

Preschool Pedestrian Injury Prevention Program (PPIPP)

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Pedestrian Injuries and Deaths Among Preschool-Age Children in Los Angeles County

Ages 3-5yrs

Hospitalizations 2000-2006

- 711 pedestrian injury hospitalizations
- Average rate of 22.2 hospitalizations per 100,000
- Average Hospital charges = \$38,000

Deaths 2000-2004

- 40 pedestrian deaths
- Average rate of 1.7 deaths per 100,000

Source: Office of Statewide Health Planning and Development Hospital Discharge
Data and Death Statistical Master File, CA Office of Vital Statistics

Children at Risk

Developmental Level

- Urban Neighborhood Environment and Low SES
 - High Volume of cars
 - Many Parked Cars
 - Fewer Traffic Controls
 - Little or No Intervention programs
 - Lack of Safe places to play
 - More Likely to Walk to and from Destination

Goals and Objectives

- To reduce the number of pedestrians killed or injured in traffic collisions.

Objectives

- Select School
- Obtain Authorization
- Teacher Training
- Parent Presentation
- Implement program
 - Weekly Visits
 - Seven Traffic Safety Lessons
 - Police Traffic Safety
 - Pedestrian Rodeo

School Selection

Utilized Hospital and US Census Data

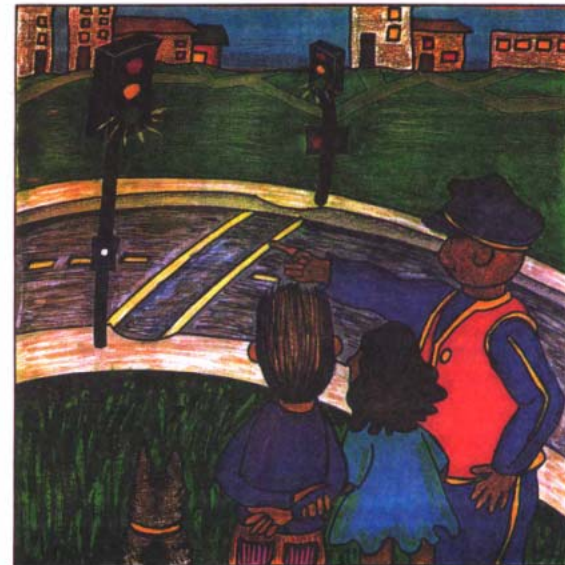
High Number of Pedestrian Injuries and
Low SES

Teacher Trainings

- Program (why,what,how)
- Curriculum
- Story Book
- Activity Book
- Poster and Activity Chart

Curriculum

- Seven Safety Lessons
 - Cross with Adult
 - Curbs and Sidewalks
 - Streets and Vehicles
 - Signs and Symbols
 - Driveways, Alleys, Parking Lots
 - Safe Areas of Play
 - Trains, Buses, and Ice Cream Trucks



SIDEWALKS, STREETS AND GRASS

TEACHER'S CURRICULUM GUIDE

Parent Presentation

Parent Involvement

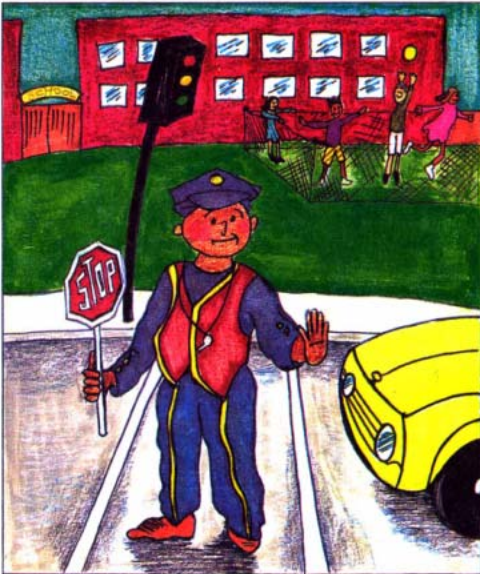
- Important Safety Rules (Model Behavior)
- Story Book
- Pre and Post Questionnaires
- "Keeping Kids Safe in Traffic" Video
- Safety Sam Rodeo



SIDEWALKS, STREETS AND GRASS

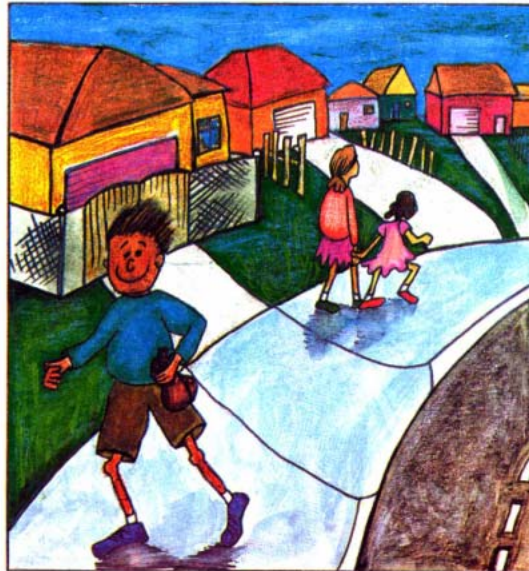
Written by Richard Stevie
Illustrated by Phyllis Mandel

Sidewalks, Streets and Grass



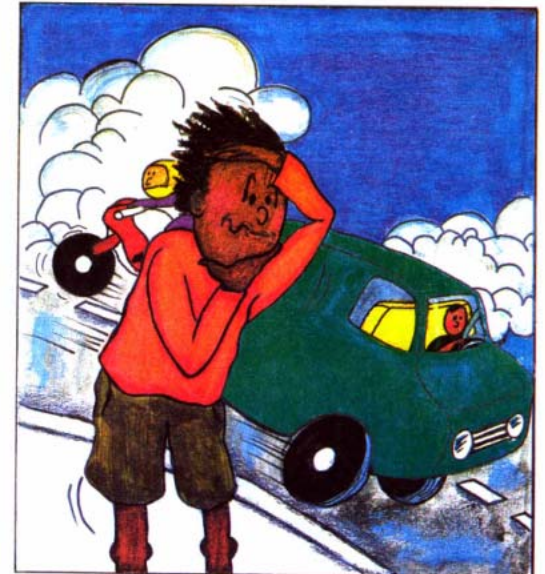
This story is about _____ and a friend named
(child's name)
Safety Sam. Sam helps kids and is the neighborhood traffic man.

1



Sam says, "Walk on the sidewalks at school and home."
Cross the street with a grown-up friend and please don't try it alone.

2



_____ stops at crosswalks, curbs and alleys and lets the cars
go past. Look left, right, left because cars, trucks, and motorcycles go very fast.

3



SIDEWALKS, STREETS AND GRASS
ACTIVITY BOOK

Activity Book

NAME: _____

When is it best for this boy to cross the street ?
Circle the correct picture. Bring the page to school when you have finished.

NOTE TO PARENTS:
ALWAYS HOLD YOUR CHILD'S HAND WHEN CROSSING THE STREET.

3

NAME: _____

Find the matching stickers. Do you know what each one means ?
Bring the page to school when you have finished.

NOTE TO PARENTS:
CROSS THE STREET AT THE CROSSWALK AND NOT IN THE MIDDLE OF THE BLOCK.

4

NAME: _____

Join the dots to find out what Safety Sam is holding.
Then color in the picture.
Cut out the page, and bring it to school when you have finished.

NOTE TO PARENTS:
YOUNG CHILDREN SHOULD ALWAYS CROSS THE STREET WITH AN ADULT.

1

Weekly School Visits

- Health Educator Assistant
- Lesson Plan
- Progress of Program
- Questions
- Supplies

Officer Visit and Safety Presentation

“Pedestrian Injuries Account for Much Morbidity and Mortality Yet Traffic Safety is Not Emphasized Enough In Our Schools” Officer Goulding (LA CHP)

- Safety Equipment
- General Traffic Safety
- Ice Cream Trucks/Vendor
- Being a Leader Among Friends
- Children and Parents help each other obey traffic laws
- Provide Written Materials

Safety Sam Rodeo

- City Setup on School Grounds
- Parents and their Children Attend
- Safety Sam T-shirt
- Brief review of Traffic Safety lessons
- Incentives

Safety Sam Rodeo In-Class Review



Safety Sam Rodeo



Preschool Class



Program Implementation

- Program implemented at 54 schools
 - 133 classrooms
 - over 4,000 children
- Surveys filled out by parents before and after program
 - 38 questions asking about parent & child behavior and child's knowledge of traffic safety.

Pre and Post Surveys

- Surveys available from 41 schools
 - 83 classrooms
 - 3,314 students
 - 2,068 pretests returned
 - 1,524 posttests returned
- 1,157 children had both pre & post tests

Overall Results

- Favorable responses increased at post:
 - Child's knowledge of stop signs, traffic signals, and crosswalk signals
 - Parent waiting until child is older before allowing child to cross street alone.
- Favorable responses decreased at post:
 - Frequency of parent walking in the street

Demographic Differences

- Pretest

- Baseline knowledge of stop signs, traffic lights and crosswalk signals:
 - similar for boys and girls.
 - Spanish survey takers reported greater knowledge of crosswalk signals & traffic lights.
 - knowledge of all factors increases dramatically with age.

Demographic Differences - Posttest

- Knowledge of stop signs, traffic lights and crosswalk signals at post test:
 - similar for boys and girls
 - similar for English & Spanish test takers
 - knowledge of stop sign similar for all ages
 - knowledge of traffic lights and crosswalk signals increases with age

Demographic Differences

- Change from Pre to Post

- Knowledge of stop signs, traffic signals and crosswalk signals increased for all demographic groups.
- Age parents willing to let children cross street alone did not increase for boys.

Thanks to.....

- All Participating Schools, Principals, Teachers, Students and their Families
- California Office of Traffic Safety

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