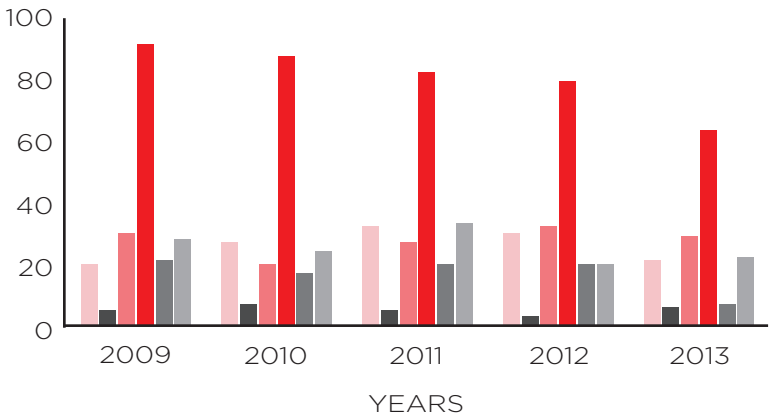


ZERO

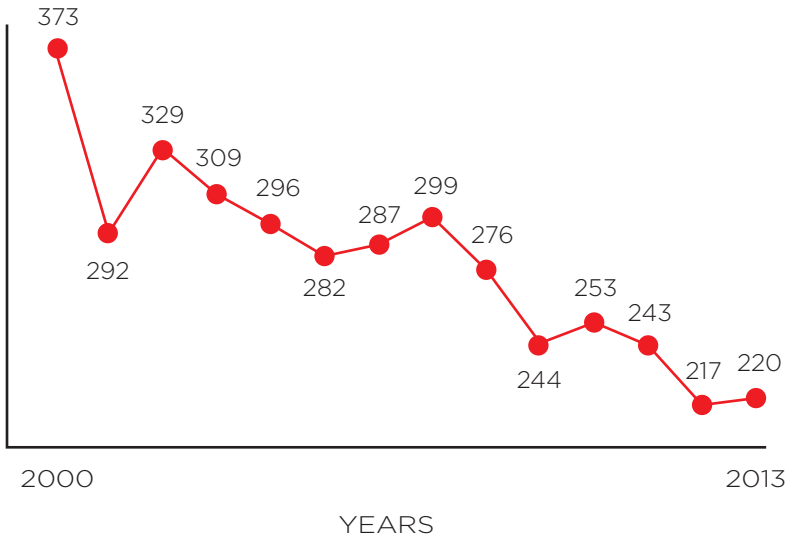
THE ONLY ACCEPTABLE NUMBER

Year after year, the number one contributing factor in fatal crashes is improper restraint. The number of people that could have been saved by wearing a seat belt represents over half of Utah's roadway fatalities.

FATALITIES BY TYPE



FATALITIES (2000-2013)



While overall traffic fatalities are the lowest they've been since 1958, unrestrained passengers continue to represent over half of all vehicle related fatalities. Primary seat belt laws are a proven method of driving traffic fatalities down.



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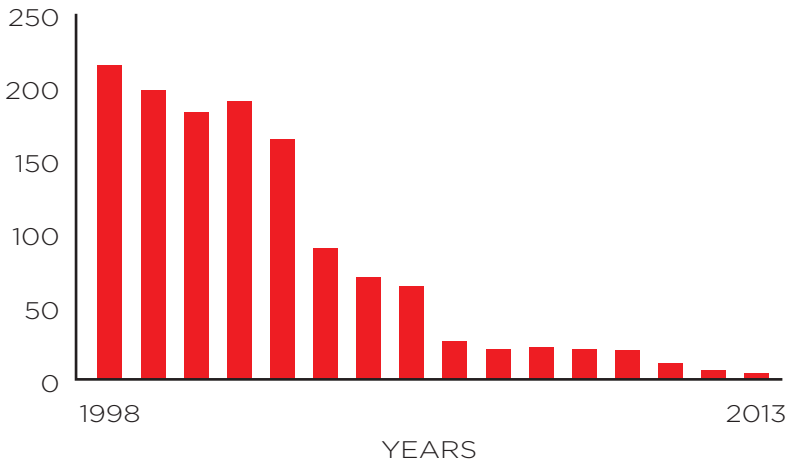
zerofatalities.com

ENGINEERING

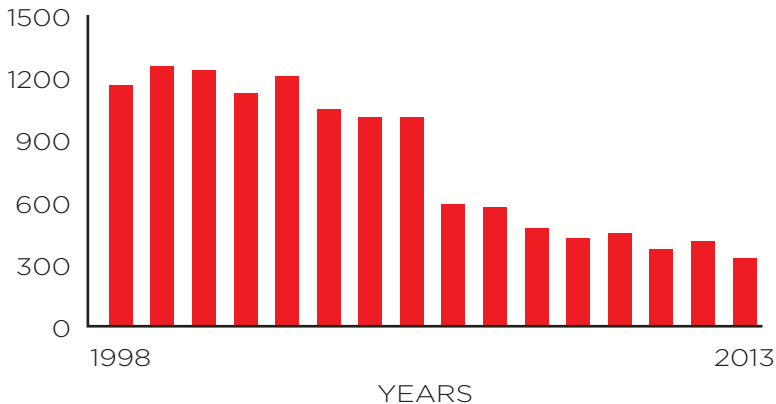
SAFER ROADS

Since 1998, the number of serious injuries or deaths caused by vehicles crossing the median on Utah roads has decreased by more than 190 incidents per year. While safety features like cable barriers are great first steps, encouraging people to buckle up by making seat belts a primary law would serve to protect drivers and passengers when barriers aren't enough. Sometimes the only chance an individual gets is a seat belt.

CROSSING THE MEDIAN (1998-2013)



VEHICLE LEFT THE ROADWAY (1998-2013)



Since 1998, the number of serious injuries or deaths caused by vehicles leaving the roadway in Utah has decreased by more than 920 incidents per year. Encouraging people to buckle up by adopting a primary seat belt law, would protect drivers and passengers when rumble strips and other strategies aren't enough.



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EDUCATION

ISN'T ENOUGH

Utah is committed to safety, and that includes educating people about driving behaviors that lead to traffic fatalities. The leading contributor to deaths on Utah roads is improper use of seat belts, and education can only go so far in helping people buckle up.

The 5 Deadly Driving Behaviors



Drowsy
Driving



Distracted
Driving



Not
Buckling Up



Aggressive
Driving



Driving
Impaired

500,000+ REACHED

In the past five years, over half a million people have been reached through educational programs such as:

UDOT and DPS
Zero Fatalities

Don't Drive Stupid

Click-it Club

SNAP

Utah Highway Safety
Office's car seat and
seat belt programs

Click It Or Ticket

UHP's Adopt a
High School

Safe Kids Utah

Utah Safety Council's
NETS and Alive at 25

Utah Department of
Health programs

These presentations, however,
can only go so far in helping
people buckle up.



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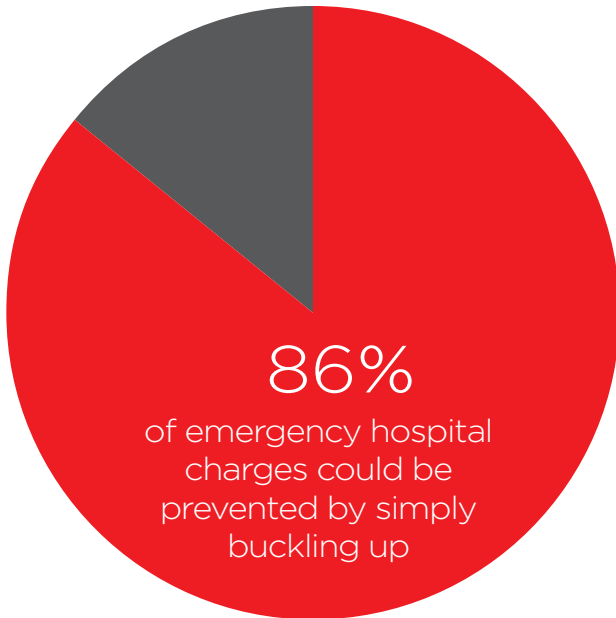


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A HEALTHY UTAH

BUCKLES UP

An estimated \$7 million is spent on inpatient and emergency hospital charges for car related injuries. Of those charges, more than \$6 million (86 percent) could be prevented if Utahns just buckle up.



Seat belt use prevents death and saves lives.



Seat belts reduce the rate and severity of injury in a crash.



Use of seat belts prevents life-long disabilities, needless suffering and years of rehabilitation.



Adults who don't buckle up are sending children a deadly message: it's alright not to wear a seat belt.

BUCKLE UP
 **FOR EVERYONE**

utahtransportation.org

zero Fatalities[®]
A UDOT and DPS Program

zerofatalities.com


SAFE DRIVING IS
SERIOUS BUSINESS

Utah's Workers Compensation Fund



In 2012, Utah's Workers Compensation Fund received 456 claims involving motor vehicle crashes. Of these claims, 114 involved lost time from work. These 114 lost time claims alone account for a predicted total expenditure of \$3,638,310.

Many of the injuries that lead to these claims stem from improper restraint while driving.



Motor vehicle crashes are
the leading cause of
occupational fatalities in
the United States.

A large number of these deaths can be
prevented if workers properly buckle up
while driving.

BUCKLE UP
 **FOR EVERYONE**

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