



Let's Keep Solano Kids Street Safe

Pedestrian Safety Month Toolkit
SEPTEMBER 2019



SOLANO SAFE ROUTES TO SCHOOL

Did you know?

In the past 5 years, Solano County
Pedestrian vs. Vehicle collisions
totaled...

1068

Solano County has the



**collision rate in the State for
pedestrians under 15 years old**

The Solano Safe Routes to School (SR2S) program encourages children to safely walk or bike to school and supports this effort with free, fun and educational events and programs for students. The program works with schools, police, public health staff, city traffic engineers and other community members to improve traffic safety and the health and well-being of youth in Solano County.

In 2018, the SR2S Program was awarded a grant from the California Office of Traffic Safety (OTS) to focus efforts on addressing pedestrian safety for Solano County youth.

As part of this effort, the SR2S Program is collaborating with schools and communities to encourage safe walking and driving behaviors near schools and within Solano County cities.

SEPTEMBER IS PEDESTRIAN SAFETY MONTH

The SR2S Program is providing this toolkit to encourage schools and educators to help students, parents, caregivers and drivers navigate neighborhoods and schools where Solano County students walk and bike.

AT SOME TIME EACH DAY EVERYONE IS A PEDESTRIAN. The information contained here can help educate and encourage students and adults to walk safely, and what to look for whether they are walking or behind the wheel.

WHAT IS A PEDESTRIAN? Pedestrians are individuals who are walking or running, bicycling, are riding on scooters, skateboards, or skates, or are using a wheelchair.

WHAT'S IN THIS TOOLKIT?

This toolkit includes Facebook and Twitter posts, newsletter, website, and automated call information, and facts about pedestrian safety. Use these posts during the month to encourage students and adults to be more aware when travelling to and from school on foot or by car.

Photos for social media to accompany posts can be found on the Solano Safe Routes to School Website (SolanoSR2S.ca.gov) under **Pedestrian Safety Month**.



TIPS AND TRICKS

ADD GRAPHICS TO YOUR SOCIAL MEDIA POSTS:

- **COMPANION GRAPHICS** are suggested for each post. Graphics are numbered and included with the toolkit. They are also available for download on www.solanosr2s.com under Pedestrian Safety.



FACEBOOK:

- **SAVE TIME AND SCHEDULE YOUR POSTS IN ONE SITTING.**

Facebook allows you to schedule multiple posts to publish throughout the month.

SPREAD THE WORD:

- **CONNECT YOUR SOCIAL MEDIA ACCOUNTS**

Many accounts will work together to “Push” a post to other social media platforms.

- **GET YOUR COMMUNITY INVOLVED**

Ask your school community to spread the word by sharing posts and talking with their students about what safety means as a driver and as a pedestrian.

- **PUT A MESSAGE ON YOUR SCHOOL MARQUEE/SIGN**

- **SHARE YOUR PARTICIPATION**

Tag [#SolanoPedSafety2019](https://twitter.com/SolanoPedSafety2019) and [#SolanoSR2S](https://twitter.com/SolanoSR2S)



Week One

September 1-7

What is Pedestrian Safety Month?

SCHOOL NEWSLETTER, WEBSITE OR AUTO CALL INFORMATION

Did you know? Solano County has the second highest Pedestrian vs. Car collision (crash) rate for youth under 15 years old. In the last 5 years Solano County Pedestrian vs. Car crashes totaled 1068! We are all pedestrians some time during the day. Walking to school, walking in the parking lot from your car to work or to the store, or walking your dog... **a pedestrian is anyone that is one foot.**

In an effort to make it safer for our students to get to and from school by walking and to educate our community about safe walking and driving practices, we are teaming up with the Solano Safe Routes to School Program to celebrate Pedestrian Safety Month in September. Each week, our school will be sharing information about safety for students and caregivers. Help us make our school and neighborhoods safer for kids to walk and play.



Did you know? Solano County has the second highest Pedestrian vs. Car collision (accident) rate for youth under 15 years old? In the last 5 years Solano County Pedestrian vs. Car accidents totaled **1068!** We are all pedestrians some time during the day. Walking to school, walking in the parking lot from your car to work or to the store, or walking your dog...**a pedestrian is anyone that is on foot.**

Let's make it safer for our kids and families to walk to and from school and in our neighborhoods. Join us and celebrate September as Pedestrian Safety Month! #solanopedafety2019#solanosr2s



Solano County has the 2nd highest Ped vs. Car accident rate for youth <15 years old? Since 2013 Solano Co. Ped vs. Car accidents totaled 1068! Join us and celebrate Pedestrian Safety Month! Let's make it safer for everyone walking in our community. #solanopedafety2019#solanosr2s

Companion Graphics for Social Media:
Elementary #1, 2, 3, 6
Middle and High School 8a/8b

WEEK TWO

September 8-14

Getting Healthy - Why is it important to walk?

SCHOOL NEWSLETTER, WEBSITE OR AUTO CALL INFORMATION

Studies have shown that overweight children and teens are more likely to become obese as adults. To maintain a healthy weight, kids need 60 minutes of physical activity every day. Walking to and from school is a perfect way to schedule routine activity in our student's day.

Exercise not only helps students maintain a healthy weight, it is also linked to a better performance in school. Walking to and from school is an excellent way to keep students on the road to success.

For Parents and Caregivers



Only 52% of Solano County 5th grade students have a healthy body composition. To maintain a healthy weight, kids need 60 minutes of moderate to vigorous active play every day. That may sound like a long time but to put it in perspective, 8-18 year old adolescents spend an average of 7.5 hours a day using entertainment media. You can break up 60 minutes of exercise by scheduling activity in the family's daily routine, such as walking to and from school. Let's build active families and put Solano County children on the path to a healthy future. #SolanoPedSafety2019 #solanosr2s



For Parents and Caregivers

Only 52% of Solano County 5th grade students have a healthy body composition. Walking to and from school is great exercise and puts our kids on a healthy path toward their goals. #SolanoPedSafety2019

For Students



Between homework, tests, and bullies, school at times can be difficult. In Solano County, 34% of 9th grade students expressed having depression-related feelings.

Good news is 60 minutes of moderate to vigorous physical activity through out each day can make you feel: less stressed, better about yourself, and ready to learn in school. Walking to and from school is an easy way to be active and feel good every day. #SolanoPedSafety2019 #solanosr2s



For Students

P.E. class is a fun way to earn credit for being healthy. But only, 52% of 7th graders can meet the minimum aerobic capacity of the physical fitness standards. Walking to school is a great "study tool" for your P.E. class! #SolanoPedSafety2019

Companion Graphics for Social Media:

#13 or #15

Week Three

September 15-21

What students need to know

SCHOOL NEWSLETTER, WEBSITE OR AUTO CALL INFORMATION

Continuing our Pedestrian Safety Month celebration...This week we focus on what to teach your young ones about safe walking. Here are some walking safety tips everyone should know:

1. It is always best and safest to walk on the sidewalk. If there isn't a sidewalk, you should walk facing the cars as far to the left as possible.
2. Make sure you can see and be seen. Wear bright colored clothing when during dusk and nighttime, use a flashlight if it is dark.
3. Children under 10, should cross the street with an adult. Young children may not be able to judge the speed of a car and decide if it is safe to cross.
4. Make eye contact with drivers before stepping into the crosswalk or crossing a street. Make sure they see you are there.
5. When walking in neighborhoods, watch for cars turning into and backing out of driveways.
6. Never run out or cross the street from between cars. Drivers may not see children over the car.



Do your kids know how to safely cross the street, or where to walk if there isn't a sidewalk? Check out these safety tips! #solanopedssafety2019#solanosr2s



Does your child know how to safely cross the street, what to wear, or how to be predictable so drivers can see them better? Make sure they know! #solanopedssafety2019#solanosr2s

Companion Graphics for Social Media:
#5, 7a/7b, 10a/10b

WEEK FOUR

September 22-28

Drivers - Are you pedestrian friendly?

SCHOOL NEWSLETTER, WEBSITE OR AUTO CALL INFORMATION

Continuing our Pedestrian Safety Month celebration...This week we focus on what drivers need to know to **navigate the school traffic**. Kids are always watching - Are you a good driver role model? Here are some tips for drivers to help keep pedestrians safe in your neighborhood and around schools.

1. When driving put your phone in the backseat, or out of sight. Distracted driving is dangerous to you, other drivers and pedestrians.
2. Follow the speed limit! Unless posted lower, the **speed limit is 25 MPH in residential and school zones (within 500 to 1,000 feet of a school)**.
3. Give pedestrians the Right-of-Way. Be extra careful when driving at night or in bad weather.
4. Stop at the crosswalk line, to help other drivers see the pedestrian and stop too.
5. Pay extra attention when driving in an area where pedestrians might be: parking lots, shopping centers, city downtown locations.



It's a 2 way street - Drivers and Pedestrians need to work together to be safe! Drivers - be aware when you are driving where people, especially kids may be walking. Remember, unless posted the speed limit around schools (within 500 to 1,000 feet of the school) and in neighborhoods is 25 MPH. #SolanoPedSafety2019 #PedestrianSafetyMonth #SolanoSR2S



It's a 2 way street - Drivers and Pedestrians need to work together to be safe! Pedestrians - follow the signals and use crosswalks when crossing. Drivers - be aware when you are driving where people, especially kids may be walking. #SolanoPedSafety2019 #SolanoSR2S

*Companion Graphics for Social Media:
#3,4,6, 7a/7b, 11*

Week Five

September 9 - October 5

Get Ready for International Walk to School Day

SCHOOL NEWSLETTER, WEBSITE OR AUTO CALL INFORMATION

Continuing our Pedestrian Safety Month celebration...This week we are getting ready for International Walk to School Day! This Wednesday, students across the country and around the world will be walking to school. This is a great opportunity to try a green way to get to school, organize a walk with friends, and make a difference in the traffic congestion around your school! **If you live too far to walk, park a few blocks away and walk the rest.** So grab your tennis shoes and your friends, and skip the car. Be a Safe Routes Superhero and Walk instead of riding on Wednesday!



International Walk to School Day is this Wednesday, Oct. 2nd and we are joining @SolanoSR2S to celebrate. Skip the car this Wednesday and join students across Solano County, the U.S. and the world and walk to school. If you live too far to walk, park a few blocks away and then walk the rest. #SolanoSR2S #WalktoSchoolDay2019



International Walk to School Day is TOMORROW, Wednesday, Oct. 2nd and we are joining @SolanoSR2S to celebrate. Don't forget, students that participate will receive an incentive item. You can take part even if you live too far to walk. Park a few blocks away and then walk the rest. #SolanoSR2S #WalktoSchoolDay2019



Walk to School Day is Wed. 10/2. Join students across Solano County, the U.S. and the world and skip the car. If you live too far to walk, park a few blocks away and then walk the rest. Be a @solanosr2s superhero and walk instead of ride! #walktoschoolday2019 #solanosr2s



Walk to School Day is tomorrow. Join students across Solano County, the U.S. and the world and skip the car. If you live too far to walk, park a few blocks away and then walk the rest. Be a @solanosr2s superhero and walk instead of ride! #walktoschoolday2019 #solanosr2s

*Companion Graphics for Social Media:
#9a/9b, 10a/10b*

ADDITIONAL SOCIAL MEDIA POSTS

Here are additional safety tips for the month



It's a 2 way street - Drivers and Pedestrians need to work together to be safe! Pedestrians - remember to follow the signals and use crosswalks when crossing. Make it easier for drivers to see you, remember to wear bright clothing at dusk or nighttime. #solanopedssafety2019 #solanosr2s



It's a 2 way street - Drivers and Pedestrians need to work together to be safe! Pedestrians - remember to follow the signals and use crosswalks when crossing. #solanopedssafety2019 #solanosr2s

Companion Graphics: #2, 3, 7a/7b



How active are you? Studies have shown that overweight children and teens are more likely to become obese as adults. To maintain a healthy weight, kids need 60 minutes of active play every day. Walking to and from school are great steps towards your health. #solanopedssafety2019 #solanosr2s



How active are you? Studies have shown that overweight children and teens are more likely to become obese as adults. To maintain a healthy weight, kids need 60 minutes play every day. #solanopedssafety2019 #solanosr2s

Companion Graphic: #12



Kids are always watching - Are you a good driver role model? When driving put your phone in the backseat, or out of sight. Distracted driving is dangerous to you, other drivers and pedestrians. #solanopedssafety2019 #solanosr2s



Kids are always watching - Are you a good driver role model? When driving put your phone in the backseat, or out of sight. Distracted driving is dangerous to you, other drivers and pedestrians. #solanopedssafety2019 #solanosr2s

Companion Graphics: #4, 7a/7b,11



Ped Safety Tips: Make sure you can see and be seen.
1. Wear bright colored clothing when during dusk and nighttime, use a flashlight or light if it is dark.
2. Stay off your phone and look LEFT, RIGHT AND LEFT before crossing. #solanopedssafety2019 #solanosr2s



Ped Safety Tips: Make sure you can see and be seen. 1. Wear bright colored clothing when during dusk and nighttime, use a flashlight or light if it is dark. 2. Stay off your phone and look LEFT, RIGHT AND LEFT before crossing. #solanosr2s#solanopedssafety2019

Companion Graphics: #2, 5, 9a/9b

GRAPHICS FOR PEDESTRIAN SAFETY MONTH

Graphics are also available on SolanoSR2S.ca.gov

Image Files for Social media or website (.png or .jpeg)

1

DID YOU KNOW?
Solano County has the **2nd Highest** collision rate in the State for pedestrians under 15 years old

2

STAY ALERT IN YOUR CAR AND ON YOUR FEET

PED SAFETY IS A TWO WAY STREET

3

LET'S KEEP SOLANO KIDS STREET SAFE!

PED SAFETY IS A TWO WAY STREET

4

DRIVER SAFETY TIPS

- Don't drink and your phone, every time you get behind the wheel control your car - that means no cell phone use while driving. If you must use your phone, pull over and use speakerphone or text safely.
- Be a good Samaritan - avoid distractions while driving. Don't drink and drive. Don't use your phone while driving. Don't drink and drive. Don't use your phone while driving.
- Don't drink and drive. Don't use your phone while driving. Don't drink and drive. Don't use your phone while driving.

BE A PEDESTRIAN FRIENDLY DRIVER

5

SEPTEMBER IS PEDESTRIAN SAFETY MONTH

FOCUS ON THESE SAFETY TIPS IF YOU ARE A DRIVER:

- It's illegal to text or use a handheld device while driving. If you have no alternative, then use voice mail or a hands-free device.
- Take your seat belt.
- Make sure you're looking out the window, before crossing. Make a double check of the road before crossing.
- Children under 10, never let them judge if it's safe to cross the street.
- Watch for cars backing out or turning into your view.
- Never run out or cross the street from between cars.

Images below are available as Image files for Social Media/Website and as PDF for Newsletter, Email attachments.

6

Alarming Dangers in School Zones

7a

THINK TWO STEPS AHEAD

Drivers, Pedestrians, Cyclists:

Look up. Look both ways. Let's start looking out for each other again. It's a busy world out there. We're all in it together.

7b

PENSA DOS PASOS ADELANTE

Conductores, peatones, ciclistas:

Miren hacia arriba. Miren hacia ambos lados. Empecemos a cuidarnos uno al otro de nuevo. Es un mundo ocupado. Estamos todos juntos en esto.

8a

HOW TO NOT GET HIT BY A CAR

1. PHONES DOWN, HEADS UP WHEN WALKING.
2. DON'T CROSS THE STREET UNTIL YOU CAN SEE THE CORNER.
3. ALWAYS LOOK BOTH WAYS BEFORE CROSSING.
4. DON'T CROSS THE STREET UNTIL YOU CAN SEE THE CORNER.
5. DON'T CROSS THE STREET UNTIL YOU CAN SEE THE CORNER.
6. DON'T CROSS THE STREET UNTIL YOU CAN SEE THE CORNER.
7. DON'T CROSS THE STREET UNTIL YOU CAN SEE THE CORNER.

8b

CÓMO LOGRAR QUE NO TE ATROPELLEN

1. BAJAR EL CELULAR Y MIRAR AL FRENTE.
2. NO CRUZAR LA CALLE HASTA QUE PUEDAS VER EL CORNER.
3. SIEMPRE MIRAR AMBOS LADOS ANTES DE CRUZAR.
4. NO CRUZAR LA CALLE HASTA QUE PUEDAS VER EL CORNER.
5. NO CRUZAR LA CALLE HASTA QUE PUEDAS VER EL CORNER.
6. NO CRUZAR LA CALLE HASTA QUE PUEDAS VER EL CORNER.
7. NO CRUZAR LA CALLE HASTA QUE PUEDAS VER EL CORNER.

9a

SAFE ROUTES TO SCHOOL WALK AND BIKE SAFE

Safe routes to school

9b

RUTAS SEGURAS A LA ESCUELA CONSEJOS DE SEGURIDA PARA CAMINANDO Y EN BICICLETA

Rutas seguras a la escuela

10a

INTERNATIONAL WALK TO SCHOOL DAY

WALK TO SCHOOL DAY

WEDNESDAY OCTOBER 2, 2019

707-319-3222 | solanoschoolsafety.ca.gov | solanosr2s.ca.gov

BE A SAFE ROUTES SUPERHERO AND WALK INSTEAD OF RIDE!

10b

EL DÍA INTERNACIONAL PARA CAMINAR A LA ESCUELA

PARA CAMINAR A LA ESCUELA

MÉRCOLES 2 DE OCTUBRE DE 2019

707-319-3222 | solanoschoolsafety.ca.gov | solanosr2s.ca.gov

¡SÉ UN SUPERHERO DE RUTAS SEGURAS Y CAMINA EN LUGAR DE MONTAR!

11

GO SAFELY CALIFORNIA

We're all in it together.

12

13

14

FOR MORE INFORMATION

Pedestrian and Driver Safety Resources

California Office of Traffic Safety

www.gosafelyca.org

www.gosafelyca.org/bicycle-pedestrian-safety/

Solano Safe Routes to School Program

www.solanosr2s.ca.gov/safety-projects/solano-county-pedestrian-safety

www.safekids.org/walkingsafelytips

www.pedbikeinfo.org



Find out more about the Solano Safe Routes to School Program

solanosr2s.ca.gov | 707-399-3222



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BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

