

2003 Events Put the Brakes on Fatalities

Alabama

Alabama's DOT is helping to promote Put the Brakes on Fatalities Day® with a message on variable message signs throughout the state on October 10th. Media activities include a news release, op-ed pieces in local state newspapers, distributing the video PSA and distributing the posters!

Arkansas



Governor Mike Huckabee from Arkansas signed a proclamation declaring October 10, 2003 Put the Brakes on Fatalities Day®!

To promote "Put the Brakes on Fatalities Day®" on October 10, 2003 the Arkansas State Highway and Transportation Department (AHTD) distributed a press release to statewide newspaper, TV and radio media as a joint advocacy effort with the Arkansas State Police (ASP). With a record number of Interstate miles under simultaneous construction across the state, press release information and quotes from AHTD Director, Dan Flowers, emphasizing the different characteristics and driving strategies needed in both rural and urban work zones. Colonel Don Melton, ASP Director, emphasizes the importance of safety belt usage and reminds Arkansans of state law requiring children under six or 60 pounds to be restrained in child safety seats. AHTD Public Affairs representatives assisted media with interviews and stories in an effort to raise awareness toward accomplishing zero roadway fatalities in Arkansas on October 10th. The press release can be accessed at the following [link](#).

California

The Board of Supervisors of Mendocino County has issued a proclamation declaring October 10, 2003 as Put the Brakes on Fatalities Day®.

In a further effort to improve highway safety, the Mendocino County Department of Transportation is putting on a Safety Congress on October 10th and hopes to attract 50

individuals at their initial meeting.

Traffic Safety Congress presentations will provide an overview of highway safety programs and initiatives conducted by the Federal Highway Administration, Caltrans and the county.

Following the presentations, a roundtable discussion will be conducted with participation by representative from the county, City of Ukiah, the California Highway Patrol, Caltrans and the Ukiah Unified School District. A designated representative will be chosen to target the four high schools in Mendocino County and promote the safe driving message. The DOT hopes this will be an ongoing program!

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Colorado

Colorado Governor Bill Owens has signed a proclamation declaring October 10th Put the Brakes on Fatalities Day®.

Florida

The Florida Professional Engineers in Government (FPEG) and Florida's Community Traffic Safety Team (CTST) are teaming up to save lives by sharing the Put the Brakes on Fatalities Day® message with 59 of CTST's local offices, which represent 54 of Florida's 67 counties.

Proclamations have been received from the cities of Altamonte Springs, Maitland and Palm Beach County. The City of Maitland's proclamation was also used to encourage support of Orange County's 20/20 Mobility Transportation Initiative.

In addition, a proclamation declaring October 10, 2003, Put the Brakes on Fatalities Day® in Florida is expected to be signed from Governor Jeb Bush.

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Georgia

The State of Georgia is participating in Put the Brakes on Fatalities Day® by hosting an event to be held at the state capital on October 10th. GDOT will hold a press conference to kick off the event. Several partners, including the Governor's Office of Highway Safety, AAA, and Mother's Against Drunk Driving will set up tables at the event and promote various safety messages.

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Hawaii



The Hawaii Society of Professional Engineers - Maui Chapter has been hard at work promoting Put the Brakes on Fatalities Day®. Officers attended the signing of a city proclamation declaring October 10, 2003, Put the Brakes on Fatalities Day® in Maui!

Seated is Jack Kulp, Managing Director for Mayor Alan Arakawa, Standing L to R is Kyle Ginoza, Director of Transportation; Wendy Kobashigawa, Secretary; Brooks Aoki, President; Carlos Rivera, Vice President; and Ty Fukuroku, Treasurer.

In addition, a press release will be sent to The Maui News in the hopes of getting October 10th promoted!

Kansas

In 2003, Kansans joined more than half the states on October 10 for Put the Brakes on Fatalities Day® by calling attention to the national tragedy of the 42,815 fatalities that occurred in calendar year 2002. Statewide and regional events took place in different locations across Kansas to raise awareness and reduce traffic fatalities.

The Kansas statewide event was kicked off at Kansas Speedway in Kansas City, Kansas, on October 6. Deb Miller, Kansas Secretary of Transportation, was the keynote speaker. Sally Moore, morning news anchor for the NBC Action News, was the emcee who also introduced speakers Jennifer Jo Cobb, NASCAR and ARCA Re/Max Series Driver; Col. William Seck, Kansas Highway Patrol; and Beth Haislet, wife of Jack Haislet who was killed by a drunk driver. Statewide Put the Brakes on Fatalities® poster coloring contest winners were presented a certificate and a grand prize of a family package at the Great Wolf Lodge resort.

Students from Bonner Springs High School and the other approximately 100 people in attendance at Kansas Speedway were able to see safety demonstrations featuring the Kansas Highway Patrol's roll-over display, the Kansas Motor Carriers Association No Zone semi, the Safe Kids Van, the Federal Motor Carriers Safety Administration trailer, the Johnson County Infrastructure and Transportation Department, the Yellow Freight Buckle Up Trailer, and several safety booths.

On Friday, October 10, six regional Put the Brakes on Fatalities Day® events took place at Wal-

Marts in Topeka, Salina, Hays, Chanute, Wichita, and Garden City. KDOT public involvement liaisons arranged these events. Attendees were able to see the Kansas Highway Patrol's roll-over display and the Kansas Motor Carriers No Zone semi as well as participate in a safety seat check lane demonstration. This format provided the opportunity for participants to experience how critical it is to always be alert, wear safety belts, use child safety restraints, and follow the speed limit.



From the 644 entries received across Kansas, 18 kids won new bicycles and helmets for being chosen as regional winners in the Put the Brakes on Fatalities Day® poster contest. The contest helps make people of all ages aware of the need to reduce fatalities on our nation's highways.

One entry in each region was selected from each of the three age groups: ages 1-4, ages 5-9 and ages 10-14. The kids received a bicycle donated by Wal-Mart and a helmet donated by Kansas SAFE KIDS Coalition. The winners were: Northeast Kansas: Lily Anna Widener, Kansas City; Conner Wilk, Overland Park; and Briana Caspers, Topeka, North central Kansas: Jobe A. Fowles, Soloman; Cori Mines, McPherson; and Marissa Jager, Salina, Northwest Kansas: Braden Juenemann, Phillipsburg; Riley Juenemann, Phillipsburg; and Adam Bowman, Phillipsburg, Southeast Kansas: Camrie Wagner, Lebo; Britnie Danielle Wright, Osawatomie; and Jason Wright (also statewide winner), Garnett, South central Kansas: Emily Hrencher (also statewide winner), Medicine Lodge; Jordan Schaller (also statewide winner), Nashville; and Samuel J. Small, Hutchinson, Southwest Kansas: Kyle P. Gragg, Liberal; Haley Rae Sosa, Hugoton; and Marisa Love, Montezuma.

On September 29, 2003, Governor Kathleen Sebelius signed a statewide proclamation naming October 10 as Put the Brakes on Fatalities Day® in Kansas. Attending the signing ceremony were representatives from the Kansas Department of Transportation, Kansas Highway Patrol, Kansas Turnpike Authority, Federal Highway Administration, Federal Motor Carriers Safety Administration, and the Kansas Society of Professional Engineers.

Several local governments signed proclamations including the City of Lawrence, Kansas. Both the Kansas Turnpike Authority and the Kansas Highway Patrol handed out brochures to people throughout the week.

Participating sponsors included: AAA of Kansas, Federal Highway Administration, Federal Motor Carriers Safety Administration, Great Wolf Lodge, Kansas Contractors Association, Kansas Department of Transportation, KDOT Seatbelt Office, Kansas Highway Patrol, Kansas Motor Carriers Association, Kansas Safe Kids Coalition, Kansas Speedway, Kansas Society of

Professional Engineers, Kansas Turnpike Authority, National Highway Traffic Safety Administration, Operation Lifesaver, and Wal-Mart.

Kentucky

Most of Kentucky's Area Development Districts are hosting events and strenuously promoting Put the Brakes on Fatalities Day®:

The Barren River Area Development District's Safety Committee is coordinating a comprehensive media and public outreach campaign to promote Put the Brakes on Fatalities Day® for Friday, October 10th. A PSA for television is scheduled to air on WBKO Ch 13 in Bowling Green and a locally produced radio spot is scheduled to air on four radio stations in south central Kentucky. Opinion editorials have been written and have been submitted to two local daily newspapers. They are encouraging other safety leaders and civic leaders in the area to write op-eds for their weekly newspapers as well. Campaign posters from the National Society of Professional Engineers are posted at highly visible locations including courthouses, libraries, parks & recreation centers and schools in the development district's 10 county area.

Buffalo Trace area is currently airing spots on local radio stations as well as placing announcements in newspapers. Posters have been distributed to schools, circuit clerks offices (licenses rooms), and other public places.

Fivco is working in conjunction King's Daughters Medical Center on October 10th for the Put the Brakes on Fatalities Day event. They will have a booth showing vital information and statistics pertaining to awareness, safety, and prevention. Also, KDMC will be performing child safety seat checks. All this will be done between the hours of 1-5PM at Wal-Mart Supercenter in Cannonsburg (Boyd County).

KIPDA has mailed Put the Brakes on Fatalities Day® posters to all high schools and libraries in the region with a cover letter and statistics. Distribution of posters to the regional representative of AARP for use in their locations. An event will be held at Sam's Club on October 7th with the Drive Smart Rollover Simulator from noon to 4PM. October is Safety Month at Sam's, so it's the perfect tie-in. Local media will be invited to attend the demonstrations. They are also exploring PSA announcements with the Clear Channel KYTC contract or another way if that doesn't work.

Lincoln Trail is doing a region-wide media campaign for Put the Brakes on Fatalities Day®. Steve Pavey with KSP has recorded a PSA for us. It will run through October 10th. The office will send out an Op/Ed article to all newspapers in the region and hang up posters at various locations around the region.

Lake Cumberland provided news releases/PSAs to all local newspapers and radio stations. Also provided posters for display in local Police Departments and Public Building in the 10 county area.

The Green River Area Development District promoted Put the Brakes on Fatalities Day® via several venues. A Spanish display was placed at the Latino Health, Education & Safety Festival in Owensboro, KY that attracted over 200 people from over area seven counties. In addition, a display will be placed at the October 8, 2003 GRADD "Senior Day at the Mall" at which over 700 senior citizens from our seven county area development district are expected to attend. Posters in Spanish and English were placed in the GRADD counties as well as press releases to all area media. The Daviess County Fiscal Court proclaimed October 10, 2003 as "Put the Brakes on Fatalities Day®" in Daviess County at its October 1, 2003 meeting.

The Gateway ADD Regional Highway Safety Committee is participating in Put the Brakes on

Fatalities Day®. PSA's recorded by local and state law enforcement as well as local Judge/Executives and Mayors will start airing on local radio stations this week. Local newspapers have interviewed committee members and articles will be published in local newspapers this week and early next week. Area high schools have displayed posters and are having students make daily announcements via the school PA system. Posters have been displayed in local government buildings and local governments have passed proclamations as well.

Kentucky River didn't plan a large campaign locally, but did their best to increase awareness. In September, KRADD sent information packets to all High School Principals and County Judge Executives in the 8 county KRADD region. The packets included a letter explaining the campaign, a poster and a proclamation for the Judges to consider. All were asked to display the posters in schools and public buildings and to encourage students and citizens to Drive Safer! They also prepared a media packet for WYMT TV. The packet included a 10 second PSA as well as a 30 second script PSA. The Promotional "Drive as If Your Life Depends On It" poster was also included and will be kyroned on the TV. The station will promote the campaign Put the Brakes on Fatalities Day®, Thursday and Friday of this week.

Northern Kentucky ADD is organizing a booth at NKU to raise awareness of Put the Brakes on Fatalities Day®. The booth is going to be set up near the student union to maximize student involvement. Kentucky Drive Smart is providing a rollover simulator. Kentucky Crime Prevention is supplying drunk driver glasses. Kentucky State Trooper Tom Lilley will be in attendance to administer field sobriety test and answer general questions. Literature is going to be available on Safe Driving techniques.

Finally, the Madison County Safety Coalition is Sponsoring a Child Passenger Safety Technicians Course this week. On October 10th, we will be conducting a CPS check point in Richmond, Kentucky. We have partnered with Drive Smart of Kentucky. We have also partnered with the Richmond Mall and WalMart.

Louisiana

Louisiana is declaring the WHOLE month of October, Put the Brakes on Fatalities month. The state is conducting a major statewide Traffic Safety Summit October 16th with the Brakes theme and over 200 registrants have signed up to attend!

Louisiana created their own Put the Brakes on Fatalities Day® brochure with pertinent statewide traffic statistics for 2002. The brochure will be handed out to attendees of the conference and the Louisiana State Police, the Louisiana Highway Safety Commission, the Louisiana DOT and the Louisiana Federal Highway Administration offices will be distributing these brochures around the state!

In addition, Governor M.J. "Mike" Foster, Jr. signed a proclamation declaring Friday, October 10, 2003 Put the Brakes on Fatalities Day®!

Mississippi

The Mississippi DOT will host a news conference at a work zone in the Jackson metro area. Speakers will include the Jackson police chief and the transportation commissioner. 'Rover', a rollover simulator will be demonstrated.

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Missouri



The Federal Highway Administration has planned two events in Springfield and St. Louis to promote Put the Brakes on Fatalities Day®. On October 9, 2003 from 10AM - 2PM, FHWA and the Missouri Highway Patrol will have a tent at WalMart in Kirkwood, a suburb of St. Louis with refreshments, safety brochures, a rollover demonstration and a tractor trailer which demonstrates blind spots on trucks.

On October 18, 2003, the rollover demonstrator and tractor-trailer will be at Springfield's Battlefield Mall in connection with a previously planned safety initiative. To creatively promote these two events, placemats are being circulated to restaurants around St. Louis and Springfield!

The Missouri Society of Professional Engineers Ozark Chapter will have a press conference on October 8, 2003 promoting Put the Brakes on Fatalities Day® in conjunction with the Traffic Safety Alliance who is publicizing "Walk this Way" Day. Both messages will be prominently featured. In addition, the Ozark Chapter has secured poster space on the exterior of three city

buses and five bus benches! The photo above, shows Springfield Mayor Tom Carlson signing a proclamation declaring October 10, 2003 Put the Brakes on Fatalities Day®!

Nebraska

Nebraska is planning a press conference for Put the Brakes on Fatalities Day®. The October 10th press conference in Norfolk, Nebraska will feature Governor Mike Johanns. It will incorporate the award of approximately \$100,000 of equipment to law enforcement by the Nebraska Office of Highway Safety. The equipment includes 1 police package cruiser and 6 speed monitoring trailers.

Ohio



On October 7th, Ohio Society of Professional Engineers President Al Fullenkamp, P.E., P.S., hosted a very successful press conference for Put the Brakes on Fatalities Day®.

Media in attendance included: WCMH-TV Ch. 4 (Columbus' NBC-affiliate), WSYX-TV Ch. 6 (ABC-affiliate), Ohio News Network-TV (statewide), WTVN (AM) 610 (news radio), WCBE (FM)

90.5 (information format; affiliated with NPR), and The Columbus Dispatch. In addition, Ohio News Network-TV shares footage with WBNS-TV Ch. 10 (CBS-affiliate).

OSPE had 31 Ohio-based partners, most of whom were in attendance at the press conference.

Press conference speakers included: a teenage crash survivor Kristen Cron and her mother Cinda; State Transportation Director Gordon Proctor; Children's Hospital's Director of Injury Research and Policy, Dr. Gary Smith, MD, DrPH; and state Public Safety Director Kenneth Morckel.

Examples of booster seats, a mounted "Brakes on Fatalities" poster up, and an enlarged photo of the car that Kristen Cron was pulled from using the Jaws of Life were on display.

AAA Ohio Auto Club brought their "Brake Reaction Timer" to the press conference. Using an electronic device, the AAA rep. was able to test each persons ability to brake quickly in an emergency situation.

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Eight Speedway-Super America stores in the Lancaster/Logan, OH, area will promote Put the Brakes on Fatalities Day® on October 10th by handing out Put the Brakes on Fatalities Day® posters at their stores! In addition, a coupon will be run in the Eagle Gazette and the Logan Daily News for \$2 free gas with a minimum 8 gallon fill-up. Stores will be able to accept the coupons from 10/10/03 through 11/30/03.

The City of Upper Arlington, OH, along with a local Sunoco Gas is sponsoring it's second annual free coffee break on October 10, 2003.

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Oklahoma

Oklahoma has multi-agency support for the 2003 day. Co-sponsors are the Oklahoma Society of Professional Engineers, Oklahoma Traffic Engineering Association, AAA Oklahoma, Oklahoma Highway Users Federation and the Oklahoma Department of Education.

Oklahoma Governor Brad Henry and the Mayors of Oklahoma City, Tulsa, Norman, Edmond, Bartlesville, Kingfisher and many other cities are planning to sign a proclamation declaring October 10, 2003 Put the Brakes on Fatalities Day®!

A press conference has been scheduled at the state capitol on October 10, 2003 where each of the organizations will speak.

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Oregon

The Lane County Public Works department in Eugene, Oregon will be presenting a resolution to their Board of Commissioners on October 1st!

Pennsylvania

Pennsylvania Department of Transportation has many district events planned for the state on Put the Brakes on Fatalities Day® including:

District 3 is planning a used child safety seat collection/bounty and safety packet distribution project in cooperation with the Comprehensive Highway Safety Program and their Driver Safety Task Force.

District 5 is planning a press event with partners TEAM DUI and Buckle Up PA at 11AM October 10th at the District Office.

District 6 gave out Put the Brakes on Fatalities Day® posters at public events during the last couple of weeks. They have also created a press release they will distribute to local media.

District 8 is hosting a press conference at Hershey Medical Center on October 9th at 11:15AM at the helipad outside the ER. A Life Lion helicopter will be parked there, along with a PA State Police cruiser. Next to the podium will be a trooper, a firefighter, an EMT, a doctor and a Life Lion Pilot, all in uniform. Standing in front of them will be little kids wearing adult-sized uniforms. The theme will be, "we all have dreams for our kids, visions for our futures, but if we don't put a Brake on Fatalities, that might not happen." Fritz Schreffler, Safety Press Officer, will speak about the safety programs PENNDOT has and is doing to improve safety; Dr. Cherry from Hershey Medical Center will speak on the traumas seen at the hospital; Sue Rzucidlo, the Pediatric Trauma Nurse Coordinator and coordinator of Dauphin County SAFE KIDS will talk about car/booster seats; and the PA State Police will talk about enforcement initiatives. After the press conference, the Hershey Medical Center is going to make a trauma room available if any of the media are interested. Because of the time of the press event, they are hoping the media will do live interviews on the noon news.

District 10 is working with local school districts and will select 5 children also to pose for a picture dressed up in adult uniforms. One will be a State Trooper, PENNDOT worker, Emergency Room Doctor and a lawyer. The theme is that, "these young people have dreams of growing up and living the American Dream. If we don't stop needless traffic fatalities... their dreams may never come true."

District 11 has about 150 individuals involved in their event. The event will be held at the BeaveRun MotorSports Complex in Wampum, PA. A mock crash will be performed by the Geneva College Theatre Department, Medic Rescue, Center Township Police, and the Chippewa Police Department. Activities include a Survival 101 presentation on seat belts; DUI demonstrations including the chance to operate the Fatal Vision goggles and standard field sobriety training using volunteer adult drinkers in a controlled situation; and participants will be able to test their driving skills with simulations for skid control on the Vehicle Dynamics Area and Skid Pad.

South Carolina

Governor Mark Sanford signed a proclamation declaring October 10, 2003 Put the Brakes on Fatalities Day®!

The South Carolina Department of Transportation drafted news release which will be sent to various media outlets. In addition, scripts including fact sheets with South Carolina statistics will be distributed to all South Carolina radio stations in the hopes DJs will read the script on air.

Vorhees College in South Carolina will be providing information regarding Put the Brakes on Fatalities Day® to their student population.

Finally, driver education teachers at Dorman High School, one of South Carolina's largest public high schools, is providing information to students about October 10th. Dorman is located in Spartanburg County in upstate South Carolina. Fatalities numbers in Spartanburg County are among the highest in the state.

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Tennessee

Tennessee Governor Phil Bredesen proclaimed October 10th Put the Brakes on Fatalities Day®! The Governor's Highway Safety Office will be handing out stickers and posters to children who come to the Adventure Science Center in Nashville on Friday!

Texas

The Texas Society of Professional Engineers is hosting a press conference with the City of San Antonio City Council on October 9, 2003. San Antonio Mayor Ed Garza will recognize October 10th as Put the Brakes on Fatalities Day® and speakers from the Texas Transportation Institute, Toyota and the San Antonio Chief of Police will promote traffic safety.

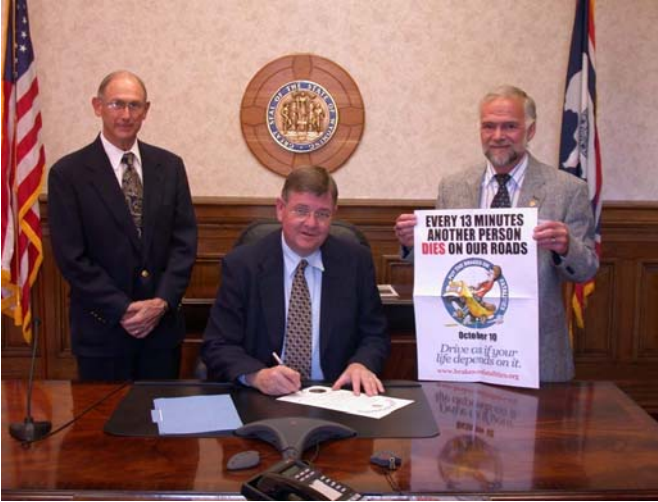
In addition, Governor Rick Perry signed a proclamation declaring October 10, 2003 Put the Brakes on Fatalities Day® in the state of Texas!

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Wisconsin

Wisconsin DOT Secretary Busalacchi, along with representatives from the State Patrol, University of Wisconsin Hospital, AAA, and FHWA will make presentations to the media at UW Hospital on Thursday October 9th, to announce and promote Put the Brakes on Fatalities Day®. A press release will be distributed throughout the state by the Wisconsin DOT. The media event at UW Hospital will take place on the landing pad used by the Flight for Life helicopter. Featured will be the helicopter along with a large poster calendar showing the days so far in 2003 that Wisconsin has achieved zero fatalities.

Wyoming



Wyoming Governor Dave Freudenthal signed a proclamation declaring October 10, Put the Brakes on Fatalities Day®! In addition, Mayor Fred Homer of Laramie signed a proclamation at his City Council meeting on October 7th! This important event was televised, as meetings are covered by the city's local access cable station.

Left to right, Jerry Jessen, P.E., F.NSPE, Governor Dave Freudenthal, and Richard Moore, P.E., F.NSPE