



Safe Kids Walk This Way



Program Overview

Proud Program Sponsor



Safe Kids Worldwide and program sponsor FedEx Express created Safe Kids Walk This Way to teach safe behavior to motorists and child pedestrians and create safer, more walkable communities. The goal of the initiative is preventing pedestrian-related injury to children. Since the launch of the program in spring 2000, Safe Kids Walk This Way has spanned the globe, engaging FedEx volunteers to reach families in hundreds of communities throughout the United States and around the world.

Safe Kids Walk This Way relies on FedEx employee volunteers and encourages new partners, including public officials, public agencies, community organizations and parents, to join Safe Kids Worldwide coalitions to improve conditions for child pedestrians.

Safe Kids Walk This Way in the United States

School Events

Each October FedEx Express employees and Safe Kids Worldwide coalitions team up to teach children safe pedestrian behaviors through fun and engaging safety activities. Past events have included participating in International Walk to School Day and focusing on walking safely on Halloween. The events attract media attention and serve as a launch pad for future pedestrian safety efforts at the schools.



Research

Safe Kids conducts research projects each year, including secondary research assessments, primary surveys, focus groups, behavioral observations and environmental assessments that reveal the problems for child pedestrians. Annual research findings inform future programmatic development. Safe Kids Worldwide coalitions promote research findings locally and nationally to raise awareness of the dangers and gain support for improvements.



Pedestrian Safety Committees – School-based

Safe Kids Worldwide and FedEx Express activate pedestrian safety committees at schools to address the dangers identified on International Walk to School Day throughout the rest of the year. The committees frequently work to increase enforcement of traffic laws, educate parents and other drivers about the dangers of speeding near schools, and teach children safe pedestrian behaviors.

Pedestrian Safety Task Forces – Community-based

Annually, Safe Kids Worldwide and FedEx Express award substantial grants to coalitions leading task forces focused on high-risk locations for child pedestrians. These task forces reach out to new partners and work with local government officials and engineers from municipal planning organizations to determine and install the best traffic-calming solutions for their communities.



On October 4, 2006, more than 252,000 children, parents, teachers, city officials and others joined FedEx Express employees and Safe Kids coalitions to celebrate safe walking at more than 540 schools across the United States.

At many events each year, volunteers help to identify risks to child pedestrians

by collecting walkability checks or observing driver and pedestrian behaviors. Together, students and FedEx Express volunteers carry colorful banners and signs warning drivers to be more cautious near pedestrians. Parents who participate are encouraged to make walking to school with their children a daily event. Safe Kids coalitions seize the opportunity to recruit parent volunteers to serve on school pedestrian safety committees, which focus on creating safer routes to school for student walkers.

Walk to School Day Participation Results

	2006	2000-2006
TOTAL	252,875	1,046,386
Schools	540	2,182
FedEx Express volunteers	1,252	9,169
Students	231,632	897,262
Teachers	9,070	33,535



Safe Kids Walk This Way Worldwide

All Safe Kids Worldwide member countries participating in the Safe Kids Walk This Way program work to conduct research, collect data, improve environments, educate children and raise public awareness of pedestrian safety issues for children. Below are recent program highlights.

Brazil

As part of the 2006 program in Sao Paulo, Safe Kids Brazil hosted National Traffic Safety Week and observed International Walk to School Day. To celebrate, volunteers led 450 children safely across streets to teach appropriate pedestrian behavior, and children illustrated safety messages on a wall in Capão Redondo as a creative way of learning about pedestrian safety.

Canada

Safe Kids Canada launched Canada's Favorite Crossing Guard Awards in 2006. Promotion of the awards generated 10 million media impressions. To date, more than 150 communities in Canada have used "Pedestrian Safety: A Guide for Communities" to plan their programs.

China

Successful promotion of safety regulations around schools has resulted in school zones being implemented in Shanghai, Beijing and Guangzhou in the last year. The Safe Kids Walk This Way program has reached 1 million students at 2,000 schools in Shanghai, Beijing, Guangzhou, Shenzhen and Tianjin in the past two years, and media coverage of Safe Kids China's pedestrian activities has reached more than 11 million people.

India

The Safe Kids Walk This Way program will kick off in Mumbai in 2007. Classroom education and media events will take place throughout the year to educate children about safe walking behaviors and raise driver awareness about pedestrian safety issues for children.

Korea

Since its launch in Korea in 2004, the Walk This Way program has raised awareness about child pedestrian safety and educated more than 189,000 children about safe walking behavior. In 2006, Safe Kids Korea participated in International Walk to School Day for the first time and will produce a pedestrian safety video for children in 2007.

Philippines

Safe Kids Philippines hosted International Walk to School Day events for 3,500 students at 68 schools in Pasay, Paranaque, Olongapo and Cebu City. Since the program's launch, Safe Kids Philippines has conducted more than 7,000 walkability checks in five major cities and reached more than 70,000 children through classroom education.



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