

**STOP** ON **RED**  
AUGUST 2-8, 2015  
WEEK

**TOOLKIT**



National Coalition  
for Safer Roads

# FOREWORD

Innocent lives are lost every day because drivers recklessly decide to run red-lights. Our President, Melissa Wandall, lost her husband from a fatal red-light running two weeks before her daughter Madisyn was born in 2003. They had just celebrated their one-year anniversary.

We must do everything in our power to protect our children, our families and our communities from the callous and dangerous behaviors of red-light runners. As part of our efforts to end red-light running, the National Coalition for Safer Roads (NCSR) is supporting National Stop on Red Week 2015, which runs August 2-8.

The Federal Highway Administration began National Stop on Red Week in 1995 to promote intersection safety and safe driving habits. There are hundreds of unnecessary deaths and thousands of injuries each year due to red-light runners. This week provides an important opportunity to promote intersection safety. NCSR is partnering with organizations and communities across the United States to raise awareness about the dangers of red-light running through education and enforcement efforts during National Stop on Red Week.

NCSR helps save lives and protect communities by demonstrating how red-light safety cameras change dangerous driving behavior and end red-light cameras, advocating for their use in cities and communities across the country.

NCSR was organized as an industry trade association with the express purpose of advocating on behalf of the traffic safety technology industry. NCSR is proud to advocate for the use of red-light safety cameras in more than 446 communities across the country to change reckless driver behavior, stop red-light running and save lives. NCSR is supported by American Traffic Solutions, with coalition partners including the National Safety Council; Safe Kids USA; Child Safety Network; National Organizations for Youth Safety; America Walks; and Red Means Stop, as well as numerous police departments, medical professionals, safety advocates, industry leaders, community leaders and concerned citizens.

This NCSR Stop on Red toolkit includes materials to assist you in promoting National Stop on Red Week 2015.

For more information, visit [NCSRsafety.org](http://NCSRsafety.org) or [StopOnRedWeek.com](http://StopOnRedWeek.com) and follow NCSR [@SaferRoadsUSA](https://twitter.com/SaferRoadsUSA) on Twitter and on Facebook at [facebook.com/SaferRoadsUSA](https://facebook.com/SaferRoadsUSA).

With your help, we can put an end to red-light running.

Signed,

Melissa Wandall, President  
National Coalition for Safer Roads

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# FACT SHEET

## Effects of Red-Light Running

- According to the National Highway Traffic Safety Administration (NHTSA), an estimated 32,675 people died in motor vehicle traffic crashes in 2014 and another 2.31 million were injured. [Source](#)
- Between 2004-2013, an estimated 7,799 people were killed from red-light running incidents, according to NHTSA.
- In 2013, 697 people were killed and an estimated 127,000 were injured in crashes that involved red light running. [Source](#)
- Red-light running is the leading cause of urban crashes, according to the Insurance Institute for Highway Safety (IIHS). [Source](#)
- More than 36 percent of drivers continue to run red-lights and take risks, despite the fact that 55 percent of the participants said it is a very serious threat and 73 percent acknowledged that running red-lights is unacceptable. [Source](#)
- Intersection crashes are the most common type of urban crashes, accounting for more than 22 percent of urban crashes. Injuries occurred in 39 percent of the crashes in which motorists ran traffic controls. [Source](#)
- More than half of the deaths in red-light running crashes are pedestrians, bicyclists and occupants in vehicles that are hit by the red-light runners. [Source](#)
- Motorists are more likely to be injured in a crash involving a red-light runner than in any other type of urban crash. [Source](#)
- Motor vehicle crashes are the leading cause of death for children age 4 and the second leading cause of death for children age 3 and 5-14. [Source](#)
- One in three Americans know someone who has been injured or killed in a red-light running crash. [Source](#)

**697**  
**KILLED**  
and an estimated  
**127,000**  
**INJURED**  
in crashes involving  
red light running

# STOP ON RED WEEK

# PROMOTING TIPS

## Issue a News Release

Spread the news about National Stop on Red Week to promote safe driving in your community. You can announce your partnership with the National Coalition for Safer Roads and other safety organizations in your community.

- Issue a news release to remind your community that safe driving saves lives
- Publish data and statistics on red-light running in your community, including crash data, injury rates and violation rate ([search query able FARS data](#)) on your social media account, website, on relevant community sites and community boards

## Hold a News Conference

Share the news about National Stop on Red Week to promote safe driving in your community by holding a news conference.

- Promote intersection safety
- Combine efforts with your community partners (child safety groups, pedestrians, bicyclists and other groups) in a joint news conference focusing on intersection safety
- Include the Top 10 List of Reasons to Stop on Red

## Submit Story Ideas for Print or TV

Submit a short pitch letter, a letter to the editor, Op-ed or article promoting Stop on Red Week. You can emphasize how intersection safety is important for child, family and community safety. This can include examples of how your local road safety program is reducing violations and crashes. Consider sending this information to:

- Local newspapers and community newsletters (print and online)
- Local safety groups for publication in employee newsletters or safety programs
- Internal employee newsletters/updates
- Journalists, encouraging them to ride along with police officers as they make traffic stops or work an intersection crash (if permitted in your area)
- Local intersection safety advocates, encouraging them to write letters to the editor in support of intersection safety so your community understands that red-light runners can cause devastating and life-altering crashes

Sample Pitch:

Hello (name):

In 2013, 697 people were killed and an estimated 127,000 were injured in crashes that involved red-light running. It is the leading cause for urban crashes and extremely dangerous, putting everyone nearby at risk. This week is National Stop on Red Week, which is devoted to raising awareness about the importance of safe driving.

Are you interested in covering the dangers of red-light running and ways organizations like ours are working to promote National Stop on Red Week?

Thank you,  
(Name)

## Television/Radio Interviews

Coordinate with a local television or news radio station to have a segment on intersection safety. You can:

- Encourage radio and TV stations to promote Stop on Red Week, with stories featuring live broadcasts from intersections with high crash rates or red-light safety cameras
- Provide statistics showing the reductions in violations, crashes and injuries as result of road safety programs (contact your local law enforcement to obtain this data)
- Encourage journalists to ride along with police officers as they make traffic stops or work an intersection crash (if permitted in your area)
- Submit this NCSR "[Parents](#)" PSA to your local TV Station

## Add Stop on Red Week to a Website

- Incorporate a customized graphic acknowledging your support for Stop on Red Week into your community or organization website, project page and email signature. Visit [StoPONRedWeek.com](#) to download.
- Post Top 10 Reasons to Stop on Red to website and social media and encourage others to share
- Consider posting video or pictures of red-light running incidents found [here](#)
- Post link to Red Light Running Fatality Map to website and social media and encourage audience/followers to share
- Encourage audience/followers to share stories if they have been personally affected by red-light running fatality on NCSR's [Facebook page](#).

# NEWSLETTER ARTICLE TEMPLATE

This template is provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

**City/Town** will observe National Stop on Red Week 2015, which runs Aug. 2-8. Red-light safety cameras are part of a comprehensive effort to improve traffic safety for all motorists, cyclists and pedestrians who use our roads.

Sponsored by the Federal Highway Administration, National Stop on Red Week aims to educate drivers about the dangers of red-light running and to reduce the number and severity of crashes. [The National Coalition for Safer Roads \(NCSR\)](#) is promoting National Stop on Red Week in partnership with **City/Organization**.

The Insurance Institute for Highway Safety found that motorists in urban areas are more likely to be injured in crashes involving red-light running than in any other type of crash. In 2009 alone, more than 676 people were killed and an estimated 130,000 were injured in crashes that involved red-light running. About half of those killed in red-light crashes are pedestrians, cyclists and people other than the violator.

The U.S. Department of Transportation found that one in three Americans know someone who has been injured or killed in a red-light running crash.

**City/Organization** is reminding all drivers to ALWAYS STOP on RED. Consider these [Top 10 Reasons to Stop on Red](#) and help make our community even safer:

- 
10. More than 36 percent of drivers continue to run red-lights and take risks, despite the fact that 55 percent of the participants said it is a very serious threat and 73 percent acknowledged that running red-lights is unacceptable.
  9. Red-light runners are more than three times as likely as other drivers to have multiple speeding convictions on their driver records.
  8. Motorists in urban areas are more likely to be injured in crashes involving red-light running than in any other type of crash.
  7. In 2013, more than 697 people were killed and an estimated 127,000 were injured in crashes that involved red-light running.
  6. About half of the deaths in red-light running crashes are pedestrians, bicyclists and occupants in other vehicles that are hit by the red-light runners.
  5. Motor vehicle crashes are the leading cause of death for children age 4 and the second leading cause of death for children age 3 and 5-14.
  4. One in three Americans know someone who has been injured or killed in a red-light running crash.
  3. The cost to society of all crashes exceeds \$230 billion annually.
  2. Between 2004-2013, an estimated 7,799 people were killed from red-light running incidents.
  1. Red-light running is dangerous.

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Safety is the responsibility of every driver — not just during Stop on Red Week, but every day and every time someone gets behind the wheel. Intersection safety is an extremely important aspect of road safety in our community.

**Insert local traffic and/or program statistics where available.**

# LETTER TO THE EDITOR TEMPLATE

This template is provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use. Then, select what publication to pitch based on recent coverage and local interest. It is more effective to pitch to an outlet with an audience that is directly affected by the issue and the information you have available.

*Note: Please publish this letter to the editor/Op-ed during National Stop on Red Week August 2-8, 2015*

Sample Pitch:

Hello (Name):

In lieu of National Stop on Red Week, which is devoted to raising awareness about the importance of safe driving, I have written an editorial (attached) that I would like you to consider for publication.

Red-light running is the leading cause for urban crashes. In 2013, 697 people were killed and an estimated 127,000 were injured in crashes that involved red-light running.

In this piece, I have highlighted key stats that showcase the dangers of red-light running and the importance of safe driving.

Please let me know if you are interested, or if you need any additional information.

I look forward to hearing from you.

(Your Name)

Dear Editor:

Intersection safety is a serious topic of concern in our communities. According to the Federal Highway Administration, 40 percent of all vehicle crashes are intersection-related. The Insurance Institute for Highway Safety (IIHS) found that motorists in urban areas are more likely to be injured in crashes involving red-light running than in any other type of crash. The U.S. Department of Transportation reports that one in three Americans know someone who has been injured or killed in a red-light running crash.

Between 2004-2013, an estimated 7,799 people were killed from red-light running incidents, according to NHTSA. In 2013 alone, 697 people were killed and an estimated 127,000 were injured in crashes that involved red light running. IIHS found that about half of red-light running crash deaths involve pedestrians, cyclists and occupants in vehicles struck by the red-light runners. Perhaps the most tragic part is that these crashes, injuries and deaths are 100 percent preventable if people would simply follow the law and stop on red. We must do everything we can to make intersections safer.

National Stop on Red Week is August 2-8. **CITY/ AGENCY** is committed to reducing the number of red-light runners in our community.

#### **IF HAVE STATS:**

CITY's road safety program has been very successful at reducing the number of red-light running violations and crashes. We've seen a **XX%** reduction of red-light running violations at **(photo enforced intersections/ list specific intersection name)** and a reduction of **XX%** in red-light running related crashes at **(photo enforced intersections/ list specific intersection name)**.

#### **IF PROGRAM HASN'T STARTED YET OR DOESN'T HAVE STATS TO SHARE:**

**CITY's** road safety program is one way we are working to reduce red-light running and make our streets safer.

#### **ALL:**

National Stop on Red Week serves as an important reminder of the dangers in intersections and the importance of stopping on red. Preventing these crashes is in each driver's control. Together, we can protect our community, families and children by ALWAYS STOPPING on RED.

Regards,

**Elected Official/ Police Chief (multiple names encouraged)**

# PRESS RELEASE TEMPLATE

This template is provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

Stop on Red Week 2015

**Logo**

Contact:

**Name, Title**

**Name of City, State**

**Phone, email address**

**CITY/ORGANIZATION** RECOGNIZES NATIONAL STOP ON RED WEEK

Communities across the nation come together to STOP red-light running

**City, State (Date) – City/Organization** is taking a stand against red-light running and promoting safe driving habits during National Stop on Red Week, Aug. 2-8, 2015.

Sponsored by the Federal Highway Administration, National Stop on Red Week aims to educate drivers about the dangers of red-light running and to reduce the number and severity of traffic crashes. [The National Coalition for Safer Roads \(NCSR\)](#) is promoting National Stop on Red Week in partnership with **City/Organization**.

“Red-light running causes countless injuries and fatalities every year, with a large number of those deaths being innocent pedestrians, cyclists and passengers in vehicles hit by the red-light runner,” said **XXXX safety advocate, elected official, etc.** “We are joining forces with the National Coalition for Safer Roads to help prevent these needless deaths. National Stop on Red Week reminds drivers to always stop on red. By using innovative technologies such as red-light safety cameras at dangerous intersections across the country, we can put an end to deadly red-light running.”

To highlight the importance of Stop on Red Week, NCSR has released a list of the [Top 10 Reasons to Stop on Red](#):

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1. Red-light running is dangerous.
  2. Between 2004-2013, an estimated 7,799 people were killed from red-light running incidents.
  3. The cost to society of all crashes exceeds \$230 billion annually.
  4. One in three Americans know someone who has been injured or killed in a red-light running crash.
  5. Motor vehicle crashes are the leading cause of death for children age 4 and the second leading cause of death for children age 3 and 5-14.
  6. About half of the deaths in red-light running crashes are pedestrians, bicyclists and occupants in other vehicles that are hit by the red-light runners.
  7. In 2013, more than 697 people were killed and an estimated 127,000 were injured in crashes that involved red-light running.
  8. Motorists in urban areas are more likely to be injured in crashes involving red-light running than in any other type of crash.
  9. Red-light runners are more than three times as likely as other drivers to have multiple speeding convictions on their driver records.
  10. More than 36 percent of drivers continue to run red-lights and take risks, despite the fact that 55 percent of the participants said it is a very serious threat and 73 percent acknowledged that running red-lights is unacceptable.
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# PRESS RELEASE TEMPLATE cont

This template is provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

“No family should have to suffer the loss of a loved one because of someone’s desire to beat a light,” said David Kelly, president and executive director of the National Coalition for Safer Roads (NCSR), and former acting administrator of the National Highway Traffic Safety Administration (NHTSA). “National Stop on Red Week serves as an important reminder of the dangers of red-light running and the importance of stopping on red. Preventing these crashes is in each driver’s control. Together we can protect our community, families and children by always stopping on red.”

NCSR and **City/Organization** are encouraging motorists to take the [Safe Driver Pledge](#) during National Stop on Red Week. By signing the pledge, drivers promise to follow the rules of the road and always stop on red.

For more information on National Stop on Red Week and NCSR visit, [www.StopOnRedWeek.com](http://www.StopOnRedWeek.com).

NCSR is a nonprofit advocacy organization that brings together industry leaders, community leaders and concerned citizens in support of red-light safety camera technology. Coalition members include the National Safety Council, Child Safety Network, National Organizations for Youth Safety, America Walks, and Red Means Stop.

# RESOLUTION/ PROCLAMATION TEMPLATE

This template is provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

## **IN SUPPORT OF NATIONAL STOP ON RED WEEK AND THE USE OF RED-LIGHT AND SPEED SAFETY CAMERAS TO REDUCE INJURIES AND FATALITIES ON OUR COMMUNITY'S ROADS**

**WHEREAS**, according to the National Highway Traffic Safety Administration (NHTSA), 7,799 people were killed by red-light running between 2004-2013.

**WHEREAS**, Red-light runners are more than three times as likely as other drivers to have multiple speeding convictions on their driver records

**WHEREAS**, according to the Insurance Institute for Highway Safety (IIHS), red-light running is the leading cause of urban crashes.

**WHEREAS**, more people are injured in crashes involving red-light running than in any other crash type, with red-light running crashes estimated to cost the public upward of \$14 billion annually.

**WHEREAS**, more than half of the deaths and injuries from red-light running related crashes were people other than the red-light runner, including bicyclists, pedestrians and occupants of other vehicles.

**WHEREAS**, motor vehicle crashes are the leading cause of death for children age 4 and the second leading cause of death for children age 3 and 5-14

**WHEREAS**, the Federal Highway Administration found that the cost to society of all crashes exceeds \$230 billion annually.

**NOW, THEREFORE, BE IT RESOLVED**, that **City Council/Other** supports the use of red-light and safety cameras to help reduce red-light related injuries and fatalities.

**BE IT FURTHER RESOLVED**, that the **City Council/Other** pledges to provide information to citizens and elected officials about the benefits of these lifesaving devices.

**BE IT FURTHER RESOLVED**, that the **City Council/Other** supports safe, efficient and innovative solutions for improved traffic law enforcement.

**BE IT FURTHER RESOLVED**, that the **City Council/Other** encourages other elected officials to consider all options when addressing the issues of speed and red-light running, including engineering, education and enforcement.

# SOCIAL MEDIA POSTS TEMPLATE

This template is provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

## Sunday Aug. 2: The Effects of Red-light Running



Red-light running is the leading cause of urban crashes. FF [@SaferRoadsUSA](#) to learn more. #StopOnRed2015

In 2013, 697 people were killed & 127,000 were injured in red-light running crashes. #StopOnRed2015 [@SaferRoadsUSA](#)

Get the facts about red-light running trends and red-light safety cameras from [@SaferRoadsUSA](#). [StopOnRedWeek.com](#) #StopOnRed2015



Stop On Red Week begins today! In 2013, 697 people were killed and an estimated 127,000 were injured in crashes that involved red light running. We must do everything in our power to protect our children and communities from the dangerous behavior of red-light runners. Visit [StopOnRedWeek.com](#) to learn more. #StopOnRed2015. [@SaferRoadsUSA](#)

Get the facts about red-light running trends and learn how red-light safety cameras can help change driver behavior. Visit [StopOnRedWeek.com](#) for more information and get involved. #StopOnRed2015 [@SaferRoadsUSA](#)

## Monday Aug. 3: Get the Facts



Get the facts about red-light running trends from [@SaferRoadsUSA](#). [StopOnRedWeek.com](#) #StopOnRed2015

The cost to society of all crashes exceeds \$230 billion annually. [StopOnRedWeek.com](#) #StopOnRed2015



Get the facts about red-light running trends and learn how red-light safety cameras can help change driver behavior. Visit [StopOnRedWeek.com](#) for more information and get involved. #StopOnRed2015 [@SaferRoadsUSA](#)

According to NHTSA, The cost to society of all crashes exceeds \$230 billion annually. [StopOnRedWeek.com](#) [@SaferRoadsUSA](#)

## Tuesday Aug. 4: The Faces of Red-light Running



[@MelissaWandall](#) lost her husband to a red-light runner 2 weeks before she gave birth. <http://bit.ly/Q1t1gqw> #StopOnRed2015



[@SaferRoadsUSA](#)' President Melissa Wandall lost her husband to a red-light runner two weeks before she gave birth to their daughter Madisyn. Watch Melissa's powerful story and share this video to educate and inspire others about the dangers of red-light running. <http://bit.ly/Q1t1gqw> #StopOnRed2015

## Wednesday Aug 5: Red-Light Running Fatalities: Local Statistics

[@SaferRoadsUSA](#) Map shows locations for 7,799 people who died from red-light running between 2004-2013 [StopOnRedWeek.com](#)



Do you know someone who died from red-light running? Let [@SaferRoadsUSA](#) know <http://on.fb.me/1q7W1hn>

A new map by [@SaferRoadsUSA](#) shows the locations for 7,799 people who died from red-light running between 2004-2013. Share this post and help spread the word to always stop on red. [StopOnRedWeek.com](#) #StopOnRed2015



Do you know someone who died from red-light running between 2004-2013? Share your story with [@SaferRoadsUSA](#) at [Facebook.com/SaferRoadsUSA](#) and help promote awareness about the dangers of running red lights. #StopOnRed2015

## Thursday Aug. 6: Top 10 Reasons To Stop On Red

Top 10 Reasons to #StopOnRed by [@SaferRoadsUSA](#) at [StopOnRedWeek.com](#) #StopOnRed2015



What are the top 10 reasons to stop on red? [@SaferRoadsUSA](#) shares their list on [StopOnRedWeek.com](#). #StopOnRed2015



## Friday Aug. 7: Get Involved and Take the Pledge

I pledge to Stop on Red! Sign up at [StopOnRedWeek.com](#) [@SaferRoadsUSA](#) #StopOnRed2015



It's National Stop On Red Week – Get involved! Learn how at [StopOnRedWeek.com](#) #StopOnRed2015

Learn how to get involved with National Stop On Red Week at [StopOnRedWeek.com](#). Start by taking the Pledge to Stop on Red! #StopOnRed2015 [@SaferRoadsUSA](#)



## Saturday Aug. 8: What's Next?

#StopOnRed2015 is coming to a close, but there's more work to be done. Visit [StopOnRedWeek.com](#) to stay informed year round.



Today is the last day of Stop On Red Week but there's much more work to be done. [@SaferRoadsUSA](#) is dedicated educating the public about the danger of red-light running and raise awareness about the benefits of red-light safety cameras. Visit [StopOnRedWeek.com](#) to learn how you can get involved year round.



# SAMPLE RADIO SCRIPTS

This template is provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

## **:15**

The Insurance Institute for Highway Safety reports that motorists are more likely to be injured in urban crashes involving red-light running than in any other type of urban crash.

Always Stop on Red! August 2-8- is National Stop on Red Week.

## **:30**

Is saving a few seconds of travel time worth the potentially deadly price of running a red-light? Red-light running is the leading cause of urban crashes, according to the Insurance Institute for Highway Safety. Stop on Red to keep our community and our kids safe. Together, we can make **(CITY NAME)** safer — slow down and stop on red. National Stop on Red Week, Building a Safer Community.

## **:30**

You've seen them on the streets. Maybe you're one of them — drivers who speed through intersections and run the red light.

Together, we can make **(CITY NAME)** safer — slow down and stop on red. National Stop on Red Week, Building a Safer Community.

# STOP ON RED WEEK

# GRAPHICS



Help us promote National Stop on Red Week by changing your Facebook or Twitter profile image to promote Stop on Red Week.


[Download the image](#)



[Download](#) a custom National Stop on Red Week button to share on your website, blog, profile, etc. to remind motorists to Stop on Red.

Visit [www.StopOnRedWeek.com](http://www.StopOnRedWeek.com) to embed on your blog and sites or share on Facebook and Twitter.


**One of these feels like an eternity, the other one actually is.**



Having the patience to stop on red saves lives.

A yellow rectangular banner. On the left, the text "One of these feels like an eternity, the other one actually is." is written in bold black font. On the right, there is a vertical traffic light with three lenses (red, yellow, green) and a wooden coffin filled with red flowers. Below the coffin, the text "Having the patience to stop on red saves lives." is written in a smaller black font.

**Having the patience to stop on red saves lives.**



A yellow rectangular banner. On the left, the text "Having the patience to stop on red saves lives." is written in bold black font. On the right is the "STOP ON RED WEEK" logo, which includes the text "STOP ON" and "AUGUST 2-8, 2015" in black, and a red circle with "RED WEEK" in white.

# TOP 10

## REASONS TO STOP ON RED

1. Red-light running is dangerous. [Source](#)
2. Between 2004-2013, an estimated 7,799 people were killed from red-light running incidents. [Source](#)
3. The cost to society of all crashes exceeds \$230 billion annually. [Source](#)
4. One in three Americans know someone who has been injured or killed in a red-light running crash. [Source](#)
5. Motor vehicle crashes are the leading cause of death for children age 4 and the second leading cause of death for children age 3 and 5-14. [Source](#)
6. About half of the deaths in red-light running crashes are pedestrians, bicyclists and occupants in other vehicles that are hit by the red-light runners. [Source](#)
7. In 2013, more than 697 people were killed and an estimated 127,000 were injured in crashes that involved red-light running. [Source](#)
8. Motorists in urban areas are more likely to be injured in crashes involving red-light running than in any other type of crash. [Source](#)
9. Red-light runners are more than three times as likely as other drivers to have multiple speeding convictions on their driver records. [Source](#)
10. More than 36 percent of drivers continue to run red-lights and take risks, despite the fact that 55 percent of the participants said it is a very serious threat and 73 percent acknowledged that running red-lights is unacceptable. [Source](#)

# STOP ON RED WEEK

# CONTACT INFO



National Coalition  
for **Safer Roads**

## National Coalition for Safer Roads (NCSR)

P.O. Box 34235  
Washington, D.C. 20043-4422

1-855-734-SAFE (7233)

[info@NCSRsafety.org](mailto:info@NCSRsafety.org)  
[NCSRsafety.org](http://NCSRsafety.org)

[@SaferRoadsUSA](https://twitter.com/SaferRoadsUSA)  
[Facebook.com/SaferRoadsUSA](https://www.facebook.com/SaferRoadsUSA)  
[YouTube.com/user/SaferRoadsUSA](https://www.youtube.com/user/SaferRoadsUSA)



Thank you for your support of NCSR and  
all your work to make our roads safer.

Together, we can reduce red-light  
running and save lives.