



Ten Years Ten Priorities



2010-2020





Dear Concerned American:

Sept. 11, 2001 (9/11) changed everything. Today, no one takes personal safety for granted. And, as the War on Terrorism continues, we recognize that while we may be safer, we cannot be any less vigilant at home.

The Ten Years, Ten Priorities Program is designed to address our most compelling areas of safety. People die from traveling unsafely... working unsafely... and, not following proper safety behavior. But, let's translate this loss of life into something tangible, such as man hours. Consider:

- it took 94 million manhours to put men on the moon
- last year, we lost a minimum of 854 million manhours – based on those people who died (98,000) living one year less than they should have!
- Imagine, if they had created one idea – worth \$100 each – our GNP would have been increased by \$8.5 billion!!

If you were to consider the human dimension, of who actually died, you'd realize:

- we lost researchers, scientists, mathematicians and biology professors
- we also lost mothers, fathers, brothers and sisters
- we prematurely gave up lives that might have helped cure cancer, AIDS and other potentially fatal diseases

Ten Years, Ten Priorities is designed to do something novel: be specific.

We want to save 25,000 lives each year. And, that means reducing deaths by keeping people from making bad decisions.

How can we do that? By changing behavior...which starts with education.

It will take all of us pulling together, though. We must use our energy to teach each other how to live safely.

In 1923, Harold Lloyd made a silent movie, *Living Unsafe*. It remains a standard for humorously showing how life can go wrong. It's no laughing matter, however, when it happens to you or a loved one. So, let's focus on Ten Priorities as a mandate for the nation. Preserving each life will make a difference in the quality of our country... for, with longer lives, there is potentially more giving from each life.

That's what we want to preserve... the gift of life...for all those we love.

Sincerely,

A handwritten signature in black ink, appearing to read "Len Pagano". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Len Pagano
President

Overview

Since 2000, research has shown compelling evidence that the most prevalent cause of premature death is injuries. In the first five years of the 21st century, the nation lost more than 314,000 individuals to avoidable accidents.

Current statistics suggest that the situation has not significantly improved.

What has changed, however, is the awareness of safety and personal security as a critical priority. No longer do people take their safety for granted—whether at home, work or traveling. The Safe America Foundation has held a series of discussions and collaborated with a variety of national and regional organizations – the US Dept. of Homeland Security, CDC, NBC Universal, Boys & Girls Clubs, National Safety Council, Safe Kids, SAFE USA, the International Window Film Association, the Institute for Business and Home Safety (IBHS), Morehouse Medical School, The International Association of Chiefs of Police, AAA, AARP and BENS – to evaluate ways of reducing the needless deaths recorded each year to injuries. This report summarizes our findings and a unique plan for ACTION.

Ten Years, Ten Priorities: An American Safety Agenda

Safe America is in the ‘first stage’ of launching a multi-year program – known as Ten Years, Ten Priorities - that will address key issues over the coming decade. Working with both private and public sectors, Safe America has begun to build an alliance that will launch its efforts in 2010 to address ten critical issues:

- 1. Homeland Emergency Readiness and Response** — an issue affecting every American.
- 2. Transportation**— preventing highway and pedestrian crashes which kill 42,000-plus annually.
- 3. Health Care**— Raising awareness of pandemic preparedness through proper healthcare, hygiene and social distancing.
- 4. Technology**— The value of technology is not just in convenience, but in its ability to help protect people.
- 5. Community Infrastructure**— Re-engineering our cities and towns is crucial as bridges, buildings and roadways age.

6. Leadership Training— a nationwide partnership to raise awareness on disaster preparedness.

7. Public Safety Enhancements— protect those who protect us.

8. Teen and Senior Driving— minimizing injury and death to new drivers and those whose driving skills have waned.

9. Youth Safety— preserving our next generation as one of our highest priorities.

10. Home Safety— preventing 32,000 deaths resulting from home accidents each year.

The 10% factor - in addressing each of these issues, Safe America has placed an emphasis on reducing the number of annual fatalities. We believe that a 10% annual reduction is a concrete goal that can be attained. It requires all of us to collaborate in a new way for a national goal that can be realized. It will also require a comprehensive partnership to reform behavior—within all age groups.

Promoting lifelong injury prevention isn't new. What is new is the collaboration envisioned. Sharing information between age groups with nonprofits and governmental agencies must be collated to bring lasting results.

While all safety issues will continue to be stressed each year, we believe prioritizing one issue will maximize the educational value.

The unique aspects of this program will be the effort to coordinate messaging for corporations, other nonprofits, and governmental agencies at the local, state and federal levels. Corporate support will be critical in enlisting the executives and their staffs to partner in this comprehensive effort.

Safety is everyone's business. Our goal is to impact the public with this coordinated safety education message with information that will last a lifetime.

By implementing this safety program and accomplishing the goal, we can save over 70,000 lives by 2020 — a number equivalent to the population of Asheville, NC.

Funding Priorities: 2010 – 2020

Over the past seven years, Safe America conducted a variety of focus group studies to shape our program of work over the next decade. The following menu of initiatives is aimed at meeting the growing need for lifelong injury prevention.



1

Homeland Emergency Readiness & Response



Homeland security affects all Americans. Through **Prepared. Not Scared.**™ the Safe America Foundation will nationally mobilize executives to help communities, businesses, families, and even our youngest citizens to move to a new state of preparedness for unexpected disasters, providing assistance in planning community response to bio-terrorism and other emergencies. The Foundation will also launch and conduct regional simulation exercises, to help communities and the private sector share know-how and determine the best way to ensure business continuity and minimize negative impact from natural and man-made disasters, including new initiatives on earthquake readiness and social disasters.

Safe America will also look at renewing its "Safe America Month" program, involving a partnership with a national retailer, to reach millions of American families and their children. Our goal: to help individuals take practical steps to protect themselves, their families and their co-workers.



2



Transportation

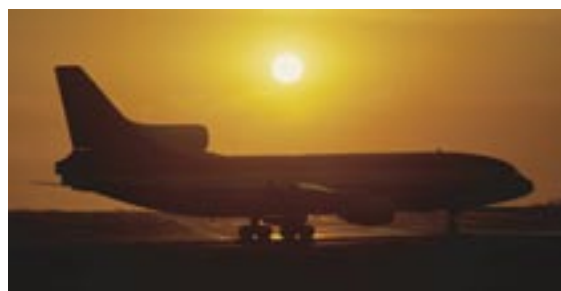
Each year, more than 42,000 lives are lost needlessly to highway and pedestrian accidents and mishaps. Safe America plans to execute a variety of initiatives, all designed to protect Americans, including a concept in which pedestrians use flags to cross city streets now being piloted in Wisconsin. It is already showing promising results. In cooperation with the Madison Wisconsin Safe Communities Program, Safe America will look at expanding and enhancing this innovative program nationally.



Cell phones have become a mainstay of our everyday lives. A 2002 Harvard Center for Risk Analysis study estimated that drivers using cell phones were responsible for 2,600 fatalities, 330,000 injuries, and 1.5 million cases of property damage. So as a nation we must actively embrace ways to use them more safely while behind the wheel. Hands-free devices provide the most realistic, safest way to talk and drive, and Safe America proposes to raise awareness of the devices available today.

The Plan for Creating Safe Communities Around the Globe

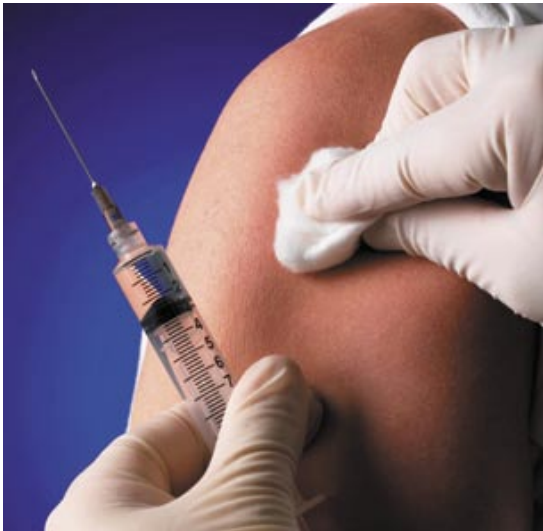
Many of the same issues apply to developed nations around the globe, and Safe America and WorldSafe™ will host a series of national and international summits to raise awareness by the international public and private sectors to these looming health and safety threats.



3

Healthcare

The issue of infectious diseases, such as influenza, is particularly important to Safe America. The three influenza pandemics in the previous century: the 1918 “Spanish influenza,” the 1957 “Asian influenza,” and the 1968 “Hong Kong influenza” killed an estimated 40-50 million, 2 million, and 1 million people worldwide, respectively. Easily spreading across national borders, healthcare issues require international cooperation and responses to be effective in today’s global community.



Safe America is working with multi-national pharmaceutical companies, such as Solvay, GSK and Gilead, in addressing this issue. Simultaneously, Safe America is evaluating the benefits of using tamperproof technology to ensure safety for the use of prescription drugs, which have to be handled “by hand” and have the greatest vulnerability to tampering.

These same issues apply globally which is why Safe America will address these issues through its companion program “WorldSafe™.” Through a series of national and international summits, we will raise awareness in both the public and private sectors to these looming health and safety challenges facing us all.

4

Technology



America is only starting to hear about the Intelligent Transportation System-Smart vehicles that will actually help prevent crashes and resulting tragedies. Safe America is partnering with Motorola, worldwide technology leader, to raise awareness about this amazing new technology frontier.



According to the recently published Texas Transportation Institute's *Urban Mobility Report*, in 2005 the average rush-hour commuter spent 38 hours and wasted an extra 26 gallons of fuel waiting in traffic, at an annual cost of \$710 per person. In the larger context of the US economy, this translates to a loss of \$78 billion, 4.2 billion hours, and 2.9 billion gallons of fuel.



We can combat the longer commutes, higher costs of personal trips, and higher costs of shipping and transportation through the use of smart technologies such as the Intelligent Transportation System. The benefits of such measures can be clearly observable in reduced crashes and improved traffic flow. Additionally, less direct benefits include reduced road construction and reduced greenhouse gas emissions.

No less important to our safety is the safety of this nation's inbound shipments. The chief initiative of smart technology development in this area of risk is to provide online, real-time updates to business leaders on products that are suspect to federal inspection and/or investigation.

5

Community Infrastructure

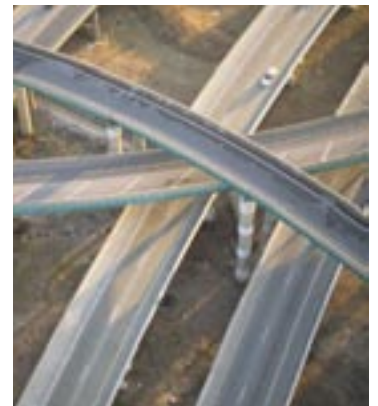
The number of U.S. trauma cases is increasing, but the number of trauma centers in the U.S. is declining. That is why Safe America is working nationally to expand and maintain a trauma care network. (See *Public Safety Enhancements - Priority 7*)



Motorcycle safety has become a national priority as more and more riders take to the roadways everyday. As the number of bikers increase, so too does the need for laws requiring helmets for riders – regardless of age or state. Helmets reduce fatalities in a motorcycle crash by 39%. In non-fatal accidents, the risk of traumatic brain injuries is reduced by 75%.

Another key issue is the safety of our food supply. While this is primarily the responsibility of federal, state and local governments by conducting adequate inspection and certification, the public can play an important role in the process by insisting that inspections exceed expectations, by raising the safety standards, and by promoting the use of a “security seal” that will provide assurance and confidence for consumers nationwide. Safe America stands ready to assist, by encouraging more resources be dedicated to food inspection.

Infrastructure tragedies, like the recent Interstate highway bridge collapse in Minneapolis must be prevented. An Urban Land Institute study published in May 2007 found 83% of the nation’s transportation infrastructure system “not capable of meeting the country’s needs over the next 10 years.” The American Society of Civil Engineers gave the system a “D” in its 2006 report card. The Safe America Foundation proposes expanded inspection of bridges, overpasses and tunnels over 40 years old and the expediting of the process for repair and rebuilding those structures that need repair.



6

Leadership Training

Bringing good leadership to public policy concerns is a key Safe America objective. Through our 'WorldSafe' initiative, the Foundation will work with key national and international groups –including the public and private sectors, government and academia – in shaping the next generation of leaders.



A new partnership with the 'Leader to Leader' Foundation promises to be the cornerstone of this program. Safe America has met with Leader to Leader Foundation CEO Frances Hesselbein, offering to grow an annual training program for those engaged in global commerce and concerns.

The University of Pittsburgh, Johns Hopkins University's Nursing School and a number of Fortune 500 firms will be invited to help guide our new programming... with the goal of learning how leaders can best create safe communities

– not only in North America but on every continent.

Globally, Dr. David Nabarro of the United Nations has agreed to partner with Safe America, believing our vision of shaping safer communities through enhanced leadership promises long-term improvements in health care and safety.

Safe water, safe food, safe transit and safer lives – all start with individuals who are committed to protecting life.

Safe America hopes to make leadership development a hallmark of our efforts over the next decade... and set the stage for a more safe environment for a generation yet to be born.

7

Public Safety Enhancements



Trauma is preventable but it is random in its selection and recovery depends on the amount of time it takes to be seen by a trauma team of medical specialists. America is ill-equipped to handle the trauma crisis. Too many communities have no trauma center accessible within the “golden hour” necessary for full recuperation.

This shortage of trauma centers needs to be addressed. Through the Ten Years, Ten Priorities program, Safe America will pinpoint areas that need expanded facilities and will mobilize local task forces to address this critical concern.

Our nation’s first responders – fire, EMS, and law enforcement personnel – continue to be our heroes, saving lives and lessening suffering every day. The Council on Foreign Relations released a study in 2003 estimating that federal funding for first responders would face a \$98.4 billion shortfall from 2004-2008. In 2006, the budget of the DHS Office of Domestic Preparedness was \$600 million less than the 2004 budget, resulting in an adjusted \$100.2 billion shortfall by 2008. Now, Safe America will launch an initiative to create a multi-million dollar fund to equip fire departments with critical supplies replacing outdated equipment.



8

Teens, Senior Drivers

Injury and death to new drivers has been attributed to inexperience, distractions, and the inability to control a car at high speeds. The Safe America Foundation has created the “Teen Driving Institute” to provide affordable driver’s education through a simulator driver’s education program. Through corporate sponsorships, this program will be expanded with a mobile training lab that can be taken to communities without the resources to train teen drivers. Scholarships will be made available for those students who might not otherwise be able to afford driver’s education.



According to a recent CDC report, 4,767 teenagers, ages 16-19, died in fatal car crashes in a single year and an additional 400,000 were in injury related crashes. A joint AAA Foundation and Johns Hopkins study released this year reported that 41% of all deaths for Americans age 15 to 19 were the result of injuries sustained in car crashes, again earning the distinction of the leading cause of death for those ages. This study examined graduated driving license programs and concluded that such legislation reduced a 16 year old driver’s probability of involvement in a fatal crash by 38% and involvement in an injury crash by 40%.

Older drivers can also benefit by being screened by Safe America professional trainers for physical impairments on a computer driving simulator which assesses reflexes and vision. This helps senior drivers learn whether they need additional driver training.



9

Youth Safety

Teaching the next generation to develop safe behavior is critical to reducing premature deaths and injuries. New issues including Internet safety, school violence and teenage driver's training will receive national focus.



Safe America will continue to reach children through the Safest Kid in America competition, encouraging kids to educate themselves on safety issues and create programs to help educate friends and family.

It is our responsibility to further protect our youngsters by ensuring the people in positions of authority that they come in contact with are genuine, sincere, and well-intentioned.

Safe America will expand its We Screen Program with ChoicePoint, Inc. to encourage a greater number of nonprofits whose mission it is to care for our youngest citizens to conduct background checks on applicants, both employee and volunteer.

In collaboration with scouting programs, we will also attempt to design emergency readiness programs that teach relevant skills to today's youth.



10

Home Safety

Safe America's primary goals are to educate homeowners about safety hazards. This includes programs, such as "Casa Seguridad" for Hispanic homeowners, and "The Home Safe Project"™ providing new tools to aid the next generation of homeowners.

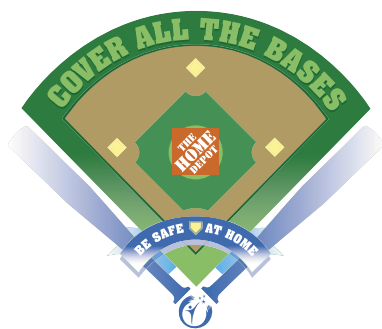


Cover All The Bases — Maximizing the nation's sports pastime to encourage home owners to "cover all the bases" of home safety preparedness.

Thanks to a partnership with the Home Depot, in-store demonstrations and online training will educate customers on issues affecting their safety at home.

Glass and windows continue to be one of the most dangerous elements of all buildings – becoming deadly projectiles in the event of an external blast or force. These potentially deadly shards of glass can be eliminated by using safety film. Additionally, safety film also serves to hold cracked or shattered glass together preventing damage to property. Safe America will

continue its collaborative work with the window film industry, educating the public about the importance of protective window film and glazing.





Ten Years Ten Priorities

Safe America thanks some of our leading supporters who have contributed to our programs.

