



# NATIONAL PEDESTRIAN SAFETY MONTH 2023

## RESOURCE GUIDE

OCTOBER 2023



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# INTRODUCTION

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During October, the United States Department of Transportation's (U.S. DOT) National Highway Traffic Safety Administration (NHTSA) will celebrate National Pedestrian Safety Month. States, local leaders, traffic safety professionals, transportation planners and engineers, other stakeholders and concerned residents are invited to join us in helping to create a transportation system for all people to easily and safely walk. U.S. DOT is strengthening its efforts to improve safety for pedestrians and other vulnerable road users by suggesting activities and providing sample social media posts and messages, free infographics and other resources.

In January 2022, U.S. DOT released its [National Road Safety Strategy](#) that outlines its department-wide approach to working with stakeholders to achieve this goal. The strategy also describes the actions that will be taken to make a meaningful difference over the next few years. At this strategy's core is a department-wide adoption of the [Safe System Approach](#), which has been embraced by the transportation community to address and mitigate the inherent risks present in our enormous and complex transportation system. The Safe System Approach works by building and reinforcing multiple layers of protection to both prevent crashes from happening and minimize the harm caused to those involved in crashes that do occur. It is this holistic and comprehensive approach that provides a guiding framework to make places safer for people. This is a shift from a conventional safety approach because it focuses on human mistakes and vulnerability, while also designing a system with many redundancies in place to protect everyone.

The Safe System Approach focuses on the following key objectives:

- **Safer People:** Encourage safe, responsible behavior by people who use our roads, and create conditions that prioritize their ability to reach their destination unharmed.
- **Safer Speeds & Roads:** Promote safer speeds in all roadway environments through a combination of thoughtful, targeted, context-appropriate outreach campaigns; judicious enforcement; the setting of appropriate speed limits; and road design. Encourage safer behaviors—and facilitate safe travel by the most vulnerable users—by designing roadway environments to accommodate human mistakes and injury tolerances.
- **Safer Vehicles:** Expand the availability of vehicle designs and features that help to prevent crashes and minimize the impact of crashes on both occupants and non-occupants.
- **Post-Crash Care:** Enhance the survivability of people in crashes through expedient access to emergency medical care. Create a safe working environment for vital first responders and prevent secondary crashes through robust traffic incident management practices.

Everyone, including those who plan, design, build, operate and use our transportation system, shares the responsibility for road safety. We must all work together to prevent and eliminate crashes that result in serious injuries and death on our nation's roadways.

We must commit to using all available tools, including education, outreach, engineering solutions, judicious enforcement and other proven countermeasures, to eliminate all crash-related injuries and fatalities on our nation’s roadways, and create a transportation system that allows for all people—whether as a motorist, passenger or those who walk, bike or roll—to travel safely. This October, we celebrate the hard-working people across the nation who are working to improve safety for pedestrians, and we say thank you for your efforts.

**Week 1—Safer People**

**Week 2—Safer Speeds & Safe Roads**

**Week 3—Safer Vehicles**

**Week 4—Post Crash Care**

We encourage state and local leaders to organize events, educational workshops and media opportunities that highlight these themes and engage a diverse and inclusive coalition to develop activities that encourage walking and create safer conditions for pedestrians within your local communities.

**BENEFITS OF WALKING**

The [Physical Activity Guidelines for Americans, 2nd edition](#), published by the United States Department of Health and Human Services’ (HHS) Office of Disease Prevention and Health Promotion recommends how much physical activity people need to be healthy. The guidelines are based on current scientific evidence supporting the connections between physical activity, overall health and well-being, disease prevention and quality of life.

Walking is a great way to get the physical activity needed to obtain health benefits. Walking does not require any special skills, a gym membership or expensive equipment. A single moderate-to-vigorous walk can improve sleep, memory and the ability to think and learn. It can also reduce anxiety symptoms.

Additionally, many people rely on walking as a mode of transportation for everyday activities, leisure and entertainment purposes. Walking also provides health, social and economic benefits along with environmental benefits that address the growing climate crisis and can lead to increased community engagement and healthier, quieter, cleaner and safer streets.

The transportation sector, which includes all modes of travel through land, air and sea to move people and goods, is the largest source of greenhouse gas emissions in the United States, responsible for one-third of all emissions. “Decarbonizing” (the reduction or elimination of carbon dioxide emissions from a process, such as manufacturing or the production of energy) the transportation sector will require multiple strategies and resources to deliver safe, effective, affordable and sustainable solutions to existing and emerging challenges. The [U.S. National Blueprint for Transportation Decarbonization](#) is a first-of-its-kind strategy for cutting all greenhouse gas (GHG) emissions from the transportation sector by 2050.

The Blueprint was developed by the U.S. Environmental Protection Agency (EPA), along with the U.S. Departments of Energy (DOE), Transportation (DOT) and Housing and Urban Development (HUD). It exemplifies a whole-of-government approach to addressing the climate crisis and will help reach net-zero carbon emissions by 2050. The Blueprint lays the groundwork for us to build a safer and more sustainable transportation system.

## PEDESTRIAN SAFETY FACTS

1. In 2021, there were 7,388 pedestrians killed in traffic crashes in the United States. That is 20 pedestrians a day and 142 pedestrians a week. On average, a pedestrian was killed every 71 minutes and injured every nine minutes in traffic crashes in 2021.
2. Pedestrian deaths accounted for 17% of all traffic fatalities in 2021 and 2% of all people injured in traffic crashes in 2021.
3. The 7,388 pedestrian fatalities in 2021 represent a 12.5% increase from the 6,515 pedestrian fatalities in 2020. In 2021, there were an estimated 60,577 pedestrians injured, an 11% increase from the 54,771 pedestrians injured in 2020.
4. In 2021, the average age of pedestrians killed in traffic crashes was 47. Over the last 10 years, the average age of those killed has increased slightly, from 46 to 47.
5. Seventy percent (5,171 of 7,388) of the pedestrians killed in traffic crashes in 2021 were male. The overall pedestrian fatality rate per 100,000 population was 3.15, which is 2.4 times the rate for females (1.29 per 100,000 population).
6. Alcohol involvement for the driver and/or pedestrian was reported in 49% of the traffic crashes that resulted in pedestrian fatalities in 2021. An estimated 30% of fatal pedestrian traffic crashes each had a pedestrian fatality with a BAC (Blood Alcohol Concentration) of .08 g/dL or higher.
7. An estimated 19% of pedestrian crashes each had a driver involved with a Blood Alcohol Concentration (BAC) of .08 g/dL or higher. (Note: It is illegal in every state to drive with a BAC of .08 g/dL or higher; however, Utah set a lower threshold of .05 g/dL or higher that went into effect on December 30, 2018.)
8. A 2019 NHTSA study of fatally injured pedestrians from five states suggests that people with prior alcohol-related driving offenses may be at greater risk for being killed as high-BAC pedestrians than those without a prior alcohol offense.
9. More pedestrian fatalities occurred in the dark (77%) than in daylight (20%), dusk (2%) and dawn (2%). (Note: Time of day is divided into eight three-hour time intervals starting at midnight.)
10. In 2021, 89% (6,539) of pedestrian fatalities occurred in single-vehicle crashes; 11% (849) were killed in multiple-vehicle crashes. Nearly one out of every four pedestrians (23%) killed in crashes were struck by hit-and-run drivers. Of the pedestrians struck and killed in hit-and-run crashes, 91% were in single-vehicle crashes.
11. From 2011–2021, there were 1.6 times more fatalities among pedestrians (203) than occupants of school buses (126) in school-bus-related crashes. A total of 240 school-age children (18 years old and younger) died in school-bus-related crashes during that period, either as occupants of school buses or other vehicles, or on foot or bike. Of the 240 deaths, 92 were children who were walking.

12. A study of U.S. pedestrian fatality data (2012–2017), environment and Census data found that, in comparison to white pedestrians, Black and Native American pedestrians are disproportionately killed in the United States. Black and Hispanic pedestrians under age 16 were significantly more likely to have been killed, as were Asian pedestrians ages 65 or older.
13. NHTSA research found that at least 301 people in wheelchairs and 225 who used a cane or crutches died in pedestrian crashes from 2010 through 2020.
14. Studies have found that motorists are more aware and drive safer where they are greater numbers of people walking. Studies show as the number of people walking or bicycling increases, the risk of motor vehicle and pedestrian or bicyclist crashes decreases.
15. Arterial roadways often provide access for vehicles, as well as local access to destinations. A recent study found that of the top-30 pedestrian crash hotspot locations in the United States, the majority have multiple lanes, high traffic volumes and speed limits above 30 mph. Ninety-seven percent of arterial roadways have adjacent commercial land uses, while 75% are also bordered by low-income communities. Making arterial roadways safe for all travelers is necessary to address pedestrian safety.
16. In 2010, President Barack Obama signed the [Pedestrian Safety Enhancement Act](#) to protect the safety of pedestrians, particularly the visually impaired. This statute is designed to ensure the protection of blind people when crossing the streets to avoid pedestrian crashes.
17. Current Federal Railroad Administration (FRA) data shows that highway-rail grade crossing collisions and pedestrians trespassing on tracks together account for over 95% of all railroad fatalities.

## PEDESTRIAN SAFETY MONTH SOCIAL MEDIA MESSAGES

### MOTORISTS

- October is National Pedestrian Safety Month. Yield for pedestrians.
- Put the phone down and watch out for pedestrians. Sending or reading a short text takes your eyes off the road for almost five seconds. At 55 mph, that's like driving the length of a football field with your eyes closed.
- **RETHINK** how you drive. Behind the wheel, are you:
  - ▶ Alert and focused?
  - ▶ Looking out for people walking?
  - ▶ Obeying all posted signs and speed limits?
- Driving a few miles over the speed limit might not feel like a big deal, but in a collision with a pedestrian, it can be the difference between life and death.
- In 2021, pedestrians who died in single-vehicle crashes were most likely to be struck by the front of the vehicle.
- Do not block crosswalks when you stop at intersections.
- Take extra care while driving around schools, playgrounds and neighborhoods.
- Avoid alcohol and drugs when driving; they impair your abilities and your judgment.

## PEDESTRIANS

- Follow the rules of the road and obey signs and signals.
- Walk on sidewalks whenever they are available. If there is no sidewalk, walk facing traffic and as far to the side of the road as possible.
- Cross streets at crosswalks or intersections. Look for cars in all directions, including those turning left or right. If a crosswalk or intersection is not available, locate a well-lit area where you have the best view of traffic. Wait for a gap in traffic that allows enough time to cross safely; continue watching for traffic as you cross.
- Watch for cars entering or exiting driveways or backing up in parking lots.
- Remember: alcohol and drugs can impair your abilities and your judgment.

Consider using **#PedestrianSafety** on your social media channels.

# SAFER PEOPLE

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This week's theme celebrates the many benefits of walking and how we can encourage more walking by creating a safer system for people who walk or roll.

## BACKGROUND/TALKING POINTS FOR STAKEHOLDERS:

- Celebrate walking as a healthy form of transportation—get up, get out and get moving!
- On October 4, 2023, individuals across the nation will support National Walk, Bike & Roll to School Day. We encourage all stakeholders and elected officials to focus on the benefits of these activities—not just on October 4, but all year long.
- A safe transportation system prioritizes people. It is designed to accommodate the mistakes people will make. Everyone—including those who plan, design, build, operate and use our transportation system—shares the responsibility for road safety. We must all work together using all available tools to assist in achieving zero serious injuries and fatalities on our nation's roadways and creating a transportation system that allows all people to get to their destinations safely and seamlessly.
- We prioritize messaging about the importance of driver safety to keep pedestrians safe. This includes highlighting the importance of safe driving behaviors. Safe behaviors by all road users are a key element of the Safe System Approach. How people generally use the roads is essential in determining the safety outcome—lapses in judgement or risky behaviors such as impairment from alcohol or other illegal substances, distraction, fatigue or lack of seat belt use contribute to thousands of fatal crashes per year.
- Focused messaging near where children live, play and attend school, and where those with limited mobility may travel can bring additional attention to the importance of motorists focusing on the driving task. Unfortunately, injuries and fatalities among school-age children occur more often on the way to and from the bus stop, or outside the school bus.
- Older adults die from pedestrian crashes at higher rates. Missing crosswalks and sidewalks, and motorists who fail to follow the speed limit, or drive while distracted or under the influence of alcohol and drugs, contribute to these crashes.
- If you choose to drink, don't drive—make plans to get to and from your destination safely—and if you walk, make sure you have a sober buddy to walk with.



## SUGGESTED ACTIVITIES:

### 1. [National Walk, Bike & Roll to School Day](#) is October 12, 2022.

- ▶ A national event can be an amazing impetus for change in communities. In fact, local Walk, Bike & Roll to School Day coordinators across the country have described how a simple one-day event has led to great changes, such as long-term walking and rolling programs, new sidewalks and pathways and needed policy changes at schools and in communities. Improvements that normally take a long time to institute can happen quickly when city officials walk or roll to school with students and see firsthand what needs to be done.

### 2. Use NHTSA's [Walkability Checklists](#) to determine how safe and walkable your neighborhood is:

- ▶ Everyone benefits from walking. These benefits include: improved fitness, cleaner air, reduced risks of certain health problems and a greater sense of community. But walking needs to be safe and easy. Take a walk with your child and use this checklist to decide if your neighborhood is a safe and friendly place to walk. Take heart if you find problems; there are ways you can make things better.
  - ▷ Available in Spanish, Korean, Chinese, Vietnamese, Tagalog

### 3. [Promote Safe Routes to School \(SRTS\)](#):

- ▶ SRTS is an approach that promotes walking and bicycling to school through infrastructure improvements, enforcement, tools—including a guide and safety education—and incentives. SRTS programs can be implemented by a department of transportation, metropolitan planning organization, local government, school district, a school or even parents.

### 4. [2023 Week Without Driving](#):

- ▶ Take the Week Without Driving Challenge! Choosing to walk rather than drive or ride in a vehicle helps the environment and is economically friendly and good for your health. Try a week without driving or help organize a one-week car-free zone in a high pedestrian traffic area, such as in downtown centers or around schools.

### 5. [Stepping Out as an Older Adult](#)

- ▶ Be Healthy, Walk Safely. Whether you're stepping out to exercise, run errands or both, make sure you maintain your safety while enjoying the health benefits of walking.

### 6. [Pedestrian Safety Lantern Walk](#)

- ▶ The purpose of the Pedestrian Safety Lantern Walk is to encourage and celebrate walking at the neighborhood level while using this event as an opportunity to raise awareness about pedestrian safety. We know that we are safer when we walk together, and pedestrian safety is positively correlated with increased pedestrian traffic in a given area.

**7. [White Cane Awareness Day](#) is October 15.**

- ▶ This day celebrates the critical role white canes play in helping blind people walk safely to their destinations. The white cane is an essential tool that gives blind people the ability to achieve a full and independent life. It also allows blind people to move freely and safely from place to place—at work, school or in their neighborhoods.

**8. Start a safe transportation program for those who choose not to drink and drive:**

- ▶ Walking Lifeguard, Designated Walker, Safe Ride Home and Transit Guides are examples of programs and resources to help people get to their destinations safely after drinking alcohol. More ideas can be found [here](#).

## **SAMPLE SOCIAL MEDIA POSTS/KEY MESSAGES:**

- Celebrate walking as a healthy form of transportation—get up, get out and get moving!
- Motorists: Always be on the lookout for pedestrians, especially near schools, parks, shopping areas and transit stops.
- Motorists should be on the lookout for child pedestrians who may move more slowly, and require more time to cross the street. Be especially cautious and alert for children on residential streets, near parks and playgrounds and in school zones.
- Watch for older adults and those who may have other challenges: Older adult pedestrians and those who use assistive devices such as canes, walkers or wheelchairs need more time crossing streets. Make sure you yield to all pedestrians and give extra time to those who may need it.
- Please drive with care: Buckle up, obey speed limits, focus on the driving task and drive sober. Lives depend on it.
- October 4 is National Walk, Bike & Roll to School Day—kids, parents, teachers and community members can build safer, healthier communities one step at a time!
- School is in session, and that means increased foot and bicycle traffic in and around schools. Keep kids safe—don't speed, and always watch out for pedestrians and cyclists.
- If you're driving around neighborhoods, schools and parks, always drive with extra caution.
- Every state and DC has school bus stop arm laws to protect student pedestrians from other motorists. Unfortunately, injuries and fatalities occur more often outside or near a bus because motorists fail to heed the stop-arm warning.
- When you set your clocks back this fall, your vision needs time to adjust to it getting darker earlier. Don't forget to drive extra cautiously and be alert.
- When you're out walking be careful of blind spots—or “no-zones”—around trucks and buses. Always assume the driver does not see you. Never walk behind a truck while it is backing up; truck drivers cannot see directly behind the truck and you could be at risk.
- Impairment can impact the safety of pedestrians and drivers alike. Do your part to keep our roads safe.
- You could be sharing the streets with someone who's impaired.
- Think of pedestrians before you get behind the wheel.
- Drive responsibly to protect the pedestrians sharing our roads.
- Play it safe—take extra caution driving near older pedestrians.

- Bring your attention to older pedestrians on the road. They may need more time to cross the street safely.
- Drivers can help keep older pedestrians from harm on the road. Stay alert at all times, day and night.

## INFOGRAPHICS



[Ped Motion Graphics—Driving Safely—YouTube](#)

Consider using **#PedestrianSafety** on your social media channels.

## SAFER SPEEDS & ROADS

This week's theme recognizes the importance of how motorists driving at safe speeds can save lives, and highlights the vital role safe roads, infrastructure and the built environment play in reducing fatal crashes and injuries.

### BACKGROUND FOR STAKEHOLDERS:

The Safe System Approach anticipates human mistakes by designing roads to encourage safe speeds, and to protect travelers both inside and outside of vehicles. By designing and operating roads that accommodate human mistakes, we can reduce the potential for crashes as well as the severity of the crashes that do occur. We know that pedestrians are unlikely to survive high-speed crashes (Leaf, 1999), and reducing speeds can save lives and prevent serious injuries in three ways: reducing impact forces, providing additional time for drivers to stop and improving visibility (FHWA, 2020).

Creating a road system that is safe for people who walk, are wheelchair users or persons with disabilities includes implementing innovative speed-management approaches, designing for safe speeds, installing street lighting and other infrastructure enhancements that increase nighttime visibility for all road users, separating users in space (e.g., sidewalks, bicycle lanes, pedestrian overpasses) and separating users in time (i.e., including a pedestrian scramble phase at an intersection whereby pedestrians have exclusive access to the intersection while all vehicle movements are stopped).

To decrease the likelihood of serious injury or death, it is critical for state and local transportation agencies to focus on incorporating roadway design elements that offer the largest safety benefit and provide multiple layers of protection to prevent crashes and mitigate harm if they do occur. Roadways that are designed to safely accommodate all road users can provide a solid foundation for the use of emerging vehicle technology and can actively encourage safe behaviors among drivers and other road users. For certain roadway types, a [Complete Streets](#) configuration can be considered. Complete Streets are designed and operated to prioritize safety, comfort and access to destinations for people of all ages and abilities who use the street.

Research shows that the average risk of severe injury for a pedestrian struck by a vehicle reaches 10% at an impact speed of 16 mph, 25% at 23 mph, 50% at 31 mph, 75% at 39 mph and 90% at 46 mph. The average risk of death for a pedestrian reaches 10% at an impact speed of 23 mph, 25% at 32 mph, 50% at 42 mph, 75% at 50 mph and 90% at 58 mph. Risks vary significantly by age.

For example, the average risk of severe injury or death for a 70-year-old pedestrian struck by a car traveling at 25 mph is similar to the risk for a 30-year-old pedestrian struck at 35 mph.

Creating a road system that is safe for people who walk includes implementing innovative speed-management approaches, designing for safe speeds, installing street lighting and other infrastructure enhancements that increase nighttime visibility for all road users, separating users in space (e.g., sidewalks, bicycle lanes, pedestrian overpasses) and separating users in time (i.e., a [Pedestrian Scramble](#)).

The U.S. Department of Transportation's Federal Highway Administration's (FHWA) [Proven Safety Countermeasures](#) initiative (PSCI) is a collection of countermeasures and strategies that were effective in reducing roadway fatalities and serious injuries on our nation's highways. Transportation agencies are encouraged to consider widespread implementation of PSCs to accelerate the achievement of local, state and national safety goals.

To decrease the likelihood of serious injury or death, it is critical to focus on incorporating roadway design elements that offer the largest safety benefit and provide multiple layers of protection to prevent crashes and mitigate harm if they do occur. Roadways that are designed to safely remove shading can actively encourage safe behaviors among drivers and other road users.

Studies have shown a higher level of physical activity among public transportation riders. This is because every public transportation trip is a multi-modal trip. Most people who use public transportation walk to or from stops and stations or make other trips by foot throughout the day. Transportation agencies can support projects that enhance mixed-use neighborhoods where different destinations are within walking distance of one another.

## **SUGGESTED ACTIVITIES:**

1. Work with your state or local transportation agency to hold a virtual forum to discuss possible solutions in your community if speeding is a safety concern. Invite local traffic safety officials, stakeholders and law enforcement to join the discussion. Discuss results and possible solutions going forward.
2. We encourage stakeholders to learn more about the [Complete Streets Initiative](#). Consider holding a virtual forum to discuss solutions to speed problems in your community.
3. We encourage local communities to schedule safety events and corresponding messages about the importance of safe road use when driving around pedestrians on October 31 (Halloween).
4. We encourage local communities to employ decarbonization strategies that increase convenience to transportation, jobs, schools and essential services, and create affordable, accessible, efficient and reliable public transportation options.

## **SAMPLE SOCIAL MEDIA POSTS/KEY MESSAGES:**

- Slower speeds save lives.
- Speeding motorists endanger everyone on the road, but put pedestrians at the greatest risk for death or serious injury.
- The greatest risk to a child isn't riding a school bus, but approaching or leaving one. That's why as a driver, it is especially important to pay attention and slow down. Students' lives are on the line.
- Speed limits aren't suggestions. They are road- and situation-specific to save lives and benefit all road users' safety.
- Addressing speed is fundamental to the [Safe System Approach](#) to making streets safer, and a growing body of research shows that speed limit changes alone can lead to measurable declines in speeds and crashes.

- Complete Streets are safe and feel safe for all users. Communities will often adopt [Complete Streets policies](#) to commit to providing safety for everyone.
- By focusing on all pedestrian crossing locations—urban and rural—and by taking a systemic approach, agencies can comprehensively address a significant national safety problem and improve the quality of life for all pedestrians by implementing proven safety countermeasures available to design safer roads for pedestrians. Several of them are listed as part of FHWA’s [Safe Transportation for Every Pedestrian \(STEP\)](#) initiative.
- Seventy-seven percent of all pedestrian fatalities occur in dark conditions. Infrastructure visibility enhancements—such as roadway lighting and improved crosswalk visibility through enhanced signage and markings—are shown to save pedestrian lives. FHWA’s [Pedestrian Lighting Primer](#) is a resource for transportation practitioners interested in the safety and security benefits of pedestrian lighting as well as lighting design considerations at locations with existing or future pedestrian activity.
- Following the speed limit:
  - ▶ Gives you enough time and distance to STOP.
  - ▶ Makes you aware of your surroundings.
  - ▶ Might help you save a life!
- Did you know? The chances of a pedestrian surviving a crash rapidly decrease when the vehicle speed is above 30 mph. Slower speeds save lives.
- Keep your community and neighbors safe! When driving, always obey speed limits and be on the lookout for pedestrians!
- Don’t get left in the dark! Enhancing visibility saves lives. The [Safe Transportation for Every Pedestrian \(STEP\)](#) initiative identifies overhead lighting as a critical safety countermeasure to decrease pedestrian-vehicle crashes.
- Don’t let something as simple as crossing the street keep you up at night. The [Safe Transportation for Every Pedestrian \(STEP\)](#) initiative identifies crosswalks and pedestrian refuge islands to improve safety. Additionally, a pedestrian hybrid beacon (PHB) can reduce pedestrian crashes by 55%!
- Crosswalk enhancements such as yield markings and high-visibility paint increase pedestrian visibility and help prevent multiple threat crashes. Check out the [Safe Transportation for Every Pedestrian \(STEP\)](#) initiative to learn more!
- Need a boost when crossing the street? Leading pedestrian intervals (LPIs) provide a three-second head start for pedestrians, resulting in a 13% reduction in pedestrian-vehicle crashes. Check out the [Safe Transportation for Every Pedestrian \(STEP\)](#) initiative to learn more!
- Pedestrian safety zones target a specifically identified area deploying Safe System approach elements. When done correctly, significant improvements are made. The [Low-Cost Pedestrian Safety Zones: An Eight-Step Handbook](#) and the associated [Low-Cost Pedestrian Safety Zones: Countermeasure Selection Resource](#) describe the availability of lower-cost and quicker-to-implement strategies for communities to address pedestrian safety problems in areas with great potential to impact pedestrian crashes. As such, it can more quickly offer solutions in traditionally underserved areas.
- Posted speed limit, vehicle volume at the time of the crossing, crossing distance and the presence of supplemental traffic control devices can influence drivers decisions to yield. The [Driver Yielding w/LED Embedded Pedestrian- and School-Crossing Signs](#) research study describes its impact.



- The correlation between speed and injury crashes is well documented in scientific traffic safety literature. Achieving lower speeds saves lives and reduces serious injuries. The Safe System Approach for Speed Management report will help practitioners understand the impacts of speed on traffic safety and explore the link between speed management and the Safe System Approach.

Consider using **#PedestrianSafety** on your social media channels.

## INFOGRAPHICS:



## VIDEOS:



- [Pedestrians at Crosswalks: What's Speed Got To Do With It?](#)
  - ▶ Learn about countermeasures to improve pedestrian crossing safety.
- [Road Safety Foundation Rectangular Red Flashing Beacons Video](#)
  - ▶ Rectangular red flashing beacons are there to help you cross the street safely! Learn how they work.

- [Road Safety Foundation Pedestrian Hybrid Beacons Video](#)
  - ▶ Pedestrian hybrid beacons are like traffic lights that also let drivers know that pedestrians are crossing. Learn how they work so you can be a safer driver.
- [Pedestrian Safety is No Game](#)
  - ▶ The FHWA Coach provides tips to improve pedestrian safety on your court.





## SAFER VEHICLES

This week's theme focuses on safer vehicles. Vehicles provide crash protection to their occupants through well-designed vehicle structures and lifesaving technologies, such as seat belts and air bags. They can also help prevent crashes from occurring in the first place through the use of Advanced Driver Assistance Systems (ADAS), such as automatic emergency braking as well as forward collision and lane departure warnings. Vehicles can also help provide protection to pedestrians and other vulnerable road users outside of the vehicle through rear backup cameras, pedestrian-friendly front structures and better headlights for identifying pedestrians and other road users during inclement weather, low-light conditions or at night.

### BACKGROUND FOR STAKEHOLDERS:

The automotive industry's recent advances in technology provide a variety of tools to enhance roadway safety through the safe vehicles element of a Safe System Approach. Technology provides a key opportunity to address the fact that humans make mistakes. It better supports drivers where mistakes can be anticipated and mitigates some of the outcomes that could result from unsafe behaviors. Rapidly evolving technology has added a new component to the vehicle safety space and will improve the next generation of motor vehicles by mitigating harm to those outside of the vehicle when a crash occurs.

Active safety systems, which are types of ADAS, proactively anticipate and assist drivers who may not respond immediately to surrounding dangers. Currently, NHTSA recommends several ADAS technologies that can help prevent or mitigate the impact of a crash. Examples of these technologies include Automatic Emergency Braking (AEB) system technologies and Electronic Stability Control (ESC), both referred to as active safety systems, providing momentary intervention during potentially hazardous situations.

Passive ADAS technologies alert drivers of potential risk situations to give the driver time to respond. Some examples of these systems include forward collision warning, which detects a potential collision with an object ahead and alerts the driver (some systems also provide alerts for pedestrians or other objects); lane departure warning, which monitors a vehicle's position within the driving lane and alerts the driver as the vehicle approaches or crosses lane markers; and blind spot warning, which detects vehicles in the blind spot while driving and notifies the driver of their presence (some systems provide an additional warning if the driver activates the turn signal). Note that these systems only provide a warning to the driver and do not take action to avoid a crash.

The benefits of these various active and passive safety systems available now are well documented in helping drivers avoid or mitigate crashes when properly used, but they can only address a portion of related crash circumstances.

It is vital to emphasize that drivers must continue to share driving responsibilities for the foreseeable future and practice safe driving behaviors. Always be alert and remain engaged and focused on the driving task and the road ahead.

Large truck and bus operators have an added responsibility to advance the safety of pedestrians simply because of the size of their vehicles. With very large blind spots, commercial vehicle operators should continually scan their mirrors every 8 to 10 seconds and, ideally, employ advance blind spot detection warning systems. Texting among large vehicle operators is among the worst driving distractions. Pedestrians are at a disadvantage when crossing streets, intersections and standing on corners. They are not always visible to drivers, especially those behind the wheel of a large truck or bus.

## SUGGESTED ACTIVITIES:

- [Driver Assistance Technologies—Jason Fenske](#)
  - ▶ Let Jason Fenske be your guide to some of the latest vehicle technology videos
- NHTSA's [School Bus Driver In-Service Curriculum](#) is completely online and provides refresher training to school bus drivers to help reduce the number of school transportation-related crashes and improve the safety of students in and around the school bus.

## SAMPLE SOCIAL MEDIA POSTS/MESSAGES:

- Learn about how newer vehicles have lifesaving [Driver Assistance Technologies](#) to help protect pedestrians, like pedestrian automatic emergency braking, rear backup cameras, pedestrian-friendly front structures and better headlights for identifying pedestrians at night.
- NHTSA's [Five-Star Safety Ratings](#) system provides information on vehicle safety and the tested technologies for keeping all road users safe.
- School buses are designed differently than passenger vehicles and have safety features that make them safer than cars in avoiding crashes and preventing injuries. They are one of the safest forms of transportation and the safest way for children to get to school.
- Be vigilant about using your headlights at night and in inclement weather. Approximately 77% of pedestrians are killed in dark conditions.
- Newer vehicles mean enhanced safety technology, and that means more lives saved on America's roads, including pedestrians. Safety features like pedestrian automatic emergency braking and rear automatic emergency braking help keep people outside of a car safe, too.
- Safety features like blind spot and collision warnings are just some of the new car features that are keeping pedestrians safe.

## INFOGRAPHIC



Consider using **#PedestrianSafety** on your social media channels.

# POST-CRASH CARE

This week's theme highlights the importance of post-crash care. While a Safe System Approach emphasizes preventing fatalities and serious injuries, our responsibility does not end when a crash occurs. Providing bystander assistance and care to an injured pedestrian may be critical in preventing injuries from becoming more serious.

## BACKGROUND FOR STAKEHOLDERS:

Calling 911 to notify responders of a crash is the first step in providing bystander care to crash victims. Providing bystander care for injuries can help stabilize injuries until emergency medical care arrives.

The National Road Safety Strategy outlines key departmental actions to enable safer post-crash care that supports on-scene safety and traffic incident training, technologies to improve responder and motorist safety, National Emergency Medical Services Information Services and shortening ambulance on-scene response times.

While time is a critical factor in any crash, it is especially critical in rural areas. National statistics show that rural areas have far higher rates of fatal crashes per mile driven than urban areas. The average time between a car crash and the call for help can be much longer in rural areas and, due to the greater distances that the emergency vehicle must travel, it can take longer for help to arrive.

In many cases, the life of a crash victim can be saved if a bystander stops, calls for help and delivers very basic emergency care.

## SUGGESTED ACTIVITIES:

- Encourage bystander care programs that stress the importance of helping those who have been injured in a motor-vehicle crash by stopping, calling for help, and staying until help arrives.
  - ▶ [Stop the Bleed](#) offers quick and easy online and in-person training to teach the public what they can do to prevent bleeding injuries from becoming more serious.
  - ▶ While you may know that you should call 911 in an emergency, you may not be sure about what constitutes a true emergency. [When to Call 911](#) offers guidance and answers to frequently asked questions.

## KEY MESSAGES:

- When a victim receives optimal emergency and trauma care, 20% of trauma deaths are preventable.
- Be the care before care arrives. If you see someone walking and they're injured by a vehicle: stop, call 911 and stay until help arrives.

## INFOGRAPHIC

- [Stop, Call, Stay Bystander Care Tips](#) offers basic tips that bystanders can use to assist someone who has been injured in a crash.

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