



FOR IMMEDIATE RELEASE
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ON A NIGHT OF FUN AND FRIGHTS, PEDESTRIAN SAFETY SHOULD BE THE PRIMARY FOCUS

Kansas City, MO –Halloween evening finds many children navigating through neighborhoods gathering treats. Their focus on fun places the responsibility for pedestrian safety on drivers and parents.

“The simple act of slowing down will not only make the tricks and treats of Halloween more enjoyable for everyone, but also it could save lives,” said Deb Bumgardner [Safe Kids Metro KC](#) coordinator. “Children younger than age 12 should not be alone crossing streets at night without an adult. If older kids are mature enough to go trick-or-treating without adult supervision, parents should make sure they go in a group and stick to a predetermined route with good lighting.”

Halloween is an exciting holiday for children, but they can be vulnerable to injury on this night. To ensure trick-or-treaters stay safe, Safe Kids Metro KC recommends that CHILDREN:

- **WALK SAFELY:** cross the street safely at corners, walk on sidewalks or paths and slow down and stay alert.
- **BE VISIBLE:** costumes can be both creative and safe. Decorate costumes and bags with **reflective tape or stickers** and, if possible, **choose light colors**. MASKS CAN OBSTRUCT A CHILD'S VISION, so **choose non-toxic face paint and make-up whenever possible instead**. Have kids carry glow sticks or flashlights *in order to see better, as well as be seen by drivers*.

Safe Kids recommends that DRIVERS:

- **DRIVE SAFELY:** Slow down. Remember that popular trick-or-treating hours are from 5:30 to 9:30 p.m. **Be especially alert** and look for kids at intersections, on medians and on curbs.
- **REDUCE DISTRACTIONS:** Do not talk/text on the phone or eat. Concentrate on the road and your surroundings.

To help promote safe pedestrian behavior, Safe Kids Metro KC provided all of the Kansas City, Missouri and Kansas City, Kansas public libraries with colorful Halloween safety displays plus reflective Trick or Treat bags and zipper pulls, as well as hand outs with injury prevention education for walkers and drivers. Funding from Safe Kids Worldwide and FedEx provided Safe Kids Metro KC the opportunity to partner with these libraries to get Halloween safety messages out on both sides of the state line.

The goal of Safe Kids Metro KC is to protect children under 15 living in the greater Kansas City area from their number one killer -- unintentional injury. Safe Kids Metro KC is proudly led by [Mother & Child Health Coalition](#). For more information about these injury prevention awards or Safe Kids Metro KC please contact Safe Kids Metro KC program coordinator, Deb Bumgardner at (816) 283-6242 ext. 244 or Anne Biswell at (816)283-6242 ext 226.

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[Mother & Child Health Coalition](#) promotes the health of mothers and children through community planning, education, advocacy and collaboration with organizations addressing infant mortality, immunization, childhood obesity, maternal health and child safety. Interviews are available upon request.