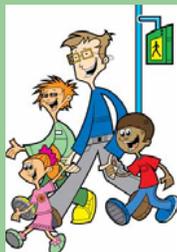


## Implementation of a Comprehensive SRTS Pedestrian Safety Program



Presented by:  
Safe Kids Grand Forks



## Course Objectives

- Discuss the components of a successful pedestrian safety program.
- Discuss the process of writing a successful SRTS grant.
- Discuss the resources available to injury prevention professionals throughout the state of North Dakota.



## What do we know about school-age children?

- The majority of children do not possess the cognitive and visual skills to safely cross streets until the age of 10 (4<sup>th</sup> grade).
- They are impulsive and easily distracted.
- Parents tend to overestimate their children's skill level.
- Minus supervision, they are at the mercy of the drivers.



## Components of Injury Prevention The 5 E's

- Engineering modifications
- Environmental modifications
- Education and Encouragement
- Enforcement and Enactment
- Evaluation



## Engineering Modifications

Engineering includes changes made to existing structures including parking lots, drop off zones, turn lanes, etc.



## Environmental modifications

Environmental modifications include changes made to a specific site. It may include adding safety cones, crossing guards, additional signs, etc. It may also include making changes to routines at such a site.



## Education and Encouragement

This includes information and training provided to all groups affected by the injury prevention program. Specifically, education can be geared towards students, parents, staff and/or the community. Encouragement activities and incentives are provided after education to “reward” safe behaviors.



## Enforcement and Enactment

This includes working with law enforcement and other agencies to enforce existing laws focused on injury prevention.

Enactment focuses on the passage of new laws to prevent injury; e.g. the updated child passenger safety law.



## Evaluation

An injury prevention program needs to be evaluated on a continuous basis to determine its effectiveness.

There are many methods for evaluation.



## The 5 E's in Grand Forks Collaboration is the Key!

Agencies working together:

- Safe Kids Grand Forks
- Grand Forks Public Schools
- Parent Groups – PTO, Volunteers, Crossing guards
- Grand Forks Police Department
- Grand Forks County Sheriff's Department
- City of Grand Forks Engineering Department
- Mayor's office
- City Council
- Metropolitan Planning Organization
- University of North Dakota
- Federal Express
- Local restaurants and businesses



## The 5 E's in Grand Forks: Engineering

- Improved traffic flow at several schools through environmental modifications such as repainting lanes and changing entry/exit lanes.



Crossing guard program

- We have designed a crossing guard training curriculum.
- Each school determines how to recruit or assign guard duties (paraprofessionals, teachers, parent volunteers).

## The 5 E's in Grand Forks: Environment



Crossing guard program

- Using SRTS dollars, each school is provided with crossing guard vests and stop paddles.

## The 5 E's in Grand Forks: Environment

- With our SRTS dollars, we have been able to provide equipment to schools (cones, radar devices) to direct and calm traffic.



## The 5 E's in Grand Forks: Environment

- Created reminders for students aimed at keeping them safe at crosswalks.



## The 5 E's in Grand Forks: Education



- Provide in-school pedestrian programs to all K-5 students in Grand Forks City schools. These presentations have been customized to each school.

## The 5 E's in Grand Forks: Education

- Each spring and fall we visit all 3<sup>rd</sup> grade classrooms in Grand Forks and the surrounding area to provide Safety on Wheels training. Discuss head injuries and bike helmet use.



## The 5 E's in Grand Forks: Education



- Helmets are sold at a reduced price or given free to those that cannot afford them.

## The 5 E's in Grand Forks Education

- Educate drivers and residents in specific school zones as to safe driving behavior.



## The 5 E's in Grand Forks Education



## The 5 E's in Grand Forks Education

- Work with elementary school principals to continually educate parents as to safe driving behaviors.



## The 5 E's in Grand Forks Education

Involving the entire community is important.

- Displays at health fairs, local businesses
- Web pages
- Local business partnerships (Back-to-School events in the parking lot and bag stuffers)



## The 5 E's in Grand Forks Education



- Conduct radio interviews and develop television PSA's to raise awareness to pedestrian safety issues.

## Education Considerations: Tailor the message!!

- Drivers:
  - Slow down in school zones.
  - Watch for kids at non-crosswalk areas.
  - Make eye contact with the kids so they know it is safe to cross.
  - Don't park or stop where you are blocking a crosswalk.
  - Take an alternative route during school arrival and dismissal times if you don't need to be near a school.



## Education Considerations: Tailor the message!!



- Distracted Driver Messages:
  - Safe Kids study noted that 1 in 6 drivers in school zones are distracted, usually with cell phones.
  - ND does not currently have a law that prohibits use of a cell phone but more education on the dangers would be helpful.

## Education Considerations: Tailor the message!!

- Distracted Driver Messages:
- Increased risk by behavior with cell phones:
  - 4 times more likely to crash than drivers not using a phone
  - 6 times greater risk when dialing a phone
  - 23 times greater risk when texting
- This is comparable to drivers with blood-alcohol content of 0.08, the legal definition for drunken driving.



## Education Considerations: Tailor the message!!

- Winter time brings additional safety messages:
  - Stay off snow banks where you may not be visible to snow removal equipments or could slip into the street.
  - Wear reflective materials so you are seen in low light conditions.
  - Be care for cars when crossing: they may want to stop but be unable to due to slippery roads.



## Education Considerations: Tailor the message!!



- Children are 4 times more likely to be involved in a pedestrian accident on Halloween than any other day of the year.

## The 5 E's in Grand Forks: Encouragement

- Offer encouragement activities to students to reinforce safe behaviors.
- Specific schools have been able to establish strong enforcement of appropriate driving behaviors on school property.



On behalf of Safe Kids Grand Forks and your local Taco John's® Restaurants, we thank you for "Walking This Way". The route you took to school was the correct way and we thank you for staying safe. Taco John's® would like to reward your safe pedestrian behavior by offering you a free small Potato Ole®. Stop by any local Taco John's® to redeem your treat.

## The 5 E's in Grand Forks: Encouragement

- Coordinate annual events to raise awareness to those walking or biking to school.



## The 5 E's in Grand Forks: Encouragement

International Walk To School Day



## The 5 E's in Grand Forks: Encouragement



## The 5 E's in Grand Forks: Encouragement



## The 5 E's in Grand Forks: Encouragement

- Bike and Breakfast events encourage kids to ride to school but also reward them for safe behaviors.



## The 5 E's in Grand Forks: Encouragement



Safe Kids Cone Head Citation

## The 5 E's in Grand Forks: Enforcement and Enactment

- We familiarized ourselves with GF City Code regarding pedestrian, bicycle and motor vehicle laws.
- We developed a "near-miss" form for the schools to use.

Safe Kids Grand Forks  
Grand Forks Public Schools  
Near-Miss Incidents

The purpose of this form is to record any near-miss incidents with students and vehicles. This includes students walking/biking to and from school. Any incident on school property or in the vicinity of the school should be recorded. Safe Kids and GFPSD will use this information to identify areas of concern. This data may also be used to pursue grant funding.

School: \_\_\_\_\_ Date: \_\_\_\_\_

Time of day: \_\_\_\_\_

Location of incident (i.e. north parking lot, street name, intersection, etc.): \_\_\_\_\_

Number of students involved: \_\_\_\_\_

Approximate grade level of students: \_\_\_\_\_

Description of incident: \_\_\_\_\_

Your name: \_\_\_\_\_ Phone number: \_\_\_\_\_

Position (teacher, parent, etc.): \_\_\_\_\_

## The 5 E's in Grand Forks: Enforcement & Enactment

- We have developed a working relationship with the city patrol officers. This has included conducting in-services last fall on our pedestrian safety work and how they could specifically enhance the program.



## The 5 E's in Grand Forks: Enforcement & Enactment

- This has enabled us to directly contact police officers when problems, near-misses, etc are reported or observed at schools.
- Recently, we have been recommending to schools that they contact the patrol department directly with their concerns.



## The 5 E's in Grand Forks: Enactment and Encouragement



## The 5 E's in Grand Forks: Enforcement & Enactment

- Texting ban
- Helmet ordinance
- GDL
- Child passenger safety



## The 5 E's in Grand Forks: Evaluation

- Evaluation is an ongoing process.
- We use SRTS surveys to evaluate parents' opinions and perceptions about walking to/from school.
- We use data collected from various radar signs to evaluate whether they are effective in lowering speeds.
- We seek input throughout the school year from principals, teachers and parents regarding our education programs.
- We conduct observations at schools during the year to assess safety during arrival and dismissal.



## Writing a Successful Grant



## Comprehensive & Collaborative

- Identify your pedestrian safety team – “bringing everyone to the table” – police, city planners/engineers, parents, teachers, school administrators.
- Identify your successes – what’s being done already?
- Establish a solid plan – always focus on the five E’s!

## Comprehensive & Collaborative

- SRTS programs need to be more than laying sidewalks and pouring concrete!!!



## What have we requested? Non-infrastructure Funds

- Education materials for students, staff, parents and the community for pedestrian and bicycle education programs.
- Helmets for low income children.
- Sample helmets.
- Incentive items for students for biking and walking events.
- Supplies for back to school events.
- Safety items (radar signs, pedestrian crossing signs, cones, crossing guard equipment).
- Salary for coordinator
- Coordinator Training

## Infrastructure Funds

- Solar Powered Radar Signs
- Sidewalk Extensions



From this. . . . . To this!!

## Resources National, State and Local



A screenshot of the Safe Kids USA website. The page features the Safe Kids USA logo, the tagline "Preventing injuries: at home, at play, and on the way.", and navigation links for "For Parents", "For Educators", "For Media", and "For Safety Professionals". The main content area includes a "We Believe" campaign banner with the text "Every kid has the right to grow up safe, healthy and free from injury." and a photo of a young girl.

Preventing injuries:  
at home, at play, and on the way.

**Pedestrian Safety Fact Sheet**

Key Facts

- Each year, approximately 630 child pedestrian fatalities occur.

Total Pedestrian Deaths, children 0-14 years

Year	Deaths
2006	706
2007	669
2008	599
2009	631
2010	583

## Seeking Other Sources of Funding

- Sought grant funding to support our pedestrian safety initiatives within the community through Safe Kids Worldwide.



## Seeking Other Sources of Funding

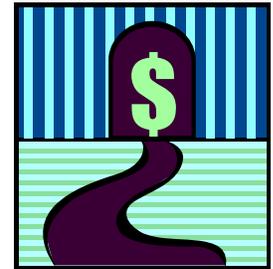
- Partnerships with Safe Kids Coalitions and FedEx have been instrumental in spreading pedestrian safety messages.

Proud Program Sponsor



## Seeking Other Sources of Funding

- Community/City Grant Funding or budgeted dollars.



**SafeRoutes**  
National Center for Safe Routes to School

Getting Started  
State SRTS Contacts  
Resources  
SRTS Guide  
Forums  
Online Library  
Ask a Question  
Program Progress  
Funding  
Training  
Submit Data  
News Room  
About Us  
Task Force  
Links

Safe Routes to School programs enable community leaders, schools and parents across the United States to improve safety and encourage more children, including children with disabilities, to safely walk and bicycle to school. In the process, programs are working to reduce traffic congestion and improve health and the environment, making communities more livable for everyone. [Learn more.](#)

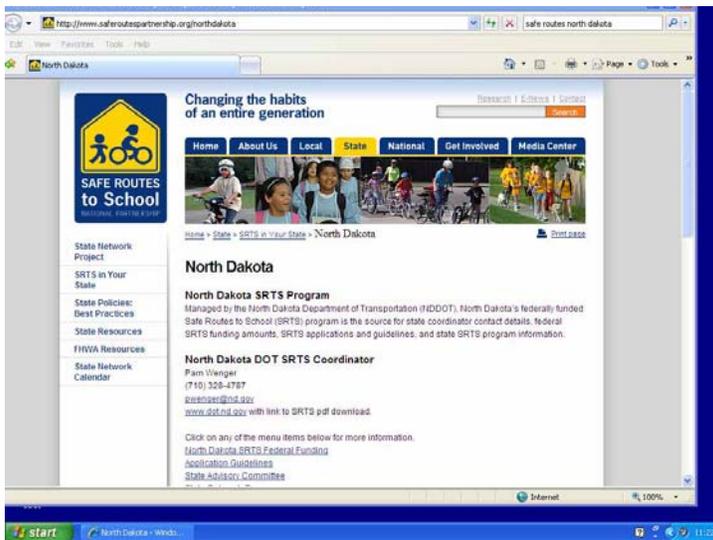
2,000+ Walk to School Day Events Now Registered  
October 6 is just weeks away. Visit [www.walktoschool.org](http://www.walktoschool.org) to see who's walking and to register your school's October event.

New Resource: SRTS and Health, Understanding the Physical Activity Benefits of Walking and Bicycling to School

National Center Now On Facebook  
If you "like" safe routes to school, check out [www.facebook.com/saferoutesinfo](http://www.facebook.com/saferoutesinfo) for news, discussion topics and other SRTS-related activities.

## Other National Resources

- U.S. Department of Transportation Federal Highway Administration (FHWA)
- National Highway Traffic Safety Administration
- Active Living by Design
- America WALKS
- Association of Pedestrian and Bicycle Professionals
- Florida Traffic and Bicycle Safety Education Program
- Keep Kids Alive – Drive 24
- National Center for Bicycling and Walking
- Pedestrian and Bicycle Information Center
- Rails-to-Trails Conservancy
- The University of North Carolina Highway Safety Research Center



## State Resources:

- Safe Kids North Dakota has developed a Pedestrian Safety Toolkit for use at schools. The kit contains:
  - Pedestrian safety display
  - Brochures
  - Pedestrian safety curriculum for teachers
- To access a kit, contact Safe Kids North Dakota C/O the North Dakota Safety Council



## Local Resources



- Brochures
- Access to reduced price helmets
- Crossing guard training materials
- Newsletter access – sign up at [www.altru.org](http://www.altru.org) (click on the e-news link under Community)
- Web site access ([www.safekidsgf.com](http://www.safekidsgf.com))
- Pedestrian safety consultation

## Contact Information

Safe Kids Grand Forks  
<http://www.safekidsgf.com>

**Altru Health System is the lead agency for Safe Kids Grand Forks.**  
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