

A newsletter published by the Community Traffic Safety Teams (CTST), sponsored by the Florida Department of Transportation, District 7.



Local People Solving Local Problems

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What's the Latest on the Florida Safety Belt Law?

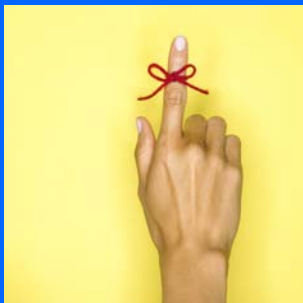
Representative Rich Glorioso recently presented House Bill 27—relating to primary safety belt enforcement, in the House Committee on Homeland Security and Public Safety. House Bill 27, received a unanimous vote by the committee and will be heard next by the House Safety and Security Council, its final committee of reference.

The law, when enacted, will be cited as the "Dori Slosberg and Kate Marchetti Safety Belt Law" in memory of a daughter of former State Representative Irv Slosberg and the daughter of Laura and Vin Marchetti of Valrico.

"I am excited by the unanimous committee vote and the momentum gathering to pass a primary safety belt bill this year. This law will save the lives of 100's of Floridians every year," said Representative Glorioso. **"I was especially moved hearing the personal accounts from committee members on how wearing a safety belt saved their lives and lives of their children."**

What is happening locally to promote safety belt usage?

Hillsborough and Pinellas County schools are participating in **"Battle of the Belts"**. "Battle of the Belts" is an effort to increase traffic safety awareness and safety belt use among teens by challenging student leaders in each school to provide peer to peer education through this awareness campaign. Safety belt usage is verified at each school with pre- and post- surveys.



Don't Forget!

**Concept Papers
for Safety
Grants are due
March 31, 2007**

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Corporate sponsors in Pinellas County include: AAA Auto Club, Great Bay Distributors, and All Children's Hospital, as well as local engineering and consulting firms.

In **Hillsborough County**, the participating high schools and their results were:

Brandon.....47% Before - 80% After
 Chamberlain60% Before - 82.5% After
 Middleton.....53% Before - 55% After

Pinellas County schools are still "Battling" it out.

The participating high schools are Clearwater, Countryside, East Lake, Gibbs, Lakewood, Largo, Palm Harbor University, Seminole, and Tarpon Springs.

Citrus County is currently planning their "Battle" prior to their prom to promote safety belt usage.



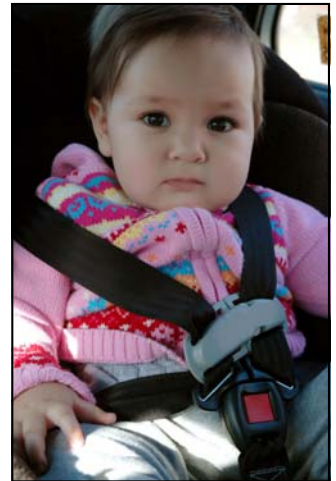
Chamberlain High School is presented with a check from the Hillsborough County CTST for being the winning school in Hillsborough County.

National Child Passenger Safety Week, February 11-17, 2007

National Child Passenger Safety Week occurs each year during the week of Valentine's Day, bringing public attention to the importance of safely transporting children. Motor vehicle crashes are the leading cause of death among children in the United States, but many of these deaths can be prevented. Placing children in age- and size-appropriate restraint systems reduces serious and fatal injuries by more than half (NHTSA 2006a).

What You Can Do Right Now To Make Your Child Safer In The Car:

- Seat all children ages 12 years old and younger in the back seat and be sure they are properly restrained every time they ride in a motor vehicle—even during those quick trips to the corner market.
- Read both the car seat instruction manual and your vehicle owner's manual to make sure you are properly installing and using the seat. One study found that 72% of nearly 3,500 observed child restraint systems were misused in a way that could be expected to increase a child's risk of injury during a crash (NHTSA 2006b).
- Replace any car seat that was used during a motor vehicle crash.
- Visit the Centers for Disease Control and Prevention's web page on Child Passenger Safety for more detailed information about proper restraints including rear-facing seats, forward-facing seats, and booster seats. <http://www.cdc.gov/ncipc/duip/spotlite/childseat.htm>



What is the “Eyes on Hillsborough” Campaign?

Hillsborough Avenue has a particular 3-mile corridor from Nebraska Avenue to 50th Street that has increased steadily from 269 crashes in 1999 to 351 in 2005 per the FDOT CAR data. The number of angle and left turn crashes for this corridor is approximately 34% of the total crashes (average 117 per year according to years 2003-2005 CAR data). Based on the crash report review completed by the District 7 safety office, driver error related to red light running, excessive speed, improper lane change, tailgating and inattention is the cause of most of these severe angle or left turn crashes.

District 7 is going to promote the “**Eyes on Hillsborough**” campaign for enforcement and education as part of this safety project.

Partnership in Preventions & Media Partners: CW44 WTOG Television, Clear Channel Radio and Radio Disney are under contract to promote this campaign.



www.eyesonhillsborough.org

An official press conference is planned for March 5th on the Hillsborough Corridor.



WE CAN ALL DO OUR PART!

Seat belts, or safety belts as they are known today, really do save lives. We can all do our part by simply buckling up every time we get into the car. According to the National Highway Traffic Safety Administration, it is estimated that almost 200 lives could be saved and over 2,600 serious injuries could be prevented in the first year of enacting a primary safety belt law in the state of Florida.

There is one motor vehicle crash every 5 seconds and one fatality from motor vehicle crashes every 13 minutes in the United States. As other states have upgraded from secondary to primary safety belt laws, significant increase in safety belt usage has been observed and motor fatalities have declined.



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The Florida
Department of
Transportation is an
equal opportunity
employer without
regard for race,
religion, sex, or age.

CTST MEETING SCHEDULE:

Hillsborough County CTST - 4th Wednesday at 9:30 a.m.
Pasco County CTST - 4th Wednesday at 1:30 p.m.
Pinellas County CTST - 1st Thursday at 9:30 a.m.
West Central Florida CTST - 2nd Wednesday at 1:00 p.m.

TRAFFIC SAFETY EVENTS:

February is Aggressive Driving Month

Feb 12-18 - National Child Passenger Safety Week

March 5 - "Eyes on Hillsborough" Press Conference

March 15 - Safe Routes to School Applications Due

March 25-27 - Lifesavers Conference - 25th Anniversary (Chicago)

March 31 - 402 Safety Grant Concept Papers Due

April 9 - CTST Coalition Workshop Meeting (Kissimmee)

**For information on location of meetings and events contact
Jeanette Rouse at 813-975-6256 or jeanette.rouse@dot.state.fl.us**

Florida Strategic Highway Safety Plan (SHSP)

Four key emphasis areas have been identified, and strategies have been developed to reduce fatalities and serious injuries in each of these areas:

1) Aggressive Driving

- Enhance and promote effective law enforcement program to reduce aggressive driving.
- Increase education and training to address aggressive driving behaviors.
- Identify and mitigate roadway features that may cause aggressive driving.

2) Intersection Crashes

- Increase the safety of intersections for all users.
- Strengthen traffic enforcement at intersections.
- Increase educational efforts concerning intersection behavior, design, and engineering.

3) Vulnerable Road Users

- Pedestrian, bicyclists, and motorcyclists
- Provide local and state agencies with data, skills, and tools to identify effective safety countermeasures for pedestrians, cyclists, and motorcyclists in the areas of engineering, education, enforcement, and emergency response.
- Establish consistent mobility strategies.

4) Lane Departure Crashes

- Improve public education, engineering, and law enforcement practices to reduce lane departure crashes on limited access and rural two-lane roadways.