

**Delaware has one of the highest per-capita pedestrian fatality rates in the country.**

**Whether you’re on foot or behind the wheel, be a driver—of change!**

Of all the things people who live in and visit Delaware should be proud of—and there are a *lot* of them—our record when it comes to pedestrian crashes is not among them. But this summer, [company/organization] has teamed up with the Delaware Office of Highway Safety (OHS) to change this. And you can help.

To do so, you need to know and follow a few rules every time you’re walking on or near roadways or operating a vehicle in Delaware. Here are a few rules-of-the-road to demonstrate how easy it is for you to make a big difference in increasing the safety for everyone enjoying their time in Delaware—at any time of day and during every season of the year.

**Pedestrians**

* *Go toward the light.* When possible, walk only when there is enough daylight.
* *Be bright.* Wear bright clothing, day or night. If you must walk in dim or dark conditions, seek out well-lit areas, use a flashlight, and wear/carry reflective items.
* *Obey all the signs.* Use crosswalks and follow signs and signals.
* *Use sidewalks.* Nothing more needs to be said.
* *Don’t be a distracted walker.* Keep smartphones in your pocket and never walk with headphones on or while eating.
* *Never walk under the influence.* Sober walkers are safe walkers.

**Drivers**

* *Obey all the laws.* Yield to pedestrians in marked crosswalks and be prepared for pedestrians choosing to cross at unmarked crosswalks, mid-block, or mid-roadway.
* *Follow the speed limit.* Plus, reduce your speed in hard-to-see conditions.
* *Be on the alert.* Watch for pedestrians, especially when approaching intersections and making turns.
* *Stop well short at a crosswalk*. This will help other drivers spot pedestrians, too.
* *Don’t be a distracted driver.* Keep smartphones in your pocket or glove box, and avoid distractions such as the radio, eating, and chatting with passengers.
* *Never drive under the influence.* Sober drivers are safe drivers—and pedestrians’ best friends!

**Dover is hot-hot-hot—and so is Wilmington, Rehoboth …**

The OHS Arrive Alive DE Visualizer is a digital tool designed to illuminate website visitors on the hottest pedestrian-crash spots in Delaware. [Check out the Visualizer here](https://www.arrivealivede.com/walk-smart/#heatmap) to help you be aware of high-risk areas and increase your safety as a pedestrian. While you’re on the website, tap into other eye-opening interactive tools, such as the [**stopping-distance calculator**](https://www.arrivealivede.com/walk-smart/#stopping-distance-calc)**,** [**speed/pedestrian demo video**](https://www.arrivealivede.com/walk-smart/#intro)**,** and [**myths vs. facts chart**](https://www.arrivealivede.com/walk-smart/#safe-walking) to help educate children to be safe pedestrians.

**Learn more at** [**ArriveAliveDE.com/Walk-Smart**](https://www.arrivealivede.com/Walk-Smart/) **and share what you discover with others.**

Thank you! The more people heed the call to eliminate distractions as walkers and drivers, the more quickly we can turn our record for pedestrian safety into something we can all be proud of!