

Safety Extensions!



Promoting Safer Communities in Sussex County

A Note from the Office of Highway Safety: Jana Simpler, Deputy Director



Jana Simpler
Deputy Director, OHS

The Office of Highway Safety (OHS) has partnered with the University of Delaware's Cooperative Extension Office since 1995 to provide traffic safety outreach and education to the local community in order to help OHS achieve our goals of reducing crashes, fatalities, and injuries on Delaware roadways. These services to the community are provided by Community Traffic Safety Program (CTSP) coordinators and work with OHS to identify priority areas and outreach techniques to best provide education to the public and effect change in driving behavior. The Office of Highway Safety is responsible for identifying programmatic strategies to best help us reach our goals and are proud to partner with the University in this effort to provide outreach on traffic safety to the public.

The University and OHS provide two CTSP coordinators to assist the Office with a variety of education initiatives across the state. Currently, one of the CTSP's is responsible for New Castle County initiatives and an additional CTSP is responsible for Kent and Sussex Counties. Some of the opportunities available through the CTSP program include:

- information about our highest traffic safety priority areas, including seat belt use, impaired driving and speeding.
- participation in health and safety fairs.
- educational efforts at schools, including high schools, middle schools, and elementary schools.
- outreach to the public via contacts within the law enforcement community, EMS/health care community, the corporate community and a variety of other partners.

For FY 2009, the OHS has identified the following traffic safety areas as our highest priorities for the coming year: occupant protection (seatbelts), impaired driv-

ing, speeding, traffic records, pedestrian safety and motorcycle safety. We provide grants to law enforcement agencies, hospitals, schools, and many other highway safety partners to help us impact these emphasis areas. Lastly, we conduct extensive evaluation of our efforts throughout the year to help guide us in the identification of appropriate countermeasures for the coming year.

We are ever thankful for the partnership with the University as we face a number of challenges in the coming year, including addressing motorcycle safety, reducing speeding on our roads, and encouraging motorists to select a designated driver if they plan to drink alcohol. Please do not hesitate to contact the Office of Highway Safety with any additional questions at 302-744-2740 or either of the CTSP's at 302-831-4973 in New Castle County or 302-856-7303 in Sussex or Kent County.

Meet Your Extension Safety Agent: Mike Love

Welcome to the first edition of "Safety Extensions!" These are exciting times as the University of Delaware Cooperative Extension and our many partners move forward to increase safety awareness in our community. We expect this quarterly newsletter will play a role in highlighting local efforts to keep our residents safer at home, at work, and on the road.

Recently appointed as the Extension Agent for Safety in Sussex County, my responsibilities will fall within four primary safety focus areas: traffic safety, workplace safety and health, emergency preparedness, and childhood injury prevention. Safety on our roadways is of major importance to both residents and visitors of our area. It remains one of the major safety risks in both our personal time and while at work. A snapshot of Sussex County's workplace is a mosaic of agricultural, industrial and commercial ventures with workers of widespread ages and cultures. Worker expectations and needs regarding workplace health and safety efforts vary widely and offer a unique challenge in reaching everyone. Readiness in the time of an emergency--whether in a home, a community or a region requires many resources. A well developed plan for emergencies and disasters may be the most important step towards easing the burdens and quickening the recovery for households, businesses, farms and communities. One outreach area deemed important across the



masses is that which focuses on the safety of children. Whether in a crib, on a bike, at school, or in a vehicle, children remain a very vulnerable population to accidental injury. We look forward to continuing efforts with our partners and developing new partnerships to create a safer environment for all those living, working and visiting Sussex County.

Special things are happening within our organization which offer us a unique opportunity. The Carvel Research & Education Center houses Ron Jester, who has carried the banner of safety for 30 years and is still working to keep folks safe and productive. Additionally, we have a new player on the field who is ready to contribute--Merritt Burke. Merritt takes over as our Community Traffic Safety Program Coordinator and brings a fresh perspective to local highway safety efforts. I am fortunate to be surrounded by these two professionals. Together, we look forward to playing a role in continuing current safety outreach efforts while helping to identify and develop emerging safety education and awareness programming.

I can be reached at 302-856-2585, ext. 583 and by email at mlove@udel.edu. I look forward to the opportunities before us.

Meet Your Extension Safety Associate Merritt Burke, Community Traffic Safety Program (CTSP)



Merritt Burke
Safety Extension Associate

"I am very excited about the new opportunity as the new CTSP for Sussex County. . ."



SIDNE
(impaired driving go-kart)

Hello! And welcome to the first edition of the University of Delaware Cooperative Extension safety newsletter. My name is Merritt Burke and I am the new **Community Traffic Safety Program (CTSP) coordinator** for Sussex County, Delaware. The CTSP outreach, education and awareness program is a coordinated partnership between the University of Delaware and the Delaware Office of Highway Safety. My responsibilities, which are defined by a federal grant each fiscal year, include performing a variety of community-based programs for children and adults in three primary areas: Impaired Driving, Occupant Protection and Aggressive Speeding.

The **impaired driving** component of the CTSP program consists of delivering anti-drinking and driving programs and messages through resources such as the SIDNE (impaired driving go-kart), fatal vision goggles, educational materials at community and school events, and by supporting "Checkpoint Strikeforce" with local law enforcement officers. The goal is to always reduce alcohol-related fatalities on Delaware's roads.

The **occupant protection** component of the CTSP program supports the federal "Click it or Ticket" campaign, as well as distributing educational materials and coordinating awareness activities in low seat belt use areas in Sussex County. In addition, I will assist with conducting seat belt surveys, coordinate the Graduated Licensing Program (GDL) in local high schools, facilitate the "Buckle Up" stencil program at fire and police departments, car dealerships, and medical facilities, and look to develop a *tween* outreach campaign to increase seat belt use for the 9-15 age group.

The **aggressive speeding** component of the CTSP program delivers a variety of programs and messages to decrease speeding crashes through the distribution of educational materials at community events, schools, and businesses.

For the 2009 fiscal year (October 1st until September 30th) one of my goals is to organize and conduct a speed management workshop within a local community. I am also tasked to partner with local law enforcement in reference to the

movement and placement of the speed trailers.

To conclude, I am very excited about the new opportunity as the new CTSP for Sussex County and look forward to working on the priority areas with all existing and new partners for the upcoming fiscal year.

For additional information on any of the CTSP programs please call me at (302) 856-2585 Ext. 584, or email me at merritt@udel.edu.

Stay safe and enjoy life!

Merritt Burke, CTSP



Slaughter Beach Open House,
"Walk the Line"

If you like what you see, and would like to receive our newsletter via email, please contact Lisa Collins at lcollins@udel.edu to have your name added to our e-list!

Contributors are also welcome!

Email Merritt@udel.edu to submit your article for consideration. Photos of events and activities pertaining to CTSP programs are welcome!

Please include your name, email address, phone number and affiliation.

Facts from the Force

Traffic Safety Initiatives at the Beach

Lt. Roger A. Willey

The area served by Delaware State Police Troop 7 encompasses a diverse geography and a continually growing population and infrastructure. During late spring, summer and on pleasant weekends in September and October, visitors head down Coastal Highway in Sussex County en route to beaches in Delaware and Ocean City Maryland. In the rush to get to their destination to enjoy the surf and sand, our visitors (and some local residents as well) tend to forget the importance driving safely and wearing a seatbelt. In these cases, it is often the task of Troop 7 patrol personnel to provide them with a friendly reminder.

The primary traffic safety mission instilled into our troopers from the first day they come to work at Troop 7 is to try to make an individual difference by reducing the number of fatalities and injuries which occur on our roadways. Speeding, aggressive driving, driving under the influence and failing to use occupant restraints all have a direct effect on the number of crashes, injuries and deaths that occur on our roadways.

Troopers are encouraged to use both traditional and non traditional methods of enforcement in order to address specific problems. Speeding and aggressive driving continue to present a major problem, particularly on congested roads in the summer months. Some traditional approaches to this problem include the use of both marked and unmarked patrol vehicles to conduct speed enforcement, utilizing Radar or Lidar (Laser) to detect the speed of approaching vehicles.

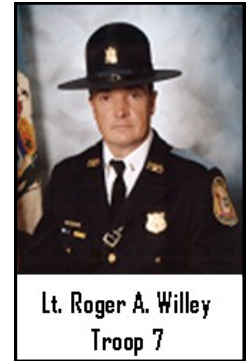
Driving under the influence continues to be a major problem in and around our beach communities in the summer and the men and women at Troop 7 are steadfast in their commitment to remove these dangerous drivers from the roadway. Through a partnership with the Office of Highway Safety, Troop 7 personnel participate in sobriety checkpoints and conduct DUI saturation patrols at peak times and locations where DUI violations and crashes frequently occur.

In 2007 Troop 7 was the first Troop in the state to partner with DelDOT in a new traffic initia-

tive. This non-traditional approach involved Troopers utilizing DelDOT work vehicles which serve as stationary platforms for several types of enforcement including Lidar, Radar, spotting violations at dangerous intersections and violations of the primary seatbelt and child restraint laws. During the construction phase of the SR 1 corridor, this program also had the residual effect of enhancing worker safety as the public became aware that any DelDOT vehicle could potentially be occupied by a Trooper conducting enforcement activities.

Another important initiative undertaken at Troop 7 involves the use of Motorcycles for traffic enforcement. This is not a new concept. In fact the first Delaware State Troopers patrolled our roadways on motorcycles year round and did so until the early 1940's. This program was reborn as a modern motorcycle patrol unit at Troop 7 in 2004 with the purchase of four Harley Davidson Electra-Glide Motorcycles. Since its inception, the primary mission of this unit is to patrol the busy SR 1 corridor where the motor officers serve as a primary response to calls for service, particularly traffic crashes and motorist assists. Because of their relatively low profile, the motorcycles are particularly effective for all means of traffic enforcement. The new motorcycles are equipped with the latest in Stalker Radar and Lidar technology and mobile data computers, which permit the officers to enter data directly into automated crash reports and run checks on registration plates and driver's licenses. The "Motor Unit" is particularly effective in reducing injuries on our roadways by enforcing violations of the state's seatbelt and child restraint laws as well.

There is no doubt that future development and growth will continue provide Troop 7 personnel with greater challenges as the number of motorists using our roadways increases. We will continue our partnerships with outside agencies to develop new strategies and initiatives in both enforcement and education to enhance our highway safety mission.

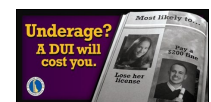


Lt. Roger A. Willey
Troop 7

"In the rush to get to their destination to enjoy the surf and sand, our visitors (and some local residents as well) tend to forget the importance driving safely and wearing a seatbelt."



Harley Davidson Electra-Glide Motorcycles, equipped with Stalker Radar, Lidar technology and mobile data computers.



AgrAbility Project Director and Extension Safety Specialist (retired) Ronald C. Jester



Ronald Jester

I have had the pleasure of working with many of you over the past 30 years in a myriad of safety programs. I enjoyed every minute of my professional career in safety and mostly because of the great partnerships, cooperation, and support of people like you. Whether in the workplace or public sector, safety is always best approached as a team effort.

Your new Extension Safety Specialist, Mike Love, and Extension Safety Associate, Merritt Burke, will now continue those programs to reduce injuries and save lives in Delaware. These talented individuals will take safety and injury prevention to a new height! The *Extension Safety Newsletter* is one example of their efforts to encourage partnerships and work collaboratively on safety issues.

Although retired, I am still working with farm safety as part of the Delaware-Maryland AgrAbility Project (DMAP). I also serve as Executive Director of the Delmarva Safety Association. I have developed a new presentation titled **Life Saver**, which identifies risks in farm businesses, how to reduce risks, and how safety adds value to the business.

For information on this program please contact me at the University of Delaware, Carvel Research and Education Center at (302) 856-2585, ext. 530. Or, email me at rcjester@udel.edu.

Thanks for your continued support as we address the needless loss of life and disabling injuries in Delaware. Your support is significant to the success of the Extension Safety Program!

University of Delaware Cooperative Extension

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Sussex County CTSP Calendar of Events

October 1-3	Delaware Office of Highway Safety Conference Rehoboth Beach, DE Contact: Bonnie Whaley at (302) 744-2742
October 5	Coast Day University of Delaware, Lewes, DE
October 20	Graduated Licensing Program from 7:00 p.m. – 8:30 p.m. Milford High School, Milford, DE
October 20-25	Teen Safety Week
October 29	YELL (Youth to Eliminate Loss of Life) Conference Dover, DE Contact: Kathy Ward (302) 571-6975
November 12	Delmarva Safety Association/ASSE Luncheon Heritage Shores, Bridgeville, DE Contact: Ron Jester at 302-856-7303
November 17-20	Child Restraint Class, 8:30 a.m. – 5:00 p.m. Wilmington, DE (contact Sean Elwell at 302-651-4928)
November 24 - December 31	Safe Family Holiday

Informative Websites:

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DE Office of Highway Safety
www.ohs.delaware.gov

DE Safe Kids Coalition
[www.usa.safekids.org/
state_display.cfm](http://www.usa.safekids.org/state_display.cfm)

**National Highway Traffic Safety
Administration**
www.nhtsa.gov

Traffic Safety Marketing
www.trafficsafetymarketing.gov

**For information on impaired vision
goggles and the
SIDNE go-kart:**
www.fatalvision.com

**For a fatality analysis road map-
ping website:**
www.saferoadmaps.org

Delaware Bicycle Council
[www.deldot.gov/information/
community_programs_and_services/
bike/](http://www.deldot.gov/information/
community_programs_and_services/
bike/)