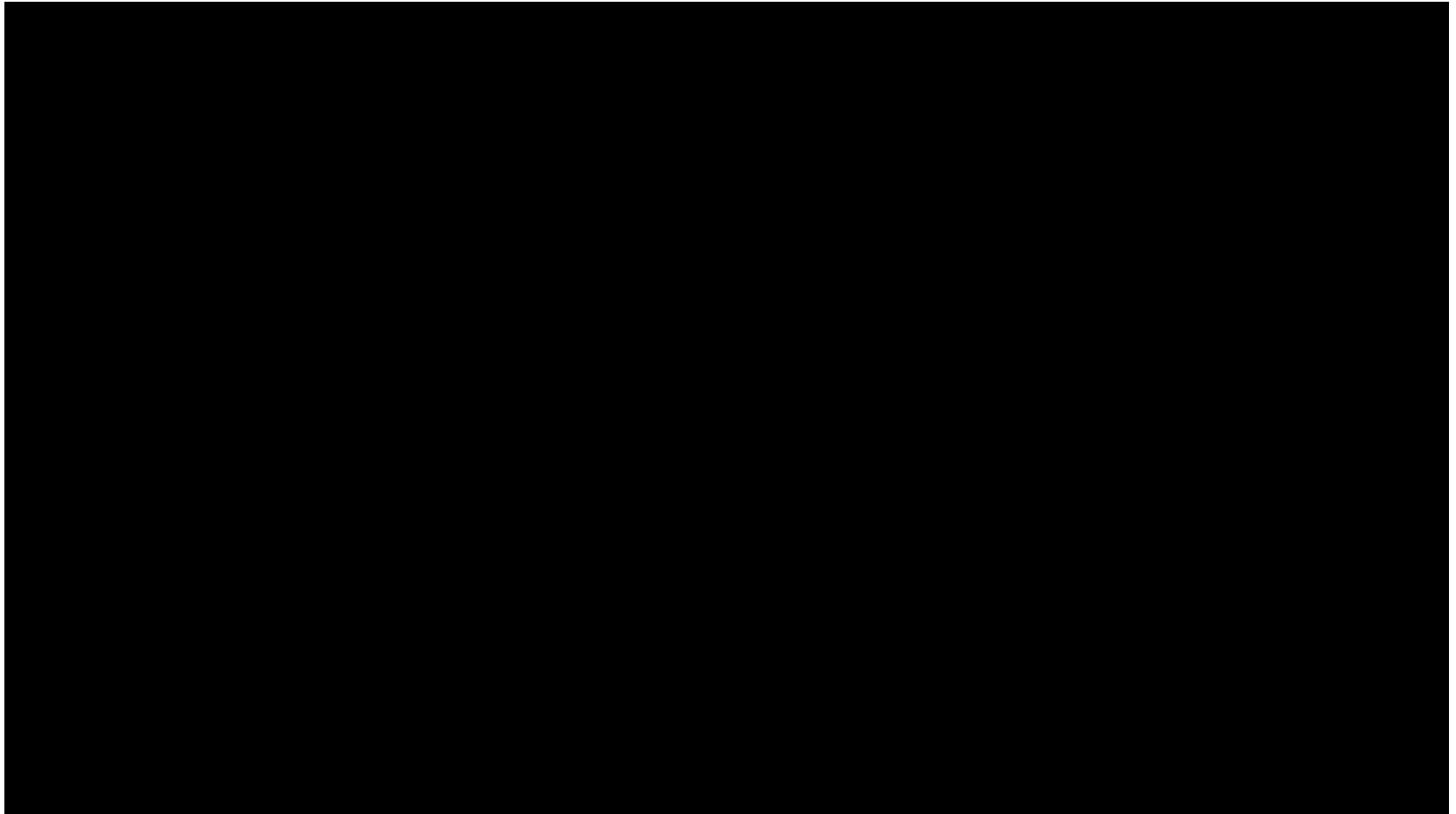




**Deborah A.P. Hersman  
President & CEO  
National Safety Council**



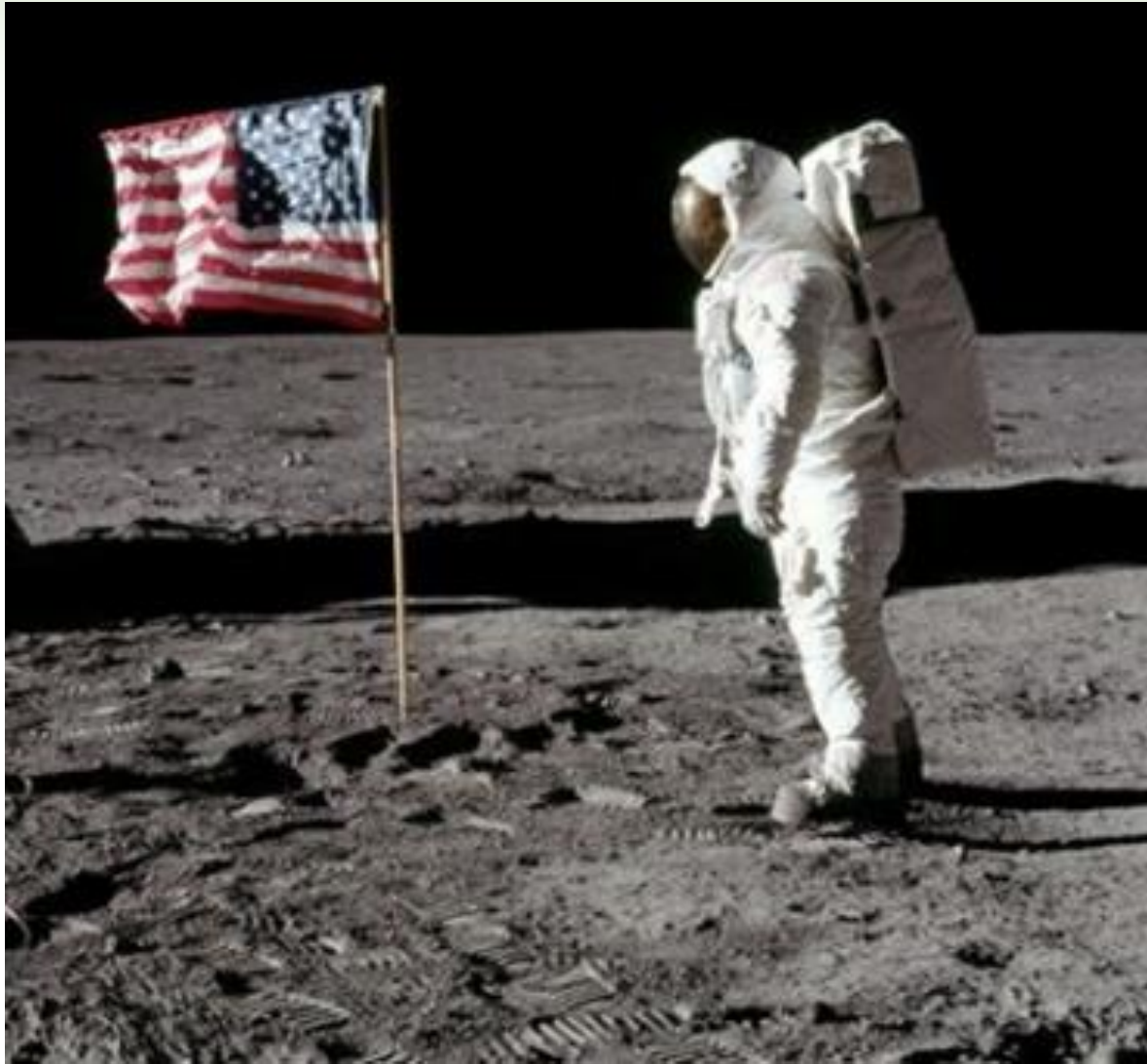
# Leading the Way to a Safer World





# Preventing Injuries and Saving Lives









# **The NSC Moonshot:**

# **Eliminate Preventable Deaths in Our Lifetime**

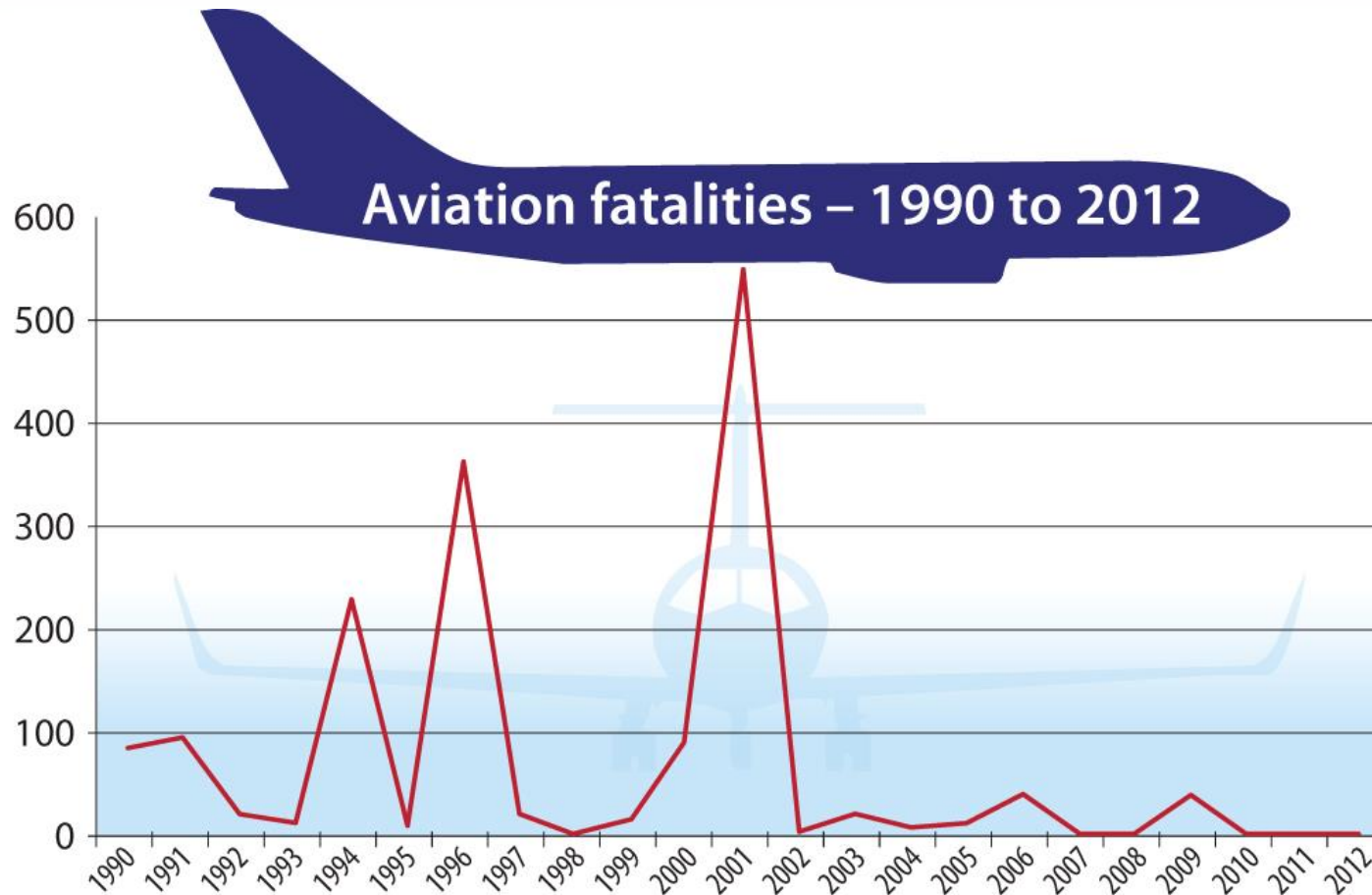


# Challenges Faced





# Challenges Overcome

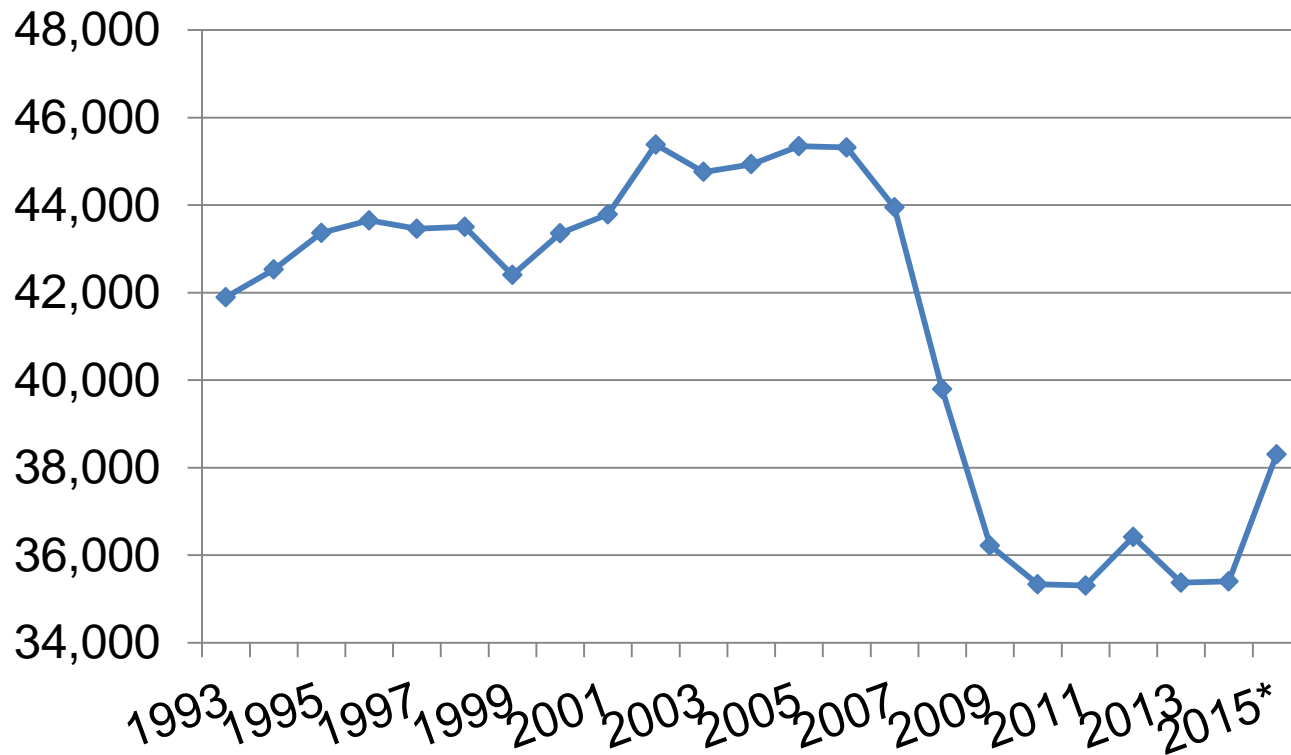




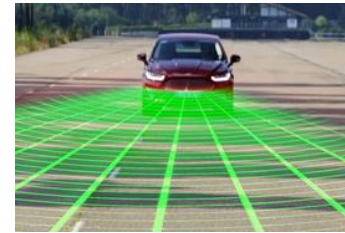


# Traffic deaths climb 8% Highest one-year jump in 50 years

## M-V Deaths, U.S., 1993-2015



# From surviving crashes to preventing them altogether





# Technology and Safer Roads





# We all are working toward Zero

