

April 16, 2007

Children's safety highlighted during United Nations Global Road Safety Week, April 23 - 29

Edmonton... The government whole heartedly supports Global Road Safety Week as an opportunity to increase awareness of the importance of road safety, particularly for young people. According to the United Nations (UN), traffic injuries are the second leading cause of death for people aged five-25 years, with more than 40 per cent of all traffic deaths occurring among people under 25.

Walking is children and youth's primary form of transportation to and from school and their friend's homes. Walking is also part of a healthy lifestyle but keeping safety top of mind is critical. In Alberta, during 2005 almost 40 per cent of the drivers in collisions involving a pedestrian failed to yield the right of way to the pedestrian. As part of its ongoing traffic safety campaigns, the Alberta government provides pedestrians and motorists the following road safety tips:

Pedestrians

- obey all traffic signs and signals;
- always walk on the sidewalk; if there are no sidewalks walk on the side of the road facing traffic;
- wear bright or light-coloured clothing or reflective strips when walking;
- cross safely at corners and crosswalks, preferably at intersections with traffic lights;
- stop at the curb to show drivers you intend to cross the road; hold your arm straight out at right angles to your body pointing across the road as a legal sign to motorists that you wish to cross the road;
- look left, right and left again before proceeding to cross the road; cross when traffic has come to a complete stop; make eye contact with drivers in each lane that you cross to ensure you are seen;
- continue crossing the street if the light changes to 'Don't Walk' while you are in the crosswalk; and,
- watch for traffic turning at intersections or entering and leaving driveways.

Motorists

- always be prepared to slow down or stop;
- scan farther down the road and obey posted speed limits;
- use caution when approaching intersections or mid-block crosswalks; the fine for failing to yield to a pedestrian in a crosswalk and passing a vehicle stopped to allow a pedestrian to cross is \$575 and four demerit points;
- stay alert and slow down on residential streets and through school zones; the speed limit, for both urban and rural, school and playground zones is 30 km/h unless otherwise posted.

For more information about traffic safety, contact the Office of Traffic Safety at (780) 422-8839 or visit www.saferoads.com. For information on the *UN Global Road Safety Week* visit www.who.int/roadsafety/week/en/.

- 30 -

Media enquiries may be directed to:

Jeanette Espie
Office of Traffic Safety

Eileen McDonald
Communications

Alberta Infrastructure and Transportation
(780) 427-6588
jeanette.espie@gov.ab.ca

Alberta Infrastructure and Transportation
(780) 422-0842 Cell: 422-0842
eileen.mcdonald@gov.ab.ca

To call toll-free within Alberta dial 310-0000.

Alberta Government Home | Ministries Listing | Infrastructure and Transportation Home Page | News
Releases | [Top of Page](#)

Send us your comments or questions

Copyright(c); 2007 Government of Alberta

Return to [Government Home Page](#)