



Alliance
**Empowerment
Program**

Welcome to
**ALLIANCE
EMPOWERMENT
PROGRAM**

Risk Factor Crash Course

Distraction

2016



Alliance
**Empowerment
Program**

Welcome to
**ALLIANCE
EMPOWERMENT
PROGRAM**

1. **Helmet use**
2. **Drunk driving**
3. **Speeding**
4. **Seatbelts**
5. **Child Restraints**
6. **Drowsy/Fatigue Driving**
7. **Distraction**

Find all on [www. roadsafetyngos.org/empowerment-program](http://www.roadsafetyngos.org/empowerment-program)



Evaluation and questions

go to

[www. roadsafetyngos.org/empowerment-program/](http://www.roadsafetyngos.org/empowerment-program/)

2016

Teens and Distraction



November 9, 2016

Presenter/Contact Information

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Safe Kids Worldwide
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Presentation Overview

- Safe Kids Overview
- Past Pedestrian Research
- Global Risk
- Recent Pedestrian Research
- Distracted Pedestrian Programming



Safe Kids Overview



Our Mission



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

Our Global Network





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
 - Emerging Issues
 - Drowning
 - Pre-K Start Safe

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

How We Work

RESEARCH

Collect and
Analyze Data

6-8 reports
annually

PROGRAMS

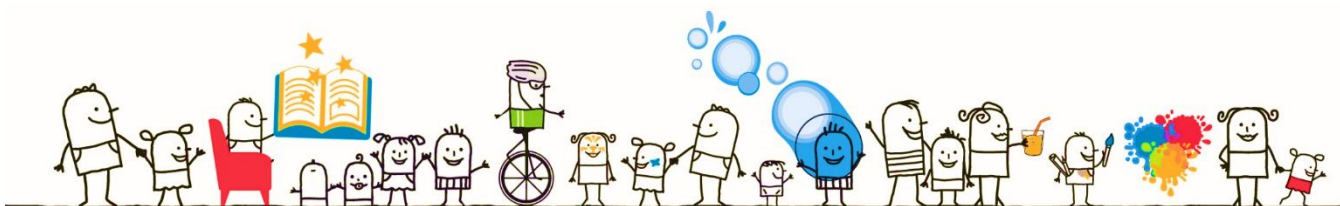
Reach parents,
caregivers,
educators and kids

AWARENESS

Deliver
consistent
messaging
through our
global
network

ADVOCACY

Advocate for
new and
improved laws

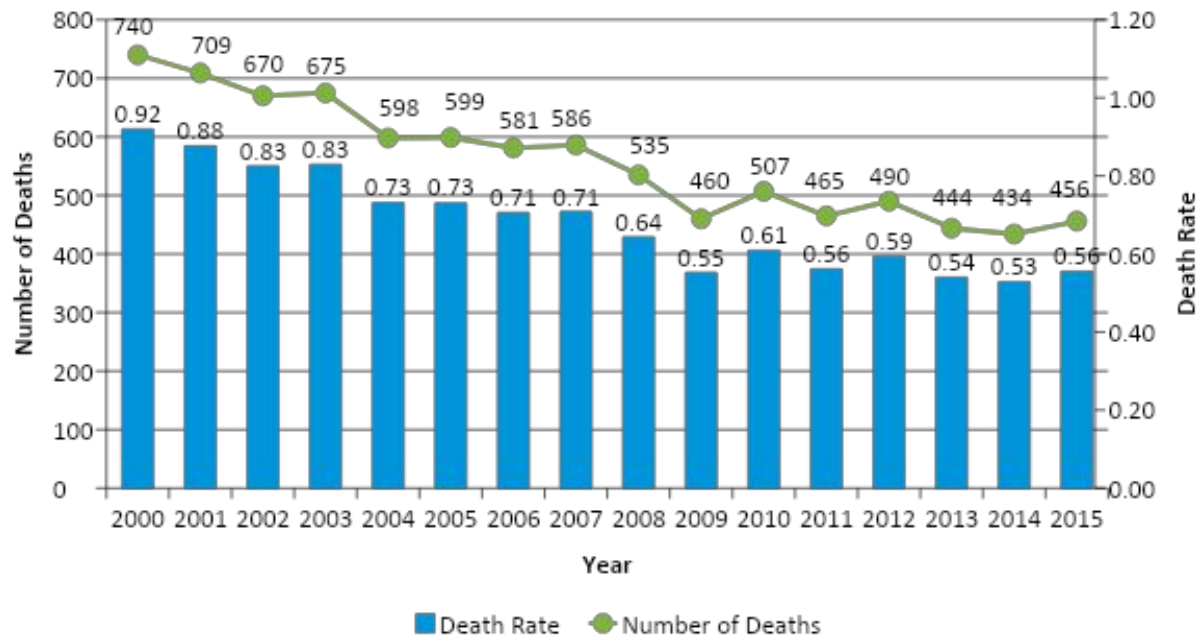


Walk This Way



Brazil • Canada • China • India
South Africa • South Korea • Philippines
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.

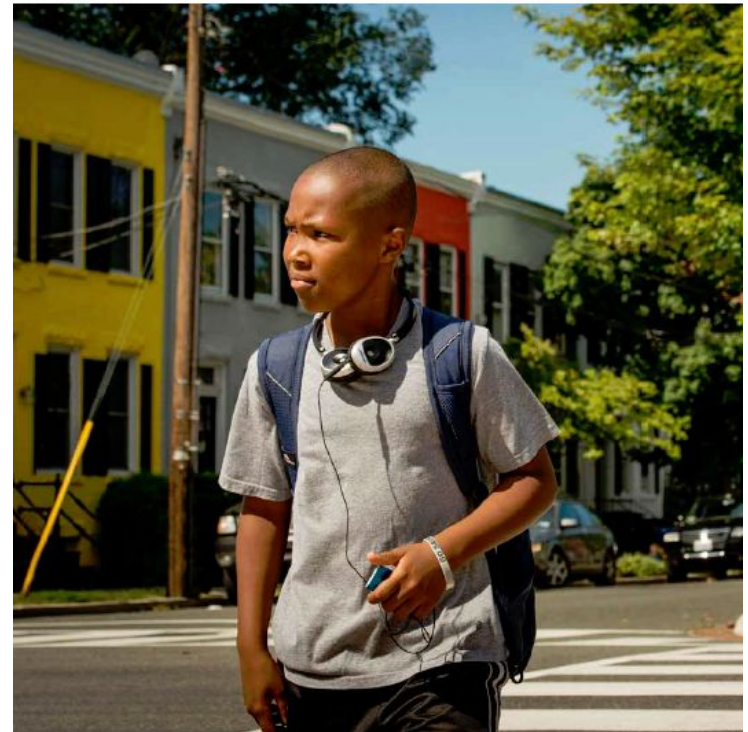
Research

- *Teens on the Move*

- 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

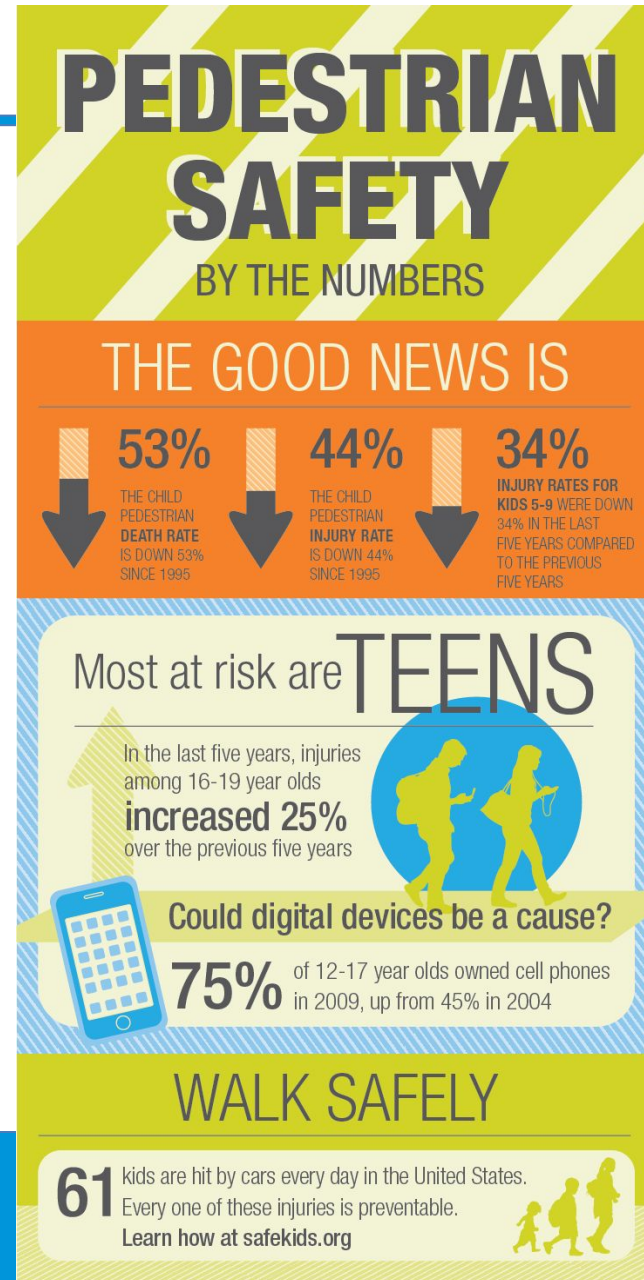
SAFE
KIDS
WORLDWIDE™

Teens on the Move
October 2014



2012 Key Findings

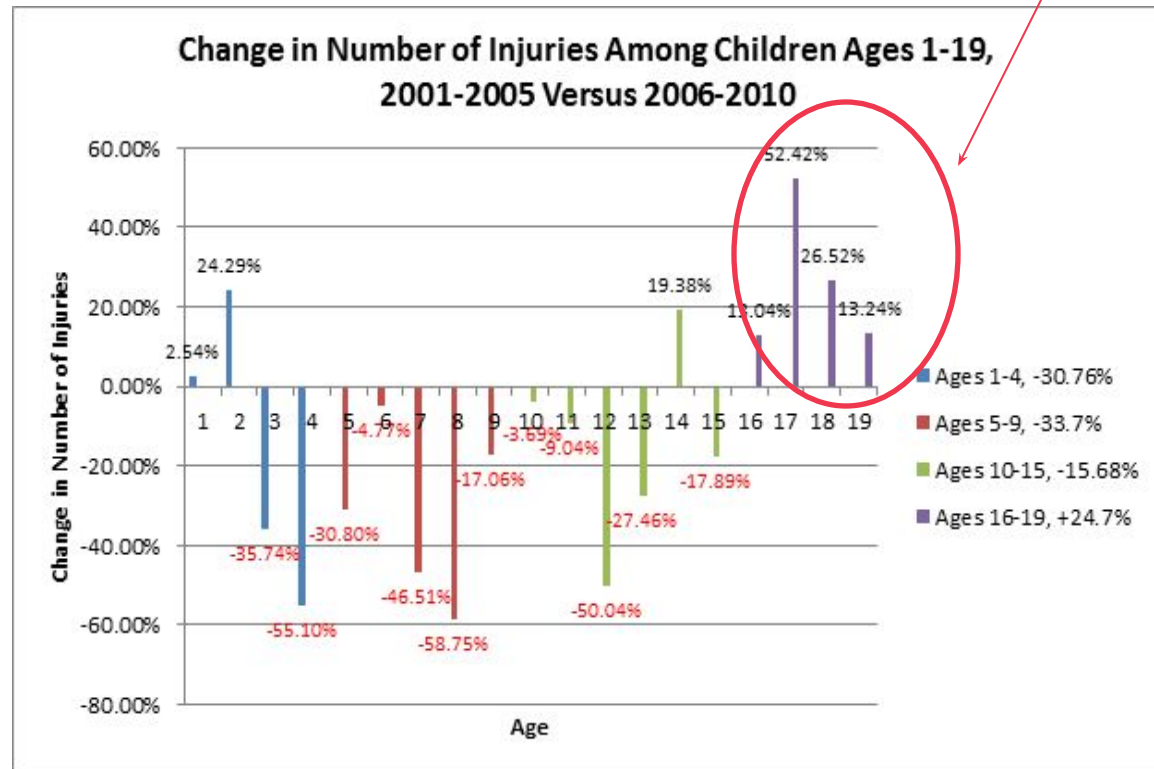
- Good News:
 - In the past 15 years, a **53 percent** decline in death rate and **44 percent** decline in injury rate among pedestrians under age 19 in US



2012 Key Findings

- Bad News:

- 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

- Distraction was observed in:
 - 1 in 5 high school students (20%)
 - 1 in 8 middle school students (12%)

One in five high schoolers and one in eight middle schoolers were observed crossing the street while distracted.



1 in 5 High School Students

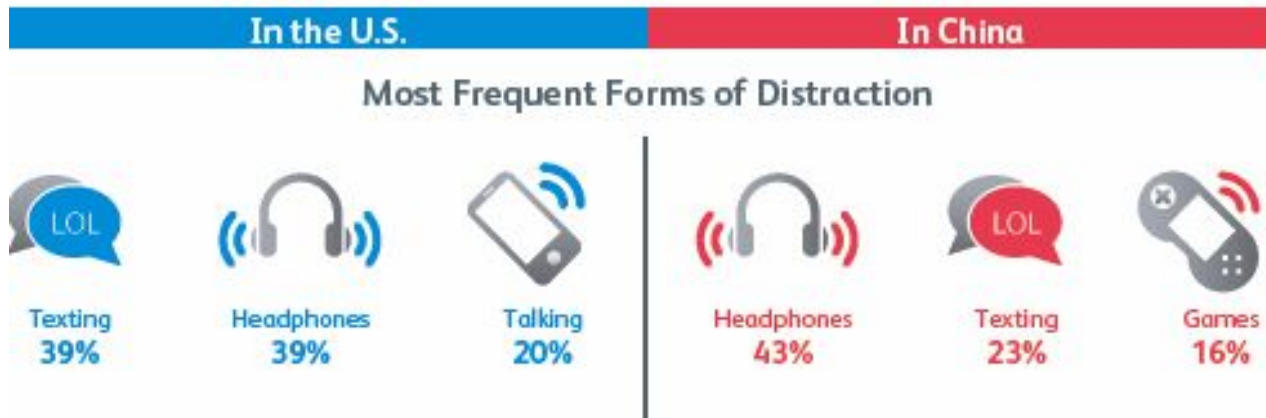


1 in 8 Middle School Students

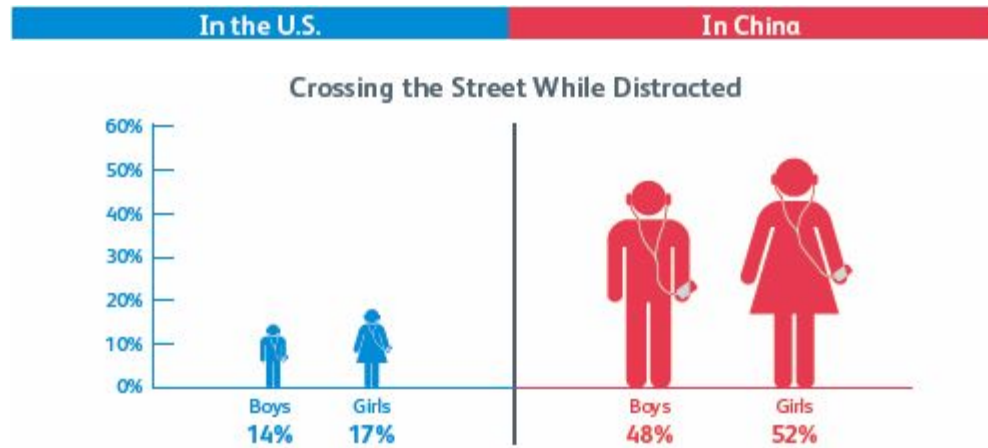
Global Risk



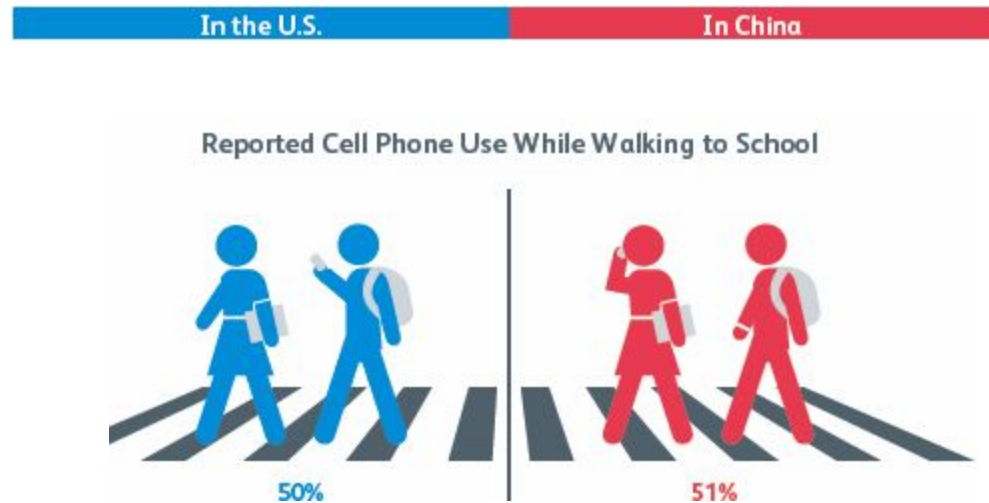
Global Research



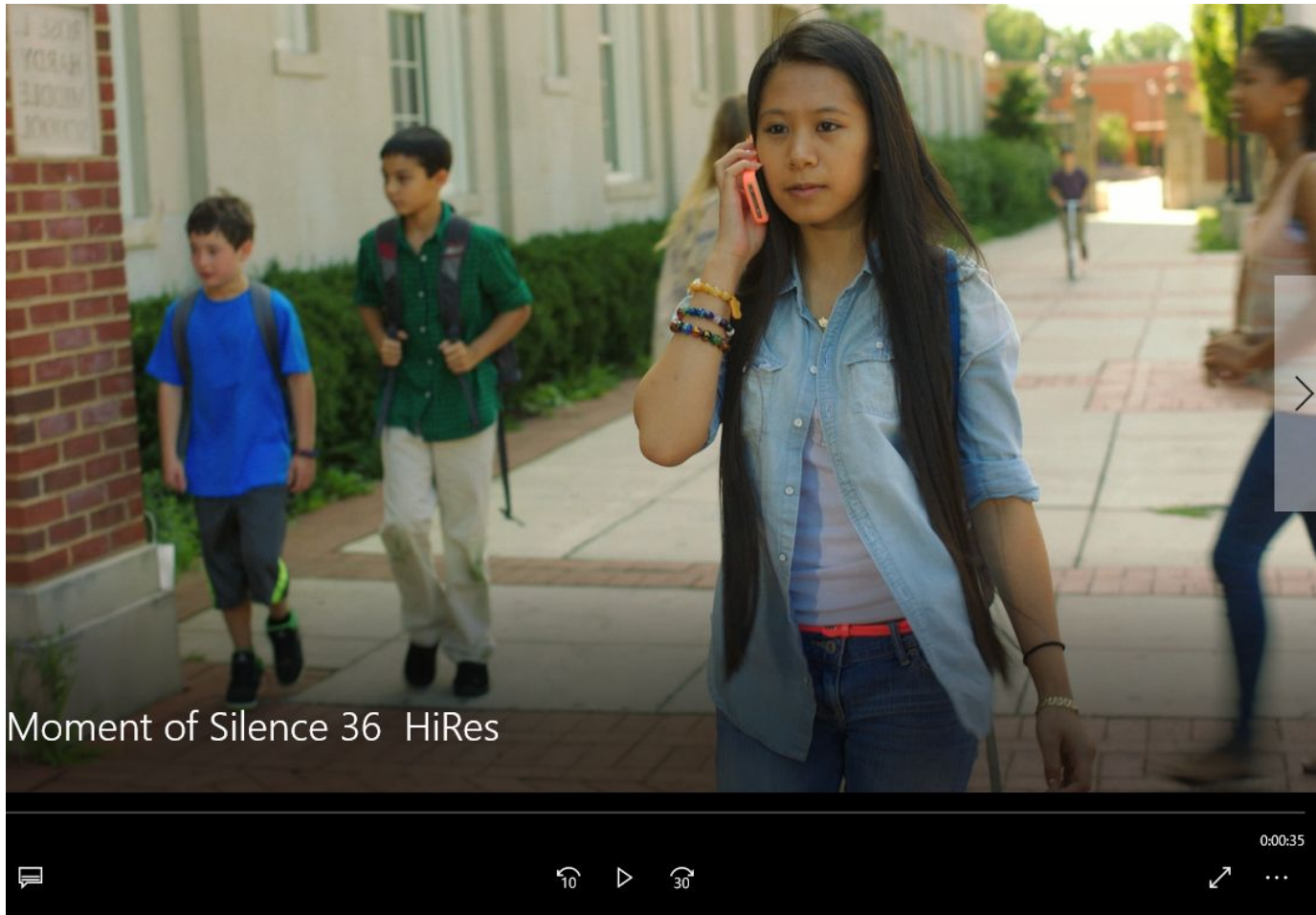
Global Research



Global Research



U.S. – Moment Of Silence Video



China – Moment Of Silence Video



2014 Report: Teens on the Move

In our survey of 1,000 teens, 40% say they have been hit or almost hit by a car, bike or motorcycle while walking.



When asked what happened when they were hit or almost hit, teens say:

24%



Driver was going too fast

13%



Teen didn't look properly

10%



Driver wasn't paying attention

Distraction



Walking in the Dark



Crossing Midblock

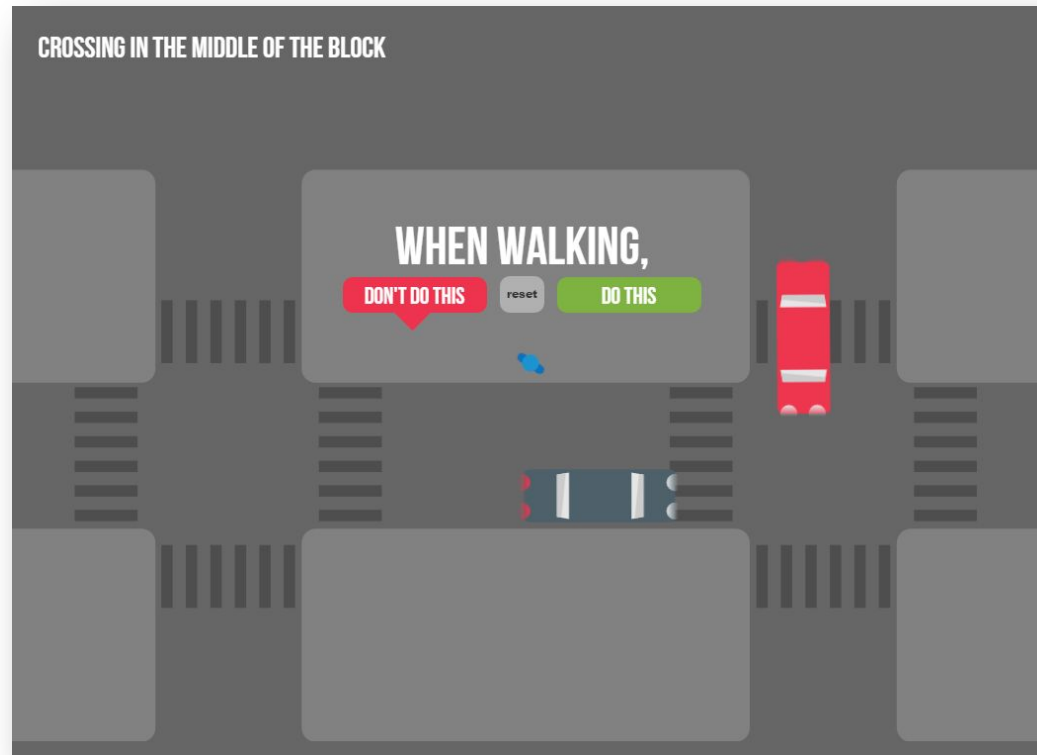


Take Action Against Distraction

- Peer to Peer
- **Safe Kids Baltimore won**
- SKW team traveled to Baltimore to strategize, record music and shoot video



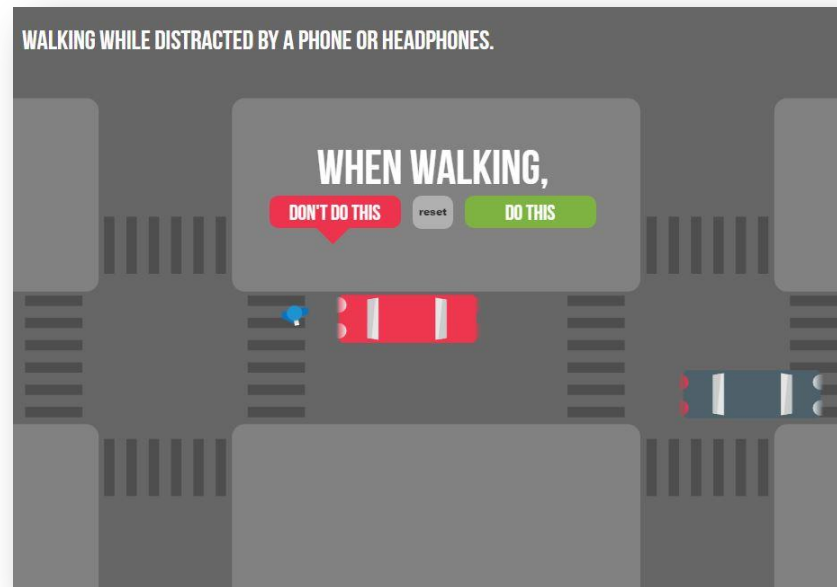
2015: Interactive Infographic



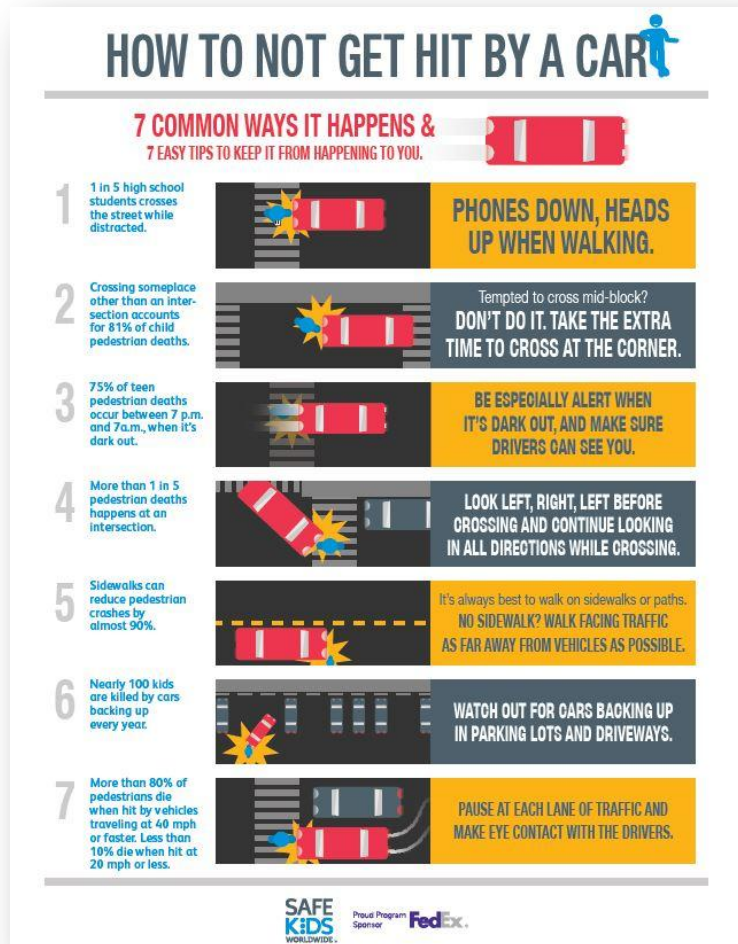
Interactive Infographic

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.



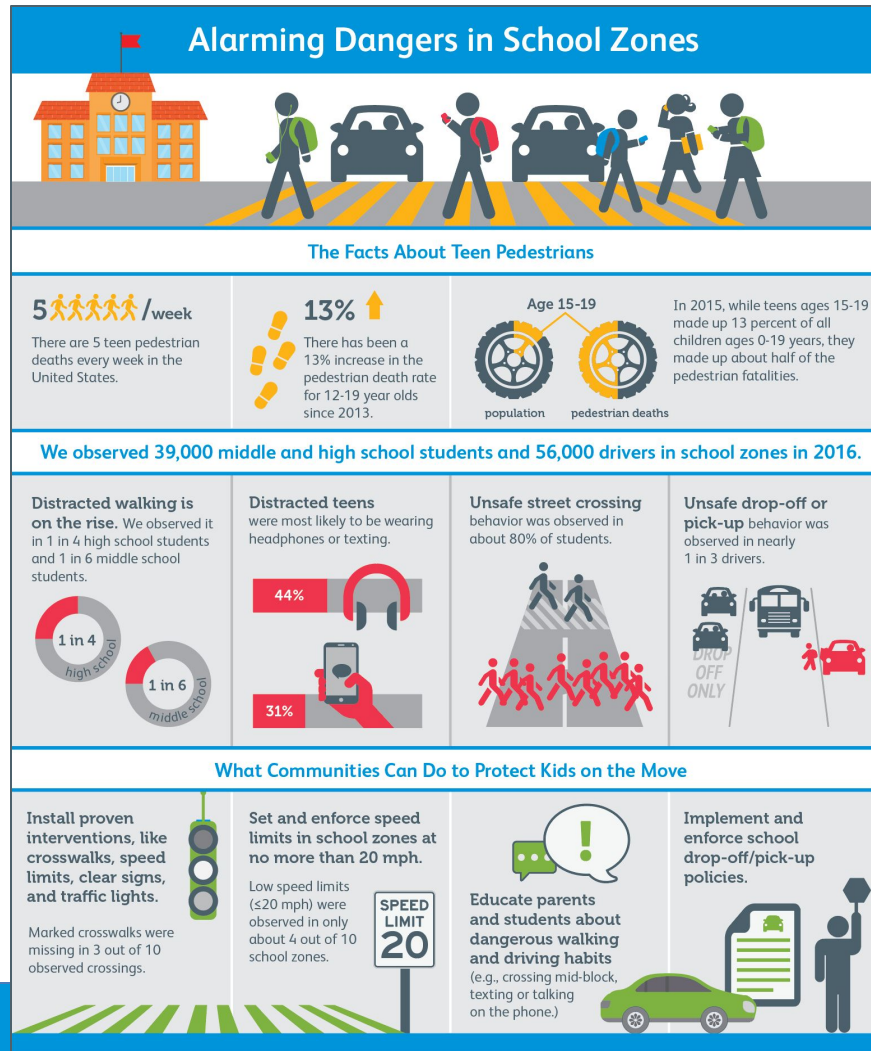
Flat Infographic



Languages Available:

- English
- Spanish
- Portuguese
- Russian
- Chinese
- Arabic

2016: Alarming Dangers in School Zones



Research



The Facts About Teen Pedestrians

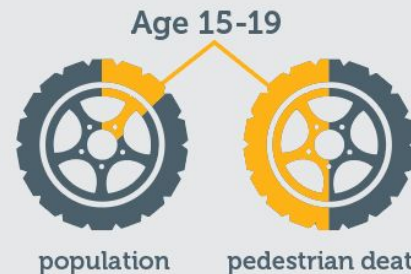
5  /week

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.

Research

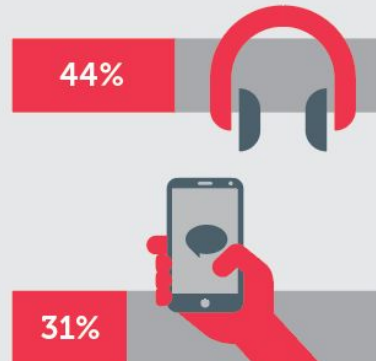


We observed 39,000 middle and high school students and 56,000 drivers in school zones in 2016.

Distracted walking is on the rise. We observed it in 1 in 4 high school students and 1 in 6 middle school students.



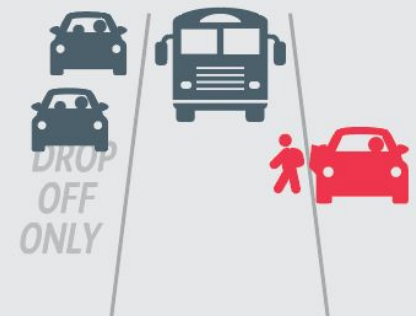
Distracted teens were most likely to be wearing headphones or texting.



Unsafe street crossing behavior was observed in about 80% of students.



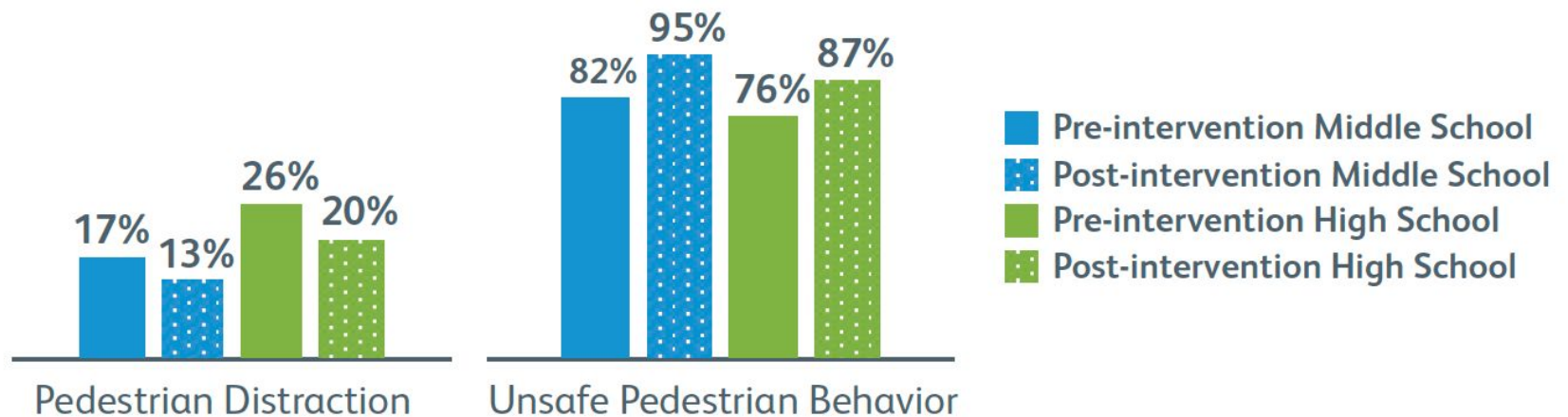
Unsafe drop-off or pick-up behavior was observed in nearly 1 in 3 drivers.



Research



Figure 13. The 'Heads Up Phones Down' street messaging reduced distracted walking



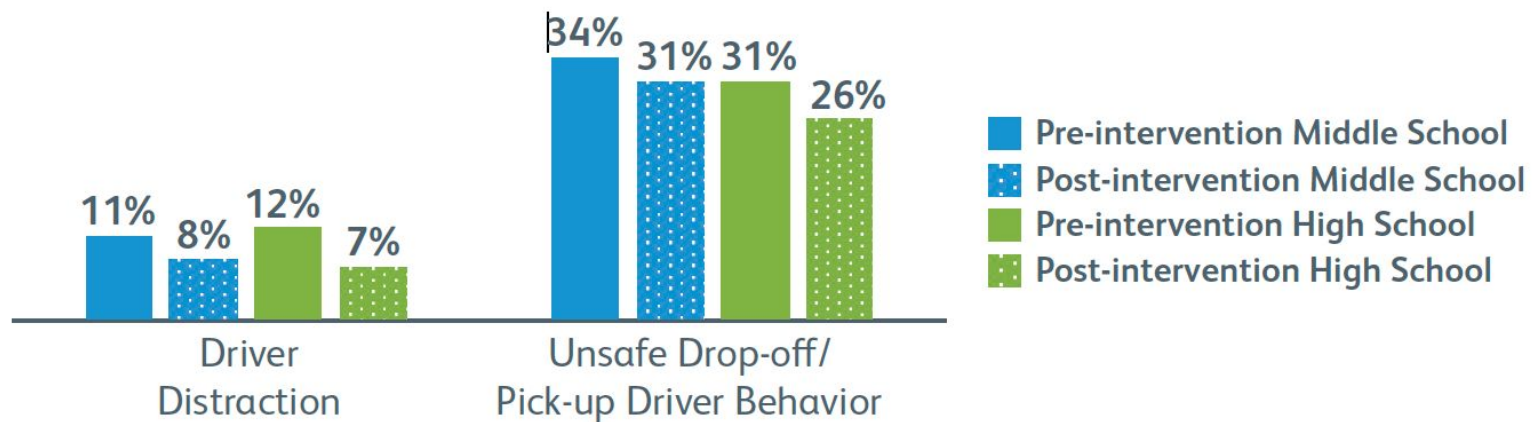
Research



Research



Figure 14. The 'Heads Up Phones Down' signs reduced distracted driving and other unsafe drop-off/pick-up behaviors



Research



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.



Research



What Communities Can Do to Protect Kids on the Move

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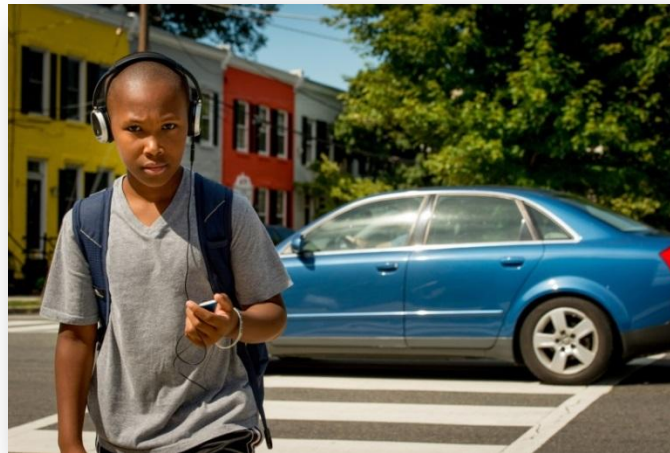
Recap

- In the U.S., teens account for 50 percent of all pedestrian deaths among kids ages 19 and under.
- Injuries among older teens are on the rise.
- Call to action: Communities can identify high risk school zones and pursue proven interventions, like crosswalks, appropriate speed limits, visible signs, crossing guards and traffic lights.

Thank you!



Questions?







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**Empowerment
Program**

Thank you

For more information visit [www. roadsafetyngos.org/empowerment-program](http://www.roadsafetyngos.org/empowerment-program)