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THE NATIONAL CAMPAIGN TO STOP RED LIGHT RUNNING ADVISORY BOARD

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THE CAMPAIGN AND BASEBALL: WHAT A TEAM!

Support Grows for National Stop on Red Week



One of the seven Los Angeles area Stop on Red Week billboards

While the message was "make your drive home a no hitter," the safety campaign was clearly a homerun when the National Campaign to Stop Red Light Running once again joined forces with local traffic safety groups and Major League Baseball teams to mark 2004 National Stop on Red Week.

Although the overall message was upbeat, at each news event the Campaign called attention to new federal statistics that show 934 red light running fatalities in 2003, an increase from the 921 red light running fatalities in 2002, despite an overall drop in U.S. roadway deaths.

Campaign Coordinates Events in Three States

Well-attended news events were held at dangerous intersections in Phoenix, Arizona, and the California cities of Los Angeles, Sanata Ana and San Diego. Major League ballpark events were held with the Anaheim Angels, the Arizona Diamondbacks and the San Diego Padres (*see photos inside*).

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Support Grows for Stop on Red Week

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High-profile pitchers from each baseball team participated in a poster and billboard campaign with a “Get Home Safe” theme. The posters were given to fans at each stadium, and billboards were placed in each city, courtesy of the Outdoor Advertising Association of America.

2004 National Stop on Red Week formally kicked off with a Aug. 29th Anaheim Angels game where Kelvim Escobar, the pitcher featured on the Angels “Get Home Safe” poster, led his team to a victory over the Minnesota Twins. Campaign staff and Stop on Red Orange County volunteers handed out over 6,000 posters to fans after the game.

On Monday, the Campaign hosted press conferences in Los Angeles and Santa Ana with local health care and law enforcement officials to draw attention to local reductions in crashes and injuries at intersections equipped with cameras despite an increase in red light running fatalities nationwide. Local red light running victim advocates Toni Adams and Ronda Rajotte shared their stories of the tragic human cost of red light running behind every statistic.

Santa Ana city officials also presented the Campaign with a formal proclamation designating “Stop on Red Week” in Santa Ana. Additional “Get Home Safe” posters were distributed to the Los Angeles Police Department, the California Highway Patrol and the Santa Ana Police Department for use in their safety outreach work.

On Tuesday, the Campaign held an early morning press conference with the Red Means Stop Coalition, State Farm Insurance and the City of Phoenix at one of the most dangerous intersections in the country.

Phoenix is working to end its dubious distinction as the top U.S. city for red light running fatalities and has recorded an 11 percent reduction in crashes at camera-equipped intersections in the city since 2001. State Farm Insurance used the event to present Mayor Phil Gordon with a check in the amount of \$200,000 for safety improvements targeting two Phoenix intersections.



Leslie Blakey shares latest red light running statistics at an Aug. 30th National Stop on Red Week press conference in Los Angeles.

Students Help Carry Message

The Phoenix event was also attended by several students from Sunnyslope High School. Earlier this year, twin brothers who attended the school were hit by a red light runner. One of them was killed, the other suffered serious head trauma. The students have been working to raise awareness about the problem of red light running since the tragedy and brought special red ribbons for everyone to wear to help commemorate National Stop on Red Week.

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Blakey and Robert Bohm of the Red Means Stop Coalition present a framed 2004 “Get Home Safe” poster to Arizona Diamondbacks pitcher Casey Fossum during the Aug. 31st “Stop on Red Night” at Bank One Ballpark in Phoenix.

Support Grows

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On Tuesday evening, the Arizona Diamondbacks were honored by the Campaign for their community awareness efforts at a "Stop on Red Night" baseball game at Bank One Ballpark, after which Arizona "Get Home Safe" posters were distributed to fans as they left the game.

To round out the week, the Campaign held a press conference with the City of San Diego to share the latest local and national red light running statistics. The City was honored for its efforts to reduce red light crashes with its new camera program. Additionally, the City helped reinforce the importance of National Stop on Red Week by continuously showing red light-related safety messages on the city's six highway electronic message boards.

On Friday evening, several thousand San Diego Padres "Get Home Safe" posters featuring starting pitcher David Wells were distributed to fans as they entered Petco Park to see the Padres win against the Colorado Rockies.

In addition to the West Coast events, the National Campaign also facilitated an Indiana news media blitz for Campaign Survivor Spokesperson Ann Sweet. Ann's story was publicized by the WNDU and WSBT television stations and her Stop on Red Week efforts were featured in an article published in the South Bend Tribune.



A boy entering Petco Park receives a San Diego Padres "Get Home Safe" poster featuring pitcher David Wells.



The City of San Diego ran continuous National Stop on Red Week safety messages on their six highway electronic message boards.

Our 2004 Lineup!

featured on billboards and posters

Kelvim Escobar Anaheim Angels

Birthdate: April 11, 1976

Hometown: La Guaira, Venezuela

Full Name: Kelvim Jose Escobar

MLB Debut: 1997

Bats: Right

Throws: Left

Casey Fossum Arizona Diamondbacks

Birthdate: January 6, 1978

Hometown: Cherry Hill, NJ

Full Name: Casey Paul Fossum

MLB Debut: 2001

Bats: Both

Throws: Left

David Wells San Diego Padres

Birthdate: May 20, 1963

Hometown: San Diego, CA

Full Name: David Lee Wells

MLB Debut: 1987

Bats: Left

Throws: Left

2004 Stop on Red Week Activities Across the Nation

California — The Sacramento Sheriff's Department handed out "Get Home Safe" posters to children who visited their booth at the California State Fair. The Campaign provided additional posters to the Los Angeles Police Department, California Highway Patrol and Santa Ana Police Department for distribution to schools and community groups.

Florida — The Florida Highway Patrol conducted a statewide crackdown on red light runners from Aug. 29 to Sept. 6. The annual program, beefing up patrols at the most dangerous intersections and stopping red-light runners, is aimed at reducing one of the leading causes of traffic fatalities. The Florida Department of Transportation also featured a red light running theme for the month of September in its 2004 traffic safety calendar.

Indiana — Purdue University police initiated a red light running enforcement sweep to coincide with National Stop on Red Week. The National Campaign to Stop Red Light Running provided campus officials with the special 2004 Stop on Red Week logo which was reproduced onto flyers posted around the campus to notify student drivers of the special enforcement effort.



Louisiana — The Louisiana State Police and municipal police agencies conducted special "Stop on Red Week" enforcement checks. For five days, troopers joined forces with local police departments to target intersections in five Louisiana cities identified as having a large number of red light violations.

Maryland — Members of the American Trauma Society, Maryland Division, and the Prince George's and Montgomery County fire departments, urged parents and motorists to make traffic and pedestrian safety a top priority as students return to school. One student was killed in a tragic motor vehicle crash near a local high school on the first day of school in Fort Washington, Maryland.

Virginia — The Virginia Beach Police Department conducted a press conference to highlight the construction progress being made in the installation of their new red light camera program. The *Virginian-Pilot* newspaper subsequently published a positive staff editorial about the new safety effort.

Attention Campaign Members!

Do you have friends, family or colleagues who would be interested in receiving our newsletter? Do you regularly pass the newsletter on to others who are interested? Help us increase awareness of the dangers of red light running by asking anyone who is interested to e-mail us at cgalm@blakey-agnew.com and be added to our mailing list.