



U.S. Department
of Transportation
National Highway
Traffic Safety
Administration

SAFETY MON

Volume 6, No. 8

July 17, 2000

National Sobriety Checkpoint Week Kicks-Off at the Nation's Capitol

June 29, 2000. U.S. Capitol. Deputy Administrator Rosalyn Millman and Mothers Against Drunk Drivers (MADD) President Millie Webb launched National Sobriety Checkpoint Week, on the eve of the heavily traveled Fourth of July holiday. Ms. Millman was joined by state, national and local leaders in the nationwide law enforcement mobilization and education campaign to combat impaired driving.

"If you choose to drink and drive during this Fourth of July holiday period, be forewarned—law enforcement officers across the country are eager to catch you, to arrest you, and to take swift and certain actions to keep you off the roads and to protect other, more responsible road users," she said.

The stepped-up law enforcement effort is part of the national *You Drink & Drive. You Lose.* campaign and National Sobriety Checkpoint Week, designated June 28 through July 5, 2000.

President Clinton sent a letter of support for the mobilization. "Mothers Against Drunk Driving has been a dynamic force through the years in reducing deaths and injuries due to alcohol-impaired driving. I thank the members of MADD, our nation's law enforcement

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Deputy Administrator Millman: "Law enforcement officers across the country are eager to catch you, to arrest you, and to take swift and certain actions to keep you off the roads and to protect other, more responsible road users."

Secretary Slater and Deputy Administrator Millman Kick Off Blue Ribbon Panel to Increase Seat Belt Use Among African Americans

by **Faithia Robertson,**
Office of Public and Consumer Affairs

June 26, 2000. Washington, DC. Key leaders in the African American community looked on as Secretary Rodney Slater and Deputy Administrator Rosalyn Millman convened the first meeting of the Blue Ribbon Panel to *Increase Seat Belt Use Among African*

Americans. The meeting was a call to action to identify strategies and to address the disparity of seat belt use among African Americans when compared to the population at large.

NHTSA's data shows that black male teens travel fewer vehicle miles than their white counterparts, however they are much more likely to die in a motor vehicle crash.

Seat belt use is four percentage points lower than the national average, an improvement from the 10 percentage point gap that existed in 1996.

Representatives from 26 national organizations attended the meeting. This distinguished group of individuals have committed themselves to the cause of vehicle safety in

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community, public safety officials, and other dedicated public and private sector organization for taking part in the Department of Transportation's Campaign, *You Drink & Drive. You Lose.*" said President Clinton.

Colonel Michael Robinson, the Director of

the Michigan State Police and President of the International Association of Chiefs of Police, and Colonel Robert Garrison, Chief of the Iowa State Patrol, and Chair of Operation CARE, a nationwide mobilization of State Police chiefs committed to fighting drunk driving over the holiday weekend with sobriety checkpoints and satura-

tion patrols, also took part in the news conference.

"Independence Day should be a time when families and friends come together to celebrate life, liberty and the pursuit of happiness. But ironically and tragically, far too many Americans have their life, liberty and happiness snatched away from them, all because someone made a deadly decision to drive under the influence of alcohol or other drugs." said MADD President Webb.

The Fourth of July holiday period is typically the most deadly of the year on U.S. roads and highways. ■



The news media record a sobriety check, in progress.



The National Sobriety Checkpoint Week news conference.



THE WHITE HOUSE
WASHINGTON

June 28, 2000

Warm greetings to everyone participating in National Sobriety Checkpoint Week activities from June 29 through July 4.

For all Americans, Independence Day is a special time to join family and friends to celebrate our country's birthday. Unfortunately, the summer holiday season is also one of the deadliest times of the year on America's roads and highways -- and alcohol is one of the primary factors.

Within the last decade, we have made encouraging progress in reducing alcohol-related fatalities, with one-third fewer such deaths in 1998 than 10 years earlier. We achieved this progress through stronger laws, tougher enforcement, and expanded public awareness. But there is still much work to be done.

Mothers Against Drunk Driving has been a dynamic force through the years in reducing deaths and injuries due to alcohol-impaired driving. I thank the members of MADD, our nation's law enforcement community, public safety officials, and other dedicated public and private sector organizations for taking part in the Department of Transportation's campaign, *You Drink and Drive. You Lose.* I also commend your leadership in joining together this summer to launch National Sobriety Checkpoint Week. Through sobriety checkpoints, increased patrols, and other enforcement activities during this week-long observance, communities across our nation will send a strong message that impaired drivers can expect serious consequences for their actions, including citation and arrest. And, with hard work, strong commitment, and increased public awareness, we can dramatically reduce the number of alcohol-related tragedies on our nation's road and highways this Fourth of July weekend.

As we gather once again to celebrate our nation's independence, I urge all Americans to take responsibility for their loved ones, guests, and passengers and to ensure that no driver under the influence of alcohol gets behind the wheel.

Best wishes to all for a wonderful -- and safe -- Fourth of July holiday.

Bill Clinton

Department of Transportation and the NFLPA Team Up to Invoke Marshall Law on the City of St. Louis!

Thursday, May 25, 2000. The NFL Players Association, the United States Department of Transportation, and the THINK FIRST Foundation brought star running back Marshall Faulk to Parkway South Middle School to share with more than 800 students



the importance of "Wearing your gear at all times -- whether on the football field or in the daily commute to and from school."

Faulk, along with other NFL players, signed on to be a part of President Clinton's "Buckle Up America Campaign" to increase the use of seatbelts on America's roads and highways and to let the country know that "Football is a Game . . . Your Life is Not! Buckle Up!"

While speaking on the importance of wearing a seat belt, Faulk informed his fans that car crashes are the leading cause of death in the age group of 11-13. "The only known vaccine for a car crash is your seatbelt -- wear it!" Marshall told the students.

As part of the "Buckle Up America Campaign" posters featuring Marshall Faulk will be displayed on the sides of 55 city buses. Doing what he does best, Marshall Faulk will be "running" through the streets of St. Louis during the months of June and July to promote his cause -- Football is a Game . . . Your Life is Not! Buckle Up!, except this time -- he's running on the side of a city bus. ■

Popular Alaskan Artist Joins Safety Crusade

by Lorie Dankers, Region X

Child passenger safety advocates in Alaska have a new partner — one of the state's most well-known artists. Barbara Lavallee whose signature illustrations appear in the beloved book, "Mama, Do You Love Me?" was commissioned to do an illustration promoting child passenger safety for the Alaska Injury Prevention Center (AIPC) through a grant from the Alaska Highway Safety Office.

After a tragic car crash took the life of an improperly restrained child, Lavallee donated a second illustration to the effort, and gave the AIPC license to use her copyrighted illustrations to promote child safety seat use.

Accompanied by the simple statement, "Yes child, I love you ...buckle up!", one drawing shows an Alaskan Native mother with her child restrained properly in a child safety seat. The second drawing shows a child buckled up in a dog sled.

"These unique drawings represent

Barbara Lavallee's commitment to Alaska's children, their families, and her concern for the safety of children everywhere," said Ron Perkins, Executive Director of AIPC. "We are grateful for the exceptional artwork and know that it will aid us in our child passenger safety efforts as we reach out to the diverse communities around us."

The illustrations debuted in May at *Buckle Up! Alaska*, a spring law enforcement mobilization event sponsored by the Alaska Highway Safety Office and AIPC. The posters have been warmly received by the public. Mary Moran, Director of the Alaska Highway Safety Office, noted that law enforcement agencies and Department of Motor Vehicle offices throughout the state have requested copies of the posters for display and promotion of child passenger protection.

The illustrations can be seen on posters throughout Alaska and on leaflets promoting increased use of child safety seats. Window clings featuring the drawings are distributed at



child safety seat fitting stations.

The book, "Mama, Do You Love Me?" by Barbara M. Joosse, is a favorite of youngsters and tells of a native Alaskan daughter's quest to explore the limit of her mother's unconditional love. ■

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the African American community.

"I am delighted that members of the panel are offering their talents to help increase seat belt use in the African American community," said Deputy Administrator Millman. "With some of America's best minds creating improved approaches to educate the public, we can save thousands of lives and prevent countless injuries every year."

Meharry Medical College was a major contributor to the establishment of the panel. Meharry is a 130-year old Historically Black College and University with renowned credibility in the African American community. In July, 1999, Meharry released a report entitled "Achieving a Credible Health and Safety Approach to Increasing Seat Belts Among African Americans" which confirmed that seat belt use among African Americans is consistently lower than the national average. The report also observed that 100 percent seat belt use by African Americans could save as many as 1,300 lives per year and prevent 26,000 injuries at a cost savings of nearly \$2.6 billion.

The panel consist of three honorary chairs and three working co-chairs. The three honorary chairs are: Dr. John Maupin, President, Meharry Medical College; Dr. David Satcher, U.S. Surgeon General; and Dr. Dorothy Height, Chair, President Emeritus, National Council of Negro Women.



Secretary Slater addresses the newly convened Blue Ribbon Panel at the Renaissance Hotel in Washington, DC. At right are Deputy Administrator Rosalyn Millman and Chief Counsel Frank Seales.

The three working chairs include: Mr. Derrick Humphries, Esq., Humphries and Brooks LLC; Dr. Herman Ellis, Meharry Medical College; and Joann Watson, National

Black Talk Show Association.

The panel is expected to convene three or four times by September. Its report will be completed by mid-October. ■

NHTSA Hosts First-Ever Staff Support Retreat “Together We Can Make A Difference”

by Tilda Proctor,
Office of the Administrator

June 8-9, 2000. Solomons Island, Maryland. NHTSA Deputy Administrator Rosalyn Millman kicked off a “first-ever” two-day support staff retreat. Forty-seven NHTSA support staff attended the retreat in Solomons Island, Maryland. Deputy Administrator Millman praised their efforts, and recognized their contributions in helping the agency meet its most important goal of saving lives. She encouraged staff to continue to grow in their jobs by learning new skills, to avail themselves of training opportunities, and to seek innovative ways to improve what they do. NHTSA Executive Director Robert Shelton also spoke to the group extending words of praise, encouragement and commitment.

Debra Ostrowski, inSite Training and Development, Inc., the retreat lecturer/trainer presented sessions to the group dealing with projecting a positive image, career and professional development, innovative ideas, dealing effectively with difficult people, gaining the humor perspective, stress management and action planning.

Susan James and Darlene Peoples from

NHTSA’s Office of Human Resources each gave presentations dealing with training and job classifications. A question and answer period followed their presentations.

The two-day event gave those who attended the opportunity to network, share

experiences, search for innovative ways to improve what they do, develop confidence in their abilities, develop cooperative relationships and ideas, and gain a new perspective on their jobs, careers and goals.

A plaque of appreciation was presented to Deputy Administrator Millman by the Support Staff Mediator Tilda Proctor on behalf of those in attendance to commend her for giving the staff the opportunity for the self development workshop - “Together We Can Make a Difference.” ■



Commercial Vehicle Safety Alliance International Roadcheck 2000: Getting Trucks Off the Highway and Into Compliance

June 6, 2000. Hyattstown, Maryland. The Commercial Vehicle Safety Alliance held a news conference at a weigh/inspection station in Hyattstown, Maryland to announce 72 hours of continuous roadside inspections across the United States, Canada and Mexico.

Truck and bus safety inspectors were on the job night and day from June 6-8 checking trucks and buses and their drivers at inspection sites along major highways. In addition, roving patrols inspected commercial vehicles traveling other highways.

More than 2 million roadside safety inspections, including the annual RoadChecks, are conducted each year by CVSA-trained inspectors. The number is expected to grow

significantly as the volume of commercial traffic increases.

“These road checks are helping to make the roads safer by finding those who do not meet the safety regulations and getting them off the highways and into compliance,” said Deputy Administrator Rosalyn Millman. “I applaud the work the CVSA has been doing with the U.S. Department of Transportation for more than a decade.”

The annual RoadChecks, which began in 1988, place a special focus on year-round commercial vehicle safety and other driver safety programs aimed at saving lives on North American highways. Last year, more than 5,000 people were killed on U.S.



NHTSA Deputy Administrator Rosalyn Millman speaks at a news conference to kickoff Roadcheck 2000.

highways in crashes involving commercial vehicles. The U.S. Department of Transportation’s goal is to cut in half the number of fatal crashes involving trucks and buses by 2010. ■

QUOTE OF THE MONTH

“Life is no brief candle to me. It is a sort of splendid torch which I have got a hold of for the moment, and I want to make it burn as brightly as possible before handing it on to future generations.”

— George Bernard Shaw

NHTSA Now is an official publication of the National Highway Traffic Safety Administration, Office of Public and Consumer Affairs.

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