

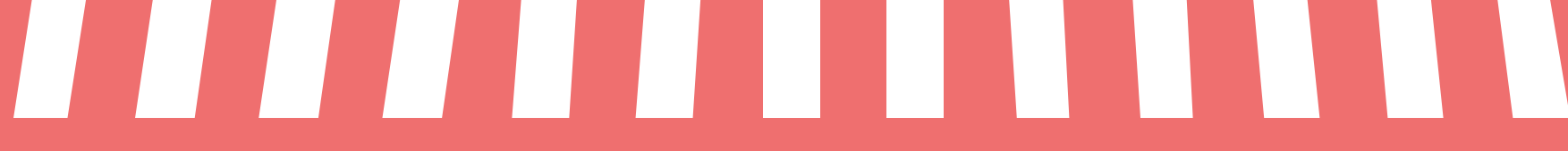
Pedestrian Safety

WE CAN MAKE A DIFFERENCE

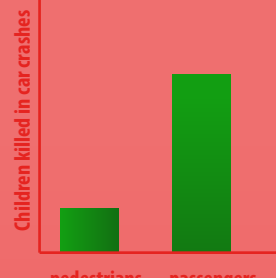
THE DATA

over **4400** pedestrians were **killed** in traffic accidents

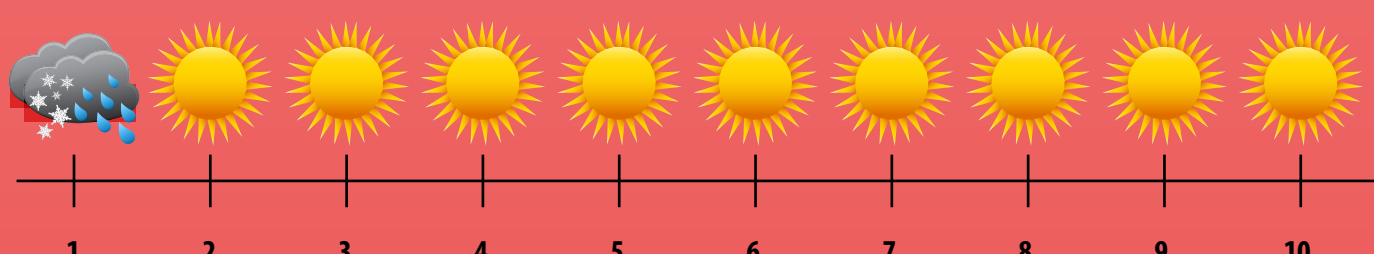
69,000 pedestrians were injured in traffic accidents



Nearly **20%** of children 15 and younger who died in car crashes were pedestrians



Nearly **90%** of pedestrian fatalities occur without rain, snow or fog-so weather is usually not the problem



More than **50%** of pedestrian fatalities are age 15 and under



70% of pedestrian fatalities occur during nighttime hours



Nearly **75%** of pedestrian fatalities occurred in urban settings



35% of pedestrians killed were legally drunk

1 pedestrian is injured every 8 minutes = 168 people every day



1 pedestrian is killed every 2 hours = 12 people every day



WHAT CAN YOU DO IF YOU'RE A DRIVER?



CAREFUL Always be on the lookout for pedestrians - especially at night



SLOW Drive slowly and be ready to stop at a crosswalk area



Always stop for pedestrians in a crosswalk



Do not pass other cars that have stopped to allow pedestrians to cross



Pay special attention to pedestrians when you make a turn



Pay special attention to pedestrians in designated areas, such as schools, parks, and residential neighborhoods

WHAT CAN YOU DO IF YOU'RE A PEDESTRIAN?



Do not walk in restricted zones (such as highways)



Always use sidewalks and crosswalks when they're available



Wear light or reflective clothing at night



Do not drink alcohol or take drugs—you might not be able to walk safely or pay attention to cars on the road if you are impaired



Keep an eye out for oncoming traffic at all times



Use your cellphone responsibly!
Texting while walking can be very distracting and may lead to serious accidents

* Data from 2011
Sources:
www.nhtsa.gov
www.hsrrc.unc.edu



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