Teens and Distraction

2016 Childhood Trauma and Injury Prevention Conference: Building Safe Communities for Kids
May 16, 2016
Safe Kids Overview
Our Mission

We work to keep all kids safe from preventable injuries
Why It Matters

Preventable injuries are the #1 killer of kids in the U.S.

It’s a global epidemic.

Millions more children are injured every year.
Where We Work: Global Network

- **400+ Coalitions** in the United States
- **25+ Network Member Countries**
- **4 Network Associate Countries**

![Map](image)

- **Members**
- **Associates**
Safe Kids Worldwide provides **coalitions** with resources to **deliver community programs**.

**Road Safety**
- Child Passenger Safety
- Teen Driving
- Pedestrian
- Bike/Motorcycle
- Distraction

**Home Safety**
- Fire, Burns, CO
- Poisoning
- Suffocation
- Falls
- Drowning

**School & Play**
- Sports Safety
- Drowning
- Pre-K Start Safe

**Emerging Issues**
i.e.: Button Battery; TV Tip-overs; Liquid Laundry Packets
How We Work

**RESEARCH**
Collect and Analyze Data
4-6 reports annually

**PROGRAMS**
Reach parents, caregivers, educators and kids

**AWARENESS**
Deliver consistent messaging through our global network

**ADVOCACY**
Advocate for new and improved laws

**RESOURCE MOBILIZATION**
Procure resources to support and mobilize programs
Safe Kids Worldwide Reach

MEDIA IMPRESSIONS
5,392,000,000

FACEBOOK FANS
1,055,000

TWITTER FOLLOWERS
54,300

YOUTUBE VIEWS
5,562,000
Walk This Way
Building Safer Communities for Child Pedestrians
Our Role

*Walk This Way* is implemented in Brazil, Canada, China, India, South Africa, South Korea, Philippines, Thailand, United States and Vietnam

Program Objectives:
Safe Kids teaches safe behavior to motorists and child pedestrians to create safer, more walkable communities

- Research – Teens and Distraction
- Awareness – International Walk To School Day
- Education and Needs Assessment – PHOTOVOICE
- Environmental Improvements – Creating Safer School Zones
Child Pedestrian Safety in the U.S.

52% (226) of children who died while walking in 2014 were 15-19 years old

But there is still a lot of work to do...

- In 2014, there were 433 pedestrian fatalities among children ages 19 and under.
- In 2013, more than 50,000 children reported to emergency departments with a non-fatal pedestrian injury.
Research

- **Teens on the Move**
  - **2012**
    - Teens ages 16- to 19-years-old at risk for pedestrian injuries
  - **2013**
    - 34,000 observations of students crossing in school zones
    - 1 in 5 high schoolers and 1 in 8 middle schoolers crossing while distracted
  - **2014**
    - Why? What are teens doing while walking and crossing?
    - Surveyed 1,040 teens ages 13 to 18
  - **2015**
    - Interactive Infographic
    - 7 Ways to Not Get Hit by a Car
2012 Key Findings

- Good News:
  - In the past 15 years, a **53 percent** decline in death rate and **44 percent** decline in injury rate among pedestrians under age 19 in US

http://www.safekids.org/walkinginfographic
2012 Key Findings

- **Bad News:**
  - Each day, an estimated **61 children** in the US are injured as pedestrians.
  - Children ages 14 to 19 accounted for nearly 55% of the deaths.
2013 Report: *Teens and Distraction*

- Distraction was observed in:
  - 1 in 5 high school students (20%)
  - 1 in 8 middle school students (12%)
2013 Report: *Teens and Distraction*

- The most frequent forms of distraction were:
  - Texting (39% of distracted observations)
  - Wearing headphones (39%)
  - Talking on the phone (20%)

Teens who were distracted were most frequently texting or wearing headphones.

- 39%
- 39%
- 20%
- 2%
Discussion Groups

• Safe Kids spoke with 2,441 teens
  • Half (49%) say they use a cell phone when walking to school
  • Two out of five (40%) say they listen to music while walking
The Moment of Silence Campaign

- In 2012, Christina Morris-Ward was killed while crossing the street. She was wearing headphones and carrying a cell phone.
- While mobile devices are part of everyday life, we should remember that putting them down when crossing the street can be the difference between life and death.
2014 – Teens on the Move

Three Main Problems

3 hazards were identified as leading to this alarming trend.

- Walking while distracted
- Walking in the dark
- Crossing midblock or running across the street

Distraction

**Problem:** Half of teens surveyed say they cross the street while distracted by a mobile device.

**Tip:** Put down phones and headphones when crossing the street.

Walking in the Dark

**Problem:** 73 percent of teen pedestrian deaths occur between 7pm and 7am, when it’s dark out.

**Tip:** Be especially alert when it’s dark out, and make sure you’re visible to drivers.

Crossing Midblock/Running Across the Street

**Problem:** Teens that had been hit or nearly hit more frequently reported crossing midblock or running across the street.

**Tip:** Cross at a traffic signal or crosswalk, when possible. Make eye contact with drivers before crossing.
Every hour, a teen pedestrian is injured or killed after being hit by a car in the U.S.

In 2012, 284 teen pedestrians ages 13 to 19 died, and another 10,000 were injured.
Research

In our survey of 1,000 teens, 40% say they have been hit or almost hit by a car, bike or motorcycle while walking.

When asked what happened when they were hit or almost hit, teens say:

- 24% Driver was going too fast
- 13% Teen didn’t look properly
- 10% Driver wasn’t paying attention
Research

Teens who have been hit or nearly hit report crossing the street while:

- 47% Listening to music
- 18% Texting
- 20% Talking on the phone

Overall, half of teens say they walk in the dark at least sometimes; we know that three-quarters of teen pedestrian fatalities happen between 7 p.m. and 7 a.m.

Talk to your teens about walking safely. Visit safekids.org to find out how.
Teen Pedestrian Program

• Take Action
  • Work with Middle Schools though PE classes, Student Government Organizations, or other leadership groups.
    • As leaders in their school and community students can help spread the word and take action to prevent injuries from distracted walking.
    • We want student leaders to elevate this issue across the student body to decrease and eventually eliminate distracted walking in and around your community.
Teen Pedestrian Program

**Suggested Program Strategies**

- Share infographic with schools
- Show *Moment of Silence* video
- Utilize pedestrian safety lesson plan
- Recruit volunteers for IWTSD & Halloween activities
- Distribute posters
- Launch a social media campaign
  - Sample posts provided
- Promote the safe walking pledge
- Post tools on school website, closed circuit tv, etc.
Materials

• Safe Kids Worldwide provided coalitions the following:
  • Step-by-step guide
  • An instructional video for participating students
  • Program overview for school
  • Program overview for students
  • Marketing materials (posters, flyers, etc)
Every hour of every day a teen is killed or injured after being hit by a car.

Every hour of every day a teen is killed or injured after being hit by a car.

The perfect thing to listen to when you're crossing the street?

Nothing.

Take a moment of silence when you cross the street.
Take Action Against Distraction

- Safe Kids Baltimore won
- SKWW team traveled to Baltimore to strategize, record music and shoot video
The middle school students of Baltimore's Patterson Park Public Charter School decided to do something about it.
2015: Interactive Infographic

- It is surprisingly common for children to get hit while walking. Every day, 44 children are hit by a vehicle while walking in the United States.

- Safe Kids Worldwide, with support from FedEx, created a new interactive infographic that provides an engaging demonstration of how crashes happen, and how they can be avoided.
How to Not Get Hit by a Car: 7 Common Ways it Happens & 7 Tips to Keep it from Happening to You highlights seven ways children are getting hit, paired with seven tips to prevent them from happening.

You can learn how to not get hit by a car in less than five minutes with this fun infographic.
Communications Tools

• Interactive Infographic
• Flat Infographic
• Customizable Press Release
• Social Media Guide
• Videos
• B-Roll
• Talking Points
• Photos
• Posters
• Tip Sheet
• Checklist
• Sample Media Pitch
Talking Points/Lesson Plan

Interactive Infographic

Seven Scenarios

Background Statistics

The Moment of Silence Campaign
Scenario 1: Walking while distracted by a phone or headphone

- Stat: 1 in 5 high school students crosses the street while distracted. (Safe Kids Worldwide 2013)
- Tip: Phones down, heads up when walking.
Scenario 2: Crossing in the middle of the block.

• Stat: Crossing someplace other than an intersection accounts for 81 percent of child pedestrian deaths. (DOT HS 812 154)
• Tip: Tempted to cross mid-block? Don’t do it. Take the extra time to cross at the corner.
**Scenario 3: Walking at night in dark clothes.**

- **Stat:** 75 percent of teen pedestrian deaths occur between 7p.m. and 7a.m., when it’s dark out. (Safe Kids Worldwide 2014)
- **Tip:** Be especially alert when it’s dark out, and make sure drivers can see you.
Scenario 4: Not watching out for careless drivers.

- Stat: More than 1 in 5 pedestrian deaths happens at an intersection. (FHWA-SA-10-005)
- Tip: Look left, right, left before crossing and continue looking in all directions while crossing.
Scenario 5: Walking in the road.

- Stat: Sidewalks can reduce pedestrian crashes by almost 90%. (FHWA-RD-01-101)
- Tip: It’s always best to walk on sidewalks or paths. No sidewalk? Walk facing traffic as far away from vehicles as possible.
Scenario 6: Not watching out for cars that are backing up.

• Stat: Nearly 100 kids are killed by cars backing up every year. (DOT HS 811 812)
• Tip: Watch out for cars backing up in parking lots and driveways.
Scenario 7: Not looking out for a second car.

The first car stops for the pedestrian in the crosswalk. The following car doesn’t see why the car in front has stopped, so it zips around and hits the pedestrian.

- Stat: More than 80 percent of pedestrians die when hit by vehicles traveling at 40 mph or faster. Less than 10 percent die when hit at 20 mph or less. (FHWA-SA-12-011)
- Tip: Pause at each lane of traffic and make eye contact with the drivers.
Talking Points

Background

• The infographic was created so that walkers can visually see how pedestrians commonly are hit, and then offer tips to prevent it from happening.

• NHTSA released a report, Traffic Safety Facts, which includes updated 2013 data for child pedestrian crashes. In 2013, 444 pedestrians 19 and under were killed in traffic crashes, and 16,000 were injured. That means that every day 44 children are hit by a vehicle while walking.
Interactive Infographic

CROSSING IN THE MIDDLE OF THE BLOCK

WHEN WALKING,

DON'T DO THIS  DO THIS

reset
Flat Infographic

Languages Available:
- English
- Spanish
- Portuguese
- Russian
- Chinese
- Arabic
Tools and Resources: Teens and Distraction
Videos

Moment of Silence Video-
https://www.youtube.com/watch?v=g_3saftYsZM#t=17

Gwen’s Story-
https://www.youtube.com/watch?v=OfEiuUhnFy0
Videos

Gary on the Street-
https://www.youtube.com/watch?v=j9YY_S2-KIE

Take Action Against Distraction-
https://www.youtube.com/watch?v=XiXdYeeZC-s
Photos
Pedestrian Safety Tips

Whether your kids are walking to school, the park or a friend’s house, here are a few simple tips to make sure they get there safely.

**Teach Kids How to Walk Safely**

- Teach kids at an early age to look left, right and left again before crossing the street. Then remind them to continue looking while crossing by keeping their heads up and looking around until fully across.
- It’s always best to walk on sidewalks or paths and cross at street corners, using traffic signals and crosswalks. If there are no sidewalks, walk facing traffic as far to the left as possible.
- Teach kids to make eye contact with drivers before crossing the street.
- Children under 10 need to cross the street with an adult. Every child is different, but developmentally, most kids are unable to judge the speed and distance of approaching cars until ages 10.
- Encourage kids to be especially alert for cars that are turning or backing up.
- Teach kids not to run or dart out into the street or cross between parked cars.
- If kids are walking when it’s dark out, teach them to be especially alert and make sure they are visible to drivers. Have them wear light-or brightly-colored clothing and reflective gear.

**Take Action Against Distraction**

- Teach kids to put phones, headphones and devices away when crossing the street. It is particularly important to reinforce the message with teenagers.
- Put headphones down or turn off the volume before crossing the street.
- Be aware of drivers who may be distracted and speak up when you see someone who is in danger.
- If kids need to use a cell phone, teach them to stop walking and find a safe area to talk.

**Let Your Actions Speak as Louder as Your Words**

- Be a good role model. Set a good example by putting your phone, headphones and devices away when walking around cars.
- When driving, put cell phones and other distractions in the back seat or out of sight until you reach your final destination.
- Be especially alert and slow down when driving in residential neighborhoods and school zones. Be on the lookout for kids, walkers or runners who may be distracted or may step into the street unexpectedly.
- Give pedestrians the right of way and look both ways when crossing is too hard to spot any bikers, walkers or runners who may not be immediately visible.

All kids are hit by a car while walking every day in the U.S.
Checklist

Pedestrian Safety
Teaching Kids How to Walk Safely

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Pedestrian Safety
Taking Action Against Distraction

- Teach kids to put phones, headphones and devices down when crossing the street. It is particularly important to reinforce the message with teenagers.
- Pull headphones down or turn off the volume before crossing the street.
- Be aware of others who may be distracted and speak up when you see someone who is in danger.
- If kids need to use a cell phone, teach them to stop walking and find a safe area to talk.

Join the Moment of Silence campaign by committing to putting devices down when you cross the street. Learn how at safekids.org.
Tools and Resources

Effect of Electronic Device Use On Pedestrian Safety: A Literature Review

Tools and Resources

Advancing Pedestrian and Bicyclist Safety

A Primer for Highway Safety Professionals

Tools and Resources

Walkability and Bikeability Checklists

www.pedbikeinfo.org/checklist
Tools and Resources

A Resident’s Guide for Creating Safer Communities for Walking and Biking

www.pedbikeinfo.org/residentsguide
Tools and Resources

Pedestrian and Bicycle Countermeasure Selection Systems

www.pedbikesafe.org
Tools and Resources

NHTSA Traffic Safety Facts

Tools and Resources

Pedestrian and Bicycle Safer Journey

www.pedbikeinfo.org/pedsaferjourney
www.pedbikeinfo.org/bicyclesaferjourney
Thank you!

Questions?