

For Immediate Release  
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**Injuries during Halloween are preventable. Before you think only other people get hurt, have a word with yourself.**

**Vancouver, BC** - The Community Against Preventable Injuries (Preventable) is reminding parents to keep trick or treating safe this Halloween.

Saving a life is as simple as paying attention when crossing the road and practicing safe habits around busy road intersections and traffic. On Halloween, kids and parents alike are enjoying with friends and families. A lot of trick-or-treating will take place out on the streets when it is dark making it difficult to spot pedestrians. Preventable wants to make sure that Halloween fun is safe, not scary.

Preventable encourages parents and kids to look out for vehicles on the road and reminds motorists to slow down and watch for children in their costumes as they enjoy Halloween trick-or-treating.

Preventable injuries are the leading cause of death for people between the ages of one and 44. "These injuries and deaths are preventable," says Dr. Ian Pike, spokesperson for Preventable. "It's all about knowing the risks so you can take action and be safe. Nobody expects to be involved in a traffic crash on what is supposed to be a fun, treat-filled night, but it does happen."

In the spirit of an exciting and safe night, Preventable wants everyone to think about their attitudes and behaviours to assist in preventing injuries this Halloween. Before you think a trick-or-treater won't run in front of your car, have a word with yourself.

### **Safety tips for Drivers and Pedestrians**

- Drivers: Keep your attention focused on the road. Children may be dressed in dark costumes and may not be visible, so drive carefully, follow-traffic rules, and lookout for pedestrians.
- Pedestrians: Be Visible. Wear bright or light coloured clothing. Consider wearing reflective material on your Halloween costumes.
- Make eye contact with drivers, so you both know you see each other.
- Use designated crossing points and follow pedestrian traffic signs and signals.

### **How can Parents Make Halloween Fun Yet Safe for Kids?**

- Ensure that your child's costumes and wigs are made of fire-resistant materials, are bright and reflective, and are short enough to avoid tripping.
- Give your child a flashlight or glow-stick when they go Trick or Treating.

- Remind your child of the rules of the road.
- Inspect your child’s candy. Throw out anything that is unwrapped or loosely packaged.
- To reduce the risk of falls, make sure that your driveway, porch, and yard are brightly lit and clear of tripping hazards. Keep jack-o-lanterns and lit candles away from where children walk or gather.

## **About Preventable**

Preventable wants to get Canadians thinking differently about injuries. As a social marketing organization, we work to reduce preventable injuries by raising awareness, transforming attitudes, and ultimately changing behaviours.

Now in its 5th year of activity, the “Have a Word with Yourself” campaign is an evolution in Preventable’s ongoing discussion with British Columbians about the epidemic proportions of preventable injuries. Preventable is a registered not-for-profit organization representing a true partnership of more than 80 members, including businesses, injury prevention organizations and government.

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## **Media contacts**

For more information, story ideas and/or to set up media interviews with our experts, contact us:

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