

NORTHERN BRAIN INJURY ASSOCIATION

ASSESSMENT & PROTECTION OF VULNERABLE ROAD USERS

Although the frequency of crashes between motor vehicles & pedestrians or cyclists is far less than vehicle to vehicle, the consequences of such crashes, even at slow speed, tends to be much more severe. A May 2009 report from Transport Canada stated that pedestrians account for 1 in 5 persons killed in crashes at intersections. That report also states that the populations most at risk are children and seniors.

Our Project is designed to:

Continue with annual collection of Northern data

Increase public awareness of safe behavior & the consequences of unsafe behavior

Act as a starting point for assessing & then addressing environmental impediments to safe behavior

Focus more public attention on the practice of safe behavior as it pertains to pedestrian & bicycle riders use of the streets.

