How-to-Develop a Pedestrian Safety Action Plan

Education Strategies
Learning Objectives

_GAIN understanding of pedestrian education needs (what) and strategies (who, when, and how)_

Learn ways to integrate education strategies in your Pedestrian Safety Action Plan
Education – Enforcement – Engineering

.autoconfigure – 4 E’s approach–

Synergy - Each makes the other more effective

“Right design invites right use”
Education Overview

- Link between E’s
- Determining and targeting audiences
- Key messages that make a difference
- Effective strategies to deliver messages
Examples of Successful Education Programs
“Willy Whistle” Education Campaign

Target Audience:
¬ Children ages 4 to 7

Message:
¬ How to look before crossing the street and safely cross midblock

Success:
¬ Dart-out ped crashes involving 4-6 year old children decreased by approximately 30%

(Blomberg et al., 1983)
“And Keep on Looking” Video

Target Audience:

- Children 4th thru 7th grades

Successes:

- Increase in safe street crossing knowledge for children aged 9 to 12 in Seattle, Washington
- Over 20% reduction in ped crashes for children aged 9 to 12 in Milwaukee, Wisconsin

(Preusser and Lund, 1988)
“Walk Safe Miami”

↔ Ped safety program consists of education, enforcement and engineering measures in Miami-Dade County

▪ Included child pedestrian education program “Walk Safe Miami”

↔ Success:

▪ County-wide pedestrian crashes reduced by 8 to 12%
▪ Child pedestrian crashes county-wide decreased 22%
Components For Success

- Combine and coordinate with planning, engineering, and enforcement measures
- Use short- and long-term efforts
- Supplement informational programs with opportunities to put learning into practice
Education-related Problems

Some problems education can address:

➤ Pedestrians don’t understand/activate signals

➤ Children don’t know how to cross streets safely

➤ Pedestrian crashes due to drinking and walking
Education-related Problems

Some problems education can address:

- Drivers don’t yield to pedestrians in crosswalks
- Motorists speeding
- Drivers don’t consider non-motorized modes of travel
- Designers/engineers don’t use ped-friendly designs

Left-turning vehicle fails to yield to pedestrian
Goals of Education

Should be specific, measurable, and address identified problems
Who Needs Educational Messages?

- Pedestrians – all ages
- Drivers
- Commuters, employees
- Elected officials, decision-makers
- Transportation officials and designers
- Neighbors
Developing Educational Messages

Messages need to be specific about behavior change:

- “Be Alert” and “Be Safe” is not enough
- Be descriptive: “Look for cars at driveways”
Developing Educational Messages

Messages need to be realistic:

- Telling someone to “cross at a crosswalk” won’t help if the crosswalk is a mile away
- Engineering changes may need to be made first
Targeting Specific Audiences

Must consider:

- What is the best way to reach audience?
- When and how should audience receive information?
- Are there demographic factors to consider - language and cultural sensitivities?
Common Education Messages

Road users

- Be visible and vigilant
- Focus on personal safety
- Obey traffic laws

Commuters and Employees

- Encourage carpool, transit, non-motorized transport
Common Education Messages

⇒ Decision-makers
  - Support polices, programs, and projects that promote walking

⇒ Neighbors
  - Keep sidewalks clear
  - Go for a walk
Educating Children

They are:

- Overrepresented in pedestrian crashes
- More vulnerable in crashes
- Less likely to understand how to cross safely
- Less able to judge traffic or understand signals
Educating Elementary and Middle School Children

Education campaigns teach children about safe practices.

Teach skills early:
- Children need to learn & practice safety skills right away.
- These are life-long skills.
Educating Elementary and Middle School Children

Begin with young children:

- Children K-2 should cross with an adult
- Children don’t develop the cognitive ability to cross streets on their own until 3rd or 4th grade (around 10)
- Parents are the best judge of when their child can cross alone
Key Messages: Crossing Safety

Children need to know where and how to cross:

- Stop at the curb or edge of the road, every time
- Before crossing: look left, right, left & over shoulder
- Keep looking as you cross Walk straight across the road, obey signal if there is one
Key Messages: Crossing Safety

Children need to know where and how to cross:

⇒ Don't cross where drivers can’t see you: between parked cars or bushes, behind or right in front of buses
Strategies for Elementary School Children

The Safe Routes to School Guide suggests:

- Assemblies, classroom and physical education lessons
- Parent involvement at-home
- Structured skills practice
- Traffic safety quizzes, games, coloring and activity books
Example: Maryland Statewide Education Curriculum

Comprehensive, hands-on K-2 curriculum:

- Series of lessons and skill training
- Has reached over 7,000 students at 10 schools
Strategies For Middle School Children

- Relate messages to issues such as fitness and independence
- Organize a student committee to address problems
- Use multimedia to convey messages
  - Music, video games, and computer software
  - Web sites like California’s www.radrider.com
Example: SRTS mapping in Detroit, MI

“Mapping out a Safer Community” students use GIS to study neighborhoods near their school and identify concerns

Program strategies:

- Put students in control
- Integrate walking in a subtle way
- Make use of technology
Educating High-School and College-Age Students

High-school students are less likely to walk:

- High schools may be too far or unsafe to walk to
- Students enjoy new driving privileges

College-age students are more likely to walk/bike:

- Parking may be limited
- Car-ownership is expensive
- Generally more physically fit than other age groups
- Tend to take more risks
- Alcohol can be a problem
Key Messages For High-school and College-Age Students

Reasons to walk or bike:

⇒ Save money and the environment
⇒ Avoid vehicle parking hassles
⇒ Stay healthy
Key Messages For High-school And College-Age Students

- Cross at marked crosswalks or intersections
- Observe signals
- Yield to cars and bicyclists if not in a crosswalk
- On roads without sidewalks, walk or jog facing traffic
- Avoid cell phone use when crossing streets or driveways
Strategies for High-School and College-Age Students

- Relate messages to their concerns about health and environment
- Use student peers to relay messages
- Develop partnerships with student organizations and school departments/offices
- Distribute materials at campus and school events
- Give incentives - students love free stuff!
Example: Mayor Daley’s Junior Ambassadors

Summertime bicycle education

- Team of teenagers who work with the Chicago Bicycling Ambassadors to spread bicycle safety messages
- Many events (Chicago Park District day camps) focus on peer-to-peer education
- To become Junior Ambassadors, teens complete a 16-week after-school bicycle safety & repair class
Key Messages for All Pedestrians

- Make yourself visible to drivers, especially at night (flashlight, retro-reflective material)
- Look (left, right, left, over shoulder) before cross
- Look for cars turning and at driveways
US DOT Pedestrian Safety Campaign Materials

- Includes video, radio PSAs, posters, brochures, press releases, sample articles, materials in Spanish
Strategies for Adult Pedestrians

- Incorporate messages into public relations efforts
- Include safety messages in maps
- Host agency web-site
Educating Seniors

⇒ Overrepresented in pedestrian crashes

⇒ Higher risk of fatality if hit

⇒ Diminishing abilities - slower walking speed, reduced vision, slower reflexes
Key Messages for Seniors

⇒ Pick route with fewer difficult crossings
Key Messages for Seniors

- Pick route with fewer difficult crossings
- Watch for turning cars
Key Messages for Seniors

- Pick route with fewer difficult crossings
- Watch for turning cars
- Cross intersections slowly but safely
- Understand signals and wait for a “fresh” green light
Strategies for Seniors

Work with organizations that have a strong network:

- AARP
- Community centers
- United Seniors Walkable Neighborhoods for Seniors Project
- YMCA: Silver Sneakers older adult fitness program
Strategies for Seniors

Initiate campaigns in targeted settings

⇒ Retirement communities

⇒ Healthcare clinics/hospitals

⇒ Libraries

⇒ Churches
Example: Walk Wise, Drive Smart campaign

⇒ Aims to create more pedestrian-friendly environments for seniors in Hendersonville, NC
Example: Walk Wise, Drive Smart campaign

Program includes:

- Educational workshops
- Walking audits
- Events: National Active Aging Week
- Partners: AARP

http://www.walk-wise.org/
Educating Drivers

Many motorists aren’t looking for pedestrians
Key Messages for Drivers

➔ Always watch for pedestrians, especially turning left or right; stop completely
Key Messages for Drivers

- Obey speed limit; avoid aggressive maneuvers; avoid distractions such as cell phones
Key Messages for Drivers

⇒ Yield to pedestrians - stop BEFORE crosswalk!
Key Messages for Drivers

Avoid multiple threat: never pass a car that may be stopped for pedestrians
Key Messages for Drivers

▫ Kids trust drivers to “do the right thing”
▫ Never wave someone across the street: you can’t be certain no other cars are coming
Strategies for Drivers

1. Plug into local media; take advantage of existing resources
2. Distribute driver & pedestrian safety material together:
   - Maps, brochures, bumper stickers
3. Couple education with enforcement
4. Add pedestrian safety information to traffic publications
5. Use engineering treatments to alert drivers to pedestrians
Examples

- Portland: “I Brake for People” Campaign
- FHWA: Stop for Pedestrians: Think of the Impact you Could Make
- NHTSA: 2007 Speed Campaign Toolkit
- Street Smarts Campaign
Educating Drivers and Pedestrians about Alcohol

Alcohol is a factor in many pedestrian deaths:

- 1/3 of pedestrians killed in traffic crashes had been drinking
- Drunk drivers frequently hit and kill pedestrians
Alcohol Is a Complex Issue

It requires a multi-faceted approach:

- Education
- Engineering improvements
- Law enforcement (public intoxication, DUI)
- Educating point-of-sale personnel about dangers of over-serving
- Amending laws related to alcohol issues:
  - Availability of alcohol, rights of officers
- Working with public health officials
Key Messages Related To Alcohol

Motorists:

- Do not drive impaired
- Watch for unexpected movements by pedestrians
Key Messages Related To Alcohol

Pedestrians:

⇒ Alcohol affects balance, judgment, alertness, coordination

⇒ If you plan to walk:
  - Limit how much you drink
  - Be visible
  - Have a friend escort you home
Example: Queensland Transport’s Public Education Campaign

- Promote pedestrian safety during 2000 Olympics
- Used PSA’s, news releases, fliers, coasters, and T-shirts (worn by bar staff) to educate drinkers
- Partnership with hoteliers & restaurants
Educating Commuters

- More people walking = safety in numbers!
- 40% of US trips are 2 miles or less
- More than 25% of all trips are under a mile
  - Of all trips under a mile only 25% are taken on foot
Key Messages for Commuters

- Consequences of driving:
  - Congestion
  - Crashes and fatalities
  - Pollution
  - COST

- Benefits of walking

- Feasibility of walking
Strategies for Commuters & Employees

- Develop Transportation Demand Management (TDM) programs and policies
  - Organized by employers, communities, local agencies
  - Educate road users about commute choices
  - Provide incentives

- Include information on safe walking and driving in company or agency traffic safety program

For other strategies to promote walking, visit:
http://www.walkinginfo.org/promote/strategies.cfm or
http://www.vtpi.org/tdm/index.php#incentives
Example: Portland SmartTrips

- Individualized marketing program to reduce drive-alone trips; includes info packet, maps, and organized activities

- Success tracked through surveys and performance measures

- 9 to 13% reduction in drive-alone car trips and increase in other modes

For details: http://www.walkinginfo.org
Educating Elected Officials, Decision-Makers, Transportation Officials, Designers

⇒ An effective program must go beyond educating the general public
Who To Include?

- Employees: anyone driving official vehicles
- School officials
- Transit agencies – Bus Drivers
- Engineers and Planners
- Council Members
- EMS – ER – Health Org.
Key messages for Decision-Makers

➡️ Walking: integral to transportation and the economy
➡️ Pedestrians: indicators of a healthy community
➡️ Walkability requires careful attention to design
➡️ Combine physical improvements with policy support
Strategies for Decision-Makers

- Take officials on a walking audit
  - Show the facts
- Partner with other agencies and groups
- Lobby politicians and decision-makers
Key Messages for Neighbors

- Keep sidewalks clear
- Drive slowly
Strategies for Neighbors

⇒ Go for a walk; look at problems on-site
Education Strategies Summary

1. Education can take on many forms
2. Education involves many community members
3. Education should begin at a young age and should be sustained
4. Education should target drivers, pedestrians, transportation decision-makers, and more
5. Education is more successful when partnered with enforcement and engineering measures
Incorporating Education into Pedestrian Safety Action Plans

Where does education fit?

- **State level:** Traffic Safety Commissions or Governor’s Highway Safety Programs
- **Community level:** Health educators, school officials, law enforcement officers, Community Traffic Safety Committees
- **Consultants**

  - Example: Seattle hired a consultant to conduct a ped/bike education and promotion program
Learning Objectives

You should be able to:

- Describe the pedestrian education needs (what) and strategies (who, when, and how)
- Describe ways to integrate education strategies in your Pedestrian Safety Action Plan
Questions?
Education Strategies

Exercise # 5

Let’s discuss the questions on the Handout