

## SHARE THE ROAD... EVERY LIFE COUNTS

### ROAD SAFETY - THE BASICS

#### **WEAR YOUR SEATBELT**

Motor vehicle crashes are a leading cause of death for Americans. Wearing a seatbelt reduces the risk of injury or death in a car accident by about half.

#### **WEAR A HELMET**

Wearing a bike helmet reduces the risk of a head injury by about half. It is illegal in Massachusetts for a person under 17 years old to ride a bike without a helmet.

#### **PAY ATTENTION**

Think it's safe to take your eyes off the road for five seconds to read a text? At 55mph, that's enough time to cover the length of a football field!

**Safe Commuting:  
Whether you walk, ride,  
or drive - Safely arrive!**



Statistics and safety tips from:  
Insurance Institute for Highway Safety  
National Center for Injury Prevention and Control  
National Highway Traffic Safety Administration  
National Safety Council  
Traffic Safety Facts



Beth Israel Deaconess  
Medical Center



HARVARD MEDICAL SCHOOL  
TEACHING HOSPITAL

## CYCLING SAFETY

- In 2015, there were 818 cyclist deaths and an estimated 45,000 cyclists injured in bike accidents.
- The total cost of bicyclist injury and death is estimated at over \$4 billion per year.

### RIDE PREPARED

by always wearing a helmet, protective and reflective clothing, and using bike lights to improve visibility.

### RIDE DEFENSIVELY

by staying focused, alert, and turning off your electronics while biking.

### RIDE PREDICTABLY

by following traffic rules and utilizing proper signals when making a turn.



## PEDESTRIAN SAFETY

- In 2015, there were 5,376 pedestrian fatalities and 70,000 pedestrians injured in accidents.
- On average, a pedestrian is killed every 2 hours and injured every 7 minutes by motor vehicles.



### BE VISIBLE

by wearing reflective clothing and carrying a flashlight when walking in the dark.

### BE PREDICTABLE

by crossing the street at the designated crosswalk or intersection and following traffic rules.

### BE ATTENTIVE

by turning off your electronics and focusing on traffic.



## DRIVING SAFETY

- In 2015, there were 32,166 fatal motor vehicle crashes totaling 35,092 deaths.
- Approximately 6,693 people are injured each day in motor vehicle crashes.
- The three biggest causes of motor vehicle accidents are **intoxication**, **speeding**, and **distracted** driving.

### DRIVE SOBER

by abstaining from drug and alcohol use before driving.

### DRIVE FOCUSED

by keeping your eyes on the road, your hands on the wheel, and your mind on driving.

### DRIVE RESPONSIBLY

by obeying the speed limit and sharing the road with motorcyclists, cyclists, and pedestrians.