

Positive Community Norms Project - October 2021

Pedestrian Safety

Overview: Share social media content encouraging drivers to watch for pedestrians.

Core Principle: Be Present

Structure: October is National Pedestrian Safety Month. Throughout the month, share pedestrian safety messages on your social media platforms/with your partner organizations. The messages include three graphics and one video PSA.

Supporting Resources:

- Pedestrian Safety Sample Posts (Powerpoint)
- Pedestrian/Cyclist PSA - New!
- Using the Pedestrian Safety Posts document

7 Core Principles

1-Be Positive

2-Be Present

3-Be Perceptive

4-Be Purposeful

5-Be Perfected

6-Be Proactive

7-Be Passionate

Spirit

•Core Principle: *Be Present* - When we're present in our driving, we notice more; we focus our attention on what's happening around us in that moment. We'll see others using the roadways, especially pedestrians and other vulnerable road users. Being present builds safety into our drive. This month's project focuses on encouraging attentive driver interactions with pedestrians.

Science

•Most Washington adults (88%) believe we all share responsibility for the safety of others and ourselves on our roads and highways.¹

•Most Washington adults (79%) believe any number of deaths on the roadway is unacceptable.¹

¹2019 WTSC Positive Community Norms Survey Report

Action

•Modify the pedestrian safety posts to reflect your community by changing the name of the county and, if you'd like, replacing the picture with one from your community.

•Throughout the month, share the pedestrian safety posts on social media/with your partner agencies

•Share the new WTSC pedestrian/cyclist PSA on social media/with your partner agencies

Return

At the end of the project, ask:

- What worked?
- What would you do different?
- What kind of feedback did you receive?