

What is Toward Zero Deaths?

Toward Zero Deaths (TZD) is a new statewide safety campaign based on the national strategy on highway safety intended to influence driver behavior and improve safety. With more than 35,000 fatalities occurring on U.S. highways each year, roadway safety remains one of the most challenging issues facing Michigan, and the nation.

Be a champion in supporting TZD and the safety culture in Michigan, your organization or company by incorporating the official logo for the National Strategy on Highway Safety TZD program on your website, ads, brochures, posters and other communications. Become a TZD participant by going to www.towardzerodeaths.org/partners_participant_form.php. You can select from two versions of the TZD logo that best fits your current safety program, fill out the applicable form to download the high-resolutions logos and the branding/style guide.

To learn more about the National Strategy, please go to www.towardzerodeaths.org

To learn more about Michigan's efforts, go to www.michigan.gov/zerodeaths



Toward Zero Deaths[™]
National Strategy on Highway Safety