



To Listen to recording:

<https://myhealthplan.webex.com/myhealthplan/ldr.php?RCID=5c5340b99f697595818625ee6eb4eabe>

## AGENDA

- Welcome and Introduction
  - Preview SRTS Vision and Purpose Draft
- Presentation: Alarming Dangers in School Zone
  - Kristin Rosenthal, Med, MCHES, U.S. Pedestrian and Bike Safety with Safe Kids Worldwide
- State Policy Update
- Announcements

Kristin Rosenthal, MEd, MCHES, Program Manager, U.S. Pedestrian and Bike Safety with Safe Kids Worldwide

Policy Topic: Active Living Resolutions (City of Foley)

*Moved to March*

## PURPOSE AND VALUES

### When I see children walking or biking I think...

#### **Freedom**

- Kids don't feel trapped in home or traveling by car
- Kids learn autonomy and independence
- Leading with the convenience of kids/people walking

#### **It is part of everyday life**

- Kids can be kids
- Learn about ways to get around
- Walking is a part of every trip we make.
- Parents are more comfortable with the level of safety

#### **Doing better for the next generation:**

- Changing the habits of a generation (Rep Oberstar)
- We all do better when we all do better.
- Reminds people of their own childhood – we need to give this privilege to the next generation.
- This is a way to challenge a narrative or is evidence that we are challenging the car centered narrative

Based on December's discussion about benefits and values the next 2 slides reflect what we heard and informed a modification of values and priorities.

## PURPOSE AND VALUES

### The Benefits to my community when kids walk or bike:

**Health and Learning** – “A person with their health has a 1000 wishes, a person without has but one”

- Seeing kids doing a healthy behavior
- Arriving ready to learn

### **Joyful community**

- Creates a happy and calming atmosphere
- Kids have fun “getting lost”
- Discovery of life
- Kids develop resiliency

### **Social connection**

- There is an opportunity for conversation with people in your neighborhood or community
- Brings family together

## SRTS VISION

**Minnesota is a state where all students can walk and bicycle on routes that safe, comfortable and convenient. Minnesotans value...**

- That all students have the opportunity to walk and bicycle no matter their race, ethnicity, income level, age, ability, or geographic location.
- The health, academic, community, environmental, and independence-building benefits of walking and bicycling
- The health, academic, community, environmental, and independence-building benefits of walking and bicycling.
- Safe walking and bicycling routes that are maintained for use in all four seasons.
- Working together to make walking and bicycling an easy choice for students
- Transportation and land use policies, programs, and plans that encourage close proximity of schools, residences, and other youth-friendly destinations.

The Vision is pulled directly from the 5 year MN SRTS Strategic Plan

## OVERARCHING GOALS OF THE NETWORK



- Increase capacity of MN Communities to successfully implement SRTS in their communities
- Institutionalize the SRTS program at the state and local level by building partnerships with state-level agencies, municipalities, and advocacy organizations; and
- Leverage additional resources and policy changes to support walking and bicycling to schools and improvements to the built environment.

### **Minnesota Network 2017 Priorities:**

- Increase capacity of MN communities to successfully implement SRTS in their communities.
- Connect local needs and successes to statewide advocacy of resources.
- Increase knowledge of SRTS Policies that address equity

Confidential and proprietary.

6

Revised to reflect purpose and values. Please email Jill (jill.chamberlain@bluecrossmn.com) if you have reaction, edits, additions, comments, any input or critique. We want to know.

## AGENDA

- Welcome and Introduction
  - Preview SRTS Vision and Purpose Draft
- Presentation: Alarming Dangers in School Zone
  - Kristin Rosenthal, Med, MCHES, U.S. Pedestrian and Bike Safety with Safe Kids Worldwide
- State Policy Update
- Announcements

Kristin Rosenthal, MEd, MCHES, Program Manager, U.S. Pedestrian and Bike Safety with Safe Kids Worldwide

Policy Topic: Active Living Resolutions (City of Foley)

*Moved to March*

# Protecting Kids in School Zones



January 19, 2017



# SAFE K:DS WORLDWIDE™



Protecting **kids** from preventable injuries





## Our Mission



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

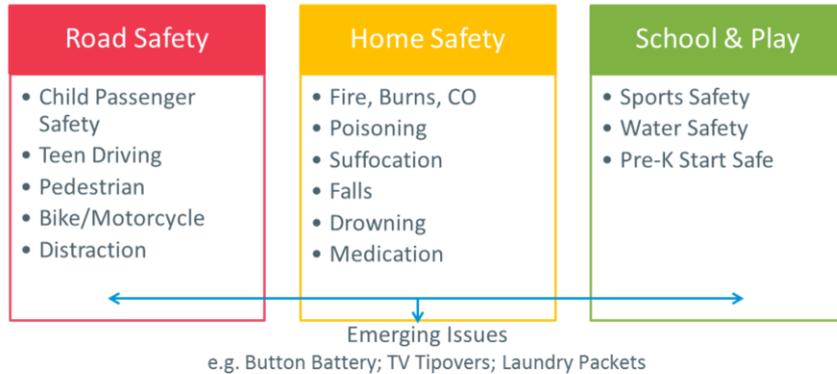
# Where We Work: Global Network



# 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



14

Who has a local or national investment?

Who has a wide reach in the community?

Who is a team player?

Who knows how to share the failure and success?

Who speaks for the community and how do you know they represent the community?

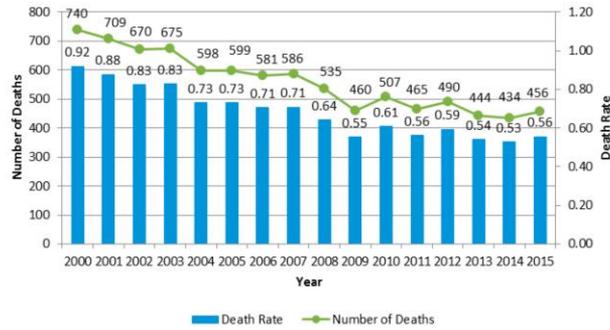
How does the ultimate decision get made?

## Walk This Way



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

# 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.

# 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.

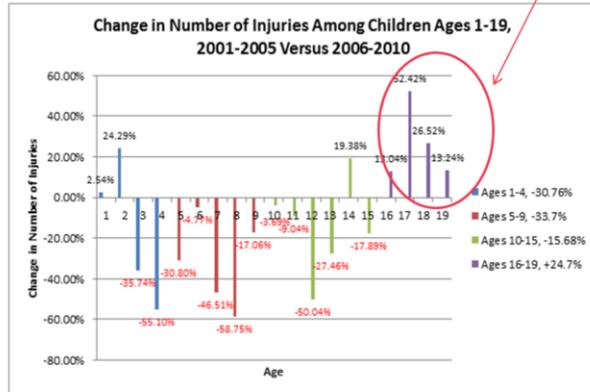
Teens on the Move  
October 2014



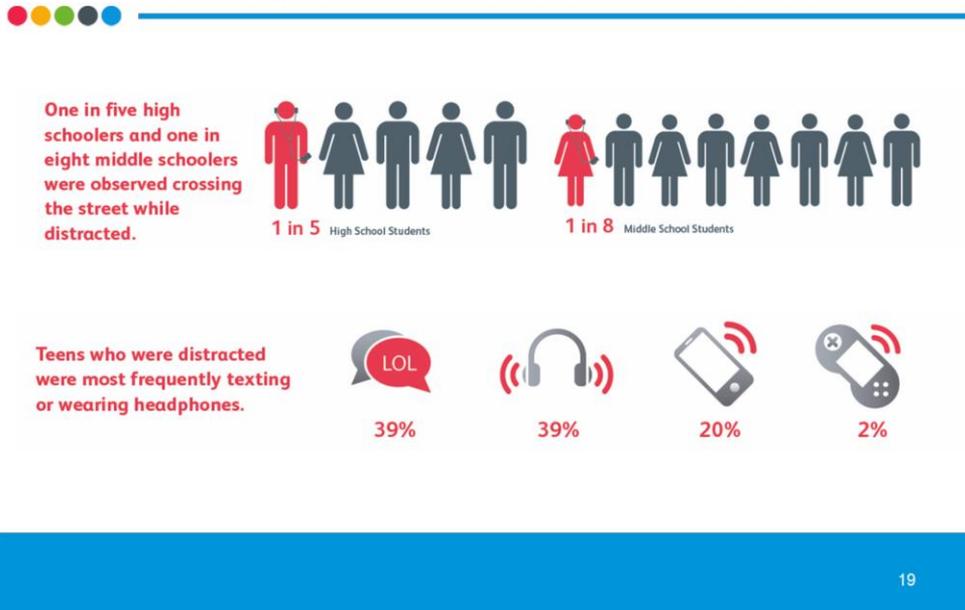
## 2012 Key Findings



- 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



Walking behavior was observed in over 35,000 middle and high school students crossing the street in school zones

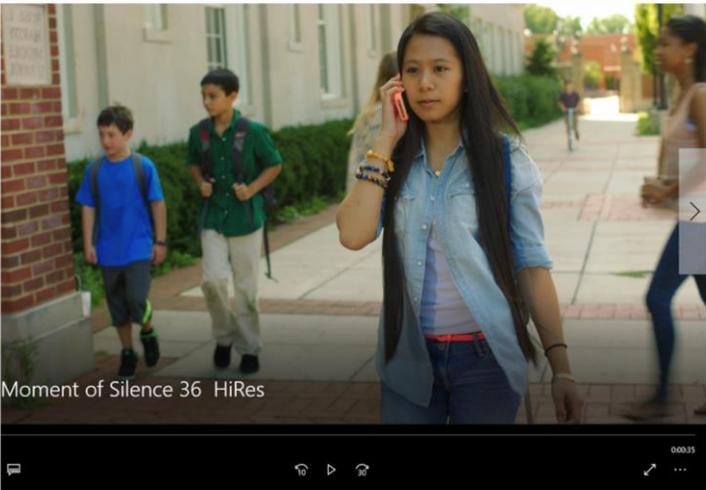
Distraction was observed in:

- 1 in 5 high school students (20%)
- 1 in 8 middle school students (12%)

The most frequent forms of distraction were:

- Texting (39% of distracted observations)
- Wearing headphones (39%)
- Talking on the phone (20%)

# U.S. – Moment Of Silence Video





## 2014 Report: Teens on the Move

### Distraction



21

### Three main hazards identified as leading to risk for teen pedestrians

**Problem:** Half of teens surveyed say they cross the street while distracted by a mobile device.

**Prevention message:** Put down phones and headphones when crossing the street.



## 2014 Report: Teens on the Move

### Walking in the Dark



22

**Problem:** 73 percent of teen pedestrian deaths occur between 7pm and 7am, when it's dark out.

**Prevention message:** Be especially alert when it's dark out, and make sure you're visible to drivers.

## 2014 Report: Teens on the Move



### Crossing Midblock



23

**Problem:** Teens that had been hit or nearly hit more frequently reported crossing midblock or running across the street.

**Prevention message:** Cross at a traffic signal or crosswalk, when possible. Make eye contact with drivers before crossing.

# Take Action Against Distraction

- Peer to Peer Education

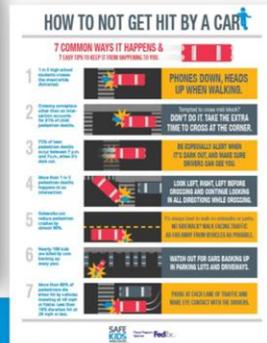
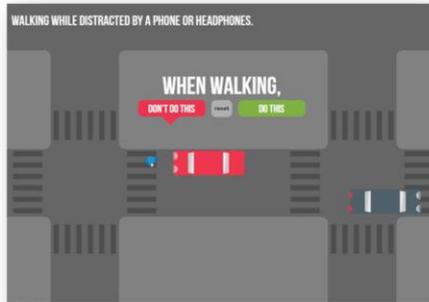


# 2015: Interactive Infographic



## 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



## 2016: Alarming Dangers in School Zones



# 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.



# 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 ( $\leq 20$  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.**





## 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**  
Program Manager  
[krosenthal@safekids.org](mailto:krosenthal@safekids.org)

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



MN Childhood Injury Prevention contact for Safe Communities in MN.

Erin Petersen

[petersen@minnesotasafetycouncil.org](mailto:petersen@minnesotasafetycouncil.org)

651-228-7314

## AGENDA

- Welcome and Introduction
  - Preview SRTS Vision and Purpose Draft
- Presentation: Alarming Dangers in School Zone
  - Kristin Rosenthal, Med, MCHES, U.S. Pedestrian and Bike Safety with Safe Kids Worldwide
- State Policy Update
- Announcements

### State Policy Update:

Healthy Kids Coalition and Bike MN are advocating for \$6mil in bonding funding for SRTS infrastructure. They are also looking for an increase in non infrastructure programming. They have begun to meet with legislators. Jill is in the process of collecting stories and contact for different legislative districts. If she call, please pick up!

# ANNOUNCEMENTS



- [SRTS Academy Application](#)
- MN Bike Summit – March 16, 2017
- Walk! Bike! Fun! [Apply to host Spring 2017](#) trainings
  - Deadline for application February 3, 2017.
- 2017 National Walk Summit, St Paul, MN September 13 – 15, 2017 –

Confidential and proprietary.

34

Winter Walk Feb 1

SRTS Academy will keep the application open to request local/regional trainings throughout the year. We cannot guarantee we will always have capacity. However, the team thought we would have the ability to accommodate most. Link included above.

# ANNOUNCEMENTS

Next Call: **February 16; 10:00 – 11:00AM**

**Topics:**

- **The Intersection of MN Walks Strategies and SRTS**
- **Economic Benefits Study**

## 2017 MEETINGS



### 2017 Meeting Dates:

January 19

February 16

March 16

April 20

May 18

June 15

July 20

August 17

September 21

October TBD

November 16

December 21

Call Time: 10:00 – 11:00AM

Will sort out Oct ASAP.



**THANK YOU.**

Confidential and proprietary.

Blue Cross® and BlueShield® of Minnesota and Blue Plus® are nonprofit independent licensees of the Blue Cross and Blue Shield Association.