

## WARNING!

Applying make up, skimming the newspaper headlines, calling your best friend while driving or changing CDs in your changer as you change lanes on the highway can make you one more accident statistic. **Car accidents are the leading cause of death among Americans ages one to 34.**

Watch the road.



## WARNING!

Hitting a pedestrian will make you late for work. **Drivers must yield to pedestrians. If you don't yield, add the pedestrians you just hit to the 232 injured or the 14 killed each day in the U.S.** Watch the road.



**WATCH  
THE  
ROAD**

OPERATION TRAFFIX

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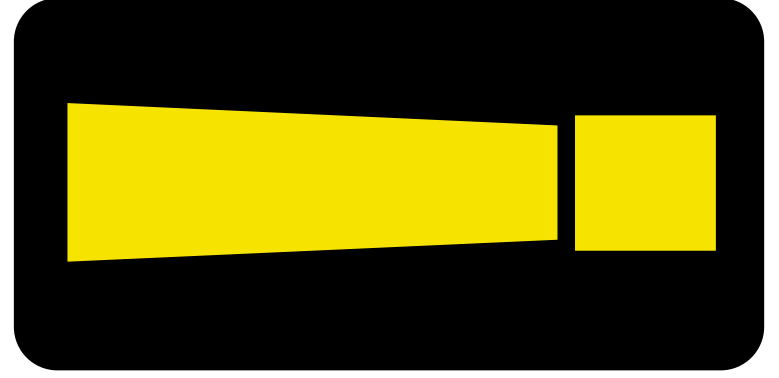
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[www.watchtheroad.org](http://www.watchtheroad.org)



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Lose one minute of your life or your life in one minute. Red light running is the leading cause of car accidents in urban areas that leads to injuries and even death regardless if you're driving, walking or riding a bike. Watch the road.

# STOP



## WARNING!

Speeding, aggressive driving, traffic weaving, unnecessary honking and pedestrian dodging isn't going to get you home to your family any faster or perhaps at all. Aggressive driving is the cause of 54 percent of all car accidents.

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## WARNING!

Drunk drivers are murder on traffic. Want to take your chances? You can either get home safely by getting a ride or choose the accident statistic you want to become. But there are only two choices: a) injury or b) fatality.

Watch the road.



## WARNING!

Jaywalking may be the last stupid thing you'll ever do. If you cross the street outside the crosswalk, your chances of getting hit by a car or bicycle are... hmmm... will it take longer to figure out your chances of injury or death than to use the crosswalk or pay attention while walking?

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## WARNING!

Cycle on the right and ride right. Cars can't always see you. Riding against traffic playing dodge with cars will get you one of two things: a ticket for bicycling on the left side of the road or getting hit by an oncoming car. Watch the road.



Operation Traffix is a Los Angeles County coalition of public, private and non-profit organizations committed to saving lives and reducing traffic congestion. Operation Traffix reminds all drivers, pedestrians and bicyclists to **Watch the Road.**

Call (213) 580-5470 or visit [www.watchtheroad.org](http://www.watchtheroad.org) to learn more about the **Watch the Road** campaign or **Operation Traffix** and how you can become involved in reducing traffic congestion and crashes and save lives.

If you don't get involved today, then be safe and **Watch the Road.**