

Branstad, Reynolds launch “Zero Fatalities” traffic safety initiative

Written by Andrea Henry
Monday, 30 June 2014 15:38

- [Buy Lynda.com - InDesign Tables In Depth \(en\)](#)
- [Buy OEM Lynda.com - MVC Frameworks for Building PHP Web Applications](#)
- [Buy Acala DivX DVD Player Assist \(en\)](#)
- [Buy Lynda.com - Flash Professional CS6 New Features \(en\)](#)
- [Buy OEM Adobe Director 11](#)
- [Buy Stellar Phoenix Data Recovery v4 MAC \(en\)](#)
- [Buy Cheap Adobe Acrobat X Pro Student And Teacher Edition](#)
- [Download Efreesky Magic Utilities 2008](#)
- [Download Adobe InDesign CS5 Classroom in a Book](#)
- [Buy OEM Lynda.com - Online Marketing Fundamentals](#)
- [Buy OEM Microsoft Visual Studio Test Professional 2010 \(32-bit\)](#)
- [Buy Cheap Adobe Creative Suite 5.5 Design Standard Student And Teacher Edition](#)

MAC

- [Discount - Aiseesoft iPad Video Converter 3 MAC](#)

(DES MOINES) – Gov. Terry Branstad and Lt. Gov. Kim Reynolds today announced the launch of “Zero Fatalities,” Iowa’s plan to keep every man, woman, and child safe on Iowa’s roadways.

Iowa’s Zero Fatalities program is a multiagency effort currently supported by the Iowa departments of Transportation, Health, and Public Safety through the Governor’s Traffic Safety Bureau. The leaders of each agency were on hand today to help kick off the program.

“Last year 317 men, women, and children died on Iowa’s highways. While that is a decrease from years past, we know with simple improvements, we can do much better and prevent traffic deaths,” said Branstad. “If each of us adopts a zero fatalities goal for our families, we can make zero a reality statewide. To achieve this, we all must give full attention to the task of driving when we are behind the wheel.”

The program highlights five dangerous driving behaviors and encourages Iowans to:

1. Slow down.
2. Drive sober.

Branstad, Reynolds launch “Zero Fatalities” traffic safety initiative

Written by Andrea Henry
Monday, 30 June 2014 15:38

3. Focus on the road.
4. Stay alert.
5. Buckle up. Every seat, every time.

“With the Fourth of July holiday right around the corner and summer travel increasing, I join Governor Branstad in fully endorsing this multiagency effort to increase safety on Iowa’s roadways,” said Reynolds. “With just a few proactive adjustments to traveling, we can significantly reduce traffic deaths and obtain our goal of zero fatalities.”

The program includes initiatives from each of the partner agencies working to encourage safe driving behaviors; television, radio, and online spots; and a presence on social media. To find out more about the program, go to www.zerofatalities.com and click on “Iowa” in the drop-down box. You can also follow the effort on Twitter ([@zeroiowa](https://twitter.com/zeroiowa)) and Facebook (www.facebook.com/zerofatalitiesiowa).

Iowa’s Zero Fatalities program is part of a larger campaign that includes three other states, Arizona, Nevada and Utah. The Zero Fatalities program supports Iowa Strategic Highway Safety Plan that includes efforts in engineering, law enforcement, education, emergency medical services, and driver attitudes and behaviors to improve the overall safety of Iowa’s roadways.

###