Closing the Gap between Research and Practice to Reduce the Burden of Injury

• Conduct *research* to inform policies and programs that will improve people’s quality of life by preventing injuries and improving treatment.

• Translate research into *practice* and integrate practice into research.

• Incorporate research and practice into the *education* of injury professionals.
Johns Hopkins Center for Injury Research and Policy

• One of the first centers for excellence in injury research in the country, funded by CDC in 1987

• Home to 25 Core faculty plus 40-50 affiliated and collaborating faculty from inside and outside JHU

• Multiple disciplines in injury prevention and control

• Multiple sources of funding

• Public health focus on injury as a public health problem
  • Populations
  • Comprehensive
10 Leading Causes of Death by Age Group, United States – 2010
Public Health Approach to Injury Prevention

• Surveillance, risk factor identification, intervention development and testing, translation and dissemination

• Primary prevention to acute care and rehabilitation

• The 3 E’s approach to prevention
  • Engineering
  • Enforcement
  • Education
Pedestrian Safety Campaign

- University leadership concern over pedestrian injuries around the JHU campuses

- Needs assessment …… crash data, surveys, videos, focus groups on both Homewood and East Baltimore campuses

- Engineering, enforcement, and educational activities on both campuses

- Large scale social marketing campaign based on audience analysis on the East Baltimore campus will be the focus of this presentation ….. Formative research, program design, implementation, and evaluation
Collaborators

- Keshia Pollack, Associate Professor
- Maryanne Bailey, Research Associate
- Eileen McDonald, Associate Scientist
- Sue Baker, Professor
- Jim Williams, Social Marketing Consultant
- Ernie Lehr, Project Officer, MHSO
- Bala Akundi, Baltimore Metropolitan Council
- Jane Schlegel, Senior Associate Dean, JHSPH and the JHU Pedestrian Safety Task Force
Formative Research

• Pedestrian incident reports, videos from JH Security

• National Study Center, BCDOT, and MHSO data

• Videotaped high risk intersections during peak times

• Conducted online survey and focus groups with target audience:
  – JHMI faculty, students, staff
  – East Baltimore community residents
Selected Results of Survey

• 3,818 Respondents were affiliated with JHMI, ¾ were employees, 80% traveled to campus 4+ times per week

• 81 Respondents were unaffiliated EB residents, 40% walk and 30% drive around campus daily

• ¾ were female and ranged from 18-90 years old, with average age of 37

• Car was most common form of transportation (63%) followed by bus/shuttle
Experience with pedestrian injury:
Ever been struck or struck a pedestrian
How important a problem
Who Contributes Most to the Problem

- Only or Mostly Drivers: 10%
- Only or Mostly Pedestrians: 10%
- Both Equally: 80%
Key Insights from Surveys

- People are familiar with the issue, some with personal experience
  - Already perceived to be an important problem
  - Perceived to be a shared responsibility between drivers and pedestrians
  - Law enforcement and campaigns were suggested
Drafted Message Strategies

• Reviewed the literature and looked at exemplar programs (e.g., BMC, UNC, D.C.) and their materials
• Identified message strategies with creatives
  – Law enforcement
    • Obey or Pay
    • Stop, Wait, Don’t Tempt Fate
  – Civility
    • Don’t Compete, Share the Street
    • The Street Belongs to Everyone. Share It. Don’t Wear It
  – Alertness
    • Be Seen, Be Safe
    • Be Alert, Don’t Get Hurt
Focus Groups to Test Strategies

- 31 participants, mostly female, average 41 years old, all from JH and community

- 78% had been hit or had a near miss

- 45% had hit a pedestrian or had a near miss
What We Learned: Overall Summary


2. Want to see **CONSEQUENCES**: Project themselves into the situation

3. Want **DRAMATIC VISUALS**: But not too gruesome

4. Want **SPECIFIC CALLS TO ACTION**: “Tell us what you want us to do.”

5. Want **TESTIMONIALS**: Stories of real people.

6. **STATISTICS GOOD**: If relevant to them.

7. Need **SHORT, MEMORABLE SLOGAN WITH A COLORFUL LOGO**
Phase 1 of the Campaign, 2/2014 – 4/2014

STOP  look both ways.
WAIT  watch for drivers.
GO SLOW proceed with caution.

Maryland Highway Safety Office
JOHNS HOPKINS UNIVERSITY & MEDICINE
STOP WAIT GO SLOW
Be Alert. Don’t Get Hurt.
700 PEDESTRIANS WILL BE HIT THIS YEAR IN BALTIMORE

Don’t let it be you.

STOP - look both ways.
WAIT - watch for drivers.
GO SLOW - proceed with caution.
700 DRIVERS IN BALTIMORE WILL HIT A PEDESTRIAN THIS YEAR

Don’t let it be you.

STOP - look both ways.
WAIT - watch for pedestrians.
GO SLOW - proceed with caution.
100 PEDESTRIANS WILL BE KILLED BY A VEHICLE THIS YEAR IN MARYLAND

Don’t let it be you.

STOP - look both ways.
WAIT - watch for drivers.
GO SLOW - proceed with caution.
12 PEDESTRIANS HAVE BEEN INJURED RECENTLY BY VEHICLES AROUND HOPKINS. TWO DIED.

Don’t let it be you.

**STOP** - look both ways.

**WAIT** - watch for drivers.

**GO SLOW** - proceed with caution.
Campaign Implementation - Pedestrians

- Sandwich boards
- Posters in buildings
- Table tents
- Postcards
- Plasma screens
- Hopkins shuttles and buses
- Giveaway items (e.g., bags, tumblers, reflectors, etc.)
Campaign Implementation - Drivers

- Exterior banners on parking garages
- Sandwich boards by parking garage pay stations
- Posters in parking garage elevators
- Signs on exit gates
- Bumper stickers at pay stations
I NEVER SAW IT COMING!

1,400 pedestrians will be injured this year in the Baltimore Region.

Don’t let it be you.

STOP - look both ways.
WAIT - wash for drivers.
GO SLOW - proceed with caution.
700 PEDESTRIANS WILL BE HIT THIS YEAR IN BALTIMORE

Don’t let it be you.

STOP - look both ways.
WAIT - watch for drivers.
GO SLOW - proceed with caution.
Partnering with Baltimore Metropolitan Council

• Phase 2 creative adopted for Street Smart campaign

• Implemented throughout Baltimore City, Baltimore Co., Harford Co., Anne Arundel Co.

• BMC providing resources for radio, metro and circulator bus posters, small and large posters, postcards, and giveaway items

• BMC provided Street Teams at rally event
Launch Phase 2 of Campaign – 4/2014 – 9/2014

• Pedestrian Safety Rally Event – 4/22/2014

• Speakers include Daniel Ennis, Deans Klag and Davidson, and Andrea Gielen

• BMC Street Teams

• Giveaways and other activities

• Media coverage, all major stations
700 DRIVERS IN BALTIMORE WILL HIT A PEDESTRIAN THIS YEAR

Don’t let it be you.

STOP - look both ways.
WAIT - watch for pedestrians.
GO SLOW - proceed with caution.
I NEVER SAW IT COMING!

Last October I was casually crossing the street when a 12 ton bus hit me out of no where. I spent 4 months in a coma. I'm still in the hospital, but recovering. That bus driver may never recover.*

Don’t let it be you.

STOP - look both ways.
WAIT - watch for drivers.
GO SLOW - proceed with caution.

* Based on an actual incident. Details altered for effect and to protect the identity of those involved.

For more information and to report pedestrian hazards, go to BeMoreStreetSmart.Com
I THOUGHT SHE WAS GOING TO STOP!

Last June this lady was talking on her cell phone while crossing the street. I thought she saw me coming and would get out of the way. She didn’t stop. Neither did I. She lost her life. I lost my license, my job, my family life and my peace of mind forever.*

Don’t let it be you.

STOP - look both ways.
WAIT - watch for pedestrians.
GO SLOW - proceed with caution.

* Based on an actual incident. Details altered for effect and to protect the identity of those involved.

For more information and to report pedestrian hazards, go to BeMoreStreetSmart.Com
I NEVER THOUGHT IT COULD HAPPEN TO ME.

As I was making a right turn, I saw this guy start to cross the street. I thought I could get through the intersection if I just sped up a little. I didn't hit the guy. Instead I hit a 14 year old kid who just entered the crosswalk. She spent 6 days in intensive care with 19 broken bones and a damaged kidney. Then she died. A piece of me died that day as well. Now I'm spending 5 years in prison for vehicular manslaughter.*

Don’t let it be you.

STOP - look both ways.
WAIT - watch for pedestrians.
GO SLOW - proceed with caution.

* Based on an actual incident. Details altered for effect and to protect the identity of those involved.

For more information and to report pedestrian hazards, go to BeMoreStreetSmart.Com
Campaign Implementation

• Radio
  • :10 traffic reports
  • 768,200 listeners/week on 92Q & Magic 95

• Charm City Circulator buses
  • 25 buses daily
  • 374,000 riders per month

• Metro transit advertising
Traffic Report:

Johns Hopkins University and the MVA urge you to avoid pedestrian crashes. STOP and look both ways. WAIT and watch for pedestrians. GO SLOW. Be Alert. Don’t get hurt.
Announcer:
Last June a pedestrian was checking email on her smartphone while crossing the street. The driver of an SUV thought she saw him coming and would get out of the way. She didn't stop. Neither did he. The pedestrian lost her life. The driver lost his license, his job, his family life and his peace of mind forever.

He’s now in prison for vehicular manslaughter for 5 years. She’s in a grave for eternity.
Don’t let this happen to you.
Be Alert. Don’t Get Hurt.
STOP and Look both ways.
WAIT and Watch for the other guy.
GO SLOW and Proceed with caution.

STOP. WAIT. GO SLOW.
BE ALERT. DON’T GET HURT!

A message from the MVA, Baltimore Metropolitan Council and Johns Hopkins University. Be More Street Smart.Com
Evaluation of the Campaign

- Campaign to run through August
- Track pedestrian incidences in target area
- Online survey of target area to assess changes from baseline in knowledge and attitudes, awareness of the campaign at two follow-up time points
  1) End of Phase 1 -- April
  2) End of Phase 2 -- August/September
- Video recording pedestrians and drivers in high-risk intersections at the end of Phase 2
Online Mid-Term Survey—Selected Results

• Who responded

• Effect on thinking and self-reported behavior

• Overall reaction
Respondents to the Survey at Baseline and Mid-term

Baseline n=3,899
Mid-term n=2,697

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<tr>
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<td>% Travel 4+/Week</td>
<td>80</td>
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Mid-term Survey – Highlights

84% saw or heard the campaign messages; of those:

- 70% said their overall reaction was positive
- 74% said they changed their thinking
- 64% said they changed their behavior

Now, we’ll look at these in more detail.
Mid-term Survey - Overall Reaction (n=2,238)

- Positive: 70%
- Neutral: 26%
- Negative: 4%
### Breakdown – Positive Reaction (n=1,570)

- Informative: 76% (n=1,190)
- Effective: 44% (n=688)
- Persuasive: 41% (n=638)
- Compelling: 38% (n=603)
- Provocative: 32% (n=497)
- Other: 7% (n=102)
  (e.g., “Alarming,” “Reinforcing,” “Upsetting,” “Eye opening,” “Needed”)


## Breakdown – Negative Reaction

(n=94)

- Too graphic     42% (n=39)
- Ineffective     40% (n=37)
- Disturbing      35% (n=32)
- Silly           23% (n=21)
- Unclear         3% (n=3)
- Other           45% (n=41)

(e.g., “Over the top,” “Staged,” “Demeaning,” “All blame on pedestrians”)
Changed my thinking........

“I didn't know that pedestrian accidents were so common.”

“Be more aware. Noticed more how many people are not aware.”

“Don’t trust that cars will see you or stop for you just because you are crossing the street.”

“I take pedestrian safety much more seriously now.”
Changed my behavior

“"I don’t use my cell phone when walking to and from school."”

“Taking more time to check the intersections."”

“I am allowing more pedestrians to cross whether they have the right of way or not."”

“I look both ways when crossing even if I have the right of way."”
Lessons Learned

• Collaboration

• Leadership

• Messages

STOP look both ways.
WAIT watch for drivers.
GO SLOW proceed with caution.

Be Alert. Don’t Get Hurt.