



WHO IS **FACES4** ?

Families Against Chronic Excessive Speed 4

Our Mission

Is to prevent deaths and reduce injuries on our roadways due to excessive speeding.

Our Goal

Is to heighten public awareness of the dangers of excessive speed through education and the involvement of our community.

WHY **FACES4** ?

Every fatality on our roadways due to excessive speed has a face and a story to tell. The families of these victims are here to tell the stories of their cherished loved ones. The number “4” stands for the age of little Devin Westerhoff when his life was taken by the senseless act of a chronic speeder. We are the

Families
Against
Chronic
Excessive
Speed 4

WHEN ?

FACES4

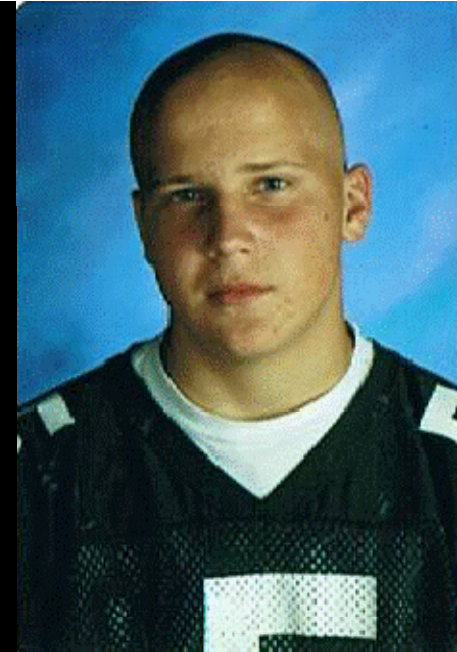
*was incorporated in October 2005
after the death of Nicole & Devin
Westerhoff.*

FACES4

*first started working with IDOT on an
Injury Prevention Grant October 2006.*



Nicole & Devin Westerhoff
Killed October 10, 2005



Matthew Brant
Killed March 11, 2004



What **FACES4** Has Accomplished?

- **Education**-Drivers Ed-Health & Safety Fairs-Prom-Mock Crashes
- **Law Enforcement**-Palm Cards-Safety Check Points-Roll Call
- **Community**- Health & Safety Fairs
- **Judicial**- Victim impact-Driver Improvement School Presentations-Judge & States Attorney Education

EDUCATION



LIFE IN THE *FAST LANE*

DOESN'T ALWAYS GET YOU...

WHERE YOU WANT TO GO!



F FACESA.ORG

Families Against Chronic Excessive Speeding

SLOGANS CREATED BY STUDENTS OF WAUBONSEE VALLEY HIGH SCHOOL IN AURORA, ILLINOIS

THE RULES OF THE ROAD ARE MORE THAN SUGGESTIONS!

WHAT'S YOUR SPEED?



FACESA.ORG

Family Against Crash Excessive Speed 4

SLOGANS CREATED BY STUDENTS OF WAUBONSE VALLEY HIGH SCHOOL IN AURORA, ILLINOIS

Keep



Beating



the

SPEEDING!



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Families Against Chronic Excessive Speed 4

LOGOS CREATED BY STUDENTS OF WALBONNE VALLEY HIGH SCHOOL IN AURORA, ILLINOIS



Funding provided by
Illinois Department of Transportation
Division of Traffic Safety



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Families Against Chronic Excessive Speed 4

LAW ENFORCEMENT



<p>Over 1,000 motorists die each month due to speed related crashes!</p>  <p>FACES4.ORG www.faces4.org info@faces4.org</p>  <p>Matthew Street Killed 3/11/04</p> <p>SLOW DOWN-ARRIVE ALIVE I didn't make it home because someone was SPEEDING PLEASE-DON'T SPEED!</p> <p> Illinois Department of Transportation Division of Traffic Safety</p>	<p>Over 1,000 motorists die each month due to speed related crashes!</p>  <p>FACES4.ORG www.faces4.org info@faces4.org</p>  <p>Mark & Devin Truesdell Killed 10/10/03</p> <p>SLOW DOWN-ARRIVE ALIVE We didn't make it home because someone was SPEEDING PLEASE-DON'T SPEED!</p> <p> Illinois Department of Transportation Division of Traffic Safety</p>
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JUDICIAL



COMMUNITY



Illinois State Fair
Springfield 2007



Award Presented to FACES4
by John Kocinski (Center) from
Dupage County States Atty. Joe Birkett

Community



An Attitude Problem

- One of the most disturbing problems with speeding is that while most people accept that speeding increases crash risk; Most people continue to speed.
- While drunk driving is generally viewed as socially unacceptable, speeding is not.

An Attitude Problem

- Research has shown that people make false distinctions about categories of speeding.
- Many people define speeding by 5-10 mph as merely 'driving over the limit' and even view speeding by 10-20 mph as 'acceptable speeding'. Many people consider 'real speeding' to be only speeding by more than 20 mph.
- These are dangerous attitudes because there is no such thing as safe speeding.

Underestimating stopping distance

- A key issue in speeding related crashes is the fact that most motorists underestimate the distance needed to stop.
- When traveling at 65 mph, your vehicle is moving at 95 feet per second.
With reaction time and stopping distance, it will take your vehicle over 100 yards to come to a complete stop



Physics Rule

- The Severity of a crash grows exponentially for every 10 mph over 50 a vehicle travels.
- The crash risk at 60 mph is about twice the risk at 50 mph. At 70mph the crash risk is more than four times the risk at 50 mph.

Statistics

- Of all drivers under the age of 21 involved in fatal crashes, 38% were speeding.
- Over 1000 people are Killed each month in speeding related fatalities-That's an average of 37 people Killed every Day!

Strategies:

- (1) ensuring that posted speed limits are reasonable and appropriate for conditions;
- (2) providing public information and education on the risks associated with speeding;
- (3) understanding who speeds, where, when, and why;
- (4) using a variety of techniques and technologies beyond enforcement for speed management; and
- (5) targeting enforcement where speeding presents the most serious hazard and accompanying it with public information and education.

This approach has been successful in addressing impaired driving, occupant protection, red-light running, and commercial motor vehicle safety issues. Public information and education also contribute to public support for speed management by increasing the awareness of the consequences of speeding.

Think SPEEDING Isn't dangerous?

➤ **Then consider the following!**

- Effectiveness of restraint devices like air bags and safety belts, and vehicular construction such as crumple zones and side member beams decline as impact speed increases.
- When a speeding vehicle crashes, it undergoes a rapid change of speed. However, the occupants keep moving at the vehicle's previous speed until they are stopped—either by hitting an object or by being restrained by a safety belt or airbag.

