

**KEY SERVICES TO METROPOLITAN ATLANTA  
PROVIDED BY  
THE ATLANTA TRAFFIC AND SAFETY COUNCIL**

**AWARDS**

Presentation of the "Howard Berger Teen-Age Safe Driving Awards" each year recognizes the top boy and girl drivers in the Atlanta area with \$100 cash prizes and plaques to the winners' schools.

The annual Sigma Delta Chi Journalism Traffic Safety Award is judged by a Council Committee.

Awards were presented to Atlanta area PTA's which conducted the best safety programs during the year, and this will be a continuing project.

**TRAFFIC IMPROVEMENTS**

Traffic construction and engineering improvements were achieved at several specific locations as a result of Council recommendations and follow-up.

Council's efforts aided in securing substantial increase in traffic engineering budget and personnel.

Council promotion helped to secure school blinker signal equipment for city school zones.

Specific selective enforcement proposals were outlined to police and many were adopted.

A periodic selective enforcement guide is provided for Police Department.

Council participated in implementing a rule against utility companies and others working in streets during rush hours.

Council aided in getting new state highway division of safety engineering, staffed with 10 engineers, established during 1966.

Through Council efforts, Fulton County medical examiner's office began determining blood alcohol content of traffic victims where possible, with findings distributed to the community.

Efforts to get driver deucation back in public schools were coordinated by the Council.

Managing Director served as chairman of special group to work out traffic and safety at new Atlanta stadium.

**PUBLIC EDUCATION**

A newsletter, with 6,000 monthly circulation, provides safety information to public, media, board members and Council members.

Accident scoreboard sign at firm adjacent to freeway was arranged for and current data is supplied by the Council.

Traffic death and accident figures are prepared in digestible form and relayed to all news media.

A new "Black Border" news release was instituted and is sent immediately to local news media following each traffic fatality, giving potential prevention techniques for the type of accident involved.

Through promotion and coordination with city government, the Council is conducting a campaign to reduce traffic deaths in 1967.

News spot announcements, utilizing local accident facts and figures, are sent periodically to all area TV and radio stations.

The area's largest radio station is cooperating in a Council-originated salute to a "Worthy Safety Booster" each day.

Council aided in promotion of television National Drivers Test and distributed test forms in the area.

Approximately 20,000 medicine cabinet stickers, teaching poison counterdoeses and emergency treatment, were prepared and distributed to employees of members and others.

A billboard campaign, "Don't Just Sit There *On* Your Seat Belt", designed by the Council, won a national award for outdoor advertising design.

Turner Advertising Company furnished 100 billboards and posted a reproduction of a first-grade student's safety poster selected from citywide elementary school entries.

A booth at the Atlanta Graduate Medical Assembly was maintained by the Council and 1,500 locally prepared "Prescribe Prevention" kits were distributed to doctors.

A "Moral Responsibility" kit was prepared and 600 were distributed to Atlanta area ministers.

With WAGA-TV television station, the Council prepared a 30-minute documentary on driving under the influence of alcohol, "D.U.I., Initials for Death". After the original television showing, a print was made available and it is being shown to various civic and service organization meetings.

### **CIVIC AFFAIRS**

A Civic Safety Division, staffed by a full-time employee, was operated to encourage safety program and project participation by various civic and service organizations.

Council staff and board members make approximately 100 speeches a year on safety to civic and service organizations.

Council maintains a library of safety films and distributed them to Atlanta area employers, civic groups and others.

A meeting of PTA safety chairmen in the area was held to outline programs and projects they could undertake, and each one was given a detailed folder prepared for the occasion.

Medical Association of Georgia, in establishing new Traffic Safety Committee, and at its initial meeting, received Council assistance to help guide activities.

Participation in Southern Traffic Court Judges Conference program at Emory University is an annual project.

### **SCHOOL AND CHILDREN**

Council's "Safety Bug", a truck painted to look like a big bug, visits area schools every day, talking to thousands of students about safety and showing them pedestrian safety cartoon movies. A part-time staff member was employed to operate the "Bug".

A teacher's manual and coloring leaflets were prepared and are distributed to every teacher and every child by the "Safety Bug".

Council arranged for a police officer who accompanies "Safety Bug" in daily visits to schools and teaches personal safety rules to 35,000 upper elementary students a year through "Safety Bees", similar to the old-fashioned spelling bee.

Council co-sponsored five bicycle rodeos in local schools.

Council prepared and distributed reprints of "First Aid Tips for Teachers" to 9,000 Atlanta area school teachers.

Council aided in scheduling and presentation at area high schools of "Spurrllows", a traveling musical safety show, and arranged for 1967 appearances including television.

Council annually plans and carries out week-long "Safety-rama", bringing together the efforts of 35 civic, service and governmental organizations in one big project of displays, exhibits, programs, etc. at Lenox Square Shopping Center, with weekly traffic of approximately 200,000 persons.

"Safety City" was constructed and operated, and more than 2,000 youngsters were "accident-proofed" by firemen, nurses, policemen, police women and Council staff.

### **STAFF ACTIVITIES**

Certificates on accidental deaths are analyzed and records are submitted to National Safety Council.

The Council's Inter-Agency Committee brings together traffic officials monthly to coordinate activities.

Council appearances before three grand juries outlined local safety needs.

A number of appearances were made before various committees and commissions, testifying to advantages of such safety measures as the "implied consent" law, driver education, driver re-examination, use of radar, etc.

Council participated in Congressional hearings on federal traffic safety legislation, and in regional conferences on standards required, to aid local cities and state in meeting federal standards.

Council staff participates regularly in lectures to all police recruit training classes.

Managing Director serves as member of Legislative Traffic Safety Committee, appointed by Governor, to recommend traffic safety legislation to General Assembly.

Staff engineer is president of American Society of Safety Engineers, Georgia Chapter, permitting exchange of information and coordinated activities.

Council participates in the Technical Coordinating Committee of the Metropolitan Transportation Study, and aids in preparation of an extensive "Accident Study" by TCC.

Staff engineer participated in a special safety "task force" which visited four other cities and returned to make report for traffic improvements in Atlanta.

Through membership in Georgia Industrial Editors' Association, Council's information and education director is making safety material available to many industrial and commercial publications, and getting wide-scale coverage with employees of many large organizations.

Council coordinated first National Safety Council Home Inventory Program, including two luncheon meetings to explain and review the program with various participants.

Serving as the local coordinator for the National Safety Council Defensive Driving Course, the Atlanta Council has trained 2,627 students and 215 instructors in the program through June, 1967. Instructors classes are currently scheduled at the rate of one a month, and industrial classes are reaching many new students.

Special training for Atlanta area deaf drivers was begun and will be a continuing program, utilizing the Defensive Driving Course.