



Pedestrian Campaign – October 2016

Key messages for stakeholders

Key messages

- Crashes with pedestrians spike in fall and winter as the weather changes and daylight hours decrease.
- One in five people killed in car crashes are pedestrians.
- About 70 per cent of crashes involving pedestrians happen at intersections.

Tips for pedestrians

- Make eye contact with drivers as it's hard to see pedestrians when visibility is poor in fall and winter. Never assume that a driver has seen you.
- Remove your headphones and leave your phone alone while crossing the road.
- Wear bright and reflective clothing or gear to make it easier for drivers to see you especially in wet weather, at dusk and at night.
- Be careful at intersections. Watch for drivers turning left or right through the crosswalk. Drivers may be focused on oncoming traffic.
- Always cross at designated crosswalks, not mid-block. Follow pedestrian signs and traffic signals and don't cross on a yellow or red light.

Tips for drivers

- Focus on the road. Always leave your phone or any other hand-held electronic device alone while you're driving.
- Be ready to yield to pedestrians – especially when turning in intersections and near transit stops.

Statistics*

- In B.C., on average, 59 pedestrians are killed and 2,300 injured in crashes every year.

Regional

- In the **Lower Mainland**, on average, 1,600 pedestrians are injured in 2,200 crashes every year.
- On **Vancouver Island**, on average, 290 pedestrians are injured in 380 crashes every year.
- In the **Southern Interior**, on average, 230 pedestrians are injured in 290 crashes every year.
- In **Northern B.C.**, on average, 70 pedestrians are injured in 92 crashes every year.

*Crash and injury statistics from ICBC data based on five year average from 2011 to 2015. Fatality statistics from police data based on five year average from 2011 to 2015.

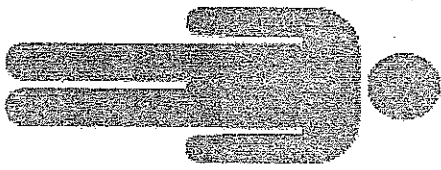




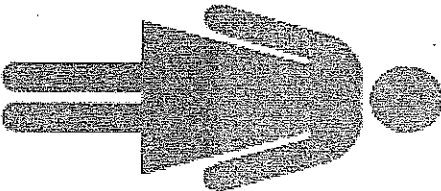
Injuries and Deaths

2,251 | **59**
injured | killed

On average, **2,251** pedestrians are injured and **59** are killed in crashes every year in B.C.

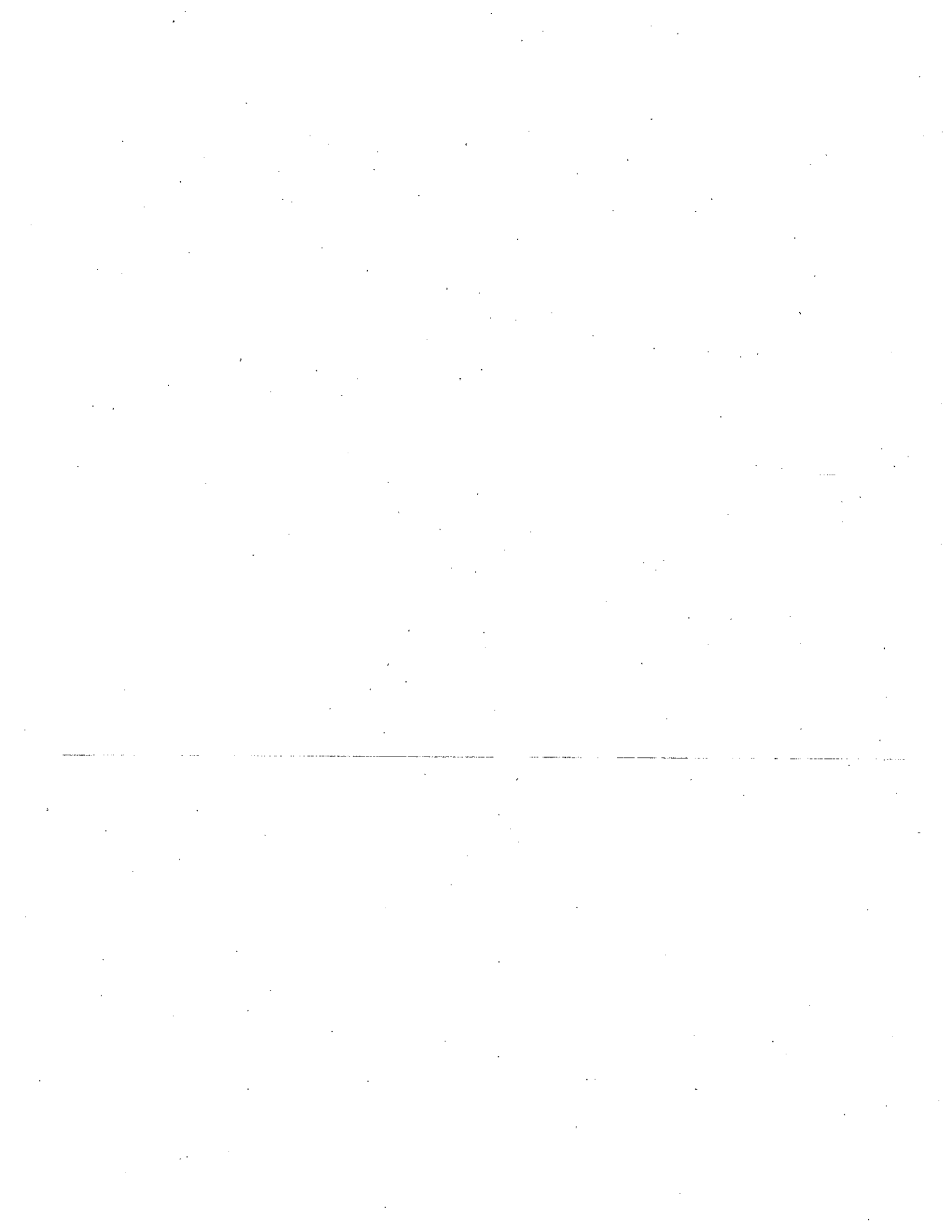


48%



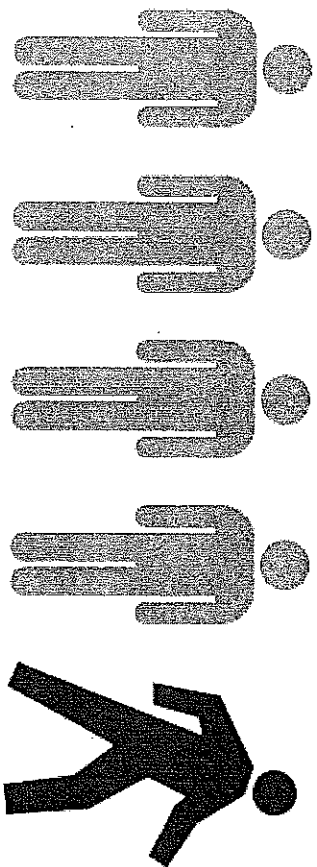
51%

pedestrian injuries*



Contributing Factors

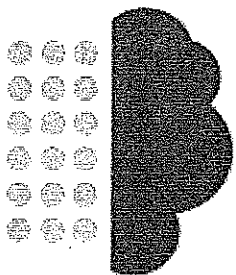
1 in 5 people killed
in car crashes in B.C.
are **pedestrians**.



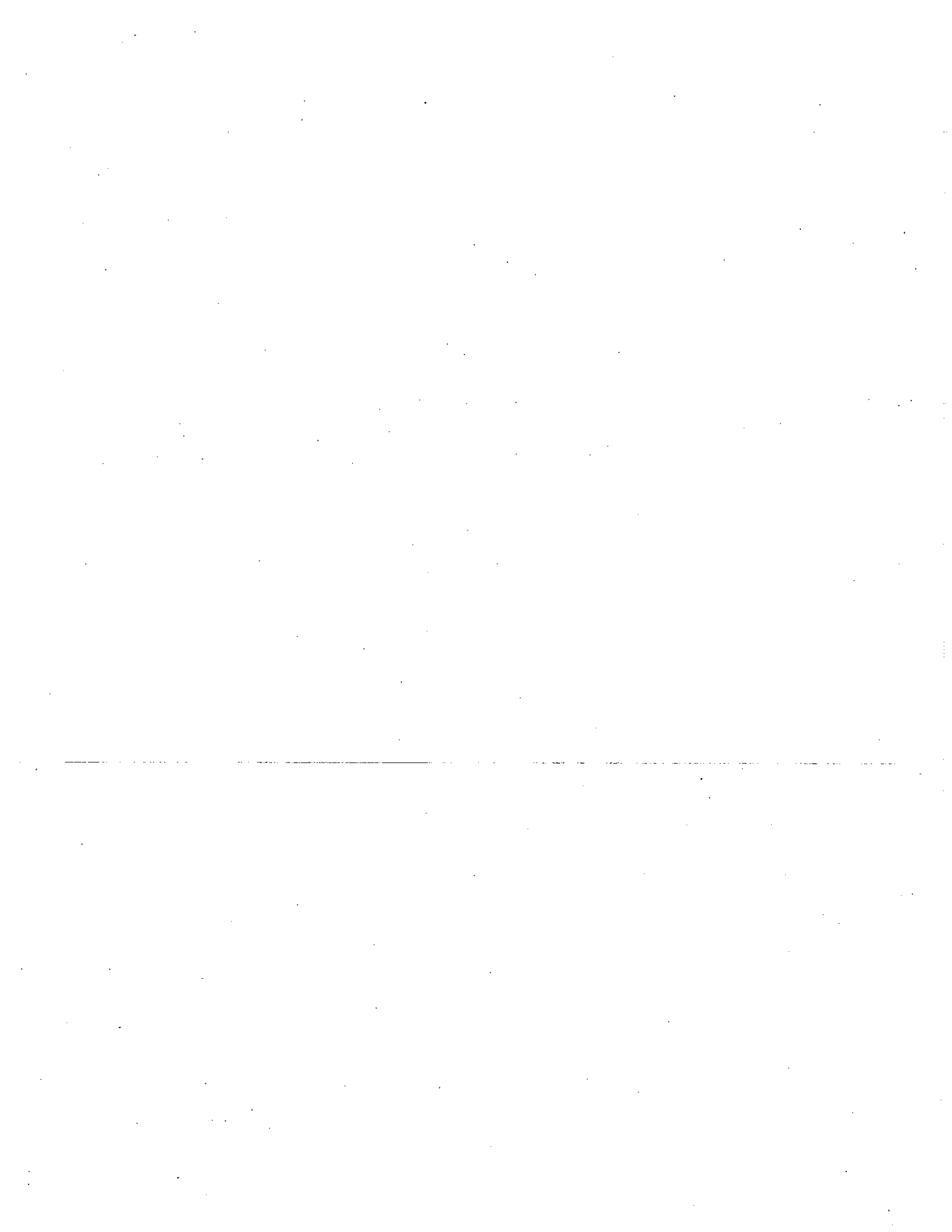
driver distraction



driver failure to
yield right of way



weather

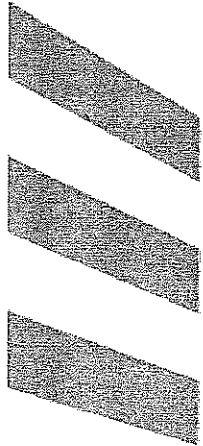
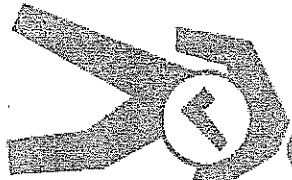


#walksafefBC

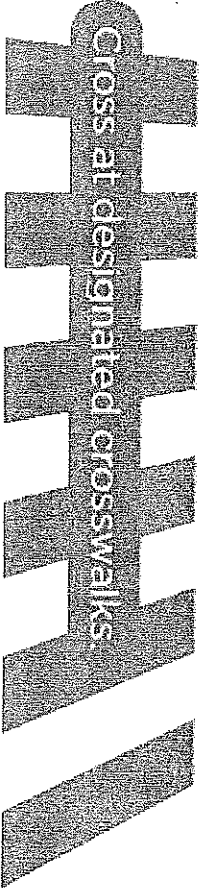


Make eye contact with drivers

Dress to be seen—wear reflective gear



Cross at designated crosswalks



Don't use electronic devices while crossing a road



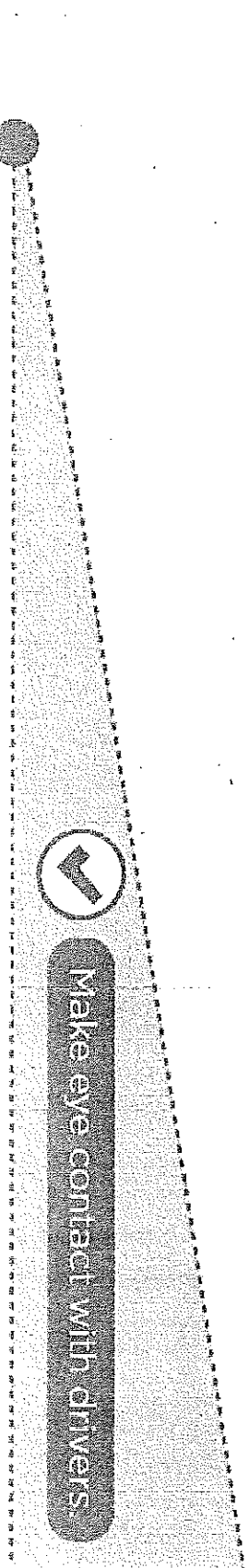
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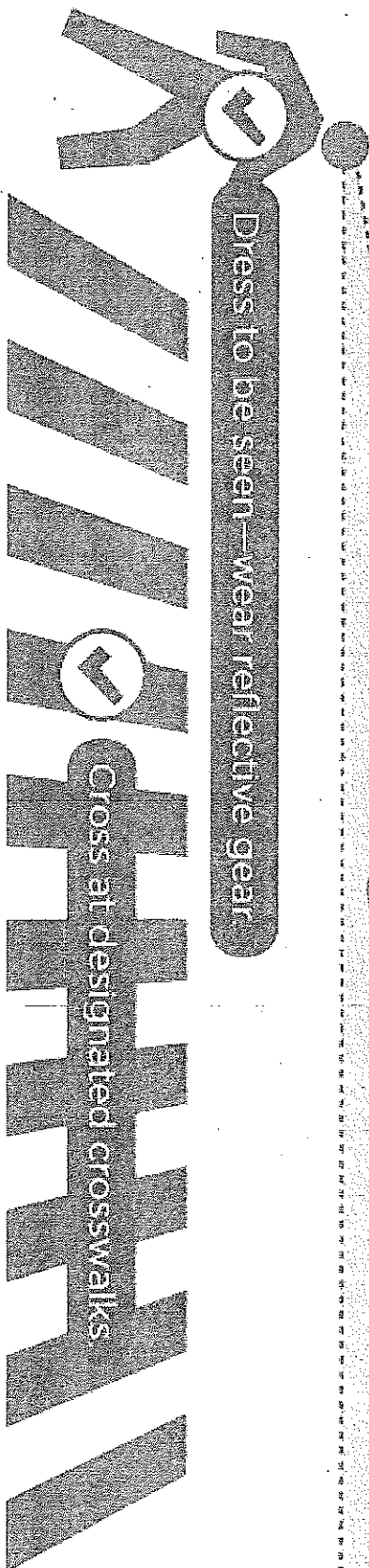
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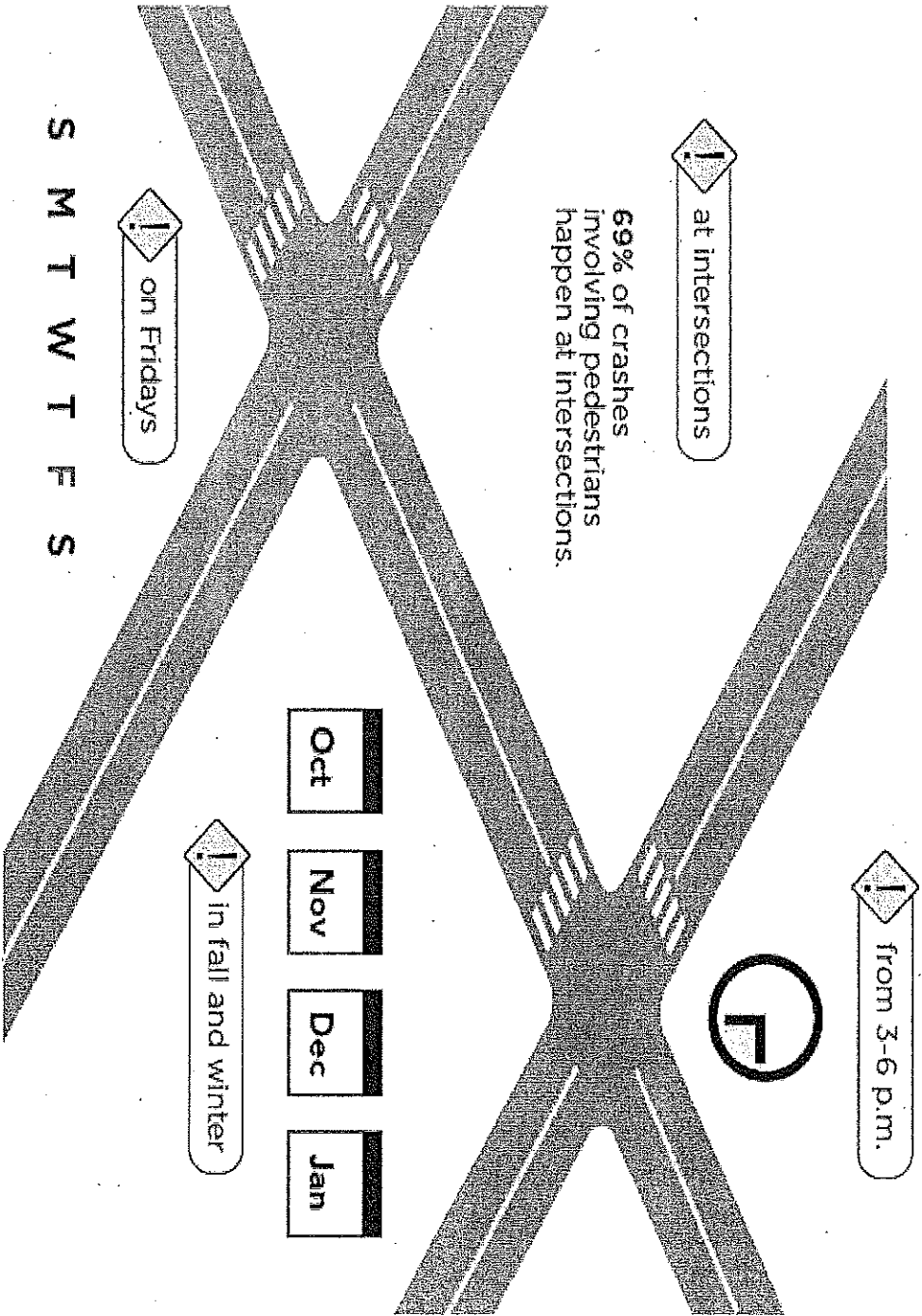
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Risk Factors

Crashes involving pedestrians happen most often:



Most crashes involving pedestrians happen at intersections

69% of crashes involving pedestrians in B.C. happen at intersections.

