



Hero Campaign

Commercial Vehicle Enforcement officer recognized for saving life of safe patrol driver

Officer David Marsillett receives Certificate of Appreciation for coming to the aid of Jeff Kelly

It was dinner time on March 16, 2015, when Jeff Kelly pulled into a weigh station parking lot in Floyd County to eat.

Kelly, a [Transportation Cabinet Safe Patrol driver](#), was in the middle of his shift when he pulled over for his meal. That meal could have been his last if not for the quick reaction of Officer Darvin Marsillett with [Kentucky State Police Commercial Vehicle Enforcement](#).

When Marsillett pulled into the weigh station a little after Kelly, he noticed Kelly's vehicle door was open. He stopped to check on him and immediately realized Kelly was choking. Marsillett quickly got him out of the Safe Patrol truck and performed

the Heimlich maneuver until Kelly's food was dislodged.

"If Officer Marsillett hadn't been there, I wouldn't be alive today," Kelly said. "The food had blocked my airway and I couldn't get a breath."

"I was getting worried because it took a while to dislodge the food," said Marsillett. "I was about to transport him to the hospital when his airway finally cleared."

[Transportation Cabinet Secretary Mike Hancock](#) recently presented Marsillett with a certificate of appreciation.

"Officer Marsillett's quick assessment of the situation led him to provide the medical assistance that Jeff so urgently required," said Hancock. "The Transportation Cabinet, along with Jeff's family, are truly grateful."

Marsillett said he appreciates the recognition, but insists he was just doing his job.

"This is what I'm trained to do, and I'm happy to do it," Marsillett said.



Pictured are, from left to right, Secretary Mike Hancock, Officer David Marsillett, Jeff Kelly, and KSP Commissioner Rodney Brewer.

In this issue:

Director's Message- Details on newly passed highway safety legislation

Safety Spotlight - HERO campaign sponsors Kentucky Derby Waterfront Jam

Did You Know- Upcoming designated safety days and events

Director's Message — Bill Bell



What is your vision for highway safety?

Recently, I was asked, "Do you really think 'zero' is a realistic goal?"

The question was posed to me after a press conference regarding pedestrian safety. As a Highway Safety office, we have adopted the "[Toward Zero Deaths](#)" (TZD) plan and have included related language in our annual highway safety plan for several years. The [U.S. Department of Transportation](#), with partners including the [American Association of State Highway Transportation Officials](#) and the [Governors Highway Safety Association](#), updated this plan in 2014.

The basic idea is that we, as a nation or individual state, move toward zero fatalities each year and devise our programs to meet incremental objectives and goals. Will we be there next year or even in five years? Barring a major movement in self-driving vehicles and tougher

penalties, we won't get there in a short time-frame. This plan is for the long haul.

Since there are several factors that contribute to the number of crashes and fatalities, we can't look at one year and declare it a success or failure. In 2012, we had a 5.5 percent increase over 2011 fatalities. Similarly, in 2014 we had a 5 percent increase in fatalities over 2013. However, when you look at the past nine years -- 2005 to 2014 -- there has been a 29 percent decrease in fatalities. Additionally, 2013 and 2014 saw the lowest and second-lowest fatality numbers since 1949, respectively.

Before the TZD plan was updated in 2014, the original stated goal was to reduce the number of fatalities by 50 percent by 2030. It was a great goal, but an arbitrary one. The updated strategy states:

"The National Strategy vision is a highway system free of fatalities through a sustained and even accelerated decline in transportation-related deaths and injuries. Safety organizations and professionals embracing this vision agree to aggressively work toward an intermediate goal specific to their jurisdiction or the safety issue on which they focus."

We believe this statement to be more appropriate. Think about it this way – no family member of a crash victim wants to hear about Kentucky meeting its "fatality goals." If your goal is never to have a motor vehicle fatality in your family, then you will agree that the ONLY goal for Kentucky is zero.

TOWARD ZERO DEATHS KENTUCKY

KOHS is excited to announce its new website, <http://Towardzerodeaths.ky.gov>, focused on promoting our goal of zero roadway fatalities. The public can easily navigate information on highway safety topics and current campaigns. We are continuing to add content and updates, so please check back regularly.

SafetySpotlight ☰

John R. Elliott HERO Campaign sponsors Kentucky Derby Festival Waterfront Jam

The [Kentucky Office of Highway Safety \(KOHS\)](#) and the [Kentucky Derby Festival \(KDF\)](#) called on fans to be HEROs during this year's Waterfront Jam at [Kroger's Fest-a-Ville](#) on the Waterfront. The [John R. Elliott HERO Campaign for Designated Drivers](#) was the Presenting Sponsor of the live music event that ran from April 24 through May 1.

At the opening concert on Friday, April 24, concert goers saluted and pledged their support for the campaign by participating in a "Hats off to Heroes" hat toss. After KOHS Director Bill Bell and HERO Campaign founder Bill Elliott addressed the crowd, thousands of special "Be a HERO" hats were thrown into the air. Throughout the remainder of the event, KOHS staff manned a Hero booth to distribute campaign information, wristbands and pledge cards.



The HERO Campaign is in the midst of its 100,000 HEROES pledge drive to sign up that number of designated drivers throughout the country during its 15th year. The campaign had a booth at Kroger's Fest-a-Ville for designated drivers to take the pledge. Pledges can also be made online at www.kentuckyheroes.org

Now in its 15th year, the HERO Campaign was inspired by the death of Navy Ensign John R. Elliott, son of Bill and Muriel Elliott, of New Jersey. John was a graduate of the United States Naval Academy who was killed by a drunk driver as he was driving home for his mother's birthday, two months after his graduation.

KYTC honors fallen employees

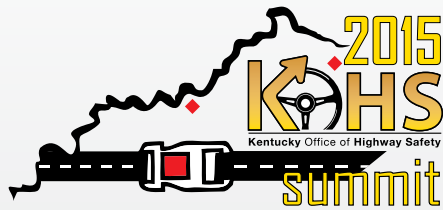
[Workers' Memorial Day](#) is observed every year on April 28. It is a day to honor workers who have died on the job, to acknowledge the grievous suffering experienced by families and communities and to recommit ourselves to the fight for safe and healthful workplaces. Kentucky Transportation Cabinet (KYTC)



Secretary Mike Hancock, and Assistant State Highway Engineer Bob Lewis joined KYTC Employee Safety and Health Branch Manager Rob Hecker and KYTC graphic designer Shannon Martin to hang a memorial print in the KYTC Central Office lobby in Frankfort. Martin designed the print. Lewis' father, Herbert S. Lewis, a KYTC construction engineer, was struck by a vehicle and killed in a highway work zone on Aug. 29, 1968. The print lists 91 names, with dates ranging from 1963 to 2011..

Are you attending a Safety Summit?

This year the Kentucky Office of Highway Safety is hosting [two highway safety summits](#) – the first in Owensboro May 12-13, 2015, and the second in [Morehead June 10-11, 2015](#). They are open to law enforcement agencies, emergency responders, traffic safety educators, child passenger safety technicians (Owensboro only), and other highway safety professionals. If you missed the Owensboro Summit, there is still time to register for Morehead. Register [today!](#)



Contact Us

Kentucky Transportation Cabinet



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: Jeremy Wooldridge–
jeremy.wooldridge@ky.gov

Did you know?

Global Youth Traffic Safety Month

May is [Global Youth Traffic Safety Month](#) sponsored by the [National Organization for Youth Safety](#).

Kentucky's "Walk Like MADD"

The [Kentucky Walk Like MADD](#) is 8:30 a.m. to noon on May 30 at the Dean Watts Park in Bardstown.

Click It or Ticket enforcement

Kentucky law enforcement is using federal overtime grants to crack down on those who don't buckle up during the [national Click It or Ticket campaign](#). Increased enforcement begins May 18.

National EMS Week

May 17-23 is National EMS Week. This year's theme is "[EMS Strong](#)."

National Bike Month

May is [National Bike Month](#), sponsored by the League of American Bicyclists.

Motorcycle Safety Month

May is [Motorcycle Safety Month](#). To save more lives, motorists and motorcyclists must learn to "share the road" and motorcyclists must always wear proper protective gear. If you ride, please visit www.rideky.net for information on [motorcycle safety classes](#) in Kentucky.



Bike to work day

June 16 is [Ride to Work](#) Day supporting the use of motorcycles and scooters for transportation.

Cooperative Agencies



U.S. Department of Transportation
Federal Highway Administration

