Watching Out for Us! Skills for Safe Walking Presenter Guide

Watching Out for Us! was developed for the National Highway Traffic Safety Administration by the University of North Carolina Highway Safety Research Center
Watching Out for Us! Skills for Safe Walking
Presenter Guide

Thank you for your interest in presenting Watching Out for Us! Skills for Safe Walking. This presentation, approximately 25 to 30 minutes in length, is designed to review the kinds of traffic situations in which older pedestrians have the greatest risk of injury, as well as to engage audience members in identifying safe walking strategies. Watching Out for Us! was developed to address one piece of pedestrian safety—how the person walking can protect him- or herself. Driver behavior and the physical environment, such as sidewalks and pedestrian signals, also play key roles.

As you may already know, older adults have one of the highest rates of pedestrian injury and death compared to other age groups. At the same time, many older adults drive less for a variety of reasons and still need a way to safely get around their communities. The good news is walking does more than just get someone between two points; it provides physical activity as well as a connection to the greater community.

The main messages of the presentation are:
• Certain traffic situations are particularly risky for older pedestrians.
• Older pedestrians can help protect themselves in potentially dangerous situations.
• Walking in groups has benefits.
• There are particular agencies that may be contacted for assistance with traffic safety concerns.

Using this guide
This guide is intended to assist you in preparing for, and presenting, Watching Out for Us! How you use this guide will vary depending on your experience and comfort with the material. If you’re familiar with pedestrian safety and already know where you’ll share this presentation, then skimming through this information may be sufficient. If this is a new topic area for you or you don’t know where you’ll present it, more time might be spent studying the details.

The guide has four sections:

1. Getting to know the presentation – Steps for orienting yourself to the content, flow and material before you present for the first time.
2. Setting the stage for successful presentation – Tips for getting the right audience and creating a good setting for delivering the presentation.
3. Presentation techniques – Provides general presentation tips.
4. Speaker notes – Presentation script and details about each slide for the presenter
Section 1: Getting to know the presentation

1. The presentation uses PowerPoint so you’ll either need to have basic computer and PowerPoint skills as well as be able to use an LCD projector or have someone who can assist you.
2. View the presenter training at http://www.rsa.unc.edu/psw/presentation_modules.cfm. You can watch the presentation and get technique tips. If it’s not possible to view the training, observe someone else making the presentation or move on to the next step.
3. If possible, observe someone who already has some experience conduct the presentation. This makes it easier to see how it flows and may give you ideas about how to present some of the content.
4. Read through the presentation’s speaker notes in Section 4. These notes are written as a script and sometimes include a specific action for the presenter (like posing a question to the audience).
5. Try to find an opportunity to present *Watching Out for Us!* soon. As you probably know, it’s hard to remember information that’s not promptly put into use. This presentation is no different, so the sooner you get out and teach, the better.

Section 2: Setting the stage for a successful presentation

The presentation may be given alone or might be part of another meeting. If it will be in conjunction with another event or meeting, much of what’s described below will not be necessary.

Inviting potential audience members

Intended audience members include older adults and other community members who care about pedestrian safety for older adults. If you are responsible for inviting participants, then you may want to start by making a list of people you think might be interested in attending. It’s generally a good idea to start promoting the presentation four to six weeks in advance.

- Individual contact by phone or in-person is the best way to get someone to come.
- A flyer can be posted in locations that older adults live or visit. A customizable flyer is available at http://www.rsa.unc.edu/psw/presentation_downloads.cfm.
- Another way to notify many potential audience members is by email or listserv. This may be particularly useful for reaching people through senior centers and residential communities that use electronic means to share information.

Presentation location

The location may depend on whether the presentation is given as part of another meeting or not. If you’re responsible for finding a location, then think about places where older adults frequently visit and meeting rooms are available, such as community or senior centers, places of worship or libraries. When picking a meeting room, look for the following features:

- Make sure you can darken the room so that the audience will be able to comfortably see the projector screen. Look for drapes or blinds for any windows. Skylights or windows, if located near the front of the room, can make it hard to see the presentation.
- A smooth, white wall or a projector screen will be needed.

If you have difficulty identifying a location or promoting the presentation, consider contacting the Area Agencies on Aging (AAAs) and/or the AARP chapter in your area. These organizations are familiar with

*Watching Out for Us! Skills for Safe Walking*
planning and conducting programs for older adults and they may be able to help you reach your target audience. Other options include the local housing authority or retirement communities.

**Materials and equipment**
The following items will be needed:
- Computer with PowerPoint program
- LCD projector
- Extension cord
- Presentation PowerPoint file

The following materials are optional:
- “Defensive Walking” handout for audience members
- Contact information for local agencies that are working on pedestrian safety (see “Planning” for more information)
- Nametags
- Microphone
- Refreshments

**Planning**
The following table includes suggested tasks leading up to your presentation. Depending upon your particular situation, some tasks may not be necessary.

Prior to giving the presentation, create a handout for participants that lists the appropriate local agencies/departments that audience members can contact for registering concerns and complaints such as speeding traffic and pedestrian crossing signals that don’t give enough time to cross the street. For ideas of issues to include on this handout see slide # 26 “Notice Things Others Can Fix” in the presentation. Having the contact information will be useful since several of the presentation slides provide an opportunity to share it with the participants. If you’re unsure of the appropriate agencies to include, contact the local law enforcement agency for help.
## Planning the presentation

<table>
<thead>
<tr>
<th>When to begin</th>
<th>Task</th>
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</thead>
<tbody>
<tr>
<td>Four weeks before</td>
<td>Meet with any collaborators and decide who will do which tasks.</td>
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<tr>
<td>presentation</td>
<td>Identify a presentation location, date and time.</td>
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<td></td>
<td>Create a list of groups and participants to invite.</td>
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<td></td>
<td>Create a flyer (template available at <a href="http://www.rsa.unc.edu/psw/presentation_downloads.cfm">http://www.rsa.unc.edu/psw/presentation_downloads.cfm</a>).</td>
</tr>
<tr>
<td></td>
<td>Submit the flyer to community or agency newsletters or post it at locations where your audience will see it.</td>
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<td></td>
<td>Secure a LCD projector and, if needed, a screen and extension cord.</td>
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<td></td>
<td>Read and review the speaker notes in the presentation.</td>
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<tr>
<td>One week before the</td>
<td>Review the materials and equipment you’ll need.</td>
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<tr>
<td>presentation</td>
<td>Create the local agency/department contact information handout that pedestrians can use to report concerns.</td>
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<td>Copy handouts.</td>
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<td>Practice the presentation.</td>
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<td>Confirm location and equipment details. Gauge likely attendance and determine if additional marketing is needed.</td>
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<tr>
<td>Day of presentation</td>
<td>Arrive early in case changes to the room arrangement are needed.</td>
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<td>Set up equipment, handouts, and any refreshments.</td>
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<td>Greet audience as they arrive.</td>
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<td></td>
<td>Give the presentation and have fun.</td>
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</table>
Section 3: Presentation techniques

If you haven’t had much experience making presentations or facilitating group discussion, the tips below, based on the experience of other presenters, are intended for you.

- Make sure the audience can hear and understand you. You may want to ask them if you are loud enough or too loud.
- Engage the audience by making eye contact and asking questions that lead to the next slide.
- Remember, you are not expected to be an expert on everything. Sometimes the best answer is “That is not something I know, but someone in this community who might know is... (law enforcement officer, engineer, public works professional, etc.).”
- Encourage questions while staying within the presentation’s allotted time.
- Try to avoid more than five minutes of lecturing by asking for audience input regularly (the speaker notes will cue you for opportunities).
- Share your commitment to this topic. Audiences will respond to your positive energy.
Section 4: Speaker Notes

Using PowerPoint slides and accompanying speaker notes
The following sections appear in the speaker notes.

- The “Script” section contains what the presenter says to the participants.
- The “Note to Instructor” section appears when the instructor needs to perform a special action (like posing a question to the audience).
- The “Citation(s)” section appears to provide the source of information.
- The “Image(s)” section provides credit and location of slide images.

Note that headings only appear when there is relevant information for that slide, so not every slide will have every heading.

Slide 1: Watching Out for Us!

Script:
We are going to talk about what we can do to make ourselves as safe as possible when walking. I want to acknowledge that safety is also influenced by other people; drivers, for example. Sometimes with the help of law enforcement officials, drivers are responsible for respecting others’ safety. But what can we do as pedestrians? Well, it’s really about defensive walking. Most of us spend our lives practicing defensive driving, anticipating what other drivers might do. Just as with driving, when walking, we need to anticipate what drivers might do. Put another way, drivers are supposed to watch out for pedestrians—but let’s not bet our lives on it. Therefore, in this section we will focus on how pedestrians can avoid being hit by vehicles and what they can do to take control of potentially dangerous situations.

Learning Objectives:
Upon completion of this section participants will:
- Be able to identify the most common situations that increase the chances of being hit by a car.
- Be able to explain ways to take control of potentially dangerous situations.
- Be able to describe the benefits of walking in groups.
- Recognize appropriate agencies to contact when pedestrian-related problems arise.

Note to Instructor:
The instructor can read the “Script” section of each slide for continual dialogue. The “Learning objectives” for the module do not need to be read to participants. The “Note to Instructor” section appears when the instructor needs to perform a special action (like posing a question to the audience). The “Background Information” section appears when additional information for the instructor might be useful. The “Citation(s)” section appears to notify an instructor of the source of information. The “Image(s)” section lists the source and location of slide images. These sections appear only as needed. Therefore, not every slide contains all of these sections.

It is important to emphasize the role of drivers and the environment in making conditions safer for pedestrians. Without that context, audiences can become irritated that pedestrians are being asked to be responsible for their own safety while other things need to be fixed. When that context is given,
audiences have been positive about the messages.

**Image(s):**
Chapel Hill, NC; provided by Austin Brown.

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**Slide 2: Walkers need to know . . .**

**Script:**
For the most part, walking can be a relaxing, fun way to be active. But some situations require us to be particularly aware of driver behavior. Defensive walking is all about knowing what and how.

- **WHAT** are the situations that increase the chances of being hit by a car, and
- **HOW** we can control those situations to the greatest extent possible.

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**Slide 3: What**

**Script:**
Based on crash statistics, we are going to talk about the four main WHATs that pedestrians, especially older pedestrians, need to watch out for and discuss HOW we can take control of them:

- **Intersections.** We will discuss four things to think about at intersections.
- **Backing vehicles.** These can be in roadways, driveways or parking lots. We will look at 3 main times to check for backing vehicles.
- **Drivers not seeing you.** When conflicts occur, drivers often say they just didn’t see the pedestrian. There are things we can do to prevent that from happening.
- **Too much trust in the system.** What does that mean? It’s about taking control, being the final judge of what’s happening and when it is safe to walk. Put another way, it means not just trusting that a green light means no car is coming.

**Citation(s):**


Script:
First, let’s talk about intersections. Although pedestrians should cross at intersections, intersections are often where walkers need to look in the most directions for vehicles.

One thing to look for when crossing an intersection is turning vehicles.

- Drivers waiting to make a right turn on a red light focus on looking to the left for oncoming traffic and may not notice a pedestrian stepping off the curb on their right.
- The left-turning vehicle typically must cross at least one lane of oncoming traffic before making the turn, and the driver may commit to turning before the pedestrian steps off the curb or even before the pedestrian is in view.
- In some situations, like the one pictured here, the traffic signal gives the left turning car a green light at the same time the pedestrian has the walk signal.

Q. Who has the right-of-way in this situation?
Give the audience time to answer.

A. The driver should yield the right-of-way to the pedestrian in the crosswalk when the pedestrian has the walk signal. But will they?

How can walkers take control?
- Pedestrians, just like drivers, should anticipate that a driver might run a red light or otherwise fail to yield to pedestrians. It’s important to look around first and not rush into an intersection when a light turns green.
- Check the direction that cars may be coming from and make sure an approaching driver sees you.

Citation(s):

Image(s):
Chapel Hill, NC; provided by Michael Daul.
Slide 5: Intersections What: When stepping off the curb

Script:
Another time to be alert at an intersection is when you’re stepping off the curb. The first half of the crossing can be more dangerous than the second half. This is when drivers have the most difficulty seeing or anticipating pedestrians. There is also less time for pedestrians to react.1

How can walkers take control?
• Check for cars before you step out.
• Make sure drivers see you and are stopping for you.

Citation(s):

Image(s):
Chapel Hill, NC; provided by Michael Daul.


Script:
Now let’s talk about visual screens. Visual screens occur when one car stops and another continues traveling in the next lane. The first car can actually prevent the second car from seeing the pedestrian.1

How can walkers take control?
• While crossing, as you come to the end of the first car, stop and look to see if another car is approaching. If so, can that driver see you?
• Does that driver have enough time to stop for you? If not, allow the vehicle to pass before continuing.

Citation(s):

Image(s):
Chapel Hill, NC; provided by Michael Daul.
Slide 7: Intersections: What: Crossing time at traffic signal

Script:
Another main issue at intersections is the amount of time that is provided for a pedestrian to cross at a traffic signal. The duration of the walk time can vary from city to city and even from one intersection to another within the same town. It is important to remember that the time available to walk includes both when the pedestrian walk symbol and the flashing hand or flashing “Don’t Walk” is shown.

How can walkers take control?
- Wait until the start of the pedestrian walk phase to begin your crossing.
- If you’re in the street and the signal starts to flash “Don’t Walk” keep crossing the street at a safe pace.
- If you have not started crossing and the “Don’t Walk” signal is flashing, then you should not start crossing the street. Wait until the next walk phase begins.
- If there is not enough time to finish crossing safely, make a note of which intersection that was and inform the city.

Image(s):
(left & right) Chapel Hill, NC; provided by Michael Daul.

Slide 8: Backing Vehicles: What: Parking lots

Script:
The second main WHAT that pedestrians need to watch out for is backing vehicles. Backing vehicles create their own safety hazards, and rearward visibility from a car is usually poor. Drivers may look for moving cars, but fail to look for pedestrians. Likewise, pedestrians may look for moving cars, but ignore parked cars about to move. Hybrid cars also pose a problem. The engines are so quiet that pedestrians don’t have the cue of motor noise to let them know that a car may be about to move.

Let’s look at some backing situations in which to be alert.

The first is in parking lots. Pedestrians may be less attentive in a parking lot because it may not seem like a roadway. Drivers of backing vehicles may have more difficulty seeing pedestrians, especially if there are large vehicles parked on either side.

How can walkers take control?
- Recognize that parking lots require attention. Look for brake lights and listen for engine noise and other cues that a car is about to move.
- Recognize that large parked vehicles may be blocking the view of smaller vehicles about to back up.

Watching Out for Us! Skills for Safe Walking
Slide 9: Backing Vehicles; What: Crossing behind parked cars

Script:
The second backing situation involves street parking. Pedestrians usually cross behind parked cars, perhaps to get into a car. Pedestrians often concentrate on looking for moving cars in the travel lanes, not cars that might be about to back up. Also, drivers of the backing vehicles may not have a good view of the pedestrians, particularly if the pedestrian is short or the vehicle sits high.

How can walkers take control?
• When possible, do not cross behind or between parked cars.
• If you have to cross, make sure that neither parked car is running and watch for other moving traffic.

Citation(s):

Image(s):
Chapel Hill, NC; provided by Michael Daul.

Slide 10: Backing Vehicles; What: Driveways

Script:
The last backing situation involves alleyways and driveways. This can be any place where a driveway crosses a sidewalk. A pedestrian may not expect a vehicle to be coming, and the driver may not expect a pedestrian. In this photo, it is difficult for the pedestrians to see that there is an alleyway and backing vehicle until...forward to next slide.

Citation(s):

Image(s):
Chapel Hill, NC; provided by Michael Daul.
Slide 11: Backing Vehicles; What: Driveways

Script:
…they are at the corner of the building.

How can walkers take control?
- Notice where driveways are. Watch for cars and whether they are parked, moving or about to move.
- Be aware of driveways where it’s hard to see, like alleyways.¹

Citation(s):

Image(s):
Chapel Hill, NC; provided by Michael Daul.

Slide 12: Drivers not seeing you; What: Driver distraction, low lighting

Script:
The third WHAT that pedestrians should be aware of is when drivers don’t see you. When pedestrians are hit by vehicles, drivers often say that they did not see them. Sometimes the pedestrian made a quick move that the driver could not have anticipated or was dressed in dark clothes that made him or her difficult to spot. Other times, the drivers may not have looked as carefully as they thought, or poor lighting conditions made walkers difficult to see. Also, today’s drivers and pedestrians can be distracted in many ways, including talking on cell phones or listening to headsets. No matter what the case, it’s worth the extra effort to make sure that drivers see you.¹

How can walkers take control?
- Make eye contact with the approaching drivers. Nod or wave if appropriate. That is the surest way to make sure you have their attention.²
- Dress to be visible. Older adults have a marked increase in getting hit by vehicles in the winter months (November, December and January) when the sun is the lowest in the sky and shadows are greatest. To be seen better, wear light, bright clothes with retro-reflective markings and carry a flashlight or other lighting when walking at dusk and nighttime.³

Citation(s):
Slide 13: Too Much Trust in the System; What: Take control

Script:
The final WHAT we’re going to talk about is having too much trust in the system. People make mistakes, and driver mistakes can be costly to pedestrians. Just because your light says cross, or you’re within the crosswalk does not mean that the system will work. Taking control means counting on yourself to be the final judge of what’s happening.¹

How can walkers take control?
• Before stepping out into the street, check to see if any cars are still in the intersection.
• Make eye contact with the driver.
• If a driver waves you on, make sure there isn’t a second driver who doesn’t see you.

Citation(s):

Image(s):
Chapel Hill, NC; provided by Michael Daul.

Slide 14: What should the pedestrian do?

Script:
Let’s take a few moments to look at some scenes of people walking to see if we can identify WHAT the pedestrians need to be aware of and HOW they can best take care of themselves.
Slide 15: What should the pedestrian do?

Script:
Q. What is the potential danger in this photo?
   *Give the audience time to answer*

A. A car is about to back out of the driveway. Especially since it is dark outside, the pedestrian needs to be alert to see if the driver sees him.

Image(s):
*Chapel Hill, NC; provided by Austin Brown.*

Slide 16: What should the pedestrian do?

Script:
Q. What is the danger here?
   *Give the audience time to answer*

A. The pedestrian should consider three things:
   • First, he should look for a car approaching in each travel lane to be crossed.
   • Second, the pedestrian should be aware that the first stopped car may prevent him from being seen by the driver of the car in the other lane.
   • Last, he should establish eye contact with the driver of each vehicle before walking in front of them.

Image(s):
*Chapel Hill, NC; provided by Michael Daul.*

Slide 17: What should the pedestrian do?

Script:
Q. What should the pedestrian do?
   *Give the audience time to answer*

A. Finish crossing the street at a comfortable pace. Again, if the signal timing was too short, report it to city officials.

Image(s):
*Provided by PBIC Image Library.*
Slide 18: What should the pedestrian do?

Script:
Q. What is the potential danger in this photo?
   *Give the audience time to answer*

A. The pedestrian should be aware of the alleyway and exiting car. He
   should also make eye contact with the driver before passing in
   front of the car.

*Image(s):*
*Chapel Hill, NC; provided by Austin Brown.*

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Slide 19: What should the pedestrian do?

Script:
Q. What should the pedestrians in this photo do to take control? There
   are several things.
   *Give the audience time to answer*

A. The pedestrians need to check for turning vehicles and decide
   whether the drivers of those vehicles can see them (both left- and
   right-turning vehicles). The pedestrians should not trust that the
   approaching driver will yield to them. Therefore, they should watch to see if the car stops before
   proceeding.

This photo is a good example of a situation where the system says its your turn to go, but *...forward to
next slide*

*Image(s):*
*Carrboro, NC; provided by Michael Daul.*

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Slide 20: What should the pedestrian do? (continued from previous slide)

Script:
*continued from previous slide*...that does not necessarily mean it is
   safe. As you can see, the van did not yield.

*Image(s):*
*Carrboro, NC; provided by Michael Daul.*
Slide 21: How many pedestrians do you see?

Script:
Q. How many pedestrians do you see, or more importantly, can the driver see? What are the pedestrians doing right, and what do they need to do to improve?

*Give the audience time to answer*

A. *forward to next slide*

Image(s):
*Chapel Hill, NC; provided by Austin Brown.*

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Slide 22: How many pedestrians do you see? (continued from previous slide)

Script:
A. There are 7 pedestrians:
- Pedestrian 1 and 2 are walking on the sidewalk but it is hard to seem them because of their dark clothing.
- Pedestrian 3, 4, and 5 are walking on the sidewalk, but farther away.
- Notice how Pedestrian 4’s reflective vest makes her much more visible than the other pedestrians, even those wearing light colors.
- Pedestrian 6 is next to the truck.
- Pedestrian 7 is walking in the street rather than on the sidewalk. She is hard to see except for small reflective strip on her shoe.
- Wearing reflective material or carrying a flashlight when walking at dawn, dusk and night are better ways of being seen than only wearing light colored clothing.
- Your local sporting goods or bicycling store often sells reflective vests.

Image(s):
*Chapel Hill, NC; provided by Austin Brown.*
Slide 23: Recalling the basics

**Script:**
Now is a good time to go over some of the basic pedestrian safety tips that we all already know:

- Before crossing a street or driveway: look LEFT, RIGHT, LEFT and then any direction a car could come from. Although we have talked about this in regard to intersections, it really applies anywhere. The first look to the left is to scan for traffic in the direction the vehicles will be coming in the first lane you enter. The look right is to see what’s coming in the other direction. The last look left is to double check to make sure that there still is nothing coming just before you step out. Remember, they may be coming from behind you, too.
- When there’s no sidewalk, walk facing oncoming traffic. Get as far to the side of the road as possible to provide additional space between you and oncoming cars. Why facing traffic? Remember how important it is to be able to make eye contact with drivers and to anticipate their moves.
- When there is a sidewalk on only one side of the road, it is recommended to use the sidewalk for traveling in either direction (with traffic or against traffic).

Slide 24: Selecting the best routes

**Script:**
It is also important to select the best routes. Sometimes you don’t have choices, sometimes you do.

Look for things like:
- Walkways or sidewalks.
- Intersections that allow time to cross safely.
- For longer walks, places to rest and bathrooms can be important.
- And ask yourself “How safe do I feel?” That is an important consideration too.

**Image(s):**
Hendersonville, NC; provided by Austin Brown.
Slide 25: Walking in groups

Script:
Walking in groups offers several benefits and can make the trip safer in several ways:

- Makes the pedestrians more visible
- Walkers can look out for each other
- Helps overcome limitations. This is an important topic that we have not yet discussed. Some days are better than others for everyone. As we age, many of us deal with things such as changing medications and how they make us feel; arthritic hips, knees, or joints that change with the weather; and other things that might affect how alert or mobile we are on any given day. Recognizing how we are feeling and how that might affect our abilities is important. Having others around to help us through those times can be a real benefit.

Which leads us to the next point, walking in groups:

- Walking in groups can make walking fun and help to build and maintain friendships.
- It can also encourage more walking. And being active is good for all of us.

Image(s):
Hendersonville, NC; provided by Austin Brown.

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Slide 26: Notice things others can fix

Script:
Walking is a good time to notice things others can fix. So, to report a problem, whom do you contact?

- Speeding drivers – notify the police.
- Drivers failing to yield – that involves the police as well.
- Signal timing – transportation engineers need to know about this.
- Sidewalks broken or blocked – that usually falls under the public works department.
- A need for sidewalks – this could be reported to several places, but the City Manager or City Council may be the place to start.

Note to Instructor:
If needed, edit this slide’s list of agencies/departments so that it is consistent with those agencies found within the location in which you are presenting. The local agency/department contact information handout you created may help with this task.
Slide 27: Summary

Script:
We’ve talked about many ways in which walkers can take control:
• Be alert at intersections – do not trust that a driver will see you.
• Watching for backing vehicles – never trust that a driver with his or
her back to you can see you.
• Be seen – this includes everything from how you dress to getting
the driver’s attention and making eye contact.
• Trust your own judgment as a double check of the system.
• Choose carefully where you walk.
• Recognize how you are feeling and how that can affect your walk.
• Report issues you encounter to the appropriate authorities.

Slide 28: Spread the word

Script:
The last point I would like to make is to spread the word. We want all
pedestrians to be as safe as possible. An added benefit is that people
with whom you share pedestrian safety information may also become
drivers who are more alert for pedestrians.

Image(s):
Winston-Salem; provided by Austin Brown.