

reporter

a publication of the Tennessee Traffic Safety Resource Service

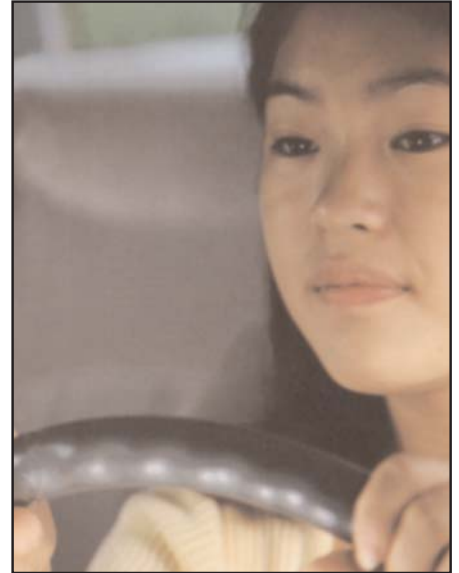
October - December 2004

NEW TTTRS PRODUCTS AVAILABLE

The TN Traffic Safety Resource Service (TTRS) has new brochures available. And, we also have revised some of your old favorites with the new 2004 seat belt law. In addition to the brochures, we have new videos, new Vince & Larry Costumes, and new Drunk Buster goggles that you can borrow for a two-week period.

The brochures continue to be available FREE of charge although there may be quantity limitations of some of the brochures. The brochures can be used at your local car seat checks, sobriety checkpoints, safety fairs and so forth. Some of the brochures available are:

- "TN Kids Get A Boost"- This new booster seat card includes the new restraint law and gives tips on booster seats. (Available in Spanish)
- "Brian Leonard Wears his seat belt on the highway, but **NOT** on Country Roads"- This card addresses the part-time belt user and how people use their belts on the long trips, but not on familiar roads or country roads. It also has the new 2004 seat belt laws placed on it.
- "Know the Facts or Suffer the Consequences"- This two-sided brochure comes with one side in English and the other side in Spanish. It addresses the issue primarily of Hispanics wearing seat belts, but can be used as a general occupant protection brochure.
- "Parents Guide to Buying & Using a Booster Seat" is a NHTSA brochure that has been redesigned for TN seat belt laws and facts. It also discusses why we use booster seats and what to look for when buying a seat.



New Video: "Can I Borrow the Car (Young Drivers, The High Risk Years)"

INSIDE

GHSO 2005 Training 2

Federal Grant Supports
Young Drivers Seat belt 3

GHS's Law Enforcement
Lianson Program..... 3



We also have New videos for you to borrow for a two-week period. They include:

- "Seat Belts Are For Kids Too"; "Safe Driving for Teen"; "Can I Borrow the Car (Young Drivers, The High Risk Years)"; "IMPACT: Driving Drunk, Driving High"; "Just One More"; "Friends Don't Let Friends Drive Drunk"; "The Truth About Drugs (School Version)"; "Impaired Driving: DWI Can Equal DOA"; "Street Racing-Danger!"; "Truck Driving: Controlling Skids"; "Safely-Walk To School (2nd Ed.)"; "School Bus Safety: Riding Cool to School".

To order any of these items, please call **1.800.99BELTS** or fax your order to **1.865.974.3889**. For information on other TTRS products, visit our website at:

[http:// www.tntrafficsafety.org](http://www.tntrafficsafety.org)

2005 GHSO TRAINING



Training for law enforcement officials, judicial personnel and community advocates is provided to interested candidates by the Governor's Highway Safety Office. The Governor's Highway Safety Office (GHSO) is Tennessee's advocate for highway safety. GHSO operates under the Tennessee Department of Transportation and coordinates activities and initiatives relating to the human behavioral aspects of highway safety.

- GHSO Training is available free to individuals interested and those who meet the prerequisite requirements.
 - Hotel accommodations, mileage, and per diem are not offered as part of the training.
 - Students participating in courses offered under the law enforcement tract will receive POST credits.
- Prosecutors, DAs, ADAs, and judges participating in courses offered under the judicial tract will receive CLE credits.
 - Registration is on a first-come first-serve basis. You must pre-register to guarantee a place in the class of your choice.
 - For more information contact: Tennessee Department of Transportation:
Governor's Highway Safety Office; 505 Deaderick Street; 18th Floor, James K. Polk Building; Nashville, TN 37243; 615) 741-2589

CITY	WEEK ONE	WEEK TWO
Memphis	January 3 - 7	January 10 - 14
Columbia	February 7 - 11	February 14 - 18
Jackson	March 7 - 11	March 14 - 18
Nashville	April 11 - 15	April 18 - 22
Cookeville	May 9 - 13	May 16 - 20
Knoxville	June 13 - 17	June 20 - 24
Kingsport	July 11 - 15	July 18 - 22
Chattanooga	August 8 - 12	August 15 - 19
Memphis	September 12 - 16	September 19 - 23

GHSO'S LAW ENFORCEMENT LIAISON PROGRAM

Tennessee presently employs four Law Enforcement Liaisons (LELs,) each regionally based in West, Middle, Cumberland, and East Tennessee. The four LELs serve as a link to promote highway safety campaigns with law enforcement agencies for the Governor's Highway Safety Office (GHSO) and the Tennessee Association of Chiefs of Police (TACP.) The LELs provide technical assistance, coordinate and network with law enforcement agencies, associations and personnel statewide.

While serving the public, LELs promote occupant protection through education, media, and outreach. Each is a certified Child Passenger Safety (CPS) Technician and works with area law enforcement agencies and other appropriate partners to plan and conduct child passenger safety clinics and inspections.

LELs encourage state and local organizations to work with law enforcement, healthcare providers and the media whenever possible to promote highway safety.

To learn more about this program or to contact your LEL, please see the list below:

Mark Hutchinson
Program Manager
Phone: 615.207.0986
E-mail: Mark.Hutchinson@state.tn.us

Richard M. Holt
LEL Supervisor
Phone: 615.405.7058
Fax: 931.432.1345
E-mail: rmholt@twlakes.net

**West Region Middle Region Cumberland
Region East Region**



West Tennessee LEL

Brenda Jones
Cell: 901.301.1781
E-mail: brenhjones@aol.com

Middle Tennessee LEL

Jerry Tucker
Cell: 931.783.0052
E-mail: predatomine@aol.com

Cumberland Region LEL

Cumberland Tennessee LEL
Dan Blake
Cell: 931.237.0027
E-mail: dblade03@bellsouth.net

East Tennessee LEL

Cumberland Tennessee LEL
Kelly Abercrombie
Cell: 423-593-3978
E-mail: kelly.abercrombie@state.tn.us

FEDERAL GRANT SUPPORTS YOUNG DRIVER SEAT BELT USAGE

Nashville, TN - The National Highway Traffic Safety Administration has awarded the Tennessee Department of Transportation Governor's Highway Safety Office a Competitive Cooperative Agreement Grant in the amount of \$650,000. The purpose of the grant is to increase seat-belt use among young drivers.

The Cooperative Agreement will support the implementation of three primary strategies: 1) a social marketing campaign that highlights Tennessee's graduated driver license safety belt provision; 2) promotion of Tennessee's safety belt provision within the graduated driver license law; and 3) education of law enforcement pertaining to graduated driver license laws and increased participation of law enforcement in high-visibility enforcement activities. *(Continued on page 4)*

FEDERAL GRANT SUPPORTS YOUNG DRIVER SEAT BELT USAGE (CONT'D)



Tennessee's graduated driver license law (GDL) went in to effect July 1, 2001. Since that date, 1,928 young drivers have been cited for seat belt violations preventing advancement to the next license phase. Using safety belts is the single most effective means of reducing fatal and nonfatal injuries in motor vehicle crashes according to Chuck Taylor, Director of Tennessee's Governor's Highway Safety Office.

The grant will be administered as a Teen Occupant Protection Campaign

and executed in eight counties across Tennessee: Rutherford, Bradley, Madison, Greene, Sullivan, Maury, Montgomery and Tipton. Meharry Medical College will conduct a process and outcome evaluation to assess the campaign's impact to increase seat belt use among young drivers. "Meharry is proud to partner with the Governor's Highway Safety Office in this unique and innovative approach towards teen driver safety. This project will lead to reducing fatalities and the severity of injuries on Tennessee highways," said Irwin Goldzweig, Director of Community Health Initiatives for Meharry College.

Tennessee is joined by Wisconsin as the only two states awarded the Competitive Cooperative Agreement Grant.

The GHSO was recently honored by the National Transportation Safety Board with a Certificate of Achievement for Legislative Safety Leadership. The award was presented as recognition for the successful completion of the NTSB's "Most Wanted" Safety Recommendations to improve child and adult occupant protection, establish teen driving restrictions and prevent underage drinking.

TENNESSEE TRAFFIC SAFETY

reporter

TTSRS Director

Karen Simerly

Assistant Editor

Lorna Keathley

For more information on TTSRS or to submit comments or suggestions contact:

TN Traffic Safety Resource Service

309 Conference Center Bldg.

Knoxville, TN 37996-4133

Office: 1.800.99BELTS (TN Only)

Fax: 865-974-3889

E-Mail: simerly@utk.edu

Web: www.tntrafficssafety.org

Governor's Highway Safety Office

James K. Polk Office Building

505 Deaderick Street, Ste. 1800

Nashville, TN 37243

Office: 615-741-2589

Web: <http://www.tdot.state.tn.us/>

This material was developed through a project funded by the Tennessee Department of Transportation, Governor's Highway Safety Office and the National Highway Traffic Safety Administration at a cost of \$.21 each. Publication Number: R01.2517.078.010.05

TENNESSEE TRAFFIC SAFETY

reporter

Tennessee Traffic Safety Resource Service

Center for Transportation Research

The University of Tennessee

309 Conference Center Building

Knoxville, TN 37996-4133

1.800.99BELTS

*U.S. Postage Paid
Non-Profit Organization
Knoxville, Tennessee
PERMIT NO. 309*



October - December 2004

