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TO: ALL MEDIA OUTLETS

FROM: Lt. Brannon Jordan

Date: 06-09-2017

RE: 100 Deadliest Days Mobilization

100 Deadliest Days Mobilization Focuses On Preventing Crashes

Over 40 state and local law enforcement agencies across Idaho including the Latah County Sheriff's Office are stepping up their patrols June 9-23, 2017, to help prevent fatal and serious injury crashes during the deadliest days of summer driving.

The 100 Deadliest Days span the weeks between the Memorial Day and Labor Day holidays. The Idaho Transportation Department's Office of Highway Safety (OHS) have received 11 reports of fatalities since the 2017 Memorial Day weekend began on Friday, May 26 (6.00 PM), to June 6 (6.00 AM).

"The 100 Deadliest Days mobilization aims to educate drivers about making good decisions such as paying attention, obeying speed limits, wearing seat belts, and never driving when impaired by alcohol or drugs," said Josephine Middleton, from the OHS. Research from the National Highway Traffic Safety Administration (NHTSA) shows that 94 percent of traffic crashes can be tied back to human behavior and bad decisions made by at least one party involved. The top three contributing factors in Idaho crashes are aggressive driving, distracted driving and impaired driving. In addition, lack of safety restraint use significantly increases your chance of being killed or injured in a crash. During the years 2011-2015, 58 percent of the people who died in Idaho crashes were not wearing seat belts.

Middleton went on to add, "Crashes can be prevented if we make good choices when behind the wheel."

The 100 Deadliest Days mobilization is funded by the OHS as part of their Towards Zero Deaths goal to eliminate traffic fatalities.