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FOR IMMEDIATE RELEASE

Licking County Safe Communities Program Releases - Licking County Traffic Fatalities Update May 9, 2011

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LICKING COUNTY, OHIO - The Licking County Safe Communities program reported 9 traffic deaths in Licking County from January 1, 2011 to March 31, 2011. This compares with 5 traffic deaths for the same period in 2010. Sadly, 6 of those 9 fatalities did not use a seat belt. The contributing circumstances for these fatalities include: improper lane change/drove off road/improper passing, left of center, failure to yield and unsafe speed. All of these circumstances can be caused by distraction while driving. The Licking County Safe Communities program urges drivers to wear their seat belt and to pay attention while driving. These two things could have been what saved the lives of the victims in these crashes.

According to the National Highway Safety Administration, each fatality has a comprehensive cost of more than \$3.4 million associated with it. In 2011, the cost in Licking County exceeds \$30.6 million. An estimate of comprehensive costs, which combines both economic costs and values for “intangible” consequences, was made by estimating quality-adjusted life years lost. Most of the amount is due to lost life years and lost productivity.

ADDITIONAL COMMENTS

The Licking County Health Department is a Safe Communities Grantee of the Ohio Department of Public Safety. The Safe Communities Program was developed by the Ohio Department of Public Safety to establish and expand community partnerships to create safer, healthier communities throughout Ohio. In Licking County, Safe Communities is a partnership with the Licking County Health Department, area law enforcement agencies and businesses to increase safety belt use, decrease impaired driving and to decrease crashes.

