



Rise on the fatalities Traffic



GDOT official sees common theme among road deaths

By AccessWDUN staff

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The death toll on Georgia highways has surpassed 1,200 for 2017, and one official said there seems to be a trend among the fatalities.

"We're seeing a huge increase in the amount of single-vehicle, run off the road crashes, where there's really nothing else involved except the driver. The driver is leaving the road," Georgia Department of Transportation (GDOT) District One Engineer Brent Cook said.

District One covers Northeast Georgia.

The cause of many of the crashes, according to Cook, is something state officials from law enforcement to the Governor's Office of Highway Safety (GOHS) caution against.

"A lot of it is involving distracted driving," Cook said. He said distracted driving includes everything from texting and driving, eating while driving and even driving while sleepy.

Cook stopped by AccessWDUN this week to discuss the Drive Alert. Arrive Alive. program coordinated by GDOT. Listen to other comments from Cook on the Friday afternoon edition of WDUN's Afternoon News Wrap between 5 and 6 p.m.

Last year, the death toll on Georgia roads topped 1,500.

Follow [this link](#) to see the numbers of traffic deaths in Georgia over the last decade.





2017 Facts #Arrive Alive



You could save a life. **Yours.**



DID YOU KNOW?
1,549 people

Died on Georgia's roads in 2017,
* an average of more than 4
deaths per day.
The primary culprit? Preventable
crashes caused by unsafe behaviors.

70%
of fatalities were caused by unsafe
driving behaviors, including distractions
impairment or driving too fast
for conditions



56%
of victims were identified
as not wearing a seatbelt

17%
of fatalities
were pedestrians



Small changes in driving behavior can
save lives on Georgia's roads.

To learn more, visit
www.dot.ga.gov/DAAA

#ArriveAliveGA

*As of March 29, 2018

**DRIVE
ALERT
ARRIVE
ALIVE**



Georgia DOT works toward ZERO deaths on Georgia's roadways.

Facts About Drive Alert Arrive Alive

After a decade of declines, fatalities on Georgia's roads are up 32% in the last three years.



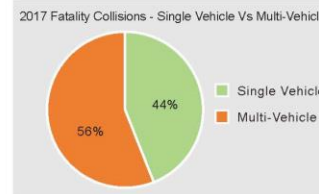
In 2017 there were 1,549 fatalities. That's an average of more than 4 deaths every day.

Drive Alert Arrive Alive

- Drive Alert Arrive Alive (DAAA) is a statewide safety campaign focused on eliminating distracted driving and other behaviors that have contributed to more than 4,500 roadway deaths in Georgia since 2015. Many of these fatalities are preventable.
- The campaign is a partnership between Georgia Department of Transportation (GDOT) and the Governor's Office of Highway Safety (GOHS).

Driver Behavior

- Distracted driving is any activity that diverts your attention from safely operating a vehicle.
 - These behaviors include talking, texting or using apps on a mobile device, eating and drinking or fiddling with the stereo or navigation system. And many others.
- Seatbelts help prevent fatalities.
 - In fatality crashes, 56% of victims were identified as not wearing a seatbelt or unknown.
- Mobile devices and other technologies have contributed to the distracted driving epidemic.
 - 70% of fatalities in Georgia are attributed to driver behavior, with mobile phone use being the most common distraction.
 - 44% of fatalities result from single vehicle crashes - a strong indicator of distracted driving.
 - 55% of fatalities are from drivers failing to maintain their lane.



WSB-TV's Market Coverage



GDOT partners with WSB-TV to get out the word that “driving distracted kills!”

WSB-TV spot coverage featuring Fred Blankenship, News Anchor

Spots produced through Advertising 192/:15

- May through December 2017
 - 2.8 million stream starts—people watching wsbtv.com newscast streamed online
- July 2017 through January 2018
 - 17,341,000 impressions reaching over 96% of all households in the Atlanta DMA or 2.5M (7 counties) on WSB-TV, CH 2 (via TV sets)

WSB-TV coverage includes PSA and News spot featuring Horace Walker

Spots featuring Horace Walker crash victim and double-amputee (41/:30 spots)

- November 2017 through January 2018
 - 5,527,000 impressions
 - Reached 17.2% of all 2+ individuals with a 5 frequency
 - Net reach of 1,103,649 out of 6,409,112 possible individuals
 - 5,236,000 impressions
 - Reached 21.3% of all 18+ individuals with a 5 frequency
 - Net reach of 4,980,501 possible individuals