

Speed Kills!

A Plan of Action

Too Many Deaths

In 2000, 658 people died in car crashes in Israel. 75% of those deaths happened on highways and roads outside urban areas. It is interesting that even though 75% of all accidents happen in urban areas, only 1% of urban accidents result in death.

Why do fewer accidents result in MORE death?

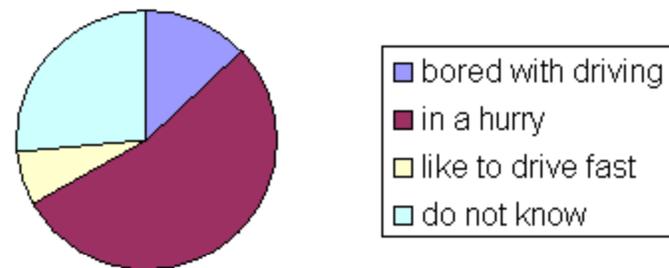
Speed

When cars have accidents at high speeds, people are more likely to die.

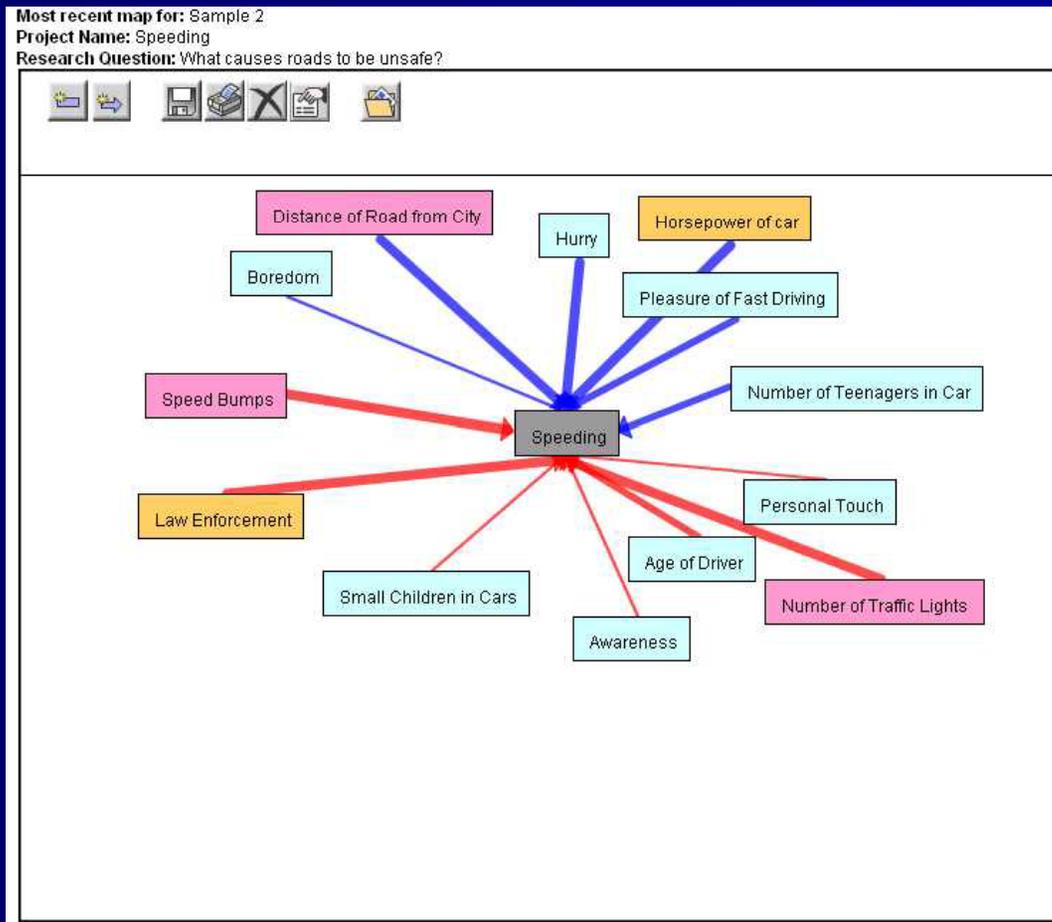
Why Do People Speed?

- Bored with driving
- In a hurry
- Like to drive fast
- Don't know

Why Drivers Go over the Speed Limit



This map shows the factors that increase and decrease drivers' speed.



Our Plan to Decrease Speeding and Save Lives

1. Increase law enforcement with police patrols and traffic cameras.



2. Campaign to make drivers aware of the dangers of speeding.

"If you're driving over the limit, ask yourself WHY? (Then slow down!)"

3. Start at home.

You can help reduce speeding even if you can't drive.

When you're with someone who is speeding, gently ask the driver to drive more safely.

Possible Objections to Our Plan

1. More police patrol would be expensive.

Our Answer

- More tickets would bring in money.
- You can't put a price on a human life.

2. People wouldn't really pay attention to signs asking them to slow down.

Our Answer

- Many of the people we interviewed said they didn't really think about how fast they were going, so a sign might remind them to drive safely.

3. Drivers aren't really influenced by what people in their cars say to them about driving.

Our Answer

- We think that parents do listen to their children and want to set a good example for them.

Steps for Carrying Out Our Plan

1. Write letters to police departments asking for more enforcement of speeding laws.
2. Talk to the Parents Club about sponsoring a billboard about speeding.
3. Write and perform a radio play reminding children to ask their parents to drive safely and ask the principal if we can play it over the intercom.

How can we understand the world around us?

- We talk to people to learn about their experiences.
- We look at statistics and numbers that have been collected by credible organizations.
- We conduct our own observations and collect our own original data.
- We use all kinds of information to draw conclusions about our world.

Remember!
Even Kids Can
Make a
Difference

Our Sources

- Interviews with 24 adults
- National Survey of Speeding and Other Unsafe Driving Actions, Volume III, Countermeasures, United States National Highway Traffic Safety Administration
<http://www.nhtsa.dot.gov/people/outreach/traftech/pub/tt187.html>*
- Traffic, State of Israel
http://www.police.gov.il/english/Traffic/Facts_Figures/01_en_tr_4_accidents.asp*