

CTRAFFIC SAFETY Connection



May 2008

Connecting Oregon's Community Traffic Safety Advocates

Volume 6, Number 6

Grants

The Building Safer Communities and Bicycle Safety Mini-Grant applications for next year are available in June. As soon as they are posted notification will be sent out.

Currently a grantee that has had many years of traffic safety success still continues on this year with the assistance of a Building Safer Communities Mini-Grant. Independence Police Department consistently seeks unique ways to approach traffic safety issues in their community. One way in which they have done this is by reaching out to the Hispanic community by way of radio.

A portion of their grant funds are dedicated towards the personnel time for one of their Spanish speaking officers. He utilizes a segment of radio time on a Spanish radio station to discuss traffic issues. Recently at the 2008 Lifesavers Conference Martin Moreno a presenter, spoke about effective ways to reach Latinos with traffic safety messages. He emphasized the use of radio to target this community. Independence PD is doing an excellent job.



Oregon Transportation Safety Awards

Oregon Transportation Safety Awards provide the opportunity to recognize leaders in traffic safety—people and organizations that are making a positive difference in the lives of Oregonians. You are encouraged to nominate traffic safety advocates, both professional and volunteer, who are “Enriching Our Communities With Tradition and Technology.” Please consider nominating an individual and organization that demonstrated



presentations on the latest technologies and approaches to make transportation safer in Oregon. Workshop ideas that focus on helping those who attend learn how to implement programs in their own communities or access resources to address local issues. There are 18 available times for workshop sessions. Individual and panel presentations are welcome.

Please visit www.actsoregon.org and download the Call for Presentations Information Form. The deadline to submit your ideas is May 30, 2008.

Call for Presentations

innovation and exceptional service in either 2007 or 2008.

Nomination forms are available on www.actsoregon.org or by contacting ACTS Oregon at 503-643-5620 or 800-772-1315. Nominations must be received by August 15, 2008.

Award recipients will be recognized at the Oregon Transportation Safety Conference Awards Luncheon on Tuesday October 21st at Seven Feathers Conference Center in Canyonville.

May Is Transportation Safety Awareness Month

Governor Ted Kulongoski has once again proclaimed May as “Transportation Safety Awareness” month in Oregon, and whether you are walking, bicycling, riding or driving, you’ll most likely see some reminder to be safe. It might be orange cones indicating a work zone; it might be a new sign about Oregon’s Move Over law; or it might be someone on the radio saying, “Slow down. Better roads ahead.” Whatever the message, the goal is the same: improve safety for Oregonians and visitors to our state.

“It takes a team approach to improve safety in our transportation system,” Kulongoski said. “The Oregon Department of Transportation and its partners, along with thousands of volunteers around the state, are helping people understand how important it is to do the right thing, whether it’s putting your child in a booster seat or taking the car keys from a friend who has had too much to drink.”



The Governor's proclamation offers support for safety programs that are helping reduce property damage, injuries and fatalities. In 2008, Oregon is experiencing vehicle fatalities at the slowest rate in 12 years. Because everyone agrees the best rate would be no rate at all, safety advocates continue to raise awareness and call for action in a variety of areas, such as using safety belts and child restraints, controlling speed, driving courteously, avoiding impaired driving, and slowing down in work zones.

A “silent memorial” for work zone victims took place at the Capitol in Salem on Monday, May 5 from 10:00 A.M. until noon. ODOT workers handed out educational information as they stood with 192 orange cones on the Capitol steps—one for each person who has been killed in a work zone since ODOT began keeping records in 1985. In downtown Portland, banners were visible in the Pioneer Courthouse Square reminding passers by of the need to slow down in work zones.

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ACTS Oregon

STAFF

Ruth Harshfield
Executive Director
ruthh@actsoregon.org

Gayle Watts
Child Passenger Safety
Program Coordinator
gaylew@actsoregon.org

Sandy Holt
Child Passenger Safety
Technician Coordinator
sandyh@actsoregon.org

Kate Murphy
Community Traffic Safety
Coordinator
katem@actsoregon.org

BOARD MEMBERS

Tammy Franks, President
Hillsboro
TFranks@LHS.ORG

Stephen J. Manning
Vice President
Keizer
stephen687@earthlink.net

Lucie Drum, Secretary
Portland
lucie_drum@amr-ems.com

Daniel Marcisz, Treasurer
Medford
MarcisDE@jacksoncounty.org

Larry Christianson
McMinnville
dejaeco@msn.com

John Naccarato
Oregon City
johnnac@co.clackamas.or.us

Ed Simon
Newport
simonsez@actionnet.net

Mike Stupfel
Salem
Michael.Stupfel@state.or.us

Graphic Design by Melissa Gannon

Lifesavers Conference Highlight



This year's conference was a plethora of information. There were sessions for law enforcement, child passenger safety and traffic safety advocates. In addition there were sessions that catered to all groups and how to reach their audience with safety messages. One such session included a presenter by the name of Martin Moreno. He discussed how to effectively target Hispanics with impaired driving education. In addition he addressed this issue with child passenger safety. As with any campaign it is important to define your audience to ensure that the message is appropriate and effective.

The issue that often arises, however, is that most campaigns are created for the white American and literally translated into Spanish with the hopes that it will have the same affect. Moreno emphasizes that simply translating is not an effective way to communicate to Latin Americans. On one hand some English terminology has no meaning in Spanish and simply translates to gibberish. Also ways that have been found to be effective marketing techniques such as the internet are not necessarily applicable to the Hispanic market. In fact radio has shown to be the best tool when it comes to advertising events or simply sharing the latest preventative slogan.

Moreno continued by discussing the importance of going to their community to spread safety messages, and not expecting them to come to event sites outside of their neighborhood. With much of the Latino community being monolingual it is intimidating to go to a child safety seat check up event for example. Most if not all the

technicians are solely English speakers, and often times law enforcement is present in uniform. For someone new to this country and its customs

this can be a very scary environment. Therefore if the ultimate goal is to reach this population with a safety message it is vital to go where they are going to be comfortable and receptive.

It was brought to the attention of the audience that the Hispanic population has grown 57.9% from 1990 to 2000. This emphasized even further the need to adapt safety efforts to include this ever growing community. In addition Moreno sited that Latinos are 13.3% of the current population and growing seven times faster due to a high birth rate. Many Hispanics have never owned a car and purchase their first vehicle when they move to the United States. With this being the case motor vehicle crash statistics are high among this community. In fact motor vehicle crashes are the leading cause of death among Latino males ages 1-44. Latino children ages 5-12 are 72% more likely to die in motor vehicle crashes than non-Latino children. These statistics not only let traffic safety advocates know that there is a need for education; but also that the education available is not reaching this group.

The information presented here was from just two sessions at the Lifesavers conference. Handouts and presentations are available at lifesaversconference.org. ACTS Oregon used the Lifesavers conference not only to expand their traffic safety knowledge but to help cultivate ideas for the 2008 Transportation Safety Conference in Canyonville. We hope to see you there.

May Is Transportation Safety Awareness Month

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Other activities during the month include increased safety belt enforcement from May 19 to June 1; child safety seat clinics (see www.actsoregon.org/calendar.html for schedule); local safety fairs; and a coordinated motorcycle safety awareness campaign.

In addition, public service announcements will remind motorists that Oregon is still in the midst of the busiest highway construction season since the interstates were built 50 years ago. Projects in the Oregon Transportation Investment Act alone are creating more than 40 work zones on Interstate 84 and on Interstate 5 between Washington and California, there will be 83 bridges with active construction zones. Motorists are encouraged to plan ahead and be patient.

"Individuals can take some simple actions to improve their own safety," Troy E. Costales,

ODOT Transportation Safety Division administrator said. "We encourage people to pay attention to the driving task, follow speed limits, watch out for pedestrians, bicyclists and motorcycles, wear safety belts and use the proper child safety seats, and make sure children wear helmets when they ride bikes, scooters and skateboards."

Other areas of focus include underage drinking, where a new law allows judges to suspend licenses of minors in possession, even if they don't have a license yet or aren't driving when they are cited. Truck safety is also being emphasized with a yearlong effort to reduce truck crashes coordinated by ODOT's Motor Carrier Transportation Division.

Just in time for Oregon's driving, riding, walking, cycling, highway construction season, ODOT and its partners around the state are reminding everyone to be aware of what's going on around them and take action to stay safe.

Madras Technician Class

April 25–27

There was an excellent turnout for this class with twenty students. This was the first time that ACTS Oregon has taught a class over a weekend. The class was Friday, Saturday, and Sunday. On Sunday the students not only completed their final exam but participated in a check up event. Although it was a bit of a whirlwind schedule all twenty students passed and are now certified technicians.

The newest additions to the technician community are: **Trinie Young—DHS Child Welfare Services**; **Shaun Bush, Alan Hume, Mark Johnson, Emily McCoy, Ian Nelson, Dan Pettersen, Nick Ryan, Sam Scheideman, and Tom Jaca—Jefferson County Fire District No. 1**; **Brad Robertson—Jefferson County EMS**; **Vivian Kimbol, Amanda Mellentine, Ben Mitchell Jr., and Lester Robinson—Klamath Tribal Health and Family Services**; **Steven Webb—Madras Police Department**; **Lindsey Abendshcein, and Marian**



Morris Ervin—Mt. View Hospital; and **Maia Thornton—Norco Medical.**

Brandon Meyer—Rogue Valley Safe Communities; and **Robert Tibbetts—La Grande Fire Department.** Thank you and congratulations to all.

In addition ACTS Oregon would like to thank the instructor team for all their hard work and support. The Madras instructor team included: **Betty Groshong—Resolutions Creative Conflict Management**; **Sandy Holt—ACTS Oregon**;

Portland Pedals to Platinum



The mix of attendees at a press conference for the platinum award illustrated one of the main reasons

Portland has catapulted above all other American cities on its way to achieving this status. One of the reasons Portland has been able to attain this success is by creating a diverse coalition of activists, agencies, companies, advocates and organizations all working together to move biking forward.

Speakers at the event credited a rich legacy of political and civic leadership for getting us to this point. A press release on the award by PDOT city bicycle program coordinator Roger Geller said, "We're celebrating three decades of consistently applying policies that promote bicycling and our third consecutive year of double-digit growth in bicycle ridership in the city. Portland is doing everything we can with our limited resources to create safer conditions for cyclists. The job isn't done."

Portland's work is clearly unfinished, but this award is meant to recognize how far we've come and what it took to get here.

League of American Bicyclists, Andy Clarke put it this way, "Portland has had the courage to lead, to innovate, and to pursue a vision of their community that emphasizes choice, equity, and quality of life. Platinum status isn't forever. We recognize that compared to other world-class cities for cycling, Portland still has a long way to go."

And with that, the League offered these recommendations for Portland to maintain its coveted Platinum ranking:

- Ensure better access to city parks and recreation areas for off-road riding;
- Strengthen ties to the police and enforcement community to ensure motorists and cyclists are following the rules of the road and held accountable for their behavior;
- Increase investments in the city's bikeway network, particularly bike boulevards and signature projects that overcome major barriers, to open up the city to cyclists of all abilities; and
- Continue to innovate and demonstrate leadership with projects such as the new bike boxes, colored bike lanes, and Sunday parkways program.

While infrastructure projects and city-backed programs tend to get most of the limelight, we can't forget the tremendously active, creative, and effective grassroots activism and culture that has sprung up around bicycling in Portland.

Operation Educate, Enhance and Expand

ACTS Oregon is pleased to announce the receipt of \$24,000.00 from State Farm Insurance's Good Neighbor Citizenship Philanthropy Program. Our new project, **Operation Educate, Enhance and Expand** will enhance community and parental awareness of child passenger safety in three ways.

Education—we will coordinate eight Child Safety Day events in May and September 2008; conduct National Standardized Child Passenger Safety Training Courses; and host a "Safe Travel for All Children: Transporting Children with Special Health Care Needs" course.

Enhancement—we will work to support two county car seat distribution programs; work to retain Child Passenger Safety (CPS) Technicians through recognition; and purchase additional equipment to improve the National Standardized CPS Training Courses and the "Safe Travel for All Children: Transporting Children with Special Health Care Needs" course.

Expansion—we will participate in the 2008 Mega Conference sponsored by ARC of Oregon; host a check up event for families who's children have disabilities; and conduct research into the development of a child safety seat distribution program for special needs transportation devices.



We want to thank Jeff Aeschliman and Amanda Heck, Public Affairs Specialists with State Farm Insurance for their continued support of ACTS Oregon.



Check Up Clinics and Fitting Stations

Please check www.childsafetyseat.org under Child Passenger Safety/Calendar for current list, specific dates, locations and times.

Date	City	Location	Address	Time
05/15/08	Molalla	Fire Department	320 N Molalla Avenue	10:00 A.M. to 1:00 P.M.
05/21/08	Corvallis	Fire Department	8400 NW Harrison Street	8:00 A.M. to 11:30 P.M.
05/21/08	McMinnville	Fire Department	Please Call: 503-434-5800	
05/22/08	La Grande	Fire Department	1806 Cove Avenue	9:00 A.M. to 12:00 P.M.
05/24/08	Beaverton	Police Department	4755 SW Griffith Drive	9:00 A.M. to 12:30 P.M.
05/24/08	Portland	Legacy Good Samaritan Hospital	1015 NW 22nd Street	10:00 A.M. to 1:00 P.M.
05/24/08	Keizer	Fire Department	661 Chemewa Road NE	11:00 A.M. to 3:00 P.M.
05/29/08	La Grande	Fire Department	1806 Cove Avenue	9:00 A.M. to 12:00 P.M.
06/04/08	McMinnville	Fire Department	Please Call: 503-434-5800	
06/05/08	La Grande	Fire Department	1806 Cove Avenue	9:00 A.M. to 12:00 P.M.
06/05/08	Redmond	Fire Department	341 Dogwood Avenue	10:00 A.M. to 1:00 P.M.
06/12/08	La Grande	Fire Department	1806 Cove Avenue	9:00 A.M. to 12:00 P.M.
06/12/08	Beaverton	Kuni Cadillac	3725 SW Cedar Hills Boulevard	5:00 P.M. to 7:00 P.M.
06/14/08	Beaverton	Police Department	4755 SW Griffith Drive	9:00 A.M. to 12:30 P.M.

Call for Board Member Nominations

The strength of ACTS Oregon depends on members actively nominating leaders to take part in directing the future of the organization. There are currently five board positions open for election. Two current board members are seeking re-election. The nomination committee seeks nominees for positions with skills in Legal or Financial, Traffic Safety Committee or Citizen Advocate (2), Engineering and At Large positions. We encourage anyone interested in serving to run for election. Nominees must be members of ACTS Oregon upon accepting a nomination. Only ACTS Oregon members can make nominations to the Board. Applications are due by July 25, 2008. Please visit the ACTS Oregon website, www.actsoregon.org, to learn more about this process and download nomination form.

Oregon Transportation SAFETY CONFERENCE

2008

Enriching Our Communities With Tradition and Technology

Save These Dates!

October 20 to 22
 Seven Feathers Conference Center
 in Canyonville, OR