

**900 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% 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**



Toward Zero Deaths™
National Strategy on Highway Safety

www.towardzerodeaths.org



Michigan Department of Transportation

www.michigan.gov/zerodeaths