



Community Health Education
Educación de Salud en la Comunidad

County of Santa Cruz

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Santa Cruz Community Traffic Safety Coalition Launches Vision Zero Initiative

(Santa Cruz, CA) – The Community Traffic Safety Coalition (CTSC), a program of the County of Santa Cruz Health Services Agency (HSA) invites the public, media, and stakeholders to an interactive discussion on how Santa Cruz County can join the movement to eliminate all traffic deaths and serious injuries. The Vision Zero Forum will be held June 29th at Simpkins Swim Center from 4-6pm, with speaker Leah Shahum, Founder and Executive Director of the national Vision Zero Network. Learn how Vision Zero policies are making an impact around the world and strategies to make our roadways safer.

The forum coincides with CTSC's release of a report: "The Impact of Traffic Violence on Santa Cruz County." The highly visual report states that in the twelve month period from May 2016 to May 2017, twenty-four traffic-related deaths have been reported countywide. This is a significant spike from the five-year average of 13 traffic deaths per year. CTSC is asking the community to take a close look at the traffic safety data presented in the report and what it means on both the community and personal level.

The report's primary message is that traffic violence takes a terrible toll on the Santa Cruz community. "The crash data represent real people—friends, neighbors, family members and co-workers—who suffer physical harm, emotional trauma, and financial hardship," says CTSC co-chair Leo Jed.

The report is an introduction to the Vision Zero initiative, inviting communities to make the prevention of traffic deaths and injuries a top priority. According to Jed, "Vision Zero considers any loss of life from traffic crashes unacceptable and preventable. We can identify risks in our traffic system and make systematic changes so that inevitable human errors do not result in injury or death."

A copy of the report can be found at www.sctrfficsafety.org/VisionZero. To RSVP for the forum or be included in future mailings, go to www.surveymonkey.com/r/VisionZeroForum. For more information on the Vision Zero movement, visit www.visionzeronetwork.org

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