

Engaging Underserved Communities & Partners



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DISCLAIMER

The comments and viewpoints of this presentation are not to offend any person, agency, or organization.

They are from a place of personal discernment, passion, and concern for the lives we are all striving to save.

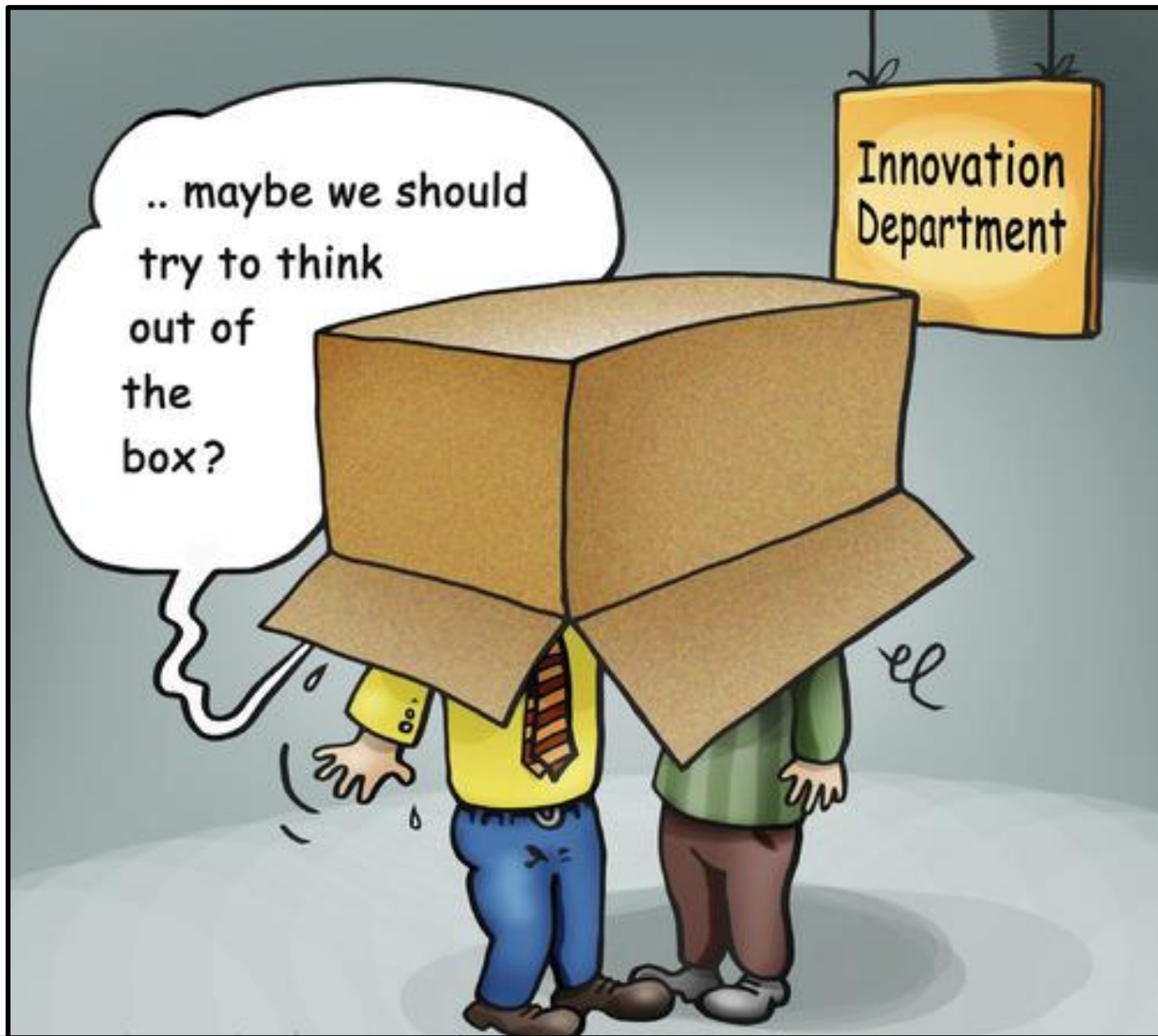
~ Michelle

Equity Defined

The consistent and systematic fair, just, and impartial treatment of all individuals, including individuals who belong to underserved communities that have been denied such treatment, such as:

- Black, Latino, Indigenous, and Native American persons, Asian Americans and Pacific Islanders, and other persons of color
- Members of religious minorities
- Lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons
- Persons with disabilities
- Persons who live in rural areas
- Persons otherwise adversely affected by persistent poverty or inequity

According to: Executive Order on Advancing Racial Equity and Support for Underserved Communities through the Federal Government

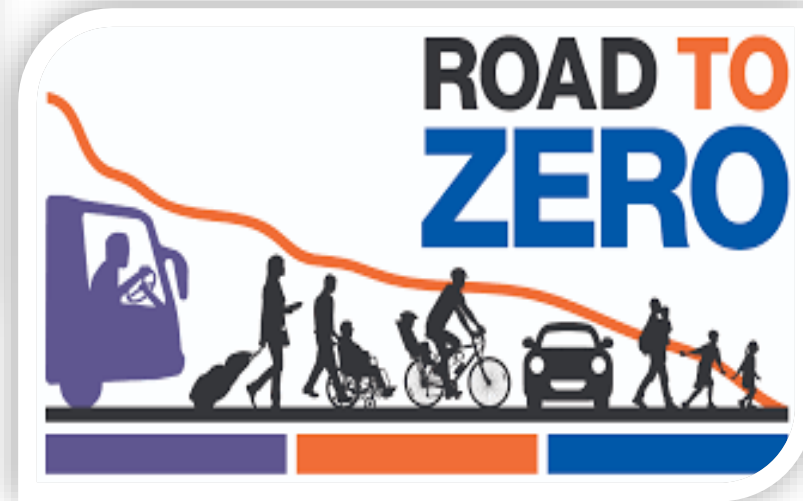


Youth are an underserved population

Disadvantaged



Future
Road Users



Future Policy
Changers



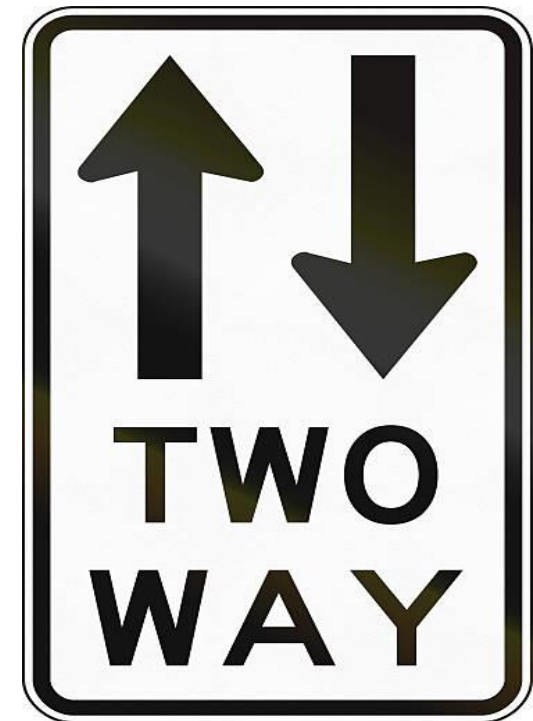
The Approach

Community Outreach

Community Engagement



VS.



Key Factors

What is the
climate?

What are the needs?

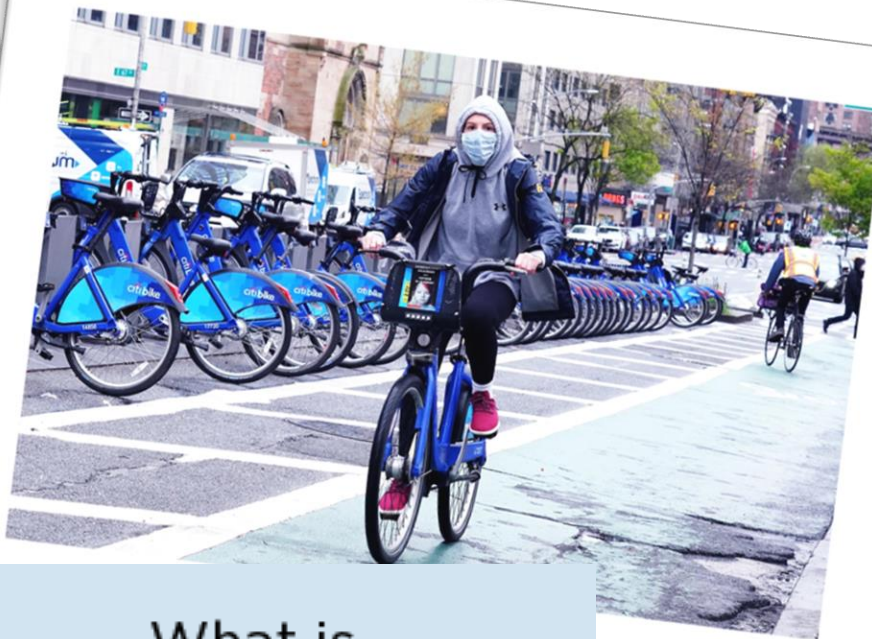
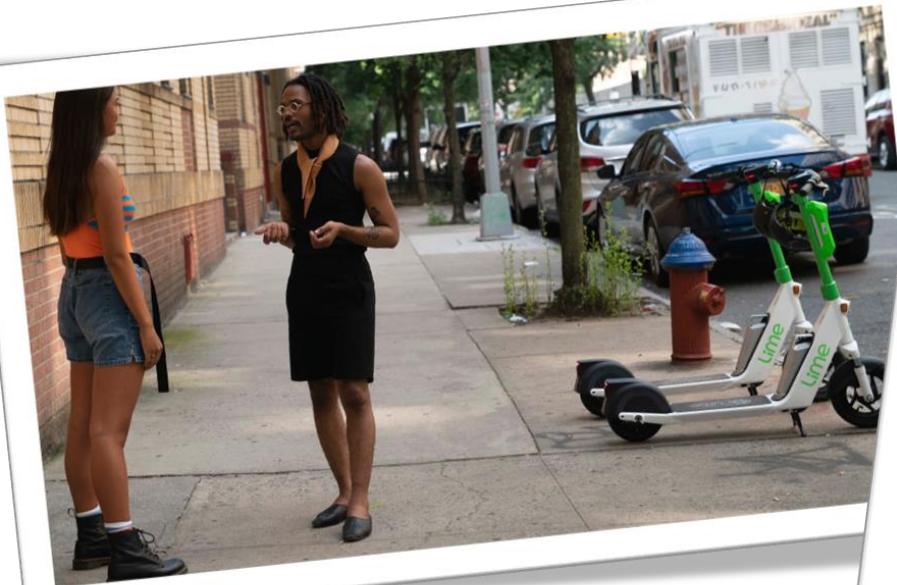
Appearance

Language
Slang/Lingo

Trust

Relationship

Commitment



What is **micromobility**?

Micromobility is an emerging travel mode that uses **micromobility vehicles**, such as **e-bikes** and **scooters**.

YATS

Youth Active Transportation Safety

NY

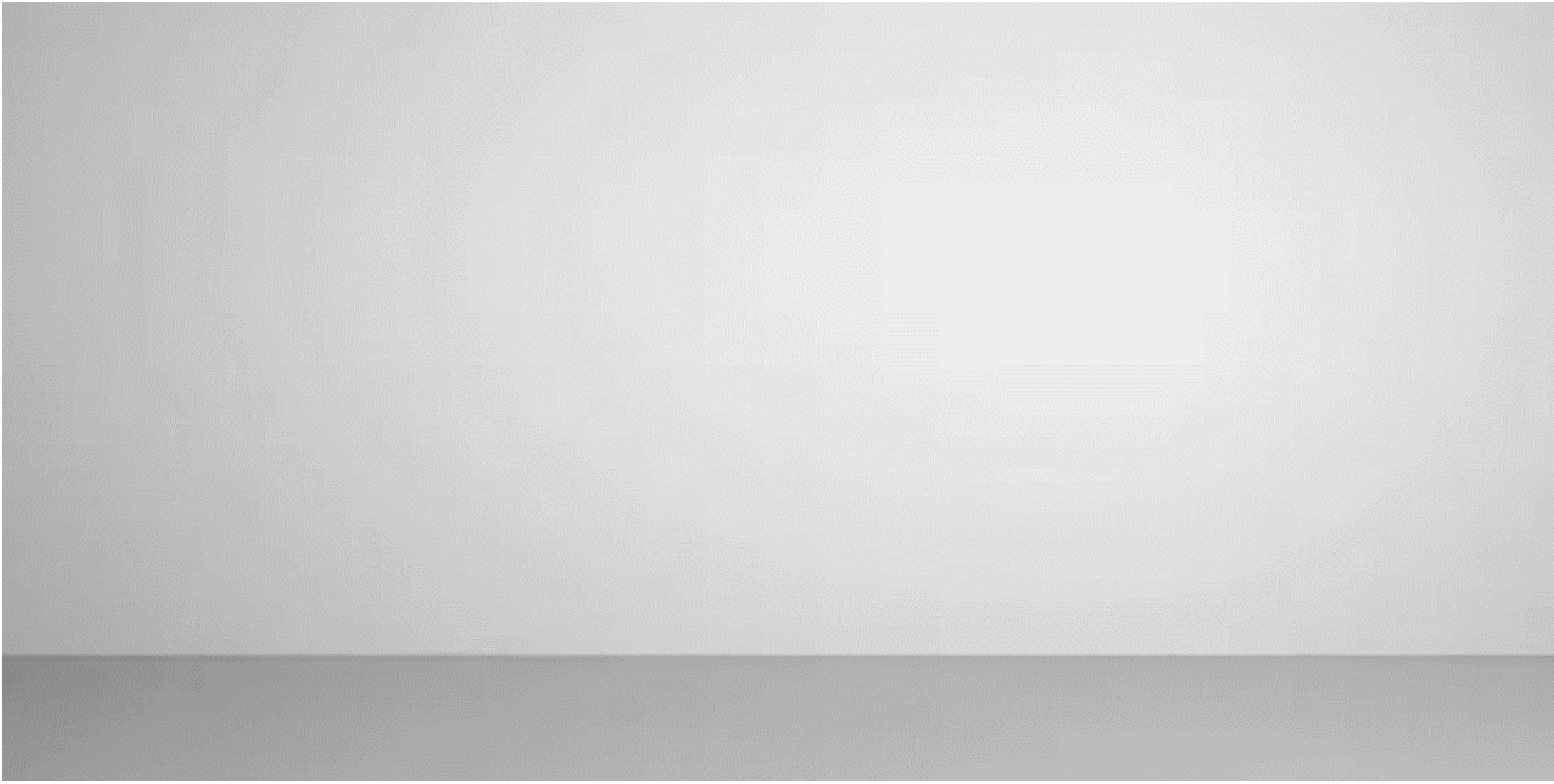
CT

PA









Youth Engagement

#DrivingSkills
101



Safe Rides, Save
Lives



Drive 2 Life





SPEAKs

students for policy, education, advocacy & knowledge

- 1) Four-day policy institute that brings together 20 student leaders from across the country
- 2) Students complete 20 hours of pre-event training in policy and communication best-practices
- 3) Travel to Washington, DC,.

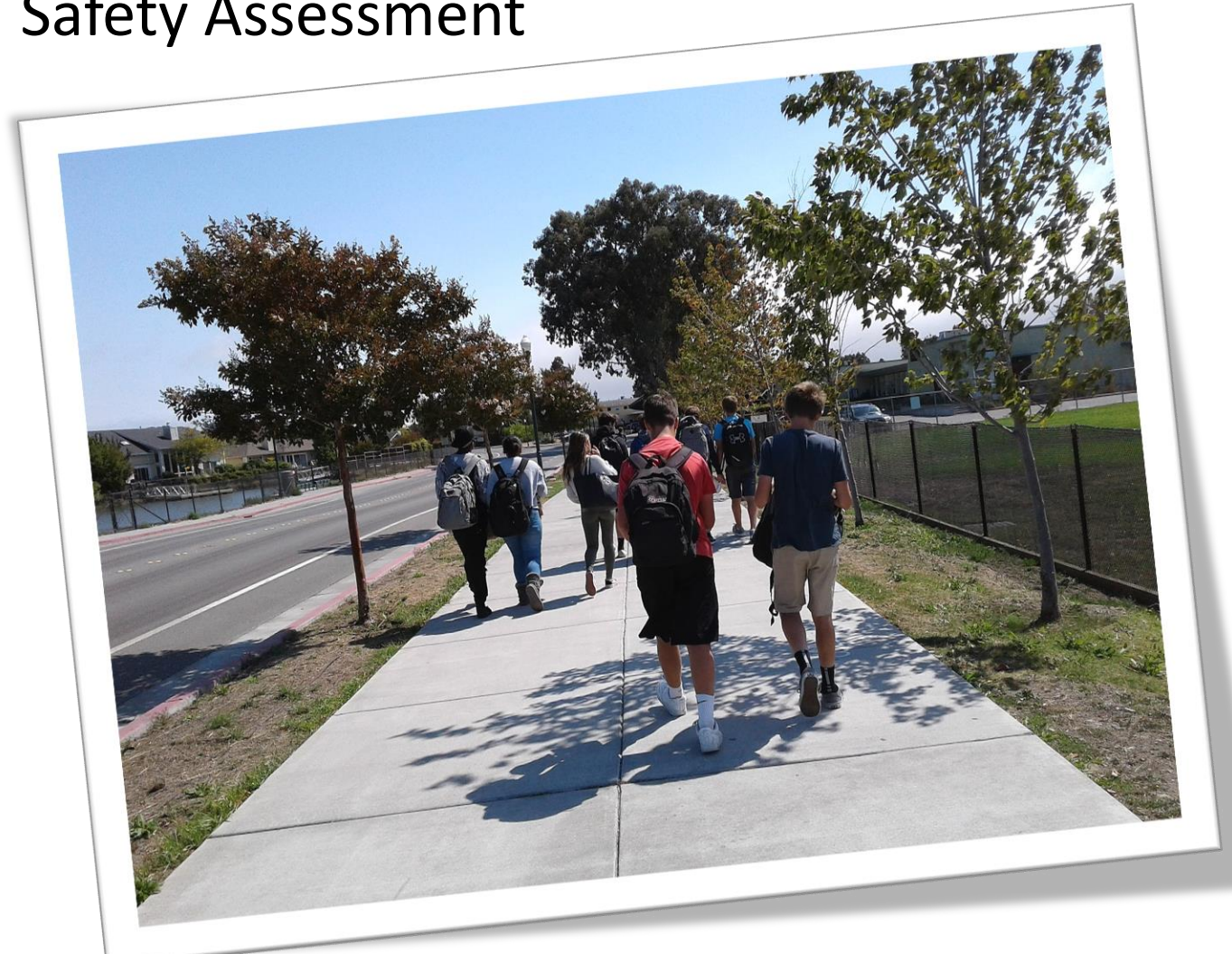




TRSA

Teen Road Safety Assessment

More than 1,000 students in 71 schools across the country conducted Teen RSAs to look at the potential roadway and intersection dangers near their schools





Drive 2 Life



Dear Educator,
 Road safety isn't just driver safety. It's also about safety pedestrians, bicyclists, and scooter riders. All use the road, and they all need to learn how to share the road safely.

This year, the National Road Safety Foundation (NRSF) is introducing its annual **Drive2Life PSA Contest**. In this contest, you've learned how to create a Young Minds Inspired Driving Program that provides education every day and the road safety practice every week. You've also learned how to use the program to address health, media, and communication issues.

The program concludes with an activity that challenges students to use what they have learned to write a 30-second video on the road sharing to write in the **2022 Drive2Life PSA Contest**. Students ages 11 to 19 in grades 6-12 can submit for the chance to win a \$100 Visa gift card.

Grand Prize: The student Grand Prize winner will receive \$2000 and the chance to promote his or her PSA contest with an Emmy award winning producer. The winning PSA contest will be featured on *Teen* magazine's *Make-up* program. The grand prize winner will receive \$100 each and will receive a road sign and PSA contest on the NRSF website.

Teacher Incentive: The teacher of each contest winner will receive \$100 Visa gift card.

Contest deadline is March 29, 2022. For more information, visit www.nrsf.org/drive2life. We'll share this information with teachers in your area through our website, social media, and other channels.

TARGET AUDIENCE:
 Student ages 11 to 19 in grades 6 to 12

PROGRAM COMPONENTS:
 Available at www.nrsf.org/drive2life
 • This webpage has clear guidelines
 • A reproducible student activity sheet
 • A reproducible family letter for parents/guardians

DRIVE2LIFE PSA CONTEST OVERVIEW:
 • Drive2Life PSA Contest Overview, Entry Form, and Official Rules
 • PSA Lesson and Student Worksheet
 • Standards Alignment Chart
 • Program Feedback Form

PROGRAM OBJECTIVES:
 • Have awareness about safe road-sharing practices for road-sharing practices for pedestrians, bicyclists, and scooter riders, as well as drivers
 • Understand the importance of communication and cooperative goals with the road-sharing practices

2022 Drive2Life PSA Contest

HOW TO USE THIS PROGRAM:
 • Review awareness about safe road-sharing practices for pedestrians, bicyclists, and scooter riders, as well as drivers
 • Prepare the materials in advance. Distribute the family letter to help parents and guardians continue the conversation at home.

LISTING THE ACTIVITY SHEET:
ROAD-SHARING SAFETY: MYTHS VS. FACTS
 Start by reviewing students that road-sharing and walking are healthy, socially-friendly ways to travel, and that it's important to always use safety gear when riding the road with motorized vehicles. Safety gear includes the following: higher safety helmets from the Consumer Product Safety Commission (CPSC), 6-20 prescription and non-prescription safety glasses, and head trauma protective gear like face shields, including motorcycle helmets, and face shields, including motorcycle helmets, and face shields, including motorcycle helmets.

Explain that staying safe on the road is a shared responsibility amongst drivers, bicyclists, pedestrians, and scooter riders—and that prevention is the way to protecting yourself and others.



Tell students that in this activity, they will test their road-sharing and learn about road-sharing and how to stay safe on the road.

Part 1: Distribute the activity sheet and have students answer each pair of statements to measure the answers to a quiz and share the messages below to dispel any misconceptions.

Answers:
 1. **Fact vs. A:** Explain: While it's important to be safe on the phone, as the days get shorter the risks for being hit by a driver or another bicyclist and scooter rider are higher. It's also important to use headlights that may cause you to fall, use reflective, speed bumps, and use road signs.

Safety Tip:
 • When walking, always use a sidewalk. If there is no sidewalk, always walk facing the traffic.
 • When riding a bike or scooter, always give the right-of-way to a car. If you have to use the road, ride with the traffic.
 • Bicyclists and scooter riders should wear bright or reflective clothing at night and use reflective gear.
 • Bicyclists and scooter riders should wear reflective gear at night and use reflective gear.

2. **Fact vs. B:** Explain: Don't assume vehicles will stop for you, even if they have stop signs or red light. The driver may not see you, or you may be obscured or speed up or turn without noticing.

Safety Tips:
 • Make eye contact with drivers to ensure that they see you and are fully stopped.
 • Watch for signs that a parked vehicle is about to pull out into your path (checklights, engine noises, wheels turning).

3. **Fact vs. A:** Explain: Bicyclists and scooter riders must follow the same rules of the road as drivers—obey traffic signs, give turning signals, and drive defensively.

Safety Tip:
 • Before entering or crossing traffic, stop and look left, right, then left again.
 • If you're in a group, ride single file in the same direction as traffic. Look out for hazards and always stop for yellow lights and intersections.
 • Use hand signals when turning so drivers and pedestrians know what you are about to do.
 • When in doubt, always yield to a car or pedestrian.

4. **Fact vs. B:** Explain: Everyone should have their eyes, ears, and minds on the road, not on their phones or other devices.

Safety Tip:
 • Never drive, bicycle, or walk while wearing headphones. Talking on the phone, playing a game, or text messaging these can be deadly distractions.
 • If you need to use your phone, stop and move out of the path of traffic.
 • A good rule of thumb is, "Don't take a chance — it can wait!"

5. **Fact vs. B:** Explain: Whenever they're available, use marked crosswalks to cross the street.

3. What are some features that your bike should have so others can see you when sharing the road? Front and back lights, a rearview mirror, and reflectors on the pedals and wheels.

4. What are some things you should check before a ride? 1) Air pressure. 2) Check the bike's tires to check that they are inflated properly and look for any holes. 3) Brakes. Check that the front and rear brakes work. 4) Chain. Be sure that the chain is attached properly by spinning the pedal.

5. What should you do with your belongings and clothing before you start cycling? Carry items in a backpack or strapped to the back of your bike. Tie your shoelaces and tuck in pant legs so they don't get caught in your bike chain.

Driving Safety: Talk with students about safety measures that drivers must take to share the road safely. Review the tips on the reproduction family letter to be with the discussion. Make it a true of this game to follow after part 1 of the activity sheet and help dispel any misconceptions the students have.



Part 2: Have students work in small groups to discuss scenarios and decide on the safest course. Students might write their responses to a most effective safety idea to create a video. As an extension, students can write website or create social media posts to promote their ideas.

FAMILY TAKE-HOME LETTER:
 We encourage you to make copies and share them with your family. We encourage you to invite them about Drive2Life. Talking with their children about community safe.

Road-Sharing Safety: Myths vs. Facts

PART 1 Whether you are walking, biking, riding an e-scooter, or riding a car, sharing safely on the road is a shared responsibility. Facts are in the table below. Consider one fact and one myth. Circle the statements you think are true when it comes to sharing the road.

	A	B
1	Bike accidents, injuries, and deaths most often occur after dark and in the winter.	Bike accidents, injuries, and deaths most often occur during the day in the summer.
2	When crossing the street, if you can see a driver, you can see you.	A driver may not see you when you are crossing a road or driveway.
3	Bicyclists have the same responsibilities and must obey the same traffic rules as drivers.	Bicyclists do not have to follow the same rules of the road as drivers.
4	If you know your route well, it's okay to listen to music, on headphones or as a quick, one-time check, while okay to ride or walk in the middle of the street.	Always stay alert and don't be distracted by electronic devices that take your eyes, ears, or mind off the road cross at intersections.
5	If you can't see or hear any cars near you, it's safe to cross the street.	Always ride your bike in designated bike lanes on the sidewalk, or on the right side of the road, and only cross at intersections.

2022 DRIVE2LIFE PSA CONTEST
 To enter the Drive2Life PSA Contest, students 11 to 19 in grades 6-12 must submit their PSA contest video to drive2life@nrsf.org by the deadline of 11:59 p.m. ET or EST on 03/29/22. For more information, visit www.nrsf.org/drive2life.

REQUIREMENTS:
 • Must be 11-19 years old
 • Must be a U.S. resident
 • Must be a U.S. citizen or permanent resident
 • Must be a U.S. resident of the state where you live
 • Must be a U.S. resident of the state where you live

PART 2: Below are scenarios you might encounter when sharing the road. With your group, discuss each one and determine the best way to stay safe on your path and also return home. If there isn't a lot of traffic, you can take a few minutes to help you get home safely.

1. You and your friend are walking around town on a busy Saturday afternoon. One friend is playing music, two are dancing a song, and another is taking on the phone. Thinking about a specific area you know well, how would you help your group navigate their route safely?

2. A younger sibling or neighbor has just gotten a new bike and is unsure what to do with someone in the backyard. There are kids playing in the area, and a lot of bicyclists. What do you say to the driver?

3. You're in the car with a friend who keeps looking at their phone, rolling through stop signs and turning to chat with someone in the backseat. There are kids playing in the area, people walking dogs, and a lot of bicyclists. What do you say to the driver?

4. You're walking home from school, you see a friend rushing to catch a bus by crossing in the middle of the street where there is a lot of traffic and a line of parked cars along one side of the road. What should your friend have done to proceed safely?



- ✓ Think of other disadvantaged communities
- ✓ Learn about Communities (Culture/Climate)
- ✓ Approach communities / Youth with care
- ✓ Consider the interests and needs of communities/youth **BEFORE** declaring your goals
- ✓ Explore areas of mutual interest and benefits
- ✓ Foster relationships and partnerships that are built on mutual trust and respect
- ✓ Commit to the long-haul

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