

NEWS RELEASE

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Halloween: Let's take the scariness out of pedestrian safety!

Stay Alert. Stay Visible. Stay Safe.

Summary

Shorter days, changes in weather and the excitement over candy can create frightening results. Halloween provides the perfect opportunity to talk to your little ghosts and goblins about road safety. We encourage everyone to be safe and have fun trick-or-treating by reviewing these Halloween specific tips and resources from BCAA:

TIPS FOR PARENTS

- Help them be seen: Include something bright and reflective on your child's costume. Carry a flashlight.
- Make sure your goblin can see: Consider using face paint instead of masks so that nothing impedes with their ability to see clearly. Choose costumes that are easy to move in and don't cause tripping.
- Safety in a gaggle of ghosts: Walk in groups to help drivers and others see you and your children.
- Plan Ahead: Plan your route and accompany your children when trick-or-treating.
- Go over the 'rules' with your ghouls: Don't run out onto the street, cross at a crosswalk, look both ways and take the safe approach - work your way up one side of the street before crossing to the other.

TIPS FOR DRIVERS

- Something frightening this way comes: Drivers, watch your speed and slow down in residential areas. Travel 5 to 10 kilometres slower in neighbourhoods.
- Who ya gonna call?: Nobody. Avoid distractions at all times while driving such as using your cell phone. It's against the law and extremely dangerous.
- Even super heroes may not notice you: Turn on your headlights before dusk and always yield to pedestrians.
- Beware of what lurks ahead or behind: Watch for kids darting out from behind parked cars or little trick-or-treaters when you enter or exit driveways or back up.
- School zones are ghoulish zones: A school is a popular central gathering place for kids and families; be aware of extra pedestrians.

Additional tips and resources can be found on the BCAA.com & ICBC.com websites - links provided below.

Strategic Link: Community Wellness & Public Safety

Continued... Halloween: Let's take the scariness out of pedestrian safety!

Key Points

- Pedestrians crashes spike in fall and winter as the weather changes and daylight hours decrease.
- One in five people killed in car crashes are pedestrians.
- About 70 per cent of crashes involving pedestrians happen at intersections.

Quotes

"Halloween is one of the most anticipated nights for our children, but can be a scary night for road safety. Longer days, changes in weather, and the excitement over candy can create frightening results. Educate your trick-or-treaters on road safety, accompany them while they go door-to-door, add reflectors to their costumes, bring flash lights, and have fun. As for drivers, please slow down - excited children can move in unpredictable ways!"

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Quick Facts

- In B.C., on average, 59 pedestrians are killed and 2,300 injured in crashes every year. *Statistic from ICBC and police data based on 5 year average.
- On Vancouver Island, on average, 290 pedestrians are injured in 380 crashes every year. *Statistic from ICBC and police data based on 5 year average.
- Approximately 73 per cent of children go trick-or-treating, but only 33 per cent of parents talk to their children about Halloween road safety and only 18 percent of children wear reflective tape over their costumes.

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