

Alarming Dangers in School Zones



December 1, 2016



Safe Kids Overview



Our Mission



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

Our Global Network



400+ Coalitions in the United States

30+ Partner Countries

- Members
- Associates

Our Work

Road Safety

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

Home Safety

- Fire, Burns, CO
- Poisoning
- Suffocation
- Falls
- Drowning

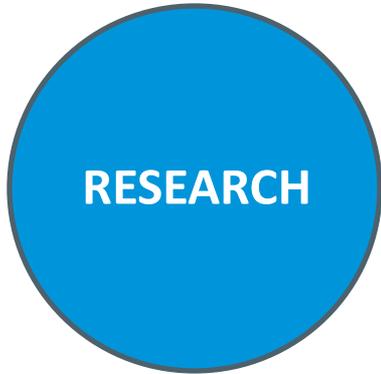
School & Play

- Sports Safety
- Drowning
- Pre-K Start Safe

Emerging Issues

i.e.: Button Battery; TV Tip-overs; Liquid Laundry Packets, Liquid Nicotine

How We Work



**Collect and
Analyze Data**

**6-8 reports
annually**



**Reach parents,
caregivers,
educators and kids**



**Deliver
consistent
messaging
through our
global
network**



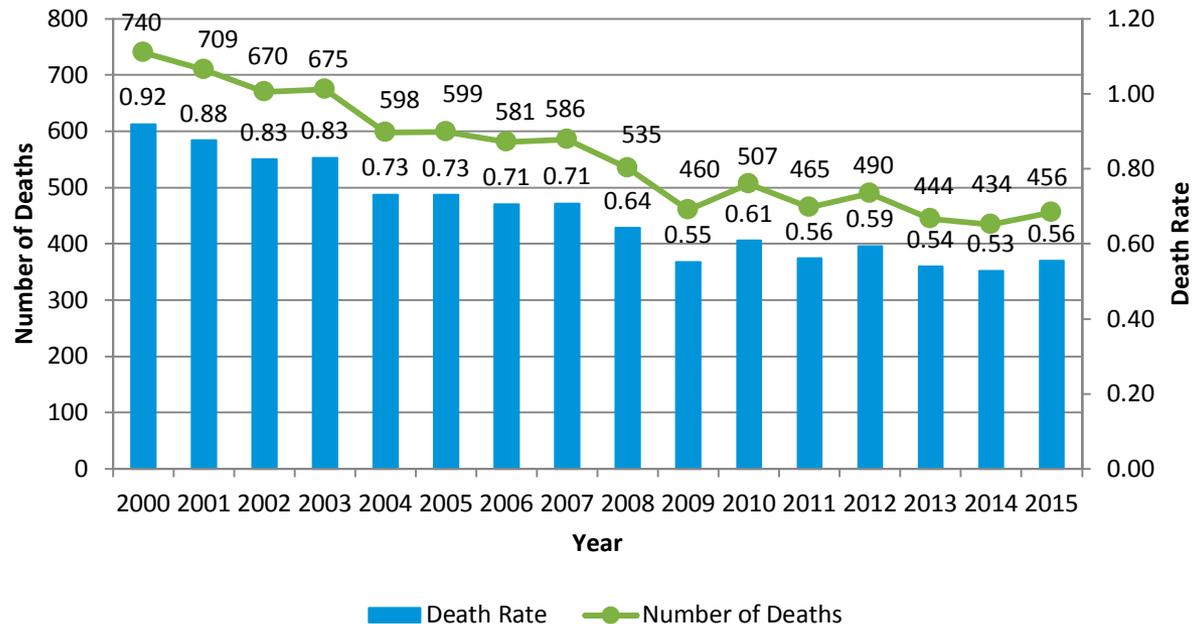
**Advocate for
new and
improved laws**



Grass Roots



Child Pedestrian Safety in the U.S.



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

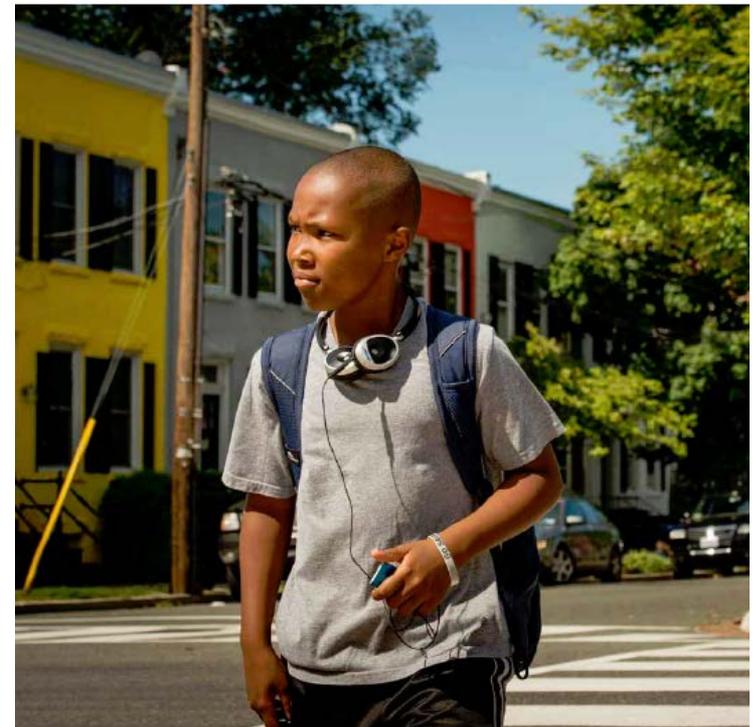
- In 2015, while teens ages 15-19 made up 26 percent of all children ages 0-19 years, they made up 49 percent of pedestrian fatalities.

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

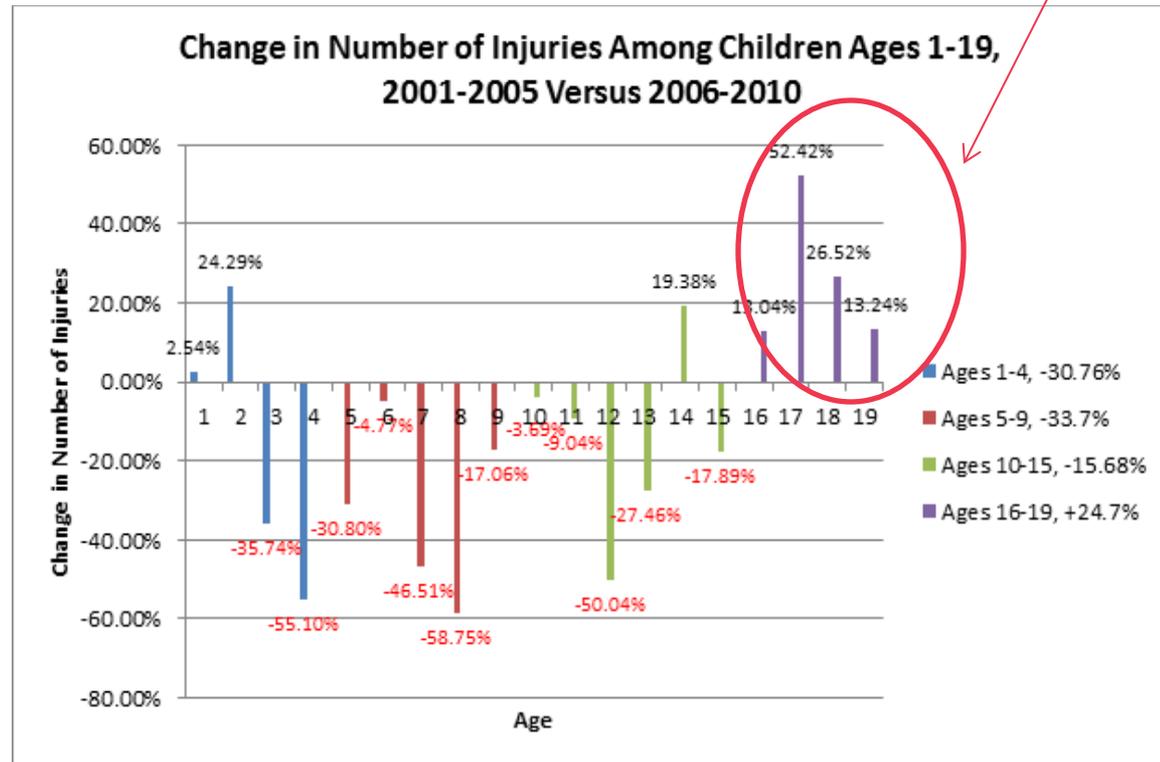
SAFE
KIDS
WORLDWIDE™

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



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%

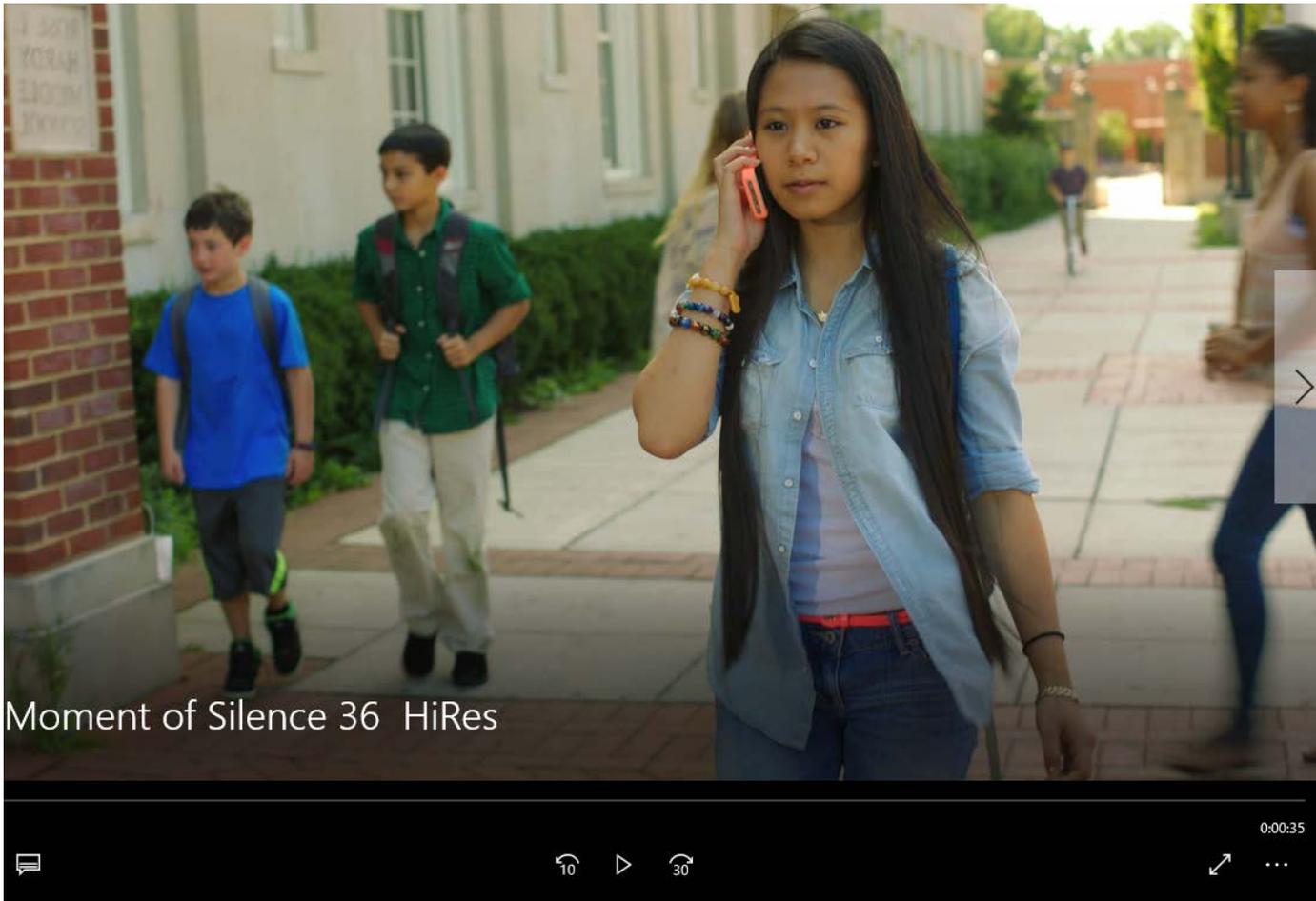


20%



2%

Moment Of Silence Video



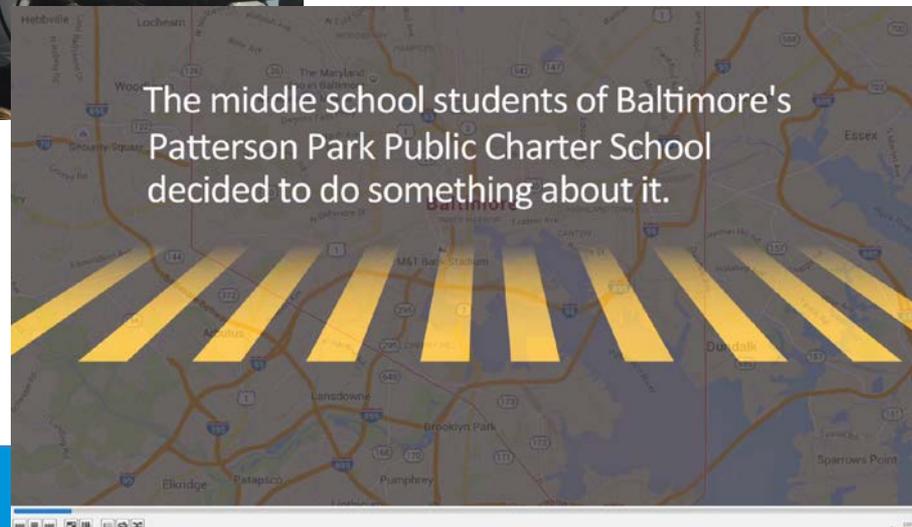
2014 Report: Teens on the Move

- Distraction
- Walking in the Dark
- Crossing Midblock



Take Action Against Distraction

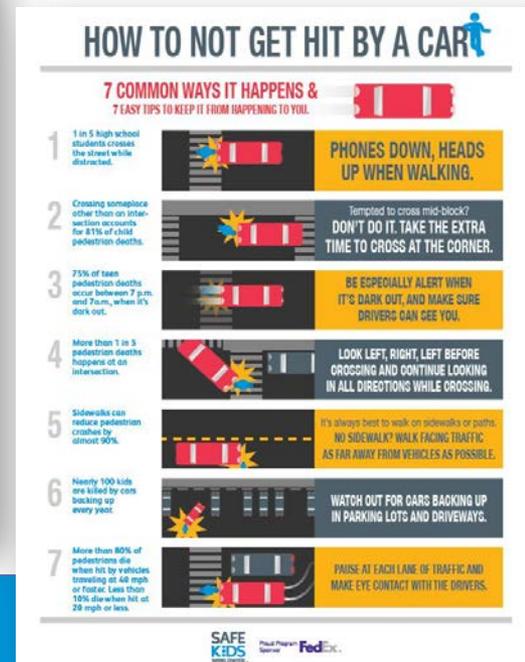
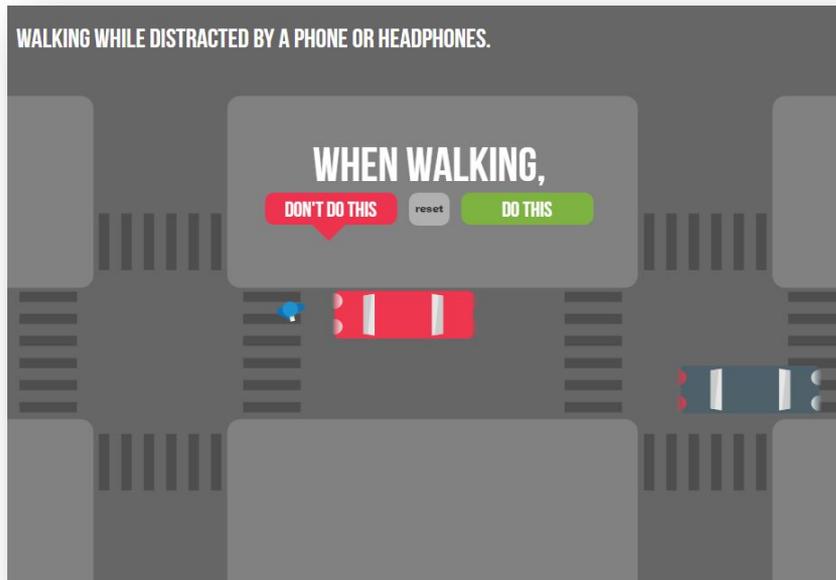
- Peer to Peer Education



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 13 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.



Thank you!



Questions?



Contact Information



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