Panel IV
Active Transport To and From School

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Director Concussion, WalkSafe® & BikeSafe®
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The Miami Project to Cure Paralysis
University of Miami Miller School of Medicine
WalkSafe® and BikeSafe®
Sponsors/Funding Agencies

- Florida Department of Health
- Safe Routes Florida Safe Routes to School
- Robert Wood Johnson Foundation
- Everglades Bicycle Club
- Miami-Dade County Parks & Recreation
- State of Florida Department of Transportation
- Miami-Dade Public Health Trust
- CDC
- Communities Putting Prevention to Work
- Consortium For A Healthier Miami-Dade
2012 WalkSafe & BikeSafe

WalkSafe & BikeSafe Team
The Best Treatment for Injury is Prevention

Injuries can be prevented and controlled
What is the status of active transport to school in the school environment?

- Today, only 13% of children ages 5 to 14 walk and bicycle to and from school—a dramatic drop from 1969 when nearly 50% of children walked to school (McDonald et al 2011)
- The percentage of children using active transport has remained the same for approximately 10 years
What would the ideal programs of policies look like?

Programs and policies should include multi-dimensional strategies to encourage ATS:

- Evidence Based Injury Prevention Programs
- Health Promotional
- Health and Built Environment
WalkSafe®/BikeSafe® Program
Mission

- Decrease Pedestrian/Bicycle Injuries
- Increase Physical Activity
- Increase use of Walkable/Bikeable Environments
WalkSafe® Curriculum (General and Special Needs)

Education

Encouragement

Enforcement

Evaluation

Engineering

• IWALK/ Bike-To-School-Day Events
  • Social Marketing
  • Walking School Bus; Bike Trains, Bike Rodeos

• BikeSafe® Curriculum (Off-bike and On-bike)

• WalkSafe® Neighborhood Pedestrian Watch
  • Crossing Guard Policy

• Ongoing Assessments & Revisions
  • Focus Groups
  • School Transportation Surveillance
  • PHBC/ BHBC Data Tracking

• WalkSafe® Ped Safety Town Hall Meetings
  • School Incident Reports
What are the trends in active transport to schools (ATS) and what is the influence?

Trends:
- Injury Prevention
- Health Promotion
- Health and Built Environment

Barriers:
- Safety Concerns
- Health Concerns
- Substandard infrastructure

Trends towards promoting ATS are influenced by existing barriers.
Monitoring: Injury Trends

Miami-Dade County Pedestrians Hit-by-Cars, Ages 0-14 (by age group), 2005-2010

Number of injuries

2005 2006 2007 2008 2009 2010

Source: Agency for Health Care Administration
Monitoring: Injury Trends

Trauma Center Alerts for Pedestrian-Hit-by-Cars at MDC Level-One Trauma Centers, Ages 0-14 (by center), 2002-2011

- Miami Children’s Hospital
- Jackson Memorial Hospital

Monitoring: Injury Trends

Miami-Dade County Pedestrians Hit-by-Cars, Ages 0-14 (by age group), 2005-2010

Source: FDHSMV Crash Reports
WalkSafe® Educational Curriculum

Day 1
Video and Teacher-Led Classroom Discussion

Day 2
Outside Street-Crossing Simulation

Day 3
Poster Contest or Creative Activity
Reach: Miami-Dade

Number of K-5 Students Educated, Miami-Dade County (2007-2012)

100% Reach of M-DC Public Schools

130,305
BikeSafe® In School Educational Off-Bike Curriculum

Day 1
Bike Basics
- Personal bicycling experiences
- Proper helmet fit
- Partner ball passing and jump rope-jogging activities

Day 2
Preparing to Ride
- Parts of the bike, their functions, & importance of maintenance
- Pre-ride bike check and to prepare to ride safely
- Jump-link-and run activity

Day 3
Rules of Riding
- Keys to safe riding
- How to identify and protect oneself from potential hazards
- “Chaos box” and obstacle soccer activities

Day 4
Off-Bike Safe Riding
- Safe riding skills
- Where to ride and how to scan and signal
- Safe riding skill simulations and basketball hand signal activity
Day 5
On-Bike Drills

- Hands-on with a bicycle
- Safely starting and stopping by using the “power pedal” technique
- Scanning for traffic
- Using correct bicycling hand signals
- Being predictable
BikeSafe® Educational Curriculum

School
- 4 days of implementation
- Large P.E. Classes
- Optional On-Bike learning experience

Parks/Camp
- 1 day of implementation
- Small group sizes
- On-Bike learning experience
WalkSafe® and BikeSafe® Educational Curriculum

- Developmentally appropriate
- Inclusive
- User-friendly and accessible: FREE
- Scalable
- Supports Next Gen Sunshine State Academic Standards
- Evidence-based
Dissemination Strategies

**WalkSafe®/BikeSafe® Staff**
- Statewide Program Coordinator

**County Partners**
- Local Coordinator
- Local Trauma Centers
- School District Representatives
- Other Community Partners

**School**
- School Representative Trainings (on-site and online)
- Year-long technical assistance
- Encouragement and sustainability
The WalkSafe® Program was funded by the Florida Department of Health Emergency Medical Services to disseminate the educational program in high-risk Florida counties.

*2007-2009 and 2011-2012*
Harris County, Texas

- 13,035 Students
- 201 Teachers
- 20 Schools

Bibb County, Georgia

- 25 Students
- 1 Teacher
- 1 School

Reach/Trend: Nationwide
What are some underused resources and opportunities?

Social Media and Communications
Communications Campaign

- City of Miami & ClearChannel
- 4 Major intersections in MDC

Outdoor/Billboards
- Distributed to email subscribers every quarter
- More than 1,100 subscribers
- 2 articles in CBS Magazine
- 1,200 locations
- Reaching 500,000 readers, plus 15,000 online

Maximize Reach

PR and Media
- News Coverage
- TV Interviews
- Newspaper
- Radio
- UM community

Social Media
- Plugs, posts and up to date info, events, programs
- Twitter
- Facebook

Newsletter

Print

Websites
- Updated websites with latest events and information
- Created TIP SHEET
Statewide Poster Contest

Eight counties  ✨ Over 115 schools ✨ Over 250 entries

K-1 Grade Category
Miami-Dade County

2-3 Grade Category
Miami-Dade County

4-5 Grade Category
Polk County
WalkSafe™ Educational Curriculum

Creator: University of Miami WalkSafe™ Program

Program Summary: The WalkSafe™ educational curriculum is designed to guide educators in teaching important pedestrian safety and health lessons to elementary school-aged children in the school setting. The curriculum is intended to be taught over a three-day period (30 minutes per day), with implementation typically coinciding with International Walk to School Day in October. It is available in three versions – one for kindergarten, one for 1st-3rd grades, and one for 4th-5th grades – ensuring that program recipients receive age- and grade-appropriate education.

In addition to core lessons, the WalkSafe™ educational curriculum also contains optional and supplemental activities that support key reading and mathematics benchmarks while reiterating important concepts. The curriculum also includes materials and strategies developed by curriculum specialists that can be used with students of varying learning and linguistic abilities.

The curriculum was developed in 2001 to serve as the educational component of the WalkSafe™ program’s Fine-E’s model (Education, Engineering, Enforcement, Encouragement and Evaluation). It was developed by a multi-disciplinary team of experts, and has since been evaluated and shown to improve K-5th grade students’ pedestrian safety knowledge and skills. Its content and teaching strategies are based on research and evaluate an ongoing basis through teacher surveys and educational testing. The curriculum is disseminated using a train-the-trainer model, and a web-based curriculum training for teachers/school personnel is available on the WalkSafe™ website (www.walksafe.us).

Example of Success Story: The WalkSafe™ educational curriculum was mandated to be taught annually in all public elementary schools by the Miami-Dade County Public School Board in 2003, and consistently reaches more than 145,000 kindergarten through 5th grade students in Miami-Dade each year. Since the curriculum was developed and disseminated in 2001, Miami-Dade County Level One Trauma Centers have observed a 62% decrease in child pedestrian hit-by-car admissions, and WalkSafe™ has been identified as a significant countermeasure for juvenile pedestrian struck crashes by outside agencies.

Challenges: Since the program is designed to be taught in a school setting, it requires instructional class time. This has presented an obstacle for some schools and teachers due to the increased focus on academic standards and time needed to prepare for standardized testing. However, many schools have overcome this obstacle by distributing the load of implementation among classroom teachers (who typically teach lesson one), physical education teachers (who teach lesson two), and art teachers (who teach lesson three).

Contact for Ordering/More Information:
Christine Sismon
University of Miami WalkSafe™ Program Lois Pope LIFE Center (1-40) 5105 NW 14th Terrace, Miami, FL 33136 305/243-8170 CSismon@miami.edu

Subject: Pedestrian
Includes Skill Based Education: Yes
Grades: K-5th
Teaching Method: Mini-class/Field trip
Curriculum Training for Teachers is available through a web-based training video on the WalkSafe™ website www.walksafe.us
Program Duration: 3.5 hours of instructional time (three days, 30 minutes per day), 1.5-30 minutes for train-the-trainer web-based training
Other Instructional Content: None
Required Equipment: Yes, requires cones, chalk, or tape (any material that can be used to create a simulated road/curb and drawing materials."
Cost: Free
Meets State Education Standards: Yes, Florida Intended Skill Level Trained: Beginner/Intermediate/advanced
Measures Student Learning Through Pre/Post Testing: Yes (assessment is available, but not required)
Wrap-Around Materials (i.e., materials that are sent home and support in classroom lessons): Yes, English, Spanish and Haitian Creole
Adaptations for Special Needs Students (or available to various skill levels): Yes, additionally modified curriculum for children with special needs will be available in summer 2011).
Published Educational and Behavioral Testing Results


**Hotz, G.,** Kennedy, A., Lutfi, K., and Cohn, S., Preventing Pediatric Pedestrian Injuries, Journal of Trauma, 66:1492-1499, 2009


What are some underused resources and opportunities?

Parents and Teachers
Walking School Buses

- Assess Student Transportation, Parental Concerns, & SRTS Routes
- Create WSB Routes/Schedules & Build Awareness
- Recruit & Train Parent Volunteers
- Promote & Kick-Off WSB
- Technical Assistance & Sustainability
What are the existing surveillance systems?

• National Household Travel Survey
• Safe Routes to School Parent Survey
• Safe Routes to School Student Tally
• Miami Dade County School Traffic Survey
• Trauma Registry
I would like more security around the school... to [promote walking].

I will never allow my child to walk to/from school!

There are a lot of dangers on the street (violence, crime, kidnapping, dogs, traffic).
SRTS Student Tally

- SRTS Schools Only
- By Classroom
- Not annually submitted
- Unrevised

School Traffic Survey

- All Miami-Dade Public Schools
- School-wide
- Annual
- Customizable
## School Traffic Survey
### Supplemental Questions

<table>
<thead>
<tr>
<th>Topic</th>
<th>Question</th>
<th>Reasons for Modifications</th>
<th>Applications</th>
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<tbody>
<tr>
<td>Children’s Modes of transport</td>
<td>% Walking</td>
<td>• Accuracy/ Reliability</td>
<td>• MPO Report on Standardization of Crossing Guard Placement</td>
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<tr>
<td></td>
<td>% Bicycling</td>
<td>• Usability/ Transferability to other sources</td>
<td>• MPO Report on Standardization of prioritization of SRTS school applications</td>
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<tr>
<td></td>
<td>% District School Bus</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>% Car/Family Vehicle</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>% Private Bus</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>% Public Transportation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Source of information</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special Needs Population</td>
<td>List any transportation issues facing students with special needs</td>
<td>• Continued curriculum/ programmatic development</td>
<td>• Refine WalkSafe™ SPED curriculum</td>
</tr>
<tr>
<td>Walk or Bike Policies</td>
<td>State any school policies on students RIDING BICYCLES or WALKING to and/or from school?</td>
<td>• Administrator Perspectives on Infrastructure</td>
<td>• Identify concerns to report to the appropriate agency(s)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Identification of supportive/ restrictive environments</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>• Continued curriculum/ programmatic development</td>
<td></td>
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</table>
### Surveillance Tools:
**WalkSafe®/BikeSafe® School Traffic Survey**

<table>
<thead>
<tr>
<th>Mode</th>
<th>2011</th>
<th>2012</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>21.5%</td>
<td>26.4%</td>
<td>+ 4.9%</td>
</tr>
<tr>
<td>Bike</td>
<td>1.0%</td>
<td>1.2%</td>
<td>+0.2%</td>
</tr>
<tr>
<td>Public Transit</td>
<td>2.8%</td>
<td>1.9%</td>
<td>- 0.9%</td>
</tr>
<tr>
<td>Bus</td>
<td>33.4%</td>
<td>31.1%</td>
<td>- 2.3%</td>
</tr>
<tr>
<td>Car</td>
<td>41.3%</td>
<td>39.4%</td>
<td>- 1.9%</td>
</tr>
</tbody>
</table>
The Proposed Amendment

“A county or municipality may, by majority vote of the governing board of the respective county or municipality, impose a surcharge on parking fines and school zone traffic violations for the sole purpose of funding school crossing guard programs”.

Amendment FAQs:

- Is this a tax? NO
- Does the amendment redirect funds from another program/agency? NO
- Are counties and municipalities required to use this mechanism? NO
- Does the new mechanism require an increased police presence to write tickets? NO
www.WalkSafe.us
www.iBikeSafe.us

THANK