



## Press Release

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### **Brain Injury Association Urges Pedestrians To Take Steps to Stay Safe**

As better weather comes to New England, people of all ages are spending more time outside -- walking, jogging, and enjoying time with family and friends. Knowing the rules of pedestrian safety is important in keeping everyone safe for a happy and fun summer.

“Last year more than 4500 pedestrians were injured in Massachusetts, and 80 were killed,” says Arlene Korab, Executive Director of the Brain Injury Association of Massachusetts (BIA-MA). “Knowing simple rules of pedestrian safety could keep you, your family and friends safer.”

BIA-MA recommends:

- Always walk in marked crosswalks; never jaywalk.
- If walking after dark, carry a flashlight and wear reflectors.
- Make eye contact with drivers when crossing a road. Sun glare can be temporarily blinding.
- If there is no sidewalk, walk facing traffic.
- Watch for cars backing out of driveways.
- Always look to the left, right, and then left again before stepping into the street.
- Avoid distractions. Cell phones and audio players keep you from hearing vehicle horns.
- Watch for turning vehicles. Many pedestrians are injured at intersections by turning vehicles.

If you are behind the wheel of a car, drivers should know that Massachusetts law requires that a vehicle must yield the right of way to a pedestrian in a marked crosswalk. Violators may be fined up to \$200.

The Brain Injury Association of Massachusetts is a private, non-profit organization that provides support to brain injury survivors and their families, offers programs to prevent brain injuries, and educates the public on the risks and impact of brain injury. For more information on brain injury or for multiple copies of BIA-MA’s pedestrian fact cards, call 800-242-0030 or visit [www.biama.org](http://www.biama.org).

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