

Safe Kids Worldwide, with support from program sponsor FedEx, is pleased to announce an opportunity for Safe Kids coalitions to apply for grants for the 2018 - 2019 Walk This Way program year. Safe Kids will award grants to coalitions that will conduct pedestrian safety education and events to enhance awareness of child pedestrian safety messages and promote behavior change.

Background

Despite the historic downward trend in the pedestrian fatality rate for 0-19 year olds in the U.S. over the past 20 years (38 percent reduction for teens and 74 percent for younger children), in the last two years (2014-2016) there has been an 18 percent increase in deaths to pedestrians ages 0-19 years. In 2016 there were 514 pedestrian fatalities of children ages 19 and younger¹.

Overview

In FY19, Safe Kids coalitions, together with local volunteers and partners, will implement pedestrian safety programming and teach safe walking behaviors through school assemblies, classroom activities and community events throughout the school year. Safe Kids coalitions who participate in the Walk This Way program will have the opportunity to receive funding to complete the following activities and campaigns: International Walk to School Day, field-testing the iRap Star Ratings for School mobile application, America's Favorite Crossing Guard, Global Road Safety Week and Road Safety Youth Committees & Take Action Against Distraction Contest.

Primary Target Audience

- Elementary, middle and high school students
- Parents, caregivers and school staff
- Communities

Overview – Grant opportunities

1. Applications due Friday, June 15

- a. International Walk to School Day - \$500
 - i. Opt-in iRap - \$500
- b. Support of the Third Annual Crossing Guard Promotion - \$100 (coalitions will be provided grant after nomination is received)
- c. Fifth UN Global Road Safety Week (GRSW) - \$300
- d. Road Safety Youth Committees - \$1,000

¹ <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812493>

Program Grants

- **International Walk to School Day (IWTSD)** – Safe Kids coalitions will partner with FedEx volunteers to teach safe pedestrian behaviors to children on International Walk to School Day (October 10, 2018).
 - All participating coalitions will receive a **\$500** grant to cover IWTSD event incidentals and incentives for students.
 - **iRap Star Rating for Schools mobile app** - Safe Kids will offer an additional **\$500** grant to a limited number of Safe Kids coalitions which choose to opt-in. Safe Kids will provide the tablets. Safe Kids is working with the International Road Assessment Program (iRAP), which previously created the globally recognized Star Ratings measurement system, to provide simple, comparable and objective measurements of built-in safety of road segments for vehicle occupants, motorcyclists, bicyclists and pedestrians. The iRAP Star Rating for Pedestrians tool using this approach has now been adapted to create the Star Rating for Schools (SR4S) mobile application, which can be used to measure and communicate road safety risks that children and adolescents are exposed to on their journey to and from school. Safe Kids Worldwide is working with iRAP to field test the SR4S mobile application at schools across the U.S. as a means of assessing pedestrian safety in school zones.
 - Host at least one (1) high-visibility IWTSD event on **October 10, 2018**, focused on pedestrian safety. For this event the coalition must:
 - With the assistance of coalition members and FedEx volunteers, chaperone children to school, lead classroom or school assembly activities. The school-based events draw local media attention and serve as the catalyst for future safety activities in the school. If the participating coalitions are planning multiple IWTSD events, they will choose one site to invite FedEx volunteers to in their community.
 - Identify and partner with at least one elementary or middle school.
 - Invite local partners to participate in event planning and implementation.
 - Safe Kids Worldwide will provide coalitions the following:
 - International Walk to School Day event checklist PDF
 - 1 vinyl IWTSD banner (new participating coalitions only)
 - Social media guide
 - Media templates
 - Event registration
 - Lesson plan
 - Letter templates
 - Event photo release template
 - 500 reflective items
 - 100 *Clifford Takes a Walk* books

- **Third Annual America's Favorite Crossing Guard Campaign** - The objective of the campaign is to raise awareness about the tremendous contribution that crossing guards make to protecting kids on the road and to recognize their hard work. The campaign will launch on International Walk to School Day. **Safe Kids coalitions who submit a complete nomination will receive a \$100 grant.** Please indicate in the application if you plan to submit a nomination this fall.

During the fall, coalitions, parents, students and communities will be encouraged to submit their favorite crossing guard to be America's Favorite Crossing Guard through a form on the Safe Kids website (www.safekids.org). Safe Kids will work with FedEx to review the nominations, the public will have the opportunity to vote, and an expert panel will select a winner based on pre-determined criteria. There will be a celebration planned to announce the winner in the spring.

- **The Fifth UN Global Road Safety Week (GRSW)** will be held in Spring 2019 around the world. Safe Kids will create a **\$300** grant program for the coalition network to implement GRSW activities in and around school zones in their communities. The grant will cover incentives for students, materials, signage and program materials. The proposed activities should focus on the selected (TBD) theme and should incorporate appropriate campaign materials as outlined by the global campaign (www.unroadsafetyweek.org).
- **Road Safety Youth Committees** – Safe Kids coalitions will work with middle school students to conceptualize a campaign to educate their students, school staff, the community and families on road safety. Coalitions and students will each complete a School Zone Safety Assessment and take photos of the environment.
 - The program consists of a guided discussion, followed by a creative exercise that helps students share safe walking messages with their peers. The goal is to help students think through the dangers of crossing the street while distracted and to gain insight into how students perceive issues around pedestrian safety.
 - The Take Action Against Distraction contest helps middle and high school kids begin to talk to their peers about distracted walking using their own creativity.
 - All participating coalitions will receive a **\$1,000** grant to cover program incidentals and incentives for the school/students/volunteers.
 - Coalitions will partner with the local police department to capture the speeds of vehicles traveling in school zones (compared with posted speed limit(s)) and conduct two observations (one morning, one afternoon) at times designated as school zone times, if applicable.
 - Based on the results of the School Zone Safety Assessment, the committee will determine what the campaign/intervention(s) and committees will utilize the Safe School Zone Take Action Toolkit to guide them through the options.
 - The students will then create a campaign (advocacy, educational and/or social media) to educate fellow students, school staff, the community and families on road safety

messaging. They will be encouraged to build in measures to assess impact (e.g., changes resulting from their campaign).

- At the completion of the project, students will create a 30 – 45 second video showcasing the campaign and why road safety is important for youth. These shorts will be submitted to Wishpond where students can vote and the winning submission will receive a **\$500** grant. The school of the winning submission will receive its own **\$500** grant.

2018 - 2019 Timeline

Grant Opportunity Available	May 15, 2018
Grant Application Due	June 15
Grant Awards Announced	June 21
Grantees Receive Materials/Grant Check	August 1
International Walk to School Day	October 10
Launch Crossing Guard Campaign	October 10
IWTSD Evaluation Due	October 23
Road Safety Youth Committees	October - May
3 rd Annual Crossing Guard Event	March 2019
Global Road Safety Week	Spring 2019

Electronic RFP

- To submit your electronic RFP:
 - Please visit <https://skw.safekidsweb.org>
 - If you have questions about login contact JOgboenyiya@safekids.org
 - Click on Pedestrian Safety
 - Locate WTW 2018-19 RFP
 - Complete the electronic RFP

Coalition Application

1. Coalition Name:	
2. Coalition State:	
3. Coalition ID Number:	
4. Coalition Address:	
5. Coordinator Name:	
6. Coordinator Email:	
7. Lead Agency Name:	
8. Phone Number:	
Grant(s) Applying For	<input type="checkbox"/> IWTSD - \$500 <input type="checkbox"/> Opt-in iRap - \$500 <input type="checkbox"/> Road Safety Youth Committees - \$1,000
	<input type="checkbox"/> Third Annual America's Favorite Crossing Guard Campaign - \$100 (grant will be provided after your coalition submits a nomination) <input type="checkbox"/> Fifth UN Global Road Safety Week (GRSW) - \$300

9. Describe how your coalition plans to implement Walk This Way pedestrian safety programming in your community. Provide the school name and city where you plan to have your main event.

10. Describe how your coalition plans to work with FedEx for your pedestrian safety initiatives in your community.

11. Please list additional languages (other than English and Spanish) your coalition would like materials available in (if possible):

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12. Does your coalition currently work with middle school students?
a. Yes b. No

a. If yes, what kinds of activities are you involved in?
13. Identify partners you currently work with and describe how they will contribute to the implementation of the programs. Please define abbreviations/acronyms.
14. Identify organizations that you plan to develop new partnerships with and describe their potential involvement in the program. Please define abbreviations/acronyms.
15. How many years has your coalition been participating in Walk This Way/International Walk to School Day?
16. Did your coalition receive an International Walk to School Day grant in October 2017?
a. Yes b. No
17. Did your coalition receive a Global Road Safety Youth Committee grant in 2017/2018?
c. Yes d. No
18. Please describe how your coalition will use/promote the School Zone Safety Take Action Toolkit.

IMPORTANT! Shipping Information

Please include your shipping address below. Also, include the contact name and phone number of the person responsible for accepting/handling deliveries (if this is you, please include your name and contact information). The shipping address provided in the space below will be used for all deliveries and is critical for timely and efficient delivery of materials. **NO P.O. BOXES**

1. Coordinator First & Last Name	
2. Safe Kids Coalition Name	
3. Email:	
4. Street 1:	
5. Street 2:	
6. City:	
7. State/Province:	
8. Zip/Postal Code:	
9. Phone Number: *NUMBERS ONLY (NO - . ,)*	

Thank you for applying for the 2018 -2019 Walk This Way grant. If you have any questions, please contact Josh Ogboenyi at JOgboenyi@safekids.org.



By submitting this application, I agree to the terms and conditions of this agreement as stated above. Applicants that have been awarded a Walk This Way grant will be notified no later than June 21, 2018.