

ECHO Script

Emergency and Community Health Outreach



FINAL DRAFT

February 6, 2009

ECHO Show #511 & #512 "Roadway Safety"

-1- Shot of traffic and highways; *shots from inside the car of a parent driving a family.*

Traffic crashes are the leading cause of injury-deaths in the United States, but there are some rules you can follow to stay safe while driving. Roads can be full of dangers like snow and ice, people who are driving too fast, or people who have been drinking. Some drivers are simply not paying attention. Today we're going to talk about some important ways to stay safe on the road.

[70]

-2- *Shot of drivers installing child seats, buckling in kids and buckling up themselves before pulling out of the driveway. Shots of car seat, booster seat and belts.*

Always wear a seat belt, and make sure all your passengers are wearing seat belts. This will stop you from smashing into a window or being thrown from the vehicle if you're in a crash. Make sure kids under 13 years old are seated in the back of the car. Buckle young children into a car seat that's appropriate for the child's size and weight. Refer to the instructions that came with the child safety seat to make sure the seat is installed correctly, and that the child is buckled in properly.

[92]

-3- *Shots of someone putting a phone safely away, looking at a map, checking mirrors, and paying attention while driving.*

Pay attention to driving, not to distractions inside or outside the car. A distraction is anything that draws your attention away from driving. Common distractions inside the car that could lead to a crash are eating or drinking, changing the music, and even other passengers. If your kids are upset or need attention, pull over until you can calm them down. A major distraction is sending text messages and talking on a cell phone while driving — even when using a hands-free unit.

Always be aware of road conditions, other traffic including bicycles and pedestrians and road signs. You are processing a lot of information while operating a vehicle. Know the directions to where you're going before you start driving.

[119]

-4- *Shots of speed limit signs and someone slowing down in foggy or icy weather. Shots of someone driving too fast and crashing.*

Always drive at safe speeds for road conditions. Keep a safe distance from the car ahead of you. In bad weather, that might mean driving below the speed limit. When you drive at safe speeds, you'll have more time to react to other drivers, which will help you avoid a crash. Remember — the faster you drive, the longer it takes for you to stop, and the harder you could crash. If you drive faster than the speed limit, you could be pulled over and fined by the police, or have a serious crash.

[93]

-5- *Shots of someone taking a legal, prescription medication and choosing a safe alternative to driving. Shots of someone leaving a party and deciding to call a cab or ride with a friend. Shots of someone getting pulled over for driving impaired.*

Always drive sober. Driving after drinking alcohol or taking drugs is not only dangerous — it's illegal. When you take drugs or alcohol, your brain reacts more slowly, your vision worsens, and your judgment is weakened. Remember, some medications may impair your driving. Getting arrested for driving under the influence of alcohol or drugs can cost thousands of dollars, and if you injure or kill someone in a crash, it could cost you years in jail. Always have a plan for a safe ride before you start drinking. Call a friend, call a taxi or take a bus.

[97]

-6- *Shots of people logging onto the internet for traffic safety tips, picking up a booklet at the DMV, or calling into a hotline before driving.*

All of the traffic safety regulations for your state are available at your local driver's exam stations. Driving directions, road conditions, construction reports, and safety tips are on the internet at www.aaapublicaffairs.com. Remember: wear your seatbelt, pay attention, drive at safe speeds, and always drive sober. You and your passengers will be safer on the roads.

[56]

Word Count: 527