



Safer People – Traffic safety starts with people. Most crashes are the result of choices people make and better decisions can mean better safety.



Safer Vehicles – Our roads are teeming with a variety of vehicle types with various levels of associated crash consequences. Maximizing the safety of each will help avoid or minimize crash outcomes.



Safer Speeds – Kinetic energy is directly associated with speed. Safe speeds balance traffic movement with more favorable crash outcomes.



Safer Infrastructure – The built environment of our transportation system is inextricably linked to safety. Proper accommodations for vehicles and active users alike increase overall safety.



Safer Response – Despite the other elements, crashes still occur. In these cases, a timely response and effective post-crash care may still save a life or prevent serious injury.

Learn more: **saveMolives.com**

—SHOW-ME—
ZERO

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