



HIGHWAY SAFETY CHALLENGE

A partnership between the:

- Virginia Department of Transportation
- Virginia State Police
- Virginia Department of Motor Vehicles

www.safeVAhighways.org

Are you Virginia's next traffic fatality?

Did You Know?

- **900+ people die on Virginia's highways each year. That's 19 per week or 3 per day.**
- **Not wearing a seat belt contributes to more fatalities than any other driving behavior.**
- **Wearing a seat belt can reduce your risk of dying in a crash by 45 percent in a car and 60 percent in a truck or SUV.**
- **38 percent of vehicle-crash deaths involve drinking alcohol.**
- **Traffic crashes are the leading cause of death for Virginians under the age of 30.**

What Can You Do To Be Safer On Virginia's Highways?

- **Buckle up!**
- **Avoid distractions such as talking on your cell phone, eating and reading while driving.**
- **Share the road with cyclists, motorcyclists, pedestrians and large trucks.**
- **Drive drug- and alcohol-free.**
- **Obey posted speed limits.**



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Take the Challenge

The single-largest factor that can save *your* life is *your* behavior behind the wheel.

Help put the brakes on highway fatalities:

- Buckle up
- Avoid distractions
- Share the road
- Drive drug & alcohol free
- Obey speed limits

Get Involved

- **Take the Highway Safety Challenge**
- **Find out more about how to save lives on Virginia's highways**
- **Request campaign materials for your business, school or public group**
- **Have someone speak to your group**

Visit www.safeVAhighways.org for more information.

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