



April 30<sup>th</sup>, 2018

# Reducing the Risks to Child Pedestrians



# Technical Tips



Audio is broadcast through computer speakers



If you experience audio issues, dial **(866) 835-7973** and **mute computer speakers**



You are muted



Download resources in the File Share pod (above the slides)



Use the Q & A (bottom left) to ask questions at any time



This session is being recorded

# Presenters



**Kristin Rosenthal**



**Nancy  
Pullen-Seufert**

# Poll



Please answer the poll





SAFE KIDS WORLDWIDE

# Pedestrian Safety and Distraction

Kristin Rosenthal  
Children's Safety Network  
April 30, 2018

SAFE  
KIDS  
WORLDWIDE™

# OUR MISSION

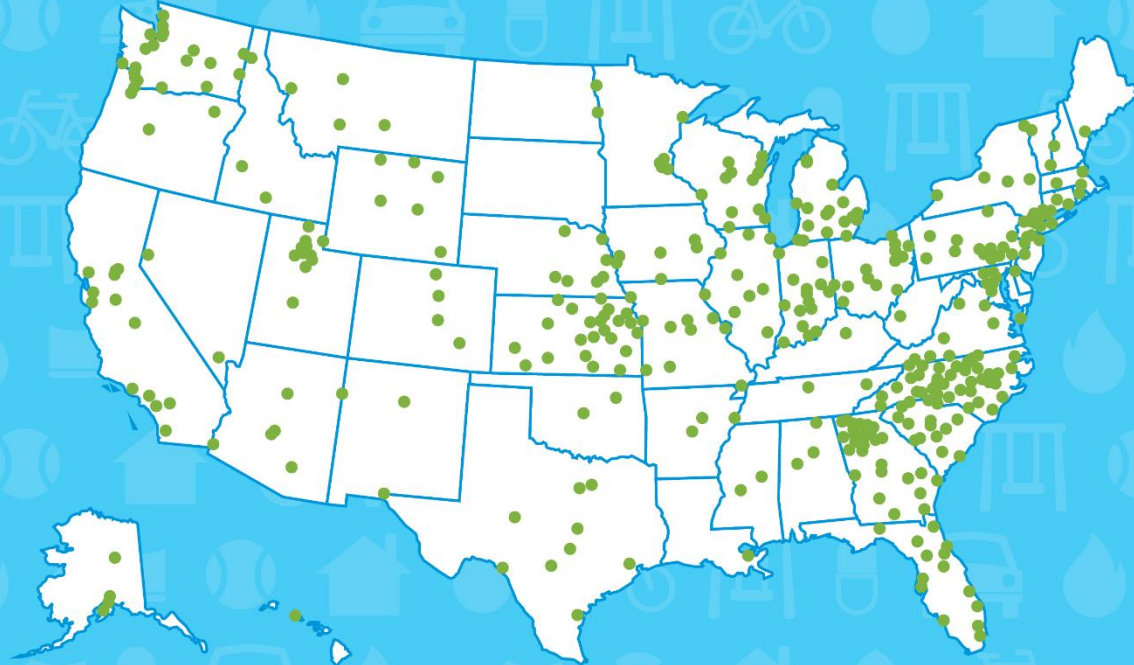
TO KEEP ALL KIDS SAFE  
FROM PREVENTABLE  
INJURIES.



# Global Network



# U.S. Network





# Our Coalitions



Safe Kids works with more than 400 coalitions in 49 states and the District of Columbia across the country.



Each coalition is led by a local organization such as a hospital, health department or community-based organization that provides staff and operational support.



Our coalitions consist of incredibly dedicated and caring volunteers.



They are nurses, police officers, firefighters, paramedics, doctors, teachers, business leaders, legislators and parents.



They go above and beyond for one common goal: keeping kids safe.



# How We Work

## RESEARCH

Collect and analyze data  
and measure impact



## ADVOCACY

Advocate for new  
and improved laws



## PROGRAMS

Reach parents, caregivers,  
children and educators



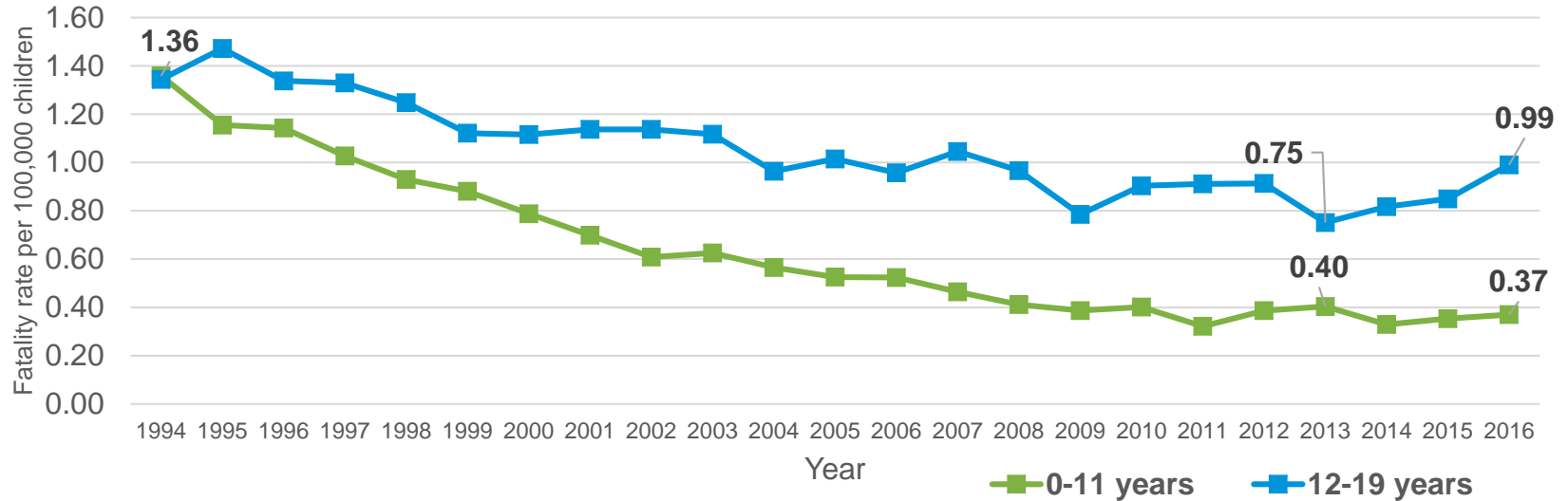
## AWARENESS

Deliver consistent,  
compelling messaging



# Child Pedestrian Rates

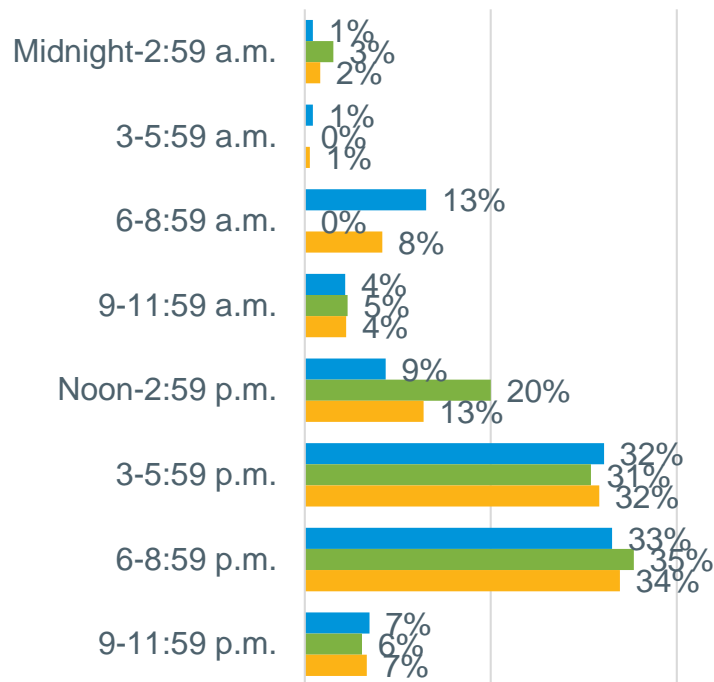
Child Pedestrian Fatality Rates Per 100,000 for 1994 to 2016



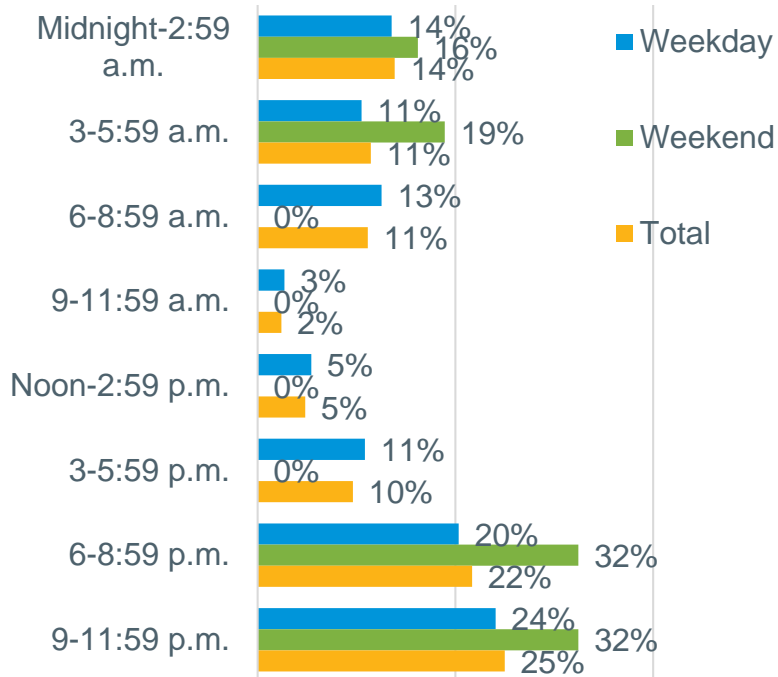
Source: National Highway Traffic Safety Administration (NHTSA), Fatality Analysis Reporting System (FARS)

# Percentage of Child Pedestrian Fatalities in Traffic Crashes, by Time of Day and Day of Week, 2016

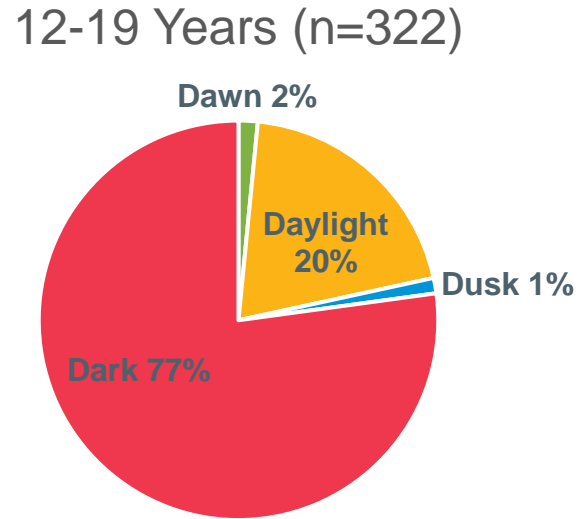
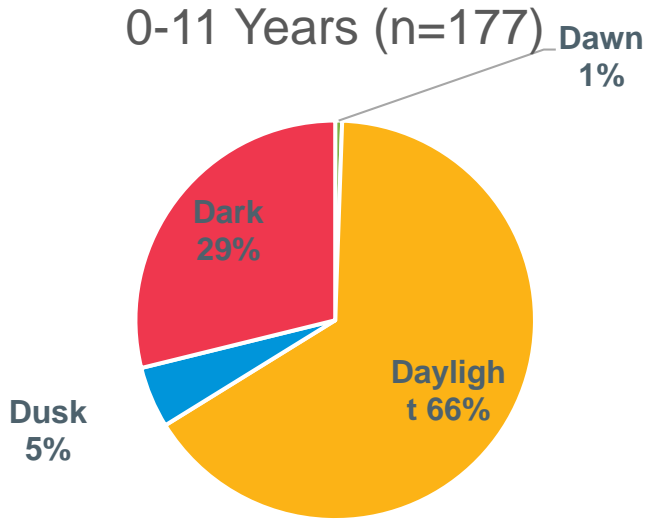
## Ages 0-11 years (n=180)



## Ages 12-19 years (N=332)



## Percentage of Child Pedestrians in Traffic Crashes in Relation to Lighting Condition, 2016



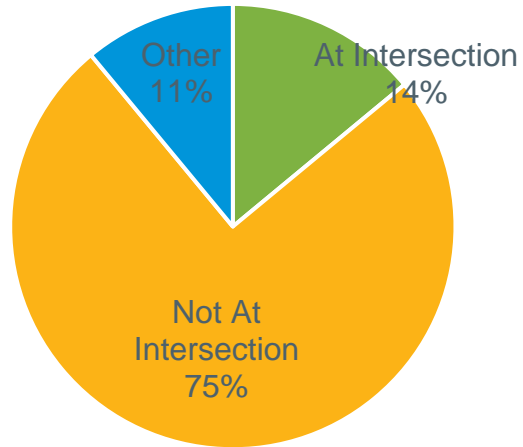
■ Dawn ■ Daylight ■ Dusk ■ Dark

■ Dawn ■ Daylight ■ Dusk ■ Dark

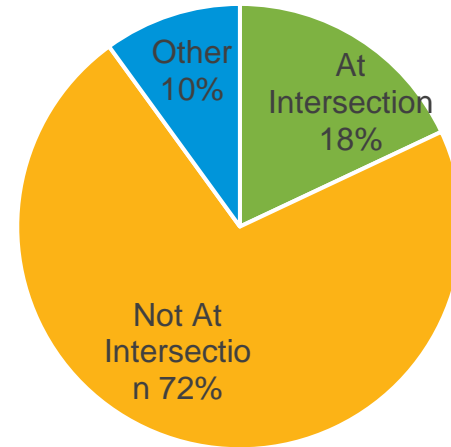


## Percentage of Child Pedestrians in Traffic Crashes in Relation to Pedestrian Location, 2016

0-11 Years (n=181)



12-19 Years (n=333)



# Walk This Way



Brazil • Canada • China • India  
South Africa • South Korea • Phillipines  
Thailand • United States • Vietnam



# Pedestrian Safety

## CHALLENGE

**514 child pedestrians** were killed in the U.S. in 2016.

On average **500 children die every day** on the world's roads.

## ACTION

**Safe Kids works in ten countries** to teach safe behavior to motorists and child pedestrians to create safer, more walkable communities.

## IMPACT

Since Walk This Way's launch, the number of child pedestrian fatalities has **decreased by 32%** in the U.S.

Since 2000, the program has reached **more than 16 million children** globally.





# Pedestrian Safety

**SAFE KIDS** Pedestrian Safety Tips  
 Everything you need to know to keep your kids safe while walking.

- 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 safely across.
  - To always have 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 always most kids are unable to judge the speed and distance of oncoming cars until age 10.
  - Encourage kids to be especially alert for cars running or backing up.
  - Teach kids not to run or dirt out bits of trash between parked cars.
  - If kids are walking when it's dark out, there is to be especially alert and make it especially visible to drivers. Have them wear a brightly colored clothing and reflector.

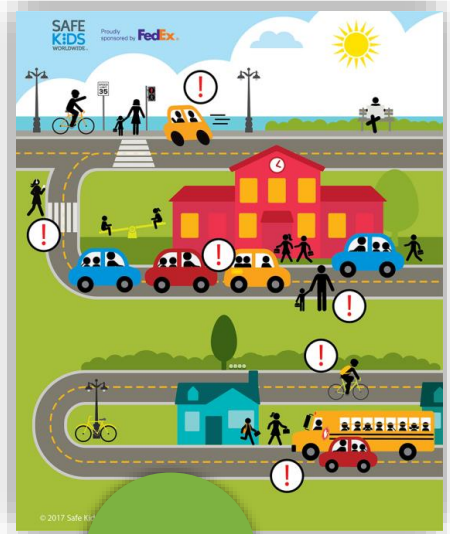
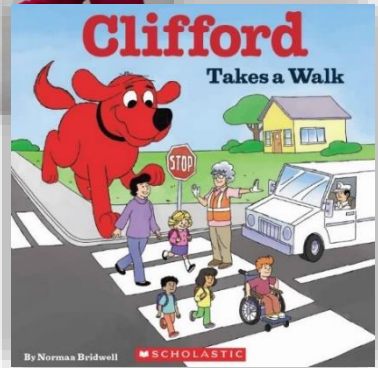
**HOW TO NOT GET HIT BY A CAR**

7 COMMON WAYS IT HAPPENS & 7 EASY TIPS TO KEEP IT FROM HAPPENING TO YOU.

1. In a high school classroom, the street while driving. **PHONES DOWN, HEADS UP WHEN WALKING.**
2. Crossing streets when they are not. **DON'T DO IT. TAKE THE EXTRA TIME TO CROSS AT THE CORNER.**
3. If you are on a sidewalk, you are not. **BE SPOT IT'S DARK OUT.**
4. When they are in a wheelchair. **LOOK UP CROSSING IN ALL DIRE.**
5. If you are on a sidewalk, you are not. **NO SECOND AT-TIME CROSSING.**
6. When they are on a sidewalk, you are not. **WATCH OUT IN PARKING.**
7. When they are on a sidewalk, you are not. **PAUSE AT EACH CORNER OF TRAFFIC SIGNS. MAKE EYE CONTACT WITH THE DRIVERS.**



Clifford Takes a Walk



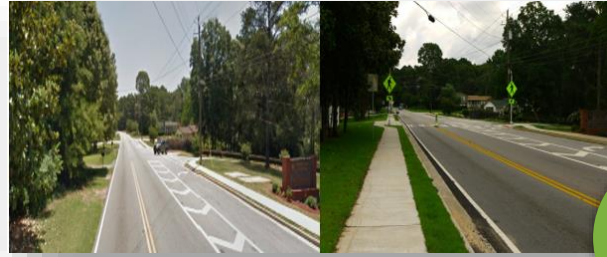
Take Action Toolkit

<https://www.safekids.org/take-action-toolkit-how-fix-unsafe-school-zone-your-community>

# Pedestrian Safety



America's  
Favorite  
Crossing  
Guard



Safe  
School  
Zones



Take  
Action  
Against  
Distraction



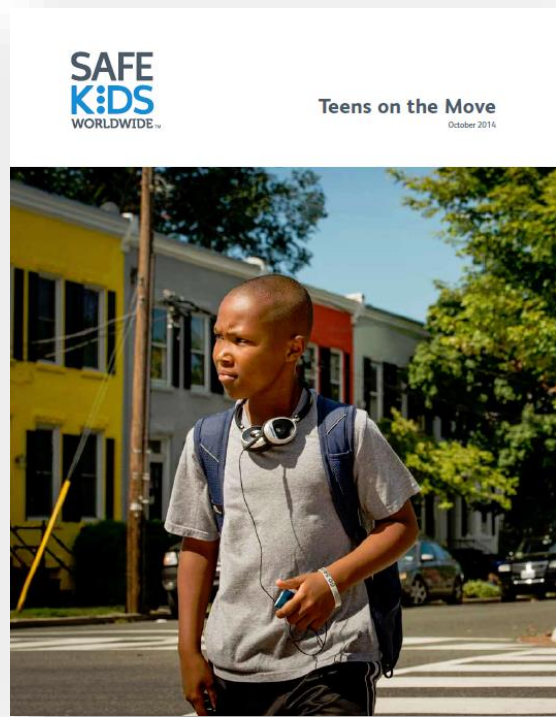
International  
Walk to  
School Day



Global  
Road  
Safety  
Week

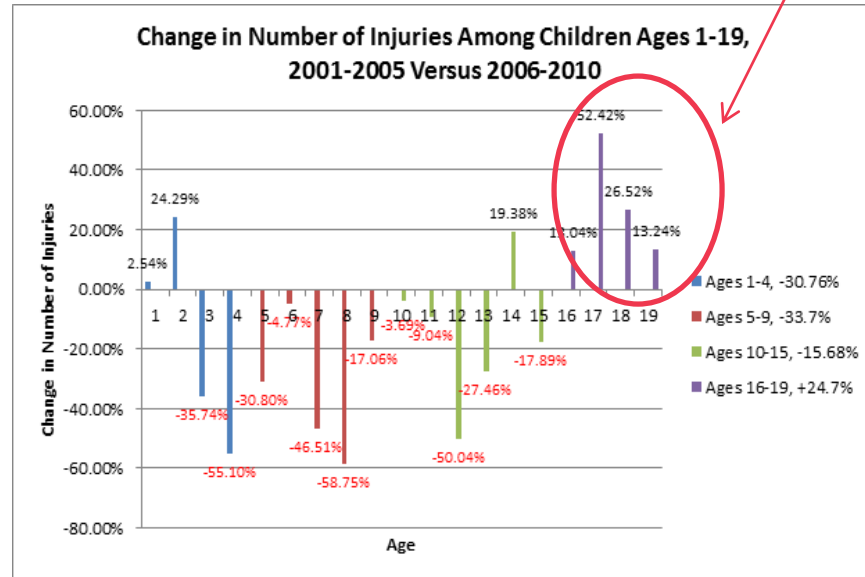
# Research

- 2012
  - 5-year Trend Report
- 2013
  - Teens and Distraction
- 2014
  - Teens on the Move
- 2015
  - Pedestrian Interactive Infographic
- 2016
  - Alarming Dangers in School Zones
- 2017
  - Take Action Toolkit



# 2012 Key Findings

- 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

One in five high schoolers and one in eight middle schoolers were observed crossing the street while distracted.



1 in 5 High School Students



1 in 8 Middle School Students

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



39%



39%

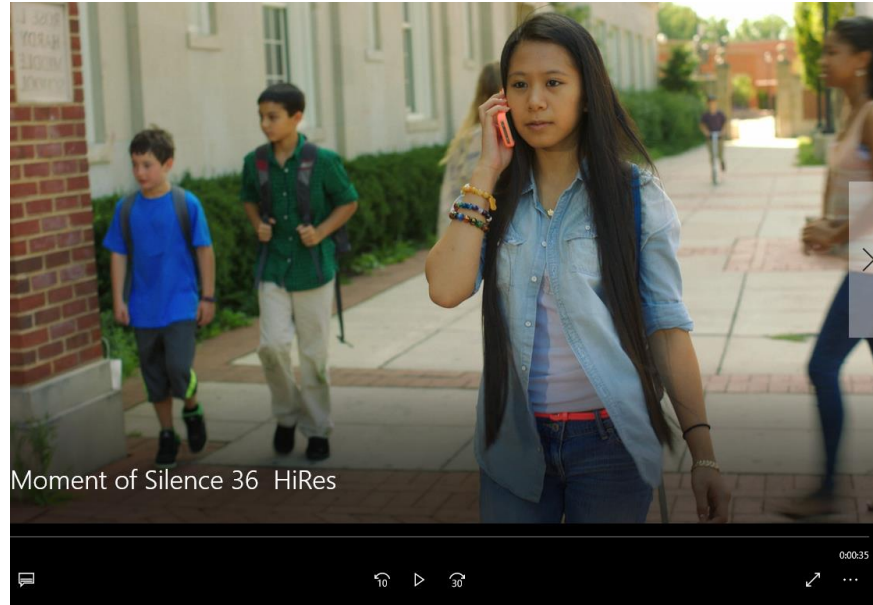


20%



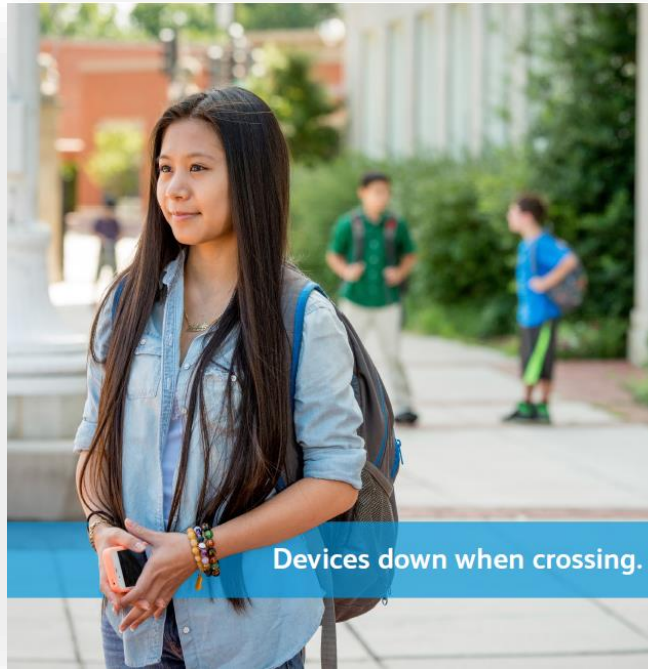
2%

# Moment Of Silence



# 2014 Report: Teens on the Move

## Distraction



# 2014 Report: Teens on the Move

## Walking in the Dark



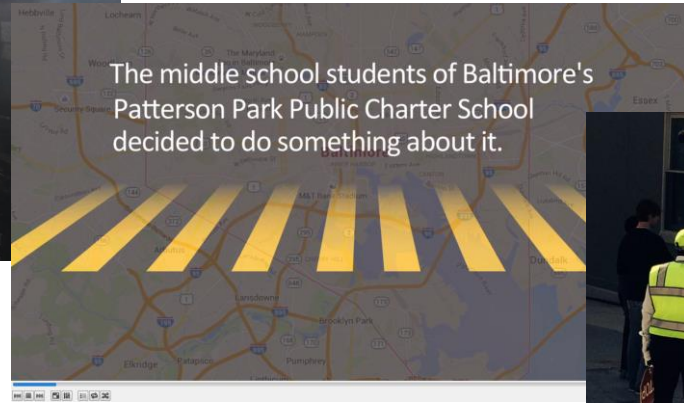


# 2014 Report: Teens on the Move

## Crossing Midblock



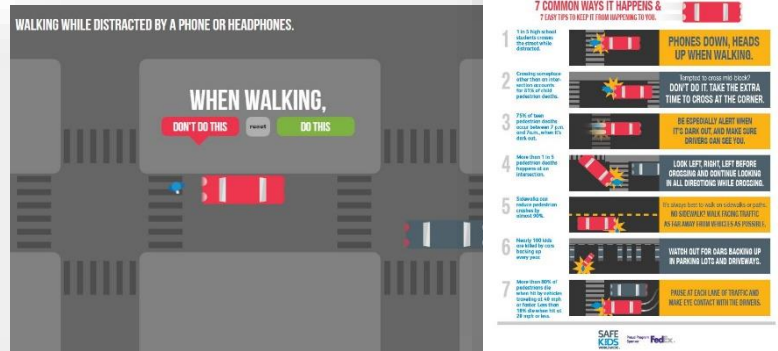
# Take Action Against Distraction



# 2015 Interactive Infographic

## 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.




# 2016 Alarming Dangers in School Zones

## The Facts About Teen Pedestrians

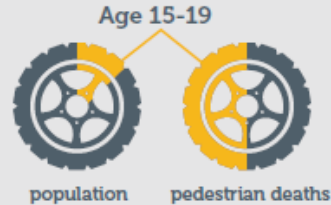
5  /week

There are 5 teen pedestrian deaths every week in the United States.



13% 

There has been a 13% increase in the pedestrian death rate for 12-19 year olds since 2013.



In 2015, while teens ages 15-19 made up 26 percent of all children ages 0-19 years, they made up about half of the pedestrian fatalities.



# 2016 Alarming Dangers in School Zones



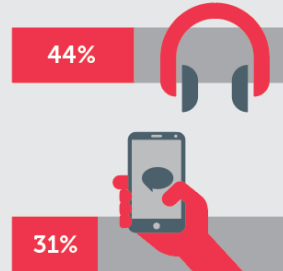
# 2016 Alarming Dangers in School Zones

We observed 39,000 middle and high school students and 56,000 drivers in school zones in 2016.

**Distracted walking is on the rise.** We observed it in 1 in 4 high school students and 1 in 6 middle school students.



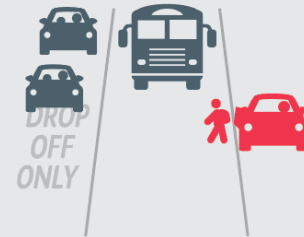
**Distracted teens** were most likely to be wearing headphones or texting.



**Unsafe street crossing** behavior was observed in about 80% of students.



**Unsafe drop-off or pick-up** behavior was observed in nearly 1 in 3 drivers.



# Call to Action

## What Communities Can Do to Protect Kids on the Move

**Install proven interventions, like crosswalks, speed limits, clear signs, and traffic lights.**

Marked crosswalks were missing in 3 out of 10 observed crossings.



**Set and enforce speed limits in school zones at no more than 20 mph.**

Low speed limits ( $\leq 20$  mph) were observed in only about 4 out of 10 school zones.



**Educate parents and students about dangerous walking and driving habits** (e.g., crossing mid-block, texting or talking on the phone.)

**Implement and enforce school drop-off/pick-up policies.**



# 2017 Take Action Toolkit





# How You Can Get Involved

## FIND YOUR SAFE KIDS

Connect with your community and join the people who truly care about keeping kids safe.



## PARTNER WITH US

Become a trusted partner and champion to help us innovate and improve how we reach parents, caregivers and kids.

## SHARE OUR RESOURCES

Help spread the word by printing our tip sheets and sharing our online resources at community events, schools, child care center and in neighborhoods.



## TAKE ACTION

Support legislation that affects how leaders approach important issues relating to child safety.



# Thank you.

**Kristin Rosenthal**

Program Manager – U.S. Road Safety

[krosenthal@safekids.org](mailto:krosenthal@safekids.org)

202-662-4460



# Vision Zero for Youth Initiative

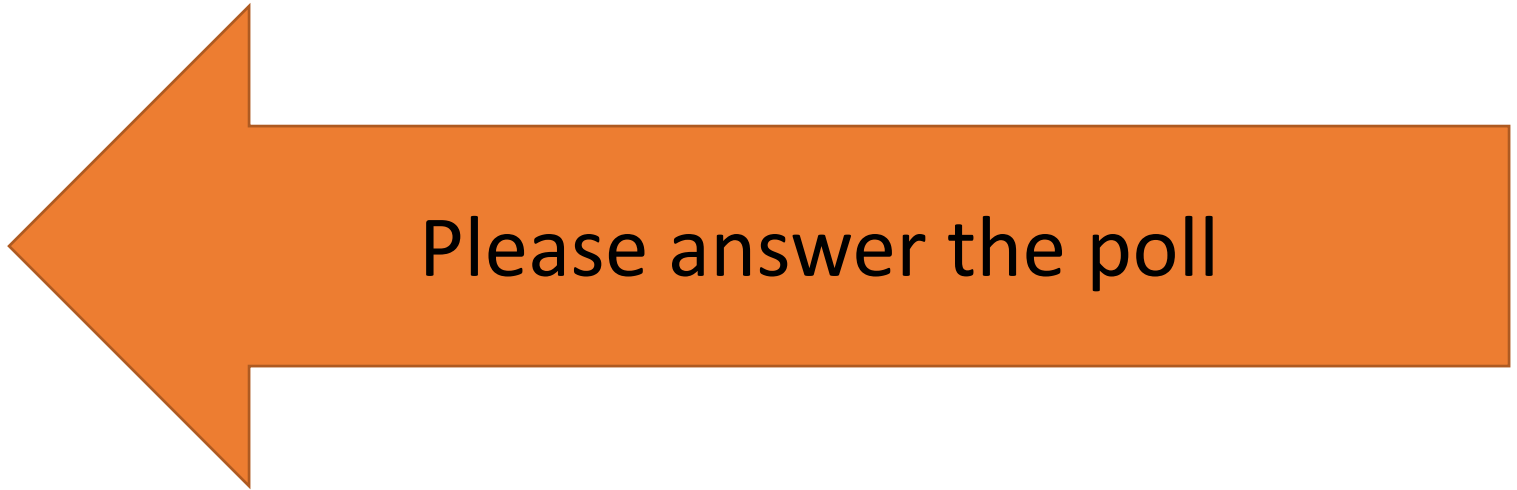
Saving lives while building healthy, active lifestyles—starting with children



Nancy Pullen-Seufert,  
National Center for Safe Routes to School



Poll



Please answer the poll



## Vision Zero for Youth Mission

1

Encourage communities to commit to creating safe places for youth to walk and bicycle. Provide a menu of ways for communities to begin to create the future they envision.

2

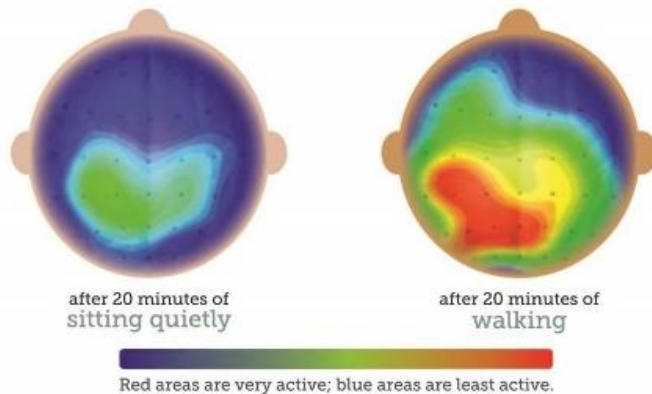
Encourage children and their families to become more healthy by being more active. Walk to School Day and Bike to School Day give the chance to celebrate walking and biking together.

## Why it matters

Children need to be active—it is good for their bodies and their brains.

physically active kids have more active brains

BRAIN SCANS OF STUDENTS TAKING A TEST:



On average, children get 16 minutes of physical activity by walking to school.

## Why it matters

Pedestrian crashes are on the rise as inactivity takes an even greater toll.



Traffic deaths in the US fell by nearly **18%** percent from 2006 to 2015.



Pedestrian deaths rose by **12%** during the same ten year period.

Physical inactivity is the fourth leading cause of death worldwide.

## Our view

1. Growing interest in Vision Zero in US cities



2. Vision Zero requires culture change in communities and organizations



3. To reach zero, there must be:

- Political will/City staff buy-in
- Public support



4. Children and youth are the right place to start





# Six-city study of Vision Zero adoption

*“Reasons we focus on children first:*

- No one wants children to be unsafe. Plus, in our city, kids will be traveling on their own by the time they’re in seventh grade; and*
- Since our schools are scattered across the city, making adjustments to school zones affects entire neighborhoods.”*

## **3 reasons why starting where children walk and bike holds promise for improving safety for everyone**

1. Diffusion Theory: Adoption of an innovation starts with “the choir”
2. Shared community value
3. Opportunity to tackle speed

# Why addressing speeds matters

## **Time to put on a spotlight on a big problem.**

*More than 112,500 people died in speeding-related US highway crashes from 2005-2014. This is roughly equal to the number who died in alcohol-involved crashes over the same period. However, speeding gets far less attention.*

*–National Transportation Safety Board*

## **Reducing speeds by even eight mph can make a big difference.**

*A pedestrian hit by a vehicle traveling at 23 mph has a 25 percent average risk of severe injury. A vehicle traveling eight miles per hour faster, at a speed of 31 mph, doubles the chance of a severe injury to a pedestrian hit by that car.*

*–AAA Foundation*

## **The need is urgent.**

*Reducing speed by design on roads where kids live, and where they walk or cycle to school, is urgent. This is a highly cost effective public health intervention, enabling exercise, reducing vehicle emissions. A proven area-wide ‘vaccine’ against serious injury. Low speeds save lives.*

*–Global Initiative for Child Health and Mobility*

# Opportunity to address speeds

Start with slowing traffic in school zones

- Speed cameras
- Road diets
- Speed humps
- Roundabouts
- Successes in New York, Chicago, and other cities

# Slowing traffic near a school: Caton Ave, NYC



Before and after traffic calming, Caton Avenue, New York City

- Urgency to act: 2014 student killed + new middle school to open
- Three blocks of corridor treated
  - New crosswalks & signals with LPIs
  - Pedestrian islands
  - Turn bays
  - Neighborhood one-way street added
  - Removed parking near crossings
  - Moved bus stop
- One year later: Total crashes down by 13%; **pedestrian injuries down by 40%**; overall injuries down by 54%



## Walk and Bike to School Days

Eagle, Wisconsin

Two events that inspire change

**Each year, these events break past participation records.**

For families, these events celebrate the benefits of walking and biking and place a focus on safety.

For local leaders, these events generate commitment for traffic safety and community quality of life.





## The launch

2016, with the 20<sup>th</sup> celebration of Walk to School Day.

We invited mayors to sign on to Vision Zero for Youth and work with a local Walk to School event to publicly show their commitment.

Washington, DC Mayor  
Bowser signing Mayors'  
Statement.

## Mayors' Statement

Mayors are encouraged to use the statement to articulate their commitment to safety. Community groups can use it to propose a proclamation, speak with media, and integrate it into public messages.

*The ability of people to safely walk and bicycle is a vital part of what makes communities thrive. We recognize that by creating opportunities for children and youth to safely walk and bicycle, we can benefit people of all ages, abilities and resources. My community is committed to work to promote safe walking and bicycling and to eliminate fatal and serious traffic crashes among all road users. Now is the time to act. We know the benefits this would bring to the health and well-being of our children, our communities, and the nation are immeasurable.*



## Impact of launch in 2016

**1,500 mayors** were invited to participate in the 20<sup>th</sup> anniversary of Walk to School Day which launched Vision Zero for Youth.

**25% of events included a mayor** or other elected official.

**65% of events led to policy or engineering changes** in their communities.

**33 mayors directly committed** to working toward a future with zero traffic deaths and a focus on youth.

# Impact in 2017

Bike to School Day set an all-time high with **3,003 schools** –**12%** increase from 2016.

A record-setting **5,600 schools** registered Walk to School Day events, a **14%** increase from 2016.

In October 2017, the first Vision Zero for Youth **Leadership Award** was presented to the City of Los Angeles.



Nancy Pullen-Seufert (left) Director, National Center for Safe Routes to School, presents award to Mayor Eric Garcetti and Seleta Reynolds (right), General Manager, LA Department of Transportation.

# Vision Zero for Youth Leadership Award

Award recognizes what a city has done and what others can do.

City of Los Angeles' work exemplifies the concept of Vision Zero for Youth and provides a model for other cities.

- Data-driven prioritization process
- Strong partnership with school district
- Traffic calming

Los Angeles' success makes us confident that Vision Zero for Youth can play a major role in reducing deaths and injuries.

Los Angeles Mayor Garcetti  
(center back) at Walk to  
School Day event.



# 2018 and approach for moving forward

- International interest
  - Mexico City
  - Toronto
  - Mayor engagement
- Grow participation in Vision Zero for Youth and related work on routes used by children and youth.
- Grow resources and support for communities.
- Grow Walk and Bike to School Day events.



# Bike to School Day May 9, 2018

**WALK & BIKE  
TO SCHOOL**

**PLAN**  
an event

**SEE**  
who's signed up

**BEYOND**  
the event

**LEARN**  
more

**REGISTER**  
sign up today!

## 2018 Bike to School Day Registration Now Open!

Strap on your helmets, raise your kickstands, and join the thousands of students, families, community partners, and elected officials all around the country who will be participating in this year's Bike to School Day on May 9.

Participants kicked off last year's ride in record breaking numbers! Thousands of students pedaled their way to school during the 2017 Bike to School Day celebration! Over 3,000 schools across the country, from D.C. to Hawaii participated.

Register now, and remember to share your event plans and photos with #BiketetoSchoolDay!



### Vision Zero for Youth

#### Your Community is Invited to Join

Brought to you by the national coordinators of Walk and Bike to School Day, [Vision Zero for Youth](#) encourages communities to focus safety improvements and slow traffic speeds where children and youth walk and bike, with the ultimate goal of benefiting all community members.

### See Who's Biking

Bike to School Day is May 9. Check out who is participating at a school near you on our [Who's Biking](#) page.



## Follow these **7** steps to plan a Walk or Bike to School Day event in **7** days:

1. Get the school's principal to approve your event.
2. Register the school's event on [www.walkbiketoschool.org](http://www.walkbiketoschool.org) to be counted among the millions of International Walk to School and National Bike to School Day participants. Registering your event will also give you access to valuable resources and promotional materials.
3. Invite students and parents to participate in Bike or Walk to School Day. If the school has an e-newsletter or listserv, use those existing communication outlets to announce your event. Visit [www.walkbiketoschool.org](http://www.walkbiketoschool.org) for posters and fliers that can easily be printed on a home computer.
4. Check the Who's Biking or Who's Walking map, [www.walkbiketoschool.org](http://www.walkbiketoschool.org), to see if there are other registered events and resources in your state. It's a quick way to find out what is already happening in your area and to identify a local contact willing to share event tips and information.
5. On the day before your event, make a reminder announcement on the school's intercom system encouraging students to walk or bicycle to school the next day.
6. Create posters or a banner that will greet students when they arrive at school on the event day. Potential phrases included, "Thanks for walking", "It's Bike to School Day", or "It's cool to walk to school!"
7. Ask students to list the Top 10 ways they got their parents to walk and bike to school with them, Top 10 reasons to walk and bike to school or Top 10 things that need improvement. Save the students' lists to get ideas for next year's event.



learn more at:

[www.walkbiketoschool.org](http://www.walkbiketoschool.org)

[www.visionzeroforyouth.org](http://www.visionzeroforyouth.org)



[Why it matters](#)

[Join](#)

[Take action](#)

[Stories](#)

A photograph of a diverse group of children walking outdoors. In the foreground, a young girl with blonde hair and a purple flower in her hair smiles. Next to her is a boy in a red jacket. Other children are visible in the background, some wearing backpacks. The scene is set outdoors with snow on the ground.

# VISION ZERO FOR YOUTH

## Communities creating safer streets starting where youth walk and bike

Around the world, communities are committing to eliminating traffic fatalities and serious injuries, with an approach called Vision Zero. A growing group of these cities is focused on improving safety in school zones and other places where children and youth walk and bicycle.

Vision Zero for Youth recognizes that starting with youth can be the catalyst to build community support for Vision Zero, and that Vision Zero should include a focus on youth.

# Thank you!

For more information:

**[Saferoutesinfo.org](https://saferoutesinfo.org)**

**[Walkbiketoschool.org](https://walkbiketoschool.org)**

**[Visionzeroforyouth.org](https://visionzeroforyouth.org)**

Email:

**[info@visionzeroforyouth.org](mailto:info@visionzeroforyouth.org)**





# Questions?



Please enter your questions in the Q & A pod

# Thank you!

Please fill out our evaluation: <https://www.surveymonkey.com/r/F3SHPJ6>



[krosenthal@safekids.org](mailto:krosenthal@safekids.org)

**Kristin Rosenthal**



[info@visionzeroforyouth.org](mailto:info@visionzeroforyouth.org)

**Nancy Pullen-Seufert**

Visit our website:

[www.ChildrensSafetyNetwork.org](http://www.ChildrensSafetyNetwork.org)