Challenge: From 2015–2017, 89 American Indians and Alaskan Natives (AIANs) died in traffic crashes in Washington State, including both reservation and non-reservation roadways. The AIAN traffic fatality rate is 28.5 deaths per 100,000 people in the population. This rate is almost four times higher than the rate for the next highest race/ethnicity.

From 2015–2017:

- There were 99 fatalities occurring on reservations, a 50 percent increase from 66 in 2014–2016.
- There were 183 serious injuries on reservation roads, representing an increase of 6.4 percent.
- Most notably, the number of pedestrians and bicyclists killed on reservation lands increased by a staggering 360 percent from 2012–2014 to 2015–2017, from five to 23.

![Traffic Fatality Rate by Race/Ethnicity](Targetzero.com)

**Strategies and Objectives for Positive Change:**

Key priorities for tribal populations include:

- Improve collection and analysis of crash data
- Improve emergency services response
- Minimize crash severity
- Improve law enforcement understanding of car seats
- Reduce rate of impaired and distracted driving
- Support tribal law enforcement
- Reduce fatalities and serious injuries for pedestrians, bicyclists, and other active transportation users.
What You Can Do:

- Support the strategies for reducing fatalities and serious injuries on tribal reservations – see page 24
- Encourage relevant traffic safety culture change education strategies that are based on the values, beliefs, and attitudes of an individual tribe's members