

325 deaths occurred on Nevada roads in 2008. KEEP DRIVING SAFELY NEVADA!
For the latest Fatal Analysis Reporting System (FARS) information in 2009 please [click here](#).

The Nevada Strategic Highway Safety Plan (SHSP) is driven by the goal of saving lives. The plan builds upon federal guiding principles and the national goal of reducing fatalities by 33%, outlining five areas of focus: seat belt usage, lane departures, impaired driving, intersections, and pedestrians. Our SHSP, published in 2006, was the result of extensive efforts by Nevada’s safety partners and included a host of strategies targeting the five focus areas. While some strategies (for example, engineering and education improvements) could be implemented almost immediately, others such as driver behavior or safety legislation require an effective marketing plan—one that empowers and engages stakeholders and the public to create a campaign and drive the message home.

Reducing fatalities by 33% equates to saving 100 lives each year. It is a goal that we must always strive to reach—and to surpass—now and well into the future. **Please take a look at the video shown at the Safety Summit in our [Materials](#) section.**

Fatal Analysis Reporting System (FARS)

Nevada Traffic Fatalities - 2008		
Year	2007	2008
Fatalities	373	325

[Final 2008 Report](#)

Nevada Traffic Fatalities - 2009		
Year	2008	2009 (as of 5/11)
Fatalities	116	86