

kill speed,



not kids



PEDS

PEDESTRIANS EDUCATING
DRIVERS ON SAFETY, INC.

www.PEDS.org



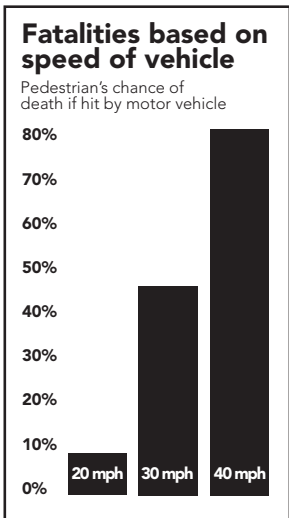
Much of the threat to walking safely comes from motorists' speed. The faster a motorist drives, the more likely he or she is to be involved in a crash, and the more likely injuries to a person on foot will be serious, if not fatal.

When people walking are hit by a car

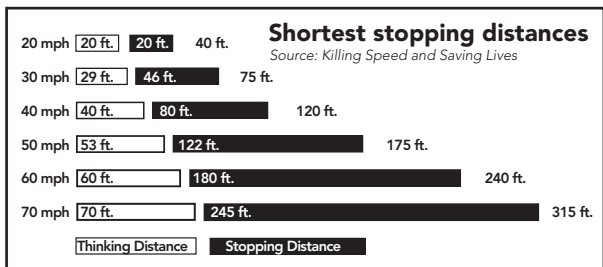
- at 20 mph, only 5% of walkers are killed.
- at 30 mph, 45% of walkers are killed, and most others are seriously injured.
- at 40 mph, 85% of walkers are killed.

Crashes aren't accidents

Over two-thirds—69 percent—of all pedestrian deaths occur on neighborhood streets. The problem is not that pedestrians are walking in the wrong places, but that our local streets are becoming speedways.



There's nothing unexpected about a speeding motorist not being able to stop in time to avoid hitting a child.



**drivers:
slow down!**

www.peds.org

404.522.3666