

## 24' Louisiana Statewide

## Destination Zero Deaths

Here in Louisiana, [Destination Zero Deaths](#) (DZD), is passionate about ensuring the safety of our communities on the highways. That is why we are taking a proactive approach and reaching out to agencies and businesses in our region, urging them to prioritize the well-being of their employees and customers by implementing a "Buckle Up / Phone Down" (BUPD) Employee Safe Driving Policy to prevent potentially devastating and costly consequences.

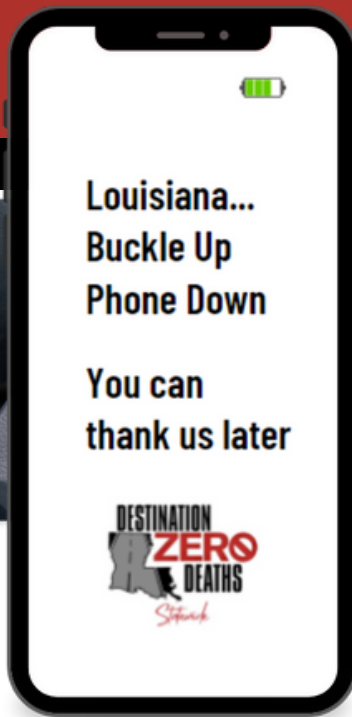
The statistics are alarming: thousands of lives are lost each year due to preventable crashes caused by not wearing seat belts or using cell phones while driving.

Did you know...That seat belts save thousands of lives in the United States every year? According to a report published by the [National Highway Traffic Highway Safety Administration](#) (NHTSA), in 2017, seat belts saved an estimated 14,955 lives. An additional 2,549 lives could have been saved if everyone had been wearing a seat belt.

Did you know...According to a report published by [Zutobi](#), in 2021, Louisiana ranked as the third deadliest state in the nation for distracted driving fatal crashes. Also, in 2021, [NHTSA](#) reported that there were 3,522 people killed and an estimated additional 362,415 people injured in motor vehicle traffic crashes involving distracted drivers. By implementing Employee Safe Driving policies, businesses can play a crucial role in reducing the number of fatalities and injuries on our roads.

We understand that implementing new policies may seem daunting, but the potential lives saved and the positive impact on your company's reputation are immeasurable. Enforcing a seat belt usage policy will not only protect your employees but also demonstrate your commitment to their well-being. Likewise, a cell phone policy to prevent distracted driving will ensure that your employees are focused on the road, reducing the risk of "completely avoidable" crashes.

Furthermore, implementing these policies can lead to financial benefits for your business. [The Network of Employers for Traffic Safety](#) released a report showing that crashes involving employees can result in significant costs in terms of medical expenses, legal fees, and increased insurance premiums. By taking proactive measures now, you can save your company from these unnecessary expenses in the future.



**24' Louisiana Statewide**

**Destination Zero Deaths**

[VIEW OUR BUCKLE UP POLICY](#)

[VIEW OUR PHONE DOWN POLICY](#)

## **Is your agency interested in implementing the BUPD Employee Safe Driving Policies?**

**Let your DZD Regional Transportation Safety Coordinator know if you will use one or both of our plans, or would like additional information on customized plans.**

- [DZD Acadiana](#): Parishes of Acadiana, Evangeline, Iberia, Lafayette, St. Landry, St. Martin, St. Mary Vermillion
- [DZD Central](#): Parishes of Avoyelles, Catahoula, Concordia, Grant Lasalle, Natchitoches, Rapides, Sabine, Vernon, Winn
- [DZD Capital](#): Parishes of Ascension, E&W Baton Rouge, E&W Feliciana, Iberville, Livingston, Pointe Coupee
- [DZD Northeast](#): Parishes of Caldwell, E&W Carrol, Franklin, Jackson, Lincoln, Madison, Morehouse, Ouachita, Richland, Tensas, Union
- [DZD Northshore](#): Parishes of St. Tammany, St. Helena, Tangipahoa, Washington
- [DZD New Orleans](#): Parishes of Jefferson, Orleans, Plaquemines, St. Bernard
- [DZD Northwest](#): Parishes of Bienville, Bossier, Caddo, Claiborne, DeSoto, Red River, Webster
- [DZD South Central](#): Parishes of Assumption, Lafourche, St. Charles, St. James, St. John the Baptist, Terrebonne
- [DZD Southwest](#): Parishes of Allen, Beauregard, Calcasieu, Cameron, Jefferson Davis

This document, and the information contained herein, is prepared for the purpose of identifying, evaluating, and planning safety improvements on public roads, which may be implemented utilizing federal aid highway funds. This information shall not be subject to discovery or admitted into evidence in a Federal or State court pursuant to 23 U.S.C. 407.