

## WHAT IS **KEEP KIDS ALIVE DRIVE 25**®?

**KEEP KIDS ALIVE DRIVE 25**® is a public awareness campaign targeting observance of the speed limit in residential neighborhoods. In most communities throughout the U.S., the residential speed limit is 25 mph. We are a non-profit educational organization committed to addressing neighborhood and community-wide traffic safety issues.

Our goal is to be a nation-wide campaign. **KEEP KIDS ALIVE DRIVE 25**® is present in over 1000 communities representing almost all 50 states. Bilingual campaigns can also be initiated.



## HOW DOES **KEEP KIDS ALIVE DRIVE 25**® SUPPORT DEVELOPMENT OF LOCAL CAMPAIGNS?

Through education, consultation, and training services, **KEEP KIDS ALIVE DRIVE 25**® supports communities in mobilizing resources to implement community-wide campaigns. On-site consultation services are available.

**KEEP KIDS ALIVE DRIVE 25**® works to build partnerships.

**Our partners include:**

Mayors; Council and Commission Members; Law Enforcement Agencies; Safety Councils; Safe Kids Coalitions;

Neighborhood/Homeowner/Civic Associations and Watch Groups; Citizen Patrols; PTA Councils; High Schools; Driver's Education Programs; Hospitals; Insurance Companies; Car Dealerships, Public Works Departments; Pedestrian Safety Groups; Grocery Stores; Hardware Stores; Waste Management Companies; Businesses with Service Vehicles; University-based Traffic Safety and Safe Community Coalitions; Foundations, and more!

**We welcome your organization to partner with us as well.**

## To support the mission of **Keep Kids Alive Drive 25**®

please send your tax-deductible donation to:  
**Keep Kids Alive Drive 25**®  
12418 C Street • Omaha, NE 68144

You can also donate on-line at:  
[www.KeepKidsAliveDrive25.org](http://www.KeepKidsAliveDrive25.org)

*Thank you for your support!*

*Thanks to our partners in traffic safety!*



[www.DrivingSkillsForLife.com](http://www.DrivingSkillsForLife.com)



**KEEP KIDS ALIVE DRIVE 25**®, **NO NEED TO SPEED**®, **CHECK YOUR SPEED**®, **STOP MEANS STOP**®, **STOP! TAKE 3 TO SEE**®, **SEAT BELTS - FASTENATING!**®, **BE AWARE! DRIVE WITH CARE**® and **MANTENGA A LOS NIÑOS VIVOS MANEJE A 25**® are trademarks of Thomas J. Everson and Keep Kids Alive Drive 25, 12418 C Street, Nebraska, 68144. These marks may not be used without prior permission.

**Call 402-334-1391 for details.**



**KEEP KIDS ALIVE DRIVE 25**®

12418 C Street • Omaha, NE 68144

Email: [kkad25@kkad25.org](mailto:kkad25@kkad25.org)

[www.KeepKidsAliveDrive25.org](http://www.KeepKidsAliveDrive25.org)



**It's About Kids!**

**It's About Safety!**

**It's About Caring!**

**It's About Time!**®

## KEEP KIDS ALIVE DRIVE 25® SERVICES

**Consultation & Training:** Tom Everson, founder of **KEEP KIDS ALIVE DRIVE 25®**, is available to:

- Consult directly with your community in developing plans for implementation
- Provide support services
- Help in identifying funding sources
- Tailor the campaign to meet the needs and possibilities present in your community.



"Yesterday I put our **KEEP KIDS ALIVE DRIVE 25®** sign out for the first time. I placed it just in front of the stop sign at Winston and Moreland. At the end of the day I brought it in wondering if it made any difference.

My husband, John, went to put the sign out again today. Timing is everything because as he was placing it in the ground, a woman talking on a cell phone came by. The woman stopped her phone conversation to tell John she "really liked the sign. It made her slow down as she drove (on Winston Road) the day before...".

One sign, one day. I couldn't believe it myself.

We as neighbors can do this!"

Jen - Philadelphia, PA



**BE AWARE! DRIVE WITH CARE®/NO NEED TO SPEED®/CHECK YOUR SPEED®** expands **KEEP KIDS ALIVE DRIVE 25®** into all speed zones.

In Oro Valley, AZ, you will find trash cans stickered with KKAD25 decals. Of this effort, **Ofcr. Mike Stevenson of the Oro Valley Police Department** says, "We have passively empowered the community through the use of the decals. This creates an awareness that continues to grow and manage speeds within neighborhoods where problems arise."

### STOP! TAKE 3 TO SEE®

is designed to educate motorists about the correct way to observe STOP signs.



**STOP MEANS STOP®** targets observance of traffic signals and stop signs.

**SEAT BELTS - FASTENATING!®** is an initiative to educate drivers and passengers alike about the benefits of wearing seat belts.



"Keep Kids Alive Drive 25 is an opportunity for residents to solve speeding problems in their neighborhoods. Instead of calling the police to complain, they take an active role in the effort to slow drivers down."

Lt. Dave Schurr, Bollingbrook, IL Police

"My community – Coppell, Texas – made headlines two years ago as it tackled this issue. As a traffic engineer by training, I was hesitant of this program and lobbied the City Council to consider other engineering, enforcement, and education alternatives so that 'mobility' was maintained. I have to say that since this program was adopted and the speed limits on our streets lowered (5 mph) I do feel like I am keeping my village's children safer, that I am more alert, that I am more in control of my vehicle, that I do share those streets with pedestrians, that my 'mobility' has not been greatly impeded, and that streets are not for the sole purpose of drivers in vehicles trying to make their way as quickly as they can in our hurried world."

Jason Crawford, P.E, Texas Transportation Institute

"Keep Kids Alive Drive 25 empowers each of us to make a difference in our neighborhood. It unites neighbors in taking charge, sending a message that safe driving speed is a priority. I like the ability to make a difference for my children!"

Carolyn Kunz, State College, PA



## Did You Know...

- Most drivers speeding on your street live in your neighborhood.
- Speeding in neighborhoods is a primary concern of citizens throughout the U.S.
- 41,059 people - daughters, sons, brothers, sisters, mothers, fathers, friends - died on America's roadways in 2007. That's an average of 112 deaths per day each and every day of the year. (NHTSA, 2008)
- The death rate per miles driven on residential streets is over twice the death rate on highways. (NHTSA)
- More than 1,000 people die every month as a result of speeding-related crashes. (NHTSA 2004)
- A pedestrian hit in a 30 mph zone is three times more likely to die than one hit in a 25 mph zone. (General Estimates Database on Police Reported Accidents - 1999)
- Speeding Triples the Odds of Crashing. (AAA Foundation for Traffic Safety - 2006)
- 200 deaths and over 17,000 injuries occur each year as a result of running stop signs. (Safe Kids Worldwide - 2003)
- 4,200 lives could be saved each year if 90% of the U.S. population wore seat belts. (NHTSA)
- After applying **KEEP KIDS ALIVE DRIVE 25** decals to all trash cans, an Oro Valley, Arizona neighborhood of 1000 homes reduced average speed from 29 mph to less than 25 mph (a 13.4% decrease).
- The first completed pre/post study citing effectiveness of **Keep Kids Alive Drive 25** yard signs in Oceanside, CA demonstrated a **16% decrease** (6 mph) in average speed.