



BROOME COUNTY TRAFFIC SAFETY BOARD NEWSLETTER

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Drive Safely Work Week

October/November 2008

Drive Safely Work Week, October 6-10, is a national campaign sponsored by the Network of Employers for Traffic Safety and the Broome County Traffic Safety Board. This campaign seeks to promote safe driving practices across the nation to protect employees and their families while on the roadway through free educational materials. Traffic crashes cause over 42,000 deaths and over 3 million injuries each year. Many of these incidents are preventable and by participating in the campaign, you are demonstrating your commitment to safe driving. Driving is something that almost every employee does – whether it's business-related travel during the workday, commuting to and from work, or during off-duty hours. But regardless of when, where, or why an employee is behind the wheel – when an injury occurs, there is a devastating impact on their place of business.

This year's theme is **"Take the High Road. Share the Road. It Belongs to Everyone."** Whether you are traveling on four wheels or sixteen, two wheels or two feet, we all have something in common; we are on this road together. And it is important that we respect other roadway users. This campaign allows us to have a better understanding of the unique limitations and challenges for the various road users we encounter every day and enables us to be more respectful and considerate of our roadway companions.

Broome County takes safe driving seriously and will be participating in the week long campaign along with several other local worksites. Places such as HP Hood (Crowley Foods Division), Waste Management, Maines Paper and Food, and First Student will be encouraging their employees to visit the Broome County website at www.goBroomeCounty.com and view daily road safety materials. Employees will learn how to share the road safely with others, understand the special needs and limitations of other road users and how safe driving can save gas. On the last day of the campaign, employees will be asked to pledge their commitment to share the road. For more information regarding this campaign, please visit the Network of Employers for Traffic Safety website at www.trafficsafety.org.

Did you know?

- Every 5 seconds a crash occurs.
- Every 7 seconds a property damage crash occurs.
- Every 10 seconds there is a traffic-related injury.
- Every 2 minutes there is an alcohol-related injury.
- Every 12 minutes someone dies in a roadway crash.
- Every 31 minutes an alcohol-related fatality occurs.



Let's take a closer look at some of your roadway companions:

- **Pedestrians** – Pedestrians are the highway users most at risk in traffic. While in most cases, the pedestrian is found to be at fault, there is an important responsibility for drivers to be vigilant particularly in residential or commercial areas where there is more pedestrian activity.
- **Bicyclists** – Like pedestrians, these roadway users are often difficult to notice in traffic, and have little protection from a traffic crash. When driving a car, be sure to check “blind spots” before you parallel park, open a driver’s side door, or leave a curb. Bicyclists must obey the rules of the road, just as vehicle drivers do.
- **Motorcyclists** – Motorcycles are the smallest motorized vehicles on the road. Unfortunately, they provide virtually no protection in a crash, giving them a great element of risk. Motorcyclists are about 37 times as likely as car occupants to die in a crash and 8 times as likely to be injured. Safe riding takes balance, coordination and good judgment.
- **Truck Drivers** – In more than 60 percent of all fatal crashes involving cars and big trucks, the driver of the car contributed to the cause of the crash. Many of these crashes could be avoided if motorists gave trucks a “wide berth” and knew a truck driver’s “blind spots.”
- **Older Drivers** – These drivers may face challenges brought about by losses in vision, hearing, attentiveness, decision-making ability, or reaction time. Frequently reported mistakes by older drivers include inattention, failure to drive in the proper lane, failure to signal or to observe “stop” signs and signals and unreasonably slow driving on busy highways.
- **Teen Drivers** – A young driver’s understanding and judgment may not be as well developed as an experienced drivers. More than any other age group, teen drivers are likely to be distracted by music, friends, eating, and drinking in their vehicle. They are also more likely to engage in dangerous behaviors like speeding, weaving, and frequent lane changing.

Who's Walking in Broome County?



Wednesday, October 8th, 2008 is International Walk to School Day. This event is aimed at bringing forth permanent changes to encourage a more walkable America — one community at a time. Children and families from around the globe will be joining together to walk and bike to school. These activities encourage children to be physically active. Less active children are more likely to be overweight and be at risk for certain health problems. It also gives children a sense of responsibility and independence. It allows them to enjoy being outside and provides them with time to socialize with their parents and friends. If more children walked or biked to school, it would reduce the number of cars near the school making it safer for walkers and bicyclists. As much as 25% of morning rush hour traffic can be school-related. The entire community benefits when there is less traffic congestion and improved air quality as a result of fewer vehicles on the road.

This year the students from Calvin Coolidge Elementary will join communities from over 40 countries to walk or bicycle to school and have planned an array of activities to promote walking and biking. On the day of the event, students and families will meet at specific drop off points and walk to school together as a group. A free healthy breakfast will be provided by United Health Services in the Rock On Café for all children who participate. Students will also have an opportunity to win a free bicycle helmet raffled off by the Broome County Traffic Safety Program as well as a chance to have their picture taken in the “Walking School Bus.” Representatives from Binghamton Police Department Bike Patrol will be there to promote bike safety. And finally, prior to that day, students will be participating in a poster contest about this event. Way to go Calvin Coolidge!

National Teen Driver Safety Week, October 19 – 25, 2008

Ride Like a Friend

Drive Like You Care

National Teen Driver Safety Week brings teens, community leaders, educators, and parents together to help prevent teen crashes and injuries. Teen driver crashes are the leading cause of death for America's youth. The overwhelming majority of these crashes are caused by inexperience or distractions, not "thrill-seeking" or deliberate risk taking.

This year's theme is **Passengers**. The risk of a fatal crash for a teen driver increases exponentially with each teen or adolescent passenger. Studies confirm that a teen's risk of being involved in a fatal crash increases two times with just one other passenger in the car; three or more passengers equals a four to five times increase in fatal crash risk. More than half of teens who die in crashes are passengers. Teenage passengers create distractions for inexperienced drivers who need to be giving their full attention to the road. The consequences can be deadly for both drivers and passengers. According to the National Teen Driver Survey conducted by The Children's Hospital of Philadelphia and State Farm, few teens view their friends as inexperienced drivers. These gaps in teen's perceptions about factors that can lead to crashes emphasize the need for traffic safety practitioners, educators, and parents to more effectively convey safety messages that resonate with all teens.

That is why to kick off this year's National Teen Driver Safety Week, the driver's education class at Broome Community College will participate in a Keeping it Real Behind the Wheel Program on October 16th. Keeping it Real Behind the Wheel consists of a presentation that covers distracted driving, drowsy driving and safety belt use. The program was inspired by Joel Dunham, a member of the Broome County Traffic Safety Board. Mr. Dunham lost his daughter Megan in 2001 in a tragic car crash that was contributed to inexperienced and distracted driving. Along with this program, the New York State Police will be demonstrating safety belt use with their "roll over" machine and excessive speed with their radar guns.

Some Halloween Safety Tips for Parents, Drivers and Children



Parents

- Review traffic safety rules with your trick or treaters.
- Establish a route and a return time with your child.
- Make sure the costume is not too long.
- Attach light colored materials or retroreflective tape to clothing and bags.
- Use face paint instead of a mask or make sure the eye, nose and mouth holes of the mask are large enough so that your child can see and breathe.

Motorists

- Watch for children darting out from between cars.
- Watch for children walking on sidewalks, curbs, roads etc...
- Watch for children in dark colored clothing or costumes.

Children

- Travel in familiar areas.
- Only stop at well-lit houses.
- Never enter a stranger's house.
- Walk from house to house. Do not run.
- Walk on sidewalks. If there are no sidewalks, walk facing traffic, carrying a flashlight.
- Cross the street only at corners and always look both ways.

HAPPY HALLOWEEN

Broome County Traffic Safety Events

October 6 – 10, Drive Safely Work Week Campaign

To participate in this campaign and view daily road safety materials please visit the Broome County Website at www.goBroomeCounty.com or for more information about the campaign, please visit The Network of Employers for Traffic Safety at www.trafficsafety.org.

Wednesday, October 8 – International Walk to School Day

Come join us at Calvin Coolidge to celebrate International Walk to School Day. Students and their families will join together to walk and bike to school that morning!

Wednesday, October 8 – BMTS Bicycle and Pedestrian Advisory Committee Meeting

1:30 p.m.

Located on the 5th floor of the Broome County Office Building

Tuesday, October 14 – Child Safety Seat Fitting Station

9:00 a.m. – 12:00 p.m.

Located at the Broome County Sheriff's Office

Please call (607) 778-2807 to make an appointment to have your child safety seat inspected or to be qualified for free car seat.

October 19 – 25, National Teen Driver Safety Week

Saturday, October 18 – Farmer's Market Bike Rodeo

11 a.m. – 1 p.m.

Located in the parking lot near the volleyball courts at Otsiningo Park, Binghamton

Participating children should bring a parent, a bicycle, and an approved helmet.

October 19 – 22, New York Highway Safety Conference in Syracuse

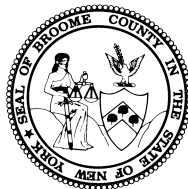
Sheraton Syracuse University Hotel & Conference Center

For more information please visit, <http://www.safeny.org/conf-hs.htm>

Wednesday, October 29 – Broome County Traffic Safety Board Meeting

4 p.m.

Located at the Broome County Health Department



Barbara J. Fiala, Broome County Executive

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