

FACTS

National Statistics*

- Children are the victims of thousands of pedestrian/vehicle crashes each year.
- Older adult pedestrian have the lowest injury rate, but have the highest pedestrian fatality rate.
- Consumption of alcoholic beverages is the primary cause of pedestrian injuries for adults age 25-44.

- On average, 5,000 pedestrians are killed each year.
- 85,000 pedestrians are injured every year.
- A pedestrian is killed or injured about every 7 minutes.
- In a typical 8-hour workday, 4-5 pedestrians are killed.
- Every day 13-14 pedestrians are killed.
- A "jet-load" (190) of pedestrians are killed every two weeks.
- Every day, about 232 pedestrians are injured.

**Statistics provided by the National Highway Traffic Safety Administration's Fatality Analysis Reporting System. 2011.*

Who dies as a pedestrian?*

- 60 percent are working adults.
- 23 percent are elderly persons aged 65 or older.
- 17 percent are children up to the age of 20.

What role does visibility play?*

- Approximately 50 percent of pedestrian fatalities occur between the hours of 6:00 p.m. and midnight (a six hour window).



A Pedestrian's Guide to Safe Walking



Pedestrian Safety Starts With You!

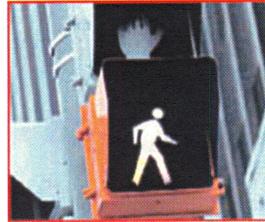
Look Left + Look Right = Live



Pedestrian Safety Starts With You!

As pedestrians, we are responsible for our own safety and must rely upon ourselves to play it safe when walking.

- Do not impede the flow of traffic. Remember, even though vehicles must yield the right of way to pedestrians, you will always lose in a conflict with a motor vehicle.
- Walk inside the crosswalks. Crosswalks are designed to increase pedestrian safety, however, vehicles have been known to stop inside the crosswalk. It is wise to stay on the curb until all vehicles have stopped moving. Do not attempt to stop a 4000 pound automobile by stepping out too early. Use good judgment when crossing the streets and pay attention.
- Use sidewalks when available. If there are no sidewalks, walk on the left side of the road facing traffic. Remember to walk as close to the edge of the road, as possible. *A pedestrian's failure to comply can result in a traffic citation being issued.



- Do not take chances with your life. Getting to the other side of the street a few seconds faster is not worth the risk of serious injury or death.
- Always use crosswalks when available. Avoid crossing streets mid-block especially near parked cars.
- Many pedestrians do not observe the WALK/DON'T WALK signals. When the traffic signal indicates WALK, you may proceed to cross with caution. Check to make sure that vehicles are not running red lights or making turns.
- Many times the DON'T WALK signal begins flashing when you are part way across the street. The flashing DON'T WALK signal is like a caution light, giving you time to complete the walk across the intersection. If the flashing DON'T WALK signals starts before you step off the curb, you should NOT enter the crosswalk.
- At night wear light-colored clothing or reflective material on your clothing so drivers can see you more easily.

- If you drink and must walk, be extra cautious. Persons under the influence of alcohol or some medications will be more likely to take risks and will not be able to react quickly enough to avoid hazardous situations.
- Never combine alcohol with prescription or over the counter medications. The combined effects can seriously impair judgment, coordination, balance, vision and reaction time. Having these impairments can make it difficult to safely cross a street.



- Obey traffic laws, traffic signs and signals, and law enforcement personnel when they are present.
- Be safe!