

To see a full list to state sponsored *Put the Brakes on Fatalities Day*® events, please visit, <http://www.brakesonfatalities.org>. For further information on how you can get involved with *Put the Brakes on Fatalities Day*® in your area, contact Josephine Anderson at janderson@nspe.org.

www.brakesonfatalities.org

October 10, 2004



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

*Established by the National Society of Professional Engineers

NATIONAL SPONSOR

Zachry Construction Corporation

PARTICIPATING ORGANIZATIONS

- 3M Corporation
- AAA
- American Association of Motor Vehicle Administrators
- American Association of State Highway & Transportation Officials
- American Road & Transportation Builders Association
- American Traffic Safety Services Association
- Automobile Highway Users Alliance
- CH2M Hill
- Commercial Vehicle Safety Alliance
- Governors' Highway Safety Association
- Koch Performance Roads
- National Academy of Forensic Engineers
- National Association of County Engineers
- National Organizations for Youth Safety
- National Society of Professional Engineers
 - Professional Engineers in Private Practice
 - Professional Engineers in Government
- Network of Employers for Traffic Safety
- NYC Committee for Taxi Safety
- Roadway Safety Foundation
- The Road Information Program
- U.S. Department of Transportation
 - Federal Highway Administration
- U.S. Department of Transportation
 - Federal Motor Carrier Safety Administration
- U.S. Department of Transportation
 - National Highway Traffic Safety Administration
- U.S. Naval Safety Center

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

October 10, 2004



**Drive as though
your life depends
on it**

FOURTH 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 116 fatalities every single 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.

“...buckle up, don't drink
and drive, and don't
exceed speed limits.
This isn't rocket science.”

Dennis Hughes, Chief of Highway Safety
Strategies and Analysis, Wisconsin DOT

**Interested in Supporting
Put the Brakes on Fatalities Day®?
Contact Josephine Anderson
at pbfd@nspe.org or
call 703-684-2804**

ON OCTOBER 10, 2004 IMAGINATION CAN BECOME A REALITY

On October 10th, the fourth 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 – safety belts or helmets

Don't speed, drive while impaired, distracted, or in an aggressive manner

“It is a community issue, and
only through community
involvement can we really
make a difference.”

Gene Calvert, Mendocino County
Department of Transportation

IDEAS FOR SUCCESSFUL EVENTS - PUT THE BRAKES ON FATALITIES DAY®

Work with your local Department of Transportation (DOT) to get the word out about *Put the Brakes on Fatalities Day*® with a message on variable electronic message signs throughout the state on October 10th.

Encourage your Governor and local government agencies to sign a proclamation declaring October 10, 2004 as *Put the Brakes on Fatalities Day*®

Hold a local event or press conference focused on *Put the Brakes on Fatalities Day*® and invite other safety groups such as AAA, MADD, SADD, local police and education and transportation agencies to help promote safe driving messages. Hospitals, high schools and local fire stations are great backdrops for these events.

Send information on *Put the Brakes on Fatalities Day*® to driver education classes, public county schools and libraries.

Get medical professionals, trauma response technicians, and automobile crash victims to speak out on drunk driving and reckless driving behavior. Conduct child safety-seat checks and sponsor a Child Passenger Safety Technicians Course

Partner with local stores and businesses to offer discount coupons, hold safety fairs and distribute *Put the Brakes on Fatalities Day*® promotional materials like posters and stickers.