

CTRAFFIC SAFETY *Connection*



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Mind Your Idle— Idle Free School Zones



Did you know that children breathe in twice as much air for their body weight as adults? Idling your car during school drop-off and pick-up is a toxic health hazard that harms our children. Idling also gets you zero miles to the gallon.

Vehicle exhaust is the leading source of toxic air pollution in Oregon. It seems counter intuitive, but we actually pollute our own immediate air quality—inside the vehicle—when we idle. And, vehicle exhaust is associated with worsening symptoms for children with asthma.

What You Can Do:

Turn the car off if stopped for more than 10 seconds (except in traffic of course!).

Ask your school principal to post a no-idling sign at your school.

For information on mountable signs, contact Donna Green at donna.green@pdxtrans.org or 503-823-6114.

Click It AND Ticket, Teen Seatbelt Project

Goal—To increase seatbelt use among teen drivers with a positive, peer-driven, research-supported educational campaign that also raises awareness in the larger community about the importance of buckling up and the state (and national) Click It or Ticket Program.

Background—Washington State has a seatbelt use rate of 96.5%. Washington has been a national leader, alongside Oregon, in seat belt use since the adoption of the Click It or Ticket Project and primary seat belt law in 2002.

Additionally, teen drivers are part of a high-risk group that has the highest rate of seat belt non-use.

Project Description—Each high school-based project begins with a seatbelt observational survey (conducted by students with assistance from Traffic Safety officials) which determines the baseline seat belt use among the school community (students and teachers driving onto the school property). A second survey follows the project intervention components to measure the impact of the project.

School Resources Officers (SROs), High School Leadership students and their advisor partner (coached by Traffic Safety officials) conduct the intervention which involves identifying and rewarding students who drive onto the high school property buckled up.

A Mirror Image of Click It or Ticket—Students who drive onto school property buckled up receive “tickets” redeemable for rewards. Participating students and SROs position themselves in and around the school parking lot. Students arriving buckled up are given a “ticket.” The “ticket” is modeled after a real ticket, but contains information about why the student is smart to be buckled up (because seat belts reduce injuries and save lives).

There is an area on the “ticket” for the student’s signature, and this becomes their entry form for a drawing.

Once the student enters the school building, his “ticket” is redeemable for candy (or fruit). During morning announcements, the school principal (previously coached by Leadership students) makes a few statements about the importance of buckling up and then announces the big winner who is awarded a debit card worth \$124 (the cost of a REAL ticket for not using a seat belt).

Leadership students are also tasked with promoting seat belt use at the school. Some suggestions include:

- putting up seat belt posters (provided by Traffic Safety officials)
- encouraging teachers to add traffic safety themes to their curriculum
- encouraging teachers to air traffic safety educational videos
- promoting and organizing an all-school, traffic safety assembly
- encouraging student newspaper reporters to write about seat belt use and traffic safety
- writing guest articles in the high school electronic newspaper that goes to parents
- bringing in guest speakers on traffic safety themes
- putting photos in the school year book about the project

Leadership students are tasked with being “public information officers” for the project. They are trained (by Traffic Safety officials) about how to work with the media; they then conduct media interviews. Traffic Safety officials promote the project with the press, then encourage reporters to interview the students, faculty and school administrators. The school benefits from the positive, pro-safety news stories about the school in the local media; the larger community is reminded about the importance of buckling up and the state (and nation’s) Click it or Ticket project.

As mentioned, Leadership students collect observational survey data before and after the project (with coaching from Traffic Safety officials) which not only measures the impact of the project, this involves them in conducting research, which teachers and administrators appreciate.

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ACTS Oregon

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Rules of the Road

by Judge Michael J. O'Brien, Tigard
Municipal Court

Oregon electronics retailers can expect an increase in demand for hands-free devices for cell phones during the coming holiday season. The reason? On January 1st, Oregon's "hands-free" law goes into effect.

The new law (House Bill 2377), enacted in June, prohibits the use of cell phones by drivers who are 18 or older unless they utilize a "hands-free accessory." Drivers under the age of 18 are still prohibited from using cell phones while driving, either with or without a "hands-free accessory."

The law applies to any "mobile communication device," including a "text messaging device or a wireless, two-way communication device designed to receive and transmit voice or text communication," commonly known as a cell phone.

A "hands-free accessory" is defined as an "attachment or built-in feature—whether or not permanently installed in a motor vehicle, that when used allows a person to maintain both hands on the steering wheel."

Leading ACTS Oregon

Ruth Harshfield has been the Executive Director of ACTS Oregon since August 2001. From 1995 until 2001 she was the program manager for the ACTS Oregon Child Safety Seat Resource Center.

Ruth's involvement with child passenger safety began with the development of the Clackamas County Car Seat Loan Program in the late 1980's while working for Clackamas County Social Services Division. Her work with Clackamas County included managing the information and referral, emergency housing, energy assistance and self sufficiency case management programs. Working collaboratively to spread limited resources and develop a supportive network of professionals made a challenging job worthwhile.

Click It AND Ticket, Teen Seatbelt Project

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Grant funds from the Traffic Safety Commission pay for the following: up to four \$124 debit cards per school (one for each intervention) candy and fruit given to "ticketed" students, poster and "ticket" printing costs, and project T-shirts for Leadership students

After developing the project, the Washington Traffic Safety Commission received \$25,000 in

The law contains a number of exemptions from the "hands-free accessory" requirement, including:

- A driver who is "summoning medical or other emergency help if no other person in the vehicle is capable of summoning help."
- The operator of "an ambulance or emergency vehicle."
- The driver of a vehicle who is "acting in the scope of the person's employment as a public safety officer."
- The driver of a motor vehicle acting "in the scope of the person's employment if operation of the motor vehicle is necessary for the person's job."

Violators can be stopped even if they have committed no other traffic offense, and citations will carry a base fine of \$142. The full text of the law is online at: www.leg.state.or.us/09reg/measpdf/hb2300.dir/hb2377.en.pdf.

In adopting the new law, legislators balked at a proposal to prohibit all cell phone use while driving despite growing scientific evidence that the real danger from cell use comes not from using one's hands, but from the distraction caused by the conversation itself.



Sounds just like what she is doing now!

Empowering people with education and information and seeing people making positive decisions confirmed Ruth's desire to work with others to make a difference. "Working with traffic safety advocates fits well with my background", says Ruth. Correct use of child safety seats, bicycle helmets, safety belts as well as

driving the speed limit, reducing distractions and sharing the road are all things people can do to reduce risks.

Directing a non-profit membership organization that is working to increase the network of professionals and citizens advocating for traffic safety continues to be positive. Seeing a reduction in fatalities and an increase in community awareness of traffic safety continues to be a primary goal for Ruth and ACTS Oregon.

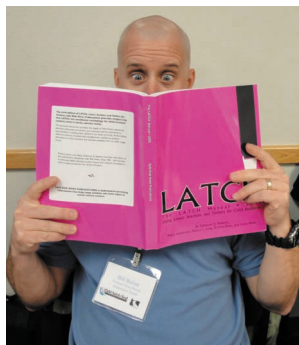
grant funds from State Farm to underwrite the costs of the project, hence media and educational materials now carry the State Farm logo and insurance agents partner with students to give away "tickets" and/or make presentations at the school on the insurance impacts of bad driving choices.

The project is called "Click it AND Ticket" to build on the state and national Click it or Ticket seat belt project brand, capitalize on the verbal connection and further the Click it or Ticket Project messaging.

Eugene Child Passenger Safety (CPS) Technician Class

The CPS Law Enforcement Instructors took a road trip to Eugene in November to teach the fourth CPS Certification training for Law Enforcement. This quick paced group worked hard to develop their skills in a short amount of time and nobody touched the helicopter!

Congratulations to Oregon's newest CPS technicians: Jessica Hull, Dave VanCleve, Steven Rogers & Dan Frye—**Beaverton Police Department**; John Risko, Randy Sewell & Chris Kilcullen—**Eugene Police Department**; Kelly Busch—**Grants Pass Police Department**; Dan Kelley & Eric Jefferson—**Keizer Police Department**; Arik Schenfeld & Bryan Holiman—**Lane County Sheriff's Office**; John Diaz & Laura Seefeldt—



Salem Police Department; Rich Rayniak—**Sherwood Police Department**; Rod Morse & David Frisendahl—**Tigard Police Department**.

Thank you to JoAnna Kamppi and Eugene Fire for hosting this class and keeping us dry. Thank you to Gregg Magnus—**Beaverton Police Department** for all your hard work behind the scenes as the Technician Assistant in preparation to become an Instructor Candidate.

Special thanks also goes to the Instructor team—Jeff Oliver—**Lake Oswego Police Department** and Bill Balzer, Bret Barnum & Brian Hunzeker—**Portland Police Bureau**. As always, you were a delight to work with and kept the Lead Instructor, Sandy Holt—**ACTS Oregon**, on her toes.



Young Drivers Research Initiative



Two new studies conducted by The Young Driver's Research Initiative (YDRI) published in Pediatrics reveal a link between teen driver crashes and the way families communicate and approach rules about safety. Researchers found teens are half as likely to crash and far less likely to drink and drive, use a cell phone, or speed if their parents set clear rules, pay attention to where they're going, who they'll be with, and when they'll be home in a supportive way. In addition, teens that reported being the main driver of a car were twice as likely to have crashed than teens that said they share a car with other family members.

These findings are part of *Driving Through the Eyes of Teens, A Closer Look*, a comprehensive report of recently published research providing evidence-based recommendations for teen driver safety practitioners and parents that may reduce teen crash risk. A set of fact sheets and a webpage have also been created to help parents enhance their skills to help teens safely navigate the first years of driving. The Children's Hospital of Philadelphia and State Farm Insurance Companies formed the Young Driver Research Initiative (YDRI) in 2005 to reduce injury and death from young driver-related crashes through scientific research and outreach. Motor vehicle crashes remain the No. 1 cause of death among teens in the U.S. Teen drivers (ages 16 to 19) have fatal crashes at four times the rate of adult drivers (ages 25 to 69). Go to www.chop.edu/youngdrivers to learn more about this research on parenting teen drivers and to download fact sheets and other resources.

New Adventures in Hubbard

After 18 years with Hubbard Police Department Sheba Wooddell has retired. Most people would be setting off for relaxation but not Sheba. She is just busting at the seams to discover her next adventure. We can't wait. Sheba has brought so much passion and dedication to the traffic safety community. She truly is inspiring.



Thank you Sheba for all your hard work; the citizens of Hubbard and all communities that you have touched are safer because of you.

Best Wishes to Kate Murphy

Since March 2006, Kate Murphy has been a valuable member of the ACTS Oregon Staff. She started out organizing us as our Administrative Assistant. Less than a year later she became the Community Traffic Safety Coordinator, helping organize others. Those who have had the opportunity to work with Kate have benefitted from her professionalism, knowledge and sense of humor.

Please join us in wishing her the best in her new pursuit as Assistant Property Manager for the Streets of Tanasbourne.

The Community Traffic Safety Program Coordinator position will be opening in January and be posted at www.actsoregon.org.





Check Up Clinics and Fitting Stations

Please check www.childsafetyseat.org under Child Passenger Safety/Calendar for current list, specific dates, locations and times.

Date	City	Location	Address	Time
01/14/10	Scappoose	Fire Station	52571 Columbia River Highway	4:00 P.M. to 6:00 P.M.
01/16/10	Milwaukie	Clackamas County Fire District #1	2930 SE Oak Grove Boulevard	10:00 A.M. to 12:00 P.M.
01/20/10	Beaverton	City Hall	4755 SW Griffith Drive Event located behind building.	9:30 A.M. to 12:30 P.M.
01/20/10	Bend	Fire Department	1212 SW Simpson	10:00 A.M. to 1:00 P.M.
01/20/10	Corvallis	Fire Department	400 NW Harrison Street	8:00 A.M. to 11:30 A.M.
01/21/10	Redmond	Fire Department*	341 Dogwood Avenue *By Appointment call Terri 541-504-5000	4:00 P.M. to 6:00 P.M.
02/04/10	Redmond	Fire Department	341 Dogwood Avenue	10:00 A.M. to 1:00 P.M.
02/06/10	Lake Oswego	Fire Department	300 B Street	10:00 A.M. to 1:30 P.M.
02/10/10	McMinnville	Fire Department*	175 NE 1st Street *By Appointment call Jeff 503-435-5803	12:00 P.M. to 1:30 P.M.
02/11/10	St. Helen	Police Department	150 S 13th Street	4:00 P.M. to 6:00 P.M.

Save the Date!

The 2010 Oregon Transportation Safety Conference will be held at the Salem Conference Center, 201 Liberty Street South on October 12-14, 2010. Lodging is reserved at the Grand Hotel.

This year the ODOT 2010 Grantee Workshop will be on Monday October 11th. The conference will begin Tuesday October 12th at 8:30 A.M.

Interested in presenting or want to recommend a topic or a presenter? Email your ideas to safety@actsoregon.org or call 800-772-1315, 503-643-5620.

Keep an eye on the conference section of the ACTS Oregon website for current conference details, schedules, registration, and directions: www.actsoregon.org/conference.html.

Mark your calendars now!

Input sought on Transportation Safety Action Plan

Plan to share your thoughts and ideas with ODOT—Transportation Safety Division. All meetings are from 8:30 A.M.–12:30 P.M.

- 01/08/10 Lane County Public Works 3040 N Delta Highway, Eugene
- 01/12/10 Legacy Emanuel—Lorenzen Center 2801 N Gantenbein, Portland
- 01/21/10 Clackamas County Red Soils Complex 150 Beaver Creek Road, Oregon City

For more information including additional meetings visit www.oregon.gov/ODOT/TS?tsap.shtml.

Happy New Year Best Wishes for Safe Travel

From the ACTS Oregon Board and Staff