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Revised survey link below

Issue 30

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## Your Move Part 2 – Focusing on Pedestrians



Ohio has had four consecutive years of increasing pedestrian fatalities, with 143 deaths in 2017. In response, the Your Move public education campaign is focusing on pedestrians in 2018. The goal is to increase awareness of and safety for people walking in the Buckeye State.

The messaging, which was tested in focus groups, asks motorists to “Slow Down. Watch for Pedestrians.” and “Yield to Pedestrians When Turning.” It also encourages motorists and pedestrians to “Look Out for Each Other.”

Help increase awareness by downloading, printing, advertising and sharing these messages in your community today.

VISIT [YourMove.ohio.gov](http://YourMove.ohio.gov) to download materials in English and Spanish.

**TAKE** this *short survey* to identify additional items that would be helpful in your community.

**JOIN** the conversation at [Facebook.com/YourMoveOhio](https://www.facebook.com/YourMoveOhio).

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## Questions? Feedback?

Drop us a line, [bikeohio@dot.ohio.gov](mailto:bikeohio@dot.ohio.gov)

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### 2018 YEAR TO DATE DEATHS IN OHIO



**13**  
BICYCLE



**85**  
PEDESTRIAN

### 2017 YEAR TO DATE DEATHS IN OHIO

**12** BICYCLE

**80** PEDESTRIAN

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