



Dear Traffic Safety Advocate,

You are likely aware that although U.S. roadway fatalities have begun to decline from their pandemic-era peaks, the number of lives lost remains alarmingly high and unacceptable. According to early estimates from the National Highway Traffic Safety Administration (NHTSA), approximately **39,345 people** died in motor vehicle traffic crashes in 2024 — a 3.8 % decrease from 2023, yet still significantly higher than pre-COVID levels. The fatality rate in 2024 was approximately **1.20 deaths per 100 million vehicle miles traveled (VMT)**.

These figures make it abundantly clear: telling people simply to “drive safely” is no longer enough. Reckless driving — including impaired, distracted, and speeding behaviors — continues to endanger lives. We must **do more**, and we can do more. One crucial strategy is empowering **passengers** to play an active role in their own safety and the safety of others. Passengers must feel confident to speak up and exercise the “Courage to Intervene” when a driver’s behavior is unsafe.

[We Save Lives](#), the [National Road Safety Foundation](#) and our coalition of road-safety partners, are excited for another **National Passenger Safety Week**, observed the *last week in January*. We invite your organization to join us in this vital effort to save lives on our nation’s roadways.

According to past data from NHTSA:

- Approximately **25 %** of all traffic fatalities were passenger vehicle occupants.
- Around **13 %** of alcohol-related traffic deaths involved passengers.
- Roughly **53 %** of children killed in alcohol-related crashes were passengers.

Our campaign focuses on **Passenger Empowerment**:

- Encouraging passengers to SPEAK UP before getting into or while in a vehicle if unsafe behaviors are observed (e.g., impaired driving, distracted driving, excessive speed).
- Leveraging your social-media platforms to amplify the message.
- Launching initiatives in your community (with city officials, other stakeholders) using our campaign Tool Kit.
- Signing and promoting the “Courage to Intervene” (CTI) Promise. We welcome you to incorporate the National Passenger Safety Week logo alongside your own in your outreach.
- Public-service announcements, seasonal news releases, and ongoing appearances on local and national media will support the campaign.

As you know, there is strength in numbers. Submit your name and logo for inclusion on our campaign webpage, and, if possible, to engage more actively with the activities outlined in

the Toolkit. You also have permission to place the National Passenger Safety Week logo on your website, materials and social-media feeds.

Please do not hesitate to contact either of us with your input or questions. Thank you for your steadfast support and all the vital work you do to make our roads safer.

Respectfully,

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