

# It's Up to All of Us

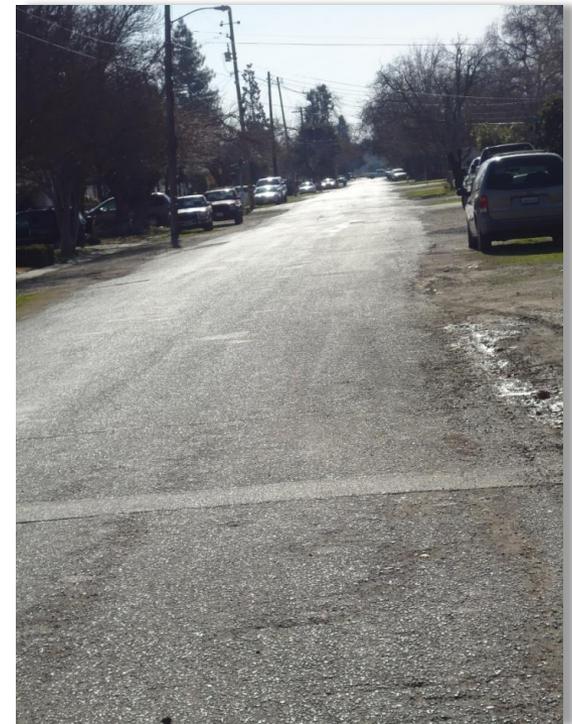
**Pedestrian Safety Public Education Campaign  
May 2012**

**Sutter County Public Health – Health Education**



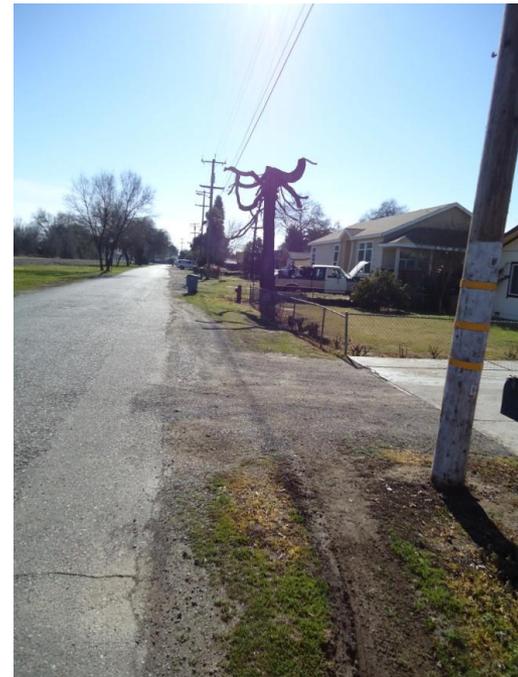
# Why the City of Live Oak?

- Population – 8,500
- Rural / agricultural town
- Hwy 99 divides the town



# Why the City of Live Oak?

- 20,000 cars/day travel on this hwy
- Train parallels Hwy 99 – 10 trains per day



# Why the City of Live Oak?

- 1,500 students cross Hwy 99 intersection daily
- 4 vehicle vs. pedestrian accidents in 1 year
- No crossing guards
- 1 stop light



# Collaborative Partners

- Sutter County Sherriff
- Mayor of Live Oak
- Live Oak Parks & Recreation
- Superintendent of Live Oak Unified
- Elementary and middle school principals

# 3 Campaign Strategies

- 1. Middle School Art Class and Poster Contest**
- 2. Everybody Walks Day May, 30 2012**
- 3. Community Celebration May, 30 2012**



# Art Class

- Recruitment by teachers at Middle School (grades 5 through 8)
- 4 one hour afterschool art classes
- Students received art supplies as incentive
- Campaign messages posted at art classes

# Campaign Messages: Posted at art class

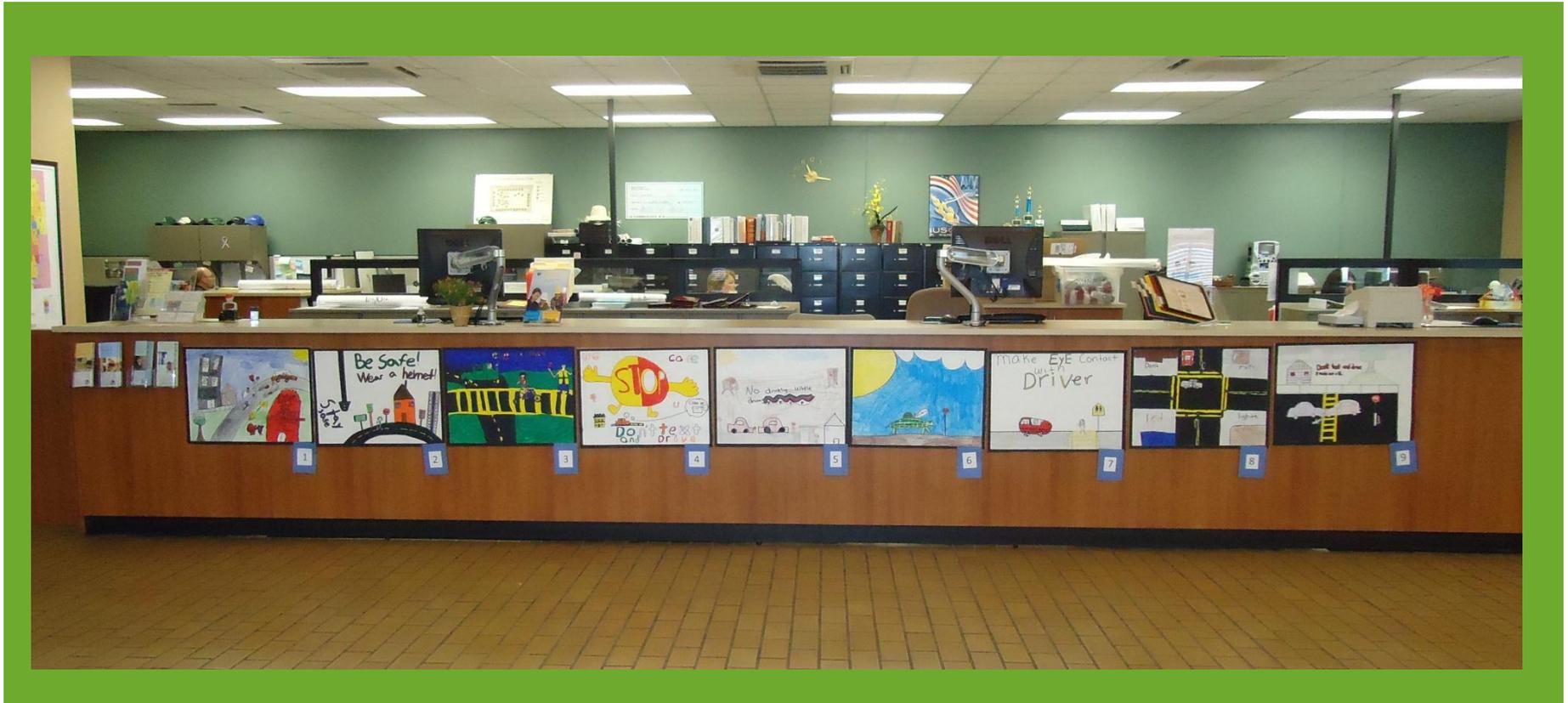
Look up!  
Don't assume you're  
seen  
Pay attention

Listen for cars and  
watch for headlights  
Be alert for cars  
backing up

Use marked  
crosswalks  
Always walk facing  
traffic

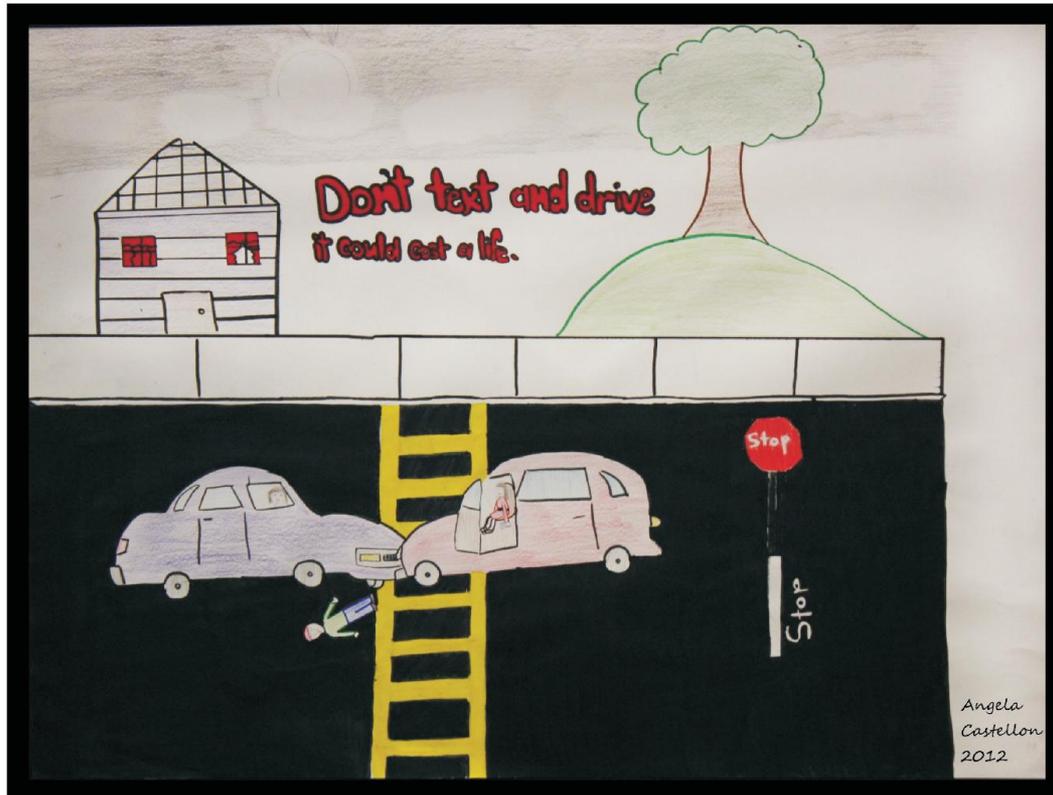
Obey traffic laws  
Know the safety rules  
Stay on sidewalks

# All posters displayed at Live Oak City Hall



Voted on by leaders in the City of Live Oak -  
\$50 gift certificates for Live Oak Parks & Rec

# Award winner!



Funding provided by the California Department of Public Health Pedestrian Safety Program

Sponsored by



# Award winner!



Funding provided by the California Department of Public Health Pedestrian Safety Program



# Award winner!



Funding provided by the California Department of Public Health Pedestrian Safety Program

Sponsored by



CITY OF  
LIVE OAK



# Campaign Messages

- Utility pole banners



# Campaign Messages

- School electric signs



# Campaign Messages

- Faith based signs
- Sherriff's electric sign



# Campaign Messages

- City of Live Oak sign

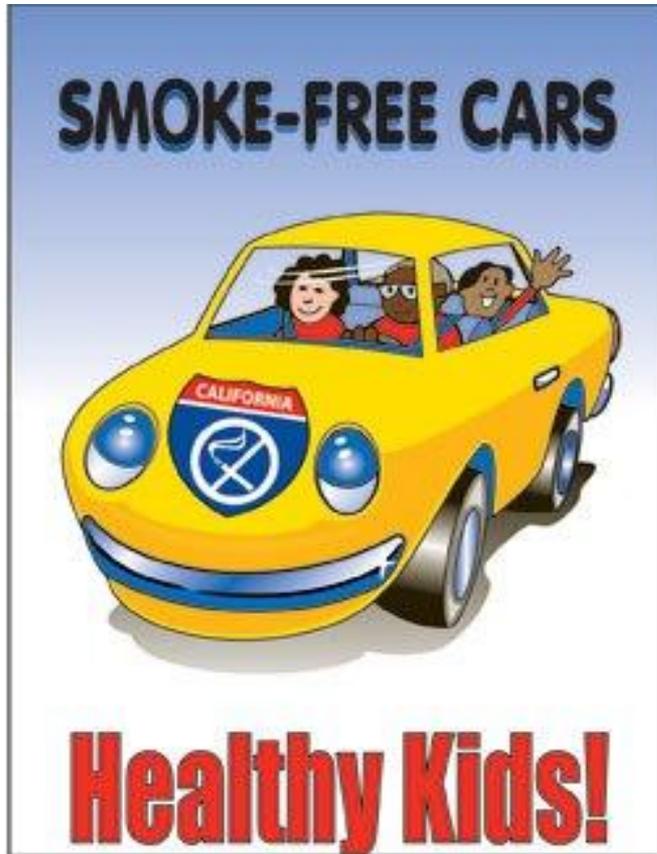


# Everybody Walks Day - promotion

- Promoted at elementary & middle school the day before using bilingual post cards –



# Everybody Walks Day - promotion



- 300 postcards handed out by PH staff at drop off locations at elementary and middle school
- All materials translated in Spanish
- Smoke free cars & parks also promoted

# Everybody Walks Day



- Wednesday, May 30<sup>th</sup>
- PH staff used the “walking school bus” idea.
- Used flags to walk children across Hwy 99, intersections, and train crossings before and after school

# Elementary School Assembly

- 400 children at the elementary school came to a pedestrian awareness / safety education assembly.
- PH staff partnered with Sherriff to perform traffic safety skits
- Staff used bike rodeo props

# Community Celebration



- **Celebrated**
  - Smoke free parks
  - Pedestrian safety

# Community Celebration

- **Interactive educational games and activities**
  - Puppet show promoting smoke-free parks
  - Dancing, hula hoops and activity dice, jump rope
  - Traffic safety game
  - Rethink your Drink
  - Fruit and Veggie game



# Partners in Community Celebration

- First 5
- SNAP-Ed
- Tobacco Control
- CHDP
- MCAH
- WIC
- Live Oak Sherriff
- Mayor of Live Oak
- Live Oak Parks & Rec

# Continued Efforts

- Safety flashers-250
- Bike rodeo –Sept. 15
- HS senior project?



# Lessons Learned



- Timing is everything
- Relationships, Relationships, Relationships!!
- Beautifying the community & leaving a positive message