

WEEKLY TRAFFIC SAFETY REMINDERS

APRIL-JUNE 2011

April 3

April is Distracted Driving Awareness Month. Today's world is full of multi-tasking, and for many, that doesn't end when they get behind the wheel. Drivers simply do not realize the risk they take when they focus on activities other than driving. Put it down and pay attention to road. Whatever you're doing, it's not worth the risk! For more information, visit www.distraction.gov.



April 10

Youth are more likely to die or be injured in a crash during their teen years than any other time in their life. Prom and graduation are particularly dangerous times. Teach them to be smart and buckle up. Wearing a seat belt is the best protection for both drivers and passengers in the event of a crash. In fact, seat belts saved 12,713 lives in 2009. A seat belt is a simple way to help secure their future. For more information, visit www.nhtsa.gov/Teen-Drivers.



April 17

In 2009, 448,000 people were injured in motor vehicle crashes that were reported to have involved distracted driving. Texting is one of the riskiest distractions because it takes your hands, eyes, and mind to send a text — which doesn't leave much for driving. Give the road your full attention. Even if you're a safe driver, there's a good chance that someone nearby is not! For more information, visit www.distraction.gov.

April 24

As you celebrate this glorious Easter Sunday with your family today, take a moment to reflect on how precious life is. Make a pledge to do your best to keep your family safe from harm. By simply buckling up, thousands of lives are saved each year in traffic crashes. In spite of this, more than half of all Hispanic passenger vehicle occupants killed every year are unrestrained at the time of the crash. For more information, visit www.nhtsa.gov and select Seat Belts.



May 1

May is Motorcycle Safety Awareness Month. It's very important for motorists and motorcyclists to share the road and lookout for each other, especially since motorcyclists are 39 times more likely than passenger vehicle occupants to die in a motor vehicle traffic crash. Whether you're behind the wheel or on two wheels, keep your eyes open! For more information, visit www.nhtsa.gov. Click on "Driving Safety" and choose "Motorcycles."

May 8

A mother will go to great lengths to protect her child, and child car seats are a great way to help ensure safety. Among children under 5 years old, an estimated 9,310 lives were saved by child safety seats from 1975 through 2009. This Mother's Day, thank your mother for keeping you safe, and show her that you learned from her by continuing to buckle up. For more information, visit www.nhtsa.gov and click on "Child Safety."



May 15

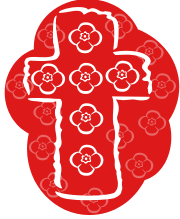
May is Bicycling Safety Month. Join in the effort to make bicycling safe for riders of all ages by taking extra time to look for bicyclists and giving them plenty of space. And if you ride, remember that helmets aren't just for kids. To prevent head injury, all bicyclists should wear properly fitted bicycle helmets every time they ride. For more information, visit www.nhtsa.gov. Click on "Driving Safety" and choose "Bicycles."

May 22

Click It or Ticket begins tomorrow. Law enforcement will be out in full force looking for unbuckled drivers and passengers — don't be one of them. Seat belts are your best protection during a crash, helping to keep you from being ejected from the vehicle. In fatal crashes, 77 percent of drivers and passengers who were totally ejected from vehicles were killed. For more information, visit www.nhtsa.gov and select Seat Belts.



May 29



From 1999-2008, 46,353 Hispanics were killed in motor vehicle traffic crashes. With Memorial Day tomorrow, reflect on how you can be a better, safer driver to help prevent future tragedies. One easy way is to obey the traffic laws; they're created for your protection! For more information, visit www.nhtsa.gov and click on "Driving Safety."

June 5

As you're planning summer vacations and day trips, plan on being safe and secure.

Seat belt use by van passengers is a proven way to reduce deaths and minimize injuries, for both children and adults. An unrestrained 15-passenger van occupant involved in a single-vehicle crash is about three times as likely to be killed as a restrained occupant. For more information, visit www.safercar.gov.



June 12

Enjoying the summertime with a walk doesn't sound dangerous, yet an average of one pedestrian is killed in traffic every 128 minutes — plus one is injured every 9 minutes. Be aware of your surroundings, as both a driver and a pedestrian. For more information, visit www.nhtsa.gov. Click on "Driving Safety" and choose "Pedestrians."

June 19



Today is Father's Day, a celebration of a very important person in a child's life. If you're a father, you understand the value of being there for your kids. Nonetheless, males seem to take greater risks with motor vehicles, accounting for 70 percent of all traffic fatalities. Be around to see your kids grow up — drive the speed limit and buckle up! For more information, visit www.nhtsa.gov and click on "Driving Safety."



June 26

Are you ready to celebrate the 4th of July? This fun holiday for family and friends is also a great time to discuss a very real danger — impaired driving. More than one-third of Hispanic traffic fatalities are caused by alcohol-impaired driving in a given year, and in nighttime single-vehicle crashes, 66 percent of Hispanic drivers killed were alcohol impaired. Talk to your family and friends. Let them know that you love them and want them to be safe, even if it means calling you for a late-night ride home. For more information, visit www.stopimpaireddriving.org.
