



Be a **driving force** for safety.
ON THE JOB & OFF THE JOB



**You're driven to serve Maryland;
Maryland is driven to protect you.**

For most Marylanders, driving will be the most dangerous thing they do today. What you do behind the wheel today can make all the difference.





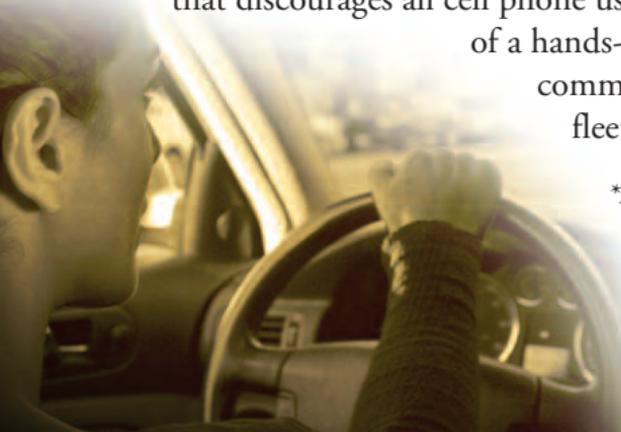
Why join the force for safe roads in Maryland?

More than 600 people die in traffic crashes every year in Maryland; another 50,000 people are injured. Of the more than 102,000 total crashes that occurred in 2007, most were caused by driver error and could have been prevented.

Crashes are not “accidents.” By raising awareness about traffic safety and changing behavior, crashes can be prevented and lives can be saved.

By simply focusing on driving and avoiding distractions, crashes can be prevented. Because hand-held cell phones can be a major source of distraction, Governor Martin O’Malley issued an Executive Order that establishes a new policy that discourages all cell phone use, and mandates use of a hands-free device for mobile communication in State fleet vehicles.*

**Does not apply to law enforcement officers or operators of authorized emergency vehicles, or in the case of an emergency.*





How big is the problem?

- *Every 5 seconds a crash occurs.*
- *Every 7 seconds a property damage crash occurs.*
- *Every 10 seconds there is a traffic-related injury.*
- *Every 2 minutes there is an alcohol-related injury.*
- *Every 12 minutes someone dies in a roadway crash.*
- *Every 31 minutes an alcohol-related fatality occurs.*
- *Every 4 days an employee dies in a work-related roadway crash.*

Last year, 43,000 people died in traffic crashes and 3 million were injured – many of them were employees.

Nationally, traffic crash deaths have become an epidemic and are the leading cause of death for people ages 3 to 33. On average, traffic crash fatalities outnumber homicides in Maryland. For every life lost, hundreds of others are affected. Traffic crashes impact co-workers, friends and family members resulting in thousands of shattered lives.

What is the cost of traffic crashes?

Traffic crashes cause a disruption in the workplace through absenteeism, lowered employee morale, lost productivity, loss of institutional knowledge and retraining. Whether they occur on or off the job, **nationally motor vehicle crashes cost employers nearly \$60 billion annually.**

In addition to the injury and death toll, traffic crashes result in economic loss to the State, Maryland businesses and families. When considering property damage, Injured Workers Insurance Fund (IWIF) payouts, and lost time and efficiency, it is estimated that traffic crashes cost millions.





What can you do?

Choose Safety for Life and in all your travels **B-SAFE**:

Buckle up.

Slow down – speeding kills.

Always drive sober.

Focus.

Everyone share the road – everyone gets home.

Choose Safety for Life is an umbrella safety campaign that provides an overall call to general traffic safety and a review of the rules of the road. If everyone follows the five keys of roadway safety above while driving, walking or cycling, nearly all roadway fatalities can be prevented.

Learn more at www.choosesafetyforlife.com.

Choose **Safety** for Life 



*When you follow the rules
of the road others will too...*

You become the driving force for safety when you're following the rules of the road. Particularly when driving a State vehicle, you set an example for other drivers around you. Pledge to drive your best every day.

Take it home

This is work that you should, in fact, take home with you. Seize every available opportunity to talk with family members, friends, colleagues, neighbors, faith community members about traffic safety. You could save the life of someone you love.





*I AM a driving force for safety, helping to save lives by
Choosing Safety for Life and remembering to B SAFE:*

Buckle up.

Slow down speeding kills.

Always drive sober.

Focus.

Everyone share the road.



SAFETY PLEDGE

1. I will buckle up every time I drive and make sure my passengers do as well.
2. I will stay alert and pay attention when driving.
3. I will not drive impaired by alcohol or drugs.
4. I will drive courteously, maintain a responsible speed, stop at red lights and stop signs.
5. I will share the road with pedestrians, bicyclists, motorcyclists and drivers of large trucks.
6. As a pedestrian, I will cross the road safely, using crosswalks.
7. As a cyclist, I will follow the rules of the road.



Choose **Safety for Life**.com



*For more information, log onto www.dbm.maryland.gov
and search for driver safety*

Martin O Malley, *Governor* | Anthony G. Brown, *Lt. Governor*
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