

Pat Dellin

From: Karena Pushnik
Sent: Friday, June 11, 2004 2:16 PM
To: Luis Mendez; Wilshusen, Linda (E-mail); Cathy Judd (E-mail); Dellin, Pat m (E-mail); Gini Pineda (E-mail); Grace Blakeslee (E-mail); Irimes, Cory (E-mail); Kim Shultz (E-mail); Leann Morris (E-mail); Lyle Broschat (E-mail); Nikuna, Daniel Nzuzi (E-mail); Rachel Moriconi (E-mail); Sean Co (E-mail); Tegan Speiser (E-mail)
Subject: FW: Pedestrian Safety Campaign

F.Y.I.

- Karena

-----Original Message-----

From: Lynn Lauridsen [mailto:lynn.lauridsen@health.co.santa-cruz.ca.us]
Sent: Friday, June 11, 2004 11:22 AM
Subject: Pedestrian Safety Campaign

The Community Traffic Safety Coalition launches its Pedestrian Safety Campaign next week. Listen for our ads on KWAV(96.9) and KLOK (99.5). Print ads will be in the Watsonville Register-Pajaronian, La Ganga, Santa Cruz Sentinel (on-line also), and Good Times. You can view our slides at Cinema 9 and the Riverfront theaters downtown. Finally, if you are watching Community Television, you may catch the TV spots.

Below is the content of a media release that explains the campaign. This will distributed to local newspapers and radio stations.

It's been a lot of fun working on this campaign. I hope we reach a large audience.

This is likely my last communication to the coalition. I'm wrapping up my temporary stay at the Health Services Agency and (hopefully) moving onto another project. It's been a pleasure working with all of you.

Lynn

Think of the Impact You Can Make

"Think of the impact you can make," is the slogan for a new media campaign launched by the Santa Cruz County Community Traffic Safety Coalition. The campaign targets walkers, asking them to cross safely and drivers with messages about watching out for pedestrians. The radio, television, cinema slides and newspaper spots, developed by the Federal Highway Administration, will be heard and seen over the next few weeks in Santa Cruz County.

According to Eli Mowbray of the Community Traffic Safety Coalition, "Most of us are pedestrians at some point in the day. We walk to work, to school and to shop. We walk for exercise or simply to clear our heads. Walking is an alternative mode of transportation that is good for the environment and it is a form of exercise that is good for our health.

Put simply, walking is the fundamental mode of transport: you begin and end every trip as a pedestrian- even when you drive. However, this simple and essential pleasure sometimes comes at a terrible cost."

Over the last decade in the US more than 63,000 pedestrians died and more than a million were injured in pedestrian-vehicle crashes. In Santa Cruz County, between 1992 and 2002, there were 34 pedestrian deaths and 1210 injuries. More than half of these fatalities and injuries affect young people age 24 and under.

"The good news is there are things each of us can do to reduce injuries and fatalities in our community," says Mowbray. "That's why the Coalition supports this campaign. Drivers need a reminder to slow down and watch out for pedestrians. Remember, the vehicle code requires drivers to yield the right-of-way to pedestrians at all intersections including those without marked crosswalks. Walkers must be responsible by taking the time to use crosswalks and cross safely."

Experts say most collisions are due to unsafe behaviors by both pedestrians and drivers. To address the problem, the Community Traffic Safety Coalition has teamed up with a variety of media outlets to raise awareness about pedestrian safety. Over the next few weeks the Community Traffic Safety Coalition will be conducting a public education campaign to raise awareness about ways to make walking safer for everyone.

The campaign is targeted to both pedestrians and drivers, and includes information about devices designed to enhance pedestrian safety; such as important points for use of crosswalks, pedestrian warning signs, pedestrian signal indications, and reflective materials for nighttime visibility.

For pedestrians, a series of public service announcements (PSAs) encourage everyone to cross safely: use crosswalks, cross at the corner, or cross at other designated crossing areas; obey pedestrian signal indications; and wear reflective materials when walking at night.

A series of PSAs urge drivers to look for pedestrians and stop for them. The series highlights a variety of situations, including the need to look for pedestrians in crosswalks and other designated crossings, as well as at all intersections; to remember to look for pedestrians when turning; and to keep in mind that when a car is stopped ahead of you, there may be a pedestrian crossing.

Nighttime visibility is one of the most important pedestrian safety issues covered. National statistics show that almost fifty percent of pedestrian fatalities occur between the hours of 6:00 p.m. and midnight. So the campaign includes PSAs to encourage schoolchildren and the public to carry a flashlight and wear reflective materials when walking at night or early morning when it is dark.

Local police say the overall campaign is much needed. "I've seen so many near misses because a pedestrian crossed the street wherever they liked and did not look for turning vehicles," says Lieutenant John Weiss of the Scotts Valley Police Department. "On the other hand, I've also seen accidents because drivers are in a hurry, they're turning and they look for cars, but forget to look for pedestrians," Weiss added.

For more information about the campaign and the Community Traffic Safety Coalition, contact Corinne Hyland at 454-7558.

~END~

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"My mother was
crossing safely, but the driver
wasn't looking out for her."

Stop for Pedestrians

**Think of the
Impact You
Could Make**

Sponsored by
Community Traffic
Safety Coalition of
Santa Cruz County



U.S. Department of Transportation
Federal Highway Administration

Drive safely. STOP for pedestrians. You could
save a life... or change yours forever.

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