

# Zero Fatalities®

*A Goal We Can All Live With*

Zero Fatalities on Iowa's roads seems like an unrealistic goal.

But when it comes to **your family**, and **your friends** – what other number is acceptable?

We need to adopt the philosophy of Zero Fatalities for ourselves, our families, and our communities.

## What is Zero Fatalities?

Zero fatalities is Iowa's traffic safety goal. While none of us can do it alone, there are things **you** can do to make the goal a reality. When you think about your own family, isn't one death too many?

## Why the Zero Fatalities program?

In 2013, 317 people lost their lives on Iowa's roads. That's the lowest annual number since World War II. But if one of those 317 was your loved one, isn't that one person too many?

## Iowa highway killers



SPEEDING



NOT WEARING A SEAT BELT



DRUNK OR IMPAIRED DRIVING



DISTRACTED DRIVING



DROWSY DRIVING

## Annual fatalities on Iowa highways

**371 390 360 365 317**

2009

2010

2011

2012

2013

*Zero is the only goal we can all live with.*

## What can I do?

Most crashes are caused by human error and can be avoided. Fatal crashes can be prevented. They are not inevitable. Only **YOU** can change **YOUR** driving behavior.

1. SPEED LIMITS ARE SET FOR A REASON. OBEY THEM.
2. SEAT BELTS SAVE LIVES. USE THEM.
3. Alcohol and drugs impair your judgment. DON'T DRIVE IF YOU DRINK.
4. PAY ATTENTION TO THE TASK OF DRIVING. All the other stuff can wait.
5. Driving sleepy is almost as dangerous as driving drunk. IF YOU'RE DROWSY, PULL OVER TO A SAFE PLACE AND REST.

## How do I get involved?

It's going to take all of us working together to get to our goal. Find out more by liking Zero Fatalities Iowa on Facebook, following @zeroiowa on Twitter or logging on to [ia.zerofatalities.com](http://ia.zerofatalities.com).

You or an organization where you work or volunteer can get involved, by contacting:

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