



# “It’s Up to All of Us” Success Stories

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

*We Will Begin Shortly...*



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



# How to Participate?



- **Audio** – available via your computer speakers or via telephone (646) 558-2122.
- **Questions**
  - Type questions into the question field of your webinar control panel. We will address questions at the end of each section.
- **Webinar archive:** <http://tinyurl.com/PedSafe>



## Panelists



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**Jodie Estarziau**

Manteca Police Department

**Kaley Lyons**

WalkSanDiego

**Raeann Jones**

El Dorado Hills Community Vision Coalition



# Overview

## PedSafe Program

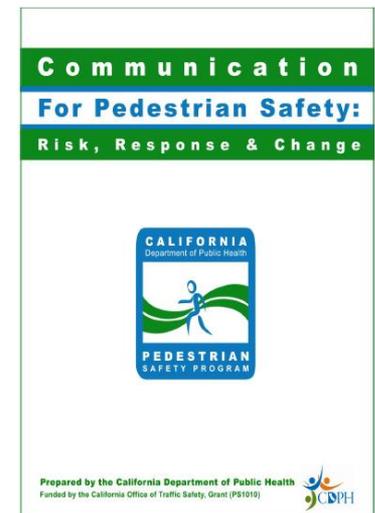
- Funding
- Goals
- Framework



## 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





# *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



# Contacts

## Panelist Contacts

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