



## First things first....

### Please DON'T participate and drive!



Be safe, Kentucky.







### SAFEKY Where are we today?

### 2021 Kentucky Office of Highway Safety Daily Fatality Statistics Update

Fatalities as of Monday, November 15, 2021

697

YTD 2020

679 Year End Totals 2020

92

YTD 2019 657

Total

**780** 

95

**74** 

MTRCYC FATALITIES

CMV INVOLVED

78

**YTD 2018** 633

CMV MTRCYC

Kentucky Office of Highway Safety

YTD 2017 688





# Safety isn't really about numbers...

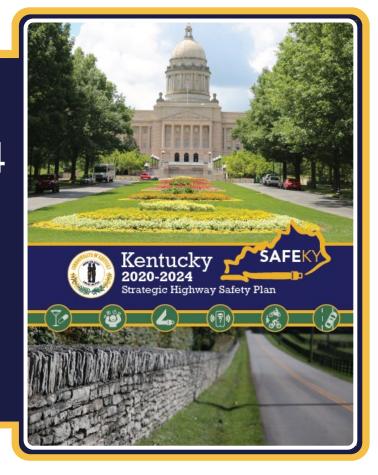






### SAFEKY KY's Strategic Highway Safety Plan 2020-2024

- Bold GOAL **Under 500** Highway Deaths per year by 2024
  - Focus on Prevention
  - Six Emphasis Areas









### Emphasis Areas



#### **Aggressive Driving**

Driving behavior characterized by speeding, disregarding traffic control, following too closely, weaving in traffic, failure to yield the right of way, or improper passing.



#### **Distracted Driving**

Driving behavior characterized by cell phone usage, distraction, or inattention.



#### **Impaired Driving**

Driving while under the influence of alcohol or drugs.



#### **Occupant Protection**

Failure to use seat belt or child restraint while driving or riding in a vehicle.



#### **Roadway Departure**

A crash type that results from a vehicle leaving its lane to the left or right.



#### **Vulnerable Road Users**

Crashes involving pedestrians, bicycles, motorcycles, electric scooters, or other vehicles besides cars and trucks.

### Percent of All Fatalities and Serious Injuries by Emphasis Area 2014-2018

**Roadway Departure** 

**Aggressive Driving** 

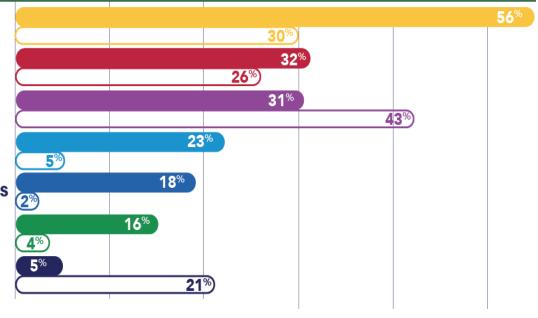
**Distracted Driving** 

**Occupant Protection** 

**Vulnerable Road Users** 

**Impaired Driving** 

No Emphasis Areas Involved









### SAFEKY Partner with KOHS on the "Three I's"

# can help by getting:

- INFORMED about safety
- INVOLVED in improving safety
- INTENTIONAL about the example I set







### Investments in Media Campaigns

The Kentucky Office of Highway **Safety invests** funding to provide information to the public about the importance of safe driving behaviors throughout the Commonwealth.















### Investments in Media Campaigns

While the funding for these campaigns vary from year to year, KY has been utilizing these investments in recent years to place additional focus emerging highway safety challenges to prevent deaths and serious injuries.

Source	FY 2019	FY 2020	FY 2021
Total Federal	\$ 1,661,528.14	\$ 1,808,553.80	\$ 2,036,180.54
Total State	\$ 326,640.00	\$ 118,017.84	\$ 692,785.00
Total	\$ 1,988,168.14	\$ 1,926,571.64	\$ 2,728,965.54









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