



MEDIA RELEASE

Traffic Safety Office

Ohio Traffic Safety Office • Tina O'Grady, Administrator
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Contact: Lindsay Komlanc, ODPS Media Relations Director (614) 752-4325

ODPS SUPPORTS LIGHTS FOR LIFE CAMPAIGN

All Motorists Encouraged to Take Part in Driver Safety Awareness Effort

(COLUMBUS) – Driving with your headlights on takes on a new meaning on Nov. 16. On that day, students and partners across the state are asking all Ohioans to drive with their headlights illuminated as a pledge to be a safe driver each and every time they take the wheel.

In particular, this campaign is aimed at raising awareness for the issue of teen driver safety. Spearheaded by SADD (Students Against Destructive Decisions), it works to get students involved in spreading a positive message about safety. Being a safe driver means being free of distractions like cell phones, radio and passenger distractions as well as driving sober, free of impairment from drugs, alcohol and drowsiness. Through SADD chapters all over the state, students are signing pledges to commit to this lifestyle.

“To keep our youngest drivers safe, we need a variety of partners from teens, to parents, to law enforcement and other safety advocates to do everything possible to help teens learn to keep themselves safe behind the wheel,” said Ohio Department of Public Safety (ODPS) Director Cathy Collins-Taylor. “Campaigns like Lights for Life bring all of these partners together and we’re proud to support this effort.”

Motor vehicle crashes are the leading cause of death among teens aged 16 to 18 and 16-year-olds have the highest crash rate per mile driven of any other age group. About two in three fatal crashes are due to driver error, including mistakes due to inexperience and distractions.

“It’s critical that teens get involved by taking our responsibility as drivers seriously and speaking up when our friends are making poor choices behind the wheel,” said Richard Birt, national SADD Student of the year. “That’s why Ohio’s SADD chapters are working together to unite our voices to save lives.”

As part of the campaign, Ohio SADD is hosting Ohio’s first Youth Traffic Safety Summit at the Statehouse on Nov. 16. Collins-Taylor and Ohio State Highway Patrol Interim Superintendent Capt. Kevin Teaford will be speaking at the event and representatives from ODPS’ Ohio Traffic Safety Office will be attending. In addition, OSHP troopers across the state will be driving with their headlights illuminated in support of the campaign on Nov. 16, and the Ohio Department of Transportation is also supporting the campaign.

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