TO ELIMINATE serious injuries and fatalities so everyone arrives home safely
Every 15 minutes, 1 person is killed in a car crash in America.
94% of car crashes are human error
2018 YEAR IN REVIEW

2.2%  
POPULATION GROWTH

331  
FATALITIES

6%  
OVERALL INCREASE
2019 So Far

50  192  26%

PeDESTrian FataLS  FatALities to Date  RedUction to Date
THE FIVE E’S

Engineering

Education

Enforcement

EMS
EVERYONE
KEY BEHAVIORS to REACH ZERO FATALITIES

- Always Buckle Up
- Don't Drive Impaired
- Focus on the Road
- Stop on Red
- Be Pedestrian Safe
- Ride Safe
- Slow Down
ALWAYS BUCKLE UP
On average, 50% of Nevada’s occupant fatalities were not buckled up.

An unbuckled motorist is 75% more likely to be killed in a rollover crash.
BUCKLE UP AND REDUCE THE RISK OF

Getting seriously injured or dying in a crash by 50%

IT TAKES 2 seconds and is the single most effective thing to protect yourself

26 - 35 year old males comprise the largest number of victims of unbelted-occupant fatal and serious injury crashes (from 2013 to 2017) in Nevada.
HELP
SAVE AN
ADULT’S
LIFE

Make it a habit to wear your seat belt all the time. It just takes two seconds to Click It

When in a vehicle, remind everyone else to wear their seat belts too
DON’T DRIVE IMPAIRED
In 2018, 53% of Nevada’s roadway fatalities involved impairment.
of all traffic fatalities in Nevada were **ALCOHOL** related

of all traffic fatalities in Nevada were **MARIJUANA** related

of all traffic fatalities in Nevada were **DRUG** related

of all traffic fatalities in Nevada were **POLY-SUBSTANCE** related
KNOW THE LAW

The illegal blood alcohol concentration (BAC) limit in Nevada is:

- **.02%**
  - Drivers under the age of 21

- **.04%**
  - For commercial license holders

- **.08%**
  - For everyone else
A typical DUI costs an average of $15,000
If you **DRIVE HIGH** you will get a DUI

**2 NANOGRAMS** of active THC means you’re impaired

Driving high is just as dangerous and deadly as driving drunk
47% of drivers who tested positive for drugs were using prescribed medication.
HELP SAVE A LIFE – PLAN AHEAD

Designate a sober driver

Call a ride share service, a taxi, or use public transit

If you see a drunk driver on the road, call 911

Consult your doctor about the side effects of any prescription medications:

If you are with an impaired family member, friend or colleague, save their life by taking their keys and helping them make other arrangements to get home safely.
If you see an impaired driver on the road,

CALL 911

Or *NHP
FOCUS ON THE ROAD
MULTITASKING INCLUDES:

- Using Cell Phone or Texting
- Eating or Drinking
- Watching a Video
- Grooming
- Reading
- Using a Navigation System
- Talking to Passengers
- Adjusting Music Players
Distracted driving claimed 15 lives in Nevada in 2017. Equal to driving the length of a football field at 55 mph in 4.6 seconds.
Fines range from $50 for the first offense to $250 and a six-month license suspension for subsequent offenses within a seven-year period.
STOP ON RED
1 in 5 PEOPLE admit to running a red light in the last ten intersections they went through.
Between 2013 and 2017, 282 people lost their lives in intersection-related crashes in Nevada.

Between 2011 and 2015, there were 2,085 injured in intersection-related crashes in Nevada.
HELP SAVE A LIFE

DRIVERS

- Slow down
- Stop on red and look right before turning on green
- Look both ways before entering an intersection
- Signal every turn and lane change
- Make a complete stop at traffic signals and stop signs
- Yield to other drivers, bicyclists, and pedestrians

HELP SAVE A LIFE
BE PEDESTRIAN SAFE
Pedestrians were killed in Nevada in 2018

80
OF PEDESTRIAN FATALITIES occur after dark

OF PEDESTRIAN FATALITIES are related to alcohol or drug impairment
OF PEDESTRIAN FATALITIES

occur where there is no crosswalk

46-55 YEAR OLD MALE PEDESTRIANS

are more likely than any other demographic to be fatally wounded or seriously injured
HELP SAVE A LIFE DRIVERS

DRIVE ALERT

DRIVE SOBER

DON'T PASS STOPPED CARS

SLOW DOWN

FOLLOW SIGNS AND SIGNALS

AVOID DISTRACTIONS LIKE CELL PHONES

HELP SAVE A LIFE DRIVERS

ZERO Fatalities
Drive Safe Nevada
HELP SAVE A LIFE
PEDESTRIANS

MAKE EYE CONTACT WITH DRIVERS

AVOID DISTRACTIONS LIKE CELL PHONES

LOOK BOTH WAYS BEFORE CROSSING

OBEY SIGNS AND SIGNALS

HELP CHILDREN AND TEACH THEM HOW TO CROSS SAFELY

BE NOTICED

HELP SAVE A LIFE PEDESTRIANS

ZERO Fatalities
Drive Safe Nevada
MOTORCYCLISTS ARE MORE THAN 27X MORE LIKELY THAN PASSENGER CAR OCCUPANTS TO DIE IN MOTOR VEHICLE TRAFFIC CRASHES.

FACT: Nevada motor vehicle fatalities in 2017 was a motorcyclist. 1 IN 6
60% of motorcyclist killed were legally impaired.

33% of motorcyclist riders involved in fatal crashes were speeding.
HELP SAVE A LIFE
MOTORCYCLISTS

GET TRAINED
SLOW DOWN
GEAR UP
SHARE THE ROAD
RIDE SOBER
DON’T LANE SPLIT

MOTORCYCLISTS
GET TRAINED
SLOW DOWN
GEAR UP
SHARE THE ROAD
RIDE SOBER
DON’T LANE SPLIT
SLOW DOWN
OF FATALITIES IN NEVADA were speed related. That’s 100 lives lost due to speeding.

OF ALL SPEEDING DRIVERS involved in fatal crashes were also impaired (2017).
Absolute speed limits are those that are posted alongside roadways.

Speeding is a misdemeanor in Nevada. A violation carries up to six months in jail and/or a maximum $1,000 in fines.
HELP SAVE A LIFE

SLOW DOWN. DRIVE THE SPEED LIMIT.

MOVE OVER FOR FASTER VEHICLES

GIVE SPACE TO SPEEDING DRIVERS

ADJUST YOUR DRIVING. SPEEDING IS TIED TO AGGRESSIVE DRIVING.

CALL THE POLICE IF YOU BELIEVE A DRIVER IS FOLLOWING YOU
SHARE YOUR STORY
STAY CONNECTED

at ZeroFatalitiesNV.com

AND THROUGH SOCIAL MEDIA

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