

2004 Events Put the Brakes on Fatalities

Hawaii

The Hawaii Society of Professional Engineers - Maui Chapter has been hard at work promoting Put the Brakes on Fatalities Day®. They have coordinated a proclamation signing with Maui's Mayor Alan Arakawa on Friday, October 1st.

Indiana

South Bend Mayor Steve Luecke is pleased to announce that the first ever South Bend Safety Fair will be held on Tuesday, October 12, 2004 from 10AM to 6PM at Century Center, C Hall, in conjunction with National Traffic Safety Week. The City of South Bend has made safety a first priority for its workforce and is expanding its efforts to increase safety awareness among all community members.

The City of South Bend is joining the national effort to promote safer roadways by providing valuable, life-saving information at the Safety Fair. Community members will learn about driving in adverse weather conditions and through construction zones, seatbelt safety, aggressive driving, preparing for roadside emergencies, jumper cable usage, child safety seat installation, and tips for teenage drivers.

Children will learn about traffic safety from the South Bend Police Department's Safetyville and how to protect themselves in the case of fire at the Sbfd Safety House. The fair will also include child finger printing, the HealthWorks Hummer, and bike and school bus safety. Live presentations will be held throughout the day including demonstrations by the South Bend Fire Department on the Jaws of Life, Fire Extinguishers, AEDs and Confined Space Rescue.

The Safety Fair has been coordinated by the City Safety Committee, consisting of employees from the Department of Public Works and Safety & Risk, with assistance from the Department of Communications & Special Projects. Mayor Luecke established the Safety Committee in 2002 to provide safety training for City employees that could be used on the job and at home. In the past two years, classes have been offered to all employees on safe driving practices, and a total of 219 staff members have become certified in First Aid/CPR and AED use. The City is pleased to expand its efforts in 2004 by presenting the Safety Fair to the entire community.

Kansas

Numerous transportation-related organizations worked together to stage a variety of Put the Brakes on Fatalities Day events throughout Kansas to help raise awareness for the continuing need for safety on our nation's roadways.

This year's observance of Put the Brakes on Fatalities Day included:

- Alcohol-related mock crashes were staged at Kansas high schools in Topeka on October 6, in Oakley on October 8, and in Bonner Springs on October 13. Students, teachers, administrators, law enforcement officers, rescue workers, firefighters, and other emergency personnel participated in the demonstrations. While the participants were acting and playing out the seriousness of such an incident, the reality of the message sent to those observing can be very effective in changing deadly behaviors.
- From Friday, October 8, to Sunday, October 10, people attending the FanWalk area at Kansas Speedway visited a transportation-safety booth where safety materials and

promotional items were distributed. Also featured was the Kansas Highway Patrol's roll-over vehicle. The demonstration vehicle simulates the effect of a roll-over crash on an unbelted crash dummy and on a belted crash dummy, providing a vivid reminder of the importance of seatbelt and child safety restraint use and other safe driving practices.

- A total of 467 Put the Brakes on Fatalities Day poster contest entries were received from children ages 5 to 14 across Kansas with 17 kids receiving regional recognition. Each child received a bicycle donated by Wal-Mart stores in Topeka, Salina, Hays, Chanute, Wichita and Garden City as well as a helmet donated by Kansas SAFE KIDS Coalition. The three statewide winners (one in each age group) received one of the following: a family package from Great Wolf Lodge in Kansas City; Kansas Cosmosphere and Space Center/Holiday Inn Express in Hutchinson; or Exploration Place/Airport Hilton in Wichita.
- Child safety seat check lanes were set up in Wal-Mart parking lots in Topeka, Salina, Goodland, Chanute, Wichita, and Garden City. Nationally Certified Child Passenger Safety Technicians participated in the safety seat check lanes to help people learn the proper way to install a child safety seat in their vehicle and other helpful hints to keep kids safe. The winners of the poster contest received their prizes at these events.
- A Public Service Announcement produced by the Kansas Highway Patrol was broadcast in all Wal-Mart stores across the country from September 27 to October 10. The 30-second PSA stressed safety whether you are in a car, on a bike, or when walking across the street.

Mississippi

Mississippi Governor Haley Barbour signed a proclamation declaring October 10, 2004 Put the Brakes on Fatalities Day®.

Missouri

In Springfield, MO, the Ozark Chapter of the Missouri Society of Professional Engineers is planning a proclamation signing with the Mayor of Springfield.

Their marketing strategies have included distributing posters to area high school driver's ed classes, the Springfield/Greene Co. Library and its six branches. Printing 3,000 fliers that were placed in the monthly invoices of engineering firm, Palmerton & Parrish, in employee payroll envelopes for the City of Springfield, St. John's Hospital, Cox Hospital, Mueller Co, and City Utilities. Posters have been placed on transit buses, nine bus benches, and one Springfield bus shelter for the next three months. Kansas Highway Patrol's PSA for October 10th will play on stations in Springfield.

In addition, the society is coordinating with the Federal Highway Administration to man a booth at the Battlefield Mall's Safety Fair on Saturday October 9, 2003. Also plan to have a 9:30AM press conference; the "No-Zone" tractor-trailer; the Hwy Patrol's Rollover Simulator; and refreshments.

The Ozark Chapter has brought together representatives from the following local organizations and solicited funds from them to produce a 14' x 32' "Brakes on Fatalities" banner showcasing logos for all the groups:

- City Utilities
- MoDOT
- City of Springfield

- Springfield Public Works
- Federal Highway Administration
- Ozark Chapter - Institute of Transportation Engineers
- MO State Highway Patrol
- Greene County Highway Department
- Greene County Sheriff's Department
- Springfield Police Department
- Traffic Safety Alliance of the Ozarks
- Cox Health
- St. John's Trauma Services
- Palmerton & Parrish, Inc.
- Anderson Engineering
- Hedieman & Associates
- Scott Consulting Engineers
- MSPE PEG, PEPP

New York

The Town of Amherst Town Board has sent a proclamation and agenda letter proclaiming October 10th, 2004 as Put the Brakes on Fatalities Day®.

Ohio

Last year, Ohio had ZERO traffic fatalities on Put the Brakes on Fatalities Day®! Now, it's time to meet that same goal again! In support of Put The Brakes On Fatalities Day®, 32 Ohio partners led by the Ohio Society of Professional Engineers (OSPE) will host a media conference at Mid-Ohio Sports Car Course in Lexington, OH, on Wednesday, October 6 at 10AM.

At the media conference, Ohio partners will promote simple tactics that drivers, passengers, pedestrians and cyclists can employ to be safer on America's roads.

Also at the media conference:

- the Mid-Ohio School -- the official driving school of Mid-Ohio Sports Car Course -- will let reporters test their road skills behind the wheel of a "skid car,"
- the Ohio State Highway Patrol will administer field sobriety tests during which test-takers will wear special goggles that simulate one's vision as impaired by alcohol,
- a Honda Research & Development engineer will foretell tomorrow's vehicle safety features, police departments from around the state -- including Gahanna, Niles, Wickliffe, Franklin County, Upper Arlington and Amberly Village -- will undergo pursuit training drills, and Ohio partners will issue "Survival Kits" (safety literature and promotional items).

To date, there are 36 Ohio-based partners including:

- Ohio Society of Professional Engineers, sponsoring partner - www.ohioengineer.com
- AAA Ohio Auto Club
- AARP Ohio - www.aarp.org/oh
- American Council of Engineering Companies of Ohio
- American Electric Power
- Amherst Police Department - amherstpolice@centurytel.net
- Brazos Technology - www.brazostech.com
- Brooklyn Heights Police Department - www.brooklynhts.org

- Buckeye State Sheriff's Association
- Center for Injury Research & Policy, Columbus Children's Hospital - www.columbuschildrens.com/ccri/centers/injuryresearch/
- City of Bowling Green Police Department - www.bowlinggreenpolice.org
- City of Upper Arlington - www.ua-ohio.net
- Colby & Company
- Federal Highway Administration - <http://safety.fhwa.dot.gov>
- Franklin County Sheriff's Office
- Fraternal Order of Police of Ohio, Inc. - www.fopohio.org
- Governor's Highway Safety Office - <http://ohiopublicsafety.com>
- Honda of America Mfg., Inc.
- Honda R+D Americas, Inc. - www.hondaresearch.com
- Mansfield/Ontario/Richland County Health Department - www.richlandhealth.org
- The Mid-Ohio School - www.midohio.com
- Mid-Ohio Sports Car Course - www.midohio.com
- Ohio Association of Chiefs of Police - www.oacp.org
- Ohio Board of Motor Vehicle Collision Repair Registration - www.state.oh.us/crb
- Ohio Department of Public Safety
- Ohio Department of Transportation
- Ohio Fire Chiefs' Association
- Ohio Nurses Association - www.ohnurses.org
- Ohio Society of Professional Engineers
- Ohio State Board of Registration for Professional Engineers & Surveyors - www.ohiopeps.org
- Ohio State Highway Patrol
- Ohio Trucking Association
- OSPE, Franklin County Chapter
- Safe Kids-Central Ohio - www.cmhhealth.org
- State Rep. Steve Reinhard, Chairman, Ohio House Committee on Transportation & Public Safety
- State Sen. Jeffry Armbruster, Chairman, Ohio Senate Committee on Highways & Transportation - www.jeffarmbruster.com
- Union County Health Department, Safe Communities/Safe Kids - www.uchd.net

Ohio also has a proclamation from Governor Bob Taft for Put the Brakes on Fatalities Day®, October 10, 2004. For more information on Put The Brakes On Fatalities Day® in Ohio, call 614-846-1144 or visit www.ohioengineer.com.

Texas

TxDOT in partnership with the City of San Antonio Police Department, City of San Antonio Public Works, Texas Society of Professional Engineers, and the San Antonio Traffic Jam Coalition are planning a proclamation and media event to support the National Put the Brakes on Fatalities campaign.

The signing of a city proclamation is tentatively scheduled for Thursday, September 30, 2004. For more information contact Monica Ramos, City of San Antonio Public Works at 207-8026.

In addition, a media event is scheduled for Tuesday, October 5, 2004 at 10AM and will take place at the Texas Department of Transportation TransGuide building.

Virginia

The Commonwealth of Virginia Department of Transportation (VDOT) looks forward to participating with Put the Brakes on Fatalities Day® to promote highway safety awareness and to encourage safe driving, particularly on October 10, 2004.

VDOT will develop targeted notices and announcements this fall. VDOT envisions posting information and notices on the VDOT Web site and using other media public service announcements leading up to October 10.

The VDOT contact is Stephen Read, Mobility Management Division at 804-786-9094 or NSPE contacts Robert Miller, PE at robert_miller@msaonline.com and Julius Stafford, PE at StaffordJC@ci.richmond.va.us.