



KEEP KIDS ALIVE DRIVE 25® FACT SHEET

DID YOU KNOW?

- Speeding in residential neighborhoods represents the single greatest complaint issue to police departments and city council representatives throughout the U.S. (KKAD25)
- Most speeders in your neighborhood live in your neighborhood. (KKAD25)
- Crash rates increase faster with an increase in speed on minor roads (which includes residential streets) than major roads. (NHTSA 2004)
- The death rate per 100 million miles driven on residential streets is almost **3 times** the death rate on highways - **.8 vs. .3** (NHTSA 2004)
- It is not unusual for speeders to be clocked in excess of 40 mph (and even 50 mph on occasion) in 25-mph zones. (KKAD25)
- Speeding extends the distance necessary to stop a vehicle.
 - *At 20 mph the total stopping distance needed is 69 feet.
 - *At 30 mph, the distance needed is 123 feet.
 - *At 40 mph, the distance needed is 189 feet which may not be enough distance and time for you to avoid hitting an object or person on the road (USDOT, NHSTA)
- At night, when you can see only as far as your headlight (160 feet in front of your vehicle), the situation worsens.
- The effectiveness of restraint devices like air bags and safety belts, and vehicular construction features such as crumple zones and side member beams decline as impact speed increases. (USDOT, NHSTA)
- Speed, defined as exceeding the posted speed limit or traveling too fast for the conditions, is cited as a contributing factor in approximately 30% of fatal crashes. (NHSTA)
- Based on the "General Estimates System" database of police-reported accidents, incapacitating pedestrian injuries rose from 18.2 percent in 25 mile-per-hour zones to 23.4 percent in 30 mile-per-hour zones. Pedestrian fatalities spiked respectively from 1.8 percent to 5.4 percent. This fatality rate represents a 3-fold increase just for that 5-mph increase. This is significant, especially if your family member or neighbor is injured or killed.

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Keep Kids Alive Drive 25® - A Non-Profit Organization 501(c)(3)
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Speeding (From the National Highway Traffic Safety Administration)

According to the **NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)**, almost 175,000 pedestrians died on U.S. roadways between 1975 and 2001. The study from the [National Highway Traffic Safety Administration](http://www.nhtsa.gov) says the very old, the very young, and drinkers are the most likely to be hit and killed by a vehicle. More than one-fifth of children between ages 5 and 9 killed in traffic incidents in 2001 were pedestrians. Pedestrians make up about one-eighth of the people killed in motor vehicle crashes, 4,882 of the 42,116 killed in 2001, the last year for which full statistics are available.

In addition, what follows are facts posted by the National Safe Kids Campaign on their web site at <http://www.safekids.org>.

Injury Facts

WHEN AND WHERE MOTOR VEHICLE OCCUPANT DEATHS AND INJURIES OCCUR

- Seventy-five percent of motor vehicle crashes occur within 25 miles of home. In addition, 60 percent of crashes occur on roads with posted speed limits of 40 mph or less.
- Rural areas have higher motor vehicle crash incidence rates and death rates than urban areas. In addition, crashes in rural areas tend to be more severe.
- In 2001, 23 percent of all traffic deaths among children ages 14 and under involved alcohol. Of the children killed in alcohol-related crashes, more than half were passengers in vehicles with drunk drivers. Child restraint use decreases as both the age of the child and the blood alcohol level of the child's driver increase.

PEDESTRIAN DEATHS AND INJURIES

- In 2000, 706 children ages 14 and under died from pedestrian injuries. Of these, 534 died in motor vehicle-related traffic crashes. One-fifth of all traffic fatalities among children ages 14 and under are pedestrians.
- In 2001, more than 47,300 children ages 14 and under were treated in hospital emergency rooms for pedestrian-related injuries. Approximately 73 percent of these injuries were traffic-related.
- In 2001, 23 children ages 14 and under were killed as pedestrians in school bus-related incident.

We are all well aware that statistics represent real people – sons, daughters, moms, dads, brothers, sisters, aunts, uncles, cousins, friends, co-workers, teammates, and more. These people, who love and are loved, represent the faces of why **KEEP KIDS ALIVE DRIVE 25®** is committed to growing a nationwide campaign to increase safety for pedestrians and motorists alike in every community in all 50 states, as well as in countries beyond our borders.