

CASE Newsletter

California Association for Safety Education Volume XXVII, No. 1 - March 2016

2017 ADTSEA National Conference will be in Sacramento

The American Driver & Traffic Safety Education Association's 2017 National Conference is coming to California! The conference will be held at the Hilton Sacramento Arden Way Hotel in July of 2017. Exact dates for the conference will be reported in this newsletter and at the ADTSEA website (www.adtsea.org).

The ADTSEA Southwest Region Host Committee for the 2017 Conference will consist of CASE President Genny Claxton, CASE Past President Shannon Woods, Past ADTSEA President Fred Nakano from Hawaii, and Jan Meeker, current ADTSEA President.

This year's ADTSEA National Conference will be **July 17-20, 2016**, at the Red Lion Hotel on the River—Jantzen Beach, 909 N. Hayden Island Drive Portland, Oregon 97217. The hotel's conference room rate is \$129 per night (phone 503-283-4466 for reservations). A conference registration form can be downloaded from the adtsea.org website.

CASE Election of Officers

CASE members should watch the mail for ballots to vote for CASE officers to serve during the July 2016—June 2018 term of office. The Nominating Committee has nominated the following candidates for two-year terms:

President: Genny Claxton
Vice President: Bart Schwartz
Northern Rep: Kevin Tucker
Southern Rep: Jim Lewis

ADTSEA/Michelin Long Beach Tire Safety Workshops

There is still room for participants at the *free* ADTSEA/Michelin one-day tire safety workshop. It will be conducted at the DoubleTree by Hilton Hotel in San Pedro on Saturday, April 2, 2016 from 9:00 am–4:00 pm and is open to driver education instructors from throughout the state. Register at: www.adtsea.org/Long%20Beach.html

Note: Due to low registrations, the April 3, 2016 workshop has been combined with the April 2, 2016 workshop.

Each instructor who participates will receive a complimentary copy of the ADTSEA 3.0 Driver Education Curriculum, including printed materials and a DVD with slides and videos.

Sharing the Road with Bicyclists Instructional Materials

The Adam Little Foundation has developed a comprehensive unit on Sharing the Road with Bicyclists. The unit includes a lesson plan with objectives and content specific to sharing the road with bicyclists. It is accompanied with a presentation in PowerPoint, which can be utilized by driver education teachers in the classroom.

The Foundation disseminates public service announcements and educational materials. Its mission to increase the safety of bicyclists throughout the U. S.

The lesson plan and PowerPoint presentation can be accessed through links on the ADTSEA website home page at www.adtsea.org. Scroll down to the heading "Sharing the Road with Bicyclists".

AAA Survey: 70% of drivers report talking on a cellphone while driving in the past 30 days

In a new research report from AAA released February 25, 87-percent of drivers admitted to engaging in at least one risky behavior while driving within the past month. Two in three drivers say they've talked on a cell phone, just over 40-percent of drivers say they've read a text message or email while driving, and about one-third of drivers admit to texting and driving.

More than 2 in 3 drivers (70 percent) report talking on a cell phone while driving within the past 30 days. Nearly 1 in 3 drivers (31 percent) report doing this fairly often or regularly.



More than 2 in 5 drivers (42 percent) admit to reading a text message or email while driving in the past 30 days, while 12 percent report doing this fairly often or regularly. Nearly 1 in 3 drivers (32 percent) admit to typing or sending a text or email over the past month, while eight percent say they do so fairly often or regularly.

Over 80 percent of drivers view distracted driving as a bigger problem than three years ago.

Previous research by NHTSA estimates that distracted driving is a factor in at least 3,000 deaths per year, though the actual number is likely much higher. Drivers who take their eyes off the road for more than two seconds can double their risk of being in a crash.

AT&T's *itcanwait* website offers "no texting" tools and resources

At AT&T's www.itcanwait.com website, you can access resources that can help spread the word about the dangers of using your phone behind the wheel. You can get printable posters, profile pic images, presentations, and other helpful assets that can be used to educate and inform to help make the roads safer.



Teens can pledge to keep their eyes on the road, not on their phones, and share the pledge with their friends via Facebook and Twitter.

Among the apps and tools available is *DriveMode®*. We reported on this app in the December 2014 *CASE Newsletter*. AT&T *DriveMode®* is a free app that silences incoming text message alerts so you can keep your eyes on the road and stay focused while driving. For AT&T customers, it sends an auto-reply letting the sender know you're behind the wheel. The app turns on automatically when you're driving 15 MPH or more and turns off shortly after you stop. Parents with young drivers can receive a text message if the app is turned off.

Another app tool available through a link from the *itcanwait* website is *Safely Go*. *Safely Go* can be downloaded through *Google Play*. It will receive your calls and texts, "keeping you connected, responsible, and safe."

The *It Can Wait Virtual Reality* app is a simulation that shows the real consequences of looking at your phone while driving. It can be opened in *YouTube* or downloaded via the *Apple App Store* or *Google Play*.

Also available at the www.itcanwait.com website is a texting and driving game simulator. Users receive texts that they have to reply to and will be surprised by what can happen when their attention is divided between the road and their phone.



CASE Calendar

April 2-3, 2016 - ADTSEA/Michelin Long Beach Tire Safety Workshops, Long Beach Convention Center, Long Beach, CA. Contact: <http://lifesaversconference.org>

April 3-5, 2016 - Lifesavers National Conference on Highway Safety Priorities, Long Beach Convention Center, Long Beach, CA. Contact: <http://lifesaversconference.org>

April 2016 - National Distracted Driving Awareness Month. Contact: www.nsc.org/learn/NSC-Initiatives/Pages/distracted-driving-awareness-month.aspx

May 2016 - National Youth Traffic Safety Month. Contact: www.noys.org

July 17-20, 2016 - ADTSEA National Conference, Red Lion Hotel Jantzen Beach, Portland, OR. Contact: www.adtsea.org

Sept. 18-24, 2016 - Child Passenger Safety Week. Contact: www.trafficsafetymarketing.gov

Oct. 16-22, 2016 - National Teen Driver Safety Week. Contact: www.teendriversource.org

Wearing earbuds and headsets now illegal while driving in California

It's now illegal to drive or bike with earbuds in both your ears. The new state law (**SB 491**) which went into effect Jan. 1, also prohibits you from wearing them on top of your ears. It's already been illegal for years to wear headphones or earplugs while driving and biking. This new law specifies earbuds.

The law excludes people operating construction equipment and emergency vehicles, as well as anyone wearing a hearing aid. Technically, it's still legal to only wear one earbud and drive or bike.

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Richard Mikulik, Editor

25 Shelbourne Place
San Mateo, CA 94402

E-mail: casemembership@sbcglobal.net

CASE Web Site: www.casewebsite.org

CASE Officers

Genny Claxton, President

P.O. Box 535
Colfax, CA 95713
(530) 305-9051
e-mail: genclaxton@gmail.com

Barbara Shiffermiller, Past President

P.O. Box 3736
Riverside, CA 92519
(909) 621-6781
e-mail: barb@shiffermiller.net

Bart Schwarz, Vice President

29597 Millco Way
Valley Center, CA 92082
(760) 703-3934
blkbartolo@sbcglobal.net

James Lewis, South Region Rep.

2303 Teasley St.
La Crescenta, CA 91214
(818) 957-5264
e-mail: jameslewis1118@gmail.com

Kevin Tucker, North Region Rep.

637 Tammy Lane
Lemoore, CA 93245
(559) 924-8735
e-mail: kevietucker@gmail.com

Please let us know of your interest in future CASE workshops and conferences

We are conducting a survey among the membership so that we may provide workshops and conferences that will meet your needs. There are only 6 questions and it will take only a few minutes of your time. Your input will be very much appreciated! The survey may be completed online at www.surveymonkey.com/r/KRPL3RX