

media release

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Northern Sydney councils join forces to promote pedestrian safety

A joint initiative aims to persuade pedestrians to remain alert and aware around roads

Eight Councils from Sydney's northern suburbs have once again come together to raise awareness of pedestrian safety – especially the distractions of mobile phones.

The Distracted...? Pedestrian safety campaign is a joint initiative of Hornsby, Ku-ring-gai, Lane Cove, Mosman, Northern Beaches, North Sydney, Ryde and Willoughby Councils.

The campaign is aimed at reducing the number of pedestrian casualties caused by distractions from mobile phones. Distracted...? will feature print advertising, face-to-face promotions and various types of outdoor advertising to maximise the message reach.

Chief Inspector Phillip Brooks of the NSW Police Force said that many of the state's pedestrian deaths last year could have been prevented with more attention paid to traffic by pedestrians. Last year, there were more than 70 pedestrian deaths in New South Wales

"Police have a continued focus on pedestrian activity in the hope that we can save lives. Those pedestrians that continue to put others at risk by concentrating on their phone as opposed to the road, cutting across traffic, and taking risks will suffer the consequences of either an infringement notice, or being involved in either a serious injury, or a fatal crash," he said.

Police and the Distracted...? campaign have these tips to offer pedestrians:

- Wait until all vehicles have stopped before stepping off the kerb
- Wear bright or light coloured clothing at night or when visibility is low
- Put away your phone before you cross the road
- Always use pedestrian crossings
- Pay attention to traffic lights – especially pedestrian "don't walk" signals.



Media contact

Manager Communications, Liz Bennett
l.bennett@mosman.nsw.gov.au 02 9978 4026 m: 041 978 4026