



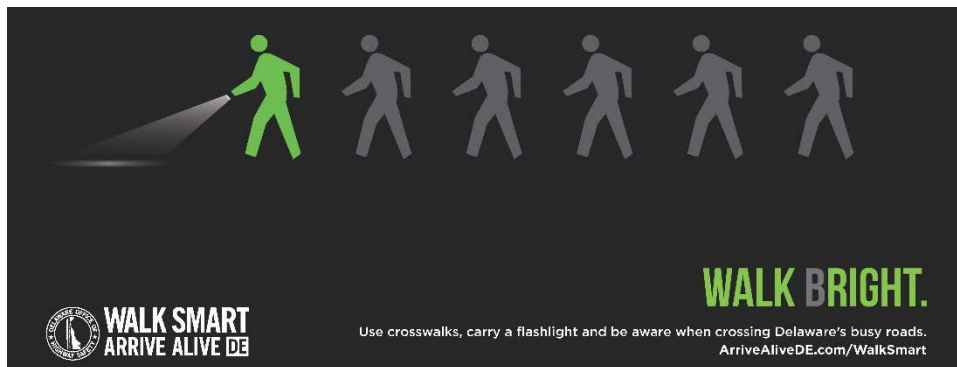
STATE OF DELAWARE
OFFICE OF HIGHWAY SAFETY
www.ohs.delaware.gov

To: Corporate Partners

From: Amanda Horton, Corporate Partner Outreach Coordinator

Date: October 1, 2019

Re: October Pedestrian Safety - Traffic Safety Newsletter Memo



Pedestrian Safety

**When walking along Delaware's busy roads, carry a flashlight or wear a reflective item.
Remember, when the sun goes down, your risk goes up.**

The Basics of Pedestrian Safety:

National:

- In 2017, pedestrian deaths accounted for 16 percent of all traffic fatalities.
- Nationally, on average, a pedestrian was killed every 88 minutes in 2017.
- If a crash occurs between a vehicle and a pedestrian, the pedestrian is far more likely to be killed or injured.
- In 2017, more than two-thirds of pedestrians killed in crashes nationally were male.

Delaware:

- In Delaware, 24 pedestrians were killed in 2018. Of those, 13 were impaired.
- Breakdown of pedestrian fatalities by county (DE, 2018):
 - New Castle County - 12
 - Kent County - 7
 - Sussex County - 5
- 9 p.m. - 1 a.m. saw 42% of the pedestrian fatalities in Delaware in 2018.

**PEDESTRIAN
SAFETY IS A
TWO-WAY STREET.**

**Equal
Respect.
Equal
Responsibility.**



NHTSA

**EVERYONE IS A
PEDESTRIAN**

LEARN MORE

What You Can Do:

For Drivers:	For Pedestrians:
<ul style="list-style-type: none">• Look for pedestrians everywhere. People can be hard to see, especially when there is poor lighting; driving at dusk/dawn/night; or driving in poor weather.• If you're on a higher speed road, pedestrians can seem like they "come out of nowhere." Stay alert.• Stay focused and slow down where children may be present, like in school zones and residential neighborhoods.• Always stop or yield for pedestrians in the crosswalk.• Never pass vehicles stopped at crosswalks. Chances are, they are waiting for a pedestrian to cross the street.	<ul style="list-style-type: none">• Be visible. Wear bright clothing during the day and reflective materials (especially on the arms, legs, and feet) or use a flashlight at night.• Walk on a sidewalk, path, or crosswalk when one is available. Cross at intersections with signals or traffic signs when available.• Stay alert; don't be distracted by mobile or electronic devices.• Never assume a driver sees you. Make eye contact with drivers as they approach or watch for them to slow down. When in doubt, wait until traffic passes.• Do not walk while under the influence of drugs or alcohol.• Walk facing traffic, as far off the edge of the road as possible.

Take this month's mailing of posters and flyers, and display them in areas for employees and customers to see and learn.

Be on the lookout for upcoming outreach events and enforcements!

Our upcoming newsletter priority areas are:

- November/December – Safe Family Holiday + Winter Driving Tips
- January – Speed
- February – Senior Drivers

**Happy to
Help!**

***For more information and tools, please visit arrivealivede.com
or call our office at (302) 744.2740.***

Please continue to share our safety messaging on your social media platforms and email Amanda.Horton@Delaware.Gov with any updated information about your organization. Find us on Facebook, Twitter, and Instagram at @HighwaySafetyDE.