

2005 Street Smart Campaign Elements

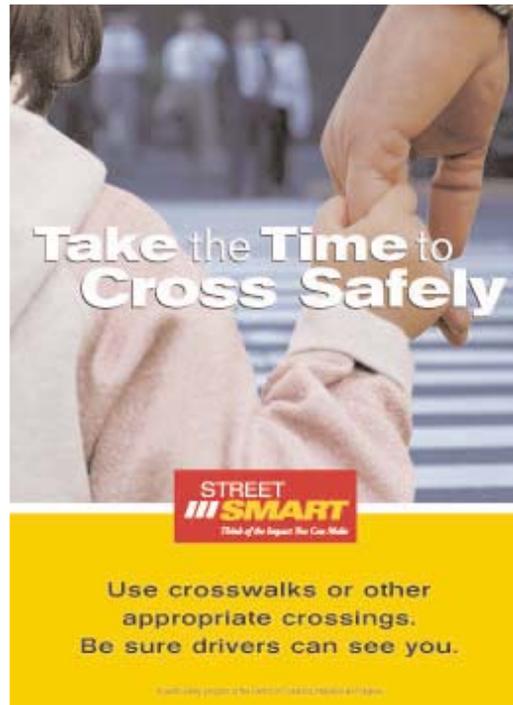
MEDIA	IMAGE	MESSAGE	TARGET
Radio		As per submitted scripts (English/Spanish)	Males 18-34

Print	Hands	Cross safely (English/Spanish)	Pedestrians
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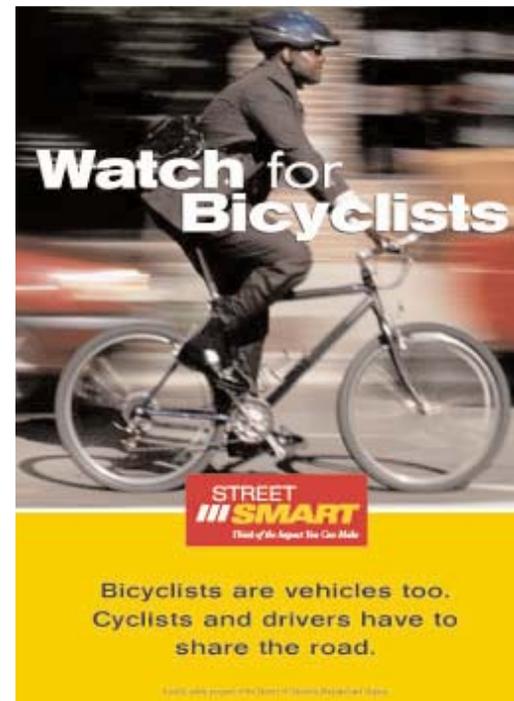
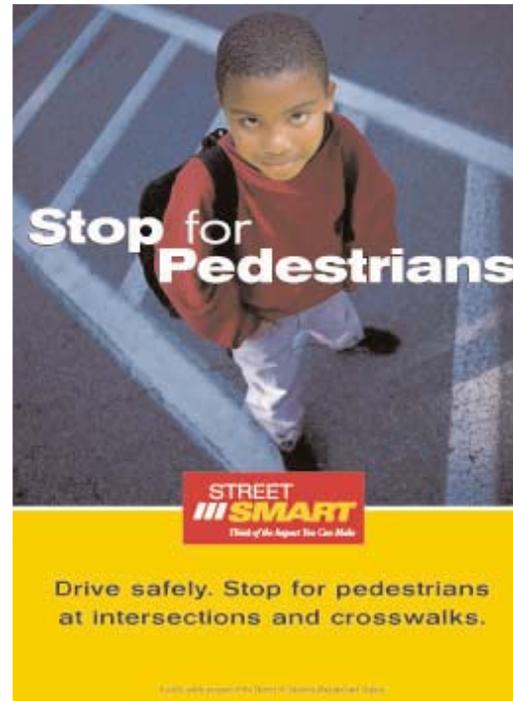
Posters

Hands
Boy
Bicyclist



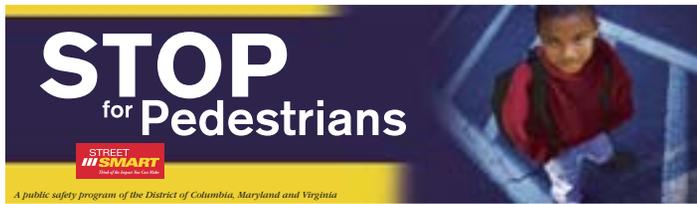
Cross Safely (English/Spanish)
Stop for Pedestrians (English/Spanish)
Watch for Bicyclists (English/Spanish)

Pedestrians
Drivers
Drivers



Busbacks

Boy
Bicyclist



Stop for Pedestrians (English)
Watch for Bicyclists (English)

Drivers
Drivers



Bus Cards
Bus Sides

photo



Cross Safely (English/Spanish)

Pedestrians

Pedestrian Traffic Signals



Push the Button and Start Crossing.
 Wait for turning cars.

Don't Start.
 Flashing.

Don't Cross.
 Steady.

STREET SMART
 Road to Safe, Smart, Sober Driving

Know what the pedestrian traffic signals mean, and walk safely.

A public safety program of the
 District of Columbia, Maryland and Virginia.

Señales de Tránsito Peatonales



Apriete el boton y empiece a pasar.
 Pídale permiso a los autos con este símbolo.

No empiece a cruzar.
 Señal de advertencia de un peatón.

No cruce.
 Señal de advertencia de un peatón.

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 Road to Safe, Smart, Sober Driving

Sepa lo que significan las señales peatonales y camine con precaución.

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 del Distrito de Columbia, Maryland y Virginia.



USE THE CROSSWALKS
CRUCE POR EL PASO DE PEATONES

**DON'T GAMBLE WITH YOUR LIFE
 LOOK BEFORE CROSSING**

**NO JUEGUE CON SU VIDA
 MIRE ANTES DE CRUZAR**

LOOK LEFT, RIGHT, LEFT.



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Safety Tips

For Drivers

- 1001 Stop for pedestrians at crosswalks and intersections - It's the law.
- 1002 Do not block crosswalks when stopping at intersections.
- 1003 Slow down and obey the posted speed limit.
- 1004 Take extra care around schools, playgrounds and neighborhoods.
- 1005 Always look out for pedestrians, especially before turning at a green light or making a "right turn on red".
- 1006 Never run red lights.
- 1007 Be careful when passing stopped vehicles. They might be stopping for pedestrians.
- 1008 Allow 3 feet when passing bicycles.
- 1009 Share the road. It's your responsibility to look out for others.

For Bicyclists

- 1010 Always wear a helmet.
- 1011 Obey all traffic rules - bicycles are vehicles.
- 1012 Do not ride against traffic.
- 1013 Yield to pedestrians on the sidewalk and in the crosswalk.
- 1014 Be predictable; use hand signals.
- 1015 Use a headlight, tail light, and retro-reflective clothing when riding at night.

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Safety Tips

For Pedestrians

- 2001 Cross the street at marked crosswalks and intersections whenever possible.
- 2002 Before crossing, look left, right, then left again, and turn your shoulder for turning vehicles.
- 2003 Begin crossing the street on "Walk" signals - never on a solid or flashing "Don't Walk".
- 2004 Use pedestrian pushbuttons to activate/redesign the walk signal.
- 2005 Use sidewalks, if there are none, walk facing traffic so you see vehicles, and drivers see you.
- 2006 Make eye contact with drivers so they see you. Never assume they do.
- 2007 Stay visible after dark and if bad weather with light-colored or retro-reflective clothing.

Take the Time to Cross Safely.

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