

OCTOBER IS NATIONAL PEDESTRIAN SAFETY MONTH

EVERYONE IS A PEDESTRIAN.

EVERY 7 MINUTES

a pedestrian is injured in a U.S. traffic crash.

Nearly **1 IN 4** pedestrians killed in traffic crashes are **OVER THE AGE OF 60.**

NHTSA, 2024



FOR PEDESTRIANS

Use crosswalks & keep moving across.

Make eye contact with the driver before you step out.

Be visible — bright by day, reflective after dark.

76% of pedestrian deaths happen in the dark.

Watch for turning cars.

Never step out from between parked cars.

Keep your eyes up, phone down.



FOR DRIVERS

Slow down. Speed decides the outcome.

Stop for people in crosswalks — and never pass a car that has stopped.

Look again before you turn.

Be patient. Give extra time to cross.

Never drive impaired.

More than 40% of people 65+ take five or more medications a week. Ask your pharmacist.

Stay off your phone and focused on the road.

LOOK OUT FOR EACH OTHER.

Learn more — NHTSA.gov/Pedestrian

1. National Highway Traffic Safety Administration, National Center for Statistics and Analysis. *Traffic Safety Facts: Pedestrians — 2024 Data*. Washington, DC: U.S. Department of Transportation. — An estimated 71,635 pedestrians injured in 2024, an average of one every 7 minutes; share of pedestrian deaths occurring in dark conditions. 2. NHTSA. *Pedestrian Safety — Older Adults* infographic, National Pedestrian Safety Month. — Share of pedestrians killed who are over age 60. 3. NHTSA and Federal Highway Administration. *National Pedestrian Safety Month*, nhtsa.gov. — “Everyone is a Pedestrian” campaign theme. 4. Lococo, K. H., & Staplin, L. *Polypharmacy and Older Drivers: Identifying Strategies to Study Drug Usage and Driving Functioning Among Older Drivers*. Report No. DOT HS 810 681. Washington, DC: NHTSA, December 2006. — Share of people 65 and older taking five or more medications per week.