

Watch for Me NC 2014 Partner Share Meeting

Reaching hard-to-reach populations



August 19, 2014



Meeting Agenda

- Roll Call
- Brief HSRC Updates
- Part 1: Reaching Special Populations
 - Tourists
 - Low-income groups
 - Children
 - Spanish speakers
 - College students
 - Open Discussion
- Part 2: Partner Updates and Q&A

Enforcement Training Updates

- 7 courses held; 118 officers trained

Community	# of Participants
Outer Banks	23
Greenville/Pitt Co.	18
NC State Highway Patrol	18
Wilmington/New Hanover Co	17
Greensboro/Guilford Co.	14
Triangle municipalities/schools	12
Boone	5
Sylva/Jackson Co.	4
Edenton	3
New Bern	3
King/Stokes Co.	1

Training Feedback

- Any questions or concerns arise?
- Do officers feel equipped to perform pedestrian safety operations?
- Have you identified target locations to conduct operations?

Materials/Media Status Updates



Partner Resources Updates

- Listserv: watchformenc@googlegroups.com
- Website: www.watchformenc.org/partner-resources
 - Operations plans now posted
 - New child/parent resources posted
 - Other resources that can be shared?

Reporting Updates

- HSRC will email link to brief survey at the end of August.
- You will be asked about:
 - Number of outreach events you engaged in (enforcement and non-enforcement)
 - How you distributed materials
 - What media coverage you're aware of
 - Any results, problems, etc.

Special Populations to Reach

1. Tourists—may not know the “norms” of a community they are visiting; fleeting opportunity to reach them with safety messages
2. Low-income neighborhoods—over-represented in crashes; may have higher “exposure” to walking dangers
3. Children—need more than “messaging”
4. Spanish-speakers—sometimes over-represented in crashes
5. College students—more exposure; key time to shape the “norm”

Targeting Tourists

- Understand the issues:
 - Alcohol use
 - Wayfinding
 - Different “culture” of driving/walking
- Set the tone:
 - “Gateway” messaging to set the norm when they enter the community
- Bring the messages to tourist hotspots:
 - Restaurants
 - Hotels/rental properties
 - Beaches



Noteworthy Practices

- Magnets on rental property refrigerators
- Coasters in bars/restaurants (and outreach to restaurant staff)
- Outer Banks (Kill Devil Hills) Efforts:
 - Info packets/lights to foreign students
 - Banners/rack cards in hotels
 - Bumper stickers on cabs
 - Enforcement near beach access/high-density housing
 - PSA: <http://www.youtube.com/watch?v=iVHSgZniHQU>

Reaching Low-Income Residents

- Low socio-economic status (SES) linked to many health disparities, including higher ped/bike crash rates
- SES often intertwined with race, ethnicity, and cultural differences that may impact walking behaviors
- May be lacking adequate infrastructure
- Enforcement is not always the most appropriate response

Noteworthy Practices

- Look for infrastructure deficiencies
- Seek positive interactions
- Partner with groups already engaging with low-income residents:
 - Partnership against crime or neighborhood groups
 - National night out
 - Health community
 - Church community or interfaith council
 - Local businesses
- Durham example: DPD Project Safe Neighborhoods

Engaging Children

- Kids are not “mini” adults
- Need age-appropriate messaging, skills practice, and adult supervision
 - E.g., “Look both ways” message ineffective in kids < 10 years old
- Many resources available for caregivers and teachers:
 - Let’s Go NC!
 - Pedestrian and Bicycle Safer Journey
 - Tip sheet for caregivers

Noteworthy Practices

- Bike safety rodeos
 - Also a great opportunity for press coverage
- Crossing guard training (Durham)
- Classroom-based education



Reaching Spanish Speakers

- Utilize Spanish-language materials
- Perform outreach through trusted sources:
 - Promotoras—lay health workers in Latino communities trained to offer health information
 - Spanish community centers
 - Example: Fiesta del Pueblo booth
- Complement with other resources
 - NHTSA ESL Training Course (see partner website)

Engaging College Students

- “Institutionalize” safety from the very beginning
 - Student orientations
 - Bike registrations
- Leverage social media
- Focus on positive reinforcement/ incentives
- Support peer-to-peer learning

Noteworthy Practices

- UNC-CH's "Christmas in July" giveaway

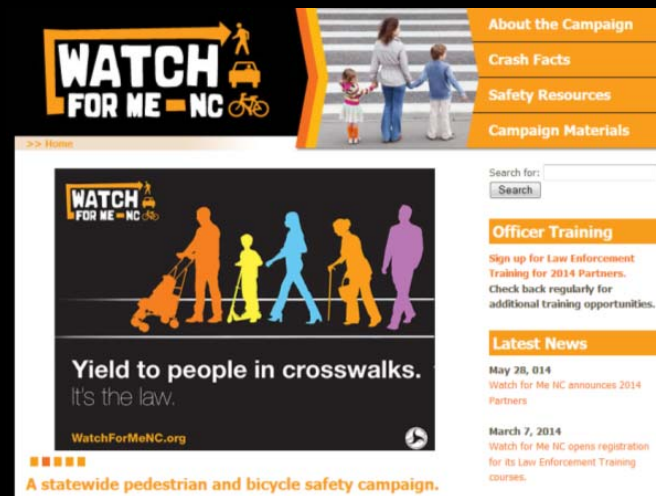


Conclusions

- Certain populations may require special attention/tactics to be reached
- Understand the needs/concerns of different groups
- Bring the messages/materials to the people
- Leverage partnerships and participatory or peer-to-peer learning

Partner Updates

Email the listserv:
watchformenc@googlegroups.com



www.WatchForMeNC.org/partner-resources/