PARTICIPATING ORGANIZATIONS

- AAA
- American Ambulance Association
- American Association of State Highway and Transportation Officials
- American Council of Engineering Companies
- American Public Health Association
- American Road and Transportation Builders Association
- American Traffic Safety Services Association
- Associated General Contractors of America
- Automobile Highway Users Alliance
- Emergency Nurses Association
- Emergency Nurses CARE
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- National Academy of Forensic Engineers
- National Association of County Engineers
- National Association of Governors' Highway Safety Representatives
- National Highway Traffic Safety Administration
- National Organizations for Youth Safety
- National Police Defense Foundation
- National Society of Professional Engineers*
- Network of Employers for Traffic Safety
- New York City Committee for Taxi Safety
- Roadway Safety Foundation
- The Road Information Program

* Founder Headquarters

Put the Brakes on Fatalities Day*
1420 King Street
Alexandria, VA 22314–2794

October 10, 2002

www.brakesonfatalities.org

*Established by the National Society of Professional Engineers

Each year 42,000 lives are lost on our Nation's roadways.

October 10, 2002

Drive as though your life depends on it

SECOND ANNUAL
Put the Brakes on Fatalities Day

IMAGINE... A DAY WITH ZERO TRAFFIC FATALITIES

After a steady 20–year decline in the number of traffic fatalities, that number has stagnated at about 42,000 per year. That's about 115 fatalities every singe day – one fatality every 13 minutes.

America's roadway system is among the world's best. Through the development of safer vehicles and specialized safety equipment (e.g., child seats, helmets), upgraded laws, better roadways, and educational programs to address safe behaviors, we have come a long way in reducing fatalities on the nation's roadways. But all of our progress in each of these areas can bring us just so far. In the end, each roadway user is the key to safety.

> "This program reminds us all that most car crashes are preventable. We believe the goals of the program are worth striving for each and every day."

AAA Carolinas, Dillon Herald

ON OCTOBER 10, 2002 IMAGINATION CAN BECOME A REALITY

Last year's campaign resulted in a 29% reduction in fatalities on October 10, 2001, but that's only a starting point.

On October 10th, the second annual Put the Brakes on Fatalities Day, we will ask everyone to focus on their own individual behavior when using the roadways – as pedestrians, bicycle and motorcycle operators, motor vehicle operators and passengers. We want each person to take an extra measure of care to ensure their safety and the safety of others by sharing the road with other users (motor vehicle operators, pedestrians, and cyclists) in a safe manner:

- Drive courteously and defensively
- Know the rules of the road for their method of transportation, and obey all signs and signals
- Wear protective gear – seat belts or helmets
- Don't speed, drive while impaired, distracted, or in an aggressive manner

> "If we can do it one day, we can build on that."

Ken Perret, Assistant Secretary, Louisiana Dept. of Transportation and Development

SUCCESSFUL EVENTS FROM LAST YEAR'S PUT THE BRAKES ON FATALITIES DAY

Just two examples of what states did last year to participate and spread the message:

In Arkansas, a hybrid paid sponsorship/ public service announcement program guaranteed prime time airplay for award–winning character "Highway Guy" and a new character called "Anita Buckleup" to talk about the day and the need for extra caution around Interstate construction.

The Kansas Department of Transportation staged an awareness event with First Lady Linda Graves as the featured speaker and activities such as a rollover simulator demonstrating the effectiveness of safety belts.

Get involved! Here are some ideas for taking action on or before October 10th.

- Use the media to get the word out through press releases, public service announcements, or op-ed articles. Samples may be found on our website.
- Call on your local leaders and resources: schools, local civic and community groups, etc. to organize an event.
- Be creative! See **www.brakesonfatalities.org** for more ideas.