



## Ride and Walk This Way! Taking Steps for Safety

Take steps to be safe when walking on roadways. This includes exercising caution at intersections and crosswalks and increasing your visibility at night by **wearing retro-reflective clothing and carrying flashlights.** Walking is good for your health, and it's good for the environment too. But before you head out on foot for a stroll, power walk, or errand, there are **important safety tips** to remember.

### What's the problem?

Pedestrians—people who travel by foot, wheelchair, stroller, or similar means—are among the most vulnerable users of the road. In the next 24 hours, on average, 430 people will be treated in an emergency department for traffic-related pedestrian injuries. In the next 2 hours, on average, one pedestrian will die from injuries in a traffic crash.

### Who's at risk?

Pedestrians of all ages are at risk of injury or death from traffic crashes, but some people are at higher risk. Male pedestrians are more likely to die or be injured in a motor vehicle crash than females. The rate of pedestrian death generally increases with age. In 2013, 34% of all pedestrians killed in traffic crashes had a blood alcohol concentration of greater than or equal to 0.08 grams per deciliter. As pedestrians, children are at even greater risk of injury or death from traffic crashes due to their small size, inability to judge distances and speeds, and lack of experience with traffic rules. **Keep careful watch over youngsters visiting you.**

### Take Steps for Safety

Whenever you're walking, keep these tips in mind:  
Whenever possible, cross the street at a designated crosswalk or intersection.  
Increase your visibility at night by carrying a flashlight and wearing retro-reflective clothing.  
It's safest to walk on a sidewalk, but if one is not available, **walk on the shoulder and face traffic.**  
Avoid distractions such as electronic devices that take your attention off the road.

### How can bicycle-related injuries and deaths be prevented?



#### **Bicycle helmets**

**Bicycle helmets reduce the risk of head and brain injuries** in the event of a crash. All bicyclists, regardless of age, can help protect themselves by wearing properly fitted bicycle helmets every time they ride.

#### **Active lighting and rider visibility**

**Fluorescent clothing can make bicyclists visible from further away** than regular clothing during the daytime.

**Retro-reflective clothing can make bicyclists more visible at night.**

**Active lighting can include front white lights, rear red lights,** or other lighting on the bicycle or bicyclist. This lighting may improve the visibility of bicyclists.

**Please visit our local stores to purchase these safety items if you don't already have them.**