



With great power comes greater responsibility

So drive like your mom/ best friend/ kid is crossing

Road traffic crashes are predictable. They result in an estimated 1.35 million deaths and 50 million injuries worldwide per year¹.

Many factors combine to cause them; human error is just the final component that tips the odds towards a collision.

These are some of the most common situations of compounded risk for collisions between drivers and pedestrians.

(Source: SAFEUP project report D2.6)

3.420 injured pedestrians, among them **1.541** killed or severely injured pedestrians

- 1** crossing from the left without sight obstruction
15,3%
19,5%
- 2** crossing from the right without sight obstruction
22,8%
23,2%
- 3** turning left 11,0%
9,3%
- 4** turning right 3,8%
2,2%
- 5** crossing from the left with sight obstruction
12,4%
14,0%
- 6** crossing from the right with sight obstruction
17,2%
18,8%

~97% of all conflict scenarios with pedestrians are urban
39,5% of longitudinal cases are rural

*How can you save a life?
Expect the unexpected!
Reduce speed.
Be present.*

¹ Turner, B., Job, S. and Mitra, S. (2021). Guide for Road Safety Interventions: Evidence of What Works and What Does Not Work. Washington, DC., USA: World Bank.

