



It's About Kids!
It Safety!



Fast Facts to **KEEP KIDS ALIVE DRIVE 25**[®]

Effectiveness of **KEEP KIDS ALIVE DRIVE 25**[®]

The key ingredient in creating an effective **KEEP KIDS ALIVE DRIVE 25**[®] campaign is planning. A first step is to create a Traffic Safety Task Force which includes representation from residents (including neighborhood/homeowners associations), law enforcement, public works, city govt., schools, businesses, and civic organizations. The task for this group is to develop a plan of action that works to educate and engage all citizens in creating safer streets for the benefit of everyone. When this happens, communities experience results such as the following:

Oceanside, CA - The first completed pre/post study citing effectiveness of **KEEP KIDS ALIVE DRIVE 25**[®] yard signs demonstrated a 16% decrease in average speed (6mph). (Reported in Urban Transportation Monitor, May 11, 2001)

Oro Valley, AZ - After applying **KEEP KIDS ALIVE DRIVE 25**[®] decals to all residential trash cans, a neighborhood of 1000 homes reduced average speed from **29 mph to less than 25 mph - over a 13% decrease**. (Reported in Traffic Safety Magazine - National Safety Council, Sept/Oct. 2002)

For consultation/training support for your Traffic Safety Task Force, contact Tom Everson at 402-334-1391 or kkad25@kkad25.org.

Fast Facts:

- 37,261 people died on roadways in America in 2008.
- Speeding in residential neighborhoods represents the single greatest complaint issue to police departments and city council representatives throughout the U.S. (KKAD25)
- Most speeders on your street live in right in the neighborhood. (KKAD25)
- Based on the "General Estimates System" database of police-reported accidents, incapacitating pedestrian injuries rose from 18.2 percent in 25 mile-per-hour zones to 23.4 percent in 30 mile-per-hour zones. Pedestrian fatalities spiked respectively from 1.8 percent to 5.4 percent. This fatality rate represents a 3-fold increase just for that 5-mph increase. This is significant, especially if your family member or neighbor is injured or killed.
- Crash rates increase faster with an increase in speed on minor roads (which includes residential streets) than major roads. (NHTSA)
- The death rate per million miles driven on residential streets is almost over 2 times the death rate on highways. (NHTSA)
- Motor vehicle crashes are the leading cause of death for children of every age from 2-14 years of age (NHTSA-based on data from the National Center for Health Statistics)

- **Speeding Triples the Odds of Crashing** (AAA Foundation for Traffic Safety))
- It is not unusual for speeders to be clocked in excess of 40 mph (and even 50 mph on occasion) in 25-mph zones. (KKAD25)
- Speeding extends the distance necessary to stop a vehicle.
 - *At 20 mph the total stopping distance needed is 69 feet.
 - *At 30 mph, the distance needed is 123 feet.
 - *At 40 mph, the distance needed is 189 feet which may not be enough distance and time for you to avoid hitting an object or person on the road (USDOT, NHSTA)
- If you hit a pedestrian:
 - *At 20 mph 5% will die
 - *At 30 mph 45% will die
 - *At 40 mph 85% will die

(Source: NHTSA)

- At night, when you can see only as far as your headlight (160 feet in front of your vehicle), the situation worsens.
- The effectiveness of restraint devices like air bags and safety belts, and vehicular construction features such as crumple zones and side member beams decline as impact speed increases. (USDOT, NHSTA)
- Speed, defined as exceeding the posted speed limit or traveling too fast for the conditions, is cited as a contributing factor in approximately 30% of fatal crashes. (NHSTA)

From the Governor's Highway Safety Association Five Reasons You Shouldn't Speed!

- **Save lives** - Slowing down increases the likelihood of surviving a crash. Researcher Rune Elvik found that a 1% decrease in travel speed reduces injury crashes by about 2%, serious injury crashes by about 3% and fatal crashes by about 4%. Over 12,000 people died in speed-related crashes in 2008. Don't become a statistic.
- **Save money** - Speeding reduces fuel efficiency, causing you to buy gas more often. The Department of Energy estimates that, as a rule of thumb, drivers can assume that each 5 mph they drive above 60 mph is like paying an additional \$0.20 per gallon for gas.
- **Save the environment** - According to Ford Motor Company, driving a vehicle at 65 mph consumes about 15% more fuel than driving the same vehicle at 55 mph. More fuel consumed means more CO2 released into the atmosphere.
- **Save yourself a ticket** - Highway safety agencies and law enforcement are cracking down on speeders. Obey the sign or pay the fine!
- **Save your license** - A speeding ticket could lead to points on your driving record. Too many points and you could lose your license and your insurance premiums could go up.

Speed limit laws and additional information about the issue are posted online at www.ghsa.org.

In addition, what follows are facts posted by the National Safe Kids Campaign on their web site at <http://www.safekids.org>.

Injury Facts

WHEN AND WHERE MOTOR VEHICLE OCCUPANT DEATHS AND INJURIES OCCUR

- Seventy-five percent of motor vehicle crashes occur within 25 miles of home. In addition, 60 percent of crashes occur on roads with posted speed limits of 40 mph or less.
- Rural areas have higher motor vehicle crash incidence rates and death rates than urban areas. In addition, crashes in rural areas tend to be more severe.

Pedestrian deaths and injuries

From 2001 to 2005, 1,811 motor vehicle traffic incidents involved a fatally injured child pedestrian. Some 1,830 children lost their lives in these incidents. While 323 child pedestrians were killed in 2005, the data shows there has been a 30 percent decline in the number since 2001. View entire report at [Safe Kids USA Research](#)

We are all well aware that statistics represent real people – sons, daughters, moms, dads, brothers, sisters, aunts, uncles, cousins, friends, co-workers, teammates, and more. These people, who love and are loved, represent the faces of why **KEEP KIDS ALIVE DRIVE 25**[®] is committed to growing a nationwide campaign to increase safety for pedestrians and motorists alike in every community in all 50 states, as well as in countries beyond our borders.

FOCUS ON DATA: SEAT BELTS – FASTENATING!™

SEAT BELTS – FASTENATING!™ is an initiative to educate drivers and passengers alike about the benefits of wearing seat belts. Our goal is to focus on all the good that comes from using seat belts, especially when it comes to relationships with family and friends. What could be more **FASTENATING** than to show your care for others by wearing your seat belt and expecting others to wear theirs? There's no law against it, **SEAT BELTS – FASTENATING!™**

We seek to partner with schools, safety and community organizations, businesses, and more in promoting the good that comes from seat belt use. **SEAT BELTS – FASTENATING!™** is dedicated to the memory of Jim Everson who died in February 2002. Jim was a pioneer of sorts, outfitting the family car with enough seat belts for all passengers (even in the first 10-passenger wagon) years before becoming standard equipment. He always told the kids, "This car isn't moving until everyone's seat belt is buckled."

For more information, please contact Tom Everson at (402) 334-1391 or Tom@kkad25.org.

The Safe Kids Campaign shares the following information pertaining to seat belt use:

WHO IS AT RISK

- Riding unrestrained is the greatest risk factor for death and injury among child occupants of motor vehicles. Among children ages 14 and under killed as occupants in motor vehicle crashes in 2001, 55 percent were not using safety restraints at the time of the collision.
- Approximately 14 percent of children ages 14 and under ride unrestrained, placing them at twice the risk of death and injury of those riding restrained.
- Nearly a third of children ride in the wrong restraints for their age and size. Recent data from the Crash Injury Research & Engineering Network indicate that inappropriately restrained children are nearly three and a half times more likely to be seriously injured than their appropriately restrained counterparts.
- Incorrect use of child safety seats is widespread. Although 96 percent of parents believe they install their child safety seat correctly, it is estimated that approximately 82 percent of children who are placed in child safety seats are improperly restrained.

- Driver safety belt use is positively associated with child restraint use. In a recent study, nearly 40 percent of children riding with unbelted drivers were completely unrestrained, compared to only 5 percent of children riding with belted drivers.

SAFETY BELTS AND TEENS

- Motor vehicle crashes are the leading cause of death for 15 to 20 year olds in the United States (NHTSA)
- In 2008, 4,497 16-20 year-olds were killed in passenger vehicles involved in motor vehicle crashes. Over 60% of those who died were not buckled up. (NHTSA)
- When driver fatality rates are calculated on the basis of estimated annual travel, teen drivers (16-19 years old) have a fatality rate that is four times higher than that of 25-69 year old drivers. (NHTSA)

FOCUS ON DATA - STOP! TAKE 3 TO SEE™

The National Safe Kids Campaign issued a press release in October 2003 on a study conducted in partnership with FedEx Express on observance of Stop Signs. In part, findings include:

- Of vehicles surveyed, more than a third (37 percent) of motorists rolled through stop signs at intersections and nearly a tenth (7 percent) of motorists did not even slow down before the stop sign.
- At intersections with marked crosswalks, one quarter (25 percent) of vehicles stopped in or past the crosswalks.
- When only child pedestrians were present, nearly a third (32 percent) of motorists violated the stop signs.
- At intersections where pedestrians were crossing, nearly a quarter (24 percent) of drivers did not come to a complete stop.

The report further states that, "Each year, stop sign violations are associated with approximately 200 fatal crashes and 17,000 non-fatal injury crashes. Children are at risk of injury when stop sign and pedestrian right-of-way laws are violated."

STOP! TAKE 3 TO SEE™ promotes correct observance of stop signs – no matter where these appear. For more information about how to integrate this initiative in to your overall approach to traffic safety, please call or e-mail. We want to see these numbers come down as we all do what is in our power to create safer streets for the benefit of all.

We encourage you to browse our site for helpful information. Discover how easy it is to begin a **KEEP KIDS ALIVE DRIVE 25®** campaign in your own community! It's easy, it's informative and a great place to share ideas.