

## Pedestrian Safety is a Two-Way Street! Take Charge of Your Safety



### PEDESTRIAN SAFETY IS A TWO-WAY STREET

Whether you are driving or walking, take charge of your safety and remember to:

1. BE ALERT AND AWARE OF YOUR SURROUNDINGS.
2. STAY OFF ELECTRONIC DEVICES, WHICH ARE KNOWN TO CAUSE DISTRACTION.
3. ENSURE THAT YOU ARE VISIBLE TO DRIVERS, WEAR LIGHT AND REFLECTIVE COLOURS SO DRIVERS CAN SEE YOU.
4. OBEY TRAFFIC SIGNS AND SPEED LIMITS. LOOK BOTH WAYS, AND MAKE SURE YOU HAVE TIME TO SAFELY CROSS ALL LANES OF TRAFFIC.
5. WATCH FOR MOVING MOTOR VEHICLES AND CYCLISTS.



Awareness • Distraction • Visibility



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## **1. Overview: Pedestrian Safety Is a Two-Way Street! Take Charge of Your Safety**

As Ontario's doctors and police officers, we see first-hand the consequences of speed and inattentiveness. That is why on September 2<sup>nd</sup>, Ontario's doctors and the Ontario Provincial Police (OPP) are launching a public awareness campaign - *Pedestrian Safety Is A Two-Way Street*. Through this campaign, we are focusing on empowering pedestrians to be in charge of their own safety, and to remind the general public to be aware and avoid distractions both on the street and in the car. Together, we hope to ensure that these preventable injuries don't happen to us or our loved ones.

But we need your help.

Help us share this important message by engaging in our strategy. To make this easier, we are providing you with this communications toolkit (includes an electronic poster, pedestrian safety word search, sample news release, facts, sample tweets) to support your internal and external communications activities.

Help us spread the word!

**Tagline: Pedestrian Safety is a Two-Way Street! Take Charge of Your Safety**

**Twitter Handle: #strutsafely**

**Campaign Launch: Tuesday, September 2<sup>nd</sup> – Friday, September 5<sup>th</sup>, 2014 (First week back-to-school)**

## **2. Communications Objectives:**

- Encourage public discussion about pedestrian safety.
- Increase awareness and education to ensure everyone takes charge of their own safety and the safety of others.
- Encourage more Ontarians to walk shorter distances rather than drive. Obesity in children and adults is significantly climbing in the province and walking is an excellent form of exercise.

## **3. Key Audiences:**

- Patients, their families and friends
- OPP, Health care professionals, health administrators
- MPPs, mayors, city councillors, School Board Trustees and other elected officials,
- General public

#### 4. Key Messages

##### Quotes:

“Pedestrian safety seems like common sense, but we’ve all been inattentive or distracted when walking or crossing a street, at one time or another. Empowering pedestrians to take charge of their own safety could prevent unnecessary injuries and deaths.” *Dr. Ved Tandan, President, Ontario Medical Association*

“All road users have a shared responsibility for road safety. Drivers are reminded to use extra caution in areas of pedestrian traffic. Pedestrians need to be aware of their surroundings, always cross at crosswalks, and remember that drivers may not see them so exercise caution.” *Chief Superintendent, Charles (Chuck) Cox, Ontario Provincial Police - Highway Safety Division*

##### Talking Points:

- Ontario’s doctors and the OPP think pedestrian safety is a shared responsibility; we need to increase awareness and education to ensure everyone takes charge of their own safety and the safety of others.
  - There are an approximately 100 pedestrian fatalities in Ontario per year.
  - An estimated 2,695 people per year visit an ER due to pedestrian collisions.
  - Approximately 20% of pedestrian’s injuries or fatalities were likely due to distractions.
  - 67% of fatalities happened on roads with posted speeds above 50km/hr.
  - Almost all pedestrian incidents are preventable.
- There are a number ways to make a difference in this area:
  - Be alert, avoid distraction and ensure you are aware of your surroundings at all times – keep off phones and electronic devices which are known to cause the most distraction.
  - The Ontario’s Doctors website ([www.OntariosDoctors.com](http://www.OntariosDoctors.com)) provides education for the public to keep themselves and their family members safe.
- It is also the hope that a safer pedestrian environment will encourage more Ontarians to walk shorter distances than drive. Obesity in children and adults is significantly climbing in the province and walking is an excellent form of exercise.
- Ontario’s Doctors and the OPP are suggesting you keep these guidelines in mind before lacing up your shoes or taking the wheel.
- ***If you are a Pedestrian:***
  - Be alert and aware of your surroundings; stay off electronic devices, which are known to cause distraction.
  - Ensure you are visible to drivers.
  - Obey traffic signs, look both ways, and make sure that you have time to safely cross all lanes of traffic.

- ***If you are a Driver:***
  - Watch your speed and be aware of reduced speeds, especially in school zones.
  - Avoid distraction: put your phones and electronic devices away when driving.
  - Yield to pedestrians, especially at intersections when making a turn.

### **The Facts**

- In 2011, there were 98 pedestrian fatalities in Ontario. (Source: Ontario Road Safety Annual Report).
- Studies show that children and teenage pedestrians are more likely to be injured than any other age group. (Source: Ontario Injury Prevention Resource Centre, Parachute Canada)
- In 2011, 13 killed and 680 injured pedestrians were listed as inattentive at the time of the collision. (Source: Ontario Road Safety Annual Report)
- In 2011, the number of pedestrians who were treated for injuries caused by being struck by a motor vehicle at an emergency department in Ontario was 2,695 (Source: Ontario Road Safety Annual report)
- In 2011, the number of pedestrians who were hospitalized because of major injuries sustained by being struck by a vehicle in Ontario was 443 (Source: Ontario Road Safety Annual report)
- The 2012 Chief Coroner's Review of 2010 Pedestrian Deaths concluded that all of the deaths reviewed and pedestrian fatalities in general are preventable.
- 67% of 2010 fatalities happened on roads with a posted speed of above 50km/hr (Source: Chief Coroner's Pedestrian Death Review).

### **Questions and Answers: Pedestrian Safety**

#### **Q: Why did Ontario's doctors and the OPP partner on this initiative?**

A: There are two parts to preventing injuries, of which the pedestrian is just one. The OPP message focuses on drivers and their responsibilities when it comes to road safety. Pedestrian injury and motor vehicle collisions are closely tied to injury related incidents.

#### **Q: Is there any evidence that shows one age group is more vulnerable than the other when it comes to injuries or deaths?**

A: We are all at risk. Over the last decade in Canada there have been more than 4,700 pedestrians who have been injured, and according to reports almost all of those incidents were preventable. We see first-hand the consequences of speed and inattentiveness. Ontario's doctors and the OPP are creating awareness to ensure that these injuries don't happen to us or our loved ones. Together we can all prevent injuries and take charge of our safety.

**Q: Why did Ontario's Doctors and the OPP choose this week to launch your pedestrian safety campaign?**

A: Summer holidays are over, and people are back to their daily routines, we are seeing more people walking to school and more drivers on the road, commuting to work. There is no better time for Ontarians to be thinking about pedestrian safety, and how we can make this province safer for people of all ages to walk down the street.

**Q: What is the focus of the campaign? Are your groups calling on the government to improve infrastructure for pedestrians on Ontario's roads and sidewalks?**

A: There are many components of pedestrian safety that involve the physical environment and infrastructure, but Ontario's doctors and the OPP want to focus on empowering pedestrians to be in charge of their own safety. Reminding the general public to be aware and avoid distractions both on the street and in the car, will create a safer pedestrian environment that could prevent hundreds of injuries and deaths.

**How can I learn more/get involved?**

1. Retweet us, and use the hashtag #strutsafely.
2. Distribute our sample press release in support of our campaign.
3. Post our poster in key locations to help remind the public.
4. Share our Video – [www.OntariosDoctors.com/strutsafely](http://www.OntariosDoctors.com/strutsafely)
5. Distribute our pedestrian safety word search to students and-or children, and encourage them to have a conversation around the recommendations we have provided.
6. Talk to your friends and family about pedestrian safety, and share our recommendations.



# PEDESTRIAN SAFETY IS A TWO-WAY STREET

Whether you are driving or walking, take charge of your safety and remember to:

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4. OBEY TRAFFIC SIGNS AND SPEED LIMITS. LOOK BOTH WAYS, AND MAKE SURE YOU HAVE TIME TO SAFELY CROSS ALL LANES OF TRAFFIC.
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AWARENESS	PEDESTRIAN
BRIGHTCLOTHING	POLICE
CARS	RISK
CYCLIST	SAFETY
DISTRACTION	STOP
DOCTORS	TRUCKS
LISTEN	VISIBILITY
LOOK	



# PEDESTRIAN SAFETY

## WORD SEARCH

Search the puzzle for the words shown in the list below. Circle each word that you find until you find all the words in the puzzle!

V	F	C	A	S	K	H	Y	S	A	T	Y	P	G	V
F	D	B	O	V	R	I	R	W	R	J	R	N	B	I
X	Q	P	X	N	K	O	A	V	Z	A	I	U	J	S
Z	K	Z	E	L	P	R	T	N	S	H	C	A	I	I
G	B	Z	O	D	E	P	E	C	T	N	H	L	B	B
U	P	O	O	N	E	T	O	O	O	K	S	I	R	I
C	K	O	E	P	S	S	L	Q	P	D	C	I	Q	L
S	S	S	L	I	P	C	T	S	I	L	C	Y	C	I
V	S	I	L	I	T	M	T	R	U	C	K	S	K	T
K	D	W	E	H	C	L	D	S	I	G	N	Y	W	Y
O	V	U	G	K	G	E	D	Z	U	A	T	T	C	Y
P	G	I	Y	M	Z	M	K	B	R	U	N	E	F	M
G	R	Q	X	U	J	M	G	P	R	S	M	F	O	F
B	A	B	L	T	V	I	T	Z	D	Z	O	A	Q	I
D	I	S	T	R	A	C	T	I	O	N	E	S	S	F



# PEDESTRIAN SAFETY BY THE NUMBERS



**76%**

of pedestrian fatalities happen in urban areas.



The majority of pedestrian injuries and deaths happen after dark



**20%**

of pedestrians are distracted by such things as electronic devices and pets.



The highest rates of vehicle-caused pedestrian injury were seen among teenagers and seniors.



**802**

child pedestrians under 16 were seriously injured and **8** were killed in 2011.

**67%**

of fatalities happen on roads with posted speeds above 50 km/h



**AWARENESS • DISTRACTION • VISIBILITY**

#### Sources:

Office of the Chief Coroner for Ontario. Pedestrian Death Review: a review of all accidental pedestrian deaths in Ontario from January 1st 2010 - December 31, 2010. September 2012.  
Ontario Injury Prevention Resource Centre. Ontario Injury Compass: Pedestrian Injury. 2009.  
Ontario Road Safety Annual Report 2011. Section 2: The People.



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### **Sample Media Release**

Possible Headline: [Enter organization's name] *SUPPORTS ONTARIO'S DOCTORS AND THE ONTARIO PROVINCIAL POLICE AS THEY JOIN FORCES TO CHAMPION PEDESTRIAN SAFETY*

*Toronto, ON September 2, 2014 – Today, [enter your organization] is supporting an important campaign being championed by both Ontario's doctors along with the Ontario Provincial Police. Pedestrian Safety is A Two-Way Street is a public awareness campaign, urging both pedestrians and drivers to take charge of the safety of our roads.*

***[Suggested quote from your organization on why it's important to raise awareness of pedestrian safety and how we can all stay safe].***

*Ontario's doctors and the OPP are encouraging the public to consider these safety precautions:*

*If you are a pedestrian:*

- *Be alert and aware of your surroundings.*
- *Stay off electronic devices, which are known to cause distraction.*
- *Ensure you are visible to drivers; wear lighter and reflective colours so that you can be seen.*
- *Obey traffic signs, look both ways, and make sure that you have time to safely cross all lanes of traffic.*

*If you are a driver:*

- *Watch your speed and be aware of reduced speeds, especially in school zones.*
- *Avoid distraction: put your phones and electronic devices away when driving.*
- *Yield to pedestrians, especially at intersections when making left or right turns.*

*Quotes:*

*"Pedestrian safety seems like common sense, but we've all been inattentive or distracted when walking or crossing a street, at one time or another. Empowering pedestrians to take charge of their own safety could prevent unnecessary injuries and deaths."*

*Dr. Ved Tandan*

*President*

*Ontario Medical Association*

*"All road users have a shared responsibility for road safety. Drivers are reminded to use extra caution in areas of pedestrian traffic. Pedestrians need to be aware of their surroundings, always cross at crosswalks, and remember that drivers may not see them so exercise caution."*

*Chief Superintendent Charles (Chuck) Cox*

*Ontario Provincial Police - Highway Safety Division*

### Sample Tweets

Pedestrian Safety is a 2-way street! Take charge of your safety with @OntariosDoctors & @OPP\_News: <http://ow.ly/ANh1X> #StrutSafely

Did you know that 76% of pedestrian fatalities happen in urban areas? Exercise precaution: <http://ow.ly/ANh1X> #StrutSafely

#BacktoSchool means going over #PedestrianSafety tips with your kids. Here are @OntariosDoctors tips to #StrutSafely <http://ow.ly/ANh1X>

Be alert and aware of your surroundings. Stay off electronic devices which are known to cause distraction #StrutSafely

Did you know the highest rate of vehicle-caused pedestrian injuries is seen among teenagers & seniors? #StrutSafely

Obey traffic signs, look both ways, and make sure you have time to safely cross all lanes of traffic. #StrutSafely <http://ow.ly/ANh1X>

Common sense safety measures can mean the difference between life & death #StrutSafely <http://ow.ly/AnnRC>

**For more information about Pedestrian Safety Campaign, please contact:**

OMA Public Affairs at [media@oma.org](mailto:media@oma.org)