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FOR IMMEDIATE RELEASE

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Kentuckians Reminded To Share the Road During National Pedestrian Safety Month

FRANKFORT, Ky. (Sept. 30, 2026) – This October, during National Pedestrian Safety Month, Team Kentucky is reminding all travelers to stay alert and practice safe habits as they share the road.

“Staying safe on the road is a shared responsibility,” said Gov. Andy Beshear. “Kentuckians can help save lives by looking out for one another. When traveling, please give yourself time, stay focused, and make safety the priority.”

Nationwide, in 2024, the National Highway Traffic Safety Administration (NHTSA) reported 7,080 pedestrians were killed in traffic crashes and more than 71,000 were injured. That is a daily average of 19 deaths and 194 pedestrians.

“Every time we get behind the wheel, we have a responsibility to make safe choices,” said Transportation Secretary Rebecca Goodman. “We’re sharing the road with families, pedestrians, cyclists and other drivers, and a moment of distraction or impatience can have serious consequences.”

Safe walking and driving habits are especially important at night, which comes earlier through the fall and winter months. Last year in Kentucky, 76% of the 89 pedestrian deaths occurred after dark. So far this year, there have been 57 pedestrian deaths, 40 of which occurred after dark.

The Kentucky Transportation Cabinet’s (KYTC) Office of Highway Safety (KOHS) is partnering with [NHTSA](https://www.nhtsa.gov) to promote safe driving and walking tips throughout October to improve safety for everyone on the road:

Motorists:

1. Buckle up, phone down. Distractions increase risks for everyone.
2. Yield to pedestrians. Be especially careful at intersections when turning.
3. Keep your windshield, windows and mirrors clean so you can see clearly.
4. Obey speed limits to react in time to brake for pedestrians.
5. Turn on your headlights during morning and evening hours.
6. Be aware in neighborhoods and school zones; watch for children.
7. Drive sober. Always make a plan for a safe ride home.

Pedestrians:

1. Use crosswalks. Avoid jaywalking and crossing between parked vehicles.
2. Walk on sidewalks. If you must walk on the street, walk facing traffic.
3. Keep an eye on traffic. Don't depend fully on traffic signals.
4. Increase visibility, especially at night: Flashlight, reflective clothing or materials.
5. Make eye contact. If you do not see a driver slowing down, wait until the vehicle passes, even if you have the right of way.
6. Phone down, pay attention. Distraction affects the way you walk and react.
7. Avoid alcohol and drugs. They affect judgment, balance and reaction time.

Team Kentucky maintains its ongoing commitment to making Kentucky's roadways safer and more accessible for all users through KYTC's [Complete Streets](#) initiative. Designs can vary according to land use, corridor characteristics and types of travelers. Implementation may include a dedicated space for pedestrians and cyclists, such as bike lanes (or wide, paved shoulders), sidewalks, crosswalks, median islands, accessible pedestrian signals, roadway reconfigurations and roundabouts.

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Editors: Visit walksafeky.com for campaign logos and additional information.

