




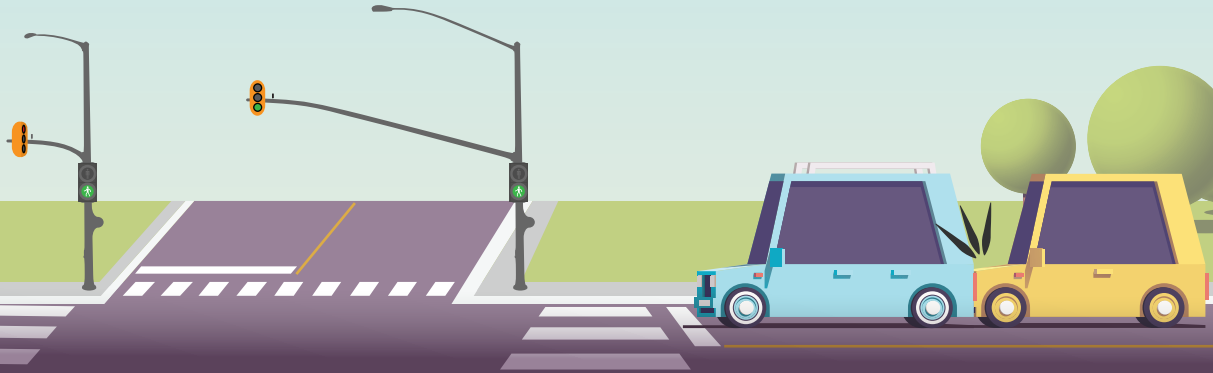
PUT AN END to rear-ending



Rear-end collisions are the leading cause of injury on our roads.





Most of these collisions happen:

-  at intersections
-  with traffic signals
-  between 3 – 6 p.m.







IT'S A FACT!

Traffic signals help keep our roads running smoothly. But they can only keep us safe with your help! Learn how to stay safe at intersections and avoid the most common collision on our roads today.

-  When you're following a vehicle, **DO THE EXTRA SEC CHECK:**
-  Take your time to slow down
-  Make sure you have enough space to stop
-  Give everyone a safe journey

IT ONLY TAKES A SECOND

-  **10 seconds** to put on your shoes
-  **5 seconds** to pour your coffee
-  **3 seconds** to give a hug
-  **1 second** to look left or right
-  **Less than a second** to collide with the vehicle ahead of you

Building a safer Waterloo Region for everyone



The Region's safety measures help all road users stay safe and reduce serious collisions.



High-visibility ladder crosswalks
22% decrease in all collisions



32 roundabouts
51% decrease in injuries and fatalities

We all share the Region's roads. Let's get there safely together.

regionofwaterloo.ca | #SafeRoadsWR

