

# INTERCHANGE



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*Interchange* is designed to provide NYSATSB members up to date information about traffic safety and injury prevention programs across the state. We invite you to share your knowledge, resources, and ideas with us. **We want to hear from you about the current traffic safety issues facing your community and the strategies you have implemented to address them.** All submissions can be e-mailed to [info@nysatsb.com](mailto:info@nysatsb.com) and should be in text format with any pictures or graphics attached in a PDF.

## BUCKLE UP NEW YORK (BUNY)

As an organization promoting traffic safety efforts we are extremely supportive of occupant protection. With that said, the next Buckle up New York/click it or ticket! enforcement wave will be conducted May 23- June 5.

The New York State Association of Traffic Safety Boards (NYSATSB) is encouraging every police agency in New York to come together and vigorously enforce the seat-belt laws. Seatbelts are the

single most important factor in reducing highway fatalities and injuries.



The NYSATSB salutes our police officers for their outstanding efforts in the life saving Buckle up New York/

Click it or Ticket! Campaign. This campaign has increased New York's seatbelt usage rate to a record high 85%, saving a countless number of lives and mitigating injuries.

In the coming weeks prior to May, please consider making this part of your traffic safety board or organizations' monthly objective.

Patrick Carroll  
President  
NYSATSB

## GET TOGETHER, PLEASE BUCKLE UP

In effort to increase awareness for Broome County residents, the Broome County Traffic Safety Board has implemented a 2 year campaign entitled "Get it Together, Please Buckle Up" that involves several areas of education and reminders to wear seat belts every trip, every time. The primary activity of the campaign includes building partnerships with area worksites, businesses, and schools with significant traffic flow, and installing "Buckle Up" parking lot signs on these properties. Research shows that the more often people are reminded to buckle up, the more likely they will change their behaviors, and wear their seat belts all of the time. A major aspect of this campaign is determining the percentage of Broome County residents who wear their seat belts. To accumulate this data,

the Traffic Safety Coordinator is currently conducting pre-observations at all locations that have, and will be implementing the buckle up signs. Upon installation of the signs post observations have, and will continue to be conducted to determine the impact of the campaign. Currently, about 90% of Broome County residents are buckling up. This is above the state average of 85%. Certainly, a large contributor to this percentage is the effect of the "Get it Together, Please Buckle Up" sign awareness campaign.

In addition to "Get it Together, Please Buckle Up", all Broome County Police agencies are involved in an enforcement effort entitled "Buckle Up New York" to



issue tickets to drivers and passengers who are not wearing their seat belts. NYS is a primary enforcement state, which means police can set up checkpoints and issue tickets to any passengers that do not appear to have the vehicles shoulder strap across their upper body. Similar to "Get it Together, Please Buckle Up", the "Buckle Up New York" enforcement effort is targeted at making Broome County residents aware of seat belt safety, as well as the law supporting seat belt use. Ultimately, the goal of the Broome County Traffic Safety Board and Broome County Police agencies is to encourage all drivers and all passengers in all seating positions to ride restrained every trip, every time.

**Program****At-a-Glance****Project****Characteristics**

Teen Seat Belt  
Education

**Program Areas**

Occupant Protection

**Targeted Populations**

Teenagers ages 16-20

**Type of Jurisdiction**

County

**Jurisdiction Size**

937,279 (40 High  
Schools – Approx  
100,000 students)

**Funding**

Public Funds: \$10,000  
Federal 402 funds.  
Program funded by  
NHTSA with a  
\$153,597 grant  
through NYS  
Governor's Traffic  
Safety Committee  
Private Funds:  
\$50,000 from local  
Volvo dealership, plus  
additional corporate  
donations for prizes.

**Contact**

Barbara Peters-DeMeo  
Project Administrator  
Westchester Co. Traf-  
fic Safety  
Dept. of Public Works  
Suite 400B  
148 Martine Avenue  
White Plains, NY  
10601  
(914) 995-2271  
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## SAVE YOUR FACE

### WESTCHESTER TEEN SEAT BELT PROGRAM

According to the National Highway Traffic Safety Administration's 2003 Report on Safety Belts and Teens:

- Teens have the highest fatality rate in motor vehicle crashes than any other age group.
- Car crashes are the leading cause of death for 16-20 year olds in the United States.
- Two-thirds of those teens killed were not buckled up.

The goal of the "Save Your Face, Click it or Ticket Westchester" Teen Seat Belt program is to:

- Increase teen seat belt use by educating teen drivers about the importance of seat belt safety;
- Encourage high schools to continue seat belt safety by incorporating it into existing teen driving programs; and
- Reduce the number of injuries and fatalities that are due to non-seat belt use among teenagers county-wide.

The Department of Public Works, Traffic Safety, and Westchester County Executive Andrew J. Spano's Communication Department created the "Save Your Face, Click it or Ticket Westchester" Teen Seat Belt Program. The teen program was launched in September 2003 to coincide with the implementation of the New York State graduated licensing law.

The Save Your Face program

focused on things teens are concerned with – their looks and self-image. The campaign was designed to drive the message home for teens," said County Executive Spano. "We are reaching them where they are – in school, watching television, on their computers, or at DMV offices trying to obtain their licenses."

The teen seat belt campaign is composed of several components, including:

- Approximately 30,000 new teen driver brochures were distributed to the DMV Offices and high schools in White Plains, Yonkers and Peekskill.
- A new teen driving website [www.westchestergov.com/teendriving](http://www.westchestergov.com/teendriving).
- A new comprehensive teen high school seat belt program utilizing the New York State Police Rollover or Convincer.
- High schools were also provided with teen inspired public address system announcements, which were read by students during school hours.
- A seat belt contest for student drivers was offered to high schools.
- A 30 second teen seat belt commercial was developed in-house by County Executive Andrew J. Spano's Office of Communications aired on eleven channels.

**PROGRAM RESULTS**

New York's "Save Your Face, Click It or Ticket Westchester" Teen Seat Belt Program achieved the following results during 2003:

- Presented the "Save Your Face, Click it or Ticket" Teen Seat Belt Program to more than 7,097 students at twenty-one high schools throughout Westchester County.
- Implemented seat belt safety into the existing teen driving programs at all participating high schools. Those high schools without a teen driving program realized the significance of creating one.
- Conducted pre-program and post-program seat belt surveys that revealed a 20 percent increase in seat belt use since the "Save Your Face" program was initiated. (Post surveys were done between one and twenty-one days after the program.)

Due to the positive results and success of the program in Fall 2003, it is planned that the program will continue in Spring 2004.

## HELPING TO SAVE OUR CHILDREN'S LIVES

### ROCKLAND COUNTY SHERIFF'S DEPARTMENT

### TRAFFIC SAFETY AWARENESS PROGRAM

The Rockland County Traffic Safety Board's mission is to save lives, prevent injuries and reduce traffic-related health care and other economic costs. We develop, promote and implement effective educational, engineering and enforcement programs directed toward ending preventable tragedies and reducing safety-related economic costs associated with vehicle and highway travel.

#### OVERALL FUNCTIONS OF THE BOARD

- Promote and encourage street and highway traffic safety;
- Cooperate with local officials in the formulation and execution of traffic safety activities and programs;
- To promote safety education for drivers and pedestrians;
- Conduct meetings whenever and wherever the board shall deem it advisable and to invite to such meetings parties and agencies, public and private, interested in traffic regulation, control and safety education;
- Coordinate and direct local activities related to the implementation

of the state highway traffic safety programs/projects approved by the Governor's traffic Safety Committee;

- Study traffic conditions on streets highways, analyze reports of accidents and causes thereof, and recommend to the appropriate legislative bodies, departments or commissions, such changes in rules, orders, regulations and existing laws as the board may deem advisable; and
- Obtain and assemble motor vehicle accident data, and to analyze, study and consolidate such data for educational and informational purposes.

Programs are planned, organized and developed in response to the community's need, and integrated into the social, economic and political fabric of the community. The overall goal of the program is to develop. Behavior change and thereby accomplish significant increases in traffic protocol.

Partnerships are formed and programs organized and implemented with law enforcement and county organizations both private and public to develop and implement a local network of professionals to provide educational, organizational and environmental support for all areas of

traffic safety.

The programs address a broad-based comprehensive approach to traffic safety in meeting the challenges and reduce increased motor vehicle accidents, fatalities and injuries; change population characteristic; increased commercial and residential development; address the need for accurate and easily accessed statistical information; as well as other situations that perhaps may develop through observation.

Community Projects has always been advantageous to projects pursued by the Rockland County Traffic Safety Board. Therefore, the Board focuses on the development of community programs in an effort to educate, promote awareness and encourage highway safety programs and serve as a local network and link between ourselves, community resources and other groups.

The Board serves as a central point for a partnership comprised of representatives from health care, law enforcement, education, recreation and both public and private sectors. Our project and operational plan is designed to achieve measurable goals and objectives. The foremost goal will be to significantly curtail speeding and the accompanying associated accidents.

## NEW BOOSTER SEAT LAW TO INCREASE CHILD SAFETY IN VEHICLES

New York will join 22 other states that currently have booster seat requirements for children. The new state law, set to go into effect in March, requires all children between the ages of four and seven, measuring four feet



nine inches or less, to be restrained in booster seats or other appropriate child safety devices that meet applicable Federal Motor Vehicle Safety Standards.

The booster seats must be used along with a combination lap and shoulder safety belt. Individuals found to be in violation of this law will be subject to civil fines ranging between \$25 and \$100.

- Source, AAA

## NYS LAW ENFORCEMENT CHALLENGE

The New York State Association of Traffic Safety Boards is pleased to announce the New York State Law Enforcement Challenge, a program that recognizes the outstanding traffic safety efforts of police agencies throughout the state. The Law Enforcement Challenge was created in partnership with the Governor's Traffic Safety Committee, The National Highway Traffic Safety Administration, and the International Chiefs of Police.

The New York State Association of Traffic Safety Boards endorses this program and strongly encourages

police agencies in this state to apply. Your application will put you in the running for three levels of awards, one at the state from GTSC, a second at the regional level from NHTSA, and a third at the national level from the IACP.

Awards will vary and include an expense paid trip to the annual IACP conference where your department would be recognized. State and regional winners will be recognized at the annual Empire State Law Enforcement Traffic Safety Conference, April 26-27 in Albany .

Applications can be obtained at: [www.safeny.com/lawchallenge/](http://www.safeny.com/lawchallenge/) .

For additional information contact Sergeant Daniel Larkin at the Governor's Traffic Safety Committee, telephone (518) 473-7972 or e-mail [dlark@dmv.state.ny.us](mailto:dlark@dmv.state.ny.us).

Please help promote traffic safety and give your officers the recognition they deserve.

Patrick Carroll  
President  
NYSATSB

## MORE ABOUT THE NYS ASSOCIATION OF TRAFFIC SAFETY BOARDS

The New York State Traffic Association of Traffic Safety Boards (NYSATSB) is a statewide association of traffic safety boards, agencies, highway engineers, safety professionals, and individuals who share common interest in traffic safety and injury prevention.

The Association consists of 87 Traffic Safety Boards (please note several of these Boards are also part of the STOP DWI program in that particular area), 12 STOP DWI programs, and 7 law enforcement agencies throughout New York State. Other members include, but are not limited to the following: the Federal Highway Administration, the National Traffic Safety Institute, the NYS Division of Criminal Justice Services, the NYS Police, GTSC, MADD – New York, Cornell Local Roads Program, National Road Safety Foundation, NY Coalition for Transportation Safety, NY Safety Program, NYS Office of Alcoholism

and Substance Abuse Services, NYS Department of Transportation, NYS Liquor Authority, NYS Thruway Authority, Safety Council of New York, and the NYS Drinking Driver Program.

The Association focuses on the following topics:

- Resource Development
- Public Education
- Occupant Protection
- Alcohol Countermeasures
- Work Zone Safety
- Traffic Records
- Pedestrian Safety
- Child Passenger Safety
- Bicycle/In-Line Skating Safety
- School Bus Safety

- Traffic Safety Legislation
- Motor Vehicle / Motorcycle crash & injury reduction

the focus is on drunk and drugged driving).

The benefit of being a part of this group is the networking opportunities, which include:

- Sharing knowledge.
- Sharing resources.
- Brainstorming new ideas.
- Learning from others.
- Connecting with other organizations that could assist with marketing, fundraising, etc.
- Keeping current on current traffic safety issues in NYS.

For more information about the NYSATSB please visit our website at [www.nysatsb.com](http://www.nysatsb.com) or e-mail us at [info@nysatsb.com](mailto:info@nysatsb.com)



New York State  
Association of Traffic  
Safety Boards

1436 Altamont Avenue.  
PMB 300  
Schenectady, New York  
12303



## NYSATSB EXECUTIVE COMMITTEE

**President**  
Patrick Carroll

**Vice President**  
Karen Liddle

**Regional Vice Presidents**

Region 1  
Joanne McGarry

Region 2  
Vince Bellino

Region 3  
Robert Monestano

Region 4  
Richard A. Pearson Sr.

**Treasurer**  
Christopher Mistrion

**Secretary**  
Bill VanAlstyne

Region 5  
Debbie K. Kogut

Region 6  
Lucas Davis

Region 7  
Sal Trentarelli

Region 8  
Tom Beachy

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## NYSATSB Membership Application Form

Please check one:  \$ 75.00 Individual/ Non-Profit  
 \$ 100.00 Corporation

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

AFFILIATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/TOWN \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

**Send check or money order to:**  
NYSATSB  
1436 Altamont Avenue.  
PMB 300  
Schenectady, New York 12303