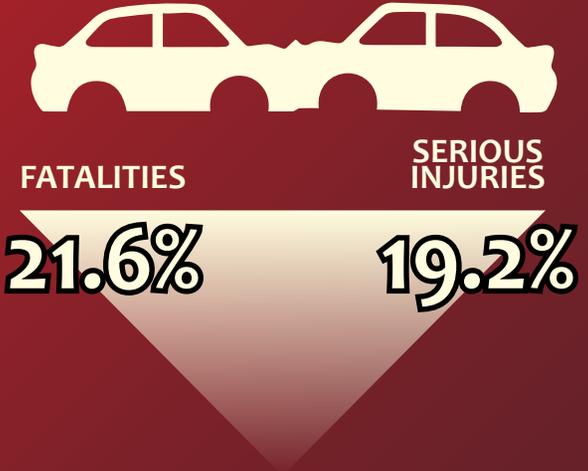


A Louisiana Success Story

The state's Destination Zero Deaths program is creating a safety culture at the regional and local level that is saving lives!

Over the last 10 years, highway-related fatalities have dropped in the state by 21.6% (966 in 2005 to 737 in 2014) and serious injuries have gone down almost 19.2% from 16,626 in 2005 to 13,433 in 2014.



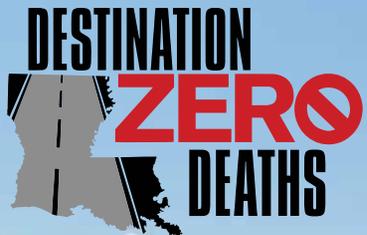
Louisiana is proud of its accomplishments. The dedication and commitment of hundreds of stakeholders is making a difference. Numbers don't lie, and while one death is one too many, there is progress in reducing the tragedies caused by traffic collisions.



Why is Louisiana successful? It's because the state has a plan – the Strategic Highway Safety Plan – the road map to reach Destination Zero Deaths.

Get Involved - Contact Us!

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The Destination is ZERO.

Louisiana Strategic Highway Safety Plan
www.destinationzerodeaths.com

Connect with us on



The Louisiana Approach to Highway Safety

A targeted plan – Louisiana targets programs, projects, and activities in areas that have the most serious traffic safety problems. The Strategic Highway Safety Plan (SHSP) Implementation Team has formed emphasis area teams in the areas of impaired driving, occupant protection, infrastructure and operations, and young drivers.



Data driven – Traffic and crash data are the foundation for Louisiana’s SHSP guiding development, implementation, and evaluation. Data analysis

allows the state to identify specific problems, select the right countermeasures, and monitor progress and effectiveness.

Multidisciplinary – The Louisiana SHSP involves stakeholders from the 4 Es of safety: engineering, enforcement, education, and emergency medical services. These stakeholders are reducing fatalities and serious injuries by working collaboratively with other safety disciplines. The Infrastructure and Operations Emphasis Area Team, for instance, is working on identifying corridors and locations where solutions from each of the 4 Es can be collectively applied.



Effective leaders – SHSP champions provide leadership through their active support and proactive management of statewide emphasis area teams and regional coalitions. Effective leaders at the statewide and regional levels are the reason why the plan is being moved forward and not sitting on the shelf.



Funding – Potential stumbling blocks to implementation of SHSPs are funding for the projects and programs identified by the safety stakeholders and how to institutionalize the effort over the long term. These challenges were addressed while maintaining the interest and input from the overall SHSP structure through a combined commitment from DOTD and LHSC to fund programmatic and infrastructure improvements.



Join the Journey!

- If you are interested in participating on a statewide emphasis area team or joining a regional coalition, contact the emphasis area leaders or regional coordinators listed on the back panel.
- If you want to know more about highway safety in your community, visit the LSU Highway Safety Research Group’s Crash Data Reports web site at <http://datareports.lsu.edu/> and click on the regional data reports.
- If you need help developing and implementing a highway safety project or program, contact the Louisiana Center for Transportation Safety at <http://www.ltrc.lsu.edu/lcts>.

Regional focus – Highway-related fatalities and serious injuries happen locally, which is why Louisiana has adopted a regional approach to safety by establishing nine coalitions across the state. These coalitions develop their own plans that pinpoint problem areas and bring a local solution. The South Central Regional Coalition, which has been established for the longest, achieved a 17% decrease in fatalities, a goal the other coalitions are working hard to achieve.

