

# News Release

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**Harrah's Regional Trauma Center at ARMC  
urges motorists to drive safe in support of  
*Put the Brakes on Fatalities Day*<sup>®</sup>  
*National Event aimed at achieving one day of zero traffic deaths***

Harrah's Regional Trauma Center at ARMC is dedicated to safety and injury-prevention and urges all motorists to drive exceptionally safe Friday, October 10, in support of the fifth annual Put the Brakes on Fatalities Day<sup>®</sup>.

Statistics show nearly 42,000 traffic fatalities occur every year. This is nearly 115 fatalities every day and one fatality every 13 minutes. ARMC is recognizing Put The Brakes On Fatalities Day<sup>®</sup> to encourage the public to take a greater stand in keeping themselves and their loved ones from becoming one of those statistics.

The goal of this nationally recognized day is to achieve one full day of zero traffic deaths by encouraging safer behaviors and actions on the roadways. "Motor vehicle fatalities are the leading cause of death for Americans, six to 33 years old. Whether as a driver, passenger, pedestrian or cyclist, we can work together to prevent accidents and fatalities, just by using common sense," said Monica Titus, RN, MBA, Trauma Program director, ARMC.

By taking proactive steps, the public can reduce the odds of becoming a statistic. "First and foremost, drive as if your life depends on it," said Barbi Harris, RN, Harrah's Regional Trauma Center, ARMC. "Driving defensively, obeying the posted speed limits, slowing down in bad weather and in construction and school zones, and not drinking and driving are just a few examples of how drivers can reduce their chances of being in a crash."

Other important safety practices include refraining from using cell phones or other handheld devices, buckling your seat belt for every ride in the car, using properly installed child safety seats, wearing a helmet when cycling or skating and crossing the street in crosswalks.

The Trauma team is available for presentations at schools and for community groups. For information about traffic and pedestrian safety, free child safety seat check ups or other ARMC Trauma Center safety and injury-prevention programs, call ARMC's Trauma Education Line at 609-441-2165, or visit [www.atlanticare.org](http://www.atlanticare.org).

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AtlantiCare is a regional healthcare organization based in Egg Harbor Township, New Jersey, whose more than 4,740 employees serve the healthcare needs of the community at more than 60 locations. It includes AtlantiCare Regional Medical Center (ARMC), the AtlantiCare Foundation, AtlantiCare Health Plans, AtlantiCare Behavioral Health and AtlantiCare Health Services. ARMC became the 105th hospital in the nation to attain status as a Magnet<sup>™</sup> designated hospital in March of 2004.