


West

# Lock in the future




The rate of our Native American People dying in traffic crashes because they aren't using their seat belts is 7 times higher than everyone else.

Developed by the Tribal Traffic Safety Advisory Board; funded by the Washington Traffic Safety Commission.

East

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Seat Belts - Rack Cards

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The rate of our Native American People dying in traffic crashes because they aren't using their seat belts is 7 times higher than everyone else.


## The #1 factor in our Native American People dying in traffic crashes is lack of seat belt use.



1. Seat belts save lives. Among drivers and front seat passengers, seat belts reduce the risk of death by 45% and cut the risk of serious injury by 50%.



2. Seat belts prevent drivers and passengers from being ejected during a car crash. Passengers who are not wearing their seat belts are 30 times more likely to be ejected from a vehicle during a crash.



3. More than 3 out of 4 people who are ejected during a fatal crash die from their injuries.

**Buckle up even if you are just driving a short distance so you can continue your journey with your family and friends.**

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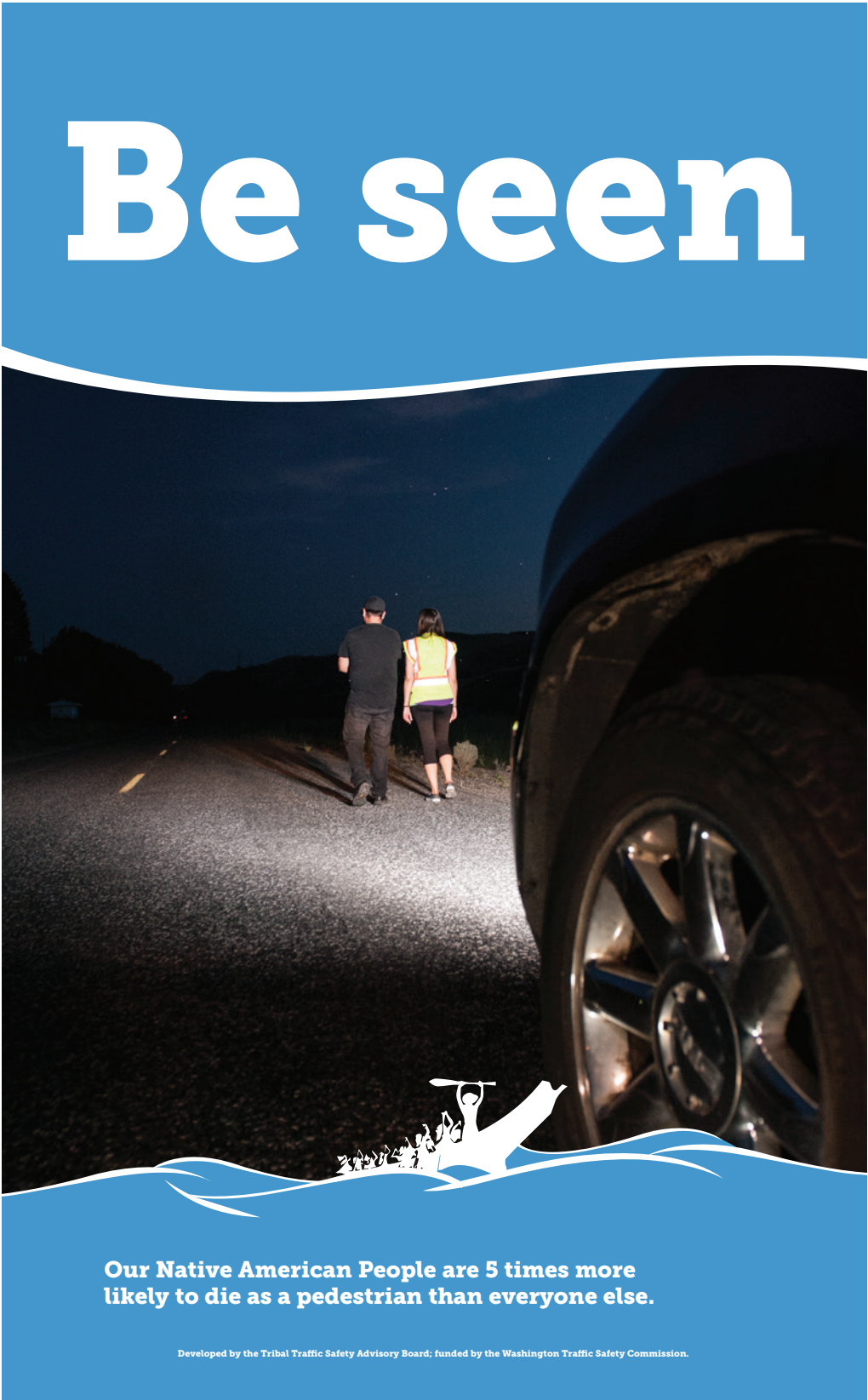
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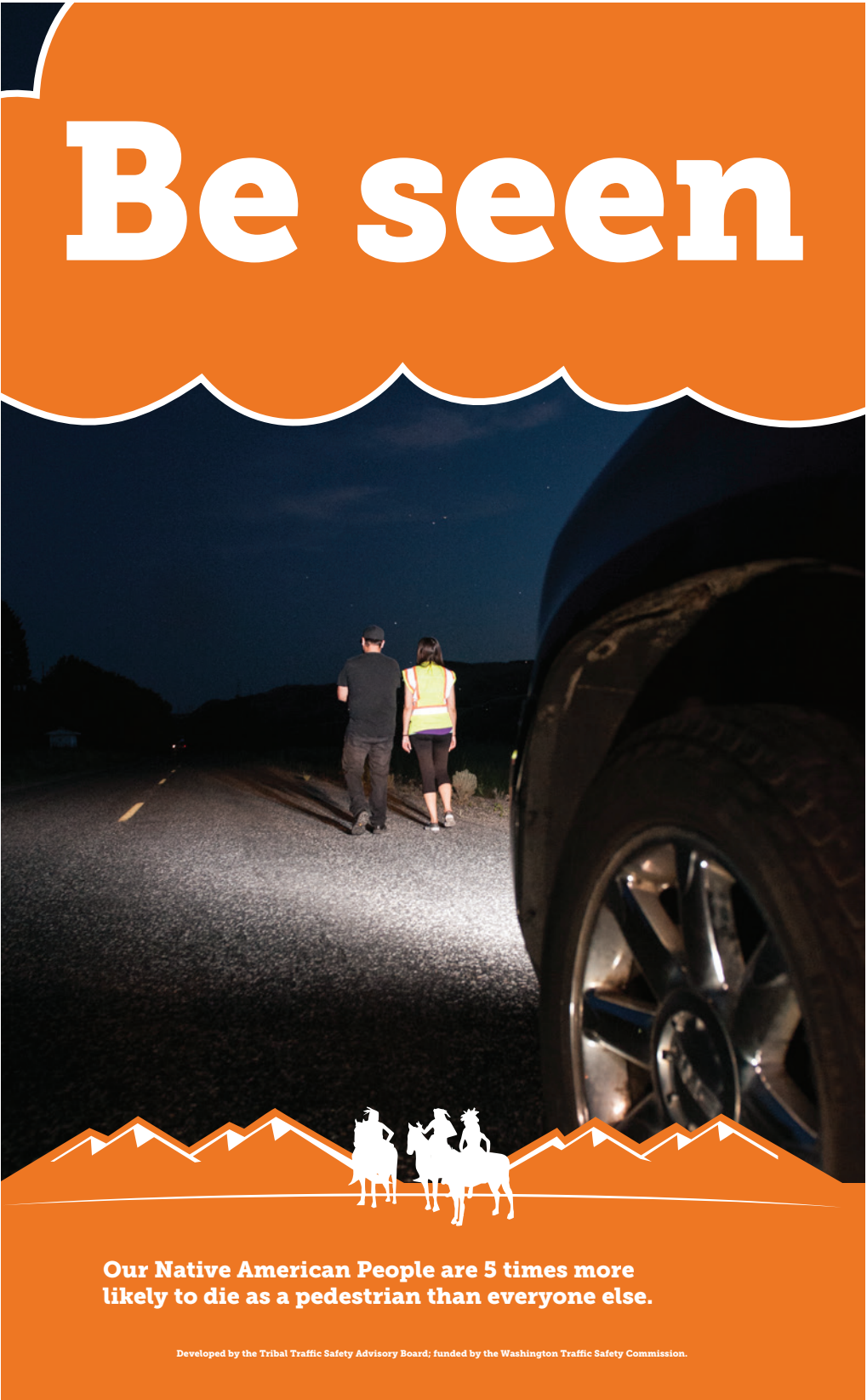
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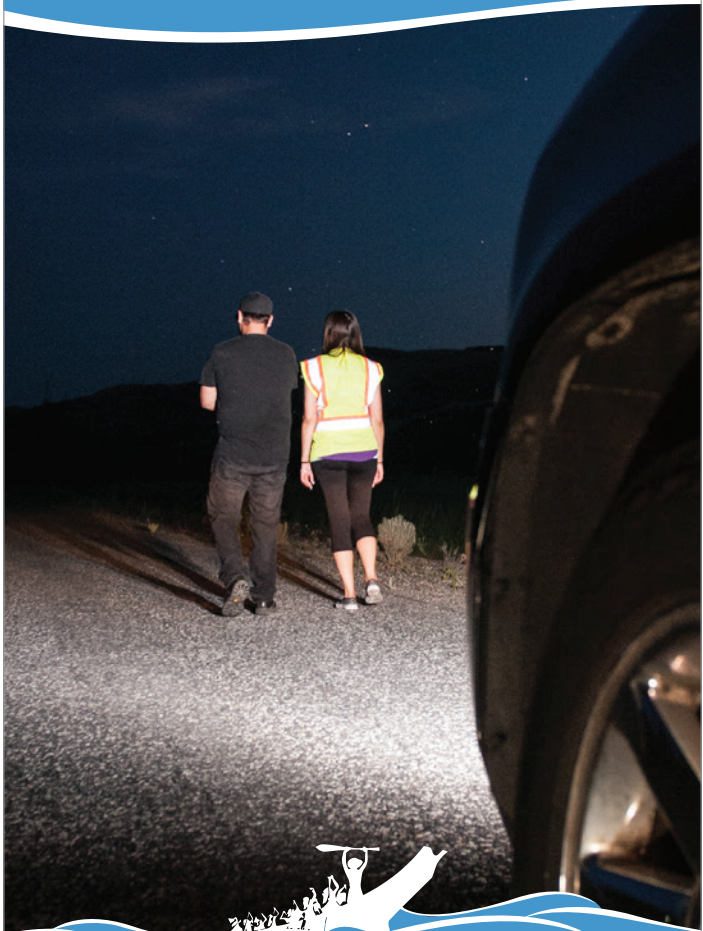




Pedestrians - Rack Cards



West

# Be seen





**Our Native American People are 5 times more likely to die as a pedestrian than everyone else.**



## What is a pedestrian? A pedestrian is a person who is on foot — walking or running.



1. Be seen. It is important to wear bright or reflective clothing while walking. More than 2/3 of pedestrians are killed in crashes that happen after dark.



2. Look left, right, and left again before crossing the road. Be particularly careful at intersections where cars are turning left or right.



3. Look, smile, wave. Make eye contact with drivers and make sure they see you before crossing a road.

**Have a cousin to lean on. More than 50% of pedestrians who are killed are impaired themselves. If you do not have access to a taxi or a designated driver, walk with a sober cousin so you have someone to lean on.**

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Pedestrians  
-Banners

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# Drive with a clear mind

The rate of our Native American People dying in a traffic crash because a driver is impaired by drugs or alcohol is 5 times higher than everyone else.

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Impaired Driving - Rack Cards

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The rate of our Native American People dying in a traffic crash because a driver is impaired by drugs or alcohol is 5 times higher than everyone else.

## The #1 factor in traffic deaths is the use of drugs or alcohol while operating a vehicle.



1. Over 40% of impaired driver-involved traffic deaths occur during the night between the hours of 9PM and 3AM



2. If you drive while under the influence of drugs or alcohol, it will cost you more than the loss of your driver's license. Even if it is your first offense, you can face up to one year in jail in addition to thousands of dollars. The total cost of a DUI — alcohol or drugs — ranges from \$6,500 to more than \$10,000.



3. Plan ahead! If you're going to be attending a party or a "49" away from home, decide who will be the designated driver or call a cab and schedule for later pick up.

If you fail to plan ahead, call a sober cousin to pick you up, or just stay the night so you are safe.

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Speeding - Posters

West

When traveling at 50 MPH, it takes more than the length of a football field to stop

Source: Lawrence D. Woolf, Ph.D. (2003), General Atomics Sciences Education Foundation.

Drive at safe speeds and enjoy your journey.

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**The rate of our Native American People dying in a traffic crash because a driver is speeding is 5 times higher than everyone else.**

**Almost half of traffic deaths  
and 1/3 of serious injuries  
involving speeding occur  
on the weekends.**



1. Nearly 40% of all traffic deaths involve a speeding driver.



2. More than half of the speeding-involved deaths occur on rural roads. With reservations roads being mostly rural we need to pay close attention to this fact.



3. Almost 70% of speeding-involved deaths occur between 3PM and 3AM.



4. In speed-caused fatal crashes, impairment is often a factor – 64% of the time.

**Speeding increases both the likelihood of being in a crash and the severity of the crash.**

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# Protecting our future generations

**Our children are our future generations; they hold our values, traditions and culture. We must protect them in appropriate child car seats.**

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**Our children are our future generations; they hold our values, traditions and culture. We must protect them in appropriate child car seats.**

**Make sure that your car seat is fitted for your child and installed correctly.**

- 

1. Keep your baby in a rear-facing car seat until at least age 2.
- 

2. Change to forward-facing with a harness and use as long as the seat allows.
- 

3. When your child outgrows the harness seat, use a booster seat until the seat belt system fits properly; normally when your child is around 4'9" tall and 8-12 years old.
- 

4. Keep your child properly restrained in the back seat until they are 13 years old.

**Use the car seat every trip. Car seats can be confusing for us all. Please don't hesitate to ask your local police station for resources.**

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