ROAD SAFETY – THE BASICS

WEAR YOUR SEATBELT
Motor vehicle crashes are a leading cause of death for Americans. Wearing a seatbelt reduces the risk of injury or death in a car accident by about half.

WEAR A HELMET
Wearing a bike helmet reduces the risk of a head injury by about half. It is illegal in Massachusetts for a person under 17 years old to ride a bike without a helmet.

PAY ATTENTION
Think it’s safe to take your eyes off the road for five seconds to read a text? At 55mph, that’s enough time to cover the length of a football field!

Statistics and safety tips from:
Insurance Institute for Highway Safety
National Center for Injury Prevention and Control
National Highway Traffic Safety Administration
National Safety Council
Traffic Safety Facts
**CYCLING SAFETY**

- In 2015, there were 818 cyclist deaths and an estimated 45,000 cyclists injured in bike accidents.
- The total cost of bicyclist injury and death is estimated at over $4 billion per year.

**RIDE PREPARED**
by always wearing a helmet, protective and reflective clothing, and using bike lights to improve visibility.

**RIDE DEFENSIVELY**
by staying focused, alert, and turning off your electronics while biking.

**RIDE PREDICTABLY**
by following traffic rules and utilizing proper signals when making a turn.

**PEDESTRIAN SAFETY**

- In 2015, there were 5,376 pedestrian fatalities and 70,000 pedestrians injured in accidents.
- On average, a pedestrian is killed every 2 hours and injured every 7 minutes by motor vehicles.

**BE VISIBLE**
by wearing reflective clothing and carrying a flashlight when walking in the dark.

**BE PREDICTABLE**
by crossing the street at the designated crosswalk or intersection and following traffic rules.

**BE ATTENTIVE**
by turning off your electronics and focusing on traffic.

**DRIVING SAFETY**

- In 2015, there were 32,166 fatal motor vehicle crashes totaling 35,092 deaths.
- Approximately 6,693 people are injured each day in motor vehicle crashes.
- The three biggest causes of motor vehicle accidents are intoxication, speeding, and distracted driving.

**DRIVE SOBER**
by abstaining from drug and alcohol use before driving.

**DRIVE FOCUSED**
by keeping your eyes on the road, your hands on the wheel, and your mind on driving.

**DRIVE RESPONSIBLY**
by obeying the speed limit and sharing the road with motorcyclists, cyclists, and pedestrians.