high five rural traffic safety project

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.

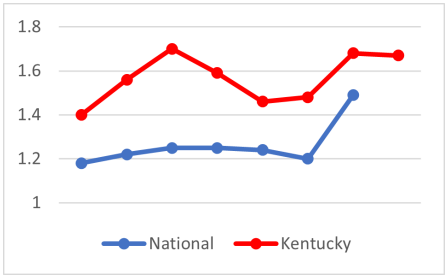
**Data Sources: Kentucky Transportation Cabinet*
National Highway Traffic Safety Administration

high five

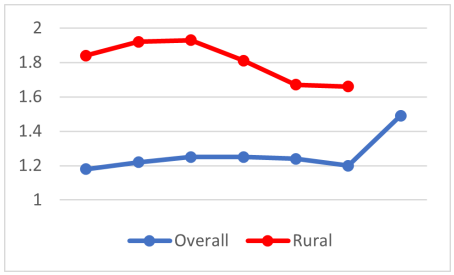
The High 5 Rural Traffic Safety Project recognizes:

- 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.

DEPUTY SHERIFF'S ASSOCIATION KENTUCKY COMMONWEALTH PERRY COUNTY SHERIFF

KENTUCKY STATE POLICE