



CHILDREN PAY THE PRICE TOO

It's not just adult pedestrians who pay the price.

Nearly **1/2 of children** killed on our roads are pedestrians.

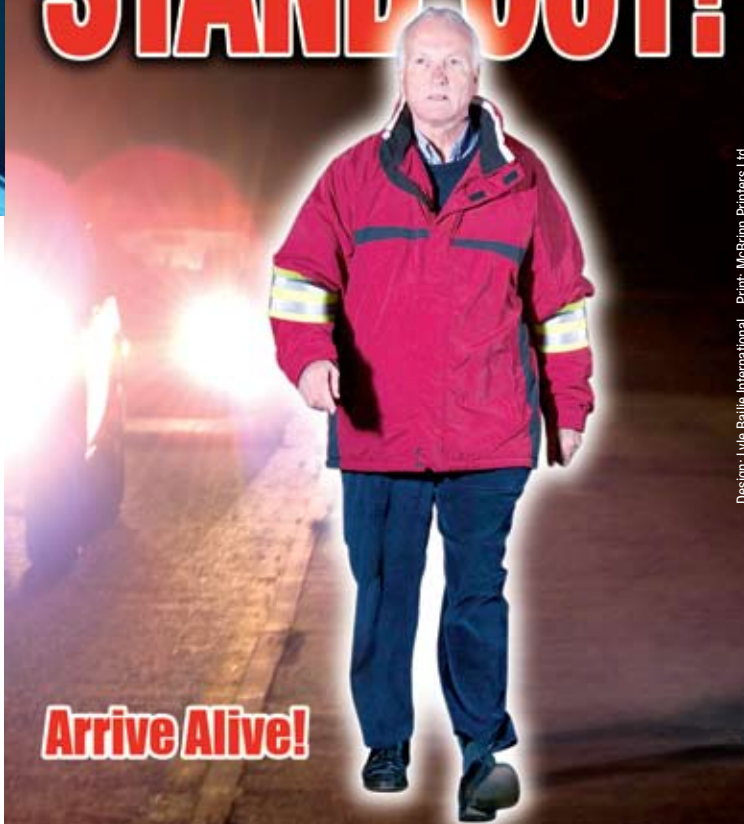
FACT!

INATTENTION COSTS LIVES

PAY ATTENTION

OR PAY THE PRICE

LOOK OUT! STAND OUT!



Arrive Alive!

RSA

PAY ATTENTION

OR PAY THE PRICE

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PAY ATTENTION

OR PAY THE PRICE



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RSA



PAY ATTENTION TO THIS!

Pedestrians are the second highest group of road users being killed on Ireland's roads.

Between 1996 and 2005 they accounted for around **1/5 of all road deaths**.

WHO SHOULD PAY ATTENTION?

It's not just pedestrians who need to pay attention; drivers can be the cause of pedestrian fatalities too.

Remember - **every road user is equally responsible** for preventing pedestrian deaths.

WHAT SHOULD YOU PAY ATTENTION TO?

Drunk Pedestrians. They're the cause of **over 1/3** of all pedestrian road deaths.

Pedestrians not looking out for traffic and **driver behaviour** are also to blame.

WHEN SHOULD YOU PAY ATTENTION?

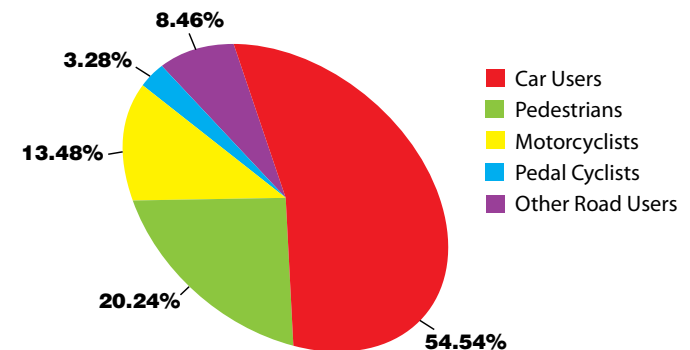
Every second you're on the road you need to pay attention but there are times when you must take extra care:

- Rush hour
- Lunch-time
- 11am -12pm
- Evenings
- Weekends
- Wintertime

WHO PAYS THE PRICE?

In Ireland, pedestrians **aged 65+** are more likely to be killed or seriously injured on the road. Young **males aged 17 to 24** are also highly at risk.

Road Deaths by Road User Type (2001-2005)



Source: Calculated from NRA/RSA Data (1892 Road Deaths 2001-2005)

PAY ATTENTION OR PAY THE PRICE