

WATCH FOR ME - NC



A Pedestrian Safety Campaign for the Triangle Region

August–October, 2012

The goal of the Watch for Me NC campaign is to improve pedestrian safety in the Triangle region by using educational safety messaging and enforcement to influence the behaviors of drivers and pedestrians. Each year in the Triangle, more than 350 pedestrians are injured or killed in collisions with vehicles.

“Yield to People in Crosswalks” is a key message of the campaign. Drivers are unaware of or are ignoring laws requiring them to yield to pedestrians at crosswalks, and pedestrians are failing to use them. Other messages emphasize safe behaviors in identified problem areas where accidents are occurring, such as at bus stops, at night, in parking lots and at intersections.

CAMPAIGN COMPONENTS

- Media/Advertising
 - Radio spots
 - Earned media on TV/radio
 - Transit advertising
 - Print materials, including posters and bumper stickers
- Enforcement
- Program evaluation

PARTNERS

- North Carolina Department of Transportation
- UNC Highway Safety Research Center, Pedestrian Bicycle Information Center
- City of Raleigh, Raleigh Police
- City of Durham, Durham Police
- Town of Chapel Hill, Chapel Hill Police
- Town of Carrboro, Carrboro Police
- Capital Area Metropolitan Planning Organization
- Durham Chapel Hill Carrboro Metropolitan Planning Organization
- Triangle J Council of Governments
- North Carolina Central University
- North Carolina State University
- University of North Carolina, Chapel Hill
- Duke University



WatchForMeNC.org

For more information about the Watch For Me campaign, contact Helen Chaney at (919) 707-2608.