



On average, eighteen people lose their lives every year in car crashes on Salem County's roadways. Compared to other counties, when population and miles of public roadway are weighted equally, Salem County has one of the most serious traffic safety problems in the State.

Faced with this fact, the Salem County law enforcement community has launched a campaign aimed at combating the leading contributing factors in all motor vehicle related deaths and injuries:

- **AGGRESSIVE DRIVING;**
- **DRIVING UNDER THE INFLUENCE OF ALCOHOL OR DRUGS;** and
- **INATTENTIVE DRIVING**

Salem County law enforcement is dedicating additional resources - in the form of targeted traffic enforcement efforts and police sobriety checkpoints - in an effort to raise public awareness about the serious problem of traffic fatalities in this county. The goal of the Salem County Safe Roadways Project is to reduce the number of motor vehicle related deaths and injuries that occur here every year.

THE 12 MONTHS OF TRAFFIC SAFETY

The 12 Months of Traffic Safety is a campaign to increase public awareness of traffic safety issues. A different traffic safety issue is highlighted each month, as outlined below

JANUARY

Aggressive Driving

FEBRUARY

Drive Safely in Inclement Weather

MARCH

Pedestrian & Bicycle Safety

APRIL

Work Zone Safety

MAY

Seat Belt & Child Passenger Safety

JUNE

Motorcycle Safety

JULY

Listen to the Signs / Driver Inattention

AUGUST

You Drink... You Drive... You Lose!

SEPTEMBER

Intersection Safety / Older Driver Safety

OCTOBER

School Bus Safety

NOVEMBER

Truck Safety

DECEMBER

Rail Safety

For More Information Visit Us Online
www.salemcountyprosecutor.org



Salem County Safe Roadways Project

LAW ENFORCEMENT CAMPAIGN



TARGETING

- **Aggressive Driving**
- **Drunk Driving**
- **Inattentive Driving**
- **Seat Belt Usage**

SPONSORED BY:

NJ DIVISION OF HIGHWAY TRAFFIC SAFETY

SALEM COUNTY PROSECUTOR'S OFFICE

SALEM COUNTY CHIEFS OF POLICE ASSOCIATION

Here are some facts about the driving behaviors Salem County Law Enforcement is targeting as part of the Salem County Safe Roadways Project:

AGGRESSIVE DRIVING

Aggressive Driving is a combination of deliberate actions and/or hostile behaviors by a motorist who endangers other drivers or property without regard for public safety.

AGGRESSIVE DRIVING INCLUDES

- Speeding
- Following too closely
- Improper or erratic lane changes
- Improper overtaking or passing
- Failing to yield the right of way
- Ignoring official traffic control devices
- An action directed at other drivers that displays anger, or intimidation, or one that threatens other drivers



THE PROBLEM

According to data provided by the Insurance Council for New Jersey and the AAA Clubs of New Jersey, more than half of NJ's drivers are angry when they're behind the wheel. Almost half, the data show, are likely to try to "punish" other drivers. In 2003 in NJ, this attitude, combined with the above-mentioned driving behaviors, resulted in more than 68,000 vehicles being involved in crashes, an 8% increase from 2001. These crashes resulted in approximately 200 fatalities and 34,000 injuries.

TAKE FIVE TO STAY ALIVE

- Allow extra time to avoid rushing and stress
- Buckle everyone's seatbelt before driving
- Be a friendly driver to others on the road
- Be aware that distractions are a leading cause of crashes
- Get to your destination safely



DRIVING UNDER THE INFLUENCE

THE PROBLEM

Alcohol is the biggest contributing factor in motor vehicle-related death and injury. In the United States, alcohol-related crashes claim a life every 31 minutes and injure someone every two minutes.

In New Jersey, approximately 750 motor vehicle fatalities occur each year. Statistics show that 34 percent of those crashes involve alcohol.

The effects of drinking and driving go beyond crash statistics. However, the loss is endless: a father, mother, brother, sister or friend. Survivor's injuries remain for a lifetime. Remember, drinking and driving destroys lives.



DON'T DRINK AND DRIVE... YOU CAN'T AFFORD IT

Offense	License Loss	Fines, Fees, Surcharges	Prison Term
1st (BAC \geq .08 but $<$.10)	3 months	> \$3,875	Up to 30 days
1st (BAC \geq .10)	7 months to 1 year	> \$3,875	Up to 30 days
2nd (occurs w/in 10 yrs of 1st)	2 years	> \$4,125	Up to 90 days
3rd (occurs w/in 10 yrs of 2nd)	10 years	> \$6,125	180 days

INATTENTIVE DRIVING

THE PROBLEM

Most people are spending more time on the road these days. To maximize their time, drivers are multitasking. This behavior contributes in a major way to more than 18,000 crashes a year associated with Driver Inattention, which equates to 37% of all crashes in New Jersey.

2 IMPORTANT NEW JERSEY LAWS

New Jersey's wireless phone law

By law, drivers on New Jersey's roadways must use a hands-free device with their wireless phones. Obey this law and increase your attentiveness while driving. Disobey this law and receive a fine up to \$250.



Maggie's Law

Tired drivers are inattentive drivers. In 1997, a driver in Gloucester County caused a fatal accident, killing Maggie McDonnell. The driver had not slept in more than 30 hours. Today, if you cause a fatal accident in New Jersey and it is proven that you had not slept in 24 hours beforehand, you will be charged with vehicular homicide. You could be sentenced to 10 years in prison.

SEAT BELTS & CHILD RESTRAINTS

Research shows that a seat belt reduces the risk of death by 45%, and the risk of moderate to critical injury by 50% (for front-seat passengers). About 60% of all unbelted passengers are ejected during a crash. Of that percentage, almost 75% are killed. Seat belts and air bags work together. Alone, air bags reduce the injury risk by only 12%.

NEW JERSEY SEAT BELT LAW

Requires all front-seat passengers to buckle up. Every passenger between the ages of 8 and 18 must use a seat belt - no matter where they sit in a vehicle. Children eight years or younger who weigh less than 80 pounds must be buckled into an approved car or booster seat. Drivers are responsible for ensuring all passengers under 18 are properly restrained.



SEAT BELTS SAVE LIVES