

Safe Steps - Pasos Seguros

People age 65 and above who walk in Miami-Dade County risk their lives every day. Indeed, whether walking to congregate meal sites, the store or pharmacy or clinic, the bus stop, a friend's or relative's house, more elders are injured or killed walking in our community than anywhere else in Florida. Statistics show that Miami-Dade County has the highest rate of elder pedestrian crashes (injuries & fatalities) in Florida, and one of the highest in the nation.



The Alliance for Aging, Inc. is introducing an innovative, new education and public awareness project to reduce the alarming number of elders who are injured or killed walking in the streets and roads of Miami-Dade County.

Called **SAFE STEPS-PASOS SEGUROS** and funded by the Florida Department of Transportation using Federal Highway Safety dollars, the bilingual project to reduce elder pedestrian crashes has two main strategies:

1. A television Public Awareness campaign for elder pedestrian safety. The media blitz will reach more than 4.6 million English-and Spanish-speaking television viewers with repeated messages about safe elder-pedestrian behaviors.
2. An Educational Component to teach elders how to walk safely, especially around those areas with high rates of elder pedestrian crashes. Basic to the Educational Component is the use of an evidence-based curriculum for adult pedestrian safety that has been proven to change unsafe pedestrian behaviors.

Partnerships are important to the Safe Steps-Pasos Seguros Project, and the Alliance for Aging will involve not only the media (CBS-4 and FX41), but also Florida International University's Lehman Center for Transportation Research, Miami-Dade County Public Works Departments, MPO and law enforcement, and Florida Departments of Transportation, Health and Elder Affairs, as well as "elder walkers." In addition, the Alliance will draw on its relationships with 42 local service providers, such as elder care facilities, elder housing complexes, and congregate meal sites to help recruit elders and hold the Workshops. The Alliance for Aging is also convening an **Elder Pedestrian Advisory Group**, whose role will be to provide feedback and technical assistance to the project.

SAFE STEPS-PASOS SEGUROS intends to raise the level of awareness not only among elders who walk, but among the general public, as well. The *goal* of **SAFE STEPS-PASOS SEGUROS** is to change pedestrian behavior as well as to make drivers more aware of the special needs of elder pedestrians, such as needing more time to cross the street due to the special cognitive and physical limitations of many older persons.

The vision of **SAFE STEPS-PASOS SEGUROS** is a safe and vibrant Miami-Dade County where *all* pedestrians -- regardless of age -- walk safely for health, work, recreation, spirituality or socialization. *"What's good for elders is good for the entire community."*

**FOR MORE INFORMATION ABOUT SAFE STEPS-PASOS SEGUROS
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