Johns Hopkins Center for Injury Research and Policy

Johns Hopkins Pedestrian Safety Project

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Presented to the Maryland Highway Safety Summit

February 25, 2014

This work funded by the Maryland Highway Safety Office, MVA; Johns Hopkins University; and the Centers for Disease Control and Prevention
Objectives

• Use the new Baltimore pedestrian safety social marketing campaign to illustrate the application of:
  – Formative evaluation
  – Behavior change program planning principles

• Explain the campaign components

• Describe the plans for evaluation
Project Partners

- Keshia Pollack, Associate Professor
- Maryanne Bailey, Research Associate
- Eileen McDonald, Associate Scientist
- Sue Baker, Professor
- Jim Williams, Social Marketing Consultant
- Ernie Lehr, Project Officer, MHSO
- Bala Akundi, Baltimore Metropolitan Council
- Jane Schlegel, Senior Associate Dean, JHSPH

and the JHU Pedestrian Safety Task Force

Principle #1: MULTI-DISCIPLINARY TEAMS ARE ESSENTIAL!
Formative Evaluation

- Pedestrian incident reports, videos from JH Security
- National Study Center, BCDOT, and MHSO data
- Videotaped high risk intersections during peak times
- Conducted online survey and focus groups with target audience:
  - JHMI faculty, students, staff
  - East Baltimore community residents
SELECTED RESULTS OF SURVEY

• 3,818 Respondents were affiliated with JHMI, \( \frac{3}{4} \) were employees, 80% traveled to campus 4+ times per week

• 81 Respondents were unaffiliated EB residents, 40% walk and 30% drive around campus daily

• \( \frac{3}{4} \) were female and ranged from 18-90 years old, with average age of 37

• Car was most common form of transportation (63%) followed by bus/shuttle
Experience with pedestrian injury:
Ever been struck or struck a pedestrian

- Been Struck
  - Yes: 40
  - Near Miss: 35

- Struck Ped
  - Yes: 15
  - Near Miss: 20
How important a problem
<table>
<thead>
<tr>
<th></th>
<th>Most Effective Strategy</th>
<th>Opinion Influencers</th>
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<tbody>
<tr>
<td>1</td>
<td>Ticket drivers (27%)</td>
<td>My own opinion (44%)</td>
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<tr>
<td>2</td>
<td>Structure (23%)</td>
<td>Police (26%)</td>
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<td>3</td>
<td>More time to cross (22%)</td>
<td>Student/coworker (9%)</td>
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<tr>
<td>4</td>
<td>Ticket pedestrians (14%)</td>
<td>My friends (7%)</td>
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<tr>
<td>5</td>
<td>Safety Campaign (11%)</td>
<td>My children (7%)</td>
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Key Insights from Surveys

• People are familiar with the issue, some with personal experience

• Already perceived to be an important problem and one that is influenced by individual’s personal opinion

• Perceived to be a shared responsibility between drivers and pedestrians

• Law enforcement may be particularly effective, although a campaign was in top 5 solutions
Drafted message strategies

- Reviewed the literature and looked at exemplar programs (e.g., BMC, UNC, D.C.) and their materials
- Identified message strategies with creatives
  - Law enforcement
    - Obey or Pay
    - Stop, Wait, Don’t Tempt Fate
  - Civility
    - Don’t Compete, Share the Street
    - The Street Belongs to Everyone. Share It. Don’t Wear It
  - Alertness
    - Be Seen, Be Safe
    - Be Alert, Don’t Get Hurt
Focus Groups to Test Strategies

- 31 participants, mostly female, average 41 years old, all from JH and community
  - 78% had been hit or had a near miss
  - 45% had hit a pedestrian or had a near miss
What We Learned: Overall Summary


2. Want to see CONSEQUENCES: Project themselves into the situation

3. Want DRAMATIC VISUALS: But not too gruesome

4. Want SPECIFIC CALLS TO ACTION: “Tell us what you want us to do.”

5. Want TESTIMONIALS: Stories of real people.

6. STATISTICS GOOD: If relevant to them.

7. Need SHORT, MEMORABLE SLOGAN WITH A COLORFUL LOGO
STOP look both ways.
WAIT watch for drivers.
GO SLOW proceed with caution.

Be Alert. Don’t Get Hurt.
Principle #3: DON'T BE AFRAID TO RAISE PERCEPTION OF RISK!

700 PEDESTRIANS WILL BE HIT THIS YEAR IN BALTIMORE

STOP - look
WAIT
GO

Don't let it be you!
700 PEDESTRIANS WILL BE HIT THIS YEAR IN BALTIMORE

Don’t let it be you.

STOP - look both ways.
WAIT - watch for drivers.
GO SLOW - proceed with caution.
700 DRIVERS IN BALTIMORE WILL HIT A PEDESTRIAN THIS YEAR

Don’t let it be you.

STOP - look both ways.
WAIT - watch for pedestrians.
GO SLOW - proceed with caution.
100 PEDESTRIANS WILL BE KILLED BY A VEHICLE THIS YEAR IN MARYLAND

Don’t let it be you.

**STOP** - look both ways.
**WAIT** - watch for drivers.
**GO SLOW** - proceed with caution.
Principle #4: IF YOU RAISE FEAR, YOU MUST INCLUDE HOW TO REDUCE THE THREAT
Campaign Implementation: JH East
Baltimore Campus

Pedestrians
• Sandwich boards
• Horizontal street banners
• Vertical pole banners
• Posters in buildings
• Table tents
• Postcards
• Closed-circuit video
• Hopkins shuttles and buses
• Giveaway items (bags, tumblers, reflectors, etc.)
Drivers

• Exterior banners on parking garages

• Sandwich boards by parking garage pay stations

• Posters in parking garage elevators

• Signs on exit gates
Campaign Implementation: Baltimore Metro Area

- **Radio**
  - :10 traffic reports
  - :60 testimonial spots
  - 768,200 listeners/ week on 92Q & Magic 95

- **Charm City Circulator buses**
  - 25 buses daily
  - 374,000 riders per month

- **Metro transit advertising**

- **Baltimore Metropolitan Council’s Street Teams**
Traffic Report:

Johns Hopkins University and the MVA urge you to avoid pedestrian crashes. STOP and look both ways. WAIT and watch for pedestrians. GO SLOW. Be Alert. Don’t get hurt.
Communication Campaign

Phase 1: 2/10/13-4/15/13

Soft Launch: February 10th

Pedestrian Safety Rally: March 4th
Please come! 3:30-5:30 in front of the Johns Hopkins Hospital Dome on Broadway

Phase 2: 4/16/14- 7/31/14

Regional, testimonials, and street teams
Testimonials (Phase 2):

Announcer:
Last June a pedestrian was checking email on her smart phone while crossing the street. The driver of an SUV thought she saw him coming and would get out of the way. She didn't stop. Neither did he. The pedestrian lost her life. The driver lost his license, his job, his family life and his peace of mind forever.

He’s now in prison for vehicular manslaughter for 5 years. She’s in a grave for eternity.
60 Second Radio Spot (cont.)

Don’t let this happen to you. Be Alert. Don’t Get Hurt. STOP and Look both ways. WAIT and Watch for the other guy. GO SLOW and Proceed with caution.

STOP. WAIT. GO SLOW. BE ALERT. DON’T GET HURT!

A message from the MVA, Baltimore Metropolitan Council and Johns Hopkins University. Be More Street Smart.Com
Evaluation of the Campaign

• Track pedestrian incidents in target area

• Online survey to assess changes in knowledge and attitudes, awareness of the campaign and video recording pedestrians and drivers in high-risk intersections at 3 time points
  • Baseline
  • End of Phase 1
  • End of Phase 2
Two of the greatest virtues in life are patience and wisdom.