



PEDESTRIAN SAFETY

COMMUNITY RESOURCE GUIDE

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INTRODUCTION

In 2023, approximately one pedestrian was killed every 72 minutes in traffic crashes on U.S. roads.¹ The National Highway Traffic Safety Administration (NHTSA) is working with partners and stakeholders at the national level to address this crisis through resource development, training opportunities and increased access to funding sources.

NHTSA needs communities to assist in these efforts and generate local changes that make our communities safer and more accessible for all those who walk, bike or roll. Every community has different needs, and members of the community understand firsthand what strategies will be most effective for improving pedestrian safety within their respective community. Together, we can make a difference and save the lives of those who may be family members, friends and neighbors in our communities.

NHTSA is calling on states, local leaders, traffic safety professionals, transportation planners and engineers, 911, first responders, stakeholders and community members to enhance pedestrian safety efforts within their communities. U.S. DOT is strengthening its efforts to improve pedestrian safety by recommending community activities and providing the [Pedestrian Safety Social Media Playbook](#) that offers free social media materials and other resources. NHTSA encourages communities and local leaders to organize awareness events and use the newly developed social media playbook to engage a diverse and inclusive coalition dedicated to promoting safer conditions for pedestrians within your local communities.²



A SAFE SYSTEM APPROACH

The U.S. DOT's [Safe System Approach](#) 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 concept is to build and reinforce 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:

- **Death and Serious Injury are Unacceptable:** The Safe System Approach prioritizes the elimination of crashes that result in death and serious injuries, since no one should experience either when using the transportation system.
- **Humans Make Mistakes:** People will inevitably make mistakes that can lead to crashes, but the transportation system can be designed and operated to accommodate human mistakes and avoid death and serious injuries when a crash occurs.
- **Humans are High-risk:** People have limits for tolerating crash forces before death and serious injury occur; therefore, it is critical to design and operate a transportation system that is human-centric and accommodates human vulnerabilities.
- **Responsibility is Shared:** All stakeholders (transportation system users and managers, vehicle manufacturers, etc.) must ensure that crashes don't lead to fatal or serious injuries.
- **Safety is Proactive:** Proactive tools should be used to identify and mitigate latent risks in the transportation system, rather than waiting for crashes to occur and reacting afterward.
- **Redundancy is Crucial:** Reducing risks requires that all parts of the transportation system are strengthened so that if one part fails, the other parts still protect people.

The key focus of the Safe System Approach is to reduce death and serious injuries through design that accommodates human mistakes and injury tolerances.³



Safer People: Encourage safe, responsible behavior by people who use our roads, and create conditions that prioritize their ability to reach their destination unharmed.³



Safer Roads: Design roadway environments to mitigate human mistakes and account for injury tolerances to encourage safer behaviors and facilitate safe travel by the most high-risk users.³

The Federal Highway Administration's (FHWA) [Improving Intersections for Pedestrians and Bicyclists Informational Guide](#) focuses on improving intersections with accessibility considerations. This helps ensure roadway infrastructure accommodates individuals with disabilities and allows for safe travel.⁸



Safer Speeds: Promote safer speeds in all roadway environments through a combination of thoughtful, equitable, context-appropriate roadway design; appropriate speed-limit setting; targeted education; outreach campaigns and enforcement.³





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.⁴



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.⁵

Communities must commit to using all available resources, including education, community outreach and coalition building, engineering solutions, judicious enforcement and other proven safety 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.

Within this Pedestrian Safety Community Resource Guide, you will find low-cost resources that you can immediately use to enhance your focus on pedestrian safety. These tools describe elements of a Safe System Approach and support community-based coalition building efforts by raising awareness of pedestrian safety. You will find resources, messaging, visuals and activities that you can use to take action and help make walking and rolling more enjoyable and, more importantly, safer for all.

To amplify your voice in the community, NHTSA created a [Pedestrian Safety Social Media Playbook](#) that you can use with this Pedestrian Safety Community Resource Guide to complement or support your coalition communication strategies.

SAFETY DATA

WHAT IS THE PEDESTRIAN SAFETY CRISIS?

In 2023, there were 7,314 pedestrian fatalities in the United States, representing a 3.7% decrease from 2022, while 68,244 pedestrians were injured, reflecting an 1.3% increase from the previous year.¹ How does your community compare to the national statistics? You can use the [Pedestrian Safety Data Visualization Tool](#) to see a snapshot of the issues that face your state and community. This portal provides interactive, user-friendly dashboards for pedestrian safety as well as other highway safety areas.¹¹

The highest contributing factors to pedestrian injuries and fatalities also include:

Nighttime—In 2023, more than three-quarters (77%) of pedestrian fatalities occurred in the dark. From 2012–2021—a time when pedestrian fatalities have been increasing—the number of pedestrian fatalities that occurred in the dark increased by 64%, while daylight fatalities increased by 22%. The highest total percentage (26%) occurred from 6 to 8:59 p.m., followed by 24 percent from 9 to 11:59 p.m.¹

Non-Intersections—In 2023, nearly three-quarters (74%) of fatal pedestrian crashes occur at places outside intersections (e.g., at locations with no traffic control device, marked lanes or signal lights and mid-block crossings).¹

Impairment—Alcohol use is a significant factor in fatal crashes. In 2023, nearly half (46%) of all crashes resulting in pedestrian fatalities involved either a driver and/or pedestrian with a blood alcohol concentration (BAC) of .01 grams per deciliter (g/dL) or higher.¹

Hit and Run—Nearly one out of four pedestrians (24%) killed in crashes were struck by hit-and-run drivers. Common environmental and temporal factors surrounding hit-and-run crashes include poor lighting conditions, early morning time frame and occurrence on the weekend.¹

Speed—Pedestrians are particularly high-risk to severe injury and fatality when struck by higher-speed vehicles. Even a modest reduction in average vehicle speed can result in significantly fewer and less severe pedestrian crashes. Lower speeds can also help to reduce the societal and individual costs of crashes and injury and the burden on post-crash care. 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.³

Pedestrian Fatality Trends

More facts and figures can be found on the [Pedestrian Safety page](#).

COALITION BUILDING

Now that you have looked at your state and local data and have the facts, it's time to recruit community members as additional safety champions. A coalition joins a varied group of stakeholders together and helps them strive toward a common goal. Coalitions strengthen public/private partnerships, enhance communication and empower varied stakeholders to work together to promote a safer community. Public involvement from the beginning and throughout a coalition's lifecycle has the potential to help projects come to life faster and better meet the needs of the community. This section provides five steps to guide you through the process of building your own coalition.¹⁰

STEP 1—START A PEDESTRIAN SAFETY COALITION

A pedestrian safety coalition starts with concerned citizens who can help identify the most dangerous locations and existing pedestrian vulnerabilities. It can take a community-wide approach and plan to resolve these concerns through positive changes. Consensus on goals will guide future work and serve as a road map to move forward.¹⁰

Determine who in the community has the expertise to help and should be invited to join the coalition. Strong coalitions represent a varied group from a geographic and experiential perspective. This may include community leaders, planners, engineers, departments of public works, schools and crossing guards, youth, disability rights or faith-based organizations, business owners, public health professionals, 911, law enforcement, EMS, local media, policy- and decision-makers, state highway safety offices (SHSOs), families, community members, advocates and other untraditional stakeholders. This builds constructive relationships and enhances efficiency while maximizing community resources.¹¹ Keep in mind that things will take time, and it's okay to start small. You may not have all of these people on your coalition right away. Don't be discouraged. Use the resources and people you do have and continue to share your work and invite others to join. This will help your coalition grow.

The coalition's meetings and activities should be accessible, centrally located, near public transit options and/or virtual for all to attend. Making sure that every participant—regardless of their experience or location—can attend is an important best practice.

Use coalition members to identify the strengths, weaknesses, opportunities and threats within the community in regard to pedestrian safety via Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis. Conduct public outreach forums to gain an understanding of what community members witness, experience and feel the barriers to safer roads within their communities are. Take the time to assess what differences may exist. Integrate meaningful public involvement that seeks full representation from the community, considers public comments and feedback and incorporates that feedback into the planning process. Including a varied representation of people from your community in your coalition is key to ensure gaps. To learn more about your community, reference the [U.S. Census Bureau's Narrative Profiles](#).

Adapted from the Environmental Protection Agency's (EPA) [Community Action Roadmap](#), the following exercises are designed to best determine what pedestrian safety initiatives most benefit your community at this time. After completing, discuss where to start with your community.¹¹

Start Here:

1. Who are the influencers in your community?
2. Who has shared goals in your community?
3. Who else could you connect with to build support and influence?¹¹

Potential Stakeholder (Name and Organization)	What Kinds of Expertise Could This Stakeholder Provide?	Collaboration Opportunities

With your newly formed coalition, assess the following:

Coalition Assessment	Yes, No, Unsure —Provide Sources
Does your coalition know the key agencies (schools, local businesses, city council, regional planning commissions , ¹² municipal planning Commissions, etc.) and decision-making processes that can have the most impact on your pedestrian safety goals?	
Does your coalition have relationships with the key decision-makers, the business community, transportation organizations and a range of community groups that reflect the people in your community?	
Does your coalition represent your community?	
Has your coalition identified the barriers, evaluated a range of methods for achieving your goal and selected a few that will be most effective?	

It is important that your coalition establishes expectations and guidelines, such as:

- Foster creativity and innovation
- Create a safe space for community communication and opposing viewpoints
- Keep meetings and coalition work on track
- Assign responsibilities and hold individuals accountable
- Facilitate decision making
- Mediate conflict
- Ensure communication is clear and timely
- Provide encouragement and celebrate success

STEP 2—IDENTIFY KEY ISSUES AND PRIORITIZE GOALS OF THE PEDESTRIAN SAFETY COALITION

Use [NHTSA's Walkability Checklist](#) to determine how safe and walkable your community is. Understand the transportation barriers for all community members, including the underrepresented populations within your community. Take a walk together to assess the safety for pedestrians in your community. Any identified problems can be motivation to advocate for real and lasting change. Collectively, you can make improvements. Walkability checklists are available in [English](#) and [Spanish](#).

The chart below will help organize your findings after completing NHTSA's Walkability Checklist. When prioritizing actions, make sure to consider the length of time to complete particular tasks.¹¹

Issues of Concern	Detailed Description	Goal	Priority

Use photos to tell your story. As the saying goes, a picture is worth a thousand words. Here are some tips on using images to convey an easy and compelling message. Using photos to showcase pedestrian safety issues has three main goals: (1) to enable people to demonstrate their community's strengths and concerns, (2) to promote discussion and gain knowledge about important issues through photos and (3) to advocate to policy- and decision-makers.

- Use photos showing the impact of the issue on the community. Include people in the photos when possible (with permission).
- Use a map to show where the impact occurs and the proximity of the issue to high-risk communities (e.g., schools, preschools and senior facilities) or valuable resources (e.g., creeks, housing, businesses or open space).
- Use maps to show related health, environmental or economic disparities between your community and surrounding communities.
- Use graphs to show data and how the issue relates to regulatory standards or national averages.
- Highlight quotes from local or other respected opinion leaders. Include a photo of the speaker.
- Show or tell a success story from a similarly affected community to demonstrate that change is not only needed, but also possible.¹¹

STEP 3—MAKE A ROADMAP DETAILING NEXT STEPS

Start with the goals you have prioritized. What steps need to be taken to reach each goal? Identify who is/are the best person/people to accomplish each task. Set deadlines to complete each action. Schedule times to meet as a coalition and communicate your progress. Most importantly, commit to a unified action plan through cooperation and communication.¹¹



You can use NHTSA's [Low-Cost Pedestrian Safety Zones: An Eight-Step Handbook \(DOT HS 813 478 - July 2023\)](#). This handbook describes the availability of lower-cost and quicker-to-implement strategies for communities to address pedestrian safety problems. This has great potential to minimize pedestrian crashes and lessen their severity. It can also expedite solutions in traditionally underserved areas.¹³

Identified Risk:	
Goal:	
Next Steps:	<div>1.</div> <div>2.</div> <div>3.</div> <div>4.</div>
Who is Responsible:	
Deadline(s):	

STEP 4—PUT WORDS INTO ACTION

Now it's time to act. Utilize your roadmap to guide your next steps. These actions might include community awareness activities, engagement events and social media campaigns.¹⁰

Visit NHTSA's [Pedestrian Safety page](#) for communication resources and the Pedestrian Safety Social Media Playbook to support your coalition communication strategies.

STEP 5—MAINTAIN, EVALUATE AND ADJUST TO OVERCOME CHALLENGES

Maintenance is necessary to keep the coalition motivated and on track. Here are some reminders:

- Ensure contact information is updated and current.
- Schedule recurring meetings at a routine day and time to keep members engaged without adding unnecessary burden.
- Make sure all meetings and activities have an accessible location and time to maximize a wide array of community involvement.
- Identify a note-taker and distribute minutes after each meeting.
- Be flexible and willing to adjust to change when necessary.
- Evaluate as you go.
- Support each other along the way.¹¹

Evaluate your process through self-evaluation to identify and improve next steps. Ideally, you should include feedback from your community and partners. You can use an anonymous survey or discuss as a group and flip chart the notes. Walk through each of the key functions and solicit feedback. Consider:

1. What worked well?
2. What could be improved?
3. What are some ideas for addressing those challenges?
4. Do you have existing members who could help build success in these areas?
5. Are there any new partnerships you could form to address any gaps?
6. Have any changes in data occurred?
7. What are some next steps?¹¹

COMMUNITY ACTIVITIES

Now that you have your action plan, outlined below are some low-cost and ready-to-use strategies to enhance pedestrian safety for various groups within your community. Integrating pedestrian safety activities within your community will enhance community engagement, build partnerships and create opportunities for frequent communication, outreach and education. Spanish-language materials to support outreach to the Spanish-speaking community can be found at [Seguridad Peatonal](#) and [TrafficSafetyMarketing.gov/Pedestrians](#).

Safe System Approach Elements



**SAFER
PEOPLE**



**SAFER
ROADS**



**SAFER
SPEEDS**



**SAFER
VEHICLES**



**POST-CRASH
CARE**

WORKING WITH CHILDREN AND SCHOOLS

Focused messaging near where children live, play and attend school, and where those with limited mobility travel, can bring additional attention to the importance of motorists focusing on the driving task. Unfortunately, pedestrian injuries and fatalities among school-age children occur more often on the way to and from the bus stop, or outside the school bus.



- [NHTSA's Child Pedestrian Safety Curriculum](#) teaches and encourages pedestrian safety for students grades kindergarten through 5th grade. It is organized into five lessons: walking near traffic, crossing streets, crossing intersections, parking lot safety and school bus safety. Each lesson builds upon the previous set of skills learned.¹⁴



- [Planning Safer School Bus Stops and Routes Interactive Toolkit](#): Millions of children across the nation ride on a school bus every day—that's why school bus safety is important in every community. As part of a comprehensive program to improve safety related to school buses, NHTSA launched an interactive toolkit for planning safer school bus stops and routes. This guide highlights best practices in selecting safer school bus stops and includes considerations for school bus routes and pedestrian paths. This product is referred to as a toolkit because it is designed to be a user-friendly resource that practitioners and communities can easily apply when making decisions about school bus stops and routes.¹⁵



- ▶ NHTSA recently updated the [Reducing the Illegal Passing of School Buses: Best Practices Guide](#).

- ▶ Additional resources on school bus safety and National School Bus Safety Week can be found [here](#).



- [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.¹⁶



- [National Walk, Bike & Roll to School Day](#) takes place in early October every year. 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.

- ▶ [How to plan a Walk to School Day event in your community](#)¹⁷

WORKING WITH YOUTH

Motor vehicle crashes are a leading cause of death for teens (15 to 18 years old) in the United States.



- NHTSA's [Peer-to-Peer Teen Traffic Safety Program Guide](#) is applicable to both teen drivers and teen pedestrians. This guide examines the importance and benefit of investing in peer-to-peer teen traffic safety programs as part of a broader strategic initiative. It identifies the essential elements of a peer-to-peer program determined through research and discussion with an expert panel and others working with teens or in the teen driving and/or traffic safety arenas and outlines why each is important.¹⁸



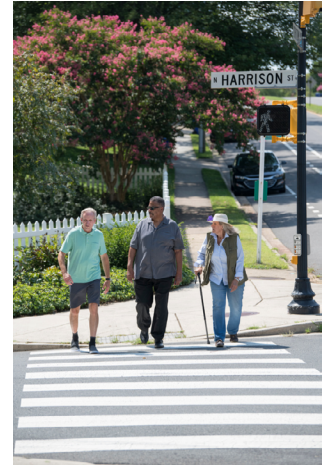
- [Pedestrian Safer Journey](#)—Pedestrian Safer Journey helps educators, parents and others who care about pedestrian safety to get the conversation started

- ▶ You can use this guide: [Teen Discussion Guide](#)¹⁹

WORKING WITH OLDER PEDESTRIANS

Older people have poorer outcomes from crashes because of increased fragility—the likelihood of injury when exposed to crash forces—and increased frailty—the individual capacity to withstand and recover from the injury.

- Whether you're stepping out to exercise, run errands or both, make sure you maintain your safety while enjoying the health benefits of walking. Check out NHTSA's tips to being healthy and walking safely.
 - ▶ [Stepping Out as an Older Adult](#)¹⁹
- The Pedestrian Safety Workshop: A Focus on Older Adults is designed to engage communities in addressing the pedestrian safety issues that older adults face and to give older adults strategies for safer walking. The Pedestrian Safety Workshop: A Focus on Older Adults was developed by the Highway Safety Research Center at the University of North Carolina Chapel Hill through funding from NHTSA.
 - ▶ [The Pedestrian Safety Workshop: A Focus on Older Adults](#)²⁰



WORKING WITH LAW ENFORCEMENT

Consistent enforcement of traffic laws encourages compliance and reinforces their importance among drivers and pedestrians. The traffic safety approach most commonly used by law enforcement to address pedestrian safety issues is high visibility enforcement (HVE). HVE combines highly visible, proactive enforcement with a public awareness campaign to increase the perceived risk of being cited for dangerous driving behaviors. This strategy encourages drivers to slow down and remain alert near crosswalks, school zones and busy urban corridors. By enforcing traffic laws in visible and consistent ways, HVE helps create safer environments where pedestrians can walk with greater confidence.

- [NHTSA's HVE Toolkit](#) can be used to plan and prepare HVE efforts.
- [NHTSA's how-to guide for conducting pedestrian safety enforcement operations](#) includes a summary of promising practices, guidance on planning/implementing an operation, recommendations to evaluate efforts and a series of case studies.

WORKING TO PREVENT IMPAIRMENT AND DISTRACTION

Impairment can impact the safety of pedestrians. Of the 12,429 people who died in alcohol-impaired-driving traffic crashes in 2023, 1,384 (11%) were nonoccupants, such as pedestrians. Choosing to drink alcohol, use drugs or partake in other substances can lead to lapses in judgement or risky behaviors that contribute to thousands of fatal pedestrian crashes per year. Unlike drivers, pedestrians do not have the protection of a vehicle and its safety features during a crash.

- [NHTSA's Low-Staffing Sobriety Checkpoints Guide](#) offers a low-cost and effective countermeasure for educating the public on the risks of impaired driving.





- [Ways to Get Home Safely](#)²¹: Walking lifeguard, ridesharing, safe ride home and transit guides are examples of programs and resources to help people get to their destinations safely after drinking alcohol.

In 2023¹, 611 nonoccupants (pedestrians, pedalcyclists and others) were killed in distraction-affected traffic crashes. This risky driving behavior poses a danger not only to vehicle occupants but pedestrians as well. Distracted driving comes in many forms, but texting and cell phone use while driving has become the most prevalent type of distracted driving. Remember, when you get behind the wheel, Put the Phone Away or Pay.



- NHTSA's social media playbook is designed for easy posting and seamless integration into your social media platforms. Your communication efforts may help save lives. [Put the Phone Away or Pay Social Media Guide](#)

WORKING TOWARD SAFER SPEEDS

Speeding is more than just breaking the law. The consequences are far-ranging. No matter how safe a driver thinks they may be, speeding is dangerous. Speed limits aren't a suggestion; they are the law. Obeying posted speed limits keeps drivers, passengers and pedestrians safe. There are many reasons drivers choose to speed, but lateness, traffic and a general disregard for others are the main culprits behind this risky behavior. Much like impaired driving, speeding is a selfish choice that can have deadly consequences for the driver, vehicle passengers and/or pedestrians.

A growing body of research shows that speed limit changes alone can lead to measurable declines in speeds and crashes. In alignment with the Safe System Approach, achieving safer speeds requires a multifaceted approach that leverages road design and other infrastructure interventions, speed limit setting, education and enforcement. Roadway design and other infrastructure factors play a significant role in managing speeds and can deter excessive speeding behaviors from occurring in the first place. Speeding increases both the frequency and severity of crashes, yet it is both persistent and largely accepted as the norm amongst the traveling public. Promote safer speeds in all roadway environments through a combination of thoughtful, context-appropriate roadway design, targeted education, outreach campaigns and enforcement.



- [Countermeasures That Work: Lowering Speed Limits](#). Lowering posted speed limits to 25 mph or below in high pedestrian areas significantly reduces fatality risk. Adjusting speeds based on pedestrian activity, time of day or environmental conditions further enhances safety and helps prevent serious injuries or deaths. In general, there is significant evidence that when speed limits are raised, speeds, crashes and injuries rise, and when speed limits are lowered, speeds, crashes, fatalities and injuries usually decline.



- [Speed Safety Cameras \(SSC\)](#). Use of speed cameras to enforce limits objectively and consistently. Studies show reductions of 20–70% in speeding and significant drops in crash severity and pedestrian deaths when speed cameras are used.

- ▶ Conduct a community “speed study” on a local street where speed has been identified as a safety issue. Invite local stakeholders and local law enforcement to come and use a speed gun or smart phone app to note speeds of vehicles. Discuss results and possible solutions going forward.
- ▶ Check out FHWA’s new [Speed Limit Setting Handbook](#).
[Learn more about speed limits and speed studies from FHWA.](#)²²
- [Countermeasures That Work: Dynamic Speed Display/Feedback Signs](#). Speed feedback signs, which can be portable or permanently installed, can show drivers that they are speeding and may encourage drivers to slow down. These feedback signs may also suggest to drivers that speeds are being monitored or enforcement is nearby. Studies have shown these signs can slow speeds while in use.

WORKING TO ENHANCE EMERGENCY RESPONSE

In 2024, 911 dispatched EMS to 107,840 pedestrians injured in motor vehicle traffic crashes. Of these, 23,552 pedestrians (or 22%) were classified as seriously injured based on one or more of three criteria: a low survival probability calculated using the Revised Trauma Score (RTS), EMS clinical assessment of patient acuity or activation of a pre-arrival trauma alert.

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. Post-crash care focuses on the provision of the best care to prevent injuries from becoming fatal, on-scene safety, transport of victims to higher levels of care, traffic-incident-management training, technologies to improve responder and motorist safety, National Emergency Medical Services Information System (NEMSIS) and shortening the time it takes EMS to respond on-scene with the most appropriate care.



- 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.²³



- 5 Simple Steps That May Save a Life
 - ▶ Call 911
 - ▶ Stay Safe
 - ▶ Stop the Bleeding
 - ▶ Position the Injured
 - ▶ Provide Comfort



You Are the Help Until Help Arrives—[Visit the American Red Cross for training opportunities.](#)

Pedestrian Safety Campaign Materials and Social Media Playbook:

For more NHTSA Pedestrian Safety resources, visit: [Pedestrian Safety | Traffic Safety Marketing](#).

Spanish-language materials can be found at [Seguridad Peatonal](#) and [TrafficSafetyMarketing.gov/Pedestrians](#).

Contact Information:

For any other inquiries, please email: nhtsa.safetycountermeasures@dot.gov.

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