

## Public Outreach Campaign Pedestrian Safety Hawai'i State Department of Transportation

TLC PR has worked in close partnership with the Hawai'i State Department of Transportation and team partners since 2003 to develop and implement a comprehensive public education and outreach program aimed at reducing pedestrian injuries and fatalities. The program consists of extensive and proactive outreach methods, including a broad-based media campaign, partnerships with public and private entities including senior, ethnic and religious organization outreach, press conferences and media events, public service announcements for radio, television and movie screens and an active speakers bureau.



A Walk Wise Hawai'i brochure with seven principles for safe pedestrian behavior was developed and translated into 12 languages so that the many ethnic groups in Hawai'i's multi-cultural population could be targeted.

We reached out to seniors as a vulnerable target market, creating a speakers bureau to visit senior centers and clubs carrying the message of safe walking and training seniors to speak to other seniors.

A key to the success of this campaign has been the development of partnerships including AARP, AAA-Hawai'i, Honolulu Police Department, insurance companies, county offices on aging, churches, senior centers and private businesses such as McDonalds, Kama'aina Kids and Visitor Cable Network.



In 2007, we created a walk-through display of 156 pairs of slippers, each representing a pedestrian killed in the preceding five years, and graphically delivered this message of loss by launching the display at the State Capitol during the opening of the Legislature. The Slipper Display traveled to open-air fairs and outdoor movies, senior expos and other locations throughout the island.

In 2008, we launched a “yellow flag” initiative, creating a bright flag to remind people that they must attempt to be seen at crosswalks. The flags were introduced at the annual Hawai‘i Auto Show with AAA-Hawai‘i. Media totaled in excess of \$18,000; and AAA-Hawai‘i received over 200 phone calls within one hour of the morning television coverage. Flags were distributed to numerous community groups, including senior clubs, health advocates and others.

In 2009, we partnered with Zippy’s Senior Club members, resulting in the distribution of 6,000 brochures. A morning live television remote showed Zippy’s staff and the Mō’ili’ili Community Association in a sign-waving effort.



We also developed a partnership with Kama‘āina Kids, the largest private day-care program in Hawai‘i. Each of the 6,000 children in the program took home a pledge card to a grandparent or kupuna (elder) with walking safety tips. The kupuna signed the pledge to walk safely and the children returned the pledges, with the class collecting the most pledges winning WWH tote bags. A poster contest was also conducted and the posters displayed at annual senior fair.

In 2010 we launched the nation’s first Pedestrian Safety Month. Opening with a gubernatorial press conference, we announced our “Pedestrian Safety Pledge” that has now been taken by thousands of seniors, students, attendees of expos and others. The month of August has now become the centerpiece of the campaign each year with a press conference, poster contest, speaking engagements and awareness events with partners that generate media coverage.

**Results:** This successful program has reached thousands of people since its inception in 2003 and was cited as a model program by the NHTSA (National Highway Safety Administration) Western Region. Events and initiatives throughout the campaign have set a standard that other jurisdictions in the U.S. have emulated (notably, “WalkWise Tampa”).

In 2006 there were 32 pedestrian fatalities. In 2009, there were 16.

**Client Comment:** “The Hawai‘i outreach program has set the bar—you are way out ahead of most areas in the country. The FHA is using the materials and tactics developed in this campaign as a model for other communities. ”

Rudy Umbs U.S. Dept. of Transportation  
Federal Highway Administration