

Office of Highway Safety Reactivates Grassroots Initiative to Promote Pedestrian Safety Month in October

***Cooperative statewide effort
to reduce pedestrian***

***deaths and encourage safe
walking habits***

WILMINGTON, Del. (October 14, 2019) – In honor of Pedestrian Safety Month to meaningfully reduce pedestrian deaths across the state, Delaware Office of Highway Safety (OHS) is bringing back its grassroots pedestrian safety initiative statewide. From Monday, October 7 through Sunday, October 20, pedestrian street teams will be deployed on DART buses throughout the state with routes that travel corridors with higher occurrences of pedestrian crashes and fatalities. These street teams will educate Delawareans on safe walking habits and hand out reflectors for use.

“Data continues to show that October is the deadliest month related to crashes occurring in Delaware, with the highest occurrences of pedestrian fatalities and injuries. In addition, pedestrian crashes peak around evening rush hour from 5 to 8 p.m. This is precisely why we have decided to

bring back our grassroots initiative to stress the importance of safe walking habits especially during this time frame,” said **Kimberly Chesser, Director, Delaware Office of Highway Safety**. “We would like to thank DART for partnering with us on such an important initiative, helping to make sure that our riders and pedestrians Walk Smart.”

Common factors in pedestrian crashes involve individuals being under the influence, distracted walking, wearing dark-colored clothing, and crossing outside of crosswalks on busy roads like Kirkwood Highway (Rt 2), DuPont Highway (US 13), and Pulaski Highway (US 40).

“OHS will continue to do its part to promote that pedestrians Walk Smart, and hope each person helps us spread our message to ensure that pedestrians arrive safely,” said **Richard Klepner, Deputy Director and Pedestrian Safety Coordinator, Delaware Office of Highway Safety**.

For more information, please visit ohs.delaware.gov, or visit us on Facebook (@HighwaysafetyDE), Twitter (@HighwaysafetyDE) and Instagram (HighwaysafetyDE).

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About the Delaware Office of Highway Safety

The Office of Highway Safety (OHS) is committed to improving the safety of Delaware’s motoring public by focusing on behavioral traffic safety issues such as impaired driving, seat belt use, speeding, child passenger safety, pedestrian and bicycle safety, motorcycle safety, and teen driving issues. FAQs can be found at ArriveAliveDE.com.