



SAFE
K:DS
WORLDWIDE™

Prepared for:

**NATIONAL TRANSPORTATION SAFETY BOARD:
RAILWAY SAFETY FORUM**

March 24-25, 2015

How We Work



Safe Kids Worldwide supports efforts **to implement grassroots programs** to increase **public awareness**, **educate families**, **advocate for new laws** and **collect data to inform research activities**.



RESEARCH



PROGRAMS



ADVOCACY



AWARENESS



RESOURCE
MOBILIZATION

Our Reach



MEDIA
IMPRESSIONS
(FY14)
4,466,000,000



FACEBOOK
FANS
700,000



TWITTER
FOLLOWERS
44,000



YOUTUBE
VIEWS
3,400,000



America Loves Trains

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- American fascination with trains
 - 1900 first toy trains
 - 1955 first spanking for playing on the tracks
 - Train displays set up in houses, banks, community centers-often over the December holidays
 - Today, 318 US Rail Museums
 - Loveable *Thomas the Train* character with toys, books, costumes

Distracted Teens on Tracks



- Tracks: shortcut, more direct route, flat for running, fun.
- Not seen as a hostile environment
- November to February: 9 media reported pedestrian fatalities
 - Rosenberg, TX: female pedestrian, 14-16
 - Sacramento, CA: female pedestrian, 17- headphones
 - Livonia, LA: male 17, fooling around with coins on tracks
 - Corocran, CA: female 17, jogging on tracks
 - Gaithersburg, MD: male 18, headphones, cell phone, hood up
 - Smithfield, NC: 17 and 18 males; one helped the other who fell
 - Ft Collins, CO: female 16; headphones
 - India: 3 teens taking a “daredevil” selfie

SKW Reports: Pedestrians and Distractions



- October 2014: Teens on the Move
 - Online survey with 1040 teens ages 13-18 in June-July, 2014 (margin of error 3.0% at 95% confidence level)
- August 2013: Teens and Distraction, An In-depth Look at Teens' Walking Behaviors
 - Observational study of 34,000 teens in school zones measuring distraction behaviors while walking- 39% wearing headphones
- Distraction from handheld devices significant in this age group: 78% in 2012 had cell phones and 37% had a smartphone- an increase from 23% in 2011.

What Safe Kids Can Do

- Involve more than 400 grassroots coalitions who do safety presentations with preschool and K-12 school age children
 - **Start Safe** pedestrian element with Head Start parents and children
 - **Operation Lifesaver**- many coalitions provide K-6 classes
 - FedEx sponsored **Walk to School Day** activity to identify potential problem areas as kids walk to school
 - **Safe School Zone**- convene a task force and use UNC technical engineer to develop a community wide infrastructure plan, small grant
- Re-examine our focus on pedestrian safety with parents using our grassroots and national partners
- Advocate for increased emphasis on proper, safe and practical railway crossing education at the local level to teens

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