

ACTS Oregon Traffic Safety Connection



Oct./Nov. 2008

Connecting Oregon's Community Traffic Safety Advocates

Volume 7, Number 1



2008 Oregon Transportation Safety Conference

Enriching Our Communities With Tradition and Technology

Sign Up for Membership NOW!

The new federal fiscal year has begun. Along with the completion of projects, reports, and claims is the renewal or beginning of ACTS Oregon's membership year. This is your opportunity to support an organization that supports you. If you're wondering what we do to support you just ask yourself—Do you drive a motor vehicle? Do you have children that commute to school? Are there roads, sidewalks, bike lanes, and people who use them in your community? Just on a hunch you probably said yes to at least that last one. In that case ACTS Oregon supports you by making all these community traffic entities safer. To learn more about some of our activities from last year please view our annual report located at www.actsoregon.org/indexACTS.html.



This year's conference was a great success. The Seven Feathers Conference Center worked wonderfully for all the workshops, meals, and exhibitors. There were a variety of workshops that catered to many different areas of safety. The luncheon speakers were informative and engaging. The awards luncheon was well attended with over 230 people to honor 35 award winners. In addition the exhibitors had great locations for attendees to interact with them between workshops.

Workshop Highlight

During the very first session of the conference the workshops hit the ground running. ACTS Oregon's Community Traffic Safety Program Coordinator—Kate Murphy organized the session entitled "How'd they do it? Successful Youth Focused Mini-Grant Projects." This session highlighted a few groups from the eastern side of the state who utilized Building Safer Communities and Bicycle Safety Mini-Grants and had great success.

The first to present was Angela Livas from Ontario. Mini-grant funds supported her time to coordinate the Malheur County Kids Fair. The Kids Fair saw close to 2,000 people and incorporated many facets of traffic safety. One of the grant requirements was that Angela seek out alternative sources of financial support to ensure that the program would be sustained after the project period. Angela being the "Go Getter" that she is developed a sponsorship program. Local businesses contributed funds to support the fair. In return a banner was made for their business and hung at the fair entrance. In her presentation Angela covered this topic and much more.

The next to present was Dave Stievfater also from Ontario. Dave was representing the Malheur County Traffic Safety Commission. They applied for a Bicyclist Safety Mini-Grant to purchase bike helmets for the bike rodeo they coordinated at the Kids Fair. The bike rodeo was a huge success. Dave and his volunteers properly fitted and distributed nearly 400 helmets in a matter of hours. In addition to a helmet each child sat through a bike safety orientation before they rode through the course. During the presentation Dave reviewed how to organize logistics for this high volume event.

The last group to present in this workshop was Kerryann Woomer and Debi Hueckman. They are members of the Grant County Safe Communities Coalition. They have had some incredibly successful programs. The mini grant funds that they have received for the coalition went toward Car Talk—a youth driven radio program, Friday Academy—bike safety activities, and DMV new teen driver packets. Kerryann and Debi discussed ways to keep your programs ever-changing with the needs of the community.

Luncheon Speakers

This year's luncheon speakers were wonderful. They highlighted the positive efforts of conference attendees and shared new information. The speakers included Sue Schaffer—Chairman Cow Creek Band of Umpqua Indians for the opening luncheon and Brad Russell—YMCA for the closing luncheon. Sue spoke about the different areas of traffic safety that Native Americans have been focused on, and the overall impact this group of people has had on issues in Oregon.

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Featured Board Member:

Larry Christianson • ACTS Oregon Board • Member since 2004

Larry's involvement in traffic safety goes way back to the summer of 1988 when then Oregon Department of Transportation (ODOT) Director Bob Bothman asked him to develop a work zone safety campaign. Two fatal work zone crashes had happened one week apart on Oregon highways and Director Bothman wanted the driving public to be aware of the dangers to workers and to themselves if care was not taken in driving through these areas. The Oregon "Give 'Em A Brake" public service campaign was launched in 1989 and in 2009 will celebrate 20 years of educating drivers how to safely navigate through Oregon work zones.

When the Traffic Safety Commission, housed in the Governor's cabinet, was moved into ODOT in 1991, Larry was assigned to the new Division as Roadway Safety Program Manager where he served until July 2003. "Working in the ODOT Transportation Safety Division gave me an opportunity not many get in their job—to make a difference in saving lives and preventing injuries in traffic crashes," Larry says of his time there. Areas he developed and managed during his career with the Transportation Safety Division included work zone safety education, work zone enforcement and the safety corridor program.

Since 2003, Larry has ventured farther afield in transportation safety, spending a year and a half at the helm of Oregon Operation Lifesaver a rail safety education program. He is also involved in training rural transit workers in defensive driving, safe passenger transport, serving on panels, and doing federal research projects for the National Cooperative Highway Research Program (NCHRP). "When people say they thought I retired, I tell them this is not retirement—just a new adventure in traffic safety!"

As far as his involvement with ACTS Oregon, he attended many of the meetings led by Helen Liere in the early 90s. He accepted a nomination to the Board in 2004. He has served as Chair of the Marketing Committee for the past two years. Goals he is working on for that committee include further development of the ACTS Oregon website; increasing membership; and find ways to give ACTS Oregon members more benefits for their participation.

2008 Oregon Transportation Safety Conference



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Brad Russell spoke about excuses beyond time and money. He talked about ways to stay motivated and positive during challenging times. If one looks at the big picture and all its' opportunities there is surely some way to contribute to success. Brad closed the conference with light heartedness, and energy. We truly appreciate his contribution.

Exhibitors

There were 4 exhibitors and 6 community displays. These included: Advanced Traffic Products, Animated Traffic Law, Evergreen Safety Council, National Traffic Safety Institute, ACTS Oregon Child Safety Seat Resource Center, ACTS Oregon Membership, Clackamas County Traffic Safety Commission, Jackson County Sheriff's Office—Traffic Program, Legacy Health System Car Seat Recycling Program, ODOT—Transportation Safety Division—Safe Communities, Work Zone and Motorcycle Safety, SAFE KIDS Oregon, SAFE KIDS Portland Metro, and Safe Ride News Public.



Traffic Safety Facts 2007 Data

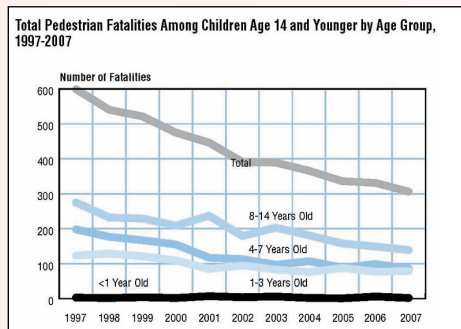
Alcohol-Impaired Driving Crashes and Children

In 2007, nationally a total of 1,670 children age 14 and younger were killed in motor vehicle traffic crashes. Of those 1,670 fatalities, 245 (15%) occurred in alcohol-impaired driving crashes. Out of those 245 deaths, more than 130 were occupants of a vehicle with a driver who had a blood alcohol concentration (BAC) level of .08 or higher. Another 29 children age 14 and younger who were killed in traffic crashes in 2007 were pedestrians or pedalcyclists who were struck by drivers with a BAC of .08 or higher.

Pedestrians

There were a total of 4,654 pedestrian fatalities in 2007, in which the 14 and younger age group accounted for 306 (7%) of those fatalities. Almost one-fifth (18%) of the traffic fatalities in the 14-and-younger

age group were pedestrians. In 1997, there were 599 pedestrian fatalities in the 14-and-younger age group. From 1997 to 2007, the number of pedestrian fatalities in this age group decreased by 49%, with the 4-to-7-year-old age group showing the largest decrease (57%). Of the total 306 pedestrian fatalities among children age 14 and younger in 2007, 187 (61%) of those killed were males. In 2007, an estimated 70,000 pedestrians were injured, 14,000 of those injured were age 14 and younger, and males accounted for 54% (8,000) of those 14,000 injured.



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It's Better at the Beach!

Cannon Beach hosted it's first CEU work shop on September 16th followed by a Child Passenger Safety (CPS) Technician Course September 17th–20th. Thank you, Cleve Rooper and Cannon Beach Rural Fire Protection District for being such a wonderful host. Thank you Tara Constantine—**Astoria Fire Department** for making this all possible.

Students include: Jeff Pierson—**Boring Fire Department**, Susan Brown—**Child Welfare and Human Services, Astoria**, Liz Dally—**Hawthorne Auto Clinic Portland**, Lorna Brandt & Joshua Zundel—**Seaside Police Department**, Sandy Yeaman—**Clackamas County Transportation Reaching People**, Matthew Carter—**United States Coast Guard Auxiliary**, Brandon Williams—**Warrenton Fire Department**.

Congratulations also go out to Kristi Dirks—**Electronics Assemblers, Inc.** and Scott Downing—**Jackson County Fire District #3** for completing their instructor candidacy at this class. Oregon's instructor team is privileged to have you on board! Doris Girt—**Vancouver Police Department**, Jeff Oliver—**Lake Oswego Police Department** and Sandy Holt—**ACTS Oregon** completed the instructor team. As always, you were a pleasure to work with.



CPS Technician Class for Law Enforcement

To no surprise the students in this class were acutely inquisitive and thorough. Thirteen new Child Passenger Safety Technicians received certification. The course was held October 7th–9th. With every class a check up event is held in coordination allowing newly certified technicians to break in their skills. The check up event held with this class was unique in that a bounty program was incorporated.

The Child Safety Seat Resource Center partnered with local food pantries, elementary schools, and day care centers to promote this car seat distribution event. Seats were available for a donation of five dollars or in exchange for bringing an expired child safety seat to be recycled. This was a great opportunity for law enforcement to have positive interaction with families who are low income. Thank you to all who participated.

The newly certified Child Passenger Safety Technicians include: Brett Ethington—**Canby Police Department**, Tim West—**Coos Bay Police**



Department, Shawn Parsons—**Hood River Police Department**, Aaron Codino—**King City Police Department**, Jeff Norton and David Silano—**Lane County Sheriff's Office**, Josh Rains—**Mt. Angel Police Department**, Jessie Volker—**Multnomah**

County Sheriff's Office, Peggy Bishop—**Oregon State Police Salem**, John Fink—**Port Orford Police Department**, George Hicks—**Tigard Police Department**, and Johnny Cage—**Washington County Sheriff's Office**.

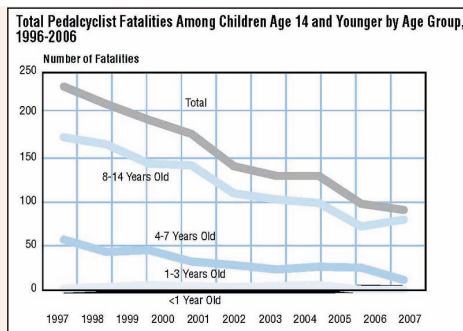
Many thanks also go out to the instructor team: Instructor Candidate—Brian Hunzeker—**Portland Police Bureau** and Instructors Sandy Holt—**ACTS Oregon**, Jeff Oliver—**Lake Oswego Police Department**, and Bill Balzer—**Portland Police Bureau**, and Grant Johnstone—**Tualatin Police Department**. Thank you all for your team effort!

Traffic Safety Facts 2007 Data

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During 2007, the highest percentage of fatalities among young pedestrians occurred between 4:00 P.M. and 7:59 P.M. (39%). The second highest percentage of fatalities among young pedestrians were between the hours of noon and 3:59 P.M. (22%), which is a 2% increase from 2006 during those same hours. Between the hours of 8:00 P.M. and 11:59 P.M. the 14-and-younger age group accounted for 20% of the pedestrian fatalities as compared to 2006 which was higher during this same time at 24%.

Eighty percent of the pedestrian fatalities among the 14-and-younger age group occurred at non-intersection locations, which is a slight increase from 2006 (77%).



Pedalcyclists

A total of 698 pedalcyclists were killed in motor vehicle crashes in 2007. The 14-and-younger age group accounted for 13% (91) of those fatalities, and males accounted for 80% (73) of the fatalities among pedalcyclists age 14 and younger. The 91 pedalcyclist fatalities in 2007 for the 14-and-younger age group represent a decrease of 61% from the 232 killed in 1997. In 2007, an estimated 43,000 pedalcyclists were injured in motor vehicle traffic crashes. Twenty-four percent (or an estimated 10,000) of the pedalcyclists who were injured were age 14 or younger.

Restraint Use and Their Effectiveness

Research has shown that lap/shoulder seat belts, when used, reduce the risk of fatal injury to front seat occupants (age 5 and older) of passenger cars by 45% and the risk of moderate-to-critical injury by 50%. For light-truck occupants, seat belts reduce the risk of fatal injury by 60% and the risk of moderate-to-critical injury by 65%. During 2007, 6,532 passenger vehicle occupants age 14 and younger were involved in fatal crashes. For those children where restraint use was known, 25% were unrestrained; among those who were fatally injured, 45% were unrestrained.

This information was collected from: www.nhtsa.gov.

Current Oregon data is available at: www.oregon.gov/ODOT/TD/TDATA/car/CAR_Publications.shtml.



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
11/15/08	Beaverton	City Hall	4755 SW Griffith Drive	9:00 A.M. to 12:00 P.M.
11/15/08	Milwaukie	Clackamas Fire District 1	2930 SE Oak Grove Boulevard	10:00 A.M. to 12:00 P.M.
11/15/08	Dallas	Fire Department	915 Shelton	11:00 A.M. to 3:00 P.M.
11/19/08	Corvallis	Fire Department	400 NW Harrison Street	8:00 A.M. to 11:30 A.M.
11/19/08	Bend	Fire Department	1212 SW Simpson	10:00 A.M. to 1:00 P.M.
11/19/08	McMinnville	Fire Department	Please Call: 503-435-5800	
11/19/08	Hillsboro	Sunset DEQ	5130 NW Five Oaks Drive	4:30 P.M. to 7:00 P.M.
11/20/08	La Grande	Fire Department	1806 Cove Avenue	9:00 A.M. to 12:00 P.M.
11/22/08	Portland	Fire Department	2915 SE 13th PL.	10:00 A.M. to 1:00 P.M.
12/03/08	McMinnville	Fire Department	Please Call: 503-435-5800	
12/04/08	La Grande	Fire Department	1806 Cove Avenue	9:00 A.M. to 12:00 P.M.
12/04/08	Redmond	Fire Department	341 Dogwood Avenue	10:00 A.M. to 1:00 P.M.
12/04/08	Gladstone	Camp Fire USA Mt. Hood Council	Please Call: 503-655-8601	
12/11/08	La Grande	Fire Department	1806 Cove Avenue	9:00 A.M. to 12:00 P.M.
12/11/08	Ontario	Fire Department	444 NW 4th Street	3:00 P.M. to 6:00 P.M.

Building Safer Communities and Bicycle Safety Mini-Grants

An outstanding number of applications have been received for both Building Safer Communities and Bicycle Safety Mini-Grant programs. Our hope is to have the applications through the review committees in the next couple of weeks and notify grant recipients. Thank you to all who put the time and effort into submitting an application. All the projects look exciting and we can't wait to be involved. If you have any questions please feel free to contact Kate Murphy at 503-643-5620, 800-772-1315 or katem@actsoregon.org. Thank you.

Traffic Safety Training Opportunity

Challenges, Strategies & Obligations of Law Enforcement Agencies for the 21st Century

Date: December 5, 2008

Location: McMinnville Police Department

Time: 9:00 A.M. to 4:00 P.M.

This 4–6 hour workshop is designed for the entire patrol division of law enforcement agencies. The workshop focuses mainly on the types, causes and costs of traffic crashes, the importance of the 3E's (engineering, enforcement, and education) of highway safety, and the value of proactive traffic enforcement and looking beyond the traffic ticket in criminal apprehension. Overall, the workshop will answer many of the questions law enforcement personnel may have and improve traffic services as we enter the 21st Century.