

The WalkStreet Journal

A NEWSLETTER OF THE UNIVERSITY OF MIAMI WALKSAFE™ PROGRAM

ISSUE 5
SUMMER 2010



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Letter from the Director

Welcome to our summer issue of The WalkStreet Journal! We're excited to be celebrating several accomplishments that have successfully supported our mission of improving pediatric pedestrian safety. Our first series of WalkSafe™ Town Hall Meetings – held in three high-risk City of Miami neighborhoods in April – provided a forum for parents to voice their pedestrian safety concerns to policymakers. In May, we piloted our Neighborhood Pedestrian Watch intervention, which allowed Homestead residents to take an active role in reducing speeds around their children's elementary schools. We also held our 9th annual Task Force meeting where we presented WalkSafe's yearly accomplishments and future plans to our community partners. Also, through our outreach efforts, we continued to educate hundreds of children and adults in many communities.

As we reflect on our previous work, the WalkSafe™ Team looks forward to enhancing efforts to improve pedestrian safety and health for children all over Florida!

Gillian Hotz, PhD
Director, WalkSafe Program
University of Miami Miller
School of Medicine



VOTE FOR US!!! Help WalkSafe and The Miami Project to Cure Paralysis save kids' lives by voting for us at www.refresheverything.com/injuryprevention. PREVENTION is the ultimate way to keep kids safe, and that's what our "Pepsi Refresh Everything" project is all about. Now that we're in the running, we need YOUR help! YOU can make a difference in the lives of children all over Florida - **VOTE FOR US everyday from June 1st to June 30th!**

Town Hall Meetings empower audiences in the City of Miami

In April, WalkSafe held Pedestrian Safety Town Hall Meetings in Liberty City, Little Haiti, and Little Havana - three high-risk areas for pedestrian injury in the City of Miami. Attendees voiced their safety concerns to representatives from local police departments, Neighborhood Enhancement Teams, Public Works, Miami-Dade County Public School Board, and the Mayor's office. Important concerns were raised at each of the meetings, including crossing guard deficiencies at their schools and the need to increase police surveillance in order to create safe walking environments for kids. After the meetings, attendees reported that they were more aware of the roles of various agencies in their community and felt empowered to create change in their neighborhood.

Neighborhood Pedestrian Watch (NPW) decreases speeding at two Homestead elementary schools

NPW was developed to decrease the speed of traffic in school zones, improve traffic safety knowledge among community members, and empower parents to take an active role in creating safe walking environments for their children. In May, WalkSafe piloted its NPW initiative at two elementary schools in Homestead, Florida. During the intervention, parent volunteers joined WalkSafe™ staff members in educating more than 340 other parents on the importance of slowing down in school zones. Also, Homestead Police officers

WalkSafe's 9th annual Task Force meeting

On May 17th, WalkSafe hosted its 9th Annual Task Force Meeting. WalkSafe's partners gathered together to discuss the 2009/10 accomplishments and future endeavors of the program. Over the past year, WalkSafe has educated over 190,000 students throughout Florida using its three-day educational curriculum; implemented the Neighborhood Pedestrian Watch at two elementary schools in Miami-Dade County; and conducted focus groups and town hall meetings in three high-risk Miami-Dade communities. WalkSafe plans to expand its curriculum to include children with orthopedic impairments and cognitive disabilities; and gain support for a crossing guard policy that would enhance pedestrian safety for children in Miami.

sent letters to 99 speeding drivers near West Homestead and Laura C. Saunders elementary schools to remind them of the consequences of speeding in school zones. According to data collected before and after the intervention, WalkSafe's NPW pilot was a success! The results show that there was a significant decrease in the speeds of vehicles in designated school zones. WalkSafe will coordinate efforts to spread the positive impact of the NPW initiative throughout Miami-Dade County during the upcoming school year.

Community Outreach Summary

Children Educated: 1,184

Adults Educated: 405

Total Educated: 1,589



**Brain Fair
March 20th, 2010**



**Town Hall Meeting - Liberty City
April 21st, 2010**



**NPW in Homestead
May 13th, 2010**



**WalkSafe™ Task Force Meeting
May 17th, 2010**



**TCT Family Expo
May 8th, 2010**

Community Outreach

Brain Fair gets kids thinking about walking safely

WalkSafe joined the University of Miami and the Miami Science Museum to provide kids with a fun-filled day of exciting safety presentations, brain games, and educational activities. WalkSafe™ staff provided hands-on safety education and talked to children about how walking to and from school can help protect the brain. Of the 1,150 attendees at the event, 65% were educated by WalkSafe™ staff.

Middle schoolers get schooled on pedestrian safety

WalkSafe recognizes that older brothers and sisters play an important role in the pedestrian safety practices of their younger, elementary school-aged siblings. So this spring, we expanded our outreach efforts to include middle school students at the Thomas Jefferson Middle School Health Fair on April 15th. WalkSafe's presentation allowed more than 70 students to participate in a fun, interactive, pedestrian safety trivia game. The activity tested students' pedestrian safety knowledge and emphasized the importance of modeling safe walking behaviors for younger siblings.

WalkSafe & State Farm put prevention to work on Take Your Child to Work Day

WalkSafe teamed up with Broward County's State Farm Insurance Agency to improve the safety practices of State Farm employees and their kids on "Take Your Child to Work Day." During the event, WalkSafe provided one-on-one pedestrian safety education to 40 children and 20 adults. Each child participated in a street-crossing simulation, answered pedestrian safety trivia, and received educational materials to help them build on their pedestrian and safety skills.

WalkSafe educates the educators at Ludlam Elementary

Ludlam Elementary School students and teachers went back to the basics during the school's health fair on April 30. WalkSafe taught more than 500 Ludlam students about how to avoid the dangers that children face when crossing the street. An interactive question and answer segment was performed with the teachers and students, which addressed the following topics: national and local pedestrian-hit-by-car and obesity statistics, WalkSafe's mission and aims, and pedestrian safety/health facts.

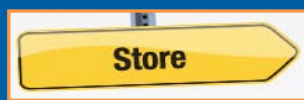
WalkSafe at The Children's Trust Family Expo

WalkSafe joined more than 250 local organizations in providing safety and health information to Miami-Dade residents at The Children's Trust Family Expo on May 8th. Exhibitors showcased information about summer and after-school programs, injury prevention, vaccinations, and programs for children with special needs. WalkSafe™ staff educated 327 community members about the importance of pedestrian safety and the benefits of walking daily.

Miami Gardens residents get a dose of WalkSafe

WalkSafe participated in the Community Safety Fair hosted by the Miami Gardens Community Traffic Safety Teams on May 15th. WalkSafe attracted 46 residents to its booth, where staff members educated attendees about traffic and pedestrian safety. WalkSafe™ staff reiterated pedestrian safety messages to kids and equipped parents with the knowledge and skills necessary to instill healthy habits in their children.

 **WHAT'S
NEW
ONLINE**
www.walksafe.us



The WalkSafe e-store has been launched! You can now buy WalkSafe™ promotional and educational items such as bookmarks, pens, brochures, rulers and much more! Visit our online store at www.walksafe.com



**Health and Safety Fair
(Injury Free Coalition)**
Saturday, June 5th
10:00 AM – 2:00 PM
Mae Armbrister Park
236 Grand Ave,
Miami, FL

**The District Health and Info
Fair**
Saturday, June 12th
9:00 AM – 1:00 PM
Caleb Center
5400 NW 22 Ave,
Miami, FL

**Can Anything Good Come
Out of the Hood?
(Community Business Expo
and Family Fest)** Saturday
June 26th
10:00 AM – 2:00 PM
NW 78th ST and 19th Ave,
Miami, FL

Visit WalkSafe on
Facebook and Twitter!



www.facebook.com



www.twitter.com/WalkSafe

WalkSafe Director on NBC 6: *Protecting Pedestrians in Miami*

On March 18th, NBC Miami produced a segment that highlighted efforts to protect pedestrians in Miami-Dade. Dr. Gillian Hotz, WalkSafe™ Director, was interviewed and spotlighted for her development and dissemination of the WalkSafe™ program.

WalkSafe was commended for its positive impact on decreasing the number of child pedestrian injuries and fatalities in Miami-Dade. Check out the full story and video: <http://www.nbcmiami.com/news/local-beat/Protecting-Pedestrians-in-Miami-88374682.html>

Maximize safety at your school with AAA and WalkSafe!

AAA Auto Club South and the WalkSafe™ program are partnering to improve the safety of children walking to and from school throughout Florida. During the 2010/11 school year, the partnership will be piloted in a number of Florida counties. All schools in participating counties are encouraged to implement *both* programs this year! Visit www.walksafe.us and www.aaa.com/patrol for more information on how to implement the programs.

WalkSafe is on TV!

The WalkSafe™ and BikeSafe™ programs teamed up with the Florida Department of Transportation, Safe Routes to School, and CBS4 to bring important safety messages to the public. The WalkSafe™ Public Service Announcement (PSA) is designed to educate children and parents about safe pedestrian practices. The 30-second PSA will air on CBS4 and My33 from May to August 2010. But that's not all – translated versions of the PSA will also be aired on Mega TV and Island TV in order to reach the diverse audience that exists in South Florida. Throughout the campaign there will be an active corresponding micro-site to reinforce the safety messages. This site has the PSAs available for viewing and also provides valuable safety tips. Log on to <http://cbs4.com/kidsafe> today and take our quiz to test your pedestrian and bicycle safety knowledge, or learn more about how to walk and bike safely!

The Miami Project hosts Red Light Camera Bill signing

The signing ceremony for the Red Light Camera Bill took place at the Lois Pope LIFE Center, home of The Miami Project to Cure Paralysis, on May 18th. The ceremony was attended by Florida Governor Charlie Crist, the President of the University of Miami, politicians, and accomplished researchers and clinicians dedicated to discovering a cure for paralysis. The bill, signed by Governor Charlie Crist at the ceremony, authorizes the use of automatic cameras to ticket red light violators and allocates a portion of the funds obtained from tickets to trauma centers and paralysis research.



Pictured at left: Red Light Camera Bill Signing Ceremony at the University of Miami

Announcements

Miami receives \$14.7 million from CDC for obesity prevention

In March, grants were awarded to 44 communities across the country to combat rising rates of obesity, improve nutrition and decrease smoking. The Miami-Dade County Health Department was awarded a two-year \$14.7 million dollar grant through the U.S. Department of Health and Human Services' Communities Putting Prevention to Work (CPPW) initiative. As part of the CPPW initiative in Miami-Dade County,

WalkSafe will be contracted to develop and implement two Safe Routes to School policy change strategies over the next two years. These new policies aim to create safer walking environments in school zones and enhance encouragement efforts throughout the county to allow children to actively commute to and from school. To learn more about CPPW, visit www.hhs.gov/recovery.

Thank You!