



# TASK FORCE 2015





# 10+ years of KiDZ initiatives







# The KiDZ Team





# Our Sponsors



MIAMI-DADE  
METROPOLITAN  
PLANNING  
ORGANIZATION



Nicklaus  
Children's  
Hospital

MIAMI CHILDREN'S HEALTH SYSTEM



Kimley»Horn

Expect More. Experience Better.

BIKE 305

Connecting Communities



WELCOME TO THE DEPARTMENT OF  
PARKS & RECREATION



Jackson  
MEMORIAL HOSPITAL  
Jackson Health System



WAR ON  
POVERTY



The Children's Trust



FUSION  
PRO BIKE SHOP



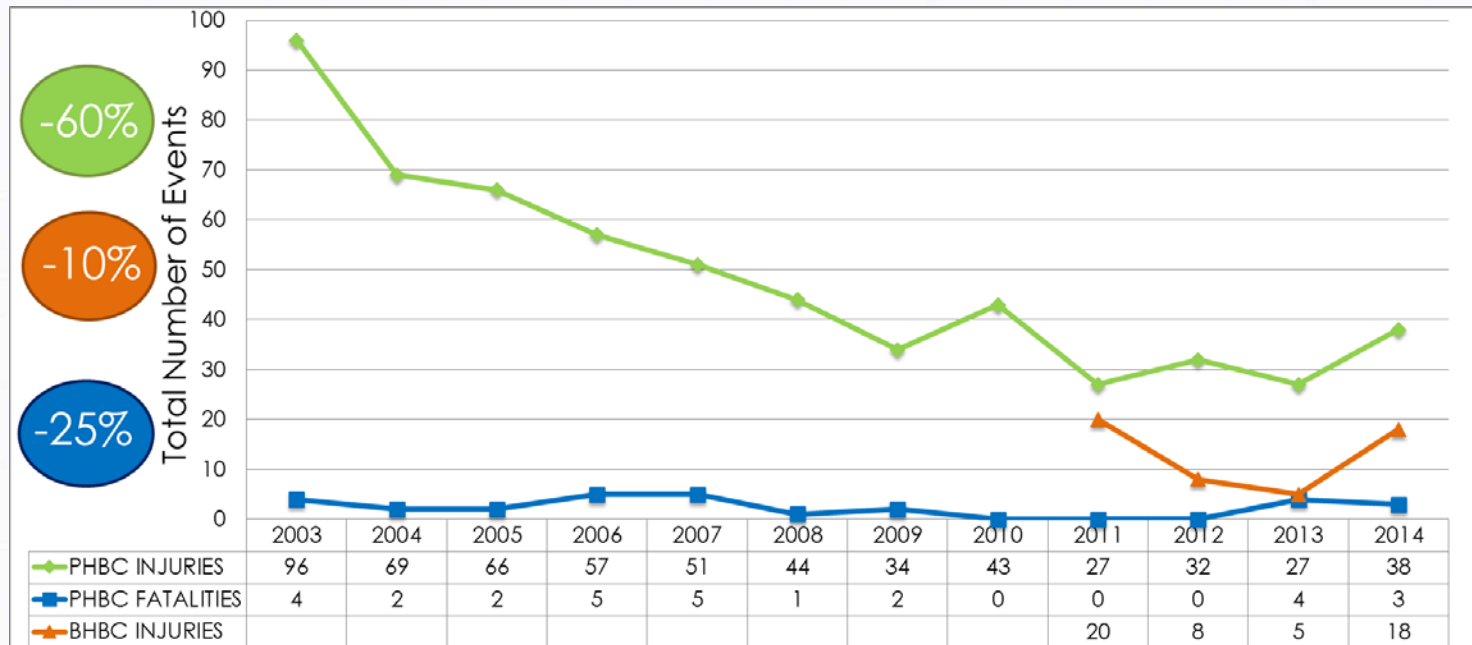
PATRICIA AND PHILLIP FROST  
MUSEUM OF SCIENCE





# Pedestrian and Bicyclist Trauma Data

Total Number of Pediatric (0-14) Pedestrian and Bicyclist Hit By Car (PHBC/BHBC) Injuries and Fatalities in MDC Trauma Centers\* from 2003 to 2014



\*Miami-Dade Trauma Centers: Ryder Trauma Center and Miami Children's Hospital

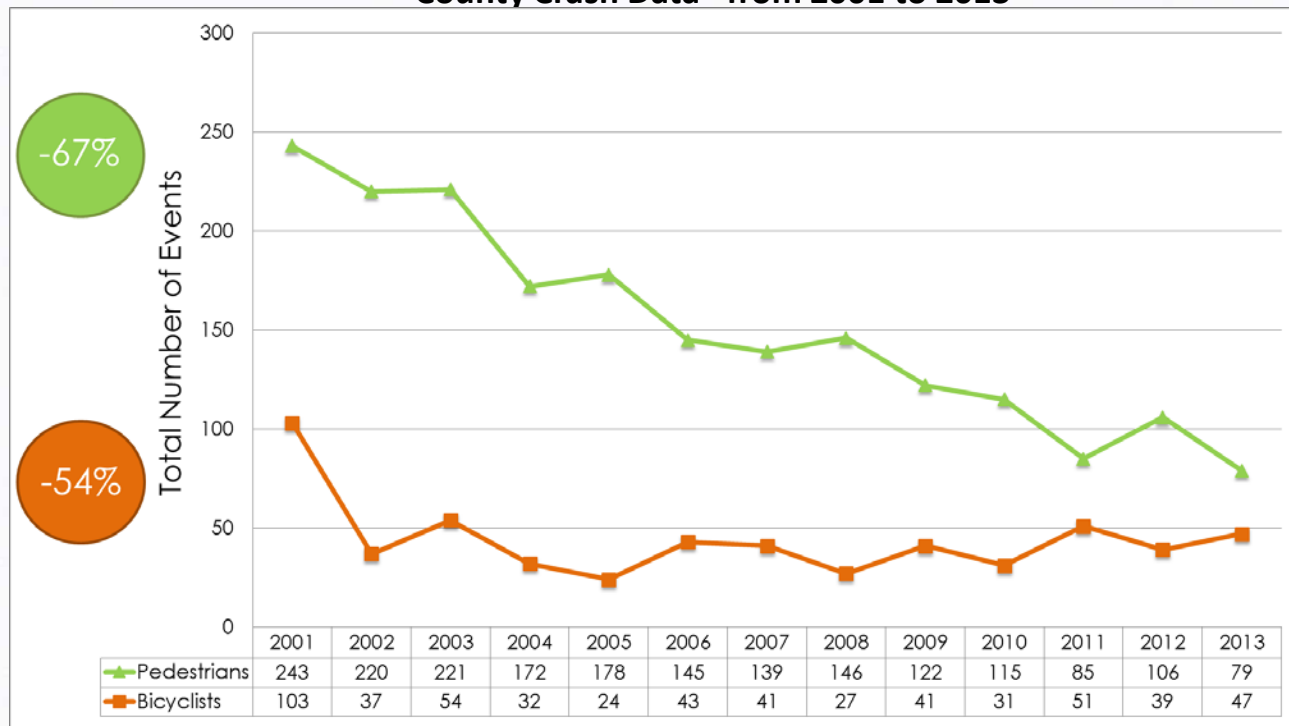
\*\*BHBC Data Was not Collected at RTC and MCH until 2011

\*\*\*There were no BHBC Fatalities reported 2011-2014



# Pedestrian and Bicyclist Crash Data

**Total Number of Pediatric (5-14) Pedestrian and Bicyclist Hit By Car Injuries Reported From Miami-Dade County Crash Data\* from 2001 to 2013**



\*Miami-Dade Crash Data from *FDOT Crash Database*



# WalkSafe Program

**Presented by:**

**Program Manager:**

**Statewide Coordinator:**

**Nicole Vayssier, MPH**

**Katrina Lopez, BS**



**WWW.WALKSAFE.US**





# WalkSafe Curriculum Summary 2014-2015

## Miami-Dade County

M-DC public elementary schools:

- **219** completed at least 1 day of the curriculum
- **188** completed all 3 days of the curriculum
- **131** schools participated in Walk to School Day



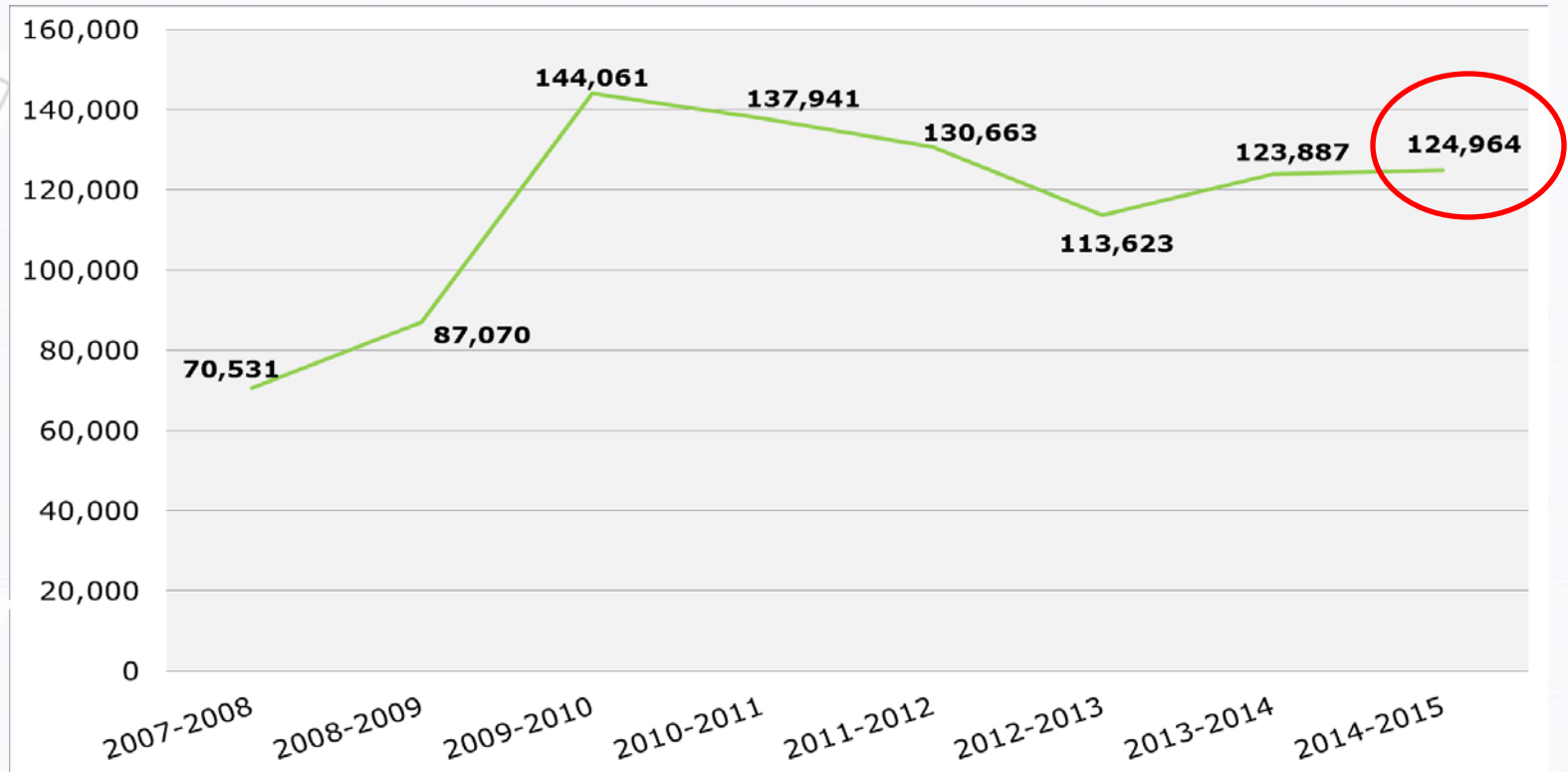




# WalkSafe Curriculum Summary 2014-2015

## Miami-Dade County

Total students educated over the years









## 2014 National Walk to School Day – Hibiscus Elementary School



[Click to watch](#)





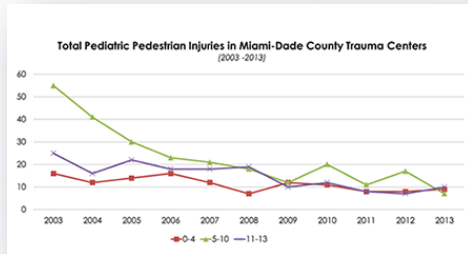
# NEW Online Teacher Training



**Standardized training methodology**

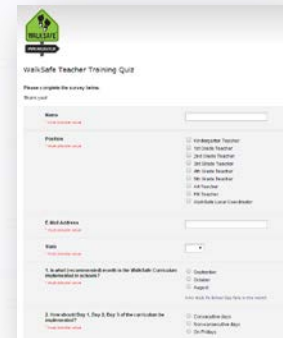
**Increased training reach**

**Sustainable train the trainer tool**



**The WalkSafe Curriculum**

- Satisfies Florida Standards (HE, PE, VA)
- Evidence-based (proven to show increased safety knowledge and crossing behaviors in children)
- Is comprised of age appropriate lesson plans
- Uses multi-modal teaching techniques
- Is mandated by the Miami-Dade County Public School Board



Program History

Curriculum Key Features

'How To' Videos

Training Quiz

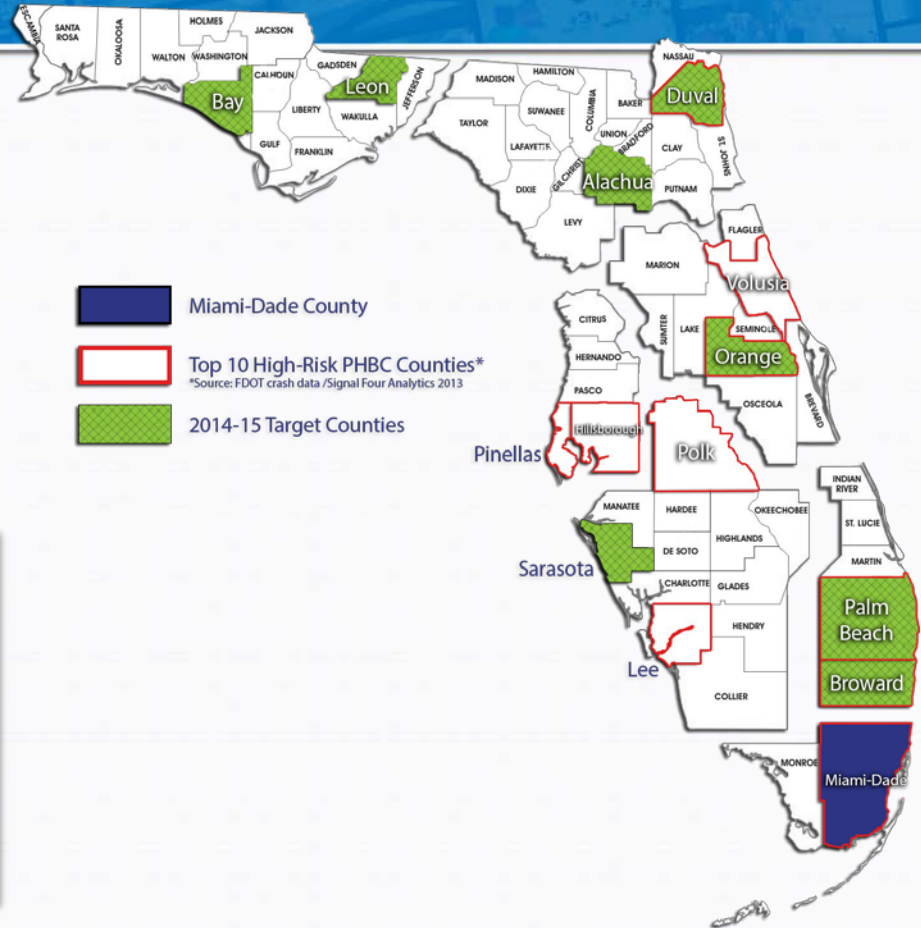


# WalkSafe Curriculum - Statewide



## 2014-2015 Reach

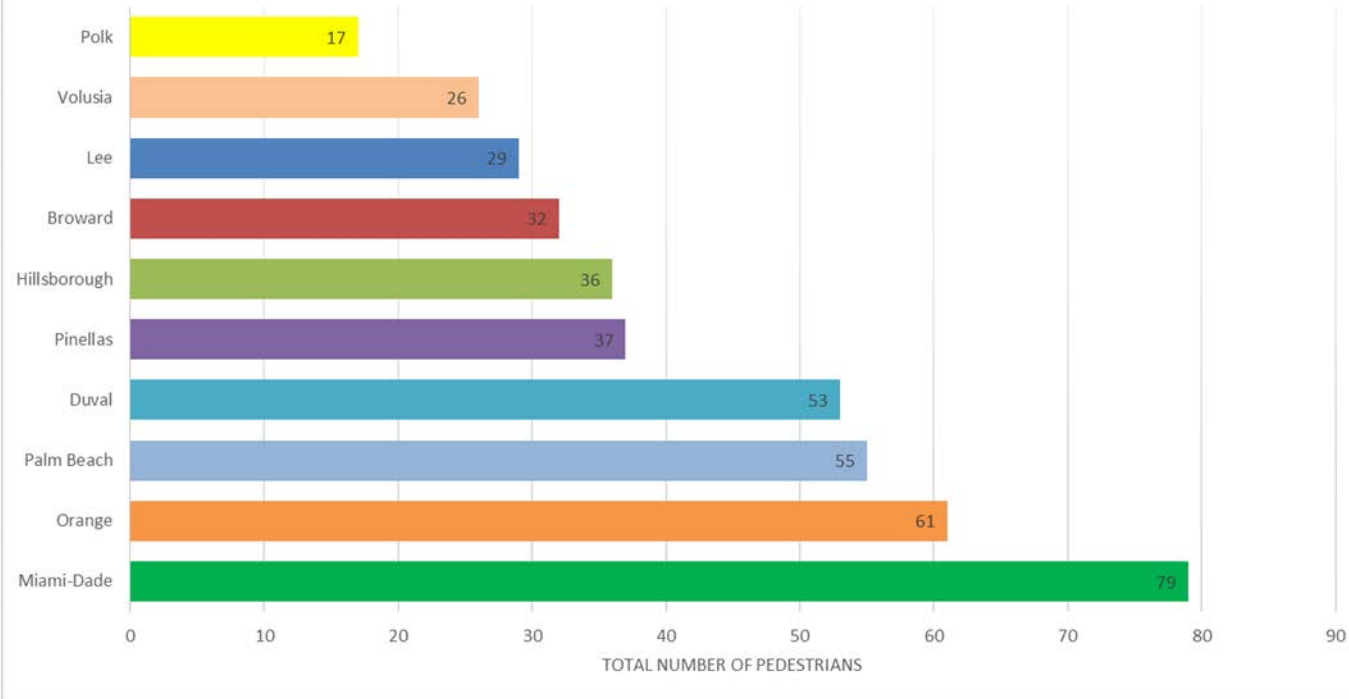
- **34** Schools
- **21,183** Students
- **321** Teachers Trained
- **100** Online Training Quizzes Completed





# Pedestrian Crash Data – Top Counties

TOP 10 COUNTIES FOR PEDIATRIC (5-14) PEDESTRIAN HIT BY CAR INJURIES REPORTED FROM FDOT CRASH DATABASE IN 2013







# WalkSafe in Orange County

## Orange County: Second Highest Risk County in Florida

- **27** Schools Reached (**125%** increase from 2013-2014 academic year)
- **17,315** Students Educated



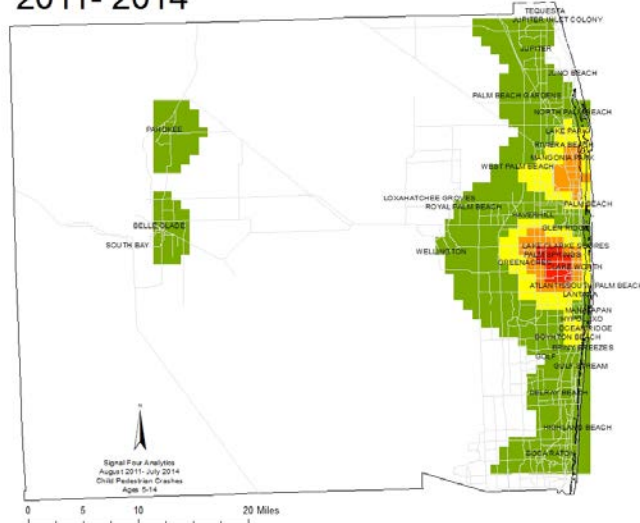


# Palm Beach and Broward Counties

## Palm Beach County

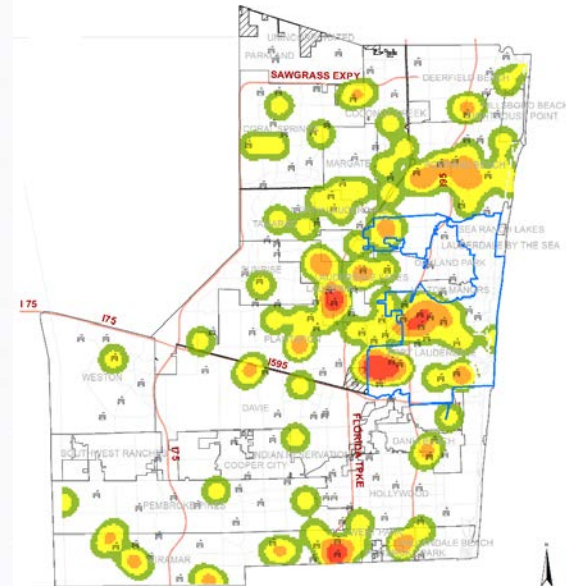
- **133** reported pedestrian crashes involving children ages 5-14 between August 1, 2011 and July 31, 2014

2011- 2014



## Broward County

- **117** reported pedestrian crashes involving children ages 5-14 between August 1, 2011 and July 31, 2014





# WalkSafe Statewide Next Steps

- ***Letter of Support* for WalkSafe Program signed by Palm Beach County BGPAC**
- **Presenting before Broward County Metropolitan Planning Organization**
- **Working closely with local coordinators to find new and innovative ways to promote our curriculum and get closer to implementation in our 8 target counties**
- **Continuing to participate in outreach activities, attend meetings, build new partnerships and strengthen existing ones**







# School Traffic Survey, 2014-2015

## Miami-Dade County Public Schools

Transportation data collected from 334 M-DC public schools:



- 170 Elementary Schools
- 47 K-8 Centers
- 47 Middle Schools
- 52 High Schools
- 18 Alternative Schools & Specialized Centers

Modes of travel to/from school



Policies for walking/biking



Crossing Guard Presence



Transportation issues for special needs students





# Education, Encouragement, Enforcement

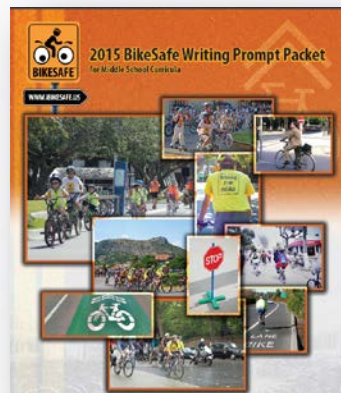
## Safety Patrol Trainings



## Statewide Poster Contest



## Writing Prompt Packets



## Morning Announcement Campaign

### MORNING ANNOUNCEMENT CAMPAIGN

#### WALKSAFE TIP OF THE WEEK!



Dear AP,

Thank you for supporting WalkSafe's missions of improving pedestrian safety and increasing physical activity in students through your morning announcements.

Below are instructions on what is contained inside the WalkSafe green drawstring bag as well as the morning announcement messages. There are exactly 4 "WalkSafe Tip of the Week" messages prepared to be delivered once a week for the next four weeks.

#### CONTENTS OF DRAWSTRING BAG:

- 1 White WalkSafe T-shirt
- 1 Bike Helmet
- 1 WalkSafe water bottle

#### INSTRUCTIONS:

Week 1: Have the announcing student wear the WalkSafe T-shirt and announce the week 1 message.





# BikeSafe Program

**Presented by:**

**Program Coordinator:**

**Research Coordinator:**

**Matthew Cushing, MA**

**Bryan Pomares, MHS**



**WWW.IBIKESAFE.US**







# BikeSafe Curriculum – Miami-Dade County Schools

## 2012-2014 Reach

- 33 School Sessions
- 5,427 Children



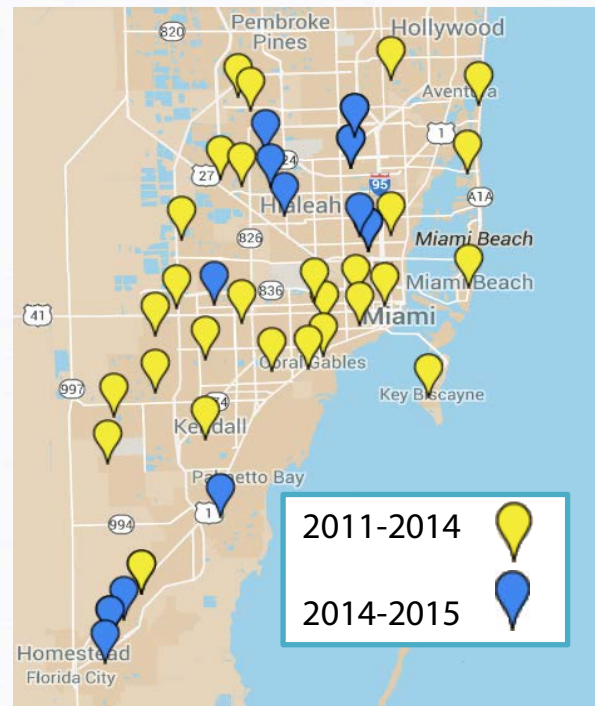
## 2014-2015 Reach

- 15 Schools
- 3,804 Children



## TOTAL

- 48 School Sessions
- **9,231 Children**





# BikeSafe Curriculum – Parks

## 2010-2014 Reach

- 36 Camp Sessions
- 1,371 Children



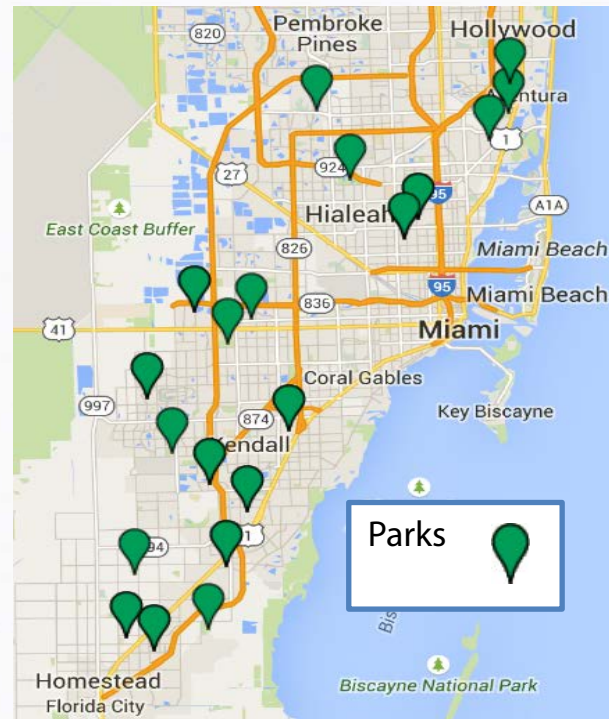
## 2014-2015 Reach

- 19 Camp Sessions
- 519 Children



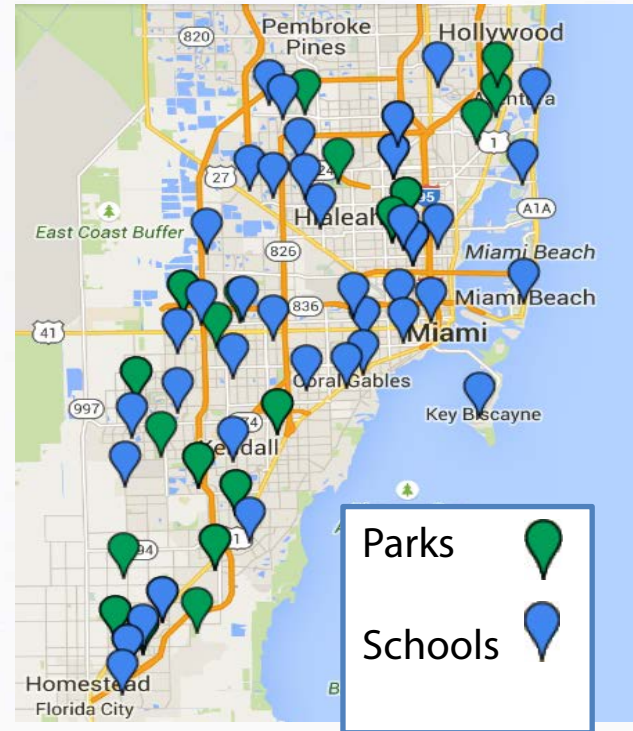
## TOTAL

- 55 Camp Sessions
- 1890 Children





- **48 School Sessions**
- **55 Camp Sessions**
- **11,121 Children**







# 2015 National Bike to School Day – North Dade Middle School





## 2015 National Bike to School Day – North Dade Middle School



[Click to watch](#)





## 2015 BikeSafe Summer Park Plans

- **Purpose: Determine if the BikeSafe curriculum positively affect children in regards to cycling and cycling safety.**
- **Study Design**
  - **Focused at 12 camp sites**
  - **Pre/Post testing**
  - **Assess campers via knowledge assessment and attitudes survey**







## 2015-2016 Next Steps

1. Expanding Reach
2. Increasing Community Engagement



# 5-E School Assessment Tool

WalkSafe & BikeSafe

**Presented by:**

**BikeSafe Program Manager:**

**Jonathan Hooshmand, MPH**

**WalkSafe Research Specialist:**

**Rachele Solomon, MPH**







# 5-E School Assessment Tool

School Name	Pre 5-School Assessment	Post 5-School Assessment
Dr. Robert Ingram Elementary*	Gold (36)	TBA
Nathan B. Young Elementary*	Gold (33)	Gold (36)
Orchard Villa Elementary	Silver (24)	TBA
Holmes Elementary	Silver (20)	Gold (34)
North Hialeah Elementary	Silver (28)	Gold (35)
Flamingo Elementary	Silver (21)	TBA
Avocado Elementary	Gold (36)	Platinum (42)
West Homestead K-8 Center	Silver (21)	Gold (31)



**BRONZE**

10-19  
Points

**SILVER**

20-29  
Points

**GOLD**

30-39  
Points

**PLATINUM**

40-50  
Points







# 5-E School Assessment Tool

School Name	Pre 5-School Assessment	Post 5-School Assessment
North Dade Middle *	Silver (22)	Gold (39)
Carrie P. Meek/Westview K-8 Center*	Gold (31)	Platinum (40)
Henry H. Filer Middle	None (7)	Gold (44)
Palm Springs Middle	Bronze (16)	Gold (30)
Charles R. Drew K-8 Center	Gold (36)	Platinum (50)
Allapattah Middle	Silver (27)	Gold (37)
Campbell Drive K-8 Center	Silver (21)	TBA
Gateway Environmental K-8 Center	Silver (26)	TBA



**BRONZE**

10-19  
Points

**SILVER**

20-29  
Points

**GOLD**

30-39  
Points

**PLATINUM**

40-50  
Points





# 5-E School Assessment Tool

## Strengths

- 5-E Framework for evaluating school
- Incentivizes school administration
- *Grant school* (req. initiatives)

## Weaknesses

- Lack strong action items
- Objectives  $\neq$  Walk/Bike Friendliness
- *Grant school* (self-efficacy)

## Opportunities

- Improve health, wellness, & safety
- Change in school policy/culture

## Threats *(external)*

- Time
- Motivation

S.W.O.T.  
Analysis



# 5-E School Assessment Tool

## Next Steps:

- Reformat and reorganize 5-E SAT
- Redistribute weight of objectives
- Incorporate more actionable items
- Creating Administrator-friendly audit tool (for built environment)

## Continue Pilot in 2015-2016:

- North Miami
- Miami Gardens
- Kendall/Kendall Lakes
- Homestead

### Objective 2: Provide a built environment **engineered** to facilitate walking and biking safely within the school community.

A school community with a built environment that is walk and bike friendly enables children to walk and bike safely to and from school.

- ☐ School has a designated bicycle storage facility/bike rack. (3 pts)
- ☐ School bicycle storage area is secured during school hours to prevent theft. (1 pt)
- ☐ Crosswalks are present around school. (1 pt)
- ☐ School zone signs are present around school. (1 pt)
- ☐ School zone has flashing lights during arrival and dismissal. (1 pt)
- ☐ Intersections around school have pedestrian traffic signals. (1 pt)
- ☐ Sidewalks are present around school. (1 pt)
- ☐ School neighborhood contains a separated bike path or trail. (1 pt)



### Objective 4: Provide a built environment **engineered** to facilitate walking and biking safely within the school community.

A school community with a built environment that is walk and bike friendly enables children to walk and bike safely to and from school.

- ☐ School has a designated bicycle storage facility/bike rack. (1 pts)
- ☐ School bicycle storage area is secured during school hours to prevent theft. (1 pt)
- ☐ Complete a school environment audit (Submit copy to [WalkSafe/BikeSafe Office](#)). (4 pts)
- ☐ School generates report and submits school environment audit to local Community Traffic Safety Team or appropriate agency and works towards resolving safety issues. (4 pts)
- ☐ School neighborhood contains a separated walk/bike path or trail. (BONUS: 1 pt)



# Communications

WalkSafe & BikeSafe

**Presented by:**

**Research Specialist:**

**Research Coordinator:**

**Rachele Solomon, MPH**

**Kurt Kaminer, BS**



[WWW.WALKSAFE.US](http://WWW.WALKSAFE.US)



[WWW.IBIKESAFE.US](http://WWW.IBIKESAFE.US)



# Public Service Announcements



Metrorail Ads

You do the math.

 -  = 

 -  = 

Protect your brain. Wear a helmet!

 UNIVERSITY OF MIAMI  
MILLER SCHOOL  
of MEDICINE







[WWW.WALKSAFE.US](http://WWW.WALKSAFE.US)

Look UP!

INJURIES CAN BE AVOIDED.  
Walk Safe. Walk More.

 UNIVERSITY OF MIAMI  
MILLER SCHOOL  
of MEDICINE





[WWW.WALKSAFE.US](http://WWW.WALKSAFE.US)

Physical activity is healthy for everyone

The benefits are PRICELESS!

 HEALTH  SAVE \$  MOOD  COMMUNITY

 UNIVERSITY OF MIAMI  
MILLER SCHOOL  
of MEDICINE







[WWW.WALKSAFE.US](http://WWW.WALKSAFE.US)

Billboard Ads



LOOK BEFORE CROSSING!



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of MEDICINE



[WWW.WALKSAFE.US](http://WWW.WALKSAFE.US)



BikeSafe today  
for a healthier tomorrow.



[WWW.BIKESAFE.US](http://WWW.BIKESAFE.US)

 UNIVERSITY OF MIAMI  
MILLER SCHOOL  
of MEDICINE





# Public Service Announcements



- CBS 4 (WFOR) local affiliate TV spots
- Comcast Xfinity cable TV spots
- Screenvision pre-movie theater ads

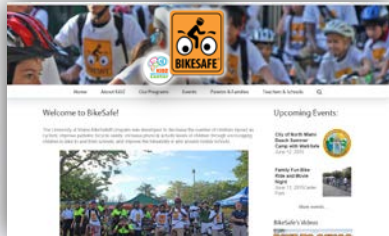
- K-8 Centers
- Middle and Elementary Schools
- City of Hialeah *Family Movie Night*
- City of Homestead *Family Movie Night*





# Online Presence - Web

**Safe-brand sites: TBA**



**KiDZ Center:  
Live May 18th**



- **KiDZ is content hub:**
- Events
- Program news
- Research reports
- Photo galleries (TBA)

*Mini sites to extract content from  
KiDZ hub*

- **Allows for:**
- Brand staying power
- Control of user flow
- Simplification

**Sites support mobile (Safari / Chrome) browsers**



# Online Presence – Social Media



MailChimp

**This is just a small sampling of select reach data from these social media sources.**

Note: Reach and impressions summarize the most recent content published within the last 28 days.

View sources may include any linked source and – at this time – do not usually result in a conversion, such as a page like.

## AVERAGE ORGANIC POST REACH

## TWEET IMPRESSIONS

## NEWSLETTER OPENS VS. RECIPIENTS



**434**

active, unique users reached, *per post* (avg.)

**2,124**

**365**

active, unique users reached, *per post* (avg.)

**3,266**



**KiDZ Spring 2015 Newsletter**

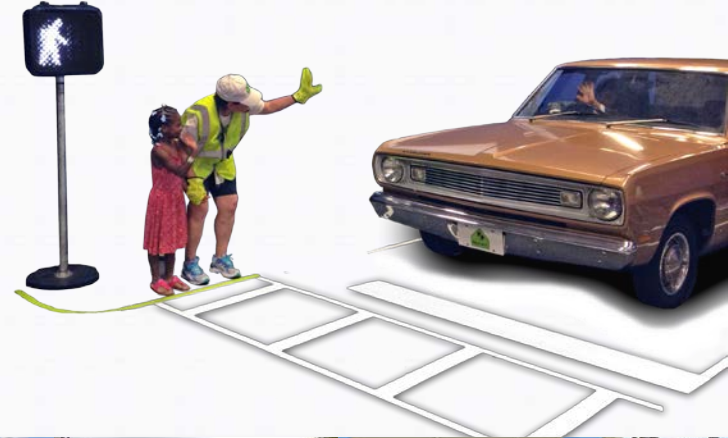
**231 opens**  
**1,928 subscribers**  
WalkSafe/BikeSafe combined list



# Community Outreach

## WalkSafe and BikeSafe in the Community

- **3,305** children educated
- **1,516** adults educated
- **28** community outreach events







# Future - Establish KiDZ Neuroscience Center Technical Assistance Center

## School Communities

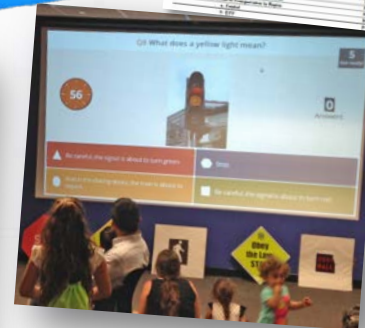
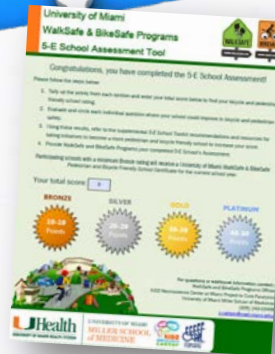
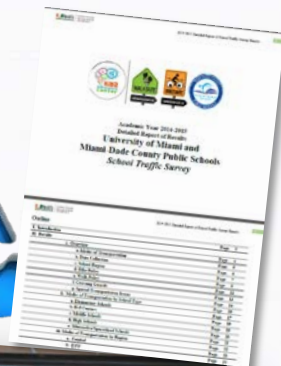
- Best practices in injury prevention programming for schools
- New educational content/formats

## Parents/Public

- Seasonal and general safety tips
- Community engagement, events

## Stakeholders/Partner Organizations

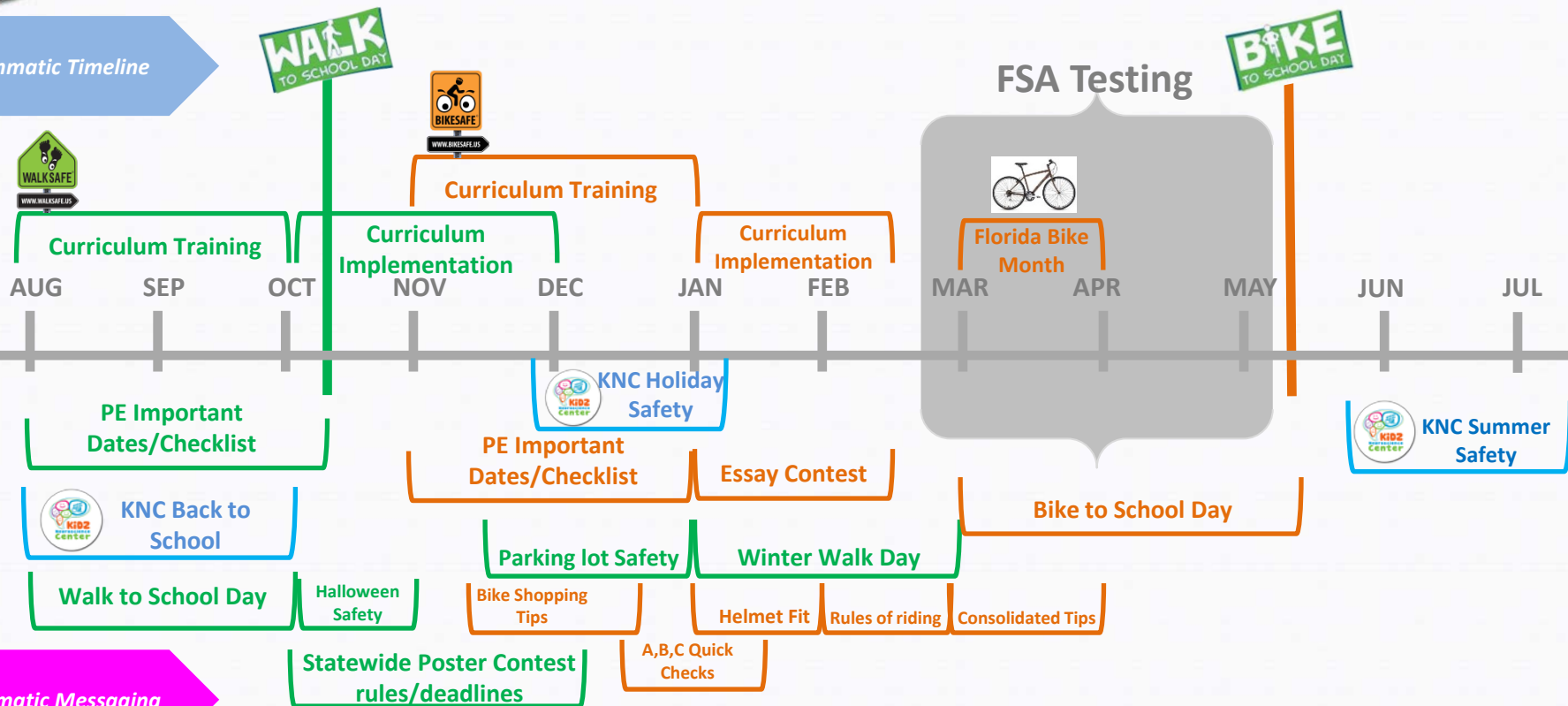
- Data transparency
- Data resource center (annual reports, tools)





# Future- Streamline Programmatic Communications

## Programmatic Timeline





# Future- Seek Corporate Sponsors/Partnerships

## Partnerships



## Corporate Sponsors



## The Ford Fund

We work with our partners to find innovative solutions to community concerns using a coordinated, strategic approach.





TASK FORCE 2015

**Thank you very much for your time.**

**Question and answer period is now open**

**[www.kidznc.org](http://www.kidznc.org)**

