

Simsbury Police Department:

Recipient of Two Traffic Safety Program Awards for 2013

Connecticut Law Enforcement Challenge

The Connecticut Law Enforcement Challenge (CTLEC) is a traffic safety awards program that focuses on three major traffic safety priorities: occupant protection, impaired driving and speeding. The CTLEC is supported by the National Highway Traffic Safety Administration (NHTSA) and the Connecticut Police Chief's Association (CPCA). Agencies are provided with an opportunity to make a significant difference in the communities they serve through traffic safety activities, ultimately reducing injuries, saving lives and detecting and deterring crime.

High Visibility Enforcement

High visibility enforcement sends a clear message to the public that law enforcement is serious about traffic enforcement. Combined with paid advertising and/or earned media, high visibility enforcement has been shown to reduce traffic crashes, injuries and fatalities. It is also known to increase the public's awareness of law enforcement's traffic safety efforts and deter individuals from behaving in high-risk behavior. Law enforcement agencies participate in various high-visibility federal traffic safety campaigns during the year and are encouraged to support sustained high-visibility enforcement activities throughout the year.

Occupant Protection

Click It or Ticket is a national seat belt enforcement mobilization campaign, which focuses on increasing seat belt use and reducing highway injuries and fatalities. Experience has shown that campaigns that incorporate high visibility enforcement efforts



can substantially increase safety belt user rates in a very short period of time and heighten the public's interest in its support of positive prevention-oriented law enforcement efforts.

Impaired Driving

Drunk Driving. Over The Limit. Under Arrest. Is a year round national campaign that promotes high levels of law enforcement participation during the Labor Day and December crackdowns. These campaigns include sustained high visibility enforcement throughout the year, especially during high-risk times, by using sobriety checkpoints where they are permitted, as well as saturation patrols, signage and other activities that would be highly visible to the driving public.

Through the efforts of high visibility enforcement and better training of prosecutors, law enforcement officers and DUI courts, positive strides are being made in reducing alcohol-related fatalities.

Each year, Connecticut law enforcement agencies can submit entries into the awards program for multiple categories. The Simsbury Police Department was presented with two awards in October 2013 for the 2012 Traffic Safety efforts. For the State of Connecticut, the Simsbury Police Department received the, “Best Overall Occupant Protection Safety Program” and “3rd Place for Overall Traffic Safety Enforcement” based on the size of the municipality.

On October 17, 2014, the Simsbury Police Department was presented with two awards for 2013 Traffic Safety efforts. For the State of Connecticut, the Simsbury Police Department received the, “Best Overall Occupant Protection Safety Program” for the second year in a row and “2nd Place for Overall Traffic Safety Enforcement” based on the size of the municipality.