

**More than 1,090 people die on Michigan's roadways each year**

*What would be your goal for Michigan?*

**Moving Michigan**  
**Toward Zero Deaths**

**What would be a good goal for your family?**

**What should be the goal for everyone?**

**Driver behavior factors into nearly 90 percent of all fatal crashes**

**What can you do to help move Michigan Toward Zero Deaths?**

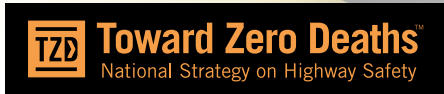
**Do not drive distracted**

**Do not drive while drowsy**

**Do not drive impaired**

**Lower speed and drive cautiously during bad weather conditions**

**Always use your seatbelt**



[www.TowardZeroDeaths.org](http://www.TowardZeroDeaths.org)



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[www.Michigan.gov/ZeroDeaths](http://www.Michigan.gov/ZeroDeaths)



## *Toward Zero Deaths* Michigan Rest Area Poster

MDOT Mapping and Media Services Section - Bw2024

GRAPHICS\BUREAUS\STATEWIDE SERVICES\OPERATIONS\TRAFFIC & SAFETY\Toward Zero Deaths\TZD Poster for Rest areas