

A young child with light brown hair is shown in profile, smiling and looking out the window of a car. The child is wearing a red and white plaid shirt and a dark seatbelt. The car's interior, including the headrest and window frame, is visible.

3 out of 4 kids are riding
in car seats that are
improperly installed.

ONE BAD DRIVING DECISION.

A LIFETIME OF REGRETS.

DRIVING
TOWARD
ZERO

The logo for the 'Driving Toward Zero' campaign. It features the words 'DRIVING TOWARD' in a small, sans-serif font above the word 'ZERO' in a large, bold, sans-serif font. To the right of 'ZERO' is a small graphic of a car with a checkmark, indicating a safe driving outcome.

One Death Is Too Many