



TRAFFIC SAFETY NEWS

From the Delaware Office of Highway Safety for our Corporate Partners

OCCUPANT PROTECTION AND SPEEDING – DON'T STEP ON IT LIKE STU!

Speeding and neglecting to buckle up are a deadly combination in Delaware. In 2016, 39% of vehicle occupants were killed while not wearing a seat belt and there were 37 speed related fatalities. The good news is that Delaware has a seat belt use rate of 91.4%. The bad news is that we still have an unacceptable rate of death or injury due to not wearing a seatbelt, speeding, or both. It takes only a second or two to fasten your seatbelt. It takes no time at all to make the decision to slow down.

HERE'S WHAT YOU NEED TO KNOW:

The Delaware Office of Highway Safety is asking our corporate partners to help get the word out. We've launched a new campaign featuring "Stu," the not-so-smart character who puts the pedal to the metal and thinks seat belt use is a waste of time. Stu is a 20-something hot shot who thinks crashes happen to other people, not himself.

Why Stu? Because the vast majority of people who speed and fail to buckle up are male between the ages of 18 and 34, just like Stu. In fact, of those involved in crashes, 59% of occupants unbuckled were 29 or younger and 61% were male. As for speed related injury crashes, 57% are 29 and younger. And 85% of drivers involved in speed related crashes were male.

WHAT YOU CAN DO:

- *Guys, slow down and buckle up! Don't step on it like Stu.*
- *Make using your seat belt a part of your daily habit – it shouldn't even be something you have to think about.*
- *Parents can set the best example for their kids by wearing their seatbelts, especially if they're riding with teenage drivers.*

Corporate Partners, please place the posters we provide in a space with high visibility. Lunchrooms, restrooms, or near the water fountain are good choices. For more information on speed and unrestrained crashes, visit: www.arrivealivede.com/ Slow-Down and www.arrivealivede.com/Buckle-Up

SLOW DOWN. BUCKLE UP. ARRIVE ALIVE DE.

This message is being sent to you by the Office of Highway Safety, who asks you to drive safely at all times. For more information on this and other traffic safety programs, go to www.ohs.delaware.gov. Follow us on Facebook at Delaware Office of Highway Safety and on Twitter @DEhighwaysafe.

