



Pedestrian Safety Toolkit

Who are we trying to reach?

Nearly everyone who lives, works, or plays in Pennsylvania has the potential to be a pedestrian. Drivers can encounter pedestrians anytime they get behind the wheel. Everyone has a role to play in keeping both pedestrians and drivers safe.

How can you help?

You can bring awareness to the state's pedestrian laws, important safety tips, and the potential tragic consequences for risky walking or driving behavior.

We appreciate any safety partner who can share content provided in this toolkit on social media, email, newsletters, websites, etc.

Download Assets




Click to download high-quality assets from PennDOT's Media Resources.

For more information on pedestrian safety, visit penndot.pa.gov/pedestrians.

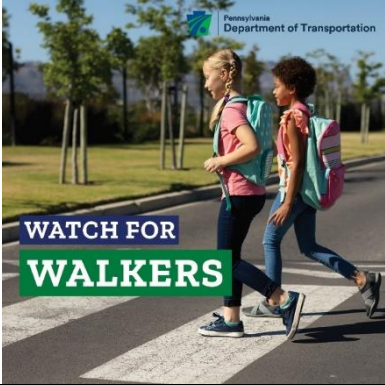
Social Media

Suggested captions to pair with graphics.



FB (Facebook), IG (Instagram), X (Formerly Twitter)

Suggested Graphic	Suggested Caption
	<p>FB/IG/X</p> <p>If you cannot make eye contact with a driver when walking, you are on the wrong side of the road! Pedestrians should always walk against traffic to maximize visibility.</p> <p>More info: penndot.pa.gov/pedestrians</p> <p>#WalkSafeDriveSafe</p>
	<p>FB/IG/X</p> <p>Making a mental checklist before going for a run? Don't forget to grab a light. Stay safe by being seen.</p> <p>More info: penndot.pa.gov/pedestrians</p> <p>#WalkSafeDriveSafe</p>
	<p>FB/IG/X</p> <p>In the last five years, 41 pedestrians have lost their lives in northwest Pennsylvania. Everyone has a responsibility to make sure others get home safely.</p> <p>OR</p> <p>FB/IG/X</p> <p>In 2024, 183 pedestrians lost their lives in Pennsylvania. Everyone has a responsibility to make sure others get home safely.</p> <p>#WalkSafeDriveSafe</p> <p>More info: penndot.pa.gov/pedestrians</p>

For more information on pedestrian safety, visit penndot.pa.gov/pedestrians.

Suggested Graphic	Suggested Caption
	<p>FB/IG/X</p> <p>Whether you're out for a stroll or walking to work or school, be predictable as a pedestrian and always use the crosswalk.</p> <p>#WalkSafeDriveSafe</p> <p>More info: penndot.pa.gov/pedestrians</p>
	<p>FB/IG/X</p> <p>Brighten up your day by wearing vibrant and reflective colors when walking. Not only will you be safe, but you'll also be the coolest kid in school!</p> <p>#WalkSafeDriveSafe</p> <p>More info: penndot.pa.gov/pedestrians</p>
	<p>FB/IG/X</p> <p>Use crosswalks and obey traffic control devices to help you walk safely. In honor of #PedestrianSafetyAwarenessMonth, both pedestrians and motorists can familiarize themselves with our laws and safety tips at penndot.pa.gov/pedestrians.</p> <p>#WalkSafeDriveSafe</p>
	<p>FB/IG/X</p> <p>Whether driving or walking, alcohol and drugs can impair your abilities and your judgement. No matter how you travel, plan ahead and designate a sober friend to help you get home safe.</p> <p>#WalkSafeDriveSafe</p> <p>More info: penndot.pa.gov/pedestrians</p>

For more information on pedestrian safety, visit penndot.pa.gov/pedestrians.

Suggested Graphic	Suggested Caption
	<p>FB/IG/X</p> <p>Driving a few miles over the speed limit might not feel like a big deal, but in a collision with a pedestrian, it can be the difference between life and death.</p> <p>Slow down, save a life.</p> <p>#WalkSafeDriveSafe</p> <p>More info: penndot.pa.gov/pedestrians</p>
	<p>FB/IG/X</p> <p>Distractions can go both ways. Pedestrians and drivers have a responsibility to each other to be alert at all times. Never assume you see one another and always make eye contact to ensure safe crossing.</p> <p>#WalkSafeDriveSafe</p> <p>More info: penndot.pa.gov/pedestrians</p>
	<p>FB/IG/X</p> <p>Whether you're walking or driving, share equal respect. Safety is everyone's responsibility. If you know the laws and follow the safety tips, you can drive safe and walk safe. Learn more at penndot.pa.gov/pedestrians.</p> <p>#WalkSafeDriveSafe</p>

For more information on pedestrian safety, visit penndot.pa.gov/pedestrians.

Suggested Graphic	Suggested Caption
	<p>FB/IG</p> <p>When walking, use crosswalks whenever possible. Look for cars in all directions, including those turning left or right. Although vehicles must yield to pedestrians within a crosswalk, you shouldn't assume the driver will see you or yield.</p> <p>When driving, especially around neighborhoods, schools, or other high pedestrian areas, always drive with extra caution. Slow down when approaching a crosswalk or intersection and be prepared to yield to pedestrians.</p> <p>#WalkSafeDriveSafe</p> <p>X</p> <p>Pedestrians should always use the crosswalk, when possible, and look for cars in all directions before crossing. Drivers should use extra caution by slowing down when approaching a crosswalk or intersection and be prepared to yield to pedestrians.</p> <p>#WalkSafeDriveSafe</p>

For more information on pedestrian safety, visit penndot.pa.gov/pedestrians.

Suggested Graphic

Suggested Caption

Graphic Can Vary (See Alternatives Below)



FB/IG

When driving, be vigilant about using your headlights at night and in inclement weather. In Pennsylvania, more than 70% of pedestrian fatalities happen at night.

When walking, be safe, be seen, especially at night! Wear reflective gear and bright clothing. Display movement with reflective shoes, a flashlight or other safety lights. Always walk opposite oncoming traffic, so you see vehicles coming toward you even if they can't see you.

X

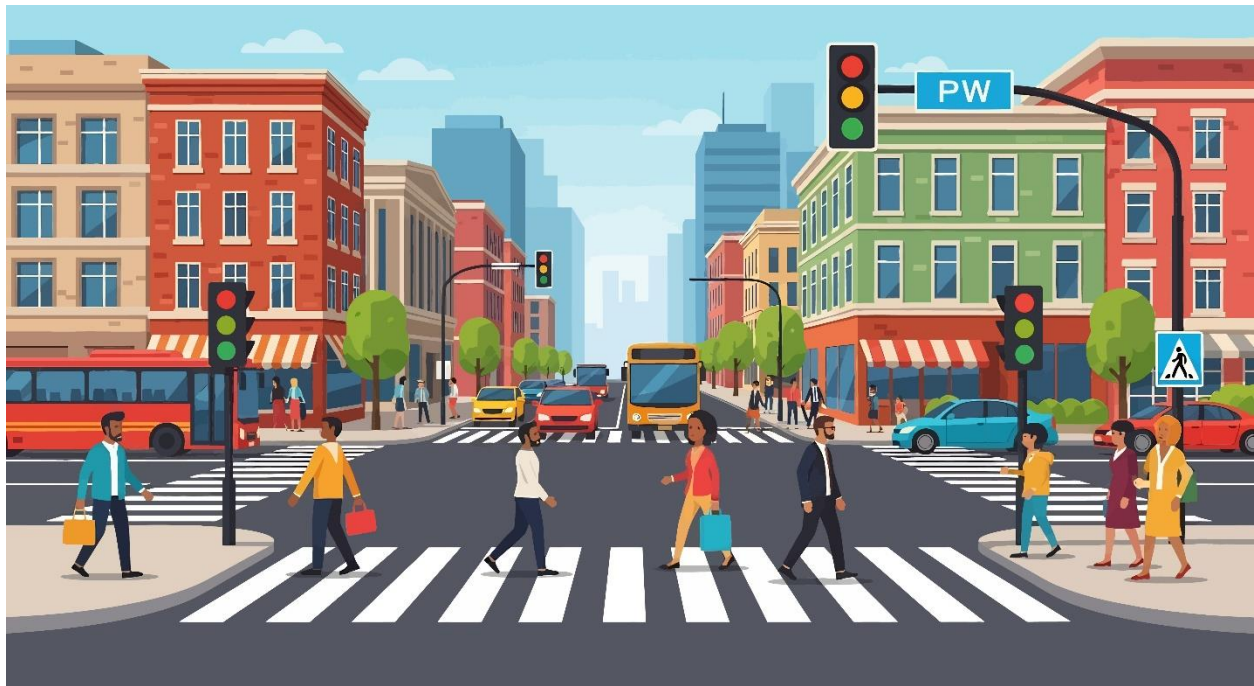
In PA, 70%+ of pedestrian fatalities happen at night. When driving, always use your headlights at night & in bad weather. When walking, keep yourself safe by wearing bright, reflective clothing & carrying a flashlight or headlamp to remain visible to drivers.



For more information on pedestrian safety, visit penndot.pa.gov/pedestrians.

Newsletter

Suggested newsletter article.



Know When to Go

People walking and driving often share the same spaces, whether in the city or countryside. To stay safe, it's important to know Pennsylvania's rules about who goes first and what each person should do.

Generally, people walking may cross the street at any point, but here are some examples of what to do in certain situations:

What should drivers do at a crosswalk?

Drivers must stop for pedestrians who are stepping into a crosswalk. Pedestrians should try to make eye contact with the driver to make sure they're seen. Even though walkers have the right-of-way here, they shouldn't suddenly run into the street.

What happens at intersections with traffic lights or signs?

Both drivers and pedestrians must follow the traffic signals and signs. These tell everyone who should go and who should wait.

What happens if there is no crosswalk or traffic signal?

Pedestrians must let cars go first. Before crossing, they should look left, right, and left again to make sure it's safe.

For more information on pedestrian safety, visit penndot.pa.gov/pedestrians.

Should pedestrians walk on the sidewalk or the road?

Always use the sidewalk if there is one. It's against the law to walk on the road when a sidewalk is nearby and usable.

Safety Tips for Everyone:

Both drivers and pedestrians have to help keep the roads safe.

Pedestrians should wear bright or reflective clothes, stay off their phones, and walk in a way that drivers can predict.

Drivers should stay alert, avoid distractions, slow down near crosswalks and intersections, and always watch for people walking.

Following these simple tips can help prevent crashes and save lives.

For more information on pedestrian safety, visit penndot.pa.gov/pedestrians.