

Pedestrian Safety: Key Issues, Child Development, and Programming Opportunities

Safe Kids Pennsylvania State
May 5, 2011



Presentation Overview

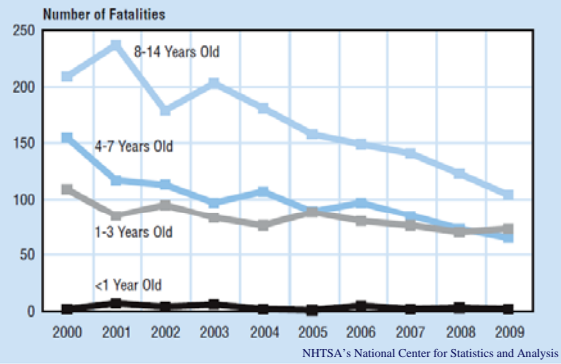
- Key Issues
 - Pedestrian Injuries
- Child Development
 - Teaching Children to Walk Safely
- Walk This Way Program Opportunities
 - Goals
 - Components & Opportunities
 - 2011 – 2012 Grant Structure



Pedestrian Injuries

- Fatalities - 244 in 2009

Total Pedestrian Fatalities Among Children Age 14 and Younger, by Age Group, 2000-2009

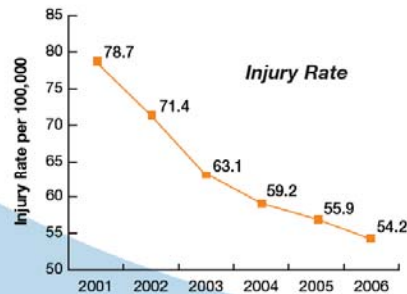


3

Pedestrian Injuries

- Injuries - 13,000 in 2009

Overall Pedestrian Nonfatal Injury Rates per 100,000 United States, All Races, Both Sexes, Ages 0 to 14



4

Pedestrian Injuries

- 76 percent of child pedestrian deaths occur at non-intersection locations
 - For children under age five - 81 percent
- Almost two thirds of the child pedestrian fatalities occur on rural roadways.
- May and October have the highest number of child pedestrian deaths



5

Pedestrian Injuries

- 42 percent of child pedestrian accidents happen between 4 pm and 7:59 pm
- Male children are at increased risk as pedestrians – 55 percent for injury
- Black children have a pedestrian injury death rate almost twice that of white children
- Children living in low-income environments are at higher risk of pedestrian injury



6

Child Development

Safe Routes to School Guide

Teaching Children to Walk Safely as They Grow and Develop:

A guide for parents and caregivers



Created July 2009



http://www.safekidsinfo.org/guide/evaluated_walking.pdf Teaching Children To Walk Safely.pdf

7

Teaching Children to Walk Safely

- Necessary Skills
 - Attention switching
 - Concentration
- Assessing safest place to cross
- Learning how to cross safely
- Consistent skills



8

Ages Four to Six

- Need supervision
- Are ready to practice the basics
- May do the unexpected
- Need adults to model safe walking behavior



9

Ages Seven to Nine

- Still need supervision
- Are ready to learn more complicated skills
- Benefit from walking with an adult who explains more complex pedestrian safety tasks, such as where and when to cross at a new location.



10

Ages Ten and Older

- Are usually ready for a mix of independence and supervision.
- May need reinforcement and reminders about safe walking behaviors.
- Benefit from practicing a specific route with an adult to talk about where to walk, where to cross and any other safety considerations before walking the route alone.



11

Safe Kids Walk This Way

Partnership to reduce the risk of death
and injury to child pedestrians



12

Participating PA Coalitions

Hershey, PA Safe Kids Dauphin County	1	855	1	2,700	9	WGAL (NBC), WHP (CBS), WPMT (FOX), WHTM (ABC), Lebanon Daily News, WHP (CBS)
Pittsburgh, PA Safe Kids Allegheny County	3	1,002	3	9,500	22	KDKA (CBS), KQV-AM, WPCW-TV, WTAE (ABC), Pittsburgh Business Times, WBZZ-FM
York, PA Safe Kids York County	1	204	3	1,000	2	Daily Record, Dispatch
Philadelphia, PA Safe Kids Southeastern Pennsylvania	1	183	3	10,000	10	Philadelphia Business Journal, WCAU (NBC), WPVI (ABC), WHYY-FM, WTXF (FOX), Radio PA (statewide), KWY-AM, Philadelphia Inquirer
Erie, PA Safe Kids Erie	3	768	1	820	10	Erie Times News, WFXP (FOX)



13

Addressing Pedestrian Injuries

- Awareness Activities
 - International Walk to School Day
 - Halloween
- Education Programs
 - Head Start
 - PHOTOVOICE I
- Environmental Improvements
 - Task Forces
 - PHOTOVOICE II
- Research & Advocacy



14

Walk This Way Program Goals

- Collect data & promote results
- Make long-term traffic improvements
- Teach child pedestrians safe behaviors
- Advocate for and strengthen laws
- Increase traffic enforcement
- Raise awareness among parents & drivers



15

Walk This Way USA

- International Walk to School Day
- Halloween
- Task Force Grants - Environment
- PHOTOVOICE I & II
- Head Start Initiative
- NFL Program



16

International Walk to School Day



17

International Walk to School Day

- First Wednesday of October annually
- School-based - school aged children
- 215 coalitions and chapters in USA
- 824 school events in 2010
- \$500 grant and materials
 - Reflective stickers and crossing guard vests
 - Activity books and tip sheets
 - Posters and lesson plans
- Active for 12 years in the USA



18

Halloween



19

Halloween

- Community-based activities - all ages
- Month of October leading up to Halloween
- Focus on visibility issues
- 215 coalitions and chapters in USA
- \$500 grant and materials
 - Reflective zipper pulls
 - Posters and tips sheet
- Active for six years in the USA



20

Environmental Improvements



21

Task Force Grants - Environment

- 12 month grant - calendar year
- Focus on environmental modifications - all ages
- \$25,000 grant - 10 grantees
- Process:
 - Online Application
 - UNC HSRC Experts - workshop for stakeholders
 - Create and submit plan
 - Enact plan
- Active for seven years in the USA



22

PHOTOVOICE: Children's Perspectives on Road Traffic Safety

Beijing • Manila • Mumbai • São Paulo • Seoul • Shanghai • Toronto • Washington, D.C.



View photo exhibits at
www.safekids.org/walk

October 2008 is International Walk to School Month



Proud Program Sponsor



PHOTOVOICE I

- Give children a voice through photography
- Participants - children ages 10 -14
 - Educational & photography sessions
 - Safety knowledge pre-tests
 - Observation & behavioral surveys
 - Field trips & post- field trip discussions
 - Post-research evaluation & post-tests
 - Photo & observation statement submission
- Launched in 2008 internationally




PHOTOVOICE II

- Any past PHOTOVOICE I grantees eligible
- \$3,000 funding
- 50 grantees
- Environmental modifications made based on photos taken by children
- Before and after photos of intervention site
- Benefits all ages
- Launched in 2009 internationally



25

Head Start Initiative

Tips for Parents and Children: 


Safety Walking and Around Buses

Walking Safety



- When crossing the street with your child, hold their hand
- Walk on sidewalks and cross the street at corners using crosswalks
- Obey all traffic signals when crossing the road
- Never cross the street between parked cars
- Look left, right, then left again before crossing streets
- Children should always cross the street with an adult
- Walk facing traffic as far to the left as possible if there are no sidewalks
- Never run out into the street


Safety Around School Buses

- Stand far away from traffic and wait until the bus stops before boarding
- Use only walk routes near cars
- Always walk in front of the bus where the driver can see you



For more information visit www.safekids.org or call 202-462-0600

Tips for Parents and Children: 


Safety In Cars

Safety Inside the Vehicle


- Children should not be left in a car without an adult, not even for one minute
- Always lock car doors and the trunk
- Keep keys and remote entry devices out of reach of children

Car Seat Basics

- Children should ride in a back seat until they are 13 years old
- Children and adults should be buckled up on every ride, no matter how short the trip
- Children should use car seats or booster seats that are right for their age, height, and weight
- Always follow all of the instructions on using and installing a car seat
- Do not use car seats found at flea markets or yard sales
- Make sure you are using the best car seat for your child/children - if you are not sure, call!
- Visit: www.safekids.org to find a car seat inspection station near your home



For more information visit www.safekids.org or call 202-462-0600





26

NFL Air & Ground Program

- 32 NFL teams paired with Safe Kids coalitions
- Player of the Week contest - \$2,000 each award
- Player of the Year awards - \$25,000 each award
- Pedestrian safety modifications and activities
- Benefits all ages
- Active since 2008 in the USA



29

Research



Child Pedestrians at Risk
A Ranking of U.S. Metropolitan Areas



Latest Trends in Child Pedestrian Safety
A Five Year Review



Walk a Mile in Their Shoes
A Study of High-Risk Child Pedestrians



Distracted Drivers in School Zones
A National Report



30

Draft Timeline 2011 - 2012							
Opportunity	Grant Amount	# of Grants Available	Grant Announcement	Online Agreement/ Application Due	Check Sent to Coalition	Online Evaluation Due	Eligibility
Int'l Walk to School Day- 2011	\$500 & materials	215	May 6, 2011	June 15, 2011	July 15, 2011	Nov. 4, 2011	All 2010 WTW participants plus 25 NEW Coalitions
Halloween - 2011	\$500 & materials	215	June 6, 2011	July 29, 2011	August 15, 2011	Dec.1, 2011	All 2010 Halloween participants plus 65 NEW Coalitions
PHOTOVOICE Phase II	\$3,000	50	July 1, 2011	August 15, 2011	Oct. 14, 2011	May 18, 2012	ANY PHOTOVOICE I grantee who has not participated in PHOTOVOICE II
Environmental Task Force	\$25,000 & HSRC Expert Training Course	10	June 1, 2011	July 8, 2011	Jan.13, 2012	Dec. 14, 2012	All SK USA coalitions and chapters
Head Start Training Program	\$500 & materials	100	May 16, 2011	June 3, 2011	July 29, 2011	Dec. 21, 2011	All SK USA coalitions and chapters

2011 - 2012 Grants

- Will be announced in May 2011 via:
 - Extranotes
 - Intranet
 - Emails to previous grantees
- International Walk to School Day - circuit breaker
- All grants require an evaluation
- Invite FedEx to participate



Communication & Resources

- Extranotes - bi-weekly
- Email - Frequently
- Intranet - year round
- Conference calls - scheduled for each grant
- Guides
 - Coordinator's Annual Program Guide
 - Task Force Guide
 - PHOTOVOICE Guide



33

Walk This Way Staff

- Moira Donahue - Program Director
 - 202 – 662 - 0637 - mdonahue@safekids.org
- Kristin Rosenthal – USA Program Associate
 - 202 - 662 - 4460 - krosenthal@safekids.org
- Priti Gautam - International Program Associate
 - 202 – 662 - 0608 - pgautam@safekids.org
- Margarita Teutler - Administrative Assistant
 - 202 - 662 – 4468 - mteutler@safekids.org



34

Thank you

