Communication for Pedestrian Safety Training

PedsCount! 2014

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

- Funding
- Goals
- Framework

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

Activities

- Regionalized Trainings
- CalPED
- Local project funding
- Strategic Highway Safety Plan (SHSP) Challenge Area 8.11: 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
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
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.
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
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

Dorothy Tenía Razón


MANEJE CON CUIDADO
NO MANEJE DISTRAÍDO
Mantenga su comunidad segura
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

Add logo here if desired.

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.
CROSS LIKE YOUR LIFE DEPENDS ON IT

Placeholder Title

Hitting someone at 40 MPH is like throwing them from a 4 story building

Watch and Slow for Walkers
Available at 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

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

Paid Media
- Print ads
- Radio/TV ads
- Website billboards/ Ads
- Billboards
Campaign Tools: ARK

Action Response Kit (ARK)
How to respond and communicate in the wake of a tragedy

LEARN. MOBILIZE. CHANGE.

1. LEARN
Research pedestrian injuries and fatalities in your community. Learn how the current incident may be part of a broader pattern or trend. Gain a better understanding of local pedestrian safety and injury data and prevention programs by contacting your local pedestrian advocacy agency, organizations, or conducting an online search for local news stories.

Data resources are available at the following:
- Pedestrian safety issues related to children: [link]
- [link] to the National Highway Traffic Safety Administration

2. MOBILIZE
Compile fact sheets and other resource materials. Personalize information that is relevant to your community's needs and challenges. Keep the information brief, but powerful enough to tell the story. Provide access to what you have learned through social media, community newsletters, presentations, newsletters, annual reports, and other forums.

Some examples of fact sheets can be found at:
- National pedestrian safety [link]
- [link] to the Federal Highway Administration
Campaign Tools: ARK

3. **Mobilize**

Form partnerships with key community groups to get the word out. Coordinate with PTAs, neighborhood associations, schools, senior citizen organizations, pedestrian safety advocacy groups, and others. Find shared pedestrian safety goals as a common voice can be heard. Work together to promote more signage, the passing of local policies (e.g. B4TH near school zones), or increased education of drivers.

Some advocacy organizations that can help with collaboration are:
- California Walks
  - [http://california-walks.org](http://california-walks.org)
- Sacramento Walks
  - [www.sacwalks.com](http://www.sacwalks.com)
- San Diego Walks
  - [www.sandiegowalks.org](http://www.sandiegowalks.org)

4. **Prepare**

Prepare yourself and others to speak out on pedestrian safety issues. Develop brief talking points that summarize the problem and the changes needed, provide clear action steps on how to get there. Practice questions and answer interviews, focusing on the talking points or a few key messages. Have back-up material such as fact sheets and local data, available in support of your position.

Learn more about working with the media and developing public education materials from the workAbets, Communication for Pedestrian Safety: Risk Response and Change. California Department of Public Health’s Kids’ Up to 80 Campaign and Communication Guide available at [www.cdph.ca.gov/kids](http://www.cdph.ca.gov/kids).

5. **Reach out to the media.**

Contact local reporters, columnists, editors, TV, and radio news producers to make them aware of the pedestrian safety issues in your community and engage them in your efforts.

Access sample press releases and media materials at:
- Federal Highway Administration media kit
- San Francisco Department of Public media kit
  - [www.sanfranciscofed.org/traffic/factsheets/MediaAdvocacyPrimer.pdf](http://www.sanfranciscofed.org/traffic/factsheets/MediaAdvocacyPrimer.pdf)

6. **Change**

Focus on changing dangerous, but common, practices by drivers, bicyclists, and pedestrians. Meet with local government and elected officials to learn what you and other community members can do to advocate for needed changes. Find out what is and is not being done already in your community to improve transportation safety. Learn more about Complete Streets, pedestrian safety assessments, and action plans as a way to create lasting changes.

Resources include:
- Complete Streets
  - [http://www.smartgrowthamerica.org/complete-streets](http://www.smartgrowthamerica.org/complete-streets)
- Pedestrian Safety Assessments
  - [https://www.hcshs.org/Welcome](https://www.hcshs.org/Welcome)
- Developing a Pedestrian Safety Action Plan
  - [https://safety.fhwa.dot.gov/ped/bikeway_tour/](https://safety.fhwa.dot.gov/ped/bikeway_tour/)

7. **Advocacy in Action**

In 2011, a teenage girl was hit by a car and killed at a Sacramento intersection as she was on her way home from school. In response to this tragedy, peers, friends, family, and motivated community members from public attention to the dangers of this intersection through a moving YouTube documentary, an online petition, and outspoken personal advocacy. Because of their diligent efforts, neighborhood changes have been made, including a new traffic signal, that will help make their community safer for pedestrians.
What you can do:

• 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 ped 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”.
Community Norm Change

Changing the Norms: Successful Models

Safety in Cars

Tobacco Use

Driving Under the Influence
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 Plan Template

☉ Adapted from similar tools used in emergency response for public health

☉ Designed to help pedestrian safety professionals respond quickly and effectively to pedestrian crashes

☉ Template currently being pilot tested by WALKSacramento
## Risk Communication Plan Template

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

Strategies and Activities - Phases

Planning Phase:
- Identify and communicate with partners
- Determine resources
- Complete template media materials
- Identify and train spokespeople
- Prepare messages

Implementation Phase:
- Verify situation
- Conduct notification
- Implement risk communication activities

Follow-up Phase:
- Obtain feedback and conduct evaluation
- Conduct additional public education and advocacy
- Update Risk Communication Plan
Communication Response Checklist

Designed for use immediately following a pedestrian crash
Provides step-by-step guide for an effective response
Implementation only effective if advance planning has happened

Using modified version for simulation activity
SIMULATION ACTIVITY

Communication Response Checklist (Modified)

City of Rainbow, Lucky County

Rainbow City Public Works Department
Rainbow City Police Department
Lucky County Department of Public Health
Rainbow City Walks (advocacy organization)
Lucky County Unified School District
A tragedy has hit the City of Rainbow today. This morning three 15 year old girls were hit by a speeding motorist as they were walking to school. Two were killed on impact, the third has sustained life-threatening injuries. The motorist has been arrested and charges are pending. The students were attempting to cross at an unmarked intersection.

The stretch of roadway where the crash occurred is three blocks from Rainbow High School and has been an ongoing concern for the community. Drivers continually speed through the area, pedestrians regularly jaywalk and attempts to control the corridor through engineering and enforcement activities have not been sufficient.

Out of concern and anger, the community has called a meeting of local officials and experts to address their issues and answer questions about the future for this stretch of roadway.
Evaluation

Measuring Interim Outcomes

- Development of a risk communication plan
- Improved risk communication response
- Increase in pedestrian safety messages
- Establishment of community-specific key messages
- Developed or updated Pedestrian Safety Action Plan
- Creation of a Pedestrian Advocacy Committee
- Increased infrastructure planning
- Improved crash statistics
Resources and Contacts

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