



**A Pedestrian Safety Campaign for the Triangle Region
UNC Department of Public Safety & UNC Hospitals Police will
be conducting a Pedestrian Safety Campaign on**

**October 17, 2016
7:00am -1:00pm**

Each year more than 2,400 pedestrians and 960 bicyclists are hit by vehicles in North Carolina, making North Carolina one of the least safe states in the US for walking and bicycling. Those hit at 40 mph have an 85 percent chance of dying. The goal of the Watch for Me NC campaign is to improve pedestrian safety by using educational safety messaging and enforcement to influence the behaviors of drivers and pedestrians.

UNC Department of Public Safety & UNC Hospitals Police will be handing out fliers, and speaking with drivers and pedestrians at crosswalks on campus, in an effort to spread the message of pedestrian awareness and safety.

Safety tips for Pedestrians:

- **Be aware:** Look across all lanes before crossing. Even though one vehicle has stopped, another may pass in another lane.
- **Be safe:** Do not assume vehicles can stop. Gauge the flow of traffic before stepping out onto the road and wait if necessary.
- **Be considerate:** Establish eye contact with drivers before crossing.

**More information on the Watch for Me NC campaign is available at
www.watchformenc.org**