



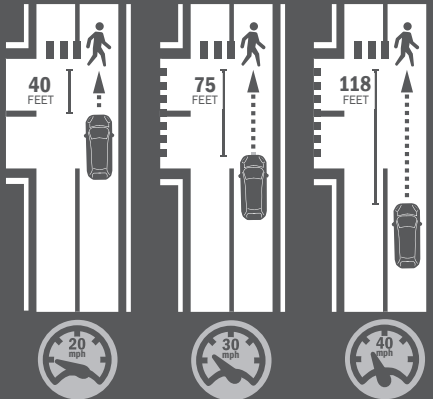
A CRASH IS NOT AN ACCIDENT

72% of crashes resulting in death involve one or more of these **FIVE** dangerous driving behaviors:

- Speeding
- Failure to Stop for People Walking in Crosswalks
- Using A Cellphone while Driving
- Driving Under the Influence
- Running Red Lights and Stop Signs

SPEEDING

Speed increases the distance to stop.



Source: UK Department for Transport, Highway Code Stopping Distances Quiz

Driver Speed is the most important factor in determining crash risk and crash severity.

Higher speeds pose a greater risk to people walking.

Do you know ...

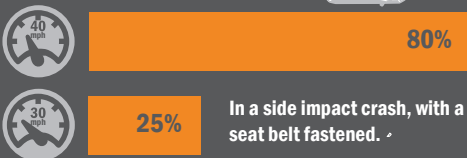
Higher speeds are of a greater risk to people driving.



RISK OF DEATH TO A PERSON WALKING

Source: U.S. Department of Transportation, "Literature Reviewed on Vehicle Travel Speeds and Pedestrian Injuries." March 2000.

DRIVER'S RISK OF DEATH



In a side impact crash, with a seat belt fastened.

Source: D. C. Richards Transport Research Laboratory, "Relationship between Speed and Risk of Fatal Injury: Pedestrians and Car Occupants." Sept. 2010

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FAILURE TO STOP FOR PEOPLE WALKING IN CROSSWALKS

People walking are 12 times more likely to be killed or seriously injured in a crash than a person driving.

Under Illinois State Law, all people driving must stop for people walking in crosswalks.

Source: Illinois Department of Transportation 2010-2014. Data excludes crashes that occur on interstate expressways.



USING A CELLPHONE WHILE DRIVING



Drivers talking on cellphones can miss seeing up to 50% of their driving environments, including traffic signals and people walking and biking. In traffic crashes resulting in injuries, over 15% were caused by distracted driving.

Source: Strayer, D. L. (2007, February 28). Presentation at Cell Phones and Driver Distraction. Traffic Safety Coalition, Washington DC.

DRIVING UNDER THE INFLUENCE

In 2015, nearly one-third of all traffic-related deaths in the U.S. were caused by alcohol-impaired driving. Other drugs are a factor in over 16% of all traffic crashes.



Drug and alcohol use can result in poor motor control, poor judgment, reasoning and memory impairments, and deterioration of reaction times.

Source: Department of Transportation (US), National Highway Traffic Safety Administration (NHTSA). Traffic Safety Facts 2014 data: alcohol-impaired driving. Washington, DC: NHTSA; 2015

RUNNING RED LIGHTS AND STOP SIGNS

Fatalities from crashes occurring at intersections account for more than 20 percent of all motor vehicle traffic fatalities in the United States every year.

Disobeying traffic signs and signals puts all road users at risk for crashes.



All people driving vehicles and riding bicycles are required to obey traffic signals and signs.

Source: Subramanian, R. and Lombardo, L. (2007) Analysis of Fatal Motor Vehicle Traffic Crashes and Fatalities at Intersections, 1997 to 2004. National Highway Traffic Safety Administration (NHTSA).

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