Toward Zero Deaths: the National Strategy on Highway Safety

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Progress

Toward Zero Deaths
National Strategy on Highway Safety

[Bar chart showing the number of fatalities and fatality rate per 100 million vehicle miles traveled (VMT) from 1961 to 2009. The chart shows a decreasing trend in fatalities and fatality rate over time.]
TZD > The National Strategy. The goal, establish Toward Zero Deaths as the nation's traffic safety vision.
How Do We Get There?
Prioritize strategies - 25 year timeline

Complete the National Strategy

Adopt

Implement the National Strategy

Periodic reviews
Toward Zero Deaths
National Strategy on Highway Safety

TZD Key Areas

Driver / Passenger

Cyclist / Ped / Motorcyclist

Vehicle Owner

Infrastructure

Emergency Medical Services

Safety Management
Nils Bohlin
Inventor of the V-type three-point safety belt, 1959

Photo Courtesy: Volvo
Branding and Marketing

Black – Remembering the lives lost in traffic crashes.

Yellow – Each person’s individual goal of zero deaths for his or her family and friends.
TZD > The National Strategy. The goal, establish Toward Zero Deaths as the nation's traffic safety vision.

TZD > Communication Plan
A variety of communication tools for the Toward Zero Deaths program are provided. In addition, the Communication plan includes suggested audiences and stakeholders, goals, objectives, tactics, timelines, milestones and measurement metrics.

TZD > Become a Participant
Actively engage your state, organization or company in the TZD vision. Sign up to receive TZD updates and download the TZD logo.

Decade of Action
The national Toward Zero Deaths vision supports the goals of the Decade of Action to reduce road fatalities globally.

What Should Be Our Goal
We asked people a few questions about traffic safety. Their responses weren't scripted, but they all said the same thing in the end - Our goal should be zero.

*Footage courtesy, Nevada DOT

www.TowardZeroDeaths.org
SCOHTS Strategic Plan

› Vision - To lead

› Mission - Establish and Encourage

› Goal 1
Global Partnership

DECADE OF ACTION FOR ROAD SAFETY 2011-2020

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