

F or Y our D riving



Pedestrian Safety

In the last decade, from 2000 through 2009, more than 47,700 pedestrians were killed in the United States, which is roughly the equivalent of a jumbo jet full of passengers crashing every month. On top of that, more than 688,000 pedestrians were injured over the decade, a number equivalent to a pedestrian being struck by a vehicle every 7 minutes. Here are some interesting statistics provided by the Insurance Institute of Highway Safety:

- Children younger than 13 years have the lowest pedestrian death rate of all ages, 4 per million. Elderly pedestrians, although struck less frequently than children, are more likely to die after being struck. The pedestrian death rate among those 70 and older is 21 per million.
- Male pedestrians are more commonly killed in collisions than female pedestrians.
- In 2009, fifteen percent of pedestrian deaths involved drivers with blood alcohol concentrations at or above 0.08 percent.
- Most fatal pedestrian crashes occur between 6 p.m. and midnight, and they are more likely to occur on Friday and Saturday than on other days.

How can you avoid pedestrian related crashes?

- Yield to pedestrians in crosswalks. Whether or not the crosswalk is marked, drivers should yield to pedestrians, and pay attention while turning, because pedestrians may be less noticeable at that time.
- Avoid distracted driving. Keep your mind on driving and avoid using technological devices, e.g., radios, cell phones, GPS devices, etc.
- Pedestrians all too often walk or stand in the blind spots in front and to the right of your vehicle.
- Forget the rage. Road rage and aggressive driving can cause needless accidents. Obey the posted speed limit, decline to overtake vehicles that are stopped for pedestrians, make a full stop at stop signs, and be extra careful around young and older pedestrians.
- If a crosswalk or intersection is blocked by other vehicles, allow the area to clear before proceeding.
- Keep in mind that you can encounter pedestrians at any time in any place.
- Pedestrians can be hard to see. This is especially true at night or during poor weather conditions. If you can't see well, slow down.

Always be mindful of pedestrians and the damage that a vehicle can do to a human being.

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