

Public Private Partnerships to Increase Global Road Safety for Children: Walk This Way



Kristin Rosenthal
Safe Kids Worldwide

SAFE K:DS WORLDWIDE™



Protecting **kids** from preventable injuries





Our Mission



We work to keep **all** kids safe
from **preventable** injuries

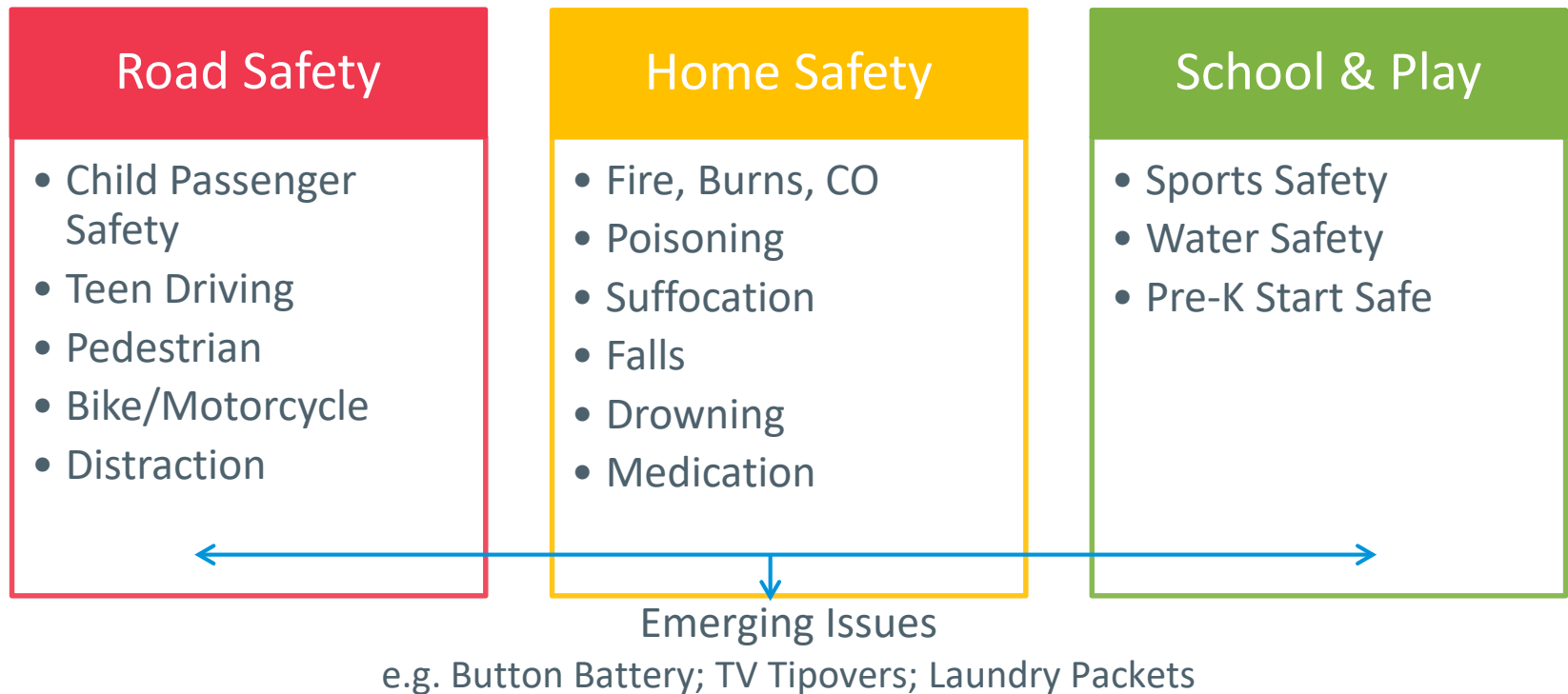
Our Global Network





Our Work

Safe Kids Worldwide provides resources to
deliver community programs.

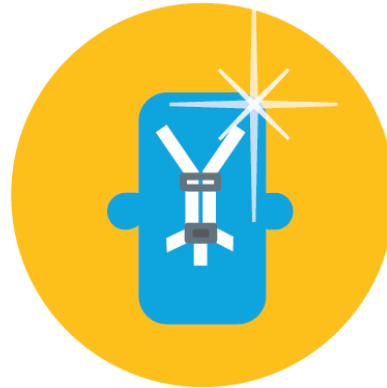


How We Work



RESEARCH

Collect and
analyze data
and measure
impact



PROGRAMS

Reach
parents,
caregivers,
educators
and kids



AWARENESS

Deliver
consistent,
compelling
messaging



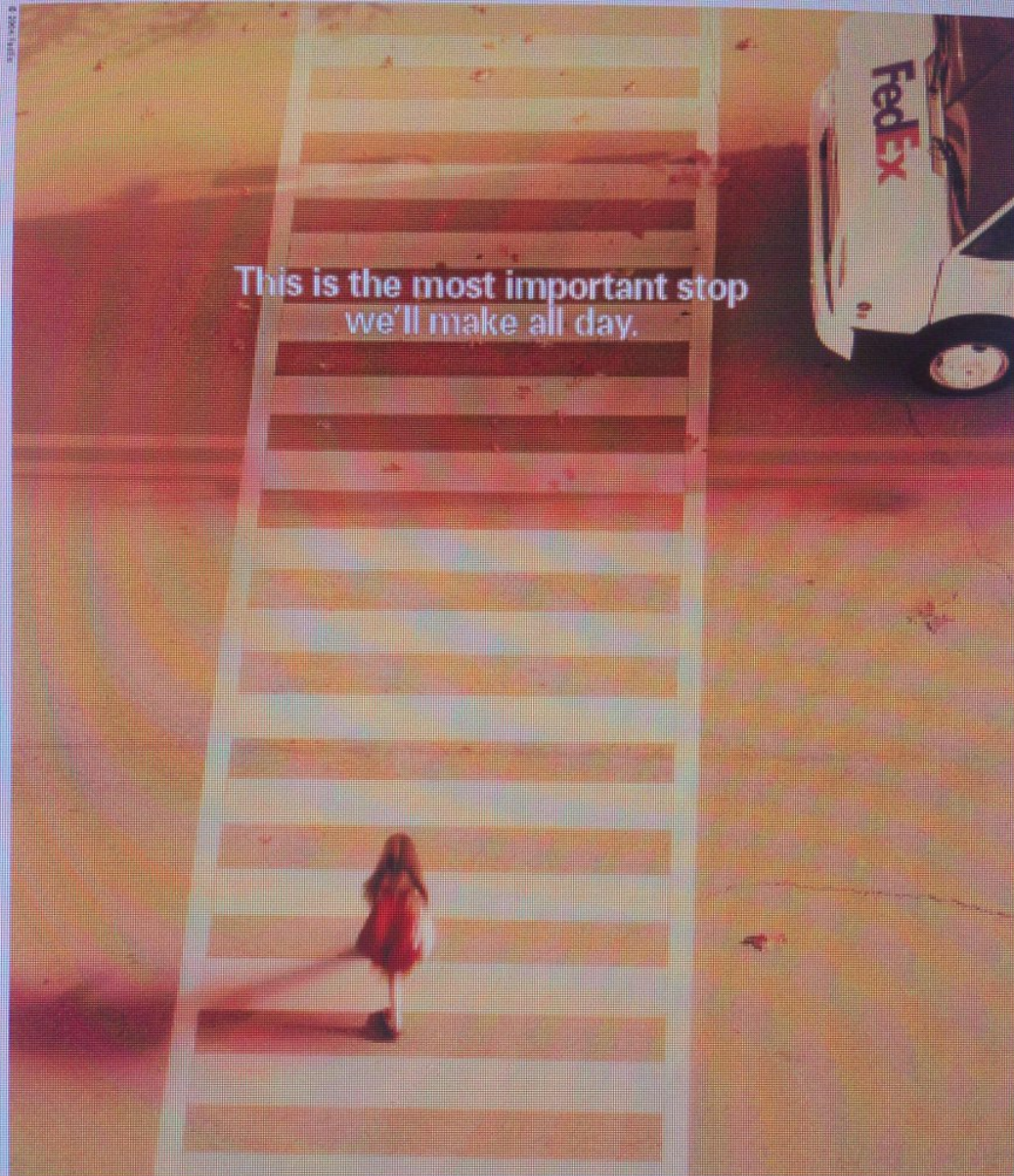
ADVOCACY

Advocate for
new and
improved
laws

Grass Roots



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This is the most important stop
we'll make all day.

At FedEx, pedestrian safety is a priority. That's why we're a major sponsor of the National SAFE KIDS Campaign and SAFE KIDS Worldwide — leaders in the battle to prevent unintentional childhood injury.



On International Walk to School Day, FedEx employees join SAFE KIDS Coalitions, community leaders and schools to teach children and motorists about pedestrian safety. To learn more, visit www.safekids.org or www.safekidsworldwide.org.



Partnership Results (1999 – 2016)



Programs in 10 countries
15.9 million children reached
28,000 FedEx volunteers



Children at Risk

500 children die each day on roads around the world.



FedEx NGO Engagement Criteria

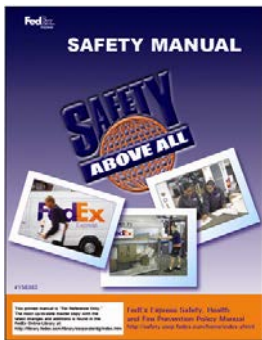
Align to Core Competencies

Measurable Impacts

Scalable & Sustainable

Strategic Partnerships

Executive & Team Member Engagement





**FedEx Chairman &
CEO Fred Smith**

**FedEx Corp. President
& COO Dave Bronczek
with Safe Kids CMO
Martha Wilcox**





This is the most important stop we'll make all day.

At FedEx, pedestrian safety has always been a priority. That's why we've made a four-year \$10 million commitment to Safe Kids Worldwide, a global organization dedicated to protecting kids from accidents and injuries. Since our campaign began, more than 18,000 FedEx volunteers have gotten involved, and we've reached over 15 million children in ten countries with lifesaving road safety education and training.

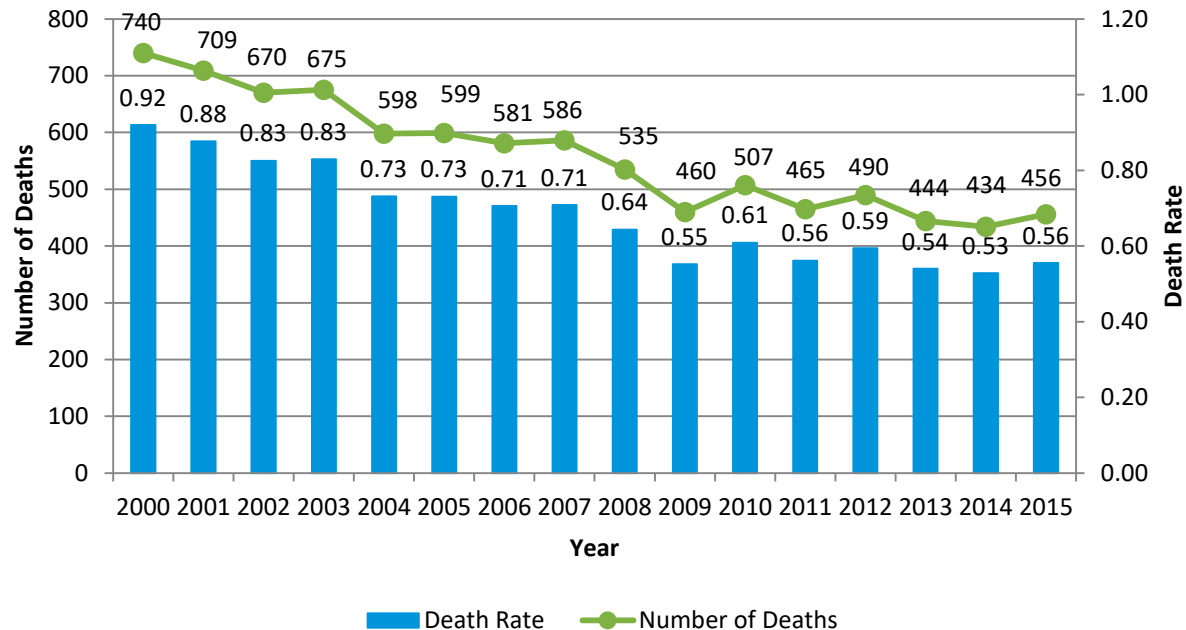
To learn more, go to safekids.org and fedexcares.com.



**SAFE
KIDS**
WORLDWIDE

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Child Pedestrian Safety in the U.S.



But there is still a lot of work to do...

- In 2015, while teens ages 15-19 made up 26 percent of all children ages 0-19 years, they made up 49 percent of pedestrian fatalities.

Walk This Way



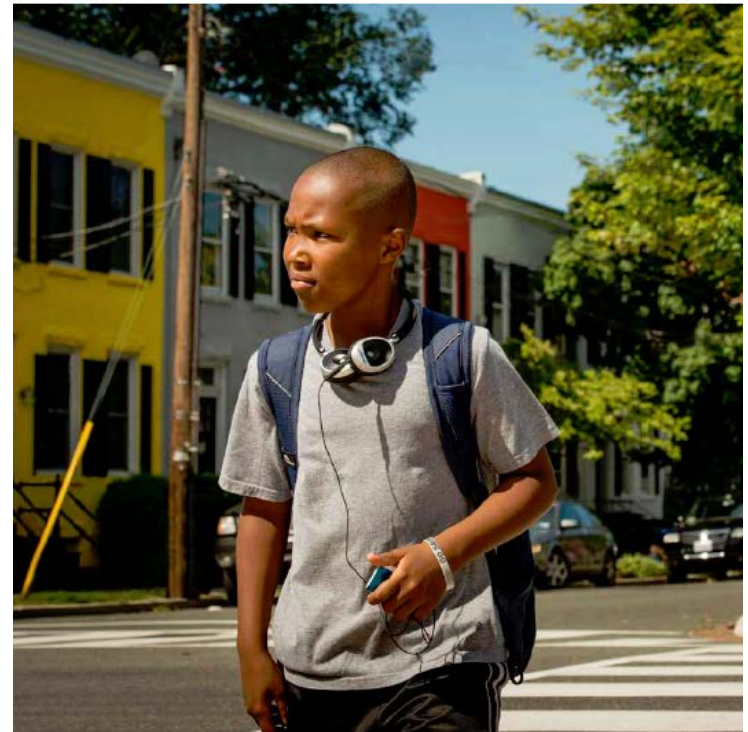
Brazil • Canada • China • India
South Africa • South Korea • Philippines
Thailand • United States • Vietnam

Research

- 2012
 - Teens ages 16- to 19-years-old at risk for pedestrian injuries
- 2013
 - 34,000 observations of students crossing in school zones
 - 1 in 5 high schoolers and 1 in 8 middle schoolers crossing while distracted
- 2014
 - Why? What are teens doing while walking and crossing?
 - Surveyed 1,040 teens ages 13 to 18
- 2015
 - Interactive Infographic
 - 7 Ways to Not Get Hit by a Car
- 2016
 - 36,000 middle and high school students walking to and from school
 - 56,000 driver observations

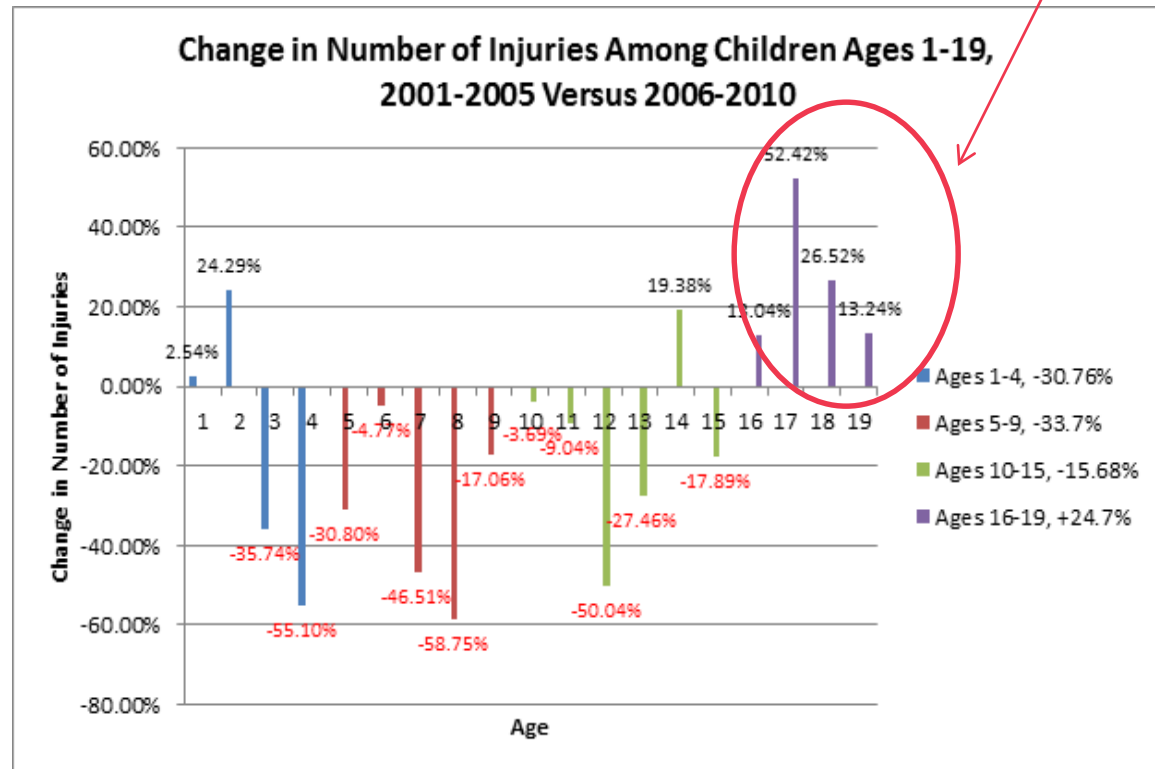
SAFE
KIDS
WORLDWIDE™

Teens on the Move
October 2014



2012 Key Findings

- Each day, an estimated **61 children** in the US are injured as pedestrians
- Children ages 14 to 19 accounted for nearly 55% of the deaths



2013 Report: Teens and Distraction



One in five high schoolers and one in eight middle schoolers were observed crossing the street while distracted.



1 in 5 High School Students



1 in 8 Middle School Students

Teens who were distracted were most frequently texting or wearing headphones.



39%



39%

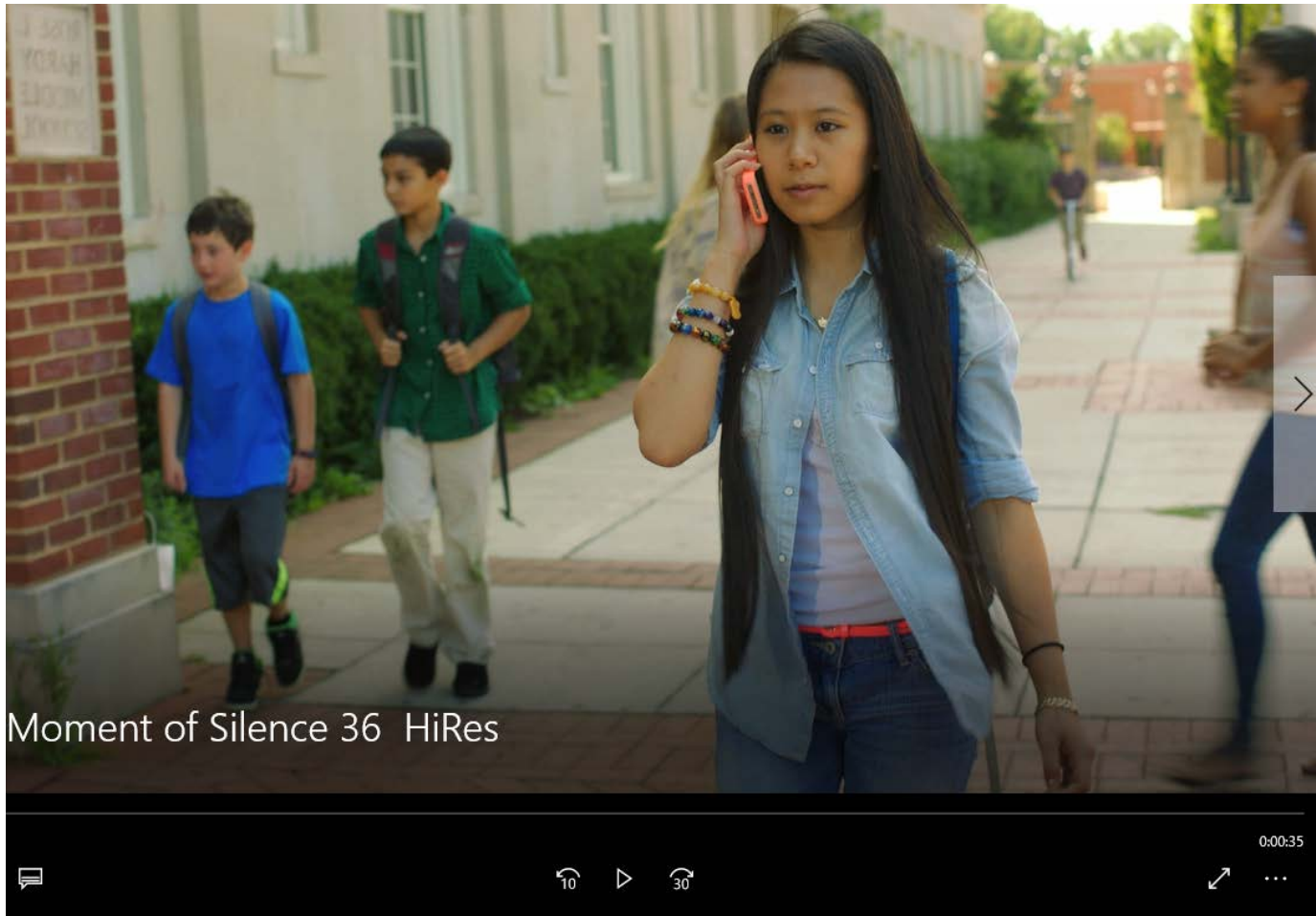


20%



2%

U.S. – Moment Of Silence Video



2014 Report: Teens on the Move

Distraction



2014 Report: Teens on the Move

Walking in the Dark



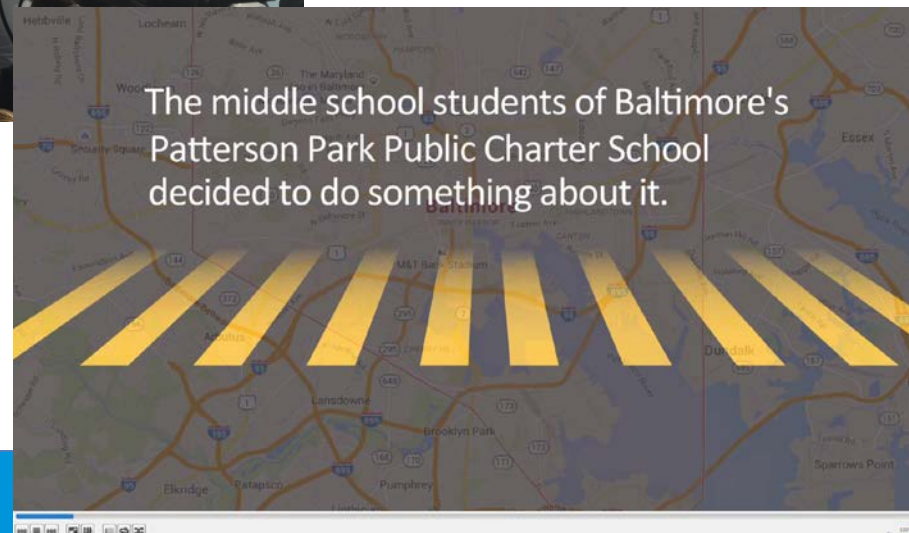
2014 Report: Teens on the Move

Crossing Midblock



Take Action Against Distraction

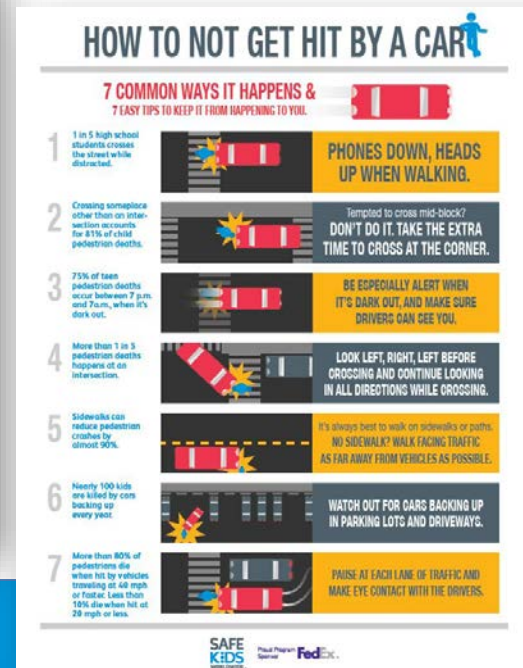
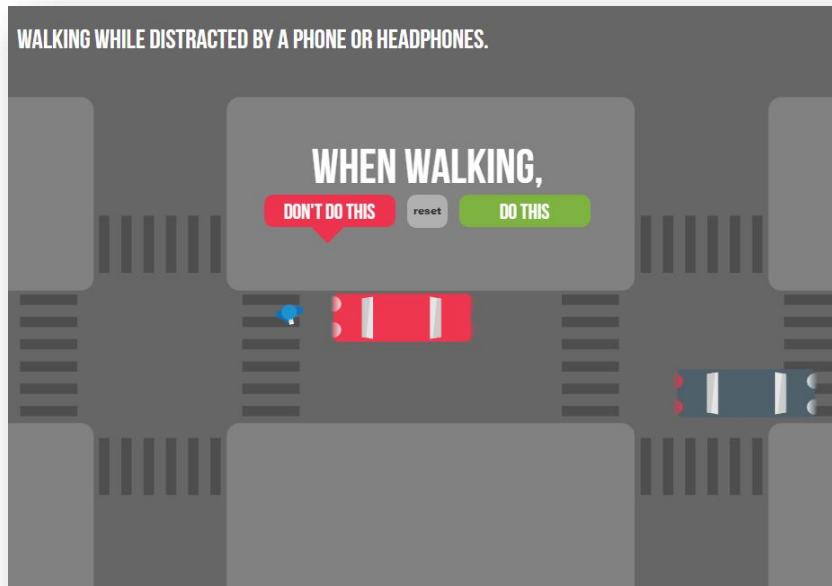
- Peer to Peer Education



Interactive Infographic

Scenario 1: Walking while distracted by a phone or headphone

- Stat: 1 in 5 high school students crosses the street while distracted. (Safe Kids Worldwide 2013)
- Tip: Phones down, heads up when walking.



2016: Alarming Dangers in School Zones




The Facts About Teen Pedestrians

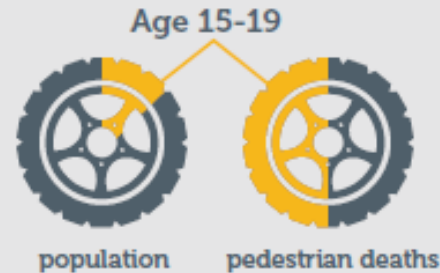
5  /week

There are 5 teen pedestrian deaths every week in the United States.



13% 

There has been a 13% increase in the pedestrian death rate for 12-19 year olds since 2013.



In 2015, while teens ages 15-19 made up 26 percent of all children ages 0-19 years, they made up about half of the pedestrian fatalities.

2016: Alarming Dangers in School Zones



We observed 39,000 middle and high school students and 56,000 drivers in school zones in 2016.

Distracted walking is on the rise. We observed it in 1 in 4 high school students and 1 in 6 middle school students.



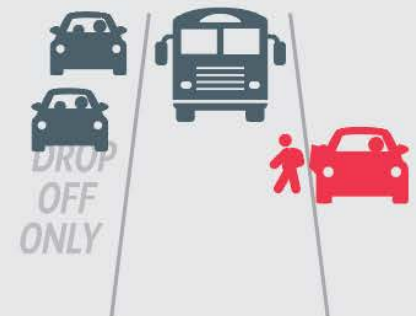
Distracted teens were most likely to be wearing headphones or texting.



Unsafe street crossing behavior was observed in about 80% of students.



Unsafe drop-off or pick-up behavior was observed in nearly 1 in 3 drivers.



2016: Alarming Dangers in School Zones



2016: Alarming Dangers in School Zones



Call to Action



What Communities Can Do to Protect Kids on the Move

Install proven interventions, like crosswalks, speed limits, clear signs, and traffic lights.

Marked crosswalks were missing in 3 out of 10 observed crossings.



Set and enforce speed limits in school zones at no more than 20 mph.

Low speed limits (≤ 20 mph) were observed in only about 4 out of 10 school zones.



Educate parents and students about dangerous walking and driving habits (e.g., crossing mid-block, texting or talking on the phone.)

Implement and enforce school drop-off/pick-up policies.



Take Action Toolkit





How You Can Get Involved

Find Your Safe Kids

- Connect with your community and join the people who truly care about keeping kids safe.

Share Our Resources

- Help spread the word by printing our tip sheets and sharing them at community events, schools, child care centers or in neighborhoods.

Partner With Us

- Become a trusted partner and champion to help us innovate and improve how we reach parents, caregivers and kids.

Take Action

- Support legislation that affects how leaders approach important issues relating to child safety.

Make **every** kid a **safe** kid.

Kristin Rosenthal

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For more tips, facts, and background information visit www.safekids.org

