

Educational materials for these and other safe driving topics can be found at [www.saveMOLives.com](http://www.saveMOLives.com).

In 2008, 962 people lost their lives as a result of traffic crashes in Missouri. What can you do to help reduce this number? Contact us to find out.

### Seat Belts

Wearing a seat belt while in a motor vehicle is Missouri law. When worn correctly, seat belts have been proven to greatly reduce the risk of fatal injury.

### Impaired Drivers

In 2007, someone in Missouri was killed or injured in an alcohol-related traffic crash every 1.7 hours.

### Young Drivers

Drivers under the age of 21 comprise 10 percent of the licensed drivers in the state, but are involved in nearly 30 percent of the traffic crashes.

### Child Passenger Safety

Recent state law says your child must be in a booster seat if they are ages 4-7 years old, unless they are 80 pounds or 4'9" tall.

### Older Drivers

People 65 years of age and over accounted for nearly 15 percent of the licensed drivers in the state. Older drivers were involved in 15 percent of the fatal traffic crashes and 12 percent of the crashes involving a serious injury in the last three years.

**ARRIVE  
ALIVE**

## Become A Partner!

Your participation is critical to reducing traffic-related fatalities in Missouri.

- Bring your ideas to the region's meetings. We can e-mail meeting notices to you. We meet monthly.
- Be a safety champion for your organization. The Coalition can foster relationships across county lines and the region.
- We support safety-related community activities. Some financing might be available for activities. Contact us with your ideas.



In October 2008, more than 65,000 people attended a University of Missouri home football game sponsored by the Missouri Coalition for Roadway Safety. Coalition members were on hand to talk with fans about safe driving.



### Missouri Coalition for Roadway Safety

Central Region  
P.O. Box 718  
1511 Missouri Blvd.  
Jefferson City, MO 65102



## Encouraging Safe Driving Practices

### Stay Alert

### Buckle Up!



### Drive Sober

### Central Region

### Boost and Buckle

Benton, Boone, Callaway, Camden, Cole, Cooper, Gasconade, Maries, Miller, Moniteau, Morgan, Osage, Pettis Counties



Missouri Coalition for Roadway Safety



# ARRIVE ALIVE

Missouri Coalition  
for Roadway Safety

## Missouri Coalition for Roadway Safety

The Missouri Coalition for Roadway Safety is comprised of public and private entities working together to increase safety on Missouri roadways. By working together, our goal is to encourage the public to buckle up, drive sober and **Arrive Alive!**

The Coalition's central region includes 13 counties and is led by the Missouri State Highway Patrol's Troop F Commander and Missouri Department of Transportation's Central District Engineer.

Coalition partners include the University of Missouri's ThinkFirst Program, Mothers Against Drunk Drivers (MADD), Council for Drug Free Youth, Missouri Department of Transportation, Missouri State Highway Patrol and local police and sheriffs' departments from around the region.

### Lives Saved

Since the Coalition started in 2004, the initial statewide goal of reducing Missouri roadway fatalities to 1,000 or less by 2008 has been met. Members are now working to reduce fatalities to 850 by 2012.

Stay Alert

### Emphasis On Youth

The Missouri Coalition for Roadway Safety works hard to educate all drivers, especially youth, about the importance of buckling up and driving safely to **Arrive Alive!**



### Spread the word at events about safe driving

Contact us to learn how the Coalition can participate in a school event or activity to help students learn the importance of seat belts and other safe driving practices.



### Provide safety materials



Contact us to learn about public service announcements,

posters, or other media materials available to promote safe driving habits for teens.



### Help teens learn how to help each other

Contact us to learn how school clubs can get involved with service programs targeting teen drivers.



Did you know only 62% of teen drivers use a safety belt? Battle of the Belt is a high school program that challenges students to buckle up.

Buckle Up!



### Enforcement Efforts

The Coalition includes local and state enforcement agencies who work hard to address problem drivers. The goal is to reduce the number of people driving under the influence of alcohol, speeding or creating other hazardous situations.



### You Can Help

Contact us to find out how you can get involved and help more Missourians **Arrive Alive!**

Drive Sober



Call us toll free at  
1-888-275-6636

E-mail us at

[Matthew.Myers@modot.mo.gov](mailto:Matthew.Myers@modot.mo.gov)

Visit us on the Web at  
[www.saveMOLives.com](http://www.saveMOLives.com)



Did you know it only takes three seconds to travel more than 300 feet when driving 70 miles per hour? Diverting your eyes from the roadway to answer your cell phone could be your last call.