CARS ARE SAFER THAN EVER YET CRASHES STILL OCCUR DAILY

Despite decades of traffic safety and technology improvements, motor vehicle deaths are moving in the wrong direction.

Every 5 seconds, another car crash occurs. Every day we lose another 100 people on our roads but don’t think twice about how these roadway fatalities can be prevented.

THE ROAD KILLERS

Addressing what causes crashes, as well as the role vehicles, drivers, and road systems and technology play in creating safer roads is how we will get to zero fatalities.

Speed: As speed goes up, the survival rate in crashes goes down. Going over the speed limit or too fast for conditions accounts for nearly a third of all roadway fatalities. Yet many states are still raising speed limits.

Impairment: 10,000 lives are lost every year due to alcohol alone. Alcohol, drugs, whether illegal, over-the-counter or prescription, as well as fatigue, can all impact motor skills and visual and mental functions.

Distraction: When using a smart phone or infotainment features, drivers can be looking straight through the windshield and still miss seeing up to half of what’s in front of them, like traffic lights and pedestrians.

Taking sensible precautions such as avoiding distractions, buckling up on every ride, and never driving impaired can help everyone defy the odds. Together, we can make dying in a car crash unacceptable. Through leadership, research, education and advocacy, our mission is to eliminate preventable deaths in our lifetime.

BY THE NUMBERS

- #1 cause of preventable death for ages 5-24
- 40,000 deaths per year
- 40% of workplace deaths involve a motor vehicle crash
Many of these initiatives are possible through the generosity of individuals, corporations and foundations who give their time and resources in support of our nonprofit mission. With your help, we can continue to identify and act on emerging safety issues and develop evidence-based tools to keep each other safe.

To learn more about how you can make a difference, call 630-775-2059 or donate today at ns.org/give

BECOME A FRIEND OF SAFETY

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