

To Pedestrian Safety PSA subcommittee,

Please **highlight in yellow** or otherwise indicate about 60 seconds worth of audio content from the “Pedestrian PSA Script Text” below. Select the scripts and/or text lines that you believe represents the most effective content toward reducing pedestrian fatalities in New Hampshire. (It generally appears in many cases that, depending on the length of the line, about 15 – 30 lines of actual text will typically translate into about 60 seconds of audio content.)

Please feel free to include text lines from your own script submission if you still believe that the text that you contributed is among the most effective 15-30 text lines.

You can certainly select an entire prepackaged script but note that you’re not necessarily obligated to choose the entire text of any pre-packaged script.

Please return your document with your text lines/scripts highlighted to Larry.keniston@dot.nh.gov by May 1, 2019. I’ll tally and share the edited documents with the subcommittee and deliver to NHAB the most frequently selected scripts/text lines. Toward keeping any subcommittee consensus meaningful, I plan to limit the content that we deliver to NHAB to 30 lines of text.

The plan from there is:

- May 2 – We ask NHAB to put together two or three 15-30 second scripts from the content in the most selected text lines/scripts.
- May 9 - NHAB returns two or three professionally-messaged scripts to the Subcommittee.
- May 16 - the Subcommittee returns comments to NHAB
- May 23 - NHAB produces two or three different audio spots and provides the subcommittee with an opportunity to comment on the audio spots.
- May 30 - Subcommittee returns comments regarding the audio spots to NHAB, who then produces the final audio spots and distributes the spots to about 50 NH radio outlets, who will devote around \$20,000.00 worth of air time to the pedestrian safety campaign over the next 30 days.

Pedestrian PSA Script Text

(**Highlight** your selections below and return edited Word document to larry.keniston@dot.nh.gov)

Stephanie Verdile

:15 New Hampshire currently is ranked as the 8th safest state for pedestrian travel. Even with that favorable rating, there were still over 40 pedestrian deaths in the last three years. Please remember to be patient. Be aware. And share the road with your neighbors.
Don’t take your safety for “Granite”.

:15 Pedestrian travel is important for many people, businesses, and communities. It provides health, recreation, and economic benefits everyone in a community can experience and enjoy. So when you are

out and about on the roads as driver or as a pedestrian please remember to be patient. Be aware. And share the road with your neighbors. Don't take your safety for "Granite".

:30 From 2008 to 2017 the number of nighttime pedestrian fatalities increased by 45 percent. As pedestrian travel is becoming more popular in our communities and along our roads, please follow these important safety tips while driving:

Don't drive distracted. Pay attention.

Slow down and look for pedestrians traveling toward you on the right side of the road.

Remember, be patient. Be aware. And share the road with your neighbors. Don't take your safety for "Granite".

:30 From 2008 to 2017 the number of nighttime pedestrian fatalities increased by 45 percent. As pedestrian travel is becoming more popular in our communities and along our roads, please follow these important safety tips while walking at night:

Use sidewalks at all times.

Wear reflective clothing or carry a flashlight so you can easily be seen.

Walk as much as you can along the shoulder of the road and walk toward traffic.

Always use crosswalks. Do not dart out between cars.

Remember, be patient. Be aware. And share the road with your neighbors. Don't take your safety for "Granite".

Jennifer Tramp

:15 In 2018 there were 11 pedestrian fatalities in New Hampshire. Unfortunately, if there is a collision between a pedestrian and a vehicle, the pedestrian is most likely to be the one killed or injured.

Everyone is responsible for safety on New Hampshire's roads. Equal Respect. Equal Responsibility. (

<http://www.gencourt.state.nh.us/rsa/html/XXI/265/265-37.htm>)

:15 Distraction is everywhere, making life hectic. Taking a few extra steps each day before and while you drive, or walk or run could prevent someone from losing their life. Everyone is a pedestrian at some point in the day. Let's keep each other safe, and always remember to follow the rules of the road.

:15 Drivers and pedestrians need to stay alert at all times while traveling. Driver and pedestrian distraction negatively affects the safety of everyone. While driving, it can be tempting to pick up an electronic device or fiddle with the radio, but that choice could cost someone their life. Equal Respect. Equal Responsibility.

:30 Between 2016 and 2018, there were 42 pedestrian fatalities in New Hampshire. As drivers here are some tips to remember:

Don't drive distracted. Pay attention.

Slow down and look for pedestrians.

Follow NH pedestrian safety laws.

Never pass vehicles stopped at a crosswalk.

Never drive under the influence of alcohol and/or drugs.

Follow the posted speed limit (<http://www.gencourt.state.nh.us/rsa/html/XXI/265/265-60.htm>) and stay focused and slow down where children are present, like school zones and neighborhoods.

Remember, everyone is a pedestrian at some point in the day. Equal Respect. Equal Responsibility.

:30 Between 2016 and 2018, there were 42 pedestrian fatalities in New Hampshire. As pedestrians, here are some tips to remember:

When available, walk on a sidewalk or path

If no sidewalk or path, walk on the shoulder, facing traffic

Stay alert. Don't be distracted by devices that take your eyes and ears off the road

Never assume a driver sees you.

Be predictable. Cross streets at crosswalks or intersections when possible.

Be visible – wear bright clothing, reflective materials and use a flashlight at night.

Avoid walking around traffic after drinking alcohol or using drugs.

Remember, everyone is a pedestrian at some point in the day. Equal Respect. Equal Responsibility.

Sally Gunn

:30 Why didn't the pedestrian cross the road? Because the driver wasn't paying attention.

If you're driving, watch for pedestrians and treat every corner as if it's a crosswalk — it's the law. Stop for them when they're crossing, and anticipate them crossing illegally.

If you're a pedestrian, cross where it is safe, not where it's convenient. And, when there is a traffic light, wait for walking light before crossing.

A life-saving message from [YOUR AGENCY] and [STATION]

Scott Bogle

:30 **All Calls Kill – Radio modification of [National Safety Council "All Calls Kill" TV PSA](#)**

Hum of a car. Soothing music. Sound of mother talking to young child in the back seat.

(voice of mother) "You had a great day today, huh kiddo?"

(voice of child) "They have the best jungle gym at the blue playground"

(voice of mother) "Siri, call Jason." Phone rings, Jason picks up.

(voice of husband/father) "Hey honey! Everything OK?"

(voice of mother) "All's well. I just picked up Ben. He had a fun time with your mom. Sounds like she took him to the children's museum, then lunch, then the blue playground. I'm calling about dinner. Can you stop at the grocery store and get salsa, some ground beef... (voice fades into background)

(voiceover) As more cars come equipped with hands-free devices we think they're safe to use. That's not necessarily true. Whether hand-held or hands-free, when you talk on a phone while you're driving, your driving is as impaired as if you have a blood alcohol level of 0.08, the legal limit for drunk driving.

(voice of mother fades back in) ..."and we really need milk too..."

(voice of child) "Mommy look out!"

(sound of screeching brakes, then crash)

(voiceover) Calls kill. Hands free is not risk free.

Remember: Eyes on the Road. Hands on the wheel. Mind on driving.

Brought to you by NHDOT and

(Adapted from MassDOT “Scan the Street for Wheels and Feet”)

:15 We live in a world full of fast moving wheels and feet.

From navigating your community on foot, to bicycling on a busy street, or crossing multiple lanes of traffic.

We need to be more aware of all that is happening around us. Always be careful when approaching a crosswalk – someone may be crossing.

Scan the street and check your mirrors before opening your car door; and stop, look and listen when entering intersections.

So next time, and every time, Scan the Street for Wheels and Feet.

Greg Bakos

:15 Pedestrian fatalities on the Nation’s roadways have been on the rise in recent years and New Hampshire is no exception. There are many contributing causes; poor visibility, obstructed sight lines, lack of sidewalks, but there are some things you can do as a motorist and as a pedestrian to fight the rising statistics:

- Avoid impaired or distracted driving and walking,
- Obey the speed limit, especially in high pedestrian areas and school zones,
- Don’t assume drivers can see you at night or in bad weather, and wear bright clothing,
- Stop for pedestrians in crosswalks (it’s the law),
- and just be alert in either role.

When car meets pedestrian the results are often serious or fatal. Walk and drive so the two never meet.