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'Tis the Season to see Drivers and Pedestrians Everywhere

Milton, Fla. – Shoppers are bustling to find the perfect gift. Drivers are rushing about and increasing the amount of traffic on the road. Students will soon be out for the winter break, and many people will be off work to enjoy the time with family and friends.

The holiday season is a joyous and exciting time of the year that brings out-of-town guests, shopping, family gatherings, New Year's Eve celebrations and much more. Nevertheless, it can also be a dangerous and careless time of the year. In December 2014, 7.10 percent of Lifeguard's emergency responses were related to motor vehicle accidents.

Santa Rosa County Emergency Management and Lifeguard Ambulance Service would like to remind the community of some safety precautions to take this holiday season.

- Be aware of surroundings
- Lock vehicles and houses
- Use caution when walking about shopping centers and through parking lots
- Make eye contact with drivers before crossing in front of them
- Use crosswalks and sidewalks
- Drivers:
 - Look out for pedestrians, especially in congested or limited visibility areas, such as shopping centers, grocery stores and parking lots
 - Slowdown in neighborhoods and near parks where children may be playing
 - Be aware of traffic around you and others who may not be paying attention
 - Don't rush: your life and the lives of others are more important
 - Call a cab or use a designated driver: do not drive intoxicated or under the influence
 - Do not text, post on social media, take pictures, email, etc. while driving
 - Understand and decrease potential distractions: such as using navigation systems, talking to passengers/children, driving tired, adjusting electronic devices, etc.
 - ***Listen and respond accordingly to emergency vehicles (fire, EMS, police), safely moving out of their way***

SRC Emergency Management and Lifeguard wish you a safe and joyous holiday season!

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