

**You don't see what
you're not looking for**



Expect the unexpected

You don't see what you're not looking for



Expect the unexpected

I AM **NOT** A TARGET

"I push the pedestrian signal button so I have enough time to cross the street."



1 I make eye contact with drivers.

2 I listen to what's around me.

3 I look left-right-left before crossing the street, and continue looking as I cross.

I AM A TARGET

"We don't play chicken with cars."



1 I make eye contact with drivers.

2 I listen to what's around me.

**3 I look left-right-left before crossing the street,
and continue looking as I cross.**

I AM **NOT** A TARGET

"We don't jaywalk through traffic."



1 I make eye contact with drivers.

2 I listen to what's around me.

**3 I look left-right-left before crossing the street,
and continue looking as I cross.**

I AM A TARGET

"I never run across the street through traffic to catch a bus."



1 I make eye contact with drivers.

2 I listen to what's around me.

3 I look left-right-left before crossing the street, and continue looking as I cross.

I AM A TARGET

"I wait until it is safe to cross where there are no signs or signals."



1 I make eye contact with drivers.

2 I listen to what's around me.

3 I look left-right-left before crossing the street, and continue looking as I cross.

I AM A TARGET

"I cross at the corner."



1 I make eye contact with drivers.

2 I listen to what's around me.

**3 I look left-right-left before crossing the street,
and continue looking as I cross.**

I AM **NOT** A TARGET

"I wear light-coloured clothes at night."



1 I make eye contact with drivers.

2 I listen to what's around me.

**3 I look left-right-left before crossing the street,
and continue looking as I cross.**