



The Collier Star

www.colliersheriff.org
Sheriff Kevin Rambosk

Special Edition

CCSO Launches "Just Drive" Safety Campaign

- Don't text.**
- Don't call.**
- Don't e-mail.**
- Don't eat.**
- Don't groom.**
- Don't read.**

Just drive. That's it.

The Collier County Sheriff's Office has launched a new traffic crash prevention, awareness and education campaign called, "Just Drive - that's it". The campaign encourages motorists to avoid distractions while driving — especially cell phone use — in order to pay full attention to the road.

Texting, talking, using a map — basically anything other than driving — is dangerous because it takes your attention away from the road.

In 2016, 10 percent of all crashes in Collier County were caused by some form of distracted driving. And last year more than 100 people were injured in motor vehicle crashes involving someone using a cellphone or other electronic communication device in Collier County.

"No text message or e-mail is worth the risk of endangering your life or the lives of others on the road," Sheriff Kevin Rambosk said. "By just driving, you are keeping yourself and others on the road at a lower risk for crashes."

The agency will use social media — Facebook, Twitter and Instagram — to promote the campaign and to provide important safety information and tips for motorists. You can follow the campaign using the hashtag #ccsojustdrive.

The campaign will also feature window clings with the message "Just Drive - that's it," which deputies will distribute, along with educational fliers, during traffic stops and special events.

The clings will be available at CCSO substations for motorists to display in the back windows of their vehicle. CCSO Youth Relations Bureau deputies will also distribute the clings to Teen Driver Challenge students during the portion of the session that addresses the dangers of aggressive driving.

Lighted message boards along local roads will carry the "Just Drive" message.

Distracted driving is any activity that could divert a person's attention away from the primary task of driving,



A screen grab from a public service announcement by the Collier County Sheriff's Office portrays the potential danger of texting while driving. The PSA is one of a series which are part of CCSO's new "Just Drive - that's it" campaign to urge motorists to avoid distractions while driving, especially cell phone use, in order to pay full attention to the road.

Photo by Cpl. Efrain Hernandez/CCSO

according to the National Highway Traffic Safety Administration (NHTSA). These types of distractions include texting, using a cell phone or smartphone, eating and drinking, talking to passengers, grooming, reading, using a navigation system, watching a video, and adjusting in-car audio.

Five seconds is the average time your eyes are off the road while texting. When traveling at 55 mph, that's enough time to cover the length of a football field

blindfolded, according to the NHTSA.

Texting and driving is illegal in Florida. A first offense in Florida carries no points, however, if you are pulled over for a violation and are caught texting in a school zone, two points

will be added to your license. Six points will be added if texting and driving results in a crash.

In 2015 there were 618 distracted driving crashes in Collier County resulting in 484 injuries and eight fatalities, according Florida Department of Highway Safety and Motor Vehicles (DHSMV).

Distracted driving crashes accounted for 12.2 percent of all crashes in Florida in 2015, 7.4 percent of fatal crashes and 15.4 percent of all injury crashes, according to the state DHSMV.

Drivers who text are 23 times more likely to be involved in a crash, according to studies by the Virginia Tech Transportation Institute.

Teenagers are among the drivers most likely to be distracted.

A 2016 study by the AAA Foundation for Traffic Safety found that 60 percent of teen crashes are caused by distracted driving. The top distraction for teens is other passengers, accounting for 15 percent of teen driver accidents, compared to 12 percent caused by texting or talking on a cell phone.



CCSO offers these safety tips to help remind motorists to make all activities secondary to driving:

Leave your house with plenty of time to make it to your destination.

Before you depart:

- Put on any accessories you may need such as sunglasses
- Adjust seats and seat belts
- Enter an address in the navigation system or review maps and written directions

Once you are driving, do not eat or drink, groom or apply makeup, text or e-mail with a mobile device. If you must make a call, use a hands-free device.

If something arises that needs your attention and you can't take care of it after your trip, pull over to a safe location and deal with it. Don't take a chance of handling it while driving.

Keep your eyes on the road and hands on the wheel at all times while driving.

Just drive. That's it.

Dear Friends:

As your sheriff, traffic safety is one of my top priorities. All of us at the Collier County Sheriff's Office want to see you arrive at your destination safely.

That's why we are launching an ambitious traffic safety campaign called, "Just Drive - that's it." Details are outlined in a story on this page. I hope you'll read the story and participate in the campaign. The best way to partner with us is to focus your full attention on driving every time you're behind the wheel of a vehicle. That way you are not only driving safely, you have a better chance to spot nearby distracted drivers and avoid them.

Collier County is known around the globe as an unrivaled tourist destination. It's an enviable designation, but it brings with it heavy traffic, particularly during the winter tourist season. In addition to the seasonal

traffic, people are moving to Collier County every day to make this their year-round home, which puts more cars on our roads. These are important reasons we must all do our part to leave plenty of time to reach our destinations and focus on the task at hand: **Just drive — that's it.**



Yours in a safe community,

Kevin Rambosk
 Collier County Sheriff



Cpl. William Pschigoda, right foreground, reviews CPR instructions, while Cpl. Efrain Hernandez performs chest compressions on a Manikin during a demonstration at the PulsePoint press conference. Photo by Media Relations Specialist Michelle Batten/CCSO

PulsePoint

CCSO Unveils Lifesaving Smartphone App

Could you save a life?

The Collier County Sheriff's Office and its public safety partners are hoping a new smartphone application will make it easier for people in Collier County to do just that.

PulsePoint is a free app available to Apple and Android users. It takes advantage of citizens and off-duty professionals who are trained in CPR and also willing to assist in the event of an emergency.

"This will significantly change lifesaving in Collier County by involving not only law enforcement, fire/rescue and EMS, but now citizens as well," Sheriff Kevin Rambosk said. "We want to encourage the community to do this."

CCSO is the first public safety agency in Southwest Florida to implement the PulsePoint app.

The app is part of Sheriff Rambosk's commitment to the community to reduce emergency response times and is one of several initiatives implemented in the past two years. Those initiatives include a countywide computer-aided dispatch (CAD) system, digital internet protocol-based station alerting system and computer terminals with CAD and GPS in all public safety vehicles to permit dispatch to the closest unit.

When there's a cardiac arrest in a public area, the app is activated via the 911 system and sends an alert to nearby users who have the app on their phone and can perform CPR. It also shows the location of nearby automated external defibrillators (AEDs).

Citizen responders who render aid are legally protected under the Florida Good Samaritan Act.

"We appreciate the leadership of Sheriff Rambosk in his quest to use the latest technology to save lives," said North Collier Fire Control and Rescue District Chief James Cunningham. "This app is the first step to rapidly providing CPR and an AED in situations where seconds mean the difference between life and death."

More than 350,000 people each year experience out-of-hospital sudden cardiac arrest. Only 12 percent survive, according to the American Heart Association.

"The time from a patient collapsing in cardiac arrest to receiving life-saving chest compressions followed by a defibrillatory shock is an absolutely critical few minutes," Collier County Emergency Medical Services Director Dr. Robert Tober said.

Dr. Tober cited a 2015 article published in the New England Journal of Medicine stating that bystander chest compressions and use of an AED would double or triple the survival from a cardiac arrest.

"PulsePoint brings us a step closer to getting chest compressions started and possibly getting an AED to the patient's side in the shortest period of time before first responders from police, fire and EMS arrive," he said. "And the 911 dispatcher will help citizen responders get this done until a higher level of help arrives."

PulsePoint is not limited to emergency responders or those with official CPR certification. The app has a feature that instructs citizens how to use an AED and how to perform CPR.

The app also provides users with a display of the

CCSO's active and recent incidents countywide. Users can view incidents and instantly pinpoint the location on an interactive map. Curious about where the fire engine or ambulance that passed is headed? Is there an accident up ahead causing this traffic tie-up? Just tap the app to quickly find the incident location or plan an alternate route.

The PulsePoint app is available for iPhones and Androids and can be downloaded from the iTunes Store and Google Play.

For more information about the PulsePoint App visit their site at www.pulsepoint.org.

Off-Duty Paramedic Reaches Victim With App

Lt. Paul Passaretti was driving home from the gym in December when his phone went off. The alert tone issuing from his newly downloaded PulsePoint app was unlike any he had heard before.

"It caught me off guard," said Lt. Passaretti, a paramedic with Collier County Emergency Medical Services.

PulsePoint told him that paramedics were headed to a nearby plaza in North Naples where a woman was suffering from possible cardiac arrest and in need of CPR.

But Lt. Passaretti was closer than the first responders who were rushing to the scene, and he knew CPR. The PulsePoint app told him the woman was near the Jo-Ann's store, so Passaretti made a U-turn and went to find her.

When he reached the patient, he called 911 to give an update on her condition. Luckily, she was conscious and breathing.

"I spoke to dispatcher and she gave me control of the scene," Lt. Passaretti said.

Paramedics arrived shortly thereafter.

Lt. Passaretti estimated he reached the woman a full three minutes before first responders were able to navigate busy county roadways toward their destination. In the end, CPR was not necessary for the patient, but the app had already proven its worth.

"I would have had about three minutes to do chest compressions before EMS got on scene," Lt. Passaretti said. "A lot of times that can be the difference between walking out of the hospital, or having permanent damage or worse."

The PulsePoint app syncs with local dispatch centers so that alerts are sent simultaneously as certain medical

calls are received. Citizens and off-duty emergency personnel who download the app and sign up for notifications receive alerts when there is a cardiac emergency in their area, usually within a quarter-mile radius. Those comfortable performing CPR can then respond to the scene and begin life-saving compressions as they wait for EMS to arrive.

The app is part of Sheriff Kevin Rambosk's commitment to the community to reduce emergency response times.

"There is no doubt that technology can help save lives," Sheriff Rambosk said. "Lt. Passaretti's ability to begin medical care while on-duty first responders were on their way to the scene demonstrates the tremendous value of PulsePoint."



Lt. Paul Passaretti, a paramedic with Collier County Emergency Medical Services, was off duty when the alert on his PulsePoint smartphone app went off and he responded to the scene of a possible cardiac arrest, arriving three minutes before first responders.

Submitted photo

CCSO's Richard Swink Named 2017 DISPATCHER *of the Year*

Senior Dispatcher Richard Swink of the Collier County Sheriff's Office has been selected as the 2017 Dispatcher of the Year by the Florida Sheriffs Association.

The award, presented each year at the FSA winter conference, is given to one commendable communications officer who has demonstrated exemplary service, professionalism, and commitment in the line of duty.

Deputy Swink has exemplified these qualities in the workplace since he was hired by the agency to work for the jail in 2008. By 2009, he had moved over to the Communications Center. Throughout the years, one of his skills that constantly stands out is his ability to handle stressful calls with ease.

On Aug. 8, 2016, Deputy Swink talked first responders through a bomb threat at a major hotel on Marco Island. Quickly dispatching the call, he calmly controlled radio traffic as he provided updates to firefighters. Weeks later, on Aug. 25, 2016, he helped save the life of a 35-year-old Collier County resident by carefully guiding a 911 caller through CPR instruction until first responders arrived to the scene. The Communications manager listening to the call noted that Deputy



Senior Dispatcher Richard Swink of the Collier County Sheriff's Office is the Florida Sheriffs Association's 2017 Dispatcher of the Year. Photo by Cpl. Efrain Hernandez/CCSO

Swink guided the caller with compassion and empathy, encouraging the caller not to give up.

About a month later, Deputy Swink helped save the life of yet another Collier County resident, this time a 33-year-old male. The man's coworker called and reported he was unconscious and not breathing after being struck by lightning. Again, Deputy Swink guided the caller through CPR for several minutes while first responders traveled to the scene. Thanks to his guidance, the patient's pulse had returned by the time the ambulance reached the hospital.

When he's not handling emergency calls himself, Deputy Swink is busy training new dispatchers with unique training style. He has demonstrated what it is to be a great role model, and leader, for his fellow dispatchers.

"Richard is a terrific asset to the Collier County Sheriff's Office," said Sheriff Kevin Rambosk. "He has proven his dedication to the job and his efforts are invaluable to our community at large. He is most deserving of this award for his job in keeping Collier County a great place and a safe place."



Collier County 100 Club and Red Robin Fundraiser Brings in More Than \$1,500

Collier County first responders can rest easy knowing they and their families will be taken care of in an emergency situation, thanks to events like one held at Red Robin in December.

The December event benefited the Collier County 100 Club, which raises money to help family of fallen and injured first responders including police, firefighters, EMS workers and corrections officers. The goal is to provide money to families within 24 hours to bring help as quickly as possible following an emergency.

The staff at Red Robin approached the Collier County 100 Club, wanting to give back to the community. They offered to host the buffet and to donate all proceeds. The fundraiser brought in more than \$1,500.

In addition to the Collier County Sheriff's Office, members of Collier County EMS, North Collier Fire Control & Rescue District, the CCSO CERT Team, the local NY 10-13 Club and Marco Island Police also participated.

"On behalf of the men and women of the Collier County Sheriff's Office who keep our community safe, I want to thank our community for their tremendous support," Sheriff Kevin Rambosk said.

The restaurant offered a \$10 buffet from 5 to 8 p.m. Because the group is a nonprofit run by volunteers, all of that money will eventually be used to help first responders and their families. All uniformed officers who showed to the event ate for free.

Family and children who attended got to mingle with officers and check out an array of Collier County Sheriff's Office vehicles including the D.A.R.E. car and a helicopter flyover.

Thanks to all who attended and to the staff at Red Robin for hosting such a meaningful fundraiser.

CCSO Completes Installation of New AED Technology

The Collier County Sheriff's Office recently completed the installation of new CPR and defibrillator technology that provides instant feedback to deputies performing lifesaving measures.

The agency has purchased and installed nearly 200 new Cardiac Science Powerheart® G5 Fully Automatic dual language automated external defibrillators (AEDs) as part of a major replacement program. The 194 replacement AEDs and 10 new devices bring the total number of AED units between all agency vehicles and various county buildings to 678.



"At the time of the purchase, Collier County Sheriff's Office was the first sizeable AED deployment in the county to use our next generation technology," said Rob Williams, senior sales manager at Cardiac Science. "By using this technology, the Collier County Sheriff's Office will help save more lives in the county. We were thrilled to hear they have already saved lives with the help of this new technology."

The new technology assists deputies in performing CPR by providing instant feedback. The Intellisense™ CPR Feedback electrodes attach directly to the AED pads and measure depth, recoil and rate of compression so that CPR is done according to 2015 American Heart Association guidelines. The new AEDs also charge more quickly than the older units, meaning shocks can be delivered in quick succession before a patient has a chance to fall out of shockable rhythm.

AEDs are used to analyze a person's heart rhythm and provide shocks needed for defibrillation. The machines only administer shocks to a patient when ventricular fibrillation, a common cause of cardiac arrest, is detected. Because deputies are often the first to arrive when someone dials 911 following cardiac arrest, having access to an AED is key to survival.

When the AED program began more than 10 years ago, the agency's patrol districts shared AEDs by passing them on from one shift to the next. Eventually CCSO sought grants to expand the program. Now in addition to all marked units and nearly all unmarked units carrying the devices, there are 47 AEDs spread throughout various buildings in the county including CCSO jail facilities, CCSO substations and the county courthouse.

The CCSO also recently invested in a smartphone app called PulsePoint, which alerts registered bystanders of the need for lifesaving CPR for nearby victims as first responders are dispatched to an emergency. Using the PulsePoint AED app, users can also quickly locate AEDs in the area at county buildings, churches, schools and gyms should a cardiac emergency arise.

Since 2005, CCSO has deployed its AEDs more than 380 times, shocking 78 patients. Already in 2016, the agency has used the technology 35 times, administering shocks nine of those times. So far, there are 16 known survivors.

The original technology was paid for in part through a partnership with the American Heart Association.



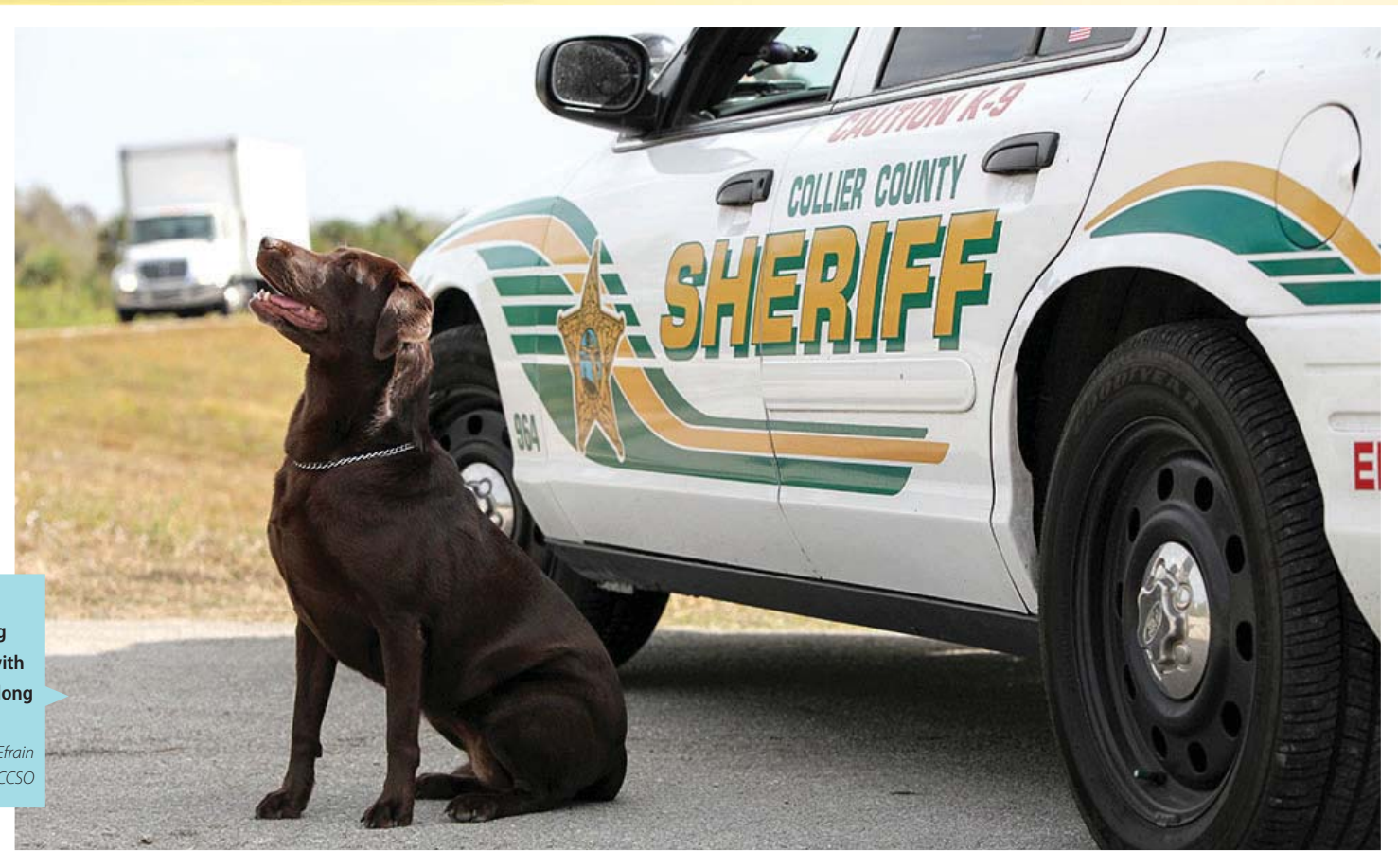


COLLIER COUNTY SHERIFF'S OFFICE Community Snapshots



Cpl. William Pschigoda poses with new friend Jaden Velez, 5. Jaden saw Cpl. Pschigoda sitting in his cruiser while he was on patrol in East Naples and brought him chips and soda to thank him for his service.
Photo courtesy Tony Velez

Another successful Coffee With A Cop event was served at McDonald's at 406 N 15th St. in Immokalee in January. The public was invited to join in a hot cup of coffee and a question-and-answer session with deputies.
Photo by Sgt. Dan Salls/CCSO



K-9 Koffe performs drug interdiction with her handler along Interstate 75.
Photo by Cpl. Efrain Hernandez/CCSO



CCSO, Collier County EMS and North Collier Fire Control and Rescue District Naples Fire Department partnered to bring holiday cheer to children staying at NCH North Naples Hospital. Before entering to greet the children deputies, paramedics and firefighters lined up their vehicles outside and flashed their lights.
Photo by Media Relations Specialist Kristi Lester/CCSO



Sheriff Kevin Rambosk shares an umbrella with Santa during the annual Naples Christmas Parade. The CCSO float was decorated with a banner thanking the community for backing the blue.
Photo by Media Relations Specialist Jamie Mosbach/CCSO