



WEEKLY SAFETY REMINDERS JULY - SEPTEMBER 2010

July 4

Today is a day to celebrate our country's freedom, yet in 2008, nearly 12,000 Americans lost their lives when they were killed in traffic crashes involving at least one driver or motorcycle operator who was impaired by alcohol at or above the legal limit. Help protect our freedom to drive without the threat of being hit by an impaired driver. Never drink and drive, and if you know that someone has been drinking, offer them a safe ride home. For more information, visit www.stopimpaireddriving.org.



July 11

Summer vacations are a great time for families and friends, but a vehicle full of passengers can often be very distracting for the driver. When taking road trips, keep the environment inside the car free of commotion so the driver can focus on the road. And if you're the driver, avoiding distractions includes staying off your cell phone. In 2008, nearly 6,000 people died in crashes involving a distracted or inattentive driver. For more information, visit www.distraction.gov.

July 18



When you ride in traffic on a motorcycle or a bicycle, you're sharing the road with an average of 3,000 pounds of steel on either side. Use your head – protect yourself by wearing a properly fitted helmet every time you ride. Observation surveys show that nearly 1 out of 4 motorcycle riders don't wear a helmet, even though it's the single most effective way to prevent head injury. For more information, visit www.nhtsa.gov and select Motorcycle Safety.

July 25

When you get in a vehicle, do you **always** remember to put your seat belt on? Don't let the one time you don't bother be the time it counts. In 2008, 55 percent of passenger vehicle occupants killed were not buckled up at the time of the crash. How many of those who lost their lives forgot just that one time? Whether you're a driver or passenger, driving around the block or across the country – buckle up. For more information, visit www.nhtsa.gov and select Seat Belts.

August 1



When you see a yellow light, do you slow down or speed up? In 2007, almost 900 people were killed in crashes that involved running a red light. This week is National Stop on Red Week, a great time for you to be a positive example of a patient driver for your family and friends. For more information, visit www.stopedlightrunning.com.

August 8

Driver's education begins at home. Teach your teens important lessons to keep them safe, such as always wear a seat belt and never ride with someone who has been drinking. Also, talk with them about the deadly dangers of drinking and driving. Around 1 in 4 of all 15 to 20 year-old drivers killed in crashes had been drinking. For more information about teen drivers, visit www.underyourinfluence.org.



August 15

Walking is great exercise! Unfortunately, walking can sometimes be dangerous for pedestrians, especially at busy intersections. In 2008, 69,000 pedestrians were injured and more than 4,000 were killed in traffic crashes. Be cautious; cross the street at a designated crosswalk, and always stop and look left, right, and left again before crossing. For more information, visit www.walkinginfo.org.

August 22

The *Drunk Driving. Over the Limit. Under Arrest.* campaign is underway, helping keep our roads safe from impaired drivers. In 2008, there was one alcohol-impaired driving fatality every 45 minutes! Help be part of the solution – be a designated driver and make sure your family never rides with an impaired driver. For more information, visit www.stopimpaireddriving.org.

August 29

Are you ready for back to school? This time of year is a great time to remind kids, teens, and parents to buckle their seat belts. For new drivers, it is especially critical to get them in the habit of buckling up for every trip, as teenagers are involved in three times as many fatal crashes as all other drivers. For more information, visit www.nhtsa.gov/Teen-Drivers.



September 5

Tomorrow is Labor Day. Although this is often a time of family fun, it can also be a dangerous holiday for travel. Don't add to the risks on the road – play it safe! Buckle up, drive the speed limit, and never drive impaired. For more information, visit www.nhtsa.gov and click on “Driving Safety.”



September 12

With school in full swing, be extra cautious around school kids. When near a school zone or bus stop area, slow down and be alert. Children who are late for the bus may run into the street without looking for traffic. Make sure you're looking for them even if they don't see you! For information, visit www.nhtsa.gov. Click on “Driving Safety” and choose “School Buses.”

September 19

This is Child Passenger Safety Week, a time to focus on the importance of properly restraining your children every time they are in a vehicle. Far too many children are killed as occupants of passenger vehicles. And almost all of the fatally injured children are unrestrained at the time of the crash. Don't endanger your child's life. Learn the proper way to use a car seat, with help available at this year's National Seat Check Saturday on September 25th. For more information, visit www.nhtsa.gov. Click on “Driving Safety” and choose “Child Safety.”



September 26

Autumn has begun. When the seasons change, it's a good time to check your vehicle and perform routine maintenance. Make sure your brakes, airbags, and seat belts are working properly, and check your tire tread and air pressure. These simple checks can help keep you and your loved ones safe. For more information, visit www.safercar.gov.

