



# Toward Zero Deaths

National Strategy on Highway Safety



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## THE VISION OF TOWARD ZERO DEATHS

What if we told you that fatalities from motor vehicle crashes could be considered a public health crisis? Just last year alone, 32,310 lives were lost and more than two million people were injured on our nation’s roads. In fact, motor vehicle fatality rates are up there with deaths caused by obesity, the flu, heart disease from second hand smoke or gunshot wounds. And yet many motor vehicle crashes and deaths are largely preventable.

While agencies and organizations throughout the nation have helped decrease deaths, that downward trend is starting to plateau and even climb. The vision behind Toward Zero Deaths is that until the highway system is absolutely free of fatalities, our work isn’t finished. In order to achieve zero deaths, we can’t continue at the pace we’re going. We instead need to take dramatic steps in order to see dramatic changes.

## WHAT IS TZD?

Toward Zero Deaths is a vision to bring together highway safety stakeholders across the nation under a single strategy. By uniting groups under a common vision, we can aggressively pursue a culture of safety and reduce highway fatalities at a much faster rate. Following are some of the goals we hope to accomplish through TZD:

- Unite the common efforts of highway safety organizations across the nation under a single vision
- Aggressively implement key strategies nationwide
- Identify, develop and promote promising new initiatives to accelerate progress
- Offer key initiatives needed over the next several decades, and allow organizations to choose which are most appropriate for their use
- Decrease highway fatalities to 50% by 2030 as an intermediate goal
- Help organizations work collaboratively with partners under a common vision



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### WHAT ARE THE KEY STRATEGIES OF TZD?

TZD will encourage widespread implementation of key strategies that will significantly reduce the number of traffic fatalities and serious injuries. All strategies center around the following areas:

- Safer drivers and passengers
- Safer vulnerable users
- Safer infrastructure
- Enhanced emergency medical services (EMS)
- Improved safety management and data processes
- Safety culture

### CREATING A CULTURE OF SAFETY

Legislation, rules, engineering or communication efforts won't get the job done unless people believe in the cause and their ability to make a difference. In order to create a culture of safety over the next several decades, assessment of the current culture is key. Everyone has their own values, beliefs and behaviors that comprise the nation's traffic safety culture. The following steps are key to evaluating and creating a real cultural shift:

- Identifying an entity to take lead in planning the effort and bringing stakeholders together
- Performing an assessment of current traffic safety culture. This includes identifying common themes or beliefs among various groups
- Developing strategies to transform safety culture, then pilot testing, refining and implementing those strategies system-wide
- Evaluating the effectiveness of the strategies and identifying additional needs

### THE TZD CHALLENGE

In order to create real change, the TZD approach needs to be embraced by leaders, individuals and families. Within our families, it's natural that the only acceptable goal for highway fatalities is zero.

We need to expand this vision across this entire nation, unify the efforts of our organizations and implement aggressive strategies to achieve our vision of a highway system free of fatalities.

### WHAT'S NEXT?

In order to fully execute the TZD vision, here are the steps and immediate goals we need to accomplish:

- Raise awareness of the national initiative and encourage organizations to use the TZD National Strategy as guidance to enhance their own strategic safety planning efforts
- Establish or strengthen partnerships with nontraditional partners
- Reach out to elected officials and policy makers to push for additional resources
- Research the effectiveness of unproven and new countermeasures and programs

TZD is led by a group of associations representing state and local government agencies working to reduce highway fatalities:

American Association of Motor Vehicle Administrators (AAMVA)  
American Association of State Highway and Transportation Officials (AASHTO)  
Commercial Vehicle Safety Alliance (CVSA)  
Governors Highway Safety Association (GHSA)  
International Association of Chiefs of Police (IACP)  
National Association of County Engineers (NACE)  
National Local Technical Assistance Program Association (NLTA)  
National Association of State Emergency Medical Services Officials (NAEMSO)

FHWA, FMCSA, and NHTSA are providing technical support to the TZD effort.