

The New York Coalition for Transportation Safety

is a non-profit, statewide organization originally established in 1982 as the New York Coalition for Safety Belt Use, Inc. The Coalition was founded jointly by the Medical Society of the State of New York and the American Association for Automotive Medicine.

Initially the Coalition was a single focus group that sought to reduce motor vehicle related trauma in the State of New York by increasing the use of safety belts. When it became apparent that safety belt use was just one part of the traffic safety issue, the Coalition broadened its scope to include the other types of programs.

Today the organization conducts community programs, develops materials, and offers consultative services in the following areas:

- All Areas of Occupant Restraints including Child Restraints
- Restraints for Children with Special Needs
- Educational Programs that both Orient and Teach Young People with Disabilities to Use Public Transportation
- School Based Injury Prevention Programs for Grades K-12
- Bicycle Safety
- Pedestrian Safety
- School Bus Safety
- Mature Driver
- Traffic Safety Programs for minority populations

During its nearly twenty years of operation, the NY Coalition has received funding from federal, state, local and private agencies to develop and conduct public information and education campaigns in a variety of areas. The projects cited hereafter demonstrate the scope of activities we have undertaken.

PROGRAM

Black Youth/Hispanic Safety Belt Use Program

Sponsor: NY State Governor's Traffic Safety Committee

Description: Community based program whose goal was to increase the use of occupant restraints among by these populations.

Queens County Senior Citizens Demonstration Program

Sponsor: NY State Governor's Traffic Safety Committee

Description: Geared to Directors of Senior Centers. Identified the major factors that contribute to the injuries and fatalities caused by motor vehicle crashes. Offered suggestions for rectifying the behaviors that lead to said injuries and deaths incurred by seniors. This program resulted in the development of a citizens guide to the medications that most effect driving skills.

Preventing Alcohol Abuse by College Students

Sponsor: NY State Governor's Traffic Safety Committee

Description: This program surveyed college students at two schools in Nassau and Suffolk Counties to determine the extent of alcohol use on campus. Results were tallied and analyzed by the University of Minnesota and provided in confidence to the participating schools so that remedial action could be taken.

"On Our Own": Conducted in conjunction with the NY City Board of Education, District 75

Sponsor: National Easter Seals/Project Action with funding provided by the Federal Transit Administration

Description: A program to teach high school students with disabilities to use public transportation.

HIGHLIGHTS

Inventory of Injury Prevention Programs in New York and New Jersey

Sponsor: National Highway Traffic Safety Administration, Region II, White Plains

Description: Researched and developed an inventory of Injury Prevention Programs in NY and NJ for the purpose of forming injury prevention partnerships and developing Safe Communities Programs

"Practice Safety First": A Guide to Bicycle, Pedestrian and In-Line Skating Programs in NY State

Sponsor: NY State Governor's Traffic Safety Committee

Description: Researched, designed and produced an educational guide to Bicycle, Pedestrian and In-line Skating Programs in New York State for the purpose of assisting community-based organizations wishing to develop or expand their activities in these areas

Marketing the Lifetime Use of Transit to Elementary School Students, Their Parents, and School Personnel

Sponsor: National Easter Seals/Project Action with funding provided by the Federal Transit Administration

Description: Project is a collaborative between NY Coalition, NY City Board Of Education, and schools in Nassau County, and Allegheny County, Pittsburgh, PA for the purpose of developing, implementing and marketing a thematic unit of instruction that introduces professional staff, parents and students with disabilities to the types of skills children have to acquire in order to use public transportation when they become adults.

Injury Prevention and Occupant Restraint Programs in Queens County

Sponsor: Queens Borough President

Description: Create injury prevention and seatbelt use programs for children in Grades K-12 and for Senior Citizens. Programs address motor vehicle, pedestrian and bicycle safety and the affect of drugs

CAPABILITIES

- ❖ In-house program development to address clients' identified needs.
- ❖ Material development and design
- ❖ Web site design
- ❖ Ability to reach all age groups
- ❖ Theatre Troupes who deliver program messages in an entertaining format
- ❖ Artist-in-Residence to create original scripts for Theatre Troupes based on client need
- ❖ Production of audio/video Public Service Announcements
- ❖ Public Information and Education Campaigns
- ❖ Seasonal media campaigns
- ❖ Partnership development between and among organizations to achieve mutually beneficial goals
- ❖ Presentations and workshops

COMMITMENT

The New York Coalition for Transportation Safety is committed to educating the public in all matters related to motor vehicle safety, including occupant restraint and child safety seat use for well and special needs populations. We support the use of public transportation by people with special needs and advocate for the training and education that can make this possible. We are dedicated to improving the safety of our citizens through the establishment of community based programs that respond to community needs.

STEERING COMMITTEE MEMBERS

William A. Dolan, M.D., Chairman
*Automobile Club of New York
GEICO Insurance Company
Governor's Traffic Safety Committee
New York Police Department,
Traffic Division
New York State Police*
Richard Greenwald, Insurance Consultant
John D. States, M.D., Chairman Emeritus

FOUNDING ORGANIZATIONS

American Association for
Automotive Medicine
Medical Society of the
State of New York

ACCREDITATIONS

Certified Disability Sensitivity Trainers
KARS/Special KARS Instructor
(Kids Are Riding Safe)
Certified NETS Instructor
(Networking Employers for Traffic Safety)
Transportation Safety Institute Workshop
Instructor/Facilitator
Certified Instructor of National Highway Traffic
Safety Administration Passenger Safety
Advocate Curriculum

PROFESSIONAL ASSOCIATIONS

Nassau County Traffic Safety Board
New York State Association of
Traffic Safety Boards
Queens County Traffic Safety Board
SAFE KIDS, Nassau and Queens Counties
SafetyBeltSafeUSA
Think First of New York
(A Head and Spinal Cord Injury Program)

NEW YORK COALITION FOR TRANSPORTATION SAFETY



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