

Building Safe Communities

A Publication of the National Highway Traffic Safety Administration



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Get Ready for May

In much of the country, May brings warm weather and an increase in the number of people who walk, bicycle, and ride motorcycles for transportation, recreation, and exercise. May is also the perfect time to emphasize that automobiles share the road with motorcyclists, bicyclists, and pedestrians, and provides an important opportunity for traffic safety programs to respond to the needs of *all* roadway users.

May is both **National Bike Month** and **National Motorcycle Safety Month**. To support National Motorcycle Safety Month, the National Highway Traffic Safety Administration (NHTSA) and the Motorcycle Safety Foundation (MSF) are sponsoring a national media tour, which will provide local media outlets with the opportunity to interview both motorcycle safety experts and celebrities with an interest in motorcycle safety, and to obtain pre-packaged video footage to use during news broadcasts. This is a valuable opportunity for Safe Communities programs to promote motorcycle safety and establish better relations with their local media and motorcycling organizations. For more information, contact Elizabeth Piper at MSF. Telephone: (949) 727-3227.

The National Association of State Motorcycle Safety Administrators, with support from NHTSA, has created a **National Motorcycle Safety Month** website. The site, which can be found at www.smsa.org, includes public education materials as well as information on Motorcycle Safety Awareness Month activities in states and communities across the nation.



May also provides an opportunity to protect those inside the car during **Buckle Up America Week/Operation ABC Mobilization** (May 22–29). Last year's mobilization period involved more than 1,000 organizations, including Safe Communities coalitions, law enforcement agencies, and other groups. This year's mobilization will emphasize part-time seat belt users and children. A BUA Planner will include strategies for determining seat belt use rates in a community. For more information, contact the Air Bag and Seat Belt Campaign at (202) 625-2570 or visit their website at www.nsc.org/airbag.htm. Buckle Up America Planners and other materials are available from NHTSA (see page 4). ■

In This Issue

Get Ready for May	1
Pedestrian and Bicycle Information Center	2
Local Notes	2
Future Resources From NHTSA	3
Resources	4
National News.....	5
Safe Communities Calendar	6

Local Notes



★ The **Greenville County Safe Communities Coalition** was formed to respond to the fact that Greenville had the highest rates of traffic crashes, fatalities, and injuries in the state of South Carolina. During its first year, Coalition activities included National Stop on Red Week, the formation of a Selective Enforcement Task Force, and National Walk Your Children to School Day. These and other traffic safety activities helped reduce traffic fatalities by 11 percent, traffic injuries by 13 percent, and total crashes by 4.7 percent. For more information, contact Mona Rook at (864) 467-5452.

★ The **Oregon Department of Transportation Safe Communities Action Kit** is targeted toward citizen advocates, businesses, educators, health providers, civic groups, and local officials, and includes a description of the Safe Communities model, contacts for Safe Communities programs in Oregon, and a resource guide. For a sample copy of the kit, call (503) 986-4187 or e-mail walter.j.mcallister@state.or.us.

★ The **Nassau County Safe Communities** in New York, has been active in promoting partnerships with local businesses. Private sector partners include McDonald's, which is helping the program raise funds and conduct injury prevention programs; the New York Jets, whose players participate in bicycle helmet programs in local schools, and two local restaurants that sponsor safety coloring contests and give bicycle helmets as prizes. For more information, e-mail James Reed at semajdeer@hotmail.com. ■



Pedestrian and Bicycle Information Center

The Pedestrian and Bicycle Information Center (PBIC) was established by the University of North Carolina Highway Safety Research Center, with funding from the U.S. Department of Transportation, to connect communities with the information and resources they need to create safe places for walking and bicycling. Two PBIC websites, (www.walkinginfo.org/ and www.bicyclinginfo.org/), were designed to meet this need, offering research reports; crash data; program models; discussions about policy and planning issues; and information on health and fitness, rails-to-trails conversions, pedestrian and bicycle education, enforcement, and outreach. ■

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Future Resources From NHTSA



NHTSA, in collaboration with a variety of partners, is involved in a number of projects that promise to result in valuable resources for pedestrian, bicycle, and motorcycle safety. The following is a list of resources that will be available in the future from NHTSA and its collaborators. Future issues of BSC will provide information on how to obtain these resources when they become available.

Research and evaluation studies have shown that peer education, in which young people teach skills to other young people, is an effective tool for programs designed to prevent violence and the abuse of alcohol and other drugs. With funding from NHTSA, the National Peer Helpers Association is developing the Bicycle Safety Peer Program (BSPP), which will allow educational institutions and community groups to integrate this important educational process into the issue of bicycle safety. The National Peer Helpers Association is currently piloting the program in two different settings. In Birmingham, Alabama, middle school students are being trained to teach elementary school students about bicycle safety and helmets. At the University of Virginia in Charlottesville, upper-level students are teaching incoming students about bicycle safety as part of

freshman orientation. This project should result in effective bicycle safety education for two age groups that are especially susceptible to the influence of slightly older peers.

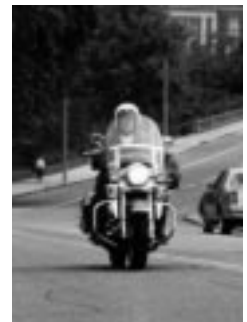
The Pedestrian and Bicycle Crash Analysis Tool (PBCAT) is a software package for personal computers that can categorize a community's pedestrian and bicycle crashes, using crash data from local police departments. The software allows users to track crash patterns by location, characteristics of the individuals involved, road conditions, and visibility, and can also suggest countermeasures for crash types.

For example, if the software reveals that a community has a problem with mid-block dart-out's (in which children run into the road from between parked cars and are struck by motorists who cannot see them until it is too late to stop), the software might suggest that parking be restricted in these areas (to increase visibility) and/or that local schools implement pedestrian safety training for their students.

NHTSA and the Pedestrian-Bicycle Technical Information Center are producing a Bikeability Checklist that citizens can use to assess the "bikeability" of their communities. The checklist will suggest

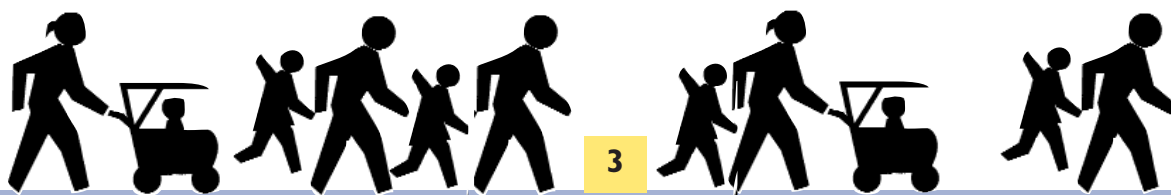
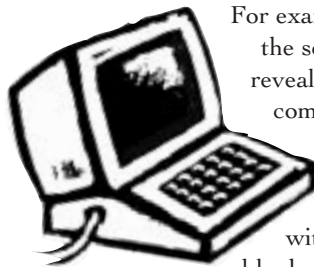
resources and include a list of actions for making a community more "bicycle friendly." The Bikeability Checklist will be similar to the existing Walkability Checklist, available online at www.nhtsa.dot.gov/people/outreach/safesobr/OPlanner/ncpsw/walk1.html.

The increasing use of bicycles as patrol vehicles by police officers provides an opportunity for these officers to both model and teach bicycle safety in their communities. Cops on Bikes, a soon-to-be-available training module, will teach bicycle patrol and other police officers how to be effective spokespersons for bicycle safety. The module will include information on safe riding practices, helmet use, and enforcement strategies, as well as how to use "teachable moments" to promote bicycle safety.



Photograph courtesy of the American Motorcyclist Association

Several NHTSA-funded motorcycle safety demonstration projects are developing resources and tools to make the roads safer for motorcycle operators. The Minnesota Motorcycle Safety Center, in collaboration with local rider groups, is sponsoring Dial-A-Ride, a program in which owners of vans with trailers will respond to hotline calls from



ing. The van owners have agreed to transport both the driver and his or her motorcycle home safely.

In Hawaii, researchers are trying to find ways to reach motorcyclists with messages about the dangers of operating their vehicles after drinking. Karl Kim, chair of the Department of Urban and Regional Planning at the University of Hawaii, home of the project, reports, "As motorcycling increas-

es in popularity, there has also been an increase in the number of alcohol-related motorcycle injuries—unlike other modes of transportation, which have experienced a decrease in these injuries." Kim and his colleagues are trying to find a correlation between alcohol-related motorcycle crashes and knowledge and attitudes among motorcyclists in order to develop more effective safety messages, tar-

geted especially toward two groups at risk for these types of injuries: military personnel and students.

October 4, 2000 is National Walk Our Children to School Day. The August 2000 edition of BSC will provide more news about this event. To begin planning, visit the Partnership for a Walkable America's website at www.nsc.org/walkable.htm or call Harold Thompson at (620) 775-2383. ■

Resources

The *Ride Like A Pro Community Coordinator's Handbook* is a complete guide to holding community-based events that use sports celebrities to promote the use of bicycle helmets and safe cycling practices. It includes information on scheduling, obtaining equipment, identifying and recruiting celebrities, securing funding, and implementing and evaluating an event. Available from the NHTSA TSP Resource Center (see below).



The *Bicycle Safety Resource Guide* helps bicycle safety professionals match countermeasures with bicycle safety problems that exist in their communities. It contains a matrix of 40 safety problems (e.g., visibility/conspicuity problems, high-risk intersections) for each of 15 implementer groups (e.g., law enforcement or highway safety advocates) and suggests appropriate countermeasures. The resource guide is available in both print and CD-ROM formats. Contact Marvin Levy at (202) 366-5597.

Obtaining Materials from NHTSA

Most products developed by NHTSA are available from the NHTSA Media and Marketing Division, TSP Resource Center, NTS-21, 400 Seventh Street, SW, Washington, DC 20590. Orders can be submitted to the NHTSA Hotline at (888) 327-4236 or faxed to (202) 493-2062. In addition, many materials can be downloaded or ordered online at www.nhtsa.dot.gov. ■

The **Pedestrian Safety Toolkit** includes a variety of resources that state and community pedestrian safety coordinators and advocates can use to develop pedestrian safety initiatives. The toolkit is organized by target group and contains brochures and reports, a user's guide, a resource manual, a compilation of pedestrian safety videos, and an interactive CD-ROM. Available from the NHTSA TSP Resource Center (at left).

Caminando a Través de los Años (Walking Through the Years) is a Spanish-language pedestrian safety program that includes reports, slide programs, video telenovelas, and bilingual brochures. Components addressing the pedestrian safety needs of older pedestrians and child pedestrians are also available. NHTSA, in collaboration with the National Association of County and City Health Officials, will evaluate these materials in four communities over the next year. Available from the NHTSA TSP Resource Center (at left). ■

National News

To assist in planning activities to reduce the drinking and driving associated with high school graduations and spring proms, NHTSA has produced a **Zero Tolerance Means Zero Chances Peer-to-Peer Action Kit**. The kit will include a program brochure, a media guide, a resource guide, fact sheets, camera-ready artwork, and public education flyers. The **Zero Tolerance Means Zero Chances** initiative is part of NHTSA's **You**



Drink & Drive. You Lose. Campaign, which is designed to reduce alcohol-related

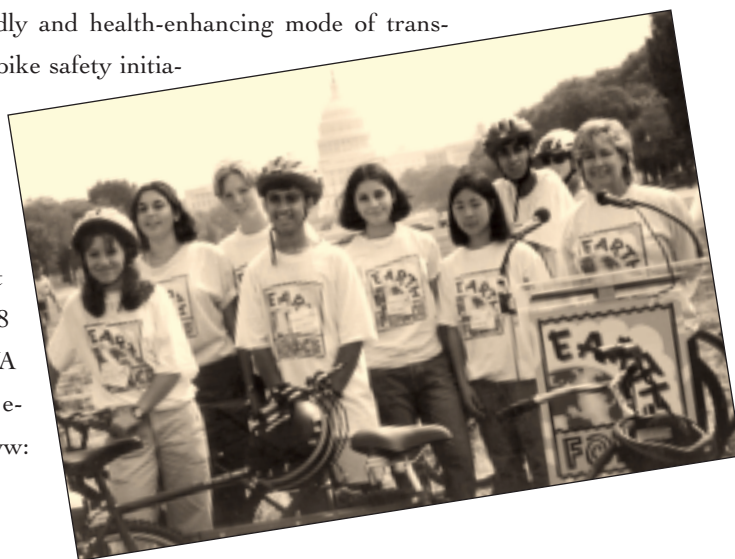
motor-vehicle injuries. The campaign includes three emphasis periods: spring graduations and proms, Fourth of July weekend, and the December holidays. For more information, contact NHTSA at (202) 736-1647.



In preparation for **National EMS Week**, (May 14–20, 2000), and as part of the Bystander Care for the Injured Campaign, NHTSA has produced a *First There, First Care* kit that educates the public on what to do should they witness a crash. For more information, call Debra Kilpatrick at (202) 355-4297. A related resource is the American College of Emergency Physicians' (ACEP) kit for planning, coordinating, and promoting EMS [Emergency Medical Services] Week activities. Safe Communities coalitions and other community-based programs can use this resource to plan local activities, showcase the accomplishments of local EMS agencies, and raise public support for EMS. The kit can also be used to conduct public education programs throughout the year. To order the 2000 National EMS Week Planning Kit, visit the ACEP website at www.acep.org.

On May 10, Earth Force is sponsoring the second annual **Youth Bike Summit** on the west side of the United States Capitol Building. The Earth Force Youth Advisory Board's decision to promote bicycling as an environmentally friendly and health-enhancing mode of transportation has resulted in a number of bike safety initia-

tives, which will be presented to the national media, members of Congress, and representatives of Federal agencies at the Youth Bike Summit. For more information, contact Carrie Jenkins, Earth Force 1908 Mount Vernon Avenue, Alexandria, VA 22301. Telephone: (703) 299-9400; e-mail: earthforce@earthforce.org www: www.earthforce.org. ■



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Safe Communities Calendar

April 3–9, 2000: *National Public Health Week*

May 2000: *National Bike Month* and *National Motorcycle Safety Month*

May 10, 2000: *Youth Bike Summit*

May 14–20, 2000: *National Transportation Week* and *National EMS Week*

May 15–16, 2000: *Measuring the Burden of Injury Conference (Baltimore)*; for more information, contact Measuring the Burden of Injury, National Highway Traffic Safety Administration, 400 Seventh Street SW, NPP-12, Washington, DC 20590

May 22–29, 2000: *Buckle Up America Week* and *Operation ABC Mobilization*



July 1–4, 2000: *You Drink & Drive. You Lose. Mobilization*

September 11–15, 2000: *National Drive Safe to Work Week*

October 4, 2000: *National Walk Our Children to School Day*



What's New

at the
Safe Communities
Service Center

Visit the SCSC website!
Here's what's new:

- * Announcement of the International Safe Communities Award winners
- * A model Safe Community Buckle Up Action Plan (in the Safe Communities Workbench)
- * A new site map that makes navigation easier
- * Updated local, national and inter-modal news

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Safe Communities programs as of
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