



TENNESSEE COMBINED MESSAGING DEMONSTRATION PROJECT MORE COPS. MORE STOPS. Talking Points and Fact Sheet

“More Cops. More Stops.” Launches in Tennessee

- Cops are cracking down on important highway traffic safety laws in Tennessee this Thanksgiving season.
- State and local law enforcement will be out in force to remind all drivers and passengers to never drive drunk, always buckle up, obey the speed limit, and eliminate all distractions in the vehicle while driving.
- This special enforcement crackdown is part of the state’s new *More Cops. More Stops.* campaign to help save more lives on Tennessee’s roadways.

Tennessee is teaming with the U.S. Department of Transportation, National Highway Traffic Safety Administration on this important national demonstration project, as one of only two States, to test the effectiveness of a new combined high visibility enforcement campaign designed to reduce drunk driving, boost seat belt use, and crack down on speeding and distracted driving, particularly among young adult males. Research and fatal crash statistics show that young adult males are most likely to practice high risk behaviors in their vehicles, such as not wearing seat belts and/or drinking and driving.

Impaired Driving

- Nearly one-third (31 percent) of those killed on Tennessee’s highways during 2009 involved drivers or motorcycle operators with a blood alcohol concentration (BAC) of .08 or above at the time of their deadly crash.
- Fatal crashes involving a driver or motorcycle operator with a BAC of .08 or above jumped to 41 percent among those killed ages 18 to 34.

Seat Belt Use

- Seat belt use is the single most effective way to protect people in vehicle crashes.
- Sixty percent of occupants killed in crashes on Tennessee’s roadways during 2009 were NOT wearing their seat belts at the time of the deadly crash.

- Teens and young adults are particularly at risk. In fact, 69 percent of 18 to 34 year old passenger vehicle occupants killed in Tennessee crashes during 2009 were NOT wearing their seat belts at the time of the crash.

Speeding

- In 2009, 21 percent of the highway fatalities in Tennessee were from speeding-related crashes.
- Thirty-one percent of 18 to 34 year olds who were killed in motor vehicle traffic crashes in Tennessee involved a vehicle that was speeding at the time of the fatal crash.

Distracted Driving

- Distracted driving claimed an estimated 5,474 lives and led to 448,000 injuries nationally in 2009.
- Research shows that high visibility enforcement works.

** According to the National Highway Traffic Safety Administration. All numbers and percentages referencing belted or unbelted fatalities are based on "Known Usage."*