

# Pedestrian Safety Event FAQ

Watch for Me CT is offering to partner with towns and cities across Connecticut to hold a pedestrian safety event in your area! Read below to find out more information.

## Why should I consider holding a pedestrian safety event?

A pedestrian safety event is an opportunity to engage with your community to bring attention to the increasing problem of crashes between vehicles and pedestrians. The purpose is to educate people on the street about safe crossing, remind drivers about driving safely near crosswalks, and communicate to the public that this is an issue you care about.

## What is a pedestrian safety event?

The event is designed to be a positive interaction with pedestrians (it is not an enforcement activity). Police, partners, and Watch for Me CT staff will reward people on the street if they follow the law at a crosswalk(s) with an enthusiastic “Thank you for crossing safely!” and a coupon to a local establishment. People who don’t use the crosswalk or wait for the walk sign will be gently reminded that we care about their safety, and that crossing illegally can increase the chances of being injured by a car. Signage alerts both drivers and pedestrians that the event is going on, and media is invited to attend.

## What do I need to hold this event?

- Support from your local police department
- Identified crosswalk(s) and time of day for the most impact
- Coupons from a local establishment for good crosswalk behavior
- Volunteers or partners to assist with event activities

## How can Watch for Me CT help us with this event?

We can assist you with:

- Planning the event
- Gathering local crash and fatality data to support the activity
- Outreach to media
- Signage
- Information on pedestrian safety
- Presence at event

## Who should I contact if I am interested?

Please contact Amy Watkins, Watch for Me CT Program Coordinator, by calling 860.837.5344 or emailing [awatkins01@connecticutchildrens.org](mailto:awatkins01@connecticutchildrens.org) if you want to host an event like this in your town.

## What is Watch for Me CT?

Watch for Me CT is a comprehensive program aimed at reducing the number of injuries and fatalities as a result of traffic crashes involving pedestrians and bicyclists in Connecticut. It is funded by the Connecticut Department of Transportation and managed in partnership with Connecticut Children’s Injury Prevention Center.



**Pedestrian Safety Event photos!**

