

Using a Pedometer

You have received pedometers as an extra incentive for your students. Use them to count steps in addition to counting the blocks they walk. Pedometer measurements are most accurate with smooth, steady steps. Jumping, hopping and running will throw off the counting mechanism.

You can assign pedometers to measure in- and around-school activity over the course of one school day, or for a 24-hour period to include to- and from-school activity.

For additional pedometer activities to enhance cross-curricular lesson plans, visit *Virginia's Walk Smart* website: http://www.doe.virginia.gov/instruction/physed/walk_smart/pedometer_activities_lessonplans.pdf



Please see <http://www.nyc.gov/walkingschools> for examples of past videos.

Tips for Making a Short Video

Come up with a great idea!

You can't make a great video without one, so spend time crafting a strong original idea. Remember, you are being judged on your idea and script, not on the quality of your video production.

Use a tripod to stabilize your camera.

A shaky video will distract the viewer from your important message. If you don't have a tripod, there are other ways to stabilize your camera or phone, like propping it up on a stack of books or even placing it in a shoe. To record someone on the move or to pan, keep the camera stable to avoid a shaky image.

Think about sound.

Audio recorders hear everything, so think about the background noises that might be picked up and distract from your message. Avoid rooms with fans, AC units or other noises that might distract from your message. Also, if students are performing a song, make sure they announce the lyrics clearly.

Watch past winners.

Watch past winners for inspiration, but remember, we are looking for new and original ideas. Get creative, get out in your neighborhoods and have fun!

OFFICIAL RULES

ALL ENTRIES MUST INCLUDE:

VIDEO

- An amateur video, video sketch or storyboard, or an audio recording of students' PSA emphasizing Vision Zero concepts with a one-paragraph written summary of the PSA core message. Please include the school name, class number, and teacher's name on all materials submitted.

Please see the nyc.gov/walkingschools website for examples of this work.

PHOTOGRAPHY

- Submit three or more pairs of digital photographs with a focus on encouraging safer traffic environment behavior, one photo illustrating an unsafe condition, and one photo illustrating a safe approach to the same condition for the purpose of encouraging safer behaviors on the part of drivers, pedestrians and/or bicyclists. Each pair of photographs must also include three written paragraphs – one describing the unsafe behavior, a second describing the contrasted safe behavior, and a third paragraph summarizing the overall safety message of each pair of photographs. Please include the school name, class number, and teacher's name on all materials submitted.

NYC DOT and NRSF will not be held liable for injury incurred or unlawful behavior committed in the creation of WWH PSA's

CRITERIA

Your submissions will be judged on the following:

Topic

Vision Zero's focus is to urge safe driver behavior, and educate pedestrians and bicyclists about how to best protect themselves in the traffic environment.

Originality

PSA shows imagination and creativity in promoting the importance of safety in the traffic environment

Concept

PSA thoughtfully highlights the importance of safety for all street users to reach the Vision Zero goal to lower fatalities and injuries.

Persuasiveness

PSA is convincing and will encourage students of all ages to better protect themselves in the traffic environment.

PRIZES

One \$1000 grand prize will be awarded to the top winning school in each of the two categories. Second place awards of \$500 and third place awards of \$250 will also be awarded in each of the two categories.

SUBMISSION RULES

Competition officially begins Wednesday, October 2, 2019. All submissions are due no later than midnight, December 4, 2019. The winning PSAs will be professionally produced and made available to the general public and used by the NYC DOT and NRSF.

Please upload your PSA video or photographs via WeTransfer, in five easy steps:

1. Visit www.WeTransfer.com, and click "Take Me To Free."
2. Click "+ Add your files" and upload a folder or individual documents.
3. Email to walkingschools@dot.nyc.gov
4. Fill in your email address.
5. Click "Transfer" and wait for 100% of your files to load before closing the webpage.



2019-20

WALKING & PSA COMPETITION

Competition officially opens
Wednesday October 2, 2019.

Final submissions are due
no later than midnight,
Wednesday, December 4, 2019.

TEACHER'S GUIDE
**GRADES
K-12**

We're Walking Here and Vision Zero

Thank you for joining the 2019-20 competition.

We're Walking Here provides students citywide with an opportunity to win cash prizes for their school as they create PSAs to highlight the importance of safer streets. This program requires two or three class periods and must include the grade-appropriate lesson that is featured in the workbook provided.

Competition Theme

As part of the Vision Zero Initiative, we invite students to discuss ways we can change dangerous driver behavior and better protect ourselves in the traffic environment in order to prevent traffic fatalities and injuries. PSAs directed at either adult or teen drivers are strongly encouraged, but those directed at best walking and biking practices will be accepted as well.

NEW!

Two Public Service Announcement (PSA) formats

Classroom submissions are in one of two categories, either:

1) an original video sketch, amateur video or audio recording emphasizing Vision Zero concepts to be professionally produced as a PSA video. Winning videos will be promoted via the NYC Department of Transportation (NYC DOT) and National Road Safety Foundation's (NRSF) websites.

OR

2) three or more pairs of digital photographs encouraging safer traffic behaviors, with one photograph in each pair illustrating unsafe behaviors in the traffic environment, and a second photo in each pair illustrating the corrected safer behavior(s). Winning photographs will be professionally produced and promoted via the NYC DOT and NRSF websites.





Get Walking

We've supplied "Get Walking Workbooks" with student trackers and pedometers to strongly encourage you and your students to increase their walking activity during the nine-week contest period. The "Classroom Activities" build on student observations of the traffic environment around their home and school communities.

NEW!

Included in the Grades 3-5 and 6-12 student "Get Walking Workbook" is a "Blocks You Walked Student Tracker," as well as a suggested "Blocks You Walked Classroom Graph" to tally up class totals at the end of a two-week period. While we no longer require submission of a completed classroom graph, we recommend the structured walking activity to leverage best traffic safety practice in WWH classroom lessons.



SUPPLY KIT

Registered members of the We're Walking Here competition will receive a kit with the following:

- Workbooks for each student in the class
- A pedometer for each student
- Two copies of this document (with lesson plan and competition rules to be hung in the classroom)
- Pencils

For questions about the competition please email walkingschools@dot.nyc.gov.



Get Talking

Review the "Keep Safe, Keep Healthy" fact sheets in the workbook. After this review, use the activity appropriate for your grade. Each activity will take one class period. Have the students talk about paying special attention to dangerous driver behavior. Choose a time to do this that will reinforce the "Get Walking" step if your students are doing each day and also keep in mind that it will inform the "Get the Message Out" step that follows.

Classroom Activities

Grades K-2

How Do We Get Around the City?

Before using the workbook, ask students to list the modes of transportation we use to get around the city. Use the "How Do We Get Around the City?" worksheet, page 4, to establish how many students in your class walk. Use pages 5-7 to review the traffic signals and signs we use as pedestrians.

Grades 3-5

How Many Steps?

Before students first week of walking, use the "How Many Steps?" worksheet on pages 3-4. First, have each student calculate the length of their step. Next, take the students outside and count the actual steps around the school. Estimate how many steps the students take in a day or in a week. In the "Be Healthy" section, the answers are: 10,000 steps and 60 minutes.

Dangerous Driving

During the second week of walking, introduce the "Dangerous Driving" activity on page 5 of the workbook. Remind them that their *We're Walking Here* video or photography submission should highlight the importance of safer streets and encourage drivers, pedestrians and bicyclists to change their unsafe behaviors in the traffic environment. Next, take the students outside, around the school. Direct them to work in pairs to track the four listed driver behaviors: texting, talking on a cell phone, turning too quickly, and speeding through a yellow light. Point out that they may observe additional dangerous driver behaviors, which can be written separately, e.g., running a stop sign, not yielding to pedestrians at an intersection, traveling very fast in a school zone, double-parking in front of the school, etc. When students return to class, survey their responses and highlight the critical traffic safety observations.

Grades 6-12

Street Survey/School Zone Dangers/ Dangerous Driving

During the first week of walking, ask the students to fill out the "Street Survey" worksheet individually. Have a discussion about their answers. If there's time, calculate some percentages in table groups and have them make pie charts.

During the second week of walking, distribute the "School Zone Danger" worksheet to half the class, and the "Dangerous Driving" worksheet to the other half. Review each sheet and the various categories listed, explaining that each student needs to find 5 to 10 minutes before the end of the week, before or after school, to observe cars, bicyclists and pedestrians around the school's perimeter, and write down what they see on the worksheet they receive. Let the students know to return their worksheets to class at the end of the week, explaining that their collective observations will generate ideas for the class' WWH video or photography submission. Only original music is permitted



Get the Message Out

Make sure you take the time to create a final product and submit it to us so that you get the full experience of the competition. Please follow the guidelines outlined in the official rules. Your students can submit a PSA in the following two categories:

Video

Submit an amateur video, video sketch or storyboard, or an audio recording of students' PSA emphasizing Vision Zero concepts, and with it also include a one-paragraph written summary of the PSA's core message.

Photography

Submit three or more pairs of digital photographs with a focus on encouraging safer traffic environment behavior, one photo illustrating an unsafe behaviors, and one photo illustrating a safe approach to the same situation for the purpose of encouraging safer behaviors on the part of drivers, pedestrians and/or bicyclists. Each pair of photographs must also include three written paragraphs – one describing the unsafe behavior, a second describing the contrasted safe behavior, and a third paragraph summarizing the overall safety message of each pair of photographs.

WHAT IS VISION ZERO?

Vision Zero is the City's initiative to drive down traffic fatalities and injuries quickly and efficiently. To date we have a 30% decrease in fatalities since 2013.

Crashes that take lives and create serious injury can be reduced by a combination of education, enforcement, legislative changes and street redesign.

But all New Yorkers must play their part by sharing the street safely and asking people in their communities to slow down and be more cautious on the streets.

Crashes are preventable and together we can save lives.

Every year more than 200 New Yorkers lose their lives in traffic crashes. 4,000 are severely injured.

Traffic crashes are a leading cause of accidental death for children ages 5-14 in New York City.

What causes crashes?

Dangerous driver choices.

Dangerous drivers choices are a factor in 70 percent of all crashes. The leading causes of crashes are :

