

WALK & BE SEEN 2016



PILOT PROJECT

OBJECTIVES

- emphasize the health benefits of walking
- encourage safe walking in low-light
- complement ICBC, VPD safety campaigns
- promote the use of reflective gear/apparel
- provide free gear to participants
- gather feedback from participants
- provide partners & sponsors with data
- use data to plan further initiatives

Our mini-grant from Vancouver Coastal Health allows us to involve 150 seniors.

The pilot project runs from October 22, 2016 to February 28, 2017 - when low-light conditions and inclement weather can make walking less enticing.

BE PROUD TO BE SEEN!
BE PROUD TO BE A SEEN-OR!



Westside
Seniors Hub

WALK AND BE SEEN 2016

WANT TO PARTICIPATE?

Join as a **Senior Safety Ambassador:**

- register Walkers, share pedestrian safety info and distribute free reflective gear
- walk, wear your gear and tally 40-50 'outings' or walks of any length
- gather feedback from your team of Walkers and submit to project leads
- training will be provided

Join as a **Walker:**

- register and get a free reflective item
- walk, wear your gear and tally 40-50 'outings' or walks of any length
- report your tally and provide feedback

All tallies will be entered for prizes!

HOW TO BECOME A PARTICIPANT?

- * **Register** with your name, phone #, & email **OR**
- * Come to our **Project Launch:** Kits House Autumn Fair on October 22, 2016 at 10-3 to pick-up your gear

To register, call **604-736-3588 ext. 606** or email **wbs@westsideseniorshub.org**

www.westsideseniorshub.org
www.walkmetrovan.ca



Westside
Seniors Hub

A Pedestrian Visibility Pilot Project

WALK AND BE SEEN 2016



For seniors by seniors

WALK and be more VISIBLE during low-light hours!

Funding provided by



Sponsorship provided by



Project Partners

Kitsilano Neighbourhood House, ICBC, VPD
WalkMetroVan, Jewish Family Service Agency,
Dunbar Residents Assn.-KICKS program,
B.E.S.T., Kits Community Centre,
& Brock House Society

Project Contacts

Phone: **604-736-3588 ext-606**

Email: **wbs@westsideseniorshub.org**

Special thanks to Kitsilano Neighbourhood House for its leadership and coordination of the Westside Seniors Hub.



www.westsideseniorshub.org

WE SHARE THE ROAD!

WALK FOR HEALTH!

Walking is good for seniors' health. The physical changes associated with aging worsen with inactivity and long periods of sitting.

You don't need to take up a sport or go to the gym....just be sure to walk regularly!

Did you know.... Just **1** hour of moderate-intensity physical activity (walking 5km/h) can offset the health risks of **8** hours of sitting?

Evidence from health studies indicates that walking regularly can lead to longer and better quality of life by:

- improving circulation
- reducing blood pressure
- strengthening muscles
- reinforcing bone structure
- supporting joints
- improving sleep patterns
- slowing mental decline
- countering risk of depression
- helping with balance and fall risk
- reducing disability with symptoms of arthritis

For more info, visit:

"One Hour of Activity Offsets Risks from 8 Hours of Sitting": search.webmd.boots.com

"12 Benefits of Walking":
arthritis.org

Vehicles, cyclists, walkers...we all share the roads. **Safety is a shared responsibility.**

Pedestrians can do *their* share by:

- using sidewalks thoughtfully
- looking and listening at intersections
- making eye contact with drivers before crossing
- crossing at designated crosswalks
- obeying signs and signals

But pedestrian caution may NOT be enough.

Accidents happen and the majority of drivers state "I just didn't see him/her."

Particularly in low-light conditions, rain, fog, and snow.....



WEARING VISIBLE clothing and REFLECTIVE gear CAN MAKE A DIFFERENCE TO VISIBILITY for drivers



EVIDENCE DOESN'T LIE

Did you know?

- Sweden legislated a **Vision Zero** campaign in **1997** - **'no loss of life in road transport is acceptable'**
- Since then Sweden has had a **3-fold reduction** in vehicle and pedestrian fatalities and injuries
- In 2013 road fatalities per 100,000 population, in **Sweden** and the **UK** there were **2.7** and **2.8** respectively, but in **BC 5.87** – **that's 2x more!**
- **Vision Zero** thinking has since been adopted by many countries and jurisdictions....**by BC in 2016!**

BC's Vision Zero strategy aims to

*"make progress in reducing the number of road fatalities, prevent and reduce the severity of injuries... by **protecting vulnerable** road users such as **pedestrians**"*

In City of Vancouver, senior pedestrians are vulnerable! In 2012:

seniors **65+ years** = **13.2%** of population
but = **14.1%** of injuries & **38%** of fatalities

EVIDENCE SHOWS THAT

VISIBILITY REDUCES VULNERABILITY

Workers exposed to moving vehicles are required to wear high visibility apparel on the job (WorkSafeBC)

IT'S TIME FOR PEDESTRIANS TO BE VISIBLE!