

# reporter

a publication of the Tennessee Traffic Safety Resource Service

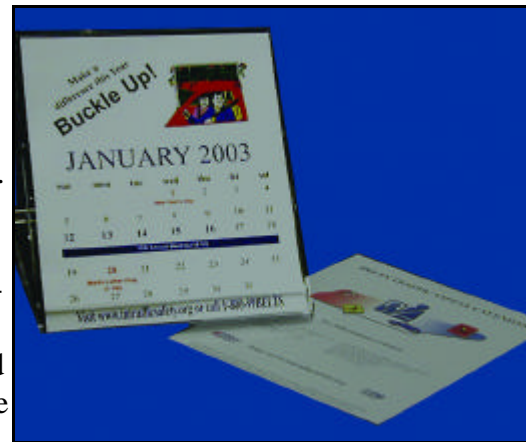
January - March 2003

In January, TTSRS introduced its first Traffic Safety Calendar and it's been a real hit. The new desktop calendar features a card for each month of the year. You'll also find that each month has been highlighted with traffic safety events coming up in Tennessee or around the nation. The calendar is presented in what appears to be a CD

## TTSRS INTRODUCES TRAFFIC SAFETY CALENDAR

case, but it is actually a CD calendar case. It's simple to set up the desktop CD calendar. All you need to do is open it up, fold the top lid back, and now it's

ready to sit on your desk! (To view what your calendar will look like when it is set up, see the article picture).



If you would like to order a **FREE** calendar, please call us at 1.800.99BELTS or order online @ <http://www.tntrafficsafety.org>. After you receive your calendar, please keep your case for 2004 calendar refills.

## INSIDE

- GHSO Message ..... 2
- TN Highway Safety Conference..... 2
- Prom & Grad LEL News ..... 3
- TTSRS Newsletter Sign Up Sheet ..... 3
- Events Calendar ..... 4 (On Back)
- Child Passenger Safety Technician (CPST) Training Schedule ..... 4 (On Back)

## THIS MAY BE YOUR **LAST** NEWSLETTER IF YOU DON'T READ THIS ARTICLE

Over the years our mailing list has become quite outdated and we have decided to begin a new mailing list. If you want to continue to receive our newsletter, then you will need to complete the form on page 3 and return it to TTSRS by May 1, 2003. Or, if you prefer, you can subscribe to the newsletter online at <http://www.tntrafficsafety.org>



**Remember if you do not subscribe, you will not receive another newsletter!**

**NICELY APPOINTS HIGHWAY SAFETY HEAD**

**T**ransportation Commissioner Gerald Nicely has appointed Charles C. Taylor, Jr. of Memphis to direct the activities of the Governor's Highway Safety Office.

"This program is all about reducing fatalities, reducing injuries and crashes and reducing economic losses associated with traffic crashes," said Commissioner Nicely. "The management and interpersonal skills that Chuck has will help us focus the public on the message that we are serious about saving lives on our Tennessee highways," said Nicely.

Taylor is leaving a post with the city of Memphis where he managed the Faith-Based Initiatives of the Mayor's Office. Over his 32-



year professional career, he held several key positions in human resource administration, project management, finance and sales. Taylor studied Personnel Management at the University of Memphis and served in the U.S. Army.

"I am excited to be part of a program with such an impact on saving lives and encouraging good driving behaviors. I look forward to working with our GHSO staff and the law enforcement community to increase our impact on motorists as we make them aware of the importance of safe and sober driving," said Taylor.

The programs administered by the Governor's Highway Safety Office are 100% federal funds set aside for improving safety on highways.

Some of the programs with the most impact on driving behaviors has been "Click It Or Ticket" and "Booze It and Lose It". The programs use a combination of promotional campaigns, stepped-up enforcement and community partnerships with local law enforcement to increase awareness. Last year, the "Click It or Ticket" campaign increased seat belt usage from 53% to 68%, saving an estimated 120 lives.

GHSO also partners with law enforcement from across the state including the 95 sheriffs and 285 police departments. The program administers a grant program which provides funds for state and local enforcement agencies to increase traffic safety in communities.

**16TH ANNUAL TENNESSEE LIFESAVERS CONFERENCE**

**T**he 2003 Tennessee Highway Safety Conference will be held at the Radisson Summit Hill Hotel in Knoxville, July 14 - 16. The conference theme will be "Reversing the Effects of Traffic Crashes".

The Governor's Highway Safety Office is sponsoring the conference. The conference registration will be **FREE**. A limited number of hotel rooms will also be available **FREE** on a first-come, first serve basis (travel regulations will apply). You can register for the conference online at <http://www.trafficsafety.org> after April 1, 2003. Or, you may request your registration packet from Ron Marshak at 901.876.5497 or via e-mail at: [rbl1bdm@aol.com](mailto:rbl1bdm@aol.com)

## NEW CHILD PASSENGER SAFETY RESOURCE NOW AVAILABLE

Child Passenger Safety (CPS) Instructor Beth Norris has created three PowerPoint presentations to be used by CPS Technicians. The presentations are based on the short curricula suggested by the CPS Board and consist of three scripts with PowerPoint slides for illustration. The 45-minute presentation is intended for community presentations; the 4-hour and 1-day workshops serve as an introduction to Child Passenger Safety and illustrate safe installation of child restraints. The presentations are available on CD from Tennessee Child Passenger Safety Center, 1501 University Boulevard, Kingsport, TN 37660. For more information, contact TN Child Passenger Safety Center at 423.392.8026.

## NEW LAW ENFORCEMENT LIAISON (LEL) CONTACTS

### East TN LEL

Lt. Don Moody  
Cell Phone: 423.817.2963  
Email: easttnlel@yahoo.com

### Middle TN LEL

Cpl. Jerry Tucker  
Cell Phone: 931.551.8899  
Email: predatornine@aol.com

### Cumberland Area LEL

Dep. Dan Blake  
Cell Phone: 931.808.8050  
Email: cumberlandlel@yahoo.com

### West TN LEL

Jon Stoddard  
Cell Phone: 901.601.6878  
Email: wtnlel@mpdblue.com

### Click It or Ticket Enforcement Coordinator:

Richard Holt  
Cell Phone: 615.405.7058  
Email: rmholt@twlakes.net

## PROM AND GRADUATION TIME- PROMISE TO KEEP SAFE!

Prom and graduation time is right around the corner and that means parties and possibly alcohol or drugs. If you are under 21, it's against the law to drink. Matter of fact, people under 21 cannot have **ANY** alcohol or drugs in their bloodstream under Tennessee zero tolerance laws.

Get caught and you'll face severe penalties. If you drink and drive, you'll be lucky if all you lose is your driver's license. You could lose an arm, leg, the ability to walk or speak..... you can even lose your life. So, make sure to make your prom and graduation positive experiences you'll always remember. **KEEP IT REAL, DON'T DRINK & DRIVE!**



## NEWSLETTER REGISTRATION FORM

If you want to continue to receive the newsletter, you **MUST** complete and return the registration below via mail before **MAY 1, 2003**. You can also complete the registration online at <http://www.tntrafficsafety.org> or call us at 1.800.99BELTS. If you telephone, PLEASE leave your name and mailing address.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Agency/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ TN, Zip \_\_\_\_\_

Mail To: TN Traffic Safety Resource Service  
309 Conference Center Building  
Knoxville, TN 37996-4133

## EVENTS CALENDAR

### April 2003

01-06, Nat'l Sleep Awareness Week  
07-11, Nat'l Work Zone Week

### May 2003

03-10, Nat'l Safe Kids Week  
11-17, Nat'l Transportation Week  
18-24, Nat'l E.M.S. Week  
19-26, Buckle Up America Week  
19- Click It or Ticket Begins

### June 2003

- 13, Click It or Ticket continues  
21-25, Nat'l Sheriff Assoc. Conference  
27- You Drink & Drive. You Lose Mobilization

### July 2003

-13, You Drink & Drive continues  
14-16, TN Highway Safety Conference  
20-23 TN Health & Safety Conference  
For more details on these events, please visit <http://www.tntrafficsafety.org> & click on calendar.

## CHILD PASSENGER SAFETY (CPS) TECHNICIAN TRAINING SCHEDULE



DATE	LOCATION
03/17/03 thru 03/20/03	VU Children's Hosp., Nashville
<b>04/14/03 thru 04/17/03</b>	<b>Gordonsville (Smith Co.)</b>
04/15,22,29 & 05/06/03	Women's E. Hosp., Chattanooga
<b>05/12/03 thru 05/15/03</b>	<b>LaFollette (Campbell Co.)</b>
06/09/03 thru 06/12/03	Sequatchie Valley, (Sequ. Co.)
<b>08/11/03 thru 08/14/03</b>	<b>Nashville (Davidson Co.)</b>
09/08/03 thru 09/11/03	Kingston, (Roane Co.)

\*CPS Classes are **FREE!**

\*CPS Classes are **POST** approved!

\*AAA CPS Certification Fee is \$20 per year.

For more information on classes, contact the TN Child Passenger Safety Center at 423-392-8026.

**VINCE & LARRY CONTINUE TO SPREAD THE WORD** - Vince & Larry, the famous crash dummies, continue to spread the buckle up message in Tennessee. If you are interested in borrowing the Vince & Larry costumes for your program, call us at 1.800.99BELTS. **REMEMBER . . . they stay busy, so call as far in advance of your program date as possible.**

## DID YOU KNOW? -

- \*Less than 10% of children ages 4-8 use booster seats (NHTSA).
- \*Each Year more than 4 million adolescents have alcohol-related problems (AMA).

TENNESSEE TRAFFIC SAFETY

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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](mailto:simerly@utk.edu)

Web: [www.tntrafficsafety.org](http://www.tntrafficsafety.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/>

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TENNESSEE TRAFFIC SAFETY

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Tennessee Traffic Safety Resource Service

Center for Transportation Research

The University of Tennessee

309 Conference Center Building

Knoxville, TN 37996-4133

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