

Why make the Brake Pledge?

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Brake's vision is a world where streets are pleasant, unpolluted, and safe for everyone to use freely. Sign the Pledge and help make our vision a reality.

Safer roads

Every day **5** people die on UK roads, and over **60** are seriously injured – every one causes needless devastation, trauma and suffering.¹

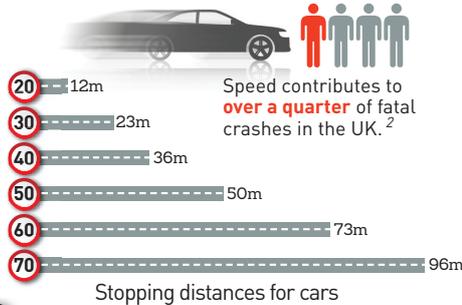


Brake is asking everyone to help end this needless suffering by spreading the word in Road Safety Week about the life-saving importance of the Pledge.



Slow

Speed is a critical factor in all road crashes and casualties: the faster you drive, the less time you have to stop in an emergency, and the harder you hit.

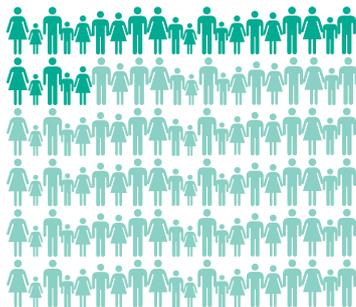


Fast traffic often makes people afraid to walk or cycle. Lowering traffic speeds to 20mph around shops, schools and houses creates a safer road environment, reducing pedestrian and cyclist casualties by around 40%.³

Sober

13% of all road deaths in Great Britain involve a driver who is over the drink-drive limit.⁴

For every **four deaths** where the driver is over the limit, **one more death** happens where the driver has drunk alcohol but is within the current law.⁵



25 lives would be saved every year, and 95 people would escape life-changing injuries, if the legal drink-drive limit in England and Wales were lowered to 50mg blood/100ml alcohol.⁶

Drivers with even 20-50mg alcohol per 100ml of blood are three times more likely to die in a crash than those with none.⁷ That's why Brake calls for a 20mg/100ml limit, and asks everyone to pledge not to drink even a drop before driving.

Secure

In a crash at 30mph, a back-seat passenger is thrown forward with a force of 3½ tons – enough to kill the person in front.⁸



The most common vehicle defect contributing to fatal crashes is illegal, defective or under-inflated tyres. Check tyre pressure once a month, and replace tyres when the tread depth reaches 3mm.⁹

Silent

Drivers talking on phones are **four times** more likely to crash, whether on a hands-free or hand-held phone.¹⁰ Their crash risk remains higher than normal for up to 10 minutes after the call has ended.¹¹



One large-scale study found texting drivers were **23 times** more likely to crash than a driver paying full attention.¹²

A Brake and Direct Line survey found drivers aged 25-34 had the most dangerous mobile-phone habits:



- 42% sent or read texts while driving at least once a week.
- 31% used apps or went online while driving at least once a week.¹³

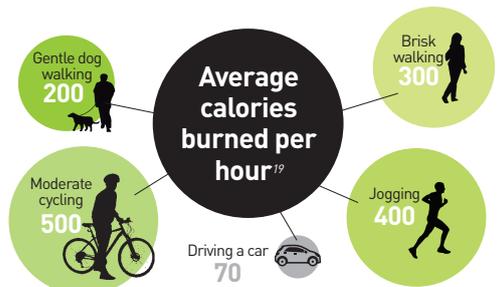
Sharp



14, 15

Sustainable

Driving less means less harmful pollution. Going by bus or train produces 6-8 times less CO2 than driving, on average.¹⁶ Walking or cycling produces none.



Regular walking, jogging and cycling can help guard against asthma, depression, diabetes, heart disease, osteoporosis and some cancers.¹⁷

People who take the bus or train to work instead of driving have a lower BMI and a healthier bodyweight.¹⁸

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Road Safety Week 

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End notes

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5. *Saving lives by lowering the legal drink-drive limit*, Richard Allsop, University College London, December 2015
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7. *Global status report on road safety*, World Health Organisation, 2015
8. *What happens in a crash*, Bedfordshire Police, http://www.bedfordshire.police.uk/advice_centre/road_safety/casualty_reduction_partnership/seat_belt_and_child_seat_safety/what_happens_in_a_crash.aspx, accessed September 2015
9. *Reported road casualties Great Britain 2015*, Department for Transport, 2016
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11. *Association between cellular-telephone calls and motor vehicle collisions*, Massachusetts Medical Society, 1997
12. *Driver Distraction in Commercial Motor Vehicle Operations*, Federal Motor Carrier Safety Administration, 2009
13. *It's never clever to use a smartphone while driving*, Brake press release, July 2016
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