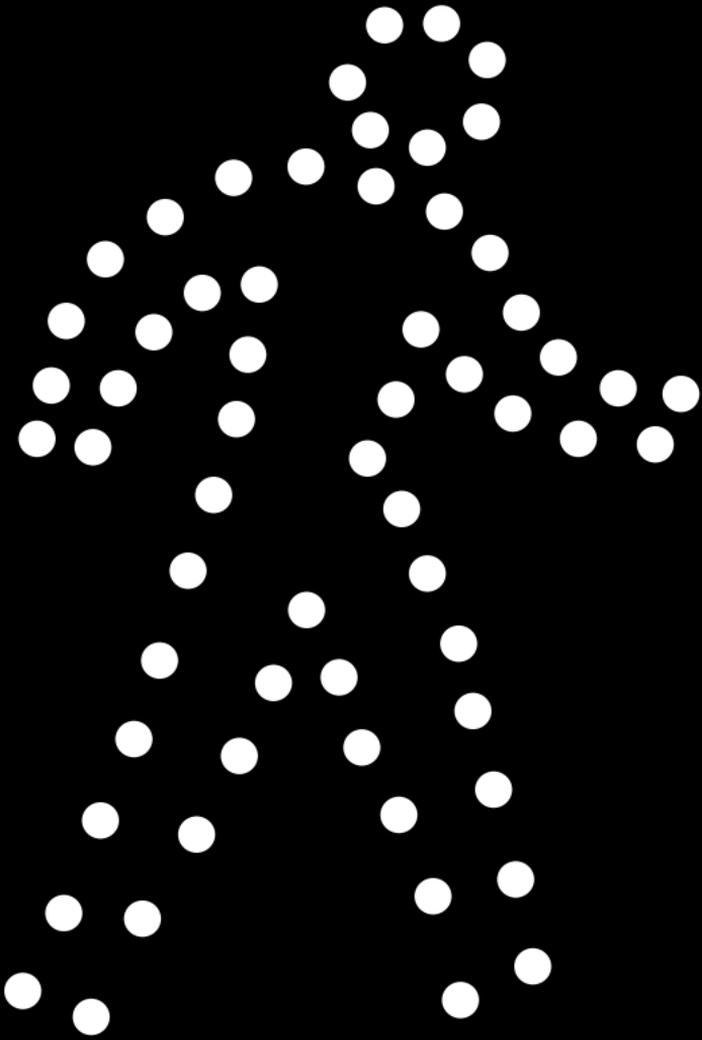


SEE & BE SEEN

For Pedestrian Safety



DRIVE ALERT
ARRIVE ALIVE
#ArriveAliveGA





People on foot are among the most vulnerable users of the road. In fact, 206 people were killed while walking in Georgia in 2015. With pedestrian deaths in the state up 37% in two years, Georgia DOT's **SEE & BE SEEN** campaign - in partnership with PEDS - aims to make it safer to walk in Georgia.

- 82% of pedestrian fatalities occur at night
- Vehicle speed kills—9 out of 10 people die when struck at 40 mph.
- 93% of walker fatalities occur outside of a crosswalk.

Drivers and pedestrians share the responsibility for safety. How?

- **Pay attention when walking or driving.** NO electronic devices, cell phones, texting or headphones.
- **SEE & BE SEEN.** When walking, be visible. Cross where you can be seen.
- **Drivers slow down.** Watch for people walking at all times.

SEE & BE SEEN is the pedestrian safety component of Georgia DOT's Drive Alert Arrive Alive campaign to reduce crashes and fatalities on Georgia's roadways.

For more information, visit
www.dot.ga.gov/DS/SafetyOperation/SBS
or
www.peds.org