



Dobson Associates

Human Performance Consultants

Watch Your Step Pedestrian Death Rate is on the Rise

Every year we see or hear about an increase in the highway death toll. Although recently we have been seeing and hearing about the rapid increase of pedestrian deaths and non fatal injuries on our streets, roads and highways in our great country.

Many, if not all, of these unnecessary deaths and injuries could have been avoided if only the people had heeded the safety precautions for crossing at the designated crosswalks, waited for the proper traffic signals to stop the oncoming traffic, or not darted out from between parked cars.

Walking, playing or working in the roadway are behaviors that have led to the increase in pedestrian deaths in recent years.

Also, alcohol has been another one of the contributing factors. Of the thousands of pedestrians that were killed each had a blood alcohol concentration of 0.08 or higher. This is the level where people are considered as legally intoxicated in most states.

Walking while under the influence is not usually considered to be a crime in most states however, this behavior is still extremely dangerous.

No matter where you live, simply follow the rules that govern pedestrians on your streets, roads, and highways. Protect yourself from the dangers that lurk in these areas. The rules that many of us have learned as children are still effective in protecting us today from the dangers of traffic.

They are:

- Look both ways before crossing the street. Look left then right then left again before crossing.
- Cross only at designated crosswalks or only at the corner / intersections.
- Never cross against a traffic light at an intersection.
- Parents should know never to dart out into traffic from between parked cars and in the middle of the city block. This contributed to approximately 11 percent of the pedestrian traffic deaths last year. Adults should serve as role models / good examples for our children by following these rules.

Give yourself, your family, your children and the other drivers a chance to be seen before they are struck by, injured or even worse, killed by automobiles.

Stay Alert and Stay Alive!

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