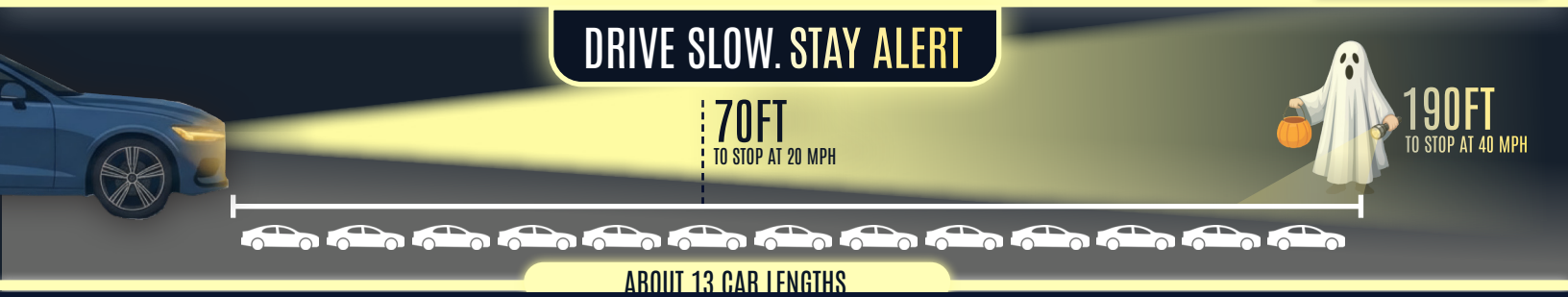
IN ONE INSTANT

SEE AND BE SEEN ON HALLOWEEN!

Halloween falls on a Saturday this year. The sun sets around 6 PM in most of the U.S. - just as trick-or-treating hits its peak. The scariest thing on the street is what your headlights don't show you.



At 20 mph, you need about 70 feet to stop. At 40 mph, it takes about 190 feet - more than half a football field, or about 13 car lengths!* Drive slow and stay alert.

*Stopping distances assume dry pavement. Rain, wet pavement, and fallen leaves can double stopping distances. When the weather turns, slow down even more.

75%
of U.S. pedestrian deaths happen after dark

43%
higher risk of pedestrian death on Halloween night vs. other evenings

10X
pedestrian death risk for kids ages 4-8 on Halloween evening vs. evenings one week before and after

SEE THEM

- Lights on before sunset - don't wait for full darkness.
- Drive under 25 mph in neighborhoods. Kids can run out into the streets without looking for cars.
- Look for movement and glow - flashlights, glow sticks, light-up shoes.
- Expect kids between parked cars and at the ends of dark driveways.
- On dark, unlit roads, high beams help you see about 28% farther. Dim them for oncoming cars.
- "No sidewalk? Walk facing traffic."

BE SEEN

- Choose bright, light-colored costumes that drivers can spot in low light.
- Light it up with glow sticks or a flashlight.
- Face paint beats masks - you need to see cars coming.
- Phones down, eyes up: Keep phones, tablets, and headphones in pockets or bags while walking and crossing streets.
- Walk on sidewalks. Cross at corners or crosswalks - never between parked cars.

RIDE BRIGHT

Riding your bike at night?

- **White light in front,** red light in back, plus working reflectors, so drivers can see you.
- **Wear a helmet** - every ride.
- **Use bike lanes or paths;** ride on sidewalks only where permitted.
- **Never assume drivers see you.** Follow crossing signals, check every lane, and wait until it is safe to cross.

SEE THEM. BE SEEN. Your friends and community are counting on you. HAVE A HAPPY HALLOWEEN!

LEARN MORE: INONEINSTANT.ORG

Sources: GHSA, Pedestrian Traffic Fatalities by State (2024 data) - Staples, Yip & Redelmeier, JAMA Pediatrics (2019) - NHTSA - Oregon DOT (exchange.aaa.com/automotive/automotive-testing/advanced-headlight-technology).