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Governor's Highway Safety Office

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## **High Visibility Campaign Planned to Save Lives** ***Cumberland County Working to Reduce Fatalities***

**Nashville, Tenn.** – Law enforcement agencies will saturate roadways in Cumberland County on June 10<sup>th</sup> due to the recent increase in motor vehicle fatalities in that area. The Governor's Highway Safety Office supports the Cumberland County Sheriff's Office, Crossville Police Department and the Tennessee Highway Patrol in their efforts to educate and enforce at a time when fatalities have risen.

There have been 12 fatalities in Cumberland County so far this year, up from just one in 2010. The 12 roadway deaths so far in 2011 already exceed the total fatal crash victims for 2010. The increase in Cumberland County also comes at a time when overall highway deaths across the state are down by 82 compared to the same period last year.

"We are extremely concerned when we see this kind of increase in highway fatalities, especially in one particular area of the state," said GHSO Liaison Clint Shrum. "By using the data provided to us by the Department of Safety, we can determine where the problems are occurring, then dedicate the right resources to increase highway safety."

The Tennessee Department of Safety data shows that 50% of the fatalities have occurred on Interstate 40 with the other 50% being on other state and US Routes in rural areas of the county. The data also indicates that 75% of the fatally injured victims were not wearing safety belts as vehicle occupants.

On June 10<sup>th</sup>, the all-day high visibility event will draw attention to the importance of using seat belts, obeying the speed limit and the dangers of impaired driving. The joint participation of the law enforcement agencies will be concentrating heavily on I-40 and other significant roadways. Drivers in Cumberland County will know that the agencies mean business.

Director Kendell Poole, GHSO, stated, "Summertime can be one of the most pleasurable times of the year as families enjoy outdoor activities. However, those happy times can be stolen away in seconds because the summer is one of the deadliest and most dangerous seasons on our roadways. Enforcement will make a difference."

The Governor's Highway Safety Office reminds all Tennessee drivers to stay safe throughout the vacation season and buckle up, watch your speed and designate a sober driver if you plan on using alcohol.

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