



**NATIONAL CONSTRUCTION
SAFETY WEEK MAY 2-6**

STOP THE ROLLING STOP

lytx.



STOPPING AT INTERSECTIONS PROTECTS YOU AND
SAVES LIVES.

WHY IT MATTERS - BY THE NUMBERS

- **ILLEGAL MANEUVERS, SUCH AS ROLLING THROUGH STOP SIGNS AND TRAFFIC LIGHTS MAKE UP 6.8% OF INTERSECTION-RELATED CRASHES.**
- **40% OF ALL TRAFFIC COLLISIONS ARE INTERSECTION-RELATED CRASHES!**

WHY DO DRIVERS DO IT?

TIGHT DEADLINES

- **DRIVERS ARE UNDER INCREASING PRESSURE TO MAKE ON-TIME DELIVERIES, PERFORM MULTIPLE SERVICES A DAY AND KEEP UP WITH THE SURGE IN E-COMMERCE SHIPPING.**
- **ROLLING THROUGH A STOP SIGN CAN INACCURATELY SEEM TO ADD UP IN TIME SAVED.**

DISTRACTIONS

- **IF DRIVERS ARE DISTRACTED AND DON'T SEE AN ONCOMING STOP SIGN, THEY MIGHT WORRY THAT IT WOULD STRAIN THE BRAKES OR DAMAGE THE CARGO TO BRING THEIR LOADED VEHICLE TO A COMPLETE STOP.**

ROAD FATIGUE

- **DRIVERS SPEND A CONSIDERABLE TIME ON THE ROAD AND IN TRAFFIC AWAY FROM FAMILY AND FRIENDS.**
- **DRIVERS CAN OFTEN RUSH ON THEIR ROUTES SIMPLY BECAUSE THEY WANT TO BE HOME FASTER.**

BAD HABIT

- **WHEN A DRIVER ROLLS THROUGH A FEW STOP SIGNS WITHOUT ANY CONSEQUENCES IT UNCONSCIOUSLY REINFORCES THE CONTINUATION OF THIS BEHAVIOR.**

HOW YOU CAN BEGIN STOPPING AT INTERSECTIONS

- **COMPLETELY STOPPING AT INTERSECTIONS BUYS TIME ALLOWING YOU SEE EVERYTHING IN YOUR DRIVING ENVIRONMENT AND WATCH OUT FOR POTENTIAL HAZARDS (GET THE BIG PICTURE: BE AWARE OF ANYTHING THAT COULD CREATE A COLLISION).**
- **BEFORE PROCEEDING THROUGH AN INTERSECTION, INSPECT THE INTERSECTION AND ANTICIPATE HAZARDS (STARTING UP AT AN INTERSECTION: HESITATE BEFORE PROCEEDING THROUGH AN INTERSECTION ALLOWING TIME TO LOOK LEFT, RIGHT AND BACK TO THE LEFT, CHECK YOUR MIRRORS – YOU NEVER KNOW IF ANOTHER MOTORIST WILL RUN A STOP SIGN).**
- **BE ESPECIALLY VIGILANT FOR PEDESTRIANS, SCOOTERS, BIKE RIDERS AND SKATEBOARDERS AS THEY MIGHT NOT BE LOOKING FOR YOU (KEEP YOUR EYES MOVING: MOVE YOUR EYES EVERY 2 SECONDS ALLOWING YOU TO OBSERVE OBJECTS AND PERSONS IN QUICK GLANCES, KEEPING YOUR MIND ALERT AND LIMITS A FIXED OR BLANK STARE).**
- **AT FOUR WAY STOPS BE CERTAIN THAT THE OTHER VEHICLES OR PARTIES HAVE STOPPED BEFORE PROCEEDING IN TO THE INTERSECTION (EYE CONTACT: IT IS IMPERATIVE THAT YOU GET OTHER MOTORISTS' ATTENTION BY USING YOUR HORN, LIGHTS AND SIGNALS).**