

STAY ALERT. SLOW DOWN. YIELD.

Three ways to make every crossing count.

1. STAY ALERT

Watch for pedestrians using a white cane or a guide dog.



- A long white cane, with or without a red tip, indicates the user is blind or has low vision.



- A guide dog wears a specialized harness with a rigid handle, clearly distinguishing it from a pet.



2. SLOW DOWN

Use extra caution when approaching a pedestrian with a white cane or guide dog. Slowing down gives you more time to assess the situation and respond safely.



3. YIELD

Give the right of way. Yielding gives pedestrians time and space to make a safe crossing. In most states, white cane laws provide heightened protections for people using white canes or guide dogs.

Your Actions Matter

- Be attentive — Look out for pedestrians using white canes or guide dogs. Early recognition gives you time to respond safely.
- Don't rely on eye contact or gestures — These are not reliable ways to communicate with pedestrians with vision loss.
 - Don't honk or ring your bell — Pedestrians can only guess what the sound means or whether it's even meant for them. It can also make them feel rushed, drown out the traffic sounds they use to judge crossings, or startle them.
- Be patient — Entering or blocking the crossing at any point before pedestrians have fully crossed the street can create uncertainty, disrupt their sense of direction, or force them to step around the vehicle into the roadway.



Every Crossing Counts is a public safety awareness campaign that helps drivers and cyclists recognize blind and low vision pedestrians and respond in ways that make street crossings safer for everyone.



We All Share the Road

Most people step off a curb without a second thought. For people with vision loss, however, crossing the street takes training, skill, and trust that others on the road will do their part.

Whether you're driving or cycling through a quiet neighborhood or a busy intersection, a white cane or guide dog is your signal to slow down, use caution, and yield the right of way.

You Have the Power to Make Every Crossing Count

By staying alert, slowing down, and yielding, you help create streets where blind and low vision pedestrians can cross with greater safety and independence.



Learn more at EveryCrossingCounts.org



EVERY CROSSING COUNTS

Making street crossings safer for blind and low vision pedestrians.



Whether you drive or cycle, your actions matter. Help make every crossing count.