

TEST YOUR SAFETY I.Q.

Q If motor vehicle occupants are the largest group to be killed in traffic incidents, which group is the next at risk?

A *Pedestrians – 11% of motor vehicle deaths occur to pedestrians.¹*

Q What did pedestrians older than 16 whom were killed at night have in common?

A *53% of pedestrians age 16 and older killed at night had a blood alcohol level of .1 or higher.² In 5% of incidents, both the driver and the pedestrian are found to be intoxicated.³*

Think**First** about...

DEATH AND INJURY STATISTICS

- 4,739 pedestrians were killed in the year 2000.⁴
- Each year, approximately 90,000 pedestrians are injured.⁵
- 232 pedestrians are injured each day.⁶
- 13-14 pedestrians are killed each day.⁷
- 1 out of 5 deaths are due to hit and run incidents.⁸
- A pedestrian is killed every 111 minutes and injured every 7 minutes.⁹
- About half of pedestrian injuries occurred because of the pedestrian's mistake. In 36% of cases the other party was at fault, and in 14% of injuries, no blame was placed.¹⁰
- An average of 30 fatalities occurred yearly from 1989-1999 to children getting on or off a school bus, 23 of which were children struck by the school bus. The other 7 pedestrians were struck by another vehicle.¹¹

- 44% of injuries took place while the pedestrian was crossing the street outside of a designated crosswalk. 32% of injuries occurred in a crosswalk, and 17% of injuries occurred on a road or shoulder.¹⁶

WHO IS MOST LIKELY TO INCUR THIS TYPE OF INJURY?

- 68% of fatalities in the year 2000 occurred to males.¹⁷
- 12% of fatalities and 32% of injuries occur to children age 15 and under.¹⁸
- 22% of deaths and 8% of injuries occur to those 65 and older, putting them in the highest fatality age group.¹⁹
- Darting into the road is the most common cause of pedestrian fatalities involving children under the age of 15.²⁰
- Working adults account for 60% of pedestrian deaths.²¹

WHEN AND WHERE INJURIES ARE MOST LIKELY TO OCCUR

- 69% of fatalities in the year 2000 took place in urban areas.¹²
- 78% of fatalities occurred at non-intersections.¹³
- The most common time for deadly collisions between pedestrians and motor vehicles is between 6:00 p.m. and 9:00 p.m.¹⁴
- 42% of fatalities to school aged children occur between 3:00 p.m. and 4:00 p.m.¹⁵

HEALTH COSTS

- Society pays \$20 billion for pedestrian injuries and fatalities each year.²²
- The annual cost of traffic-related pedestrian death and injury for children age 14 and under is over \$7.6 billion.²³

ThinkFirst about...

PREVENTION TIPS

- Walk on sidewalks.
- If there are no sidewalks, walk facing traffic as far to the left as possible.
- Only cross at crosswalks or intersections.
- Always stop and look left, right, left for traffic before crossing.
- Make eye contact with drivers to ensure they see you.
- Follow all traffic rules and signs.
- Never let children under the age of 10 cross streets by themselves.
- Require children to carry a flashlight or wear reflectors when walking at night, dawn and dusk.²⁴ Retro-reflective clothing is 1,500 times brighter than white clothing.
- Cross at least 10 feet in front of school buses, and teach children to wait for adults on the same side of the street as the school bus.

STILL NOT CONVINCED?

It is a tragedy to hear of a jet crashing, taking the lives of 190 innocent passengers. Every two weeks the same number of pedestrians are killed.²⁵ This misfortune is preventable. By following the safety guidelines and remaining aware of the surrounding environment, pedestrian injuries and deaths can be reduced. However, it is important to realize that children are not as alert to traffic and the dangers of motor vehicles as adults are. The majority of child fatalities take place when children dart into the street. It is important to watch children, educate them about pedestrian safety, and always be a role model with your actions.

ThinkFirst

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