

Patrick Malone & Associates 202-742-1500 888-625-6635 May 2017



Teens 50% of All Child Pedestrian Deaths

Traffic deaths are up 6 percent since 2010, pushing U.S. road fatalities to the highest level in a decade. However, the percentage increase in pedestrian deaths is far outpacing those on the road, jumping 25 percent from 2010 to 2015. Walkers on smartphones, bicyclists ignoring traffic rules – coupled with distracted driving – are a deadly combination.

Teens, who are much more likely to walk distracted with a mobile device, make up 50 percent of all child pedestrian deaths. Our recommendation: Spend a few minutes together with your kids and the tips in this newsletter!





Bikers, Walkers Threatened By Increase In Distracted Driving

April showers have given way to May flowers, encouraging walkers and bicyclists to get out and enjoy the weather. Long walks and leisurely bike rides can be a perfect way to soak up the sun, but busy streets with distracted drivers can be an accident waiting to wreck a lovely day. Unfortunately, when drivers are distracted, pedestrians and bikers often pay the price. This month, *you should know* how to keep yourself safe while you enjoy the spring season.

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BY THE NUMBERS



An estimated 6,000 pedestrians were killed in traffic accidents in 2016, an 11 percent increase from 2015.

VIDEO BOOKMARK

Are You Texting, Talking or Rockin' While Walking?

Join the *Moment of Silence* campaign and stash your phone while crossing the street.



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BIKE SAFETY FOR ADULTS

Safety tips from Jim Green, professional engineer, competitive biker and expert in bike accidents.

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