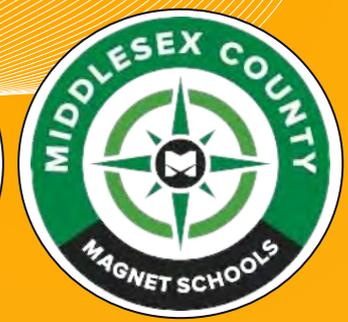




# Safety on Foot and Behind the Wheel

Edison Academy Magnet  
School  
Champion School





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**03** PEDESTRIAN-DRIVER INTERACTION

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# INTRODUCTION





01

**OVERVIEW**

Our School & Our Focus





# Edison Academy



## **Magnet School**

Academically-rigorous  
STEM school for  
motivated students in  
Middlesex County



## **Middlesex College**

Located on the campus  
of Middlesex College,  
giving unique access to  
pedestrian/driver areas

## **Small Class Sizes**

Focus on individual  
learning due to small  
population (44 kids per  
grade)



## **Safety-Conscious**

Students are motivated  
and encouraged to  
make positive strides  
towards student safety

# Research

NEW BRUNSWICK TODAY  
Independent News from The Hub City

About NBT Topics Archive Contact

LAW & PUBLIC SAFETY

## Middlesex County Leads NJ in Troubling Category: Crash Deaths

*Fatal Crash Statistics Raise Questions About County's "Vision Zero" Plan*

New Jersey State Totals for 2024	
Crashes	Fatalities
193	201

“Implementation of this plan is ongoing, evident for example in the County’s ongoing implementation of traffic signal corridor optimization at vital intersections and as we move forward, implementation will involve continual stakeholder outreach and ongoing public input and feedback,” reads the statement from the county government.

# The Objective

We know that being safe on the roads is the responsibility of **everyone involved**. It requires **collaboration** between all aspects of our streets, including pedestrians, drivers, supervisors, government officials, etc. So, we wanted to maximize the effectiveness of our message by **catering to many different groups** in an effort to cast our net wide. We developed a program focused on **pedestrians, drivers, and the pedestrian-driver interaction**.



# ***The Objective***



## ***Young Students***

Starting early helps foster good habits! We want to teach them how to be safe pedestrians!



## ***HS Students***

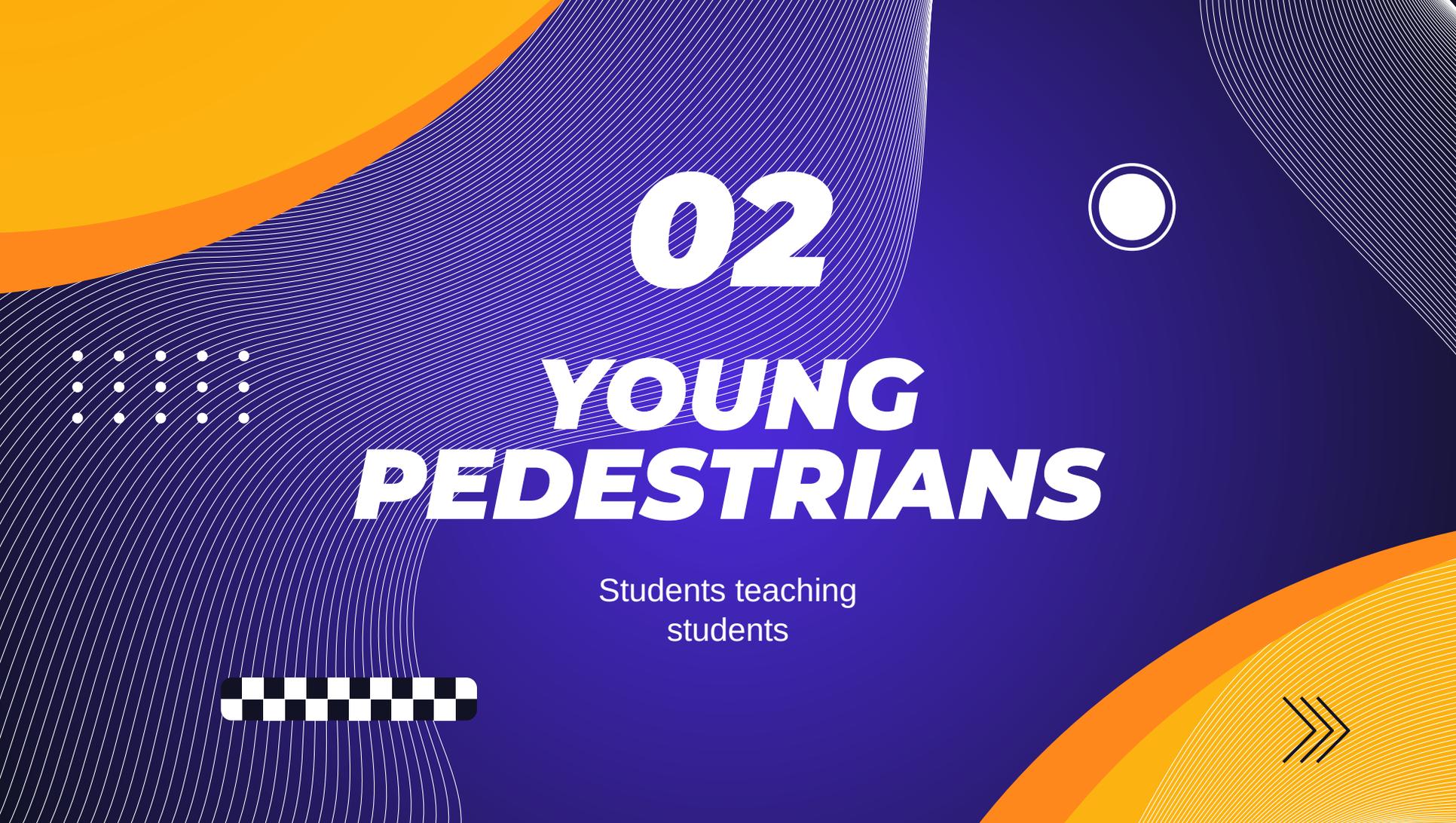
These formative years are where we learn how to drive, one of the most critical skills! We want to make sure they are safe drivers and also pedestrians.



## ***Community***

Safety comes first no matter age! We hope to remind all of the importance of staying safe on the road - whether as a driver or pedestrian.





02

**YOUNG  
PEDESTRIANS**

Students teaching  
students



# ***RWJ Safety Ambassadors Program***

- Present engaging skits to **first-grade students**
- Teach **pedestrian safety**
  - Crossing the street
  - Understanding traffic signals
  - Visibility: “Be safe, be seen”



# Safety Ambassadors Schedule



February

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	1	2
3	4	5	6	7	8	9

March

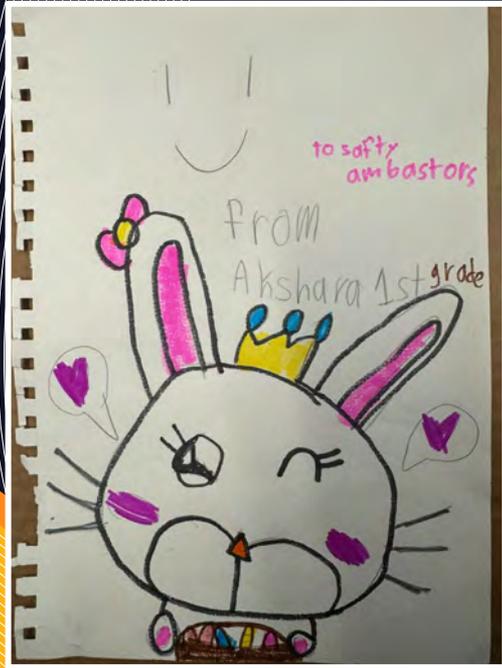
S	M	T	W	T	F	S
25	26	27	28	29	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

April

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

-  Lincoln Elementary School in Edison, NJ
- Completed 4 visits
- Spoke to approx. 200 students on pedestrian safety!

# Presentations



by ag

# Lessons and Activities



Call on two students and have them come up.

So \_\_\_ is our driver and \_\_\_ is our walker. "Driver" is in a rush to get to school and he backs up to leave the parking lot. "Walker" is playing catch and goes to get the ball behind the car. They don't see the car.

Have the "driver" walk backwards and bump into the "walker".

This is why you should never play in a parking lot or driveway!

Some safe places to play are:

- Parks

Can anyone else give us examples?

These spots are safe and fun to play at. But here's the deal – even in these places, make sure you have your adult supervisor by your side.

Regardless of where you are, you should always have an adult with you. Repeat after me:

"Always with an Adult, Everywhere We Go—Safety First, Everywhere We Know!"



## Outline teaching Safety In and Around Cars

- Snippet shows a Demonstration of a Concept and Review

Yuvraj:

When you are crossing a crosswalk, you need to look at the traffic signals.

\*hold up Don't Walk sign\* Can anybody tell me what this sign means?

- When you see this sign at a crosswalk, you CANNOT cross the road.

\*hold up Walk sign\* What about this sign?

- When you see this sign at a crosswalk, it is okay to cross the road!

Always check the sign before you cross.

Sahasra:

Even if we're on the crosswalk, we still have to look out for cars. How can we make sure we check for cars?

Yuvraj:

When you cross the road, cars will be coming in both directions. That is why you have to look left AND right!

Sahasra:

When you cross the road, always make sure to look left-right-left. Repeat after me: left-right-left!

\*Walk across paper crosswalk, looking left-right-left\*

## Outline about Pedestrian Safety

- Snippet shows an Interactive Component regarding when to cross the street

# Giveaways

- Provided toys, stickers, and pins for students to take home
  - Reminds students to be safe pedestrians
  - Incentivises students to stay engaged
  - Used stipend to purchase materials
  - Pinned over 150+ stuffed animals with custom designed pins



Pin Design

03

**PEDESTRIAN-  
DRIVER  
INTERACTION**



Ensuring Communication





# Collaboration With Middlesex College

On a public college campus, there are both drivers and pedestrians – safety is the ultimate goal.

- Reached out to Middlesex College
  - Collaboration with them allowed us to make the campus a safer place.
  - Have already seen the addition of 2 new pedestrian signages on campus



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# Response from Middlesex College

Thank you for your email. I would like to commend you on taking an active role towards improving safety here on campus for our students and our youth. Education is the best prevention! Pedestrian safety on campus is very important to us in Facilities and we are always open to identifying ways to improve it. Middlesex College is located on approximately 188 acres and is comprised of many roadways and crosswalks which students, faculty, and staff use on a daily basis. It is of the utmost importance that everyone gets around campus safely.

Throughout the campus, we currently utilize pedestrian crosswalk signs that are approved by the Department of Transportation (DOT) and Manual on Uniform Traffic Control Devices (MUTCD) which have integrated highly reflective graphics that indicate crosswalks to drivers. After reading your email, we identified the areas of concern and are actively procuring additional signage to help drivers recognize these and additional pedestrian crosswalks throughout the campus. An example below:



Be sure to look for the new additions to those locations in the near future. Thank you for contacting us and alerting us to this area, we are always open to hearing suggestions on ways to improve our campus.

Good luck with any and all of your Safety Ambassadorship endeavors

Kind regards,

Zachary



# Improvements

1

## Signage

Guaranteed that there are signs at each intersection which make crossing instructions clear (Stop signs, Walk signs, etc.)

2

## Crosswalks

Ensured all crosswalks are properly painted and visible to both pedestrians & drivers



Two of the submissions for the challenge

# In-School Driver Safety Curriculum Challenge

- Hosted an in-school driver curriculum challenge
- Participants created curriculum geared towards elementary school students
  - Covered safe driving
  - Incorporated engaging activities
  - Used their own experiences as drivers to highlight areas of concern
- Emphasizing methods of improving retention
- Winner(s) can accompany us to the Six Flags Showcase!





## BRAIN INJURY ALLIANCE X EDISON ACADEMY



Or visit  
<https://forms.gle/rwS85g LH2Ug72GsM6>

**DEVELOP A SAFE DRIVER  
CURRICULUM AND WIN PRIZES!**

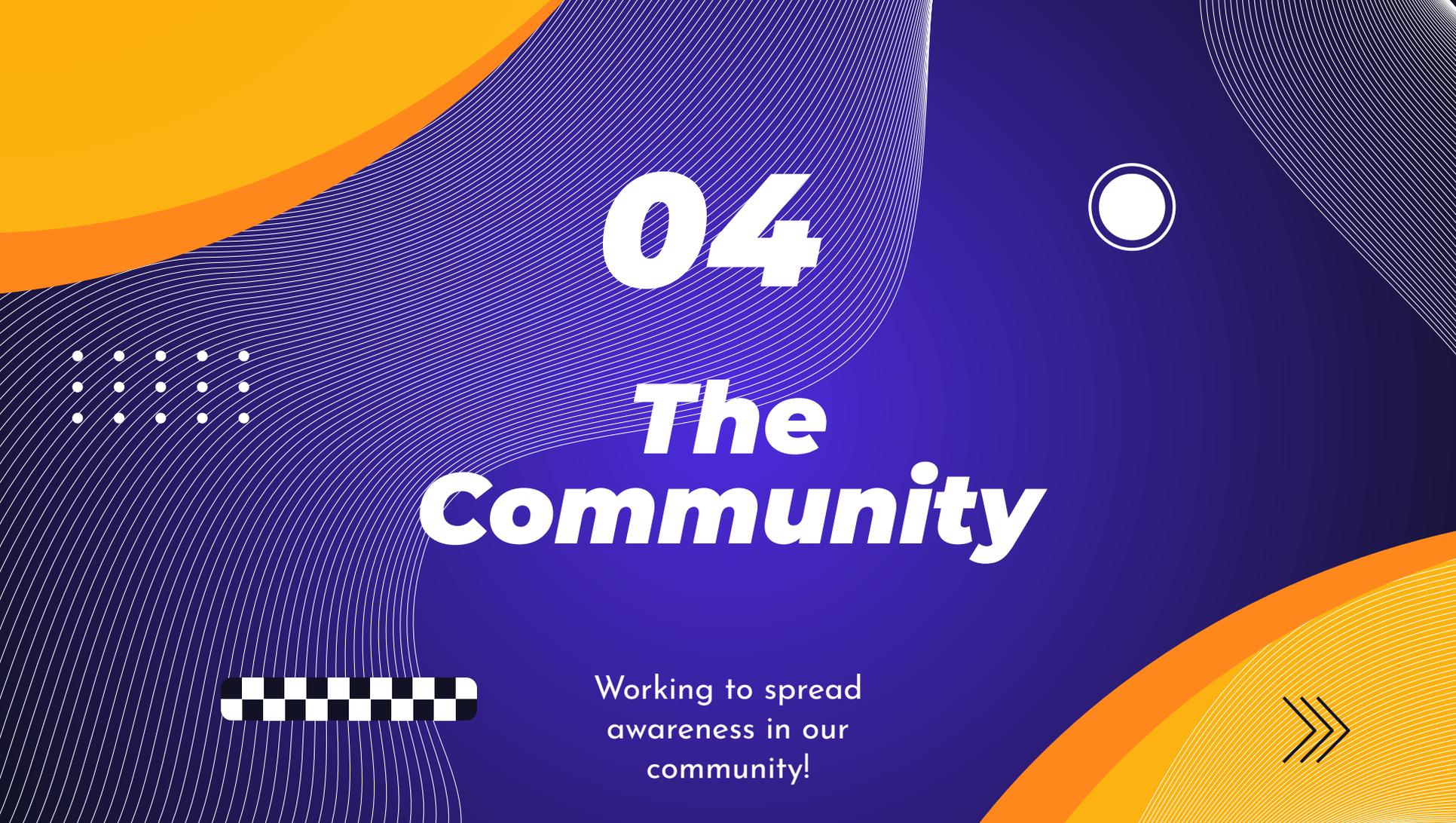


# Advertising

We wanted to ensure that the Challenge was accessible to everyone!

So, we created this poster and logo to advertise our challenge throughout the school!





04

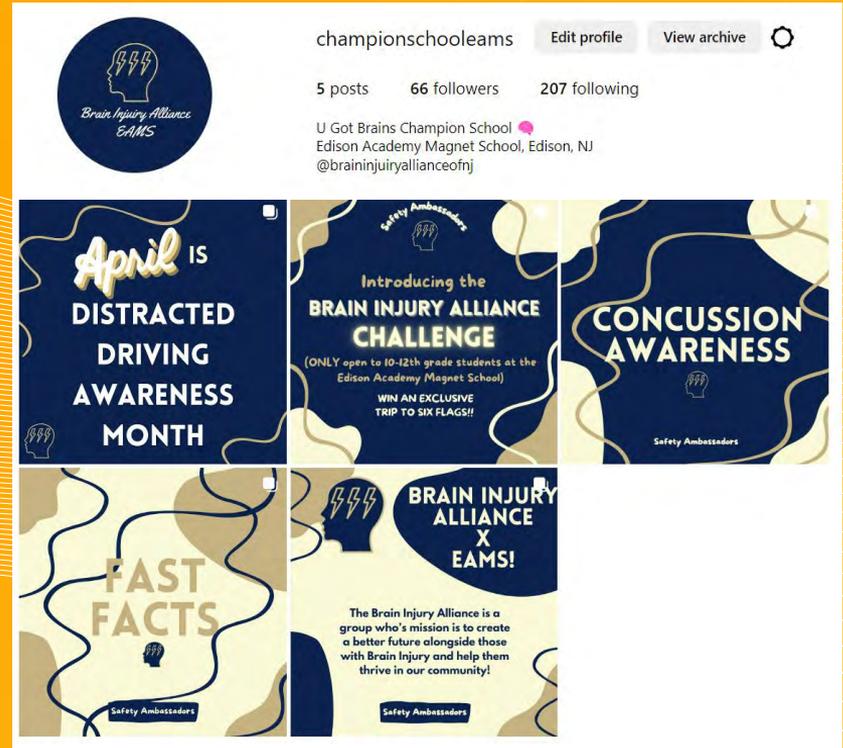
# *The Community*

Working to spread  
awareness in our  
community!

# Social Media Account



- Ran a social media account to spread awareness on who we were, safe driving practices, and ways to stay safe
- Shared posts on distracted driving, concussions, our challenge, and so much more
- Amassed followers inside and outside of our school community
- Even connected with a stroke survivor and learned their story through our platform!
- Over 60+ Followers!



05



# *Organization*



How we organized  
ourselves and spent  
money!



# Communication

1

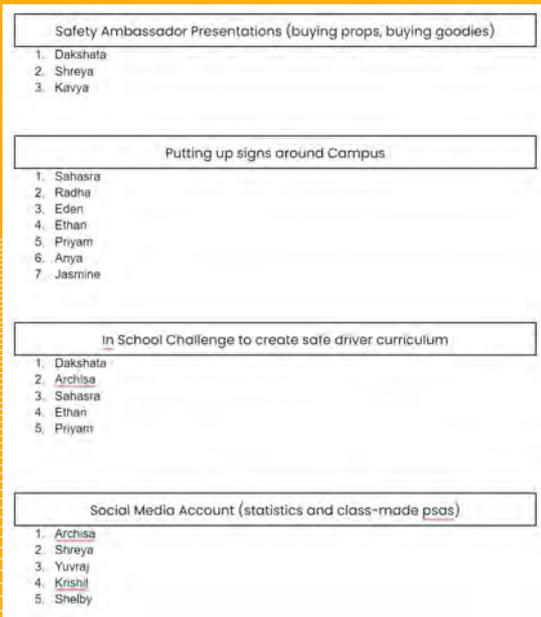
2

## Messenger

## Google Drive

Used Messenger to create group chats for each of the subteams and work collaboratively

Kept comprehensive documentation of who was working on what to ensure cohesiveness



Safety Ambassador Presentations (buying props, buying goodies)
1. Dakshata 2. Shreya 3. Kavya
Putting up signs around Campus
1. Sahasra 2. Radha 3. Ederi 4. Ethan 5. Priyam 6. Anya 7. Jasmine
In School Challenge to create safe driver curriculum
1. Dakshata 2. Archisa 3. Sahasra 4. Ethan 5. Priyam
Social Media Account (statistics and class-made psas)
1. Archisa 2. Shreya 3. Yuvraj 4. Krishi 5. Shelby

Our Compiled Doc of Teams

social media account (Active now)

challenge (Active now)

signage at middlesex college (Active now)

safety ambassadors presentations (Active now)



# Keeping Track

1

## Spreadsheets

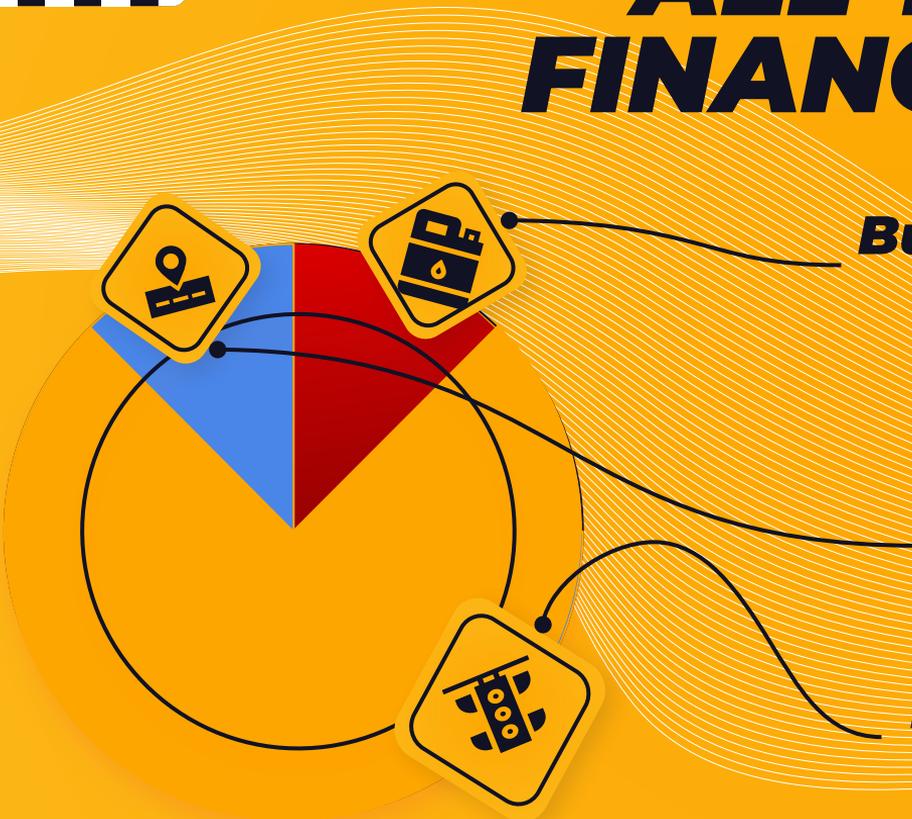
Used Spreadsheets to keep tabs on progress and understand where we could continue our efforts

	A	B	C	D
1	Post	Name	Finsihed?	Posted?
2	What is BIA? WHat are they doing and what are we working to achieve?	Archisa	Y	Y
3	Safety Ambassadors Recap			
4	Challenge Hype Post	Shreya	Y	N
5	Challenge Almost Over Post			
6	Challenge WInners Post			
7	Statistics on teen driving	Archisa	Y	Y
8	Driving Distracted Month	Nishi	Y	N
9	Statisitcs on some other driving thing	Yuvraj		
10	PSAs			
11	Concussion Awareness Now (Part of their site we should highlight)	Yuvraj	Y	N
12	driving laws in NJ	nishi		

Our Spreadsheet to Keep Track of Social Media Posts



# ALL THE FINANCIALS



**Buying Pins and Stuffed Animals**  
(*\$166.32*)

The pie chart is divided into three segments: a blue segment (top left), a red segment (top right), and a yellow segment (bottom). Three callout boxes are connected to the segments: a blue box with a pin icon (top left), a red box with a stuffed animal icon (top right), and a yellow box with a prop icon (bottom). The yellow segment is the largest, followed by the blue segment, and the red segment is the smallest.

**Buying Props for  
Safety Ambassadors**  
(*approximately \$100-200*)

**Donation to RWJ Safety  
Ambassadors Program**  
(*approximately \$500*)



***THANKS!***

THANKS  
for  
WATCHING

