

# WORK ZONE

## REDUCING MISHAPS BY 50%

### Critical Days of Summer

**Data:** During the 2004 critical days of summer (from May 28 through Sept. 6), 32 Sailors and 26 Marines died in off-duty (traffic and recreational) mishaps. Seven of the Navy and 11 of the Marine Corps deaths were in motorcycle wrecks. Both services lost 13 personnel to traffic mishaps. Eight Marines and Sailors drowned. Mishap rates increase between Memorial Day and Labor Day.

During the last decade, the Navy traffic fatality rate during the critical days is 25 percent higher than the annual average. The USMC rate is 14 percent higher. The Navy shore/recreational fatality rate rises 60 percent. In many years, between one-third and nearly half of a year's total Navy and Marine Corps traffic deaths occur during the critical days of summer.

**2005 Plan:** On the first day of each week starting the week before Memorial Day and ending the week after Labor Day, a series of informative items will be sent out by NSC or posted on our website, sequentially addressing a specific "critical days of summer" topic:

- Safetyline Newsletter — "critical days" status, links to articles and authoritative websites, and tips. Subscribe at [www.safetycenter.navy.mil/safetyline/](http://www.safetycenter.navy.mil/safetyline/).
- Home Page Feature Article — Information, statistics, scenarios, precautions, and lessons learned.
- Photo of the Week — Linked to that week's topic; can be posted on bulletin boards.
- PowerPoint Brief — A 5-to-10-slide presentation you can use at a safety stand-down or in local briefs.
- Resource Page — A comprehensive list of resources on the subject, including tips, checklists, briefs, articles, links, and POD notes.

• Marketing Materials: Including sample public-service announcements for radio and television, press releases, and tips for publicizing local events.

#### Topics:

- Week 1 (May 23) — Overview
- Week 2 (May 31) — "Click It or Ticket"
- Week 3 (June 6) — Swimming, Diving
- Week 4 (June 13) — Motorcycle Safety
- Week 5 (June 20) — Severe Weather
- Week 6 (June 27) — DUI; Fireworks
- Week 7 (July 5) — Outdoor and Team Sports
- Week 8 (July 11) — Home Repair, Yard Work
- Week 9 (July 18) — Boating, Personal Watercraft
- Week 10 (July 25) — Fatigue, Speeding
- Week 11 (Aug. 1) — Camping, Hiking; Insect Bites
- Week 12 (Aug. 8) — Heat Stress, Jogging
- Week 13 (Aug. 15) — ATVs, Bicycling
- Week 14 (Aug. 23) — Fire, Food Preparation
- Week 15 (Aug. 29) — Distracted Driving, Road Rage
- Week 16 (Sept. 6) — Emergency Kits, Breakdowns
- Week 17 (Sept. 12) — Wrap Up

**Media:** The Safety Center will mail news releases about each topic to base newspapers and public affairs staffs three weeks in advance. These articles will also appear at the Safety Center newsroom: [www.safetycenter.mil/pao/presskit/](http://www.safetycenter.mil/pao/presskit/).

#### Overview of the 2005 Campaign:

[www.safetycenter.navy.mil/presentations/seasonal/criticaldays.htm](http://www.safetycenter.navy.mil/presentations/seasonal/criticaldays.htm). After the 2005 critical days end, the entire collection will be available at [www.safetycenter.navy.mil/toolbox](http://www.safetycenter.navy.mil/toolbox). ■

