



For Immediate Release –

City of Eustis Police Department Turns Up The H.E.A.T. This Summer Enforcement Effort Set To Save Lives

EUSTIS - The Florida Department of Transportation (FDOT) and law enforcement throughout the state want to make sure motorists are safe this summer on the roadways. The “Summer H.E.A.T.” (Heavy Enforcement of All Traffic) campaign reminds everyone to drive safely and obey all traffic laws. Safety belt, impaired driving, and speeding violations will not be tolerated.



Preliminary data from the Florida Department of Highway Safety and Motor Vehicles (DHSMV) shows that 487 people died on Florida roads last summer in less than a two month period. Many of these deaths could have been prevented. Almost 62 percent of those killed in vehicles equipped with safety belts were not buckled up at the time of the crash. About 34 percent of the total fatalities last summer were alcohol related.

The City of Eustis Police Department fully supports this enforcement effort because the goal is to save lives. Last summer there were almost 39,000 traffic crashes in Florida. The risk of sustaining life-long injuries or being killed in a motor vehicle crash is very high. Always using your safety belt, driving the speed limit, and driving sober will help you and your loved ones significantly decrease the risk of being seriously injured or dying in a crash.

“Too many people don’t realize that hundreds of people are killed on our roads in Florida during the summer,” said **Lieutenant David Hubbard, who is in charge of the City of Eustis Police Department’s Special Enforcement Unit.** “It’s time to buckle up, secure the kids in their child safety seats or booster seats, drive sober, and obey the speed limits.”

Although twenty percent of the nation’s population resides in the Southeastern United States, data from the National Highway Traffic Safety Administration (NHTSA) shows twenty-five percent of the nation’s total crash fatalities occur in the South.

“We are stepping up enforcement efforts throughout the summer to remind motorists they must obey Florida’s traffic laws,” said Lieutenant Hubbard. “Summer is a great time of the year, so don’t ruin it by practicing unsafe driving habits.”

“Summer H.E.A.T.” Public Service Announcements, funded by the FDOT Safety Office, will be airing statewide reminding everyone to drive safely.

The goal of law enforcement is for Florida’s roads to be safer this summer. The “Summer H.E.A.T.” campaign is in full force so drive the speed limit, drive sober, and always use your safety belt.

Released by: Chief Fred Cobb, Senior Director of Public Safety / Chief of Police &
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