

# The Invisible Dead

William Margaretta

President

New Jersey State  
Safety Council

# Did You Know That Young Drivers 16 to 24 Years of Age

- Represent 14% of all drivers
- Participate in 28% of all collisions
- Represent 21% of the people who die in crashes
- Represent 33% of people who die in crashes with fixed objects
- 29% of no collision crashes (rollovers and leaving the road)
- 25% of crashes with trains.

# Did You Know That

- Every day 29 people between 16 and 24 years of age die in a traffic “accident”
- 29 set of parents will find out today they lost a child
- 29 Funeral homes will be contacted
- 29 Graves will be filled TODAY.

# Did You Know That

- 111,000 Citizens died from all sources of accidental death
- 45,000 of those died in motor vehicle collision.
- 28% of all those collisions involved young drivers
- 21% of the people who died were young drivers.

## Why are these the Invisible Dead?

- 50,000 citizens died during 10 years of the Vietnam war. There were marches on Washington, posters ribbons, songs, celebrities and a memorial.
- Young drivers die alone or in small groups and small markers dot our roadways nationwide, yet there is no posters, ribbons, songs, marches or celebrities working to eliminate this epidemic.

# How Do You Make Something Invisible?

- If you want to make something Invisible make it someone else's problem.

Doug Adams.

# Friends Can Save Friends

- Teens must make this an issue of their time.
- You can make a difference

Non Provisional Drivers make a contract with your friends that you will come and get them out of dangerous situations no questions asked, no lectures and no recriminations. Provisional Drivers make a contract with your parents.

# Take Your Case to The Online Community

- Where are the songs or poems about the epidemic of teens fatalities?
- Where are the celebrities that make this epidemic their cause?
- Where are the Internet messages and movies calling attention to this epidemic of invisible dead.



# It Is An Epidemic

- 29 young drivers a day equals 10,635 individuals per year.
- 5,000 Teens between the ages 16 and 18 die each year.
- If one chicken dies in this country, the press will panic about the arrival of bird flu, yet 10,000 young people can die every year and there is no national outcry.
- Teens must save Teens.

# How You Can Help

Highlight the highest risks to new drivers!

- Speed Kills
- Alcohol and Drugs Kill
- Distracted Driving Kills
- Multiple Teens in a vehicle dramatically increases crash risk
- Seatbelts save lives

# Is it worth the risk?

- For every 10 miles per hour over 50 mph, the risk of death in a traffic crash is doubled.
- Going 10 miles at 50 mph takes 12 minutes
- 65 mph takes 9 min. 14 sec. 3x Risk of Death
- 75mph takes 8 minutes 6X Risk Of Death
- 85 mph you save only 4 minutes and 57 seconds but your risk of death is 12 times as great.

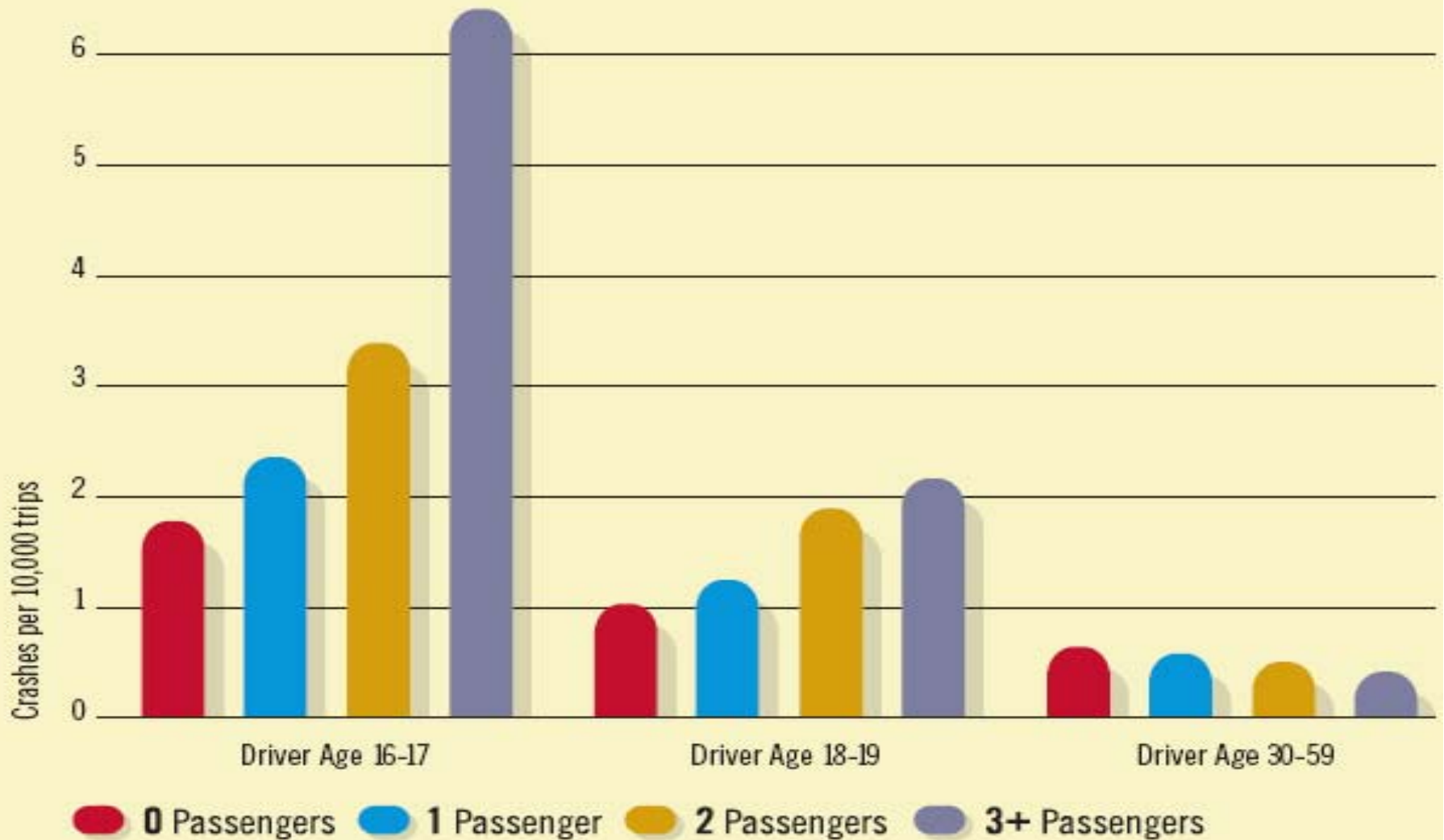
# Reducing Risk

## No Alcohol Use

- 25% of teen drivers killed in 2002 crashes had BAC of .08 or higher
- .05 – .08 BAC increases fatality risk
  - 7x for females
  - 17x for males
- .08 – .10 BAC increases risk even more
  - 15x for females
  - 52x for males

# Reducing Risk

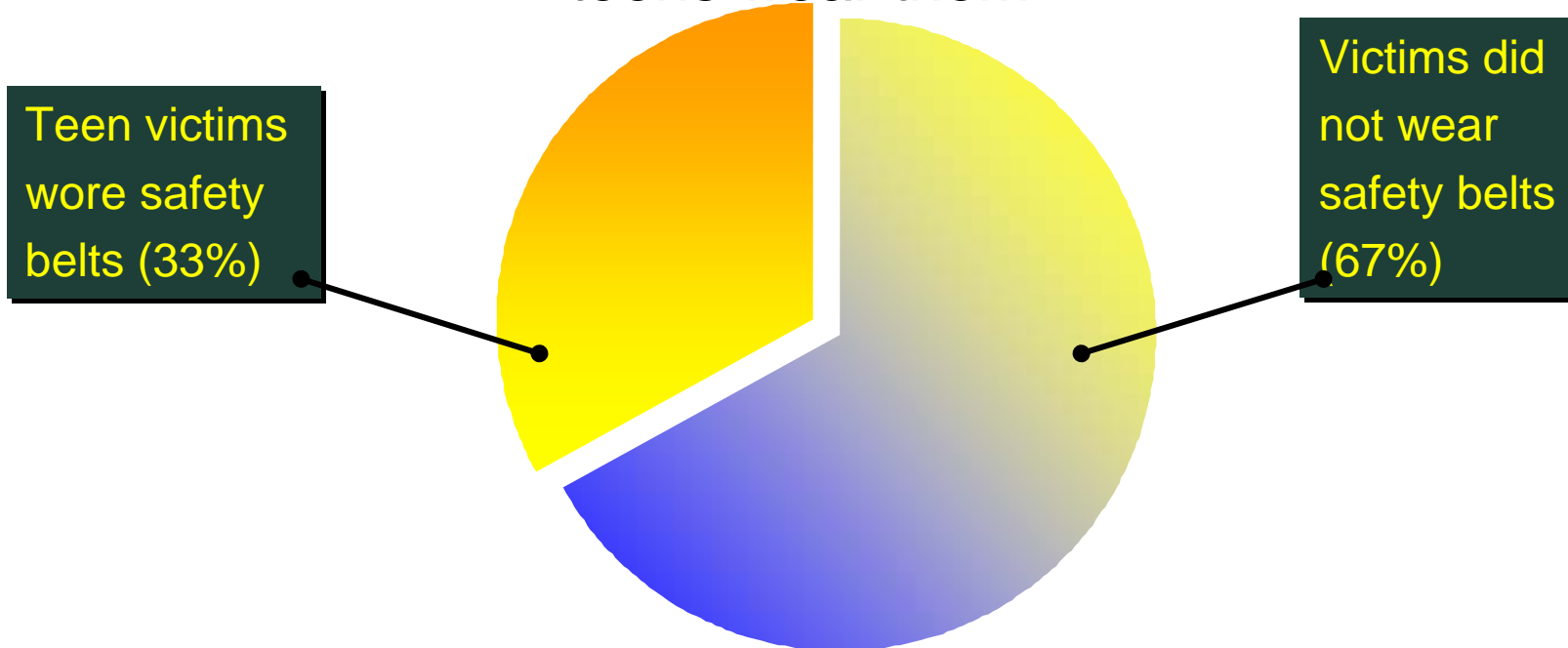
## Limit Passengers



# Reducing Risk

## Mandatory Seat Belt Use

Seat belts are effective in saving lives, but only if teens wear them.



# Reducing Risk

## Ban Cell Phone Use

- Scientific research shows:
  - Cell phones are significant distractions
  - Teen reaction times reduced with cell use
  - Hands-free does not reduce risk
  - 50% of a recent survey of teens admitted to sending a text message while driving.

# Reducing Risk

## Choose The Right Car

- Best choice for teens is “basic” car with excellent safety characteristics.
  - Size matters
  - Style/horsepower should not encourage “show off” behavior



# Seat Belts Save Teen Lives

- Seat Belts are effective in preventing serious injury.

**YET**

- Rollover Crashes are just 3% of Crashes  
Yet 33% of Passenger Fatalities  
72% of Rollover Fatalities were not belted.

# Those are the facts

- Make the correct choice.
- Don't ride with those that choose high risk
- Rescue each other from the real killer that stalks every young teen
- Spread the word among other teens and share the gift of life
- Remember you would be badly missed – Help us save others - make good choices and share ways to help others do the same.