An Alcohol and Pedestrian Safety Message

U.S. Department of Transportation
National Highway Traffic Safety Administration

For more information, contact the Department of Transportation in your state or write:

U.S. Department of Transportation
Office of Alcohol and State Programs
National Highway Traffic Safety Administration
Washington, D.C. 20590

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DRIVERS

THE RISK

Drivers are becoming more aware about the hazards of drinking and driving. But each of us also needs to know about the hazards of drinking and walking. While the pedestrian is most often at fault when struck by a motor vehicle, drivers share in the responsibility to reduce these incidents.

Alcohol use is a major factor in pedestrian injuries and fatalities. Each day more than 40 pedestrians are injured and nine more are killed in alcohol-related traffic incidents.

TAKE THE CHALLENGE TO REDUCE THE RISK

YOU CAN take action to maintain your own safety and help others.

Avoid drinking alcohol if you are driving.

When you drive, particularly at night around populated areas, watch for sudden, unexpected movements by pedestrians. Scan widely and often, and prepare for the unexpected.

Encourage hosts and other party planners to limit the consumption of alcohol by offering non-alcoholic “mocktails” and by emphasizing food and activities as the focus of the party.

Use caution when approaching a disabled vehicle along the roadway as the driver or passengers may be in or near the roadway.

### Daily Alcohol-Related Traffic Incidents

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<tr>
<td>40</td>
<td>40 pedestrians are injured</td>
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<td>30</td>
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<td>20</td>
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<td>10</td>
<td>9 more are killed</td>
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Make eye contact when approaching a pedestrian so that you are more confident that he or she has seen you and is less likely to walk in your path.

If you know someone who has been drinking and is planning to walk, offer to drive or escort them, even if it is just a short distance.

Work actively in your community to heighten public awareness about pedestrian safety.

Work with authorities to construct additional walkways, increase the “walk” signal length, improve lighting, and remove architectural barriers such as curbs and steps which impede travel.