COUNTY AGENDA REQUEST

Department:	Administration	Presenter(s):	County Administrator Jack Krakeel
Meeting Date:	Wednesday, May 2, 2012	Type of Request:	Presentation/Recognition

Wording for the Agenda:

Presentation by Becky Smith, Executive Director of Fayette FACTOR (Fayette Alliance Coordinating Teamwork, Outreach and Resources), concerning participating in a program known as the Underage Drinking Prevention Initiative.

Background/History/Details:

Fayette Factor and the Association of Village Pride (AVPride) have partnered to address the issue of underage drinking in Fayette County. AVPride has received a state contract to be one of 41 providers to take part in a statewide Underage Drinking Prevention Initiative. Together, Fayette Factor and AVPride have held several meetings to determine the level of interest and participation readiness of community stakeholders. This presentation is to share the results of those meetings and to discuss the plan for moving forward.

What action are you seeking from the Board of Commissioners?

No action is requested at this time since this presentation is intended to be educational only. The Board may wish to direct staff on how best to proceed with the information provided.

If this item requires funding, please describe:

Not Applicable.

Has this request been considered within the past two years?	No	If so, when?	
Is Audio-Visual Equipment Required for this Request?*	No	Backup Provided with Request?	Yes

**** All audio-visual material must be submitted to the County Clerk's Office no later than 48 hours prior to the meeting. It is also your department's responsibility to ensure all third-party audio-visual material is submitted at least 48 hours in advance.***

Approved by Finance	Not Applicable	Reviewed by Legal	Yes
Approved by Purchasing	Not Applicable	County Clerk's Approval	Yes
Administrator's Approval	Yes		

Staff Notes:

Georgia RASS Program Talking Points

The Problem: Underage Drinking

Alcohol is the most commonly used drug among our Nation's young people, surpassing tobacco and illicit drugs.

- Alcohol can cloud judgment and interfere with developing social skills and academic achievement.
- Adolescents who abuse alcohol may remember **10%** less of what they have learned than those who don't drink.

Georgia Underage Drinking Facts[1]:

- Underage drinking cost the citizens of Georgia **$1.4 billion** in 2010.
- During 2009, an estimated **25** traffic fatalities and **1,214** nonfatal traffic injuries involved an underage drinking driver.

Settlement Verdicts where Retailers were Liable:

- **$39 million**- *National Restaurant Chain* Customer consumed free/ discounted drinks and then drove his car into a motorcycle, severely injuring the couple riding it.
- **$1.75 million**- *Strip Club*- The club over-served alcohol to a man that caused a wrong-way crash that killed him and a mother of two.
- **$1.6 million**- *Food Store Chain*- Defendant sold alcohol to a minor who became intoxicated and was involved in a wreck, killing an 18 year-old.
- **$1 million**- *Food Store Chain*- 16 year old girl was a passenger in a vehicle when the driver (a minor under the influence of alcohol) lost control of his car and hit a telephone pole. An employee failed to seek ID from the driver when purchasing alcohol.

Fayette County	
Youth agree: "it's easy to get alcohol"[2]	
6th graders	24.5%
8th graders	38.7%
10th graders	67.9%
12th graders	78.4%

Solution: Reduce Availability of Alcohol to Minors

The most documented principle in alcohol use prevention is this: **Make it harder for young people to get alcohol, and they will drink less.** Research shows that educating owners and managers of retail establishments is a key component to reducing availability.

The 3 hour RASS Workshops are intended to be a comprehensive training for owners, managers and licensees.

- RASS provides retailers with everything they need to implement best alcohol policy practices in their establishment.
- Jurisdictions that have implemented mandatory RASS workshops have seen an increase in compliance by retailers.
- RASS provides alcohol retailers with the ability to assess penalties in a more uniform manner based upon objective criteria.
- Some insurance companies will offer reductions on their liquor liability premiums for insureds whose managers or licensees have attended RASS workshops.
- The practices taught in RASS workshops, when implemented, reduce their risk of liability from expensive lawsuits that result from intoxicated patrons

Several jurisdictions in Georgia require RASS training for owners & licensees in one form or another

- **Cobb County** has the longest history of mandatory RASS requirements, requiring all licensees since 2002 to attend a RASS workshop prior to obtaining an alcohol license.
- **Douglas County** followed suit in 2003, but requires licensees to attend RASS workshops every 2 years and also mandates yearly employee training. *Evindi, Inc. has been an approved provider for both jurisdictions since.*

[1] Pacific Institute for Research and Evaluation (PIRE) with funding from the Office of Juvenile Justice and Delinquency Prevention (OJJDP), September 2011
[2] 2010 Georgia Student Health Survey, Georgia Department of Education
[3] Statistics are from the 2010/2011 Annual Evaluation Report for the GA RASS Program from Kennesaw State University.

RASS Workshop Participant Feedback[3]	
Survey Question	% who agree or strongly agree
The information presented will benefit my business	97.9%
The materials will be helpful to me	98.9%
I would recommend this workshop to others	98.9%

Mandating RASS Workshops in Cobb County has made a difference -Dept. of Revenue Compliance Rates-	
2007	77%
2008	82%
2009	86%
2010	90%
2011	91%

The Georgia RASS Program is made possible by a grant from the Georgia Governor's Office of Highway Safety.

Family Alliance Coordinating
Teamwork Outreach and Resources
(FACTOR)

Fayette County PSA (30 seconds)
Georgia Responsible Alcohol Sales and Service
(RASS) Program

Under-21 means ***Under***-age.
Don't Serve-or-Sell to Teens!

Training alcohol-retailers ***NOT*** to sell-or-serve to underage-youth protects everyone.

Training helps retailers avoid costly liability-suits and possible loss-of-license.

It helps our economy where underage-drinking costs Georgians **1-point-4 billion-dollars** each year.

But **most** important it helps **save lives,** by reducing teenage-access to alcohol and reducing teen drunk-driving crashes.

For alcohol retailer training information in Fayette County
call 404-291-1602.

A message from FACTOR of Fayette County and the Governor's Office of Highway Safety.

Since 1969

FACTOR is a 501 (c)(3) non-profit, Fayette Family Connection collaborative umbrella organization and part of GA Family Connection statewide network of 159 county collaborative organizations with a collective goal to improve the quality of life for Georgia's children, families, and communities.

FACTOR Office
278 McElroy Rd.
Fayetteville, GA 30214
Mailing Address
P.O. Box 142518
Fayetteville, GA 30214

Phone: 404-291-1602

fayettefactor@gmail.com
www.fayettefactor.org

FACTOR General Collaborative meets the 4th Monday of each month at Grace Church 164 Flat Creek Trl Fayetteville. Lunch & Networking 11:30am Program starts 12 noon.

Education ***Networking***

Advocacy

FACTOR is an umbrella organization...

Fayette Alliance Coordinating Teamwork, Outreach and Resources dba FACTOR
Strengthen Families~ Strengthen Fayette

FACTOR's belief is that community becomes stronger through following these core values:

- Networking to maximize community resources
- Prevention and intervention plans need inclusive community input
- Effective plans are those that are measureable and show impact
- Lifelong learning opportunities are vital
- Strengthening families and keeping children safe is a shared responsibility
- Ethical fundraising practices keep us focused on the mission of strengthening families

FACTOR Community Partners

Public Government & Non Profit Agencies; School System; Local City Governments; Law Enforcement & Judicial Officials; Faith Based Organizations & Civic Groups; Public/ Private Service Providers; Community/ Business Leaders; Individuals and Families

Community Partners Working Together...

- IDENTIFY COMMUNITY NEEDS/RESOURCES
- SET GOALS AND PRIORITIES
- EVALUATE STRATEGIES AND PRACTICES
- MEASURE AND REPORT IMPROVEMENTS FOR FAMILIES/CHILDREN

Community Driven... Are You FACTOR'ed In?

Our mission – to build a safe and healthy Fayette County - mirrors the mission of many county agencies and non-profits. As an umbrella organization, FACTOR has engaged many key people in county leadership and enjoined the resources of collaborative groups to work together toward common goals. Utilizing these resources programs have been created that benefit the entire community.

For our kids to be healthy and our families to be stable

Prevent Child Abuse Fayette~
mission to educate children and adults in identifying and preventing child abuse.

Protecting Children is Everyone's Job

Substance Abuse Violence Education (SAVE) Fayette

Educational program for youth, parents and youth serving organizations

- substance abuse, including alcohol
- violence, including gang activity, bullying and cyber bullying.

AVPride & FACTOR have joined forces to create an Underage Drinking Initiative.
Goals: Reduce early onset of alcohol use
Reduce access to alcohol & binge drinking

ENCORE! FAYETTE Senior Leadership

Learn more about their community and the important issues/challenges it faces

Identify the primary community needs

Determine how they can become involved and make a difference

SELL AND SERVE LEGALLY AND RESPONSIBLY

IT'S GOOD FOR BUSINESS

Alcohol-licensed retail establishments have the power to reduce underage drinking and **minimize their liability** by preventing sales to minors and intoxicated customers.

For example, **in Cobb County where RASS**

THE COUNCIL ON ALCOHOL AND DRUGS
Since 1969

GOVERNOR'S OFFICE OF HIGHWAY SAFETY
GOHS

Georgia RASS Program

For more Information, please contact:

GEORGIA RASS PROGRAM

UNDER-21 MEANS UNDER-AGE! DON'T SERVE-OR-SELL TO TEENS!

RASS Workshops help alcohol retailers

- Avoid costly liability suits and possible loss-of-license.
- NOT to sell-or-serve to underage-youth protects everyone.

RASS Workshops help our economy where underage-drinking costs Georgians $1.4 billion each year.[1]

Most importantly RASS helps save lives by reducing teens' access to alcohol and teenage drunk driving crashes.

Alcohol kills more teenagers than all illegal drugs combined.

One of the most documented principles in alcohol use prevention is this: Make it harder for young people to get alcohol, and they will drink less. Research shows that educating owners and managers of retail establishments is a key component to reducing availability.

[1]Pacific Institute for Research and Evaluation (PIRE) with funding from the Office of Juvenile Justice and Delinquency Prevention (OJJDP), November 2011

DID YOU KNOW...?

- In Fayette County, **67.9%** of 10th graders and **78.4%** of 12th graders agree that it is EASY to get alcohol.[2]
- In Fayette County, **22.5%** of 10th graders and **34.9%** of 12th graders drank alcohol in the past 30 days.[3]

[2-3]2010 Georgia Student Health Survey, Georgia Department of Education

Responses of Alcohol Retailers who have attended RASS Workshops[4]

RASS Workshop Participant Feedback

Survey Question	% who agree or Strongly Agree
The information presented will benefit my business	97.9%
The materials will be helpful to me	98.9%
I would recommend this workshop to others	98.9%

[4]2010/2011 Evaluation of the GA RASS Program by the Burruss Institute at Kennesaw State University.

RASS

RASS WORKSHOPS ARE...

Conducted by Michele Stumpe, the Attorney who designed the RASS Workshop and has been facilitating them for 10 years.

If you are interested in seeing RASS Workshops on a regular basis in Fayette County please check one or more of the following:

- ❑ **Contact me**
- ❑ **Put me on your mailing list**
- ❑ **Put me on your email list**

_____
Name (Please Print)

_____
Company/Organization

_____
Address (line1)

_____
Address (line 2)

_____
Email Address

_____
Phone

Please fax to (404) 223-2481 or mail to the Council's address on back panel

AVPRIDE

FAYETTE COUNTY'S SOURCE FOR YOUTH LEADERSHIP DEVELOPMENT

FACTOR
Family Connection

Facts about Fayette Youth and Alcohol Abuse

The good news…students know not to use alcohol at school.

Of the 3853 Discipline Incident Reports that were recorded and sent to the state in 2010-2011 for the six middle schools in Fayette County, only one incident involved an alcohol violation. In the same time period of the 9,118 Discipline Incident reports recorded for the five high schools and one alternative school, only 15 incidents involved an alcohol violation, which is <.005%.

The bad news

- Students in Fayette County significantly exceed the state averages for drinking in the last 30 days (by 23%) and binge drinking (by 19%).
- Adults are more disapproving of minor aged students using tobacco than they are of minor students using alcohol.
- The availability and ease of access to alcohol is very widespread in Fayette County.
- Much of the drinking that takes place among minors happens on the weekends in their homes or in the homes of their friends.
- Education about alcohol tobacco and other drugs ends after health class in the 9th grade.
- There is a major spike in alcohol use between 8th and 10th grade.
- Fayette 12th graders rank #27 in the state of GA for alcohol abuse, meaning that high school seniors in 132 counties in GA drink less than Fayette County High school seniors.

AVPRIDE, FACTOR and our local partners came up with a number of contributing factors that support the above data about Fayette County minors.

Social Norms

- Adults don't perceive alcohol as dangerous as other drugs
- Parents provide the venue and the alcohol for minor drinking (Attitude: It is better that they drink at home with their friends where they are safe.)
- Students think they are being responsible if they have a designated driver.
- Adults think they are being responsible if they allow minors to drink as long as they take their car keys.
- Parents accept that teens will drink
- Peers don't disapprove of their peers that drink
- Drinking is perceived as a rite of passage
- Belief that you can't have fun without alcohol (minors learn this behavior from adults)
- Drinking Alcohol is seen as normal through adult attitudes and media messages

Fayette Alliance Coordinating Teamwork, Outreach and Resources DBA FACTOR
P.O. Box 142518 Fayetteville, GA 30214

***Fayette Alliance Coordinating Teamwork, Outreach and Resources, dba FACTOR**, is a Family Connection collaborative umbrella organization and is part of GA Family Connection Network, a statewide public/private network of all 159 counties in Georgia. Our purpose in each county is to improve the quality of life for Georgia's children, families, and communities.*

The collaborative is a 501(C) (3) nonprofit organization comprised of community leaders that include families, local business and civic leaders, faith-based and school-based organizations, and public/private human services providers. The FACTOR collaborative membership coordinates a planning process that identifies community needs and resources, sets goals and priorities, evaluates strategies and practices, and measures and reports quality of life improvements for Fayette County.

The mission of factor is to coordinate resources by bringing all areas of the community together to build a safe and healthy Fayette County through education, networking, and advocacy.

The created programs that fall under FACTOR umbrella of support past & current:
***Fayette Meth Taskforce**- created 2005, completed in 2007*
***Grandparents Raising Grandchildre**n- created 2006, became its own non-profit status 2011*
***Prevent Child Abuse (PCA) Fayette**- created 2006, current*
Substance Abuse Violence Education (SAVE)-created 2008, joined efforts w/ AVPride late 2011 to address statewide initiative Underage Drinking Prevention
***ENCORE! Fayette** Senior Leadership Program- created late 2008, currently on hiatus but Alumni still active in volunteer work.*
*FACTOR, along with 5 other agencies & organizations created **C-3** (Coordinated Collaborative Care), Health and Wellness Initiative 2011.*

While the collaborative does not provide direct services to families or children our presence in the community is significant. Over the last seven years FACTOR has engaged many key people in county leadership for various activities as well as initiatives. FACTOR'S mission to build a safe and healthy Fayette County mirrors the mission of many other organizations in the county. As an umbrella organization FACTOR has enjoined collaborative groups to work together toward common goals. Programs have been created that benefit the entire community. This is a rare opportunity to coordinate teamwork and resources, unlike any other process available in the Fayette community.

Advocacy for our collaborative partners is an important Leadership objective. FACTOR's plan for FY2012 focuses on ways to better support and strengthen our partner organizations and agencies through mentoring/consulting, providing low cost-no cost training.

***FACTOR is a membership organization with annual fees due by July 1**. Our current membership includes approximately 60 partners, representing most segments of our county. General collaborative meetings are held at Grace Church on the 4th Monday of each month, 11:30-1:00. Working committees meet at other times as their schedules permit.*

Becky Smith, Executive Director 404-291-1602 bsmith719@bellsouth.net www.fayettefactor.org

AVPRIDE

FAYETTE COUNTY'S SOURCE FOR YOUTH LEADERSHIP DEVELOPMENT

The History

In 1996 concerned families met to discuss how well students of Color were faring in the Fayette Community and in the School System. The families had two goals in mind; to help develop skill sets and attributes in young people to be competitive in the 21st century; and to provide support through both formal education and social development to help students negotiate their environment to become productive contributing members of society. The focus of the organization became that of leadership development; community engagement and community service. As the organization has grown over the years it has recently expanded its reach in the community to provide youth leadership development to all students through its Underage drinking initiative.

As an organization AVPRIDE has the following core beliefs

- Our youth are a major asset to our community and should be valued and engaged in community processes
- Our youth are innovative and able to lead and create change if we are intentional about creating the conditions for them to do so
- Our youth are capable of making positive and lasting contributions now to improve the health of our community
- We have a responsibility and moral obligation to engage our youth in meaningful opportunities to learn, deliberate, create, and serve.

AVPRIDE Commitment to Youth Development

AVPRIDE works specifically with students and their families to provide opportunities for the students to develop relevant skills and to excel in school and in the community. AVPRIDE stresses:

- ✓ Academic success
- ✓ Leadership skill development
- ✓ Community service
- ✓ Goal setting
- ✓ Career Exploration
- ✓ Healthy decision making

AVPRIDE offers a variety of programs to achieve its mission.

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- ✓ Healthy decision making

AVPRIDE offers a variety of programs to achieve its mission.

AVPRIDE's Value to the Community

AVPRIDE has served the community in Fayette as a non-profit organization sense May of 1998.

AVPRIDE is a positive element in the Fayette Community. The students donate many hours annually to serving the community in a variety of ways. Some of the past service projects have included:

- Served as Jr. Agents with Dignitary Protection Services
- Volunteered at the 2008, 2009 and 2011 Fayette Chamber of Community Expo
- Clearing and cleaning housing lots for hurricane Katrina victims
- Re-mulching the Fayette Family YMCA Play-park twice
- Serving as Holiday Helpers to support needy families
- Cleaning lots for needy families on Martin Luther King Day
- Sponsoring a free Community-wide Kwanzaa celebration for 10 years
- Babysitting for the Grandparents Raising Grandparents Program
- Helping with the DFCS's Foster Parent Day by babysitting children

AVPRIDE collaborates with other non-profits such

as, Fayette FACTOR, Promise Place, the Grandparents Raising Grandchildren Program, DFCS, the Coweta/Fayette YMCA, andClothes Less Traveled to provide volunteers for various events.

Commitment to Community Service

Over the years students have formed community service teams in order to address issues that impact the local, national, and international community. Students were responsible for planning, implementing, and leading service projects, examples of past projects include:

- Canned food drive for the Fayette Samaritans food pantry-students collected over 300lbs of food, toiletries, and baby care products
- Collection of teen clothes for kids in protective custody -students collected over 25 bags of clothing
- Literacy Project-to help equip a library in Nigeria-through raising over $3500
- Sell pop sickles for Sickle Cell Anemia-Students raised $150 for *The Sickle Cell Foundation of Georgia, Inc.*

Sources of Funding

AVPRIDE has received funds for the past 11 years from the GA Dept. of Behavioral Health and Developmental Disabilities (DBHDD) to support its youth development programs.

In 2011 AVPRIDE was awarded a state contract from DBHDD to address underage drinking in the Fayette Community by collaborating with community stakeholders.

Received a Grant from the Community Foundation of Greater Atlanta in 2002.

Received a grant from Blank Family Foundation in 2001 to support youth development programs.

Received two smaller local grants Community Foundation grants in 2007 and 2009 to help support a Career Exploration program where students are trained and placed in 2-6 week unpaid internships in positions reflecting their career interests.

AVPRIDE is in its fourth year of funding from the United Way which helps to fund the academic support, leadership development and community service programs for elementary, middle and high school students.

AVPRIDE also receive funds from through donations, fundraisers and an annual board campaign.

The Challenge and Opportunity To IMPACT Fayette

AVPRIDE has delivered all its programs on a shoe-string budget and with the help of many volunteers. However AVPRIDE continues to seek opportunities to increase its human and financial resources to support and expand the reach of the program in the community. The need is clear, however additional resources would help this organization continue its good work and to increase its capacity to serve more young people and their families. There is so much more work that AVPRIDE would like to do however it is limited by resources, volunteers, staff, and board members.

The Association of Village PRIDE, Inc AVPRIDE

P. O. Box 142427 Fayetteville, GA 30214
770-716-2797 Phone 770-716-2144 Fax
programs@avpride.org
www.avpride.org

Responsible Alcohol Sales and Service (RASS)

Position Statement

Fayette County's evolvement into a premier suburban community has created the place many want to call home. Viewed as a clean, conservative, affluent community, Fayette County has managed to retain a" hometown" flavor and a low crime rate. Its popular public safety agencies have become models for other communities in the region, the state and the nation. Local businesses, law enforcement and government leaders are working hard to ensure Fayette County remains a viable, desirable community.

The responsible sales and service of alcohol beverages is a vitally important part of any food and beverage operation. Due to recent national court decisions, civil liability in the alcohol hospitality industry has increased substantially. As a result, this alcohol training program has been designed to assist management and employees in ensuring compliance with alcohol beverage laws and avoid civil liability, as well as protect the alcohol beverage license from suspension and revocation.

It is also very important that they understand the liabilities associated with alcohol sales and service. The only way to minimize risks and protect the business is to ensure that owners have the tools they need to implement responsible sales and services in their business and that employees are trained on how to effectively and safely sell and/or serve alcohol to customers.

In today's hyper-litigious society, retailers and establishments are constantly at risk when selling and/or serving alcohol. Although the current hot-button is to focus on eliminating underage sales, it is equally important that owners and employees understand the liabilities associated with serving alcohol to visibly intoxicated customers. The Responsible Alcohol Sales and Service (RASS) program offers comprehensive education on these responsibilities and liabilities.

Alcohol server/seller training focuses primarily on service aspects such as age verification and ID techniques, the physical effects of alcohol, recognizing intoxication, and customer intervention techniques to eliminate the over-service of alcohol.

Some programs will also offer sections that deal specifically with your state laws so that employees understand their responsibility for the safety of your customers. While server/seller training is a key aspect of any business' compliance program, it is only a small portion. Without education of the owners, seller/server training loses its effectiveness after only a few short months because of turnover.

RASS workshops provide owners and licensees with the tools they need to implement policies, procedures, training, and enforcement that have been proven to increase employee compliance and reduce risks.

These workshops help to enhance the cooperation between local law enforcement officials and the sales and service industry, making the quality of life better for all citizens in Fayette County.

OPERATION ZERO-TOLERANCE

OVER THE LIMIT. UNDER ARREST.

WE'VE STOPPED YOU TO **SAVE** YOUR LIFE!

Impaired drivers - *those under the influence of drugs or alcohol* - are killing people on Georgia's roads and highways.

They cause an average of 500 deaths per year. We're trying to change this by enforcing a new policy.

Zero Tolerance: You Drink & Drive. You Lose.

In fact, *everyone* loses. You will lose your families, your friends, and your children. *Anyone* can become the victim of an impaired driver's violent crime.

DID YOU KNOW THIS?

- Alcohol is involved in 1/3 of the traffic crashes that kill over 1,700 Georgians each year.
- Nationally, impaired driving is still a leading cause of death for people under the age of thirty.
- Every two minutes in America someone is injured in an alcohol-related crash.
- Alcohol-involved traffic crashes nationally result in more than $45 billion in economic costs annually.

If you drink and drive in Georgia, YOU WILL BE ARRESTED!

GOVERNOR'S OFFICE OF HIGHWAY SAFETY
1-888-420-0767

03/2010

OPERATION ZERO-TOLERANCE

OVER THE LIMIT. UNDER ARREST.

¡LE HEMOS DETENIDO PARA **SALVARLE** LA VIDA!

Los conductores intoxicados--*aquellos bajo la influencia de drogas o alcohol*-están matando gente en las carreteras y autopistas de Georgia.

Conductores bajo la influencia del alcohol causan un promedio de 500 muertes al año. Nosotros estamos tratando de cambiar esto haciendo cumplir una política nueva:

Tolerancia cero: Si toma y maneja, pierde.

De hecho, todos pierden. sus familias, sus amigos, sus hijos. *Cualquiera* puede convertirse en víctima del crimen violento de un conductor intoxicado.

¿SABÍA USTED ESTO?

- El alcohol es la causa principal de un tercio de los accidentes automovilísticos en donde cada año perecen más de 1.700 personas.
- A nivel nacional, el manejar bajo la influencia del alcohol o las drogas continúa siendo una de las causas principales de muertes en personas menores de 30 años de edad.
- En Estados Unidos, cada dos minutos alguien resulta lesionado en un choque relacionado con el alcohol.
- A nivel nacional, los accidentes de tráfico en los que se involucra el alcohol resultan en costos económicos anuales de más de 45 mil millones de dólares.

Si usted toma y maneja en Georgia, ¡SERÁ ARRESTADO!

OFFICINA DEL GOBERNADOR PARA LA SEGURIDAD EN LAS CARRETERAS
1-888-420-0767

03/2010

CLICK IT OR TICKET!

Governor's Office of Highway Safety

Safety belts save lives!

MYTHS & FACTS

ABOUT SAFETY BELTS AND CHILD SAFETY SEATS!

MYTH I don't have to wear a safety belt if I don't want to wear one! If I die in a crash from not wearing a safety belt, that's my business!

FACT WRONG! A vehicle crash death on Georgia's roadways is EVERYONE'S business. Traffic collisions cost Georgians an average of more than $7.8 billion annually in the form of higher insurance premiums, medical costs and property damage. In Georgia, the estimated monetary and quality of life costs an average of $1.1 million per seriously injured survivor of a crash and $1 million per fatality.

MYTH I would only need to wear my safety belt if I drive long distances, not if I drive near my home!

FACT Most crashes usually occur WITHIN 25 MILES FROM HOME.

MYTH If I hold my baby in my arms during a crash, I can keep (him or her) from being thrown from the vehicle.

FACT Children not restrained in a child safety seat during a car crash are THREE TIMES more likely to be INJURED than those restrained.

MYTH It's OK to use a child safety seat if the seat is over five years old.

FACT It is highly recommended that a child safety seat be replaced if it's five years old. Purchasing used child safety seats is NOT recommended (ie. Thrift stores, yard sales, etc.).

MYTH It is OK to use a child safety seat after it has been in a car crash.

FACT It is highly recommended that a child safety seat be replaced immediately after it's been in a car crash. Safety belts also should be replaced if there is visible damage.

ONE PARK TOWER
34 Peachtree Street NE -- Suite 800
Atlanta, Georgia 30303
(404) 656-6996 * 1-888-420-0767

www. gahighwaysafety.org

03/2010

Abróchese el cinturón o será multado

Oficina del Gobernador para la Seguridad en las Carreteras

Los asientos de seguridad salvan vidas

MITOS Y REALIDADES

ACERCA DE LOS CINTURONES DE SEGURIDAD Y LOS ASIENTOS DE SEGURIDAD PARA NIÑOS

MITO ¡No tengo porqué colocarme el cinturón de seguridad si no quiero! ¡Si pierdo la vida en un choque por no tener puesto el cinturón de seguridad, es mi problema!

REALIDAD ¡INCORRECTA! ¡Las muertes en las carreteras de Georgia le CONCIERNEN a todos! Las colisiones automovilísticas le cuestan a los residentes de Georgia un promedio anual de más de $7.8 billiones de dólares en seguros, costos médicos y daños materiales. En Georgia, el costo monetario y el costo de calidad de vida estimados es de $1.1 millones por cada sobreviviente con lesiones de gravedad por choque y el promedio por cada fatalidad es de $1 millón.

MITO ¡Solo necesito colocarme el cinturón de seguridad si manejo distancias larga, no si manejo cerca de la casa.

REALIDAD La mayoría de los choques ocurren a una distancia dentro de las 25 millas cerca de la casa.

MITO ¡Si sostengo a mi hijo en mis brazos en un accidente, puede evitar que salga disparado del vehículo!

REALIDAD La probabilidad de que un niño resulte LESIONADO en un choque es TRES VECES mayor si no está sujetado en un asiento de seguridad.

MITO ¡Está bien utilizar un asiento de seguridad que tenga más de cinco años!

REALIDAD Es altamente recomendado reemplazar el asiento de seguridad para niños luego de 5 años de uso. No se recomienda comprar asientos de seguridad usados (por ejemplo, en negocios de artículos de segunda mano).

MITO ¡Está bien utilizar un asiento de seguridad para niños que haya estado en un choque de automovilístico!

REALIDAD Es altamente recamendado reemplazar el asiento de seguridad para niños inmediatamente después de un choque de automovilístico. También se deberían reemplazar los cinturones de seguridad si es que tienen daños visibles.

ONE PARK TOWER
34 Peachtree Street NE–Suite 800
Atlanta, Georgia 30303
(404) 656-6996 * 1-888-420-0767

03/2010

www. gahighwaysafety.org

FACTOR
Strengthen Families ~ Strengthen Fayette

Becky Smith
Executive Director

278 McElroy Rd
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