



## SAFETY IS EVERYONE'S RESPONSIBILITY

Pedestrian safety is everyone's responsibility. It is a driver's job to be cautious and watch for people in the road. It is a pedestrian's job to make sure to walk safely and remain visible to motorists. Here, we provide some tips for both, in an effort to help stay safe and save lives.

### Did You Know?

- Developmentally, kids cannot judge speed and distance of approaching vehicles until age 10.
- Eighty percent of child pedestrian deaths occur at non-intersection locations.
- On average, according to Safe Kids Worldwide, children are more than twice as likely to be hit and killed by a car on Halloween than on any other day of the year.

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# Pedestrian Safety

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Kohl's Safety and Injury Prevention Program

## BE A GOOD EXAMPLE

You are your child's role model. Children learn by watching what you do and how you do it. Lead by example and teach them the correct behaviors when walking in parking lots and driveways.

Also, remember to be cautious when you are the driver. Stay alert, pay attention and avoid distractions when driving. When backing out of parking spots or driveways, take a minute to check that there are no children around your car. Children need to be at least 12 feet behind your car before you can see them, and you may not be able to stop in time. Remember, there are always children around, and tragedies can happen in a matter of seconds—so take extra care to prevent children from being hurt.

### Teach kids all of the safe walking rules to follow:

- Cross streets at a corner. Use signals and crosswalks when they are there.
- Make eye contact with drivers before crossing in front of them.
- Look left, right and left again before crossing. Keep looking as you cross.
- Walk across streets. Don't run.
- Walk on sidewalks or paths. If there are no sidewalks, face traffic and stay left.
- Watch for cars that are turning or backing up.



## WHERE TO BEGIN

Many families lead busy lives and are constantly riding in their cars; but children don't always have the opportunity to learn about being safe around the outside of cars. Take walks with your children around your neighborhood, and make sure that they know about pedestrian safety. Here are some important ways to keep them safe:

- Keep your kids from walking alone at times when it's hard to be seen, such as dawn or dusk, or when it's rainy or foggy.
- Make sure your kids can be seen. Dress them in reflective materials and light colors so they're visible to drivers.
- Never allow kids under age 10 to cross the street alone.
- Tell your kids never to run into the street for any reason. They shouldn't chase a ball, a pet or anything else.
- Make sure your kids use direct routes with the fewest street crossings possible.
- If your children walk to school, practice walking their route so that they are comfortable and know the safest way to get home.
- Teach your kids to cross 10 feet in front of the school bus, and never behind it.
- Make sure your kids play in safe places like yards, parks and playgrounds. Kids should never play in the street.
- Hold your kids' hands in parking lots and while crossing the street.

### Older Children

According to the National Highway Traffic Safety Administration, in 2011 an estimated 69,000 pedestrians were injured; 11,000 of those were age 14 and younger. A Safe Kids Worldwide report in 2013 found that one in five high school students and one in eight middle school students were observed crossing the street distracted. Older children who walk on their own still have a lot of safety concerns. To keep your children safe, make sure they follow these rules:

- Walk with a group of kids; you are more likely to be visible to drivers than on your own.

- Stop at driveways and alleyways to make sure that there are no cars backing out or coming through (older kids may still not be visible to drivers).
- Be safe and be seen. Wear brightly colored clothing to make it easier for drivers to see you.
- When walking at night, wear shoes, caps and jackets with reflective material so that cars' lights reflect off of you and you can be seen.

### Distraction Danger

Talk to teens about the importance of putting devices away when walking and the danger of distracted walking. Distracted pedestrians can be just as dangerous as distracted drivers.

- Start the conversation about distraction danger when the kids first get their devices and keep the conversation going.
- Set a good example and teach them what safe walking looks like.
- Remove earbuds and earphones and do not use them. Cell phones, MP3 players or other mobile devices can be distracting when walking, and can prevent you from hearing cars and other pedestrians.



## MY SAFETY IS MY RESPONSIBILITY

Children should always be supervised when near roads and cars. Kids under 10 years of age are not mature enough to judge road dangers and are at greater risk for injury and death. Teach children that their safety is their responsibility and empower them to be safe when they are with other adults or by themselves. Teach your children that even when you are not around, they need to be safe.