

Be Smart, Walk Safe Pedestrian Safety Campaign

FINAL REPORT: 2017 Road Safety Challenge

Prepared for the Ontario Ministry of Transportation by Green Communities Canada with support from Toronto Public Health, and funding support from Metrolinx.

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Author: Laura Zeglen



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Applicant: Green Communities Canada (Team lead: Laura Zeglen)

Road Safety Challenge Funding awarded by Ministry of Transportation: \$1000

Theme: Pedestrian Safety

Campaign Duration: May 15 2017- June 11 2017

Background: Context and Rationale for the “Be Smart, Walk Safe” Campaign

The neighbouring communities of Thorncliffe Park and Flemingdon Park are culturally diverse and densely-populated tower communities in the east end of Toronto, with the vast majority of residents living in high rise buildings. The area is also characterized by wide and busy streets, carrying large volumes of traffic through the neighbourhood, especially along Don Mills Road and Overlea Boulevard as two of the main arteries in/out of the area. As Neighbourhood Improvement Areas, both communities continue to be priority focus areas for community capacity-building and health promotion by public health agencies and local school boards. The area has also been the focus of past studies on walkability and pedestrian safety¹.

Given the dense population of the area, there are several schools within a 1 kilometer radius (see map on page 3). Every day, thousands of students in this neighbourhood make the journey to/from school along Thorncliffe-Flemingdon Park’s busy streets.

Two Flemingdon Park schools have been involved in “School Travel Planning”, a program promoting community health and well-being through walking and cycling to school. Through the School Travel Planning program, addressing risky pedestrian behaviours (including jaywalking and distracted crossing, e.g. looking down at a cell phone while crossing) was identified as a priority area for action in this community. This campaign seeks to address this through a variety of approaches for engaging the local community in education around pedestrian safety.



The busy intersection of Don Mills Road and Overlea Boulevard. There are two schools located at this intersection (including Valley Park Middle School, pictured to the left on the far side of the intersection), and 5 more within a 1km walk of this point. Thousands of students and other pedestrians cross this intersection each day.

¹ <http://www.cleanairpartnership.org/wp-content/uploads/2016/08/Portrait-thflem-web.pdf>

1. Activities implemented during the 2017 Road Safety Challenge:

The “Be Smart, Walk Safe” campaign was designed to reach the Thorncliffe-Flemington community at large. Schools were the primary focus for campaign activities, given their ability to reach large numbers of children, who are among the most vulnerable road users. Additionally, schools are an important avenue for messaging to reach parents.

Campaign activities included:

- a) **Banners** (Audience: Local schools; Whole community)
- b) **Campaign Launch Event and End of Campaign Celebration Event** (Audience: Local schools; Whole community)
- c) **Pedestrian Safety Blitzes with “swag” giveaways** (Audience: Local schools)
 - Swag included glow in the dark shoelaces (provided by Toronto Public Health) and reflective tags on coil bracelets (reflective tags provided by MTO; reflective coils purchased with campaign funding)
- d) **Pedestrian Safety Information cards/posters/bookmarks** (English and translated; Audience: Local schools; Whole community)
- e) **Pedestrian Safety Videos** (created by and shared with local schools; Audience: Local schools)
- f) **Art and Writing Contest** (Audience: Local schools)

	Gateway Public School	Grenoble Public School	St John XXIII School	Fraser Mustard ELA	Thorncliffe Park Public School	Valley Park Middle School	Marc Garneau Collegiate Institute	Broader Community
Banners	•	•	•	•	•	•	•	•
Launch Event and Celebration Event	•	•	•	•	•	•	•	•
Pedestrian Safety Blitzes	•				•	•	•	
Pedestrian Safety Information printed materials	•		•	•	•	•	•	•
Pedestrian Safety Videos	•				•	•	•	•
Art and Writing Contest	•				•			

All 7 local schools were presented with campaign materials and given the option of support from their public health nurse and/or a school travel planning facilitator to implement these activities. Uptake of the campaign activities was greater at some schools than others, due mainly to internal champions at those schools. The broader community was implicated in some campaign activities due to their nature (e.g. banners and posters can be seen by anyone; pedestrian safety videos were available on Youtube), and involved more purposefully in others (e.g. invitations to the Launch Event; being handed pedestrian safety printed materials in the community).

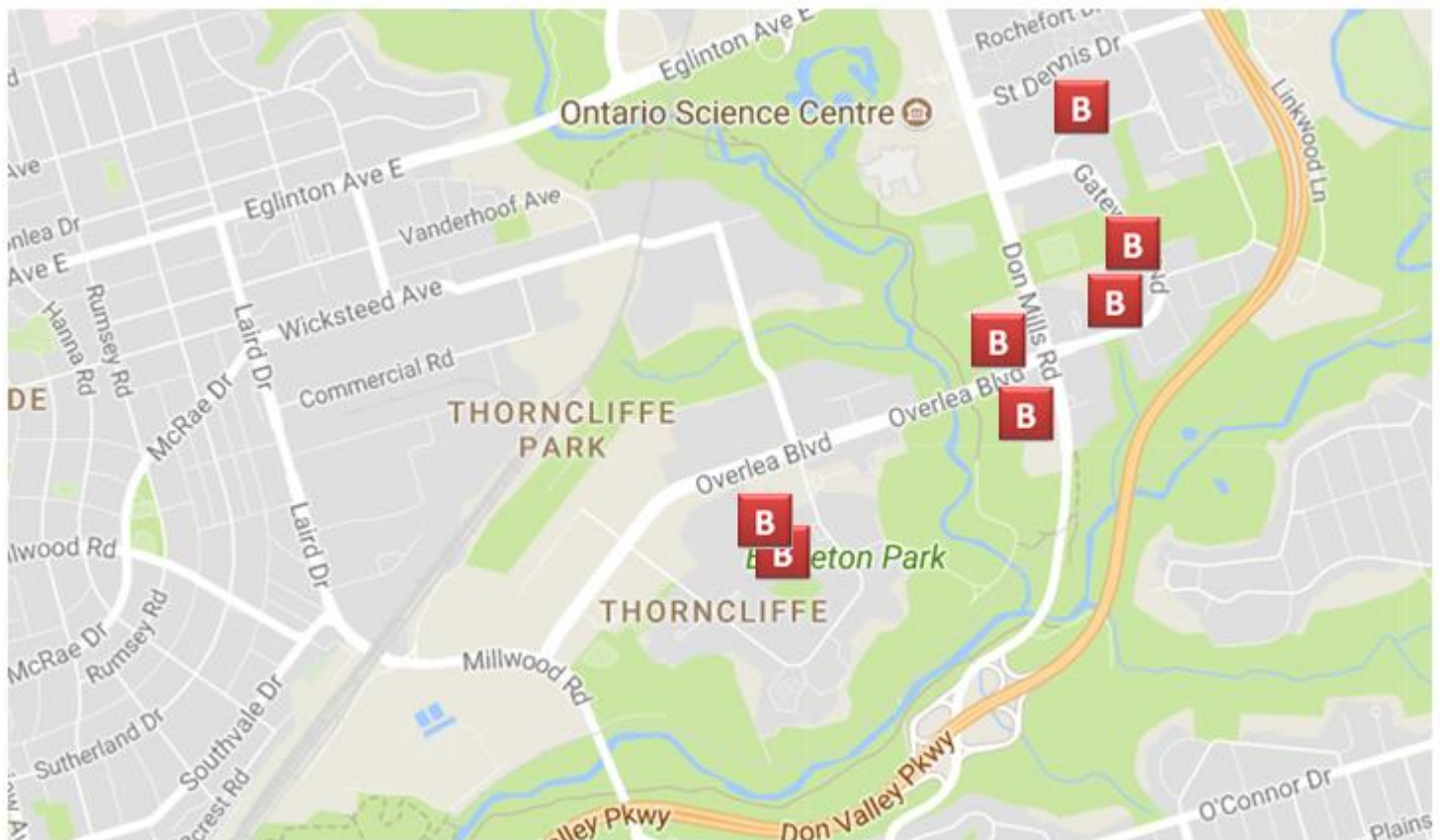
a) Banners

The main focus of our campaign was the creation of pedestrian safety banners that were displayed prominently on the fences outside all local schools. The messages in the banners reflect the specific concerns around pedestrian safety and the need for education that we had heard from community members through the School Travel Planning process at two schools in Flemingdon Park.

In total, we printed 7 banners and displayed them at the 5 Flemingdon Park and 2 Thorncliffe Park schools.

We felt it was important that the photos in the banners reflect the local population, so that the message would be relatable to the target community. Thus, in creation of the banners, we reached out to key contacts in these two communities to help us advertise for volunteers living in Thorncliffe-Flemingdon Park to be involved in the feature photos. The photos were shot over a Saturday afternoon in Flemingdon Park, featuring local residents as our models. To ensure safety of our models, we shot our photos on a relatively quiet street and waited for breaks in traffic to take our photos. The cars featured in the photos were driven by members of the project team, who drove slowly and with extreme caution so as not to put our models at risk.

The banners were on hung the week of May 15 2017, and taken down during the final week of school (week of June 26 2017).



Locations of the “Be Smart, Walk Safe” banners in Thorncliffe-Flemingdon Park.



*Banner 1:
Checking your phone while crossing? Not worth the risk.
(Shown displayed at Thorncliffe Park Public School.)*

*Banner 2:
Jaywalking to save time? Not worth the risk.
(Shown displayed at Gateway Public School.)*



Jaywalking
with your friends?
Not worth the risk.



*Banner 3:
Jaywalking with your friends? Not worth the risk.
(Shown displayed at Gateway Public School.)*

b) Campaign Launch Event and End of Campaign Celebration Event

To bring greater visibility to the campaign, we hosted a campaign launch event on the morning of Monday May 15. The principal at Valley Park Middle School agreed to let us use their cafeteria space for this event.

The launch event featured a brief background and introduction to the campaign, a video message from Transportation Minister Stephen Del Duca endorsing the campaign, a speech by Ward 26 City Councillor Jon Burnside, and a keynote address from Toronto's Medical Officer of Health Dr. Eileen De Villa. It also featured a viewing of the pedestrian safety videos created by students at Valley Park Middle School and Marc Garneau Collegiate Institute, and the unveiling of our campaign banners. Other campaign materials, i.e. posters and safety information cards, were also on display.

The invite list for the launch event included local dignitaries, police officers from local police divisions (i.e. 53 Division and 54 Division), staff and students from local schools, recognized community leaders, and members of the School Travel Planning committee at Gateway Public School (from which the idea for this campaign first originated).

Media were also invited to attend. CP24 attended and our campaign launch event was aired live.



Pictured clockwise from top left: Dr. Eileen De Villa delivering a keynote address; Students from Valley Park Middle School introducing their pedestrian safety video; Campaign launch attendees posing for a group photo in front of one of our banners.

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On the evening of Thursday June 22, we hosted a celebration event to cap off the campaign. The event space was donated by Indigo (Yonge and Eglinton), and at the celebration we recognized award-winners from the campaign's Art and Writing Contest. Winning contest entries, as well as a number of honourable mention entries, were also on display at the event.



Pictured counter-clockwise from top left: Public health nurses setting up displays of Art and Writing contest entries for the celebration event; School travel planning facilitators from Green Communities Canada presenting an award of recognition to a community member from Flemington Park; Attendees gathering to see as an award-winner receives their prize; An Art and Writing Contest award-winner with her certificate of recognition.

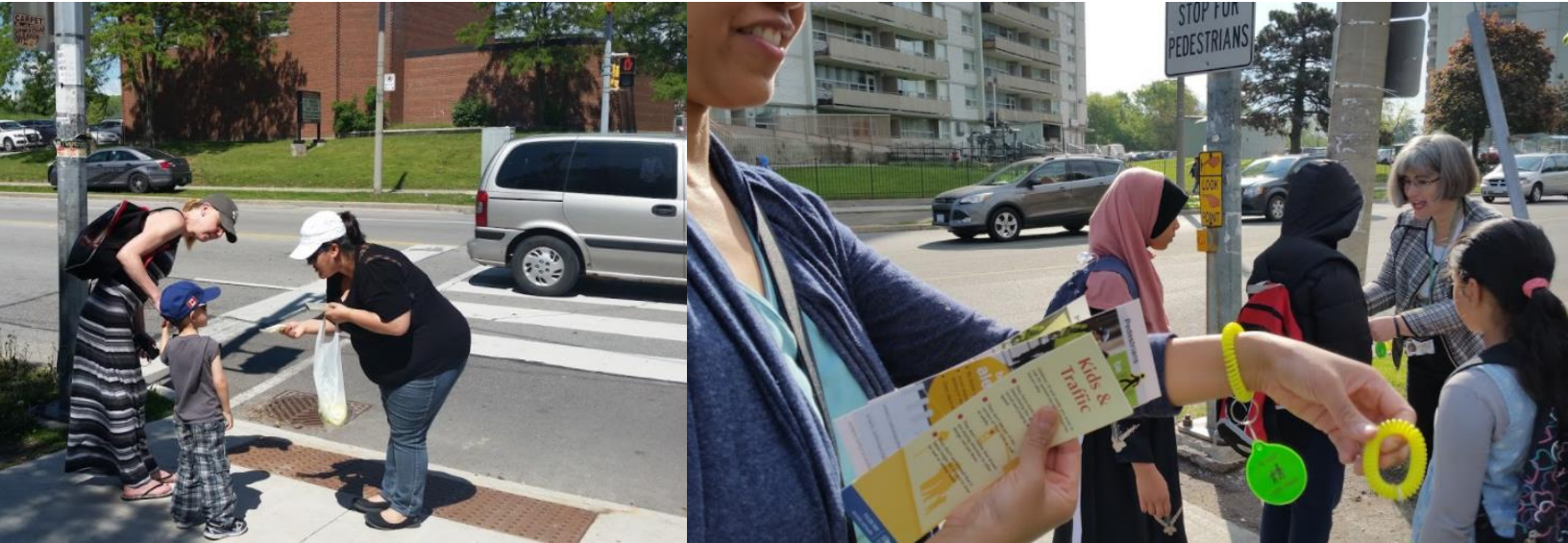
c) Pedestrian Safety Blitzes with “swag” giveaways

This component of our campaign involved interacting directly with students and parents walking home from school to promote the importance of crossing at marked crossings.

The blitzes were run by the school's public health nurses, and at some schools, other volunteers also assisted (e.g. school travel planning facilitators from Green Communities Canada, school staff, Metrolinx staff). We positioned ourselves at the busiest crossings near the schools, and handed out swag (i.e. glow in the dark shoe

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laces and reflective bracelet tags) and words of encouragement/ positive reinforcement to students and parents who demonstrated good pedestrian safety practices by crossing correctly at the marked crossings. For those who looked like they might be planning to cross dangerously (e.g. midblock and/or between stopped vehicles) we directed them to the nearest marked crossing.



Pictured (left to right): A volunteer from Metrolinx hands out glow in the dark shoelaces to a student at Gateway Public School, while he and his guardian wait to cross at the light after school; Public health nurses and the Vice Principal at Thorncliffe Park Public School hand out reflective tags and safety information cards and bookmarks to students after school at a crosswalk.

A key idea of this campaign component was to involve local police, who would speak with parents and students about the importance of always crossing at marked crossings (i.e. at PXOs and intersections) rather than crossing midblock where they are less likely to be seen by drivers and thus put themselves at greater risk of being hit. It was believed that the involvement of local police would add a sense of importance to the messages around pedestrian safety. However, at some schools, scheduling constraints meant that we conducted the blitzes without the involvement of local police.

Furthermore, 54 Division police (Flemingdon Park) were much more responsive to our requests for their involvement, compared to 53 Division (Thorncliffe Park) where we could not get a response despite numerous efforts at outreach.

d) Pedestrian Safety Information cards/posters/bookmarks

This component of our campaign involved providing printed educational resources with pedestrian safety messaging to members of the community. Resources included pedestrian safety information cards and posters from the Ministry of Transportation; translated versions of these cards and posters (created by Toronto Public Health, and translated into 5 most commonly-spoken languages in these communities besides English, i.e. Urdu, Arabic, Farsi, Hindi and Tamil); and a pedestrian safety bookmark (an existing resource from Toronto Public Health).

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Distribution was done primarily by public health nurses from Toronto Public Health, who provided print materials to the following community partners:

- Language instruction for Newcomers to Canada (LINC) classes in Thorncliffe Park
- Flemingdon Health Centre, Flemingdon Neighbourhood Services, Flemingdon Community Centre, Dennis R Timbrell Community Resource Centre, Flemingdon Park settlement worker's office
- Flemingdon Early Learning and Child Care and Thorncliffe Ontario Early Years Centre
- Libraries in Flemingdon Park and Thorncliffe Park
- Elementary schools in Flemingdon Park and Thorncliffe Park, as part of "Welcome to Kindergarten" packages
- 53 Division Police Station
- Starbucks in Thorncliffe Park
- At a meeting of the Thorncliffe Collaborative for Muslim Families

In addition, pedestrian safety cards and bookmarks were distributed as part of the pedestrian safety blitzes at schools.



Pedestrian Safety Information posters provided by the Ministry of Transportation, alongside translated posters created by Toronto Public Health, on display at the Campaign Launch Event. (See photo on page 5 for picture of bookmarks and cards.)

e) Pedestrian Safety Videos

This component of our campaign involved engaging local middle school and high school students in a leadership role promoting the messages around pedestrian safety. It was felt that students may be more likely to listen to messages that come from their peers than from adults.

Public health nurses worked with students and teacher volunteers at Valley Park Middle School and Marc Garneau Collegiate Institute to create the scripts and film the videos. These videos were then shown at the Campaign Launch Event, and were shared with all local schools to be shown to students as part of our campaign messaging promoting pedestrian safety. In total, four schools played the video for students at their school; at three of these schools, the videos were shown as part of a school-wide assembly. The Valley Park Middle School video was also posted to Youtube for the broader community to view, and was promoted through Valley Park Middle School's Twitter account.

- Valley Park Pedestrian safety Video:
<https://www.youtube.com/watch?v=iE9cla0KE1U&t=8s>
- MGCI Pedestrian Safety Video:
<https://drive.google.com/open?id=0B5tBOKPGgDJJOGg1a1INVXI3X1k>

f) Art and Writing Contest

This component of our campaign involved engaging students to learn about and find creative ways promote messages around pedestrian safety.

Toronto Public Health created a toolkit with contest instructions, promotional flyers and posters, and public health nurses delivered this toolkit to all local schools. Two schools participated in this contest; between these two schools, we received over 300 student entries. While the contest instructions left it open for schools how to administer the contest, the majority of entries were from classes where teachers made it into a classroom activity. Entries were judged by a panel of judges from Toronto Public Health, TDSB and Green Communities Canada, and winners were awarded at the End of Campaign Celebration Event in June.



Panel of judges scoring over 300 entries in the Art and Writing Contest.

2. Materials Required for Campaign Activities

a) Banners (see photos, page 2)

- 3' x 10' outdoor vinyl banners with grommet holes in each corner (7 banners)
- Plastic ties to hang banners on school fences (4 per banner)
- Tape to display banners inside school cafeteria at campaign launch event
- Photos taken in local community

b) Campaign Launch Event and Celebration Event (see photos, pages 3-4)

Campaign Launch Event:

- Audio visual equipment for playing videos + microphone for speeches
- Printed campaign materials (i.e. banners, posters, safety information cards)
- Event program
- Display boards for posters
- Space to host event, including side tables, chairs and podium
- Coffee and refreshments for guests

End of Campaign Celebration Event:

- Printed campaign materials (i.e. banners, posters, safety information cards)
- Event program
- Display boards for Art and Writing contest materials
- Space to host event, including side tables and chairs
- Coffee and refreshments for guests

c) Pedestrian Safety Blitzes with “swag” giveaways (see photos, page 6)

- “Swag” (e.g. Glow in the dark shoelaces and Reflective tags + coil wristbands)
- Printed pedestrian safety information (i.e. safety information cards + bookmarks)

d) Pedestrian Safety Information cards/posters/bookmarks (see photos, pages 5 and 7)

- Printed pedestrian safety cards and posters (from MTO, and also translated versions created by WalkSafe campaign team) + bookmarks (Toronto Public Health resource)

e) Pedestrian Safety Videos

- Video equipment for filming (provided by local schools)

f) Art and Writing Contest

- Incentive prizes for participants + larger prizes as incentives for award-winners
- Printed certificates for award-winners
- Instruction toolkit for schools- includes 2 posters, 2 flyers, instructions for teachers, identification labels for submissions, and collection box

Note: In-kind staff/volunteer time was a significant part of the cost associated with implementation of campaign activities. Resources (e.g. “swag”) provided by Toronto Public Health, and other donations, were also required beyond the \$1000 MTO grant.

3. Campaign Evaluation

Campaign Reach

Records were kept of the numbers reached through the various components of the campaign. A detailed breakdown of these numbers is available in **Appendix 1**.

Number who have seen the banners:	Number of attendees at Campaign Launch Event + Celebration Event:	Number reached through Pedestrian Safety Information cards/posters/bookmarks distributed in the community:	Number of students who received reflective tags/glow in the dark shoelaces/other "swag":	Number who have viewed video (in school, plus Youtube views):	Number of participants in Art and Writing Contest:
6885	170	2628	2190	3380	301

Campaign Impact

We conducted a short feedback survey of over 150 community members to determine impacts of the campaign. We collected feedback surveys through the Language Instruction for Newcomers to Canada classes in Thorncliffe Park, at the End of Campaign Celebration Event in June, and with parents and children/youth at a summer camp in Flemingdon Park. The survey was available in English, and also translated into 5 of the most commonly-spoken languages in the community (i.e. Urdu, Arabic, Farsi, Hindi and Tamil). The feedback survey tool is provided in **Appendix 2**.

Snapshot of Survey Respondents:

- **Number surveyed:** 161
- **Ages:**
 - <18 years: 43%
 - 18-29 years: 14%
 - 30-64 years: 39%
 - 65+ years: 2%
 - Prefer not to say: 1%
- **Main language spoken at home:**
 - Urdu: 27%
 - English: 20%
 - Arabic: 5%
 - 26 languages mentioned, including Tamil, Pashto, Tagalog, Farsi, Gujarati, Chinese Mandarin and Setswana
- **Main mode of transportation in the community (multiple responses allowed):**
 - Walk: 65%
 - Bike: 10%
 - Public transit: 20%
 - Drive or be driven in a car: 34%

Some key findings from the feedback survey:

Overall, it appears the campaign was successful in spreading messages around pedestrian safety.

- 66% of those surveyed said they had seen the campaign materials in the community (i.e. banners, print materials and videos)
 - 42% had seen the banners
 - 30% had seen the posters or other print materials
 - 12% had seen the videos
- 88% of those surveyed who had seen the campaign materials said their understanding of pedestrian safety had “improved a little” (39%) or “improved a lot”(49%) since seeing the campaign materials.

Overall, it appears that the campaign had a positive impact on individuals’ awareness of safe pedestrian behaviours. A large majority of respondents reported that they “usually” or “always” consider and/or practice safe behaviours when crossing the street since seeing the campaign materials.

Q15-18: “Since seeing the Be Smart, Walk Safe Campaign materials...”

	I think more about how to be careful when crossing the street:	I try to be safe and alert when crossing the street:	I cross the street at pedestrian crossovers, school crossings and intersection crosswalks:	I tell others about how to cross the street safely:
Always	52%	64%	54%	34%
Usually	29%	21%	28%	24%
Sometimes	12%	10%	13%	25%
Rarely	3%	3%	4%	12%
Never	4%	2%	2%	5%

However, other data demonstrate that the impacts of the campaign on pedestrian behaviour are less clear. When using the responses of those who have seen the campaign versus those who have not (as a proxy measure of pre/post campaign behaviour), paradoxically, those who had seen the campaign materials self-reported lower rates of safe pedestrian behaviours and higher rates of risky pedestrian behaviours compared to those who had not seen the campaign materials. Yet, since the data is cross-sectional in nature versus longitudinal (i.e. comparing actual pre/post campaign impacts on the same individuals), no definitive conclusions can be made about campaign efficacy based on these results alone.

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Q7 & 10: Self-reported safe pedestrian behaviours:

	Do you make eye contact with the driver before you step out onto the street in front of a stopped car?			Do you check the street for oncoming traffic before you cross?		
	Seen	Have not seen	Total	Seen	Have not seen	Total
Always	36%	47%	43%	63%	87%	73%
Usually	30%	31%	29%	19%	11%	16%
Sometimes	21%	13%	18%	10%	2%	7%
Rarely	8%	4%	6%	5%	0%	3%
Never	5%	4%	4%	3%	0%	1%

Q8,9,11 & 12: Self-reported risky pedestrian behaviours:

	Do you ever use a cell phone to text, check email, use social media or play games while crossing the street?			Do you ever run across the street to beat oncoming traffic?			Do you cross the street in between blocks, where there is no crosswalk, stop sign or traffic light?			Do you cross the street in between parked cars?		
	Seen	Have not seen	Total	Seen	Have not seen	Total	Seen	Have not seen	Total	Seen	Have not seen	Total
Always	5%	5%	4%	6%	0%	4%	9%	7%	8%	5%	2%	4%
Usually	6%	2%	4%	2%	4%	3%	7%	7%	6%	7%	4%	6%
Sometimes	11%	11%	11%	23%	24%	22%	36%	33%	34%	35%	36%	35%
Rarely	18%	18%	19%	18%	22%	20%	26%	27%	25%	21%	36%	25%
Never	60%	64%	61%	51%	49%	52%	23%	27%	26%	32%	22%	31%

Those we surveyed had overall very positive things to say about the campaign itself. When asked if they had any additional comments to make about the Be Smart, Walk Safe campaign, respondents left the following comments:

- “Yes it helped me because raising a word about an issue make you more conscious and aware about that. I now don't think ever to cross road inattentively.”
- “I preferred the idea to educate children in school about traffic laws. Sometimes when travelling with children they guide you when we try to bypass laws.”
- “I think this is a great program and more students and adults should be aware of this program. Thank you- Be Smart.”

- *“The big banner with the mom and child with stroller in middle of the road is really thought-provoking. Really keeps me from j crossing.”*
- *“It is a very healthy activity which needs to be introduced to more people through different social events and social media for more awareness of being safe on the road.”*

Media Coverage

The campaign received some media attention at the Campaign Launch Event on May 15 2017, with CP24 live broadcasting parts of the event. Unfortunately, the follow-up press release toward the end of the campaign did not garner any additional media coverage. See **Appendix 3** for campaign launch Media Advisory and June 13 Press Release.

Other Impacts

In addition to the campaign activities themselves, we observed some additional positive outcomes branching from the Be Smart, Walk Safe campaign:

- The teacher lead at Valley Park Middle School worked with students to create a feature newsreel in May 2017 about the “Be Smart, Walk Safe” campaign, that was aired on Rogers TV. The feature piece about the Be Smart, Walk Safe Campaign begins near the 15:00 minute mark: <https://youtu.be/NCkQ5VMtOHo>
- At Thorncliffe Park Public School, a community support worker was inspired by the message of the campaign and reached out to Green Communities Canada for support with additional initiatives to promote walking to school.
- Staff at Marc Garneau Collegiate Institute and Valley Park Middle School, after their shared involvement in creating videos as part of the campaign, learned of a shared interest to work together to develop a peer leadership program to help students transitioning from middle school to high school.
- Administrators from Gateway Public School and Thorncliffe Park Public School, having both been very engaged in this campaign and connected with each other through their shared involvement in campaign activities. They are now in communication with one another to share ideas and resources around active school travel and pedestrian safety.
- Toronto Public Health is now working to make the “Be Smart, Walk Safe” campaign materials available as a toolkit for schools across the City of Toronto.

Summary

In sum, the “Be Smart, Walk Safe” pedestrian safety campaign appears to have been a success. The campaign materials were well-received by the local community and have resulted in positive momentum in the community to continue work around improving pedestrian safety. Furthermore, resources created through the campaign (e.g. banners, videos, translations of safety materials) are now available for future use, either as examples or as ready-to-use materials.

Appendices

Appendix 1: Campaign Reach

Where	Reach of Each Aspect of Campaign					
	Number of students who have viewed video (in school)	Distribution of MTO safety information cards/BSWS translated cards/TPH bookmarks	Distribution of pedestrian/vehicle safety posters	Number of students who received reflective tags/glow in the dark shoelaces/other "swag"	Participants in Art and Writing Contest	Banner
Fraser Mustard ELA	0	2	1 MTO poster	180 tags/shoelaces (given to students with perfect attendance)	0	Seen by at least 640 (student population of school)
Thornccliffe Park PS	1300 (whole school)	200 MTO cards/TPH bookmarks (given out as part of pedestrian safety blitz outside of school)	4 MTO posters put up around school	200 tags/shoelaces (given out as part of pedestrian safety blitz outside of school) + 1140 pencils (for all classes as encouragement to participate in Art and Writing contest)	249 student entries	Seen by at least 1300 (student population of school)
Marc Garneau CI	25 (shown to one class only)	10 MTO cards (given out as part of pedestrian safety blitz outside of both schools)	0	230 tags/shoelaces (given out as part of pedestrian safety blitz outside of both schools)	0	Seen by at least 1730 (student population of school)
Valley Park MS	970 (whole school)		0		0	Seen by at least 970 (student population of school)
Gateway PS	870 (whole school)	50 MTO cards (given out as part of Welcome to	0	140 tags/shoelaces (given out as part of pedestrian safety	52 student entries	Seen by at least 870 (student population of school)

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		Kindergarten event)		blitz outside of school)		
Grenoble PS	0	0	0	0	0	Seen by at least 900 (student population of school)
St John XXIII Catholic	0	50 MTO cards (given out as part of Welcome to Kindergarten event)	0	50 (given out as part of Welcome to Kindergarten event)	0	Seen by at least 410 (student population of school)
Broader community	Views on Youtube: 215	<p>LINC (Language instruction for Newcomers to Canada) class: 100 MTO cards/TPH bookmarks</p> <p>Thornccliffe Library: 1 MTO card + 1 TPH bookmark given to head librarian</p> <p>Thornccliffe Ontario Early Years Centre: 1 MTO card + 1 TPH bookmark given to staff member</p> <p>Dennis R Timbrell Community Resource Centre: 100 BSWS cards (20 each</p>	<p>10 given to LINC (Language instruction for Newcomers to Canada) class teachers</p> <p>Thornccliffe Library: 1 MTO poster</p> <p>Thornccliffe Ontario Early Years Centre: 1 MTO poster</p> <p>Dennis R Timbrell Community Resource Centre: 2 MTO posters</p> <p>Flemingdon Park Library: 1 MTO poster, 1 BSWS poster</p> <p>Flemingdon Park settlement worker's</p>	<p>150 tags/shoelaces/pens given out to those who filled out the end of program feedback form</p> <p>100 tags/shoelaces/pens given to LINC (Language instruction for Newcomers to Canada) class</p>	0	Number of survey respondents who report having seen campaign banners: 65

		<p>language) + 20 MTO cards</p> <p>Flemingdon Park Library: 150 BSWs cards (30 each language) + 30 MTO cards</p> <p>Flemingdon Park settlement worker's office: 25 BSWs (5 each language)+ 5 MTO cards</p> <p>Flemingdon Early Learning and Child Care: 100 BSWs cards (20 each language) + 20 MTO cards</p> <p>Flemingdon Community Centre: 125 BSWs cards (25 each language)+ 25 MTO cards</p> <p>Flemingdon Neighbourhood Services: 150 BSWs cards (30 each language)+ 50 MTO cards</p>	<p>office: 5 BSWs posters (1 each language) + 1 MTO poster</p> <p>Flemingdon Early Learning and Child Care: 5 BSWs posters (1 each language) + 1 MTO poster</p> <p>Flemingdon Community Centre: 1 MTO poster</p> <p>Playground Paradise: 5 BSWs posters (1 each language) + 1 MTO poster</p> <p>Flemingdon Neighbourhood Services: 5 BSWs posters (1 each language) + 1 MTO poster</p> <p>Flemingdon Health Centre: 15 BSWs posters (3 each language) + 3 MTO posters</p> <p>Thornccliffe</p>			
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		<p>Flemingdon Health Centre: 150 BSWS cards (30 each language) +100 MTO cards</p> <p>Starbucks (Thorncliffe): 400 MTO cards</p> <p>Thorncliffe Collaborative for Muslim Families meeting: 10 MTO cards</p> <p>53 Division Police Station: 1 MTO card + 1 TPH bookmark given to front desk</p>	<p>Collaborative for Muslim Families meeting: 10 MTO posters</p> <p>53 Division Police Station: 1 MTO poster given to front desk</p>			
Totals	Video	Safety Cards and Bookmarks	Safety Posters	Swag	Art and Writing Contest	Banner
	3380 reached	1878 reached	750 reached <i>(Conservative estimate; assuming 10 views of each poster displayed)</i>	2190 reached	301 students reached	6885 reached* <i>(Conservative estimate; impact at schools does not include parents, school staff or other people in the community)</i>

Other numbers:

- Attendance at Campaign Launch Event: **47**
- Attendance at End of Campaign Celebration: **~120**

Appendix 2: Feedback Survey Tool (English Version)

Be Smart, Walk Safe Pedestrian Safety Campaign Feedback Form

Please take a few minutes to fill out this feedback form on our Be Smart, Walk Safe pedestrian safety campaign. Any comments are welcome and your answers will be kept confidential. Thank you for your participation.

Why are you asking these questions?

We are asking these questions to find out your thoughts on the campaign and to improve the quality of future pedestrian safety programs.

Do I have to answer all of the questions?

No. You can choose not to answer any or all questions. This will not affect your participation in future Green Communities services.

Who will see this information?

Your answers are completely confidential and you will never be identified. Please answer the questions honestly. The information is being collected to learn about the campaign's impact, and to improve future pedestrian safety campaigns. Questions can be directed to Laura Zeglen, School Travel Planning Facilitator, Crosstown STP Project, Green Communities Canada at lzeglen@greencommunitiescanada.org.

General Information

1. Your Age

☐ Less than 18 years ☐ 18-29 ☐ 30-64 ☐ 65 or older ☐ Prefer not to say

2. What is the main language that you speak at home?

3. How do you usually travel around the neighbourhood? (Choose one)

☐ Walk ☐ Bike ☐ Public transit (bus, subway) ☐ Drive or be driven in a car
☐ Other _____

Your Thoughts on Pedestrian Safety

4. When you are walking, do you expect that drivers will see you when you are crossing the street?

☐ Never ☐ Rarely ☐ Sometimes ☐ Usually ☐ Always

5. When you are walking, do you feel you need to be careful to make sure you don't get hit by a car or other vehicle?

☐ Never ☐ Rarely ☐ Sometimes ☐ Usually ☐ Always

6. When you are walking, do paying attention and following the rules make you less likely to get hit by a car or other vehicle?

☐ Never ☐ Rarely ☐ Sometimes ☐ Usually ☐ Always

Pedestrian Behaviours: About Yourself

7. Do you make eye contact with the driver before you step out onto the street in front of a stopped car?

☐ Never ☐ Rarely ☐ Sometimes ☐ Usually ☐ Always

8. Do you ever use a cell phone to text, check email, use social media or play games while crossing the street?

☐ Never ☐ Rarely ☐ Sometimes ☐ Usually ☐ Always

9. Do you ever run across the street to beat oncoming traffic?

☐ Never ☐ Rarely ☐ Sometimes ☐ Usually ☐ Always

10. Do you check the street for oncoming traffic before you cross?

☐ Never ☐ Rarely ☐ Sometimes ☐ Usually ☐ Always

11. Do you cross the street in between blocks, where there is no crosswalk, stop sign or traffic light?

☐ Never ☐ Rarely ☐ Sometimes ☐ Usually ☐ Always

12. Do you cross the street in between stopped or parked cars?

☐ Never ☐ Rarely ☐ Sometimes ☐ Usually ☐ Always

13. Which of the following Be Smart, Walk Safe materials have you seen in your neighbourhood? (Select all that apply.)

☐ Banner ☐ Poster ☐ Video ☐ Have not seen any campaign materials (Skip to Question 19)

14. By seeing the Be Smart, Walk Safe campaign materials, I feel that my understanding about how to cross the street safely has:

☐ Stayed the same ☐ Improved a little ☐ Improved a lot

15. Since seeing the Be Smart, Walk Safe materials, I think more about how to be careful when crossing the street.

☐ Never ☐ Rarely ☐ Sometimes ☐ Usually ☐ Always

16. Since seeing the Be Smart, Walk Safe materials, I try to be safe and alert when crossing the street.

☐ Never ☐ Rarely ☐ Sometimes ☐ Usually ☐ Always

17. Since seeing the Be Smart, Walk Safe materials, I cross the street at pedestrian crossings, school crossings, and intersection crosswalks.

☐ Never ☐ Rarely ☐ Sometimes ☐ Usually ☐ Always

18. Since seeing the Be Smart, Walk Safe materials, I tell others about how to cross the street safely.

☐ Never ☐ Rarely ☐ Sometimes ☐ Usually ☐ Always

Communication

19. How do you generally receive information about community events/news? (Select all that apply.)

☐ Banners ☐ Printed materials (Flyers, brochures) ☐ Radio
☐ Social media (Facebook, Twitter) ☐ Newspapers ☐ Websites
☐ Video / TV / YouTube ☐ Other: _____

Additional Feedback

Please share any additional comments about the Be Smart, Walk Safe Campaign or pedestrian safety.

Thank you for taking the time to fill out our feedback form. We rely on your feedback to help us improve our services. Your input is greatly appreciated.

Appendix 3: Media Advisory and Press Release

FOR IMMEDIATE RELEASE

12 May 2017

Contact: Laura Zeglen

647-996-8091

lzeglen@greencommunitiescanada.org

MEDIA ADVISORY

“Be Smart, Walk Safe” Pedestrian Safety Campaign Launch Event in Flemingdon-Thorncliffe Park

What: "Be Smart, Walk Safe" Pedestrian Safety Campaign Launch. Featuring guest speakers, including Toronto's Medical Officer of Health; pedestrian safety video debut; and unveiling of pedestrian safety banners.

The campaign is a month-long event led by Green Communities Canada, in partnership with Toronto Public Health, that is part of the Ministry of Transportation's 2017 Road Safety Challenge. It is aligned with the City of Toronto's Vision Zero Road Safety Plan.

When: 15 May 2017
9:30-10:00 a.m.

Where: Valley Park Middle School
130 Overlea Boulevard, Toronto, ON M3C 1B3

Green Communities Canada is a national association of non-profit organizations that deliver innovative, practical environmental solutions to Canadian households and communities, including Active & Safe Routes to School.

See: www.greencommunitiescanada.org

Additional Notes:

All visitors to the school must sign in upon arrival. Only those with a valid media i.d. will be permitted to enter. Unauthorized persons will not be permitted to enter the school.

Parking is available in the North parking lot, off of Don Mills Road. Overflow parking will be directed to Marc Garneau Collegiate across the street, on Overlea Blvd.

PRESS RELEASE: Be Smart, Walk Safe Campaign engages community in raising awareness around pedestrian safety on the journey to school

TORONTO, June 13, 2017 – The communities of Flemingdon Park and Thorncliffe Park are coming together to get the message out: Be Smart, Walk Safe.

Both Flemingdon Park and Thorncliffe Park have been identified as high-collision school clusters in the city of Toronto. With 7 schools within a 1.5 kilometer radius, thousands of students in this neighbourhood make the journey to/from school along the area's busy streets every day.

Yet rather than reacting by saying that the area is too unsafe to walk or cycle to school- these two communities are taking a more proactive stance. They've launched a pedestrian safety campaign.

The idea for the campaign first came from work in the community to promote walking and cycling to school through a program called School Travel Planning.

"During a walkabout of the neighbourhood, we identified a lot of issues that make the streets less than ideal for walking or cycling to school," said Laura Zeglen, School Travel Planning Facilitator at Gateway Public School in Flemingdon Park. "But community members on the walkabout said an ongoing issue is that pedestrians don't always follow the rules, either. Many parents and students routinely dart across the street in between parked cars, or are not paying attention when crossing major intersections. We realized there was a need for better education around pedestrian awareness, too."

The campaign, supported by funding from the Ontario Ministry of Transportation's Road Safety Challenge, officially kicked off with a launch event in Flemingdon Park in May, with guest speakers including the local Councillor Jon Burnside, Toronto's Medical Officer of Health, and a video address from Minister of Transportation Steven Del Duca.

But over a month before the official launch, it began with local community members helping define the key messages for the campaign, and being the models for pedestrian safety banners that are now on display at all 7 of the area's schools. Next, teachers, students and Toronto Public Health nurses at Valley Park Middle School and Marc Garneau Collegiate Institute worked together to create a series of short pedestrian safety videos, created for sharing via social media. Adding to that, Toronto Public Health began sharing pedestrian safety messaging through their work with a range of local community organizations and schools, translated into the languages of the local community.

Since the launch, officers from local police divisions have come out to support pedestrian safety blitzes around local schools, while volunteers hand out reflective gear to students and parents who cross safely at crosswalks. The idea for these pedestrian safety blitzes came from Thorncliffe Park Public School, as a way to reach students and

their parents during the school journey itself, and has since spread to other local schools by community partners in the campaign.

Students at local schools are also participating in an art and writing contest to put forward their own messages to the community around how to be safe when crossing the street, while staff are spreading messaging at school assemblies and via morning announcements to continually reinforce these important messages.

“It’s really exciting to see how the campaign has taken on a life of its own, inspired by the ideas of the local community,” said Zeglen. “I hope it’s a jumping off point for even more great walking and cycling initiatives to come.”

For further information, please contact Laura Zeglen, School Travel Planning Facilitator for Green Communities Canada and Coordinator of the “Be Smart, Walk Safe” campaign: lzeglen@greencommunitiescanada.org