

# S A F E T Y F O C U S

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*This issue focuses on a recap of the Campaign's Stop on Red Week activities, including our new Focus on Safety Guide and poster featuring our youth ambassador; an upcoming symposium in Florida; and other recent Campaign activities.*

*And miles to go before we sleep....*

## What's up with the Campaign? Much More than Stop on Red Week

Summer's over, and what a summer it has been. In addition to the Stop on Red Week release of our newest guide to automated traffic enforcement and a boxing poster featuring our new youth ambassador (*details on pages 3 and 4*), we've witnessed a dramatic uptick in interest from communities seeking information about photo enforcement.

Campaign National Survivor Spokesperson Ann Sweet's recent experience is a perfect example. Larry Hunter, an on-air host for WBEN News Radio 930 in Buffalo, NY, had planned to interview Ann for five or six minutes on his three-hour program during Stop On Red Week.

*"As turned out," Ann wrote in an email, "he kept me on for the whole three hours. It was great. He is very knowledgeable, asked the right questions, gave the right information himself and allowed listeners to call-in. Even those that were against photo enforcement were polite and asked intelligent questions, which gave us a chance to get even more information out to the public."*

Just to give you a taste of what we've been up to:

Photo enforcement is getting great traction in Florida, where the Campaign is holding an upcoming symposium (see page 3) and working with Orange County Commissioner Linda Stewart, providing her with information about red light cameras and supplying Campaign materials to be distributed to her constituents.

*(continued on page 2)*

## Calling all Floridians! Save the Date!

The National Campaign is holding a one-day symposium in Ft. Lauderdale on October 12<sup>th</sup>, entitled "**Focus on Safety: A Practical Look at Automated Traffic Enforcement.**" See our flier on page 5.

[www.stoppedlightrunning.com](http://www.stoppedlightrunning.com)

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## What's up with the Campaign?

The week before the Florida symposium, the Campaign has been asked to present at the Mid-Atlantic Section of the Institute of Transportation Engineers' (MASITE's) Annual Meeting, Crowne Plaza Hotel in Valley Forge, PA, Friday, October 5th, 2007.

Since June we've distributed more than 8,000 of the wildly popular *I STOP ON RED* bumper stickers. We've fulfilled requests from police departments; traffic safety groups; state, city and county governments; traffic engineers; and concerned individuals. Below are two examples of feedback we have received.

*"I have distributed the 200 bumper stickers that you sent. ...I have even had drivers pull up next to me in traffic and ask where they can get them. I think that this may be an indication that many in the community are fed up with the problem and are ready to see changes. If possible I would like to ask for another 200-plus stickers."* A Red Light Running Victim in Austin, Texas

*"Hey, our campaign is going great, but we ran out of bumper stickers. Can I ask you for 300 more! What if I make a donation of \$20.00? Would that help? I need to send you a picture of one of our patrol cars with the bumper sticker on it. We have 30 police cars, all sporting your bumper sticker and have made 7 different new conferences/interviews on this very worthwhile program. Thanks again!"* Prescott Valley Police Department

Baseball posters from prior Stop on Red Weeks remain popular, too. The Campaign sent approximately 4,000 of the Campaign's "Get Home Safe" baseball posters to the Arizona Government University, which is distributing them to driving instructors who lead training classes all over the state of Arizona.

### AUGUST WEB TRAFFIC

Last month, [www.Stopredlightrunning.com](http://www.Stopredlightrunning.com) experienced **almost 200,000 hits**, the most for any single month; the site has had **more than 1.2 million hits during the past year.**

Interest in the Campaign has continued to grow following our Aug. 6 Stop on Red Week press conference at the National Press Club (*details on page 4*), where we released our new *Focus on Safety: A practical guide to automated traffic enforcement* and unveiled our new poster featuring boxing champion Jeff "Left Hook" Lacy.

Our tie-in with professional boxing is leading to interesting new possibilities. Following executive director Mike Dillhyon's involvement with our press event, we are in the process of building a partnership with the National Police Athletic League (headquartered in Florida). The National PAL's 400 chapter members serve more than two million youth in the United States.

The new guide also has been well received. A couple of the kudos that have come our way:

*"I love the Guide! It is very, very well done. Congratulations and thank you for your fine work."* John Ulczycki, Executive Director - Transportation Safety Group  
National Safety Council

*"The guide and bibliography will provide good references on automated enforcement, which do not exist otherwise to my knowledge."* FHWA staff member

Looking ahead, the Campaign anticipates a busy fall as it continues to try to meet the needs of communities seeking information and guidance in their efforts to enlist photo enforcement as a tool to increase traffic safety.

*Summary of Campaign's press conference*

## 2007 National Stop on Red Week

To kick-off 2007 Stop on Red Week, the Campaign publicly launched its new guide, ***Focus on Safety: A practical guide to automated traffic enforcement***, and began a public outreach effort featuring a professional boxer. The Campaign provided materials and support for similar efforts taking place at



*Jeff Lacy with Michael Dillhyon*

other localities across the country that week — from Los Angeles to Florida, Dallas to Detroit.

Attendance was terrific at the press conference at the National Press Club in Washington, D.C., with numerous television, radio and print reporters present. Campaign executive director Leslie Blakey served as the event's MC. Guest speakers included Judie Stone, Advisory Board member and president of Advocates for Highway

and Auto Safety; Jeff "Left Hook" Lacy, 2007 Youth Outreach Ambassador and Olympic/ IBF Super Middleweight boxing champion; Michael Dillhyon, National Police Athletic League Association; and Kevin Morison, National Law Enforcement Officers Memorial Fund. Representatives from NHTSA, AAA Mid-Atlantic and the National Safety Council attended the press conference.

Following the press conference, Campaign staff and Michael Dillyhon escorted Jeff Lacy to three youth outreach programs in D.C., Maryland and Virginia, where Jeff delivered his safety message to approximately 50 children at each location and signed posters featuring Jeff against the Focus on Safety book cover (see page 4).

Lacy posters will also be distributed throughout the year to Police Athletic Leagues, Boys and Girls Clubs, school driver safety programs and other venues.



*Leslie Blakey with new guide*

# Order Your Campaign Bumper Stickers

# I STOP ON RED

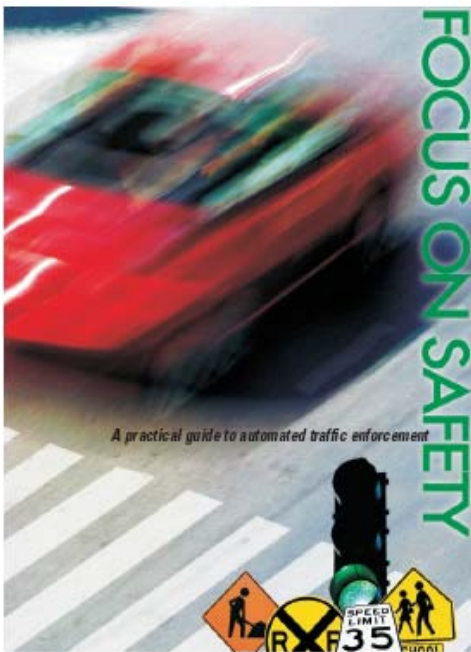
[www.stopredlightrunning.com](http://www.stopredlightrunning.com)

We have produced a limited number of the bumper sticker shown above, which are available at no cost. To order, send your name, address and how many bumper stickers you want via email to: [info@stopredlightrunning.com](mailto:info@stopredlightrunning.com), or call us at 202-828-9100.

## FOCUS ON SAFETY

### *A practical guide to automated traffic enforcement*

*Focus on Safety: A practical guide to automated traffic enforcement*, is a new, comprehensive guide for communities



using or interested in using automated photo enforcement. It offers a comprehensive resource to help state legislators and local policymakers, law enforcement officers, highway safety advocates and

community groups design, operate, and support effective photo enforcement programs.

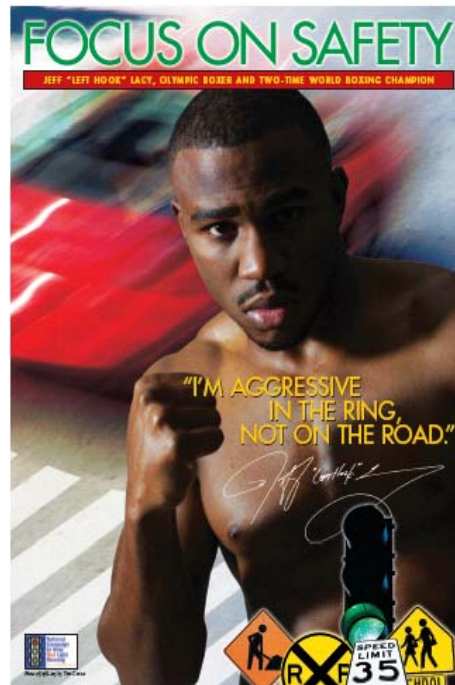
The guide is available in PDF format on the Campaign website at [www.stopredlightrunning.com](http://www.stopredlightrunning.com).

## FOCUS ON SAFETY POSTER

### *featuring Jeff "Left Hook" Lacy*

*"I'm aggressive in the ring, not on the road."*

Jeff "Left Hook" Lacy, a native of St. Petersburg, Florida, was a member of the 2000 U.S. Olympic boxing team, won the



IBF Super Middleweight Title in 2004 and the IBO version of the title in 2005.

Limited quantities of Lacy's poster are available.

Also available are posters from past years that feature professional baseball players.

To request a poster, please contact the Campaign at 202-828-9100 or by email at [info@stopredlightrunning.com](mailto:info@stopredlightrunning.com).

Please include your name, email, mailing address and how many you would like. The posters are free, but we ask that those requesting posters pay the shipping charges.



National  
Campaign  
to Stop  
**Red Light**  
Running  
[www.stopredlightrunning.com](http://www.stopredlightrunning.com)

## Save the Date!

### **Focus On Safety Symposium: A Practical Look at Automated Traffic Enforcement Friday, October 12<sup>th</sup>, 2007 Ft. Lauderdale, Florida**

Join our one-day symposium for an overview of traffic safety applications of photo enforcement, including work zone and speed enforcement. Three panels detail how successful photo enforcement programs are created, what makes them successful, and how that success can be replicated. The day concludes with a fourth panel discussion on the State of Florida and prospects for new enabling legislation. All participants will receive our new *Focus on Safety* guide.

**Who Should Attend?** This symposium is geared toward Floridians: state or local officials, traffic engineers, safety or risk managers, public information officers, law enforcement officials, or concerned citizens. The symposium will provide vital information about the current state of automated traffic enforcement.

**There is NO CHARGE for participation in this symposium, but seating is limited, so you do need to reserve a space now.**

The Focus on Safety symposium is being presented in conjunction with the 2007 National Convention of the American Road and Transportation Builders Association (ARTBA) and the Intertraffic North America (INA), the world's largest and most influential trade show for the transportation infrastructure, traffic management and safety and parking industries. Those who register and attend will have the opportunity to participate in the conference sessions and attend the trade show exhibits at Intertraffic North America.

To register to attend the symposium, please visit the campaign website at [www.stopredlightrunning.com](http://www.stopredlightrunning.com); to reserve a hotel room, [www.northamerica.intertraffic.com](http://www.northamerica.intertraffic.com).

#### **DETAILS:**

**Time:** 8:00 am to 4:00 pm  
**Location:** Greater Ft. Lauderdale/Broward County  
Convention Center  
Room 316 (<http://www.ftlauderdalecc.com/>)