

**WHAT ARE THE 100 DEADLIEST DAYS?**

Memorial Day to Labor Day is what’s known as the 100 deadliest days on Utah roadways. Historically, during this time period, the number of fatal crashes nearly doubles compared to the rest of the year, averaging one death per day. In most recent years, however, the number has been decreasing.

100 Deadliest Days Fatalities						
Year	Fatalities	Driver	Passenger	Pedestrian	Bicyclist	Motorcyclist
2015	111	47	27	17	2	18
2016	94	41	25	8	2	18
2017	90	40	13	11	2	24
2018	102	46	17	12	2	25
2019	61	27	14	8	1	11

- From Memorial Day to Labor Day 2019, there were almost 40% fewer fatal crashes on Utah roads than during the same timeframe the previous year.
- Even one death is too many – our goal is zero for the whole year

**WHY DO THE NUMBER OF FATAL CRASHES INCREASE IN THE SUMMER?**

Research has shown that 94 percent of all crashes are caused by human error - and the top contributing factors are: aggressive driving, speeding, aggressive driving, drowsy driving, driving under the influence, and not buckling up.

**WHAT ARE THE MOST COMMON CAUSES OF FATAL CRASHES?**

***Aggressive Driving***

- Aggressive driving includes a wide a range of unsafe driving behavior, including speeding, not letting others merge, tailgating, weaving in and out of traffic, or running red lights.
- Traffic congestion is one of the most frequently mentioned contributing factors to aggressive driving, such as speeding. (NHTSA)
- 80% of drivers admit to exhibiting some sort of aggressive behavior behind the wheel. (AAA Foundation Research)
- Last year in Utah, 42% of crashes from Memorial Day to Labor Day 2019 were due to aggressive driving, including speeding.  
 1 in 5 people admit to running a red light in the last ten intersections they went through. (Nevada Zero Fatalities)

### **Speeding**

- Over the last two decades, over one third of vehicle fatalities have involved speeding (NHTSA).
- Speeding reduces the effectiveness of safety equipment in your vehicle and increases the crash severity leading to more severe injuries.
- For every 10 mph over 50 mph, the risk of death in a crash is doubled. (Zero Fatalities website)
- Speeding can also include driving too fast for roadway conditions, such as bad weather or roadways that aren't well lit, even if you are still under the posted limit.
- Speeding-related deaths don't just happen on high speed roads.

### **Distracted Driving**

- Driving safely requires the driver to have their full attention on the road at all times. Even a momentary distraction increases your risk of crashing.
- Distracted driving is any behavior that takes your full attention off the road and the task of safe driving, even for a moment. This could be texting or talking on a phone, other people in your vehicle, changing the music, grooming, eating or drinking, or using your navigation system.
- Drivers using handheld or hands-free cell phones are 4 times more likely to crash. The National Safety Council estimates that 25% of crashes involve cell phone. (National Safety Council)
- Put your phone away when you are in the car! Texting takes a driver's eye off the road for 4.6 seconds during which time car will travel the length of a football field at 55 mph. (NHTSA)
- "In Utah, the two biggest causes of distracted driving crashes are cell phones and passengers" (Zero Fatalities website)
- "Drivers talking on their cell phone can miss up to 5% of their driving environment, including pedestrians and red lights."

### **Drowsy Driving**

- Drowsiness decreases your ability to pay attention to the road, slows your reaction time, and affects your ability to make good decisions. (CDC)
- "An estimated 1 in 25 adult drivers (4%) report having fallen asleep while driving in the previous 30 days." (CDC)
- About 20% admit to falling asleep behind the wheel at some point in the past year – with more than 40% admitting this has happened at least once in their driving careers. (National Sleep Foundation)
- You are three times more likely to be in a car crash if you're fatigued. (National Safety Council)
- Know the signs of drowsy driving – yawning or blinking frequently, missing your exit, drifting from your lane, difficulty maintaining your speed, hitting the rumble stop, not remembering the last few miles you've driven.

### **Driving Under the Influence**

- Many substances, including alcohol, some over-the-counter and prescription drugs, and illegal drugs increase impairment and reduce your ability to safely operate a motor vehicle. Even a small amount of these substances can affect your ability to drive safely.
- Even if you are below the legal limit of blood alcohol level <0.05%, alcohol can still cause a decline in visual function, mental judgement, and motor skills.

- Alcohol-impaired driver crashes were 4 times more likely to be fatal than other crashes (Zero Fatalities website)
- Drunk driving kills more than 10,000 people in the US each year (NHTSA).
- Last year, 27% percent of DUI fatalities in Utah occurred during the 100 deadliest days.

### **Not Buckling Up**

- Not buckling up was the leading cause of roadway fatalities during the 100 Deadliest Days last year on Utah roadways. One-third of people killed in crashes from Memorial Day to Labor Day last year were because they weren't buckled up in their car.
- An unbuckled motorist is 75% more likely to be killed in a rollover crash. Buckling up reduces your risk of getting seriously injured or killed in a car crash by 50%. (Nevada Zero Fatalities)
- When a driver is unbuckled, 76% of children are also unbuckled. (Zero Fatalities website)
- Wearing a seat belt properly in the front seat reduces your chance of a fatal injury by 45% if you are in a crash. (NHTSA)

## WHAT CAN YOU DO TO PROTECT YOURSELF AND OTHERS THIS SUMMER?

### **Be Courteous** (Aggressive Driving)

- Be courteous to other drivers; follow speed limits, give other cars proper spacing, pay attention, use your turn sign, don't tailgate, and follow the roadway rules.
- If there is an aggressive driver, 1) if you are in the left lane and someone wants to pass, move over and let them by, 2) give speeding drivers plenty of space since they may lose control of their vehicle more easily, and use your judgement to steer your vehicle out of the way if a driver is tailgating you or trying to engage you in risky driving.

### **Slow Down** (Speed Related)

- Speed limits are posted to protect your and others. Even if you're running late, always obey the speed limit.
- Give yourself extra travel time to make it your destination. It's more important to get there safely than to get there on time.

### **Pay Attention** (Distracted Driving)

- Pull over if you notice anything is taking your full attention off the road and your driving. Nothing is urgent enough that it can't wait if it means keeping yourself and your family safe.
- Be an example to your friends, family, and co-workers. Model good behavior by not using your cell phone in the car and ask them to do the same.
- Put your phone out of reach and/or turn off the ringer/alerts so you're not tempted to respond while driving.
- Ask passengers in your car to help you with any activities that might distract you like getting directions or reaching for something in the car.

### **Be Alert** (Drowsy Driving)

- Drowsy driving can happen any time of day, not just at night. If you're drowsy, pull over or switch drivers.
- Get enough sleep! Adults need at least 7 hours per night and teens need at least 8 hours per night.
- Avoid medications that might make you drowsy when driving.

### **Drive Sober** (Driving Under the Influence)

- NEVER drive under the influence! Don't let your friends get behind the wheel if they are under the influence of alcohol or drugs
- Make a plan before you start drinking to get home safe. Plan for a safe way to get home before you start drinking by designating a sober driver.
- If you have already been drinking, call a sober ride home, take public transportation, or use a taxi / ride-sharing service to get home safely.
- If you are with someone who is trying to drive impaired, take their keys and help them find a safe way home.
- Contact local law enforcement if you see suspected an impaired driver on the road – you could help save someone's life.

### **Buckle Up** (Unrestrained)

- Buckling up is the single most effective thing you can do to protect yourself in a crash. It's the best defense you have against other drivers on the road.
- Buckle up every time, every ride, everyone.
- Wear your seat belt every time you're in the car, it only takes a couple second to potentially save your life.
- Always buckle up and make sure your kids and passengers are buckled before starting the car.
- Never assume your kids are buckled up. Remind them every time they get into the car to buckle up and stay buckled even on long car rides and at night.