

# THE KOHS Voice

Kentucky Office of Highway Safety

June/July 2013

## Mark your calendars!

The annual

[Kentucky Lifesavers Conference](#)

is scheduled for

Aug. 5-7, 2013,

at the

[Louisville Marriott Downtown](#)

The conference draws attendees from the private and public sector, including representatives from the following:

- ◆ Community traffic safety programs
- ◆ Injury prevention programs
- ◆ Prosecutors and judges involved in traffic safety issues
- ◆ State and local law enforcement
- ◆ Federal and state highway safety agencies
- ◆ State and local emergency medical services and public health
- ◆ Child passenger safety professionals



## June is National Safety Month

Each June, the [National Safety Council](#) (NSC) encourages organizations to get involved and participate in [National Safety Month](#). This annual campaign aims to educate and influence behaviors around leading causes of preventable injuries and deaths.

This year's theme, "Safety Starts with Me," puts the responsibility on drivers to keep our roads safe. Here are some tips from the NSC:

### Cell Phone Distracted Driving

An estimated one in four crashes involve cell phone use. To ensure the safety of yourself and those around you:

- ➔ Refrain from phoning, texting or emailing while driving – even with a hands-free device
- ➔ Indicate on your voicemail that you are driving and give people a time when you will be available

➔ If you are talking to someone you know is driving, tell him or her to hang up and call you back when they are no longer behind the wheel

### Speeding

Speeding is one of the top unsafe driving behaviors that contributes to collisions and driving violations. Speed limits are not arbitrary, but set for safety reasons.

Did you know that speed:

- ➔ Determines the force of impact if you crash - the faster you go, the worse the damage
- ➔ Increases the necessary stopping distance
- ➔ Lessens your ability to steer around road hazards

### Sharing the road

Understanding the limitations and capabilities of different vehicles, especially motorcycles, will help keep all of us safer on the road. Be sure to:

- ➔ Allow greater following distance behind a motorcycle
- ➔ Be extra cautious in intersections – most crashes occur when a driver fails to see a motorcyclist and turns left in front of a motorcycle
- ➔ Give a motorcycle the full lane width – never try to share a lane

Additional information is available on:

[Distracted driving](#)

[Employer traffic safety](#)

[Defensive Driving](#)

NATIONAL  
SAFETY  
MONTH  
2013



Safety starts with me

### In this issue:

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# Director's Message



— Bill Bell

## We have a winner! Amber Robinson was Saved by the Belt

In the last newsletter, as part of our [Click It or Ticket campaign](#) promotion, we asked you to post your [Saved by the Belt](#) stories on the [KOHS Facebook page](#) for a chance to win a Kentucky "Staycation" at a [state park](#).

Out of 26 submissions, Amber Robinson, from Louisville, was chosen as the winner. Here is her story:

"On Aug. 6, 2012, I was heading eastbound on the Gene Snyder Freeway. A driver of an SUV in front of me was changing lanes rapidly, speeding up quickly and then decelerating. Because of his erratic driving, I decided it was in my best interest to accelerate to get passed him.

"As I got next to the SUV, I saw him on his phone and there were kids in the back of the car. He suddenly turned left, scraping my right rear-passenger door, sending me into a 180-degree spin across the road and into the embankment on two wheels. I had gripped the steering wheel and turned into the spin, but both tires and axles snapped, leaving me with no control. My life was in God's hands.

"I opened my eyes during the skid and all of my belongings were in the air, floating in front of my face. As the car began to flip over, my abdomen and knees hit the steering wheel and dashboard. I was 11 weeks pregnant.

"The car finally landed on all four wheels and I noticed the engine was smoking. I unbuckled my seat belt, flung the door open and landed in the harsh, dry grass, cutting my legs.

"A Jefferson County work truck with four men pulled off and I asked them to call 911 because I was pregnant and hyperventilating. A nurse pulled off as well. She calmed me and

had me back to normal breathing when the ambulance and police arrived.

"The officers that took my report couldn't understand how my car hadn't landed on its roof. They both said it was a miracle. What was more of a miracle, though, was that my seat belt saved me from hitting the dashboard and steering wheel harder, saving my unborn baby. My daughter is now almost 11 weeks old. She is a beautiful healthy baby girl.

"Wearing my seat belt saved both of us."



Saved by the Belt award winner, Amber Robinson, of Louisville.

## Summer enforcement effort will have Kentucky covered in Blue Lights Across the Bluegrass

In an effort to raise awareness of traffic safety laws and encourage safe driving habits, the Office of Highway Safety is partnering with state and local law enforcement on the ["Blue Lights Across the Bluegrass"](#) campaign throughout July.

Motorists are reminded to buckle up, not speed and not drive while impaired or distracted, because this summer, Kentucky is completely covered. . . . with Blue Lights Across the Bluegrass!



# Safety Spotlight:

## Highway safety receives awards at annual communications conference

The [Kentucky Office of Highway Safety \(KOHS\)](#) received recognition for its promotional efforts at the annual [Kentucky Association of Government Communicators \(KAGC\) Awards of Excellence](#) May 23 at the [Center for Kentucky History](#) in downtown Frankfort.

[KAGC](#) brings together professionals whose primary jobs involve communicating with media, the public, legislatures, stakeholders and other entities. The goal is to improve and enhance employee expertise, public image, morale and effectiveness and the work of our federal, state and local government employing agencies.

Dawn Morrow and Erin Eggen received Honorable Mention in the Magazine/Publication category for the KOHS children's activity book.

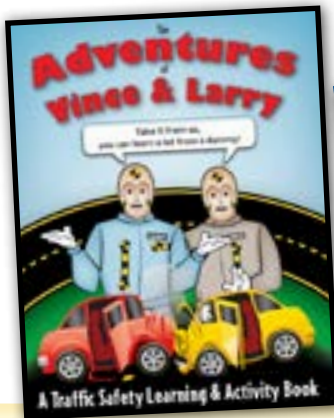
Dawn Morrow, Shannon Martin and Erin Eggen received Honorable Mention in the Advertisement category for the Click It or Ticket and Drive Sober or Get Pulled Over collegiate ads.

Bill Bell, Jim Isaman, Miranda Thacker and Erin Eggen received the Award of Excellence in the Audio category for the "Dad, Slow Down!" work zone safety commercial.

Click [here](#) to listen.



Winners in the 2013 KAGC Awards of Excellence include, front row from left, Shannon Martin, Dawn Morrow and Erin Eggen. Back row: Jim Isaman, Bill Bell and Miranda Thacker.



### DID YOU KNOW?

#### AT&T to launch It Can Wait® National Day of Action

[Register for the Sept. 19 AT&T It Can Wait® National Day of Action](#) to spread the word in your schools about the dangers of texting while driving.

#### Cell phone carriers unite on anti-texting ads

The country's four biggest cell phone companies - AT&T, Verizon Wireless, Sprint and T-Mobile - are set to launch their first [joint advertising effort](#) this summer against texting while driving, uniting behind AT&T's "It Can Wait" slogan.

#### Forty-one states now ban texting while driving

[Florida became the 41st state](#) since 2007 to ban texting while driving. Read [all state distracted driving laws](#), compiled by the [Governor's Highway Safety Association](#).

#### NHTSA debuts online newsletter

View the premier issue of [Safety In Numbers](#), the National Highway Traffic Safety Administration's online newsletter focusing on vehicle safety.

#### Apply for the KSP "Drive to Stay Alive" Academy

The [Kentucky State Police](#) is hosting the ["Drive to Stay Alive" Academy](#) Aug. 28 through Sept. 1. It is free to eligible Kentucky teenagers. Only 35 will be accepted, so register [here](#) now!

# DRIVE To Stay Alive!



# YourLetters

I want to thank you for your Safe Patrol that assisted me this past Thursday on Interstate 75 at mile marker 12 with some much needed gasoline. Really appreciate the wonderful service.

- David Ellefson

I'd like to say a special thank you to the Safe Patrol driver that assisted my daughter and granddaughter on 841 at New Cut Road. It's nice to know that you are out there to assist stranded motorists.

- Terry Allen

This is a great big THANK YOU for the assistance provided to me by Leroy, #1721, on Sunday, May 19, 2013, when I needed help after a fender-bender. Then, again traveling home on Thursday, May 23, I called for assistance and Leroy came to my aid. The SAFE patrol, like HERO in Georgia, is helpful to motorists. Thank you for this service.

- Julia Gasaway

# THANK YOU



## EventCalendar

An up-to-date and detailed listing will be on our [Events Facebook page](#)

### Did you know?

#### AAA offers tips to save fuel

Summer travel season is here and with gas prices rising, the [American Automobile Association](#) offers [tips](#) to conserve fuel and save money.

#### National highway fatalities increase in 2012

According to preliminary estimates from the National Highway Traffic Safety Administration, traffic fatalities [increased 5.3 percent last year to 34,080](#), the first increase since 2005.

#### IIHS videos demonstrate crash test process

A new [series of web videos](#) on the Insurance Institute for Highway Safety (IIHS) YouTube Channel provides a behind-the-scenes glimpse of the [IIHS Vehicle Research Center](#).

#### Pedestrians are at risk on our roadways

According to the [CDC](#), there is a crash-related pedestrian death every two hours and a pedestrian injury every eight minutes in the U.S. For a world-wide perspective, view the video ["Every Child Deserves a Safe Place to Walk"](#) by [Safe Kids Worldwide](#).



## Kentucky Transportation Cabinet



Kentucky Office of Highway Safety

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## Cooperative Agencies



U.S. Department of Transportation  
Federal Highway Administration

