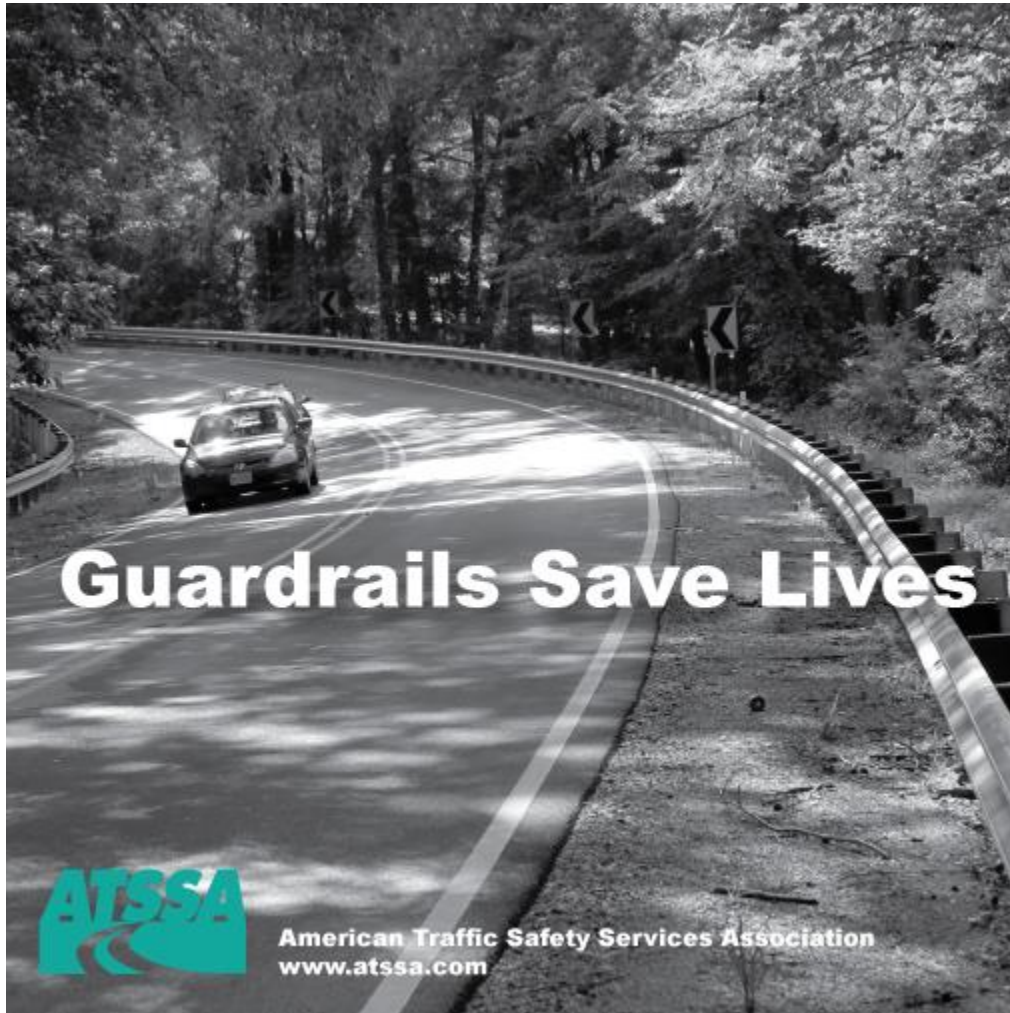




**Guardrails Save Lives**  
**Media Kit**  
American Traffic Safety Services Association





## **Guardrails Save Lives Media Kit**

American Traffic Safety Services Association

### **Overview of the Guardrails Save Lives Campaign**

Our nation's roadways are integrated systems that rely on traffic control devices and roadside infrastructure to keep roadway users safe. In recent years, the American Traffic Safety Services Association (ATSSA) has been working to unite the roadway safety industry to advance safety on U.S. roadways and more specifically, the association has launched an initiative to send a clear message to the mass public—guardrails save lives.

More than 50 percent of all motor vehicle traffic deaths are caused by Roadway Departure (RwD) crashes. Research shows median and roadside barriers are highly effective countermeasures that mitigate fatalities and injuries resulting from these crashes.

In fact, if installed correctly, guardrails reduce fatalities and serious-injuries caused by RwD crashes, by 16 to 47 percent. Median barriers are extremely effective in reducing cross-median crashes with a 52 percent reduction in all fatal crashes and a 61 percent reduction in all serious-injury crashes. Additionally, there are numerous stories of individuals who were saved from harrowing crashes by either a guardrail or a cable barrier at the crash location.

The Guardrails Save Lives campaign is a national outreach campaign that seeks to share the message that guardrails save lives on our roadways every day.



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American Traffic Safety Services Association

## Fact Sheet



### Media Fact Sheet on Roadside Safety Barriers

Between 2014 and 2016, 53 percent of all traffic fatalities were caused by roadway departure (RwD) crashes in the United States, which amount to approximately 18,779 deaths a year (1). To effectively reduce RwD crashes and fatalities, one of the three recommended countermeasure categories in the FHWA's RwD Strategic Approach & Plan involves implementing longitudinal barriers such as cable barriers and guardrails (Figure 1).

Research proved that cable median barriers can reduce cross-median fatal crashes by 66 percent and cross-median serious injury crashes by 81 percent, and roadside guardrail can reduce fatal and serious injury RwD crashes by 26 percent based on data from the Crash Modification Factors (CMFs) Clearinghouse database.

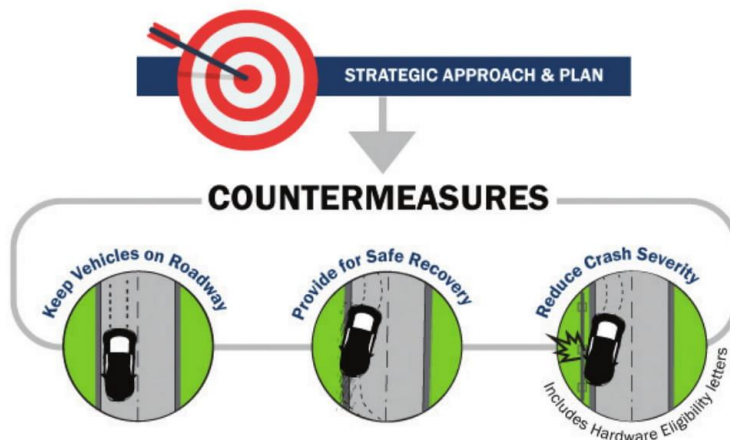


Figure 1: FHWA's RwD Strategic Approach & Plan

The American Association of State Highway and Transportation Officials (AASHTO) provides guidance related to the design and installation specifications of roadside safety barriers. The Manual for Assessing Safety Hardware (MASH) contains crash test scenarios and standards to evaluate roadside safety hardware with the goal of reducing fatal crashes and the severity of crashes.

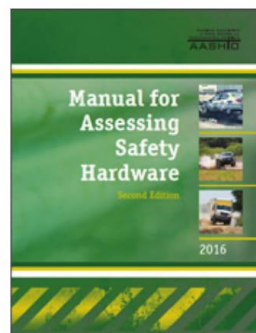


Figure 2: MASH 2016 Edition

## Fact Sheet cont'd

Longitudinal barriers can be installed either along the median or the edge of a roadway. Longitudinal barriers come in three types: flexible barriers (A), semirigid barriers (B), and rigid barriers (C) in Figure 3.

Longitudinal barriers can deliver successful performance when they are installed, inspected, and maintained in the proper manner (Figure 4). Trained professionals are needed to perform these activities, since proper installation, inspection, and maintenance are crucial to their effectiveness. ATSSA offers training courses on these subjects.



Figure 3: Longitudinal Barrier: Flexible Barriers (A); Semirigid Barriers (B); and Rigid Barriers (C)

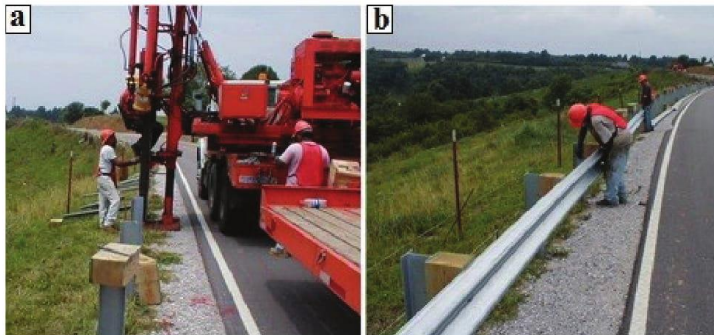


Figure 4: Steps in Installation: a. Post Driving; b. Guardrail Mounting

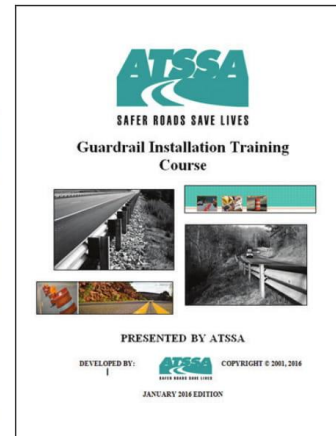


Figure 5: Guardrail Inspection Training Course Notebook



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### Press release

Contact: Stephanie Tipple  
Associate Director of Communications & Creative Development  
540-376-3909  
[communications@atssa.com](mailto:communications@atssa.com)

#### FOR IMMEDIATE RELEASE

#### **ATSSA launches “Guardrails Save Lives” campaign highlighting lifesaving benefits of guardrail and median barriers**

Washington, D.C. (November 8, 2018) – The American Traffic Safety Services Association (ATSSA) launched a campaign today titled “Guardrails Save Lives”, which shares the lifesaving benefits of guardrails and median barriers.

Guardrails save lives every day on our nation’s roadways. Roadway safety infrastructure can mean the difference between life and death when crashes happen, and guardrails are an important part of that infrastructure. When properly installed, guardrails have been proven effective in reducing fatalities and serious injuries in roadway departure crashes, ranging from 16 to 47 percent in these instances.

“We know guardrails save lives. One of the challenges the guardrail and median barrier segment of the roadway safety infrastructure industry faces is that when someone hits a guardrail in a crash, and it saves them from being killed or seriously injured, that information is not always being collected. Those stories of lives saved are not always being brought to the forefront and shared with the public. The Guardrails Save Lives campaign is ATSSA’s way to share those stories and information on the lifesaving benefits of guardrails and median barriers,” said ATSSA President & CEO Roger Wentz.

The campaign will run through April 2019 on ATSSA’s social media accounts and will share the stories of those impacted by the lifesaving presence of guardrails and median barriers during a crash, and those whose lives could have been saved in tragic crashes.

To find information on the campaign on Twitter, use the hashtag #GuardrailsSaveLives, or visit ATSSA’s [Facebook](#) and [LinkedIn](#) pages.

To learn more about the Guardrails Save Lives campaign, visit [GuardrailsSaveLives.ATSSA.com](http://GuardrailsSaveLives.ATSSA.com).

*ATSSA’s core purpose is to advance roadway safety. ATSSA represents the roadway safety industry with effective legislative advocacy and a far-reaching member partnership. The association also leads the nation in work zone safety training and education for roadway workers across the country. ATSSA members accomplish the advancement of roadway safety through the design, manufacture, and installation of road safety and traffic control devices. Visit [www.atssa.com](http://www.atssa.com) to learn more.*



## Guardrails Save Lives Media Kit

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### More Resources

At [GuardrailsSaveLives.ATSSA.com](https://GuardrailsSaveLives.ATSSA.com), ATSSA has gathered information and resources to help spread the message that guardrails save lives.

- [Take a look at the FAQs page to learn about frequently asked questions related to guardrail and median cable barrier](#)
- [See the information ATSSA has gathered on the effectiveness of these devices, including information from the Federal Highway Administration and American Association of State Highway Transportation Officials](#)
- [Learn about terminology used when speaking about guardrail and median cable barrier on the site glossary](#)