

PEDESTRIAN SAFETY

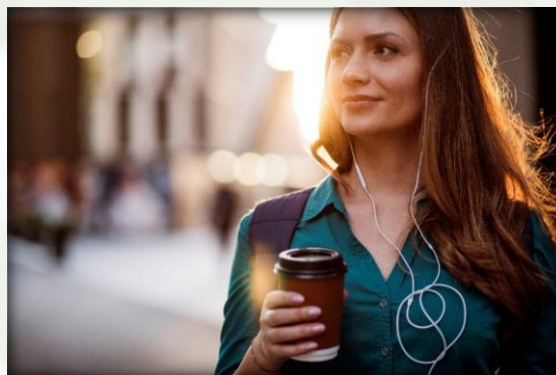
Attention = Prevention

Distracted walking incidents are all too commonplace. We all carry portable computer devices at almost all times-our phones. We easily can lose focus of our surroundings and jeopardize our own safety.



Too often we're walking and talking. Or walking and texting. Or walking and listening to a favorite podcast or playlist. All these seemingly harmless tasks can result in cognitive distraction – when your mind drifts and you lose sight of the curb or trip over an object in your path. From this list, can you choose why pedestrians wearing earbuds or headphones are more prone to be involved in crashes?

- Failure to hear the warning sounds of horns and sirens
- Sensory deprivation
- Isolation from environment
- **All of the above**



We all are pedestrians at some point in the day, and it's important to pay attention to what is going on around us to avoid distraction.