



WHEN IS THE DEADLIEST TIME TO TRAVEL?

According to data from the Insurance Institute, although the Fourth of July may be the most hazardous day on U.S. Roads, August is the deadliest month of the year for American motorists. NHTSA reports that per 100 million miles traveled, August has an average fatality rate of 1.09, followed by September with 1.08 and July with 1.05. March is the safest month with a fatality rate of 0.94. The high fatality rate in August is attributed to more people on the roads driving more miles than other times of the year.

In 2009, NHTSA states that an average of 93 people died each day in U.S motor vehicle crashes for an average of one traffic death every 15 minutes.

It may come as no surprise that weekends are the deadliest days on our roadways, due in part to an increase of driving by Americans on weekends. Saturdays have the highest rate of traffic fatalities, averaging 123 deaths nationwide in 2009. Sundays came in second with an average of 107 deaths, followed by Fridays with 102 deaths. Statistics say that you are least likely to die in a traffic crash on Tuesdays, which averaged 69 fatalities.

NHTSA states that the deadliest hours on our roadways are between 6 PM and 8:59 PM, with more than 4 people dying each hour. The safest time on the roadways is between 3AM - 5:50 AM, but there is still an average of almost 2 people who die each hour during this time. During the morning commute between 6 AM and 8:59 AM there is an average of 2 - 3 deaths per hour.

According to the report approximately 34,000 people died in traffic crashes in the United States in 2009.

The ages of these fatalities were 13 - 15 years - 2% of all crashes; 16 - 19 years - 9%; 20 - 34 yrs. - 31%; 35 - 49 yrs. - 23%; 50 - 69 yrs. - 22% and 70 yrs. and up - 12%. Children under 13 accounted for less than 1% of traffic deaths, which has been attributed to the increased use of infant and child safety seats. In 1975 the rate for this age group was 8%.

Don't become a statistic - practice safe driving habits when traveling on the roadways.

National "Put The Brakes On Fatalities Day"

October 10, 2011

An early report released by the National Highway and Transportation Administration estimated there were approximately 34,000 traffic fatalities in 2009. That's about 93 fatalities every single day - one fatality every 15 minutes. Imagine a day with zero traffic deaths where all drivers make a special effort to "Put the Brakes on Fatalities!"

The tenth annual Put the Brakes on Fatalities Day will be celebrated on October 10, 2011 by promoting the theme "Don't be Driven to Distraction - "Drive to Arrive". The goal of this campaign is to unite the country in achieving one full day of zero traffic deaths by encouraging safer behavior and action, promoting safer roadways and vehicles, and creating improved ways to handle medical emergencies and enforcement of traffic regulations. Whether as a driver, passenger, pedestrian, motorcyclists, cyclist or professional, by working together in a concerted effort, we can make a difference by reducing to zero the number of fatalities occurring on our nation's roads.

Stark County will be participating in the effort by having our message on digital signs throughout the county and local churches will be ringing their church bells at noon on October 10th 34 times, one time for each traffic fatality in Stark County during 2010.

Please make safe driving a priority every day, but give extra thought to it on October 10th.

Remember, Safe Driving Begins With You!



Halloween Safety Tips for Drivers

- ◆ **Don't use a cell phone or other electronic device while driving on Halloween night. It is not a good practice to use these on any day.**
 - ◆ **Pay extra attention, particularly to crosswalks, intersections and the side of the road. Children tend to walk along the curbs, cutting across the street to get to other homes.**
 - ◆ **Keep scanning all around you as you drive.**
 - ◆ **Drive below the posted speed limit in residential areas during trick or treating hours. This will allow you time to brake if you see a child dart in front of you.**
 - ◆ **Do not pass other vehicles that have stopped in the roadway, they could be dropping off children.**
- Halloween is a fun and exciting holiday for everyone, but because of the increased foot traffic and that Trick or Treaters are out at night, the potential for automobile related crashes with young pedestrians increases four times on this night according to a CDC study. This creates an added responsibility for drivers to be extra alert while driving. Help keep our little ghosts and goblins safe this Halloween.**



CONTACT INFORMATION:

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Or visit our website at:
<http://www.sheriff.co.stark.oh.us/SafeCommunity/sc-links.htm>

2011—2012 Meeting Schedule

- November 10, 2011—10:00 AM
- January 12, 2012—10:00 AM
- March 8, 2012—10:00 AM
- May 10, 2012—10:00 AM
- July 12, 2012—10:00 AM
- September 13, 2012—10:00 AM

All meetings are held at :

Sippo Lake Park
 Exploration Gateway Building—Room C
 5712 12th St. NW—Canton, OH

Anyone interested in joining the coalition should call Sharon George at 330-430-3835 or send e-mail to 207@starksheriff.org. Membership is free - no fees or dues. All that is required is a desire to help reduce traffic crashes and fatalities in Stark County and make our community a true "Safe Community"

WINTER DRIVING TIPS FROM AAA

- ◆ Avoid driving while you're fatigued. Getting the proper amount of rest before taking on winter weather tasks reduces driving risks.
- ◆ Never warm up a vehicle in an enclosed area, such as a garage.
- ◆ Make certain your tires are properly inflated.
- ◆ Never mix radial tires with other tire types.
- ◆ Keep your gas tank at least half full to avoid gas line freeze-up.
- ◆ If possible, avoid using your parking brake in cold, rainy and snowy weather.
- ◆ Do not use cruise control when driving on any slippery surface (wet, ice, sand).
- ◆ Always look and steer where you want to go.
- ◆ Use your seat belt every time you get into your vehicle.
- ◆ Accelerate and decelerate slowly to retain traction and avoid skidding.
- ◆ Drive slowly and give yourself time to maneuver.
- ◆ Increase the normal following distance of 3 to 4 seconds to 8 to ten seconds.
- ◆ Stay home. If you really don't have to go out, don't go!



Walk This Way	October 7, 2011
Put the Brakes on Fatalities Day	October 10, 2011
National Teen Driver Safety Week	October 16 - 22, 2011
Stark State Open House	October 16, 2011
Drink, Drive Crash, Die Program	October 18, 2011
Start Smart Program— Mount Union	October 20, 2011
North Canton Community Event	October 22, 2011
Trunk or Treat - Massillon	October 27, 2011
Halloween Campaign	Oct. 25—Nov. 1, 2011
Thanksgiving Campaign	November 14-27, 2011
Christmas/New Years Campaign	Dec. 16 - Jan 2, 2012



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TIPS FOR A SAFE HOLIDAY PARTY

Traditionally, alcohol has been a big part of holiday celebrations. However, it is important to remember that should the situation get out of control and an incident occurs, the party host may be held criminally or civilly responsible. The number of alcohol and drug related traffic crashes increases dramatically during the holiday season, making the roadways unsafe for all who are traveling.

The following are a few tips to help ensure that your party is successful and safe for everyone.

- ◆ Encourage conversation and activities - do not rely on alcohol to keep the party going
- ◆ Serve plenty of food so guests do not drink on an empty stomach
- ◆ Avoid serving too many salty foods which tend to increase drinking
- ◆ Offer a variety of non-alcoholic beverages for those who prefer not to drink and the designated drivers
- ◆ Don't let guests mix their own drinks. Use a reliable bartender who keeps track of what and how much is consumed
- ◆ Stop serving alcohol 1 hour before the party ends
- ◆ If a guest has had too much to drink, arrange for a safe way home or have them spend the night
- ◆ Never serve alcohol to underage persons

FACTS TO PONDER

- ◆ More than half of Americans are not current drinkers.
- ◆ Impaired driving can occur with very low blood alcohol percentages. For most persons, one drink can affect driving skills.
- ◆ Almost 40% of all holiday traffic fatalities involve alcohol
- ◆ Coffee cannot sober up someone who has had too much to drink. Only time can do that.

Source: About.com and NCADI Party Planning Tips