* Toward Zero Deaths, or TZD, is a national strategy to drive down motor-vehicle-related deaths on U.S. roadways to zero.
* TZD promotes government, businesses, nonprofits, community groups, and individual citizens working together to develop and implement plans that change the culture so that safety is chosen over other competing priorities and lives are saved.
* To help states, cities, communities, and organizations begin or jump-start a zero-goal program, free tools and resources, including the *TZD Road Map,* are available at towardzerodeaths.org. The road map identifies what is needed to effectively implement and sustain a TZD program. It also includes self-assessment checklists to determine a program’s status and stakeholder involvement, a how-to-guide for communicating with key audiences, and online tutorials for engaging partners.
* Nearly everyone will be impacted by a traffic crash in their lifetime, but no one should die. That’s why zero is the goal. If you don’t believe zero is possible, then what is the right number? Or let me put this in a more personal context: who in your family are you willing to give up if zero isn’t the goal?
* Last year, (number) people died in traffic crashes on U.S. (or state/community) roadways. One of those victims was….(share a personal story of someone who died in a motor-vehicle-related crash).
* It’s not enough to say zero is the goal: it takes a comprehensive plan and lots of people to implement it. It takes an army and we need YOU. You can help by:
* Driving, walking, or biking safely on every trip and by modeling safe behaviors with your family and friends. (Use when talking with community members individually or in a group setting.)
* Instituting and enforcing organizational safety policies and sharing safety best practices with your employees and customers. (Use when talking with a business, agency, or government representative.)
* Calling on other local leaders—your peers—to join you in adopting a zero-fatalities goal and convening a meeting to begin the work of turning that goal into action. (Use when talking with elected or government officials, businesses, or nonprofit leaders.)
* Reporting the cause of a traffic crash and what roadway users can do to protect themselves. This could include reminding readers (or viewers, or listeners) to always take the following precautions: ride in a motor vehicle properly restrained by a seat belt or in a car seat, stow phones out of reach when driving, wear bright or reflectorized clothing when walking or biking at night, designate a driver or use a ride-sharing service when planning to drink alcohol, wear a helmet when riding a motorcycle or bicycle, get plenty of rest before driving, and take breaks on long trips. (Use when talking with the media.)
* Making personal changes to model safe behaviors, such as:
	+ committing to no mobile phone use while driving
	+ always using a designated driver
	+ setting your mobile phone to automatically respond to text messages while you’re driving, letting the sender know you will respond when you reach your destination
* You can learn more about the TZD national strategy at www.towardszerodeaths.org (or cite a local website or phone number, if one is available).

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