

Be SAFE for the holidays

Traffic volume dramatically increases during the holiday season, so remember the following tips before you hit the road:

- Call 511 or visit <http://511.ky.gov> to check weather reports and road conditions.
- Allow plenty of time to reach your destination.
- Gather items for an emergency kit, as suggested by the [American Automobile Association](#).
- If you plan to drink alcohol, have a designated driver or make plans to stay overnight.
- Program the [SAFE Patrol](#) number into your cell phone. (877) 367-5982 (877-FOR-KYTC)

If you are aided by a SAFE Patrol driver, we'd love to hear your comments. Send us an e-mail at highwaysafety@ky.gov



First Lady Jane Beshear and Personnel Cabinet Secretary Tim Longmeyer present SAFE Patrol operator Sean Osborne with the Governor's Ambassador Award for Community Service.

SAFE Patrol operator receives Governor's Ambassador Award for Community Service

Safety Assistance for Freeway Emergencies (SAFE) Patrol operator Sean Osborne received the [Governor's Ambassador Award](#) in the Customer Service division at a ceremony Oct. 17 at the Frankfort Civic Center.

Osborne was recognized by First Lady Jane Beshear and Personnel Cabinet Secretary Tim Longmeyer for his life-saving efforts on Kentucky's roadways. Within a two-month period, he performed CPR on two heart attack victims and resuscitated an unconscious woman found in an abandoned vehicle.

Each SAFE operator is trained in CPR and first aid, and Osborne is also a certified paramedic.

Nominations for the Governor's Ambassador Award are accepted throughout the year in six categories: customer service, courage, leadership, professional achievement, teamwork, community service and volunteerism.

Award recipients are honored by having a personalized engraved brick placed along Ambassador Avenue outside the Thomas D. Clark Center for Kentucky History.

Click [here](#) for more information on the SAFE Patrol and [here](#) for more stories about employees who are making a difference.

In this issue:

Director's Message-

Be an example on the road

Safety spotlight-

"Driving Down" the numbers in Pike County

Did you know-

National highway traffic safety news

Director's Message

— Bill Bell



Be an example on the road

This year I was fortunate to be part of Leadership Kentucky 2012. I was among 47 individuals from across the Commonwealth who listened to various speakers on topics including, but not limited to, education, government, natural resources, economics, law and justice, agribusiness and health and safety. We met once a month for seven months from western Kentucky to Pikeville and many places in between.

I had the privilege of speaking to the class on our graduation day, hoping to leave everyone with the idea that highway safety matters. After all, our last session was about health care, and in the highway safety "industry" we regard traffic crashes and fatalities as major public health problems.

As I began, I decided to dispense with the prepared slideshow and speak from the heart. By the way, this is not easy for men to do.

I reflected on another classmate's charge to bring back citizenship in our actions with our fellow Kentuckians and in respect to raising our children. Having four children, this thought really resonated with me. No matter what your makeup,

economic status or geographic location, your actions influence your children.

We have learned about our growing, and ever changing, drug problem in our state. In eastern Kentucky, children as young as 11 are experimenting with drugs. Some might say it is peer pressure. But, given the fact that more than 50 percent of children in many eastern Kentucky counties are being raised by someone other than their biological parents, I would argue otherwise. According to local health departments, the children were removed due to parental substance abuse.

I am not an expert and don't claim to be well-versed in the area of drug addiction, but as a parent I strive to set a good example for my children and set them on a course to do the same. This includes being the best driver possible.

So, the next time you get in your vehicle make sure to fasten your seat belt and put the phone away. This will not only influence the life of another but just may save one as well. Our children are watching.

Did you know?

Seat belt use at a record high

The National Highway Traffic Safety Administration's (NHTSA) annual [Occupant Protection Survey](#) shows seat belt use has steadily increased nationwide.



Fish and Wildlife reminds motorists to watch out for deer

Deer movement peaks in late October through early December, during the rut, so [be aware of deer on Kentucky roadways](#).

NHTSA alerts consumers to dangers of counterfeit air bags

NHTSA urges vehicle owners and repair professionals to [use only certified, original equipment replacement parts](#).

AAA releases Thanksgiving travel report

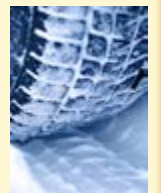
The American Automobile Association (AAA) projects 43.6 million Americans will journey 50 miles or more from home during the [Thanksgiving holiday weekend](#), an increase of 0.7 percent over the 43.3 million people who traveled last year.

Reel Action video contest deadline quickly approaching

The deadline to enter [The Reel Action Prevention of Underage Drinking video contest](#) is Jan 14, 2013. Entrants must be age 12 to 17.

KYTC Minute: Winter driving

The holiday travel season is here and the Kentucky Transportation Cabinet reminds motorists to [prepare their vehicles for winter](#).





“Driving Down” the numbers in Pike County

– By Sara George, Pike County Highway Safety Team Coordinator, District 12 Public Information Officer

When 2008-2011 statistics indicated Pike County was the worst in Kentucky in overall highway safety concerns and among the top three counties for crashes, number of fatalities, serious injuries and low seat belt usage, the Kentucky Office of Highway Safety (KOHS) targeted Pike County in hopes of eliciting change.

KOHS officials at [Highway District 12](#) formed the [Pike County Highway Safety Team](#) in February 2011. It is slowly, but surely, making an impact. Although the team doesn't require a large number of people, it must have representatives from the four E's of traffic safety: engineering, education, enforcement and emergency response.

And then there is everyone else. Engineers cannot make roadways “driver proof.” To effect change, the community must understand traffic safety is a quality of life issue and decide to no longer tolerate unsafe driving behaviors.

First came the task of understanding the statistics. The severity of the problem in Pike County hit home when the numbers were transferred to [dots on a map](#) and statistics were boiled down: during the previous four years, there was an average of more than 41 crashes a week.

Team members also put aside preconceived notions about locations and reasons for crashes. The most heavily traveled road in Eastern Kentucky is U.S. 23, which runs from one end of Pike County to the other. But not all the crashes were happening on that road. The map showed crashes – and fatalities – were happening everywhere. There was not one crash-free road in the county, whether it was a straight stretch on a four-lane or a winding section on a two-lane.

The team also discovered the reason behind the majority of the crashes was driver inattention, commonly referred to as “distracted driving,” with less than 10 percent caused by drunken or drugged driving.

The next step was coordinating efforts with the public. Changing behavior rather than placing blame was necessary. Drivers needed to take responsibility for their driving habits. Almost everyone is guilty of dangerous driving behaviors, whether it's not using turn signals, refusing to yield right of way, speeding up at yellow traffic lights, using cell phones or eating behind the wheel.

The turning point came when [East Kentucky Broadcasting](#) (EKB) got involved in April 2012. EKB, which

owns and operates nine radio stations in Pike and Floyd counties in Kentucky and Mingo County, West Virginia, made traffic safety its mission. The initiative, Drive Down, was born.

In its first four months, the team participated in community and driver safety events, many which were broadcast live on EKB's stations. EKB also devoted continuous attention to Drive Down through public service announcements and guest appearances on many of the company's live and pre-recorded programs.

The effort is making a difference in Pike County. When comparing the total number of crashes between April and October 2011 to when Drive Down began in April through October 2012, the overall number of crashes is down 13 percent.

Using the Pike County Highway Safety Team as an umbrella organization while collaborating with local sponsors and endorsers is making the difference.

For more information, contact [Sara George](#) at 606-433-7791.



35th Annual Kentucky Transportation Conference
January 10 & 11, 2013
(with a Meet & Greet the evening of January 9th)
Lexington Marriott Griffin Gate Resort



A Milestone:
35 Years of Kentucky Transportation Success

EventCalendar

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

Did you know?

Danger: Teens driving teens

New [AAA Foundation for Traffic Safety research](#) helps explain why deadly crash rates for younger drivers increase when they have teen passengers.

Two states receive grants for texting enforcement program

[Connecticut and Massachusetts receive grants](#) to launch a high-enforcement campaign against drivers who text. Read Secretary Ray LaHood's [blog](#).

Ford provides resources for parents of teen drivers

New [Ford Driving Skills for Life website](#) provides tips and advice for parents on teaching and role-modeling healthy driving behaviors.

Distracted Driving Design Challenge winner announced

U.S. Transportation Secretary [Ray LaHood](#) unveiled the winning icon from the [Distracted Driving Design Challenge](#) at the Florida Distracted Driving Summit, created by 14-year-old Hah'mari Watson from Florida.

AAA Foundation releases drowsy driving study

Younger drivers are more likely to drive while drowsy according to [new data presented by AAA](#). For additional information, see [NHTSA's drowsy driving research page](#).

Kentucky Transportation Cabinet



Kentucky Office of Highway Safety

200 Mero St., 4th floor
Frankfort, KY 40622
502-564-1438 or **1-888-374-8768**
highwaysafety@ky.gov

Editor: Erin Eggen—erin.eggen@ky.gov

Designer: Dawn Morrow—dawn.morrow@ky.gov

Cooperative Agencies



U.S. Department of Transportation
Federal Highway Administration

