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

October 10, 2002

Drive as though your life depends on it

SECOND ANNUAL
Put the Brakes on Fatalities Day

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

www.brakesonfatalities.org

PARTICIPATING ORGANIZATIONS

- AAA
- American Ambulance Association
- American Association of State Highway and Transportation Officials
- American Council of Engineering Companies
- American Public Health Association
- American Road and Transportation Builders Association
- American Traffic Safety Services Association
- Associated General Contractors of America
- Automobile Highway Users Alliance
- Emergency Nurses Association
- Emergency Nurses CARE
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- National Academy of Forensic Engineers
- National Association of County Engineers
- National Association of Governors’ Highway Safety Representatives
- National Highway Traffic Safety Administration
- National Organizations for Youth Safety
- National Society of Professional Engineers*
- Network of Employers for Traffic Safety
- Roadway Safety Foundation
- The Road Information Program

* Founder Headquarters

Established by the National Society of Professional Engineers
This program reminds us all that most car crashes are preventable. We believe the goals of the program are worth striving for each and every day.

Ken Perret, Assistant Secretary, Louisiana Dept. of Transportation and Development

If we can do it one day, we can build on that.

AAA Carolinas, Dillon Herald

A successful event from last year’s Put the Brakes on Fatalities Day

Just two examples of what states did last year to participate and spread the message:

In Arkansas, a hybrid paid sponsorship/public service announcement program guaranteed prime time airplay for award-winning character “Highway Guy” and a new character called “Anita Buckleup” to talk about the day and the need for extra caution around Interstate construction.

The Kansas Department of Transportation staged an awareness event with First Lady Linda Graves as the featured speaker and activities such as a rollover simulator demonstrating the effectiveness of safety belts.

Get involved! Here are some ideas for taking action on or before October 10th.

- Use the media to get the word out through press releases, public service announcements, or op-ed articles. Samples may be found on our website.
- Call on your local leaders and resources: schools, local civic and community groups, etc. to organize an event.
- Be creative! See www.brakesonfatalities.org for more ideas.