



**Licking County  
Health Department**

**Press Release**

**Licking County Health Department**

**A Safe Communities Grantee of the Ohio Department of Public Safety**

**FOR IMMEDIATE RELEASE:**

**DATE: Friday, November 02, 2007**

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**Licking County Safe Communities Program Releases  
Licking County Traffic Fatalities Update**

The Licking County Safe Communities program reports that for the month of October 2007 there were 2 traffic deaths in Licking County. In the first 10 months of 2007 there have been 15 fatal traffic crashes resulting in 17 traffic deaths. This compares with 16 fatal traffic crashes and 16 traffic deaths for the same period in 2006.

According to the National Highway Traffic Safety Administration, each fatality has a comprehensive cost of \$3,366,388 associated with it. The fatality cost in Licking County for 2007 is now equal to \$57,228,596.

During all of 2006 there were 17 traffic related deaths in Licking County. This year, prior to entering the holiday season and winter weather driving, Licking County has already reached the same number of fatalities that it totaled the previous year.

The Licking County Health Department and Safe Communities Program recommend following the Three P's of Safe Winter Driving: PREPARE for the trip; PROTECT yourself; and PREVENT crashes on the road.

**PREPARE**

**Maintain Your Car:** Check battery and tire tread, keep your windows clear, put no-freeze fluid in the washer reservoir, check your antifreeze. Keep your gas tank at least half full.

**Have On Hand:** flashlight, jumper cables, abrasive material (sand, kitty litter, even floor mats), shovel, snow brush and ice scraper, warning devices (like flares) and blankets. For long trips, add food and water, medication and cell phone.

**Stopped or Stalled?** Stay with your car, don't over exert, put bright markers on antenna or windows and shine dome light, and, if you run your car, clear exhaust pipe and run it just enough to stay warm.

**Plan Your Route:** Allow plenty of time (check the weather and leave early if necessary), be familiar with the maps/directions, and let others know your route and arrival time.

**Practice Cold Weather Driving!** During daylight, rehearse maneuvers slowly on the ice or snow in an empty lot.

Steer into a skid. Know what your brakes will do: stomp on antilock brakes, pump non-antilock brakes. Stopping distances are longer on water-covered ice and ice. Don't idle for a long time with the windows up or in an enclosed space.

**PROTECT YOURSELF**

Buckle up and use child safety seats properly. Never place a rear-facing infant seat in front of an air bag. Children 12 and under are much safer in the back seat. Sit back 10 inches from an air bag.

**PREVENT CRASHES**

Drugs and alcohol never mix with driving. Slow down and increase distances between cars. Keep your eyes open for pedestrians walking in the road. Avoid fatigue – Get plenty of rest before the trip, stop at least every three hours, and rotate drivers if possible.

For more information contact Allison Davis, Safe Communities Coordinator at the Licking County Health Department, (740) 349-6535 or visit [www.lickingcohealth.org](http://www.lickingcohealth.org).

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ADDITIONAL COMMENTS

The “Safe Communities” program was developed through the Ohio Department of Public Safety to establish and/or expand community partnerships to create safer, healthier communities throughout Ohio.

Driving tips provided by the Ohio Emergency Management Association and the National Highway Traffic Safety Administration.