



DRIVERS

**An
Alcohol
and
Pedestrian
Safety
Message**



U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

*For more information, contact
the Department of Transporta-
tion 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**

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

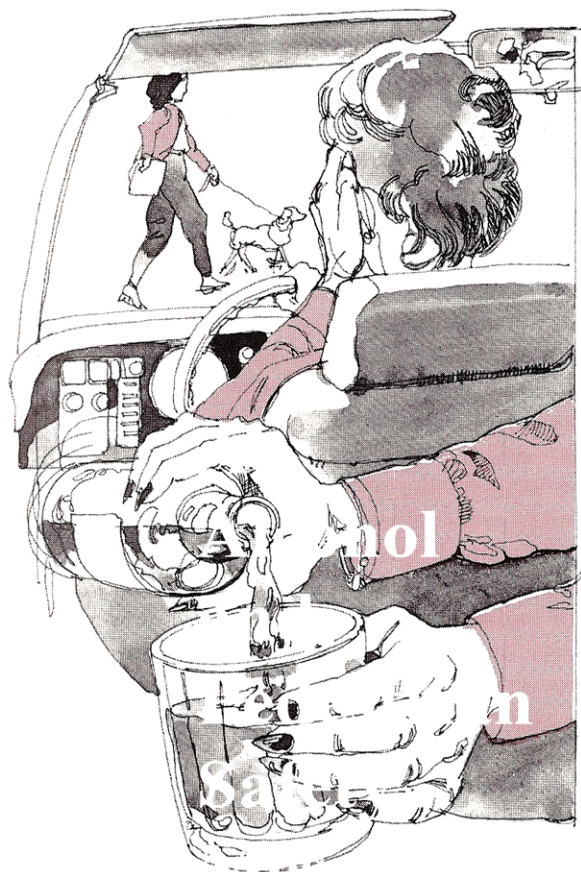
maintain your own safety and help others.

Avoid drinking alcohol if you are driving.

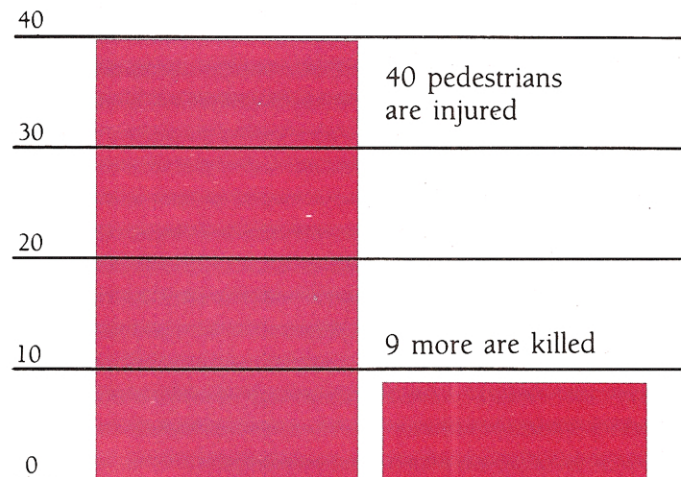
When you drive, particularly at night around populated areas, watch for sudden, unexpected movements by pedestrians. Scan widely and often, and prepare for the unexpected.

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



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.