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## Too late to be seen

Pedestrians and cyclists can be difficult to see on the roads, which increases their risk of road traffic injuries. Wearing lightly-coloured or reflective clothing makes them much more visible and can help avoid collisions.

Be part of the solution: be seen on the road.



ROAD SAFETY  
IS NO ACCIDENT

[www.who.int/roadsafety](http://www.who.int/roadsafety)