



A JOINT INITIATIVE OF NORTHERN SYDNEY COUNCILS



## MOBILE PHONES DRIVING PEDESTRIANS TO DISTRACTION, AND DANGER

The next time you step off the kerb, think about all the facts your brain is computing – can I see a car, how far away is it, how fast is it going, will I get across in time? But what if you were texting, talking or listening to music? Chances are you could be seeing less, hearing less and reacting slower than when you are fully focussed on your surroundings. Now crossing the road just got a lot more dangerous.

In 2014 there were 1595 pedestrian casualties in NSW, 41 of these being fatalities.

As we continue to tune into technology while on the go, distraction is becoming an increasingly significant risk factor for pedestrians. Using mobile devices can be a major distraction to pedestrians and can increase the risks of being fatally injured.

Local councils are working together in a bid to make pedestrians aware of the dangers of distraction while using mobile devices when they are out and about.

### 7 Pedestrian Safety Tips

- Head up. Phone down
- Don't walk and text
- Be especially aware in heavily trafficked areas
- If you do need to text, move to one side of the footpath, stop, then text
- Always use pedestrian crossings, if available
- Never assume an approaching driver can see you or will stop
- At intersections, check for turning vehicles before you leave the kerb.

***DISTRACTED...?*** pedestrian safety campaign is a joint initiative of ten Northern Sydney Councils, including Hornsby, Ku-ring-gai, Lane Cove, Manly, Mosman, North Sydney, Pittwater, Ryde, Warringah and Willoughby, in conjunction with Roads & Maritime Services. The campaign includes print advertising, face-to-face promotions and various types of outdoor advertising designed to get the message across.

Media contact: Lee Kirkland, Media Officer, City of Ryde p9952 8083 m0434306444  
Radio interview and comment from Council Road Safety Officer on request.