

Traffic Safety Association of Macomb County 2011 Highlights

The Traffic Safety Association provides many services and activities for our Macomb County communities. These are just a few of the highlights we have accomplished in 2011:



TSA created a new logo. This logo was used in the "Call 911 Report Drunk Drivers Campaign" billboards and signs.



TSA was the lead agency for the 2011 "**Call 911 Report Drunk Drivers Campaign**", which encouraged residents to call 911 when they spotted a dangerous or drunk driver driving. This campaign was a collaborative effort with the Macomb County Prosecutor Eric Smith and Macomb County Sheriff Anthony Wickersham. This holiday awareness campaign consisted of 16 billboards throughout the county and 15 message boards displayed on SMART busses. Monies obtained through alcohol forfeiture funded the entire campaign. TSA's two-year commitment to this project is potentially a lifesaving awareness campaign. By calling 911 and reporting suspected drunk drivers to police, we can all play a role in keeping our roads safe and reduce drunk driving crashes, death and injury.



TSA partnership with the Intelligent Transportation Society, SEMCOG, Macomb County Department of Roads, and Hubbell Roth and Clark in an "**Emergency Traffic Management Workshop**" at the MISD on June 30, 2011. The purpose of the workshop was to help participants recognize opportunities available to enhance cooperation between disciplines through networking, training and understanding roles and responsibilities of various entities involved in traffic incident management. Invited participants include Macomb County police and fire departments, ambulance services, towing companies, MDOT, and various other guests.



TSA was a proud financial sponsor of the "**Families Against Narcotics**" (FAN) 3rd annual "**Run Drugs Out of Town**" 2011 event. This event represents one of FAN's yearly fundraisers. FAN is a non-profit organization that was formed to reach out to those whose lives are affected by drugs. The addict, the recovering addict, families of addicts, concerned parents and community members. We support their mission and commitment and look forward to future opportunities to enhance their efforts.



TSA director was invited to attend the "**Recovery Oriented System of Care**" (ROSC) by the Macomb County Office of Substance Abuse (MCOSA). This meeting consisted of community members, people in recovery, family members, providers, and our coordinating agency MCOSA to discuss the implications of developing a Recovery Oriented System of Care (ROSC) in Michigan. Future changes discussed entail strengthening the focus on the prevention of substance use disorders before they begin, as well as shifting the focus of treatment from acute stabilization to long-term recovery, promoting an enhanced quality of life for individuals, families, and communities directly and indirectly affected by alcohol and other drugs.



TSA is certified by the Michigan Department of State and the National Safety Council to teach the **Basic Driver Improvement Course (BDIC)**. Effective December 31, 2010, the BDIC permits eligible drivers to participate in this program to avoid points (0-3) on their driving record. This program gives TSA the opportunity to provide drivers with a classroom refresher course on basic traffic safety principles.



TSA now has the Basic Driver Improvement Course (BDIC) online class available.



TSA continues working with the Macomb County Juvenile Court in their diversion program. TSA provided numerous educational programs to assist young offenders. The goal of these programs is to help juvenile offenders learn techniques to avoid future inappropriate decision making, which will result in finding themselves in the legal system again.



Bi-monthly breakfast meetings for our Board of Director and membership were held. Topics included: Judge Linda Davis, 41B District Court "Families Against Narcotics (FAN)"; and Sheriff Anthony Wickersham, Macomb County Sheriff's Department "Sheriff's Department and Traffic Bureau Update".



TSA continues to provide educational programs to our local Macomb County District and Circuit Court referred clients. These programs include the Alcohol Highway Safety Program Level I and Level II, Drug Awareness Program, Anger Management Program, Defensive Driving Course, Attitudinal Dynamics of Driving Course, Youth Education Success Program, FATE (Retail Fraud) Program, Driver Efficiency Evaluation Program, and the Tobacco Awareness Program.



TSA's "**Zero Tolerance, You Think This Is Fun? Check Out The Flip Side**" informational card explains the consequences and fines for underage drinking violations has been given to local police departments to distribute to young offenders. Many treatment organizations have requested quantities of these cards.



TSA supports the cities of Eastpointe and Roseville Drug Coalitions to promote a safe, healthy environment for youth by building and supporting strong families and communities. The issues teens face as it relates to drugs, alcohol and prescription drugs, and how these coalitions can improve their environment and assess the needs of these communities.



Over 400 individual classroom **Alcohol Awareness Prevention Programs** were presented through TSA efforts to Macomb County middle and high school, alternative education, and driver education students. Monthly visits to the Macomb County Juvenile Justice Center also played an important part in our commitment to our educational program. All programs were presented at no charge to the targeted population.



Our "**Child Alcohol Awareness Prevention Program**" received high ratings from the Macomb County Office of Substance Abuse (MCOSA). Teacher evaluations of this program indicated that our presenter was very effective, positive, and the teaching style was very conducive to learning and was age-appropriate.



TSA is proud to be the lead agency for the "**Macomb Safe Kids Coalition**". TSA provides child restraint inspections at our facility at no charge to Macomb County residents on request.



For the past six years, TSA in a partnership with Macomb Safe Kids co-sponsored a child passenger safety technician certification training for 20 participants from local police and fire departments.



TSA applied for and received grant monies from **DTE Energy Foundation** for the tenth year that enabled TSA to conduct a Motivational Production presentation showcasing the powerful and inspirational multimedia video "**Tomorrow**" to 10 general assemblies for elementary, middle, and high school students. Lakeview High School in the Lakeview Public School District in St. Clair Shores; Powell Middle School in the Romeo Community School District in Washington; Malow Junior High School in the Utica Community School District in Shelby Township; Switzer Elementary School in the Utica Community School District in Sterling Heights; and Bemis Junior High School in the Utica community School District in Sterling Heights students benefited from these presentations. This motivational presentation is strategically produced to reach each student with a positive, powerful message of good character. This show uses three real life stories of teens making decisions, both good and bad that have changed their tomorrow and ultimately the rest of their lives. This again has proven to be a very beneficial partnership with the DTE Foundation.



TSA staff was requested to participate in numerous community events providing information and materials to the general public on alcohol, underage drinking, child restraints, bicycle safety and numerous other traffic safety topics. Events attended were "**Make a Difference Day**" for Clinton Township and New Baltimore. Roseville's "**National Night Out**". Clinton Township's "**Focus on Youth**". Sterling Heights' "**Wellness Day**" and "**National Night Out**", as well as numerous bike rodeos throughout the county.



With our commitment to promote bicycle safety and helmet use in our communities, TSA helped co-sponsor several bicycle safety rodeos throughout Macomb County. Working with local police departments to achieve our goals, bicycle rodeos were held in Macomb communities of Center Line, Clinton Township, New Baltimore, and Richmond. These rodeos provided bicycle helmets to the children participating in these events.



Provided local police departments with traffic collision data on a monthly basis.



Successfully promoted all TSA/AHSP materials, services and educational or training programs, to all community district courts in Macomb County, in an attempt to better serve our communities.



TSA is in its 27th year of providing state required training for Macomb adult school crossing guards. This certified training helps local school districts, as well as police departments meet their obligation of mandated training. We offer this training to all Macomb County police departments and local school districts upon request at no charge throughout the school year.



For the past eight years, the **National Safety Council** has awarded TSA with their "**Trend Setter Award**" for our work in providing education to our court-referred students through our certified Defensive Driving Course and the Attitudinal Dynamics of Driving Programs.



In a State campaign through the Office of Highway Safety Planning (OHSP), TSA worked to promote to law enforcement agencies the Booze and Belts Mobilization Campaigns entitled "**Click It or Ticket**" and "**Over the Limit, Under Arrest**". Michigan seat belt usage dropped to 94.5% in 2011.



In our continued commitment to serve our communities, we have made our facility available to other non-profit organizations, as well as local communities in Macomb County. This year we have accommodated the Macomb Safe Kids Coalition to help them facilitate their training needs.



TSA is proud to have the financial support and representation of local communities in Macomb County, forming a partnership that was established since 1972 to better serve our residents.



Our Association continues to make available to all local communities an up-to-date traffic safety video library that can be utilized by police departments, driver education instructors, and service clubs. In addition, we offer to loan our fatal vision goggles, puppets, and other visual aids to enhance presentations in our communities offered by police agencies.

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