

# Working To Save Lives

**RSA**

23 April 2018

Mr Stephen Hickey,  
Senior Staff Officer,  
Administration / Traffic Advisory Group,  
Environment and Transportation Department,  
Dublin City Council,  
Civic Offices,  
Wood Quay ,  
Dublin 8.



## Re Smartphone distraction while walking

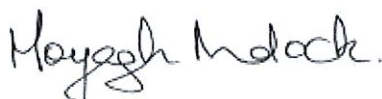
Dear Stephen, many thanks for your letter of the 22 March. I note that a motion was passed at a meeting of Dublin City Council's Strategic Policy Committee on Transport asking the Road Safety Authority (RSA) to consider mounting a nationwide campaign to address the distraction caused to those walking from using smartphones.

I will certainly bring this to the attention to my Director of Road Safety, Driver Education and Research and ask that due consideration be given to such a campaign. In the meantime I would be grateful if you would pass on any research or statistics that underpin the request. For example, is the council itself in possession of any incident or hospital data that points to the severity of the problem. Any such information you could pass onto us would be of great help in framing any proposed response. But in the meantime we will highlight the dangers of pedestrians using smartphones through our extensive Social Media presence.

You may separately be interested to know that we are planning to publish a Pre-Crash report on pedestrian and cyclist fatalities this year. This involves an analysis of the forensic investigation files of fatal collisions conducted by the Gardai over a recent five year period. The results of this research are expected to be published at the RSA annual Academic Lecture in early October. Armed with the results of this research the RSA is planning commission a national pedestrian safety campaign.

I would be grateful if you could bring the above to the attention of the SPC on Transport.

Kind regards,



Moyagh Murdock