

Safe Kids Pedestrian Safety Programs



Accidental Injury in the U.S.

- Leading cause of death among children ages 1 to 14.
- More deaths than from cancer, heart disease and SIDS.
- One of every five U.S. children will need medical attention for an accidental injury this year.



The Solution

- Safe Kids Worldwide is a grassroots organization with
 - 16 member countries
 - more than 400 state and local coalitions



Safe Kids Worldwide Mission

Safe Kids Worldwide leads coalitions of community partners to prevent accidental death and injury to children ages 14 and under. We empower families and communities to:

- Educate adults and children
- Create safe environments
- Conduct research and
- Advocate for effective laws

Safe Kids Greater Sacramento Mission

SAFE KIDS Greater Sacramento seeks to prevent death and unintentional injury to children ages 14 and under through community collaboration and education.

Leading Unintentional Injury Mortality Risks

Infant	1-4 yrs	5-9 yrs	10-14 yrs
1.Sleep Related (*+/-79)	1.Drowning (22)	1.Drowning (4)	1.MVO (6)
2.Other Inj (3)	2.Pedestrian (6)	2.Other Inj (4)	2.Pedestrian (5)
3.Drowning (2)	3.Other Inj (5)	2.MVO (2)	3.Drowning (4)
*SIDS/suffocation Undetermined		2. Burn (2)	

Source: SAC County CDRT 2002-2006

Ranking

1
2
3
4
5
6

Leading Injury Risks Sacramento's Children

	Birth to 1	1to 5 yrs	6 to 11yrs	12 to 17 yrs	Total
1.Unintentional Fall	89	566	600	533	1,788
2.Unintentional MVT, Occupant	26	153	167	625	971
3.*All Assault	48	36	30	354	468
4.*All Bicycle	1	42	162	244	449
5.UnintentionalOther	80	176	74	114	444
6.*All Pedestrian	4	139	118	164	425
7.Unintentional Struck by Object	10	86	99	197	392
8.Unintentional Poisoning	25	219	40	105	389
9.*Suicide	0	1	12	356	369
10.Other Late Effects	9	62	99	196	366

Source: CA Dept. of Public Health/ Epic

Safe Kids Sacramento Injury Prevention

- Safe Kids Buckle Up
- Drowning Prevention
- Bicycle Safety
- Pedestrian Safety
- Home Safety
- Fire Safety
- Health Fairs



Pedestrian Safety Activities

- Photo Journalism Project
- Walk to School Day
- Halloween Safety
- School Safety Committee
- Infrastructure Grants
- Write Safe Routes to School grants
- State Conference presentation
- National Webinar Presentation
- Partner with WalkSacramento



Coyle Avenue - 2007

- San Juan Unified School District
- K-Kids club
- Student Assemblies
- Safe Kids Sponsored IWTSD and year round walking program
- Walk Audit
- Parent Survey/ Student Survey
- Wrote SR2S grant
- New parking lot

Walk to School Day 2008

- 3 Schools- 3 year round walking programs
- 320 volunteer hours
- 2155 Children Educated
- 80 non-English speaking parents educated
- Walkability Surveys to 1500 parents
- SK- \$4779 to schools
- SK in-kind- \$600 to schools
- Fed-Ex-\$2235 to schools



Carroll Elementary

- Elk Grove School District
- 1020 students: 14% ELL / 37% low SES
- PTA mom started with IWTSD 2007
- Safe Kids awarded incentive for year round program
- Met with City Planners
- New signs and striping

Pacific Elementary

- Sacramento City Unified School District
- 605 students:75% ELL /93% low SES
- Healthy Start Coordinator
- Walk Audit 2006
- Federal SRTS infrastructure grant awarded 2007
- Safe Kids awarded incentives for year round program
- Pedestrian Assembly for parents
- Averaged 288/605 students walking

Deterding Elementary

- San Juan Unified School District
- 523 students: 6% ELL / 27% low SES
- Girl Scout Troop – Bronze Award
- Safe Kids Photojournalism Project
- Safe Kids awarded incentives for year-round program
- Averaged 251 students walking
- Applied for SRTS grant

Safe Kids Photojournalism

- Girl Scout Bronze Award
- April 2008 – Education
 - Pedestrian Education to Girl Scouts
 - Photography Education to Girl Scouts
- May 2008- Walk Audit
 - FedEx/Girl Scouts/Safe Kids/WalkSacramento
 - Girls take pictures and write paragraphs
 - 1 picture and paragraph picked for world wide pedestrian safety exhibit
 - www.safekids.org/walk

Involve Students

- Walkability Assessments



Pick-up on Stanley



Ditch on California

School and CHP

- Principal contacted CHP for drop-off/pick-up procedures
 - Cones
 - New no left turn in or out of school

Walk to School Day 2008

- Girls Scout Troop 2706
 - Made Posters
 - Stuffed goodie bags
 - Invited dignitaries
 - Solicited donations
 - Planned breakfast
 - Recruited volunteers
 - Coordinated WTSD

Walk to School Day 2008

- Safe Kids presents 3 assemblies to students
- PTA advertises in newsletters
- Principal all call parent reminder
- Announcement on School Marquis
- FedEx sponsors Pedestrian Survey to Parents and provides volunteers

FedEx Produced Fliers

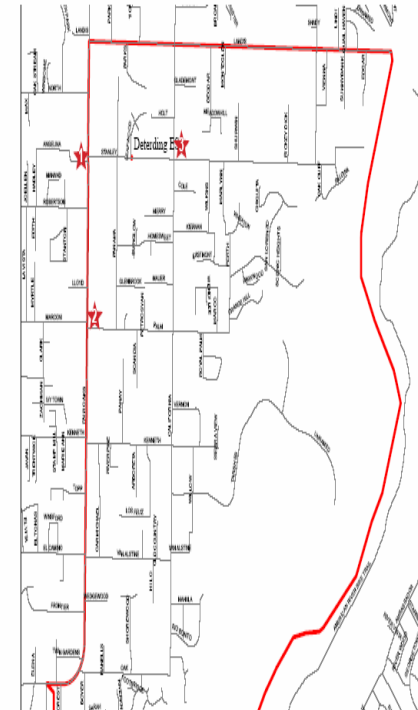
Walk to School Day October 8, 2008

- ▶ We're kicking off Walk to School Days at Deterding Elementary.
- ▶ Meet up with a walking school bus at one of the designated drop-offs.
 - 7:15 AM for children who eat breakfast at school.
 - 7:25 AM for Kindergartners
 - 7:35 AM for all others.
 - Look on the back to find a map with drop-off locations.
- ▶ You can either:
 - Walk to school with your child or
 - Drop your child off to be walked to school by parent volunteer or Safe Kids Greater Sacramento and FedEx representatives.
- ▶ All children participating on October 8th will receive a free goodie bag.
- ▶ Let's see how many Deterding Dolphins we can get walking to school!



Drop-Offs for Walk to School

- ★ Bank of America
- ★ Sher-e-Punjab
- ★ Corner of Stanley & California
(in front of church)



Involve Parents/Collect Data

Parent Survey - 52 % completed

Return by October 8th to be entered into a drawing for a \$50.00 Safeway Gift Card.
The class with the highest percentage of surveys completed by October 8th will get a pizza party.

Coyle Avenue Safe Routes to School Parent Survey

1. Please provide the gender, age and grade of each of your children attending our school.

Gender M F	Gender M F	Gender M F
Age _____	Age _____	Age _____
Grade _____	Grade _____	Grade _____

2. In your opinion, do you live within walking distance to the school? (circle one)

- a. Yes
b. No

3. About how far do you live from the school? (circle closest answer)

- a. 1/2 mile or less
b. 1/2 mile to a mile
c. between 1 and 1-1/2 miles
d. over 1-1/2 miles

4. How does/do your child/ren get to school in the morning? (circle one)

- | | |
|---------------|------------------------------|
| a. School Bus | e. Bike |
| b. Car | f. City Bus |
| c. Car Pool | g. Other (please list) _____ |
| d. Walk | |

5. How does/do your child/ren get home in the afternoon? (circle one)

- | | |
|---------------|------------------------------|
| a. School Bus | e. Bike |
| b. Car | f. City Bus |
| c. Car Pool | g. Other (please list) _____ |
| d. Walk | |

6. If your child/ren walk or bike to school, please list the primary streets they use to get to and from school.

List Streets: _____

7. How do you feel about the following statements pertaining to the walking and biking conditions in your neighborhood? (Check one box per each question)

	SA Strongly Agree	MA Middle Agree	N No Opinion	MD Middle Disagree	SD Strongly Disagree
a. There are too many high-speed vehicles in my neighborhood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. There are high amounts of vehicle traffic in my neighborhood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. There are broken sidewalks in my neighborhood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. There are gaps in the sidewalk network in my neighborhood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. There is poor lighting in my neighborhood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. There is a crime problem within my neighborhood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

j. School education programs on walking and biking safety.

k. Please write below any additional factors that influence your decision to allow your child to walk or bicycle to school. Feel free to attach additional pages for your response as needed.

10. Traffic safety education programs are a primary component of the safe routes program. Below is a list of potential programs that could be developed at your school. Please check ones that you would like to learn more about.

- a. The Walking School Bus (walking to /from school with an adult supervising a group of children).
b. Contacting parents and updating them on the Safe Routes Program.
c. Becoming an adult member of the Walking Wednesday Team.
d. "Safety Post" program, where parents or other adult volunteers remain present at various locations during AM and PM travel times.
e. Providing a "safe house" for children who may need assistance.
f. Help organize the "Walk Our Children to School" event.
g. Not interested in helping at this time, but would like updates.
h. Other, please list ideas below. Attach additional pages for your response as needed.

11. Please list below the nearest street intersection next to your home.

If you would like to be contacted about the volunteer opportunity checked above, please provide your name and telephone number or email address.

Name _____ Telephone _____ E-mail _____

- I would like more information about the *Safe Routes to School Program*.
 I would like more information about the *Walking Wednesday Program*.

To be entered into a drawing for a \$50.00 Safeway gift card, please return this survey to your child's teacher by October 8th, 2007.

Thank you for your help and support!

If you have any questions about this survey, please call Sanja Atkins at 916-864-5684.



Third Thursday Program

Incentive Schedule 2008-2009

October 08: Bicycle Blender Smoothie Party

November 08: Temporary Tattoos

December 08: 5 minute extra recess

January 2009: Stickers

February 2009: Flip Flop erasers

March 2009: Mix of tattoos, stickers and erasers

April 2009: Bicycle Blender Smoothie Party

3x = water bottle

6x = T-Shirt

Third Thursday Program



Walk to School This Thursday

Let's Turn This **Drop Off Locations** Into This
7:15-7:35



Proud Program Sponsor



Data Collection

- Walkability Audits
 - Driver Behavior
 - Sidewalk conditions
 - Crossings
 - Neighborhood barriers
- Bike Audit by SABA

Data Collection

- Parent Surveys — (52% return – gift card)
 - 41% believe they live w/in walking distance
 - 92% of kids arrive by car
 - 78% stated high amount of traffic
 - 59% reported gaps in sidewalks
 - 69% said too dangerous to let kids walk or bike to school
 - 88% said clearly marked walking and biking paths were important in influencing decision to allow child to walk
 - 87% said continuous sidewalks from home to school were important

Data Collection

- Crash Data
 - Local Law Enforcement
 - CHP
 - Walking Advocates
 - DOT Pedestrian/Bicycle Plan
 - Principal/PTA/Front Office

Data Collection

- Ongoing transportation projects
 - Sidewalk infill
 - Bike lane striping
 - Other Safe Routes to School
 - Road improvements

Video Walk Audit

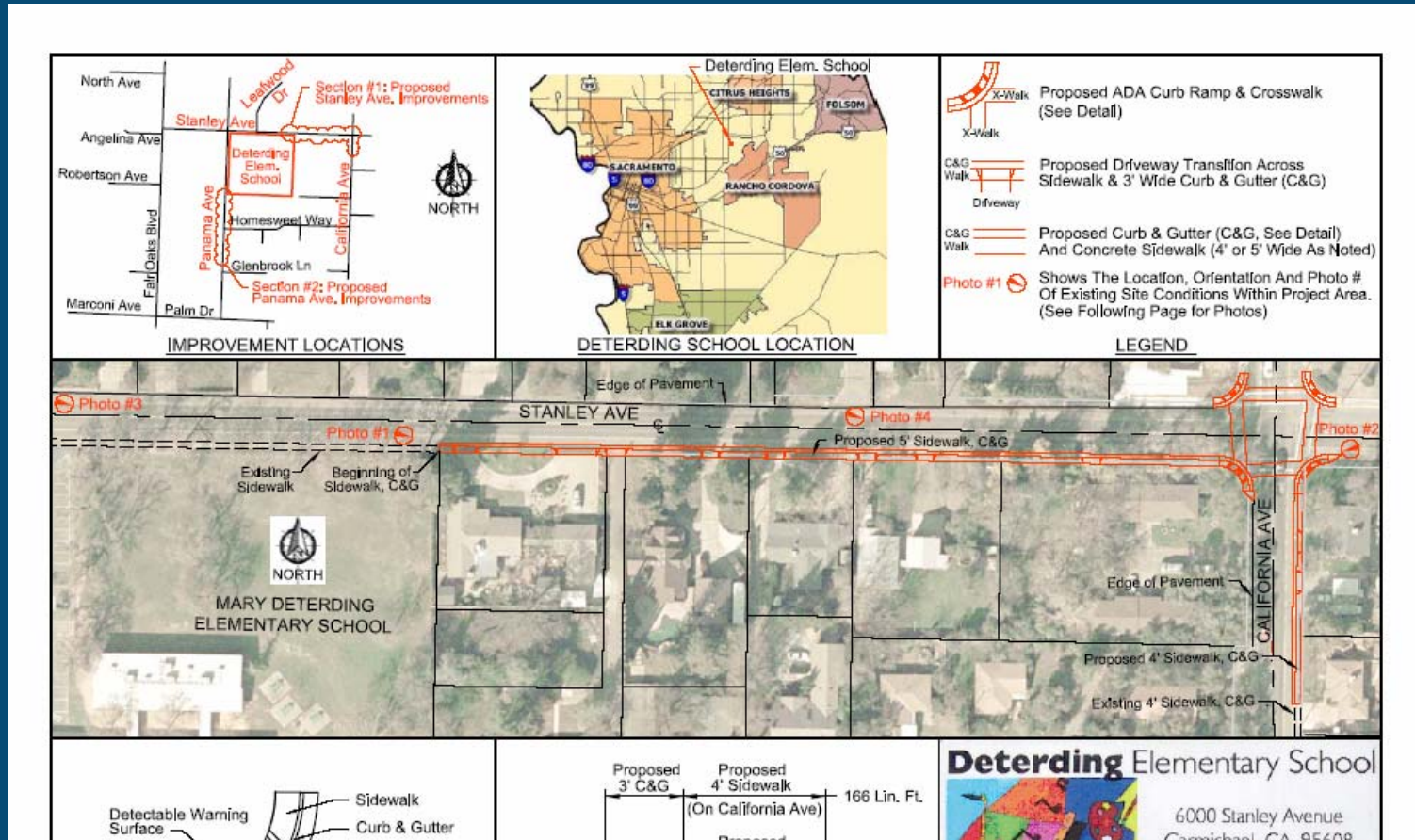
- WalkSacramento/County DOT/SJUSD/
SafeKids/Girl Scouts



Use Results to Build Program

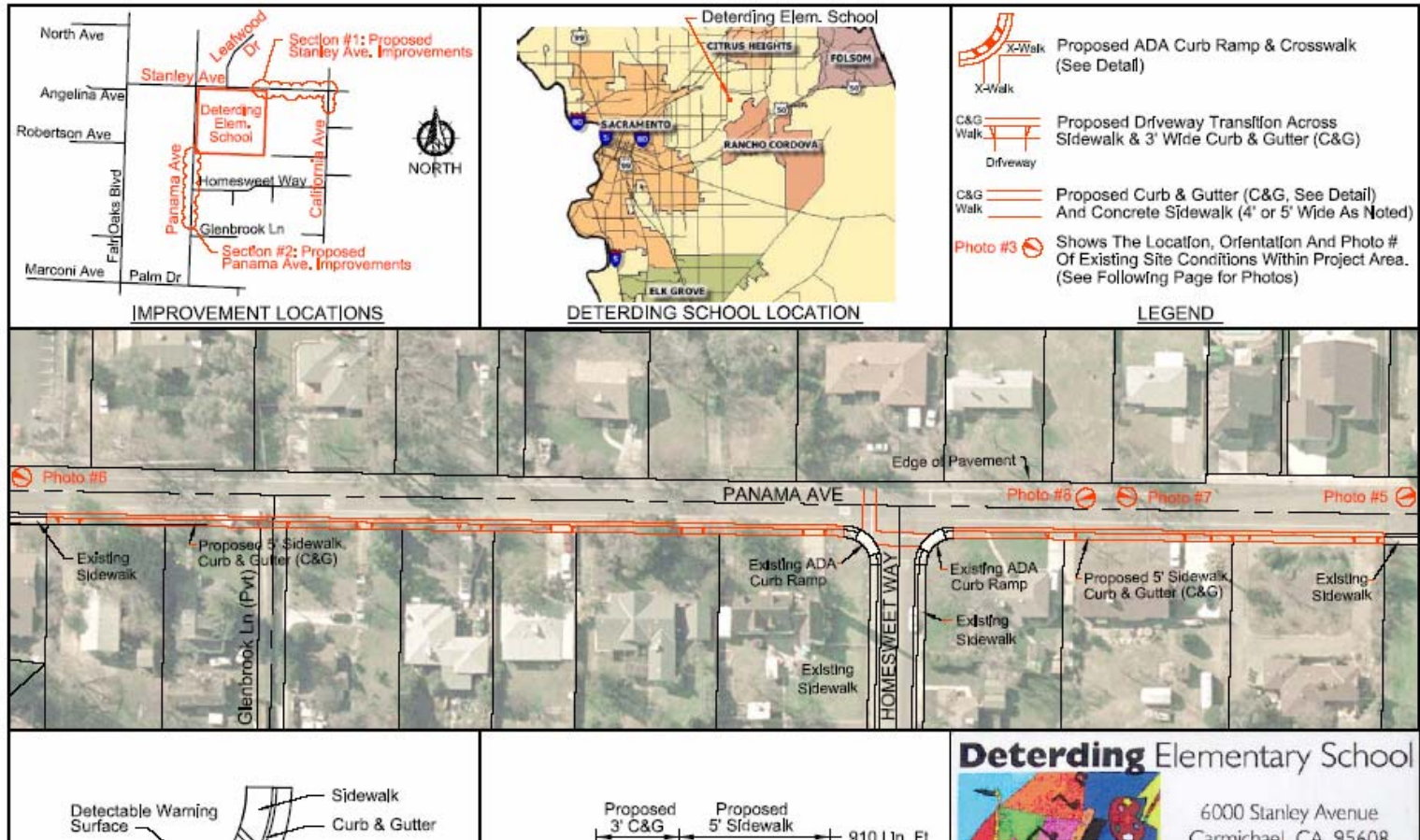
- Work with Sac County DOT to apply for Safe Routes to School
 - California -2009
 - Federal -???
- Present to Carmichael Community Council
- Present to Girl Scout Council Leaders

Deterding Recommendations



Stanley/California

Deterding Recommendations



Panama

Resources

- Sonja Atkins, Safe Kids, Mercy San Juan
Sonja.Atkins@chw.edu, 916-864-5684
- www.walksacramento.org
- www.usa.safekids.org
- www.saferoutesinfo.org
- www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes