

NH DEPARTMENT OF TRANSPORTATION

Pedestrian Safety Radio Ad 30-seconds

Female Voice – Driver, Very Upset and Anxious w sirens in background:

Officer, I'm so sorry. I never saw him crossing. Will he be okay?"

Announcer Voice – Authoritative:

Each year in New Hampshire, more and more pedestrians are struck by vehicles.

If someone's in a crosswalk, state law requires drivers to yield.

Give all roadside pedestrians lots of space.

Even as vehicle technology improves, nothing replaces alert driving; hands-free is not risk free.

Scan the street for wheels and feet.

Eyes on the road, hands on the wheel, focus on driving.

Announcer Voice – Disclaimer:

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