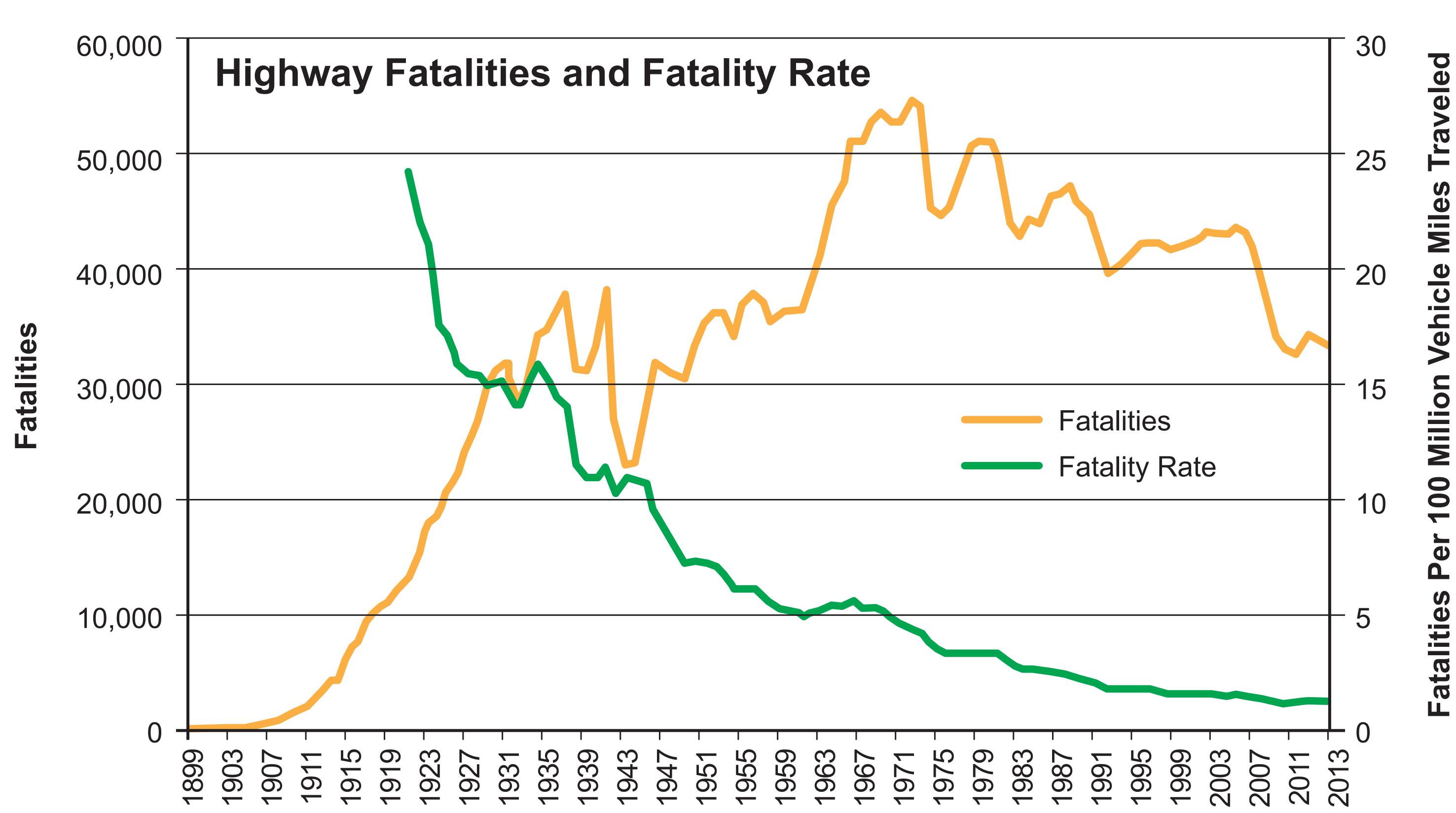
# TOWARD ZERO DEATHS: A NATIONAL STRATEGY ON HIGHWAY SAFETY

# The TZD Vision: A Highway System Free of Fatalities



### How Do We Get Started?

- Bring all highway safety stakeholders together.
- Use data to identify national priorities and key strategies.
- Encourage an aggressive approach based on the ideas that no death is acceptable and that we can eliminate highway fatalities.

#### **5**

#### Trends

- Doubling of elderly population by 2030.
- Increase in freight traffic from 15 billion tons today to 30 billion tons by 2050.
- Increased distracted and drugged driving.
- New technologies.
- Environmental and energy issues.
- Road users with a range of knowledge/skills.

## The National Strategy

- Build on existing foundations.
- Cultural change: change Americans' attitudes toward highway safety.
- Involvement from wide variety of highway safety stakeholders.
- "Owned" by all stakeholders.

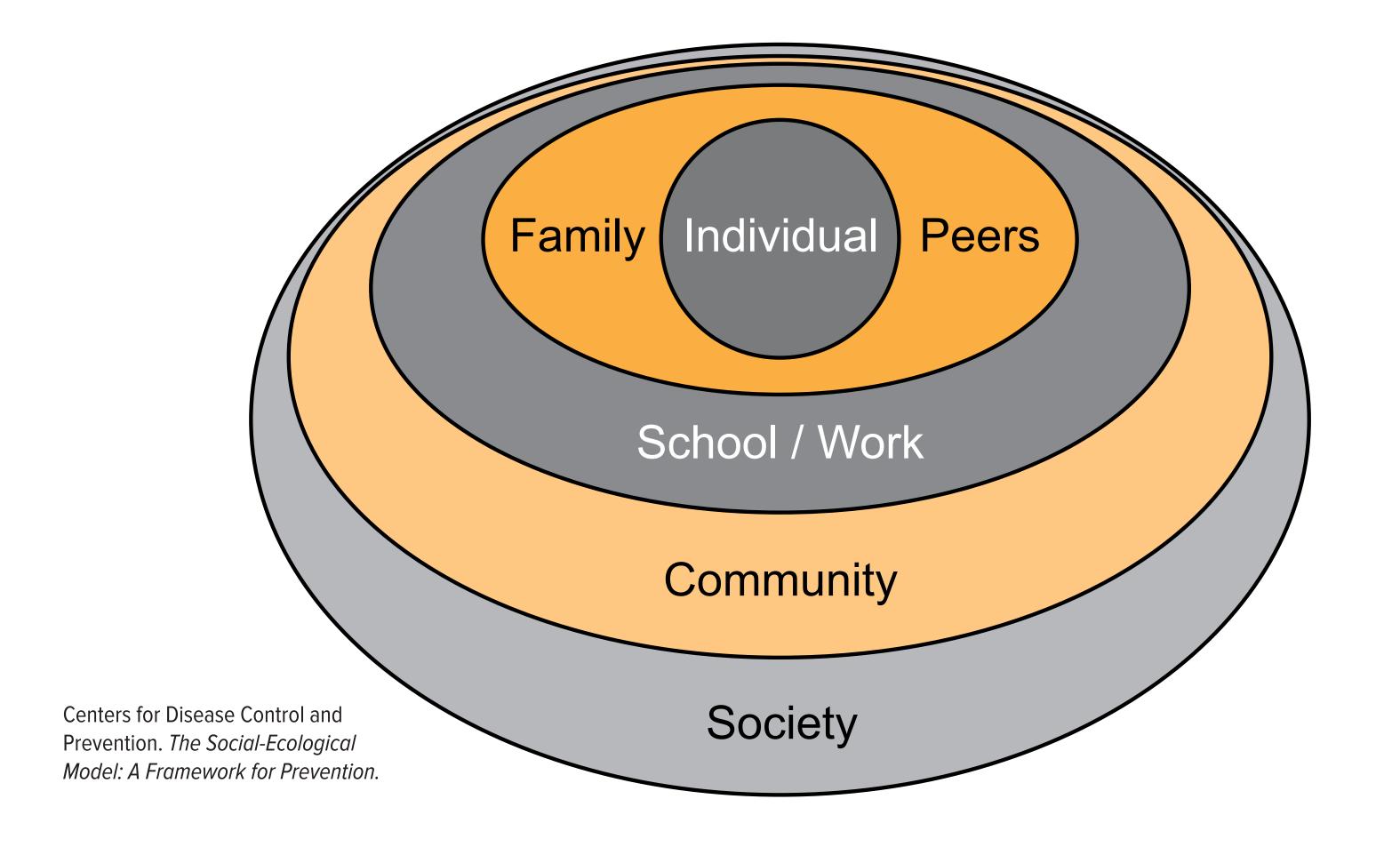
#### Key Areas

- Safer vulnerable users.
- Safer vehicles.
- Safer infrastructure.
- Enhanced emergency medical services (EMS).
- Improved safety manage-

#### ment and data processes.

Safer drivers and passengers.

#### Transforming Traffic Safety Culture



Ongoing Traffic Safety Culture Activities

- Get a clear picture of challenges and opportunities.
- Identify strategies: What has worked so far in the United States? In other countries? In other fields?
- Develop and implement programs across the nation.

**Key to Success:** Many, Many Partners ■ Infrastructure, road user behavior, emergency medical services, public health, safety culture ■ Data, communications, education and training, planning

#### LET'S GET TO WORK

- Join the national dialogue
- Get started
- Spread the message
- Accept the challenge
- How would a TZD vision and aggressive approach to reducing highway fatalities change your organization or professional community?
- What would an improved traffic safety culture look like in your area of highway safety?

#### The Safety Professional's Role

- Challenge core assumptions
- Envision cultural health—not just traffic safety
- Plan and act across all social levels
  - Focus on long-term,
     sustainability
     Engage transforma-
- tional leaders

  Re dynamic cu
- Be dynamic, customize strategies
- Learn, evaluate, update.

#### KEY MESSAGES

**1.** Our nation's highway safety vision is **Toward Zero Deaths**, where even one traffic fatality is unacceptable. **2.** The National Strategy on Highway Safety is the roadmap to reaching the TZD vision. **3.** Creating a culture of safety is my personal and professional responsibility. **4.** Traffic fatalities are a public health crisis. **5.** I can help prevent traffic fatalities and serious injuries by how I drive, ride, bike, or walk today.



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