



A JOINT INITIATIVE OF NORTHERN SYDNEY COUNCILS



Monday 4 April 2016

## TEXTING PEDESTRIANS ON COLLISION COURSE

***TEXTING, TWEETING and TALKING — it can all be done on the mobile phone, but don't do it while crossing the road.***

That's the message of ***Distracted...?*** a pedestrian safety campaign being promoted by ten Northern Sydney councils that highlights the dangers of using mobile devices when you are out and about.

City of Ryde Mayor, Cllr Jerome Laxale, said it is so easy to get distracted when using your mobile phone. "As pedestrians, we become more vulnerable when stepping out from the kerb if our head space is occupied with music and mobile phones because they limit hearing and reduce concentration and reaction times.

"The sobering truth is that pedestrians will always come off second best when they are involved in a collision with a motor vehicle," he said.

In 2014 there were 158 pedestrian casualties reported across the 10 northern Sydney councils, with 2 fatalities.

In that same year in the City of Ryde:

- There were 28 crashes involving pedestrians resulting in 30 pedestrian casualties.
- Pedestrians made up 11% of all casualties.
- Pedestrian casualties are fairly evenly spread across all age groups and genders, except in the 70+ age group, which had 6 casualties.
- Speed was a contributing factor in three of the crashes involving pedestrians and driver distraction (other than mobile phone use) was noted in eight of all pedestrian crashes.
- Seven crashes involving pedestrians occurred in wet weather.

- Clusters of pedestrian crashes continue to be of concern in town centres, in particular Eastwood, West Ryde, North Ryde/Macquarie Park and Ryde.
- Seven crashes involved pedestrians stepping out from behind parked vehicles or other objects or running across major roads.

## **7 Pedestrian Safety Tips**

1. Head up. Phone down.
2. Don't walk and text.
3. Be especially aware in heavily trafficked areas.
4. If you do need to text, move to one side of the footpath, stop, then text.
5. Always use pedestrian crossings, if available.
6. Never assume an approaching driver can see you or will stop.
7. 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.

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