



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2023.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: Chesterfield County -

Program Title: In Memory Campaign

Program Category: Public Safety

CONTACT INFORMATION

Name: Peter J. Cimbal

Title: Captain

Department: Police

Telephone: 804-432-0998 Website: _____

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Joseph P. Casey, Ph.D.

Title: County Administrator

Signature: 

In Memory of Campaign

Department:

Chesterfield County Police Department

Traffic Safety Unit

Program Dates:

Started in January 2021

First Billboard March 2021

Status is ongoing with five crash profiles to date.

Abstract:

“Where’s my son...” Words I’ll never forget... I asked her “Who’s your son?” to which she replied, “Austin.” I then asked, “who are you?” and she replied, “I’m Melissa, his mother.” I looked right at her and with as much empathy as I could muster, I told her, “I’m so sorry, Austin was killed in a crash.”

The In Memory of Campaign started after the Chesterfield County Police Department’s fatal crash team worked a wreck on June 10, 2020. The tragedy of that fatal crash was not any different than most others, with families impacted, loves ones lost, and stress on officers, but our officers took that night and for some reason wanted to make a change, perhaps prevent another fatality, even just one would be worth the effort. So, with permission from families of several fatal crashes we started to work out ways to highlight the loss, humanize it and publicize it all in hope that we can create discussion to slow down, don’t drink and drive, or wear a seatbelt.

The Problem:

Chesterfield County is frequently in the top 10 localities in Virginia for traffic fatalities. This is not a category that one likes to be a leader. Our problem is how do we prevent crashes that are the result of bad decisions of an involved party? The reckless speeding, the DUI’s, failing to wear seatbelts, texting while driving or any of the other distractions that drivers face. How do we create discussion among family and friends about safe driving beyond what new drivers get when learning? Why? Because every crash, every fatality that results is preventable, and we can do better.

The Program:

The In Memory Campaign's goal is to highlight fatal vehicle crashes we feel can speak to the entire community. To create discussion about the importance of safe driving and good decision making. We start by first identifying recent crashes and speaking to surviving family to seek permission and interest in their participation. Once this is obtained, we discuss, filming loved ones speaking about how the loss has impacted their family and how they have navigated the tragedy. We then make cards that can be distributed by officers on traffic stops that contain photos of the deceased with name and date of the crash and have driver safety messages on the back with a brief profile of the life lost. Once this is done, we discuss billboard, social media messaging and how we might conduct any safety enforcement operations to support the drive.

We attempt to highlight a few crashes pre year, with each crash taking a few months to plan and implement into reality. To date we have highlighted 5 crashes over the past two years. These efforts have caught the attention of our local TV and radio media who ran stories of the efforts.

This effort started while being entirely department driven, with no support or guidance from agencies outside Chesterfield County. In 2022 we sought blend our DMV speed enforcement efforts with the Campaign, by handing out the cards during several target operations in our high crash travel corridors. In two separate safety operations we stopped over 700 vehicles, issued 800 traffic summonses and handed out over 4000 In Memory Campaign cards.

The difficulty of this type of campaign is that there is really no way for use to measure its success, because we cannot measure crashes prevented or stopped due to this effort leading to conversation or discussion. Does the person who drives past a billboard slow down when they had been speeding? Did that reduction in speed prevent a crash? All we know and can measure is the effort we put in to preventing these tragedies.

Examples:

Attached are example flyer we have produced and handed out to the public for awareness.

In Memory Of **Jordan Barksdale**

Killed by a Impaired Driver



Chesterfield County Police Department
10001 Iron Bridge Road, Chesterfield, VA 23832
chesterfield.gov/police



FOUR MAIN CAUSES OF CRASH FATALITIES

SPEED

DRIVING UNDER THE INFLUENCE

DISTRACTED DRIVING

NOT WEARING SEAT BELT

In the past 10 months, Chesterfield County has had

18 Fatal Crashes

15 were due to at least one of the above factors

CRASHES ARE PREVENTABLE

In Memory Of **Carlos Pereira**

Crashed due to Distracted Driving
Killed due to Not Wearing a Seat Belt



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10001 Iron Bridge Road, Chesterfield, VA 23832
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SEGURIDAD PEATONAL



Departamento de Policia
del Condado de Chesterfield

10001 Ironbridge Road, Chesterfield, VA 23832
chesterfield.gov/police



CONSEJOS PARA PEATONES

Hacer:

- Este atento a su entorno en todo momento.
- Usa ropa Brillante y/o Reflectante.
- Cruce las calles en las esquinas o en los cruces peatonales.
- Mire a ambos lados antes de cruzar la calle.
- Tenga cuidado con los vehiculos hacienda el turno.
- Sostenga la mano de su hijos mientras cruza la calle.
- Tenga cuidado especial cuando llueva/nieve.

No Hacer:

- No camines distraido.
- No Camines intoxicado.
- No cruces la calle desde el medio la Carretera.
- No ingrese al camino cerca de barreras que puedan impedir conductors de verte.



PEDESTRIAN SAFETY



Chesterfield County Police Department
10001 Iron Bridge Road, Chesterfield, VA 23832
chesterfield.gov/police



TIPS FOR PEDESTRIANS

Do:

- Do stay aware of your surroundings at all times
- Do wear bright and/or reflective clothes
- Do cross streets at corners or crosswalks
- Do look both ways before you cross the street
- Do be mindful of vehicles turning at corners
- Do hold your child's hand while crossing the street
- Do take extra care when it's raining/snowing

Don't:

- Don't walk distracted
- Don't walk intoxicated
- Don't cross the street from the middle of the road
- Don't enter the road near barriers that could keep drivers from seeing you

