Special Supplement to Sea&Shore
2006

# TRAFFIC5100

*your partner in the driver's seat*

**The Navy-Marine Corps Traffic Safety Handbook**

www.safetycenter.navy.mil

# 2006 Warrior Preservation Campaign

The Warrior Preservation Campaign 2006 calls upon all Marines, from the private leaving boot camp to the company and base commander to reinvigorate the long-standing tradition that Marines take care of their own.

Every Marine must apply the excellence and professionalism expected in combat to all their actions, both on and off duty. Force preservation depends on the full-time combat readiness of the individual Marine.

The goal of the Warrior Preservation Campaign 2006 is to reduce mishaps across the Corps. The campaign outlines three major objectives for improving force preservation across the Corps and reaching our mishap-reduction goal:

## Leadership & Mentoring

How do you take care of your Marines? Leaders at all levels must actively engage their Marines and clearly establish performance expectations that include both on-duty and leave and liberty behaviors. Warrior preservation includes unit and individual safety, as well as continuous risk evaluation and hazard mitigation through operational risk management.

## Training & Education

Are your Marines always at the ready? When Marines take care of their own by training, equipping and mentoring each other to be selfless in the battle yet disciplined in garrison, we are best prepared to serve our Nation.

## Structure & Staffing

Is your unit set up to effectively institute risk management for your activities? Are you holding after-action meetings to discuss how an activity must change or could be improved? Select top-quality NCOs to assist in operation of the unit-safety program. Ensure prompt investigation and reporting of mishaps.

# Commander's Perspectives

Did you know Hospitalman Derek Eames?

Probably not. I didn't either. It's a big Navy.

You probably haven't been to Knotts Island, either. It's a big country.

This Sailor and this little town in North Carolina have something tragic in common. HN Eames was the first Sailor killed in a car wreck this fiscal year. By April 24, the names of 87 other Sailors and Marines were added to the grim list. Knotts Island is where the second fatal car wreck took place, which means there are 87 other places where a few seconds of fatal mistakes and mayhem killed one of our personnel—a shipmate, a brother or sister, a spouse, a son or daughter.

The highway—especially at certain times, in certain places, and with certain kinds of people behind the wheel—is a very dangerous place. It doesn't have to be, but it is. We can all understand why the roads leading into Baghdad and Basra are dangerous: our enemies are putting IEDs there. It is harder to understand the death toll on our peaceful, well-engineered, well-paved roads. Yet, we still end up with those sad little roadside memorials, with names we rarely recognize, and the bedraggled plastic flowers.

Why? For one thing, the average American driver is mediocre, if not lousy. He or she learned how to drive a long time ago and has gained way too many bad habits. As a nation, we are in a hurry. We speed and tailgate. Too many people still think they can drink and drive. And the typical 20-year-old still feels invulnerable, still believes that bad things are going to happen to others, not to them. Changing these attitudes and trends is tough.

By now I'm sure you've heard that we're having a terrible year. For the Navy, our traffic death rate to date is the worst since 1990, and the Marines have had only one worse year since 1991. We have to do something.

Fortunately, there are lots of things to try, and this handbook will describe some of them. In the major sections—Planning, Training, Driving, Preventing and Reporting—you'll find a wealth of ideas, guidance, news and best practices that you can adapt and apply at your command. Tragically, it is too late for Hospitalman Derek Eames, and the other 87 Sailors and Marines. It isn't too late for everyone else. By using the tools in this handbook, you can help keep their names off the list.

RADM George Mayer

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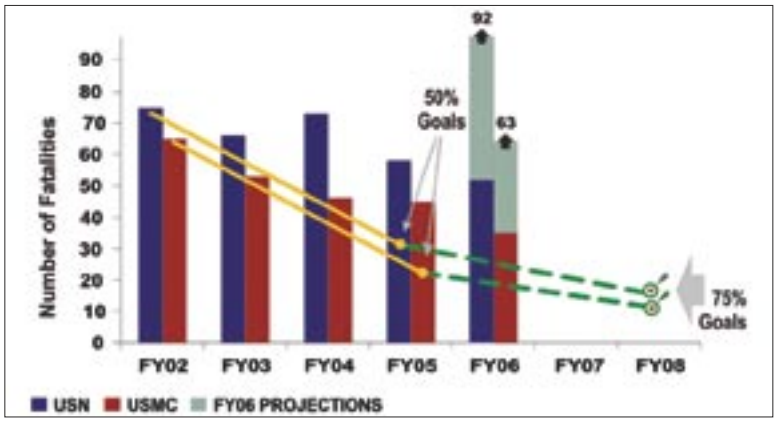


## USN/USMC PMV Fatalities

FY06: 87 (52 USN / 35 USMC) **24 April 2006*
FY05: 105 (26% decrease from FY02)
FY04: 119 (15% decrease from FY02)
FY03: 119
FY02: 140

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**TRAFFIC5100**

**A Special Supplement to *Sea&Shore***

Mishaps deprive us of people and resources, compromising our readiness. This handbook will provide every Sailor and Marine the means to address real traffic-safety issues and provide practical solutions. The goal is not to prevent Sailors and Marines from participating in a wide range of off-duty activities, but rather to help them understand and manage the risks they may encounter.

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# Build Your Traffic-Safety Program Today!

You can prepare for anything with your very own safety toolbox. We've included tons of ideas, checklists, resources, instructions, downloads, links, and an assortment of traffic presentations. Tell us how we can serve you better by filling out the survey about this handbook or give us feedback on any Safety Center products and services.

**For assistance in building a toolbox, call (757) 444-3520, Ext. 7620 or visit www.safetycenter.navy.mil/ashore/motorvehicle/toolbox**

## [EDITOR'S NOTES]

*Another magazine, you say. Just what, you ask, makes this one different from other safety magazines out there? First, we know that everyone—from top leaders to deckplate workers—is working hard to face the problem that's threatening our mission readiness. The challenge we have is not how many programs we can come up with but how effective we can make them. As you flip through the pages of this handbook, you will find hundreds of tips and ideas. You may just find one or two that could work for you. There is no single formula to end the carnage on our highways. But there is hope yet that we might find ways to create a safety culture where our Sailors and Marines manage risks at all times.*

*We want to thank the following individuals, and their commands who supported them, for making this publication come to life. We started from scratch to give you what you asked for. So, enjoy and let us know how we can improve future issues of this traffic-safety handbook. — Evelyn Odango*

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*A Special Supplement to Sea&Shore*

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# Navy and Marine Corps Launch New Outreach Campaigns

## SUMMER CAMPAIGN TAKES ON NEW, BOLD LOOK

The Marine Corps Safety Division has developed a new outreach campaign with the Naval Safety Center. 24/7: Operation Summer Force Preservation will kick off this summer, in conjunction with the Critical Days of Summer campaign. The goal of this outreach strategy is to remind Sailors and Marines of their responsibility to be alert, aware, and able to manage risk 24/7. This summer, a limited number of 24/7 T-shirts (available in black and white) will be distributed to regional safety offices as incentives for commands that have implemented best practices and successfully reduced traffic mishaps. The first edition of the 24/7 Media Kit will be released before the Memorial Day weekend. It offers valuable materials to help safety leaders focus their efforts. The kit includes materials and information that easily can be personalized to an individual command's needs. It includes speech samples, handout materials, statistical charts, as well as links to traffic-safety presentations and promotional items, such as posters and multimedia products available on the Safety Center website: www.safetycenter.navy.mil/seasonal/criticaldays/. To receive your copy of the 24/7 Media Kit, e-mail SAFE-PAO@navy.mil.

## CNIC OFFERS COMPUTER-BASED MOTORCYCLE TRAINING

Commander, Naval Installations Command has produced a series of computer-based training (CBT) classes that address three of the motorcycle-riding skills a rider needs to be safe on the street: turning, braking, and swerving. The CBT provides some additional training for motorcyclists beyond beginning rider courses. The courses contain narratives, video clips accompanied by narrated instruction, and an interactive quiz to test what the rider has learned. The clips will be available for download on the Naval Safety Center website: www.safetycenter.navy.mil/media/galleries/videos.

## NAVY'S TRAFFIC-SAFETY MESSAGE COMING TO A THEATER NEAR YOU

A new initiative from Commander, Naval Installations Command and the Naval Safety Center will hit the big screens throughout Navy bases this summer. More than 40 theaters will run a two-and-a-half-minute traffic-safety video before the feature movie. The video sends two traffic-safety messages to drivers and riders. First, it's cool to be a safe and responsible driver and rider. And second, use peer intervention to keep each other safe. Promotional posters will be released as part of the overall campaign. For more information on showing the video at your theater, contact Bobbie Carlson at (703) 920-7070 Ext. 285 or e-mail at bcarlson@dandp.com.

## MARKETING CAMPAIGN REACHES OUT TO MOTORCYCLE AND ATV RIDERS

The Naval Safety Center joined forces with the Motorcycle Safety Foundation (MSF) and ATV Safety Institute (ASI) in an aggressive public-awareness campaign for motorcycle and all-terrain vehicle (ATV) safety. The goal of the partnership is to put safety education first by targeting very young military riders and the mature "re-entry" segment of the motorcycle and ATV markets. You can build your own library of marketing materials, including a variety of public-service announcements, posters, brochures, training cards, video and audio spots, program kits, and rider information packets. E-mail SAFE-PAO@navy.mil to request an MSF-PSA CD. You may also contact the Motor Vehicle Division at (757) 444-3520 Ext. 7620 (DSN 564).

# You Have the Power to Lead.

***We Can Help.***

## 15 THINGS THAT CAN IMPROVE YOUR TRAFFIC-SAFETY PROGRAM

1. Use the tools available on our website in the Traffic Safety Toolbox and the Best Practices section.
2. At least do the inexpensive things.
3. Ensure a solid welcome-aboard program.
4. Develop a sponsorship/mentorship program.
5. Incorporate risk management into indoctrination program.
6. Establish a traffic-safety council.
7. Conduct a culture workshop or focus group.
8. Extend risk management to off-duty activities.
9. Recognize people who help run safety campaigns.
10. Encourage use of the buddy system.
11. Sponsor alcohol-free events.
12. Streamline training requirements.
13. Inspect to make sure people are complying with instructions.
14. Hold each individual accountable for actions.
15. Share ideas and best practices with other leaders.

***The Road Ahead Could Be Bumpy. Brace Yourself.***

**www.safetycenter.navy.mil**

# Commands Lay Down Laws of the Land

All commanding officers and officers-in-charge should publish policy statements on traffic safety as directed by OPNAVINST 5100.12G. For units equipped with closed-circuit television systems, a videotaped policy statement by the commanding officer is an ideal means of reaching all personnel during orientation briefings. Commanding officers may also tape-record or personally state their traffic-safety policy to new personnel. If the commanding officer is unavailable, the executive officer, division officer, leading petty officer, or traffic-safety coordinator should fully explain the command's policy on traffic safety. Among other things, the statement should encourage personnel to call in and extend leave or liberty, rather than attempt to travel when the weather is bad, when they are too tired, or when they have to travel too far. Below are examples of current policies and guidance being implemented at various commands.

### Commander, Navy Region Mid-Atlantic, Virginia

***Restriction on cellphone use***

*Where:* All Navy installations in the Mid-Atlantic area

*Reference:* COMNAVREGMIDLANTINST 5560.10

*Enforcement Policy:* Prohibits the use of non-hands-free cell-phones, as well as wearing any other headphones, earphones, headsets/earpieces, or other listening devices (not including hearing aids) while operating any motor vehicle, government or private. Parked vehicles are exempt. Policy applies to all drivers, including military, civilians, contractors, and visitors. An exception is provided for fire, emergency-services, police and security personnel performing their official duties.

*Action Agents:* Naval security-force personnel

*Penalties:* Issuance of Armed Forces traffic tickets to violators. Ticketed violators will be assessed three points on their base driving record. An accumulation of 12 points on a driver's record during a 12-month period will result in loss of base-driving privileges for one year.

*Contact:* M.L. Hemmingsen, public safety department, (757) 322-2368 (DSN 262)

### Naval Air Station Oceana, Virginia Beach, Virginia

***Traffic-enforcement penalties for speeding***

*Where:* NAS Oceana, Dam Neck Annex and Naval Auxiliary Landing Field Fentress

*Reference:* NASOCEANAINST 5560.1

*Enforcement Policy:* Service members, civilians, and their family members are motivated to obey the speed limits on all air-station roads because of strict penalties for speeding.

*Action Agents:* Commanding officers, executive officers, department heads, officers-in-charge, command master chiefs, and leading chief petty officers promote driving safety by making their personnel aware of policies and penalties. Base police will enforce policy.

*Penalties:* In an effort to eliminate speeding, driving privileges are suspended on the first offense, per the following:

| Speeding | Penalty |
|---|---|
| +1 to +10 miles over | 4 points + 45 days suspension |
| +11 to +15 miles | 5 points + 90 days suspension |
| +16 and above | 6 points + 180 days suspension |

*Contact:* NAS Oceana Security Office, (757) 433-2438

### USS *John F. Kennedy* (CV-67), Mayport, Florida

***Motorcycle-rider policy***

*Who: JFK* motorcycle owners and riders

*Enforcement Policy:* All prospective, untrained motorcycle riders (officer and enlisted) who plan to buy a motorcycle must submit a special request chit via their chain of command to their department head. Completed chits must be hand-carried by the Sailor to the command motorcycle-safety-programs coordinator or the safety officer. The following text must be put in the "reason for request" block on the special request chit: "I intend to own and/or operate a motorcycle. I understand the Navy's and USS *John F. Kennedy's* policies pertaining to operating a motorcycle. I always will not operate a motorcycle until properly trained and licensed. I will wear a helmet and all other personal protective equipment required by OPNAVINST 5100.12G when operating a motorcycle on or off base." These chits are not required for all current, properly licensed and trained *JFK* motorcycle riders—who are in possession of a Motorcycle Safety Foundation-approved safety course completion card—and have valid motorcycle endorsements on their drivers' licenses.

*Action Agents:* Motorcycle-safety-programs coordinator, safety

officer, Naval Station Mayport instructors.
*Contact:* Cdr. Gene Milowicki, safety officer, milowigv@kennedy.navy.mil, (904) 270-5826 (DSN 960)

### Headquarters and Support Battalion, Marine Corps Base, Camp Lejeune, North Carolina

***Arrive Alive Program***
*Where:* All Marines and Sailors assigned to Headquarters and Support Battalion
*Reference:* USMC Policy Letter #4-99
*Enforcement Policy:* Every Marine and Sailor attached to the battalion will have, in their possession at all times, a wallet-sized card containing phone numbers for local cab companies and directions for the driver to collect the full cab fare from officer of the day (OOD). The OOD places a chit in a lockable cash box, annotating the amount paid. The Marine or Sailor repays the fund within three days. The battalion emphasizes that individuals can use the program without fear of reprisal.
*Action Agents:* Battalion logistics officer, battalion Marine Corps Community Services coordinator, and battalion officer of the day.
*Contact:* Jordan L. Pickett, safety manager, jordan.l.pickett@usmc.mil, (910) 451-7454 (DSN 751)

### Commander, Fleet Forces Command, Norfolk, Virginia

***Disciplinary action for DUI/DWI cases***
*Where:* All Atlantic Fleet commands and those who report directly to CFFC
*Reference:* ALSAFE 151659Z Mar 06: UCMJ Action Regarding DUI and DWI
*Enforcement Policy:* The policy is based on the results of a pilot initiative by the USS *Theodore Roosevelt* Carrier Strike Group. The new policy authorizes commands to impose NJP or court-martial for DUI/DWI cases prior to civilian adjudication. For units deployed outside of CONUS, theater guidance on foreign criminal-jurisdiction cases still applies.
*Contact:* Marie C. Parker, ADCO, marie.parker@navy.mil, (757) 836-3573 (DSN 836)

### Commander, Naval Forces Japan

***Lower BAC level***
*Where:* All Navy installations attached to the 7th Fleet
*Enforcement Policy:* Navy Region Japan has included a lower BAC level (0.03 to 0.05) to coincide with Japan's laws. Known as "Driving While Drinking Indicated."
*Contact:* Winton "Winky" White, safety director, winton.white@fe.navy.mil, DSN 243-6540

## Do You Know What They're Really Thinking?

Impaired and fatigued driving contribute significantly to the large number of fatalities and injuries on the roadways. Alcohol-related deaths accounted for 31 percent of Navy and Marine Corps traffic deaths in FY02-04. Although fatigued-driving fatalities accounted for only 13 percent, it is still a significant percentage of military losses.

**Focus Group:** In spring of 2005, the Naval Safety Center collaborated with the Human Performance Center (HPC) in Dam Neck, Va., and developed a focus group pilot study for USS *George Washington* (CVN-73) to assess drivers' and leaders' prevailing attitudes and beliefs regarding impaired and fatigued driving. The team obtained information on what *GW* group participants thought were the most effective methods of reducing impaired and fatigued driving. The study also looked at similarities and differences in the attitudes and behaviors of 18-to-26-year-old Sailors who have had DUI charges, Sailors who were non-offenders, and leaders who have had to deal with alcohol-related incidents.

**Mishap-Prevention Value:** The project was an initial step to assist Navy leaders with future projects that will test strategies to mitigate mishaps and reduce traffic-fatality rates among military drivers. The objectives below guided the project:

- Identify influences that affect the behavior of 18-to-26-year-old drivers.
- Inventory command regulations and punishment for traffic violators.
- Review public-information campaigns intended for young drivers.
- Gather information on drivers' knowledge and attitudes toward factors in traffic deaths, as well as command information and educational campaigns.
- Suggest development of future prevention-campaign messages intended for drivers under age 26.

**Key Players:** Five focus groups were conducted over a course of two weeks: four driver groups and one leadership group. A total of 31 drivers between E-1 and E-5 participated in the DUI and non-DUI sessions, and 15 chief petty officers who have had experience as mentor, DAPA coordinator, or training facilitator participated in a separate leadership session. The focus-group sessions and survey were conducted aboard the ship and in classrooms near the ship. A traffic-safety specialist from the Naval Safety Center and moderators from HPC facilitated the sessions.

**Return On Investment:** The sessions produced a significant amount of information, which was instrumental in developing an internal-communication survey for drinking and driving, and driving while fatigued. Four hundred thirty-three Sailors participated in a 15-minute survey to identify possible solutions that may help the problem. The survey asked the participants' opinions on several topics related to drinking/fatigued-driving, including policies, training they have attended, communication strategies and their effectiveness, punishments for offenders, and their thoughts on different ways to prevent drinking/fatigued-driving in the future. The survey results and recommendations were turned over to the *GW*'s commanding officer and safety staff for further consideration. The *GW* Safety Department, along with the DAPA counselors, used the study to develop public-information materials, education campaigns, and prevention strategies for the 18-to-26-year-old Sailors on their ship.

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# Focus Group Study: A Strategy for Change

In the months following USS *George Washington's* (CVN-73) return to Norfolk from an extremely successful six-month Arabian Gulf deployment in 2004, Capt. Dee Mewbourne, the executive officer, noticed a steady increase in private-motor-vehicle (PMV) incidents because of alcohol, speed and fatigue. He challenged his DAPA and safety department to develop intervention strategies to reduce incidents.

"We were perplexed at the incidents we were seeing," said Cdr. John Reese, *GW's* safety officer. "We knew our ship had introduced several proactive programs to improve safety and change off-duty behavior. We had implemented a mentoring program, followed several best safety practices found on the Naval Safety Center website, and felt good about our efforts. Yet, we clearly had to act fast to prevent unnecessary PMV incidents from getting out of control."

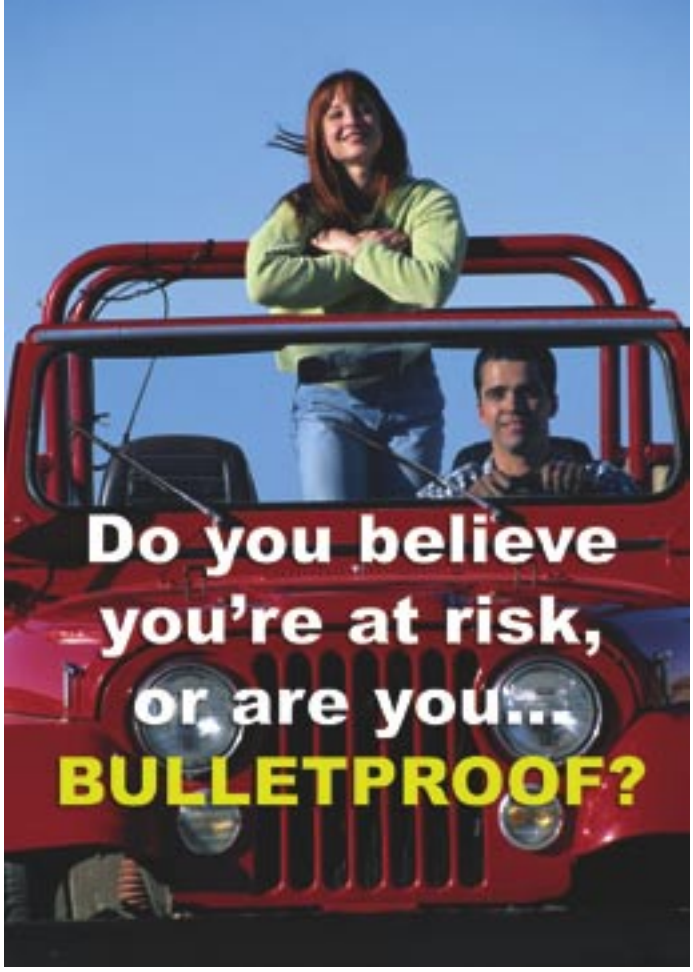
Despite their efforts, ship leaders were concerned about this spike in incidents, so they explored several other avenues. They redoubled their efforts and used the ship's Site TV and 1MC announcement systems, safety newsletters, and POD notes to increase safety awareness and promote favorable performance – on and off duty – through better decision-making. They took these actions and also decided to contact the Naval Safety Center to solicit more help.

The Naval Safety Center teamed up with the Human Performance Center, which is part of the Center for Personal Development at Dam Neck, Va., to plan a focus-group study for Sailors aboard USS *George Washington*. The goal was to assess drivers' prevailing attitudes and beliefs regarding impaired and fatigued driving and to get their ideas of the most effective methods to prevent crashes, injuries and fatalities.

## Investigating The Problem

A team of safety officers, traffic-safety specialists, and instructional specialists conducted focus groups in February 2005: two driver groups (DUI offenders and non-offenders) and one leadership group. The focus-group team identified potential participants by using data from the Naval Safety Center, identifying 18-to-26-year-old male and female drivers as the high-risk group. The leadership group included division chief petty officers and supervisors who provide guidance and implement command policies affecting driving. The sessions produced a significant amount of information, which was instrumental in developing an internal survey for impaired and fatigued driving. Four hundred thirty-three Sailors participated in a 15-minute survey to identify possible solutions that may help the problem. The results are and recommendations are available on the Safety Center's website at **www.safetycenter.navy.mil/bestpractices/.**

> ***We have to find out what is driving our people to ignore warnings and raise personal risk, endangering their lives and the lives of their shipmates.***
>
> ***— ABHCS(AW) Jonathan Reed***




"Our role at the Safety Center is not just to gather statistics and analyze trends," said traffic-safety specialist Mary Brigham. "We're responsible for looking at the numbers more closely and seeing where we can improve. After identifying what the Sailors and leaders would like to see implemented in their command, we will continue to work with the Washington's safety team in designing effective information and education campaigns for their target population."

AEC(AW/SW) Bernadette Kingsley and ABHCS(AW) Jonathan Reed, two of *Washington's* division chiefs, were instrumental in making these sessions a success. "We have to find out what is driving our people to ignore warnings and raise personal risk, endangering their lives and the lives of their shipmates. These focus groups might help," said Senior Chief Reed.

## Strategy For Change

"This out-of-the-box effort has been very interesting," said Cdr. Reese. "We didn't know what to expect, but our people were engaged and seemed ready to look at plans, programs or efforts that might work. We have seen a reduction in our incidents, so we're pleased. Certainly, these focus groups were a step in the right direction."

*— Dan Steber*
STRATEGIC COMMUNICATIONS COORDINATOR

# Off-Base Tickets Reap On-Base Discipline

Marines and Sailors stationed at Marine Corps Air Station New River know if they get caught by the military police violating a traffic law, there are certain repercussions most are not willing to risk.

What most people may not know is a staff noncommissioned officer (SNCO) or above can issue a third-party citation or complaint against personnel violating traffic laws. The policy, ref. 04175Z-NOV2004, came into effect in 2003, and most SNCOs and officers know about it, but new Marines may not. The policy's intent is the safety and well-being of Marines, Sailors and their dependents.

"We wear camouflage to help us complete our mission in combat, but that doesn't mean we should camouflage ourselves as civilians when we're on leave or liberty," said GySgt. James D. Santiago, headquarters squadron gunnery sergeant. "Marines should act and drive like Marines on or off base."

Through the introduction of this policy, the II Marine Expeditionary Force commanding general empowered SNCOs and officers to act as an extension of the law. After witnessing an illegal act, they need a registration, vehicle description, and, if possible, a description of the driver to file a complaint, said MSgt. David A. Rodgers, military police district New River SNCO-in-charge.

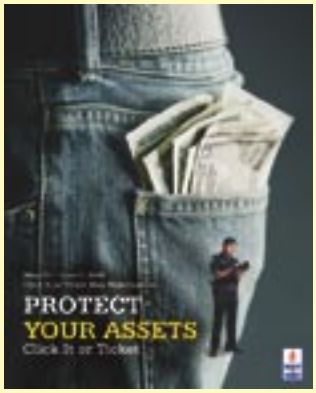
"If a staff NCO or officer observes an unsafe driving act aboard an installation, he or she can report it to the military police," said Rodgers. "Then we can issue an Armed Forces third-party traffic ticket."

The SNCO or officer who filed the complaint then must appear with the alleged offender in traffic court or fill out a complaint form. This form then is forwarded to the accused Marine's command. At that point, it is up to the command to decide the proper course of action.

"A complaint can be filed both on and off base; however, a citation only can be issued for on-base offenses," said Rodgers.

*— Lance Cpl. M. L. Meier*
MARINE CORPS AIR STATION NEW RIVER

## Click It or Ticket May 2006 Mobilization




Buckle Up America is a national campaign to get more people to wear safety belts and to correctly use child-safety seats—an effort that will save lives and prevent injuries. The National Highway Traffic Safety Administration (NHTSA) coordinates the campaign.

Law enforcement is an important aspect of the effort, but the goal of Click It or Ticket isn't to give out tickets. The purpose is to convince people to buckle up and prevent injuries and fatalities. Research proves that the certainty of a ticket and costly fines convinces people to change their behavior.

Click It or Ticket plays a valuable role in the effort to keep people safe on our nation's roads and highways.

### A CALL FOR ACTION

Want to make a difference? As a leader in the armed forces, you can help save the lives of our service members, their families, and the extended community by becoming part of the May 2006 Mobilization for Click It or Ticket and Buckle Up America, which runs from May 15 to June 3, 2006. As role models in the community, the armed forces can play an important role.

### WHAT CAN YOU DO?

A Click It or Ticket Planner, including materials such as resource lists, articles, logos, and sample letters, is available for download at **www.buckleupamerica.org**.

- Place prominent reminders of the rules that mandate safety belt use on and off base. Wearing safety belts should be the rule for all personnel.
- Incorporate Buckle Up and Click It or Ticket messages promoting safety belt use into your training sessions, meetings and other events.
- Include Click It or Ticket articles and logos in your publications and resources.
- Let all personnel know that local law enforcement will be aggressively ticketing everyone for not wearing safety belts during the Click It or Ticket Mobilization.
- Help enlisted personnel learn more about safety belts and child-safety seats. Print out the resource list from the website as a research aid.
- Let the local media know about your efforts. Send a letter to your local newspaper. The Planner contains a sample letter to the editor.
- Partner with local organizations to support your local community's existing Click It or Ticket campaign by working with schools, law enforcement, and other community groups.
- Distribute materials. Hand out safety belt materials (posters, seatbelt fact sheets, and the Click It or Ticket information sheet) at special events or regular meetings.
- Contact national, state and/or community traffic-safety programs for help. Invite a speaker from a local agency to talk about the importance of buckling up.

**The Naval Safety Center Click It or Ticket coordinator is Bonnie Revell. If you need information on setting up a mobilization campaign, contact her at (757) 444-3520, Ext. 7138 (DSN 564), bonnie.revell@navy.mil.**

# Seven Tips for Launching a Campaign That Gets Results

Planning an outreach campaign is easy; executing it is the hard part. A campaign plan has several components that determine success or failure. Depending on your staff and funding, you may elect to create a simple strategy to get you through the campaign or build a dynamic plan that includes a variety of activities, such as safety fairs and exhibit booths. Regardless of how little or big your outreach campaign is, you still will need the right tools to "sell" it to the right audience. Use this marketing plan to help you with everything from selecting a name to finding partners and successfully launching a program that will get results.

**1 PROGRAM NAME.** Decide what you want to call your program and be creative when choosing a name. Knowing your target audience (18-to-26-year-olds) should help you keep away from commonly used titles like "DUI Program" or "Seat Belt Campaign." Have your DAPA or public affairs officer brainstorm exciting titles for your activity. It is easier to attract people to support a program with an energetic name.

**2 TARGET THE RIGHT AUDIENCE.** Knowing your audience will help you design the program that meets their needs. It's important to remember that the focus of marketing is people. If you're concentrating your efforts on the program or results only, you'll miss the mark. That target–the group of people–is the "bull's eye" at which you aim all your marketing efforts. Also consider that you have different levels of target market: DoN leaders, 18-to-26-year-old Sailors and Marines; and their friends and families. Tailor your program precisely to your target's needs, which could mean three different types of marketing plans.

**3 PROGRAM OBJECTIVES.** Focus on what you want to accomplish and know how to reach your target audience. A traffic-safety program should satisfy one basic purpose: to prevent fatalities and injuries. Use this plan as a foundation for outlining realistic and achievable objectives to accomplish these goals: 1) create awareness, 2) generate interest and response, 3) influence actions and attitudes, 4) achieve buy-in, and 5) establish ownership of on and off-duty risk-management processes among all personnel.

**4 PUBLIC-AFFAIRS PLANNING.** The campaign should increase visibility, participation, and implementation of your initiatives. The public-affairs aspect includes internal communications, community relations, and media campaign. Your PAO is a good source of information for internal (DON community) communications guidance. A marketing strategy that can be elevated at local, regional, and national levels also is recommended. A comprehensive media campaign includes radio and TV stations, print media, and the Internet for maximum exposure.

**5 PROMOTION BUDGET.** This is perhaps the most versatile part of the marketing plan. A change in budget, media or target audience can be made quickly. Promotions also can be effectively changed for specific audience segment efforts. Major promotional strategies include:

- *Advertising:* Appeals to the mass media to improve image and expand customer base. Normally requires a major portion of a promotional budget.
- *Promotions (outreach materials):* Include displays, exhibits, and other multimedia efforts, such as presentations, CDs, or booklets.
- *Publicity (a no-cost element):* Newspapers or other medium will not charge for posting a news release, feature story, or public-service announcement.

**6 STRATEGIC PARTNERSHIPS.** If you have a limited budget, partnerships can be key in keeping costs down. Consider tapping into the resources listed on pages 11 and 19 to get free materials you need for your program. Collaborating with safety-advocate groups, businesses, federal agencies, and military services also can help expand audience reach by doubling your manpower (speakers and subject-matter experts) and resources (driving simulators or display boards).

**7 EVALUATION.** Every step you take in reducing motor-vehicle mishaps helps strengthen the foundation for effective and combat-ready naval forces. When your program is successfully completed, don't stop there. Continue to gather feedback from your audience and key players through surveys, polls, or group discussions. Compile and review their responses and discuss with your group.

***— Evelyn Odango***
TRAFFIC5100 EDITOR

**TOOLS**

**Marketing Guides and Resources**
The Naval Safety Center has a library of communication tools to help you develop a comprehensive traffic-safety-marketing plan.

*Essential Strategies for Marketing Military Traffic-Safety Programs:* A guide to public-affairs planning and marketing strategies. For more information, contact Evelyn Odango, marketing manager, at evelyn.odango@navy.mil.

*Media Communications Plan:* A comprehensive campaign plan that includes print, audio, and video activities that target PMV-related mishaps. For more information, contact Dan Steber, strategic communications coordinator, at danny.steber@navy.mil.

## Critical Days of Summer, May 26-Sept. 4

It's the time of year when more cars and travelers will be seen on our roadways. Do you know where your drivers are going? Plan ahead by getting your travel-plan checklist up to date. Visit the Naval Safety Center website, **www.safetycenter.navy.mil/ashore/motorvehicle/** checklists, for downloadable forms.

## Memorial Day, May 29

On Memorial-Day weekend, many celebrations will include drinking. Prepare your young men and women for the unexpected by offering them alternatives to alcoholic beverages. You also can partner with the local community in promoting responsible drinking, and help prevent underage drinking and drunk driving. Download information about Campaign Safe and Sober from **www.nhtsa.gov/people/outreach/safesobr/.**

## National Safety Month, June

The National Safety Council has designated June 5-9 as driving-safety week, and has launched a planner's page to help organizations plan their observance of National Safety Month. Download materials such as safety tips and posters from **http://www.list.nsc.org/nsmplanners/.**

## Back to School, September

School goes back in session in the fall. Streets will be busy with buses stopping, and pedestrian crossings will be filled with children rushing to school. Bike riders also will take advantage of the cooling temperature and be seen more on the streets. Disseminate information about speed limits at school zones and proper use of reflective gear. The AAA Foundation for Traffic Safety has resources on school bus, bicyclist, skater, and pedestrian safety. Download educational materials and resources from **www.aaafoundation.org/resources**.

## Halloween, Oct. 31

Remind your folks to drive slowly in residential areas and watch out for children darting out from behind and between parked cars. If your celebration involves hosting a party, make sure non-alcoholic beverages are served and arrangements are made for designated drivers. A guide for responsible hosting and party tips is available at **www.beeresponsible.com**.

## Holiday Season, November-December

November marks the beginning of the holiday season. More people will be on the road, whether shopping or driving to a family get-together. Include these items when reviewing travel plans and safety checklists with your people: driving in inclement weather; protective equipment, such as seatbelts and child safety seats; long-distance travel plans; and car maintenance. For your complete planning materials, visit www.nhtsa.gov and click on the "Traffic Safety" tab, and the National Sleep Foundation, **www.sleepfoundation.org**, and click on the "drowsydriving.org" link.

## Spring Fever

When the first thaw of winter arrives, more people will be seen enjoying the outdoors. With this come energetic activities, such as St. Patrick's Day, Easter, Cinco de Mayo, and Memorial Day. Use designated drivers and plan activities that don't involve alcohol. For safe party guides and non-alcoholic party-drink recipes, visit the Mothers Against Drunk Driving website, **www.madd.org/madd_programs**.

## Trends

Before we developed this handbook, the Safety Center asked the fleet for input. We received so much that we couldn't include all of it. We tabulated the responses and came up with a list of the most popular initiatives and programs being used by Navy and Marine Corps commands.

### BEST PRACTICES

1. Traffic-safety stand-downs and traffic-safety briefings – prior to long weekends and major holidays, weekly, quarterly, semi-annually
2. ORM process – includes vehicle checklist, risk assessment, and travel plans
3. DUI-specific programs: DUI fairs, safe rides, calling cards
4. Intrusive leadership – policy statements, proactive safety culture, disciplinary actions
5. Partnerships – local law enforcement, medical services, advocate groups
6. Motorcycle-rider program – includes motorcycle safety course and motorcycle club
7. Refresher courses – motorcycle, driver improvement, NKO
8. Group discussions – focus groups, DUI/alcohol discussions, morning reads, what-if scenarios

### POPULAR CAMPAIGNS

These are campaigns implemented by commands or in collaboration with safe-communities partners.

1. Critical Days of Summer
2. Right Spirit
3. Click It or Ticket
4. Safe Cab or Tipsy Taxi
5. DUI Scenario
6. You Drink and Drive. You Lose
7. Save A Life Tour

### NEW CAMPAIGNS

Up-and-coming campaigns that are worth exploring:

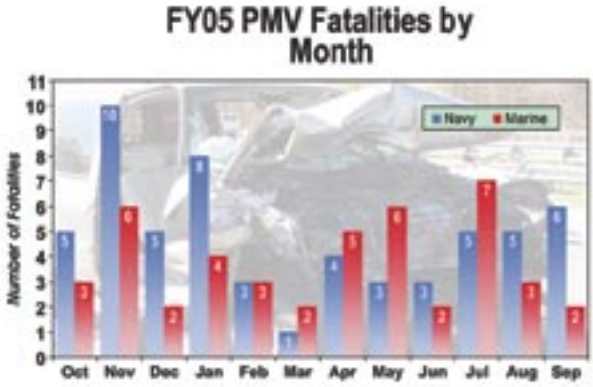
1. **18 Vigilant Days of Christmas:** Commander, Fleet Activities Okinawa – Inspired by the Critical Days of Summer campaign, it begins the weekend before Christmas and ends the weekend after the first New-Year weekend.
2. **Package for Next of Kin:** Strike Fighter Squadron One Zero Six – Prior to a holiday weekend, personnel receiving traffic/DUI citations since the preceding weekend are marked as potential fatalities and must pack belongings to be sent to next of kin.

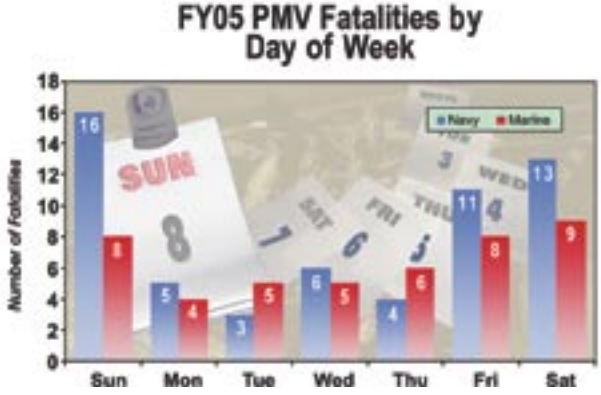
## When Are They Most At Risk?

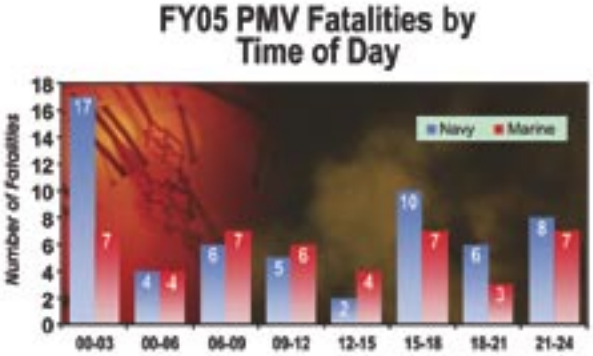
Here is something that we do know from our analysis of PMV-related deaths:

- We know when they happen and why: The majority of them happen at night, particularly weekend nights.
- We also know that in almost half of the mishaps, the people weren't wearing their seatbelts.
- More than a third of them were speeding or drinking.
- One-fifth of them were just too tired to be behind the wheel.

In some of these mishaps, more than one of the above factors were involved.



## SURVEY SAYS...

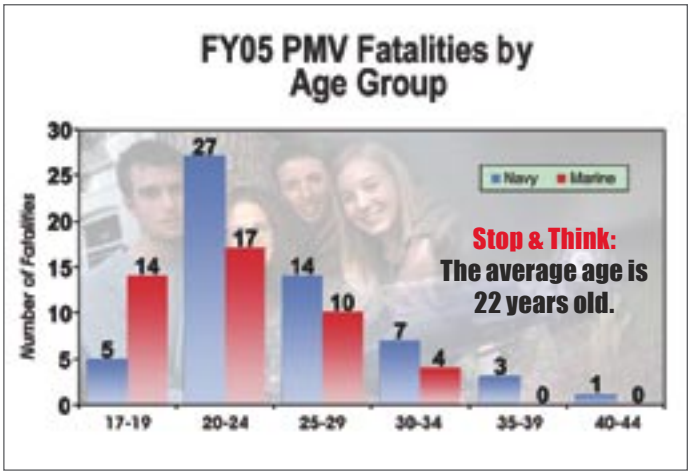
***Here are some results from Naval Safety Center shore/traffic surveys:***

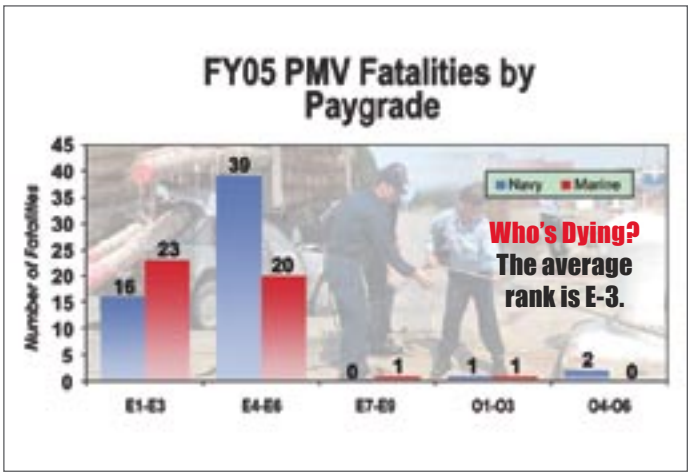
• **Ineffective oversight:** Some bases don't have one person identified as a traffic-safety program manager or traffic-safety engineer. Traffic programs are fragmented at best with no oversight conducted by any command department.

• **Inadequate training:** One Marine Corps base had 294 personnel under 26 years old. One-hundred seven never had taken a driver-improvement course.

- Drivers who were ticketed on base for traffic infractions were not referred to a driver-improvement course for training.
- Emergency vehicle operators' course (EVOC) training was not conducted in accordance with Navy instruction. EVOC training in many cases was not adequate or vehicle specific.

• **Lack of ORM:** Some commands did not use ORM to identify hazards during high-risk activities, such as response of emergency vehicles. Pre-route selection was not being done in accordance with established standards.




# How Are We Doing?

Every day, Sailors and Marines safely do a huge number of hazardous jobs in support of our critical mission. Many of our long-term mishap rates are decreasing. Nevertheless, preventable traffic mishaps exact unacceptable costs in personnel and equipment. Some people think that mishaps are unavoidable and simply the cost of doing business. They think that mishaps only happen to other people and that precautions are time-consuming and unnecessary. They are wrong.

Our traffic-mishap rate is a crisis. The body count of dying men and women of the Department of the Navy has gone beyond imaginable. As of printing of this handbook, 87 Sailors and Marines have died as a result of motor-vehicle crashes, making FY06 the worst year we've had in 15 years.

These mishaps did not have to happen. In some cases, the driver broke the law or got complacent behind the wheel. Leading causal factors of these mishaps include: nighttime driving, no seatbelt use, excessive speed, alcohol, and fatigue. Common distractions, such as road rage and cell-phone use, also contributed to some of these crashes.

**57** FY06 target for total Navy and Marine Corps motor-vehicle deaths as part of the 75-percent mishap-reduction effort.

**$19.2 million** The estimated monetary loss to the Department of the Navy for all PMV mishaps in FY05.

**11** Total Navy and Marine Corps deaths during the major holidays (Memorial Day, Independence Day, Labor Day, Thanksgiving, Christmas, New Year's) in calendar year 2005.

**30%** Alcohol-related fatalities out of the 224 Sailors and Marines who died in FY05.

**24** Sailors and Marines under age 26 who accounted for alcohol-related fatalities in FY05.

**0.7 seconds** The time it takes for a 55-mile-per-hour crash to kill a person.

**$6,843.42** The total estimated amount of money (on the 2005 basic-pay chart) a lance corporal lost when his rank was reduced to private first class as a result of NJP for underage drinking.

# Motorcycle Mentorship Program First of Its Kind in the Navy Southwest Region

January 13 was a lucky Friday for motorcycle riders at NAS North Island. On that day, the Aircraft Intermediate Maintenance Detachment (AIMD) at NAS North Island implemented a mandatory motorcycle-mentorship program (MMP). AIMD is the only command under Commander Navy Region, Southwest (CNRSW) that has an MMP for its Sailors who ride motorcycles.

"The Secretary of Defense wanted to reduce mishaps by 50 percent, and this is what we're doing to play our part," said Chief Aviation Electronics Technician (AW) Daniel Gamet, AIMD sea operational detachment coordinator, who created the MMP and is also a mentor within the program. The Navy requires Sailors to complete a Motorcycle Safety Foundation course once they receive their license or permit. Gamet said that commands should require further safety training of their Sailors if they want to prevent motorcycle mishaps.

"Unfortunately, the Navy already has exceeded the Secretary of Defense's challenge to reduce private motor-vehicle fatalities for fiscal year 2006; [*the Navy*] already has 38 fatalities, but the ceiling is 23—and it's only February," said Gamet.

The AIMD MMP consists of three levels for a Sailor: beginner, intermediate and mentor. However, Gamet said, the program doesn't have a completion date, because mentorship is an ongoing learning process, even for the instructors. The mentors teach most of the program in a classroom environment, focusing on safety and proper use, but the highlight of the program is "group ride" day. He also said that the detachment authorized one working day out of the month for mentors to take their pupils on an observed safety ride.

"You can talk about motorcycles all day long, but, until you ride one, you don't know what you're doing," said Gamet. Participants in the MMP don't have to take part in the "group ride," but they can't advance in the program if they decline. Aviation Electronics Technician Third Class Eric Bloom, who is a beginner in the MMP, doesn't think this will be a problem, though. He said most participants look forward to the group ride, and he sees a positive future for the MMP. "I think once the program gets standardized, it really will excel," said Bloom.

Commander Thomas Straub, AIMD officer in charge, hopes Gamet's MMP instruction eventually will be used as a template for the entire Navy. "It would make sense to adopt a mandatory [*motorcycle*] mentorship program. The other services have it, and they've seen a decline in mishaps," said Straub.

Currently, Naval Base Coronado has the highest number of motorcycle mishaps in the CNRSW region. CNRSW is interested in obtaining an instruction from Gamet consisting of a minimum set of MMP guidelines to possibly implement throughout the region.

Naval Safety Center Photo

"If we continue training our Sailors the same way we have in the past, we will have difficulties meeting the mishap-reduction goals mandated by the secretary of the Navy," said Steven Martin, traffic-safety program manager for CNRSW. "With a proactive approach to training, like the program Gamet has been spearheading, we can take an aggressive posture in attempting to reduce mishaps by education and a positive leadership example."

*— JO1 Frank E. Neely, Jr.*
COMMANDER, NAVY REGION SOUTHWEST PUBLIC AFFAIRS

*Editor's note: As of printing, 52 Sailors and 35 Marines have died in PMV-related crashes.*

# The Quest for Learning Never Ends for Drivers and Riders



### Back to the Basics

Whether used as a chance for drivers to keep the privilege of driving on base or a refresher for instructors to maintain certification, courses generally are available at all major naval installations.

### Driver Improvement Program (DIP) Course

**What It Is:** Reinforces positive attitudes and motivates people who have been found at fault in a traffic mishap while operating a motor vehicle on base.
**Who Takes It:** Military and civilian personnel who are cited for an offense while driving private-motor vehicles on naval installations must attend this course as a condition of continued authorized use of their vehicle on base. Local command policy also may require individuals to take a refresher DIP course, or upon transfer from another activity.
**How To Get It:** The Naval Safety Center recommends the American Automobile Association's Driver Improvement Program (AAA DIP).

### AAA DIP Instructor Training

**What It Is:** Offers certification to new AAA DIP instructors or renewal of active instructors' three-year qualification.
**Who Takes It:** Anyone responsible for training or traffic safety, or who serve in a position that includes traffic-safety duties. Military personnel also should have at least 24 months left at their present duty station.
**Cost:** Attendance is free (other than travel and per diem). The command offering the training must purchase the materials.
**How To Get It:** Commands interested in offering this training must have a certified instructor on board. To offer certification to additional personnel, contact the Naval Safety Center for a quota.

### Emergency Vehicle Operator's Course (EVOC)

**What It Is:** Prepares individual drivers to operate police vehicles, ambulances, fire trucks, and crash and rescue vehicles safely, both when responding to emergencies and during other driving. The initial EVOC is a 40-hour instructional program for students. After taking the instructional program, operators must complete a Safety Center-approved 16-hour refresher program every three years.

**Who Takes It:** Drivers of Navy police vehicles, ambulances, fire trucks, and crash and rescue vehicles.
**How To Get It:** Individual EVOC courses for fire, police, and ambulance operators are generally available at all major naval installations. Contact the Naval Safety Center Motor-Vehicle Division at (757) 444-3520, Ext. 7602.

### Motorcycle Safety Course

***Note:*** *The term "motorcycle" applies to motorcycles, motor scooters, and motorized bicycles.*
**What It Is:** Motorcycle training for new riders and refresher training for returning riders. Local command policy may require refresher training after deployment.

**Who Should Take It:** Active-duty Navy personnel on or off base, Navy civilian personnel in a duty status on or off base, and all others who choose to ride a motorcycle on a Navy installation.
**Cost:** All required training that DoD-trained or certified instructors shall be provided at no cost to military or DoD civilian personnel.
**How To Get It:** Naval Safety Center conducts motorcycle-safety courses. Contact the Motor-Vehicle Division at (757) 444-3520, Ext. 7602 or Motorcycle Safety Foundation at (800) 446-9227.

### Motorcycle Safety Instructor Training

**What It Is:** Provides certification to selected individuals nominated by their commands to teach the Motorcycle Safety Foundation *Motorcycle-Rider Course: Riding and Street Skills (MRC:RSS)*
**Who Should Take It:** Candidates who own a motorcycle, have a minimum of two years riding experience, and have successfully completed (within the 12 months prior to nomination) the *MRC: RSS.*
**Course Requirements:** Provide own motorcycle, if within an eight-hour ride of the host command; furnish and use required personal protective equipment; possess the ability and skill to complete exercises; are mentally and physically sound; and are able pass the knowledge test with a minimum score of 80 percent.
**Cost:** None (other than per diem and travel).
**How To Get It:** The Naval Safety Center offers the Motorcycle Safety Instructor Preparation (IP) Navywide.

**For more information on these training programs, contact the Naval Safety Center Motor Vehicle Division at (757) 444-3520, Ext. 7602 (DSN 564)**

# II MEF Commands Set Up Motorcycle Clubs

## Can you handle the reins on this horse?

Every command within II Marine Expeditionary Force is starting to establish motorcycle-club programs to ensure all Marines and Sailors maintain and enhance their knowledge and safety skills when riding.

With the constant rate of Marines and Sailors returning from Iraq, more and more service members are spending the well-merited money earned throughout their deployment. A prominent trend is purchasing motorcycles, regardless of whether the individual ever has situated himself behind a pair of handlebars.

"You don't go out and buy a Suzuki Hayabusa 1300cc bike," said Sgt. Joaquin Dejesus, ground safety manager for 2nd Marine Logistics Group. "The bottom line is: Don't get a bike that you can't handle. Don't go above your head."

According to II MEF Policy Letter 03–06, written by Lt. Gen. James F. Amos, II MEF commanding general, "Command clubs should conduct monthly meetings during on-duty hours for all participants in order to keep new and current members abreast of relevant developments with training opportunities, upcoming club events, and rides, as well as to establish a sense of cohesion and purpose."

"There have been too many accidents this fiscal year," Dejesus said. "There is a lot of inexperience out there, so I think this program will bring a lot to the table."

Previously, commands only kept records on which Marines and Sailors owned motorcycles. Handling skills of riders never were taken into account—a feature that will be a key ingredient of the new clubs.

"I intend to immediately capitalize on our seasoned and experienced motorcycle riders in every command, down to the battalion and squadron level," said Amos in his policy letter. "Command motorcycle clubs will be designed to promote enjoyable, responsible and mature driving behavior for all II MEF motorcycle riders in order to drastically reduce the number of mishaps."

Besides mandatory monthly meetings, there will be other planned events to make the club more enjoyable, according to the policy letter. Group rides during working on-duty hours, such as Friday afternoon, are encouraged.

According to Dejesus, if you own a motorcycle, regardless if you drive it on base or not, you will be required to join the club and attend the monthly meetings.

"This club is like a mentorship program to a certain extent," Dejesus said. "It is geared for officers and senior enlisted, who may have more riding experience, to help the inexperienced learn more about what they are riding."

For more information on motorcycle clubs, contact your respective units' bike representative or ground safety manager.

*— Lance Cpl. Joel Abshier*
2ND MARINE LOGISTICS GROUP

# MULTIMEDIA Resources

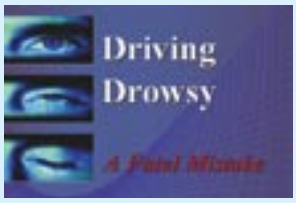
## PRESENTATIONS

The following presentations are available for use during safety stand-downs and other safety briefings. Visit **www.safetycenter.navy.mil/presentations/** to download and browse other selections.

Consequences of drinking and driving

Breakdown of a motor-vehicle crash

True story of a Sailor who fell asleep while driving




Mechanics of the "body clock" and its effects on driving

Decisions and consequences that affect people in all walks of life

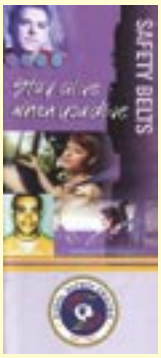
A young lance corporal's bad choice sets back his career

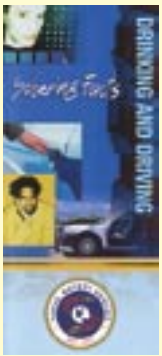
VP-26 safety-awareness program for responsible driving

Bulletproof attitude contributes to reckless behavior

## POSTERS AND BROCHURES

View the complete collection of posters available for download at **www.safetycenter.navy.mil/media/posters/**.




We have a limited number of the above posters, pamphlets, and brochures. To request copies or find out how to customize for your command, contact SAFE-PAO@navy.mil

## VIDEO AND AUDIO COLLECTION

The following videos and songs are available for use during safety stand-downs and other safety briefings. Visit **www.safetycenter.navy.mil/media/gallery/videos/** to download and browse other selections.

"Heaven Can Wait"
Seatbelt video clip, 2004

"Think Before You Drink"
By Chief Brian Ware,
USS *George Washington*, 2005

"That's How We Roll"
Navy traffic-safety message, 2006

"It's All Over Now"
By AO3 Jesse Wallen,
HS-6, NAS North Island, 2004

PROGRAM ADMINISTRATION

## Do You Have the Right Documents?

Basic documents you need for developing and administering a successful traffic-safety program.

### MARINE CORPS ORDERS

MCO 5100.19E, *"Marine Corps Traffic Safety Program"*
MCO 5100.1C, *"Military Police, Motor-Vehicle Traffic Supervision"*
MCO 11210.2D, *"DOD Transportation Engineering Program"*
MCO P5102.1D, *"Navy and Marine Corps Mishap and Safety Investigation Reporting and Recordkeeping Manual"*
DOD Regulation 4500.36R, *"Management, Acquisition, and Use of Motor Vehicles"*
DODINST 6055.4, *"DOD Traffic Safety Program"*

***Marine Corps Orders are available for download at www.usmc.mil, select USMC Directives.***

### NAVY INSTRUCTIONS

OPNAVINST 5100.12G, *"Navy Traffic Safety Program"*
OPNAVINST 5102.1D, *"Navy and Marine Corps Mishap and Safety Investigation Reporting and Recordkeeping Manual"*
OPNAVINST 5350.4C, *"Alcohol and Drug Abuse Prevention and Control"*
OPNAVINST 11200.5C, *"Military Police, Motor Vehicle Traffic Supervision"*
OPNAVINST 11210.2, *"DOD Transportation Engineering Program"*
DOD Regulation 4500.36R, *"Management, Acquisition, and Use of Motor Vehicles"*
DODINST 6055.4, *"DOD Traffic Safety Program"*
NAVFAC P-300, *"Management of Transportation Equipment"*

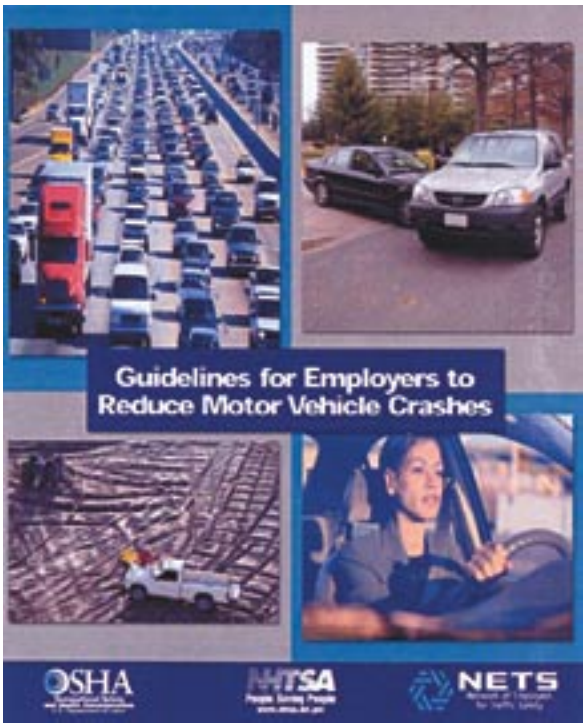
***Navy instructions are available for download at http://neds.daps.dla.mil.***

Listing current at time of printing.
For questions on program administration guidelines, contact the Naval Safety Center Motor-Vehicle Division (757) 444-3520, Ext. 7620 (DSN 564)

ROADWAYS AND HIGHWAYS

## New Guidelines to Help Prevent Traffic Wrecks

Employers and employees who use motor vehicles at work will benefit from new guidelines developed by the Occupational Safety and Health Administration (OSHA), National Highway Traffic Safety Administration (NHTSA), and the Network of Employers for Traffic Safety (NETS). The 32-page *Guidelines for Employers to Reduce Motor Vehicle Crashes* offers useful information to help employers design an effective driver-safety program in their workplace. It features a 10-step program, outlining what an employer can do to improve traffic-safety performance and minimize the risk of motor-vehicle crashes. The document includes success stories from employers who have benefited from effective driver-safety programs. Also included is a detailed section on the causes of aggressive, distracted, drowsy, and impaired driving, and tips for avoiding such behavior on the road. There is also a sample worksheet for calculating the costs to employers of motor-vehicle crashes.




**Download your copy from www.osha.gov/pls/publications/pubindex.list or order by calling the NHTSA Publications Office (202) 693-1888**

# Driver Guide

*tips and advice to keep you on track*

FACTORS IN HIGHWAY MISHAPS

## What Causes Mishaps?

After you set up your traffic-safety program, there are some important facts to keep in mind. Once behind the wheel, a driver finds that many factors affect judgment and reflexes. Below is a list of factors that contribute to most motor-vehicle mishaps. Remember that if these factors are present, at any given moment, the result could be tragic. Visit the listed websites for more information or to request educational materials.

### LOSS OF CONTROL

**Ranks as the top cause of traffic crashes.**

Provide adequate training for all your drivers. Consider road conditions and weather when assigning duty-driver responsibilities.

***For more information:***

Federal Highway Administration; www.fhwa.dot.gov; (202) 366-0660
Advocates for Highway and Auto Safety; www.saferoads.org; (202) 408-1711

### ALCOHOL AND DRUGS

**Accessible even to underage personnel.**

Implement a comprehensive program that offers responsible planning and alternatives to drinking.

***For more information:***

The Bacchus & Gamma Peer Education Network; www.bacchusgamma.org; (303) 871-0901
Recording Artists, Actors, & Athletes Against Drunk Driving; www.radd.org; (818) 752-7799
Navy Alcohol and Drug Abuse Prevention; www.npc.navy.mil/CommandSupport/NADAP/; (866) 827-5672 (DSN 882-5672)

### FATIGUE/WEEKEND/NIGHT TRAVEL

**Common among shift workers and travelers.**

Identify who in your command is most likely to succumb to fatigue by paying attention to their workload and travel plans.

***For more information:***

National Sleep Foundation; www.sleepfoundation.org; (202) 347-3471. National Safety Council; www.nsc.org (check the fact sheets listed under resources); (630) 285-1121

### SPEED/ROAD RAGE

**Violent aggressive driving is a major public concern.**

Teach your personnel how to avoid offending other drivers, manage their own anger, and disengage from an angry encounter.

***For more information:***

Governors Highway Safety Association; www.statehighwaysafety.org; (202) 789-0942
The National Road Safety Foundation; www.nationalroadsafety.org; (866) 723-3728

### NO SEATBELT

**Without it, there's no defense.**

Provide fact sheets on proper use of lap and shoulder belts for children and pregnant women.

***For more information:***

Kids and Cars; www.kidsandcars.org; (913) 327-0013
National Highway Traffic Safety Administration; www.nhtsa.dot.gov (select the Occupant Protection topic under Traffic Safety); (888) 327-4236

### PERSONAL PROTECTION FOR MOTORCYCLISTS

**An extra layer of protection goes a long way.**

Ensure training for motorcycle operation includes checklists for personal protective equipment.

***For more information:***

The Motorcycle Safety Foundation; www.msf-usa.org; (800) 446-9227
ATV Safety Institute; www.atvsafety.org; (800) 887-2887

CHECKLISTS

## Motor-Vehicle Checklists Can Help Prevent Common Car Emergencies

When things go wrong while on the road, there usually are several reasons: maintenance problems, bad weather, poor planning, or improper driving. Simple steps and common sense can go a long way toward keeping you safe on the road. The best way to avoid mishaps caused by mechanical problems is to keep your car in safe running condition. You can develop your own motor-vehicle checklists to hand out during safety stand-downs or to include in your plan of the day. You may want to include topics such as: common car-maintenance problems, night driving, bad weather and winter driving, fuel economy, vehicle operation, trip planning, road sharing, work zones, roadway structure (crossings, rumble strips, interstate signs), and pedestrian safety.

Download the motor-vehicle and motorcycle checklists from www.safetycenter.navy.mil/ashore/checklists or refer to the Highway Safety Program Guidelines-Requirements for DoN, enclosed in your traffic-safety program instruction (OPNAVINST 5100.12G or MCO 5100.19E) for detailed information.

[PERSPECTIVE]

# For the Love of Riding

What is it about motorcycles? You wake up early on Sunday morning to ride to a parking lot to meet a dozen or so other riders who are all there because of the same impulse. For some of us, it's a hobby—defined as something that takes up all of your time, love and, most of all, your extra cash. For others, it's a way of life.

This month is Motorcycle Awareness Month. As an avid motorcyclist, I thought I'd share some of my thoughts.

I love motorcycles. I'm one of those whose head turns in an instant upon discovering anything on two wheels with a motor larger than 50cc. Those who ride can relate. My friends say it's a sickness. I say it makes me who I am. My bikes—yes, I have more than one—keep me grounded. Without them, I feel disconnected. Even though something basic links all riders together, as many different reasons exist for riding as there are riders.

For me, nothing compares to moving through the air on a well-made machine, taking in the passing scenery. The rush of the morning chill. The magnificent sight of the sun rising off the coast while riding down the eastbound lane of Hawaii's Highway 3. The smell of freshly cut grass, fragrant tropical flowers and the salt air of the Pacific. No worries, just the wholesome pleasure of the ride. Most of the time, it doesn't matter where, just as long as the road is open.

People rarely are neutral in their opinions about motorcycles—they either love 'em or despise 'em. That's where we, as motorcyclists, need to do our part as ambassadors of our sport, hobby, lifestyle, sickness, or whatever you want to call it. You don't ride a motorcycle if you want to remain invisible. You also have to be willing to accept the many variables and consequences of riding. You have to learn the basics, make mistakes (not too serious, if you're lucky), and then learn from them. You'll go on lots of rides alone, with good friends, and, occasionally, with near-strangers. All these things will help you discover a very different world of riding.

I spend the week eagerly waiting for the early weekend mornings. Sometimes I don't sleep well the night before. I guess it's because of the anticipation of what the next morning's ride will bring. When facilitating rider courses at the [*Marine Corps Base Hawaii*] safety center, I try to display this enthusiasm. Keep in mind that my intentions are not to promote motorcycling but the positive attitude toward the responsibility we have. I remind those who ride to conduct themselves in a manner that leaves an acceptable impression, for we are all judged as a whole out on the roadway. It's truly a pleasure to be with those who attend these sessions. A large percentage are young and eager. Many immerse themselves in the concepts and principles of sound riding. With this cooperative relationship, mutual goals are shared, and only positive results can come from it. Life only can get better. It certainly has for me.

Photo courtesy of MCBH Hawaii

Riding a motorcycle makes me feel many different things: power, elation, peace, happiness, and tranquility. Sometimes, it happens all within the same five miles.

Ride well.

— *Mario Diprete*
MOTORCYCLE TRAINING INSTRUCTOR, MCB HAWAII

# *Vinson* Sailors Take Heed

Since pulling into the Tidewater area in Virginia, USS *Carl Vinson* (CVN 70) has had 25 cases where Sailors were found driving under the influence—eight of them in March and three in April. Two *Vinson* Sailors who were recently charged with driving under the influence decided to share their experiences with the rest of the command.

Machinist Mate Second Class Nathan Mullenniex from the reactor division and Airman Apprentice Edward Hetrick from supply division are lucky to be alive. While MM2(SW) Mullenniex is concerned with losing his significant other and figuring out how to recoup thousands of dollars in damages to a totaled car, AA(SW) Hetrick is trying to figure out how to work his way through an ongoing lie with his family. He was too ashamed to face them with the truth of his DUI.

"These were the most expensive five beers I've ever had in my life," said Mullenniex. "I'm unsure of my personal life. I don't know if my girlfriend is going to stick with me through this." Despite all, however, they stand today— still living, still breathing—a fact *Vinson's* Commanding Officer Capt. Kevin Donegan expressed just before handing down their punishments: 45 days restriction, 45 days extra duty, half-month's pay for two months (one month suspended) and reduction in rate to the next lower pay grade (suspended).

"You never make good decisions once you've been drinking," said Donegan. "You're lucky to be at Captain's Mast. You could be in the hospital, at a funeral, or in jail."

The recent spate of DUI cases has proven that some *Vinson* Sailors haven't yet understood the command's policy of "One drink equals do not drive." Both Mullenniex and Hetrick have agreed to help drive this word home during a command-wide safety stand-down slated for May. They consented to have their experiences videotaped as part of a production documenting a DUI-related Captain's Mast.

Driving while intoxicated or drunk is dangerous, and drivers with high blood alcohol content (BAC) are at increased risk of car accidents, highway injuries, and vehicular deaths. If a person is caught drinking and driving in Virginia, the penalties include license suspension or revocation, impounding or confiscating vehicle plates, fines or jail time.

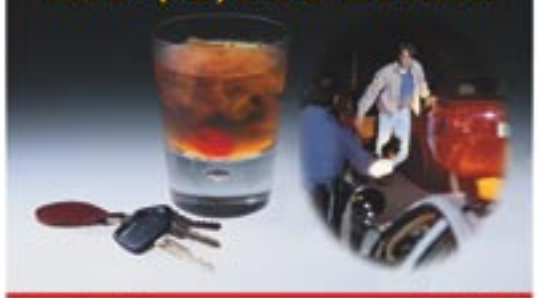
If you are as lucky as Mullenniex or Hetrick and happen to be turned over to the command, you face XOI and Captain's Mast where you will be charged with Article 111, *Drunken or Reckless Driving.* The penalty is generally restriction, forfeiture of pay, and reduction in rank to the next lower pay grade. Remember, that's being lucky. The worst cases documented usually included a loss of life or permanent loss of one's normal functions, such as walking, talking or unassisted breathing. Being responsible during off hours carries the same weight as the times spent in uniform.

"We in uniform need to be living up to the 'standard,' and not drinking and driving is a standard that is easy to live up to," said Donegan.

*— PH3(AW/SW) Crystal Vigil*
USS *CARL VINSON* PUBLIC AFFAIRS OFFICE

*Editor's Note:*
*USS Carl Vinson, in cooperation with the Naval Safety Center and DAPMA Norfolk, recently conducted a DUI focus group consisting of 44 crewmembers. Recommendations will be turned in to the ship's safety department. To schedule a focus group, call (757) 444-3520, Ext. 7312.*

## The $8,000 Drink!



| | |
|---|---|
| Towing Charges | $ 150 |
| Lawyer | $3,500 |
| Fine | $ 400 |
| Alcohol-Education Course | $ 150 |
| 3-Year Insurance Surcharge | $1,500 |
| License Reinstatement | $1,000 |
| Court Fees | $ 450 |
| Drug and Alcohol Evaluation | $ 75 |
| Alcohol Treatment | $ 400 |
| Loss of Work Time | $ 50 |
| Cost Recovery | $ 350 |

***Charges may vary by geographic location.**

## Driving Under the Influence

### The Law

**Legal drinking age** — *21 years old*

**Level of blood alcohol .08** — *DUI*

**.20 blood alcohol content** — *increased penalties for DUI*

### Persons Under the Age of 21

**Possession of an alcoholic beverage under the age of 21** — *arrestable 2nd-degree misdemeanor with a fine of up to $500*

**Operating or in physical control of a motor vehicle with a blood alcohol content of .02 or greater** — *automatic 6-month suspension of driver's license*

**A refusal to submit to a breath test requested by law enforcement** — *1 year automatic suspension of driver's license*

### Driver's License Penalties for DUI

**Blood alcohol content of .08 or greater** — *automatic 6-month suspension of driver's license*

**Refusal to submit to any chemical testing to include breath, blood, and/or urine testing** — *1 year automatic suspension of driver's license for the first refusal and 18 months suspension for a second or subsequent refusal*

**TOTAL $ 8,025**

Source: ctst.org

# Programs and Ideas That Could Work for You

In a perfect world, drivers and pedestrians would obey all the traffic laws. There would be no traffic tickets, jail time, or funerals for mishap victims. For now, however, we must share the road with drivers who are drunk, fatigued, angry, distracted, or just plain irresponsible.

Developing a successful program can be a daunting task, especially if the assets you need are not readily available; it takes tools, resources, and the basic know-how. First, establish the foundation of your program and outline your major concerns, measurable goals, and strategic plan. Second, look for tried-and-true programs from various Navy and Marine Corps activities. We have collected dozens of these programs so you can tailor them to your command or unit with little difficulty and great results. You also can visit www.safetycenter.navy.mil/bestpractices/ for more model programs.

*— Michelle Rehak*
NAVAL SAFETY CENTER TRAFFIC AND RECREATION SAFETY SPECIALIST

## Leaders Influence Positive Behavior

**USS *George Washington* (CVN-73)**

**Program Objectives:** Emphasize traffic safety as part of the Navy's core values and strengthen Sailors' understanding of the importance of each member's role in guaranteeing team success.

**Major Concerns:** Most Sailors are doing the right thing, and that is commendable. Some Sailors, however, snub their noses at the chain of command and all the training, and decide that they are not going to stay in line with Navy policy. They speed, drive after drinking, and don't wear seatbelts. These Sailors consciously make their decisions and disregard the training they've received and the programs in place.

**Program Description:** To emphasize the relationship between responsible driving and the ideals of honor, courage and commitment, a core-values training team was established. This team develops ways to influence positive behavior and responsible decision-making with regard to personal safety.
*Task Force Core Values: GW*'s executive officer, department heads, and command master chief initiated a "think tank" panel to address how intrusive leadership could be used to determine how to prevent the next mishap. This program brought to light not only the many great safety practices *GW* employs, but also many that we could do to ensure the safety of each Sailor on board. It was made readily apparent that risk management is the key to success, on and off the job.

**Preventive Measures:** This panel produced an extremely valuable tool that identifies eight factors representing possible ways to influence positive behavior and to promote personal safety: standards and tone, intrusive leadership, good order and discipline, quality of service, education to influence behavior, sense of duty, family, and off-duty alternatives. As a result, DUI numbers decreased markedly throughout 2005, with only a total of three in November, December and January. Leaders are encouraged to ask the tough, direct questions to keep safety on the minds of all our Sailors.

**Contact Information:** Cdr. John Reese, USS *George Washington* safety officer, john.reese@cvn73.navy.mil

## Simple Tools to Build Trust

**VAQ-141**

**Program Objectives:** Prevent alcohol-related incidents, injuries, and fatalities.

**Major Concerns:** Sailors who go out in town and get drunk seem reluctant to use alternative programs to drinking and driving for fear of repercussions. These programs are available but will not be effective if trust cannot be built between Sailors and leaders. Sailors must trust leadership not to "hang them out to dry" if they use these alternatives.

**Program Description:** Several anti-drunk-driving programs provide *Shadowhawks* personnel more tools with which to operate motor vehicles safely on return from deployment and thereafter. Below are the strategies that have worked for VAQ-

141 to promote responsible alcohol use:
*21st Birthday Letters:* The command sends 21st birthday letters to Sailors, congratulating them on this milestone birthday. The letter reminds Sailors to drink responsibly. The letter also serves as recognition of their birthday and reinforcement of safety.

Happy Birthday!

28 October 2005

AN XXXX.XXXX
VAQ-141 Unit 25415
FPO AP 96601-6425

Dear AN XXXXX,

I wanted to take a moment to say happy birthday and congratulations on your upcoming twenty-first birthday. You are finally reaching the age where you are legally able to make your own decisions concerning the use of alcohol. Those decisions should not be taken lightly. The consequences could have long-term effects and have the potential to be life altering.

If you drink alcohol, be responsible. Always plan ahead and ensure that neither you nor your friends who may be drinking get behind the wheel. Make sure you have a designated driver, money for a taxi or some kind of plan to keep those under the influence of alcohol from driving.

When you checked into the command, you were issued a Tipsy-Taxi card. This card is a guaranteed ride to your residence, and its usage does not show poorly upon you. In fact, usage of the Tipsy-Taxi card, when needed, shows the maturity I expect from Shadowhawk Sailors.

Driving under the influence of alcohol will cost you severely and will follow you for the rest of your life. The decision to get behind the wheel after drinking could cost you or someone else their life. Many choose not to drink at all, but the choice is yours. At the age of twenty-one it is easy to feel invincible. Be responsible, plan ahead, use your resources and enjoy your years to come.

Well Done!

PAUL P. McKEON
Commanding Officer

*Tipsy Taxi Program:* Make available to command personnel at all times. Contact local cab companies to work out an agreement to exchange *Tipsy Taxi* cards for a cab ride. Command will pay the cab company for rides given to impaired Sailors who will pay back cab fare when funds are available. You can generate your own *Tipsy Taxi* cards and submit to the print shop. Distribute cards to all hands, and explain in depth how to use them before returning to homeport or base.

*Duty Van Runs:* Have the duty driver take a 15-passenger van through key downtown areas to take potentially intoxicated Sailors back to the barracks. The vans could make runs at midnight, 1 a.m., and 2 a.m. The duty driver will take the Sailors back to their barracks, and no questions are asked. The command could provide this service for one to two weeks after returning home.

*DUI/Alcohol Discussion:* Put aside some time to allow for discussion groups with Sailors about the hazards of alcohol and driving, underage drinking, BAC limits, the laws regarding drinking in other countries, and command policy on DUI. The discussion groups should be held with work-center-size groups to make a good impact and should have a khaki to facilitate the discussion. This method could work better than a PowerPoint-based lecture and could be the key to getting personnel involved and engaged.

**Contact:** LCdr. Charles "Chubby" Hubbard, aviation/ground safety officer, charles.t.hubbard@navy.mil or charles.t.hubbard @cvw8.navy.mil

## Avoiding Near-Misses in Crosswalks

**Southeast Regional Maintenance Center Mayport, Florida**

**Type of Activity:** Industrial ship-repair facility with 800 military and civilian workers

**Program Objectives:** Protect workers after they get out of their cars and become pedestrians trying to enter the building each day.

**Major Concerns:** SERMC is a 175,000-square-foot facility that is accessed by workers from a number of parking lots each day. People complained about "almost getting hit" while crossing the roads, especially in the early morning when reduced visibility makes it hard for drivers to see people. Another contributing factor to these near-misses was speed. The posted speed limit on base is 25 mph; however, most drivers do not obey the signs.

Photo courtesy of SERMC

**Program Description:** The naval station safety, security, and public works departments collaborated to improve pedestrian safety. Although the base traffic-safety instruction stated, "Pedestrians have the right of way," the prevalent mindset of base drivers was that pedestrians could wait vehicles before crossing a road.

*Pedestrian Signs.* We made our pedestrian walkways as visible as possible and educated our workers to look for traffic, make eye contact, and try to stay as safe as possible when crossing the roads. We then identified our crosswalks and provided a safe pathway for our pedestrians to make it to and from work. PWC repainted the pedestrian-crosswalk signs with high-visibility traffic paint and placed them near all crosswalks.

*Speed.* Naval station safety and security changed the speed limit on the road next to our building from 25 mph to 15 mph. The road is the main supply access to the building for daily deliveries that sometimes block traffic and require forklift operations to offload or transfer materials. Speed bumps or tracks were not an option, as these could cause the loads to become unbalanced and fall off the forklifts. We had the road designated as an "industrial work area," which, with the lowered speed limit, makes the area much safer for slow-moving forklifts. There still are plenty of drivers who do not obey the posted signs, but it's easier for security to enforce because it's obvious when people are exceeding the 15-mph limit. We also videotaped people exceeding the posted speed and took the tape to naval station security to try and get more patrol cars to watch the road for speeders, especially in the high-traffic time periods in the morning and afternoon. We also placed a radar machine on the road next to our building and on the pier-access side of our building to try to get vehicles to obey the slower posted speeds. The speed limit on the pier is 10 mph, which, again, many folks do not obey, and it is always hazardous with the number of fast-moving trucks, golf carts, and the many Sailors, civilians, and contractors moving about the piers to work on the ships. We also send e-mail messages to our workforce, reminding them that there is no "magic shield" at those pedestrian crosswalks and that they still need to be cautious when they travel across the roads.

**Contact:** LCdr. Tim Jirus, safety officer, (904) 270-5126 Ext. 3204 (DSN 960), timothy.jirus@navy.mil

## Slogan Contest Talks Down DUI

**Naval Station Ingleside, Texas**

**Program Objectives:** Maintain the station's thriving safety culture, which was established by leadership through hands-on awareness and mishap-prevention efforts.

**Major Concerns:** Sailors' poor decision-making abilities when alcohol is involved.

**Program Description:** Every day is a "day of excellence" at Naval Station Ingleside. In its 14-year history, the command has had only one private-motor vehicle fatality. One of the more visible examples of this proactive stance is the "Day of Excellence" alcohol and safety incentive program, instituted in May 2005, by then-commanding officer Capt. Patricia Jackson. The "star" of the program is a handcrafted billboard posted on the road leading out the front gate. More than just a statistic board, the sign features a catchy slogan designed to promote positive behavior in all personnel working on base.

Photo courtesy of NAVSTA Ingleside Public Affairs

*Slogan Contest:* A bimonthly contest allows base personnel and tenants to submit their slogans—with the promise of time-off award if their slogan is selected. The individual with the winning slogan at the departmental level is awarded a 96-hour special liberty. To sweeten the pot, the department with the overall winning slogan receives a 24-hour special liberty. Slogans such as "Drive Hammered; Get Nailed" and "Designate Before You Celebrate" are a few examples of winning slogans posted. During the contest period—if the command's alcohol and safety incident rate is zero—the command will receive a 24-hour special liberty.

**Collaboration:** The base safety office tracks alcohol-related incidents and provides weekly updates. The transient-personnel department, who built the sign, updates the information on the marquee.

**Contact Information:** Francoise "Fifi" Kieschnick, public affairs officer, (361) 776-4205 (DSN 776), fifi.kieschnik@navy.mil

## Breaking Cultural Barriers

**USS *Blue Ridge* (LCC-19)**

**Program Objectives:** Improve command's traffic-safety program by centering efforts around deck-plate leadership and convincing leaders to take a keener interest in the safety of subordinates.

**Major Concerns:** The dangers of driving in Japan are the most significant factors behind USS *Blue Ridge's* driving-safety program. While Japanese nationals are required to undergo driver training that lasts as long as one year, Sailors and family members in status of forces agreement can be licensed in as little as a week. Thus, the learning curve is quite steep. The most immediate challenge in Japan is driving on the opposite side of the road, which is a sobering experience for new drivers. The language barrier, differences in traffic signs and lights, and new traffic laws all make traffic safety a must. Also, Japan's narrow roads demand strict attention and defensive driving and leave little room for inattentiveness or horseplay.

**Program Description:** CPOs routinely counsel junior Sailors on the dangers and responsibilities of owning an automobile, especially while on foreign soil. Motorcycle riders receive a Page 13, documenting their extensive training. Hazard assessment is achieved by highlighting what causes accidents on the local roads and discussing distractions like cellphones and loud stereos. The leadership encourages safe *[transportation]* alternatives: Japan's excellent train system, buses to Navy housing facilities, and city buses. *Blue Ridge* puts emphasis on traffic safety before the holi-

day period, citing recent DoN statistics on auto accidents and challenging Sailors to help minimize the number of mishaps.

**Preventive Measures:** USS *Blue Ridge* will continue with the theme of "Driving Safety ORM," with future divisional training centered on case studies. The success of this training depends on actively engaging Sailors to think about risk minimization and driving. *Blue Ridge* has not had any recent traffic accidents and will continue to promote new ideas from the Fleet Activities Yokosuka traffic-safety meetings through safety leadership onboard down to the deck plates.

**Results:** 100 percent of *Blue Ridge* Sailors completed recent traffic-safety ORM training.

**Contact :** Ltjg. Charles Robb, safety officer, robbc@lcc19.navy.mil

## Slowing Down the Rush

**Mobilization Training Coordination Center, Marine Corps Base Camp Lejeune, North Carolina**

**Program Objectives:** Provide "Returning Warriors Traffic Safety Briefs" and support unit-safety fairs, to assist the troops with their adjustment to driving in the mainland.

**Major Concerns:** Increased injuries and fatalities involving PMVs and motorcycles on and off base are due in part to a "bulletproof" mentality of some Marines and Sailors. Also, many personnel have a lot of extra money following GWOT deployments, which can translate into fast new cars or motorcycles. Related to this factor is a desire for the adrenaline rush similar to that experienced on the battlefield.

**Program Description:** The traffic-safety program was aimed at increasing small-unit leader involvement and recognizing high-risk drivers early on.

*Need for Speed:* A driver-safety training program targeted at high-risk drivers (ages 18 to 25). It focuses on individual driver responsibilities, leadership responsibilities, the impact of drugs and alcohol on driver, the dangers of excessive speed, driver ability, driver fatigue, and vehicle maintenance. The program provided critical traffic and driver-safety training to nearly 14,000 Marines aboard Camp Lejeune during FY05.

*Operation Wheels of Freedom (OWF):* Designed to give Marines an opportunity to drive high-performance vehicles with an instructor present in the vehicle. OWF gave insight into the speed and handling characteristics of vehicles that can be purchased at local car dealerships. It showed how it was possible to drive too fast for a car's capabilities. It also explored the relationship between speed and an individual's response time.

**Preventive Measures:** The command provided additional weekday Motorcycle Safety Foundation training courses. It also reemphasized the rules about on-base driving privileges, which are suspended or revoked for major traffic offenses on and off base. Officers and staff non-commissioned officers who observe Marines engaging in poor driving behaviors may contact the provost marshal, who will contact their parent command. Stringent enforcement of Driver Improvement Course (DIC) compliance and use of remedial DIC is used to achieve the

goal of mishap reduction. Mandatory vehicle inspections before extended special-liberty periods also are used. Corporals and below are required to submit trip plans when traveling more than 250 miles from Camp Lejeune. Several major educational and behavioral training initiatives were implemented to affect a positive shift in the off-duty safety climate. Other sponsored traffic-safety initiatives include: Critical Days of Summer; Drive Safe; You Drink and Drive, You Lose; and Click It or Ticket.

**Contact:** Jordan L. Pickett, safety manager, jordan.l.pickett@usmc.mil, (910) 451-7454 (DSN 751) or Richard Knight, (910) 451-2776, richard.l.knight@usmc.mil.

## Keeping POVs in Top Shape

**PCU *Kidd* (DDG-100)**

As a pre-commissioning unit, its goal is to create and execute all programs in true destroyermen's fashion: sharp, ship-shape, and seamanlike. The motor-vehicle-safety program is one that has and will continually affect the entire command. Using our vehicle experts (one was a former manager of a Firestone tire-service center), we conducted a commandwide motor-safety stand-down. We inspected all POVs and provided input to each individual on what needed to be done to keep the vehicle in optimal condition. All personnel also took a motor-safety quiz and then discussed the correct answers to some commonly missed questions. The last discussion was of the last two months of Class A mishaps. Six mishaps were work-related, while more than 20 were off-duty and PMV-related. Everyone realized that, even though we work in a very risk-rich environment in the military, the most risk we face is in our vehicles. We plan to continue to progress with our motor-safety and overall safety programs. We currently have had zero incidents since standing up the pre-commissioning unit in December 2004.

**Contact:** Lt. Thomas Ogden, operations officer, (228) 769-4845, ogdentm@ddg100.navy.mil.

## No Room for Complacency

**USS *Winston S. Churchill* (DDG-81)**

The everyday safety of Sailors, whether underway, in port, or at home, is a main concern for the command. Complacency toward daily activities poses a threat to our Sailors' safety. One of WSC's safety goals is to eliminate complacent attitudes toward routine operations, minimize the opportunity for mishaps, and infuse ORM into daily thought processes to better mitigate and control risk. As part of daily briefings, WSC has incorporated a "what if" scenario that highlights the major safety issue for the next day. Using the ORM process, these scenarios provide a conduit for discussion that leads to control identification for the event that has the highest risk-assessment code. Through this process, Sailors brainstorm the tripwires and controls for any and all hazards. The process makes everyone aware of the risks and is a great discussion starter. Sailors have become more aware of the inherent risks they all know about but tend to overlook, as they are a part of routine operations. The "ORM/Safety Hazard of the Day" greatly improves the overall situational awareness for an evolution and gives everyone a part to play in risk mitigation and control.

**Contact:** Lt. Woody Nesbitt, operations officer, nesbitwm@churchill.navy.mil

## Talking It Out

**VAW-116**

The command conducted a safety workshop to identify people within the command who are most at risk for an off-duty PMV mishap. The command was broken into groups by work center, so everyone was with their peers—people that they knew fairly well. Each individual was given a piece of paper with the names of everyone present. A series of hypothetical questions were asked (for example: Who talks on a cellphone while driving? Who drives with young children in the car? Who participates in motocross, or similar high-risk activity?). People were instructed to put a check mark next to the names of anybody that question pertained to. At the end, they added up the check marks to see who received the most. Then they talked about whether the people receiving the most check marks were actually high-risk or not. This exercise was intended partly to increase risk awareness among the shop personnel but mostly their chain of command. A second part of this workshop had command CPOs list people they considered off-duty risks. It was very interesting to see how this list mirrored the results of the workshop.

**Contact:** LCdr. Dan Harwood, safety officer, dan.harwood@navy.mil, (805) 989-0661 (DSN 351)

## Leading by Example

**HS-4**

The HS-4 Commanding Officer, Cdr. Scott Bischoff, has been a motorcycle rider for years and understands that motorcycles offer a more affordable mode of transport for many Sailors, particularly with Southern California's high fuel prices and agreeable climate. Just under 20 percent of squadron personnel own or operate motorcycles, including a number of aircrewmen who enjoy riding ATVs in the desert east of San Diego. Cdr. Bischoff knows that riding a bike involves more than just strapping on a helmet, and the Black Knights have an active motorcycle-safety program. HS-4 uses tools available to all commands, such as NAS North Island's motorcycle-safety course and the base's quarterly motorcycle-safety-awareness round-table meetings. Within the squadron, the safety department consults with work-center supervisors to identify potential riders and help them make educated decisions about the risks and benefits of owning a motorcycle.

**Contact:** LCdr. Gabe Soltero, aviation safety officer, soltero@cvn76.navy.smil.mil

## Here's What You're Saying...

I was reading the February Safetyline about your Traffic 5100 handbook. It sounds like a great idea! I would like to include something that might be useful. We continually tell our people that pedestrians have the right of way. One thing we don't tell them is that the pedestrians will take it, regardless whether a car is coming. On the flip side, though, some of our people are those pedestrians who just take that right of way without looking for cars. I have been exposed to this firsthand. My last job was in Hawaii, and now I am in Japan. These are two of the worst places for that problem. In an environment where everyone is trying to get from point A to point B in record time, there is no room for error. I have been with so many people who just walk across the street. When I mention that they should look both ways, the response is always the same, "I've got the right of way." And my reply is always the same, "That doesn't mean the car won't hit you."

Mary Lariviere
Deputy Safety Manager
Naval Air Facility, Atsugi, Japan

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Make a DoD-wide Safe Cab program, or if you can't get DoD buy-in, make it Navywide. This would have a fairly large price tag, but it would pay for itself if the number of DUI deaths and mishaps was reduced by even 25 percent. The concept is that any military member could present an ID and get a cab ride home or to the base, and DoD would reimburse the cab company. There could be some fraud and it should be monitored, but the savings in lives and, consequently, training costs, would more than cover the cost of the program. Properly implemented, Sailors and Marines might actually use this program. The challenge for the current system is to get them to use it. Because so many different programs exist, there is very uneven application. The NAS JAX program requires a Sailor to call the base CDO to get a cab.

CDR David K. Tuttle
Fleet Area Control and Surveillance Facility, Jacksonville, Fla.

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I was an analyst at the Naval Safety Center and traveled to various places to give lectures. It was during one of these safety-stand-down trips that I came across what I thought was the most interesting and topical traffic safety program I'd ever seen. The safety office at NAS Whidbey Island, through the cooperation of state and local fire, police, and other entities, staged a mock-accident scene with a crashed vehicle, actors portraying victims and the injured, DWI scenarios, and on-scene arrival of rescue and ambulatory vehicles. It must have been rehearsed, or even a traveling road show, but it was the most effective briefing I ever had the opportunity to witness. If NAS Whidbey or other commands still are engaged in this practice, it is the best traffic-safety presentation for publishing in your handbook. I certainly hope it is still an ongoing part of the Navy's safety stand-downs, and, if not, I highly encourage your office to promulgate such a realistic training event.

William Yeager
United States Coast Guard
Washington, D.C.

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*EDITOR'S NOTE:*
*In reply to your inputs, we published several best practices that promote Tipsy Taxi program, pedestrian safety, DUI scenarios, and many others. Section 4, starting on page 18, highlights programs and campaigns used by Navy and Marine Corps commands. Thank you for supporting our mission. – Evelyn Odango*

## Naval Safety Center's Collection of Best Practices

Follow the blue light-bulb icon on the main web page to this new area of our website: www.safetycenter.navy.mil/bestpractices/. There are areas for aviation, ashore, afloat, and ORM. There's an index, a template, and guidance for submitting new items. For more information on our best-practices collection, contact derek.nelson@navy.mil.

# expertAdvice to help you make decisions

*Lt. William H. Willard*
*Police Supervisor,*
*China Lake*
*Naval Weapons Station*

## "It Can Happen to You"

A seasoned traffic-accident investigator, Lt. William Willard knows that anything can happen in a blink of an eye. With more than 22 years of specialized experience in his job, he has seen and investigated thousands of accidents that have caused needless loss of civilian and military lives.

**How often do you see young adults (18-to-26 year-olds) involved in traffic accidents?**
Based on my experience, I would say 70 to 80 percent of the time.

**What were the primary causes of these accidents?**
The vast majority of accidents on the roadways were caused by speed, fatigue and alcohol/drugs.

**Did you see a rise of accidents after deployment cycles?**
Absolutely. Some major factors are a bulletproof attitude, little or no driving experience while deployed, and excitement or lack of concentration. When I was stationed at Camp Pendleton, the number of DUIs and traffic accidents skyrocketed after Operation Desert Storm. Let's face the facts: How much driving experience do people get while deployed with a carrier battle group? After six months or more on deployment, often without a single moment spent driving an automobile, they return home, jump into their cars for the first time in months, and away they go, flying down the freeways. Or what about a Marine who just spent a year operating an Abrams tank in Iraq? He gets home, jumps in his car, and takes off for a ride. He hasn't driven a car for a year, and now he is cruising down the freeway, with his armor-plated attitude and his mind on his girlfriend. These scenarios are both recipes for disaster.

**Why do you think these young men and women possess these attitudes?**
We train our Sailors and Marines to be the best in the world. Part of this training is the belief and attitude that we (Americans) are the best. They take these attitudes, beliefs, and training and apply it to their duties, up to and including combat. A positive attitude is essential to survival and success in military operations. The problems occur when our young Sailors and Marines apply this same standard, those same instincts, to their off-duty lives and activities. They go out there with a "no fear" approach to everything they do. This leads directly to careless and reckless behaviors and practices. The exuberance of youth often overcomes common sense, and people get hurt. They return from a deployment feeling invincible, and many of them find out the hard way they are not.

**What are some easy preventive measures you would recommend to safety leaders?**
Identify the trends that have been known to affect your area, and make sure your people know about them. Get to know your people, and be genuinely concerned for their welfare. This is a leadership trait, which definitely has bearing on the off-duty activities of our military personnel. Investigate their hobbies and activities, and make sure they understand the inherent dangers and how to deal with them. Don't be afraid to take corrective measures when necessary. I would rather be known as a party pooper, instead of the supervisor who did nothing while one of my people got hurt or killed. You can establish a "brotherhood pact" with your people, where everyone agrees to constantly be looking out for one another and to immediately tell someone if you witness an unsafe or dangerous act.

**Do you think that, when trying to reach the 18-to-26-year-old group, the shock factor adds some value to preventing future mishaps?**
It definitely has value, as long as it is presented in the proper context and manner. You can show all the gory movies and pictures you want. They won't have any real effect unless you attach a very real, close-to-home meaning to them. Take the time to add realism and personality to your training. For example, you display a wrecked car at the front gate during the holiday season, hoping to influence people to drive carefully. Try putting a real-life story behind it, about one of your Sailors or Marines who died in the car. Tell about the loss the command suffered from this tragedy and about the family and friends left behind to deal with it. You can't put a sugar-coating on safety and expect anyone to swallow it. Our young Sailors and Marines are our future leaders, and we need to give them every opportunity to succeed. Safety is the responsibility of everyone; military, civilian, contractors and dependents all play a vital role.

*— Michelle Rehak*
NAVAL SAFETY CENTER TRAFFIC AND RECREATION SAFETY SPECIALIST

# The First 8 Hours: Anatomy of a PMV Mishap Report

When you're in charge of a command and have people who die or are injured in a PMV mishap, you must get the mishap-reporting process started during the first eight hours. It is during this time that your command will feel the impact of that loss or injury. It is also critical that the procedures of mishap reporting are followed accurately to avoid delay in the investigation process.

The commanding officer or officer-in-charge is responsible for conducting an investigation of all reportable motor-vehicle mishaps involving members of their command. When a mishap occurs at a location remote from an individual's duty station, the naval activity nearest the scene will notify the parent command involved and, unless relieved by the latter or higher authority, will investigate and report the mishap.

## The First 8 Hours: Critical First Steps

**Verification** *(See Table 1, Classifications of Reportable and Non-reportable Mishaps on page 30.)*

1. Is the incident a reportable Navy or Marine Corps vehicle or PMV mishap?

2. Is there death or injury?

**Notification**

1. Notify chain of command *(See Table 2, Notification Chain of Command on page 31)* of all on-duty DOD civilian, on and off-duty military Class A motor-vehicle mishaps, and any mishaps that result in the hospitalization of three or more personnel.

2. Report all DoN on-duty civilian fatalities occurring within the U.S. or U.S. territories to the nearest Occupational Safety and Health Administration area or regional office (800) 321-6742.

Photo by Dan Steber

**Table 1: Classifications of Reportable and Non-Reportable Mishaps**

## Reportable Navy Motor-Vehicle Mishap

1. A mishap which involves the operation of a Navy-owned motor vehicle in a collision with:
   (a) other vehicle(s)
   (b) pedestrian(s) (including joggers)
   (c) bicyclist(s) (when struck by a motor vehicle)
   (d) other objects
2. A mishap which involves one or all of the following:
   (a) personal injury or property damage due to cargo shifting in a moving vehicle
   (b) personal injury in moving vehicles or by falling from moving vehicles
   (c) towing or pushing
   (d) other injury or property damage when there is one or more of the following:
      1) at least $5,000 property damage (all vehicles/property damage total),
      2) a fatality or lost-workday injury, involving one or more days away from work to military personnel or to an on-duty DoD civilian, or
      3) a fatality or injury requiring treatment greater than first aid to non-DoD personnel

## Reportable Private Motor-Vehicle Mishap

1) A traffic mishap, regardless of the identity of the operator, which does not involve a government motor vehicle and results in a:
   (a) fatality or lost workday injury to military personnel, involving one or more days away from work,
   (b) fatality or lost workday injury to on-duty DoD civilian personnel, involving one or more days away from work, or
   (c) $5,000 damage to DoD property
2) Collisions involving pedestrians, bicyclists (when struck by a motor vehicle) and other objects are to be included if the above reporting requirements are met.

## Special Cases

Injury or death to any other person not otherwise defined (non-DoD personnel) that occurs on a naval installation or as a result of DoD operations.

## Exceptions

The following mishaps are not considered motor-vehicle mishaps:

a) Personal injuries that occur while loading or unloading, mounting or dismounting a motor vehicle that is not moving
b) Cargo directly damaged by weather
c) Damage to a properly parked DoD vehicle, unless it is damaged by another DoD vehicle
d) Damage to a DoD motor vehicle, resulting solely from natural phenomena
e) Damage to a DoD motor vehicle being handled as a commodity and not being operated under its own power
f) Damage to a DoD motor vehicle caused by objects thrown or propelled into it
g) Damage to a DoD motor vehicle by fire when no DoD motor-vehicle mishap occurred

**Table 2: Notification Chain of Command**

## USN

1) Command leadership
2) Commander, Naval Safety Center

## USMC

1) Command leadership
2) Commander, Naval Safety Center
3) CMC (SD) (Marine Corps military or civilian fatalities)*

**Include COMNAVSAFECEN NORFOLK VA//00/30/40/60// and CMC (SD), when Marines are involved, as information addressees on Operational Reports (OPREP-3) submitted per OPNAVINST 3100.6G, Special Incident Reporting, Navy Blue, and UNIT SITREP procedures; Personnel Casualty Report (PCR) per BUPERSINST 1770.3, Personnel Casualty Procedures Manual and MILPERSMAN 1770010, Navy Military Personnel Manual; or MCO P3040.4D, Marine Corps Casualty Procedure Manual; or Serious Incident Report (SIR) submitted per MCO 5740.2F, Serious Incident Reports.*

3. Report each fatality or hospitalization of three or more civilian employees (when at least one is a DoD civilian), which occurs within 120 days of mishap:
   a. Command name
   b. Location of mishap
   c. Time and date of the mishap
   d. Number of fatalities and/or hospitalized employees
   e. Point of contact, with rank, name, and phone number
   f. Circumstances or brief description of the mishap

**Resources**

1. WESS PMV Mishap Reporting: www.safetycenter.navy.mil/wess

2. Naval Safety Center Motor Vehicle Division, (757) 444-3520 Ext. 7134/7138/7061 (DSN 564)

## The Next Step: First-Flag Information

Navy commanders, commanding officers, and OinCs experiencing an on- or off-duty Class A mishap within their commands will personally brief the first flag officer within their chain of command on the mishap itself. For mishaps involving flag-level commands, the flag commander will brief the next immediate flag officer in the chain of command. This briefing, when feasible, will take place within seven days of the mishap. Upon conclusion of the briefing, a message summary will be forwarded to Commander, Naval Safety Center within 30 days of mishap occurrence. Provide information on the following questions:

1. What factors led to the mishap?

2. What command programs address mishap prevention and reduction?

3. Is risk management/assessment in place?

4. Does the command have a seatbelt policy in writing? What are the consequences of ignoring the policy?

5. Does the command have a policy addressing maximum driving time and distances in which personnel are allowed to travel on a weekend or on extended leave periods?

6. Is there a mentoring program? Is it effective?

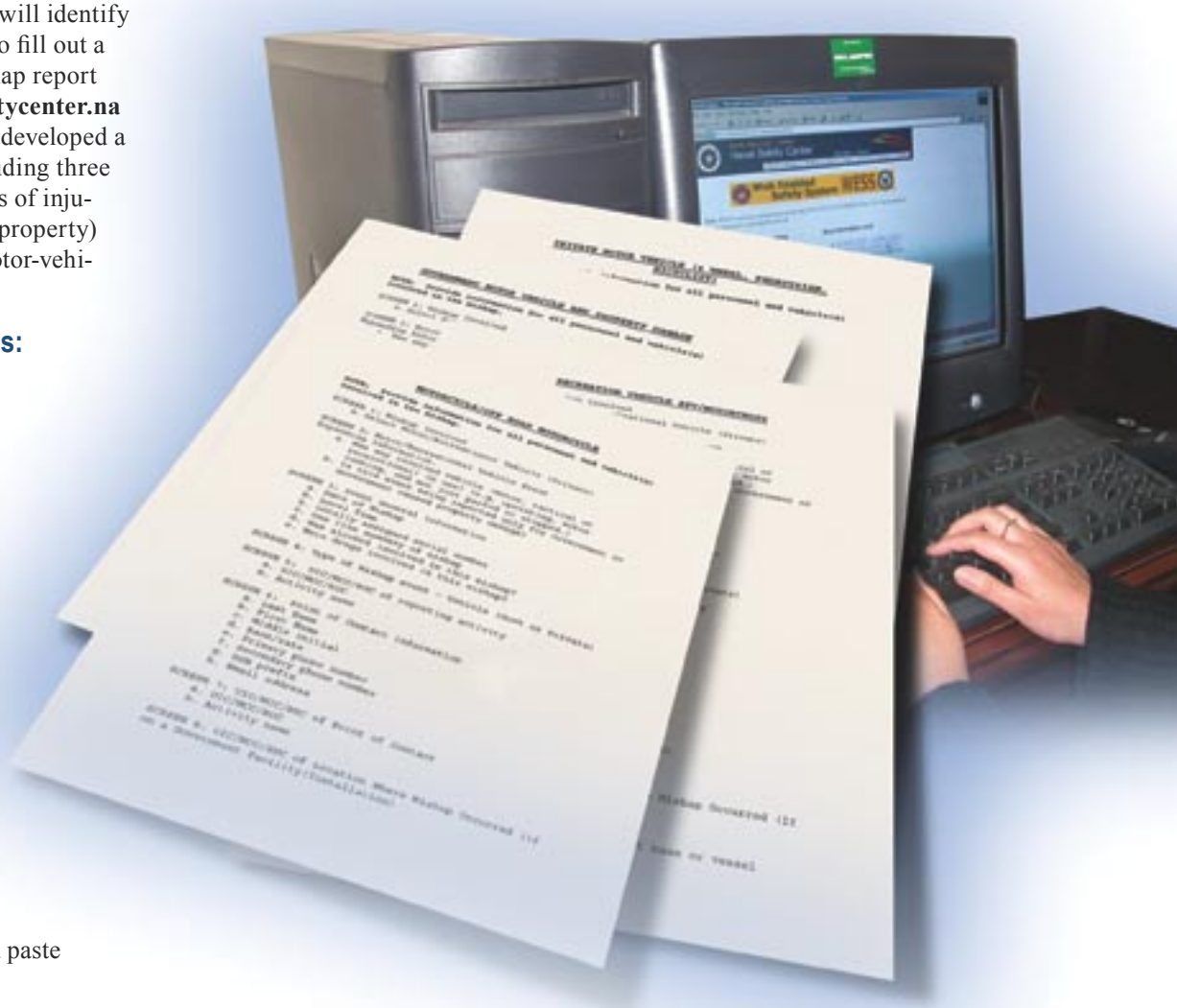
7. What actions are being taken to prevent future mishaps?

8. Are there impediments within the command or region that prevented the individual from obtaining required training?

*— Mary Brigham*
TRAFFIC AND RECREATION SAFETY SPECIALIST

# WESS Is Making PMV-Mishap Reporting Easier

Many WESS customers have asked for worksheets that will identify the information required to fill out a WESS motor-vehicle mishap report online at **http://wess.safetycenter.navy.mil.** As a result, we've developed a series of worksheets, including three for reporting various kinds of injuries, deaths and material (property) damage resulting from motor-vehicle mishaps.



## Here are a few other tips:

1. **All** reportable motor-vehicle mishaps must be reported in WESS.
2. Do not put personal identifying information in the narratives. Replace person's name with a generic term such as "service member" or "driver."
3. Give as much detail in the narratives as possible. You can type this in Microsoft Word to check your spelling and later copy and paste this into WESS.
4. When reporting government-vehicle mishaps, identify all vehicles and people involved in the mishap.
5. Always say "Yes" to this question: "Was the mishap influenced by any environmental conditions, for example, wind, temperature or visibility?" Lots of motor-vehicle questions rely on this answer.
6. Add the motor-vehicle information in the "Involved Property" section.

The Naval Safety Center receives many mishap reports with cause factors and related factors listed as "unknown." Complete mishap information is crucial in identifying the root causes and preventing future mishaps. Any mishap report that contains "unknown," "not known," or similar responses will be returned for further explanation and could delay the reporting and investigation processes.

You can download the worksheets at **http://www.safetycenter.navy.mil/wess/tutorial/worksheets/**. For further assistance, contact the Naval Safety Center Motor Vehicle Division at (757) 444-3520, Ext. 7134 or 7138 (DSN 564).

*— Katherine Escobar*
WESS PROGRAM MANAGER

# *Let us drive toward a successful traffic-safety program. Let us know how to improve this handbook.*

Traffic5100 is your partner in the driver's seat. This traffic-safety handbook was designed to give you practical safety solutions, resources and information about roadway, travel, pedestrians and motor vehicles. Our goal is continuous improvement of the Navy and Marine Corps traffic-safety program, so we may prevent the unnecessary deaths and injuries that compromise our mission readiness. You can help us reach that goal by telling us how we can improve this publication. We appreciate your comments and look forward to hearing from you.

So we may serve you better, simply fill out this survey, detach, fold, and return the postage-paid form to us. This survey also is available at www.safetycenter.navy.mil/media/seashore/traffic5100/feedback.cfm. You may send additional comments to SAFE-PAO@navy.mil.

1. Did Traffic5100 provide enough mishap-prevention information? ___ Yes ___ No
If no, what information was lacking? _____

_____

2. What parts of Traffic5100 were most helpful in implementing your traffic-safety program?

| | 1<br>Extremely Helpful | 2<br>Helpful | 3<br>Neutral | 4<br>Somewhat Helpful | 5<br>Not Helpful |
|---|---|---|---|---|---|
| Planning | 1 | 2 | 3 | 4 | 5 |
| Training | 1 | 2 | 3 | 4 | 5 |
| Driving | 1 | 2 | 3 | 4 | 5 |
| Preventing | 1 | 2 | 3 | 4 | 5 |
| Reporting | 1 | 2 | 3 | 4 | 5 |
| Road and Driver Guide | 1 | 2 | 3 | 4 | 5 |

3. Did you adopt any of the best practices as a model for your traffic-safety program? _____

_____

4. What articles would you have excluded from this issue? _____

_____

5. What would you like to read in future issues of Traffic5100? _____

_____

6. As a member of the Navy-Marine Corps community, how would you prevent future traffic-related mishaps? _____

_____

7. How would you improve Traffic5100? _____

_____

8. What is your age group?
___ 18-29
___ 30-39
___ 40-49
___ 50-59
___ 60+

9. What is your status / job function?
___ Active military _____
___ Retired military _____
___ DoD civilian _____
___ Other _____

10. Additional comments/suggestions.

_____

_____

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**We will take your comments, questions, requests, and suggestions.**

**You may also contact us at NRFK_SAFE_PAO@navy.mil**

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Please send a complimentary copy of Traffic5100 to my colleagues:

Name _____ Title _____

Address _____

Name _____ Title _____

Address _____