

# Media Backgrounder



## Every 4 days a pedestrian is injured or killed on Saskatoon streets – Heads Up!

### The Problem

Approximately 100 pedestrians are injured or killed on Saskatoon streets every year.

**Some factors that could be contributing to the high number of car/pedestrian collisions in Saskatoon are the following:**

- ∞ Increase in Saskatoon population – more cars and pedestrians on the road
- ∞ Motorists not paying enough attention to the driving task
- ∞ Pedestrians not paying enough attention to traffic around them or jay-walking

### The Solution

Motorists and pedestrians must pay more attention to the rules of the road, and to their surroundings, while both driving and walking.

### The “Heads Up” Campaign

From July 27 to September 21, 2009 the “Heads Up” Campaign will educate motorists, pedestrians, children/students, and the general public about vehicle/pedestrian safety using the following campaign tools:

- ∞ 4 to 7 billboards located within targeted accident areas in Saskatoon
- ∞ 10 bus boards (signs on the sides, rear and interior of city buses)
- ∞ 6 to 8 newspaper advertisements
- ∞ 65 – 30 second radio commercials plus public service announcements
- ∞ 250 magnets for use on emergency services vehicle bumpers
- ∞ 200 large posters located in Saskatoon high schools and elementary schools
- ∞ 23,000 tattoos handed out to Saskatoon elementary school students
- ∞ Media relations (non-paid advertising) activities - request Saskatoon television and radio stations, and newspapers to provide exposure to the campaign messaging
- ∞ Articles in community association and school newsletters

### “Heads Up” Campaign Messages

**Every four days, a pedestrian is injured or killed by a vehicle on Saskatoon streets.**

**Pedestrians** can avoid being involved in a collision with a vehicle by practicing these basic safety rules:

- ∞ Cross the street only at intersections. At intersections controlled with traffic lights, obey the “walk” and “don’t walk” signals.
- ∞ Give motorists a sufficient amount of time to stop before crossing the street.
- ∞ Always walk on the sidewalk – if there is no sidewalk, walk on the left shoulder of the road, facing traffic.
- ∞ Be sure you can hear vehicles approaching - never wear earphones, talk on the phone, or text-message while crossing the street.

- ∞ Be aware of your surroundings – look around you, pay attention, keep your **head up** while walking on streets.

**Motorists** can avoid being involved in a collision with a pedestrian, bicycle or motorcycle by practicing these basic safety rules:

- ∞ Be aware of pedestrians crossing at intersections – a pedestrian may be hidden by another vehicle.
- ∞ Yield the right of way to pedestrians crossing the street. When yielding to a pedestrian, stop before the crosswalk, which will either be painted on the road, or will be an imaginary extension of the sidewalk.
- ∞ Be aware that bicycles and motorcycles are sometimes difficult to see – always shoulder-check and indicate your intention to turn by using your signal light.
- ∞ Pay attention while you drive.
- ∞ Be aware of your surroundings – look around you, pay attention, keep your **head up** while driving.

**Cyclists** can avoid being involved in a collision by practicing these basic safety rules:

- ∞ Bicycles are considered vehicles and cyclists must obey the same rules of the road as motorists.
- ∞ Remember that motorists may have a hard time seeing you – pay attention to motorists traveling around you in every direction.
- ∞ Use hand signals to indicate your intention to turn.
- ∞ Always wear a helmet.
- ∞ Be aware of your surroundings – look around you, pay attention, keep your **head up** while riding.

#### **“Heads Up” Campaign Partners**

- ∞ MD Ambulance
- ∞ Saskatoon Fire and Protective Services
- ∞ Saskatoon Police Service
- ∞ Saskatchewan Government Insurance
- ∞ Saskatoon Health Region
- ∞ Saskatoon Community Clinic

#### **Heads Up Campaign Supporters**

- ∞ Greater Saskatoon Catholic Schools
- ∞ Saskatoon Public Schools
  
- ∞ The Star Phoenix
  
- ∞ Rawlco Radio

For more information, please contact:

<b>Troy Davies</b>	<b>OR</b>	<b>Alyson Edwards</b>
MD Ambulance		Saskatoon Police Services
931-7544		975-8209