

THE KHS Voice

Kentucky Office of Highway Safety

October 2012



Gov. Beshear signs a proclamation making Oct. 10 "Don't Text and Drive Day" in Kentucky.

Gov. Beshear Urges Kentuckians to Take Pledge Against Texting While Driving

Governor Steve Beshear joined public safety and business leaders Oct. 10 to announce a campaign to encourage Kentuckians to pledge to abstain from texting while driving.

The initiative is a partnership among the Governor's Office, Kentucky State Police, Kentucky Transportation Cabinet, Kentuckians for Better Transportation and AT&T. Window cling decals

featuring the message "No Text on Board" will be affixed to Kentucky state vehicles across the Commonwealth, including those of state law enforcement. Motorists also will see "don't text and drive" messages on electronic sign boards along state highways.

"Our goal is to save lives," Gov. Beshear said. "It is critical that Kentuckians learn about the dangers of texting while driving, and

abstain from doing it. I have taken the pledge to never text and drive, and I encourage Kentuckians everywhere to join me. When you are driving, don't text — it can wait."

In 2009, Gov. Beshear signed an executive order prohibiting state employees from texting while driving state vehicles. A few months later, in 2010, the Kentucky General Assembly passed a

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Director's Message



— Bill Bell

In 25 years, I can picture my grandchildren looking through a junk drawer and finding an old cell phone. They will ask, "Grandpa, what is this?"

Of course, I will explain to them "for about 30 plus years from the 1990s through 2020 or so, this is how we communicated. People were addicted to these devices. Human interaction was de-personalized. We even used these devices while driving!"

Well, even if technology does not evolve past "smart" phones, I hope our society will evolve and make it socially unacceptable to even touch a phone while driving.

So many times we focus on teens and texting.

But, as civic leaders, business leaders and as parents, we need to look at ourselves and ask "Are we setting the best example?"

Are we calling and texting our kids when they could be driving?

There's no doubt kids can text five or 10 times more than us older folks, but let's not shake our heads when we see teens either talking or texting on the phone while driving and then turn around and do the same.

If you own a business, why not make traffic safety a component of your health and wellness program. Make it a policy for employees not to use handheld electronic devices when operating a company-owned vehicle or ban the use of a company phone while driving any vehicle. Why assume the additional liability and put others at risk for fear of "missing" a call, email or text?

It's the little things that matter most. Establishing boundaries for excellent driving habits for yourself, your family and your employees may just save a life.

For more information, visit www.distraction.gov and click on "Get Involved" and "Employers."

Local companies awarded for safe driving efforts



KOHS Director Bill Bell with Montaplast Chief Financial Officer Holger Ramcke.

Frankfort plastics manufacturer Montaplast, Inc. received a Highway Safety Ambassador Award at the U of L vs. UK football game Sept. 2 for starting texting-and-driving prevention programs in local high schools in cooperation with the Franklin County Sheriff's Office.

Auto dealer Don Jacobs received the National Highway Traffic Safety Administration Outstanding Service Award at the UK vs. Western Kentucky football game Sept. 15 for creating a "Don't Text & Drive" campaign in Lexington with cooperation from the Lexington Division of Police.



KOHS Young Drive Coordinator Brad Franklin with Don Jacobs.

AT&T spokesperson Wil Craig from Louisville spoke at the "Don't Text and Drive" press conference at the Capitol.



law making the practice of texting while driving illegal.

"Too many lives have been forever changed by a texting-while-driving accident, and together, we want to spread the word about how deadly a single text can be," said Kentucky State Police Commissioner Rodney Brewer.

Wil Craig, a Louisville resident who was injured in an accident caused when the driver of the car in which he was riding was texting behind the wheel, shared his personal story at the announcement. Craig now travels the country speaking to groups about the importance of waiting to text.

There are currently more than 11,000 Kentucky state vehicles and more than 4,000 state law enforcement vehicles. The window cling decals also feature the Kentucky Unbridled Spirit logo.

"Texting while driving is foolhardy at best, and lethal at worst,"

said AT&T Kentucky President Mary Pat Regan. "We hope this campaign will encourage all Kentuckians to take the pledge to never text and drive and to make it a lifelong commitment."

During the announcement, Gov. Beshear and Regan presented a Samsung Galaxy tablet to Benjamin Mills, a senior at Barbourville High School, for winning an essay contest about the dangers of texting while driving, sponsored by Kentucky State Police. Mills is the son of Judge John and Jennifer Mills of Knox County.

This month, AT&T is bringing a driving simulator to high schools in six Kentucky communities, including Lexington, Owensboro, Paris, Louisa, Manchester and Pikeville. Earlier this year, events were held in Louisville, Radcliff and Bedford. The driving simulator experience allows a student to be seated in a stationary car that is connected

to sensors enabling the driver to use the steering wheel and pedals while wearing virtual reality goggles. The driver then navigates a virtual road course while being asked to send and receive text messages in real time on a mobile device. Other individuals can observe the driver's performance on a monitor outside the car.

AT&T's "It Can Wait" campaign

Click [here](#) to view Wil Craig's AT&T commercial titled "Where r"

Click [here](#) to view AT&T's Don't Text While Driving Documentary

Click [here](#) to read the AT&T "No Text On Board" release

For more information, visit www.itcanwait.com

Did you know?

Oct. 14-20 is Teen Driver Safety Week

The [National Highway Traffic Safety Administration](#) (NHTSA) is raising awareness of the risks teens confront on the roads so that teens remember, [Drive by the Rules. Keep the Privilege.](#)

Teen drinking and driving down nationwide

A [study](#) by the [Center for Disease Control](#) states the number of teens who drink and drive has decreased by 54 percent since 1991.

Oct. 23-31 is Red Ribbon Week

Each year in October, the [National Family Partnership](#) sponsors the [Red Ribbon Campaign](#), the oldest and largest drug prevention program in the nation.

Teens pick up on parents' distracted driving

A new [study conducted by Liberty Mutual and Students Against Destructive Decisions](#) found that teens model the dangerous driving practices of their parents.

GHSA looks at state novice driver initiatives

[Curbing Teen Driver Crashes: An In-Depth Look at State Novice Driver Initiatives](#) by the [Governors Highway Safety Association](#) comes on the heels of [MAP-21](#), the newly enacted surface transportation funding law, which includes incentive programs that reward states for high performance in a number of areas, including - for the first time - teen driving.



Thank you for participating in the 2012 'Teens On Wheels' event. The success of this event is directly related to linking arms with community partners who share our interest in contributing to a safer community. We are looking forward to working with you again in 2013.

Thank you,
Rhonda Rex and Lisa Anglin
Campbell County Family and Consumer Sciences Extension

EventCalendar

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

Did you know?

Congress encouraged to fund highway safety grants

Highway safety groups call on the House and Senate to support the [nation's priority highway safety grant program](#).

Fatalities increase after six-year decline

According to NHTSA, [early estimates](#) show an increase of fatalities nationwide in the first half of 2012 compared to the first half of 2011.

NHTSA Administrator featured on 'Mom It Forward' blog

David Strickland promotes [child traffic safety tips for fall](#) on blog aimed at mothers.

NHTSA updates school transportation crash statistics

The agency released a new edition of its [school transportation-related crashes report](#).



One in five parents never read car seat installation instructions

A [survey](#) by NHTSA reveals that 20 percent of all drivers did not read any instructions on how to properly install their child restraints, yet 90 percent felt 'confident' or 'very confident' that their car seats and booster seats were installed correctly.

Ambulance child transportation guidelines updated by NHTSA

NHTSA's Occupant Protection Division and the Office of Emergency Medical Services released [best-practice recommendations](#) to ensure that America's children are safely transported in emergency ground ambulances.

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

