

PBIC Livable Communities Webinar Series



Walkability for Older Pedestrians: Using a Free NHTSA Workshop that Gets Results

Nancy Pullen-Seufert, HSRC

Seth LaJeunesse, HSRC

Susan Sutherland, Delaware General Health
District

Rhianna Babka, California WALKS



Pedestrian and Bicycle Information Center



Today's Presentation

- ⇒ **Introduction and housekeeping**
- ⇒ **Audio issues?** Dial into the phone line instead of using “mic & speakers”
- ⇒ **PBIC Trainings and Webinars**
<http://www.walkinginfo.org>
- ⇒ **Registration and Archives at**
<http://walkinginfo.org/webinars>
- ⇒ **Questions at the end**





Walkability for Older Pedestrians: Using a Free NHTSA Workshop that Gets Results

Nancy Pullen-Seufert, MPH
Seth LaJeunesse, NCSP, MCRP
UNC Highway Safety Research Center



Older pedestrian injuries

Pedestrians aged 65 and older are disproportionately impacted

- 8% of pedestrian injuries
- 19% of pedestrian fatalities

(NHTSA, 2011 based on 2009 data)

Growing population

- 13% in 2010 to 19% by 2030

(US Census, 2010)

About the *Pedestrian Safety Workshop: A Focus on Older Adults*

Brings together

- older pedestrians
- transportation engineers
- law enforcement
- public health
- aging services and others

Holistic approach



Overall workshop goal

Participants leave feeling **EQUIPPED** with the information they need to address walking conditions and **READY** to act

Workshop agenda (3 hrs)

- Introductions
- Walking and Older Adults: Safety, Health, and Transportation
- Watching Out for Us! Skills for Safe Walking
- The Walking Environment
- Completing the Picture: Education, Enforcement, and Encouragement
- Taking an Observational Walk
- Discussion and Next Steps



Watching Out for Us!

6E1°°1#1B#6 ° ~ #
: ° E1LÆ#



Developed by the University of North Carolina Highway Safety Research Center through funding from the National Highway Traffic Safety Administration.



Pedestrian Safety Workshop: A Focus on Older Adults



Many communities are interested in becoming more pedestrian-friendly. Older adults are one segment of the community who need to have the option to walk for errands, health benefits, socializing and other purposes.

[Learn more](#) >

Watch the workshop

View the 90 minute workshop and listen to the instructor.

Train to be a workshop instructor

For individuals who want to teach the Workshop, watch the training and download the materials.

Prepare to make a presentation on safety for older pedestrians

For individuals who want to give a 10-minute presentation focused on actions for older pedestrians to prevent injury.



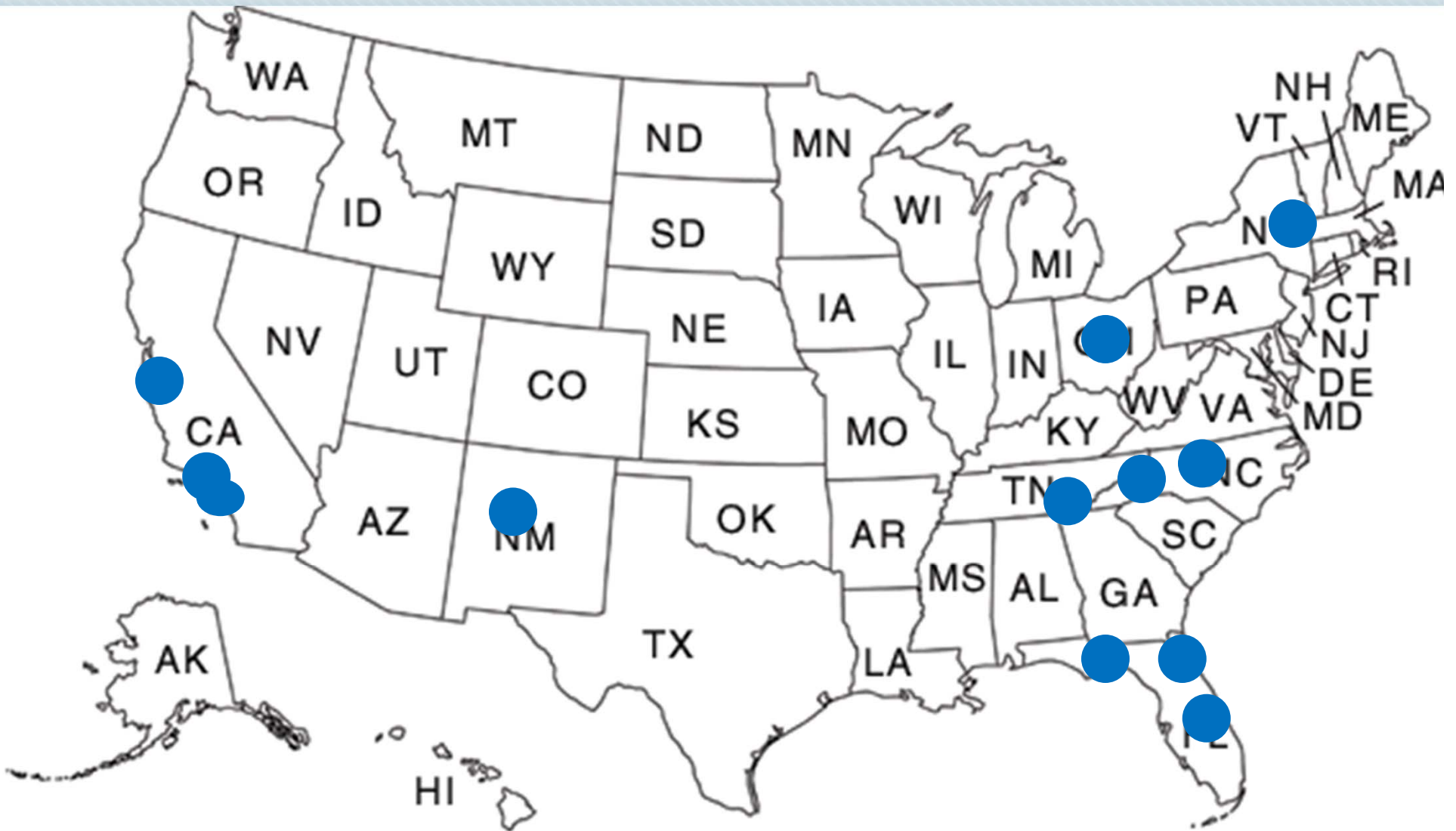
www.rsa.unc.edu/psw or walkinginfo.org under “training”

Demonstration project

In exchange for \$2,500, demonstration sites:

- used the web-based instructor training
- planned and taught the workshop 4 times
- participated in evaluating the workshop

Demonstration sites



Workshop delivery

- Over 700 people attended demonstration site-delivered workshops
 - an average of 18 participants per workshop
- About 60% were older adults; 40% were professional participants

Workshop participants

Professional participants included:

- Planners
- Engineers
- Health professionals
- Law enforcement officers
- Staff of senior centers
- Advocates

Workshop locations

40 workshops were conducted in:

- Senior centers
- Apartment complexes
- Health departments

Located in:

urban (38%), suburban (43%), and rural areas (19%)

Workshop outcomes

Assessed at three levels:

1. Individual (Older Adults and Professionals)
2. Organization
3. Community

Workshop results - individual

- Older adults – 20% increase in knowledge
- Professionals – 13% increase in motivation

Workshop results - organization

- 7 organizations plan to teach the workshop again
- Plan to use WOFU to introduce community stakeholders to older pedestrian safety concepts
- Augmented their purpose to specifically consider older pedestrian safety

Workshop results - community

- Lengthened signal timing at certain intersections
- Planned to establish “senior zones” - areas with lower than average speeds, shorter crossing distances, and longer signal timing
- Established new, or fortified existing relationships with other organizations



Older Adult Pedestrian Safety

Susan Sutherland, R.S., MPH

Delaware General Health District

Getting started



- The training course material is very comprehensive.
- It is helpful to go over the power point presentations with another person that will be conducting the training with you.
- Add notes on each power point presentations so that you do not have to memorize all the information in the notebook.
- Take local pictures and add to the presentations to highlight your community's strengths and weaknesses in walkability.



Location, Audience



- Hold the trainings where you can easily do a walking survey.
- Work with the nursing homes, assisted living facilities, and senior centers to find your attendees.
- Hold the training at an assisted living facility—do a walking survey with the expert panel.
- Write down all the concerns identified during the program, and summarize everyone's concerns at the end of the program.
- Have your experts add their input or ask them questions during the presentations.



Panel of Experts



- Our concern was that we would be preaching to the choir—they knew this information.
- Your experts are there to answer any questions and to hear what your attendees have to say about safety issues and problems with walkability in the community.
- It is important to have planners, engineers, park directors and police there to talk about what the future development plans are, and how attendees concerns can be addressed.
- To engage the older adult attendees with the experts, ask them to share their experiences and how they overcame them.



Develop Course of Action



- After the presentations, give them handouts of action materials;
- Follow up with participants about the final course of action once all the workshops are completed;
- Develop action plan to address concerns and input from participants.
- For example, in Delaware:
 - Repair and/or extend sidewalks;
 - Increase Golden Marathon participants;
 - Establish inner city walking group;
 - Add shelters, drinking fountains, and benches on the walking trails.



Lessons Learned



- Hold the workshops in the afternoon since most seniors do not leave their residence before 10:00am;
- Have a good mix of professionals and older adults;
- Offer an incentive such as pedometers and safety vests;
- Promote the workshop at the local senior center and/or in conjunction with other workshops that you are offering such as Matter of Balance classes;
- In retirement communities, place fliers in all residents' mailboxes;
- Invite the experts that you already have a great working relationship with (it is important to have the police, a planner, and an engineer to address safety concerns);
- Everyone was very appreciative of the information provided by the workshop;
- The conversation/ questions between the older adults and the professionals was also very enlightening for both sides.



Some Workshop Results



- Delaware City Police is holding an educational program on safe pedestrian walking, and a driver's education program to protect walkers;
- Center for Older Adults wants to move forward in establishing a senior walking group on site;
- Commitment to develop a master plan of biking/walking trails in Delaware County for linkage;
- Delaware and Powell city establishing sidewalk priorities;
- Walking trails in Delaware City for easy vs. challenging walks.
- New trail signs being designed that will specify distances.





ENGAGING OLDER ADULTS AS EFFECTIVE HEALTH ADVOCATES



February 7th, 2012

Walking is essential for older adults... but it is not always safe

- Walking is part of every mode of transportation
- Walking has numerous health benefits

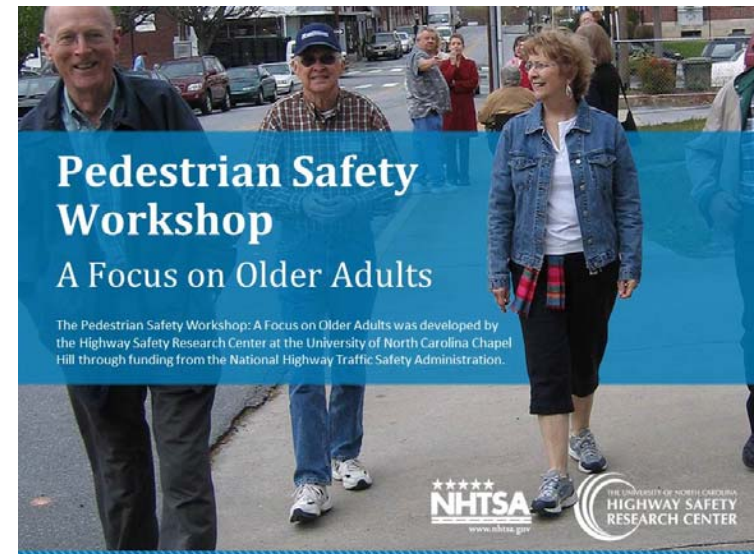


There is a solution!

Engage older adults in the planning and decision making processes!

Steps:

1. **Educate and collect data**
2. Set community priorities
3. Share priorities and advocate for outcomes
4. Celebrate success!



Alhambra, California

Primary interest: increase access to nearby goods and services by increasing pedestrian safety



Alhambra Success!

Success: Increased signal timing to provide longer crossing times for older pedestrians

Key Elements

- ❑ Media support
- ❑ Political support
- ❑ Neighbor support
- ❑ Partnerships
- ❑ Data Collection
- ❑ Devoted time to advocacy



Oakland, California x4

Primary interest: increase walking club membership and healthy older adults by creating safer pedestrian spaces in Oakland.



Video Voice with Older Adults

- Easy!
- Fun!
- Data collection!

- Video Voice Questions
 1. Where are we?
 2. What do we see”
 3. What are the issues?
 4. What would we like to see?



Video Voice Mapping

Healthycity.org

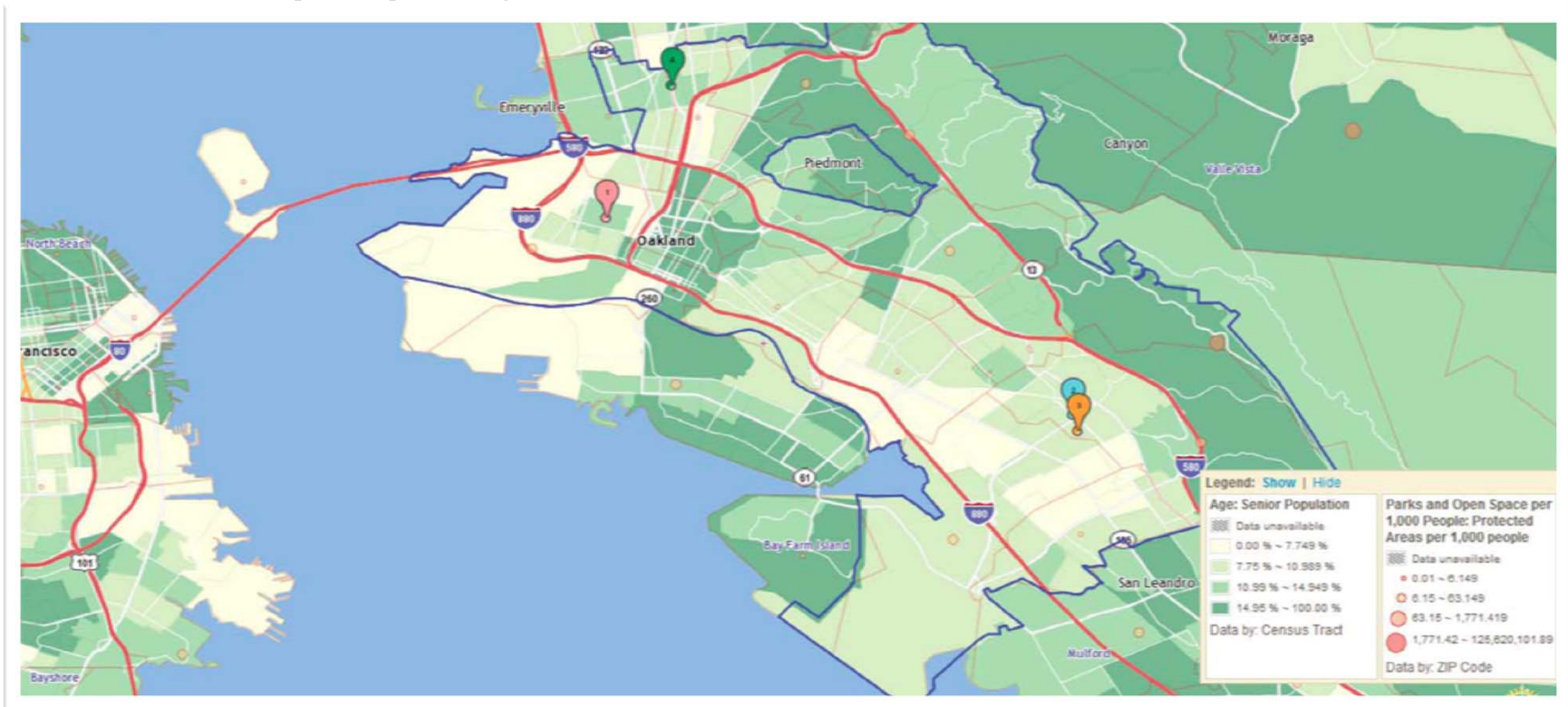
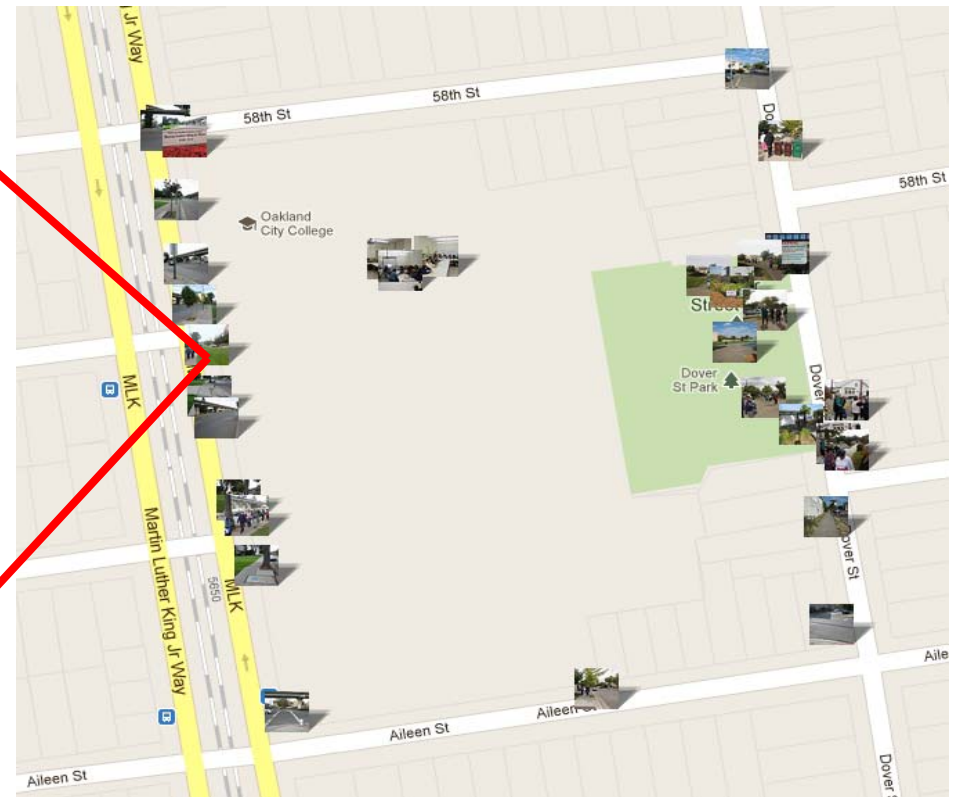


Photo Mapping



Oakland 1: Eastmont Mall Success!

Success: Walk club member now holds a Mayor-appointed position on the Oakland Pedestrian Safety Task Force

Key Elements

- Political support
- Organizational support
- Social cohesion
- Community commitment

Eastmont Mall Walking Club

No marked crossing at 73rd Ave and Hillside approaching the AC Transit Hub



Oakland 2: Arroyo Viejo Park Success!

Success: Started a walk club and working to challenge neighborhood crime.

Key Elements

- Political support
- Organizational support
- Community support
- Partnerships with city and NGOs



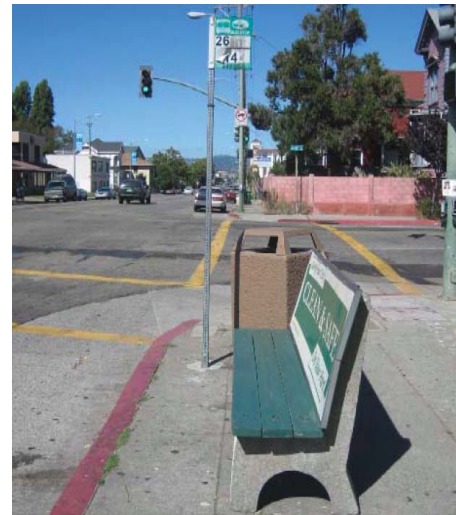
Oakland 3: West Oakland Success!

Success: Priorities informed street improvements.

Key elements

- Workshop priorities
- Video Data
- Political support
- Organizational support
- Partnerships with city

Before



After



Oakland 4: North Oakland Success!

Success: Renewed energy for walking clubs and personal goals.

Key elements

- ❑ Existing network
- ❑ Forming relationships
- ❑ Organizational support
- ❑ Political support
- ❑ Make it fun!
- ❑ Celebrate success!



Lessons Learned

- Assess your audience beforehand:
 - Language
 - Meals
 - Other activities/events
 - Existing knowledge of pedestrian safety
- Build in some extra time to the workshop – ending early is better than ending late!
- Provide handouts in different colors



Key Elements to Success

- Partnerships
- Political support
- Media support
- Engaged older adults

Get these relationships going now, and keep them alive after the project!



Thank you!

Rhianna Babka, MSW, MPH
State Network Coordinator
California WALKS
rhianna@californiawalks.org
(510) 684 - 3399



www.californiawalks.org



We are on Facebook!



Questions?



Thank You!

⇒ **Archive at** <http://www.walkinginfo.org/webinars>

- Downloadable and streaming recording, transcript, presentation slides

⇒ **Questions?**

- E-mail **Seth LaJeunesse** at lajeune@hsrc.unc.edu



Pedestrian and Bicycle Information Center