



# Welcome to the California Department of Public Health PedSafe Webinar

*We Will Begin Shortly...*



Funding for this project was provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration



# How to Participate?



- **Audio** – available via your computer speakers or via telephone
- **Questions**
  - Type questions into the question field of your webinar control panel. We will address questions at the end of the presentation.
- **Webinar archive:** <http://tinyurl.com/PedSafe>



# Implementing a Pedestrian Safety Education Campaign in Your Community:



**Holly Sisneros  
Karissa Anderson**

*Sponsored by the California Office of Traffic Safety  
Presented by the California Department of Public Health, PedSafe Program*



# Overview

## PedSafe Program

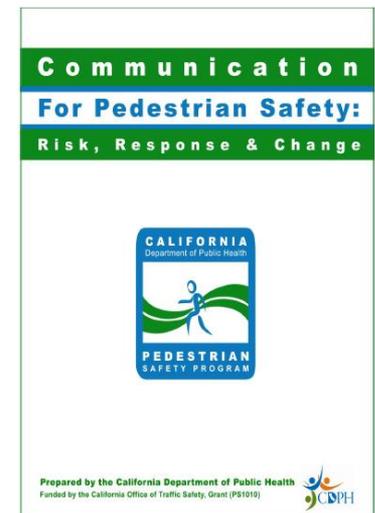
- Funding
- Goals
- Framework



## Workbook - *Communication for Pedestrian Safety: Risk, Response and Change*

## Activities

- Regionalized Trainings
- CalPED
- Mini-grants
- Strategic Highway Safety Plan (SHSP),  
Challenge Area 8.11: *It's Up to All of Us* Campaign





# *Communication for Pedestrian Safety: Risk, Response and Change*

## **What you can do with the Workbook:**

- Link community norm change and risk communication
- Reach your audience through tailored messaging
- Engage and organize partners
- Customize resources and tools
- Develop media and communication materials

## **Understand that....**

*Each person/organization will use the Workbook differently.*

*Usefulness of the Workbook will vary; use the parts that are relevant to you.*

*Intended as an aid in responding to pedestrian crashes and promote change messages, but not a general media or advocacy guide.*

## Linking Community Norm Change and Risk Communication:

*Creating longer term change through behavioral messaging, but optimizing these messages by preparing for and responding to the “teachable moment”.*



# Norm Change Messaging

## Traditional Messaging (individual behavior change)

Be alert  
Be visible



## Community Norm Change Messaging

Drivers and pedestrians share the road and the responsibility





# Community Norm Change

## Changing the Norms: Successful Models

Safety in Cars



Tobacco Use

Driving Under the Influence



# Community Norm Change

## Using a multi-pronged approach

- Partners
- Physical changes
- Education





# Shift to Culture Change Strategies

## Traffic Culture Change Workgroup

**Formed at the request of the Strategic Highway Safety Plan (SHSP) Executive Committee, headed by the California Dept. of Motor Vehicles (DMV)**

**Draft document with recommendations for 5 of the SHSP Challenge Areas**

- **Driving Under the Influence**
- **Pedestrian Safety**
- **Bicycle Safety**
- **Speeding and Aggressive Driving**
- **Distracted Driving**

# Risk Communication

## What is Risk Communication?

*Communicating the possibility of an adverse event, such as a pedestrian injury or death, while helping the public understand what can be done to mitigate the risks.*





# Risk Communication

## Risk communication should:

- Enhance knowledge and understanding
- Build trust and credibility
- Encourage appropriate behaviors
- Be planned for in advance of an incident



# Risk Communication

## Pre-event Phase

*Pre-event is the timeframe before a pedestrian crash, when you can assume this is a real possibility for which you should be prepared.*

### During pre-event:

- Establish relationships with partners
- Meet with the public to hear their concerns
- Identify spokespersons
- Educate the media about pedestrian safety
- Develop a press kit
- Update website and other information outlets
- Utilize opportunities for prevention



# Risk Communication

## Post-event Phase

*Post-event is the timeframe immediately following a pedestrian crash, when the opportunity to educate your community is amplified.*

### During post-event:

- Tell the public and media what you know and don't know
- Verify the facts
- Speak with empathy
- Develop audience appropriate messages
- Highlight the risks related to this incident



# Risk Communication Plan for Pedestrian Safety

<b>Risk Communication Plan Component</b>	<b>Contents</b>
Goal	What you intend to accomplish
Situation Analysis	Brief description of situation
Target Audience & Partners	Who is impacted, Who has a stake in the event
Objective	Actions to help achieve the goal
Strategies or Activities	The to-do section



# Strategic Highway Safety Plan Challenge Area 8.11

IT'S  TO  
ALL of US



# *It's Up to All of Us Campaign*

## Campaign background

- ◎ Companion to Workbook and Trainings
- ◎ Campaign goals
  - Local empowerment
  - Consistent messaging
- ◎ Funding (Templates and Campaign Guide)

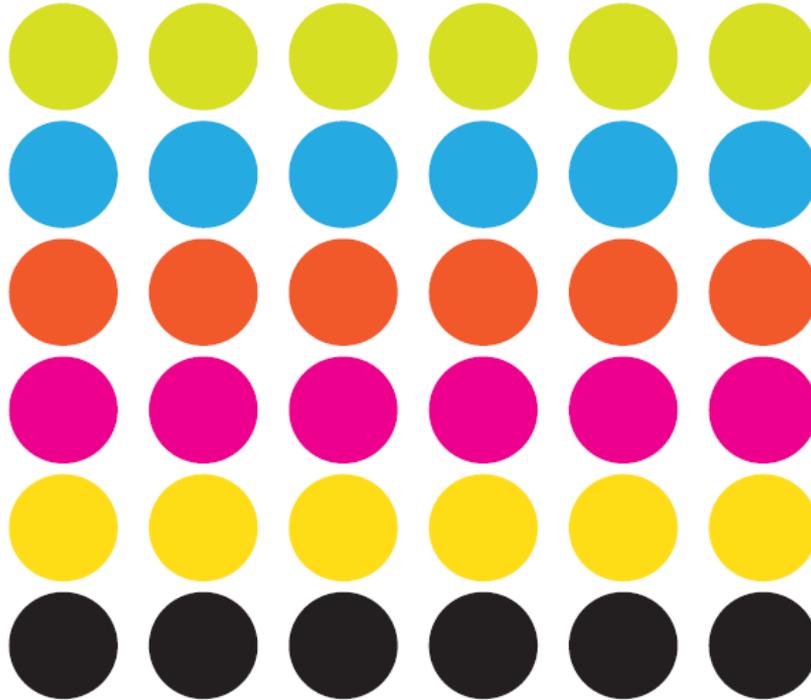


## Campaign messages

- ◎ Based on field research
- ◎ Media communications consultant
- ◎ Broad focus



# It's Up to All of Us Campaign



## STAY ALERT. STAY ALIVE.

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

Look up, look around

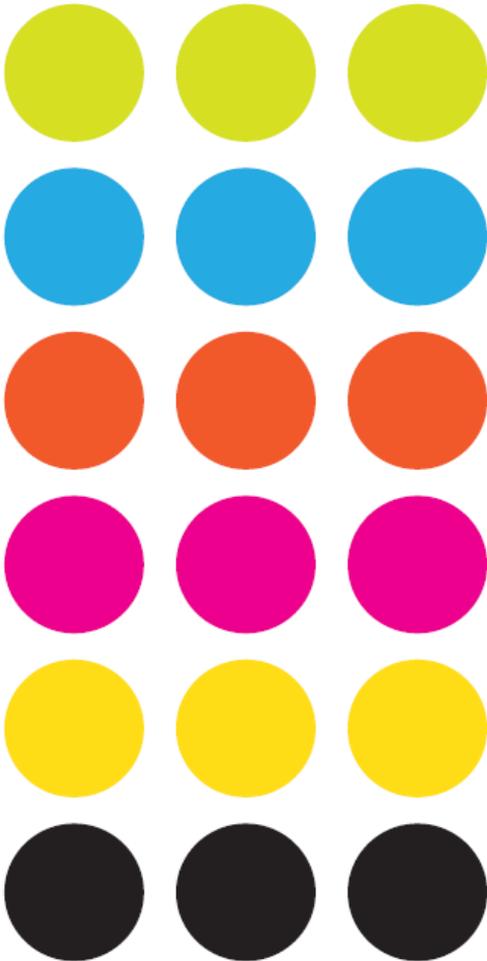
Don't assume you're seen

Walk safely – your life depends on it





# It's Up to All of Us Campaign



## LOOK GOOD. THEN LOOK AGAIN.

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

Look both ways before crossing the road

Don't assume you're seen

Walk safely – your life depends on it

IT'S  TO  
ALL of US



# It's Up to All of Us Campaign

**DRIVE LIKE OUR LIVES DEPEND ON IT.**

Slow down  
Look out for others  
Don't drive distracted

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

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

CALIFORNIA OFFICE of TRAFFIC SAFETY and CALIFORNIA DEPARTMENT of PUBLIC HEALTH



# It's Up to All of Us Campaign



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

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# It's Up to All of Us Campaign

Dorothy had it right.



There's no place like home. Our home.  
**MAKE SURE YOU GET THERE.**

**SLOW DOWN**  
**DON'T DRIVE DISTRACTED**

Keep our community safe





# It's Up to All of Us Campaign

## Dorothy had it right.



There's no place like home. Our home.  
**MAKE SURE YOU GET THERE.**

**SLOW DOWN**

**DON'T DRIVE DISTRACTED**

**Keep our community safe**



CALIFORNIA OFFICE of TRAFFIC SAFETY and CALIFORNIA DEPARTMENT of PUBLIC HEALTH



# It's Up to All of Us Campaign

DO NOT ALTER

DO NOT ALTER

STAY ALERT. STAY ALIVE.

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

IT'S UP TO ALL of US

DO NOT ALTER

Add logo here if desired.

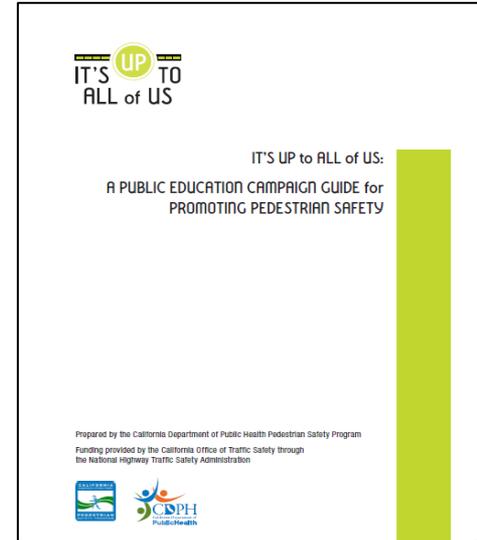
*Secondary messages can be changed.*

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

**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.

# Campaign Guide

- ⊙ Available at [www.cdph.ca.gov/AllofUs](http://www.cdph.ca.gov/AllofUs)
- ⊙ What, why and how of the campaign
- ⊙ Methods of delivery
- ⊙ Customizing messages and materials
  - Message menu
  - Logos
- ⊙ Five Steps for Adapting the Materials
- ⊙ Resources
  - Template Press Release
  - Pedestrian Safety Risk Communication Workbook





# Methods of Delivery

## Earned Media

- ✓ News releases
- ✓ Reporter briefings
- ✓ Letters to the editor
- ✓ Op-eds
- ✓ PSAs

## Paid Media

- ✓ Print ads
- ✓ Radio/TV ads
- ✓ Website billboards/ Ads
- ✓ Billboards

## Community Outreach

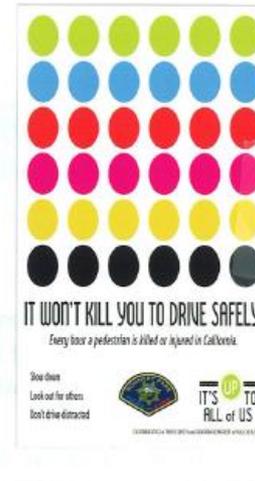
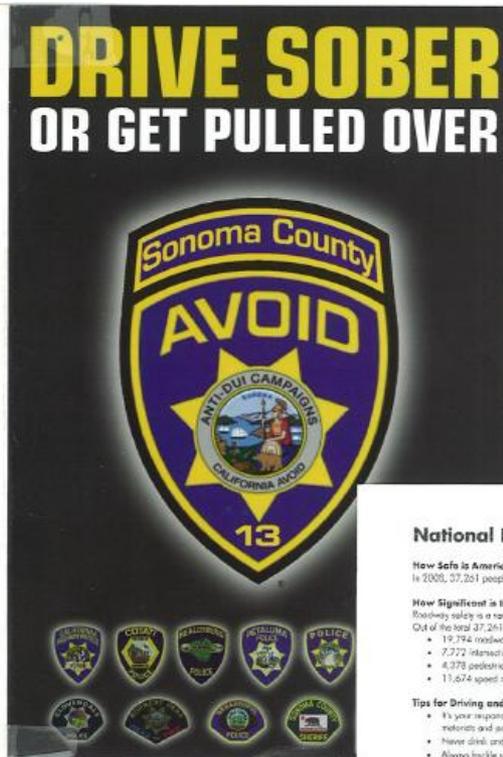
- ✓ Presentations to local groups / inclusion on meeting agendas
- ✓ Social media/blog postings (Facebook, Twitter)
- ✓ Booths at fairs / community events
- ✓ Email blasts
- ✓ Inclusion in partner e-newsletters
- ✓ Webinars
- ✓ Information packages for local businesses, health centers, schools, churches, etc.
- ✓ Hand distributions (door hangers, windshields)
- ✓ Direct mail





# It's Up to All of Us Campaign

## City of Rohnert Park Department of Public Safety



### National Road Safety Fact Sheet

**How Safe is America's Roadway System?**  
In 2008, 37,261 people died or were injured on roads.

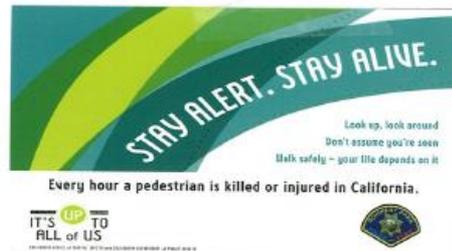
**How Significant is the Roadway Safety Problem?**

- Roadway safety is a serious, national public health issue. Out of the total 37,261 fatalities in 2008, there were:
- 19,794 roadway user-related fatalities (53%)
  - 7,772 intersection fatalities (21%)
  - 4,378 pedestrian fatalities (12%)
  - 11,674 speed-related fatalities (31%)

**Tips for Driving and Walking Safely**

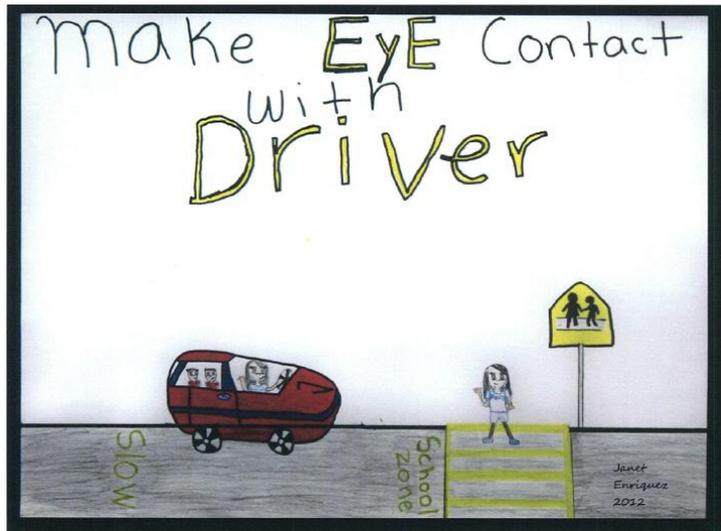
- It's your responsibility to drive and walk safely so always be alert and attentive to the motorists and pedestrians around you.
- Never drink and drive. And don't let friends drink and drive.
- Always buckle up. The life you save could be your own.
- Obey traffic signs and signals. They are there to keep you and others safe.
- Make sure you have plenty of time to get to your destination so you don't feel pressured to speed or disobey traffic signals.
- Don't give into road rage. Your life and the lives of your passengers are more important than angrily venting to an irresponsible driver.
- Pedestrians should always wear light-colored or reflective clothing at night to be more visible to drivers.
- Before you take a left turn at an intersection, make sure it is safe to do so. (More than one-third of all deaths to vehicle occupants occur in side-impact crashes. Most of these occur at intersections.)

Source:  
Federal Highway Administration (FHWA)  
[http://safety.fhwa.dot.gov/fact\\_sheets/factsheet.cfm](http://safety.fhwa.dot.gov/fact_sheets/factsheet.cfm)

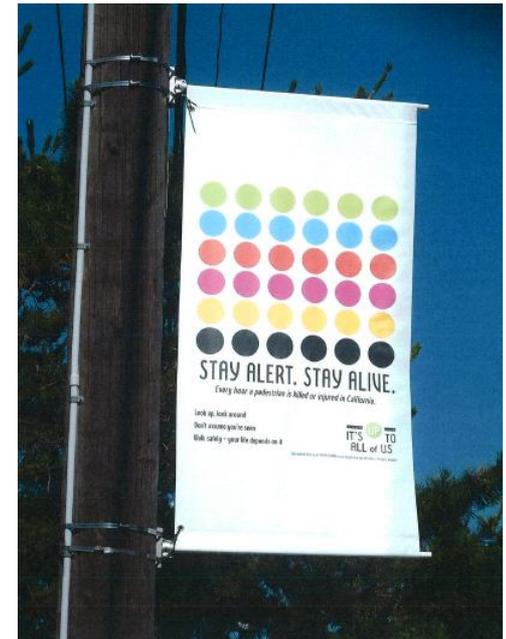


# It's Up to All of Us Campaign

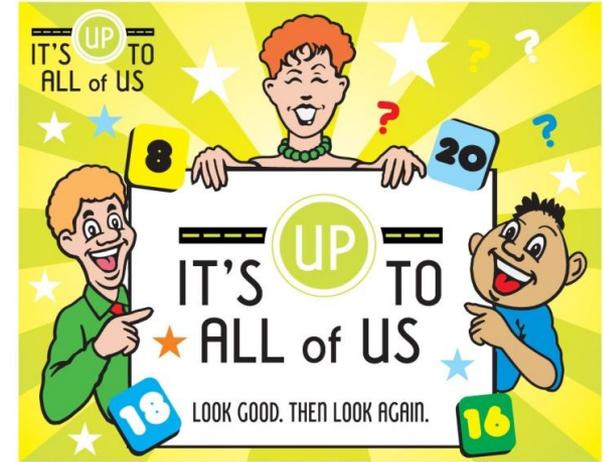
## Sutter County Public Health



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



# It's Up to All of Us Campaign



BICYCLE	PEDESTRIAN	IT'S UP TO ALL of US	VEHICLE	TEEN DRIVER
<p>A state assigned number for your bicycle, issued by the police department</p> <p>During hours of darkness, this item is mandatory to have on a bicycle</p> <p>What is the name of a roadway that is specifically used by bicyclists?</p> <p>It is a wearable item that can save your life when riding a bicycle</p>	<p>The first word of this legal action by a pedestrian is a name of a bird</p> <p>Also known as "a person on foot"</p> <p>When crossing a roadway, what three body movements needs to be done for safety?</p> <p>"look for the eyes" of this individual when you get ready to cross a street</p> <p>An act of movement between two people - especially when a child is present before you cross a street</p>	<p>The driver will receive a ticket if this item is on the passenger and drivers side windows of a vehicle</p> <p>It is an official book used by law enforcement that specifies illegal activity by motorists</p> <p>Must be worn at all times when driving a vehicle</p> <p>If the car seat belt does not fit correctly, a child over the age of 4 years must be utilize this type of seat</p> <p>This act of communicating is illegal when driving a vehicle</p> <p>The two locations this metal plate should be on all vehicles</p>	<p>What do the initials PDL represent for this type of license?</p> <p>How many months are specified on a PDL stating you cannot transport passengers under 20 years of age?</p> <p>In the first 12 months of your PDL, what times are a not allowed to drive, unless you have a licensed parent, a guardian or other adult 21 years old or older in the car with you.</p> <p>This is a law and is meant for safety when you are driver/passenger inside a vehicle.</p> <p>Must utilize when you make a lane change</p> <p>If under 18 years, what is the minimum amount of time you have a drivers permit?</p>	
<b>BONUS</b>	★		★	<b>BONUS</b>



# It's Up to All of Us Campaign



**Manténgase ALERTA.  
Manténgase VIVO.**

**Cada hora un peatón muere o es herido en California**

Mire adelante, Mire alrededor  
No piense que lo van a ver  
Camine Cuidadosamente- Su seguridad depende de ello




CALIFORNIA OFFICE of TRAFFIC SAFETY and CALIFORNIA DEPARTMENT of PUBLIC HEALTH



**Dorothy Tenía Razón**

No Hay Lugar Como Casa. Su Casa.  
Asegúrese de Llegar Sano y Salvo.

**MANEJE CON CUIDADO  
NO MANEJE DISTRAIDO**

Mantenga su comunidad segura




CALIFORNIA OFFICE of TRAFFIC SAFETY and CALIFORNIA DEPARTMENT of PUBLIC HEALTH



# Contacts



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**Webinar archive:**

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