



IT'S UP TO US:

A PUBLIC EDUCATION CAMPAIGN GUIDE for
PROMOTING PEDESTRIAN SAFETY

Prepared by the California Department of Public Health Pedestrian Safety Program

Funding provided by the California Office of Traffic Safety through
the National Highway Traffic Safety Administration



I. INTRODUCTION

Campaign at a Glance

- Creative public education campaign.
- Seeks to reduce pedestrian injury and fatalities.
- Can be easily reproduced “as is” or adapted with local messages.
- Templates are free and easy to download.

Promoting pedestrian safety in California has never been more important, and now communities across the state have an important new tool for conducting public education and outreach. “It’s Up to Us” is a creative new public education campaign that seeks to reduce pedestrian injury and death.

Campaign materials are available free of charge at www.cdph.ca.gov/ItsUp2Us and include a series of 18 media template materials. Materials can be used “as is” or customized to address local needs. This guide explains what the campaign is and how to make it work in your community.

“It’s Up to Us” is funded by the California Office of Traffic Safety through a collaborative project with the Pedestrian Safety Program of the California Department of Public Health (CDPH). The campaign draws on CDPH’s longstanding work in the use of public education campaigns to influence individual and community behavior through norm change – an approach that is well proven in public health and has contributed to reduced tobacco use, better control of disease transmission, improved cancer screening, and better dietary habits.

“It’s Up to Us” is one of several services offered by CDPH’s Pedestrian Safety Program and grows directly out of CDPH’s work with communities across the state. In 2009, CDPH produced a comprehensive workbook, [“Communication for Pedestrian Safety: Risk, Response and Change”](#) which provides communities with a “how to guide” for applying risk communication and norm change principles and practices to pedestrian safety. In 2010-2011, CDPH conducted workbook trainings – and used that training – to inform the development of “It’s Up to Us.”

Communities and advocates are urged to use these publicly funded materials and resources to save pedestrian lives. It’s up to all of us to make a difference.

II. ABOUT THE CAMPAIGN

Campaign Snapshot

- Informed by local communities across the state.
- Targets drivers, pedestrians and community members.
- Universal call to action + targeted specific messages.

Communities across the state worked with CDPH's Pedestrian Safety Program to identify three categories of risk behaviors – or problems – for the campaign to address. These issues serve as a framework for the campaign and shaped the selection of target audiences.

1. **Irresponsible Behavior** – Community members cited irresponsible behavior of drivers and pedestrians, but especially of drivers, as a leading factor that contributes to pedestrian injury and death in their communities.
2. **Lack of Awareness and Alertness** – Community members also cited a lack of awareness and alertness by drivers and pedestrians, but especially by pedestrians, as another contributing factor to pedestrian injury and death.
3. **Lack of Shared Responsibility for the Road and Respect for Others** – Community members frequently commented on the need for all community members to recognize and remember that “this is our home” and to accept the responsibility for the safety and welfare of others.

“It’s Up to Us” features a universal call to action with targeted messages for specific audiences.

- It’s Up to Drivers to ...
- It’s Up to Pedestrians to
- It’s Up to Every Member of the Community to

This universal call to action also provides a platform that can be used in the campaign for other audiences that may be important to local efforts. Messages can be tailored for any of these individual audiences, depending on what is most relevant and needed in a local community. (See the Resource Section at the end of this guide for a “menu” of possible messages.)

- It’s Up to Leaders to ...
- It’s Up to Law Enforcement to ...
- It’s Up to Traffic Planners to ...
- It’s Up to Public Health Officials to

III. TEMPLATE MEDIA MATERIALS

FREE!

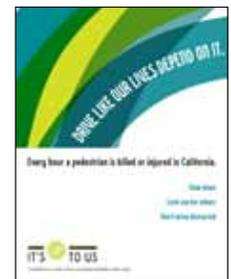
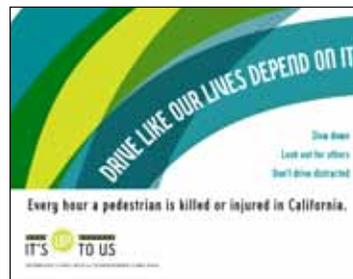
Download Now and Get Started.

www.cdph.ca.gov/ItsUp2Us

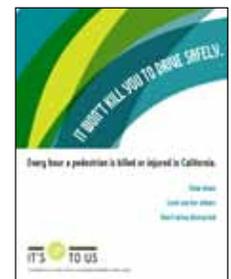
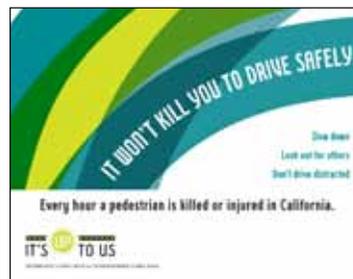
"It's Up to Us" includes five campaign slogans that target three audiences – drivers, pedestrians and community members. Two different design executions are available and all materials are offered in an 8 ½ x 11 inch format and available for free at www.cdph.ca.gov/ItsUp2Us. Communities can download any of the materials as PDF files and immediately start using them – or customize the materials to meet local needs.

DRIVERS

Drive Like Our Lives Depend On It.

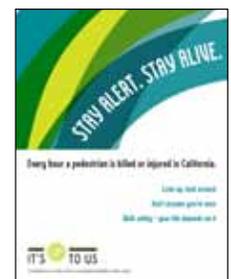


It Won't Kill You to Drive Safely.

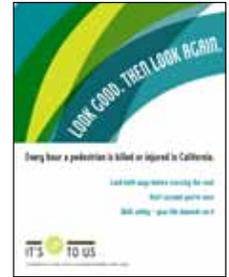
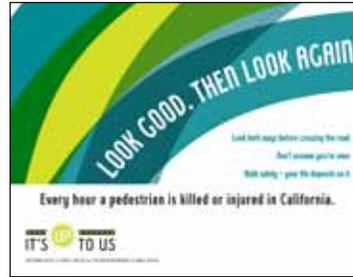


PEDESTRIANS

Stay Alert – Stay Alive.

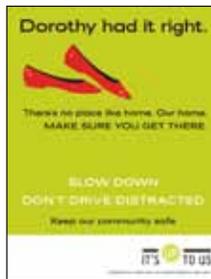


Look Good. Then Look Again.



COMMUNITY

Dorothy Had It Right.



IV. GETTING THE WORD OUT

Your Choice:

- Campaign “As Is” – 8 ½ x 11 inch format.
- Campaign Customized – Many other options based on what a community wants to do.

“It’s Up to Us” has been developed for use by local and state agencies and partners and can be scaled up or down, depending on resources. Template materials are provided in a ready-made way so that agencies and partners can work with a local print or production house to produce what is most desired at the local level.

Communities that have broader resources and capacity may wish to adapt the materials for paid media, such as outdoor advertising. Other communities may wish to adapt campaign elements for use with Internet and social media or in support of local fact sheets, flyers or bumper stickers that promote local outreach.

METHODS OF DELIVERY

Communities can use a variety of methods to create their own local campaigns:

Advertising

Adapt artwork for paid media placement:

- Signs
- Billboards
- Bus placards
- Bus benches

Internet and Social Media

Use art files and messages in:

- Pop-up boxes or running banners for websites
- Facebook posts and Tweets
- You Tube videos
- Blogs

Community Outreach Materials

Use messages and art files to create:

- Talking Points
- Fact Sheets
- Posters
- Flyers
- Bumper stickers
- Door hangers

Media Relations

Use campaign to secure free media coverage:

- Launch campaign to news media
- Distribute a press release (see Resources below for ready-to-use template)
- Conduct a news conference
- Write an op/ed
- Appear on radio/TV public affairs programs

Internal and Stakeholder Communications

Remember that staff and agency stakeholders are all drivers, pedestrians and community members. Use campaign messages and materials in all communications:

- Employee communications
- Newsletters
- Email blasts to your distribution lists
- Brown Bags

IV. FIVE STEPS FOR ADAPTING MATERIALS

If your community wants to adapt “It’s Up to Us” to meet local needs, five steps can guide your efforts:

1. **Decide what you want to do.**
 - Use development and launch of local campaign to bring stakeholders and community members together.
 - Decide if you want to change template materials (e.g., add your logo, change messages, produce materials beyond those already provided).
 - If you do not wish to change the template materials, download and begin use.

2. **If you want to change messages, draw on CDPH Pedestrian Safety Program resources to guide your efforts.**
 - Use the worksheet in CDPH’s Pedestrian Safety Communication Workbook (page 20) to identify problems, audiences and messages needed.
 - Use “It’s Up to Us” message menu as a resource.

3. **Work with a graphic designer or production house to alter ads or create new materials.**
 - You will need to work with a communications professional that has the necessary design software (Photoshop or Illustrator) to access and manipulate the campaign art files.
 - Size and design specifications vary for different materials, such as signs, posters, and bumper stickers. A graphic designer and print production house can explain the required alterations and what they will cost.

4. **If you revise materials, follow these rules:**
 - What You Can Do – can add your logo, change message bullets.
 - What You Can Not Do – can not change slogan, campaign logo, colors.

5. **Contact CDPH’s Pedestrian Safety Program:**
 - Get help with campaign strategy and materials, as well as other technical assistance and training to improve pedestrian safety.

Easy to Use Communication Workbook Available:

- “How to” guide for developing a pedestrian safety public education program.
- Special worksheet to identify pedestrian safety challenges, audiences and messages (pages 20 and 22-25).
- Download at www.cdph.ca.gov/ItsUp2Us.

Continued on the next page...

4. ADAPTING MATERIALS CONTINUED – Sample of What You Can Change

Secondary messages can be changed.

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

Add logo here if desired.

DO NOT ALTER

DO NOT ALTER

STAY ALERT. STAY ALIVE.
Every hour a pedestrian is killed or injured in California.

IT'S UP TO US
CALIFORNIA OFFICE OF TRAFFIC SAFETY CALIFORNIA DEPARTMENT OF PUBLIC HEALTH

NOTE: Campaign logo color is PMS 389 + black. All other colors are CMYK builds. Materials can be printed as 4-color or 4-color + PMS 389.

CONCLUSION

Improving pedestrian safety is a responsibility faced by all Californians – drivers, pedestrians, every member of a community. “It’s Up to Us” provides communities with an important new tool to remind Californians of that responsibility and what each of us can do to reduce pedestrian injury and death. Agencies, partners and advocates can come together to use this campaign to launch or re-energize local efforts and determine what is most needed in their community.

It’s up to us!

FOR MORE INFORMATION, please contact:

Holly Sisneros, M.P.H.
Program Manager
Pedestrian Safety Program (Ped Safe)
California Department of Public Health
holly.sisneros@cdph.ca.gov
916-322-2262

Karissa Anderson
Program Associate
Pedestrian Safety Program (Ped Safe)
California Department of Public Health
karissa.anderson@cdph.ca.gov
916-322-2269

To learn more about the Pedestrian Safety Program at the California Department of Public Health, visit www.cdph.ca.gov/programs/SACB/Pages/PedSafe.aspx.

The California Department of Public Health gratefully acknowledges the California Office of Traffic Safety for funding development of “It’s Up to Us” and communication firms Half Rabbit Design, Inc. and Renee Wessels & Associates for their assistance in development of the campaign and this guide.

RESOURCE MATERIALS

“IT’S UP TO US” MESSAGE MENU

Drivers:

- Slow down
- Look out for others
- Don't drive distracted
- Obey traffic laws
- Share the road
- Don't phone or text while driving
- Don't drink and drive
- Be alert making right-hand turns
- Yield to pedestrians when turning
- Look out for pedestrians at crosswalks
- Don't block crosswalks
- Slow down at crosswalks
- Don't pass cars stopped for pedestrians
- Be alert near school zones
- Use extra caution when children are near roadways
- Check behind you before backing up
- Yield to pedestrians in crosswalks
- Come to a complete stop at STOP signs
- Be cautious around older pedestrians
- Scan the sides of the road for pedestrians

Pedestrians:

- Look up!
- Don't assume you're seen
- Pay attention
- Don't phone or text while walking
- Look both ways before crossing
- Obey traffic laws
- Know the safety rules
- Stay on sidewalks
- Use marked crosswalks
- Always walk facing traffic
- Wear bright colors when walking
- Only cross in well-lighted areas
- Stand clear of cars and trees before crossing
- Stay sober
- Listen for cars and watch for headlights
- Be alert for cars backing up
- Obey pedestrian signals
- Be predictable
- Hold children's hands near traffic
- Carry a flashlight at night

Community:

- It's Up to All of Us
- Obey traffic laws
- Be a good role model
- Share the road
- Keep our community safe
- Keep our community walking safely
- Stay sober – walking or driving
- Supervise children near roadways
- Educate others on traffic safety
- Keep walking a healthy exercise

RESOURCE MATERIALS

Press Release Template for Launching Campaign

FOR IMMEDIATE RELEASE

CONTACT: [NAME, PHONE, E-MAIL]

[Local Organization] Launches Campaign to Increase Pedestrian Safety

“It’s Up to Us” Initiative Urges Drivers, Pedestrians and Community to Make Changes

[City], CA — Every hour a pedestrian is injured or killed in California. Pedestrians accounted for nearly one out of five deaths in traffic collisions in 2009 -- roughly 58 percent more than the national average. Today, [ORGANIZATION], the California Office of Traffic Safety and the California Department of Public Health are launching a new public education campaign in [COUNTY] to remind everyone that **“It’s Up to Us”** to create a safer environment for pedestrians.

The innovative campaign will use public advertising, internet and social media communications, and community outreach to promote targeted messages that focus on the actions needed to reduce pedestrian fatalities and injuries. In a series of five ads, drivers receive the messages: **“Drive Like Our Lives Depend On It”** and **“It Won’t Kill You to Drive Safely.”** Pedestrians will be asked to **“Stay Alert – Stay Alive”** and **“Look Good. Then Look Again.”** And, a Wizard of Oz inspired theme suggests that **“Dorothy Had It Right”** with **“There’s no place like home. Our home,”** calling on the entire community to slow down, not be distracted and keep everyone safe.

[Insert quote about the campaign from the organization’s head or a local thought leader here.]

[Insert paragraph with local statistics and background circumstances here.]

“We want people to walk more often, walk to more places and feel safe doing so. Walking is one of the healthiest ways to exercise, and building walking into our daily activities keeps us connected to our community said Holly Sisneros, Pedestrian Safety Program Manager for the California Department of Public Health. “Unfortunately many people don’t walk as much as they would like because of a concern about safety. This campaign is designed to increase awareness of pedestrian safety so that more people can walk – and walk safely.”

One of the most critical changes urged by the campaign is for drivers to slow down. There is a documented relationship between vehicle speeds and pedestrian crash severity. As speeds increase, so does the percent of fatalities Whereas only about 5 percent of pedestrians are likely to be killed when struck at 20 mph, nearly 80 percent of pedestrians are likely to be killed when struck at 40 mph.

Pedestrians also need to exercise patience, be more aware of their surroundings, eliminate distractions and follow traffic laws. Don’t text or talk on the phone when crossing streets, look both ways, always remember to look up and never assume you’re seen by motorists.

“This campaign can have a significant impact on people’s lives. If even one life is saved or one tragedy is averted due to our efforts, we will have been successful,” said Sisneros.

ABOUT [ORGANIZATION]: [Insert brief description of organization and reference its Website for further information.]

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California Pedestrian Safety Program Resources – ONE PAGE

- Trainings on Pedestrian Safety and Risk Communication - description of available trainings
- Technical Assistance – description of topic areas covered through technical assistance (e.g. Traffic Audits, Partnership Development, Identification of key issues, audiences and messages, campaign assistance)
- Communication for Pedestrian Safety: Risk Response and Change – a comprehensive workbook for use in developing a pedestrian safety public education program
- “It’s Up to Us” Pedestrian Safety Campaign – public education campaign