



Walk 'n Rollers
310-204-4346
info@walkmorebikemore.org

---- NEWS RELEASE ----

Walk 'n Rollers Launches Bicycle and Pedestrian Safety Video Series

Los Angeles, August, 2020 – Walk 'n Rollers, in partnership with the Southern California Association of Governments' (SCAG) *Go Human* program Safe Travels – a video series focused on bicycle and pedestrian safety for teenagers.

A recipient of SCAG's Local Community Engagement and Safety Mini-Grants program, Walk 'n Rollers will use the funding to launch a video library focused on bicycle and pedestrian safety. Filmed from a kids' perspective, Safe Travels videos will be kid-focused, creative and informative.

Creating an accessible library of online educational materials for kids will add a sense of appeal and acceptance to otherwise adult-oriented topics on safety. Additionally, by educating kids on safety and active transportation they will more easily and safely incorporate walking, biking and transit into their daily lives.

Motor vehicle crashes are the leading cause of accidental death for children ages 5-15¹ and 20% of children under the age of 15 killed in traffic crashes were pedestrians². In California, 22.2% of vehicle-related fatalities are pedestrians³. Clearly, there is already a great need for more educational resources. Due to the Novel Coronavirus, many families are walking and biking more often as a way to get much needed exercise and enjoy their neighborhoods safely and respectfully as part of the Safer at Home directives.

However, many families are not familiar with or have access to appropriate pedestrian and bicycle safety materials for children to learn essential traffic safety lessons. Many may not be familiar with rules of the road for bicycling or available transit options and how to effectively incorporate them into their lives.

“Safe Travels videos will provide a much-needed resource to increase the safety of our most vulnerable users” says Walk 'n Rollers Executive Director, Jim Shanman. “This in turn will educate and foster good, safe practices and enthusiasm for taking advantage of active transportation and transit options around their local communities now and when Safer at Home directives are lifted.”

The first video in the Safe Travels series – Prepping Your Ride: ABC Quick Check - will go live on YouTube on August 11 with a new video release each week in August. Subsequent titles include 4 Ways, Always (pedestrian safety), Your Head is like a Watermelon (helmet safety) and Safe Biking 101. All videos will be jointly produced with Los Angeles County Bicycle Coalition (LACBC). The collaborative efforts of Walk 'n Rollers, SCAG *Go Human*, Bikerowave and LACBC will be instrumental in outreach and promotional efforts to teens throughout SCAG's six-county region.

Funding for this program was provided by a grant from SCAG's *Go Human* program through the California Office of Traffic Safety (OTS).



Walk 'n Rollers
310-204-4346
info@walkmorebikemore.org

Video Link:

https://www.youtube.com/watch?v=lBtKSIKM_Y8

WHAT: Walk 'n Rollers launches Safe Travels video series

WHO: Walk 'n Rollers in conjunction with SCAG

WHEN: August, 2020

WHERE: You Tube and in conjunction with cities throughout the SCAG region

For more information please visit:

- www.walkmorebikemore.org
- info@walkmorebikemore.org
- 310-204-4346

¹ National Center for Health Statistics (NCHS)

² National Highway Transportation and Safety Agency (NHTSA)

³ Smart Growth America

Walk 'n Rollers is a non-profit organization whose mission is to encourage children, through education and training, to bike, walk, skate and scoot to school more frequently. We work with schools to develop sustainable walk/bike to school programs, host Kids Bike Skills Workshops and Walk 'n Roll Festivals and work with cities to implement Safe Routes to School education and encouragement programs. For more information, please visit www.walkmorebikemore.org

