

# Fleet Safety Talks



Provided by: J. Smith Lanier & Co. - a Marsh & McLennan Agency LLC Company  
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## Back To School - Fatal Statistics and Safe Driving Tips

Every fall, more than 55 million children across the U.S. head back to school. With 13% of those children typically walking or biking to school, AAA warns drivers to be especially vigilant for young pedestrians before and after school hours. The afternoon hours are particularly dangerous, AAA notes.

In 2015, one in every five children under the age of 15 who were killed in traffic crashes were pedestrians. 284 teens ages 12-19 were killed while walking; that's more than 5 pedestrian deaths every week. Overall, the pedestrian

death rate in children ages 19 and under has decreased in the last 20 years. While this is good news, the rate for teens ages 12-19 has not dropped as quickly as that for younger children. Despite the historic 20-year downward trend, in the past two years there has actually been a 13 percent *increase* in the pedestrian death rate for 12-19 year olds.

Here is some AAA advice you can pass along to your fleet drivers:

- **Slow down.** Speed limits in school zones are reduced for a reason. A pedestrian struck by a vehicle traveling at 25 mph is nearly two-thirds less likely to be killed compared to a pedestrian struck by a vehicle traveling just 10 mph faster.
- **Come to a complete stop.** Research shows that more than one-third of drivers roll through stop signs in school zones or neighborhoods. Always come to a complete stop, checking carefully for children on sidewalks and in crosswalks before proceeding.
- **Eliminate distractions.** Research shows that taking your eyes off the road for just two seconds doubles your chances of crashing. And children can be quick, crossing the road unexpectedly or emerging suddenly between two parked cars. Reduce risk by not using your cell phone or eating while driving, for example.
- **Reverse responsibly.** Every vehicle has blind spots. Check for children on the sidewalk, in the driveway and around your vehicle before slowly backing up.
- **Watch for bicycles.** Children on bikes are often inexperienced, unsteady and unpredictable. Slow down and allow at least three feet of passing distance between your vehicle and a bicyclist.
- **Expect the unexpected.** Children run and play. They can come from anywhere. Be alert and watch for children at all times when driving near homes and schools.

*Data Source: Safe Kids Worldwide - [Alarming Dangers in School Zones](#); and AAA - [Precautions to Protect Returning School Children](#)*



**We observed 39,000 middle and high school students and 56,000 drivers in school zones in 2016.**

