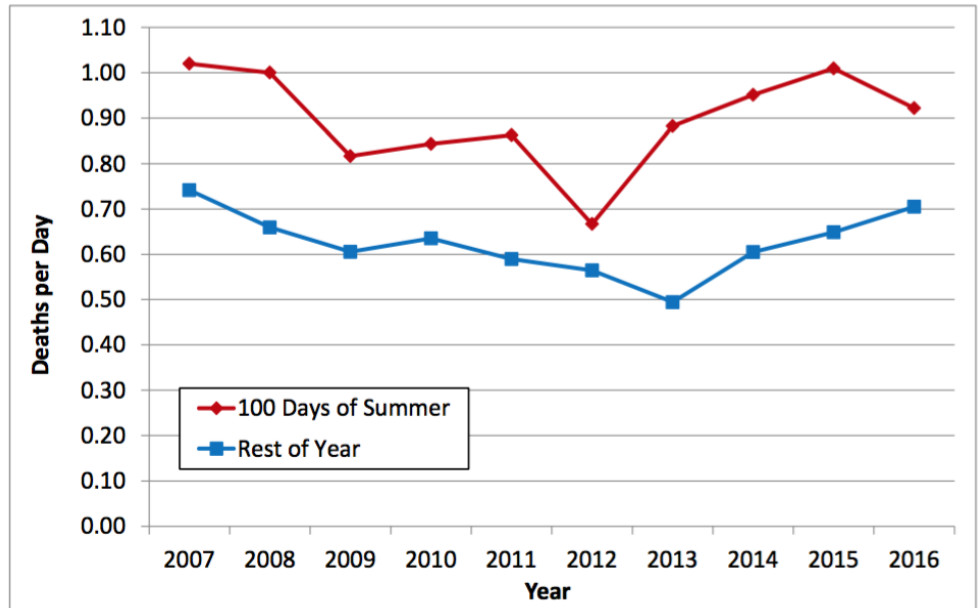


## **FATAL CRASHES INCREASE IN THE SUMMER**

Memorial Day marks the beginning of the '100 Deadliest Days' for travel on Utah roadways. Historically, from Memorial to Labor day fatal crashes nearly double compared to the rest of the year. - averaging nearly one death per day in the summer months.



100 Deadliest Days over the past 10 years:

- Fatal crashes were 45 percent higher during the 100 Deadliest Days of Summer compared to the rest of the year.
- 2007 had the highest death rate per day (1.02) and 2012 had the lowest death rate per day (0.67) for the 100 Deadliest Days of Summer.
- After three years of increasing fatal crashes per day, 2016 saw a decrease in death rate per day over the 100 Deadliest Days.

## **WHY AN INCREASE IN FATAL CRASHES OVER THE SUMMER?**

Research has shown that 94 percent of all crashes are caused by human error - and the top contributing factors are: distraction, speeding (traveling above the posted speed limit) and aggressive maneuvers, drowsiness, impairment and not buckling up. Driving behavior must improve if lives are to be saved.

Other possible contributing factors for an increase in fatal crashes over the summer:

- Increased travel on Utah roads in summer months.
- Over 80 percent of crashes happen on clear skies and dry roads. With this data point we can only assume drivers become complacent when traveling under ideal conditions. In that complacency, drivers are more likely make mistakes and take risks they might not when road/weather conditions are poor.
- In summer there are more trailers, RVs and large equipment traveling on our roads. These bulkier vehicles come with bigger blind spots and require greater stopping distances.
- More often, many drivers risk traveling at speeds higher than posted limit in summer.

**HOW TO PROTECT YOURSELF, FAMILY, COMMUNITY THIS SUMMER:**

Zero Fatalities is asking everyone to improve their driving this summer, and always. AND encouraging passengers to take an active role by encouraging safe driving.

- **Buckle Up**
  - A seat belt is the single most effective traffic safety device, reducing the risk of serious injury and death. Make sure everyone is buckled around you.
- **Drive Sober**
  - Alcohol and drugs significantly alter a driver’s ability to react and process. Never risk impaired driving.
- **Obey the Speed Limit**
  - When drivers risk exceeding the posted speed limit, the risk for a serious injury or fatality in a crash increases.
- **Drive Alert - never drive distracted or drowsy**
  - Never drive drowsy. The symptoms of being tired (yawning, heavy eye lids etc) are signs that your body has begun to shut down. If you find yourself tired behind the wheel, pull over to a safe place and rest or switch drivers.
  - Never risk driving distracted. Distracted driving is anything that takes your attention away from driving safely. Stop distracted driving before you injure yourself or others.

**DISTRACTED DRIVING**

Every year there are distracted driving related deaths. Zero Fatalities hopes increased awareness about the deadly consequences of distracted driving will help Utah reach Zero distracted driving Fatalities this summer.

YEAR	Distracted Driver Crashes	
	Serious Injury	Deaths
2012	125	20
2013	153	13
2014	150	25
2015	175	27
2016	147	27
5 year total	750	112

Learn more at [www.zerofatalities.com](http://www.zerofatalities.com) or follow Zero Fatalities on Facebook, Twitter, Instagram