



Would you be surprised to hear that nearly 40,000 people die in traffic crashes every year? In fact, there is a traffic fatality nearly every 13 minutes in this country and motor vehicle crashes are the leading cause of death for everyone 3 through 6 and 8 through 34 years of age.

It's time we all got together to prevent these tragedies! Put the Brakes on Fatalities Day has been established to focus national attention on reducing traffic fatalities on America's highways. The goal is to educate the public about the problem and the essential role they play in developing the solution. It is important to let people know they can greatly reduce their risk of becoming a statistic by taking simple, pro-active steps. We are asking everyone to focus on their own behavior when using American's roadways – as pedestrians, bicycle and motorcycle operators, motor vehicle operators and passengers. For 2009, our focus is to reduce distractions thus our theme is "Drive to Arrive – Don't be Driven to Distraction".

Please join in this important effort by following a few simple practices:

- ◆ Drive assertively, as if your life depends on it – that means courteously and defensively
- ◆ Don't drive while impaired (no alcohol if driving), distracted (cell phones and blackberries turned off) or in an aggressive manner
- ◆ Buckling up on every trip – every time
- ◆ Using properly installed child safety seats for children age 8 and under
- ◆ Don't speed, and slow down to posted speed limits in construction zones
- ◆ Keeping vehicles and tires properly maintained
- ◆ Wearing appropriate protective gear when bicycling, skating or riding a motorcycle or scooter
- ◆ Always stopping, and looking left, right, left before crossing streets
- ◆ Work with local officials to remove hazards and improve roadway safety

**YOU CAN PUT THE BRAKES ON FATALITIES!**