

TARGET ZERO

FLORIDA'S TRANSPORTATION SAFETY INITIATIVE

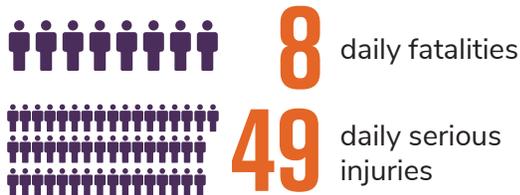
LET'S GET EVERYONE HOME.

WHAT?

Target Zero is a **statewide safety initiative** to reduce the number of transportation-related serious injuries and fatalities across Florida to **ZERO**. We are focused on changing common and acceptable dangerous behaviors on the road and working together to get everyone home, safely.

WHY?

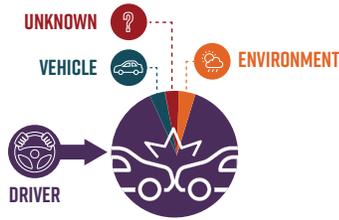
ON FLORIDA'S ROADS...



...even one life lost is too many

Source: FDOT

NATIONALLY...



MAJORITY OF CRASHES INVOLVE
DRIVER BEHAVIOR
AS A CONTRIBUTING FACTOR

Source: NHTSA

THEREFORE:

Influencing safer driver behavior can help prevent the vast majority of crashes.

HOW?

What Florida is Doing:

In addition to improving how the state plans, designs, operates, protects, and maintains its transportation system, the Target Zero initiative is working to influence dangerous driver behaviors **before** serious and fatal crashes occur through:

- Extensive human factors research
- Education and awareness efforts
- Targeted, data-driven campaigns and social marketing efforts

What You Can Do:

- **As an advocate:** The best way to help get everyone home is to encourage safe driving behaviors within your own personal and professional network.
- **As a driver:** Understand the reasons behind your dangerous behavior and adjust. See the back for behavior change tips!

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HERE'S HOW YOU CAN HELP!

Be part of the change and commit to adopting new driving behaviors that will keep you and others safe.

Feeling rushed? Pressured to stay connected? Looking for a thrill?

Check out these strategies to help change your behavior and get everyone home safely.

Speed

- Stressed out? Don't take your frustration out on the gas pedal. Take a deep breath and count to five.
- Find your thrills somewhere other than on the road. Florida has so many places to visit where you can find an adrenaline rush.
- Running late? You're worth the wait. Speeding won't get you there much faster.

Aggression

- Get the right kind of attention by using turn signals, communicating your moves, and staying alert.
- Feeling rushed? Just got cut off? Take a breath, drive steady, and help everyone get home safe.
- Weaving, tailgating, and brake checking is a recipe for a crash. Try focusing on something that makes you happy and calm.

Distraction

- Before you start your car, set your phone to Do Not Disturb. Driving is "you time" (and you're worth it).
- Texting, eating, calling, and fiddling with controls takes your focus away from enjoying the drive. Hit pause on everything else! Keep your eyes on the road and hands on the wheel.
- Catch your focus drifting? Take a breath, pull your focus back to the road, and regain control.



To learn more about how Florida is helping create a safer transportation system, please visit www.fdot.gov/agencyresources/resources.