



VISION ZERO

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Safety
Education
& Outreach

EDUCATION PROGRAMS 2014-2015



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& Outreach

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■ ELEMENTARY SCHOOL

Safety Smarts (K-2)
Cross This Way (Grades 3-5)
Safety City (Grade 3)

■ MIDDLE SCHOOL

My Earth, My Community (Grades 6-8)
Stop—Think—Act (Grades 6-8)

■ HIGH SCHOOL

DWI/Dangers/Decision Making (Grades 9-12)
Go Safe, Go Green (Grades 9-12)

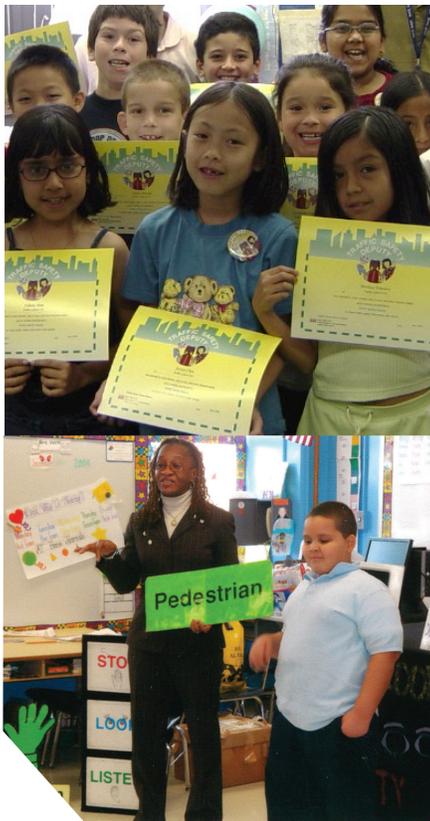
■ AFTERSCHOOL

City Street Investigator (CSI) (Ages 9-12)
Mileage Club (Ages 8-12)
Safer Streets (Ages 8-12)

■ FOR PARENTS

Parent Workshops

ELEMENTARY SCHOOL OUTREACH



Safety Smarts

GRADES K-2

SAFETY SMARTS introduces traffic safety to children from Kindergarten-2nd grades.

THIS PRESENTATION:

- ✓ Teaches the importance of safety equipment such as safety belts and bike helmets
- ✓ Encourages students to identify and use their personal safety tools and environmental safety tools such as crosswalks and signals
- ✓ Provides activity books and take-home materials for students as well as follow-up packets for educators to reinforce learning

FORMAT

This is a one-hour, lively workshop utilizing music, signs and other fun props. It is conducted in a classroom setting with one or two classes present.

TOPICS

- Pedestrian Safety
- Bicycle Safety
- Passenger Safety
- Personal & Environmental Safety Tools



Cross This Way

GRADES 3-5

CROSS THIS WAY is a pedestrian safety video that encourages students to think about street safety.

THIS PRESENTATION:

- ✓ Depicts children and teens crossing New York City streets in realistic situations that may be risky
- ✓ Engages students in analyzing the scenarios and thinking critically about safe decision-making
- ✓ Provides classroom and follow-up activities that reinforce the safety tips developed by the students

FORMAT

This is a single class period presentation that uses the video and hands-on activities to foster discussion. It can be conducted in a classroom or other setting with one or two classes present.

TOPICS

- Pedestrian Safety
- Personal and Environmental Safety Tools
- Decision making for Safer Choices

ELEMENTARY SCHOOL OUTREACH



Safety City

GRADE 3

SAFETY CITY teaches children how to make safer choices as pedestrians, on bicycles and in cars.

THIS PRESENTATION:

- ✓ Explores safety concepts through readings, writing, listening and speaking activities
- ✓ Reinforces New York City's curriculum in areas including language arts, science, social studies and mathematics.
- ✓ Teaches skills such as crossing the street, putting on safety gear and riding bicycles on a simulated street and intersection

FORMAT

The Safety City program is divided into three sessions, a pre- and post-visit at your school and an on-site visit to Safety City.

TOPICS

- Pedestrian safety
- Car passenger safety
- Bicycle Safety



MIDDLE SCHOOL OUTREACH



My Earth, My Community and Me GRADES 6-8

MY EARTH, MY COMMUNITY AND ME helps students understand how neighborhood streets affect health, safety and the environment.

THIS PRESENTATION:

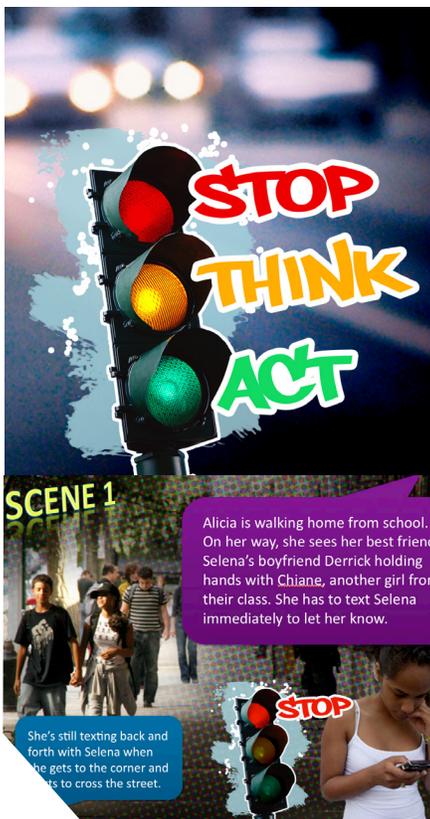
- ✓ Teaches the environmental impact of transportation choices
- ✓ Raises awareness of traffic safety issues around the neighborhood
- ✓ Helps prevent future incidents by presenting simple steps to making safer choices

FORMAT

This unit of study is divided into four sessions that take approximately 45 minutes each. This program may be conducted in the classroom or at an afterschool center or day camp.

TOPICS

- Environmental Concerns
- Community Improvement
- Neighborhood Traffic & Speeding
- Distracted & Impaired Driving Crashes



Stop-Think-Act GRADES 6-8

STOP-THINK-ACT engages students in a discussion of safety issues and peer pressure.

THIS PRESENTATION:

- ✓ Encourages an exchange of ideas among the students as they discuss the consequences of their actions.
- ✓ Raises awareness of traffic safety issues around their school and neighborhood.
- ✓ Helps prevent future incidents by presenting simple steps to making safer choices.

FORMAT

Each scenario (Stop-Think-Act) is discussed by the group, allowing the students to express their solutions to the scenes presented. It is conducted as an assembly program for up to three classes or in the classroom.

TOPICS

- Texting
- Wearing Protective Gear on wheels
- Traffic/Pedestrians Safety Issues
- Wearing Seat Belts
- Drinking/Driving Issues

HIGH SCHOOL OUTREACH



DWI-Dangers-Decision Making

9-12

DWI, DANGERS, DECISION MAKING engages students in a discussion about safety issues and peer pressure.

THIS PRESENTATION:

- ✓ Encourages an exchange of ideas among the students as they discuss the consequences of certain actions
- ✓ Raises awareness of traffic safety issues around the neighborhood
- ✓ Helps prevent future incidents by presenting simple steps to making safer choices

FORMAT

This 45-minute workshop presents neighborhood-specific data and utilizes hands-on activities to analyze media and understand the effects of impairment and other dangers.

TOPICS

- Impairment by Alcohol or Other Drugs
- Distraction
- Safety Belts
- Speeding



Go Safe, Go Green

GRADES 9-12

GO SAFE, GO GREEN engages students in a discussion about traffic safety and environmental issues.

THIS PRESENTATION:

- ✓ Encourages an exchange of ideas among the students about environmental responsibility
- ✓ Raises awareness about shared street and public space
- ✓ Helps prevent future incidents by presenting simple steps to making safer choices

FORMAT

This 45-minute workshop introduces students to urban planning concepts and re-imagining safer streets. Through hands-on activities, students calculate their own carbon impact and measure current air quality conditions.

TOPICS

- Traffic/Pedestrian Safety Issues
- Urban Planning
- Individual Transportation Choices
- Carbon Footprint

AFTERSCHOOL OUTREACH



Mileage Club

AGES 8-12

MILEAGE CLUBS encourage 8-12 year olds to get walking!

THIS PRESENTATION:

- ✓ Encourages understanding of the impact walking has on personal health and the environment
- ✓ Raises awareness about traffic safety issues
- ✓ Helps prevent future incidents by presenting simple steps to making safer choices

FORMAT

This is a five-session program, each session lasting 45-60 minutes. Students will be engaged in hands-on learning and walking activities. It can be conducted in classrooms, after school centers or day camps.

TOPICS

- 10,000 Step Challenge
- Pedestrian Safety
- Speeding & Stopping
- Healthy Eating
- Kids 4 Clean Air



City Street Investigator

AGES 9-12

CITY STREET INVESTIGATOR (CSI) encourages students to analyze the streets around them, to examine street user behaviors and to develop strategies for safety.

THIS PRESENTATION:

- ✓ Creates awareness of traffic safety issues
- ✓ Uses neighborhood observations and critical analysis skills to create solutions
- ✓ Develops peer-to-peer communication supporting positive behaviors

FORMAT

This is a five-session program conducted in a classroom, afterschool center or day camp. Students will analyze traffic incidents and do hands-on activities.

TOPICS

- Traffic Incident Case Studies
- Neighborhood Observations
- Drawing Street Improvements
- Creating Skits to Encourage Safety
- Peer Presentations

School: _____ Class: _____
 Name: _____ Date: _____

A PROBLEM ON THE STREET Group 1

THE SITUATION
 A cyclist riding against traffic swerves into oncoming traffic, and her basket of books gets knocked off by a car.



EYEWITNESS ACCOUNT

Q: What happened?
 A: A young woman, a cyclist, was biking the wrong way, against traffic, on a street. She swerved into traffic and the basket at the front of her bike was hit by a car driver. Her books were flying! The woman was lucky she didn't fall off the bike and hit her head, because she wasn't even wearing a helmet.

Q: Why did she swerve into oncoming traffic?
 A: She saw a teenage boy running to get a basketball that had rolled into the street.

Q: Did the teenage boy look out before he ran?
 A: He didn't look in both directions so he didn't see her. He also seemed to only be looking out for cars, not bikes.

Q: How did she see the car driver onlooker?

AFTERSCHOOL OUTREACH



Safer Streets

AGES 8-12

SAFER STREETS helps 8-12 year olds to understand the streets around them, express their findings, and encourage neighborhood improvement.

THIS PRESENTATION:

- ✓ Uses the streets around the school as a laboratory for collecting data
- ✓ Challenges students by using math and science to analyze information
- ✓ Encourages youth to find solutions to neighborhood challenges and advocate for change

FORMAT

This unit of study is divided into four sessions that take approximately 45 minutes each. It can be conducted in a classroom, afterschool center or day camp.

TOPICS

- The Streets Around Us
- Driver Observation
- Speed & the Community
- Working with the Community



FOR PARENTS



Parent Workshops

PARENT WORKSHOPS are designed for parents and caregivers of pre-school and early elementary aged children.

THIS PRESENTATION:

- ✓ Introduces risks and safety tips for pedestrians, bicyclists and vehicle passengers
- ✓ Raises awareness about traffic safety issues in the neighborhood
- ✓ Helps prevent future incidents by presenting simple steps to making safer choices

FORMAT

This is a one-session workshop that lasts 45-60 minutes and is available in English, Spanish and Chinese. Workshops are conducted at Head Start and daycare centers and at Elementary and Middle Schools.

TOPICS

Safety Belts & Child Passenger Safety
Pedestrian Safety
Bicycle Safety