

CHANGE

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Focus on changing dangerous, but common, practices by drivers, bicyclists, and pedestrians. Meet with local transportation and elected officials to learn what you and other community members can do to advocate for needed changes. Find out what is and is not being done already in your community to improve transportation safety. Learn more about Complete Streets, pedestrian safety assessments, and action plans as a way to create lasting changes.

Resources include:

Complete Streets  
<http://www.smartgrowthamerica.org/complete-streets>

Pedestrian Safety Assessments  
<http://www.techtransfer.berkeley.edu/index.php>

Developing a Pedestrian Safety Action Plan  
[http://safety.fhwa.dot.gov/ped\\_bike/ped\\_focus/](http://safety.fhwa.dot.gov/ped_bike/ped_focus/)

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Keep the topic fresh through social media. Build a Facebook page or website, post messages, tweets, and blogs. Use these tools to keep the issue current and to generate community involvement.

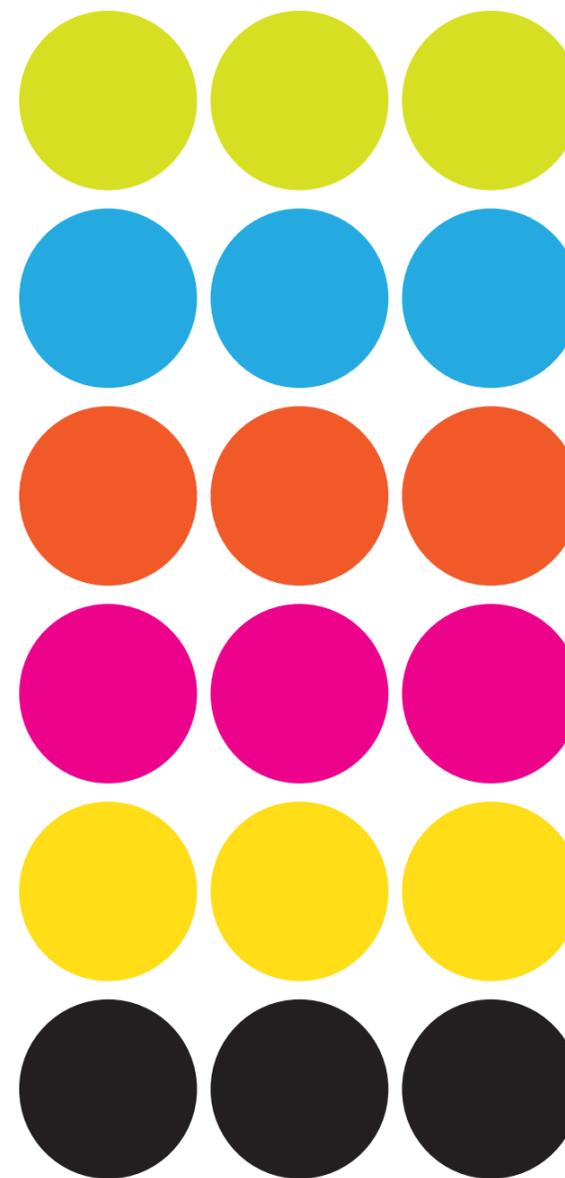
Social media resources include:

How to create a blog  
[https://www.blogger.com/tour\\_start.g](https://www.blogger.com/tour_start.g)

Strategies for using social media for a good cause  
<http://www.impatientoptimists.org/Posts/2013/03/8-Simple-Strategies-to-Effectively-Use-Social-Media-for-Social-Change>

Advocacy in Action

In 2012, a teenage girl was hit by a car and killed at a Sacramento intersection as she was on her way home from school. In response to this tragedy, peers, friends, family, and motivated community members drew public attention to the dangers of this intersection through a moving YouTube documentary, an online petition, and outspoken personal advocacy. Because of their diligent efforts, neighborhood changes have been made, including a new traffic signal, that will help make their community safer for pedestrians.



LEARN

MOBILIZE

CHANGE

WHAT YOU CAN DO AFTER A PEDESTRIAN COLLISION:  
7 tips to help make your community safer.



# LEARN. MOBILIZE. CHANGE.

Pedestrian deaths and injuries are preventable tragedies. In the face of the sadness and grief of these events, it is up to all of us to find purpose in the moment and take action so that similar tragedies do not happen in the future.

The following seven tips will help you respond immediately and effectively to a pedestrian collision and make your community safer.

## LEARN

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**Research pedestrian injuries and fatalities in your community.** Learn how the current incident may be part of a broader pattern or trend. Gain a better understanding of local pedestrian fatality and injury data and prevention programs by contacting your local law enforcement agency, transportation or advocacy organizations, or conducting an online search for local news stories.

Data resources are available at these websites:

**Pedestrian safety issues relating to children**  
[www.safekids.org/child-pedestrian-safety](http://www.safekids.org/child-pedestrian-safety)

**UC Berkeley Transportation Injury Mapping System (TIMS)**  
[www.tims.berkeley.edu](http://www.tims.berkeley.edu)

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**Compile fact sheets and other resource materials.** Personalize information that is relevant to your community's needs and challenges. Keep the information brief, but powerful enough to tell the story. Provide access to what you have learned through website links, community meetings, presentations, newsletters, email blasts, and other forums.

Some examples of fact sheets can be found at:

**National pedestrian safety FAQs**  
[www.walkinginfo.org/faqs](http://www.walkinginfo.org/faqs)

**Federal Highway Administration**  
[http://safety.fhwa.dot.gov/ped\\_bike/](http://safety.fhwa.dot.gov/ped_bike/)

## MOBILIZE

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**Form partnerships with key community groups to get the word out.** Coordinate with PTAs, neighborhood associations, schools, senior citizen organizations, pedestrian safety advocacy groups, and others. Find shared pedestrian safety goals so a common voice can be heard. Work together to promote more signage, the passing of local policies (15 MPH near school zones), or increased education of drivers.

Some advocacy organizations that can help with collaboration are:

**California Walks**  
<http://californiawalks.org>

**Sacramento Walks**  
[www.walksacramento.org](http://www.walksacramento.org)

**San Diego Walks**  
[www.walksandiego.org](http://www.walksandiego.org)

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**Prepare yourself and others to speak out on pedestrian safety issues.** Develop brief talking points that summarize the problem and the changes needed; provide clear action steps on how to get there. Practice question and answer interviews, focusing on the talking points or a few key messages. Have back-up materials, such as fact sheets and local data, available to support your position.

Learn more about working with the media and developing public education materials from the workbook, *Communication for Pedestrian Safety: Risk, Response and Change*.

**California Department of Public Health's It's Up to All of Us Campaign and Communication Guide available at**  
[www.cdph.ca.gov/allofus](http://www.cdph.ca.gov/allofus)

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**Reach out to the media.** Contact local reporters, columnists, editors, TV, and radio news producers to make them aware of the pedestrian safety issues in your community and engage them in your efforts.

Access sample press releases and media materials at:

**Federal Highway Administration media kit**  
[http://safety.fhwa.dot.gov/local\\_rural/pedcampaign/guide.htm](http://safety.fhwa.dot.gov/local_rural/pedcampaign/guide.htm)

**San Francisco Department of Public local media kit**  
[www.sfdph.org/dph/files/trafficsafety/MediaAdvocacyChapter.pdf](http://www.sfdph.org/dph/files/trafficsafety/MediaAdvocacyChapter.pdf)