



SLEEP SMART. DRIVE SMART.

SLEEP SMART DRIVE SMART IS AN ALLIANCE OF SEVERAL ORGANIZATIONS CONCERNED WITH THE INCREASING NUMBER OF DROWSY DRIVERS. OUR SOLE PURPOSE IS TO EDUCATE DRIVERS ABOUT THE HAZARDS OF DRIVING TIRED. WORKING TOGETHER WE KNOW WE CAN RAISE AWARENESS ABOUT THE DANGERS OF DROWSY DRIVING AND POSSIBLY SAVE LIVES.



**SLEEP SMART.
DRIVE SMART.**
DROWSY DRIVING KILLS

THE SILENT KILLER

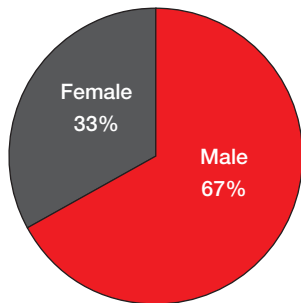
Over the last nine years, an average of 1,081 crashes and 19 deaths each year are caused by drowsy drivers.

Unfortunately, these figures may be the tip of the iceberg, since currently it is difficult to attribute crashes to sleepiness.

2014 UTAH DROWSY DRIVING FACTS

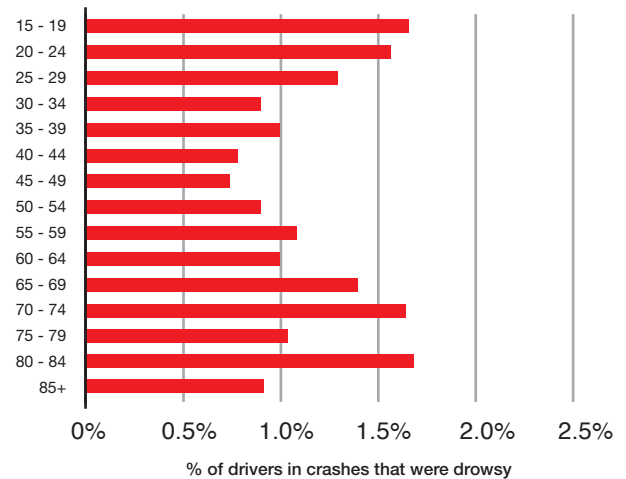
- Drivers under age 30 years are involved in over half (52%) of drowsy driving crashes.
- The highest number of drowsy driver crashes occurred during the hours of 6:00-7:59 a.m. and 3:00-5:59 p.m.
- June through September had the most drowsy driver crashes.
- 8% of crashes occurring during the hours of midnight-6:59 a.m. involved a drowsy driver.

GENDER

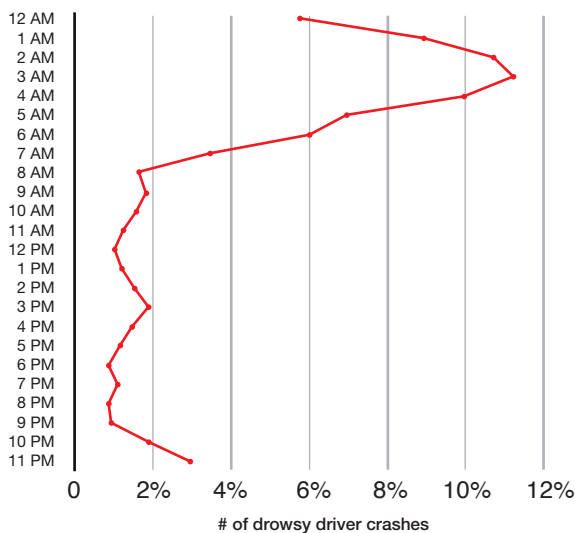


of drowsy driver crashes

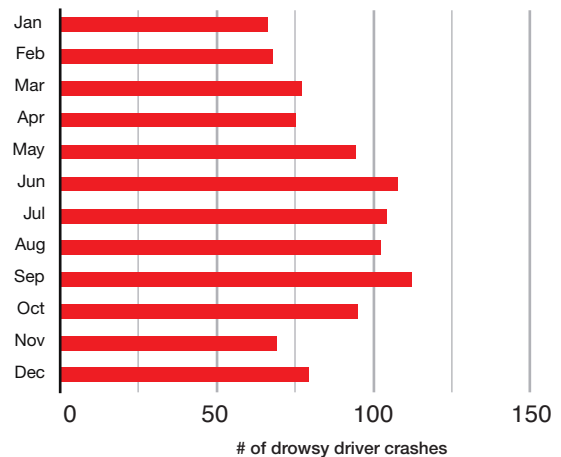
AGE OF DROWSY DRIVERS IN CRASHES (UTAH 2014)



TIME OF DAY



MONTH



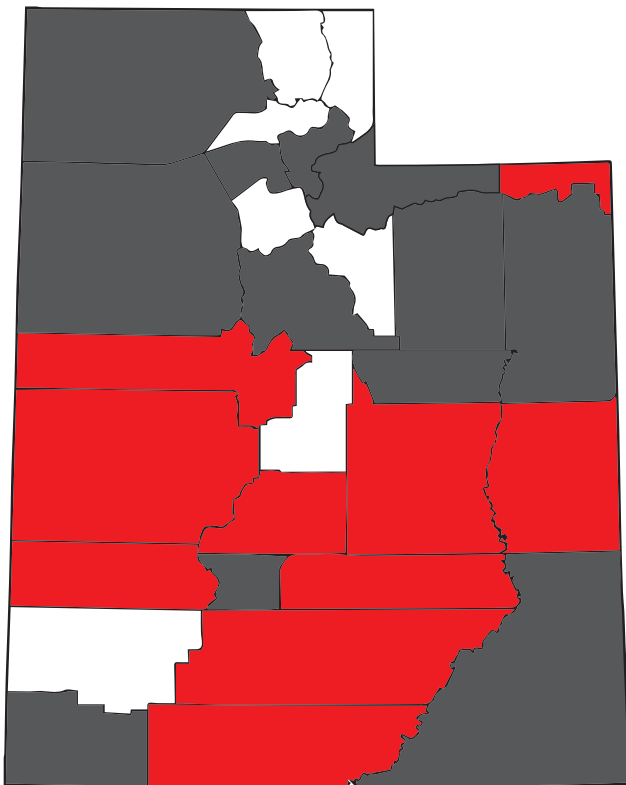
*Statistics provided by UDOT.



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DROWSY DRIVING KILLS

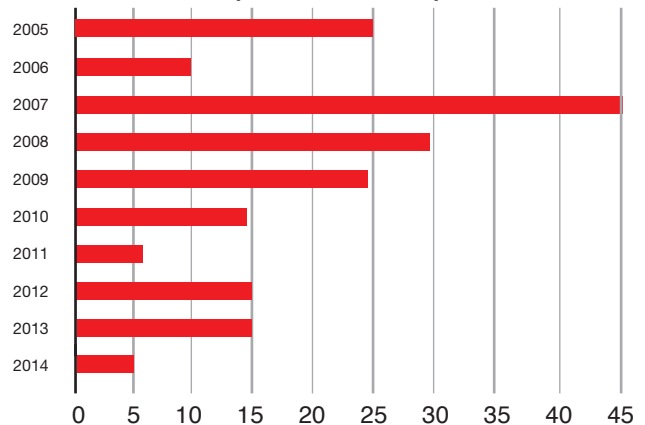
MORE UTAH DROWSY DRIVING FACTS

- 187 people have died in Utah over the last ten years in drowsy driver crashes.
- 2% of the motor vehicle crashes in Utah involved a drowsy driver.
- Over the last ten years an average of 19 people die each year from drowsy drivers.
- Grand and Juab Counties counties had the highest percent of crashes involving drowsy drivers.
- Crashes in rural counties in Utah were 2.6 times more likely to involve drowsy driving than crashes in urban counties.

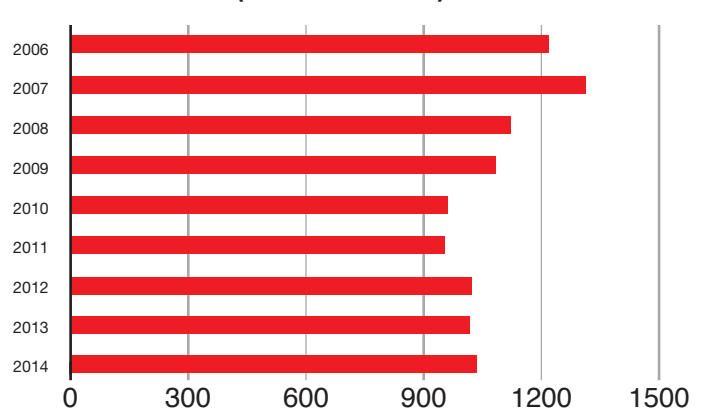


■ > 5% of Crashes Involved Drowsy Driving
■ 2% - 4.9% of Crashes Drowsy Driving
■ < 2% of Crashes Drowsy Driving

**DROWSY DRIVER DEATHS BY YEAR
(UTAH 2005 - 2014)**



**DROWSY DRIVER CRASHES BY YEAR
(UTAH 2006 - 2014)**



*Statistics provided by UDOT.



WARNING SIGNS

- Difficulty focusing, frequent blinking or heavy eyelids
- Daydreaming or wandering thoughts
- Trouble remembering the last few miles driven
- Yawning repeatedly or rubbing your eyes
- Trouble keeping your head up
- Drifting from your lane, tailgating, or hitting a shoulder rumble strip
- Feeling restless and irritable

SPECIFIC AT-RISK GROUPS

- Young people, especially males under age 26
- Shift workers. Working the night shift increases your risk by nearly 6 times
- Commercial drivers. At least 15% of all heavy truck crashes involve fatigue
- Business travelers who spend many hours driving or may be jet lagged
- People with undiagnosed or untreated disorders. People with untreated obstructive sleep apnea have been shown to have up to seven times increased risk of falling asleep at the wheel

- 59% of Utah drivers who nodded off while driving were on multi-lane interstate-type highways with a speed limit of 55 mph or above. - *Survey Conducted by Dan Jones & Associates, January 2009*
- Being awake for 24 hours is equal to a blood alcohol concentration (BAC) of .10, which is considered legally drunk and leaves you at risk for a crash. - *National Sleep Foundation*

For more information, visit www.sleepsmartdrivesmart.com