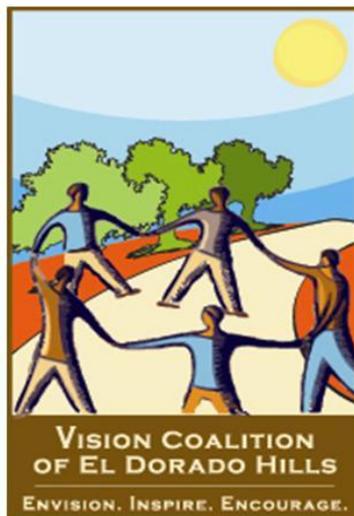


# STAY ALERT. STAY ALIVE.

*Every hour a pedestrian is killed or injured in California.*

Sponsored by El Dorado Hills Community Vision Coalition  
"for Safe, Healthy, Drug-Free Youth"  
[www.edhVisionCoalition.org](http://www.edhVisionCoalition.org)



Look up, look around  
Don't assume you're seen  
Walk safely – your life depends on it

IT'S **UP** TO  
ALL of US

# **“It’s Up to All of Us” Campaign**

## **▶ Theme:**

- “Stay Alert, Stay Alive!”**

## **▶ Goal:**

- Increase Awareness & Knowledge**
- ▶ Educate both Drivers & Pedestrians**

# **“It’s Up to All of Us” Campaign**

## **▶ Drivers:**

- Slow Down. look out for others.**
- Don’t Drive Distracted**

## **▶ Pedestrians:**

- look up. look Around.**
- Don’t Assume You’re Seen**

# **History/Background**

**Our Community *suffered* a loss of life**

**A young boy was hit by a car while  
playing at an apartment complex**

**He died on the way to the hospital**

# Campaign launch

- ▶ **Youth Safety Team was formed at Apartment Complex**
- ▶ **Kick-Off BBQ at Apartments**
- ▶ **Youth leaders wore “It’s Up to All of Us” T-Shirts**

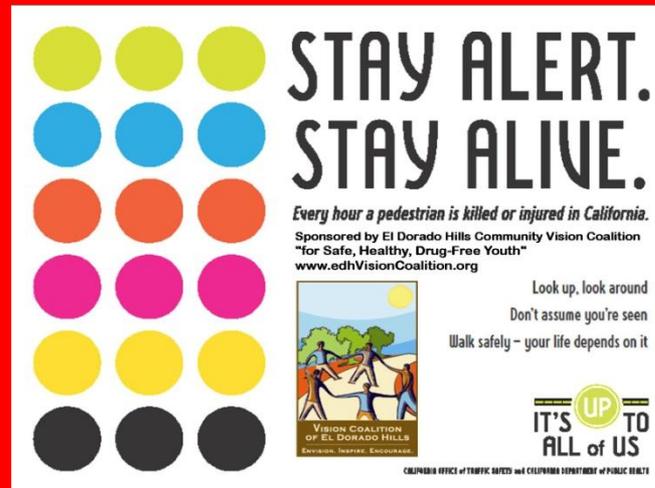
# Youth Safety Team

logo  
T-Shirts



# Campaign launch

- ▶ **Youth Distributed Flyers, Strobes and Safety Info**



# Campaign launch

- ▶ **Prize Drawing for  
Completing Questionnaire**

# Campaign launch



# Policy Change

- ▶ **We organized a Pedestrian and Traffic Safety Forum inviting:**
  - **Apartment Management**
  - **El Dorado Hills Fire Department**
  - **California Department of Transportation**
  - **El Dorado County Transportation Commission**

# Policy Outcome!

- ▶ **EDHFD revised prior decision to omit speed humps from Apartment plan (Emergency Access Considerations)**
- ▶ **Apartment Management installed:**
  - **Cross walks**
  - **larger Stop Signs**
  - **Warning Flags**
  - **Speed humps**

# Policy Outcome!

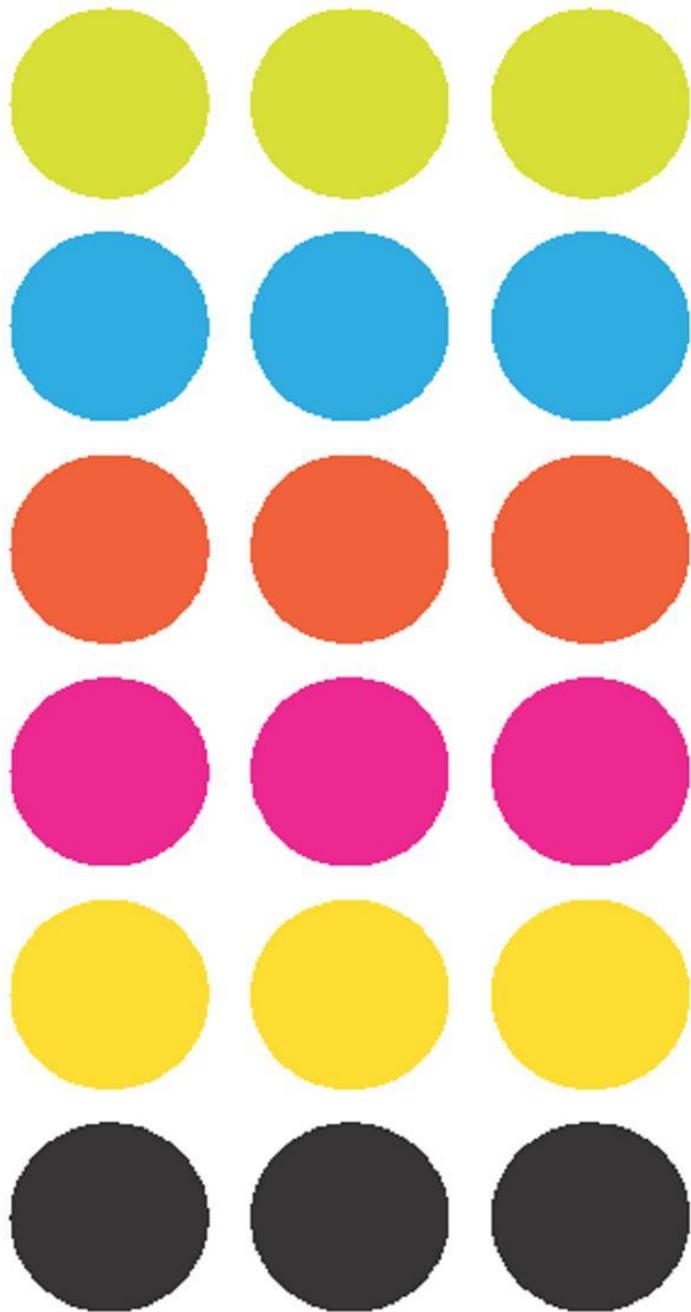


# Media Campaign

- ▶ **Thousands of flyers and safety strobes delivered to all local Schools**
- ▶ **Posters and Banners were placed throughout community**
- ▶ **Press Releases to all media**
- ▶ **Full Color Ads in local Newspapers**

# Media Campaign

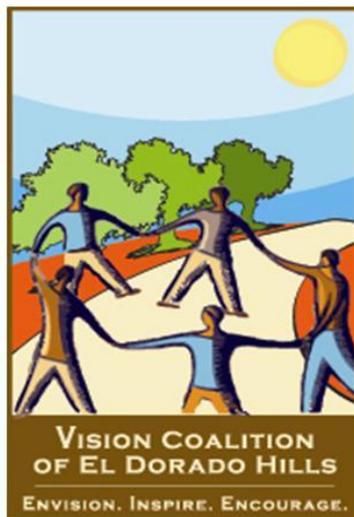
- ▶ Youth created PSA's with Jingle
- ▶ Broadcast on local cable television, website, schools
- ▶ Vimeo link:
  - <http://vimeo.com/43567809>



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