

A New Menace: Distracted Pedestrians

*Distracted pedestrians are a danger to
themselves and others*





Pedestrian Safety

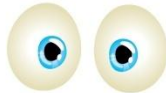


Simple Rules to Cross the Street Safely

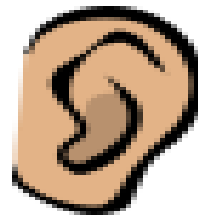
STOP



LOOK



LISTEN



THINK

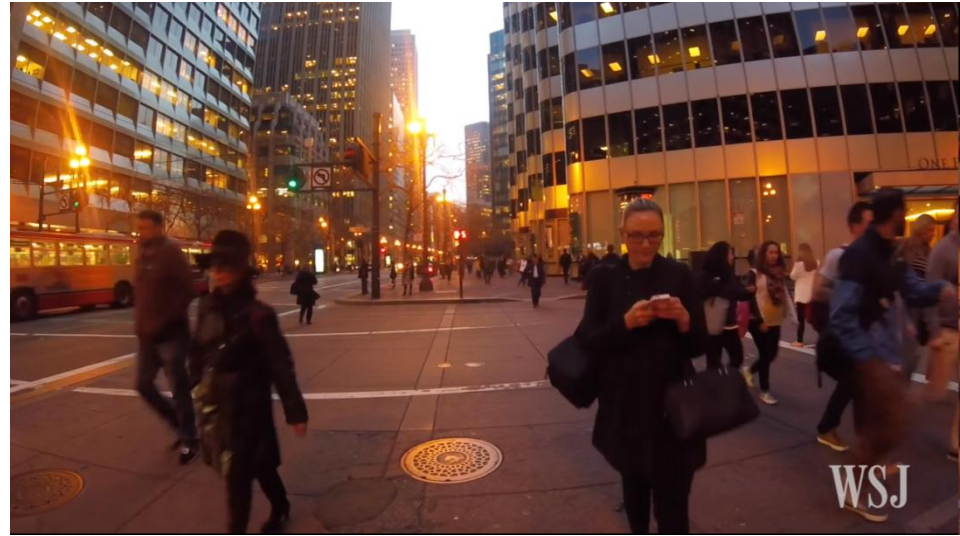


Distracted Drivers & Pedestrians

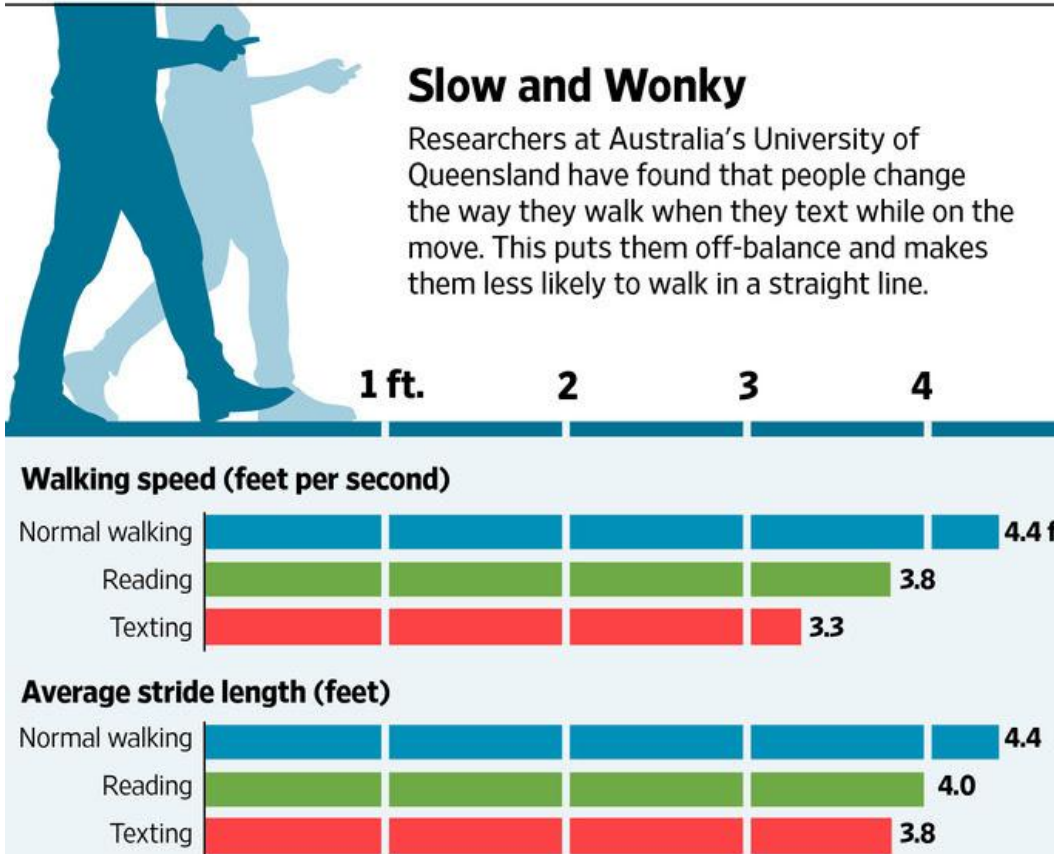


Interactive Demonstration

The Chewbacca Experiment



WSJ: Texting While Walking Slows You Down



Note: In the study, 26 adults were asked to walk normally under three conditions: with their phones in their pockets; while reading from their mobile phones; and while typing 'the quick brown fox jumps over the lazy dog.' The order of the conditions was randomized and in each condition participants were asked to walk in a straight line over a distance of 27.9 feet.

Source: Schabrun et al, University of Queensland, PLOS ONE

THE WALL STREET JOURNAL.

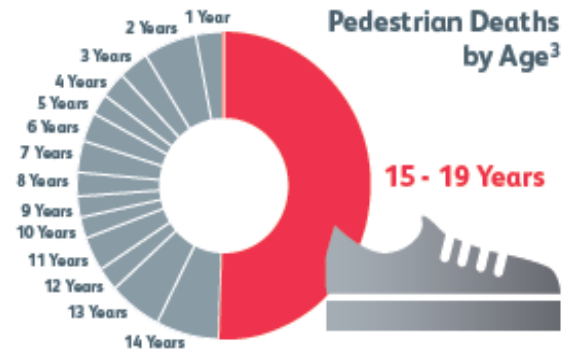


How Many Teens Are Distracted and Why?

How Does a Teenager Cross the Road?

Older teens now account for half of all pedestrian deaths among children 19 and under. In the last five years, pedestrian injuries among 16-19 year olds increased 25% over the previous five years.²

How big a problem is distraction? To find out, Safe Kids observed 34,325 middle and high school students crossing the street in a school zone. Here's what we learned.



One in five high schoolers and one in eight middle schoolers were observed crossing the street while distracted.



Teens who were distracted were most frequently texting or wearing headphones.



39%



39%



20%



2%

*"Teen and Distraction An In-Depth Look at Teens' Walking Behavior". <http://www.safekids.org/research-report/research-report-teens-and-distraction-august-2013>

Teens Pay a High Price Walking Distracted

Pedestrian Safety and Teens

Every hour, a teen pedestrian is injured or killed after being hit by a car in the United States.



In 2012, 284 teen pedestrians died and another 10,000 were injured.



In our survey of 1,000 teens, 40% say they have been hit or almost hit by a car, bike or motorcycle while walking.



When asked what happened when they were hit or almost hit, teens say:



Teens who have been hit or nearly hit report crossing the street while:



Overall, half of teens say they walk in the dark at least sometimes; we know that three-quarters of teen pedestrian fatalities happen between 7 p.m. and 7 a.m.



Talk to your teens about walking safely.
Visit safekids.org to find out how.

**SAFE
KIDS**
WORLDWIDE™

Story Time

Glassboro pedestrian struck, injured by car



By [Andy Polhamus](#) | For NJ.com

[Email the author](#)

on February 09, 2016 at 10:50 AM, updated February 09, 2016 at 11:07 AM

[GLASSBORO](#) — A 19-year-old woman was hospitalized Monday evening after being struck by a car.

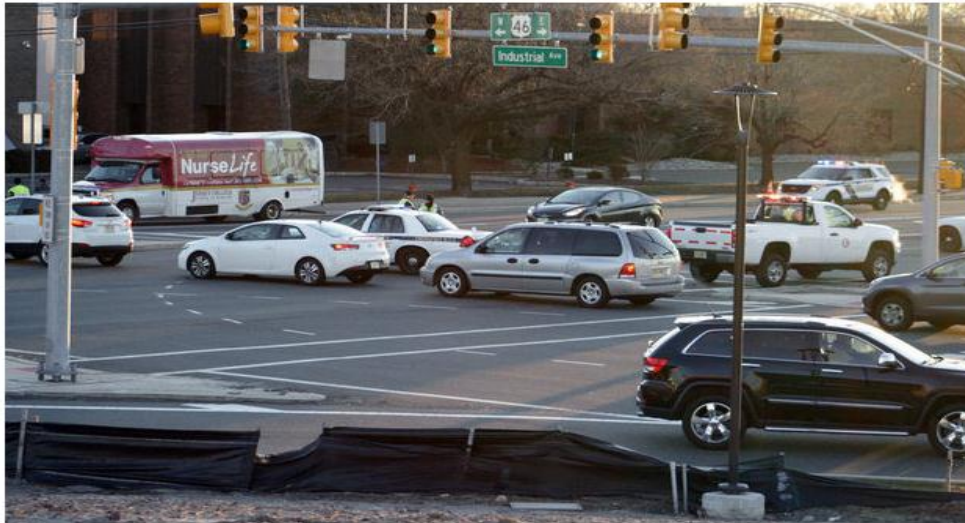
Police say the incident happened just after 10 p.m. The woman, whose name was not released, was using the crosswalk at the traffic circle near the intersection of Mullica Hill Road (Route 322) and Rowan Boulevard when she was struck by a four-door sedan.

The driver of the car, also an unidentified 19-year-old woman, was unhurt. She remained at the scene and cooperated with police. The pedestrian was taken to Cooper Hospital's trauma center with moderate injuries.

Glassboro police, along with the borough fire department and Rowan University police, were on the scene. The incident was still under investigation Tuesday morning.

Story Time

Man killed while crossing Route 46 in Teterboro



Police closed Route 46 eastbound near Teterboro airport for a pedestrian accident, Feb. 18, 2016. (Myles Ma | NJ Advance Media for NJ.com)



By [Myles Ma](#) | NJ Advance Media for NJ.com

[Email the author](#) | [Follow on Twitter](#)

on February 18, 2016 at 9:20 AM, updated February 18, 2016 at 10:24 AM

 [Print](#)

 [Email](#)

TETERBORO — A man was killed by a vehicle while crossing Route 46 in Teterboro, police said.

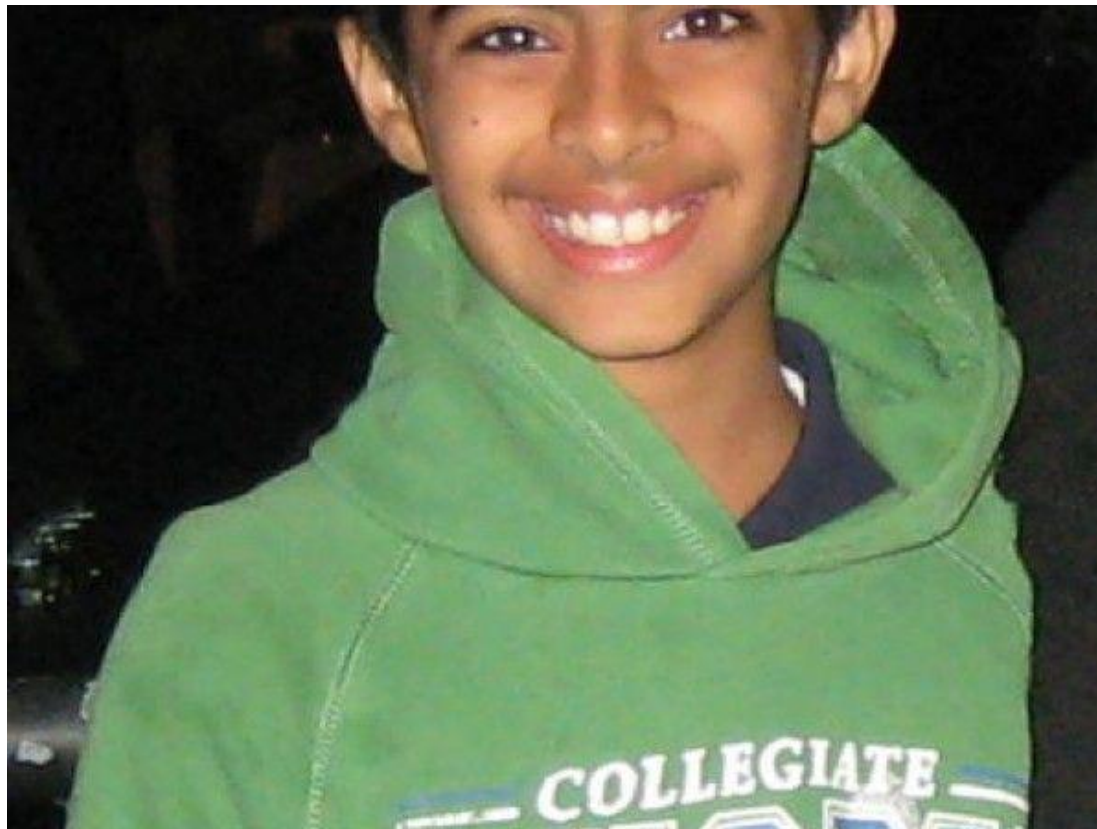
The man, 43, was crossing at about 6:15 a.m. from the south side of the highway, where a bus stop is located just east of Industrial Avenue, Moonachie Detective Sgt. Anthony Fugnitti said. He was not in the crosswalk, Fugnitti said.

He was struck by a Chevy S10 pickup truck heading east in the left lane. The driver, a 45-year-old man from Lodi, has not been charged, Fugnitti said.

Story Time

West Orange Fundraiser Will Honor Local Boy Killed In Essex County Crash. The event will honor Nikhil Badlani, 11, who died when a driver ran a stop sign near the Maplewood/South Orange border.

By [Eric Kiefer \(Patch Staff\)](#) - August 17, 2016 9:00 am ET



**CAUTION:
DISTRACTED
DRIVERS
AHEAD**

**NEARLY
500,000**

**YOUNG ADULTS ARE
INJURED DUE TO
DISTRACTED DRIVING
EVERY YEAR**

23X

**A TEXTING DRIVER IS
23 TIMES MORE
LIKELY TO GET INTO A
CRASH THAN A
NON-TEXTING DRIVER**



4 9 %

**49% of drivers under 35 with
cell phones send or read text
messages while driving...**



**65 PERCENT
OF DRIVERS USE CELL
PHONES WHILE DRIVING**



Created by:



Bottaro
LAW FIRM LLC
www.bottarolaw.com

Sources:

www.stoptextsstopwrecks.org
www.distraction.gov

Recap: Being Safe Requires



- Paying attention/ not being distracted
- Following simple rules
- Being seen; bright colors
- Making Eye Contact with drivers

Join the



MOMENT of SILENCE

Campaign

Take a moment of silence when you cross the street
in honor of the thousands of teens who are hit by cars each year.

DEVICES DOWN & HEADS UP

Take the Pledge & Share



Enter the SRTS Poster Safety Contest

- 8.5 x 11 paper
- Your name and grade
- School and teacher
- Content
- Color
- Creative
- Prizes

