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

Kristin Rosenthal
Safe Kids Worldwide
SAFE KIDS WORLDWIDE™

Protecting kids from preventable injuries
Our Mission

We work to keep all kids safe from preventable injuries
Our Global Network

400+ Coalitions in the United States
30+ Partner Countries
Safe Kids Worldwide provides resources to deliver community programs.

- **Road Safety**
  - Child Passenger Safety
  - Teen Driving
  - Pedestrian
  - Bike/Motorcycle
  - Distraction

- **Home Safety**
  - Fire, Burns, CO
  - Poisoning
  - Suffocation
  - Falls
  - Drowning
  - Medication

- **School & Play**
  - Sports Safety
  - Water Safety
  - Pre-K Start Safe

**Emerging Issues**
e.g. Button Battery; TV Tipovers; Laundry Packets
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
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.
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

[Images of safety manuals and pedestrian safety signs]
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 $16 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.
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 • Phillippines
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
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.

![Graph showing change in number of injuries among children ages 1-19, 2001-2005 versus 2006-2010.](image)
One in five high schoolers and one in eight middle schoolers were observed crossing the street while distracted.

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

- Texting: 39%
- Headphones: 39%
- Cellphone: 20%
- Gaming: 2%
U.S. – Moment Of Silence Video

Moment of Silence 36  HiRes
Distraction

Devices down when crossing.
Walking in the Dark
2014 Report: Teens on the Move

Crossing Midblock
Take Action Against Distraction

• Peer to Peer Education

The middle school students of Baltimore's Patterson Park Public Charter School decided to do something about it.
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.

Age 15-19
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. 44%
- **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

https://www.safekids.org/take-action-toolkit-how-fix-unsafe-school-zone-your-community
### How You Can Get Involved

<table>
<thead>
<tr>
<th>Find Your Safe Kids</th>
<th>• Connect with your community and join the people who truly care about keeping kids safe.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share Our Resources</td>
<td>• Help spread the word by printing our tip sheets and sharing them at community events, schools, child care centers or in neighborhoods.</td>
</tr>
<tr>
<td>Partner With Us</td>
<td>• Become a trusted partner and champion to help us innovate and improve how we reach parents, caregivers and kids.</td>
</tr>
<tr>
<td>Take Action</td>
<td>• Support legislation that affects how leaders approach important issues relating to child safety.</td>
</tr>
</tbody>
</table>
Make **every** kid a **safe** kid.

Kristin Rosenthal
Senior Program Manager
krosenthal@safekids.org

For more tips, facts, and background information visit [www.safekids.org](http://www.safekids.org)