

## Did You Know?

- Most drivers speeding on your street live in your neighborhood.
- Speeding in neighborhoods is a primary concern of citizens throughout the U.S.
- It is not unusual for speeders to be clocked in excess of 40 mph (and even 50 mph) in a 25 mph zone.
- 41,059 people - daughters, sons, brothers, sisters, mothers, fathers, friends - died on America's roadways in 2007. That's an average of 112 deaths per day each and every day of the year. (NHTSA, 2008)
- The death rate per 100 million miles traveled on residential streets is over twice the rate on highways. (NHTSA - 2004)
- More than **1,200 people** die every month as a result of speeding-related crashes. (NHTSA, 2007)
- Speeding Triples the Odds of Crashing. (AAA Foundation for Traffic Safety - 2006)
- Crash rates increase faster with an increase in speed on minor roads (which include residential streets) than on major roads (highways). (Insurance Institute for Highway Safety, 2004)
- The first **completed pre/post study** citing effectiveness of **Keep Kids Alive Drive 25**® yard signs in Oceanside, CA demonstrated a **16% decrease** in average speed.
- After applying **Keep Kids Alive Drive 25**® decals to all trash cans, an Oro Valley, Arizona neighborhood of 1000 homes reduced average speed from 29 mph to less than 25 mph, a **13.4% decrease**.
- A pedestrian hit by a vehicle in a 30 mph zone is 3 times more likely to die than one hit in a 25 mph zone. (General Estimates Database on Police Reported Accidents - 1999)

## To support the work of **Keep Kids Alive Drive 25**®

please send your tax-deductible donation to:

**Keep Kids Alive Drive 25**®  
12418 C Street • Omaha, NE 68144

You can also donate on-line at:  
[www.KeepKidsAliveDrive25.org](http://www.KeepKidsAliveDrive25.org)

*Thank you for your support!*

*Thanks to our partners in traffic safety!*



[www.DrivingSkillsForLife.com](http://www.DrivingSkillsForLife.com)

GEICO.



A non-profit organization 501(c)(3)

## **Keep Kids Alive Drive 25**®

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Email: [kkad25@kkad25.org](mailto:kkad25@kkad25.org)

Learn more about  
**Keep Kids Alive Drive 25**® and related  
initiatives: **Be Aware! Drive with Care**™,  
**Check Your Speed**®/No Need To Speed®,  
**Stop! Take 3 To See**®, **Stop Means Stop**®,  
and **Seat Belts-FASTENATING!**®

by visiting

[www.KeepKidsAliveDrive25.org](http://www.KeepKidsAliveDrive25.org)

**It's About Kids!**

**It's About Safety!**

**It's About Caring!**

**It's About Time!**®











# What is Keep Kids Alive Drive 25®?

“**Keep Kids Alive Drive 25®** is a safety campaign targeting observance of the residential speed limit. In most towns and cities throughout the U.S. the residential speed limit is 25 mph. Thus the slogan, “**Keep Kids Alive Drive 25®**”.

The mission of **Keep Kids Alive Drive 25®** is to educate and actively engage citizens throughout the United States in a common commitment to create safer streets in neighborhoods, and beyond, for the benefit of all. This includes pedestrians, cyclists, children-at-play, motorists and their passengers. We work with and through neighborhood groups, law enforcement, public health agencies, schools, city/county/state government, public works, businesses, safety organizations, and any and all civic organizations committed to creating safe roadways. To date we are working with hundreds of communities representing almost every state.

**Keep Kids Alive Drive 25®** is a 501(c)(3) organization that can receive tax-deductible donations to support our mission. Please visit [www.KeepKidsAliveDrive25.org](http://www.KeepKidsAliveDrive25.org) to learn more about how you, your business, or affiliated foundation can contribute.”

# YOU can make a difference!

-  Slow down. Make sure you observe the 25-mph speed limit in residential neighborhoods.
-  Talk with your neighbors about watching out for all the kids in the neighborhood.
-  Set ground rules with your child/children about safe places to play in your neighborhood. Avoid playing in the street.
-  Post a **Keep Kids Alive Drive 25®** sign in your yard.
-  Ask local law enforcement to conduct a speed study to gauge the extent of the speeding problem in your neighborhood.
-  Display a **Keep Kids Alive Drive 25®** magnet, decal or bumper sticker on your business or personal vehicle.
-  **Stop! Take 3 To See®** every time you approach a Stop Sign.
-  Buckle up every one, every trip, every time. Remember, **Seat Belts-FASTENATING!®**



# How to start a community-wide campaign...

- Log on to [www.KeepKidsAliveDrive25.org](http://www.KeepKidsAliveDrive25.org) to check in on ideas for developing your campaign.
- Contact local law enforcement, city council or county commission about initiating a community-wide campaign.
- Mobilize your neighborhood association, watch group, or citizen patrol to initiate **Keep Kids Alive Drive 25®** as a neighborhood response to traffic safety.
- Invite schools, health care organizations, safety councils, driver's education programs, and businesses to help develop and support a local campaign.
- Call or e-mail Tom Everson, founder of **Keep Kids Alive Drive 25®**, for information about on-site consultation along with the latest ideas about how to develop your local campaign. **402-334-1391** or [kkad25@kkad25.org](mailto:kkad25@kkad25.org)