A Traffic Safety Marketing & Education Initiative presented by the Alabama Department of Transportation.
Comprehensive Plan

**ENGINEERING**
Road design & features

**EDUCATION**
Understand impact of driving behaviors
Change expectations & habits

**ENFORCEMENT**
Punitive ramifications

**EMERGENCY MEDICAL SERVICES**
Improved response time
Safety Alliances

ADECA
Alabama Department of Economic and Community Affairs

ADPH
Alabama Department of Public Health

U.S. Department of Transportation
Federal Highway Administration

Office of the Governor
State of Alabama

FMCSA
Federal Motor Carrier Safety Administration

Alabama Department of Transportation drivesafealabama.org
2016 Alabama Crash Facts

994 FATAL CRASHES
1,089 FATALITIES
202 SECONDS BETWEEN CRASHES

Source: Center for Advanced Public Safety (CAPS) University of Alabama
11 MINUTES BETWEEN INJURIES
8 HOURS TIME BETWEEN FATALITIES
60% FATALITIES NOT WEARING SEAT BELTS

Source: Center for Advanced Public Safety (CAPS) University of Alabama
<table>
<thead>
<tr>
<th>Year</th>
<th>Crashes</th>
<th>Injuries</th>
<th>Fatalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>147,452</td>
<td>44,020</td>
<td>849</td>
</tr>
<tr>
<td>2016</td>
<td>155,907</td>
<td>47,653</td>
<td>1,089</td>
</tr>
</tbody>
</table>

Seat belts were not used in 60% of fatalities in 2016 compared to 56% in 2015

**Source:** Alabama Department of Public Safety
If you are in the front seat without your seatbelt, you are 57 times more likely to die in a crash than those who wear their seatbelt.

Source: Center for Advanced Public Safety (CAPS) University of Alabama
Ten Year Crash Data
2007 - 2016

- **Crashes up 15.23% in thousands of crashes**
- **Injuries up 20.03% in thousands of injuries**
- **Fatalities down 1.89% in number of fatalities**
- **Mileage death rate down 13.81% in fatalities per 100 million vehicle miles**
Seatbelts.
IT’S HARD TO LIVE WITHOUT ’EM.
Learn more at drivesafealabama.org
Target Audiences
Don’t txt ur life GDBY.

Let’s End Distracted Driving.
Stop speeding before it stops you.

Speeders kill people.

LEARN MORE AT DriveSafeAlabama.org
More people die when it’s DUI.

Learn more at DriveSafeAlabama.org
Safety Initiatives

Work Zone Safety
NATIONAL WORK ZONE AWARENESS WEEK

ROAD WORK AHEAD

2018 WORK ZONE SAFETY: EVERYBODY’S RESPONSIBILITY
National Work Zone Memorial

The National Work Zone Memorial pays homage to individuals who have been killed in roadway work zones. A traveling tribute to these men and women—roadway workers, motorists, pedestrians, law enforcement officers, public safety officials (firefighters and paramedics) and children—the National Work Zone Memorial brings public awareness of safe driving at dozens of events across the country.
1. Signal your intentions at least ___ feet before making the turn.

A. 100
B. 25
C. 50
D. None are correct

DriveSafeAlabama.org
4. Alabama’s basic speed law provides that you must never drive a vehicle at a speed that is faster than reasonable under existing conditions.

True  False

Submit Answer
5. Black coffee, food, or a cold shower will sober you.

True   False

Submit Answer

DriveSafeAlabama.org
Get more driving tips and info:
• "Like" Drive Safe Alabama Facebook page
• Follow @DriveSafeAlabama on Twitter
Allison Green
Drive Safe Alabama Coordinator

334.353.6534
greena@dot.state.al.us
A Traffic Safety Marketing & Education Initiative presented by the **Alabama Department of Transportation**.

Visit [drivesafealabama.org](http://drivesafealabama.org) for more information.