

## **Put the Brakes on Fatalities Day was October 10, 2007**

The seventh annual "Put the Brakes on Fatalities Day®" (PBFDAY) was celebrated on October 10, 2007 by many communities throughout America. The message shared was that there have been approximately 43,000 fatalities annually (118 fatalities every day and one every 12 minutes) occurring on our highways, roads and streets. Drivers, passengers, pedestrians or cyclists were encouraged to take extra caution on this day to prevent crashes from occurring. They should also continue improving their habits for driving, riding and walking every day of the year. In the last six years (2001 – 2006) there have been 257,006 highway related fatalities.

In 2007 the Transportation and Development Institute of ASCE became the lead national organization for the PBFDAY Program. The T&DI Safety Committee created a PBFDAY subcommittee to work with other partner organizations to maintain a web site ([www.brakesonfatalities.org](http://www.brakesonfatalities.org)) with traffic data, a brochure that can be copied, posters and stickers that can be ordered, and a tool kit that provides example public service announcements and commemorative day proclamations plus other material for creating a local event. The web site provided material to use by ASCE members, our partners and any individual or organization who wanted to become involved.

To date Put the Brakes on Fatalities Day® 2007 events have been reported in Alabama, Alaska, Florida, Kansas, Kentucky, Minnesota, Missouri, New Jersey, New Mexico, Ohio, Pennsylvania, South Carolina, Virginia and Wisconsin and several partners have included articles in their newsletters. Reported events have included personal stories shared about fatality crashes that have changed lives, governor proclamations, a state's house resolution, local government resolutions, a poster coloring contests for kids, a turnpike's event, launching of a safety program, setting a goal for having zero fatalities during the month of October, etc. More information will be available on the Local Events page.

For specific questions or to become involved with the National PBFDAY Program please email [pbfd@asce.org](mailto:pbfd@asce.org) or [rbowman@asce.org](mailto:rbowman@asce.org). Please visit the web site to become informed about the program.

***Alabama***

### **Today is 'Put the Brakes on Fatalities Day'**

Posted by Staff reports October 10, 2007 6:00 AM

The Alabama Department of Public Safety and Department of Transportation have named today "Put the Brakes on Fatalities Day" as part of the state's effort to encourage safer driving habits. The agencies will set up flashing billboards on interstate highways with the message, "Our goal is zero fatalities" for this month.

October is the peak month for traffic-related deaths, according to the transportation department. Statistics from the transportation department show that about three people are killed in car wrecks each day in Alabama.

[http://blog.al.com/breaking/2007/10/today\\_is\\_put\\_the\\_brakes\\_on\\_fat.html](http://blog.al.com/breaking/2007/10/today_is_put_the_brakes_on_fat.html)

### **Auburn University College of Engineering**

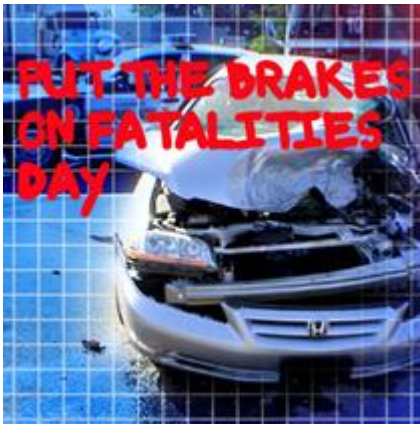
Put the Brakes on Fatalities Day

October 10, 2007 - What You Can Do

The National Association of County Engineers (NACE) supports this important day and urges you to contact your County Commissioner and ask him or her to issue a proclamation for "Put the Brakes on Fatalities Day".

<http://www.eng.auburn.edu/department/eesv/T2/PTBOFD.html>

(MOBILE, Ala.) Oct. 10 --



(Image: MGN Photos)

It was a lunch-time disaster Wednesday on Azalea Road near Airport, at least three cars crunched, and many lives now changed by some degree. Crashes like that are what transportation authorities hope to prevent everyday, but today they're giving the issue extra attention. Crystal Raper thinks about that every time she gets in her car. Her sister is her reminder. "She got hit by another car and her car flipped five times," Raper said. That was a few months ago on Theodore-Dawes Road. Her sister survived, but did not walk away. "She's a quadriplegic so she can't use her hands or her legs or anything," she said. In Montgomery, others shared their stories Wednesday. One man's mom was killed in a crash six years ago. [http://www.nbc15online.com/news/local/story.aspx?content\\_id=83dc968d-413a-4551-94cb-15e5472a166a](http://www.nbc15online.com/news/local/story.aspx?content_id=83dc968d-413a-4551-94cb-15e5472a166a)

### **Governor, troopers, DOT declare today as safe driving day**

<http://www.msnbc.msn.com/id/21223098/>

MONTGOMERY, Ala. (AP) - **Today has been declared "Put the Brakes on Fatalities Day."** Governor Riley will join officials with the state departments of Public Safety and Transportation at a news conference today to encourage safe driving on Alabama roads and highways. This year's theme is "Drive as if your Life Depends on It."

State troopers say nearly three people are killed every day in traffic related crashes. DOT said October was selected because it is among the peak months for traffic fatalities <http://www.wtvnews4.com/home/headlines/10420492.html>

## **Alaska**

**Put The Brakes On Fatalities Day Proclamation** WHEREAS, traffic accidents cause more than 42,000 fatalities each year and are the leading cause of death for people ages 6 to 33. Traffic accidents caused 74 fatalities in 2006 and are among the leading causes of death for Alaskans ages 25-54. <http://www.gov.state.ak.us/archive.php?id=664&type=6>

## **Florida**

### **IMAGINE A DAY WITH ZERO TRAFFIC FATALITIES.**

CELEBRATE THE SEVENTH ANNUAL "PUT THE BRAKES ON FATALITIES DAY"

**ChIPLEY**--In 2005, there were more than 43,000 traffic fatalities. That's about 118 fatalities every single day - one fatality every 12 minutes. Imagine a day with zero traffic deaths where all drivers make a special effort to – "Put the Brakes on Fatalities!" October was selected for the new safety observance because it is among the peak months for traffic fatalities. In fact, October 9 was the most dangerous day of the year to be on the road in 1999: 207 people died in traffic crashes according to the National Highway Traffic Safety Administration (NHTSA). February 22 was the safest day to be on the road that year: 50 were killed in motor vehicle crashes. Put The Brakes On Fatalities Day promotes: <http://www.fosterfollynews.com/home/news/story.php?sid=2531>

**Palm Beach County:** At the Board of County Commissioners meeting on October 2, 2007, Commissioner Jeff Koons (right) presented a proclamation to Gregory Croucher declaring October 10, 2007 as "Put the Brakes on Fatalities Day" in Palm Beach County. [http://www.pbcgov.com/newsroom/1007/10-03-07\\_p\\_brakes.htm](http://www.pbcgov.com/newsroom/1007/10-03-07_p_brakes.htm)

### **"Put the Brakes on Fatalities" to Stop Florida Car Accident Deaths**

Florida drivers are urged to be extra cautious today, the seventh annual "Put The Brakes on Fatalities Day." The Florida Department of Highway Safety and Motor Vehicles, in an effort to help reduce the more than 3,365 wrongful deaths which result from car accidents in Florida each year, is joining in the national observation of this special day.

[http://www.floridapersonalinjurylawyerblog.com/2007/10/put\\_the\\_brakes\\_on\\_fatalities\\_to\\_stop\\_florida\\_car\\_accident\\_deaths.html](http://www.floridapersonalinjurylawyerblog.com/2007/10/put_the_brakes_on_fatalities_to_stop_florida_car_accident_deaths.html)

**'Put the brakes on fatalities' day** By Macollvie Jean-Francois | Sun-Sentinel.com Nine people die every day on Florida's roadways. That's why motor vehicle officials want motorists to do their part to stop the killings today, the seventh annual "Put the Brakes on Fatalities Day" observed nationwide. "We urge motorists, on October 10 and every day, to do their part and take responsibility for their actions while driving. We need to drive safer and drive smarter," said Electra Bustle, executive director of Florida's Department of Highway Safety and Motor Vehicles. <http://www.sun-sentinel.com/news/local/broward/slf-1010brakes,0,6004217.story>

**Put the Brakes on Fatalities Day Posted October 10, 2007** by Alicia Roberts Oct 10, 2007 Traffic crashes are the leading cause of death for people ages six to 33. And now officials in Pinellas County have gathered to kick off a safety campaign to put the brakes on this deadly trend. October 10th is nationally known as "Put the Brakes on Fatalities Day". Here in the Bay area, one of the most deadly highways is US-19. Between 2004 and 2006, there was an average of 3,555 injury crashes per year on US 19 from Pinellas County through Citrus County. One-third of these injury crashes were related to aggressive driving. In light of these numbers, today the

Florida Department of Transportation launched “See the Lights, Save a Life.” – a program aimed at reinforcing good driving practices. Law enforcement agencies will conduct intensified special enforcement details all along the US 19 corridor during this three-month campaign. This safety campaign will correspond with an upcoming construction project to add street lighting on US 19 in Hernando County, but the safety push will extend up and down the the entire 95-mile US 19 corridor. <http://life.tboblogs.com/index.php/tools/C772/>

**Kansas:**

**Kansas Kids Focus on Safety in Poster Contest**

Seven-year-old Kayla Garvert, eight-year-old Sarah Brown and 11-year-old Heidi Prockish were the statewide winners in the 2007 “Put the Brakes on Fatalities Day” poster contest.

These kids won family packages to the Hyatt Regency in Wichita, the Capitol Plaza Hotel and Convention Center in Topeka and the Courtyard Marriott in Junction City as well as \$50 fuel cards donated by the Petroleum Marketers and Convenience Store Association of Kansas. The 17 regional winners received bicycles donated by Wal Marts across the state and helmets courtesy of Safe Kids Kansas.

A total of 889 poster contest entries were received from kids ages 5-13 across the state. The contest helps make people of all ages aware of the need to reduce fatalities on our nation’s highways.



**Kansans can Put the Brakes on Fatalities**

Mike Crow knows he is a lucky man.

While he has had three operations on his knee following a Sept. 4, 2006, motorcycle crash near Topeka, Crow realizes his injuries could have been much more serious.

“If I wouldn’t have been wearing my helmet, the leg injury would have been nothing,” he said. “I would have been seriously injured – in fact, I don’t know if I’d even be here today.”

Crow is the Director of Planning and Development at the Kansas Department of Transportation, one of several transportation organizations in Kansas working to improve traffic safety and participating in the Put the Brakes on Fatalities Day campaign.

This national safety campaign strives to decrease all types of vehicular fatalities. More than 43,000 people across the country die in traffic crashes every year – in Kansas, 468 people died last year and more than 22,000 were injured.

Motorcycle safety is a big part of Put the Brakes on Fatalities Day. Last year in Kansas, 64 people were killed and 928 people were injured in motorcycle crashes. And since 1999, the number of people killed in motorcycle crashes in Kansas has increased 400 percent.

“You never know when you’re going to go down,” Crow said. “You may be the best rider ever, but you can’t stop someone pulling out in front of you. So you need to wear your helmet and safety equipment all the time.”



Regional winners in District three with bicycles

This year’s Put the Brakes on Fatalities Day brochure highlights motorcycle safety with more than 25,000 copies distributed across the state. Other activities in Kansas that are part of the safety campaign include:

- 889 Kansas kids ages 5-13 participating in a safety poster contest;
- Safety seat check lanes taking place in Topeka, Salina, Hays,

- Chanute, Pratt and Liberal;
- Creating and airing a new 30-second public service announcement featuring overall traffic safety;
- Gov. Kathleen Sebelius signing a proclamation designating Oct. 10, 2007, as Put the Brakes on Fatalities Day in Kansas.

Just a few of the organizations that work together on Put the Brakes on Fatalities Day in Kansas with KDOT include the Kansas Highway Patrol, AAA of Kansas, Kansas Contractors Association, Kansas Motor Carriers Association, Federal Highway Administration, and the Kansas Turnpike Authority.

\*Information and photos included in this article have been provided by the Kansas Department of Transportation.

**Douglas County, Kansas - Brakes on Fatalities 2007.** October 2, 2007.

Dear Douglas County Citizens: ... The first annual Put the Brakes on Fatalities Day was held on 10/10/01 [http://www.douglas-county.com/district\\_attorney/docs/pdf/Brakes%20on%20Fatalities%20Web%202007.pdf](http://www.douglas-county.com/district_attorney/docs/pdf/Brakes%20on%20Fatalities%20Web%202007.pdf)

**Safety encouraged by annual observance** October 10 is annual Put the Brakes on Fatalities Day. The seventh annual Put the Brakes on Fatalities Day® is October 10th. On this day each year, the Kansas Turnpike Authority and partners at the Kansas Department of Transportation and AAA of Kansas, encourage each driver to drive as if his or her life depended on it — because it does! <http://www.ksturnpike.com/news/news.html>

**Kentucky:**

**Kentucky Strives To Put The Brakes On Fatalities**

October 10th Proclaimed 'Put the Brakes on Fatalities Day'

FRANKFORT, Ky. (October 8, 2007) – Across our nation, a fatal highway crash happens once every 13 minutes. The national statistics are staggering. They show that approximately 42,000 traffic fatalities occur each year which equates to about 115 fatalities every day. In Kentucky, historic highway safety advances are being made with Governor Ernie Fletcher's collaborative highway safety approach which encompasses the Kentucky Transportation Cabinet (KYTC), law enforcement, industry experts and highways safety advocates. Still, on average, just over two people die each day in Kentucky highway crashes.

[http://kycnewsroom.ky.gov/news/10\\_8\\_07%20brakes%20release.htm](http://kycnewsroom.ky.gov/news/10_8_07%20brakes%20release.htm)

**Safety Connection** Sept 2007 "Put the Brakes on Fatalities Day" October 10, we should all take time to reflect on our driving habits. The goal is to achieve one full day of ...

[http://highwaysafety.ky.gov/files/safety\\_connection\\_newsletter/200709\\_safety\\_connection.pdf](http://highwaysafety.ky.gov/files/safety_connection_newsletter/200709_safety_connection.pdf)

**Minnesota:**

**Aitkin County**

The Aitkin County Board of ...NOW, THEREFORE BE IT RESOLVED, the Aitkin County Board of Commissioners, do hereby proclaim October 10, 2007, as Put The Brakes On Fatalities Day®, ...

<http://www.co.aitkin.mn.us/board%20minutes/2007/October%202.htm>

**Koochiching County**

Motion by Adee, seconded by Briggs that October 10, 2007, has been declared "Put The Brakes On Fatalities Day" <http://www.ifallsdailyjournal.com/>

## **Lincoln County**

Dear Editor: On October 2, 2007 the Lincoln County Board of Commissioners met. One of the topics discussed was traffic safety and specifically fatalities. They passed a resolution proclaiming October 10, 2007 as 'Put the Brakes on Fatalities Day.' It is important for all drivers to think of the following statistics/information from the resolution and how to drive defensively to help save lives. Traffic crashes cause more than 42,000 fatalities each year and are the leading cause of death for people ages 6 to 33. In 2005, 55% of passenger vehicle occupants killed in traffic crashes were unrestrained. Alcohol-related crashes account for 38% of all traffic fatalities. Deaths and injuries on U.S. highways cost society over \$150 billion annually. Safer driving behaviors such as the use of seat belts, not drinking and driving, and obeying traffic laws would dramatically reduce the number of traffic-related injuries and deaths. The use of cost-effective roadway safety improvements such as all-weather signing and markings, intersection street lighting, wider shoulders, and removal of roadside hazards could also greatly reduce the number of traffic crashes. The continued development of safer vehicles and protective traffic safety equipment such as helmets (for motorcycles) will enhance people's ability to protect themselves and their families from preventable and tragic permanent injuries and deaths. Let's all drive defensively and do our part to make our highway travels safe. Lee E. Amundson, Lincoln County Engineer  
<http://www.itctel.com/journal/opinion.htm>

## **Wright County Board endorses 'Put The Brakes On Fatalities Day'**

The Interstate 35W bridge collapse tragedy brought into the public consciousness the number of fatalities that can befall anyone when they are doing the simplest of daily routines - driving their car. In all, 13 people died as a result of the bridge collapse, which equals the total that die in Minnesota of vehicle-related crashes less than every two weeks. At the Tuesday, Oct. 2, meeting of the Wright County Board, the commissioners approved a resolution being ratified by county boards throughout the state and the country asking that Oct. 10 be recognized as "Put The Brakes On Fatalities Day. Wright County Highway Engineer Wayne Fingalson brought the resolution to the board saying that the needless deaths that result from motor vehicle accidents can be reduced. "Thirteen people are killed every 10 days in Minnesota due to vehicle accidents," Fingalson said. "Nationally, there is one vehicle fatality every 12 minutes. That compares to a murder every 34 minutes. These tragedies affect families everywhere. The goal is to unite the country in having one day with zero fatalities.  
[http://www.pressnews.com/articles/2007/10/09/other\\_news/wrightbd10-2.txt](http://www.pressnews.com/articles/2007/10/09/other_news/wrightbd10-2.txt)

## **Missouri**

**City Utilities of Springfield:- Put The Brakes On Fatalities Day**  
IMAGINE A DAY WITH ZERO TRAFFIC FATALITIES!



Ozark Chapters of MO Society of Professional Engineers, Institute of Transportation Engineers, MoDOT, City of Springfield, City Utilities, Springfield Public Works, Greene County Highway Department, Medi-Transit, Traffic Safety Alliance, MO Highway Patrol, Federal Highway Administration, Springfield Police Department, and Greene County Sheriff team up to recognize the 7th Annual "PUT THE BRAKES ON FATALITIES DAY" More than 43,000 people were killed on America's roadways last year, 1,096 in 2006 in Missouri alone. To help reduce those numbers, the local groups listed above would like to recognize the seventh annual "Put The Brakes on Fatalities Day" in partnership with more than 40 other transportation and safety organizations, federal agencies, and corporations nationwide. Taking place October 10, 2007, this public awareness program aims to help Americans learn how to keep themselves and their loved ones from becoming part of traffic fatality statistics.  
<http://www.cfpmidweek.com/press/cu.htm>

***New Jersey:***

**C.P. police to put brakes on fatalities;** Monday, October 08, 2007; In 2005 there were more than 43,000 traffic fatalities, about 118 fatalities every single day, one every 12 minutes.; In a special effort to curb the senseless tragedies that occur in areas across the U.S., police departments around the country, including the Carneys Point Police Department, is hosting its 7th annual "Put the Brakes on Fatalities Day" on Wednesday, encouraging the public to take a greater stand in keeping themselves and their loved ones from becoming a statistic.;  
<http://www.nj.com/news/sunbeam/index.ssf?base/news-3/119181720291240.xml&coll=9>

**New Jersey Recognizes National "Put the Brakes on Fatalities Day" October 10, 2007;** Motorists Encouraged to Buckle-Up, Slow Down and Obey the Rules of the Road to Keep NJ Roads Fatality-Free; Put the Brakes on Fatalities; IMAGINE A DAY WITH ZERO TRAFFIC FATALITIES.; ATLANTIC COUNTY CELEBRATES THE SEVENTH ANNUAL "PUT THE BRAKES ON FATALITIES DAY"; In 2005, there were more than 43,000 traffic fatalities. That's about 118 fatalities every single day - one fatality every 12 minutes. Imagine a day with zero traffic deaths where all drivers make a special effort to – "Put the Brakes on Fatalities!" (Note: there were 748 fatals in New Jersey in 2005 and 60 in Atlantic County. In 2006, there were 773 fatals in New Jersey and 58 in Atlantic County).; The seventh annual Put The Brakes On Fatalities Day will be celebrated on October 10, 2007 in Atlantic County and across the nation, to encourage the public to take a greater stand in keeping themselves and their loved ones from becoming one of those statistics.;  
[http://www.aclink.org/AdminServ/press/mainpages/pr\\_detail.asp?ID=1305](http://www.aclink.org/AdminServ/press/mainpages/pr_detail.asp?ID=1305)

**New Jersey Recognizes National "Put the Brakes on Fatalities Day"**  
**Motorists Encouraged to Buckle-Up, Slow Down and Obey the Rules of the Road to Keep NJ Roads Fatality-Free**



Trenton – Division of Highway Traffic Safety Director Pam Fischer today announced that New Jersey drivers are being asked to join a day-long, national effort on October 10, designed to increase awareness about safe driving practices, while also keeping the state's highway's fatality-free. Fischer explained that under the initiative, known as "Put the Brakes on Fatalities Day," motorists across the nation are being asked to slow down, buckle-up, avoid distractions and follow all the rules of the road, in an effort to achieve one day without a fatal crash on the State's highways.

<http://www.nj.gov/oag/newsreleases07/pr20071009b.html>

***New Mexico:***

**Governor Bill Richardson** has proclaimed Wednesday October 10 ... "Put The. Brakes On Fatalities Day".; <http://www.nmshtd.state.nm.us/upload/contents/436/PR-101007-PutTheBrakesOnFatalitesDay.pdf>

***Ohio:***

**National 'Share the Road' Safety Program Visits Ohio to Help Teens 'Put the Brakes on Fatalities'**; 2007-10-10Car Insurers' Devices Track Teen Drivers; SHELBY, Ohio, Oct. 10-- Top professional truck drivers presented life-saving highway driving tips to teen motorists during 'Put the Brakes on Fatalities' day as part of the American Trucking Associations' national Share the Road highway safety tour.;

[http://www.industrywatch.com/pages/iw2/Story.nsp?story\\_id=111143408&ID=iw2&scategory=Transportation%3ARail&VNC=hnall](http://www.industrywatch.com/pages/iw2/Story.nsp?story_id=111143408&ID=iw2&scategory=Transportation%3ARail&VNC=hnall);

**PUT THE BRAKES ON FATALITIES DAY; OCTOBER 10;** More than 42,000 people are killed on America's roadways each year. That is one fatality every 13 minutes.; Imagine a day with ZERO traffic fatalities.; On October 10 imagination can become reality.;

<http://www.ohioengineer.com/brakes/brakes.htm>

***Pennsylvania:***

**GOVERNOR RENDELL DECLARES OCT. 10 'PUT THE BRAKES ON FATALITIES DAY'**; HARRISBURG – As part of a national safety campaign, Governor Edward G. Rendell has proclaimed Wednesday, Oct. 10, as "Put the Brakes on Fatalities Day" in Pennsylvania.; "The safety of motorists is a high priority, so we are reminding drivers to slow down and keep safe driving in mind," said Governor Rendell.; "Driving safely is one of the best ways you can protect yourself and your loved ones when traveling," said PennDOT Secretary Allen D. Biehler, P.E.

"We urge everyone to always use their seatbelt, avoid aggressive driving and never drink and drive."; <http://www.governor.state.pa.us/governor/cwp/view.asp?a=1115&q=45448>

**HOUSE RESOLUTION** 403 P.N. 24731 WHEREAS, There is national interest in designating October 2 10, 2007, as "Put the Brakes on Fatalities Day"; and 3 WHEREAS, On that day everyone should  
<http://www.legis.state.pa.us/CFDOCS/Legis/PN/Public/btCheck.cfm?txtType=HTM&sessYr=2007&sessInd=0&billBody=H&billTyp=R&billNbr=0403&pn=247>

### ***South Carolina:***

**SCDOT Supports "Put the Brakes on Fatalities Day"** - Nationwide Awareness Program to be held October 10 The South Carolina Department of Transportation (SCDOT) is supporting "Put the Brakes on Fatalities Day," a nationwide program to unite the country in achieving one full day of zero traffic deaths. It will be held on Wednesday, Oct. 10. SCDOT and its partners, the South Carolina Society of Professional Engineers, the South Carolina Department of Public Safety (SCDPS) and the Federal Highway Administration (FHWA), along with a coalition of national safety organizations, federal, state and local governments and private companies, encourage safer behavior and actions by promoting safer roadways.  
[http://www.scdot.org/ArtMan/publish/article\\_641.shtml](http://www.scdot.org/ArtMan/publish/article_641.shtml)

### **Putting the brakes on fatalities will not just happen**

ISSUE: A day without traffic deaths

OUR VIEW: Safe driving won't just occur

Orangeburg County is getting considerable attention as a transportation corridor -- home to the state's most interstate miles and hundreds of rural highways connecting locations in the state's second largest county. The resulting level of highway miles traveled here has a down side: The more vehicles and the more miles traveled, the more accidents -- and deaths. After record and near-record numbers of traffic fatalities in recent years, Orangeburg County has shown a decrease in the first nine months of 2007. The some of the deadliest days of the year are yet to come. As of this past weekend, the county had recorded 35 traffic deaths compared to 45 a year ago. Statewide the toll is up from 799 to 819. By year's end, the South Carolina carnage will be at our above 1,000 people (1,044 died in 2006) -- unless the message about safety is taken more seriously by drivers. <http://www.thetandd.com/articles/2007/10/10/opinion/12779130.txt>

### ***Virginia***

#### **Today is 'Put the Brakes on Fatalities Day'**

The Virginian-Pilot © October 10, 2007 | Last updated 8:12 AM Oct. 10

Today is the day to put the brakes on fatal car crashes, State Police say.

More crashes occurred in October 2006 and more people were injured in crashes than any other month last year, State Police wrote in a news release. October was the deadliest month for crashes in 2005.

Virginia State Police, the Department of Motor Vehicles and Virginia Department of Transportation are calling attention to the problem today by asking residents to be extra cautious during "Put the Brakes on Fatalities Day."

<http://content.hamptonroads.com/story.cfm?story=134364&ran=6773>

**I, of all people in the local blogosphere can fully understand this "awareness" campaign.** I have worked my share of fatal accidents. One of the most heart-wrenching fatal wrecks that I ever worked was on SR-164 (The Western Freeway). A couple, on their way home from pre-marital counseling with their church were hit by a drunk criminal. The criminal was coming in the opposite direction, crossed the median, went airborne and landed on their car. It was in October

and I will never, ever forget it. That scene is permanently etched into my minds eye. He died instantly, she lived but is permanently disfigured and disabled.

<http://morningbrew.sdwhiteonline.com/2007/10/10/put-the-brakes-on-fatalities-day/>

**The month of October is among the peak months for traffic fatalities in Virginia** and the nation. In 2005, more people were injured and more people were killed in the month of October than in any other month that year. In 2006, October led the year for having the most total traffic crashes and the most traffic crash injuries. <http://www.whsv.com/news/headlines/10419567.html>

**IMAGINE A DAY IN VIRGINIA WITH ZERO FATALITIES** Oct. 10 is National ... calling attention to the seventh annual Put the Brakes on Fatalities Day on Oct. 10, 2007. This nationwide traffic safety effort is designed to encourage ... [http://www.montva.com/departments/pubinfo/downloads/20071010\\_nrc.pdf](http://www.montva.com/departments/pubinfo/downloads/20071010_nrc.pdf)

### **Wisconsin**

**National Put the Brakes on Fatalities Day** on October 10 promotes safer driving to save lives. Although Wednesday, October 2, might not be a memorable date in history, it was a great day in Wisconsin. It was the last day (so far this year) that no one died in a traffic crash. Currently, Wisconsin has recorded 52 days in 2007 with zero traffic fatalities. To increase the number of days with zero traffic deaths, Wisconsin law enforcement and safety officials are supporting "National Put the Brakes on Fatalities Day" on Wednesday, October 10. This day is set aside each year to urge all motorists to reduce traffic crashes and save lives by improving their driving behavior. Traffic crashes are the leading cause of death for all Americans from age 3 to 33, and more than 43,000 men, women and children die in traffic crashes every year. That's about one death every 12 minutes. In 2007, Wisconsin traffic crashes have killed 575 people as of October 4, according to the Wisconsin State Patrol Bureau of Traffic Safety. "Although October 10 is designated as Put the Brakes on Fatalities Day, safe driving needs to be a lifetime habit," says Wisconsin State Patrol Superintendent David Collins. "Driving a motor vehicle is by far the most dangerous thing most people do everyday. Each time you're behind the wheel your life is at risk. But there are enormously effective ways to protect yourself, your passengers, and others on the road. You can prevent crashes simply by obeying speed limits, slowing down in bad weather and road conditions, eliminating distractions, and never driving when impaired by drugs, alcohol, or excess fatigue. And if you always wear your safety belt, your chances of surviving a serious crash are greatly increased. Ultimately, the goal is to have zero traffic fatalities everyday." [http://www.dot.wisconsin.gov/opencms/export/nr/modules/news/news\\_0455.html\\_786229440.html](http://www.dot.wisconsin.gov/opencms/export/nr/modules/news/news_0455.html_786229440.html)

### **Editorial: Slow down to put brakes on fatalities**

Wednesday is "Put the Brakes on Fatalities Day" and is designed to call attention to how our driving habits contribute to fatal accidents. Ironically, the next day — Oct. 11— is the fifth anniversary of the deadliest motor vehicle accident in Sheboygan County and Wisconsin history. Who can forget the horror of that early Friday morning when 10 people died and another 38 were injured when dozens of cars and trucks came together in blinding fog on Interstate 43 near Cedar Grove?

<http://www.sheboygan-press.com/apps/pbcs.dll/article?AID=/20071009/SHE06/710090459/1110/SHEopinion>