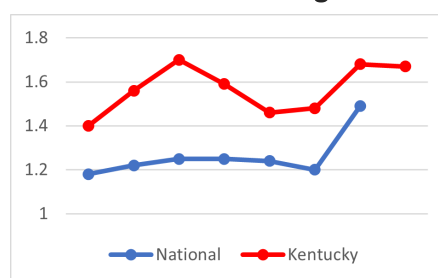




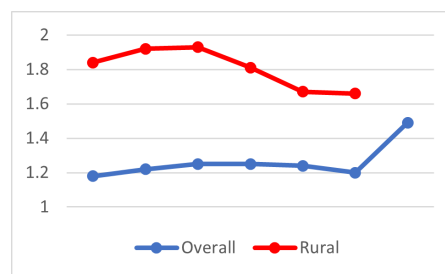
The High 5 Rural Traffic Safety Project recognizes:

- The chances of surviving a traffic crash are 45% higher when properly restrained in a seat belt.
- In the US, based on known restraint use in fatal crashes, 52% of rural passenger vehicle occupants killed in 2020 were unrestrained.
- Airbags are designed to work with seat belts. To help yourself in an accident, make sure you're buckled up.
- While Kentucky's statewide seat belt usage is 89.8%, over 100,000 drivers plus 20,000 passengers are still unbelted on Kentucky roadways every day.

Kentucky has a higher fatality rate than the national average.



Rural Kentucky Roadways have fatal crashes at a higher than average rate.



The High Five Program is sponsored by the Kentucky Office of Highway Safety, Kentucky Transportation Cabinet, Kentucky State Police, and the County Sheriff.



Q: What is the High Five Rural Traffic Safety Project?

A: A data-driven, multi-agency effort to increase seat belt use and reduce serious injury and fatal crashes on rural roads in Kentucky through the use of education, engineering and enforcement.

Q: Where in Kentucky will the program be focused?

A: In five rural counties that KYTC crash data show have high fatal and severe injury rates.

Q: Don't most crashes occur on major roadways?

A: In 2021, 65% of fatalities in Kentucky occurred on rural roads and 81% of Kentucky roads are rural.

Q: What are the main causes of rural traffic crashes?

A: Most rural road crashes involve only one vehicle. Contributing factors include loss of control, lane departure, excessive speed, failure to yield, and impaired driving.

Q: What will be done to reduce crashes & save lives?

A: Through enforcement, media and community outreach efforts, participating local agencies in selected counties will educate drivers on the benefits of complying with traffic laws, especially Kentucky's primary seat belt law.

Q: Why is increasing seat belt usage so important?

A: Proper and regular seat belt use is the single most effective way to reduce deaths and injuries. *Eighty-two* percent of vehicle occupants ejected during a crash are killed.

Q: Can more be done to make rural roads safer?

A: Yes. The High Five project includes local and state engineers and traffic safety professionals working together to identify road hazards and make upgrades wherever possible.