

COMMUNITY PEDESTRIAN SAFETY TRAINING

Moving Children Safely Conference

March 14th 2010

Moving Children Safely Conference, 2010

On March 14, 2010, a Community Pedestrian Safety Training (CPST) was held at the Moving Children Safely Conference, in Burlingame CA. This conference was administered through the California Department of Public Health and California Injury Prevention Network. This CPST was unique in that it attracted more professionals (due to the conference setting) than community members. Hence, the training focused more on tools to engage the community and examples of how communities have become active in changing their pedestrian environment. Specifically, youth from the Greenfield walking group were present to share their experiences using VideoVoice and teach the participants how to start, experience, and complete a VideoVoice project.

Training Day

The Community Pedestrian Safety Training was held on Sunday March 14th, during the pre-conference. The training took place from 8 am to 12 noon and over twenty persons attended the training. The training followed a similar structure to the other trainings, but focused on the hands on experience of learning VideoVoice from the Greenfield youth facilitators. The training began with brief introductions and a sharing of why people were attending the training. This was followed by a 40-minute presentation on the 8 E's of pedestrian safety and comfort.

The bulk of the training was facilitated by three youth from the Greenfield Walking Group, in Bakersfield Ca. They started off their presentation with an introduction to VideoVoice, how they have used it, and a lesson on how to use the available video cameras (Flip cameras). The youth explained the utility and importance of four questions to ask when conducting VideoVoice. The four questions are:

1. Where are we (location)?
2. What do we see here? What are the issues?
3. How or why is it important?
4. What can we do about it?

The participant group divided up into three smaller groups, each to be led by a youth facilitator. These three groups then walked out from the Marriott Hotel (conference location) and south on Old Bayshore Highway for an hour long experiential VideoVoice Walkability Assessment. Persons in each group rotated responsibilities, and responsibilities included videographer, actor/actress, note taker, and question holder. During the walk, group members would come to consensus on pedestrian concerns and assets that they would like to highlight in the VideoVoice process. The note taker would note the location and issues (for record keeping and mapping of the video), the question holder would hold the questions (on a large butcher paper) to be answered by the actor/actress, the actor/actress would speak to the camera and answer the four questions,

and the videographer would film the actor/actress. Each group was able to obtain footage for 3-6 locations of concern to pedestrian safety.

The three groups then convened in the conference room to begin the download and video-editing process. The video download and editing process took about 40 minutes and at the end of those 40 minutes the three groups shared their videos with the larger group.

The videos, now edited, are in a form that is ready to post on the Internet on an organization's website, YouTube, or Picasa. The Greenfield Walking Group has previously had successes mapping the videos on mapping software. This software enables a viewer to access the map via the web, and click on a video icon to watch a VideoVoice project from a specific location.

Evaluation

Results from the evaluation of the Moving Children Safely Community Pedestrian Safety Training were overwhelmingly positive. A total of 11 evaluations were collected and tabulated.

General & knowledge/skills gained

All participants stated that the training workshop met their expectations and were satisfied with the quality of the training. When asked about the most valuable learning of the day respondents spoke to the value of learning about VideoVoice, especially from the perspective of the youth teaching the adults. Participants stated that "the youth were engaged in teaching the adults. They were fabulous!" and remarked on "The value of multigenerational, varied interests, and varied needs in assessment team."

There was extremely positive feedback with regard to the participants reporting new knowledge gained during the training. 100 percent of the participants reported that they acquired new knowledge about pedestrian safety best practices, they have an increase in confidence to work with other community members on pedestrian safety priorities, the training provided participants with new skills to promote pedestrian safety, the walkability assessment was useful to identify safe and unsafe pedestrian environments, that the pedestrian priorities reflect the needs of the community, and they are now more familiar with the community professionals to contact regarding further work on pedestrian safety. All of the participants stated they are committed to continuing to promote safe walking and pedestrian safety in their community.

The majority of the participants stated that they have a new understanding about the rules of the road for pedestrians (90 percent) and that their behavior as a pedestrian is likely to change after the training (70 percent). Due to the fact that this training was geared more towards professionals, it is likely that many of them already have a deep understanding of pedestrian safety and practice safe walking.

Logistics

All of responders felt that there was an adequate length of time for the training, and that the location was good for the training. There were a couple of comments calling for more

depth of information and detail on how to incorporate (feasibility) VideoVoice into their current work. There was also a comment on having the various walking teams walk different walking routes (as opposed to the same route for all three groups).

Presenters

Participants felt that the presenters were knowledgeable, that there was adequate time for the community discussion and the training was tailored to meet the needs of the community (all at 100 percent). By far, the comments focused on the hands-on nature of the training and the value of having not only the youth perspective, but having the youth teach the adults.

Lessons Learned

- Attendees responded with great enthusiasm to both the hands on nature of the VideoVoice activity as well as the structure of youth teaching the adults. As much as possible, the CPST invites people from communities who have had successes in changing the pedestrian environment through community and resident engagement and empowerment. The youth facilitators in this training not only were able to share their own successes, but also were able to teach the adults in the room how to begin, experience, and create a VideoVoice project in very little time with very little resources and with a maximum effect.
- There was a comment in the evaluations that it would have been nice to have the different groups go on different walking routes for the VideoVoice project to avoid redundancy in the footage. Many of the CPST walking routes are divided up into 2-3 walking routes, however, this location did only have one walking route due to the pre-walk conducted by staff and the youth the day prior to the training. The CPST team will take this into account in the future trainings, especially those involving Photo/VideoVoice to ensure diversity of final messaging.