really easy to help draw attention to this campaign. All you need to do is take a photo of yourself or someone you care about wearing a seat belt. Then do the following:

If you are on social media (Facebook or Instagram):

- Take a photo
- Add it to your social media account with a short message about why you choose to wear a seat belt and the hashtag #whyibuckleup
- Tag the UVM Medical Center in your post

Get creative, the photo doesn't have to be of you wearing a seatbelt. It can be of a sunset, or your favorite restaurant, or a special place-as long as you use the hashtag and tell us why it relates to wearing a seatbelt.

If you are not on social media, Take a photo, Email it to Alexandra.Tursi@uvmhealth.org with the hashtag #whyibuckleup, include the same message. Alex will then post it on UVMCC's social media sites during the campaign.

- Include a short message (no more than 2 sentences) on why you choose to wear a seat belt

Alex will post on UVMCC's social media sites during the campaign. Follow the postings at #whyibuckleup.



Deaths on Vermont Roadways

Year	Deaths
2012	77
2013	71
2014	44
2015	57
2016	62

43 Deaths as of September 7th, 2017

Motor Vehicle Crash Facts:
[August 1, 2017 – August 7, 2017](#)
[August 8, 2017 – August 14, 2017](#)
[August 15, 2017 – August 21, 2017](#)
[August 22, 2017 – August 28, 2017](#)

VERMONT HIGHWAY SAFETY ALLIANCE UPDATES

2017 Champlain Valley Expo

The Vermont Highway Safety Alliance (VHSA), with its many partners, joined forces to promote roadway safety at the Champlain Valley Expo for the full ten days of the fair. Upwards of 50 safety advocates from the Vermont Agency of Transportation, Vermont State Police, Municipal Police Departments, County Sheriff's Departments, Department of Health, AAA, AARP, Local Motion, Operation Lifesavers, Drivers Educators, Department of Motor Vehicles, University of Vermont, and Federal Highway Administration, plus others, were there to staff the safety booth and displays. The goal was to change driver behavior, in particular for Impaired Driving, Speeding and Aggressive Driving, Distracted Driving, and Seatbelt Use, in order to save lives on Vermont's roadways.

Orange County, Windsor County, Essex County and Rutland County Sheriff's Departments along with Shelburne, Milton and Northfield Police Departments played a large role, doing outreach and demonstrations with a display called the 'Rollover', a car that spins to simulate a crash at approximately 30 miles per hour. Using life size dummies spectators can see the unbelted dummies being tossed and thrown into belted passengers, and ejected from the car. It is a great way to show how quickly you can get injured, and how important it is to wear seat belts at all times, at all speeds. Lt. David Eggum from Orange County Sheriff's Department spent a full four days doing fantastic outreach and demonstrations and called the rollover a "huge success". On the last day, Evan Hallstrom from Hallstrom Motorsports participated to engage teens and adults alike.

The Vermont State Police staffed a table each day and in addition to distributing safety information and brochures, engaged people using the fatal vision goggles to simulate impairment. This was a popular activity as they walked people through the sobriety test.

Many thanks to all the advocates who participated at the fair.

The initiative was funded through the Governor's Highway Safety Program with a grant from the National Highway Traffic Safety Administration.



Upper Left – VSP Sgt. Owen Ballenger with “Monty” and Kids, Lower Left - Essex County Sheriff's Department team, Below - the full display of the Highway Safety booths with handouts and demonstrations.

NOVEMBER 8, 2017
THE HILTON, BURLINGTON, VT

**Vermont Highway Safety Alliance
5th Annual Conference**

**Wednesday November 8th 2017
from 8:00 to 5:00**

**Includes the Governor's Highway
Safety Award Program honoring the:
“Vermont Lifesavers Highway Heroes”**

**Join us at 2:45 for discussions on how
Automated Vehicles will impact
Vermont.**

**For information, or to register please
contact [Evelyn McFarlane](mailto:Evelyn.McFarlane@vt.gov)**



Please visit us on our webpage at VHSA to join or participate, or 'Like' us on [Facebook](https://www.facebook.com/VHSA) 

Governor's Highway Safety Program

Governor's Highway Safety Program
Agency of Transportation
One National Life Drive

[Visit our Website...](http://www.ghsp.vermont.gov)

www.ghsp.vermont.gov

**If you have comments or suggestions
for our newsletter, please send them to
james.baraw@vermont.gov.**

[Please add my name to the GHSP monthly newsletter mailing list.](#)

For additional *Seatbelt, Distracted, Impaired and Drowsy Driving* handouts, posters, cards, or other informational materials, please contact us at the **Governor's Highway Safety Office** at - <http://ghsp.vermont.gov> or the **Vermont Highway Safety Alliance** at - <http://vermonthighwaysafety.org>

NHTSA 2018 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Happy New Year!

FEBRUARY

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28	29	30				

4 Super Bowl LII
IMPAIRED DRIVING
Primary Message: Fans Don't Let Fans Drive Drunk
Twitter Chat: Super Bowl

MARCH

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31						

17 St. Patrick's Day
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving
Twitter Chat: Buzzed Driving

APRIL

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National Distracted Driving Awareness Month
Primary Message: U Drive. U Text. U Pay.
Paid Media

U Drive. U Text. U Pay.

National Enforcement Mobilization
Twitter Chat: #justdrive

MAY

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26	27	28	29	30	31	

Motorcycle Safety Awareness Month
Primary Message: Motorists: Share the Road With Motorcyclists and Scooter Riders

Bicycle Safety Month
Primary Message: Share the Road With Bicyclists

5 Cinco de Mayo
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

14-JUNE 3 Paid Media
Click It or Ticket

National Enforcement Mobilization
OCCUPANT PROTECTION
Primary Message: Click It or Ticket

JUNE

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18 National Ride to Work Day
Primary Message: Share the Road With Motorcyclists and Scooter Riders

JULY

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Vehicle Theft Prevention Month

4 Fourth of July
IMPAIRED DRIVING
Primary Message: Drive Sober or Get Pulled Over
Secondary Message: Buzzed Driving Is Drunk Driving
Twitter Chat: Buzzed Driving

31 National Heatstroke Prevention Day
HEATSTROKE AWARENESS
Paid Media
Twitter Chat: #Heatstrokekills

AUGUST

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Back to School Safety Month
Primary Message: Walk, Bike, and Ride to School Safely!

15-SEPT 3 Paid Media
Drive Sober or Get Pulled Over

National Enforcement
IMPAIRED DRIVING
Primary Message: Drive Sober or Get Pulled Over

SEPTEMBER

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17	18	19	20	21	22	23
24	25	26	27	28	29	30

23-29
Child Passenger Safety Week
OCCUPANT PROTECTION
Twitter Chat: Child Passenger Safety

29 National Seat Check Saturday
Child Car Safety

OCTOBER

S	M	T	W	T	F	S
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21	22	23	24	25	26	27
28	29	30	31			

3 Walk/Bike to School Day

22-26 National School Bus Safety Week

21-27 National Teen Driver Safety Week
TEEN DRIVING ISSUES

31 Halloween
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

NOVEMBER

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24	25	26	27	28	29	30

22 Thanksgiving Holiday Travel
OCCUPANT PROTECTION
Primary Message: Buckle Up. Every Trip. Every Time.

23-DEC 12
Pre-Holiday Season
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving
Twitter Chat: Buzzed Driving

DECEMBER

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

13-31 Paid Media
Holiday Season
IMPAIRED DRIVING
Primary Message: Drive Sober or Get Pulled Over
TVB Project Roadblock: Buzzed Driving Is Drunk Driving

U.S. Department of Transportation
National Highway Traffic Safety Administration



13086-080717-411