

# Christopher Joe Cochrane

December 30, 1976 - March 12, 2004  
Hazen, Ark.

On March 12, 2004, Chris was traveling on I-40 East near Hazen, Ark. He was on his way to Brinkley, Ark. to visit his family.



A drunk driver traveling west on Interstate 40 passed out at the wheel and crossed the median. Chris' vehicle was hit in the side.

**Chris was killed instantly.**

The drunk driver lived.



"Living my life without my son has been devastating. Everytime I drive the interstate and see tire tracks across the median, I wonder if someone else was killed.

I know my son would be alive if there had been a barrier in the median. It is a shame to lose another life because the highway is unsafe from anyone crossing the median.



This could have been your child or loved one who's life was taken away from them needlessly. We need to protect the person on the other side."

*- Debbie Johnson, Chris' mother*

# *Toward Zero Deaths:*

## *ATSSA's Vision for Safer Roads in America*

Federal, state and local governments will unite with private industry toward a single overarching goal – to annually reduce roadway fatalities until we reach the goal of **zero deaths** on America's roadways.

ATSSA members from communities across the country are on Capitol Hill this week to meet with their elected officials to begin working toward that goal.

ATSSA members urge Congress to renew and expand Federal support to improve America's roadway safety infrastructure, thereby eliminating deaths on our nation's roadways.

Countless safety solutions are already in place that are proving to be effective by preventing accidents, thereby saving lives. For example, an aggressive sign installation program in Mendocino, California resulted in the number of crashes plummeting 42 percent, and fatalities falling 61 percent. The Missouri DOT has reduced fatalities in cross-over crashes by 96 percent using median barriers. The DOT in Lamar County, Mississippi has found that right side run-off-the-road crashes were reduced by 25 percent following the installation of edge-line rumble strips.

### ***Cost-Effective Roadway Safety Infrastructure Solutions Save Lives!***

For more information, visit [ATSSA.com](http://ATSSA.com) or contact ATSSA Government Relations at 202-454-5246.



**SAFER ROADS SAVE LIVES**

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