GREEN RIBBON MONTH

September is Green Ribbon Month. This is a program that focuses on pedestrian safety.

- Green Ribbon Month started in 1998 by the Davis County Safe Kids Coalition who wished to protect children from being hit in school zones and crosswalks.

- Although Green Ribbon Month originated in Davis County, schools throughout the state have implemented the program. Over 72,000 people participated in Green Ribbon Month activities and signed pledges in 2005.

- Green Ribbon Month involves the whole community. Schools, PTA, health departments, SAFE KIDS, government officials, media, police departments, and local businesses can all be included.

- Adults can put a green ribbon on their car antenna after they take the Green Ribbon Pledge. This is a pledge to drive slow in school zones and residential areas, to educate your children now on pedestrian safety, and to get involved in your community to make streets safer for children.

- School children can take the pledge to walk on sidewalks, look both ways before crossing the street, cross at crosswalks, and to walk with a buddy.

- Green ribbons can be displayed on signs, cars, people, fences, and crosswalk poles to remind drivers to watch out for children and reduce speed in school zones and residential areas.

- In 2003, the Institute of Transportation Engineers and the Partnership for a Walkable America chose Green Ribbon Month the national winner of the Pedestrian Project Award for education.

Dear Safety Advocate:

The Green Ribbon Month program focuses on the prevention of injuries from pedestrian/motor vehicle crashes. Schools are encouraged to select a week during Green Ribbon Month (September) to promote awareness of child pedestrian safety, and to educate children, parents, and the community. The intention of this letter is to answer questions about the campaign and assist in setting up the program in schools and communities.

Why is this issue so important? On average in Utah, 40 pedestrians are killed and 1,070 are hit in pedestrian/automobile crashes each year. 1/3 of pedestrians hit and 1/3 of the pedestrians killed are children under the age 15. Children are at risk because of their small size and they do not have the skills to handle traffic safely until at least 10 years of age. To reduce such tragic crashes children need to have safe routes to & from school and understand key traffic safety rules. Motorists must obey traffic laws and watch out for children. Parents, community leaders, and politicians must understand the dangers children face while walking.

Who should be involved? Everyone! The program should be organized primarily through the PTA Safety Commissioner elected to your elementary school. However, the whole community should be involved. Involve members of your local government in Green Ribbon Week's events. Involve teachers by having them supplement their curriculum with educational materials about pedestrian safety. Get parents/guardians involved by having them sign the Green Ribbon Month Parent Pledge. Get students at a local high school involved by having them sign the Green Ribbon Month Driver Pledge. Get your local media involved in the events; invite them to come along on a walk to school that focuses attention on problem areas and proposes solutions. Involve local businesses by having them sponsor Green Ribbon Week with fun prizes for poster contests, giveaways, and participation in taking the Green Ribbon Pledge. Cooperative efforts within the community can go a long way towards making streets safer for children.

How to get started? First, schedule a date for your school's Green Ribbon Week during September. Second, get the community involved (local government, law enforcement, businesses, faculty, and parents). Third, plan activities (assemblies, poster contests, pledge signings, walk to school day, walking school bus, etc.). Be creative and have fun! Use many florescent green ribbons to tie around trees and near crosswalks. Be visible, be vocal, and be involved!

Thank you for your support. I look forward to hearing from you. Please complete the enclosed questionnaire after your event. This will help track how many people participate and help improve the program next year. Keep a record of your Green Ribbon Week and Month activities and highlight your successes, your achievements, your ideas, and your needs. Remember always to put SAFETY OVER CONVENIENCE.

GREEN RIBBON MONTH
HELPFUL HINTS

- If you need green ribbon, contact Transit Instruments, phone (801) 262-0066, fax (801) 262-0084, address 612 W. Confluence Ave (4260 S.) in Murray. To get a discount on the green ribbon from Transit Instruments mention that you are doing Green Ribbon Month. The discounted costs for the ribbon are $.95 for the 1" ribbon and $6.50 for the 4" ribbon. This type of ribbon is "flagging ribbon" and the color is "fluorescent lime." Each roll is 150 ft long. Rolls can be ordered either individually or in quantities of 12. As for shipping costs, delivery is free in areas where they have other deliveries, but most likely it will be shipped UPS straight from the factory. The shipping costs would be whatever UPS charges.

- Any hardware store also carries the green ribbon.

- Cut ribbon in 6-inch lengths. Each roll should make 300 ribbons. Save extra ribbons for later use. Wrap ribbon around a thin 6" cardboard square several times, then cut at each end (makes cutting quick!)

- Use 4" ribbon at attention getting places (around school, at school crosswalks, places where children have been hit by automobiles, intersections, etc.) throughout the community.

- Copy pledges onto fluorescent green paper.

- Laminate posters for re-use.

- Assemblies and supplementing curriculum at schools with educational materials about pedestrian safety our great ways to reinforce Green Ribbon Month.

- Students can create posters on pedestrian safety, which can be displayed throughout the school.

- Pledge walls inside the school are a great way to highlight parents or students who have taken the pledge for pedestrian safety.

- After a pledge is completed, green ribbons can be placed just about anywhere (hair, backpack, bicycle, car antennae, lunch box, shoes, etc.)

Green Ribbon Month Events/Activities

- Involve school faculty by having them supplement their curriculum with educational materials about pedestrian safety.
- Get parents/guardians involved by having them sign the Green Ribbon Month Parent Pledge
- Get students at a local high school involved by having them sign the Green Ribbon Month Driver Pledge
- Hold a pedestrian safety assembly at the school and have a pledge signing at the assembly.
- Have a pledge wall at the school where all student, parent, and driver pledges are signed and placed.
- School-wide walkability Audit: students, parents, teachers, and school administrators go on a walk to school or during school that focuses attention on problem areas and proposes solutions (use the walkability checklist)
- Green Ribbon Month-Pedestrian Safety poster contests. Posters can be displayed on the hall walls of the school
- Students at the school use a police radar to clock speeds of passing motorist in the front of the school (invite the media to an attend event)
- Decorate the school inside and out with green ribbons
- Tie green ribbons to car (on the antenna, rear wiper, bumper, etc)
- Have students tie green ribbon to backpack, hair, shoes, bicycle, etc.
- Have parents lead a “Walking School Bus” to school during one week or the entire month (use this time to teach pedestrian safety habits and skills)
- Great time for school to update the it’s Child Access Routing Plan
- Contest for most pledges signed, between classes within school or vs. another school

GREEN RIBBON MONTH STUDENT PLEDGE

Your teachers and the PTA care about you and want to keep you safe. As a student of our elementary school we want you to take the GREEN RIBBON STUDENT PLEDGE. This means you agree to obey all of the following safety rules. As a symbol that you will do all these things tie the green ribbon to your backpack, bike or lunchbox.

☺ I pledge to walk on sidewalks. If there is no sidewalk, then I will walk in single file facing traffic.

☺ I pledge to look both ways (left-right-left) when crossing the street.

☺ I pledge to walk - - not run - - across the street and to look for cars while crossing.

☺ I pledge to cross at a crosswalk, or at a corner if a crosswalk is not available.

☺ I pledge to not play in or near streets. Streets are for cars, not kids.

☺ I pledge to be seen at night by wearing reflective clothing.

☺ I pledge to walk with a buddy.

_____ _____

(Signature) (Date)

Please encourage your friends and neighbors to support this safety program. Additional pledge cards can be obtained through your local PTA.

UTAH DEPARTMENT OF HEALTH
Violence & Injury Prevention Program

UHS UTAH HIGHWAY SAFETY

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GREEN RIBBON MONTH DRIVER PLEDGE

Pedestrians are at great risk in our community. It only takes a motor vehicle traveling at 20 m.p.h. to kill a child. Please join us in kicking off this years GREEN RIBBON MONTH by agreeing to obey all of the following safety rules. As a symbol of your commitment, please tie the green ribbon to your vehicle's antenna or side mirror to remind other motorists to slow down.

- ☺ I pledge to drive 5 mph slower than the posted speed limit in school zones and residential areas to protect the lives of children in my community.
- ☺ I pledge to stop for pedestrians at crosswalks and intersections.
- ☺ I pledge to stop behind crosswalks so that I don't block the pedestrian's way at intersections.
- ☺ I pledge to watch for and yield to pedestrians when making both left and right turns.
- ☺ I pledge to never pass a vehicle that has stopped to let a pedestrian cross the street.

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GREEN RIBBON MONTH PARENT PLEDGE

Parents and educators in your community are interested in improving children's pedestrian safety. Please join us in kicking off this years GREEN RIBBON MONTH by completing the information on the pledge card at the bottom of this flyer. Cut the pledge card off and have your child bring it back to school. As a symbol of your commitment, please tie the green ribbon to your vehicle's antenna or side mirror to remind other motorists to slow down.

☺ I pledge to drive 5 mph slower than the posted speed limit in school zones and residential areas to protect the lives of children in my community.

☺ I pledge to stop for pedestrians at crosswalks and intersections.

☺ I pledge to educate my children on pedestrian safety.

☺ I pledge to get involved in my community to make streets safer for children.

I pledge my support for pedestrian safety during GREEN RIBBON MONTH.

_____ _____

(Signature) (Date)

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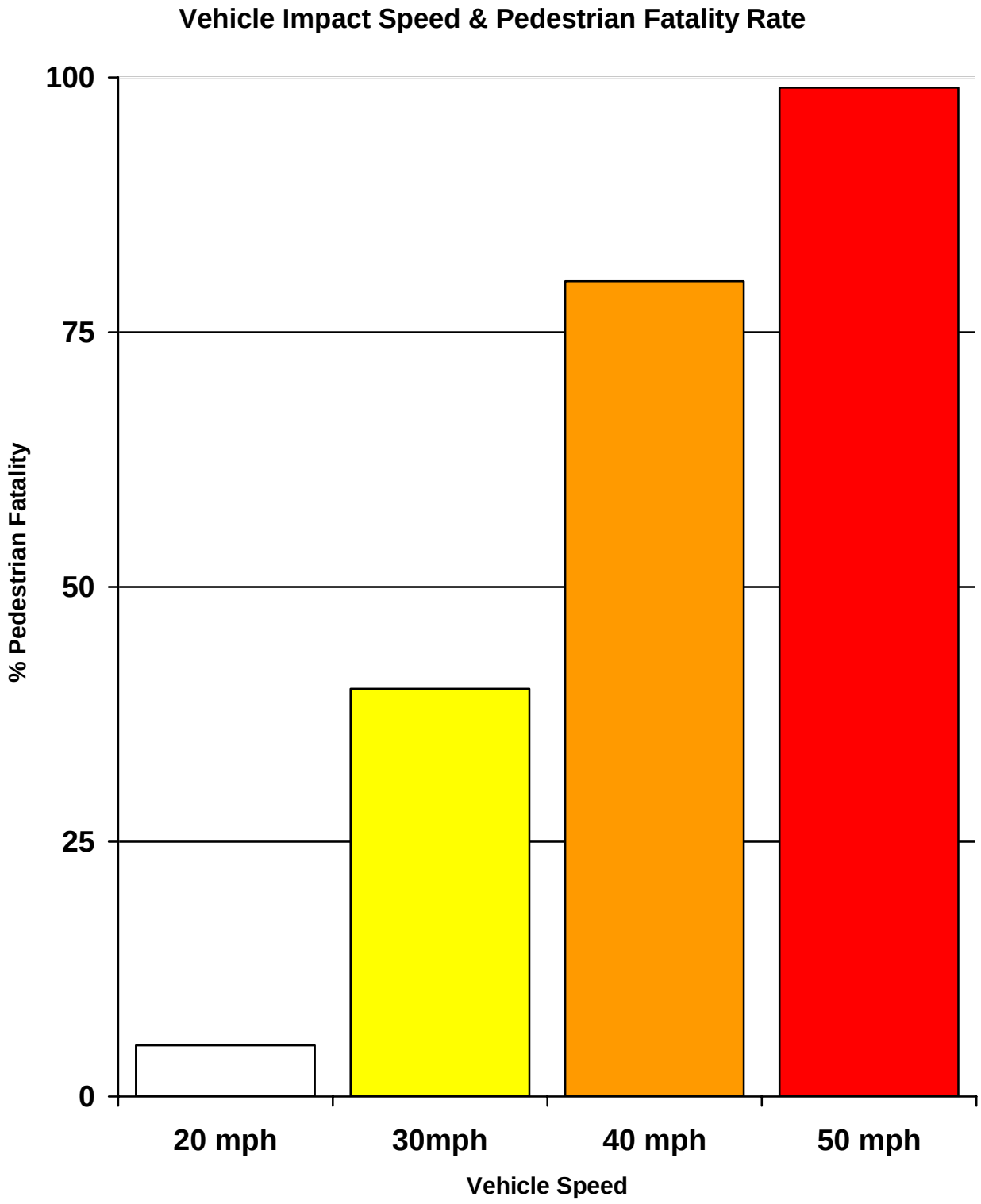
UTAH DEPARTMENT OF HEALTH
Violence & Injury Prevention Program

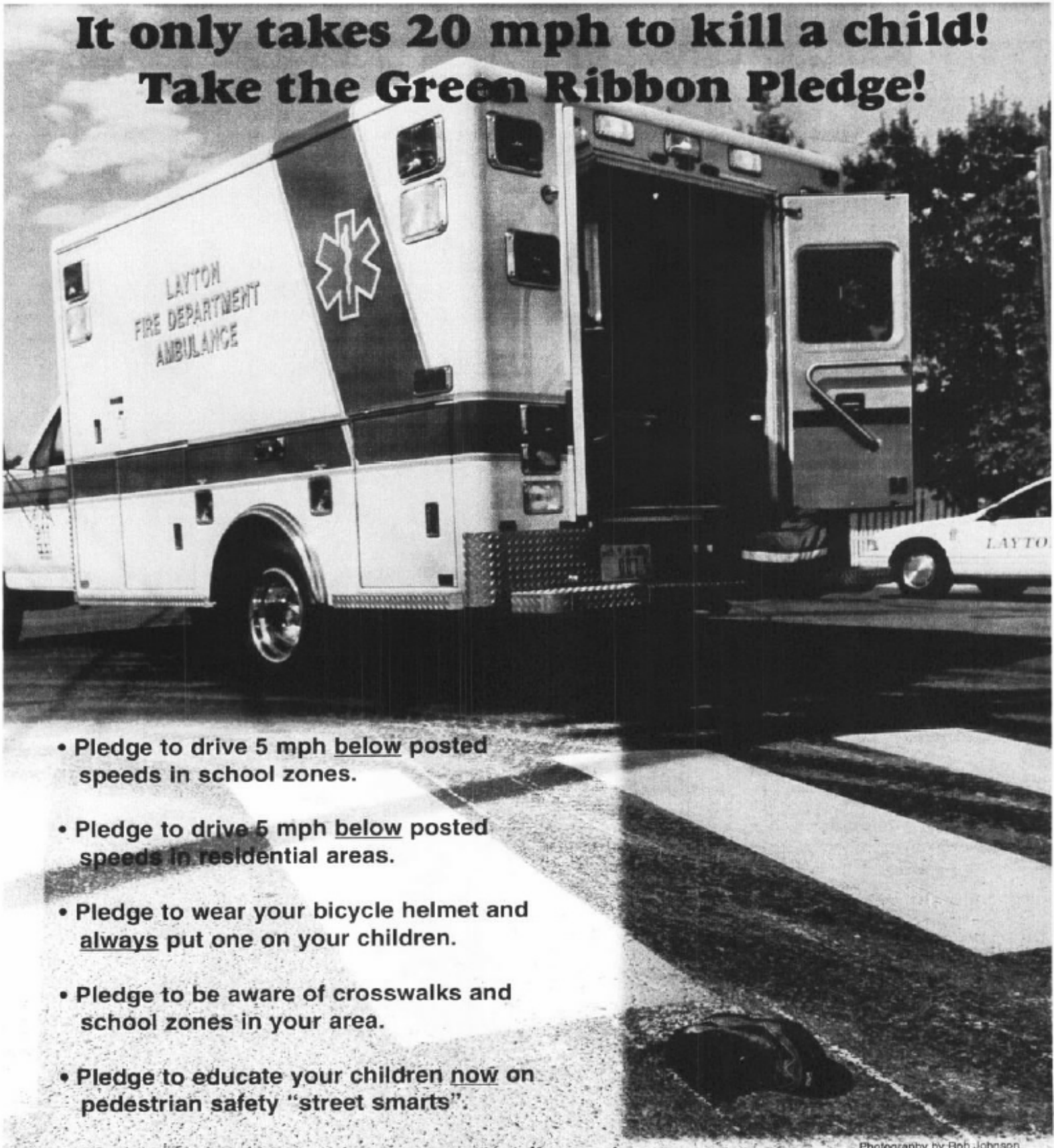
UHS UTAH HIGHWAY SAFETY



Source: USDOT

The risk of a pedestrian dying from a collision rises rapidly with increasing speeds. Green Ribbon Month encourages drivers to slow down, especially in school zones and residential areas.

It only takes 20 mph to kill a child!
Take the Green Ribbon Pledge!



- Pledge to drive 5 mph below posted speeds in school zones.
- Pledge to drive 5 mph below posted speeds in residential areas.
- Pledge to wear your bicycle helmet and always put one on your children.
- Pledge to be aware of crosswalks and school zones in your area.
- Pledge to educate your children now on pedestrian safety "street smarts".
- Pledge to get involved in your community to make streets safer for children.

Photography by Rob Johnson

September is Green Ribbon Month.

Green ribbons represent children's pedestrian safety.

For more information contact your local PTA.

GREEN RIBBON MONTH QUESTIONNAIRE

(Please complete and return)

SCHOOL/ORGANIZATION: _____ TITLE: _____
CITY: _____ COUNTY: _____

1. How many times have you participated in Green Ribbon Month? _____
   A. What kind of activities did you have?

   B. What would make participating in Green Ribbon Month easier?

2. How many pledges did you distribute? _____ collect? _____

3. What are your greatest pedestrian safety concerns at or around your school/organization? (circle all that apply)
   a. no sidewalks
   b. discontinued sidewalks
   c. no crossing guards
   d. too much traffic
   e. traffic speed too fast
   f. trees/plants/parked cars blocked sidewalks
   g. no painted crosswalks
   h. drivers did not yield to pedestrians
   i. not well lighted
   j. traffic signals not pedestrian friendly
   k. other _____
   _____

4. Do you plan on participating in Green Ribbon Month next year? Yes No

Please return to:

VIOLENCE AND INJURY
PREVENTION PROGRAM (VIPP)
P.O. BOX 142106
SALT LAKE CITY, UT 84114-2106

UHS UTAH HIGHWAY SAFETY

UTAH DEPARTMENT OF HEALTH
Violence & Injury Prevention Program