TEACHER'S GUIDE

GRADES K-12

# We're Walking Here and Vision Zero

**2016-17**

**WALKING & PSA COMPETITION**

**Competition officially opens October 5, 2016.**

**Final submissions are due no later than midnight, Friday, December 2, 2016.**

### Thank you for joining the 2016 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 lesson that is featured in the workbook provided.

### Competition Theme

As a part of the Vision Zero Initiative, we invite students to discuss ways we can all change our behavior on the streets in order to lower traffic fatalities and injuries. These PSAs can be directed at teen and adult drivers, cyclists and pedestrians.

### PSA Format

All students may submit either (1) a script/video sketch to be produced as a video or (2) an art project to be produced as a poster and hung in New York City schools.

NEW YORK CITY DOT

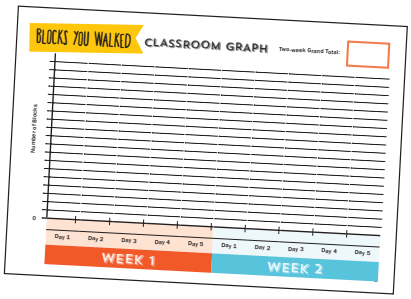
VISION ZERO
nyc.gov/visionzero

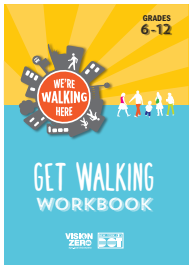
# Get Walking

Distribute the “Get Walking” workbook and help the students tear their “Blocks You Walked” student trackers out of the back. Explain that students will track the blocks they walk on a daily basis. Let students know that you and the class will tally all the blocks the whole class walked at the end of week one and week two. Please let them know that for the purposes of *We’re Walking Here*, a typical block is about 250 feet, but students should count blocks as every time they cross a street as they may vary by location. Also please note that although the tracker is designed to run from Monday to Friday, please feel free to start on any day of the week and circle back to the Monday when appropriate.

During the “Get Walking” step, ask students to bring their “Blocks You Walked” trackers daily and ask them to share their results. All teachers and students in grades 3-12 should complete the first week of the “Blocks You Walked” classroom graph. This offers an opportunity to discuss the students’ accomplishment which should motivate them for the second week of walking. At the end of the second week, students complete the classroom graph.

Teachers should send a copy of the completed graph to: **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. Choose a time to do this that will reinforce the “Get Walking” step that 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?**

Use the “How Many Steps?” worksheet on pages 4-5. 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.

### Grades 6-12

**Carbon Footprint/Street Survey**

Ask the class to define the term “carbon footprint.” The official definition is: “a measure of the impact human activities have on the environment in terms of the amount of greenhouse gases produced, measured in units of carbon dioxide.” In other words, your personal carbon footprint is how much pollution you put in the air from your behavior. Use the “Carbon Footprint of a Commute” worksheet to calculate the $CO_2$ emissions of Maria’s commute. Students should graph their results. Next, ask 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.

3

# 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 categories:

## Scripted

A typed script which outlines your idea for a video PSA for distribution to other students. We encourage teachers to submit an amateur video or audio recording of their students' PSA to complement the typed script. Review the tips for making a video on the back of this document.

## Poster

Artwork and a slogan to be made into a poster to be used in elementary, middle or high schools. The message should be targeted at only one audience and should be identified with the submission.

# 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 (poster with lesson plan and competition rules to be hung in the classroom)
- Pencils

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

# OFFICIAL RULES

**We're Walking Here Competition 2015-16**

**ALL ENTRIES MUST INCLUDE:**

(1) Final Blocks Walked Bar Graph sheet with the two-week tally of your class's walking activity. Send a scanned copy or photo of the sheet to walkingschools@dot.nyc.gov before the deadline.

(2) Only one per class of the following culminating pieces for NYC DOT to use as a Public Service Announcement (PSA):

**(A) SCRIPT**

A typed script which outlines your idea for a video PSA for distribution to other students. We encourage teachers to submit an amateur video or audio recording of their students' PSA to complement the typed script. Please include the school name, class number and teacher's name along with the script. Short videos that can be used on social media are also encouraged.

Please see http://www.nyc.gov/html/dot/html/pedestrians/walkingschools.shtml for examples of this work.

**(B) POSTER**

Original artwork and an original slogan to be made into a poster to be used in elementary, middle or high schools. The message should be targeted at only one audience and should be identified with the submission. Please include the school name, class number and teacher's name along with the poster.

*Please note: Although our supplies are limited to two classrooms per school, additional classes at schools are invited to participate and join the PSA competition.*

**CRITERIA**

Your submissions will be judged on the following:

**Topic**

Vision Zero issues primarily safe walking, driving and bike riding aimed at adult street users or fellow students.

**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 make school-aged children, teenaged youth or adult street users change their behavior.

**PRIZES**

One $1000 grand prize will be awarded to the top winning school in each category. 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 October 5, 2016. All submissions are due no later than midnight, Friday, December 2, 2016. The winning PSAs will be professionally produced and made available to the general public and used by the NYC DOT to promote safety.

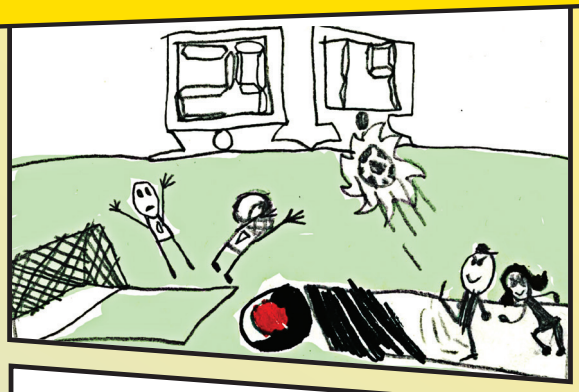
You may submit the finished product via email or mail to:

walkingschools@dot.nyc.gov

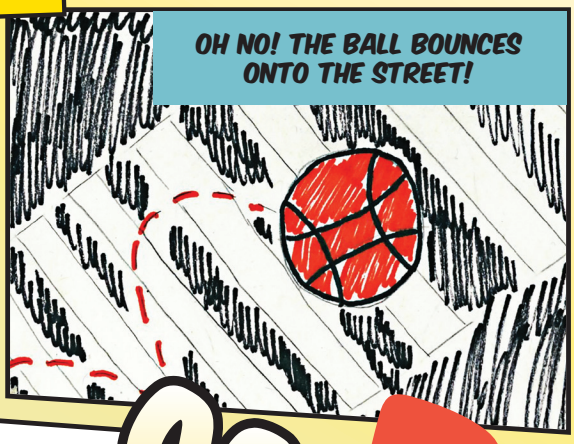
**If your submission is mailed, please send an email so we can track your package.*

NYC Department of Transportation
Office of Safety Education and Outreach
Attn: We're Walking Here
59 Maiden Lane, 34th Floor
New York, NY 10038

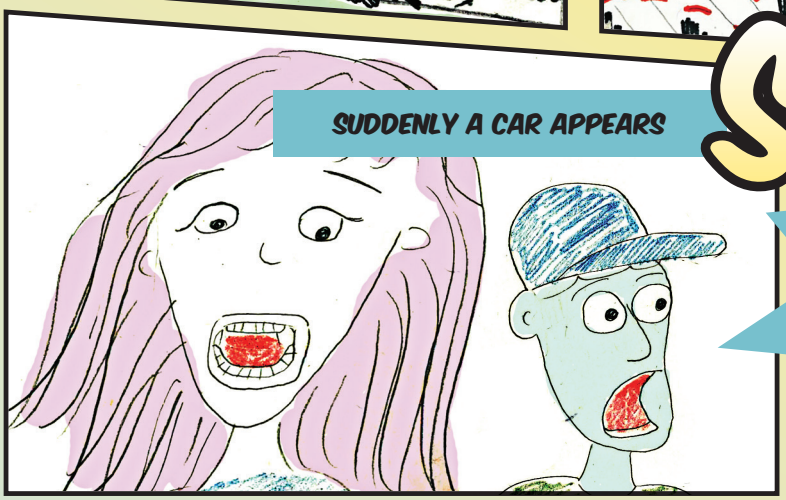
JUST ANOTHER DAY IN THE PARK...



OH NO! THE BALL BOUNCES ONTO THE STREET!

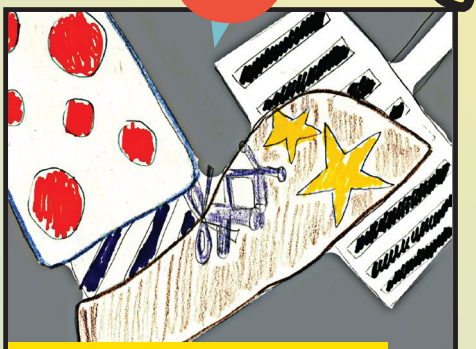


SUDDENLY A CAR APPEARS

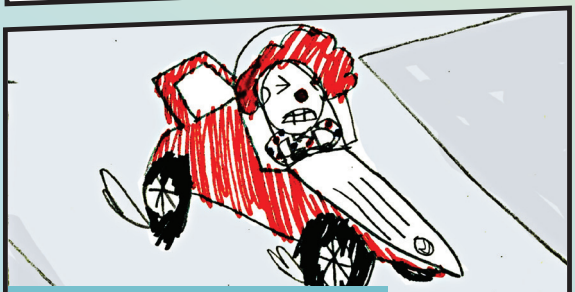


SCREECH!

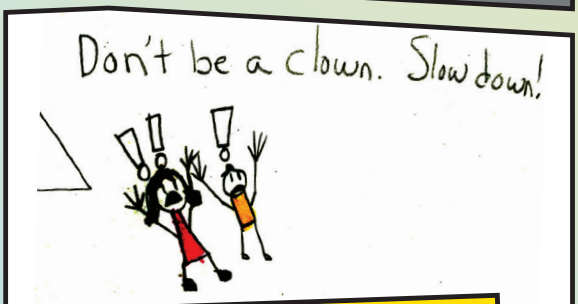
THE KIDS FREEZE IN PLACE...



THE DRIVER FRANTICALLY HITS THE BRAKE...



...AND PANICS REALIZING HE NEARLY HIT THE KIDS!




DON'T BE A CLOWN.

SLOW DOWN!

CHECK OUT THE VIDEO AT

PASSWORD: WALKING

VISION ZERO nyc.gov/visionzero

NEW YORK CITY DOT

A MESSAGE FROM P. 004 Queens

## 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 annunciate 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!

# WHAT IS VISION ZERO?

## Vision Zero is the City's initiative to drive down traffic fatalities and injuries quickly and efficiently.

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 250 New Yorkers lose their lives in traffic crashes. 4,000 are severely injured.

Traffic crashes are the 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 :

**Speeding**

**Failure to yield when turning**

**Distractions behind the wheel**