

# Help prevent roadway accidents involving pedestrians.



Alert your company's drivers to look for pedestrians everywhere.

Many pedestrians assume drivers will see them easily and stop their vehicles. However, due to factors such as heavy traffic, poor road conditions and various kinds of distractions, drivers don't always react quickly enough—and the statistics bear this out. The National Highway Traffic Safety Administration (NHTSA) reports that accidents involving single motor vehicles account for 92% of pedestrian fatalities from motor vehicle crashes.<sup>1</sup>

## Why pedestrians need your drivers' attention.

Listed below are some of the types of people and situations your employees might face while driving on behalf of your business. Being mindful of these factors as they take the wheel only serves to make your drivers better able to react at the moment they encounter a pedestrian.

- **Elderly citizens.** They often take a long time to cross the street, their ability to react may be slow, and hearing and vision impairments may make them unaware of oncoming traffic.
- **Drunk or high individuals.** With little or no warning, pedestrians under the influence of alcohol or drugs can step into the road without proper judgment of oncoming traffic's speed or distance.
- **Dense urban areas.** Such districts often feature restaurants, stores, theaters and sports venues. Foot traffic is heavy, and people often enter streets from between parked cars instead of crosswalks.
- **Nighttime visibility.** Darkness hinders vision for both drivers and pedestrians, and more than half of all pedestrian deaths occur between 6:00 and 11:59 p.m.<sup>1</sup> While pedestrians should wear light-colored clothing and carry a flashlight or glow stick, many do not.
- **Electronic and other distractions.** Talking and texting while driving is a dangerous distraction. Plus, being unfamiliar with surroundings can force your drivers to pay more attention to buildings and street signs than to traffic signals and pedestrians.
- **Busy neighborhoods.** Such areas often have large populations of children on their sidewalks and streets. According to Safe Kids Worldwide™, unintentional pedestrian injuries are the fifth leading cause of injury-related death in the U.S. for children ages 5 to 19.<sup>2</sup> Playgrounds and fields used for local sports can increase the chances of encountering a child in traffic.

<sup>1</sup> *Traffic Safety Facts—2013 Data*, National Center for Statistics and Analysis of the National Highway Traffic Safety Administration, (February 2015).

<sup>2</sup> *Pedestrian Safety*, Safe Kids Worldwide, [http://www.safekids.org/safetytips/field\\_risks/pedestrian-safety?gclid=CMHP45bT6scCFQmNaGodO3cAXw](http://www.safekids.org/safetytips/field_risks/pedestrian-safety?gclid=CMHP45bT6scCFQmNaGodO3cAXw), (downloaded 10/1/15)

## How to steer clear of accidents with pedestrians.

Your drivers should keep the following basic tips in mind while traveling through areas where pedestrians are present:

- **Look for pedestrians everywhere.** Walkers and runners may not be where they should be or may be hard to see — especially in poorly lit conditions and bad weather.
- **Always stop for pedestrians** in the crosswalk or where pedestrian crosswalk signs are posted.
- **Do not pass** vehicles stopped at a crosswalk. They may be stopped to allow pedestrians to cross the street.
- **Slow down** to look for pedestrians. Be prepared to stop when turning or otherwise entering a crosswalk.
- **Never use a phone or other devices** while driving. Pull over someplace safe to avoid inattention blindness.
- **Be careful when backing out** of parking spaces. Pedestrians may not be visible and they may not recognize that a vehicle is backing out.
- **Be aware of blind spots** all around your vehicle from the A-pillar along both sides of your windshield to blind zones along each side of your vehicle.
- **Use eye contact** or a polite gesture to communicate your intention to a pedestrian.
- **When making a turn in a truck with a trailer**, be mindful of improper tracking, as this may cause the trailer to run across a sidewalk where pedestrians may be standing.

## New technology for better fleet safety management.

As a business owner, you should consider technological aids to assist your drivers and to enforce your policies. There are devices that mount on the dashboard or behind the rear-view mirror that actively monitor the area around your vehicle. These systems can detect encroachment by pedestrians, cars or bikes. They can also alert your driver that he or she is following the vehicle in front too closely and to a departure from his or her lane.



### VEHICLE ACCIDENTS INVOLVING PEDESTRIANS BY THE NUMBERS!<sup>1</sup>

For 2013, the NHTSA reports:

There were 4,735 pedestrians killed in traffic crashes — a 2% decrease from 4,818 pedestrian fatalities in 2012.

Pedestrian deaths accounted for 14% of all traffic fatalities in motor vehicle crashes.

Almost 75% of pedestrian fatalities occurred in an urban vs. a rural setting.

Nearly 80% of pedestrian fatalities occurred at non-intersections vs. at intersections.

Alcohol involvement — for the driver and/or the pedestrian — was reported in 49% of all fatal pedestrian crashes.

<sup>1</sup> *Traffic Safety Facts—2013 Data*, National Center for Statistics and Analysis of the National Highway Traffic Safety Administration, (February 2015).

Providing solutions to help our members manage risk.<sup>SM</sup>

For your risk management and safety needs, contact Nationwide Loss Control Services: 1-866-808-2101 or [LCS@nationwide.com](mailto:LCS@nationwide.com).