

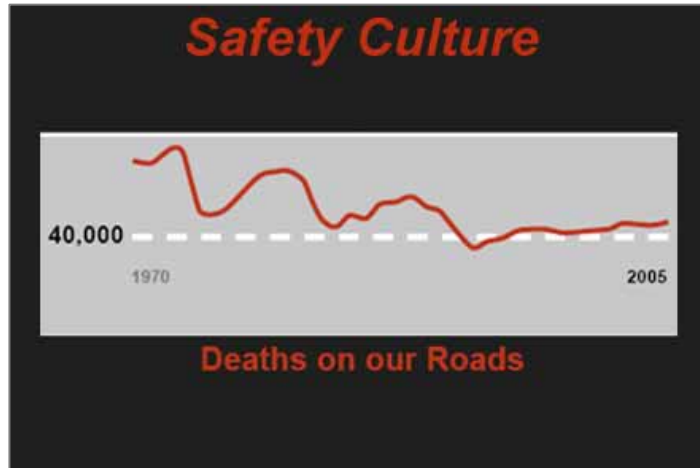
National Rural Summit on Traffic Safety Culture

National Rural Summit on TRAFFIC SAFETY CULTURE



Mission

RESEARCH PLANS



Public Health Crisis



**Safety is our number one priority!
....or is it?**

Rural Roads – 2007

Rural Road Safety

Safer drivers, in safer cars, on safer roads

Safety Culture

Improving Traffic Safety Culture in the United States

The Journey Forward

Summary
and Synthesis



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Car crashes rank among the leading cause of death in the United States.



2008 Traffic Safety Culture Index

April, 2008



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Key Findings

Summit Goals



Suggested Resolution:



• AAAFoundation.org