



Jeb Bush  
Governor

M. Rony François, M.D., M.S.P.H., Ph.D.  
Secretary, Department of Health

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**PINELLAS COUNTY HEALTH DEPARTMENT**

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**FOR IMMEDIATE RELEASE**

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*Drive as if your life depends on it*  
**Oct. 10 is “Put the Brakes on Fatalities” Day**

Each year, 42,000 lives are lost on our nation’s roadways. That’s about 115 fatalities every day – one fatality on our roadways every 13 minutes.

America’s roadways are among the nation’s best. Safer vehicles and safety equipment (seatbelts, child passenger safety seats, helmets, etc.), stricter laws, better roadways and educational programs have all served to reduce fatalities on the road. Still, this progress can only do so much. In the end, each roadway user is the key to roadway safety.

October 10 is National Put the Brakes on Fatalities Day. It’s a day for you to focus on your own behavior when using the roadways – as pedestrians, passengers, bicycle, motorcycle and motor vehicle operators. The Pinellas County Health Department encourages you to take an extra measure of care to ensure your safety and the safety of others by sharing the road with other users in a safe manner:

- Drive courteously and defensively;
- Know the rules of the road for your type of transportation;
- Obey all traffic signals and signs;
- Wear protective gear – safety belts or helmets; and
- Don’t speed, drive while impaired or in an aggressive manner.

**Imagine a day with zero traffic fatalities.  
On October 10, imagination can become reality.**

For more information visit [www.brakesonfatalities.org](http://www.brakesonfatalities.org)

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*The mission of the Pinellas County Health Department is to promote, protect and improve the health and safety of our community through public and private partnerships in an environment that respects diversity. [www.PinellasHealth.com](http://www.PinellasHealth.com)*