

Northwest Missouri Coalition for Roadway Safety

Show-Me *ZERO*



Occupant Protection

If all drivers and passengers on Missouri's roadways buckled up, an estimated 240 lives would be saved every year.



Distracted Driving

Cell phone related crashes, in particular, are one of the fastest growing causes of traffic crashes in Missouri, increasing by more than 30%.



Speed & Aggressive Driving

Approximately 40% of all traffic fatalities in Missouri involve excessive speed, the most common factor in Missouri fatal crashes. More than half of all fatal crashes involve at least one aggressive driver.



Impaired Driving

Impaired driving accounts for approximately 20% of the traffic fatalities in Missouri. Impaired driving is not limited to alcohol use. It also consists of drugs, and physical impairments such as drowsy driving, poor vision, or reduced cognitive capabilities.



LEARN MORE!



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