



State of Wisconsin
Department of Health Services

Jim Doyle, Governor
Karen E. Timberlake, Secretary

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For Immediate Release

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Drivers Should Watch for People Who Are Visually Impaired

October 15th is White Cane Safety Day

The Department of Health Services is encouraging drivers to watch out for pedestrians carrying a white cane or using a dog guide. Wisconsin law requires drivers to stop at least 10 feet from a pedestrian carrying a white cane or using a dog guide who is attempting to cross a street.

“October 15th reminds us to be mindful and respectful of pedestrians who are blind or visually impaired, not only today, but every day of the year,” said Secretary Karen Timberlake. “While most drivers watch for pedestrians, the White Cane Law helps make sure that drivers stop at least 10 feet away so that people who are vision-impaired can cross the road safely.”

People who are blind or visually impaired can be identified by a cane or walking stick that is white in color or white trimmed with red that is held in an extended or raised position. Dog guides are another indicator. There are approximately 200,000 individuals who are blind or visually impaired in Wisconsin.

To receive additional information about white cane safety, please contact the Department’s Office for the Blind and Visually Impaired at 1-888-879-0017.

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