



## National Campaign to Stop Red Light Running

FOR IMMEDIATE RELEASE

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### **School's In: Your Assignment: Slow Down and Stop on Red**

*Red light running and speeding are "completely unacceptable" to nearly 80% of drivers who continue to speed and run red lights*

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**WASHINGTON, DC (September 10, 2009)** — As U.S. primary and secondary schools welcome more than 55 million students this month, drivers need a traffic safety refresher course. According to new figures from the AAA Foundation for Traffic Safety, the vast majority of drivers find speeding on residential streets and red light running "completely unacceptable," but a quarter of those same drivers say they continue to speed and run red lights.

"Unfortunately, public support and public compliance are two very different things," said Campaign Executive Director Leslie Blakey. "Giving lip service to traffic safety isn't enough."

In 2007, 13,040 people died in speed-related crashes. That same year almost 900 people were killed and an estimated 153,000 were injured in crashes involving red light running.

"It is our hope that with school resuming, drivers will be mindful of the increase in pedestrians and motorists during peak hours," continued Blakey. "The AAA Foundation figures show that too many people believe in traffic laws but prefer not to follow them. It's time to correct that dangerous contradiction."

In a presentation earlier this month, AAA Foundation President & CEO, J. Peter Kissinger said 81.5% of drivers surveyed found speeding (15 mph and over speed limit) on residential streets to be "completely unacceptable" and 77% found running a red light to be completely unacceptable. Yet 20 to 25% of those same people admitted to running a red light or speeding in a residential area in the past month. The same AAA Foundation telephone survey found 67% of drivers supported red light cameras and speed cameras on residential streets.

Kissinger made his presentation at the Governors Highway Safety Association's annual meeting in Savannah, Georgia. The presentation was based on information obtained in the AAA Foundation's *2009 Traffic Safety Culture Index*, which was released this summer.

*The National Campaign to Stop Red Light Running is a national advocacy group guided by an independent advisory board that includes leaders from the fields of traffic safety, law enforcement, transportation engineering, health care and emergency medicine, as well as crash victims. More information on the Campaign can be found at*