



Left to right: Officer Dean Kisling, MADD Victim Advocate LouAnn McElmurry and Rosalind Donald, MADD Volunteer Theresa Martinez

## Kentucky law enforcement joins national crackdown to reduce impaired-driving fatalities during holiday season

### 'Drive Sober or Get Pulled Over' runs through Jan. 3

If you drive impaired in Kentucky ... beware.

[The Kentucky Office of Highway Safety \(KOHS\)](#), [Mothers Against Drunk Driving \(MADD\)](#) and [Brown-Forman](#) joined other Louisville Highway Safety Committee team members from highway safety and health-related agencies to kick off the holiday "[Drive Sober or Get Pulled Over](#)" campaign today at [Fourth Street Live](#) in Louisville.

"Although agencies place an emphasis on enforcement throughout the year, this campaign brings heightened awareness of the impaired driving issue that tends to increase during the holiday season," said KOHS Executive Director Bill Bell. "We want drivers to be responsible behind the wheel so everyone can be with their loved ones for the holidays."

According to the [National Highway Traffic Safety Administration \(NHTSA\)](#), the federal agency that funds the campaign, high-visibility enforcement such as the "Drive Sober or Get Pulled Over" campaign reduces impaired-driving fatalities by as much as 20 percent.

In honor of the campaign, MADD presented [Louisville Metro Police Department](#) Officer Dean Kisling with the MADD Hero Award.

"Officer Kisling has worked many drunk and drugged driving crashes," said MADD Victim Services Specialist Rosalind Donald. "He always shows professionalism and compassion with the victims and is truly dedicated to helping eliminate drunk and drugged driving in Louisville."

In Kentucky in 2014, there were more than 5,700 crashes involving alcohol and/or drugs, resulting in more than 3,000 injuries and 154 fatalities. More than 500 of the crashes occurred during December, resulting in 264 injuries and 14 fatalities.

"Lives could have been saved if they had just had a designated driver," said Bell.

To encourage the use of sober drivers, Brown-Forman is partnering with safe ride companies [CityScoop](#), [Taxi Z](#), [Yellow Cab](#), and [Uber](#) to provide discounts in the Jefferson County area using the code SAFERIDEKY from Dec. 17, 2015 to Jan. 3, 2016. A \$10,000 check was presented by Brown-Forman Vice President and Director of Corporate Communications Phil Lynch and North America Region Responsibility Manager Taylor Amerman to representatives from the four companies.

"Brown-Forman is proud to partner with the 'Drive Sober' campaign to encourage planning ahead, using a designated driver and not driving drunk," said Amerman. "As a company committed to responsibility, we're excited to work with our safe-ride partners and our neighbors in Louisville make their holiday season a safe one."

Go to [www.saferideky.com](http://www.saferideky.com) to get information on the different discounts offered by each safe ride company.



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# Director's Message — Bill Bell



## Kentucky joins lifesaving 'Yellow Dot' program

*Nationwide program may save more lives on Kentucky roadways*

I was recently approached by Dick Barlett from the [Kentucky Hospital Association](#) about partnering on a simple, low-cost, life-saving program called Yellow Dot. The purpose of the program is to improve emergency care to motorists involved in a vehicle crash. We enthusiastically got the ball rolling!

The "dot" – a circular yellow sticker on the lower left corner of the driver's side rear window – alerts emergency responders that a pamphlet

with identification and medical information about the motorist is in the glove box. Smaller yellow stickers are available for placement on motorcycle license plates.

The all-important pamphlet includes the participant's name, photo, medical conditions, recent surgeries, current medications, allergies, physical information and emergency contact information. If a motorist is unconscious after a crash, every minute matters, so having this information readily available to emergency responders is invaluable when determining proper care.

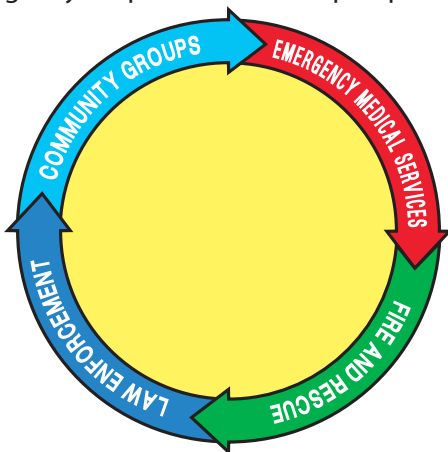
Our official kickoff was October 2015, but with the demand far exceeding our expectations, we quickly ran out of supplies. What a great problem to have! [Kentucky Design and Print Services](#) is printing pamphlets and stickers as quickly as possible. Our goal is to have at least one distribution location in every county in Kentucky.

Currently, packets are available at the [Kentucky Transportation Cabinet \(KYTC\)](#) central office in Frankfort, [all KYTC district offices](#) and all [Kentucky State Police Posts](#). Packets are also available at various hospitals and are currently being placed in county clerks offices. You may also email [yellowdotky@ky.gov](mailto:yellowdotky@ky.gov) to request a packet.

For a complete list, visit <http://yellowdot.ky.gov>. As distribution locations are added, the list will be updated on the website.

While we're pleased with the great demand for packets, we truly hope it never has to be used. However, if you or someone you love is involved in a crash, that simple pamphlet could be a lifesaver.

The Yellow Dot program originated in Connecticut in 2002 and has spread to 15 other states. Funding for the Yellow Dot program in Kentucky is provided by a grant through the [Federal Highway Administration](#).



The Kentucky Office of Highway Safety wishes you a safe and happy holiday season.

# SafetySpotlight

## Law enforcement officers, agencies honored for impaired-driving enforcement

*Ceremony salutes efforts to keep Kentucky roads safe*

[The Kentucky Office of Highway Safety \(KOHS\)](#) honored 142 law enforcement officers from 117 agencies across the Commonwealth on Dec. 2 for their efforts to target impaired drivers.

The 2015 Governor's Impaired Driving Enforcement Awards ceremony was held at the Louisville Marriott East. Awards were presented to officers with the most impaired-driving arrests in each agency and division.

"Impaired driving is not an accident – it's an epidemic of careless disregard for human life," said KOHS Executive Director Bill Bell. "These officers, their departments and agencies render a great service for public safety by removing drunken and drugged drivers from our roads."

Theresa Martinez, a volunteer for [Mothers Against Drunk Driving](#), said holidays are especially difficult for those who have lost loved ones.

"A drunk and drugged driver killed my 23-year-old daughter, Ashley, in 2012," said Martinez. "As painful as it is to tell her story, I believe that warning others about the dangers of impaired driving will help prevent families from going through the grief we feel on a daily basis."

According to the [National Highway Traffic Safety Administration](#), one in three Americans will be impacted by a drunken-driving crash in their lifetime.

### Division winners:

#### Division I (100+officers)

Officer Don Williams – Lexington-Fayette Urban County Police Department

#### Division II (51-50 officers)

Officer Benjamin Fleury – Owensboro Police Department

#### Division III (26-50 officers)

Officer Teddy Melton – Versailles Police Department

#### Division IV (11-25 officers)

Patrolman Barry Cowan – Middlesboro Police Department

#### Division V (1-10 officers)

Deputy Sheriff Byron Fairchild – Johnson County Sheriff's Office

#### Kentucky State Police Division

Sergeant Steve Walker – Kentucky State Police Post 11



Division 1 winner Officer Don Williams from Lexington-Fayette Urban County Police Department with KOHS Executive Director Bill Bell.

## MADD Day of Remembrance

The [Kentucky chapter of Mothers Against Drunk Driving \(MADD\)](#) joined MADD chapters across the country to honor those killed, injured or emotionally devastated by drunk and/or drugged driving for the inaugural [National Day of Remembrance](#) on Dec. 3.

MADD Kentucky partnered with the [International Star Registry](#) to name stars

in memory of those lost in impaired driving crashes. Star ornaments were engraved with the loved one's name and star coordinates. The ornaments were unveiled at a tree lighting ceremony held at the [Kentucky Transportation Cabinet \(KYTC\)](#) and are currently on display in the KYTC lobby.



December 3, 2015

# Your Letters

"Mr. Cromity was fantastic this morning when taking care of my flat tire. He has the patience of a saint and explained all he was doing. He is a wonderful asset to your team and he made my day! Thank him again for me!"

Melissa

"Shawn was absolutely the best! He was helpful, friendly, courteous and does a great job! He helped us change a tire. We are thankful he was in the right place at the right time!"

David



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## Cooperative Agencies



U.S. Department  
of Transportation  
Federal Highway  
Administration



# EventCalendar

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

## Did you know?

### New hands-free technologies pose hidden dangers for drivers

Potentially unsafe mental distractions can persist for as long as 27 seconds after a driver dials, changes music or sends a text using voice commands, according to [research by the AAA Foundation for Traffic Safety](#).

### NHTSA brings 5-star safety ratings into new era

The [National Highway Traffic Safety Administration's \(NHTSA\) 5-Star safety ratings system for new vehicles may get an upgrade](#). The proposed changes will add more human-like crash test dummies, rate crash-avoidance advanced technologies, and assess

pedestrian protection. These changes will help consumers choose a safer vehicle, and will encourage manufacturers to produce vehicles with better crash protection and new technology -- innovations that will save lives.



### Winter is here and so are your cold-weather driving tips

When the chilly temperatures of winter set in, will you and your vehicle be ready for the cold? Check out these [NHTSA winter driving tips](#) to help keep you safe this season.