

# **SAFETY COMPASS NEWSLETTER 9/07**

## **Put The Brakes On Fatalities Day®**

**National Awareness Day OCTOBER 10<sup>th</sup>**

### **What is the Program today?**

The first annual **Put the Brakes on Fatalities Day®** was held on October 10, 2001. Its goal was and remains today to deliver messages to the public about the major causes of transportation fatalities - chiefly highway fatalities - and their avoidance, in an upbeat fashion. To achieve this goal organizations continue to be encouraged to have annual programs and be held individually or commemorated with state and local events across the country. As appropriate state and local events are encouraged to be coordinated and support activities included in states' Strategic Highway Safety Plans.

A national steering committee provides program direction and information for a web site which includes how to hold an event, material available and who to contact for assistance. The steering committee consists of interested partnering organizations.

In the fall of 2006 the Transportation & Development Institute (T&DI) of the American Society of Civil Engineers (ASCE) became the manager of the web site for the program. National, state and local organizations both public and private organizations that have an interest in the program and reducing fatalities on the nation's highways are encourage to contact the T&DI at **[pbfd@asce.org](mailto:pbfd@asce.org)** to express their level of interest.

### **What's going on?**

- State-by-state news conferences nationwide.
- Media outreach.
- Links to ongoing highway safety programs.
- And many more activities that you can view on the web site below.

### **Purpose of the goal**

To heighten consciousness about what people can do - and what official steps they should take – to reduce transportation fatalities and crashes on American highways, roads and streets by calling attention to reducing fatalities on one specific day and also with other traffic safety events held during the year. To learn more about Put the Brakes on Fatalities Day, please visit the website at: <http://www.brakesonfatalities.org/default.html> .

