Walk this Way Project

Giyani Primary School, Kliptown, Soweto, JHB, 2017
Project Description

Aim
To evaluate the effectiveness of an elementary school-based pedestrian safety programme in low-income communities.

• **Component 1**: To assess the schools road safety needs.

• **Component 2**: Impart road safety knowledge and skills to the learners and educators using a training, feedback and reinforcement package.

• **Component 3**: To introduce environmental modifications to the school environment.

Project Roll Out
• **Study Duration**: 4 years

• **Locations**: Western Cape (8 schools) & Gauteng (2 schools)
1) The Photovoice as Research Methodology

- Undertake **PHOTOVOICE exercises with about 10 school learners** per school to identify the risks and road safety issues.

  - Supervised photography fieldtrip with participants.

  - Discussion and evaluation of observations and learner reflections on photos.

- Serves to mobilise and enable the learners to communicate what they perceive as risk and protective road situations
2) Child Pedestrian Safety Education-based Intervention: Training, Feedback and Reinforcement Package

- Training consists of
  - (a) a brief lecture on the importance of pedestrian safety,
  - (b) modelling of the pedestrian safety behaviours, and
  - (c) practicing pedestrian safety behaviours using a crosswalk.

- Education strategies are *multi-disciplinary* and include all relevant stakeholders
Implementation of Pedestrian Safety Messages

Addressing challenges in the Scholar Patrol Programme

Educating and Enforcing pedestrian safety messages
Pedestrian Safety Marches:
Intermediate and Advanced Grade Learners
Live demonstration of Pedestrian Safety Robot: Foundation Grades

- Through live demonstration, the young school learners were taught the purpose of the pedestrian robot and how to utilise it in crossing the road. The educators joined in on the activity and they too learnt on how they should use it.
Fedex and SafeKids being educated and enforcing road safety
3) Environmental Modification to Reduce Driver Speed

Repainting of pedestrian crossings and implementation of signages within school area.
Way Forward 2018

- Implement road safety education as part of learners Life Skills curricular.
- Undertake observational assessments of children’s walkability to school.
- Extend road safety education reach to the caregivers and broader community.
- School wear to be fitted with reflective gear.
Keynote Address
Neil Gibson
Vice President, Corporate Communications, FedEx Services

Global Network Awards
Presented by Mark Ryan
Global Network Coordinator, Safe Kids Worldwide

The Martha Collar Award for Outstanding State Coordinator
Outstanding Lead Agency
Excellence in Community Outreach
Outstanding U.S. Coalition
Outstanding Global Network Member
Excellence in Communications
Presented by Martha Wilcox
Chief Marketing Officer, Safe Kids Worldwide
Outstanding Safe Kids Day Event
Presented by Dan Orzechowski
Senior Development Manager, Safe Kids Worldwide
Excellence in Advocacy
Presented by Anthony Green
Director, Public Policy, Safe Kids Worldwide

Outstanding Program Awards
Presented by Sheel Pandya
Director, Global Network, Safe Kids Worldwide

Excellence in Road Safety
Excellence in Home Safety
Excellence in Sports and Play Safety

Safe Kids Superhero
Presented by Max Senn
Communications Manager, Safe Kids Worldwide

C. Everett Koop Medal of Distinction
Presented by Lormie Walker
CPS Training and Technical Advisor, Safe Kids Worldwide

The Emile Crown Safety Vanguard Award
Presented by Bob Wall
Global Car Seat Safety Advocate, NUNA Baby Essentials
and
Kerry Chauvin
Certification Director, Safe Kids Worldwide

Outstanding Safe Kids Volunteer
(awarded to Monty Crown at the Opening Reception)
Excellence in Pedestrian Safety Award
Thank you